

# WIA's Unconventional Convention

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.	
<b>Wednesday (9/12)</b>		
8:00 am - 8:00 pm	Pre-convention wall building	
<b>Thursday (9/13)</b>		
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. Rocky Mountain Room Lillian Weist	4 Installers / 4 Solutions / 4 New Materials Learn about 4 new materials with 4 solutions to installing from 4 long time installers Centennial Room 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. Centennial Room Shelly Wilkins	Your Inner Carpenter See how a skilled carpenter and a skilled installer each approach the installation of the same two rigid wallcovering panels. Learn tricks from another trade to master this business! Rocky Mountain Room Roger Dabe Todd Cooper
10:30am - 11:20am	All About Those Primers Learn about the different primers we use in our industry from the people that create them Centennial Room	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. Rocky Mountain Room Denis Picard
11:30am - 1:00pm	Craftsman Awards & Lunch Colorado Room	
1:00pm - 1:50pm	Live Video Link from Custom Laminations Inc Learn the creative process and manufacturing of a wallpaper. You will have the opportunity to ask questions of the manufacturer Colorado Room	
2:00pm - 2:20pm	Region #1 Table Top Northeast Region Colorado Room	

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2:30pm - 2:50pm	<b>Region #2 Table Top</b> <b>Mid-Atlantic Region</b> <b>Colorado Room</b>	
3:00pm - 4:00pm	<b>Play Stations at the Wall</b> <b>Pick a play station, get your hands on some tools and materials, then practice what you learned today!</b> <b>Cherry Creek Room</b>	
4:10pm - 5:00pm	<b>Wallcovering Adhesives - Make it Stick</b> <b>Learn what adhesives are best to use in specific situations allowing the installation to go smoothly and stick.</b> <b>Centennial Room</b> <b>Michelle Corl</b> <b>Vendors</b>	<b>Designer Panel</b> <b>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</b> <b>Rocky Mountain Room</b> <b>Gwen Smith-Ehrlich - Designer</b> <b>Steve McCabe - Project Manager</b> <b>TBD - Designer</b> <b>Susan Macuna - Moderator</b>
5:15pm - 7:30pm	<b>VIP Social Event</b> <b>Get social, create relationships and network as you have a cool beverage and some snacks with the VIP Social Event Ambassadors</b>	
<b>Friday (9/14)</b>		
7:00am - 2:00pm	<b>Registration Desk Open</b>	
8:00am - 8:50am	<b>Bradbury &amp; Bradbury</b> <b>Bradbury is an amazing product to install. With the huge variety borders, fills, dados and enrichments it can be daunting to figure out where to begin. In this class we will focus on learning how to measure and, more importantly, balance the ceiling, and then continue working our way down the walls. We will be concentrating on balance and alignment through out the class. We will also briefly touch on how to successfully paste this material for the best install. Never installed Bradbury? This class is still for you. The skills to layout a ceiling and balance pattern will enhance any job in your future.</b> <b>Colorado Room</b> <b>Heidi Wright Mead</b> <b>Joel Lucas</b>	
9:00am - 9:50am	<b>7 Steps to Social Media Success</b> <b>Facebook has over 2 billion active users, more than 1 billion people search on YouTube daily and over 800 million people check out their Instagram feed. Social Media is a part of our daily lives and whether we like it or not it is here to stay. If you own a business it is more important than ever you have a presence on social media to identify, learn and connect with your ideal clients. Learn the 7 Steps to Social Media Success with Erin Cell. You will leave this session equipped with the knowledge to have an advantage over your competition online. All attendees will receive an eBook guide and a FREE Social Media Content Calendar Template.</b> <b>Colorado Room</b> <b>Erin Cell - CEO &amp; Founder, Socially Powered</b>	

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10:00am - 10:50am	Turning It All In To Wallcovering Designers often want a non-wallcovering to be turned into wallcovering. Let an industry expert whose company does that everyday guide you through the process in a live video session. Colorado Room Tim Little	
11:00am - 11:20am	Region #3 Table Top Central Region Colorado Room	
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)		
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	Best Practices 6 different topics that are important to our industry. You will have the opportunity to sit down at 3 different topic tables and share your insights as how to best handle a situation. This is a great opportunity to learn from each other.
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

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11:00am - 11:50am	<b>Preparing for a Commercial Job</b> 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. <b>Centennial Room</b> Gary Stanley	<b>Known Delicates - Products to Know</b> 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. <b>Rocky Mountain Room</b> Gerri Beauvais
11:50am - 1:15pm	Lunch on Your Own	
1:30pm - 2:30pm	<b>Online Reputation Management</b> We will discuss the frustrations, solutions and best ways to handle your online reputation. Your online reputation can make you or break you; learn the best practices for responding to negative comments/reviews and how to increase your digital likability factor. <b>Colorado Room</b> Kelley Alexander - Head Go-Getter at Kelley & Co	
2:30pm - 2:50pm	<b>Region #5 Table Top</b> West Region Colorado Room	
3:00pm - 3:30pm	<b>Play Stations at the Wall</b> Pick a play station, get your hands on some tools and materials, then practice what you learned today! Cherry Creek Room	
3:30pm - 4:30pm	<b>Table Top Voting &amp; Wrap Up</b> Colorado Room	
6:00pm - 9:00pm	Awards Dinner	
<b>Sunday (9/16)</b>		
7:00 am - Noon	Teardown (if needed)	

Topic and Speakers Subject to Change