



2017 Convention Schedule **Fort Worth, Texas**

Thursday, September 7, 2017

11:00 am - 6:00 pm

Hanging Modern Wallcovering

This course is intended to give confidence and understanding to those new to the trade, those that want hands on training, and all those who want to hone their skills and knowledge in this quickly changing industry.

11:00 am - 6:00 pm

Crash Course Review for the Professional Installer

Finally – a class to learn, share, and teach not only the everyday methods but those special ideas and techniques that every installer should be knowledgeable of when hanging high-end wallcoverings! This class is designed for the installer who has been in the business for years, works independently and wants for his or her work to be the best in every application.

Friday, September 8, 2017

7:00 am - 3:00 pm

Registration Desk Open

8:30 am - 9:30 am

Welcome and Business Meeting

9:30 am - 10:30 am

Contracts From a Paperhanging Perspective Presented by Scott Peto, C.P., Restoration Service of Ohio Inc., and Susan Macuna, C.P., Macuna Wallpapering, LLC

This important course will walk you through why contracts are necessary, details about commercial and residential contracts, and how to deal with communication break downs. It's important for all installers to protect themselves and their business, and this course will share about how to do so by preparing effective contracts.

10:30 am - 10:35 am

Transition Break

10:35 am - 11:05 am

The Ability of the Back: How to Strengthen your Core and Mobility Presented by Kayla Bass, Perfections by Kayla

Back pain is one of the most common ailments plaguing adults today. Take back your quality of life by strengthening core muscles around the spine, shoulders and abdomen. Be kind to your spine and improve flexibility, mobility and functional fitness.

During the course we will go through a series of exercises that we are sure all can benefit from. The intention for this class is to learn a few moves that will help in maintaining a strong and healthy back as this is so important in our line of work.

11:05 am - 11:10 am

Transition Break

11:10 am – 11:55 am

Exploring Unique Wallpaper Designs to Increase your Business Presented by Shelly Wilkins, C.P., Walls, Etc. and Michelle Corl, Wall 2 Wall

This course will explore a brief overview of unique wallpaper designs that you can suggest to your clients to increase your business. This class was originally taught at a Mid-Atlantic Region Workshop, and is back by popular demand!

12:00 pm - 1:15 pm

Craftsmanship Awards Luncheon

1:15 pm - 2:30 pm

How to Measure for Scenic or Custom Digital Murals
Presented by Larry Cohen, VanGo, Inc.

In this 75 minute session you will learn how to use an architectural ruler and scales, how to draw miniature, elevation drawings and floor plans, items that need to be included in drawings, what companies expect of your drawings in an area that a mural is being tailored to, and your responsibility of that drawing.

2:30 pm - 2:35 pm

Transition Break

2:35 pm - 3:50 pm

How to Work on Your Business Not in it Presented by Heidi Wright-Mead, C.P., Heidi Wright Mead Paperhanger

3:50 pm - 4:00 pm

Transition Break

This class will revisit key points that Heidi Wright-Mead, C.P., spoke of in New Orleans two years ago, and explore solutions for some of the biggest frustrations for Paperhangers: lost work from poor scheduling, bad prep, and uncertain of scope of work . She will share her office forms and the prep guidelines she uses to insure success and profitability on every job.

4:00 pm - 5:00 pm

Guest Speaker: Rick Hickman, V.P. of Sales, Tri-Kes

5:00 pm - 6:00 pm

Free Time at the Walls

6:00 pm - 8:00 pm

Vendor Showcase

Saturday, September 9, 2017

7:00 am - 3:00 pm

Registration Desk Open

8:00 am - 11:30 am

Showroom and Commercial Wallcoverings Trim Class, an Accredited Course Presented by Alan Rada, C.P., Alan Rada Inc. d/b/a Decorada Wallpaper Installation

This accredited WIA course will walk through several essentials in working with untrimmed goods. It will review terminology, how to work with showroom papers such as block prints, screen prints, digital prints, etc., why and how to dry trim, and the importance of ordering extra.

11:30 am - 1:00 pm

Lunch on Your Own/Free Time at the Walls

1:00 pm - 2:00 pm

Social Media Strategies to Increase Visibility to Manufacturers and Designers Presented by Dave Adams, Dave Adams Wallcovering LLC

This brand new course will feature instruction on the importance of using social media to promote your business, and tips on how to utilize platforms such as Instagram and Houzz. In a social media driven age it's incredibly valuable for installers to use these tools to promote their business and build their network, and the ROI may surprise you!

2:00 pm - 2:45 pm

How to Add Marketing Signage to Increase Income
Presented by Jarrod Parrish, Titan Installations

This course will share an overview of the importance of marketing signage and how to use it to increase your business visibility and ultimately your income. Types of signage that will be discussed include window graphics, window film, signs, stand ups and more.

2:45 pm - 3:00 pm

Free Time at the Walls

3:00 pm - 4:00 pm

Emerging Trends – Formerly Known as Table Tops
featuring demonstrations on templating, repairing wallpaper, digital wallcoverings, liner papers and more!

4:00 pm - 4:15 pm

Transition Break

4:15 pm - 4:45 pm

Panel Discussion: When All Else Fails, What do You do?

4:45 pm - 5:00 pm

Wrap Up: Survey Questions and Raffle

5:00 pm - 6:00 pm

Free Time at the Walls

6:00 pm - 9:00 pm

National Awards Dinner: Texas-Style