



designer day

Thursday, October 29th, 2026

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
2027

HOSTED BY BELLA BLVD

OCTOBER 21-23RD

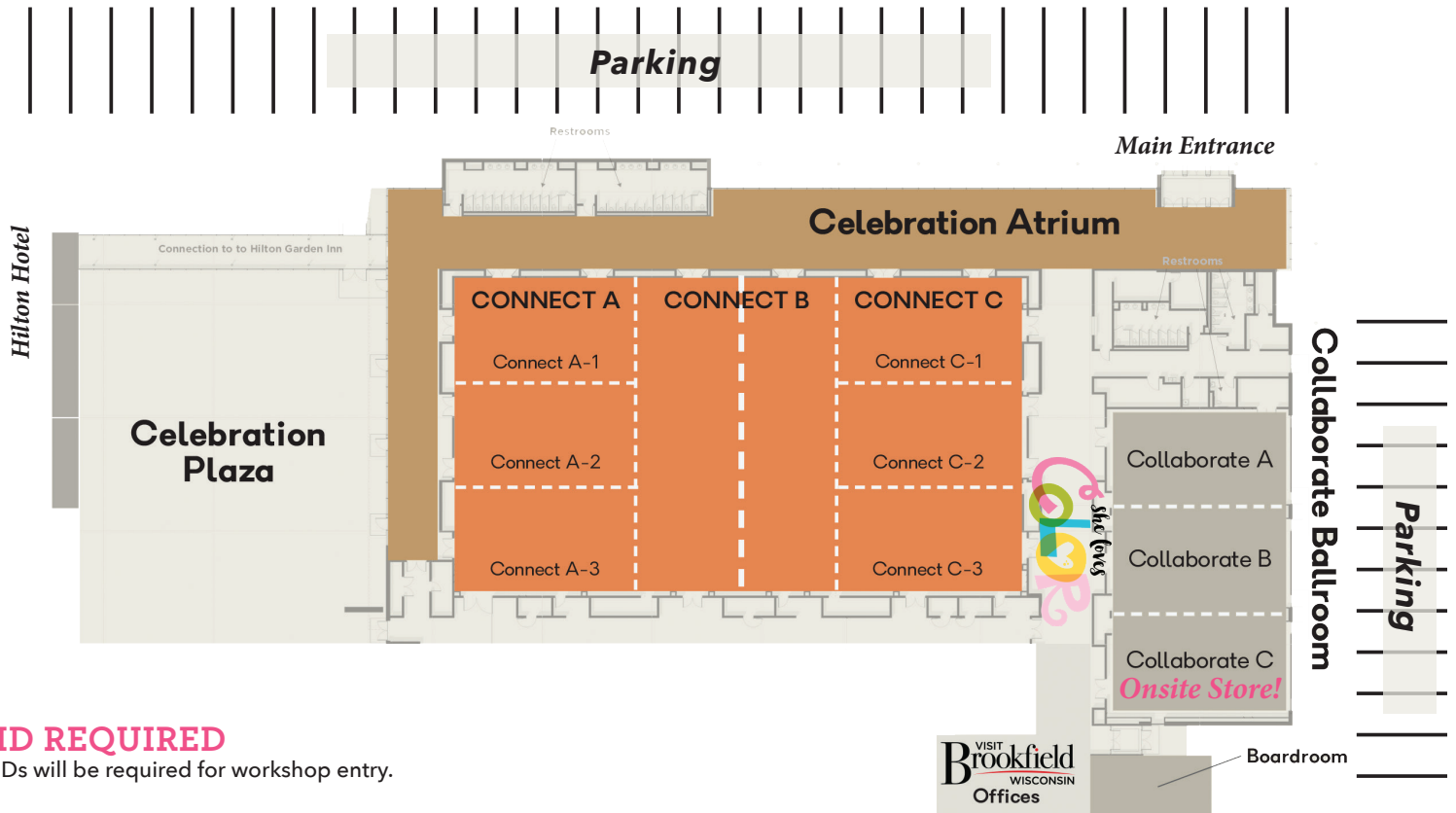
REGISTRATION OPENS EARLY NOVEMBER



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:

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.

MEET THE EDUCATORS



tya smith

I am Tya Smith, & 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 three 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 scrapbooking with you all!



cynthia sandoval

Doodlebug has been creating colorful, whimsical designs in the scrapbook industry for the past 26 years! I have loved all things crafty since I was a young girl and I love being able to create & manufacture quality products that reflect my bright and unique style. When I'm not crafting, I enjoy spending time with my family, organizing (anything!) & shopping too!



tara chaussee

Hello! I am the owner of Secretbees Studio. I'm a long time paper crafter who loves paper, embellishments & ribbons. I specialize in creating adorable mini albums! I have been so privileged to be part of awesome design teams including Layle By Mail, Bella Blvd, Pretty Little Studio, Traci Reed Designs and Simple Stories.
I can't wait to share my creative process and ideas with you!



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 second time at Designer Day this October. I live in Fort Collins, Colorado, with my husband and three girls.



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 & mini albums that blend structured designs with natural elements, playful textures, and a touch of sparkle.



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 18 years old next month! Steve & I just celebrated 13 years; We have Hunter (11) and Ruby (9)! When I'm not at baseball, softball or basketball, I love watching reality tv, Days of our Lives is my vice and going to 6am classes at 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? Thursday, October 29th, 2026.

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, sometime in early November). 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.



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 Designer Day workshop, your stuff can stay and wait for your return!

\$50

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





CYNTHIA SANDOVAL



INTERMEDIATE MINI ALBUM WORKSHOP:

Sweet & Spooky Halloween \$55

10:30am-12:30pm

Spend Halloween crafting something boo-tiful with us! Create an enchanting 6x8 mini album featuring the adorable Sweet & Spooky collection filled with playful ghosts, darling pumpkins, and candy-colored patterns. In class, we'll complete 14 sweet (not-too-spooky!) pages inside a beautiful black Doodlebug album. Perfect for documenting October memories or your SLC weekend. An optional extension kit will also be available in the store with materials for 14 additional pages and extra cover embellishments.

Supplies List: Paper trimmer, scoring attachment for trimmer or scoring board, scissors, tape runner, large & small foam squares, liquid glue, gloss clear (NOT magic) Scotch tape, standard hole punch, ruler, pencil. Optional: Tweezers/Craft knife for placing small items, tray/envelopes for sorting ephemera



BEGINNER DECOR WORKSHOP:

My Happy Place Clipboard \$45

2:30-4:30pm

Get ready for a colorful burst of crafty fun at She Loves Color! In this whimsical class we will be creating an adorable sampler project on our hot pink clipboard using our vibrant Color Me Crafty line. Packed with cheerful patterns, creative details, and handmade charm, this project is perfect for displaying in your craft room, office, or creative space! We hope you join us for a day full of creativity, color and crafty inspiration!

Supplies List: Paper trimmer, adhesive of your choice (runner, tearable tape or liquid), large foam squares (LOTS!), small foam squares, Xacto knife, scissors, ruler, paper piercer or push pin. Optional: Tweezers/Craft knife (placing small items), tray/envelopes for sorting ephemera.





INESSA PERSEKIAN



INTERMEDIATE LAYOUT WORKSHOP:

Totally Groovy Summer

\$45

8-10am

Get ready for a bright and happy creative escape with this 4-layout class featuring the fabulous Our Groovy Summer collection from Echo Park! Filled with colorful summer vibes, playful patterns, layered embellishments, and fun techniques, these retro-inspired layouts are perfect for documenting your favorite sunshine-filled memories. You'll also receive step-by-step instructions for all four cheerful projects packed with personality and dimension!

Supplies List: Tape runner/liquid adhesive, foam adhesive, paper trimmer, anywhere hole punch (I will have some to share), paper distressing tool, scissors. **Photo Sizes:** (2) 3x3, (2) 4x6 -1 vertical & 1 horiz., (2) 3x4, (1) 4x4



INTERMEDIATE MINI ALBUM WORKSHOP:

Squeeze the Day

\$55

10:30am-12:30pm

Let's create a bright & happy 6x8 mini album featuring the gorgeous Simple Stories Pink Lemonade collection! Together we'll build a sturdy, interactive album. Each page bursts with color, playful details, & fun surprises too! With lots of layering, dimension, interactive elements, and cheerful designs, this album is sure to become a keepsake you'll treasure!

Supplies List: Tape runner, liquid adhesive, foam adhesive, paper trimmer, hole punch, scissors, scallop punch, scoreboard & scoring tool, xacto knife, metal ruler, self-healing cutting mat. Optional: Sewing machine stitching. square/tool. **Photo Sizes:** (5) 3x3, (4) 4x6-vertical, (2) 4x4, (2) 3x4-horiz., (1) 3x4-vertical, (10) 2x2





LINDSAY WAHL



BASIC LAYOUT WORKSHOP:

Crafty Memories

8-10am

\$45

This colorful layout class is packed with crafty stickers, patterns and phrases—perfect for showcasing a weekend crop, crafting with friends or documenting you in your craft space. Featuring Echo Park's Craft Room collection, we'll create two double page layouts, back cut files and layer pretty florals. You'll go home with materials for TWO bonus single page layouts to complete on your own. Let's get crafty! **Supplies List:** Trimmer, scissors (regular & fussy cutting), tape runner, foam squares, liquid adhesive, ruler, pencil. Optional: Black ink for edging.

Photo Sizes: Pg 1-(2)3x4, (4) 4x4; Pg 2-(1)4x6, 4x4, 3x4, 6x4, 3x3; Pg 3-(2)



BASIC LAYOUT WORKSHOP:

Snowflake Season

10:30am-12:30pm

\$45

Join us as we document chilly winter days and snowy memories! Using Bella Blvd's Snowflake Season collection, we'll create two double-page layouts featuring cut files, bold patterns, and adorable winter embellishments – perfect for photos of skiing, sledding, cocoa, and cozy moments. You'll also take home materials for two bonus single-page layouts to complete on your own. No mittens or scarves needed!

Supplies List: Trimmer, scissors (regular & fussy cutting), tape runner, foam squares, liquid adhesive, ruler, pencil. Optional: Gray ink for edging, 3 sheets white cardstock for photo mats. **Photo Sizes:** Pg 1- 6x4, (2) 4x3, 4x4, 4x6; Pg 2-(2) 6x4, (2) 3x3, 4x6; Pg 3-(2) 3x4; Pg 4-(2) 4x3, 2.5x 3.5"



INTERMEDIATE MINI ALBUM WORKSHOP:

Just For You

2:30-4:30pm

\$55

Create an adorable gift album perfect for a friend, graduate, or newlywed! Using Vicki Boutin's Cut and Paste collection with a Graphic 45 album, we'll design a colorful project filled with interactive elements and gift card pockets. The 4x5" album tucks into a decorated keepsake box! You'll be able to customize sentiments with an exclusive printable! You'll leave with all the supplies needed to easily finish the album at home! **Supplies List:** Trimmer, scissors, tape runner, foam squares, score tape 1/4" and 3/4", liquid adhesive, bone folder, ruler. Optional: gray ink for edging, 2 sheets white cardstock for photo mats. **Photo Sizes:** (6) 3x4, (4) 3x3, (6) 2x2





TARA CHAUSSEE



INTERMEDIATE MINI ALBUM WORKSHOP: Fall Fun with Pooh & Crew \$55

10:30am-12:30pm

This sweet book album opens up to reveal a flap, a pocket and even a photo waterfall flip! In this class we will create the mini album and several interactive elements and tags that will enhance your fall memories! The entire album is beautifully decorated with the Echo Park Winnie The Pooh Autumn' collection patterned papers and embellishments and is tied together with a cheerful yellow ribbon! There are spaces for 15 photos and one dedicated journaling spot in this colorful 'Fall Fun' mini album and it's full of all of the charming and lovable Pooh characters we adore! **Supplies List:** Paper trimmer, large scoreboard & score tool, detail scissors, strong double-sided (Scor-Tape), tape runner, liquid, foam (strips & dots), 1 decorative scissors or border punch, pencil, ruler, bone folder. **Optional:** Micro hole punch, powder tool.mats. **Photo Sizes:** 14 photos ranging from 2.75x1.75"to 3.125 x 4.5 ".





[TYA
SMITH]



INTERMEDIATE CARD WORKSHOP:

Lucky Me Fun Folds

8-10am

\$35

Get ready for a card class full of color, creativity, and happy vibes! In this workshop we'll create seven fun fold cards using Doodlebug Design's darling Lucky Me collection. Together we'll take traditional cards from flat and simple to fabulous and interactive with fun folds, dimension, and sweet little details too! Packed with rainbows, florals, ladybugs, lucky charms, and interactive details, these cheerful cards are perfect for sending a little sunshine to friends and loved ones. I can't wait to craft with you!

Supply List: Trimmer, scissors, fine tip liquid glue, 1/4" double-sided score tape, foam tape (squares & thin strips), score board, score tool, bone folder, 1/4" hole punch.

