

*Embrace young women and their families where they are.  
Embark with them on the journey to restoration and healing.  
Empower with the knowledge to break free.*

# NORTHFIELD

## Educational Fundraising Event

*October 23-25, 2009*

**The Northfield Foundation  
189 Old Buckingham Road  
Cumberland, VA 23040**



### **About Northfield Ministries**

The Northfield Ministries is a non-profit organization dedicated to provide a safe haven for young women struggling with challenges such as eating disorders, self-injury, and depression, which may be accompanied with an unplanned pregnancy. Northfield offers a comprehensive assessment and an Individualized Service Plan which includes counseling, education, and supportive residential care, as well as community based services such as medical and psychiatric care. The goal is to empower each young woman to break free and embrace her future through God's unconditional love and mercy.

# 2009 Northfield Educational Fundraising Event

## The Workroom Connection



In 2007, Christine Shepard approached the Executive Director of The Northfield Foundation with an idea to offer her drapery workroom services to fabricate some window treatments for the home. No one could have imagined the outpouring of charity and fellowship that followed. Within a month, a team of five interior design firms and countless workroom professionals agreed to donate their time and talents.

Energized by the magnitude of the project, Christine quickly reached out to her colleagues with a post on the Custom Home Furnishings Academy Drapery Forum outlining the details of the help required. The response was incredible. In addition to the many offers of time and materials to create window treatments and upholstered furniture, Forum members asked to visit the plantation. One idea led to another, and in April of 2008, the first Northfield Retreat (and slumber party) was launched. Over fifty industry professionals from across the country arrived to participate in a weekend of hard work and friendship.



*Christine Shepard honored with the 2009 Visions WOW-Humanitarian Award by Grace McNamara and Joe Jankowski*

The second Northfield Upholstery Weekend was held in October of 2008, followed by a Northfield Fabrication Weekend in Chicago, where window treatments and bedding for two large rooms of the house were fabricated. As a result of these three weekends, over 85 attendees fabricated over 70 pieces of upholstered furniture for the home, including headboards, tufted ottomans, slipper chairs, storage bench ottomans and wing chairs in addition to window treatments, bedding and pillows. The final work weekend was in April of 2009.

This Northfield project has touched the hearts and souls of many in our industry, and will continue to touch the lives of the young women who come to stay at Northfield.

## Why this event, NOW?

The Northfield Foundation functions on donor dollars and volunteer time. The home is anxious to open its doors to young women in crisis, but cannot until certain renovations are made to the home to meet state and local codes required by residential treatment facilities. The monies raised by this event will specifically be used to renovate the existing kitchen to meet the required state and local codes.

In this difficult economy, Northfield has remained viable. This is largely in part to the support, both financially and otherwise, given by those who believe in Northfield and its mission. Approximately \$300,000 is currently necessary for the Foundation to open its doors to the young women. In order for the Foundation to retire the current mortgage, 1.2 million would be needed. Our prayer is for 2 million dollars, which would put the Foundation in a position of being not only debt-free, but fluid in its operation. Visit [www.northfieldfoundation.org](http://www.northfieldfoundation.org) to learn more.

# 2009 Northfield Educational Fundraising Event

## Class Descriptions

### Northfield Ballroom Drapery Installation

Beth Hodges

Participate in the installation of custom window treatments for the Northfield Ballroom and learn the basics of installation. Whether you are a designer, a workroom professional, or an experienced installer, there will be something new for you to experience. Learn which tools are an absolute must and learn how to use them correctly. How, when, where and why to use wall anchors will also be addressed as you observe Beth put them in the wall. Bring your tools and help with the installation.

### The Ultimate Sample Kit

Terri Booser

You design the perfect window treatment for your client with all of the intricate details. You show the client the rendering of your idea, but she is hesitant because she cannot envision the treatment. Or...you lose a bid on a job because your client was not aware that the competition did not include the banding detail, quality lining and interlining! Help your clients see the difference by feeling the difference. In this class, Terri will share a series of custom sample items, creating the ultimate sample kit, the most effective sales tool to communicate the value of quality construction and detail in panels, cornices shades and more.

### Perfect Cushions

Jeanelle Dech

Learn the techniques upholsterers use to create perfect box cushions in less than half an hour. Topics include pattern matching, pattern placement, welt cord, zipper insertion, and inserts for indoor and outdoor applications. Tips for long bench cushions waterfall cushions are also included.

### Custom Window Treatments from Start to Finish

Susan W. Schurz

This class will show how to create beautiful design details and quality fabrication methods using Rowley Company products. Susan will share how to replicate a beautiful, layered window treatment that incorporates unique ideas and attractive elements using multiple products and time saving methods. This session will include a slide presentation with step-by-step instruction and a color handout, detailing workroom and product information. You will also learn more about Rowley Company and the products, services and support available for your business.

*Please join us on Saturday evening to honor Kitty Stein as she is presented with the Custom Home Furnishings Academy Lifetime Educator Award.*



**Kitty Stein**

Kitty Stein is a well-known and admired workroom industry veteran who has owned drapery workrooms as one person and as a company of nine. She has taught classes at Cheryl Strickland's Professional Workroom School, now known as the Custom Home Furnishings Academy. She has led seminars at industry trade shows and was a monthly columnist for *Draperies & Window Coverings*, writing "Workroom Operations" for more than 10 years. Kitty Stein is the author of *Order in the Workroom*, *The Price List*, *Workroom Specifications*, *Wholesale Contract Terms and Conditions* and *Price Your Work With Confidence*.

---

**Kitty has dedicated her career to this industry and has shared her knowledge with so many workroom professionals through her work as a writer, seminar speaker and classroom instructor.**

# 2009 Northfield Educational Fundraising Event

## Meet the Volunteer Instructors

**Beth Hodges** is the owner of Soft Furnishings, a retail/wholesale workroom located in Elberton, GA. She operated Soft Furnishings for the first eight years as a one-person retail workroom. Now in business for over twenty years, Soft Furnishings has expanded to employ from four to seven people and provides wholesale workroom services to higher end designers around the country. Beth is the installation instructor at the Custom Home Furnishings Academy and has been a popular seminar presenter for window covering events for many years. She is the immediate past president of the Window Coverings Association of America having served as president for two consecutive terms. She remains on the board of WCAA.



**Susan W. Schurz** is the owner of Tavern Hill, a professional wholesale custom drapery workroom, established in 1988. She is an instructor for the Custom Home Furnishings Academy in Charlotte, N.C., and has been featured in a series of CHF Academy educational videos. Susan is the publishing editor of *Drapery & Design Professional* magazine and joined Rowley Company in 2008 as an Industry Consultant & Expert to the Window Coverings and Home Fashion Market and currently holds the position of Brand Experience Manager. Susan is a member of the WCAA, a WFCP Expert and has been featured in the book *Window Dressings* by Brian Coleman as well as, *Arts and Crafts Homes*, *Drapery & Window Coverings*, *Southern Living* and *Window Fashion Vision* magazines.



**Terri Booser** has 19 years experience in the window treatment industry, encompassing design, fabrication, and installation in both retail (local) and wholesale (national) operations. She is the owner of An Interior Stitch, a wholesale window treatment workroom in Wattsburg, PA, which services various design accounts across the country. Terri instructs WT103: Advanced Top Treatments and Shades at the CHF Academy, as well as various other topics in the conference arena. She is dedicated to helping other workrooms raise their level of efficiency, confidence and professionalism through education.



**Jeanelle Dech** is the president of Adaptive Textiles™, a digital textile printing company in West Chester, PA. She shares over 20 years experience creating custom home furnishings, and has become known for her energizing and innovative approach to design and fabrication. Her *Fit-Like-A-Glove* technique for slipcover fabrication has won national acclaim. Jeanelle is an instructor at the CHF Academy in Charlotte, NC, and presents window treatment design seminars for the Temple University Design Certificate program. She also serves on the board of directors for WCAA.



## Lunch-time Keynote Address with Jenna Abbott



Jenna Abbott, CWP, CWTC

Inspired by Ronna Lichtenberg's *Pitch Like A Girl*.

You've done your homework. You know you have what the customer wants. You're ready for the big pitch. Or are you? Laugh and cry as Jenna helps you identify your personal style and, more importantly, helps you identify the style of others. Discover how to tailor your pitch on-the-fly, improve your sales skills, and increase your success rate.

**Jenna Abbott** is the Executive Director for the Window Coverings Association of America and has been the owner of Sew Elegant by Jenna, a to-the-trade workroom in Northern California since 2001. Prior to the formation of her own business, Jenna worked at the executive level for several large corporations, both in America and internationally, where her expertise in Financial Services and Human Resources with a specialty in business development made her a sought after presenter and keynote speaker at trade shows and corporate events. Jenna believes the pursuit of education leads to a more efficient operation and a successful business. She is a proud alumna of the Custom Home Furnishings Academy in Charlotte, NC, and was the founding Vice President of the Northern California Chapter of WCAA. In 2008, she was elected to the National WCAA Board of Directors and in May of 2009, she accepted the role of Executive Director. Jenna can be reached at [jenna@wcaa.org](mailto:jenna@wcaa.org) or [jenna@sewelegant.biz](mailto:jenna@sewelegant.biz).



# 2009 Northfield Educational Fundraising Event

## Schedule of Events (and sequence of classes)

Friday October 23	2:00PM	House open for overnight guests	
	6:30PM	DINNER	
Saturday October 24	7:30AM	BREAKFAST and WELCOME ADDRESS with Christine Shepard	
	8:45-10:00AM	<b>Northfield Ballroom Drapery Installation</b> Beth Hodges	<b>The Ultimate Sample Kit</b> Terri Booser
	10:30-11:45AM	<b>Perfect Box Cushions</b> Jeanelle Dech	<b>Custom Window Treatments from Start to Finish</b> Susan W. Schurz
	12:00-1:30PM	LUNCH & KEYNOTE PRESENTATION with Jenna Abbott	
	1:45-3:00PM	<b>The Ultimate Sample Kit</b> Terri Booser	<b>Northfield Ballroom Drapery Installation</b> Beth Hodges
	3:30-4:45PM	<b>Custom Window Treatments from Start to Finish</b> Susan W. Schurz	<b>Perfect Box Cushions</b> Jeanelle Dech
	6:30PM	DINNER PARTY with guest of honor, Kitty Stein FUNDRAISING DOOR PRIZES and RAFFLE	
Sunday October 25	7:30AM	BREAKFAST for overnight guests	

Call Peggy at the CHF Academy to register by phone 704-333-4636  
or fax this page to 704-333-4639 FAX

*Proceeds benefit The Northfield Foundation*

### Choose your program:

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**All Inclusive Event Package \$345**

Educational Program and Saturday Evening Party  
Dinner Friday, All meals Saturday, and Breakfast Sunday  
Slumber Party lodging in Northfield Bedrooms

**The Great Outdoors \$295**

Educational Program and Saturday Evening Party  
Dinner Friday, All meals Saturday, and Breakfast Sunday  
On-site Camping (bring your own tent or RV) or find alternative  
lodging at the Comfort Inn-Farmville, or a local B&B

**Saturday Only \$195**

Educational Program, Lunch and Saturday Evening Party

Total to Charge Card: \_\_\_\_\_

Cardholder: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ 3 digit card ID \_\_\_\_\_

Signature: \_\_\_\_\_



Registration and Educational  
Program provided by the  
CHF Academy

Promotional support provided  
by the Window Coverings  
Association of America



Visit the Forum at [www.CHFschool.com](http://www.CHFschool.com) to participate in the "Northfield Live Auction"