



CUSTOM WORKROOM CONFERENCE & marketplace

Bayfront Convention Center, Erie, PA

EVENT SCHEDULE

Sunday, September 27, 2026

5:00 - 7:00 pm, Welcome Reception on the Sunset Terrace, sponsored by Trivantage

Monday, September 28, 2026

7:00 - 8:30 am, CWC Attendee Breakfast, West Ballroom

8:30 – 10:00 am, Education Program: Session 1

BIZ-1 *Plan your Conference Strategy* with Kathy Geffen, Classroom 130

GEN-1 *Direct Smocking for Home Decor* with Heather Taylor, Classroom 140

WT-1 *The Art and Science of Bed Hangings* with Julie Thome, Classroom 160

UPH -1 *Work that Skirt* with Jonathan Bennett, Classroom 170

10:00 -10:45 am Coffee break sponsored by B&B Hardware, North Point Lobby

10:45 am – 12:15 pm, Education Program: Session 2

BIZ-2 *Find Focus... and Your Ideal Clients* with Ruti Wajnberg, Classroom 130

GEN-2 *Pillow Flanges and You* with Will Linn, Classroom 160

WT-2 *Pleating to Pattern with Precision* with Heidi Yoder, Classroom 170

UPH-2 *Reupholstering an Antique Chair w/Modern Methods* with Michelle Minner, Classroom 140

12:15 - 1:45 pm, Lunch and keynote address, sponsored by Hanes Fabrics, West Ballroom

1:45 - 3:15 pm, Education Program: Session 3

BIZ-3 *Surefire Ways to Improve Your Google Visibility* with Lauren Volper, Classroom 130

GEN-3 *Your Guide to Understanding and Working with Velvet* with Jeanelle Dech, Classroom 160

WT-3 *How to Make Lambrequins and Manage Large Projects* with Kari Culberson, Room 170

UPH-3 *Repairing and Refinishing Show Wood* with Sohn Lewis, Classroom 140

3:15 - 4:00 Coffee break sponsored by WCAA, North Point Lobby

4:00 – 5:30 pm, Education Program: Session 4

BIZ-4 *Establishing Value and Building a Profitable Workroom* with Manuel Fernandez, Classroom 160

GEN-4 *How to Dress Tables to Impress* with Terri Sandlin, Classroom 130

WT-4 *Long Live the Kingston Valance* with Robin Matthews, Classroom 140

UPH-4 *The Crown Goes To...* with Jonathan Bennett, Classroom 170

8:00 - 10:00 pm, Social Event & Prom Party sponsored by Helser Brothers, Sunset Terrace



Tuesday, September 29, 2026

7:00 - 8:30 am, CWC Attendee Breakfast, West Ballroom

9:00 am - 5:00 pm, Exhibitor Marketplace, North Great Hall

9:30 am - 4:30 pm, Education Station, sponsored by the Curtains & Soft Furnishings Resource Library on the show floor.

5:30 - 6:30 pm, After Marketplace Mixer, West Ballroom

Wednesday, September 30, 2026

7:00 - 8:30 am, CWC Attendee Breakfast, West Ballroom

8:30 - 9:30 am, Hotel check-out. You are welcome to bring your suitcases to the classroom.

9:30 am - 12:00 pm, Education Program: Session 5 includes a coffee break sponsored by Artisan Drapery Rod, 10:30 - 11:00 am, North Point Lobby

BIZ-5 Building Your Team: Solo Operator to Empowered Leader with Jeanelle Dech, Classroom 130

GEN-5 Getting Creative with Slipcovers with Heather Taylor, Classroom 140

WT-5 Made in the TDBU Shade with Deborah Cronin and Jennifer White, Classroom 160

UPH-5 Building Confidence - From Frame to Finished Project with Aaron Studham, Classroom 170A

PRO-5 Industry Grade, Artisan Made with Grant Trick, Classroom 170B

12:15 - 12:45 pm, closing comments and a goodbye message with Susan Woodcock and Rodger Walker, North Point Lobby.