



**Wallcoverings Association Fall Meeting
October 5 - 6, 2010
The Westin Baltimore Washington Airport - BWI**

Tentative Schedule of Events as of 9/7/10 - subject to change

Tuesday, October 5

10:00 am - 12:30 pm	Technical Committee Meeting
1:00 pm - 5:00 pm	Board of Directors Meeting
5:00 pm - 7:30 pm	Registration Open
5:30 PM	Opening Remarks
6:00 pm - 7:30 pm	Reception

Wednesday, October 6

7:30 am - 8:45 am	Residential Program Development Meeting
8:00 am - 4:00 pm	Registration Open
8:00 am - 9:00 am	Continental Breakfast
9:00 am - 9:30 am	WA Update (Financials, focus, projects) - Mike Bixler
9:30 am - 10:30 am	Social Media Primer - Dennis Collins
10:30 am - 10:45 am	Morning break
11:00 am - 12:00 pm	The Sustainability Standard is Finished - What Do I Do Now? - Jeff Rezin, Petie Davis
12:00 pm - 1:15 pm	Networking Luncheon
1:30 pm - 1:45 pm	Vinyl Institute Update
1:45 pm - 2:45 pm	What your Customers Want from You - Bob DeStefano
2:45 pm - 3:00 pm	Afternoon break
3:00 pm - 4:00 pm	Sustainability Case study