



CUSTOM WORKROOM CONFERENCE & marketplace

September 23-25, 2025

MeadowView Conference Resort & Convention Center

Kingsport, TN

Custom Workroom Conference is the only annual educational event and trade show specifically for custom drapery, upholstery, and soft furnishing workroom businesses.

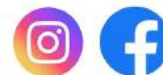
EDUCATION ~ EVENTS ~ EXHIBITORS



www.CustomWorkroomConference.com

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Join the [CWC Attendees private Facebook group](#) to meet other attendees, ask questions, learn about show specials, and to plan your trip.

Subscribe to the [CWC monthly e-newsletter](#)



Hello!

We are looking forward to seeing you at Custom Workroom Conference, September 23-25, 2025 in Kingsport, TN. Each year we are inspired by the excitement and friendships that we experience at CWC. When workrooms come together, great things happen!

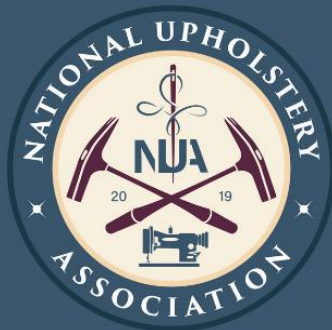
We are grateful to our sponsors, Helser Brothers Hardware, Hanes Fabrics, Trivantage, Motor Parts 4 Shades, B&B Hardware and Workroom Supply, and the industry organizations that support our mission, the National Upholstery Association and Window Coverings Association of America.

CWC is the only place where workroom owners who design and create hand-crafted custom products can be together, sharing a common purpose. We know you will enjoy meeting suppliers in person, learning from our talented team of instructors and having fun with people who “get you.” Many people have told us that attending CWC was life changing. The future of the workroom industry depends on the success of small businesses like yours and we believe in you!

Best Wishes,

Susan Woodcock and Rodger Walker

Owners and Producers of Custom Workroom Conference



You're invited to

THE NUA's 6th

Birthday! CWC Pre-Event

SEPT | 22 | 2-4PM

Marriott Meadow View
Conference Resort & Convention Center
Kingsport, TN

Join us for games, prizes, cake & special guests!
\$25 for Members / \$35 for Nonmembers

REGISTER NOW!





EVENT SCHEDULE

Monday, September 22, 2025

5:00 – 7:00 pm, Registration and welcome reception sponsored by Trivantage.

Tuesday, September 23, 2025

7:30 – 8:30 am, Attendee registration

8:30 – 10:00 am, Session 1 classes

10:00 – 10:45 am, Coffee break sponsored by Workroom Supply LLC.

10:45 am – 12:15 pm, Session 2 classes

12:30 – 1:30 pm, Buffet lunch and keynote address sponsored by Hanes Fabrics

1:45pm – 3:15 pm, Session 3 classes

3:15 – 4:00 pm, Coffee break sponsored by B&B Hardware

4:00 - 5:30 pm, Session 4 classes

8:00 – 10:00 pm, Party sponsored by Helser Brothers Hardware

Wednesday, September 24, 2025

9:00 am – 5:00 pm, CWC Exhibitor Marketplace

Free mini-seminars and demonstrations every half-hour starting at 9:30 am

5:30 - 6:30 After Marketplace Mixer sponsored by Motor Parts 4 Shades

Thursday, September 25, 2025

9:30 am – 12:00 pm, Session 5 classes. Includes a coffee break from 10:30 – 11:00 am, sponsored by Workroom Tech.

12:15 – 12:30 pm, Gather for closing comments and fairwell message with Susan Woodcock and Rodger Walker

A black and white photograph of a man in a workshop, leaning over a large piece of fabric on a table. He is wearing a light-colored button-down shirt and is focused on his work. The background shows shelves with various tools and equipment, suggesting a professional manufacturing or design environment.

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HOW TO REGISTER

The Custom Workroom Conference attendance fee is \$550.00 and includes welcome reception on Monday, September 22, your choice of classes on Tuesday, September 23 and Thursday, September 25, lunch and party on Tuesday, September 23, and entrance to the Exhibitor Marketplace, Education Station and the After Marketplace Mixer on Tuesday, September 24.

REGISTRATION OPENS ON MONDAY, JUNE 2, 2025 at 9:00 am ET

1. Review the event brochure to learn about the schedule, venue, instructors, classes, and events. Choose your classes (see Class Schedule on page 17).
2. Click the "*Register to Attend*" button below. Complete the registration form with your information and class choices.*
3. Lunch (1) on Tuesday, September 23, 2025 **is included with your attendee registration fee**. Additional lunches can be purchased for your partner, employee, or friend. Cost for an additional lunch is \$30.00 per person. **This purchase is non-refundable.**
4. Read and sign the refund and cancellation policy.
5. Complete the form with your payment information and click "submit" at the bottom of the page.
6. You will receive a confirmation email to the email address used on the registration form.
7. If you plan to attend the "Helser Brothers Hot Rods" party on Tuesday evening, September 23, be sure to RSVP using the QR code in the brochure on page 7.

*When filling out the form you will be asked to provide your name, company name, city and state. This is for your name badge. Carefully type the information exactly as you would like it to be printed.

REGISTRATION OPENS ON MONDAY, JUNE 2, 2025 at 9:00 am ET

REGISTER TO ATTEND

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2025

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Event & Party



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AT THE MEADOWVIEW

Kingsport, TN

SEPTEMBER 23, 2025

8:00 PM to 10:00 PM



INTRODUCING OUR NEWEST

Hot 'Rods'

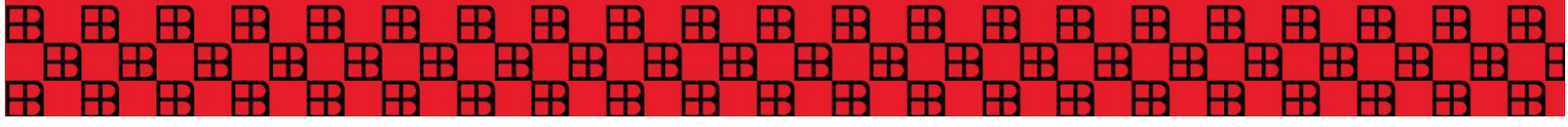
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MEET THE CWC INSTRUCTORS



Jonathan Bennett owns Unsprung Upholstery, a Richmond, Va., upholstery shop that also offers custom builds, slipcovers, pillows and cushions. Having sewn in various capacities for 30-plus years, he's known for his precise pattern matching and detail work. He has a BFA in fashion design, and taught for 13 years at Virginia Commonwealth University. A veteran CWC instructor, he's taught at the Slipcover Summit in Tryon, N.C., and offers sewing, slipcover and upholstery classes at his shop. Jonathan's work has appeared in *100 Decorating Ideas Under \$100* (Better Homes & Gardens). He belongs to WCAA Richmond. See www.unsprungupholstery.com, Facebook and Instagram.

Kari Culberson owns House Marais, a to-the-trade workroom in Decatur, Ga., offering full-service soft goods fabrication for the home. She has a master's degree in interior design from Florida State University (her thesis was titled "Reinventing the Antique"), and has worked in the interior design industry for 15 years. In 2011, Kari started a textile line producing hand block-printed linen. Her fabrics have been carried in design showrooms across the country, and her work has been featured in *Atlanta Homes & Lifestyles*, *Lonny* and *Martha Stewart Living*, among others. Find out more at www.housemarais.com, and on Facebook and Instagram.



A lifelong textile enthusiast, entrepreneur and educator, **Jeanelle Dech** is president of Adaptive Textiles, an innovative textile printing company in West Chester, Pa. She's the creative energy behind The Workroom Channel's Method Share, Fly on the Wall, and Real Workroom series (www.theworkroomchannel.com), and is the founder of The Workroom Marketplace (www.workroommarketplace.com), which offers a curated collection of drapery patterns and workroom efficiency tools to professional sewists worldwide. She celebrated nearly four decades in the home-décor industry with the launch of Klimaka Studios (www.klimakastudios.com), which provides a beautiful collection of fabrics and engineered designs specifically for workrooms.

Ceil DiGuglielmo, owner of the Curtains & Soft Home Furnishings Resource Library, is passionate about education and technology in the window coverings and soft home-furnishings industry. She has run her Bucks County, Pa., to-the-trade workroom for 20 years, and has produced more than 450 "Sew Much More" podcasts. With Susan Woodcock, Ceil also co-produces the "30 Minutes With Workroom Tech" podcast, sharing workroom education. Ceil owns the Learn to Choose Window Coverings Course created by Linda Erlam, and belongs to WCAA and NUA. Learn more at www.csfrl.org, www.sewmuchmorepodcast.com and ltwclessons.com, as well as on Facebook and Instagram.



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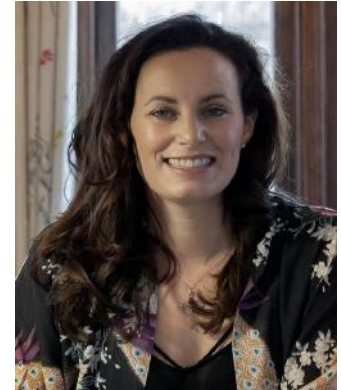
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For 10 years, **Kathy Geffen** has owned Kathy Geffen Design in Richmond, Va. While her sewing skills are mainly self-taught, her business training comes from 25 years in the corporate world helping organizations improve their operations through process and people changes. Drapery-wise, Kathy's known for balancing design, natural light and privacy while marrying functionality and form. On the business side, her unique talents made her a go-to resource for other creative business owners, prompting her to establish Fine Tune Coaching. She belongs to WCAA and her local chapter of International Furnishings and Design Association. See www.kathygeffendesign.com, www.finetunecoaching.com, Facebook and Instagram.

Victoria Hammond grew up in a family of soft-furnishing specialists. She studied textile design at university, obtained a diploma in soft furnishings, and then worked in the design industry before establishing Master Soft Furnishers in 2001, at age 27. Located in England, just outside London, her Academy offers certified in-person and online training, having taught more than a thousand people — many of whom now run successful businesses. Victoria was awarded Entrepreneur of the Year by Kent Women in Business, and was recently featured in *The English Home* and *Homes & Antiques* magazines. See www.softfurnishers.com, and Facebook, Instagram and YouTube @mastersoffurnishers.



After a stint in the Air Force and 18 years doing IT for the Army, **Will Hanke** began helping businesses of all sizes with their digital marketing strategies. When he realized in 2017 that he had a knack for working with window treatment businesses, he narrowed his focus and built Window Treatment Marketing Pros. Based in Arnold, Mo., Will hosts online training events and speaks at conferences across the U.S. He's an avid business and marketing blogger, and published *Triple Your Window Treatment and Awning Leads* and *10 Quick Wins: Winning Fast Online for Window Treatment Companies*. See www.wtmarketingpros.com.

While in college for financial services management, **Adam Hoover** began his journey in the furniture industry by buying and selling vintage pieces from his dorm room. In 2011 he founded Main Street Modern, now one of the country's largest mid-century modern furniture showrooms, located in Canton, Ohio. Three years ago, Adam acquired Laubacher Upholstery (now Ohio Workroom), a thriving 10-person workroom. He is currently renovating a 100-year-old 18,000-square-foot building in downtown Canton to house Ohio Workroom, a fabric and wallpaper showroom, and Main Street Modern under one roof.





Ann K. Johnson established Sew Easy Windows in Avon Lake, Ohio, in 1992. As a workroom, she's known for making soft-furnishings designs and fabric work together, as well as for her attention to detail and quality workmanship. As a popular instructor for CWC, IWCE and The Workroom Channel, her specialties include fabrication, pattern drafting, workroom efficiency, pricing and workroom layout. She also offers private training. She wrote *The Professional Workroom Handbook of Swags I & II*, and publishes Kitty Stein's *Price Your Work With Confidence!* She's a member of WCAA. Learn more at www.annkjohnson.com and Facebook @seweasywindows.

Robin Matthews has owned and operated Seams Sew Right, a retail and to-the-trade workroom in Kinnelon, N.J., since 2000. She specializes in superbly constructed window treatments, bedding, slipcovers, cushions and pillows. She's known for her innovative fabrication and installation techniques. Her work has been featured in *DIY*, *Good Housekeeping*, *Design NJ*, and *Window Fashion VISION* and *Drapery & Design Professional* magazines. Robin has taught at CWC, Workroom Tech and for several WCAA Chapters. She's a member of the WCAA Southeastern Pennsylvania–New Jersey and Virtual Chapters, as well as NUA. Check out www.seamssewright.com, Facebook and Instagram.



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Banker-turned-DIY-blogger **Michelle Minner** was looking for a project and decided to reupholster an old chair. Smitten with the transformational process, she started flipping upholstered furniture and selling pieces on consignment through boutique shops. One custom job led to another, and Michelle opened Blue Roof Cabin Upholstery in Shelton, Wash., in 2011, specializing in residential furniture reupholstery. She's written for *Drapery & Design Digital Digest*, and a blog project was featured in *Country Home*. A former virtual instructor for The Funky Little Chair, she has a course on The Workroom Channel. See more at www.bluroofcabin.com, and on Facebook, Instagram and YouTube.

For nearly 30 years, **Gareth Rees** has been an upholsterer, gaining hands-on training in workshops across England and Wales. Currently, he serves as a director and full-time upholstery tutor in Oxfordshire, U.K., where he teaches the Association of Master Upholsterers and Soft Furnishers Diploma program. He's also the lead tutor for the Advancements in Traditional Upholstery Diploma, run in partnership with the Guild of Traditional Upholsterers, and is the course writer for Upholstery Education. Though primarily an educator, Gareth accepts select commissions, focusing on decorative arts from 1840 to 1950.



Terry Sandlin, of Cropwell, Ala., is a 34-year veteran of the home-furnishings industry. As owner of Terry's Designing Windows since 2008, she's known for quality window treatments, bedding, cushions and pillows. She has written for *Drapery & Design Digital Digest*, and her work has appeared in *Birmingham Home & Garden*, *The Cottage Journal* and *Southern Living*. Her Artisan Project vignette, "Swinging in the Shade," was on display at IWCE 2018. Terry teaches Custom Draperies: Level 1 for Workroom Tech and she's a WCAA member. In her spare time she mentors two new workroom pros. Check out www.tdwindows.com, Houzz and Instagram @terrysdesigningwindows.

Rhonda Shanahan owns The Whimsical Chair, located in Castle Rock, Colo. Since 2014 she's worked directly with her upholstery clients to create custom pieces for their homes, adding leatherwork nine years ago. Her specialty is antique and vintage family heirlooms, and she enjoys the creative process of designing a chair to be a statement piece. Rhonda teaches upholstery workshops in her workroom and at Workroom Tech, as well as taking her leather workshops on the road. She's a founding member of NUA, and has appeared on *The Sew Much More Podcast* (No. 274). See www.thewhimsicalchair.com, Facebook and Instagram.





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Ragne Smith has been a professional upholsterer since 2012 — first at Felix Hart, working on custom-built furniture, and now at Asher Alley, creating “functional furniture art” with a mobile to-the-trade upholstery repair service on the side. The Dallas-Fort Worth resident is known for incorporating innovative techniques like fabric printing and decorative painting into her work, as well as integrating other creative methods into her upholstery projects. Ragne is a seasoned workshop instructor, has been a co-administrator for the Professional Upholsterer’s Network on Facebook for seven years, and is currently the strategic planning co-chair for NUA. See www.asheralley.com, Facebook and Instagram.

When **Madison Stauffer** graduated from Kent State in 2021 with an architecture degree, she decided to combine her sense of design and love of vintage furniture with her fledgling upholstery skills. Enter Ohio Workroom in Canton, Ohio, where she’s worked for three years. Among her other duties, she helps customers find the perfect fabric for their specific pieces, with considerations given for durability, the furniture’s original character, how it will be used, and how a fabric will lay across it. She also creates vision boards to help customers visualize fabric combinations and then make confident decisions.



Aaron Studham started at Marcoux Upholstery part time in 2008 making deliveries and sweeping floors while working various odd jobs. As he developed his upholstery skills, he took on more responsibilities within the business, including estimating and working with designers. In 2023, Aaron purchased the Leominster, Mass., business, which offers commercial and residential upholstery with a focus on custom-built projects, including sofas, banquettes and beds. Marcoux Upholstery has been featured in magazines like *Architectural Digest*, *Decor Maine* and *Boston Home*, and appeared on the TV shows *Castle Rock* and *Dexter*. Learn more at www.marcouxupholstery.com and Facebook, and Instagram @rocknthehawk.

In 2003 **Heather Taylor** opened Custom Textiles, a drapery and upholstery workroom in Burlington, Conn., serving residential and commercial clients, as well as designers. She studied industrial design at the Rhode Island School of Design, and then worked in graphic and exhibit design. Heather created a line of dance costume patterns printed by the McCall Pattern Co., and for many years operated a sewing school called Bobbins and Threads. She was on the board of IDS-Connecticut, and president of the WCAA Connecticut Chapter, and is currently a member of NUA, and the National Button Society. See www.customtextiles.net, Facebook and Instagram.



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Drapery design: Jim Davis Designs • USA | @jimdavisdesigns • www.jimdavisdesigns.com

Interior design: Anna King | @annakingandco • www.annakingandco.com



In a previous life, **Julie Thome** had a 20-year banking career as a foreign currency trader, which brought her to the U.S. in 1995. A lifelong passion for fabrics and sewing, however, inspired her to start her drapery workroom when her children were small. Since 2000, she has owned and operated Julie Thome Draperies Inc., a to-the-trade workroom in Bethel, Conn., specializing in high-end details and turnkey distance project management. Julie's work has been published in *Architectural Digest*, *U.K. House & Garden*, *House Beautiful*, *Elle Decor* and *U.K. Homes & Gardens*. See www.juliethomeinc.com, Facebook and Instagram.

Judi Turner is a designer and fabricator, as well as a supplier for the custom interiors market, having owned and operated Domicil Design since 1993 and Centurion Roman Shade since 2014. She holds a BFA from the University of Michigan, majoring in textiles and graphics. She has contributed to *Drapery & Design Professional* magazine and was an Artisan Project vignette winner in 2019. Judi has been a member of several industry networking groups including WCAA, serving as president for the New Hampshire and Virtual Chapters. See www.domicildesign.com and www.centurionrs.com, Facebook, Instagram and YouTube.



Since 1988, **Susan Woodcock** has been an entrepreneur, educator, and spokesperson for the custom workroom industry. She owns Home Dec Gal, a custom workroom; Workroom Tech, a trade school in Tryon, N.C.; and The Workroom Cadre regional programs. Susan and her husband, Rodger Walker, own and produce the Custom Workroom Conference. Susan is the author of *Singer® Sewing Custom Curtains, Shades, and Top Treatments*, and she co-produces "The Sew Much More Podcast: 30 Minutes With Workroom Tech" each month with Ceil DiGuglielmo. She's a member of WCAA and NUA. Learn more at www.homedecgal.com, and on Facebook, Instagram and YouTube.





Class Schedule: Choose one from each class session

Tuesday, September 23, 2025

Session 1, 8:30 – 10:00 am

BIZ-1 Financial Forecasting: A Game Plan for Growth with Adam Hoover

GEN-1 Traditional Trims with a Modern Twist with Kari Culberson

WT-1 English Drapery Method: Mastering a Legacy of Craftsmanship with Victoria Hammond

UPH-1 Advanced Leather Upholstery Skills with Rhonda Shanahan

Session 2, 10:45 am – 12:15 pm

BIZ-2 How Planning for the Worst Can Be for the Best with Kathy Geffen

GEN-2 Get Closure with Robin Matthews

WT-2 The Versatility of Box Pleated Valances with Ann K. Johnson

UPH-2 How to Build and Upholster Beds with Aaron Studham

Session 3, 1:45 – 3:15 pm

BIZ-3 Digital Marketing on a Budget: Smart Strategies for Small Workrooms with Will Hanke

GEN-3 Advanced French Mattress Cushion Techniques with Michelle Minner

WT-3 Dual and Tandem Roman Shades with Terry Sandlin and Susan Woodcock

UPH-3 Choosing the Best Fabrics for Upholstery with Madison Stauffer

Session 4, 4:00 – 5:30 pm

BIZ-4 Harnessing Tech Powered Productivity with Ceil DiGuglielmo

GEN-4 Getting the Most from Your Walking-Foot Machine with Jeanelle Dech

WT-4 Drapery Panels on the Side with Robin Matthews

UPH-4 The Dynamics of Double-Cone Springs with Gareth Rees

Bonus Class, 5:45 – 6:30 pm

Basic Sewing Machine Maintenance with Sam Sloan, Sloan Machinery. Open to all attendees.

Wednesday, September 25, 2024

Session 5, 9:30 am – 12:00 pm

BIZ-5 How To Build a Framework to Easily Evaluate Pricing with Judi Turner and Julie Thome

GEN-5 The Fundamentals of “Art-holstery” with Ragne Smith

WT-5 Sheer Beauty with Heather Taylor

UPH-5 Custom Ottoman Design and Fabrication with Jonathan Bennett

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Keynote address and lunch buffet, Tuesday, September 23

Apprenticeship Programs: The Foundation of the Future



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When **Riana LeJeune** made the decision to become an upholsterer, her first challenge was finding the education. There were no upholstery schools in Des Moines, let alone all of Iowa, and the upholsterers in her town were neither hiring apprentices nor sharing their knowledge.

Undaunted, she assembled her own collection of online mentors from far and wide, eventually finding an 8-way spring-tying workshop nine hours away. As she honed her skills, she continued building her business, Repinned Luxury Upholstery Workroom. As the other upholsterers retired, she became one of the only games in town, and her waiting list became longer and longer.

Her next challenge was to scale up to shorten her clients' waiting time, but to do so in a sustainable way that would also encourage the passing on of this specialized knowledge. Enter the apprenticeship program, not just in name, but in an official, bona fide way. By working with the U.S. Department of Labor and the Iowa Department of Apprenticeship, Repinned now has the first — and currently only — registered upholstery apprenticeship program in the United States.

Join Riana as she shares her inspiration for starting an official apprenticeship program, the requirements she must meet and her new challenges. She'll also talk about the benefits to her business and the systems she's implemented to streamline processes.



Having grown up living in historic homes, Riana LeJeune had an early appreciation for finely crafted furniture, so it's probably no surprise that she's an upholsterer. Her path wasn't linear, however. In 2004 she graduated from Iowa State University with a degree in psychology and minors in anthropology and criminal justice, intending to go into law enforcement. The universe had other plans.


After an injury sidelined that career, she worked various office jobs, and then, as a new mom, she listened to her other new-mom friends lament their lack of time to make all the fun things they saw on Pinterest so she set about "making their Pinterest dreams come true" and began doing high-end refinishing of solid wood furniture. In 2013, Repinned was born. Several years later - when Riana learned upholstery and added that to her services - Repinned became Repinned Luxury Upholstery Workroom.



When she's not upholstering her favorite pieces — wingback chairs — you can find Riana looking for ways to expand her business and enhance her knowledge in leadership, the upholstery industry, and project management. She also advocates for neurodivergence in the workplace, striving to create an inclusive environment for all.

Riana has been a member of NUA since 2019. Her work has appeared on House Hunters, and in 2024 she was awarded the West Side Chamber of Commerce Business of the Year. Find out more at www.repinnedupholstery.com, and on Facebook and Instagram.



A decorative background featuring a tall, pleated lampshade on the right and a bundle of wheat stalks on the left, set against a light-colored wall.

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September 23-25, 2025



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CWC CLASSES

Class categories: **BIZ** Business, **GEN** General Interest, **WT** Window Treatments, **UPH** Upholstery

Session 1, Tuesday, September 23, 2025, 8:30 - 10:00 am

BIZ-1

Financial Forecasting: A Game Plan for Growth

Most business owners rely on intuition as they make financial decisions, but the numbers often tell a different story. In this hands-on class, **Adam Hoover** will walk you through the basics of financial forecasting to help you better understand your own numbers, see into the future a little, and be more prepared to talk to a bank, if needed. Armed with a breakdown of your expenses, seasonal sales trends, and any major one-time costs or investments (registrants will receive a list prior to CWC), you'll fill in key financial details to create a 12-month and 5-year forecast for your business.

GEN-1

Traditional Trims With a Modern Twist

Maximalism isn't dead. In fact, it's making a comeback. With so many opportunities to buy ready-made window treatments and soft goods for the home, embellishments used in a balanced and well-curated way will signal that something is *custom*. **Kari Culberson** will look at "outdated" embellishments such as ruffles, ruching and fussy trims with a fresh eye. Then, using color, scale, types of fabric, nontraditional placement and layering, she'll show you how to update them from how they were used 20-plus years ago, whether it's for upholstery, lampshades, table skirts or cushions. Embracing these new trends will set your workroom apart.

WT-1

The English Drapery Method: Mastering a Legacy of Craftsmanship

In a world that often prioritizes speed over high standards, perhaps it's time to celebrate the values of patience, precision and hand-crafted excellence, while preserving a legacy of exceptional quality, authenticity and sustainability. Join **Victoria Hammond** as she shares insight into creating custom, hand-crafted draperies that stand apart from mass-produced alternatives. She'll showcase essential techniques such as the purposeful use of hand-sewn stitches, application of interlining for enhanced structure, light diffusion and luxurious finish, and meticulous hand-sewn pleating. You'll be inspired to create pieces that reflect a dedication to quality, and learn to deliver consistent, high-caliber results with every project.

UPH-1

Advanced Leather Upholstery Skills

If you don't yet offer leather upholstery work, you're missing out on a lucrative revenue stream.

Rhonda Shanahan can help you change that. After a quick overview of her CWC-23 class, she'll build on the basics by demonstrating and sharing samples of such advanced leather techniques as deep button diamond tufting, biscuit tufting, and buttoning. You'll also learn about leather glues, the best presser foot to use for topstitching, and how to join welt without an overlap. Finally, as fun as Whoopee Cushions are, Rhonda will share methods for venting leather cushions, pillows, drop-in seats, and footstools for noiseless comfort.

Session 2, Tuesday, September 23, 2025, 10:45 am - 12:15 pm

BIZ-2

How Planning for the Worst Can Be for the Best

What would happen with your workroom if you didn't show up tomorrow or the next day? Whether you're dealing with a long-term incapacitation or, worse, you've passed away, then what? What would happen with your clients, their down payments and their in-progress projects? All too often we run our businesses in a way that makes sense only to us. Join **Kathy Geffen** as she discusses process documentation, a chain of command (or the solo workroom alternative), and other key considerations. You'll leave with concrete steps to implement, putting your mind at ease while helping your business run more smoothly *now*.

GEN-2

Get Closure

There are no bad zippers, snaps, hook-and-loop tapes, buttons or ties ... only inappropriate applications. If you've ever shied away from any of these closures, **Robin Matthews** has some good news for you. She'll share techniques for inserting perfect zippers (yes, even next to welt cord!) and making beautiful buttonholes. You'll also learn about zipper, skinny and compensating sewing machine feet. Robin will also introduce hook-and-eye tape, and discuss the best options for closing pillows, duvets and cushions. Far from being only functional, these closures can also be used as design elements, and you'll explore those options, too.



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WT-2

The Versatility of Box-Pleated Valances

Box-pleated valances are popular for their simple, clean lines. They are beautifully classic when showcasing a fabric, yet each one can be uniquely customized with artistic pleat spacing, bottom shapes, contrasting pleats, banding and other embellishments. **Ann K. Johnson** will discuss standards of design, pattern drafting, cutting and fabrication, and a fast method for mounting to the board. She will share several surprisingly simple strategies to increase efficiency of the entire process from design to a perfect finish. As always, many of her techniques can be used throughout the workroom. Take your “simple” valance to unique and creative levels.

UPH-2

How to Build and Upholster Beds

If the idea of building and upholstering an entire bed frame seems intimidating, **Aaron Studham** is here to boost your confidence. Having built hundreds of bed frames for commercial and residential use, he'll share the techniques to help manufacture them quickly, minimize materials cost and maximize profit margins. He'll show you how to upholster different styles of headboards, and how to build unique one-off frames. From sourcing material to working with a carpenter, Aaron will show you how to create easily installed and robust components to build the beds of your dreams.

Session 3, Tuesday, September 23, 2025, 1:45 - 3:15 pm

BIZ-3

Digital Marketing on a Budget: Smart Strategies for Small Workrooms

Marketing doesn't have to be expensive to be effective! In this class, **Will Hanke** will help you identify smart, low-cost marketing strategies tailored for small workrooms. Whether you're a solopreneur or have a few employees, you'll learn how to attract new customers and implement strategies to develop strong customer relationships, build brand awareness, and increase sales — without stretching your budget. From leveraging social media, email marketing and word-of-mouth referrals to maximizing free tools and creative content strategies, this class will equip you with actionable techniques to develop a marketing plan that fits your budget and business goals.

GEN-3

Advanced French Mattress Cushion Techniques

You've nailed the basic French mattress technique. Now what? When you consider that French mattress cushions can go pretty much anywhere traditional boxed cushions can go, a whole world of design possibilities will open up. Join **Michelle Minner** as she walks you through the fabrication processes for oversized, asymmetrical, angled, curved and other complex shapes, and shows you how to compensate for takeup. She'll also demonstrate different tufting methods and stuffing materials, including batting-wrapped foam, down wrapped and softer versions. You'll walk out of class feeling empowered to take on French mattress cushions of all shapes and sizes.

WT-3

Dual and Tandem Roman Shades

It turns out you *can* have the best of both worlds when it comes to Roman shades: both a sheer *and* a blackout option on a single headrail. Using materials and hardware already on the market, **Terry Sandlin** and **Susan Woodcock** will share samples of these innovative styles, including one that involves operating two shades with only one slim headrail or roller tube system. They'll walk you through the steps to fabricate, preplan the lift patterns for the cords, use ribs effectively, and attach the cords for both shades to the same headrail — all while following current shade safety standards.

UPH-3

Choosing the Best Fabrics for Upholstery

Contrary to popular belief, not all upholstery fabrics are made and perform the same way. When considering, also, that fabric plays a major role in the style, durability and functionality of a piece, the pressure to choose the “perfect” fabric can seem daunting. **Madison Stauffer** is here to help. She’ll discuss fabric fibers and the best uses for each; durability and functionality; fabric selection for specific upholstery styles; eco-friendly fabrics and sustainable sourcing; and more. You’ll leave with a solid understanding of how to choose the perfect fabric for any project, whether you’re working on vintage pieces or modern designs.

Session 4, Tuesday, September 25, 2025, 4:00 - 5:30 pm

BIZ-4

Harnessing Tech-Powered Productivity

Individually, your iPhone, iPad and Apple Watch have a robust set of features to make life easier. Sync them up, and you’ve instantly created greater flexibility in your business and faster ways to find things without complicated organizational changes. **Ceil DiGuglielmo** will show you how to generate checklists, automate reminders for repeating tasks, and organize your information. You’ll learn to manage your to-do lists, use time-blocking techniques, and take advantage of cloud-based storage to quickly access information. Even without an Apple Watch, these devices allow you to have and do everything everywhere, but to also control when you see it.

GEN-4

Getting the Most From Your Walking-Foot Machine

Anyone who’s ever used a walking-foot machine to stitch unmade welt to the underside of a cushion plate knows how magical this machine is. That’s not all it can do. Featuring dynamic live demonstrations tailored to professional drapery workrooms, slipcover makers and upholsterers, **Jeanelle Dech** will show you expert cushion and pillow construction, furniture arm-front detailing, crisp drapery pleating, and durable outdoor décor applications. You’ll learn how to manage tricky fabrics; how to troubleshoot puckered layers, misaligned corners and other challenges; and how to hold and feed the fabric. She’ll even tell you the best thread to use.

WT-4

Drapery Panels on the Side

The first time **Robin Matthews** quoted traversing drapery panels, she and her client were astonished at how the costs added up. After that, stationary side panels were an easier sell. While certainly less functional, side panels can still make a big impact with regard to warming and pulling a room together without breaking the bank. As straightforward as they appear, questions still abound about fullness, style, installation options, and dressing and controlling the dreaded flare. She’ll answer all of these, as well as discuss linings and interlining, trim placement on leading edges, and the best installation techniques in different situations.

UPH-4

The Dynamics of Double-Cone Springs

Well-tied springs are the backbone of quality upholstery, but there’s more to spring-tying than just following a pattern. In this class, **Gareth Rees** will reveal how double-cone springs really work — how wire gauge, coil pitch, and tension affect durability, comfort, and longevity. We’ll troubleshoot common spring-tying challenges, explore variations of 8-way hand tying, and fine-tune techniques for better stability and support. Through clear instruction and close-up visuals, you’ll learn how small adjustments can make a big difference. Whether you’re looking to refine your craft or solve frustrating spring issues, this class will give you the insight to get it right.

BONUS CLASS! 5:45 - 6:30 pm Basic Sewing Machine Maintenance with Sam Sloan.
This class is open to all attendees. Sponsored by Sloan Machinery.



Session 5, Thursday, September 25, 2025, 9:30 am - 12:00 pm

BIZ-5

How to Build a Framework to Easily Evaluate Pricing

How often should you evaluate your prices? Quarterly? Monthly? How about *at least weekly*? For years **Julie Thome** and **Judi Turner** have individually approached pricing by considering more than just time and material. They'll share the three main components that provide a fluid way to analyze and adjust pricing. Whether you're a one-person shop or have employees, your fees will directly relate to your production capability and schedule, letting you know when you can take on new designers; what your current lead time is; or whether you need an employee. Learn to set your prices based on *your* business objectives.

GEN-5

The Fundamentals of "Art-holstery"

It's one thing to use one or two fabrics to make a piece of furniture into a functional work of art. It's quite another to use *seven* fabrics, along with other techniques and embellishments without compromising structural integrity. Whether your medium is furniture, drapery or pillows, **Ragne Smith** will open your eyes to several creative options to help you break away from the routine. She'll demonstrate creative approaches and "reimagining the existing," and discuss how to use bold color choices, print your own fabric and incorporate other creative ideas. This class will help you embrace your creative side.



There will be a 30-minute coffee break during the Session 5 classes.



WT-5

Sheer Beauty

With their design versatility, translucent fabrics are more popular than ever. In this class **Heather Taylor** will show how sheers can add a dramatic and luxurious layer to windows, or serve as the main attraction. You'll explore casements, novelty weaves, printed patterns, burnouts and different visual effects of organza, voile, bouclé, crepe, batiste and even tulle. Samples of lined sheer, and structured and unstructured sheers will be presented. Heather will demonstrate French seams and weighted hems, and share tips and techniques for heading styles. Working with sheer as draperies or shades is easier and more profitable than you think.

UPH-5

Custom Ottoman Design and Fabrication

When trying to get the biggest bang for your materials buck, a great add-on sale to any upholstery or drapery project is a pair of ottomans. They're generally small, use tools you have, and require materials masquerading as scraps. **Jonathan Bennett** will show you how to work backward from a drawing so that the wood base and foam match the desired dimensions. You'll learn how to cut and construct bases, as well as how to upholster 18-inch cube, round and storage ottomans. Jonathan will also discuss how to turn a pair of ottomans into an ongoing upsell with custom slipcovers.

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THE CWC EXHIBITOR MARKETPLACE



The CWC Exhibitor Marketplace is a dedicated time and place to spend time with friends and colleagues exploring the exhibits, meeting favorite suppliers in person, and seeing new companies for workroom products and services. Tune in to the Education Station on the show floor for informative seminars every half-hour.

The CWC Exhibitor Marketplace is open on

Wednesday, September 24, 2025

9:00 am - 5:00 pm

Exhibit Hall A and Convention Center Foyer

[See list of exhibitors at www.CustomWorkroomConference.com/participating-exhibitors](http://www.CustomWorkroomConference.com/participating-exhibitors)

Day visitors are welcome to attend as our guest. Please register to attend with your business information at the exhibit hall entrance.

Breakfast and lunch concessions available.





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Smocking Techniques
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Live demonstrations every half-hour
during the CWC Exhibitor Marketplace.
Wednesday, September 24



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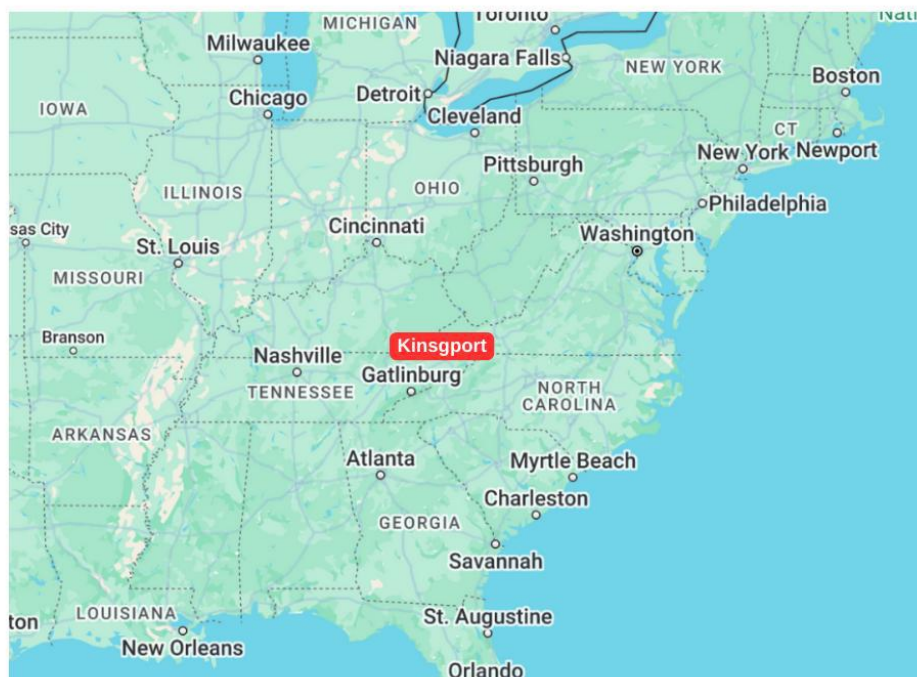


Inside the Pal's Roundhouse at the corner of East Center Street and Clinchfield Street downtown, you'll find a vintage, menagerie-style carousel with more than 30 hand-carved animals ready to take kids (or adults!) on a spin. [WEBSITE](#)

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Kingsport is located at the interchange of I-81 and I-26 an hour's drive from Asheville, NC, 1 ½ hours from Knoxville, TN, and 2 ½ hours from Roanoke, VA. Tri-Cities Regional Airport (TRI) has service to Atlanta, Charlotte, Dallas, Orlando, Daytona, and Tampa-St. Pete by Delta, American, and Allegiant.



Why Attend Custom Workroom Conference?

1. You are new to the workroom industry and would like to learn more about starting your own business.
2. You are an experienced workroom owner looking for fellowship, fresh ideas and inspiration.
3. You are looking for better and more efficient methods and equipment to improve production.
4. You would like to meet your peers and suppliers in person to build and strengthen relationships.
5. You would like help with pricing, marketing or setting business goals.
6. You desire to be part of the larger workroom community.



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Xpress YourWay: Our Xpress Yourway Program has gotten an update giving you even more options. Our best-selling finials and finishes in our Iron Art™, Bohemia Crystal and Italian Collections are now available as soon as the NEXT DAY.

BOOTH#38



HOTEL AND TRAVEL

The 2025 Custom Workroom Conference will be held at the Meadowview Conference Resort & Convention Center, 1901 Meadowview Parkway, Kingsport, TN 37660. This beautiful venue is nestled in the rolling foothills of the Blue Ridge Mountains, 90 miles from both Knoxville, TN and Asheville, NC, with beautifully appointed accommodations, 18-hole golf course, and is a short drive from the towns of Kingsport, Bristol, Johnson City and area attractions. Plus, the convenience of meeting rooms and trade show exhibit space all under one roof.



The group room rate for Custom Workroom Conference is \$169.00 + taxes for a single or double room for dates between Monday, September 22, 2025 - Thursday, September 25, 2025. Book your room online using the reservation link below. Space is limited.

[CWC Group Rate - MeadowView Marriott Reservations](#)



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You Are Invited to Attend the
After Marketplace Mixer

Wednesday, September 24, 2025

5:30 - 6:30 pm, MeadowView Grand Ballroom

Networking ~ Door Prizes ~ Refreshments
Announcement! CWC 2026 Dates & Location

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Thank you for your interest in Custom Workroom Conference.

If you have questions about attending, please get in touch.

If you would like information about exhibiting,
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