

WALLCOVERINGS  
ASSOCIATION

2013

ANNUAL MEETING

January 27-29, 2013

SandPearl Resort • Clearwater Beach, Florida



Wallcoverings Association

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

# Schedule of Events

*\* Schedule is tentative and subject to change.*

## SATURDAY JANUARY 26, 2013

12:00 pm – 5:00 pm.....Golf Tournament (Optional)

## SUNDAY JANUARY 27, 2013

9:00 am – 10:00 am .....Committee Meeting: Membership  
 9:00 am – 10:00 am .....Committee Meeting: Statistics  
 10:00 am – 11:00 am .....Committee Meeting: Revenue  
 10:00 am – 11:00 am .....Committee Meeting: Marketing  
 11:00 am – 12:00 am .....Committee Meeting: Program Committee  
 11:30 am – 12:30 pm .....Board of Directors Lunch  
 12:30 pm – 5:00 pm .....Board of Directors Meeting  
 12:30 pm – 5:00 pm.....Afternoon – Ind. Supplier Meetings  
 6:00 pm – 7:00 pm .....Welcome Reception

## MONDAY JANUARY 28, 2013

7:30 am – 12:00 pm.....Registration Open  
 7:30 am – 9:00 am .....Breakfast  
 9:00 am – 9:30 am .....Opening Remarks: WA Update  
 9:30 am – 10:30 am .....Opening Keynote: Scott Deming  
 10:30 am – 10:45 am .....Morning Break  
 10:45 am – 11:45 am .....General Session: Mark Strauss  
 11:45 am – 12:30 pm .....General Session: Industry Trends  
 12:30 pm – 5:00 pm.....Afternoon – Ind. Supplier Meetings  
 1:30 pm – 3:30 pm.....Spouse/Companion Event  
 6:30 pm – 7:30 pm .....Allman Award Cocktail Reception  
 7:30 pm – 9:00 pm .....Allman Award Dinner/Presentation  
 9:00 pm – 10:30 pm .....Associates Night Dessert Reception

## TUESDAY JANUARY 29, 2013

7:00 am – 12:00 pm.....Registration Open  
 7:00 am – 8:30 am .....Breakfast  
 8:30 am – 9:00 am .....Opening Remarks: WA Update  
 9:00 am – 10:00 am .....Opening Speaker: Brian Beaulieu  
 10:00 am – 10:15 am .....Morning Break  
 10:15 am – 11:15 am .....General Session: Bruce Ford  
 11:15 am – 12:15 pm .....General Session: TecTrac Presentation  
 12:30 pm – 5:00 pm.....Afternoon – Ind. Supplier Meetings



# Featured Speakers

## OPENING KEYNOTE



**Scott Deming**  
*RCI*

In 1983 Scott Deming started his own marketing and advertising company RCI, which eventually grew into a multi-million dollar organization servicing Fortune 500 companies and many other medium to large corporations across the country. Deming and his firm helped their clients successfully grow their business and beat their competition with what could be considered (by the conservative competition) as renegade branding, sales, customer service and communications programs. Not surprisingly, it was this very same progressive thinking that helped Deming's firm realize uncommon growth and success over a twenty plus year period and achieve many awards, such as *The Business Journal's* "Most Inspiring Business of the Year."

With a style and energy unlike any other, Deming teaches these successful techniques to corporations like Verizon Wireless; Wells Fargo; Okidata; USAA; GlaxoSmithKline; UTC Carrier; Servpro Industries and many more.



**Mark Strauss**  
*Interior Design Magazine*

Mark Strauss is the President of Interior Design Media, the global, industry-leading design publication, website, and events company serving the interior design industry.

Strauss was named Publisher of *Interior Design* magazine in 1994, which under his leadership has experienced strong, continuous growth. He headed the development of *interiordesign.net*, the go-to site for relevant and real-time content for the industry's largest and most engaged design audience. Leading the charge, Interior Design Events was launched this year, creating in person experiences that

connect the industry and promote thought leadership and collaboration across a wide range of practice areas.



**Brian Beaulieu**  
*ITR Economic*

Brian Beaulieu has been an economist with ITR Economics since 1982 and its CEO since 1987. He is also Chief Economist for Vistage International and TEC, global organizations comprised of over 13,000 CEO's. At ITR, Beaulieu has been engaged in applied research regarding business cycle trend analysis and the utilization of that research at a practical business level. For the past 25 years, he has been giving workshops and seminars across the US and Canada to thousands of business owners and executives. Prior to joining the ITR Economics, Beaulieu was an economist for the US Department of Labor where he worked on the health care component of the Consumer Price Index. He is co-author of the book, *Make Your Move*.



**Bruce Ford**  
*Lodging Econometrics*

Bruce Ford is Senior Vice President of Sales for Lodging Econometrics (LE), the industry authority for hotel real estate. Ford has worked in the hospitality industry for more than 7 years. In his role, he is responsible for the growth of LE as a nationally recognized source of hotel development and hotel real estate sales information. He initiated LE's Call Management Program (CMP), which targets important Prospects in the LE database and merges them into any company's call management system.

He specializes in designing CMPs for Vendors, traveling extensively to meet with Home Office Marketing Teams and Field Staff to develop customized programs to their specifications. Ford has participated in writing on hotel real estate matters for leading industry publications, and his research reports are often cited in articles and newspapers.

# Accommodations & Travel



You may now book your housing for the 2013 Annual Meeting! To make reservations, call the SandPearl Resort at 877-726-3111 or 727-674-4111. Make sure to book your housing before **Friday, January 4, 2013** to receive the WA discounted standard room rate of \$249.00/night (based on first-come, first-serve basis). Contact WA for hospitality suite information and availability.

**Please note:** When making your reservation over the phone, remember to mention that you will be attending the WA 2013 Annual Meeting.

*Additional Annual Meeting information is available online. If you have any additional questions please feel free to contact WA Headquarters at 312-321-5166.*



## Optional Events



### Golf Tournament

**Saturday, January 26**

**12:30 pm - 5:00 pm**

**Belleair Country Club**

Ready to display that swing you have been practicing? Join fellow WA members for a beautiful afternoon of networking, friendly competition and round of golf.

The challenge of two 18-hole golf courses at the Belleair Country Club is only paralleled by its beauty. Designed by Donald Ross, one of America's most famous golf course architects, the greens and fairways reflect essentially the same spirit and original features as Ross designed them in the early 1900's. Beautifully maintained and extraordinarily scenic, these courses will challenge and inspire golfers of all levels.

The golf course is located at the Belleair Country Club just 10 minutes from the SandPearl Resort. Register now- space is limited.

*\*Includes box lunch, shotgun start, cart fee, greens fee and prizes.*

### Spouse/Companion Event: Interactive Cooking and Demonstration

**Monday, January 28**

**1:30 pm - 3:30 pm**

**SandPearl Resort**

Enjoy an interactive cooking demonstration with Executive Chef Steve Jordan. Chef Jordan's concept is to use everything possible that is seasonal, and with this mission in mind, he directs a staff of 32 cooks in his Sandpearl Resort kitchen.

Learn how to prepare seasonal selections with fellow WA attendees. You will be able to taste the dishes and take away recipes that you may try at home! Register now— space is limited.



## Additional Attractions

Some of the additional area attractions you may take advantage of while attending the WA Annual Meeting include the SandPearl Resort's spa services (WA attendees receive a special spa discount), the Clearwater Marine Aquarium Behind-the-Scenes Tour, the Sea Life Safari Eco-Tour, kayaking excursion, Tradewinds Sailing, astronomy night, wading with dolphins excursion and much, much more.

Local area attractions include: shopping, dining and fishing at Pier 60, Mandalay Arcade, Captain Blighs Landing Miniature Golf, Clearwater Marina, Busch Gardens, Lowry Park Zoo and the Florida Aquarium.

Make reservations in advance for activities and dining by contacting the SandPearl Resort concierge at 727.441.2425.

Visit [www.wallcovering.org](http://www.wallcovering.org) to register online today!

# Registration Form

- Please print or type; make copies of this form for each attendee.
- Return completed form with payment to WA Headquarters by January 11, 2013 to be included in the attendee listing distributed at the event.
- Membership dues must be current and full payment must accompany your registration.
- You must be a registered attendee in order to attend any WA sponsored event.
- Non-members are only allowed to attend one meeting as a prospective member.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_ Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

CATEGORY: \_\_\_\_\_ Wallcoverings Manufacturer \_\_\_\_\_ Wallcoverings Converter \_\_\_\_\_ Wallcoverings Distributor \_\_\_\_\_ Associate/Supplier  
 \_\_\_\_\_ Wallcoverings Specialty Manufacturer \_\_\_\_\_ Wallcoverings Retailer \_\_\_\_\_ Other

**GUEST INFORMATION (Spouse or Significant Other): Registration Fee Required.**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

**REGISTRATION:**

- Early Bird Registration (On or before December 31) = \$475 per person \_\_\_\_\_
- Member Registration Fee (After December 31) = \$550 per person \_\_\_\_\_
- Non-Member Registration Fee = \$990 per person \_\_\_\_\_
- Companion (Spouse or Significant Other) Registration Fee = \$250 per person \_\_\_\_\_
- Golf Registration Fee = \$225 per person \_\_\_\_\_
  - Golf Club Rental = \$50 per person \_\_\_\_\_ ( Right  Left clubs)
- Allman Award Dinner Guest: Registration Fee = \$95 per person \_\_\_\_\_

**TOTAL AMOUNT DUE:** (Registration Fee): \_\_\_\_\_ (add lines above)

**RSVP Allman Award Dinner = (include # attending)**

Yes \_\_\_ Will be attending No \_\_\_ Will not be attending

**PLEASE INCLUDE FULL PAYMENT WITH REGISTRATION FORM:** Registration will not be processed without full payment.

**PAYMENT INFORMATION:**

- American Express  Visa  Mastercard  Check

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

**Cancellation Policy:** Cancellations must be received in writing and postmarked no later than January 11, 2013 and are subject to a \$75 per registration processing fee. No refunds will be issued after January 11, 2013.



**DISABILITY or SPECIAL NEEDS**

It is important to us that you enjoy the WA Annual Meeting. If, due to a disability, you have any special needs, accommodations or requirements, please let us know in the space provided below and we will do our best to accommodate your needs.

\_\_\_\_\_

Please return completed registration form and payment to WA before January 11, 2013. You may send by mail or fax.

Wallcoverings Association | 8254 Solutions Center | Chicago, IL 60677-8002 | Fax: (312) 673-6928