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**“WCAA INSPIRE 2011” FIRST ANNUAL CONFERENCE
SEPTEMBER 7th-10th IN LOUISVILLE, KENTUCKY:
DESIGNER SARAH RICHARDSON, HGTV HOST,
IS KEYNOTE SPEAKER**

Gold River, CA, May 25, 2011: The planning committee for the Window Coverings Association of America’s “INSPIRE 2011” Educational Conference and Trade Show is hard at work coordinating all the exciting details for its first national event which will take place September 7th – 10th at the Galt House Hotel in Louisville, Kentucky. Visit www.wcaa.org for complete information.

“We’re particularly delighted to have designer Sarah Richardson – the host and co-producer of “Sarah’s House” and “Design Inc” on HGTV, as our keynote speaker on Thursday, September 8th”, cites Jenna Abbott, WCAA’s executive director. “In addition, we’re bringing together the very best professionals in the industry to teach interactively and provide all attendees with an opportunity to receive specific information based on their interests and needs.” Over the three-day period, workshops and seminars will focus on design and color application, fabrication and installation techniques, business and financial goals and sales and marketing tools.

Teaching at Inspire 2011 will be Karen Lander, Sarah Devaney-O’Neil, Jackie Von Tobel, Beth Hodges, Karen Hardy, Arlene Sauck, Vita Vygovska, Susan Kostelecky, Sue Thomas, Fred Berns, Ramon Hardy, Karen Gill, JoAnne Lenart-Weary, Sarah Youngblood, Peggy Morgans, Debbie Williamson, Susan Woodcock Schurz, Misty Trevino, Anita Boetsma, Laurie Medford, Trenia Bell, Ann Meinecke, Scot Robbins and Susan Gill.

In addition, there will be a full scale exhibition hall Trade Show featuring valuable wholesale resources for the home furnishings industry, a ‘Speed Biz’ event including recognized and new vendors, a ‘Fab Lab’ demonstration area coordinated by industry veteran Donna Skufis and a gala dinner party to celebrate WCAA’s 25th Anniversary.

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The Conference is open to everyone in the home furnishings industry including interior designers, decorators, workrooms, installers, window coverings retailers, as well as individuals who are interested in switching into a career in the fabrication and/or design business.

WCAA members who wish to attend and Industry Partners who wish to exhibit are extended preferential pricing. Those new to the WCAA enjoy a pricing structure for the event which includes a membership in WCAA.

INSPIRE 2011 has been structured as an all-inclusive event. Conference pricing provides access to classes and events as well as hotel accommodations, breakfast, lunch, access to the Exhibition Show and the Gala Dinner. A pricing plan for those local to the Louisville area or those who wish to arrange alternative accommodation is also available. All inclusive prices range from \$699 to \$1199.

“INSPIRE 2011 is a fabulous opportunity to network with many of your window coverings colleagues from all over the country,” continued Abbott, “and exchange views on re-energizing business. We look forward to a wonderful time.”

For a complete listing of class descriptions, teacher biographies and attendee/exhibitor pricing structures, visit wcaa.org. Additional daily notices about WCAA INSPIRE 2011 can be found on [Facebook](#) and [Twitter](#). For more information, call the WCAA office at 888.298.9222.

PHOTO CAPTION: Sarah Richardson, co-host and co-producer of “Sarah’s House” and “Design Inc.” on HGTV, will be the keynote speaker at WCAA’s INSPIRE 2011 on September 8th.

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