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Spotlight on Francine Hyland

Debi Pinelli • A & J Interiors

When I asked to interview her for the newsletter, Francine Hyland of Fringe responded "I'm not that interesting". Francine is not just interesting; she is also funny, talented and creative. I recently had the pleasure to work with her on a Lin's Linens project. You can tell she loves to create unique, one of a kind looks for her clients lovely accessorizing of this as evidenced by her healing sanctuary.



Like many of us in the WCAA, Francine started her adult life worked in corporate in the business world. She sales at AT&T while working on her BS in Business. She met her husband Tom at a corporate "happy hour" shortly after moving into her first place, a "dingy" apartment that she thoroughly enjoyed decorating.

Through a combination of events, Francine had the opportunity to take a buy - out from AT&T and used that occasion to open a design boutique. Southside Chic in Westfield was a funky little boutique where one could find eclectic and unique pieces, both old and new.

I learned from working with her on the Lin's Linens project that Francine loves sourcing one-of-a-kind items. The boutique gave her the chance to find beautiful accessories, antique and vintage pieces, mirrors etc. While at the store, customers would inevitably ask her for design advice and Francine finally found her niche...interior design. As she puts it, she "stumbled into" window treatments while doing design work for her clients.

After owning the store for 4+ years, Francine became pregnant with her oldest daughter, Bridgette and decided to pursue interior design and close the retail shop. Francine juggled being a new mom and working - all while going to design school. Receiving her interior design certification gave her the validation she felt she needed to be a successful designer. Six years later, still working, she had her twins, Tom and Maura.

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Message From the President

Ellen Salkin • NJ Chapter President

Hello all and welcome to Windows to Success. This is our 6th annual event, and as always you're in for a rewarding, educational, enjoyable day.

So...Thank you so much for attending either as a vendor, attendee or speaker. As president, I am so proud of our chapter; its membership, its growth, our programs, this event and especially our community service.

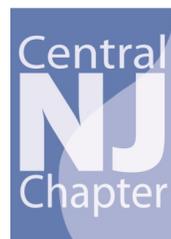
The WCAA Central NJ Chapter is a healthy and vibrant organization of women and men who are energized and passionate about the work they do for their clients. As members in good standing we all realize the responsibilities we have to our clients and we always keep our pledge to conduct our businesses with honesty, advertise truthfully, to advise customers responsibly and to stand behind the merchandise we sell. These are the codes of ethics we accept when we become members.

We are a chapter with the purpose and goal to ensure we all have the tools we need to thrive in our window world. We do this by providing networking opportunities, continuing to build the industry with ethical practices and educational opportunities on the workroom, design and business level.

I encourage you all to encourage everyone you know in our industry and within our chapter to get involved. It is a great way of making connections, to learn and to grow. Together we can build our organization and our businesses. By believing in and following my passion, I have pursued it with gusto, have had an absolutely great time, have learned how to work within and grow a fabulous leadership team and I continue to grow and learn.

For our chapter members, our leadership evolves, and we're always looking for that special individual who wants to give more of her or himself to help WCAA to do even better. Please let us know if you're interested in expanding your role.

We are a thriving industry and a thriving chapter. Let's continue.



WCAA
WINDOW COVERINGS
ASSOCIATION OF AMERICA

Message from the Vice President

Rosemarie Garner • NJ Chapter Vice President

As some of you may know, my summer was spent recuperating from hip replacement surgery. What? Too young, you say? Well...apparently not.

After the first few weeks of healing, I was beginning to go stir crazy. There is only so much binge watching of "Orange is the New Black" or "House of Cards" one can do. But, I did notice an underlying anxiety. It was all about work. Work, work, work!!! I was lucky enough to have my designer clients decide to wait until I could work again instead of going to another workroom. And because I am a control freak, I didn't sub anything out (well... OK...one cushion). I was not able to fully enjoy my time off because I had that underlying worry over the pile of fabric that was forming. Then Robin Williams died ... and I had a revelation. There are no window treatment emergencies. We all deserve time off and time to rejuvenate. It is important to take care of ourselves. We in our business tend to obsess over serving other people, which is noble and makes us great business owners. But, "put your own mask on before assisting others" may be a brilliant concept. If we cannot rest and rejuvenate, we cannot be our best personal selves, we cannot be our best business owner selves; we cannot serve others. This is especially true now that the holiday season is upon us.

Taking a rest from all the craziness makes us better at what we do, and the work will be there. I think Robin Williams was brilliant and tortured, and his death is a true loss. He suffered greatly and I thank him for giving me a little lesson in my own small life about taking time to enjoy while we can. It is all too brief.



Easing her way back to work, Rosemarie posted pictures of these beautiful pillows to Facebook.
Fabricated for Suzanne Chollet Interiors

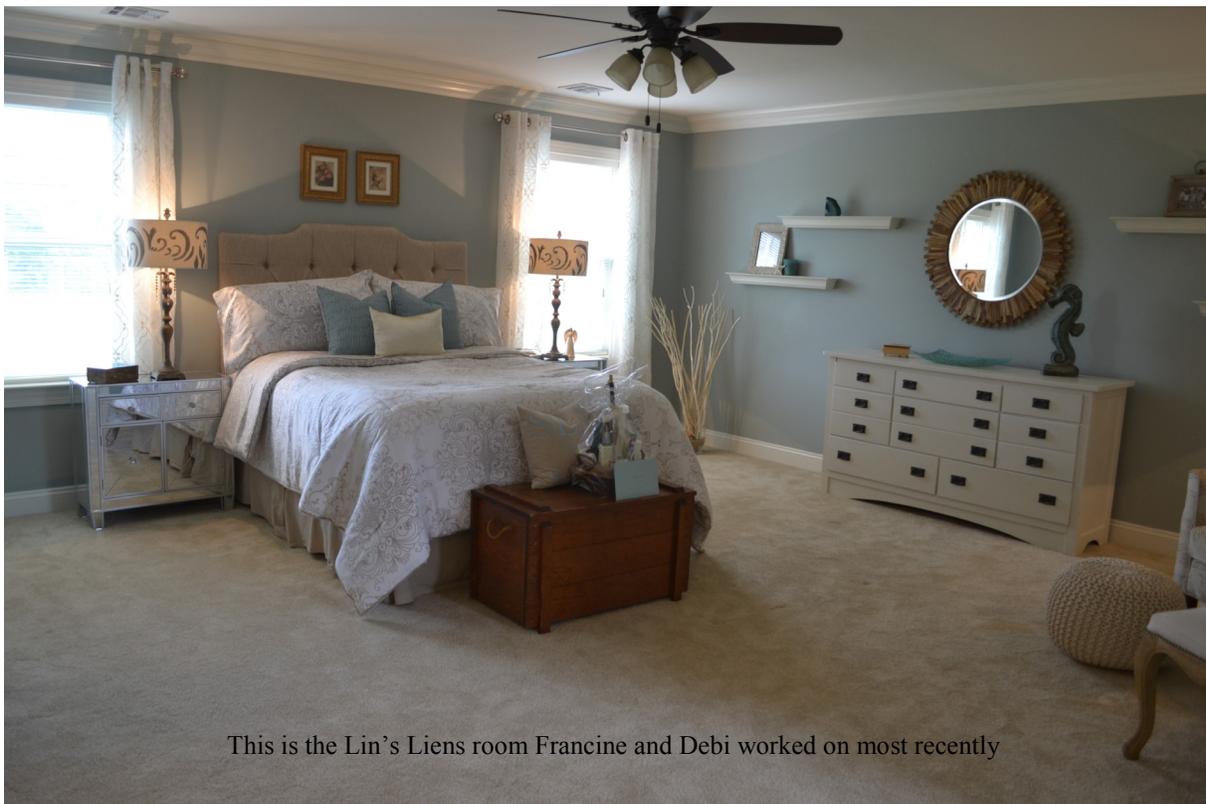
Spotlight on Francine Hyland (continued)

(Continued from page 1)

Her design firm, Fringe, offers all aspects of interior design including furniture, floor plans, color selection, upholstery, custom window treatments and accessories. Francine doesn't like "cookie cutter" designs and that is exemplified by her work. A Minutes Matter expert, Francine can create several design plans for her clients. Her unique approach enables her to design spaces that are styled to her client's needs and personality.

Francine has been an active member of the WCAA for over five years and claims she wouldn't be where she is today without the organization. "The members are so helpful and offer such wonderful advice". She attributes much of her success with window treatments and design to our great members. Francine volunteers her time on the Windows to Success committee as well as working on Lin's Linens projects.

In her spare time, she jokingly says she like to drive her kids around. As a busy mother of three, Francine doesn't get much time to read, but when she does she enjoys mysteries and "light" reading. One of her favorite books is *I Don't Know How She Does It* by Allison Pearson, a very relatable story about a busy working mom...kind of like Francine. She and her husband have a second home on Chadwick Island that is slowly being restored after damage by Sandy. In addition to making memories at the beach with her family, her husband Tom is a diehard Rutgers football fan so they enjoy family time tail gating and attending games. An All American Girl, Francine's favorite meal is steak and potatoes preferably served at the beach with a glass of red wine.



This is the Lin's Liens room Francine and Debi worked on most recently

WCAA National Appoints New Executive Director

Kelli Chitty • NJ Chapter Immediate Past President

On September 2nd, the WCAA National Board announced the appointment of a new National Executive Director, **Teresa Paul**. According to the announcement, “Teresa comes to the organization with an extensive marketing background working with both for profit and non-profit companies. She is a communications specialist who has worked with interiors industry clients for more than ten years. She has organized and implemented a marketing program for the National Symphony Orchestra Decorators' Show House, assisted with the launch of a high-end paint brand for C2 Paints, and co-chaired the Purses, Pumps & Pearls sale to raise money for a non-profit organization. Some of the other major accounts she has worked with include Mastercraft Interiors, Houseworks Interiors, Marriott International and the Women's Committee for the National Symphony Orchestra”.



According to National Board President, Michele Williams “In every company and organization there comes a time for change to ensure that goals can be reached and that future direction is solid. Such a time has come for WCAA. We are thankful for the professional association management operations and direction that Management Solutions Plus (MSP) has provided to us for the last two and a half years. We have grown in our understanding of non-profit status, compliance both nationally and at the state level, and have been set up for future success”. She thanked MSP and Karen Groppe for their hard work on behalf of WCAA.

Michele went on to say “Many of our members have asked that someone with industry expertise be involved to continue to move the association forward. We have listened and heard you. The skill set to direct a non-profit association is broad--and to find someone with that immediate skill set who also knows about and loves the interiors industry is not an easy feat. However, we have been successful!”



Teresa Paul
WCAA Executive Director

Teresa can be reached at:
WCAA

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I know that you all join me in welcoming Teresa to the WCAA!

OMG!!

I Should Have Gone to That Meeting

Robin Matthews • Seams Sew Right

Creative Displays in Tinton Falls hosted our open house and membership drive in June. Members and guests were treated to a feast in two ways. First we were treated to a feast for our eyes: furniture, mirrors, lamps, chandeliers, flower arrangements, bookends, tables and so much more...we were on overload!



Ellen introducing Sabina Jahic

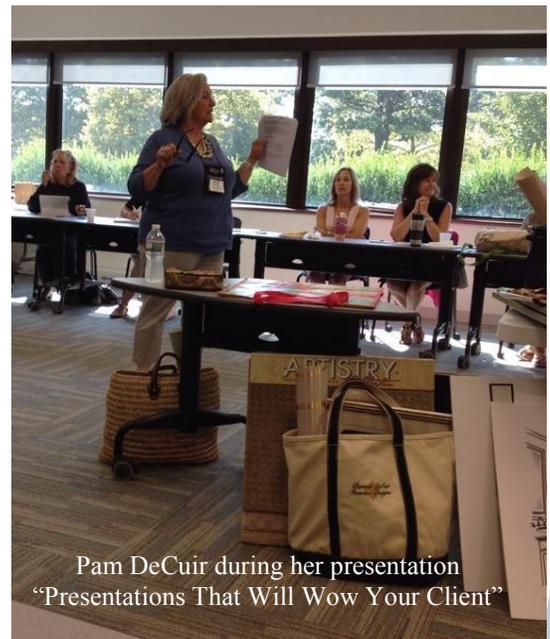
Following a presentation on the color red by Sabina Jahic from Sherwin Williams (who knew there was so much to learn about the color red?) we were treated to a fabulous luncheon feast. With our minds and bellies full we could not resist the pull of the showroom once again. I saw a lot of beautiful things go out the door that day!



In August Justin Meisner, an attorney licensed in both New York and New Jersey taught us all about the risks and liabilities we face as small business owners. Are you a Sole Proprietor? LLC? Corporation? Do you know the difference in

liability for each category? Who is responsible when something goes wrong, designer or workroom? Do you have insurance? You would have all the answers if you just attended that incredibly informative and entertaining meeting!

Presentation is important. Creative presentation is Pam DeCuir's specialty and she shared her amazing presentation ideas at the September chapter meeting. Members were enthralled as Pam showed innovative ways to present fabric samples to clients. Wrap them in tissue and bow like a present, put paint samples and fabric in a clear paint bucket, how about a special box for the client to open with all the samples inside? Story boards, renderings, elevations (do you know the difference between a rendering and an elevation? We do!) Kitchen design in a lobster pot!!!! Pam's enthusiasm was contagious and when our meeting was over there was a definite buzz around the room.



Pam DeCuir during her presentation
"Presentations That Will Wow Your Client"

Member Projects

Ceil DiGuglielmo • Seams Much More

The Southeastern Pennsylvania Chapter of WCAA was honored to begin working with Designing4Hope, a non-profit dedicated to helping critically ill children and their families by giving them dream bedroom makeovers. Jen DeRosa, treasurer of the SEPA Chapter connected with Lori McHale, founder of Designing4Hope and was very excited to share their needs with our chapter. We have been looking for a way to give back to the community and this organization is a perfect match.



Lori and her loyal group of volunteers renovate bedrooms for the child and a sibling, or fix up a space the whole family can enjoy. It gives the sick children a peaceful, happy place to get away from the sterile, sometimes harsh environments that are so necessary for their treatment.

We had the pleasure of meeting Hannah and her family the day we installed window treatments for two bedrooms, a corona, and delivered pillows. Hannah has Arthrogryposis Multiplex Congenita (multiple fixed joints throughout the body with an underlying cause). Hanna is unable to stand or speak clearly. Lori worked with Hannah and her mom to determine that she loves princesses, ladybugs and orange and yellow.

Part of the pleasure of working with Lori, was meeting the others involved in helping her bring these rooms to life. We were so honored to meet Kristen, a fantastic 13 year old who did the fundraising for the renovation that changed the family's garage into a first floor bedroom for Hannah so that her needs can continue to be met as she grows. Kristen started the project for a Girl Scout badge, but continued working on it even after her troop leader had to relocate. Kristen's proud father helped put furniture together and so did her siblings. It was inspiring to meet them, as well as Lori's contractor, Steve Ripka, who donates his time every month to help bring Lori's dreams to light.

There is, unfortunately, a waiting list for Lori's services and the SEPA Chapter is looking forward to helping with future projects. You can find more information about Designing4Hope on their website: <http://www.designing4hope.org/>

Editor's Note: Many members of the SEPA Chapter are also members of the NJ Chapter – and have worked on projects for Lin's Linens. Lin's Linens is an organization that does room makeovers for women battling cancer. Please consider volunteering with one or both of these terrific organizations. Contact Kelli Chitty at wcaanj@optonline.net for more information about how you can get involved.

See Page 8 for pictures of this project

Member Projects

Ceil DiGuglielmo • Sew Much More



Back Row: Corinna Hicks, Kathleen Patton, Ceil DiGuglielmo, Jen Rosen, Susan Gillen, Pat Gillen (installer)
Front Row: Kristen, Lori McHale, founder of Designing4Hope



To submit photos of your work for an upcoming issue, contact Ellen Salkin at wcaanj@optonline.net