



2017 MEETING & EVENT SCHEDULE

The WCAA is the nation's leading organization representing window covering professionals, designers, decorators, retailers, installers and workrooms.

We invite you to join us at one of our Central NJ Chapter meetings. Unless otherwise noted, meetings are held on the first Thursday of each month from 10:00 AM – Noon at Somfy Systems, Dayton, NJ. If you would like to be placed on our mailing list or would like more information about our chapter please visit us on our website at www.wcaanj.org

2017 Meeting and Event Schedule

January 5, 2017 – How Small Business Owners Can Best Prepare Their Company for Year-End Tax Preparation - Maria Rollins, CPA MST and Partner at Kreinces Rollins & Shanker will discuss common year-end accounting adjustments, what to discuss with your accountant prior to tax preparation, how to reduce accounting fees, and tax planning. If you want to know why you're getting a large refund – or- why you owe so much – this is the meeting for you!

February 2, 2017 – Custom Linen Slipcovers – Jeanelle Dech of The Custom Workroom Channel. Custom linen slipcovers are more popular than ever. Each month, gracing the pages of shelter magazines, you can find beautiful examples of expertly crafted slipcover designs in bleached white and plain natural linen. Learn the historic use of linen slipcovers, techniques for managing this often troublesome fabric, and be inspired to create classic details (like micro-cord, scalloped edges, button closures, and short pleated ruffles) to highlight the beauty of linen!

March 2, 2017 - Design Dimension "Artwork" - Danielle D'Amico of Juxtapose Gallery. Just like space planning, flooring, soft furnishings and window treatment design, incorporating artwork is imperative to overall design esthetic. Danielle will offer techniques to work with clients, including ideas for selection, resizing existing pieces to accommodate a space, photo restoration, unique approaches to challenging areas --small and large, as well as ideas for displaying keepsakes.

April 6, 2017 – Windows to Success VIII – Join us for this day of networking and learning at the beautiful Eagle Oaks Country Club, 20 Shore Oaks Drive, Farmingdale, NJ. Additional details can be found on our website <http://www.wcaanj.org>

May 4, 2017 – Connecting the Dots – Deb Barret, Principal of Window Dressings, author of “Tools of the Trade”, “Soft Furnishings Sketchbook” and “What Makes a Great Window Treatment”, Trend Strategist and co-founder of Soft Design Lab. Deb will present an all new seminar full of insights, inspiration and innovations not to mention CEU accredited. You'll walk away understanding the underlying trends that are shaping the patterns, colors and materials of the next wave of interior design; the drivers behind purchasing custom, and what it takes to work with today's design client.

May 18, 2017 – Field trip to Mansions in May Designer Show House. Exact date to be announced

June 1, 2017 – Prospective Member & Member Open House –Creative Displays, Tinton Falls NJ.

July - No meeting - enjoy your summer!

August 3, 2017 - Full Day Session: How to Build a Procedures Manual & Techniques for Draping & Drafting Window Treatments - Margie Nance will show you how to go from photo to design with just a few tools and techniques. She will help you understand how to analyze proportion, how to test for proper fullness and how the wrong angle can completely change the look of a design

August 10, 2017 - Field Trip to Merrill Y. Landis

September 7, 2017 – Strategic Planning with Jeanelle Dech. Originated by Albert S. Humphrey in the 1960's, S.W.O.T. analysis continues to be one of the most useful techniques for identifying and understanding your strengths, weaknesses, opportunities and threats. Join Jeanelle Dech as she shares REAL examples of business strategic plans that were a direct result of S.W.O.T. analysis. Then, participate with an honest and supportive environment to perform your own S.W.O.T. analysis so that you can begin to craft (or fine tune) a strategic plan for your life and business in 2017 and beyond

October 5, 2017 – Custom Bedding – Elki Horn of Interior Elegance (and WCAA NJ Chapter member) will share her expert tips on creating luxe bedding for our clients. More details to follow.

November 2, 2017 – Building Your Kick Butt Marketing Plan – Loraine Kasprzak, Advantage Marketing Consulting Services, Inc. This will be a 30 minute presentation followed by an interactive workshop with take home workshop.

December 7, 2017 - Holiday Party - Place and time to be determined