



2019 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

January 3, 2019 – Why Do You Need a Sound Accounting System? You're passionate about your business and when it comes to the numbers you don't even know where to begin. Budgets, Bookkeeping, Tax Regulations. Our speaker, Rachel Walter Riebling, will go over the importance of a sound accounting system and what the new tax code could mean for your business and future. *Bring all your number questions and Rachel will answer them*

February 7, 2019 – Pleating to Pattern for Shades and Ripplefold with Deb Cronin. This technique has moved from occasional detail to mainstream within our workroom and design community. Deb will teach us how to pleat to pattern with ease.

March 7, 2019 – Boutique Wall Finishes –Tobi Indyke, Owner and lead artisan at Periwinkle Skies, LLC, specializes in decorative plaster installations and oxidized metal finishes. Tobi will be discussing lime and clay plasters--historic and current applications and how to use them for decorative purposes in today's homes.

April 4, 2019 – Playing the Angles with Robin Matthews – our very own chapter member will share her expertise on how to deal with challenging windows. Robin will explore innovative installation and fabrication techniques for bay windows and other architectural oddities.

May 2, 2019 –Unconventional Marketing Tactics with Vickie Lynn Morgan. Looking to improve revenue and overall profitability without spending a bundle? Traditional marketing methods are taking a back seat to targeted, unconventional marketing methods known as Guerrilla Marketing.

June 6, 2019 – Prospective Member & Member Open House –location to be announced

July - No meeting - enjoy your summer!

August 1, 2019 – The Power of Evernote with Ceil DeGuglielmo an overview of Evernote in the Design and Workroom Industry. How to organize and find every file, photo, email, estimate and invoice quickly and easily.

September 5, 2019 – WCAA Beach Jam – Join fellow chapter members for some fun in the sun!

October 3, 2019 – Details behind the Design with Cheryl Meiklejohn. Which fabrics should be used for draperies, which fabrics are better used for valances, bedding or upholstery? How will different types of fabric hang? What kind of lining should be used? Cheryl will do a deep dive into answering these questions, so you can design and fabricate with confidence.

November 7, 2019 – Jackie Von Tobel is BACK! This full day event will include a discussion on **Trends** How the blending and merging of trends are blurring the lines in today's interiors. Jackie will also discuss **The Power of Art in Today's Interiors** where she will explore current and emerging trends in art for the home and how to apply them.

December 5, 2019 - The Impact of Motorization on Your Bottom Line. Kathy Hamilton and Randy Halpern There are so many reasons to motorization - child safety, reasonable pricing, energy savings, to name just a few of the benefits. Kathy and Randy will discuss selling strategies and how they can increase your bottom line!

We have three fabulous Field Trips planned as well!

Warshauer Lighting in March, Kravet Showroom in July and Museum of Fabric in November- details to follow.