



CUSTOM WORKROOM CONFERENCE & marketplace

2022 Event Schedule

Monday, October 10, 2022				
	Field trip to Colonial Williamsburg hosted by the National Upholstery Association (register to attend at www.nationalupholsteryassociation.org)			
4:00 - 6:00 pm	Attendee registration located in the Embassy Suites Hotel Atrium			
Tuesday, October 11, 2022				
7:30 - 8:15 am	Attendee registration located in the Hampton Roads Convention Center, first floor			
8:30 - 10:00 am	#101	#102	#103	#104
	Hiring With a Plan	Zip It! What You Need to Know	Drapery Decision on the Double	"Natural" Upholstery & Soft Furnishings
	Michele Williams	Nancy Letts	Deborah Cronin	Carla Pyle
10:45 am - 12:15 pm	#201	#202	#203	#204
	The Workroom End Game	Apply Yourself (with Trim)	Thinking Outside the Box Pleated Valance	And That's Vinyl!
	Jeanelle Dech	Rosemarie Garner	Terry Sandlin	Jonathan Bennet
Lunch 12:30 - 1:30	WCAA Lunch and Panel Discussion sponsored by Helser Brothers Hardware (register to attend at www.wcaa.org/events)			
1:45 - 3:15 pm	#301	#302	#303	#304
	The Smartphone Photography Class	All About Bedding	Innovative Lift Systems	Approaching Upholstery Curves
	Rachel Fletcher	Laura Nelson	Jennifer White	Carla Pyle
4:00 - 5:30 pm	#401	#402	#403	#404
	Build Your Quickbooks Confidence	Problem Fabrics? Solved!	Mastering Upholstered Cornice Construction	Secrets From the Upholstery Shop
	Christi Adams	Betsey Reigle	Nancy Letts	Lindsay Orwig
6:00 - 7:00 pm	WCAA Cocktail Social sponsored by Rowley Company. All CWC attendees are invited to attend			
Wednesday, October 12, 2022				
9:00 - 10:00 am	Keynote Address with Lea Tran			
10:00 am - 5:00 pm	CWC Exhibitor Marketplace			
Thursday, October 13, 2022	#501	#502	#503	#504
9:30 am - 12:00 pm	Running the Workroom with Your iPad	Dress Your Window Treatments for Success	Troubleshooting Cushions	Not-So-Tough Tufted Headboards
	Ceil DiGuglielmo	Robin Matthews	Jeanelle Dech	Sarah Grinter
12:15 - 12:30 pm	Gather for closing comments with Susan Woodcock and Rodger Walker			