

WIA Convention and Vendor Showcase

September 13-15, 2018

	Apprentice Level	Guru Level
	Everyone is welcome to any session. This agenda breaks the sessions out in to Apprentice Level and Guru Level if you want to focus on learning from where you are in your career.	
Wednesday (9/12)		
8:00 am - 8:00 pm	Pre-convention wall building	
Thursday (9/13)		
7:00am - 2:00pm	Registration	
7:00am - 8:00am	Welcome and Business Breakfast Colorado Room	
8:00am - 8:20am	What's Different & Votings Apps Learn why this is the "Unconventional" convention. We are also introducing some fun new apps to utilize this year. Learn more! Colorado Room	
8:30am - 9:20am	How To Use WIA in Your Career As someone that may be new to WIA or considering joining, learn ways WIA can help you grow your business, stay involved in the wallpaper installation industry and make lifelong friends. <i>Rocky Mountain Room</i> Lillian Weist	4 Installers / 4 Solutions / 4 New Materials Learn about 4 new materials with 4 solutions to installing from 4 long time installers <i>Centennial Room</i> Vinnie LaRusso Sean Lawler Veronica Leal Phil Rheinhard
9:30am - 10:20am	The Art of Wall Prep Learn the art of the importance and technique to prepping the foundation to your installation. <i>Centennial Room</i> Shelly Wilkins	Your Inner Carpenter How often are you on a job site where you have to build out a corner or get creative with your space to make the wallcovering work well. Learn some tips and tricks on how to go about this successfully. <i>Rocky Mountain Room</i> TBD
10:30am - 11:20am	All About Those Primers Learn about the different primers we use in our industry from the people that create them <i>Centennial Room</i> (vendors)	Using Unconventional Adhesives You've heard talk of unique and different types of adhesives, now you can learn about them and when to use them. <i>Rocky Mountain Room</i> Denis Picard
11:30am - 1:00pm	Craftsman Awards & Lunch Colorado Room	

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1:00pm - 1:50pm	<p>Adhesives - Make it Stick Learn what adhesives are best to use in specific situations allowing the installation to go smoothly and stick. Centennial Room Michelle Coral</p>	<p>Designer Panel This is your opportunity to ask a designer the questions you've always wanted to ask. Learn about what they look for in an installer and the most productive ways to work together Centennial Room Gwen Smith-Ehrlich - Designer TBD - Designer TBD - Designer Susan Macuna - Moderator</p>
2:00pm - 2:50pm	<p>Live Video Link from a Wallpaper Vendor Learn the creative process and manufacturing of a wallpaper. You will have the opportunity to ask questions of the manufacturer Colorado Room TBD</p>	
3:00pm - 3:20pm	<p>Region #1 Table Top Northeast Region Colorado Room</p>	
3:30pm - 3:50pm	<p>Region #2 Table Top Mid-Atlantic Region Colorado Room</p>	
4:00pm - 5:00pm	<p>Play Stations at the Wall Pick a play station, get your hands on some tools and materials, then practice what you learned today! Cherry Creek Room</p>	
6:00pm - 8:00pm	<p>Vendor Showcase</p>	
<p>Friday (9/14)</p>		
7:00am - 2:00pm	<p>Registration Desk Open</p>	
8:00am - 8:50am	<p>Bradbury & Bradbury Colorado Room Heidi Wright Mead</p>	
9:00am - 9:50am	<p>Adhesive Panel Insights You will have the opportunity to ask the chemists and creators of the conventional adhesives used in the wallpaper industry the burning questions you have always had. Colorado Room</p>	
10:00am - 10:50am	<p>Turning It All In To Wallcovering Have you seen some of the oddly random items that have been turned into wall covering such as newspapers, photos, fabric and so much more. Learn about how it's done and why. See a video from the shop floor from _____ Colorado Room Tim Little</p>	
11:00am - 11:20am	<p>Region #3 Table Top Central Region Colorado Room</p>	

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11:30am - 11:50am	Region #4 Table Top South Region Colorado Room	
12:00pm - 1:00pm	Play Stations at the Wall Pick a play station, get your hands on some tools and materials, then practice what you learned today! Cherry Creek Room	
1:00pm +	Tours (TBD)	
Saturday (9/15)		
ALL SPACE NEEDED		
8:00am - 8:50am	Grow your Business Via Feature Walls When offering a "Featured Wall" service, you may get that one customer you didn't think you would. Learn how to grow your business with upscaling with a featured wall. Centennial Room Phil Rhinehard	Using Unconventional Adhesives Just like unique materials used as wallcovering, in this session you will learn about unique materials used as an adhesive. Learn the WHY and the WHEN behind natural or unconventional types of adhesives. Rocky Mountain Room Denis Picard
9:00am - 9:50am	Financials & Succession Planning for Your Business Knowing your financials is crucial to being successful in business. Learn from Susan some quick tips and how to keep your financial straight. She will also discuss the importance of succession planning. What will you do with your business once you are ready to retire? Colorado Room Susan LeTerneau	
10:00am - 10:50am	Ask a Wallpaper Guru Panel When at the beginning end of your career, it's always nice to have some longtime gurus in the industry to ask random questions of. This is your opportunity. Bring your questions and get some answers. Rocky Mountain Room Mike Digilio Rich Bauer Karen Arnold Moderated by Steven Kaye	The Mentoring Project Centennial Room Mick Wells Donna McCoy Jack Egan TBD
11:00am - 11:50am	Preparing for a Commercial Job A commercial job and residential job are very different. Learn how you'd prepare for a custom job differently and what the correct questions are to ask your potential client. Centennial Room Gary Stanley	Known Delicates - Products to Know Not all wallcoverings are equal. Some are more delicate and need to be handled differently. In this sessions learn about some of the delicate materials on the market and how to handle them. Rocky Mountain Room Gerri Beauvais

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11:50am - 1:
15pm

Lunch on Your Own

1:30pm - 2:
20pm

Marketing Your Business

Get out in front of those looking for your service. Let me teach you about some tricks and tools that will make doing your marketing and social media so much easier.
Stand out as the professional you are in your industry.

Colorado Room

Kelley Alexander - Head Go-Getter at Kelley and Co

2:30pm - 2:
50pm

Region #5 Table Top

West Region

Colorado Room

3:00pm - 4:
00pm

Play Stations at the Wall

Pick a play station, get your hands on some tools and materials, then practice what you learned today!

Cherry Creek Room

4:00pm - 5:
00pm

Table Top Voting & Wrap Up

Colorado Room

6:00pm - 9:
00pm

Awards Dinner

**Sunday
(9/16)**

7:00 am -
Noon

Teardown (if needed)

Topic and Speakers Subject to Change