

CRAFT YOUR CREATIVE LIFE

SEWING | BUSINESS | WELLNESS | RETREAT

**BUSINESS
INSIGHTS**

shape your passion

*Charming
Historic Inn!*

EDUCATIONAL

5-hands-on workshops

WELLNESS

healthy mind & body

September 16-19, 2024

Lake Lure, North Carolina

www.CraftYourCreativeLife.org



Craft Your Creative Life Retreat

WELCOME

Nestled amidst the breathtaking beauty of Lake Lure, North Carolina, our retreat offers an extraordinary journey that combines the art of sewing, principles of business success, and the essence of wellness.

Unlike large conferences, our retreat provides small, intimate classes where you receive personal attention from expert instructors and engage in meaningful conversations with fellow attendees. This is your chance to invest in your business, learn new skills, and connect with like-minded individuals in a serene and inspiring setting.

Join us for a unique experience that will leave you feeling refreshed, inspired, and ready to take on new goals. Whether you're looking to develop specific skills, make growth decisions, or simply connect with others, the Craft Your Creative Life Retreat is designed to foster creativity, community, and personal growth.



You are invited to join us for the...

Craft Your Creative Life Retreat

A Sewing, Business & Wellness Retreat

September 16-19, 2024



Host Hotel

1927 Lake Lure Inn & Spa
Lake Lure, NC

*Your Hosts,
Sharon & Sandra*

[Register Here](#)





Contents

- 5** Meet your host
- 6** 1927 Lake Lure Inn & Spa
- 7** About the Craft Your Creative Life Retreat
- 8** Rowley- Premier Sponsor
- 9** Hands-on workshops
- 11** Safe-T-Shade Sponsor
- 12** Business sessions
- 13** Daily wellness sessions & JSH Sponsor
- 14** Meet the instructors
- 16** Draw-Matic Sponsor
- 18** Vision Sponsorship
- 19** Schedule
- 20** Angels Sponsorship
- 21** dofix Sponsorship
- 22** Testimonials & Donna Scott Johnson Sponsor
- 23** [Register To Attend](#)

MEET YOUR HOSTS



Sandra VanSickle & Sharon Gregory

Hello!

Welcome to the Crafting Your Creative Life Retreat! We aim to help you find a balance between work and life while building a plan to recharge your business. Most importantly, we strive to foster lasting friendships within our creative community.

This is our third year hosting this unique event, and we are grateful for the support of our many sponsors who have helped make this event even more special for you. A big thank you to Rowley Company, Vision Magazine, Angels Distributing, DoFix, Safe-T-Shade, JSH Designs, Unique Expressions & Creative Machinery, and Donna Scott Johnson Embroidery. We are thrilled to have you join us this September in the stunning mountains of North Carolina!

In the past, many attendees have formed close bonds, created partnerships, made life-changing decisions such as retiring to enjoy more time with family, or decided to elevate their businesses. Whatever your reason for attending, we hope to exceed your expectations, just as past attendees have exceeded ours!

We look forward to meeting you!

Sandra & Sharon

HOST HOTEL



WELCOME TO THE

1927 Lake Lure Inn and Spa

Our host hotel will be this charming Historic Inn in Lake Lure, NC

If you're a "Dirty Dancing" fan, you're in for a treat – this charming inn played a role in the movie's magic, making it a hotspot for enthusiasts.

But that's just the beginning! While you're here, you'll have the chance to explore the picturesque surroundings. Enjoy a leisurely stroll across the Flowering Bridge, unwind with a pontoon ride on the lake, hike up to the awe-inspiring Chimney Rock, and soak in the welcoming vibes of the quaint town.

Join us for a retreat that promises to ignite your creativity and let you relive a slice of cinematic history amidst the warm embrace of Lake Lure's natural beauty.



Roosevelt Hall

THE RETREAT IS ABOUT *THREE CORE THREADS!*



Sewing

Roll up your sleeves, put your apron on, and dive into the hands-on sewing sessions! Whether you are a seasoned pro or a beginner, our skilled instructors are here to guide you through the intricate art of sewing. You'll find yourself gaining confidence and honing your skills. Whether you're learning something new or perfecting your craft, these sessions are all about embracing your unique style and watching your creativity flourish.

Business

Elevate your journey by diving into invaluable business insights beyond artistry. Today, it's about thriving, not just creating. Our tailored "Future Self" sessions are for entrepreneurial spirits like you, offering a roadmap to align with your aspirations. Whether honing marketing, defining your brand, building an empire, or preparing for retirement, shape your passion into success. Your future self awaits – let's make it a reality together.



Wellness

We believe that a healthy mind and body are the foundation of creativity.

Our wellness sessions are designed to help you find balance amidst your bustling creative pursuits. From sessions that calm your mind to energizing walks that rejuvenate your spirit, you'll learn to integrate well-being practices into your daily routine, ensuring your creativity always flows freely.



Premier Sponsor Highlight: Rowley Company

We are honored to have Rowley Company as our Premier Sponsor for the Craft Your Creative Life Retreat. Attendees will have the chance to use and learn about their products in our sessions.

CRAFT YOUR CREATIVE LIFE RETREAT



PREMIER SPONSOR HIGHLIGHT

Rowley[®]

Sewing-Business-Wellness
RETREAT

September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org

As many already know, Rowley Company is a leading manufacturer and international distributor of home décor products, providing essential tools, supplies, education, and technical expertise to drapery and upholstery workrooms, installers, and designers since 1962.

Hands-on Workshops



During the 3-day retreat...

You'll immerse yourself in a range of enriching experiences. From hands-on workshops led by industry professionals to mini-sessions focused on planning your "future self" work-life balance, and wellness activities, there's something for everyone.

We've carefully curated a lineup of classes designed to teach new skills and foster meaningful conversations. Each class is unique, but they all share a common thread of creativity and connection.

Start your day with Donna, taking a mindful walk and setting daily intentions. Then, gather flowers and leaves for Theresa's Eco-printing class, where you'll learn to dye silk. Sharon will guide you through crafting a French mattress, while Sandra teaches the art of slow-sewing with vintage velvet pillows.

Join in on Cathy's classic valance class and gain fresh perspectives during the "Future Self" session.

Embrace the opportunity to learn, grow, and create alongside a community of like-minded individuals.

Workshops

Eco-Printing on Silk



This class is a creative journey into the artistry of ecoprinting, where nature becomes your personal palette. Guided by Theresa's expertise, you'll begin to unleash your creativity, learning the skills to craft unique designs and colors using leaves, flowers, and plants gathered from your yard or the nearby area during your morning walks.

McCarthy Valance

The versatile and stylish McCarthy valance. With its soft folds, this valance beautifully combines elements of a trapezoid valance and a soft stationary roman, offering an ideal alternative for your client's homes.



Smocked Pillow



Exploring the art of Canadian smocking—a hand-stitching technique that creates beautifully folded and gathered designs on fabric. Known for its striking texture, Canadian smocking is popular in home decor and occasionally in clothing.

Workshops

French Mattress



These plump cushions, marked by an extra-big rolled-edge welt and tufting, add an extra layer of elegance. Join our hands-on workshop to master the art of crafting [French Mattress](#)-style cushions.

SPONSOR SPOTLIGHT

CRAFT YOUR CREATIVE LIFE RETREAT

Craft Your Creative Life

SPONSOR HIGHLIGHT

SAFE-T-SHADE®
"Cordless Safe"®

Sewing-Business-Wellness
RETREAT

September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org

The image is a promotional graphic for a sponsor highlight. It features a light blue background with decorative chevron patterns. At the top, it says "CRAFT YOUR CREATIVE LIFE RETREAT" in blue. Below that is a logo for "Craft Your Creative Life" in a script font. The main text reads "SPONSOR HIGHLIGHT" in blue, followed by "SAFE-T-SHADE®" in large, bold letters, with "SAFE" in red and "SHADE" in blue. Below that is the tagline "Cordless Safe"® in red. At the bottom, it says "Sewing-Business-Wellness RETREAT" in a mix of script and bold fonts, and provides the dates "September 16-19, 2024", location "Lake Lure, NC", and website "www.craftyourcreativelife.org".

Business Sessions



Bullet Journaling

Led by Sharon, you'll dive into the world of bullet journaling, Learn the fundamentals, receive expert tips, and start your own journey of [self-expression and organization](#).



"Future Self"

Planning for the needs of your future self is a crucial step in achieving long-term success and fulfillment. In Sandra's upcoming session on speaking to your Future Self, you'll explore your goals, chart a clear path toward them, and [vividly envision the future you aspire to create](#). During these interactive sessions, you will work in groups, sharing and bouncing ideas off others, which will enrich your insights and strategies. By engaging in this collaborative process, you'll gain valuable perspectives on what you need to do today to ensure a more balanced and fulfilling tomorrow.

Daily Wellness Session

Set Yourself Up For Success



Kickstart your day with a [transformative morning session led by Donna](#). Discover the art of crafting a morning routine that includes meditation, visualization, exercise, and intention-setting. This session will set a positive tone for your day, leaving you feeling refreshed and focused. The techniques you learn can be seamlessly integrated into your daily life at home, helping you enhance your health and motivation long after the retreat.

SPONSOR SPOTLIGHT

CRAFT YOUR CREATIVE LIFE RETREAT

Craft Your Creative Life

JSH

SPONSOR HIGHLIGHT

JSH

Sewing-Business-Wellness RETREAT

September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org

The image is a promotional graphic for a sponsor highlight. It features a light blue background with decorative chevron patterns. At the top, it says "CRAFT YOUR CREATIVE LIFE RETREAT" in blue and green. Below that is the "Craft Your Creative Life" logo. The main text reads "SPONSOR HIGHLIGHT" in blue. To the left is the "JSH" logo, which consists of a square with a geometric pattern. To the right is a photograph of sewing-related items: a spool of thread, a pair of scissors, and a piece of fabric with a geometric pattern. Below the photo is the "JSH" logo again, with the website "www.jshdesign.com" underneath. At the bottom, it says "Sewing-Business-Wellness RETREAT" in green and blue, followed by the dates "September 16-19, 2024", the location "Lake Lure, NC", and the website "www.craftyourcreativelife.org".

MEET THE INSTRUCTORS



Led by industry experts...

Our classes, are far from your typical sessions. They are immersive, hands-on experiences where you'll absorb fresh ideas, acquire new skills, and actively apply them. With our warm and welcoming experts by your side, you'll be in excellent hands. It's not just about learning; it's about fostering growth in an environment that feels like home. Our instructors are dedicated to creating a supportive and inspiring atmosphere where you can thrive and reach your full potential.



Theresa Brown

Eco-Printing On Silk

Theresa is a professional artist whose long art career embraces many areas of the Arts. She uses natural dyes and low-impact synthetic dyes and merges them into unique, beautiful designs on silk, wool, paper, and leather. She transforms her work into artisanal clothing, accessories, and art. Her articles and designs in the fiber arts have appeared in international publications such as "No Serial Number" and "Belle Armoire." A trailblazer in ecoprinting techniques, Theresa holds the distinction of being the first instructor to teach Ecoprinting on Leather in the US. With a wealth of experience, she has shared her expertise as an instructor at prestigious fiber art shows nationwide.



Donna Cash

Set Yourself Up For Success

I am Donna Cash and I own an award-winning soft furnishings design & fabrication studio that focuses on inspiring, encouraging, & training for the home decor industry.

My business, Designs by Donna opened in 1989 and is in Flowery Branch, GA. I use my God-given passion and abilities to bring joy and beauty into the lives of others through exquisite design, teaching, and sharing. When I am in my teaching role, my goal is to build the student's confidence so they can build their skills and grow their business.

The dreams and goals of today are reflected in the joys of tomorrow.



Cathy Tucker

McCarthy Valance

Cathy shares 29 years in the Custom Window Treatment Industry. She was the owner and manager of Tucks N' Pleats Draperies for 21 years. Cathy has been a featured speaker and past president of the Detroit Workroom Association. She speaks at WCAA events and was the lead instructor for the Career Professional Program at the CHF Academy for nine years. Cathy is a master at fabricating draperies, upholstered cornices, soft cornices, and headboards. She is the owner of The Traveling Workroom Temp Service. Cathy travels the country, providing hourly expert labor to help other workrooms manage large jobs, clear backlogs, and teach private classes to individuals and groups.

SPONSOR SPOTLIGHT

CRAFT YOUR CREATIVE LIFE RETREAT

Craft Your Creative Life

SPONSOR HIGHLIGHT

Creative Machinery

&

UNIQUE
expressions

Draw-Matic

Sewing-Business-Wellness
RETREAT | September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org



Sandra VanSickle

Smocked Pillow

Sandra VanSickle, Co-founder of Craft Your Creative Life, is a dedicated leader in the industry who shares one common goal: to educate, inspire, and promote others who share her vision. With her 42 plus years of knowledge and experience, she is committed to passing along what she has learned through Live With Sandra V, her online presence, hands-on classes, articles, and industry speaking engagements. Located in Apex, North Carolina, Sandra is the proud owner of Sew What's New LLC, a wholesale custom window treatment studio, and is currently the Director of Artisan Atelier for the International Windows Coverings Expo.



Sharon Gregory

French Mattress

Sharon Gregory, Co-founder of Craft Your Creative Life and owner of The 13th Avenue Place, a drapery workroom located in Hickory, NC. For 19 years, Sharon has worked with designers to realize their clients' dreams by producing high-quality work and is an expert in draperies, shades, valances, pillows, cushions, light upholstery, and bedding. Sharon joined the WCAA in 2004 and is currently a member of the Triangle chapter. She continues to expand her skill set by attending industry conferences and meetups and taking in-person and online classes. Sharon moved from New Zealand to the USA with her family in 2001. Opening her business has enabled her to share her skills and knowledge with others

We are honored to have
WF Vision Magazine as our
Welcome Party Sponsor!



CRAFT YOUR CREATIVE LIFE RETREAT



WELCOME PARTY SPONSOR



Sewing-Business-Wellness
RETREAT

September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org

Window Fashion VISION has been the primary source of inspiration for the window coverings industry for over 30 years!

As the premier window coverings magazine in North America, they offer professionals the latest information on design trends, business, and education.

They highlight the best in our field to give us the hottest products from manufacturers and knowledge from leaders in the industry.



SCHEDULE

Craft Your Creative Life Retreat

1927 Lake Lure Inn & Spa

2771 Memorial Highway,

Lake Lure, NC 28746

1-828-625-2525

September 16-19 2024

16

Monday, September 16th

- 3:00 PM Check-in to hotel
- 4:30 PM Meet & Greet Roosevelt Room
- 6:00 PM Welcome Dinner La Strada

17

Tuesday, September 17th

- 6:00 AM Morning Wellness
- 7-8:00 AM Breakfast
- 8:30 AM - 4:30 PM Sessions
- Dinner on Your Own

18

Wednesday, September 18th

- 6:00 AM Morning Wellness
- 7-8:00 AM Breakfast
- 8:30 AM - 4:30 PM Sessions
- Dinner on Your Own

19

Thursday, September 19th

- 6:00 AM Morning Wellness
- 7-8:00 AM Breakfast
- 8:30 AM - 12:00 PM Vendor Table top Showcase
- Door Prizes
- 12:00 PM - Lunch & Closing Remarks

We are honored to have Angel's Distributing as a retreat lunch sponsor. Attendees will have the opportunity to use Angel's products in our hands-on sessions, and Chelsea Perkins, Key Account Manager, will speak on their fantastic offerings.

CRAFT YOUR CREATIVE LIFE RETREAT

Craft Your Creative Life

LUNCH SPONSOR HIGHLIGHT

Angels
DISTRIBUTING INC.
DRAPERY LININGS & MORE

Sewing-Business-Wellness
RETREAT | September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org

Angel's Distributing has been a family-owned and operated full-service provider of fabric drapery linings since 1977.

We are grateful to have Dofix as a special lunch sponsor. Attendees will have the opportunity to learn more about their products during the retreat.

The döfix company is providing drapery workrooms with a special iron-on technique to beautify window treatments. The use of our iron-on products results in professional looking, stitchless, pucker free designs that enhance the look of any window design. döfix also developed a wide variety of specialty products to offer the perfect solution for many problem windows.

CRAFT YOUR CREATIVE LIFE RETREAT

Craft Your Creative Life

LUNCH SPONSOR HIGHLIGHT

döfix
Room for creativity

Sewing-Business-Wellness
RETREAT | September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org

Testimonials

ELVA

The atmosphere was very relaxed but professional. It felt like gathering with all friends even though most of the group had just met. It was magical.

JANICE

Speaking as one who is more experienced in the industry, it can be a challenge to find educational events that feed and inspire the desire to learn and grow. Craft Your Creative Life did that with the added bonus of going beyond the technical and digging into the personal. The retreat provided us with tools, techniques, awareness, and planning - for ourselves and our businesses.

LINDSEY

Sandra and Sharon have created a wonderful retreat that feeds your soul. I had an amazing time connecting with fellow creatives and learning new techniques to advance my business and find focus in my life.

SPONSOR SPOTLIGHT

CRAFT YOUR CREATIVE LIFE RETREAT

Craft Your Creative Life

SPONSOR HIGHLIGHT

Donna Scott Johnson
DESIGNS

EMBROIDERY TO THE TRADE

Sewing-Business-Wellness
RETREAT

September 16-19, 2024
Lake Lure, NC
www.craftyourcreativelife.org



Retreat Time!

**INVEST IN
YOURSELF!**

Includes:

- 5- Hands-on workshops
- 1- Progressive business session
- Daily morning wellness session
- Supplies & materials for workshops
- Sponsor Vendor Showcase: Demonstrations
- Welcome Party : Hosted by Vision Magazine
- Continental Breakfast*: For guests staying at host hotel
- Daily vendor sponsored lunches
- Daily beverages during sessions* non-alcoholic
- Discounted room rate at our host hotel. Register by August 15, 2024
- Complementary Wi-Fi
- Complementary Parking

Registration closes August 15, 2024

PRICE
\$1197.
Per Person

Special Offer

Use Code

RETREAT24 to save
\$200 off registration

REGISTER HERE