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# Windows to Success V -

## Our Biggest Success Yet

**Kelli Chitty • Interiors by Kelli**

Windows to Success V was held on March 14th at The American Hotel in Freehold, NJ. With over 45 vendors and more than 80 attendees, WTSV was our most successful event to date. Scot Robbins lead two classes - for the designer as well as the workroom, and Jana Manning led one class for the designers in attendance. Ren Miller, Editor in Chief of Design NJ was our key note speaker for lunch. Plans are already under way for Windows to Success VI - you won't want to miss it.



Ren Miller & Jana Manning



A very busy Vendor Hall



Attendees ready for the am session



Scot Robbins WOW'ing us with the details!



Moira Youmanns, Rose Iulo and Ellen Salkin at Vendor Registration



Lunch

# Message From the President

Ellen Salkin • NJ Chapter President

Spring is finally here; the air is fresh and the colors are vibrant. We all feel renewed this time of year. Just as we try to do for our clients, it is also a great time to look at our own businesses and see what we can do to give them a fresh face. Do you have a website? Take a step back and review it. Maybe it needs an update or a redesign. Think about introducing a new product line. It can be very exciting showing clients new lines and the latest innovations. Consider new ways to satisfy your client's needs. Try communicating with clients and prospects in new ways, i.e. Constant Contact or a database. Try going paperless, get more computer savvy, buy an iPad! These few ideas can help you see your business in a fresh new light.



It's the same with our board. We have been working hard trying to keep our meetings and activities fresh and exciting. We had a very successful Windows to Success V in March, April's meeting with Pam DeCuir was educational and entertaining. In May we flew Jill Robson in for an exciting full day meeting. We also went on a group trip to a Designer Showhouse. All this to keep the members of our chapter: decorators, designers, workrooms, fabricators, installers and dealers educated and up to date with what's happening in the industry as well as to aid in the success and profitability for all.

There is always much to learn. Join us at our next meeting and learn how workrooms can become and stay organized – and how that benefits the designers and decorators who work with them.

Feel Renewed!

## Windows to Success V

Rosemarie Garner • NJ Chapter Vice President

It must be said, ladies and gentlemen, our chapter ROCKS! Windows to Success V was a huge success. I must give credit to those who came before, especially to Linda Principe for paving the way for the first ever WTS, and to all the hard work that went into the previous incarnations. The feedback from this year was tremendous; the vendors were happy with the turnout and all the interest, and the attendees had a lot of new and old vendors to visit. Not to be forgotten, Scot Robbins, Jana Manning, and Ren Miller provided some always welcome inspiration.

One of the main interests in undertaking this show is so that we, as a chapter, can have the money to bring in wonderful speakers, like Jill Robeson who spoke about the artisan quality of our workroom skills at the May meeting. We are an educational organization, after all. WTSV brought in the most money ever, so we are sitting pretty for the next year; look for the board to provide some wonderful opportunities for our members. A big thank you to Ellen Salkin and Moira Youmans for chairing this event, and all who dedicated countless hours to make it as successful as it was.



On a somewhat personal note, I am especially pleased with how the Vignette Contest turned out, having chaired that part of the event. From the initial interest of our members, to the wonderful submissions, and then to finally picking the two finalists, it was an honor to be a part of that process. Thank you to Irene Hurley and Debi Pinelli for all of your hours of work – the vignettes were a welcome rest to the eye in the midst of all that activity. Be sure to check out photos of the vignettes on pages 4 and 5.

As always, I urge you to get involved in our chapter. The rewards are great and the relationships formed are truly a gift.

# WCAA National News

Linda Principe • National Board President

Spring is in the air. With that, it usually means it is time for the Vision show. This past April, I was able to attend the show which was held in New Orleans in conjunction with the Kitchen and Bath Show (KBIS). The show itself was smaller than in years' past, but it is always a good way to connect with industry leaders as well as network with colleagues.

I attended with Beth Hodges, past National Board President from Georgia, and we spent a lot of time at the WCAA booth. We were thrilled to sign up 13 new members, most of them from Louisiana, Texas and the south. Jill Robson, WCAA National Chapter Coordinator, also joined us.

Beth and I hosted the WCAA membership gathering and it was great to connect with other members from Maryland, California, Rochester and Chicago, to name a few. And we didn't deny ourselves from the delectable Cajun cuisine while we were there!

It is always great to see our friends from Somfy, along with other industry partners, such as Rowley, Orion, Q-Motion, Anderson Fabrics, and the CHF Academy. We also spent time with two other board members and industry partners, Joe Jankoski from Hunter Douglas (and our own chapter) and Derick Marsh from Rollease.

Other vendors who had booths included TMS Menagerie, Coulisse (a new shade company), Belagio Trims, Norbar Fabrics, Phifer, and Horizons Window Fashions.

Personally, I enjoyed seeing the KBIS show since I always like to see the products I am specifying for my projects. The big names like Kohler, Toto, Delta, Moen, Caesarstone, Wilsonart, and Benjamin Moore were there, along with many kitchen cabinet companies and several smaller specialty companies.

The time and venue will change in 2014. The show will be held in Las Vegas February 4-6 and add a third show, the National Home Builder's Association. I plan to be there!

And remember, I always welcome your feedback on how we can make WCAA National better for everyone. Enjoy your summer!



## Windows to Success V (continued)



Rosemarie Garner, Debi Pinelli, Ellen Salkin, Irene Hurley - announcing the Vignette Contest Winners. See pages 4 & 5 for photos of their beautiful vignettes



Robin Matthews manning the Attendee Registration Table



Irene Hurley - Irene Hurley Designs  
"Out of Ireland"

# Vignette Contest Winners



Debi Pinelli - A&J Interiors  
"Romantic Retreat"

# OMG!!

## I Should Have Gone to That Meeting

Robin Matthews • Seams Sew Right

Windows to Success V was held on March 14, 2013. As most of you know this event is our largest fundraiser of the year. The day started out with a breakfast-networking session followed by an inspiring program by Scot Robbins. The cameras were clicking away capturing his beautiful designs. When the doors opened to the vendor hall there was an immediate feel of excitement! New vendors, new products, new ideas were all packed into one room! During lunch Ren Miller from Design NJ gave us some wonderful tips on how to get published. After more time in the vendor hall we broke out into two sessions. Janna Manning shared her design expertise while Scot Robbins shared his workroom pattern drafting skills. Once more the vendor hall was buzzing, door prizes were announced and then it was time to go home. Based on the surveys that were returned Windows to Success V was our best event ever!



In April, Pam DeCuir taught us all about “The Art of Using Multiple Patterns and Textures when Designing a Room”. We learned about paintable wallpapers, how many fabrics with different patterns and textures can work together and how to present your design ideas to a client (ask someone at the meeting about the “gift” idea!). Pam’s samples were beautiful and inspiring!

On May 2 Jill Robson gave a full day presentation. In the morning session we learned the English construction method and because it was a hands-on experience we truly did feel “Passionate about our Artisan Skills in the Workroom”. Jill’s samples and hand work are exquisite! After lunch (provided by our WCAA NJ Chapter) Jill talked about design challenges: pattern placement, scale, proportion, converting sketches to reality and illusion. At the end of the day our tummys were full and our heads were stuffed with information. We couldn’t wait to get back to work

## Trip to Stately Homes by the Sea Designer Showhouse

Although the rain was torrential and the puddles in the parking lot were 2" deep, 12 members from our group and 2 other guests, made it to Stately Homes on May 9. It was amazing the project of this home got off the ground at all considering the house had 3 feet of water in it from Super Storm Sandy.

This year's show house is a Tudor. As most of you know, this makes the house very dark as there is a lot of wood molding, angled walls and small windows. As you can imagine, most of us were looking long and hard at the window treatments. We had lots to say! For the most part, many of us found the decorating for the entire home a bit underwhelming, but there were a few rooms we all liked quite a bit; the kitchen, eating area, laundry room and conservatory were truly among our favorites as they were all bright and airy and felt very warm and inviting.

When we arrived at the smiling with delight as we Diane Guididas, of Window Treatments by Diane, was the resource for all the window treatments. They were beautiful. Picture taking was frowned upon, otherwise there would be at

A few tables were reserved for us at the cafe where we enjoyed sitting, chatting and having lunch together. As you can see from the photo below, we all had a wonderful time.



pool house, we were all saw our very own member, window treatments. They taking was frowned upon, least one to show.

for us at the cafe where we and having lunch together. photo below, we all had a

# The Comfort Zone

**Joe Jankoski • National Board Member**

Most independently owned and operated businesses inherit the value system and reflect the overall attitude and personality of its owner. That is what makes each family owned business unique and powers its' competitive edge. That personal "carry over" also has potential downsides if bad habits are unintentionally brought into the business.

One interesting trait that most people have is a personal "comfort zone." The comfort zone is a behavioral state within which a person operates in an anxiety - neutral condition, using a limited set of behaviors to deliver a steady level of performance, usually without a sense of risk. A comfort zone is a type of mental conditioning that causes a person to create and operate within specific mental boundaries. Such boundaries occasionally create an unfounded sense of security. A person's unique personality can be described by the edge limits of his or her comfort zone. People tend to stay within that zone without stepping outside of it. Taking that bold step outside of the comfort zone is risky and filled with angst. To step outside one's comfort zone requires a spirit of experimentation and commitment to change. This new behavior often generates new and different experiences and responses. The results are often rewarding, expanding ones personal horizons generating overall improvement. Highly successful people routinely step outside their comfort zones, to accomplish their goals. They are typically the people who are always the first and usually the best.

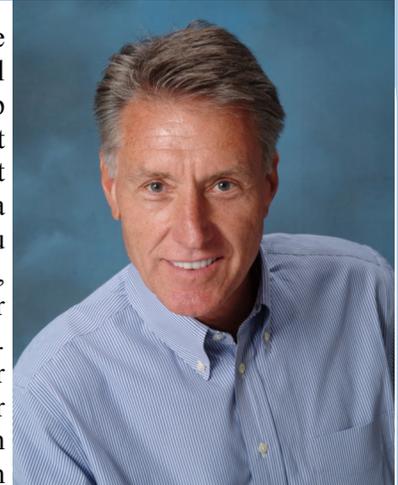
So that said...my question to you is; when was the last time that you thought about your comfort zone? Your business has survived the recent economic turmoil, so you clearly are doing something right. To improve your business moving forward, you will need to

keep up with the changing world. That will require you to step outside of your comfort zone. I am willing to bet that you already have a list of things that you have been meaning to do, but have put them off for any number of reasons. The biggest reason for your inaction is your inherent desire to stay in a place that feels warm and secure. Perhaps it is time for your business to automate order entry, or to finally go to a training session, to run that ad, to finally buy that iPad, to digitize your data base, to hire or fire that person. Whatever it is – you know it needs to be done.

I am sure you have had the following experience: your working on your computer – and for some unexplained reason it begins to act sluggish and the things you are working on slow down to a crawl or even stop completely...the screen freezes up and they keys don't work...so what do you do? You simply REBOOT the computer. According to Webster, the definition of (rē-bōōt') is to "start the process over again." That is exactly what I am recommending to you today – REBOOT your business by busting out of your comfort zone and do something new, do something different! At the very least, you need to commit to doing the same things – only this time - do them better. By taking this small but significant step, you will actually add value and new strength to your business, keeping it healthy for years to come.

Bust out of your zone.

Happy rebooting.



## Member Projects

As soon as Linda Principe saw the two-story room in her client's home, she knew she wanted to create something dramatic. Linda had worked with this client in her previous home over the past several years, so the client trusted Linda implicitly with whatever she proposed. They agreed on the fabrics, trims and the design, and then Linda collaborated with Rose Garner on the fabrication details. Linda's installers measured the two-story area, and there were many discussions to ensure every detail was addressed.

On installation day, the two installers, Rose, as well as Linda and her husband all played a part in making sure the installation went off without a hitch. The installers worked very hard as they each mounted a separate ladder and walked up together one rung at a time carrying the swag board with 200" long interlined draperies pre-mounted to the board.

The client was ecstatic and felt that it was beyond anything that she ever expected



Before

# Member Projects



After



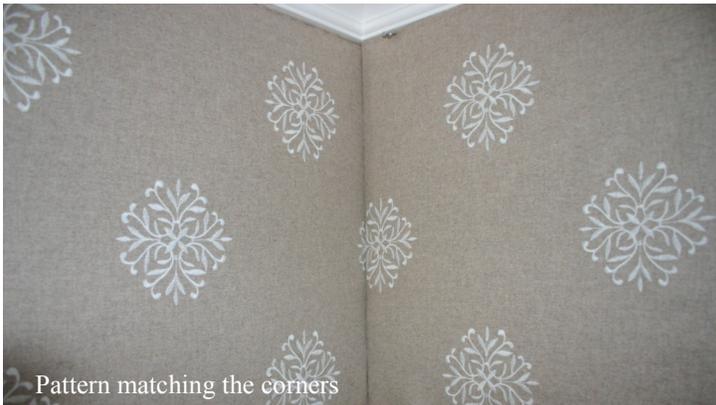
The inspiration for this guest room project was the embroidered wool fabric from Kravet. As soon as Kelli Chitty saw it, she knew she wanted to use it to upholster the walls. Kelli had the raised panel molding installed at a height that allowed the wool to be railroaded, while getting two cuts from a width. A coordinating embroidered silk sheer was used for the simple panels on the window, along with the woven wood blind. Luxurious bedding from Yves Delorme completed the room.



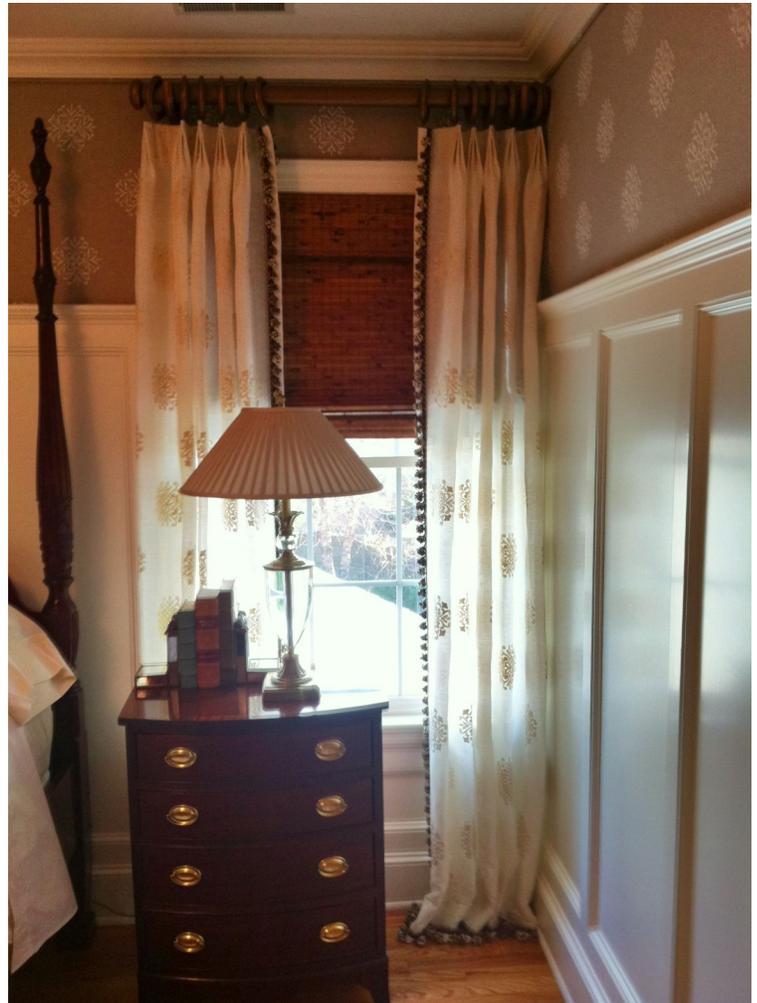
Panel molding installed & painted. Batting applied to the walls



Starting in the inconspicuous corner



Pattern matching the corners



# Get To Know Your Industry Partners

**Moira Youmans, Decorating by Moira**

Another Windows to Success V Story!

Working as the vendor chairperson for WTS V, I had the privilege of first trying to figure out where to place Carole Fabrics; or should I say what I was placing - I had no idea what a pop-up was! So of course I was intrigued at WTS V to see what Carole Fabrics and their pop-up was all about. I LOVE fabric and loved what Carole had to show so needless to say I set up an account. Generally I found it to be very quick and painless to be up and running.

Carole Fabrics is located in Augusta, Georgia occupying more than 250,000 square feet. Within their complex is a state of the art workroom, distribution center, customer assistance facilities, executive row and numerous samples. In other words everything is housed under one roof.

Carole's has. fabrics are not only gorgeous, but the sweet spot of them are within the \$20 to \$70 retail price range.

Their Simplicity Program offers a number of limited custom products (see photo) and fabrics designed to sell on the spot. The Simplicity Program fabrics are in a beautiful handheld binder which is designed to go with you on your client appointments.



Within the custom workroom they manufacture, draperies, top treatments, soft shades, bed coverings, headboards, decorative pillows, table covers and shower curtains. They can also provide you with several lines of hardware to complete your order. Turnaround time is generally 10 to 12 working days for custom orders, and fabric ordered by 4:00 p.m. is shipped same day.

The Carole Fabrics website ([www.carolefabrics.com](http://www.carolefabrics.com)) is very easy to navigate - whether searching for a fabric, checking stock, placing a fabric order, or generating a work order - but they do offer webinars to help familiarize customers with all of the features of their website. Carole Fabrics pride themselves on their high level of customer service, and are proud of the fact that their customer representatives have an average of 12 years of experience.

For more information about Carole Fabrics, their products and services. feel free to contact Mike Cummings at (717) 304-0396 or [mike.cummings@carolefabrics.com](mailto:mike.cummings@carolefabrics.com).