



Thank you for your interest in the WCAA, and specifically, the NJ Chapter. This prospective member packet contains information about our Chapter organization, along with a schedule of our upcoming meetings.

We look forward to seeing you at an upcoming meeting!

Francine Hyland  
Vice President  
(908)419-9285  
[wcaanj@optonline.net](mailto:wcaanj@optonline.net)

Sincerely,

Debi Pinelli  
President



## 2018 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](http://www.wcaanj.org)

**January 4, 2018** – Nicole Heymer - **Branding Grows a Business: Why and How to Define Your Brand** – Join us for an interactive discussion about how people of think and describe your services – and how these things affect your bottom line. What is branding (explained in plain, useful terms)? How does it *help* a business? Nicole will provide tools to put these concepts into action: a branding checklist, three specific next steps to take after you leave the meeting and more.

**February 1, 2018** – **Healthy & Green Design** – Back by popular demand, Blanche Garcia, WELL AP and LEED AP Certified, will show us that healthy and green doesn't have to be boring! Join us for an open discussion touching on the principals of Green Design, and how it fits into your business. You will also be introduced to the concepts of WELL building practices, and what its relationship is to Green design, and better yet how it affects you as a business owner.

**March 1, 2018** – Home Automation -Please joins Somfy in this overview of the Home Automation marketplace, which are the key players, and how Somfy motors are easily integrated and controlled into Smart Homes. We will have a demonstration of Somfy motors functioning with voice activation via Alexa or Echo, and an overview of the Somfy myLink automation product. We will also discuss how motorization easily integrates with home security, HVAC, A/V, and lighting systems providing total Home Automation solutions. We will also provide time for a Q&A.

**April 5, 2018** – **Draping and Drafting with Jeanelle Dech.** Take your design and fabrication skills to the next level with this exciting workshop focused on the foundational understanding of draping and drafting. Learn to identify the components of any window treatment and alter pattern pieces to perfectly finish at specified dimensions. Whether you have a mathematical or artistic approach, Jeanelle will take the fear out of free-style pattern drafting and share a foolproof method for bringing your unique designs to life.

**May 2, 2018** – **Windows to Success IX** – Join us for this day of networking and learning at the beautiful Eagle Oaks Country Club, 20 Shore Oaks Drive, Farmingdale, and NJ. Additional details can be found on our website <http://www.wcaanj.org>

**May 2018** – Field trip(s) to area Designer Show Houses. Exact dates and locations to be announced.

**June 7, 2018** – **Prospective Member & Member Open House** –Creative Displays, Tinton Falls NJ.

**July** - No meeting - enjoy your summer!

**August 2, 2018** - **High Point Panel Discussion – Moderated by Kelli Chitty** – We will explore the ins and outs of attending High Point Furniture Market with panelists, Linda Principe, Deb Campbell and Debi Pinelli

**September 6, 2018** – **Two CEU accredited classes with Terri Taylor - Creating Your Celebrity and 3 Money Secrets** Learn how to be known as the 'go to' design expert in your community. Learn how successful designers set appropriate boundaries around design time and billing practices.

**October 4, 2018** – **Kitchen Design with Chapter Member and Kitchen Designer, Remya Warrior - Everyone** knows that there is a lot of money to be made in kitchen renovations. Add kitchen renovations to your list of offerings and increase your profit margins. Remya Warrior is going to help you simplify the process of kitchen renovations by sharing her 9 layers of kitchen design. She will talk about different cabinet types and cabinet modifications

**November 1, 2018** – **Join us for a full day with Ann Johnson. Conquering Difficult Fabrics:** A wealth of tips and techniques for handling many difficult and unstable fabrics including velvets, crinkles, sheers and casements and many more. *Workroom Tip & Techniques for Efficiency and Quality:* This class offers many tips and techniques in fabrication and workroom procedures to streamline workroom operations and enhance finished treatments.

**December 6, 2018** - **Holiday Party - Place and time to be determined**



[www.wcaanj.org](http://www.wcaanj.org)

## Chapter Membership Dues Policy

- **Qualification:** To become a member of the Chapter an individual or business must be engaged in the designing, making, installing or retailing of window coverings and be a member in good standing of the WCAA. A member in good standing is an individual or business who is paying dues to The Chapter and to the National WCAA organization per an individual (or business), Industry Partner or student membership.
- All memberships are based per company. All persons employed by the member company are considered members of the WCAA.

Chapter dues for 2018 are \$50.00.

Chapter dues for **NEW** members joining after July 1st will be \$30

Guests (whether WCAA National members or not) may attend certain Chapter meetings at no charge, but will be subject to a charge of \$25 to attend a second meeting, which will be credited if they join the chapter that day. If they do not join, they may not attend future meetings without joining the chapter and National prior to attending. This guest policy also applies to prior members (those who have not been a member for more than one year).

Employees of guests may not attend chapter meetings.

As chapter members in good standing, there will be no charge for regular monthly meetings, except in specific instances when noted.

### **Questions or Concerns?**

Please contact Francine Hyland (908)419-9285

or via email at: [wcaanj@optonline.net](mailto:wcaanj@optonline.net)

**Are you considering joining our chapter?**  
**Central NJ Chapter - Two Time Recipient of the National  
Participation, Activity & Leadership Award**

**Here are some of the topics covered in previous meetings:**

- Workroom Tips & Techniques with Ann Johnson
- Everything You Wanted to Know About the Show House Experience
- Challenging Installations & Dealing with Your Pickiest Clients with Beth Hodges
- Passion is the Key to Success with Rose Webb
- Communication Between Workroom & Designer -- Panel Discussion
- Safeguarding Your Business & Creating a Client Experience Model with Michele Williams
- How Taxes & Accounting Affect the Small Business
- Introduction to Color & Line, Shape and Form with JoAnne Lenart-Weary
- Minimum Workroom Standards vs. Couture Details for Custom Treatments
- How to Prepare a Design Board & Use it as a Tool
- The Ins & Outs of Creating Power Partnerships
- How to Get Started Using QuickBooks
- How to Capture the Best Photos & Can't Fail Tips for Great Window Treatment Photos
- Favorite Industry Books & Tools
- Shade Cord Safety with Jeanelle Dech
- How to Get Published
- Installers Corner
- Contracts and Agreements – What You Need to Know to Protect Your Business and Yourself
- 5 Simple & Proven Marketing Strategies to Double Your Design Business

**We have taken field trips to::**

- Philadelphia Design Center
- Schwartz Furniture Showroom
- The International Gift Show
- Somfy
- Elmar
- Kravet in NYC
- Robert Allen in NYC
- Kips Bay Show House in NYC
- Mansions in May Show House in NJ

Our meetings are generally held at Somfy Systems in Dayton, NJ - a listing of future events is attached. If you'd like to sample a meeting before you decide to join, or just want more information, give me a call or send me an e-mail and let me know. I look forward to seeing you at a meeting soon!

Francine Hyland  
WCAA Central NJ Chapter  
Vice President  
(908)419-9285  
[wcaanj@optonline.net](mailto:wcaanj@optonline.net)

## **The Purpose of the WCAA Local Chapters**

### **From the *WCAA Local Chapter Bylaws...***

- To provide opportunity to network, growth in membership and growth in business experience.
- To build industry, leadership, knowledge, resources and education at the local level.
- To promote lawfully the window coverings dealer.
- To promote ethical trade practices.
- To disseminate and exchange information regarding all matters pertaining to the industry.
- To promote modern methods of merchandising.
- To promote by all lawful means the right as independent business people to make and retain a profit.
- To promote by all lawful means the concepts of freedom in the marketplace, the freedom exemplified by our American private enterprise economic system, free competitive markets, individual incentive and initiative and effective but limited government.

### ***What do Local Chapters Do?***

- Network with fellow decorators, workrooms, designers, installers and store owners
- Share resource information
- Seminars and Instructors
- Hands-on Demonstrations
- Trade Show & Conference Reviews
- Business Speakers – accountant, lawyer, insurance, marketing and advertising, sales, the latest software in our industry
- Vendor Representatives - show new products
- Round Table Discussions - i.e. pricing, challenging windows
- Book & Video Library
- Combined Events With Nearby Chapters

### ***What is the purpose of a Local Chapter?***

- The purpose of WCAA Chapters is to educate, share, and learn about our industry with other window coverings professionals.
- Our members include decorators, workrooms, designers, installers, retail stores, and educators.



www.wcaanj.org

## WCAA Central NJ Chapter Membership Application

Name: \_\_\_\_\_ Bus Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ Cell Phone (Optional) \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Referred by: \_\_\_\_\_ Today's Date: \_\_\_\_\_

**Can we add your name, address, business phone and email to our chapter directory \_\_\_\_\_**  
**Can we include your cell phone? \_\_\_\_\_**

### Type of Business:

Retail Workroom       Wholesale Workroom       Decorator/Workroom  
 Designer / Decorator       Retail store – product type \_\_\_\_\_  
 Industry Partner      \_\_\_\_\_

WCAA National Member ID: \_\_\_\_\_

In business since: \_\_\_\_\_ (year)      Full-time       Part-time

What other professional associations do you belong to? \_\_\_\_\_

What can you share with the chapter about our industry? \_\_\_\_\_

**IMPORTANT:** WCAA national dues must be paid for the current year in order for your chapter membership to be valid  
**Annual Local Dues - \$50 (New Members After July 1st - \$30)**

**Pay dues online at [www.WCAANJ.org](http://www.WCAANJ.org)**

**If you prefer to pay by check:**  
**Check payable to:**  
**Send completed application & check**

**WCAA Central New Jersey Chapter**  
**Francine Hyland**  
**421 Wells Street, Westfield NJ 07090**

**Code of Ethics: As members we pledge to serve the public with honesty, to advertise truthfully, to advise customer's responsibility, and to stand behind the merchandise we sell.**

I certify that I am a bona fide window coverings business and that I accept the responsibilities as stated in the WCAA Code of Ethics.

\_\_\_\_\_  
Signature of Applicant