



# WA 2010 Annual Meeting

## January 31- February 2, 2010

### Embassy Suites Tampa - Downtown Convention Center Tampa, Florida

---

Register now for the WA Annual Meeting! Visit the Events Section at [www.wallcoverings.org](http://www.wallcoverings.org) to download the registration form and to review meeting details. The special WA room rate is only \$209! Call the Embassy Suites at 813.769.8300 or visit the WA registration page online for accommodations.

***Room reservations and registration forms must be submitted by January 10, 2010.***

---

#### **Featured Speakers**



***Pamela Bayer***

Bayer brings 15 years of experience in interior design and general contracting for residential and commercial clients. As an entrepreneur with her own successful design company (Pamela Bayer Interiors), PBI specializes in consumer, corporate and industrial interior design. Bayer has decorated rooms in Rachael Ray's TV show studio, interview sets for Inside Edition and works projects at vacation retreats, conventional and contemporary residences, metropolitan high-rises, condos and restaurants. Bayer is an advocate of wallpaper and stays current on wallcoverings trends and styles. She is known for promoting the topic on TV and in print interviews.



***Jacquelyn Ottman***

For over 20 years, as the president and founder of J. Ottman Consulting, Inc., Jacquelyn Ottman has helped over 60 of the Fortune 500 including 3M, HSBC, S.C. Johnson, and Nike as well as the U.S. EPA's Energy Star® label find competitive advantage by leveraging credible green marketing and eco-innovation strategies. As a pioneer in green marketing, Ottman has written three award-winning books on the subject. Her book, *Green Marketing: Opportunity for Innovation 2nd Edition*, is called the "definitive work on the subject" by the American Marketing Association. It was named one of the top business books of the year and has been translated into six languages. Today she is a sought-after speaker at industry conferences and corporate gatherings around the globe. Ottman belongs to many associations. She co-chairs both the Sustainable Brands conference, and the Sustainable Business Committee of the Columbia University Business School Alumni Club of NY, to name a few.

---

Wallcoverings Association  
401 N. Michigan Ave.  
Suite 2200  
Chicago, IL 60611

Phone: (312) 321-5166  
Fax: (312) 673-6928  
E-mail: [info@wallcoverings.org](mailto:info@wallcoverings.org)