

The only educational event and trade show specifically for custom drapery, upholstery and soft-furnishing workroom businesses.



CUSTOM WORKROOM CONFERENCE & marketplace

September 23-25, 2024

Crowne Plaza Providence-Warwick, Warwick, RI

EDUCATION

Learn from industry experts and
workroom professionals

EXHIBITORS

Meet suppliers in person!

SPECIAL EVENTS

Networking and fun



www.CustomWorkroomConference.com

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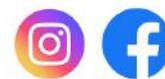
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Join the [CWC Attendees private Facebook group](#) to meet other attendees, ask questions, learn about show specials, and to plan your trip to Rhode Island.

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

Hello!

We are looking forward to Custom Workroom Conference, September 23-25, 2024, in Warwick, Rhode Island. 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, Workroom Supply, Trivantage, and CushionCraft, 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. You are the future and we are changing the industry together.

Best Wishes,

Susan Woodcock and Rodger Walker
Owners and producers of the Custom Workroom Conference



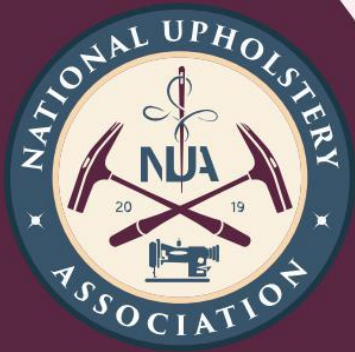


PLATE & PANEL

SEPTEMBER 22, 2024

6:00PM-9:00PM

Crowne Plaza - Bristol Room

Join us for a buffet dinner and moderated forum discussion featuring a distinguished panel of upholsterers.

Skip the hassle of dining out after CWC Registration!

**CLICK HERE
for more information
and to register**

Fees for this event are booked directly through the NUA and not included in your CWC conference registration.

Sponsored By





EVENT SCHEDULE

Sunday, September 22, 2024

4:00 – 6:00 pm, Attendee welcome & registration sponsored by Trivantage.

6:00 - 9:00 pm, “Plate & Panel” dinner presented by the National Upholstery Association (purchased through the NUA - this is not included in the CWC registration fee).

Monday, September 23, 2024

7:30 – 8:30 am, CWC Attendee Check-In

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 panel discussion sponsored by Hanes Fabrics

1:45pm – 3:15 pm, Session 3 classes

3:15 – 4:00 pm, Coffee break sponsored by CushionCraft

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

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

Tuesday, September 24, 2024

9:00 am – 5:00 pm, CWC Exhibitor Marketplace, Northern Lights Ballroom

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

Wednesday, September 25, 2024

9:30 am – 12:00 pm, Session 5 classes (includes coffee break, 10:30 – 11:00 am)

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

HOW TO REGISTER

We look forward to seeing you at the Custom Workroom Conference and Marketplace.

Cost is \$550.00 per person and includes:

Your choice of classes from 5 class sessions on Monday, September 23, and Wednesday, September 25

Hanes Fabrics buffet lunch (1) and panel discussion on Monday, September, 23

Helser Brothers Hardware “Cirque du Soleil” party on Monday evening, September 23

Exhibitor Marketplace and Education Station demonstrations on Tuesday, September 24

How to register:

- Click the red box below to see the registration form.
- Complete the form and choose one class from each time session.
- Complete payment information. You will receive confirmation and a receipt to the email address used for registration.
- Only one registration per order. Be sure to fill out the name badge information correctly. If you are completing the registration for others, please use their name.

Online registration will open on Monday, May 6, 2024, AT 12:00 pm EDT

REGISTER TO ATTEND

Cancellation policy:

Requests for refunds of attendance fees must be submitted in writing by email to owner@customworkroomconference.com.

A \$75.00 cancellation fee will be charged for refund requests received before July 23, 2024. After that, a \$125.00 cancellation fee will be charged. THERE WILL BE NO REFUNDS AFTER SEPTEMBER 1, 2024, FOR ANY REASON.

Additional lunch purchases are nonrefundable.





You are invited to be our guest
for an unforgettable evening!
RSVP below

HELSER BROTHERS

Join us as Helser Brothers will host the CWC party for an unforgettable evening of drinks, celebration, and networking. Connect with industry peers and enjoy a Cirque du Soleil-inspired celebration. All CWC attendees are welcome to attend this complimentary event!

Scan the QR code below to RSVP and receive a special gift from us at the party!



**CUSTOM WORKROOM
CONFERENCE
& marketplace**

ENTERTAINMENT

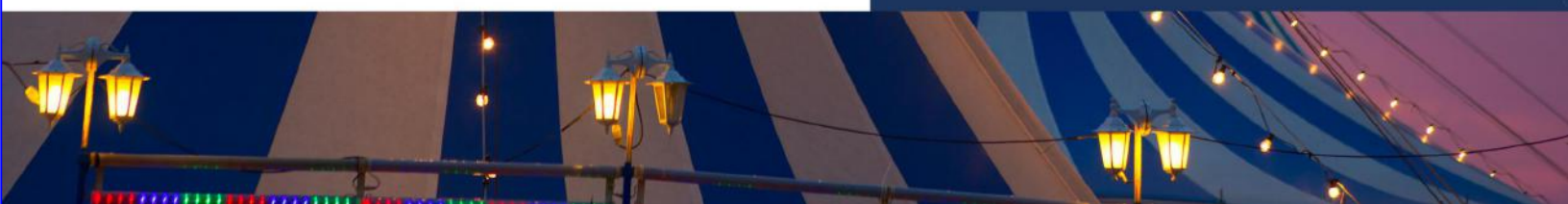
- ACROBATS
- PHOTOGRAPHER
- FLOW DANCERS
- MUSIC
- MAGICIAN
- STILT WALKERS
- COCKTAIL BAR
- AND MORE!



**CROWNE PLAZA
PROVIDENCE-
WARWICK, WARWICK
PROVIDENCE,
RHODE ISLAND**

MONDAY, SEPTEMBER 23, 2024

8:00PM-10:00PM



MEET THE CWC INSTRUCTORS



In 2002, **Hope Arbery** opened Pleat Street Inc., her Atlanta full-service workroom. As her business grew, she found it increasingly difficult to keep up with all the job details, so in 2018 she developed her own productivity software. Realizing QUIPA's potential beyond her business, she started developing it for other workrooms two years later. In 2023, QUIPA was listed in the Technology Association of Georgia's Top 40 Innovative Companies. As a workroom, her work has appeared in *Atlanta* magazine and *Atlanta Home Magazine*. She's a member of WCAA. Find out more at www.quipa.com and on Facebook and Instagram.

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 more than 30 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. He's also taught at CWC, and now offers his own sewing and upholstering classes. Jonathan's work has appeared in *100 Decorating Ideas Under \$100 (Better Homes & Gardens)*. He belongs to the WCAA Richmond Chapter and sits on NUA's board. See www.unsprungupholstery.com, Facebook and Instagram.



Cynthia Bleskachek is an operations training specialist for Andersen Windows & Doors in Bayport, Minn. Previously, she owned The Funky Little Chair, specializing in upholstery training (see The Workroom Channel for her online courses). As a trainer/consultant, Cynthia worked with many notable upholstery businesses and professionals, such as Grahn's, Grant Trick, and Got It Covered. She spent nearly 20 years immersed in the field, working between classrooms and small businesses to bridge training gaps left by shuttered trade school programs. She understands the challenges facing students and employers, as well as the need for new professionals. See more at LinkedIn.

For 21 years, **Jonathan Camp** of Canton, Ohio, has worked at Ohio Workroom (formerly Laubacher Upholstery), where he now manages nine employees. While he can confidently rework any piece of furniture, his specialty is tufting. A bench of his can be found in the Stan Hywet Hall & Gardens historic house museum in Akron, Ohio, and other work has appeared in marketing materials for St. Frank fabric and wallpaper. In his spare time he owns and manages a 300-acre lamb and purebred sheep farm. Learn more about Ohio Workroom at www.ohioworkroom.com, and on Facebook and Instagram (Laubacher Upholstery).



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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 celebrates 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 for the profit and joy of workrooms.

The biggest myth about motorized window treatments is that they're complicated. Perhaps they were 15 years ago, but the industry has come a long way since then. **Freddie Graves** will eliminate outdated ideas about motorization's complexities, and explain the basics so you'll be comfortable pricing, selling, ordering, fabricating and installing motorized window coverings. She'll review the various power and control options, as well as the many benefits of motorized treatments. Phillipe LaMothe and Nobina Preston of Window Modes will be on hand with additional advice. You'll leave with handouts on how to select the best components for your project.



A lifelong sewing enthusiast, **Theresa Harmon's** first fabrication job involved making soft furnishings for a bed-and-breakfast in 2006. She was hooked, but wasn't able to fully realize her workroom dream until 2018 when she opened All the Trimmings Shop in Chesterfield, Va. She fabricates window treatments and pillows, but loves making custom cushions most of all. Theresa has a bachelor's degree in communication arts and design from Virginia Commonwealth University. She taught for Husqvarna Viking 2017-2019, and in 2020, she won a Jill Robson Memorial Scholarship. She's currently president of the WCAA Richmond Chapter. See www.allthetrimmingsshop.com, Facebook, Instagram and LinkedIn.

Adam Hoover began his journey in the furniture industry while in college, 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. Two years ago, Adam acquired Laubacher Upholstery (now Ohio Workroom), a thriving 10-person workroom. With a degree in financial service management and minors in entrepreneurship, real estate, international business, and communication, Adam is currently creating an all-in-one design and restoration showroom in a 100-year-old building in downtown Canton, putting both businesses under one roof. See www.ohioworkroom.com.





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 (Sew Easy Windows).

While in college for fashion design, **Will Linn** spent his summers working at his aunt's drapery workroom. In 2010 he began working at Marquis Design Group in West Palm Beach, Fla., as a fabricator, and is now the workroom manager. In addition to the day-to-day running of the workroom, he builds all the custom beds, ottomans and cornices. A banquette he built and upholstered was featured in the Kips Bay Decorator Show House for Betsy Wentz earlier this year. In his spare time, he makes costumes and assists in alterations for several local ballet companies. See www.marquisdesigngroup.com and Instagram.



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Robin Matthews has owned and operated Seams Sew Right, a retail/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*, *Window Fashion VISION* and *Drapery & Design Professional* magazines. Robin has taught at CWC, Workroom Tech and for several WCAA Chapters. She's past secretary of the WCAA New Jersey Chapter and past vice president of the WCAA Virtual Chapter. She's a member of NUA. Check out Facebook and Instagram.

Jessie Lee Miller owns Winston's Workroom, a to-the-trade drapery workroom she established in 2017 in Winston-Salem, N.C. She's contributed to *Drapery & Design Digital Digest*, and has appeared on *The Sew Much More Podcast* (No. 159), *The Sew Much More Podcast: 30 Minutes With Workroom Tech* (No. 79) and The Workroom Channel's Real Workrooms (March 2024). She's an instructor for Workroom Tech regional programs, and was an inaugural member of the Workroom Accountability and Mentoring Group. When she's not focusing on the details, she dreams of learning the elusive formula for projecting fabric shrinkage and growth. See www.winstonworkroom.com and Instagram.



Amy Petersen is the owner of Gray Duck Upholstery, located in Parker, Colo. She began upholstering in 2011 after taking classes at a local trade school. Prior to making upholstery her profession, Amy earned master's degrees in business, accounting and taxation, and had a long career in public accounting. In 2019 she sold her CPA practice and made Gray Duck Upholstery official. She strives to help clients make their homes custom, beautiful and comfortable through upholstery. Amy is treasurer of NUA. You can learn more online at www.grayduckupholstery.com, and on Facebook and Instagram.

Terry Sandlin, of Cropwell, Ala., is a 30-year veteran of the home-furnishings industry. As owner of Terry's Designing Windows since 2008, she's known for her quality window treatments, bedding, cushions and pillows. Her work has appeared in *Birmingham Homes & Gardens*, *The Cottage Journal*, *Southern Living* and *Traditional Home*. 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, Facebook, Houzz and Instagram.





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Rhonda Shanahan owns The Whimsical Chair, located in Castle Rock, Colo. Since 2014 she's worked directly with her clients to create custom pieces for their homes, adding leatherwork eight 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, 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 more at www.thewhimsicalchair.com, and on Facebook and Instagram.

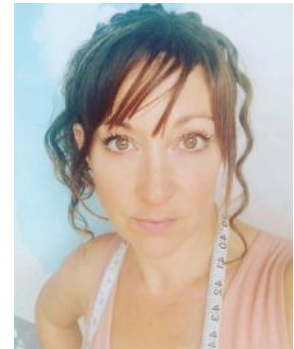
In 2003, **Heather Taylor** opened Custom Textiles, a drapery and upholstery workroom serving to-the-trade and retail clients, in Burlington, Conn. She has a degree in industrial design from the Rhode Island School of Design. She taught sewing in her studio and with intercity schools. Heather also designed a line of dance costumes printed by the McCall Pattern Co. Her Artisan Project, "Don't Knock the Knots," appeared at IWCE 2022. She was a past treasurer of IDS-Connecticut and president of the WCAA Connecticut Chapter, and is currently a member of NUA. Learn more at www.customtextiles.net and on Facebook and Instagram.





Since 1993, **Judi Andersen Turner** has operated Domicil Design, first in Cincinnati and now in Dover, N.H., specializing in slipcovers and challenging treatments. She holds a degree in fine arts, and has worked in home-décor sewing and art/design education for 30 years, including at CWC-23. Prior professional work includes costume fabrication at Cincinnati Playhouse in the Park. Judi has written for *Drapery & Design Professional* magazine, and her Artisan Project vignette, “Cerulean Spiritual Soul,” appeared at IWCE 2019. A member of WCAA, she has served as president for the Virtual and New Hampshire Chapters. See www.domicildesign.com, Facebook, Instagram and YouTube.

Polly Waite is a classically trained upholsterer and furniture restorer in Falmouth, Cornwall, England. A 16-year veteran and owner of Polliander Furniture Design & Restoration, she considers no project too big, too small or too strange. She was a specialist restorer on Channel 4’s *Mend It For Money*, and her work has appeared in *Stylist*, *Cornwall Today*, *Vogue* and *Elle Decoration*. Polly is a member of the Association of Master Upholsterers and Soft Furnishers, and her studio is an accredited training center for AMUSF. She previously taught at The Good Life Centre in London. Check out www.polliander.com, Facebook and Instagram.



Since **Angie Wewel** opened Grandview Drapery Studio in 2018, she has provided custom window treatments and soft home furnishings to designers throughout Colorado and across the United States. She was part of the Workroom Accountability and Mentoring Group (2020-2023) and is a member of the WCAA Virtual Chapter. She’s been interviewed on *The Sew Much More Podcast* (No. 255) and appeared on the “Learning About Thread” episode of *The Sew Much More Podcast: 30 Minutes With Workroom Tech* (April 2023). Her work has appeared in *Drapery & Design Digital Digest*. See www.grandviewdraperystudio.com, Facebook and Instagram.





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Lunch buffet and panel discussion, Monday, September 23

Navigating the High-End Market

A conversation with Julie Thome and Grant Trick



In a previous life, Julie Thome had a 20-year banking career as a foreign currency trader, which brought her to the United States 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.

Her business has grown, and now counts some of the biggest names in design — both in the U.S. and internationally — as regular clients. Project locations currently include New York, Washington, D.C., Idaho, Montana, Texas, Florida, Maine, Nantucket, Martha's Vineyard, New Hampshire, Alabama and Bermuda.

Julie's work has been published in *Architectural Digest*, *Elle Decor*, *UK House & Garden*, *Homes & Gardens*, *The New York Times*, *Home Beautiful Australia*, *Flower Magazine*, and *New England Home*, as well as in books by clients James T. Farmer III, Heidi Caillier Design, and Nina Farmer Interiors.

Learn more at www.julithomeinc.com, or on Facebook (Julie Thome Draperies Inc. Custom Drapery Workroom) and Instagram (@julithomedraperiesinc).



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Grant Trick was born with a desire to make beautiful things. As a creative and curious child, he filled his days learning everything he could about carpentry and sewing. After graduating from the apparel design program at the University of Alabama in 2004, he began working as a sportswear designer for Lafayette 148 New York. During his time there, he discovered the meticulous tailoring and pattern-making skills that are fundamental to his approach to furniture today. Grant further developed his talents as a contract showroom designer and prop maker for brands such as Tiffany & Co., Levi Strauss & Co., and Nautica.

His passion for the design-build process led him to San Francisco where he fell in love with the art of manufacturing custom upholstery and soft furnishings while working in high-end custom workrooms. Grant returned to his southern roots to open a custom upholstery business, Grant Trick Furnishings, now in Hickory, N.C. In 2020, Grant designed and crafted his namesake furniture line, The Grant Trick Collection, which is available through select trade showrooms.

Grant's work has been published in *Aspire*, *Architectural Digest*, *Domino*, *Elle Decor*, *Interiors*, *Milieu*, *Traditional Home*, and *Veranda*.

See more at www.granttrick.com and www.granttrickcollection.com, as well as Instagram (@grant_trick and @granttrickcollection).



Class Schedule: Choose one from each class session

Monday, September 23, 2024

Session 1, 8:30 – 10:00 am

- 1A – **Beyond Gmail: Google Your Way to Better Organization** with Theresa Harmon
- 1B – **Sewing for Showers and Sinks** with Terry Sandlin
- 1C – **Getting Comfortable With Motorization** with Freddie Graves
- 1D – **How to Fabricate Alternatively Shaped Cushions** with Jonathan Bennett

Session 2, 10:45 am – 12:15 pm

- 2A – **Elevate Your Worth through Strategic Pricing** with Adam Hoover
- 2B – **Flawless Installs** with Ann K. Johnson
- 2C – **No-Fear Laminated Roller Shades** with Robin Matthews
- 2D – **Upholstered Flutes 101** with Amy Petersen

Session 3, 1:45 – 3:15 pm

- 3A – **Training That *Works*** with Cynthia Bleskachek
- 3B – **The Science Behind Well-Behaved Drapery Panels** with Jessie Lee Miller
- 3C – **Alternative Ripplefold Methods** with Judi Turner
- 3D – **Intro to Tuffets and Poufs** with Rhonda Shanahan

Session 4, 4:00 – 5:30 pm

- 4A – **Educating Designers: Your Secret Salesforce** with Hope Arbery
- 4B – **Techniques for Upholstering Walls** with Will Linn
- 4C – **A French Method for Blackout Roman Shades** with Angie Wewel
- 4D – **Mastering the Art and Craft of Button Tufting** with Jonathan Camp

Wednesday, September 25, 2024

Session 5, 9:30 am – 12:00 pm

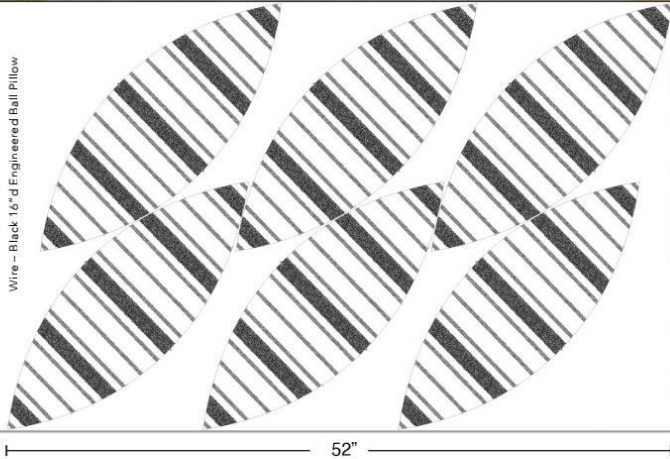
- 5A – **Workroom Business Valuation** with Jeanelle Dech
- 5B – **Think “Dress” for Slipcover Success** with Jonathan Bennett
- 5C – **Manipulating Fabric for Window Treatments** with Heather Taylor
- 5D – **The Art of Sculpting With Loose Materials** with Polly Waite

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CWC CLASSES

Session 1, Monday, September 23, 2024, 8:30 - 10:00 am

1A

Beyond Gmail: Google Your Way to Better Organization

If you have a Gmail account, you have a wealth of productivity tools at your fingertips and may not even know it. **Theresa Harmon** and her team have used a multitude of Google products — Gmail, Docs, Sheets, Calendar and Photos — to keep track of progress on client jobs, deposits made, materials to be ordered, and more. She'll show you how each product can be used alone, or in combination with other tools, such as Forms, Slides, Drive and Tasks, as well discuss as the benefits of upgrading to Workspace. Learn how you can communicate better, and save time and money.

1B

Sewing for Showers and Sinks

When is a shower curtain more than “just a shower curtain”? When the opening to a big shower is really small, or a freestanding tub has a rain shower head and needs 360-degree curtains, or any time you have to go beyond the “standard” 72-inch curtain with buttonholes. **Terry Sandlin** will help you sort out the myriad details, including appropriate fabrics, trims, liners and hardware. She'll also show you how to measure for the perfect fit. Sink skirts can be just as tricky, so Terry will help you navigate how to measure, what your attachment options are, and much more.

1C

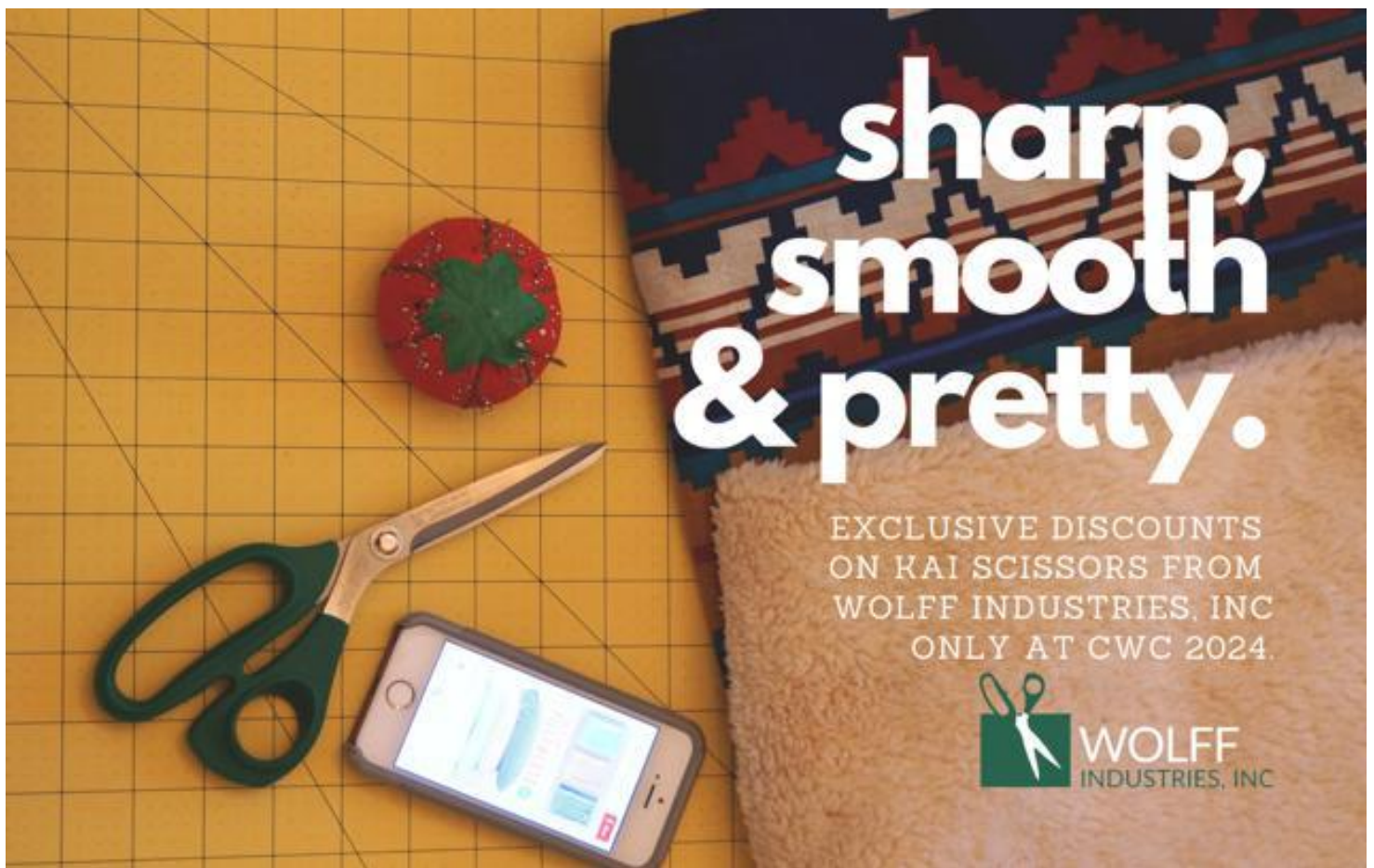
Getting Comfortable With Motorization

The biggest myth about motorized window treatments is that they're complicated. Perhaps they were 15 years ago, but the industry has come a long way since then. **Freddie Graves** will eliminate outdated ideas about motorization's complexities, and explain the basics so you'll be comfortable selling, ordering, fabricating and installing motorized window coverings. She will review the various power and control options, as well as the many benefits of motorized treatments. Representatives from WindowModes, Phillipe LaMothe and Nobina Preston will be in attendance to offer advice and support. You'll leave with handouts on how to select the best motor, wiring and programming for your project, and an understanding of the best pricing practices.

1D

How to Fabricate Alternatively Shaped Cushions

Regular boxed cushions can be tricky enough to fit, but throw in some curves, odd shapes, arm cutouts, concave angles with welt and boxing, or perhaps top and bottom plates that aren't the same size, and you have some real challenges. **Jonathan Bennett** will help you successfully solve each problem by showing you how to correctly mark up your template, and make sure the cutouts fit nicely around the arms. He'll also explain how to pattern a cushion cover that adds allowances in the right places for feather/down inserts. Plus, he'll share his favorite approach for ensuring well-behaved fabric.



Session 2, Monday, September 23, 2024, 10:45 am - 12:15 pm

2A

Elevate Your Worth Through Strategic Pricing

Are you truly charging what you're worth? It's time to elevate your pricing strategy and step into your true value. With years of experience in pricing strategy and business development, **Adam Hoover** has witnessed firsthand the transformative impact of charging what one is truly worth. He'll share insights, strategies and practical tips, as well as equip you with the tools you need to elevate your pricing structures effectively and *confidently*. Now more than ever, as clients demand higher quality, markets evolve and businesses face new challenges, mastering pricing strategies is essential for your long-term success.

2B

Flawless Installs

The ultimate goals for every window treatment job are a flawless install and a happy client. Your best chance at success is to start thinking about the install during your first phone call ... and not the day before the install. With her decades of fabrication experience, **Ann K. Johnson** will share what to watch for every step of the way, whether you're measuring, ordering materials or choosing the best fabrication methods. She'll provide you with checklists of potential challenges and tips for prepping for the install itself. If you play your cards right, your installer will love you, too.

2C

No-Fear Laminated Roller Shades

Raise your hand if you've avoided laminated roller shades mainly because you're afraid of making a mess and ruining someone's expensive fabric. Don't worry — **Robin Matthews** will walk you step by step through the process. She'll talk about the tools and materials you need, and which fabrics work best and which to avoid. She'll discuss when to have the fabric come off the back, and when to do a reverse roll. Plus, Robin will show you what lift systems are available and when to use each. You'll leave this class with the confidence to laminate a shade of any size.

2D

Upholstered Flutes 101

Sometimes called "tufted channels," upholstered flutes are an impressive but easy skill to add to your workroom repertoire, and give a nice modern look to banquette backs, headboards, benches and more. While this style of tufting is a fairly straightforward process, the trick is in the measuring and planning. **Amy Petersen** will walk you through the preplanning stage, as well as talk about the tools you need, what to use for the base, what fabrics work best (and how much you'll need), how to choose foam, and options for hanging the finished project.

Session 3, Monday, September 23, 2024, 1:45 - 3:15 pm

3A

Training That Works

Internal training can be a challenge — but it's also a tremendous opportunity for those who are able to navigate it. With decades of training experience, **Cynthia Bleskachek** will share strategies and methods for building a training path that works while staying focused on productivity. You'll explore capturing standards, assessing functional proficiency, and formalizing entry points. Whether you run an upholstery shop or a drapery workroom, work solo or have a team, or plan to hire someone with limited or no experience, having a plan for training success is critical — for your apprentice, and for the financial health of your business.

3B

The Science Behind Well-Behaved Drapery Panels

We all want our drapery panels to hang in perfect folds, gently sweep along the floor and traverse smoothly, but sometimes our best efforts are rewarded with droopy panels, flaring layers ... and disappointed clients. You *can* achieve well-behaved drapery panels, and **Jessie Lee Miller** will show you how. She'll share how fabric substrates, fiber blends, and the weave of the textile can all impact drapery behavior. She'll also cover research-based methods for adding structure, reducing growth/shrinkage of fabrics, and controlling flare, as well as the many benefits of stabilization. Finally, she'll talk about "faux linens" and their replacement possibilities.

3C

Alternative Ripplefold Methods

With its clean look and minimal stack requirements, the ripplefold heading is a very popular one. But what if you could get the look and function ... without the special hardware, topstitching or math? For 25 years **Judi Turner** has explored the possibilities of *faux* ripplefold headings, which look similar from the front, operate the same, and allow you to use other hardware. She'll cover fabrication techniques, the pros and cons of the different heading styles, and considerations for determining which heading to use. Even with today's decorative ripplefold tracks, these headings will expand your drapery heading repertoire.

3D

Intro to Tuffets and Poufs

Far from the subject of nursery rhymes, tuffets — and their cousinly poufs — are a great add-on sale and canvas for creativity. **Rhonda Shanahan** will explain the differences between these small footrests, and then discuss how they're made. For poufs, specifically, she'll talk about selecting the perfect fabric and patterns, as well as tips for cutting, stitching and stuffing. For tuffets, she'll show you shape and style options, and go over options for feet and how to attach them to your frame. Rhonda will also discuss adding buttons, trims and fringe, as well as how to adapt these for outdoor use.



Workroom Supply LLC is proud to sponsor the coffee break on Monday, September 23, 10:00 - 10:45 am. You are invited to join us between classes for networking, gifts and coffee. We look forward to meeting you at CWC!

Jennifer White, Owner, Workroom Supply LLC
Jennifer@WorkroomSupply.com

Session 4, Monday, September 23, 2024, 4:00 - 5:30 pm

4A

Educating Designers: Your Secret Salesforce

To the outside world, it appears that workrooms work *for* designers, but if you look at it another way, these same designers also work *for you*. Over her 20-plus years of owning a workroom, **Hope Arbery** has worked with more than 40 interior designers. She'll draw on those experiences to teach you how to educate your designers about selecting window treatment designs for function and style, choosing fabrics and embellishments, staying apprised of new products and trends, and much more. Learn how training your designers can help you strengthen your professional relationships, streamline communications, and increase your sales volume.

4B

Techniques for Upholstering Walls

Why upholster walls? Well, why not? It's a great alternative to wallpaper or paint, and it can often help with a space's overall design, as well as with noise control. Plus, it's neither outdated nor difficult. **Will Linn** will show you the ins and outs of upholstered walls using standard upholstery techniques, including full walls, inset panels and individual wall panels. He'll also demonstrate how to do so with decorative trim, trimless track and wall panels, as well as discuss the tools needed. You'll leave with the know-how to add this to your list of workroom services.

4C

A French Method for Blackout Roman Shades

The beginning of **Angie Wewel's** Roman shade fabrication journey wasn't always smooth. After a bit of research and development, however, she settled on a method that improved the quality and look of her shades, reduced fabrication time, *and* increased her profits. In this class, Angie will cover what linings and interlinings are needed to achieve French blackout; how ribs improve the overall function of the shade; the critical relationship between thread, rings and pinholes of light; when to use low-bulk side hems; and much more. She'll also share tips for quickly and accurately marking for ribs, rings and finished length.

4D

Mastering the Art and Craft of Button Tufting

Sure, button tufting is very pretty, but what does it actually *do*? Find out in this comprehensive class on button tufting technique. **Jonathan Camp** will teach you how to strategically lay out button patterns to achieve a visually appealing design, as well as how to transfer foam patterns accurately onto fabric. He'll show you step by step the proper techniques for folding tufts and tying off patterns. Plus, he'll discuss the tools and materials you'll need, including needles, button types, button dies and foam. You'll leave this class with the confidence to tackle tufting projects with ease.



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Session 5, Wednesday, September 25, 2024, 9:30 am - 12:00 pm

5A

Workroom Business Valuation

What's your workroom business worth? Even if you don't have plans to sell anytime soon, having a realistic understanding of business valuation is helpful for strategic planning, and is necessary for credit applications, future business sale or succession, and estate settlements. **Jeanelle Dech** will share the techniques analysts use to assign monetary value to businesses, and then show you how to apply these techniques to create a snapshot of valuation. All this will then allow you to establish a clear vision, set goals and sharpen your day-to-day processes. As a result, your business will become more profitable.

5B

Think "Dress" for Slipcover Success

Jonathan Bennett's first slipcover took him two weeks to make. Since then, he's made hundreds of them, and he eventually realized that a slipcover is nothing more than a party dress for a piece of furniture. The good news is you don't need a fashion degree. Jonathan will discuss choosing the best slipcover fabric, properly notching seams and using them as a sewing roadmap, installing a lapped zipper on the back corner, planning a tailored skirt, and more. Leave this class knowing how to give your slipcovers a pleasant silhouette so that they hang properly without weird lines and puckers.



Attendee Checklist

- Business cards
- Comfortable shoes
- Sweater or jacket for wearing in classrooms
- Pens and note paper
- Shopping list for Exhibitor Marketplace
- Business credentials for opening accounts
- Tote bag or small, rolling case.
- You will receive a name badge, event schedule and exhibitor list with booth locations when you check-in.



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Booth #9!



5C

Manipulating Fabric for Window Treatments

You may know many sewing tricks, but might not have thought how to apply them to window treatments. In this class, **Heather Taylor** will show how to broaden your embellishment skills to add details and dimensions to valances, drapery panels and operable shades. She'll present techniques like selective folds, pintucking, smocking, piecing and, yes, wrinkles to highlight how sunlight and shadows enhance the designs. Heather will display how to plan printed fabric for shades to look different open or closed. Best of all, she'll showcase at least 12 full-size samples demonstrating these classic techniques for modern applications.

5D

The Art of Sculpting With Loose Materials

If you've ever wondered why traditional upholstery is still important in today's world, this class is for you. First, **Polly Waite** will explain different types of traditional materials — including coir, horsehair, rubberized hair, different hessians and burlap, and linen scrim — and the pros and cons of each. Then, she'll show you how to work with coir and hair, and how to use hand stitching and regulating to sculpt loose stuffing materials into the perfect shape with the right tension. Other discussions will include when and how to reuse materials, and how far you can deviate from a piece's original shape.



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TRAVEL AND HOTEL

The 2024 Custom Workroom Conference & Marketplace will be held at the Crowne Plaza Providence-Warwick Hotel and Conference Center, 801 Greenwich Avenue, Warwick, Rhode Island 02886. Situated on more than 80 beautifully landscaped acres, the Crowne Plaza Providence-Warwick is the perfect location to combine comfortable accommodations with the convenience of meeting rooms and trade show exhibit space all under one roof.



The group room rate for Custom Workroom Conference is \$149.00 + taxes for a single or double room for dates between Sunday, September 22, 2024 - Wednesday, September 25, 2024. Book your room online using the reservation link below. Space is limited.

[CWC Group Rate - Crowne Plaza Providence-Warwick Reservations](#)

Note: If you plan to add days to your reservation before or after the group rate dates (before Sunday, September 22, or after Wednesday, September 25) the additional nights will not be priced at the group rate.



The Crowne Plaza Providence-Warwick is located just 4 miles from T.F. Green International Airport. Complimentary shuttle to and from the airport is provided for hotel guests. If you are driving, there is plenty of free parking at the hotel.



Education Station



Live demonstrations every half-hour
during the CWC Exhibitor Marketplace.
Tuesday, September 24



Italian Stringing
Slipcover Skirts
Zipper Pouches
Coverlet Corners
Specialty Pillows
“Working” Cornices
DOOR PRIZES and more!

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 educational programs every half-hour.

The CWC Exhibitor Marketplace is open on

Tuesday, September 24, 2024

9:00 am - 5:00 pm

Crowne Plaza Providence-Warwick Grand Ballroom and Grand 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 welcome desk to receive a name badge.



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Why Attend Custom Workroom Conference?

You are new to the workroom industry and would like to learn more about starting your own business.

You are an experienced workroom owner looking for fellowship, fresh ideas and inspiration.

You are looking for better and more efficient methods and equipment to improve production.

You would like to meet your peers and suppliers in person to build and strengthen relationships.

You would like help with pricing, marketing or setting business goals.

You desire to be part of the larger workroom community.





www.WorkroomTech.com



Custom Workroom Technical Center or "Workroom Tech" is a training facility dedicated to helping custom workroom businesses with hands-on and online classes for fabricating window treatments and soft furnishings. There are classes for all skill levels, whether you would like to learn how to sew home decor and start a workroom business, or are an established professional seeking to hone your skills. Located in the foothills of the Blue Ridge Mountains in Tryon, NC, Workroom Tech is at the center of a charming town, within easy walking distance of restaurants, shops and galleries.

**We look forward to meeting you at Custom Workroom Conference!
Stop by the Workroom Tech booth during the Exhibitor Marketplace for a free gift!**

Hands-on classes at Workroom Tech in Tryon, NC

May 15-16, 2024, Introduction to Sewing Soft Furnishings with Laurie Medford
 May 17-18, 2024, Introduction to Sewing Pillows and Cushions with Susan Woodcock
 June 14-15, 2024, Getting Started with Window Treatment Installation with Robin Matthews
 June 20-22, 2024, Custom Shades: Level I with Susan Woodcock
 July 23-24, 2024, Build and Upholster a Custom Ottoman with Nancy Sargent
 July 25-26, 2024, Button Up Leather Tufting with Rhonda Shanahan
 August 1-3, 2024, Parsons Chair Slipcovers with Emily Pettit

Online classes (1- hour live class sessions each week)

June 11, 18 and 25, Low-Bulk Pleated Draperies with Susan Woodcock
 June 13, 20 and 27, Cornice Boards with Laurie Medford
 June 11, 18 and 25, Grommet Draperies with Blackout Lining with Laurie Medford
 July 16, 23 and 30, London Shades with Susan Woodcock
 August 6, 13, and 20, Interlined, English Method Draperies with Susan Woodcock

Special Events

November 8-9, 2024, Slipcover Summit in Tryon, NC
 Historic lodging, learning and small town fun in the foothills of the Blue Ridge Mountains with other slipcover makers and instructors Emily Pettit, Jeanelle Dech, and Jonathan Bennett.

See class descriptions and registration informaton at www.WorkroomTech.com/classes

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