


Jazz Up Your Skills In The Big Easy September 14 - 17

Time	Session	Instructor	Space
Wednesday - September 14, 2022			
7:30am - 9:30am	Convention Registration Open	Jeremy & Kelley Millar	Bourbon Foyer
8:30am - 11:30am	Essential & Core Skills		Toulouse A & B
8:30am - 9:00am	<i>Coffee & Social</i>		Toulouse A & B
9:00am - 9:15am	<i>Welcome / Introductions</i>	Susan Macuna	Toulouse A & B
9:15am - 9:40am	Cornering Like a Pro <i>Sharp inside and tight outside corners are the hallmarks of a pro. Practice techniques and see tools that will help you achieve crisp corners on papers and contract vinyls with minimal pattern loss</i>	Eunice Bokstrom Based in Edmonton Canada, Eunice has been installing wallcovering for 32 years. As a long-time member of the WIA she cares about learning, growing, and sharing the skills she's gathered along the way. She's taught workshops, contributed articles to industry publications, and regularly participates in nonprofit charity hangs. Her side hustle is Euni-Tools; making cult favourite double-cutting and trim guides. & Chris Klock Christopher Klock is President of Creative Wall Interiors and lives in Knoxville Tennessee. He began installing wallcovering professionally over 30 years ago, joined WIA (formally NGPP) in the mid 90s.	Toulouse A & B
9:45am - 10:20	Expert Estimating <i>Have you ever looked at a space and thought, "How am I going to figure out how much material will I need?" This class will cover estimating challenging areas: knee walls, 2 story foyers, stairways, round rooms, arches, domes, and vaulted ceilings. Feel confident in your numbers!!</i>	Susan Macuna Susan Macuna has been installing paper since 1987. She holds the Guild's certified paperhanger designation and has won national recognition for her work, winning both NCGPP Winning Walls awards and Top Job from APC magazine. Her skills in accurately measuring challenging spaces and estimating material and labour has brought her professional respect from both designers and project managers.	Toulouse A & B
10:20am - 10:30am	Break		
10:30am - 10:55	Ninja Table Trimming Perfect your wet and dry trimming skills through demonstration and hands-on practice with a master. Learn to cut multiple weights and types of material and see how changing the surface you cut on takes your skills to the next level.	Phil Reinhard Phil entered the wallcovering installation business in 1976 under the tutelage of his father. In 1978 he attended the US School of Professional Paperhanging in Rutland, Vermont. He returned to the school several times as a guest instructor. Having spent his adult life honing his craft, Phil has developed a client list that includes many high-profile designers, and the builders of the finest homes on the Jersey shore. Phil has won multiple awards for craftsmanship and leadership in the WIA, and is currently working on opening The Artech School for wallcovering installation, where hands-on instruction will be offered to installers of all skill levels.	Toulouse A & B
11:00am - 11:30am	Mastering Grass Cloth Discover the various ways to engineer a room and balance panels, how to master double cutting grasscloth cleanly and choosing an appropriate adhesive.	Chris Klock Christopher Klock is President of Creative Wall Interiors and lives in Knoxville Tennessee. He began installing wallcovering professionally over 30 years ago, joined WIA (formally NGPP) in the mid 90s.	Toulouse A & B
11:30am - 12:45pm	Lunch on Your Own		
12:45pm - 4:30pm	First Time Convention Attendee	Bob Banker	Toulouse A & B
12:45pm - 12:55pm	<i>Welcome / Introduction</i>	Bob Banker	Toulouse A & B
1:00pm - 1:25pm	<i>WIA Tools / Prof Practice & Image</i>	Bob Banker	Toulouse A & B
1:30pm - 2:25pm	<i>Pastes and Primers</i>	Robin Patrick	Toulouse A & B
2:30pm - 2:55pm	<i>Wall Prep</i>	Bob Banker	Toulouse A & B
2:55pm - 3:10pm	Break & Snacks	Bob Banker	Toulouse A & B
3:10pm - 3:30pm	<i>Estimating</i>	Bob Banker	Toulouse A & B
3:35pm - 3:55pm	<i>Labels</i>	Bob Banker	Toulouse A & B
4:00pm - 4:20pm	<i>Balance</i>	Bob Banker	Toulouse A & B
4:25pm - 4:35pm	<i>Welcome to Your WIA Membership</i>	Mike DiGilio	Toulouse A & B
4:35pm - 5:00pm	<i>Hands on Paper</i>	Bob Banker	Toulouse A & B
5:00pm - 5:15pm	<i>Close</i>	Bob Banker	Toulouse A & B
Thursday - September 15, 2022			
7:30am - 10:30am	Registration Open	Kelley & Jeremy Millar	Grand Ballroom Foyer
8:30am - 8:40am	Good Morning & Welcome	Susan Macuna & Diana Halverson	Grand Ballroom A, B & C
8:40am - 9:30am	Breakfast & Business Meeting	Mike DiGilio	Grand Ballroom A, B & C
9:30am - 10:00am	Launch of "Best Practices" Binder	Eunice Bokstrom	Grand Ballroom A, B & C
10:30am - 10:50am	Tools & Equipment		Grand Ballroom A, B & C
10:05am - 10:25am	Primers, Adhesives & Topcoats		Grand Ballroom A, B & C
10:50am - 11:00am	Break		
11:00am - 11:20am	Liners & Blankstock		Grand Ballroom A, B & C
11:25am - 11:45am	Papers: Prepasted, Unpasted, Untrimmed		Grand Ballroom A, B & C
11:45am - 1:15pm	Lunch on Your Own		
1:15pm - 1:35pm	Nonwoven & Self Adhesive		Grand Ballroom A, B & C
2:30pm - 2:50pm	Grasscloth & Naturals		Grand Ballroom A, B & C
1:40pm - 2:00pm	Fabrics & Textiles		Grand Ballroom A, B & C
2:05pm - 2:25pm	Foils, Mylars & Metallics		Grand Ballroom A, B & C
2:55pm - 3:15pm	Veneers		Grand Ballroom A, B & C
3:15pm - 3:30pm	Break		
3:30pm - 3:50pm	Contract Wallcovering: Vinyl, Acoustical Writable, Tackable, Wall Protection		Grand Ballroom A, B & C

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3:55pm - 4:15pm	Digital Graphics		Grand Ballroom A, B & C
4:20pm - 4:40pm	Scenics, Hand-painted Canvases, Room Sets		Grand Ballroom A, B & C
4:45pm - 5:05pm	Specialty		Grand Ballroom A, B & C
5:10pm - 5:30pm	Trouble Shooting		Grand Ballroom A, B & C
5:35pm - 6:25pm	Specify with Confidence for Designers Designers - gain confidence you need to use wallcoverig on your projects. Learn what you need to know and what your installer needs from you. From descriptions of wallpaper types and their suitability for different areas, to basic estimating, we will try to cover everything in between!	Shelly Wilkins Shelly has been installing all types of wallcoverings for 38 years and is active on the board of directors for the WIA.	Grand Ballroom A, B & C
6:30pm - 9:00pm	Vendor Showcase - Hors D' Oeuvres & Cocktails		Grand Ballroom D
Friday - September 16, 2022			
7:30am - 7:45am	Good Morning & Welcome	Susan Macuna & Chris Klock	Grand Ballroom A, B & C
7:45am - 8:55am	Breakfast sponsored by J Josephson & Momentum P3TEC Presentation 		Grand Ballroom A, B & C
9:00am - 9:50am	How to Take Stellar Photos for Social Media Using Your Smartphone (Video) We will discuss how to control focus and exposure on your phone, the best photo angles for interior shots, what steps to take when photographing your design projects and one on one training on most popular editing apps.	Linda Holt As an interior designer and former professional photographer, Linda Holt saw a need in the design industry to help fellow designers and home professionals get better photos using their smartphone. After successfully teaching smartphone photography workshops in and around Boston, she created an on-line photography class for interior designers, stagers and home professionals. Today she splits her time between teaching smartphone classes and working with design clients.	Grand Ballroom A, B & C
10:00am - 10:20am	Mutiple Drop Matches and How to Spot Them Learn how to easily identify this pattern type and two quick ways to tackle cutting them up for a room. After this class you'll never be caught out by a multiple drop again!	Phil Reinhard Phil entered the wallcovering installation business in 1976 under the tutelage of his father. In 1978 he attended the US School of Professional Paperhanging in Rutland, Vermont. He returned to the school several times as a guest instructor. Having spent his adult life honing his craft, Phil has developed a client list that includes many high-profile designers, and the builders of the finest homes on the Jersey shore. Phil has won multiple awards for craftsmanship and leadership in the WIA, and is currently working on opening The Artech School for wallcovering installation, where hands-on instruction will be offered to installers of all skill levels.	Grand Ballroom A, B & C
10:20am - 10:50am	Hands-on		
10:55am - 11:25am	Stickin' it to Peel & Stick Let's face it, peel and stick is known for its frustrations. What kind of idiotic would market this as do it yourself!? The professionals don't even want to do it them selves! We tried to avoid and deny the convenience of peel and stick but the harder we fought, the more it appeared. Through many hours of stuck on pain and trial & error we learned. Learn the things you MUST HAVE, the things to avoid, and WALL PREP that is necessary when installing peel and stick!	Donna Montgomery Thom Donna is a wallpaper installer of 42 years. She's a mother of 7 and grandmother of 19. When she's not working, or playing with grand babies, she enjoys sleeping. & Mia Tegtmeier has been hanging wallpaper with her mother for 7 years. She is a single mother to 6 kids! She is a lover of coffee, and does Brazilian jiu-jitsu in the little spare time she has!	Grand Ballroom A, B & C
11:25am - 11:55am	Hands on		
12:00pm - 1:30pm	WIA Luncheon		Grand Ballroom D
1:35pm - 2:20pm	To the wall with LEATHER! Taking the fear out of what can be thought of as a difficult product	Norman Meunier Opened Fine Interior Finishes in 1969. Painted homes inside and out, from plaster restoration to the endproduct. Performed residential renovations, one room to entire home. Joined Guild around 1984, then turned business to primarily wallcoverings and glazing.	Grand Ballroom A, B & C
2:20pm - 2:50pm	Hands-on		
3:00pm - 3:45pm	Mica Revolution	Sherrie Culpepper Sherrie has been in the Atlanta area working in the fields of interior design, wallcoverings, and faux finishing for 35+ years. Mostly retired now she still paints and teaches art classes.	Grand Ballroom A, B & C
3:45pm - 4:15pm	Hands-on		
4:15pm - 5:00pm	Masquerade Mask Making <i>Join in the fun of making your mask for the masquerade dinner on Saturday night out of wallpaper</i>		Grand Ballroom A, B & C
Saturday - September 17, 2022			
9:15am - 9:30am	Good Morning & Welcome	Susan Macuna & Jeanette Gilbreath	Grand Ballroom A, B & C

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9:30am - 10:30am	<p>How to Edit Your Photos Like a Pro Using Your Smartphone <i>Getting a good photo is dependent on three elements.</i></p> <ol style="list-style-type: none"> 1. <i>composition</i> 2. <i>Lighting</i> 3. <i>Editing.</i> <p><i>I will begin the representation going over a couple basic composition and lighting tips. I will then share my two favorite smartphone editing apps and show how I use them to fix the three problems most smartphone photos have. Attendees will walk away with understanding how to fix basic composition and lighting problems as well as how to remove any unwanted objects in the photo.</i></p>	<p>Linda Holt As an interior designer and former professional photographer, Linda Holt saw a need in the design industry to help fellow designers and home professionals get better photos using their smartphone.</p> <p>After successfully teaching smartphone photography workshops in and around Boston, she created an on-line photography class for interior designers, stagers and home professionals. Today she splits her time between teaching smartphone classes and working with design clients.</p>	Grand Ballroom A, B & C
10:35am - 11:35am	<p>Block Printing Historic Wallpaper Patterns and Studio Tour The discussion will cover the primary stages of reproducing historic wallpaper patterns: pattern drafting, block fabrication, paint formulation and printing.</p>	<p>Steve Larson with childhood replete with wallpaper and degree in art, has been exploring the craft of block printed wallpaper since 1999 when he and Chris Ohstrom formed Adelphi Paper Hangings.</p>	Grand Ballroom A, B & C
11:35am - 1:15pm	Lunch on Your Own		
1:15pm - 2:15pm	<p>Traveling for work A comprehensive look at the benefits and pitfalls of traveling for out of town jobs</p>	<p>KL Connor <i>I am a fourth generation installer that has worked from Dublin.....Georgia to The Kremlin.....Oklahoma. I am also the owner of The Scattered and Covered Insurance Group, which is an insurance company that provides dental coverage to Waffle House waitresses.</i></p>	Grand Ballroom A, B & C
2:20pm - 3:20pm	<p>Knowing Your Worth & How To Get It A common problem for wallcovering installers is what to charge for their services. Who decides what you're worth? Designers, general contractors, painters, store personnel, competitors, or YOU. Does your area have a going rate? How does this impact your business? Do you operate from a feeling of abundance or one of scarcity?</p> <p>This session will explore benchmark journey person labor rates - state by state including major U.S. cities. Highlights from the program are:</p> <ul style="list-style-type: none"> · Key issues that prevent installers from getting what they are worth. <ul style="list-style-type: none"> · Finding your profitable labor rate. · Successful sales and marketing techniques to win better and more profitable projects. <ul style="list-style-type: none"> · The true cost of self-employment. 	<p>Jim Turner Jim Turner has been in the trades since 1975. In 1990, he started his own company, Regency Wallcraft. His first presentation of "Knowing Your Number" at the Poconos's NGPP convention lead to writing for PWC & American Paint Contractor Magazines on paperhanger, wallcovering and small business topics.</p>	Grand Ballroom A, B & C
3:20pm - 4:30pm	<p>Swap Meet of Tools Get any tools together you no longer use or want and sell them at the swap meet. You may find the tool you've been searching for from another paperhanger that no longer uses theirs. If you can't bring your tools because you are flying, Take some pictures and print them on an 8.5" x 11" paper and set it out with a price. Discuss shipping with buyer. Easy peasy.</p>		Grand Ballroom D
6:30 PM	WIA Masquerade Ball		