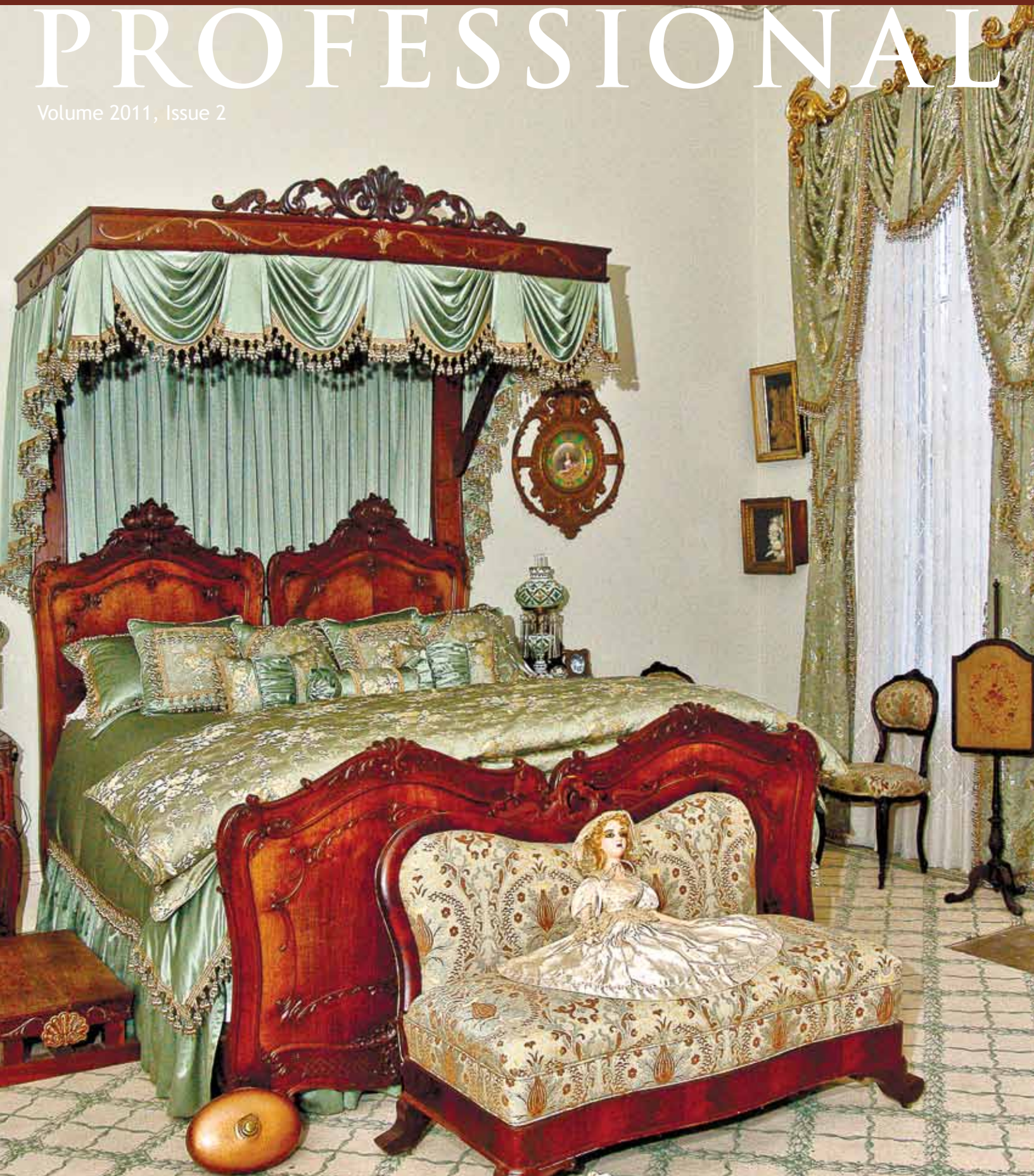


DRAPERY & DESIGN PROFESSIONAL

Volume 2011, Issue 2



Serving the Custom Home Furnishings Industry since 1993

DRAPERY & DESIGN PROFESSIONAL

a publication of the
CUSTOM HOME FURNISHINGS ACADEMY

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DRAPERY & DESIGN PROFESSIONAL is a bimonthly trade publication specifically for those who sell, design or create custom window treatments, upholstery, slipcovers and related services. Contributions from readers are welcomed. We look for articles that teach new techniques, inspire readers to tackle new projects and inform readers of current trends in fabrication and design.

To request submission guidelines, please e-mail Michele@CHFACademy.com.

To request a media kit, please contact the communications director.

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From the Editor-in-Chief



Michele Williams

Target Market. We have all heard this term, but what is it and how does it apply? A "target market" is a specific group of people to whom a company aims its products and services.

We can't be all things to all people. If we try, rarely do we succeed. Here at D&D PROFESSIONAL magazine, we have a target market as well — you! Who are you? Design professionals who engage in activities related to design, staging,

fabricating, installating, and upholstery and slipcover making, to name a few characteristics. You have a broad range of experience from just entering the business to seasoned professionals with decades of experience. You tend to be visual and creative and like to "think outside of the box." You are looking for new and innovative ideas, but hold firm with some of the old standards that have worked so well. You are relational — and feel as if you have created friendships with people you read about or with whom you share information on our Forum. When you finally meet in person — it is as if you have known one another forever (by your Forum screen name, of course!).

Each issue of D&D PROFESSIONAL magazine works to balance all the needs of our target market: to give new ideas, while going back over some of the basics, offering a glimpse inside workrooms of those who are in business beside us, and also showing new products that could be of use to us.

We would love to have your input and articles to help continue the tradition we have of sharing information in the industry. No matter how "simple" or how difficult you may think it is — share!

And consider for your own business — who is your target market? What characteristics do they have in common? How can you reach them?

A handwritten signature in cursive script that reads "Michele Williams".

In preparation of this magazine, every effort has been made to offer the most current, correct, and clearly expressed information possible. Nevertheless, inadvertent errors may occur. DRAPERY & DESIGN PROFESSIONAL and its representatives disclaim any responsibility due to typographical errors and accuracy of the information that may be contained in this magazine. No part of this magazine may be reproduced in any form without written permission from the publisher.

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Cover photographed by Dick Dougall & Mike Gannon. Workroom, Donna Hovis.
Addition: Issue 1 cover photographed by G. Richard Anderson

Keeping the Sun Under “Your” Control

By Judi Turner
Dover, NH



We love our windows and the views to the outside, but we hate the glare at night, the sun damage to furniture, and energy loss during the extreme heat and cold of the changing seasons. Decorative window treatments often cannot provide the functionality that’s required to gain proper comfort in the environment, and are most often designed for beauty and aesthetics. The time to get control of the sun’s effect on the room is at the initial design consultation. Often my second opportunity to talk about sun control is when I’m draping a slipcover, as blinds are the perfect solution to keeping the slipcover looking new longer.

In Germany, most houses are built with *rouladen* — an exterior slat blind that’s built into the window frame and operated from the inside, sometimes called a “rolled shutter” in the United States. The window can be sealed off from the elements almost like an armored shield. The closest concept we have in the United States is the original concept of interior/exterior shutters. Early colonial settlers had “Indian shutters” to protect from arrow attacks on the house because glass wasn’t readily available or practical for protection. Exterior shutters in the United States have become decorative to the point of most often being a fixed permanent design element that may not even mirror the glass footprint. Old-fashioned shutters can still be seen and are used daily in Germany as well as the more popular *rouladen*.

Installing a functional shade on the exterior is an option; see the Sun-blocking Sources sidebar below for U.S. manufactures of *rouladen*-style exterior shades. Once you’ve addressed the functional needs for light control, then consider designing and recommending the best products and design for the interior. If exterior sunlight control is not an option, you may consider windows with built-in horizontal blinds, sun screens, cellular shades with side tracks for energy and light control, or making the soft treatment functional for light control.

Once the functionality is in place, the creative, soft treatments can be designed for aesthetic and acoustic properties. ↵

Sun-blocking Sources

United States sourcing for functional exterior shutters and German-style roll shutters:

- www.ACshutters.com
- www.atlanticshuttersystems.com
- www.ers-shading.com
- www.roll-a-way.com
- www.rollingshield.com
- www.swissshade.com

Meet The Writers



Jenna Abbott is the sole proprietor of Sew Elegant by Jenna, a to-the-trade workroom founded in 2001 and located in Sacramento California. She is a founding member of the Northern California Chapter of the WCAA, the Executive Director of the National WCAA and a proud alumnus of the Custom Home Furnishings Academy.



Nancy Letts is the owner of Pine House Drapery, a full service workroom started in 2001 that serves interior designers and a few retail clients in beautiful northern Michigan. Nancy and husband Rob fabricate everything from window treatments to upholstery. Nancy is a member of the D&D Pro Network, DraperyPro, WCAA, and is a CHFA Career Professional in Slipcovers.



Penny Bruce is a professional curtain maker with her own soft furnishings business in the United Kingdom specializing in handmade curtains using traditional methodologies serving both trade and domestic customers. She is a member of the Association of Master Upholsterers and Soft Furnishers and of the Association of Soft Furnishers. Penny established Denton Drapes in 1997.



Laurie Medford is the Business Development Manager / Expert Services for Rowley Company, the leading supplier in the interior design industry. Before joining Rowley, Medford owned Centsible Creations, a professional Design, Fabrication and Installation Company for both wholesale and retail customers. Medford is an instructor for Custom Home Furnishings Academy and is member of WCAA and WFCP.



Donna Cash operates a workroom in Flowery Branch, GA. She's a 20-year veteran of the window coverings industry and has an associates degree from the Art Institute of Atlanta. She's a WFCP Associate, and a member of WCAA, DraperyPro and the Designers Workroom Council in Georgia. Donna is also a certified yoga instructor.



Barbara Phillips is an interior designer who opened Center Stage Interior Designs in Sudbury, MA in 2001. Barbara came to the design and workroom field after a 20 year career in Aerospace Engineering. Center Stage Interior Designs specializes in interior design, custom window treatments, and home staging. Barbara is currently the Vice President of the MA Northeast Chapter of the WCAA.



Sarah Devaney-O'Neil is the owner of Storibook Designs Inc., a custom home furnishings and design business providing design and advice for both residential and commercial clients. She has 20-plus years of leadership experience, including sales training and upper management positions for two large home furnishings retailers.



Susan Woodcock Schurz is Brand Experience Manager for Rowley Company. Prior to joining Rowley, Susan owned Tavern Hill, a professional drapery workroom founded in 1988. She is an instructor for CHF Academy and a popular industry speaker. Susan has been featured in many books, magazines and CHF Academy workroom videos. She's a member of the WCAA and a WFCP Expert.



Kristine Gregory is principal of Bedeckers Interior Effects Inc. Kristine is an Allied Member of American Society of Interior Designers, past president of the Richmond Chapter of WCAA and a WFCP Specialist. She is the only designer in the Richmond area who is an expert in both the psychology of color and personal organization. Visit her website at www.bedeckers.com.



Judi Turner started her business while in Germany from 1991-1992. It began with a client base of expatriates who wanted the American style of window treatments for their German homes. Upon relocating state-side, Judi chose to remain in the home décor field and now, 17 years later, works with clients in several states and 3 countries.