



designer day

Thursday, October 23rd, 2025

BROOKFIELD CONFERENCE CENTER
325 S MOORLAND ROAD
BROOKFIELD, WISCONSIN 53005

Did you know Designer Day is a bonus pre-event to the main **She Loves Color** event?

She Loves Color follows Designer Day & kicks off on Thursday evening & runs through Saturday evening.

Event Includes:

- 6 exclusive workshops
- Thursday night opening
- Friday-Saturday classes
- Prize giveaways
- Swag Bags
- Workshop kits
- Exclusive event products
- Daily gifts
- Bi-monthly e-newsletters
- Access to a Private FB group
- Farewell For Now
- So much more!!!

LEARN
MORE
HERE

SAVE THE DATE

she loves

COLOR
2026

HOSTED BY BELLA BLVD

OCTOBER 29-31ST, 2026

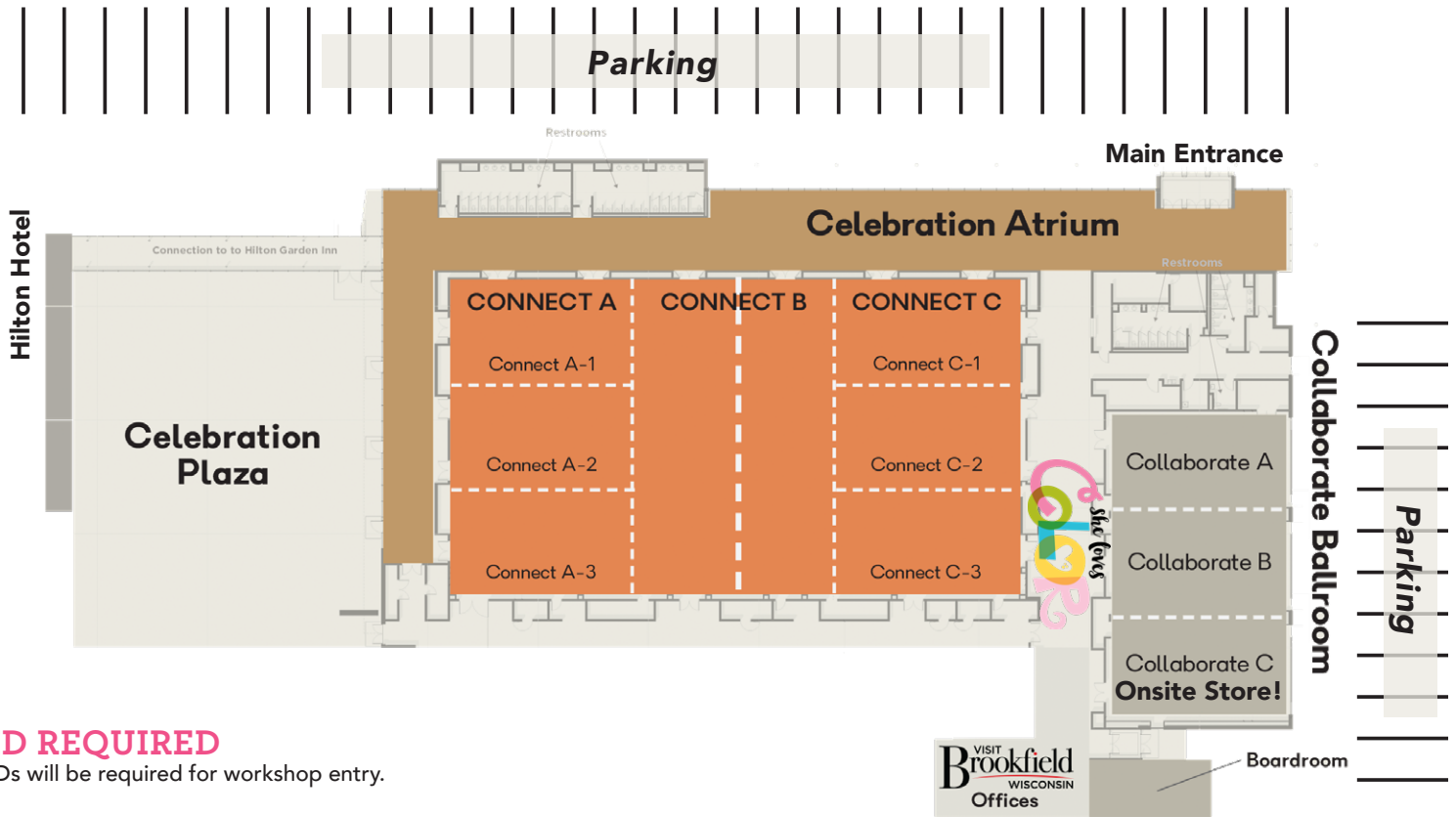
REGISTRATION OPENS TUESDAY, OCTOBER 28th, 2025



VENUE & IMPORTANT INFO

BROOKFIELD CONFERENCE CENTER (also known as the BCC)

Get familiar early with the BCC's floor plan. Parking is free! No stairs, no elevators--yay! Designer Day workshops will take place within the Connect C and Collaborate series of rooms. The onsite scrapbook store is open to the public. It will be located in Collaborate C; **Store opens to public Friday! More info coming soon!**



ID REQUIRED

IDs will be required for workshop entry.

DESIGNER DAY REGISTRATION

After paying for workshops online & securing your classes, if attending in person, registration at the BCC begins promptly at 7am. Doors will open to workshop rooms at 7:30am. Please register at the time of your workshop **not before**. If you paid for more than one workshop you can register all at the same time.

HOW DO I MAKE THE MOST OF DESIGNER DAY?

We strongly recommend getting acquainted with the supply list, map and schedule. Print and reading it will help you feel super prepared by the time you arrive. Get supplies organized for each workshop, especially your photos to maximize your workshop potential! Best of all, **get a lot of rest before you arrive**.

PAST ATTENDEES HELPFUL TIPS:

GET LOTS OF SLEEP PRIOR to arriving, this newsletter is your best friend! Most importantly have fun and don't stress!

1. Definitely bring lots of adhesive, I ran out the first year.
2. Pack clothes you can layer-sometimes the rooms are chilly.
3. Some small things: Paper clips & Ziploc bags for smaller bits & pieces of ephemera leftover, white cardstock if you want to make placeholders for photos. Post-Its are great for adding notes to your projects (special instructions, something you might want to add that you have at home, etc.)
4. I have found that lunch time can be tricky - plan ahead if you are taking classes all day.
5. Bring wet wipe packages. Can never have enough.
6. I learned to only bring what's on the supply lists.
7. I use a few pouches and categorize similar items. I also break out my Designer Day class needs - it helped a lot!

MEET THE EDUCATORS



inessa persekian

I'm Inessa Persekian, the heart behind Paper and Bling, where I share my love for bright, lively scrapbooking. With over 20 years of experience, I create colorful layouts and mini albums that blend structured designs with natural elements, playful textures, and a touch of sparkle. Through teaching I help others tell unique stories, celebrating life's beautiful moments one page at a time.



shanna noel

Shanna Noel is the founder of Illustrated Faith and is passionate about helping women connect their faith + creativity. She lives in the PNW with her husband of over 25 years, with whom she shares two lovely daughters, who are now off on their adventures! Shanna loves collecting typewriters, globes, and vintage ephemera, of course! She believes in documenting the beautiful, messy moments in this joy-filled life and hopes that you will join in on the fun!



traci penrod

Traci is the owner and designer behind Artsy Albums, an online scrapbook kit company. She is also on the creative teams for Bella Blvd, Doodlebug and Lori Whitlock. When she isn't creating kits and paper crafting with her member community, Traci enjoys spending time with her family, traveling, reading and yoga.



tya smith

I am Tya Smith, and I've been passionate about paper crafting for 28 years, specializing in scrapbooking & card making. I have been fortunate to design for many leading scrapbooking manufacturers. I am a mom to 3 grown kids, one very spoiled cat, & have been married for 30 years to my husband Brad. I love cooking, traveling, & all things Harry Potter! I am so excited to be here sharing my love of card-making with you all and making snail mail cool again!



lindsay wahl

My name is Lindsay Wahl; I am the owner/designer for Lindsay's Layouts. I'm known for two page layouts and kits, but I enjoy creating all types of projects. I love COLOR and am beyond excited to be teaching for the first time at Designer Day in October. I live in Fort Collins, Colorado, with my husband and three girls.



stephanie smokovich

Hi friend! I am one of your hostesses, the owner behind everything Bella Blvd and She Loves Color! 12" layouts are my passion. Bella Blvd was my very first baby, and will be 17 years old next month! Steve & I just celebrated 12 years; We have Hunter (10) and Ruby (8)! When I'm not at baseball, softball or basketball, I love watching reality tv, Days of our Lives is my vice and going to the gym!

[QUESTIONS & ANSWERS]



A FEW THINGS TO KNOW:

1. There are multiple workshops going on at one time. Be sure to not over-book yourself!
2. Tickets will be required for workshop entry.

WHAT IS DESIGNER DAY? This super fun “bonus” event is separate from She Loves Color; Designer Day is a pre-event offering unique educators and workshops different from the main She Loves Color event! Workshops are sold ala carte online with your option to purchase a seat in class (ATTENDING), or have a kit shipped to you after the event takes place (SHIP TO ME).

WHEN? Sunday, June 29th, 2025.

WHERE? Workshops and No Frills All Day Crop will be hosted at the same venue as She Loves Color: The Brookfield Conference Center at 325 S. Moorland Road, Brookfield, WI 53005

HOW DO I SIGN UP? Visit BellaBlvd.net's private link and password to access the Designer Day offering. Choose ATTENDING if you'd like to attend in person. Choose SHIP TO ME if you'd like the workshop kit shipped to you (after the event in October). Registration will close July 3rd.

Please note if you are not seeing the workshop you want, it is sold out and unavailable. Only viewable workshops are available for purchase.

HOW MUCH WILL THESE WORKSHOPS COST AND HOW DO I PAY? Workshops prices are consistent: albums \$55, layouts \$45, cards \$35. All workshops must be paid in full during sign-up via bellablvd.net.

IS THERE A CANCELLATION POLICY? *All sales are final*, as teachers plan for kit quantities and product purchasing. Your payment will be forfeited as a result of cancellation. **No refunds will be issued.**

WHAT IS THE DESIGNER DAY SCHEDULE LIKE? Workshops will start at 8am and finish at 4:30pm. Classes are two hours long, except Stephanie Smokovich's lunch break workshop-see class times.



No Frills All Day Crop 9am-6pm



Spend nine uninterrupted hours scrapbooking to your hearts content. Come and go as you please, bring as much stuff as you'd like or pack along project kits and get them done! The room will house round tables and seat 4 people to a table (as pictured above). If you need to leave and attend a

\$50

**Please remember no outside food can be brought into the room.*





INESSA PERSEKIAN



INTERMEDIATE MINI ALBUM WORKSHOP:

Fall Memories

\$55

8-10am

Learn how to build a mini album from scratch! Whether you're documenting pumpkin patches, football games, or time with your favorite people, this project is perfect for telling those. Layering textures, fun embellies, & creating interactive pages makes this album unique! Featuring Fancy Pants Amber Autumn collection.

Supplies List: Paper trimmer, tape runner/tear tape, foam (variety of sizes), liquid adhesive, scissors, pencil, border punches - 2 designs I recommend scallop & doily, 3/16" hole punch, 1" & 1.5" circle punches. Optional: T-ruler, xacto knife & self healing mat.



BASIC LAYOUT WORKSHOP:

Christmas Cheer

\$45

10:30am-12:30pm

In this joyful workshop, we'll create 4 festive 12" pages (incl. a double-page spread) capturing the magic of the season. Learn how to layer patterns, mix embellies, & add interactive touches. Great for photos of tree trimming, gift giving, or family fun! Featuring Echo Park's Happy Christmas collection.

Supplies List: Paper trimmer, tape runner/tear tape, foam, liquid adhesive, scissors, pencil, wax tip tool to work with sequins. Optional: T-ruler, distressing tool, small sanding square/tool.



INTERMEDIATE MINI ALBUM WORKSHOP:

Color Pop

\$55

2:30-4:30pm

Get ready to turn up the volume on color and creativity! This class is packed with fun retro vibes, bold patterns, and playful icons-stars, bows, rainbows, and more, ! Learn how to build a mini album from scratch, fill it with flips & flaps, layers that bring your personality to life. Perfect for fun moments, favorite things, or just playing w/color. This album is all about making it you. Featuring Color Rush Studio's You Rock collection.

Supplies List: Paper trimmer, tape runner/tear tape, (variety of sizes), liquid adhesive, red line tape, scissors, pencil, 3/16" hole punch, wax tip tool to work with sequins





LINDSAY WAHL



BASIC LAYOUT WORKSHOP:

Baking Spirits Bright

\$45

8-10am

Join me as we document Christmas memories celebrating family, Santa, baking and more! Whether you're scrapping your favorite cookie recipes or capturing sweet moments with family or friends, leave with two double page joyful layouts ready for the holiday season! Featuring Echo Park's Baking Spirits Bright collection! You'll also leave with materials for a bonus single page to complete on your own!

Supplies List: Trimmer, scissors, tape runner, foam squares, liquid adhesive, 1/4" score tape, ruler. Optional: black ink for edging.



INTERMEDIATE MINI ALBUM WORKSHOP:

Hello Fall

\$55

10:30am-12:30pm

Let's capture all your favorite fall moments--pumpkin patches, apple picking, bonfires & sweaters. Using Carta Bella's Harvest collection paired with a Prima Folio, we'll create an album with warm colors, waterfall flips & interactive pockets. With precut pieces, detailed instructions & plenty of creative touches, this class is perfect for documenting the season. While we won't finish the entire album in class, you'll leave with all the supplies you need to finish it up at home.

Supplies List: Trimmer, scissors, tape runner, foam squares, 1/4" & 3/4" score tape, liquid adhesive, bone folder, ruler. Optional: Brown ink for edging, 1.25" circle punch



INTERMEDIATE LAYOUT WORKSHOP:

Hip Hip Hooray

\$45

2:30-4:30pm

This colorful 12" layout class is packed with party energy--perfect for birthdays, celebrations or any "just because" special day. Featuring Echo Park's Hip Hip Hooray collection, we'll create two double page layouts, back cut files and use a circle punch to make these pages really stand out! You'll go home with materials for a bonus single page layout to complete on your own.

Supplies List: Trimmer, scissors (regular & fussy cutting), tape runner, foam squares, liquid adhesive, ruler, pencil. Optional: Navy ink for edging, 1.25" and 1.5" circle punches.





SHANNA NOEL



INTERMEDIATE MINI ALBUM WORKSHOP:

Remember the Wonders \$55

8-10am

It is so fun to have a mini album to reflect on the year ahead (or dream of new memories in the coming year) and remember all the beautiful details that made that year so special! We will create a joyful, interactive mini album using an Illustrated Faith exclusive acrylic mini album that is bright and full of fun colors! This album will include sweet tabs, vintage details (I will bring some of my favorite vintage ephemera for you), and room for all your favorite photos of the year!

Supplies List: Trimmer, tape runner, liquid glue, hole punch, journaling pen, scissors. Optional: 2-3 photos for each month of the past year sized at 3.5x3.5" each.



INTERMEDIATE JOURNAL WORKSHOP:

Gratitude Documented \$45

10:30am-12:30pm

This class is close to my heart! For the past 12+ years, Gratitude Documented has been one of my favorite ways to spend the fall season! We have one gratitude prompt a day throughout November. In this workshop, we'll prep a customized gratitude journal together so you are ready to roll when November begins (or any time you want to document your daily gratitude). I'll share my tips for setting yourself up for success for this JOY-FILLED daily project!

Supplies List: Trimmer, liquid glue, tape runner, journaling pen, scissors, stamp block + favorite ink(s).



INTERMEDIATE WORKSHOP:

Annotating & Bible Journaling \$45

2:30-4:30pm

Don't you love those Bibles & books filled with tabs, beautiful annotations, & the sweetest notes? Me too! Let's annotate together! We will talk about the purpose of annotating, some tips & tools on how to go about it in a way that is meaningful to you, & pair that with the lovely art of Bible journaling. There is just something powerful about combining the love of art & documenting with your faith. I would love to share that with you (whether you are brand new or a long-time journaler) in this class filled with fresh insight, practical tips, & a beautiful time of community & fellowship! **Supplies List:** Favorite highlighters, journaling pens, tape runner, a journaling Bible or notebook





TRACI PENROD



INTERMEDIATE LAYOUT WORKSHOP:

The Sweetest Memories

\$45

8-10am

Get ready for a berry fun time! We'll be creating three 12" pages using Doodlebug's brand new Berry Sweet collection—think strawberries, flowers, & the happiest colors! One page will feature a fun pocket with a custom paper piece! With simple, photo-focused designs and lots of options to personalize with your favorite titles, these pages are perfect for capturing your sweetest memories. You'll receive supplies to complete a fourth page on your own.

Supplies List: Paper trimmer, scissors, tape runner, foam tape/pop dots, 1/4" corner rounder, score tape/red line for pocket. Black & White Photo Sizes: 3x3 (3), 6x8 vertical (1), 3x6 vertical (3), 3.75 x 3.75 (1).



INTERMEDIATE MINI ALBUM WORKSHOP:

Escape the Ordinary

\$55

10:30am-12:30pm

Let's escape the ordinary together! Whether you're documenting favorite vacation memories, weekend getaways, or bucket list trips, this project is anything but ordinary. The album's acrylic covers are exclusively designed shaped like a stack of suitcases! Join me in creating an interactive album measuring 6.75x6.75"! Includes 12 pages filled with flippies, pockets, & playful embellishments. We'll complete the entire album together in this stress-free class with easy-to-follow steps. Featuring Echo Park's Born to Travel collection.

Supplies List: Paper trimmer, scissors, tape runner, foam tape/pop dots, liquid glue, score/red line tape for pockets, bone folder/scoring tool.



INTERMEDIATE MINI ALBUM WORKSHOP:

Merry & Bright

\$55

2:30-4:30pm

Get ready to add some colorful holiday cheer! The exclusive acrylic mini features a one-of-a-kind acrylic shape that perfectly fits Bella Blvd's Merry Mingle embellishments. Measuring 7.25x7.5", it's packed with interactive fun you love from Artsy Albums—flippies, pockets, tags, stickers & the cutest holiday ephemera around. Whether you're documenting your own memories or creating a handmade gift, this album is guaranteed to make your season merry & bright. We'll finish the whole thing during class (stress-free & fun, of course!)

Supplies List: Paper trimmer, scissors, tape runner, foam tape/pop dots, liquid glue, score/red line tape for pockets, bone folder/scoring tool.





[TYA
SMITH]



BASIC/INTERMEDIATE CARD WORKSHOP:

Bee Happy

12:45-2:15pm

\$35

Get ready to buzz with creativity! In this fun-filled card class, we will be using the adorable Bee Happy collection from Doodlebug Design to create a handful of handmade cards that are anything but flat and boring! We're talking layers, texture, and dimension galore - plus a fun fold or two to keep things interesting. Whether you are a card-making newbie or a seasoned paper crafter, this class will leave you inspired & smiling from ear to ear. Come join me during the lunch break & let's make some sweet cards together! Because we're making snail mail cool again- one cute card at a time!

Supply List: Craft Mat, 12" paper trimmer, scissors, pencil, black pen for outlining, ruler, favorite wet adhesive (thin tip glue works best), favorite dry adhesive, 1/4" score-tape/strong double-sided adhesive, foam tape (regular & thin strip sizes), foam, scoring tool & board, bone folder, 1/8" hole punch. Optional: Diamond Stickles (for glitter effect), tray to sort die cuts.





[STEPHANIE SMOKOVICH]



INTERMEDIATE LAYOUT WORKSHOP:

Mom & Dad

12:45-2:15pm

\$45

We all have them: The Rents, aka parents! So why not document mom and dad, right? Join me during your supposed-to-be lunch break to create three colorful and bold 12" pages. One dedicated to mom and two featuring dad. We will layer pretty patterns (my favorite thing to do), tags, epoxy and chipboard too! Let's create playful titles and share stories together about "the rents." Featuring Bella Blvd's My Life 365 and Teen Vibe Carson collections.

Supply List: 12" trimmer, scissors, favorite everyday adhesive, liquid glue, foam adhesive, tiny attacher/stapler, 1/4" hole punch, any border punch (I used a small scallop), Tsquare, fine tip black pen, ruler.

Optional: Photos of mom - (1) 4.25x5.5" vertical. Photos of dad - (1) 3x3", (1) 3x5" vertical. Second dad page - (1) 4x6" vertical.



INTERMEDIATE LAYOUT WORKSHOP:

Bow Wow

\$45

****Note this workshop will not be taught in person;
Pick-Up or Ship To Me Kits Only! ****

Love is certainly a four legged word! From puppy love to spoiled dog create three 12" pages with Bella Blvd's newest Bow Wow collection. Play with circles and triangles, patterns galore along with some pawfectly worded ephemera elements. Try your hand at doodling as you document the family dog-or dogs-, whether he or she, with these pawsome pages including dimensional pops, puffy stickers and lots of layers!

Supply List: 12" trimmer, scissors, favorite everyday adhesive, liquid glue, foam adhesive (tape & squares), tiny attacher/stapler, any border punch (I used a small scallop), black gel pen, xacto knife & straight edge, self healing mat, 2" circle punch.

Optional: Photos for page one: (1) 4x4".

Page two: (3) 2.5x3.5" vertical.

Page three: (2) 3x4.5" vertical or (1) 6.25x4.5" horizontal.

