



FOR IMMEDIATE RELEASE

May 19, 2010

RIVERSIDE DESIGNERS' PRINCIPAL JENNIFER FERRELL JOINS LEADING INDUSTRY ORGANIZATION

ST. PAUL, MN- Grace McNamara, Inc. announces that Jennifer Ferrell, Owner and Principal Designer of Charleston, S.C.'s Riverside Designers, has become a member of WFCP™. *The Window Fashions Certified Professionals* Program was established in 1991 in response to the need to increase the standards of professionalism in all areas associated with window coverings. Members gain certification by earning credits and advancing through the program's levels of expertise including the Associate, Specialist, Master and Expert levels and earning Authority in a wide range of window covering niches. By joining WFCP program, Ferrell has proven an ongoing commitment to industry professionalism.

Today WFCP has become much more than the industry's premier certification program. It is a community of people driven by a common passion for window fashions, and committed to the belief that this element of interior design is a powerful multi-faceted profession that can positively change peoples' lives. WFCP's vision is to act as the liaison between all professionals in the window treatment industry, pledging to be part of building "passion for fashion at the window," by persuading designers and architects that the element of window fashion should ALWAYS be a part of every room's design.

"Becoming a member of Window Fashions Certified Professionals program is a benefit for both Riverside Designers' clients as well as those who call upon threadhouse, our workroom, for the fabrication of their draperies," said Jennifer Ferrell, owner and principal designer at Riverside Designers, Inc. and owner of threadhouse, inc. "We will be able to offer the very latest in design trends and create window treatments employing advanced products and techniques at the forefront of the industry. It's important to grow our knowledge base continually so that we can best serve our clientele."

For more information or to schedule an appointment, contact Riverside Designers at (843) 377-2600 or email info@riversidedesigners.com.

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About Riverside Designers

Riverside Designers, Inc. is a very seasoned interior design firm with a progressive, ever-youthful spirit. Serving more than 1,500 clients since 1975, Riverside is the most established interior design studio in Charleston, S.C. A team of professionals led by principal designer and owner Jennifer Ferrell bring more than 50 years combined experience and award-winning interior design to serve Riverside's clients. All are members of the American Society of Interior Design (ASID). Think signature style infused with a fresh take on classic, timeless looks, and you have the trademark for which Riverside Designers has built its business, one client at a time, for the past 35 years. Learn more by visiting www.riversidedesigners.com or calling 843.377.2600.

About Grace McNamara, Inc.

For the last 21 years, Grace McNamara Inc. has published *WF Vision*, the leading industry publication, and produced the International Window Coverings EXPO (IWCE), the world's largest industry trade show for the entire window-fashions industry. GMI will continue to be at the forefront of the window coverings industry by promoting education, certification and expertise to help window covering and design professionals meet the challenges of today's fast changing world. www.wf-vision.com

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