

Windows to Success IV

Conference and Trade Show

Presented by:

Thursday, March 29th, 2012

Jumping Brook Country Club

210 Jumping Brook Road, Neptune, NJ



Registration Fees:

WCAA National members & guests: \$135

WCAA Central NJ Chapter members: \$90

Registration- 8:30AM

Full Day Program - 9:30AM - 6:00PM

**Door Prizes/ Cocktail Hour
with Cash Bar - 5:30PM**

you must be present to win

*First Time in New Jersey:
"Demo Zone and Trunk Show"*

**Award Winning Window Covering
Presentations**

Over 40 Vendors Exhibiting

"Hands On" Afternoon Program

For more information and to register
and pay online visit

**[http://www.whoscoming.com/
WindowsToSuccess](http://www.whoscoming.com/WindowsToSuccess)**

or contact **Roberta Dara** at
(973) 492-5421 or **RDDStudio7@aol.com**

**Registration Deadline:
March 8, 2012**

*Please register early. Attendance is limited.
Unfortunately, we cannot accommodate walk-ins.*

Guest Speaker

Susan Kostelecky

**Award Winning Couture Designer
For High End Window and Bedding
Treatments**



In 1995, Susan Kostelecky began SK Designs, an award winning custom window treatment design and fabricating company serving the greater Houston area. Susan has designed and fabricated hundreds of window treatments, including many featured in Houston area home tours. Susan has served as President of the Houston Area Custom Drapery Association, is

a WFCP-Master, a member of WAOA and WCAA, as well as a highly sought after presenter at Industry events.

In 2006, Susan founded The Custom Sewing Institute (CSI), which produces The Creative Camp weekend seminars for advanced level workrooms. The Custom Sewing Institute provides educational seminars with a focus on professional techniques and methods, to assist attendees in achieving high end beautiful and well-crafted window treatments and other soft furnishings. This highly sought after program brings together industry leaders as instructors and sells out regularly. Don't miss your opportunity to learn from Susan right here in New Jersey!

Keynote Speaker

Linda Principe

**Award Winning Interior Designer
President, WCAA National Board
Past President, WCAA
Central NJ Chapter**



Linda Principe has been the owner of Linda Principe Interiors LLC in Monroe, NJ since 1988. Linda has been a member of the WCAA since 1997 and joined the board of the WCAA Central NJ Chapter at its inception in 2005. Linda

became Chapter president in 2008 and has spearheaded its growth to become the largest chapter in the country in 2009. Linda joined the WCAA National Board in 2009 and became National Board President in 2011. Linda is presently an instructor for the "Window Treatments" class in the Interior Design Certificate program at Mercer County Community College. Linda's work has been included in Window Fashions magazine and she is a past Editorial Board member, featured writer and column coordinator. She has also been published in Design NJ magazine.

Windows to Success IV Programs:

QUINTESSENTIAL CUSTOM - IT'S MORE THAN JUST A MONOGRAM

By Susan Kostelecky, SK Designs & The Custom Sewing Institute

In the same way that a couture bridal gown differs from an off-the-rack wedding dress, precise styling, embellishments and fit transform ho-hum window treatment designs to inspired levels. Using actual samples and Power Point Images, Susan will showcase numerous ways to make your designs truly custom with innovative, unique designs, specialty components and custom hardware. Susan will also provide custom hardware solutions to challenging design issues.

Personalized and custom window treatments should involve innovative and unique designs for your lucky clients – much more than a monogram!

CHALLENGING WINDOWS DESIGN

By Susan Kostelecky, SK Designs & The Custom Sewing Institute

One size does NOT fit all when it comes to creating specialty designs for windows with challenging shapes, sizes, configurations, obstructions and placement. This class will provide creative design ideas for a variety of situations, as well as sources for measuring tools and hardware (stock and custom). Dozens of window treatment scenarios will be shown with a variety of solutions. Don't let difficult windows prevent you from providing decorative softness for your client's windows!

DEMO ZONE AND TRUNK SHOW

Demo Zone:

Visit the Demo Zone to see new and interesting fabrication techniques demonstrated by several of our talented members, using products and equipment from our exhibiting vendors. This is always a popular place at trade shows and we know you don't want to miss it here!

Trunk Show:

Using dozens of window treatment valances and drapery panels, come see how you can potentially hold a Trunk Show to increase your customer referral base and showcase creative window treatments. Learn how to prepare for, market, present and follow up on trunk show presentations. This method of marketing allows a workroom or designer put their "best foot forward" and show their talents in workmanship and design while building their pipeline of referrals and new clients.

Attendees are welcome to attend one or both of these afternoon programs.

For More Information, Please Contact Event Co Chairs:
Ana Roberti: (609) 448-3594 | anasimages@aol.com
or Diane Guididas: (609) 336-0372 | interiorsbydianeg@yahoo.com