



**NJ/NY PACC  
PRESENTS**

**Kicking It Up A NOTCH!**



**Regional Educational  
Conference**

*Moving your creativity and  
professionalism from "here" to  
"THERE!"*

*April 13-15, 2007  
Felician College  
Lodi, NJ*

## SCHEDULE OF EVENTS

### Friday, April 13

- 10am—11am FIT Museum Tour  
12noon—1pm Backstage at NYC Opera  
1pm—4pm Lunch/Garment District Shopping  
6pm—8pm Welcome Dinner with Guest Speaker Lisa Shepard  
Q & A with Pince-Nez & Pompom  
8pm—9pm Regional Meeting

### Saturday, April 14

- 9—12:15 Starting a Sewing Business  
9—10:00 Professional Management Strategies for the Alteration Workroom  
10:15—11:15 Fast Money: Bound Button holes  
11:30—12:30 Fast Money: Altering Jacket Sleeves  
12:30—1:30 LUNCH  
1:45—5:00 Draping a Basic Bodice  
1:45—2:45 Skirt Sloper Designs  
2:30—5:00 Bustling Wedding & Evening Gowns

### Sunday, April 15

- 9:00—12:15 How Much Did that Garment Cost You?  
9:00—10:00 Practical Applications of Color Theory  
10:15—11:15 Shibori  
11:15—12:15 The Perfect Placket

### Friday

**The Fashion Institute of Technology**—The Museum at FIT has one of the world's largest and most important collections of couture garments and textiles. Many are from the 19th century and belong to some of the wealthiest people of the era. These garments have been lovingly preserved by their owners and subsequent museum aficionados.

During our tour, select garments from the past 200 years will be displayed and a white-gloved lecturer will allow you to peek at inner construction techniques. A one-of-a-kind inspirational experience about the evolution of fashion.

**Backstage at the New York City Opera at Lincoln Center**—Come with us as we visit backstage at the world famous New York City Opera at Lincoln Center. We will check out the opera's workroom where the opera's costumes take shape. See designs from *The Pirates of Penzance*, *Madame Butterfly*, *La Traviata* to name a few. Be privy to areas never before opened to the public.

**Garment District Shopping**—Check out the shops that tri-state PACC members have frequented for years. Visit our friend Kashi at Metro Textiles, check out Mood Textiles, frequently featured on Project Runway, M & J Trims and many more.



### Key Note Speaker

#### Branding Your Way to Success!

Lisa Shepard Stewart

Branding is the marketing process by which we differentiate ourselves and our business identities from everyone else. From multi-national corporations to "Me, Inc." enterprises, branding is necessary for our business success and survival. Lisa will review a Top Ten (and more) list of tips and techniques you can use immediately to create, maintain, or rejuvenate your brand.

Lisa Shepard Stewart is an award winning NJ based writer and designer. In her sewing books, *African Accents* and *Global Expressions*, Lisa encourages others to express themselves creatively through culturally relevant techniques and materials. She promotes her work through classes and other special events around the country and internationally, and sources unique fabrics and materials from artists in Ghana and other countries. She also produces and conducts Creative Retreats in various locations. Her website, [www.culturedexpressions.com](http://www.culturedexpressions.com) is the recipient of a Black Web Award "Lifestyle" category. Her first book, *African Accents*, earned the Primedia Award of Excellence in the Sewing Book category in 2001. A third book is scheduled for release in 2007.



### Starting a Sewing Business

Maria Guzman

Maria gives the scoop on what it entails to start your very own sewing business. Learn the things you need to consider BEFORE starting the business such as location and zoning laws; what are your goals, what are your skills, what can you offer your clients. Ideas will be presented on how to get your business free publicity as well as show the best value for your advertising dollar. Participants will be shown simple samples of how to determine pricing. Finally, Maria will show you how to deal with clients in a professional manner. 3 hours 15 minutes

*Maria Guzman is the founding president of the NJPACC Chapter. Maria studied the European method of fashion design and garment construction in Cuba and continued her studies at FIT in New York City where she later taught. For over 30 years Maria has been creating one-of-a-kind custom made garments for fashion conscious women. She includes among her more celebrated clientele one of the principle dancers for the New York City Ballet and two former Miss New Jerseys.*



### Draping A Basic Bodice

Cindy Chock

The art of draping has traveled a fascinating and intriguing path to reach today's fashion world. Learn the principles of draping while completing the basic bodice pattern. This class will cover fabric preparation for draping the front and back bodice; draping steps for the front and back bodice and trueing the bodice drape. Students will be sent a supply list upon registration.

Note: There is a kit fee of \$5 and muslin will be available

for purchase for the class. 3 hours 15 minutes

*As a theatrical costumer, draper and pattern-maker, Cindy has worked in stage, film and television for 35 years. Currently the key costumer for The New York City Opera, Cindy has created fashions for the Muppets, the Joffrey Ballet, The Mark Morris Dance Group, and countless Broadway shows. She also has designs in Butterick Patterns. A graduate of FIT, Cindy began teaching in 1987 at The Parson's School of Design. In 1996 she started a pilot program of basic sewing classes for the New York Theatrical Wardrobe Union, which has now expanded to include a broad spectrum of classes for Union members.*

### **The Perfect Placket**

*Cindy Chock*

Learn the techniques to form the perfect placket. Cindy promises this to be so easy that even novices can get a handle on it turn out the most perfect of all plackets. 1 hour



### **Bustling Gowns**

*Mary Orens*

This course will cover how to design bustling systems for bridal and evening gowns based on the design of the dress, the taste of the client, and the final use of the garment. Types of bustles and how to choose the appropriate style for different dress types; different connectors and how to attach them, taking into account the style of the dress will be discussed as well as how to work with the customer and teach them to bustle the dress correctly. 3 hours

*A graduate of Glassboro State College, NJ (now Rowan University), Mary holds a BA in Home Economics, and a New Jersey K-12 Home Economics Teaching Certificate specializing in Clothing, Textiles and Interior Design. In 1987*

*Mary established Pins & Needles, a home-based custom sewing business. She is a member of Region 1 PACC, a member of the Smocking Arts Guild of America (SAGA), and the Sewing Educators Alliance (SEA). She currently teaches sewing at Collingswood High School in Collingswood, NJ., and is in the process of writing a series of technique-specific sewing/design books.*

### **Professional Management Strategies for the Profitable Alteration Workroom**

*Mary Orens*

Follow along with Mary as she gives you insights into workroom strategies

learned from 20 years of experience running a private studio, working for independent local designers and retailers, and a "year in the trenches" as Alterations Manager at one of America's leading Bridal retailers that will help you manage your business, whether your studio produces \$500 or \$500,000 in customer alterations. 1 hour

### **Practical Applications of Color Theory**

*Mary Orens*

This class will focus on how to take all the great color information from magazines, books and other classes and actually use it in your work. Mary will give the low down on how to apply color theory to wardrobe planning, garment design and home interiors. 1 hour



### **How Much Did That Garment Cost YOU?**

*Vandarra Robbins*

When starting any type of business it is hard to know what to charge. How do you accurately and thoroughly account for your time while still making a profit? What happens to the price when you make a mistake? How much does a telephone call really cost you? These are just some of the questions we will consider as we work toward a viable process for charging appropriately. 3 hours

*Vandarra's career experiences includes being the resident sewing expert at McCall Patterns, serving as Creative Director at Precision Custom Coating (formerly HTC, Handler Textiles) and working as a freelance technical designer for Isaac Mizrahi. She is a founding member of NJPACC as well as The Union Co. Chapter of The American Sewing Guild. Vandarra teaches throughout the East and has taught at FIT. She has written for Sew News, Clotilde's Sewing Savvy and has been featured in CNA Magazine and Butterick Magazine..*

### **Fast Money: Easy Bound Buttonholes**

*Vandarra Robbins*

Bound buttonholes add an elegant touch to a finished garment. On a garment with simple lines, they become the focal point. Kick your sewing up a notch by making the easiest of all bound buttonholes. 1 hour



### **Skirt Sloper Designs**

*Lystra Phillip*

Spring 2007 is a season of separates and layers so lets get ready with skirts.

Lystra will show how to create a skirt sloper by using your body measurements. Next she will demonstrate how to create other designs from that one basic sloper. This class is suited for beginners as well as advance patternmakers. A supply list will be provided. 1 hour  
*Lystra attended the High School of Fashion Design and earned an Associate of Science Degree in Patternmaking at FIT. She has been a freelance patternmaker at Converse, an assistant designer at Brian Reyes and has worked for Olympus during fashion week at Bryant Park. Lystra is a member of NJPACC as well as a charter member of the NY PACC chapter.*



### **Fast Money: Altering Jacket Sleeves**

*Linda Macke*

To make a profit doing alterations, speed is essential. Linda knows this very well and has built her business developing a variety of ways to bring up her speed. In this class Linda will show you how to bring more money into the business by altering jacket sleeves. The procedure is fast and efficient and guaranteed to up your cash stash. 1 hour

*Linda received an Apparel Construction and Design Certificate from Phoenix College in 1991 and was a member of their Advisory Board for the Fashion Design Program from 1991-96. She is a charter member of the Professional Association of Custom Clothiers and has been an active member of the AZ and NJ PACC Chapters. Linda has been a guest lecturer at FIT, a presenter at the 1999 PACC National Educational Conference. Linda won the Most Whimsical Closure award in the reversible wool contest sponsored by Threads Magazine/Joanne Fabrics Her award winning suit was featured in the Oct/Nov 2001 issue of Threads Magazine. Currently, Linda operates an alteration and custom clothing business and serves as PACC Region 1 Director.*



### **The Art of Shibori**

*Everett Clark*

Shibori is the Japanese term for a variety of ways fabric can be shaped and manipulated with many methods of clamping, stitching, pleating, binding, twisting and wrapping to

create resist than when dye is applied and discharged it creates a rich and sometimes unexpected textured surface to fabrics.

Everett will show how original fabric resulting from this process can be put to limitless uses including clothing, home accessories, quilting and wall hangings. 1 hour  
*When Everett Clark was growing up in Costa Rica he never dreamed he would be a designer, much less be able to design in several disciplines. Everett has done jewelry design for Robin Kohn, Sherry Milles and Ylang Ylang and has created fashions for Maggie London, Inside & Out, and Confession Leather to name a few. Possessing an entrepreneurial spirit and strong organizational skill, he started his own costume and ready to wear business. His spring collection delivers a modern edge, emphasizing soft shapes. Everett's designs have also been featured in Black Elegance Magazine.*



**Panel Discussion:  
Pince-Nez & Pompom**

*Kathy Burns*

Pince-Nez and Pompoms is a customer relations discussion presented in a skit format. A

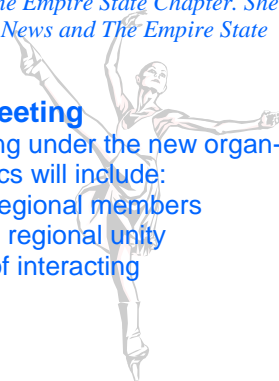
problem will be performed and each character dress-maker will respond with a solution. In addition, there will be open time for conference participants to ask questions that delve deeper into the problem. Problems include pricing, communication, and time management. Handouts will be given.

*Kathy Burns has owned and operated Burns Design Studio in Potsdam, NY, for over ten years. She is an alterations specialist focusing on bridal formal wear and career wear. A PACC member since 1998, Kathy is a founding member of the Empire State Chapter. She is also a contributing writer for PACC News and The Empire State Newsletter.*

**Regional Meeting**

Region 1 will hold its first meeting under the new organizational set up. Discussion topics will include:

- ◆ Ways to unify chapter and regional members
- ◆ How can we all benefit from regional unity
- ◆ Establish productive ways of interacting
- ◆ Visions for the future



**ACCOMMODATIONS**

Friday's evening activities will be held at the Quality Inn. All classes will be held at Felician College.

The Quality Inn in Lyndhurst, NJ offers rooms at \$99 per night per person. The price includes breakfast. Within 20 minutes of Newark Liberty Airport, the hotel is also located close to bus and train stops for those who want to venture into NYC Saturday night. Other spots such as Medieval Times (offers dinner & show) is well within walking distance. Outlets & malls are also within short driving distances. The hotel is located at 10 Polito Avenue, Lyndhurst, NJ. A free shuttle is available from the hotel to Felician College for all guests at the hotel. For more information call 201.933.9800, ask for Denise. To make reservations call 1.800.hotel88 or visit the web site at [www.qualityinnlyndhurst.com](http://www.qualityinnlyndhurst.com)

NJPACC members are offering a limited number of complimentary accommodations in their homes on a first come first served basis based on post date stamp. Conference fee must be paid in full before accommodations are granted. To request member accommodations call Vandarra 973.673.3396.

**Full Conference registration includes Friday evening dinner, Saturday classes, Saturday lunch and Sunday classes. Tours are not included in the cost.**

**All conference classes and tours are open to the public.**

Full Conference—Early Bird by Feb. 28, 2007	\$175
Full Conference —After Feb. 28, 2007	\$195
Saturday & Sunday only	\$135
Individual 3 hour/+ classes	\$50@
Individual 1 hour class	\$30@
Tours (both together)	\$50
Lunch	\$20



**PACC MISSION STATEMENT**

The Professional Association of Custom Clothiers is a not-for-profit professional association for individuals engaged in custom clothing and related businesses

**New Jersey/New York  
Professional Association of Custom Clothiers  
Presents**

***"Kicking It Up A Notch!"***

*Moving your creativity and professionalism from here to THERE!*

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE (day): \_\_\_\_\_ PHONE (evening): \_\_\_\_\_

EMAIL: \_\_\_\_\_

Full Conference registration includes Friday evening dinner, Saturday classes, Saturday lunch and Sunday classes. Tours are not included in the full conference price.

**Full Conference:**

Registering by Feb. 28, 2007	\$175.00	_____
Registering after Feb. 28, 2007	\$195.00	_____
Saturday and Sunday only	\$135.00	_____
Individual 3 hour classes (please check below)	\$50.00@	_____
Individual 1 hour classes (please check below)	\$30.00@	_____
Tours (two together)	\$50.00	_____
Lunch	\$20.00	_____
Please check if you are requesting member accommodations		_____

**1 hour classes**

- The Art of Shibori \_\_\_\_\_
- The Perfect Placket \_\_\_\_\_
- Fast Money: Bound Buttonholes \_\_\_\_\_
- Skirt Sloper Designs \_\_\_\_\_
- Professional Management Strategies \_\_\_\_\_
- Fast Money: Altering Jacket Sleeves \_\_\_\_\_
- Practical Applications of Color Theory \_\_\_\_\_

**3 hour classes**

- How Much Did That Garment Cost You? \_\_\_\_\_
- Starting a Sewing Business \_\_\_\_\_
- Draping a Basic Bodice \_\_\_\_\_

**PLEASE NOTE:**

- ◆ Be sure to check the class schedule you choose so as not to select conflicting time slots.
- ◆ Please make checks or money orders payable to New Jersey PACC.
- ◆ Member accommodations are first come, first served, determined by post date mark and remittal of full conference fee.
- ◆ No cancellations will be accepted after Feb. 28, 2007.
- ◆ Send registrations to: Virginia Wentworth

107 Park Place  
No. Plainfield, NJ 07060-4662  
908.753.9482