



President's Message

It Was a Great Event

By WIA President Mike DiGilio, C.P.

Hello everyone, we have been on a high ever since the Convention in New Orleans! The turn out was fabulous and the education was second to none! We had a great time seeing friends and sharing stories. The number of vendors participating was more than we have had in a while. Attendees walked away with so much in the way of product due to the generosity of our vendors. If you missed it, you missed a lot. Don't fret however, we will be heading to Colorado Springs in October 2023 so plan on being in attendance.

In addition to the convention, our Wallcovering University continues to provide top notch online training in both English and Spanish. We hope to get started on our Commercial training modules soon but for now, be sure to visit www.WallcoveringUniversity.com and review the Residential Installation Specialist series.

We keep hearing that folks all over the globe are hard at work and booking months out. It is a great time to be an installer! Many of our folks are getting leads from our website and the Installer Locator. We have added a feature called "Service Area." You can log into your member account and update this area to include whatever text you wish. This is an added area for marketing your services and

Professional Training for Wallcovering Installers

**Expand Your Skillset and Learn From
Experienced Industry Professionals**

I encourage you to do so. Our locator gets over 60,000 visits a year from folks looking for installers. Don't miss out on this opportunity. If you have questions, email the office at info@wallcoveringinstallers.org. ■



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Interior Décor Trends for 2023

By Karen M. Smith

Being fashion-forward in the interior décor industry means getting a leg up on forthcoming interior décor trends. Regardless of the question as to how the experts know what's going to be popular in the future, many of the upcoming trends in interior décor continue ongoing trends from recent years. Some will pertain to wallcovering installers, some will affect wallcovering installers, and others will have little or no relevance at all to WIA members.

Trend Design and Interior Decor Trends predict the return of what they call a Renaissance architecture or Art Nouveau aesthetic, basically meaning **arches**, applied especially to new construction. (One might argue that arches are an ancient Roman aesthetic, but that's just nitpicking.) Designers of buildings, furniture, decorative elements, and even children's play equipment will rediscover a fascination with the elegant arch.

The accent wall is slowly giving way to the **background wall**. Rather than a contrasting color or a splash of pattern, the background wall shows a picture. That may be a streetscape, a garden, or tiers of bookshelves. The background wall will serve as suitable for online web meetings without being distracting or bland.

Nature will continue to reign supreme in interior décor in the new year. Homes, offices, and commercial spaces will continue to incorporate natural elements, organic materials, and earthy colors to create serene, calm, comfortable spaces. Building on the ongoing trend of incorporating natural elements into design and decor, designers predict mushrooms as the new, hot trend revived from the 1970s. Mushroom caps also echo the rounded Roman arch and the mushroom color aligns with the dark taupe of continued color preference.

For those who prefer a harder edge with a smidgen of shock value, **cyberpunk and digital realism** add a powerful punch of color,



Think of wire frame models with faces as the image, and you've got face line art. This is the newest, hottest trend in wall art and wallpaper, according to My Decor Trends. Public domain image courtesy of Rawpixel.com.

neon, and the clean, sleek lines of geometric shapes. These design elements combine to create "Instagrammable" rooms that show up as stylish and fashionable in social media, such as Instagram.

As far as color is concerned, **lavender** replaces blush and Millennial pink as the "in" color. Used as an accent color, lavender adds a fresh update to the enduring style of monochromatic decor that remains popular in kitchens and bathrooms, the two most expensive rooms in a house to renovate. Just as black-and-white decor is classic, so, too, do many beloved classics endure. That's why they're called classics: they withstand the tests of time and always come back into fashion ... eventually. These may include beloved plaids, antique furniture, and other trends that play upon the comfort of nostalgia.

Organic and geometric shapes, natural materials, and soothing colors coddle a populace still fatigued by the lingering effects of the COVID-19 pandemic. People still need secluded, private spaces where they can retreat from company and unwind. Hunker takes a different direction with color, favoring cheerful, energizing colors like **orange** placed against dark neutrals reminiscent of coffee and slate. Hunker also echoes people's ongoing preference for serene, calming spaces with colors such as lavender and **malachite**. New Decor Trends agrees with Hunker: the preference for dark, earthy neutrals and classic shapes will continue, although the urge to retreat is being lifted with the inclusion of eclectic design elements that combine seemingly incompatible objects and colors into a harmonious whole.

The big, splashy florals of recent years are giving way to a more streamlined, minimalistic look complemented by those geometric shapes and a comforting color palette. The trendiness of **minimalism** isn't quite a revival of mid-century modern, but more of a nod toward simplicity and practicality in an ever-more-complicated life. A fashionable table must not only serve as the place where everyone eats supper, it must also function as a work surface or desk. The trend toward minimalism extends to one hot design: **face line art**. For those who want a delicate infusion of color as a backdrop but not the blank plane of an accent wall, **watercolor paintings** of flowers, trees, or leaves add a sophisticated touch.

When it comes to chic interior decor for 2023, think Scandinavian and mid-century modern combined with deep, soothing neutral colors enlivened with calm, pretty accents of pale green and lavender. Think simple and practical, clean and sleek, not plain and boring. ■



Watercolor paintings, especially of plants and natural elements, add a soft touch of color without hard edges. They also contribute to the ongoing preference for using elements and images found in nature to interior design. Hand-drawn illustration of a whippoorwill flower (Trillium H.) (1937) by Mary Vaux Walcott. Image courtesy of Rawpixel.com.

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Calculate What Goes In Your Wallet

By Karen M. Smith

According to HomeAdvisor¹, the typical rate for hanging wallpaper ranges from \$25 to \$80 per hour, \$25 to \$35 per roll, or \$1 to \$7 per foot. The contractor referral service offers an online cost calculator for customers hiring contractors that estimates how much a project may cost using data “reported by 2,512 HomeAdvisor members.”

It also offers average cost ranges for projects by room type and approximate wall area to be covered and supplies a range of prices per square foot for different types of wallpaper.

For the paperhanger, calculating what to charge for a project can be tricky, especially for a newcomer who might not have a mentor by their side to double-check the figures and ensure the customer pays a fair rate and the contractor earns a fair wage. There’s more to factor into price estimates than the cost of material and the area to be covered. To find out how WIA members calculate their rates, we went to the source: paperhangers.

Tim Bodine was the first to respond to the request for information and noted that he calculated a day rate determined by the “area, material, and logistics of the job.” Janie Reeves and Laura Beltran do the same, with the latter specifying she adjusts her rate by the degree of difficulty.

Peter Juliano offered a lengthier response:

Unfortunately, I use the very unscientific method of what I think I am going to do in a day. That method is only as good as my past

experience.

A much better method is unit pricing. [This is] probably why inexperienced people always ask about charging by the roll or yard. [It’s] more logical and less risky.

Juliano explained that unit pricing is less risky for a person without experience, because

they have no points of reference. He likened the concept of paperhangers charging by the roll to painters charging by the gallon of paint:

[Twenty-five] years ago you could’ve spent [two] days in a 10 SR kitchen, or [one] day in a 10 SR LVR; you would have charged the same based on the roll count. I stopped charging by the roll so many years ago I’ve forgotten.

When painters charge by the gallon, I’ll go back to charging by the roll.”

Danielle Segura listed several factors she calculates: total square footage, the material being installed, any obstructions to installation, wall height, and the equipment needed for a successful installation. She compares those factors to her “‘day rate’ which is based on overhead/profit to confirm I’m at least at or exceeding that [number].” Cyndi Greene noted that she employed much the same method in calculating her rates. Pam McCartney stated the same and said she also factors in set-up and break-down, “because a lot of homes are two-story.”

Dave Meltzer offered his straightforward formula: “Number of single rolls or yards



Photo courtesy of Recha Oktaviani on Unsplash.com.

¹ “How Much Does It Cost to Install Wallpaper?” published by HomeAdvisor. Retrieved from: <https://www.homeadvisor.com/cost/home-design-and-decor/install-wallpaper/>.

multiplied by my unit price with a job minimum price. Priming is extra.” Jenny Giddeons explained her similar method for calculating rates:

As a base starter point when preparing an estimate, I do calculate a price by roll count then add dollars for variables into play, such as [the] “supposed” difficulty of wall covering to install; ceiling height; existing cabinetry or fixtures, such as type of lighting if needed to be taken down and the list goes on. Any wall prep that’s needed is also added. It’s presented as one total amount for [the] entire job.

Shelly Wilkins noted she factors drive time, job conditions, and the expense of the wallcovering with her day rate to determine price. Beverly Nance Leslie does much the same and adjusts her fee according to the difficulty of the installation and the ceiling heights. Michael Bennet listed the factors going into his pricing: “time, materials, and liability for expensive goods.” That pretty much aligned with Tim Little’s pricing formula: a “day charge with up-charges for difficulty for specialty wallcoverings.”

Lee Arnold went into detail:

You certainly want to be happy with your day’s pay, but all the rest of it—travel time and gas, the time you spend estimating it, going for supplies, maybe paying helpers or other mechanics (and the time spent paying them), etc., insurance if you are on the up-and-up, time spent on taxes and other compliances—you can figure your yearly fixed costs, like insurances, accountant, and other professional services, truck, sundries and supplies, maybe even a retirement plan for yourself, and figure your fixed overhead costs for the year. Convert that as a percentage based on total revenue, add your variable overhead (the time you spend in the background not installing) and, of course, profit on all of it, depending on the scale of your business (are you going for the greens or are you 100% legit) and how good you are at keeping track of where all the

money goes. There are online programs like QuickBooks that you enable you to track every cent easily. In my opinion, if you want to make \$100 a day, you should be charging \$200 to \$230 a day (again your costs may be different than mine). If it’s a bigger job, take all of that and back it into a unit rate (how many yards, rolls, bundles can you do in a day).

Dave Combs explained he calculates how many hours the job will take and multiplies that by an hourly rate. He also factors in the degree of potential difficulty, admitting to raising his rates for a customer he believes will be “very hard to work for.” Those customers may simply harbor unreasonable expectations or be lonely and want to chat while the installer is working. For the latter, Dick Wilson joked in response, “[T]ell ‘em you charge double if they help and triple for lessons.”

Julie Young offered her formula, also noting that difficult clients get charged higher prices:

Day charge and then add on for [the] distance I have to drive, ease of parking, how many steps I have to lug that 50 lb. bucket of paste, difficulty of room, difficulty of paper, hand-trimming, special materials needed, work environment (screaming kids, blasting TVs, contractors messing with my work area), and if the client has a PITA factor.

For those who charge day rates or by the hour, George Casey asked if they take into consideration how fast they work. He commented, “If you’re a well-oiled machine, you might be leaving money on the table.” Since experience usually results in more efficient work, those who work quickly likely raise their hourly or day rates to compensate for the reduced time spent on any particular project.

What this little experiment showed is that experienced wallcovering installers calculate their rates using many common factors. Once you’ve determined which factors are most important to you, assign values to them. That will streamline the accurate calculation of project fees. ■

What Does an Impending Recession Mean for the Gig Economy?

By Karen M. Smith

Most wallcovering installers are self-employed and work short-term projects. In short, they're gig workers. As such, they are responsible for their long-term financial health regarding healthcare and retirement funding. With inflation skyrocketing, major news outlets such as CNBC¹, Bloomberg², and Forbes³ predict the economy is headed into a recession, if only because the current economic expansion cannot and will not last indefinitely. Predictions of an imminent recession are based on key points that you've probably already noticed: rising fuel prices, rising inflation rates, and a slowing economy as people juggle their finances to pay for these increased costs.

What does that mean for you? How will you pay your bills if people can't afford to hire you?

At the minimum, it means you must raise your rates to cover costs and market to those employers who *can* afford your services. Because of continuing problems in supply chains, products you use may be unavailable or delayed. The rising costs of fuel make getting to job sites more expensive and increases the cost of everything needed to be transported or delivered, because transport companies need to cover their costs and make a profit, too. With interest rates on the rise for those homeowner holding variable rate mortgages and other loans to commuters who find their salaries buckling beneath the increasing strain of living expenses.

According to Velocity Global, "59 million Americans freelance—that's 36% of the total



The financial squeeze you're feeling now is only going to get worse. There's a recession coming. Image by Steve Buissinne from Pixabay.com.

American workforce.”⁴ Of that 36 percent, “21% of independent contractors rake in more than \$100,000 per year,” so poverty isn't necessarily imminent when the economy takes that predicted downturn. Paperhangers may be somewhat insulated from the upcoming recession, because their clients tend to be mostly recession-proof themselves and will retain their disposable income to spend on updating their interior décor.

In fact, economists predict the gig economy will only continue to grow even as those same experts predict an imminent economic downturn. The American Prospect disagrees.

¹ Gilchrist, Karen. “U.S. Recession Looks Likely—And There Are 3 Ways the Economy Could Get Hit, Analyst Says” published Jul. 12, 2022. Retrieved from: <https://www.cnbc.com/2022/07/11/us-recession-looks-likely-there-are-3-ways-the-economy-could-get-hit.html>.

² Curran, Enda. “US Recession This Year Is Now More Likely Than Not: Nomura” published Jun. 20, 2022, by Bloomberg. Retrieved from: <https://www.bloomberg.com/news/articles/2022-06-20/us-recession-this-year-is-now-more-likely-than-not-nomura-says#xj4y7vzkg>.

³ Duggan, Wayne. “Is the U.S. Headed for Another Recession?” published Jul. 14, 2022, by Forbes. Retrieved from: <https://www.forbes.com/advisor/investing/is-a-recession-coming/>.

⁴ “44 Eye-Opening Gig Economy Statistics for 2022” published May 10, 2022, by Velocity Global. Retrieved from: <https://velocityglobal.com/blog/gig-economy-statistics/>.



Writer Rachel Phua states,

But it's not just inflation that is hurting gig workers in the U.S. and abroad. A looming recession, which the [World Bank warned](#) will be hard to avoid in many countries, will reduce earnings as consumers spend less, while companies pull back on hours and lay off people as market conditions worsen. Gig workers are in an especially precarious position—most make [low wages](#) and have no access to employee benefits.⁵

Economists predict the coming recession will be global, not just national. Gig workers who rely on tips are especially affected as their customers' wages are affected by rising prices resulting in those same customers drastically reducing the tips they pay. Venture capital dries up, with investors no longer accepting the risks they once took. Businesses trim staff and people trim their expenditures. Confidence in the market plummets and fear takes hold.

Dwindling cash availability combined with a labor shortage may not directly affect wallcovering installers with regard to their immediate circumstances, but will have a ripple effect as businesses optimize operations with technology to replace employment vacancies. Automation will spread and result in workers no longer necessary to do the work being laid

off with the predictably devastating financial consequences. Rajat Suri, the CEO and founder of Presto as well as the cofounder of ride-sharing company Lyft, predicts that, yes, the USA will endure another recession in the fourth quarter of 2022.⁶ He also predicts that it won't last long, because he anticipates a decrease in inflation.

Independent contractors, however, may be better positioned to withstand a recession than regularly employed wage earners. An employee receives most or all of his or her income from a single source, meaning his or her future is intimately tied to the economic viability of the employer. A gig worker has the ability to pivot from client to client and acquire income through multiple revenue streams. This flexibility and agility give truth to the old saying that when one door (or opportunity) closes, another opens.

According to Steady, planning is the key to surviving—or even prospering—in an economic slowdown. Planning your commercial survival incorporates getting ready for new opportunities, focusing on your personal economy, paying down your debts and saving money, diversifying your skillset (pertinent to those multiple revenue streams), expanding your professional network, investing in your personal brand, and deepening relationships with existing clients so they become *repeat clients*.⁷ ■

⁵ Phua, Rachel. "How Gig Workers Are Bearing the Brunt of the Global Economic Crisis" published Jul. 25, 2022, by The American Prospect. Retrieved from: <https://prospect.org/labor/gig-workers-bearing-the-brunt-of-the-global-economic-crisis/>.

⁶ Suri, Rajat. "Recession Is Coming. Are You Ready for It?" published Jun. 28, 2022, by Presto. Retrieved from: <https://presto.com/2022/06/28/recession-is-coming-are-you-ready/>.

⁷ Flanzraich, Annie. "Worried About an Economic Slowdown? Here Are 8 Ways for Gig Workers to Adapt" published by Steady. Retrieved from: <https://www.steadyapp.com/thrive/economic-slowdown-8-ways-a-gig-worker-can-adapt>.

Best Supplements for People Over 50

By Karen M. Smith

You're not a kid anymore. The average age of WIA members is "gray," which means you're dealing with a slower metabolism and more aches and pains from worn joints and tired muscles. Let's face it: you just don't bounce like you used to. We'd all like to turn back the clock, but in lieu of that nonexistent option, many folks try adding supplements to their diet. Do supplements work?

The most common dietary supplement consumed is the ubiquitous multivitamin and for good reason: "The average American diet leaves a lot to be desired. Research finds our plates lacking in a number of essential nutrients, including calcium, potassium, magnesium, and vitamins A, C, and D."¹ According to Penn Medicine, more than one-third of Americans take supplements and multi-vitamin/mineral supplements comprise 40 percent of all vitamin sales.² If you're not surprised, consider this: "About 30% of adults age 65 and older take 4 or more supplements of any kind."³

Sometimes supplements work, but not always and not for every person. The National Institutes of Health has spent more than \$2.4 billion since 1999 on the study of vitamins and minerals, but the results have been inconclusive. Therefore no one can legally claim that a certain supplement will extend your life, make you smarter, prevent cognitive decline, enlarge your muscles, reduce your weight, or prevent or cure disease. That's why the literature usually states "*may help*." The legalities have been observed and the reader isn't led to think "*may not help*."

With approximately 90,000 supplements crowding store shelves, surely something must

work. After all, the "nutraceutical" business is big, \$30 billion big. Dr. Thunder Jalili who works with the University of Utah Department of Nutrition and Integrative Physiology states, "[A] majority of supplements have very little effect on your health and just pass through the body."⁴ Considering the cost of supplements, that makes what goes down the toilet expensive.

Of course, despite whatever gender one identifies oneself as, the fact remains that biological sex has an immense effect on the body's aging process. Women's bodies go through certain changes that no man can experience: menstruation, pregnancy, menopause. Added to that, turning 50 is a major milestone in the human aging process, especially for women. Dietitians do have recommendations specifically for men and women.

Supplements for Women Over 50

Regardless of COVID-19 claims of **vitamin D** preventing infection, this supplement "is probably the most important vitamin women over 50 should consume," states Lindsey DeSoto, RDN, LD, owner of The Dietitian Mama.⁵ Dr. Jalili, Verywell, and Livestrong all agree. Vitamin D is important for bone health, fighting inflammation, and supporting healthy sleep cycles.

Osteoporosis is of particular concern for women, because falling levels of estrogen lead to loss of bone density. This makes **calcium** a particularly crucial supplement for women, too. Vitamin D aids in the absorption of calcium so it can be integrated into the skeletal system and teeth, keeping them strong as the body ages. Bonnie Taub-Dix, RDN, recommends looking for

¹ "Dietary Supplements: Do They Help or Hurt?" published Jan. 1, 2013, by Harvard Health Publishing. Retrieved from: <https://www.health.harvard.edu/staying-healthy/dietary-supplements-do-they-help-or-hurt>.

² "The Truth About Supplements: 5 Things You Should Know" published Mar. 31, 2022, by Penn Medicine. Retrieved from: <https://www.penmedicine.org/updates/blogs/health-and-wellness/2020/february/the-truth-about-supplements>.

³ Ibid

⁴ "Do Those Supplements Actually Work?" published Feb. 4, 2020, by University of Utah Health. Retrieved from: https://healthcare.utah.edu/the-scope/shows.php?shows=0_1dum7dno.

⁵ Crow, Sarah. "The Best Supplements for Women Over 50, Say Dietitians" published Nov. 28, 2021 by Eat This, Not That. Retrieved from: <https://www.eatthis.com/best-supplements-women-over-50/>.



It's best to get your nutrients from food, not pills. Image by Bruno/Germany from Pixabay.

a multivitamin supplement containing vitamins D and K and magnesium.⁶

Dietitian Casey Seiden, MS, RDN, CDN, CDCES, recommends vitamin B12. It's estimated that up to 43 percent of adults over 50 are deficient in vitamin B12, primarily due to aging bodies producing less stomach acid and an enzyme called intrinsic factor which are crucial for absorbing the B-complex vitamin. Vitamin B12 deficiency manifests as dementia, low white blood cell count, weight loss, and tingling and numbness in the hands and feet.

Seiden and Jalili agree on the benefit of **omega-3 fatty acids**, commonly ingested via fish oil, as another beneficial supplement. Omega-3 is recommended as a way to reduce the risk for dementia and age-related cognitive decline. It's useful for decreasing elevated triglycerides, reducing plaque formation in arteries, and maybe even lowering blood pressure.

Supplements for Men Over 50

Aging men also risk deficiencies in certain nutrients which may be alleviated by certain supplements. Like women, men, too, tend to

experience loss of bone strength as they age, so **vitamin D** and **calcium** help to maintain bone health. Jeffrey Landsman, MD, also recommends supplementing with **vitamin B12**, as deficiency in that vitamin may lead to anemia, fatigue, and memory loss.⁷ Muscle mass and strength also tend to decline with age, so supplementing with **magnesium** may help to retard that loss. Magnesium is also important for nerve function, controlling blood sugar, and regulating blood pressure. **Potassium** also helps control blood pressure.

Some research suggests **selenium** as helpful for preventing prostate cancer. Selenium's antioxidant properties suggest it may also fight asthma and arthritis. Be careful with selenium; to quote a certain commercial, "A little dab'll do ya." Excess selenium be lethal.

Zinc comes recommended for both men and women as a nutrient supporting immune function.

Getting Your Vitamins and Minerals

Doctors and dietitians agree that your diet should be the primary source of the nutrients your body needs to function at its best. When an aging body fails to absorb those nutrients as well as it should is when supplements come into play. It's basically a game of percentages. If you ingest 1,000 milligrams of a particular nutrient and your body needs 500 milligrams, but it only manages to absorb 250 milligrams, then the easiest option is to increase your intake of that nutrient to the point where your body absorbs the necessary amount.

Playing the numbers game can be dangerous when dealing with supplements that may interact with any medications you take or come combined with other vitamins or minerals that in large amounts become toxic. (For instance, too much vitamin A causes liver damage and

⁶ Seiden, MS, RDN, CDN, CDCES, Casey. "The Best Multivitamins for Women Over 50, According to a Dietitian" published Apr. 29, 2022, by Verywell Fit. Retrieved from: <https://www.verywellfit.com/best-multivitamins-for-women-over-50-4174401>.

⁷ Myers, Wyatt. "Attention, Men Over 50—These Are the Vitamins and Minerals You Need" published Feb. 25, 2021, by Livestrong. Retrieved from: <https://www.livestrong.com/article/283799-what-are-the-basic-vitamin-mineral-supplements-a-man-over-50-should-take/>.

bone loss.) That said, multivitamins generally do not harm and may do you some real good. For a multivitamin to be effective, it must be absorbed by the body.

Verywell Fit lists several multivitamins they deem beneficial:

- Garden of Life mykind Organics Women 55+
- One A Day Women's 50+ Healthy Advantage Multivitamins
- SmartyPants Women's Masters 50+ Multivitamin

- Centrum Multi + Omega-3 Women 50+ Recommended top multivitamins for men over 50 include:
 - GNC Mega Men 50 Plus Multi
 - Garden of Life Vitamin Code Men
 - Kirkland Signature Adult 50+ Mature Multi
 - SmartyPants Men's Formula Daily Gummy Multivitamin
 - One A Day Men's 50 Plus Advantage Multi-Vitamins. ■



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