



ALL-DAY CLASSES

Tuesday, September 18, 2007 – 8:00 AM to 5:00 PM

101. Magnifico Metallic Plasters – Karibeth Miller

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$275

Description: Work with a variety of products learning how to easily and profitably create sophisticated, luxurious, high-end finishes such as October Road, French Lingerie, crushed pearl, Jasper, Chateau and more. Learn techniques such as color blending, embossing and multi-color layering, as well as using gold leaf and more. Leave with five portfolio samples, a complete instruction book and a complete working knowledge of these products.

Supplies to Bring: Stainless steel trowel & paper towels

Supplies Provided: All

Supply Donor: Adicolor Inc.

102. Distressed Finishes For Furniture, Cabinets, Molding & Panels – Nancy Jones

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$315

Description: Achieve the look of time worn finishes and old world finishes using traditional and modern water based products. Create a crackled milk paint finish, metallic painted peel, layered crackles, layered textures and snakeskin. Antiquing and toning techniques will be used to create nuances of aged, well loved furniture. Lecture and demos will include proper surface preparation techniques for new and used furniture.

Supplies to Bring: Basics

Supplies Provided: Acrylic paints & mediums from JoSonja & Perfetto

Supply Donor: ArtWorks! Spokane

103. Rich Accents By ProFaux – John Catalanotto, Greg Frohnapfel

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: Intermediate

Fee: \$319

Description: Learn four beautiful textures with smooth and small aggregate plasters and acrylic waxes. These “green” (low or no VOC) finishes are sure to be a hit with your high-end clientele.

Supplies to Bring: None

Supplies Provided: All

Supply Donor: N/A

107. Veneer Overlay System For Decorative Concrete Floor Effects On Patios, In Foyers, Wine Cellars & More – Rick Fischer

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$290

Description: Learn an easy way to beautify concrete floors and give them great artistic expression without a lot of labor. Learn strategies for expanding your business and finding your niche. Ask questions or share experiences in an open forum. Topics include obtaining a studio to display your work, sharing the space with other craftsman in the community, introducing yourself to local designers, thinking outside the box when it comes to advertising your business and adding additional products such as furniture, lighting or design consultation to your portfolio.

Supplies to Bring: A quality Venetian or flat trowel & apron

Supplies Provided: Everything needed (including gloves and dust masks)

Supply Donors: Deco Illusions Inc. & ProFaux Inc.

HALF-DAY CLASSES – TUESDAY

Tuesday, September 18, 2007 – 8:00 AM to 12:00 PM

108. How To Get Paid What You Are Worth As A Decorative Painter – Kirstin Carey

Type: Lecture / Slides / Demonstrations

Number of Hours: 4

Number of Students: No Limit

Skill Level: All Levels

Fee: \$125

Description: Learn how to raise the perceived value of your business so you'll be closing deals and cashing checks. Also learn secrets to writing proposals that skyrocket your closing rate up to 75%, as well as strategies to avoid going on sales calls that waste your time. Learn how to sell on your comfort level and uncover contract language that will get you paid upfront to avoid cash flow problems. Also discover how to handle buyer objections, set your pricing and more.

Supplies to Bring: Paper & pen

Supplies Provided: Hand-Outs

Supply Donor: The Orange Tree Consulting

Tuesday, September 18, 2007 – 1:00 PM to 5:00 PM

109. What I Wish I Knew Then – Amy Ketteran

Type: Lecture

Number of Hours: 4

Number of Students: No Limit

Skill Level: All Levels

Fee: \$87

Description: Learn the biggest mistakes creative business owners make and how to avoid or fix them, including the top three things to avoid when starting or running a creative business. Discover the one universal truth about business that no one talks about. Build a personal business framework. Decide how and when to start or start over.

Supplies to Bring: Pencil & paper

Supplies Provided: Worksheets

Supply Donor: N/A

TWO-DAY CLASSES – TUESDAY

Tuesday, September 18, 2007 – 8:00 AM to 5:00 PM

110. Master Graining & Marbling 1 – Leonard Pardon

Type: 2-Day Hands-On Workshop

Number of Hours: 16

Number of Students: 20 Maximum

Skill Level: Intermediate / Advanced

Fee: \$645

Description: Join this British Master of faux painting for an entertaining and wildly informative workshop on graining and marbling methods. If you need to expand or strengthen this area of your portfolio, don't miss this opportunity to learn eight exciting finishes from a true master of the craft. Class registration includes Leonard's booklet, *Faux Finish It*, which eliminates taking notes in class. Brushes will be available for sale to class participants at a 50% discount.

Supplies to Bring: Apron, paper towels and brushes

Supplies Provided: All other supplies

Supplies Donor: Pardon Studio Inc.

111. Murals To Go 1 – Tish Inman

Type: 2-Day Hands-On Workshop

Number of Hours: 16

Number of Students: 16

Skill Level: All Levels

Fee: \$645

Description: Focus is on a variety of techniques developed to make mural painting fast, fun, easy and effective. Emphasis on painting on canvas allows artists to work from their home/studio at their own pace and ship finished murals to anywhere in the world. Use tricks of the trade without an audience. Don't break your neck for ceilings. Take the fear out of large-scale projects. Learn new approaches, methods, techniques, skills and attitudes to conquer murals.

Supplies to Bring: None

Supplies Provided: All

Supply Donors: Golden Artist Colors Inc. & I Gotcha Covered Inc.

112. Modern Masters Mixed Media With Textures 1 – Joe Saenz

Type: 2-Day Hands-On Workshop

Number of Hours: 16

Number of Students: 12

Skill Level: Beginning / Intermediate

Fee: \$385

Description: Includes a variety of textures and raised/imbedded ornament finishes utilizing a wide variety of Modern Masters® products that include ShimmerStone®, Venetian Plaster, Metal Effects®, Metallic Paint Collection™, Decorative Painter's Professional Faux decorative paint products, as well as Texture Effects®. Learn the proper application from beginning to end of all products used. Tools will be provided but feel free to bring your own ID-labeled trowels, Japan scrapers & stipple brushes. Students will be given the instructions for finishes taught in class. Cameras are welcome but no video cameras allowed.

Supplies to Bring: Note pad & pen for taking additional notes

Supplies Provided: Trowel, natural sea sponge, mini roller & ShimmerStone® color deck (take home)

Supply Donor: Modern Masters®

Wednesday, September 19, 2007 – 8:00 AM to 5:00 PM

TWO-DAY CLASSES CONTINUED

110. Master Graining & Marbling 2 – Leonard Pardon

111. Murals To Go 2 – Tish Inman

112. Modern Masters Mixed Media With Textures 2 – Joe Saenz

ALL-DAY CLASSES – WEDNESDAY

113. Easy Does It By ProFaux – John Catalanotto, Greg Frohnapfel

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: Intermediate

Fee: \$319

Description: Explore simple backfill and skip trowel techniques in winning color combinations. Elegant techniques designed for high productivity and use over existing knockdown wall finishes.

Supplies to Bring: None

Supplies Provided: All

Supply Donor: ProFaux Inc.

114. European Inspired Finishes For Furniture, Cabinets, Molding & Panels – Nancy Jones

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$315

Description: Create sophisticated, high-end furniture finishes. Learn to mix your own durable stains using high quality water-based products. Paint complex layered stains, traditional chip-off Cracklure, Marquetry with wood graining and Mother of Pearl inlay. Antiquing and toning techniques will be used to create nuances of aged, well loved furniture. Lecture and demos will include proper surface preparation techniques for new and used furniture. Fee includes a complete course syllabus including product conversion charts.

Supplies to Bring: None

Supplies Provided: Acrylic paints & mediums from JoSonja & Perfetto

Supply Donor: ArtWorks! Spokane

115. Dueling Trowels – Tammy & Brian Burleigh

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: Intermediate / Advanced

Fee: \$345

Description: Join this husband and wife team as they introduce seven innovative new finishes with an eighth mystery finish. Teaching side by side, they will accomplish the same finish, the same product with a different technique and totally different look that will help distinguish you from your competition. Eight finishes, 16 techniques.

Supplies to Bring: Venetian trowel, stipple & blending brush

Supplies Provided: Chip brushes, sponges, boards, T-shirts & aprons

Supply Donor: Golden PROCEED

117. Italian-Style Trompe L'oeil – Pierre Finkelstein

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$350

Description: It's time to really learn your Trompe L'oeil, striping and ornamentation, all Italian-style. In the days of fresco painting, the Italian's created the illusion of dimension with very few strokes that were well placed, dynamic and very effective. Learn, practice and improve Trompe L'oeil techniques. Enjoy a full day of informative explanation about theory behind painted highlight and shadow. Students will complete a full and diverse panel that will include the following techniques: creating faux molding using a striping edge, stenciling, ornamentation and quick background marble/texture. A brush kit will be available online prior to class at Pierre's website at www.pfinkelstein.com (look for the Faux Event TL kit).

Supplies to Bring: Artist brushes

Supplies Provided: All except brushes

Supply Donor: Pierre Finkelstein

118. Veneer Overlay System For Decorative Concrete Floor Effects On Patios, In Foyers, Wine Cellars & More – Rick Fisher

Type: 1-Day Hands-On Workshop (Repeat of Class 107)

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$290

Description: Learn an easy way to beautify concrete floors and give them great artistic expression without a lot of labor. Learn strategies for expanding your business and finding your niche. Ask questions or share experiences in an open forum. Topics will include obtaining a studio to display your work, sharing the space with other craftsman in the community, introducing yourself to local designers, thinking outside the box when it comes to advertising your business and adding additional products such as furniture, lighting or design consultation to your portfolio.

Supplies to Bring: A quality Venetian or flat trowel & apron

Supplies Provided: Everything needed (including gloves & dust masks)

Supply Donors: Deco Illusions Inc. & ProFaux Inc.

119. Carved In Stone – Karibeth Miller

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$199

Description: Focus is on easy faux stone finishes, hand painting skills and perspective, as it pertains to Trompe L'oeil Grisaille painting techniques that further develop artistic skill. Also study highlight and shadow, adding depth and other mural aspects. Students will complete one 24" x 26" panel on Cambric.

Supplies to Bring: None

Supplies Provided: All (including patterns and complete instructions)

Supply Donor: Golden Artist Paints Inc.

120. Sumptuous Silks – Cindy Testerink

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All levels (trowel experience a plus but not necessary)

Fee: \$300

Description: Give walls the look and feel of sophisticated fabrics imitated by stunning plaster finishes. Designers love these finishes so don't miss out!

Supplies to Bring: Steel and/or hard plastic trowel

Supplies Provided: Everything except a trowel

Supply Donor: CADA

ALL DAY CLASSES – THURSDAY

Thursday, September 20, 2007 – 8:00 AM to 5:00 PM

125. Trompe L'oeil, The Art & The Science – Amy Ketteran

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: Intermediate / Advanced

Fee: \$327

Description: Using one of the hottest techniques in the industry, learn the how and why behind making an object appear three-dimensional. At the end of this class, you will have the tools needed to make an object look 3-D without having to do still-lives, light studies or finding a picture with exactly the right lighting. Learn the four elements in all good Trompe L'oeil, including the one that most people miss. Learn how and why to place dark and light, the science and art behind color choices, your single most useful tool (and it's free) top resources for shapes and forms and much more.

Supplies to Bring: Paper, pencil & paper towels

Supplies Provided: Paint & brush kits (take home)

Supply Donor: N/A

126. Vinegar Painting 1 & 2 – Bill Russell

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 10

Skill Level: Beginner / Intermediate

Fee: \$465

Description: Morning focuses on learning the materials and techniques of vinegar painting. Students complete 15-20 finished examples. Afternoon provides an opportunity to develop the basic skills and complete a two-part picture frame and an 18"x24" plaque. By choosing colors, textures and placement along with linear detail, students will gain a better understanding of the design and application process of working through a vinegar painting project from start to finish.

Supplies to Bring: None

Supplies Provided: All (including class notes)

Supply Donor: Bill Russell Studio

127. Decorative Concrete Overlay For Counter Tops & Decorative Mill Work – Rick Fischer

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: All Levels

Fee: \$345

Description: Each student will take home two 20" x 20" samples and two decorative moldings. A demo on counter tops will also be reviewed.

Supplies to Bring: Venetian plaster trowel or high quality flat trowel & apron

Supplies Provided: Everything (including gloves & dust masks)

Supply Donor: Deco Illusions Inc.

128. From Pebbles To Lime – Joe Greco

Type: 1-Day Hands-On Workshop

Number of Hours: 8

Number of Students: 20

Skill Level: Intermediate (some plastering experience)

Fee: \$695

Description: Understand the basic fundamentals of lime plasters from a manufactured to a finished product. Learn the traditional application of stucco, Marmo, Marmorino, Coccio-Pesto and lime paint, as well as uses of specialty primers, waxes and sealers. Students will complete six boards.

Supplies to Bring: Basics

Supplies Provided: Boards & plasters

Supply Donor: Totem Designs Inc.

HALF-DAY CLASSES – THURSDAY

Thursday, September 20, 2007 – 8:00 AM to 12:00 PM

129. LusterStone Workshop – Diane Corso & Jay Elliott

Type: 1/2-Day Hands-On Workshop

Number of Hours: 4

Number of Students: 20

Skill Level: All Levels

Fee: \$185.00

Description: LusterStone™ is the most requested finish on the market today and has always been a stunning finish on its own. This workshop will provide an emphasis on techniques and the wide variety of its finishes elevating it to new levels of brilliance. Students will learn to manipulate LusterStone™ in a variety of ways.

Supplies to Bring: Stainless steel trowel

Supplies Provided: All

Supplies Donor: Faux Effects Inc.

130. Interior Designers Or Interior Disasters? Back by popular demand, an Expanded Edition – Ed Mattingly

Type: Lecture / Demo

Number of Hours: 4

Number of Students: No Limit

Skill Level: All Levels

Fee: \$75

Description: Interior designers and paint contractors co-exist at thousands of high-end projects everyday. Learn how to navigate the twists and turns of this potentially lucrative business relationship by putting together a specialized market niche business plan. Discussion will include how to prepare for a designer consultation, building a portfolio that sells, where to reach designers, common pitfalls and sampling costs, as well as client/painter and designer/painter dialogue. Watch your business grow by becoming an indispensable partner to the design community. A round table discussion follows the session.

Supplies to Bring: Notebook & pen

Supplies Provided: Sample boards, tools, paints, glazes & Hand-Outs

Supply Donor: Ralph Lauren Paint

131. Marketing The Easy Way – Kirstin Carey

Type: Lecture / Slides / Demonstrations

Number of Hours: 4

Number of Students: No Limit

Skill Level: All Levels

Fee: \$125

Description: Learn all you need to know to market easily and effectively to work with the clients you like the most. Learn the #1 worst way to market (and most creative people are doing it). Learn how to identify and market to that perfect client. Discover five ways to get more consistent business. Learn the secrets of uncovering new business that your competitors don't want you to know. Also benefit from a test for your website to make sure it's bringing you clients.

Supplies to Bring: Paper & pens

Supplies Provided: Hand-Outs

Supply Donor: The Orange Tree Consulting

132. Business Seminar – Pierre Finkelstein

Type: Lecture

Number of Hours: 4

Number of Students: No Limit

Skill Level: Intermediate / Advanced

Fee: \$215

Description: Join Pierre for his increasingly popular business seminar. Pierre's 25 years of excellence as a craftsman and a businessman has proven to be a winning combination. In the beginning, his business struggled like most but Pierre has managed to experience continual growth, which he attests to a polished reputation and solid numbers. Pierre will take you through his behind-the-scenes practices that improve client/designer relations, estimating, job logistics and getting paid. This system is applicable for businesses of all sizes and clientele. Also includes an extensive Q&A to pick Pierre's brain.

Supplies to Bring: Pen & paper for note-taking

Supplies Provided: N/A

Supply Donor: N/A

Thursday, September 20, 2007 – 1:00 PM to 5:00 PM

133. When You Can Climb The Ladder No More – Rebecca E. Parsons

Type: 1/2-Day Hands-On Workshop

Number of Hours: 4

Number of Students: 20

Skill Level: All Levels

Fee: \$225

Description: What do you do with all those valuable decorative painting skills when your body says it's time to get off the ladder but you still need to make a living? Let Rebecca lead you through this reinvention process with skills she has garnered in the last nine years since she was told she would never climb again. You will also receive a copy of Rebecca's new book: *Come Down from the Ladder, There's Art Down Here*.

Supplies to Bring: Note-taking materials (no recording devices allowed)

Supplies Provided: Art-making materials

Supply Donors: Golden Artist Colors, Adicolor & Rebecca E. Parsons Studios Inc.

134. Secrets To Selling Yourself – Adrienne van Dooren

Type: Lecture / Slides

Number of Hours: 4

Number of Students: No Limit

Skill Level: All Levels

Fee: \$85

Description: This lecture will cover the secrets to selling yourself to your clients and finding out what the client really wants. Easily convince them to select you over the lower bids. Learn keys to presenting a professional image and develop portfolios that sell. Learn how to get the attention of designers and the secret to referrals. Discover how to be remembered and other out of the box marketing strategies that can double your business.

Supplies to Bring: Paper & pencil

Supplies Provided: N/A

Supply Donor: N/A

135. Managing Business Strategies – Nick Cichielo

Type: Presentation

Number of Hours: 4

Number of Students: 25

Skill Level: Intermediate / Advanced

Fee: \$95

Description: This PDRA seminar provides owners and managers with the necessary tools to successfully manage a faux finishing business. This comprehensive business management workshop will give you the knowledge and tools needed to effectively and successfully run or start-up a faux finishing business.

Supplies to Bring: Note-taking materials

Supplies Provided: N/A

Supply Donor: N/A

136. Job Site Glazing – Pierre Finkelstein

Type: Demo

Number of Hours: 4

Number of Students: 20

Skill Level: Advanced

Fee: \$175

Description: If you think you've taken this class, you're wrong. This class is the nuts-and-bolts approach to almost any glazing project. Everyday challenges will be addressed from start to finish. This demonstration class will take place on a wall-sized section for a full visual of job site circumstances including dealing with corners, avoiding lap marks, preparation, working with an assistant, body ergonomics, making the best use of your tools and much more.

Techniques will include three-color glazing, watermarks and ragging.

Supplies to Bring: Paper & pen for note-taking (camera allowed)

Supplies Provided: N/A

Supply Donor: N/A

137. Do What You Love, Business Confab – Rebecca E. Parsons

Type: 1/2-Day Hands-On Workshop

Number of Hours: 4

Number of Students: 20

Skill Level: All Levels

Fee: \$175

Description: This is your chance to ask a self-employed business veteran of 30 years your toughest decorative painting business questions. Open to anyone who wants to take their business to the next level. Each student will also receive a personal, one-on-one, 30-minute coaching session with Rebecca after they return home (\$100 value).

Supplies to Bring: Note-taking materials (no recording devices allowed)

Supplies Provided: Rebecca's 4th Edition Business Workbook

Supply Donor: Rebecca E. Parsons Studios Inc.

138. Olde World Plasters – Diane Corso & Jay Elliott

Type: 1/2-Day Hands-On Workshop

Number of Hours: 4

Number of Students: 20

Skill Level: All Levels

Fee: \$185.00

Description: Create authentic Olde World walls using Faux Effects Plasters and leave with sample boards of European Style finish and Old Italian Villa. Products are all latex, user-friendly, textured and made from actual marble dust in an acrylic resin. This workshop is designed for the professional who wants to offer a broader variety of unique finishes.

Supplies to Bring: Stainless steel trowel

Supplies Provided: All

Supplies Donor: Faux Effects Inc.

Reminder to Students

Basic supplies for each student to bring for classes includes paper towels, soft rags, hair dryer, name tags for sample boards, notebook, pen, pencil, Sharpie marker, ruler, scissors, blue painters tape, brushes, brush/trowel cleaners, personal work gloves, apron, paint shirt and bubble wrap or wax paper to put between samples. If a class you are taking involves trowel work, you may want to bring your own small stainless steel trowel and Japanning spatulas.

*Take your **passion & your business** to the next level.
Get educated, get motivated & get inspired by some of the greatest minds in Faux.*