

EXCEEDING



THE VISION

Lifestyle University Classes

New Orleans, LA

MAY 31, 2023

DECORATING DEN

INTERIORS®

EXCEEDING



THE VISION

Lifestyle University

New Orleans, LA

May 31, 2023

At a Glance

Wednesday, May 31st **Morning Session**

9:00 AM - NOON

#2301	Under the Covers : How to Become a Bedding Master	\$185	Deb Barrett
#2302	Successful Custom Window Treatments	\$185	Linda Tully
#2303	Creating Designs to Reflect Soul	\$185	Tara Shaw
#2304	Building your High Performance Team	\$185	Jennifer Manley
#2306	Foyr Neo Beginner Class	\$185	TBD

10:00 AM - NOON

#2305	Design Harmony: The Science in Design	\$185	Mike Peterson
-------	---------------------------------------	-------	---------------

Afternoon Session

2:00 PM - 5:00 PM

#2311	The Psychiatrists Couch	\$185	Deb Barrett
#2312	Decorating Recipe for Colour	\$185	Maria Killam
#2313	Upholstery 101: What You Need to Know	\$185	Sonny Emanuel
#2314	Fabric Fix: Tackling Textile Troubles	\$185	Rene Schleicher
#2316	Foyr Neo Advanced Class	\$185	TBD

2:00 PM - 3:00 PM

#2315	The Power of Personal Branding	\$100	Mike Peterson
-------	--------------------------------	-------	---------------

2023 Lifestyle University Class Descriptions

MORNING SESSION

MONDAY, May 31, 2023

2301 UNDER THE COVERS: HOW TO BECOME A BEDDING MASTER 9:00am – 12:00pm

Today's emphasis on wellness has moved bedding, decorative pillows and soft accessories to the forefront. Are you capitalizing on it? This presentation is a road map to harnessing the power of soft furnishings- particularly bedding. Deb will discuss the drivers behind purchasing bedding and define the opportunities. Plus, she'll give you the must- do steps to get started with the best examples of inspired and solution driven top-of-bed, linens. We'll offer you the tips and secrets that the pros know from start to finish that go beyond the basics. We'll discuss how to make a bed correctly, storage, fills, quilting, pillow placement options, bed linens and sheeting to name a few. You'll discover how to tap into the bedding niche to expand your client base, generate buzz and leverage it into more profits.

Recommended for: All experience levels

Instructor: Deb Barrett Cost: \$185

2302 SUCCESSFUL CUSTOM WINDOW TREATMENTS 9:00am – 12:00pm

Let's dive into the wonderful world of window treatments- how to design them and how to sell them. Once you learn your client's wants and needs then you need to find out what the window wants. That's where the challenge lives. We will explore the many clues a room, a window, a wall of windows, or a house full of windows will give you. Learn to be a window whisperer and amaze your clients with just the right treatment for the situation. We'll go over a design strategy you can use after you've collected the measurements, the client's needs, the budget, and the photos. Sell more window treatments. Create better flow in your clients' homes by designing cohesive window treatments throughout. Add a few more styles and types of treatments to your sales tool bag and know when to pull them out. Subtle details can add beauty, value, and profits. Know the basic items you need to complete a window treatment so you don't underbid the proposal. We will dive into creative ways to control a budget with fullness and how to add the "WOW" factor without breaking the bank. Learn how to recognize when those award winning situations present themselves, and how to design a winner. We will also dive into workroom communication so the amazing treatments you envision become reality.

Recommended for: All experience levels

Instructors: Linda Tully

Cost: \$185

2023 Lifestyle University Class Descriptions Continued—Morning Session

2303 CREATING DESIGNS TO REFLECT SOUL

9:00am – 12:00p

In this presentation, Tara will help you understand how to mix different era furnishings with a variety of decor schemes. You'll get information to help you decode just how to choose the right pieces and display them in a contemporary interior with Tara's interior design tips. You'll walk away with design inspiration and ideas to create personalized rooms full of provenance, soul and beauty for your clients.

Recommended for: All experience levels

Instructors: Tara Shaw

Cost: \$185

2304 BUILDING & MANAGING YOUR HIGH PERFORMANCE TEAM

9:00am – 12:00p

Are you ready to take your business to the next level? Have you thought about what your business will look like with employees? Or what kind of leader you might be?

Operating a business by yourself, being great and self-management doesn't always equate to being great at building and managing a high performance team. Before you start hiring or even expanding your team you need to look at your leadership acumen. In this class we will discuss:

- Team Building vs Team Cohesion
- Defining Your Business Culture
- Using a Hiring Matrix to Evaluate Candidates
- Your Role as Employer
- How to Motivate and Retain Your Team

Recommended for: Owners wanting to grow their business

Instructors: Jennifer Manley

Cost: \$185

2023 Lifestyle University Class Descriptions Continued—Morning Session

2305 DESIGN HARMONY: THE SCIENCE IN DESIGN

10:00am – 12:00pm

Science now tells us that the need for beauty and fine design are deeply rooted in our evolutionary inheritance. This seminar will explore the many scientific findings that support design's ability to improve health and wellbeing. The seminar will discuss the importance of our subconscious, the need for nature, the new technology that "predicts" eye and brain attention, and the marketing of the health benefits our industry provides. The subject matter is cutting edge and represents a paradigm shift for our industry.

Recommended for: All experience levels

Instructors: Mike Petterson

Cost: \$185

2306 FOYR NEO BEGINNER CLASS

9:00am—12:00pm

Note: This class is for beginners only, and perfect for the "technically timid".

We'll introduce you to Foyr Neo and the possibilities of offering 3D services to your customers. As a beginner, we'll take you by the hand and provide you with the skills to instill you with the confidence to create and present your visions – in 3D! This class is ideal for those who have never used Foyr Neo, simply dabbled or taken a "getting started" class... but were too busy to follow through with it.

Level 1 Training includes: Introduction to Foyr Neo; Goal is to be able to create a single room in 3D

- Program basics – learning your way around
- Starting a new Project
- Drawing floor plans
- Finding/using items and materials
- Uploading materials and web images
- Resizing items and changing materials
- Navigating in 3D
- Creating Renderings

3 Simple Requirements:

- Personal laptop (PC or Mac book – no Tablets!)
- Mouse (wired or wireless)
- Positive attitude and willingness to learn

Recommended for: Those just starting to use Foyr Neo

Instructor: TBD

Cost: \$185

2023 Lifestyle University Class Descriptions

AFTERNOON SESSION

MONDAY, May 31, 2023

2311 THE PSYCHIATRISTS COUCH

2:00pm – 5:00pm

The doctor is in! Join us for a fun-packed therapy session filled with scenarios from sales to customer service. Through role play, we'll help you prepare for and solve difficult situations including talking money, manage client behaviors, improve communication skills and see solutions from different perspectives. We have felt your pain and you're not alone. We'll start you on your way to crafting a script for dealing with those real- life dilemmas, and building successful support systems.

Recommended for: All experience levels.

Instructor: Deb Barrett

Cost: \$185

2312 DECORATING RECIPE FOR COLOUR

2:00pm – 5:00pm

Tired of decorating with the same old neutrals? Would you love to learn how to add colour and life to all white rooms? Learn my powerful three-step system for decorating with colour. It's colour made easy! In 3 hours you will discover where all decorators begin when they start adding colour to their palette. Bonus; learn the 9 neutral undertones you'll need to know to pull off even a neutral interior with warmth and personality.

Recommended for: All experience levels; new owners

Instructor: Maria Killam

Cost: \$185

2313 UPHOLSTERY 101: WHAT YOU NEED TO KNOW

2:00-5:00PM

Have you ever wondered why two sofa's similar in style can have different costs? One of the reasons is in how each sofa is constructed. This presentation will cover:

- An overview of the upholstery categories: Good/Better/Best
- Basic construction of each upholstery category
- Important "buzz words" to know when selling upholstery
- Handling the "I want to sit on it" consumer objection
- Different types of upholstery fabrics (with special emphasis on high performance fabrics) and basic leather information
- Factors that contribute to factory special order "lead times"
- How to sell high end upholstery
- Handling upholstery warranty claims
- Writing up an upholstery order

This class will give you the features and benefits information plus the confidence to sell upholstery to clients while increasing your profit.

Instructors: Sonny & Gervais Emanuel

Recommended for: All experience levels

Cost: \$185

2023 Lifestyle University Class Descriptions Continued—Afternoon

2314 FABRIC FIX: TACKLING TEXTILES TROUBLES

2:00-5:00pm

Demystify the vast and beautiful, but often confusing world of fabrics. Join me as we demystify the vast and beautiful, but confusing, world of fabrics so that you can feel confident and knowledgeable to avoid textile troubles the next time you make fabric selections for your design projects! This presentation is perfect for any interior designer who have ever wondered:

- How can I tell which fabric is right for which application?
- How do I set proper expectations with clients?
- What if I choose the wrong fabric?
- What are the characteristics of each fabric anyway?
- What do I tell my customers about cleaning and care?
- What can go wrong and how can I prevent it?
- How do I apply all of this information to upholstery jobs?
- What are some common textile troubles that are actually “normal”?

Instructors: Rene Schleicher

Recommended for: All experience levels

Cost: \$185

2316 FOYR NEO ADVANCED CLASS

2:00—5:00pm

Note: This session is for those who have previously taken Foyr Neo training classes.

This advanced class will have 2 structured hours of instruction and 1 hour of “open forum” dedicated to solving your specific challenges. We will cover:

- Working with architectural elements, ceilings and flooring
- Open concept and multiple room plans
- Unique wall features – wainscoting, cutouts, wall blockers
- Making your own items with primitive shapes
- Uploading materials and web images

3 Simple Requirements:

- Personal Laptop (PC or Mac book – no Tablets!)
- Mouse, applies to both PC and Mac users
- Positive attitude and willingness to learn!

Recommended for: Those who have a basic knowledge of Foyr Neo and have been actively using it

Instructor: TBD

Cost: \$185

2023 Lifestyle University Class Descriptions Continued—Afternoon

2315 THE POWER OF PERSONAL BRANDING

2:00-3:00pm

This highly interactive workshop will explore the very basics of brand positioning and marketing. It will help attendees answer the fundamental questions...“Who am I...and What do I stand for?”. The workshop is conducted in a way that attendees self-realize the true essence of their brand. It’s transformative.

Instructors: Mike Peterson

Recommended for: All experience levels

Cost: \$100

Meet Our Instructors

Deb Barrett

Creative catalyst, design confidante and industry presence for more than 30 years, Deb Barrett has a unique perspective. Her aim is to inspire and energize the design industry. Barrett’s design career has taken many paths, and her fascination with what’s around the corner has led her to my current roles as a designer, speaker, educator, trend forecaster and consultant.

As a design creative, Barrett combined her twin passions-design and soft furnishings- by founding Window Dressings, a couture window treatment and soft furnishings firm near Chicago, Illinois. A five-time winner of the Window Fashions Design Competition, she is a designer whose specialty is finding imaginative solutions to challenging design problems.

As an editor and writer, Barrett regularly writes on a variety of design topics, from styling secrets and high impact materials to design technology and consumer trends affecting design. As a sought-after speaker and design educator, she frequently speaks at national conferences, design events and association venues on a variety of design and trend topics. Barrett is an IACET accredited speaker and a member of the Interior Design Continuing Education Council (IDCEC) Board of Directors and Withit. Most recently, she was awarded the Educator of the Year award by Withit and the Window Coverings Industry Icon Award.

As a trend strategist and High Point brand ambassador, she attends dozens of industry trade shows, design exhibits, and design events to keep abreast of the hottest new trends and product innovations and to develop design intelligence and interior forecasts. Barrett travels the globe, tracking developments in the ever-evolving world of design of providing designers with exclusive access to some of the world’s best design destinations through her company, Décor Tours.

As a thought leader and market intelligence consultant, Barrett regularly works with industry partners, consumers and professionals to impart business insights and lateral inspiration that informs innovation through presentations, white papers and products.



Meet Our Instructors

Linda Tully

Linda Tully started her 1st drapery workroom in Arizona in 2000 called Custom Coverings, which was sold in 2022. She is a former IWCE speaker and has won many awards including IWCE's Workroom of the Year 2011 and 2019, and 1st place in Window Treatments with Nola Shivers at Decorating Den's annual Dream Room contest in 2016. Many of her award winning rooms have been published in books and magazines. Linda is accomplished at designing, selling, and fabricating all styles of window treatments. She has lived and worked in the interior design industry in 9 states in the USA (in collaboration with Decorating Den in CA, MO, and KY) giving her valuable knowledge about regional styles and architecture. She currently lives and works in central Texas with a new workroom called Tully Drapery Shop.



Tara Shaw

Tara Shaw's design principles stem from her firm belief that the interior design should be a reflection of the soul. Simple beauty can create an atmosphere of creativity which can shape the direction of our lives.

The New Orleans based designer is known for her luxury European antiques and impressive interior stylings, Tara has experienced 20 years of success as an antique wholesaler. Her distinctive vision paired with her entrepreneurial spirit, challenged her to create her own line of antique reproduction and custom furniture, Maison, in 2007.

Tara has been featured in HGTV and frequents the covers of international shelter magazines. Licensing with Restoration Hardware in 2013, Shaw maintains a prosperous career in product design and interior decorating. Her first book, Soul of the Home: Designing with Antiques, was published by Abrams in the spring of 2020.



Jennifer Manley

Jennifer Manley started her Decorating Den Interiors journey as a franchise owner in Fort Worth, TX. She always knew that marketing was the most important part of her business. She tried every layer of marketing honing her strategy to find her ideal client. Jennifer became a member of the Decorating Den corporate staff when she took the Vice President of Retail Sales position in 2018. Over the last four years, she has been able to share her marketing passion with owners to help them reach their fullest potential.



Meet Our Instructors



Foyr Neo

Last year Decorating Den Interiors partnered with Foyr Neo, an interior design software for producing 2D and 3D floor plans. Foyr Neo benefits are:

- 60,000+ ready to use products (furniture, accessories...)
- Draw accurate floor plans in 2D, live edit in 3D
- Design bedroom, living, kitchen, patio or an entire home in 1/10th time
- Get photorealistic 3D renders & tours in mins (not hours)
- Design and plan with moodboards

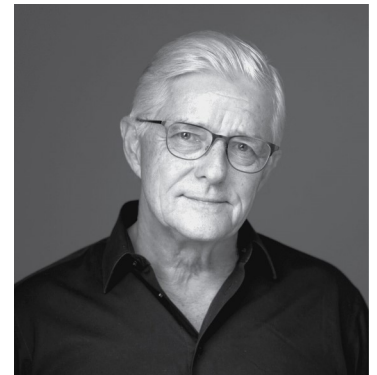
Mike Peterson

Mike Peterson, President and Founder, of the innovative marketing and brand firm, Visionary Design Marketing and Design Harmony. Visionary Design Marketing's goal is to help companies create tailored, strategic and effective communications that are founded in a clear understanding of their brand.

Mike's experience is rooted in years as a leading advertising executive at Hearst Magazines including House Beautiful and Country Living, working with leading national advertisers. Mike's experience in the home furnishings industry include President/CEO of LaBarge Furnishings and as Vice President of Corporate Marketing for such companies as Henredon, Lexington, Drexel Heritage, and more. Mike has spent the last 9 years as Publisher of Luxe Magazine in Florida and Colorado. In this role, Mike helped interior designers, design centers and luxury design firms better grow marketing strategies for their businesses.

Mike is a regular keynote speaker and panel moderator at High Point furniture market, the Dallas Market Center, The Las Vegas Surfaces Expo, the Atlanta Decorative Arts Center, IWCE, and at numerous IFDA and ASID events around the country.

More information can be found at visionarydm.com



Maria Killam

Maria Killam is decorator, stylist, and educator on all things colour. With over two decades in the design industry, Maria built her brand on the solid foundation of classic and timeless design principles along with her unparalleled expertise in colour. Maria is a pioneer in the design industry where she is recognized around the globe. She developed her own groundbreaking Killam Colour System for identifying and describing colour that anyone can use. This system consists of language, tools, and education that gives people a simple process for making colour decisions. It's been put into practice by thousands of design professionals, homeowners and enthusiasts around the globe through her Specify Colour With Confidence workshops. To date, Maria has sold over 45,000 Understanding Undertones™ Neutral Colour Wheels, a tool she invented to identify and compare neutrals and whites. Maria has been featured as a colour expert everywhere from House Beautiful and HGTV to Apartment Therapy and the Washington Post.



Meet Our Instructors

Sonny Emanuel

Sonny began his furniture career in 1983 as the customer service manager of Park Place Furniture, an 8-way hand tied manufacturer of custom order upholstery located in Greenville SC. After 3 years in this position Sonny was given the additional responsibility for product development. In 1988 Sonny was promoted to sales and merchandise manager of Park Place with additional responsibilities that included: company catalog, price list, product line, High Point showroom presentation and management of sales team. Sonny began working with Decorating Den Interiors and attended his first national conference as a representative of Park Place in 1991. In 2004 Sonny resigned with Park Place Furniture and became an independent manufacturers sales representative and brought Taylor King on board as an 8-way hand tied upholstery preferred supplier to the Decorating Den Interiors organization. Sonny immediately became an "exclusive" sales representative to all Decorating Den regions and in 2014 he became the sales representative for a premier chair upholstery manufacturer, Jessica Charles. Sonny has conducted upholstery sales training seminars throughout the US since becoming involved with Decorating Den Interiors and continued regional sales training sessions. Sonny currently represents two upholstery lines exclusively to Decorating Den Interiors (Taylor King and Jessica Charles).



Rene Schleicher

Rene is the owner of The FabricShield, LLC. She is a graduate of the University of Maryland, College Park, MD, with a B.A. degree in Government and Politics. She received her Paralegal certification from the University of San Diego, CA. Rene has been an entrepreneur since graduating college and has spent the last 20 years serving the legal and design trade industries. Rene has worked as a paralegal in California, North Carolina, South Carolina, Georgia and Pennsylvania. Rene formed her first start-up company as an interior decorator while living in Allentown PA. Her business grew and she eventually opened a boutique furniture store serving the design trade called Haven Home Furnishings, LLC. Haven Home Furnishings was eventually sold and continues to flourish in the Lehigh Valley under a new name known as Beautiful Home by Quentin Eshleman. In 2012, Rene joined an upholstery protection company as a sales professional. She departed in 2017 to begin developing the business model for FabricSeal, LLC the predecessor to The FabricShield, LLC she now owns and operates.

