



INTERNATIONAL DECORATIVE ARTISANS LEAGUE

2010 INTERNATIONAL DECORATIVE ARTISANS LEAGUE CONVENTION

July 21 to 25, 2010 Oregon Convention Center, Portland, OR

IDAL™ INSTRUCTOR APPLICATION INFORMATION

TIMELINE:

October 30, 2009	Deadline for Online Applications
January 8, 2010	Instructors notified of selected classes
January 31, 2010	Instructor Signed Agreement deadline
March 1, 2010	Convention Brochure on website
March 15, 2010	Online Registration opens – estimated date
June 28, 2010	IDAL™ class cancellation deadline
July 12, 2010	Online Registration closes

INSTRUCTOR INFORMATION

We appreciate the time you spend preparing and submitting the Instructor Application correctly and on time. Please read all the Instructor Application Information to ensure you complete the forms properly.

We look for new Instructors and classes every year and welcome back Instructors who have taught successful classes at previous conventions. We will give preference to NEW classes as our goal is to attract enthusiastic convention attendees. All Instructors, with the exception of new Instructors, must be members in good standing of IDAL. NEW Instructors, or those who have not taught for IDAL in the last three years, must email or mail two signed letters of recommendation from students, other IDAL Instructors, or schools where you have taught in the past year to IDAL Headquarters.

All Instructors need to submit current biographical information and a current digital, good quality, 6" x 4" (vertical) 300 dpi or better personal photo. The Instructor biography must be 300 words or less including your contact information (telephone, website and email address). Email it to dbrosie@offinger.com subject line NAME and INSTRUCTOR BIO. This information will be posted on the IDAL website and, for first-time Instructors, an abbreviated form will be included in the spring issue of Artisphere magazine.

INSTRUCTOR / IDAL COMMUNICATION

All communication with Instructors is by email. Please ensure you provide us with your correct and valid email address. Please add these email addresses to your safe email list:

- Event Manager Denise Brosie dbrosie@offinger.com
- Education Board Liaison Pamela Hernandez phernandez@decorativeartisans.org

If you have any questions about the Application, please contact Denise Brosie at the email above.

SELECTION PROCESS:

The Education Committee, composed of IDAL members, will review your submission. First consideration will be given to those Applications that are postmarked on or before October 30, 2009. Class selections are based on content, affordability, salability, and time and/or space availability.

CLASS PROMOTION

To maximize student selection of your class we strongly recommend that you promote the class through your website, E-Newsletters, forums, clients and students.

CLASS REGISTRATIONS

To help you prepare for your class, you will be advised of your registered students approximately 6 weeks after online Registration begins and again in June. You may also be contacted to determine the number of extra students you will allow to register on-site at Convention.

CLASS CANCELLATIONS

Instructors may not cancel their class for any reason other than illness or personal tragedy. Any Instructor canceling for any other reason may not be permitted to teach the following year. **The cancellation request must be emailed to dbrosie@offinger.com and phernandez@decorativeartisans.org.**

Classes with low registration enrollment may be cancelled by agreement between the Instructor and the Education Committee. No substitution for the advertised Instructor will be allowed. IDAL cannot guarantee that the class will fill or be held at the 2010 Convention.

INSTRUCTOR PAYMENT

All Instructors acknowledge that they are independent contractors and not an employee, agent or partner of IDAL. A Social Security Number or an Employer Identification Number is needed in order to process payment to an Instructor. If the *Instructor* is to be paid, provide the Instructor's name and SSN. If a *Business* is to be paid, provide the Instructor's name, the Business Name and the Business EIN number on the agreement mailed upon acceptance.

Classes to be taught by more than one person must indicate the percentage to be paid to *each* Instructor listed on the Application. The name and SSN or EIN of both Instructors must be included on the Application.

The Instructor payment will be calculated on the number of paid-up students registered with IDAL at the time of the class, times 65% of the class price. Checks will be mailed within a month following the conclusion of the Convention, provided that the signed Class Rosters are delivered to the IDAL Registration Desk. Please keep one copy of the **Class Roster** for your records.

IDAL EXPOSITION VENDORS

If you are also a vendor at the Exposition, there is a **Vendor Packet** that can be picked up at the IDAL Registration Desk. If you have a booth, please ensure you have adequate staff to set it up, run it, or break it down while you are teaching.

** Note: If you have a preference for a certain day of the week that you would prefer not to teach due to Expo booth responsibility, please indicate such on the Instructor Application in the Special Request section.

CONVENTION AND CLASS REGISTRATION BY INSTRUCTORS

Instructors are NOT required to register for convention unless they are taking classes from another instructor. If you wish to take classes, complete the online registration on IDAL's website. Instructors may use up to 2 one-day registrations at a daily rate or may pay full registration at discounted pre-registration rate or the onsite full registration fee. Full registration includes entry to multiple events.

AWARDS BANQUET TICKETS

Purchased banquet tickets are required to attend the Awards banquet. These can be purchased at Convention (prior to the banquet cut off day) or by contacting IDAL office.

SALES OF PRODUCT IN THE CLASSROOM

Instructors may promote and sell their own products, books, tapes, seminars, etc. and the tools needed to complete their project, in the classroom provided the selling of products in the classroom does not disrupt the actual training. The Instructor is responsible for all money exchange and local or state tax filings and requirements. No outside sales are allowed in the classrooms.

TEACHING AT IDAL CHAPTERS

Many Chapters bring in Instructors to conduct classes and workshops. If you would like your name added to a Traveling Instructor Resource List for IDAL Chapters email your request to phernandez@decorativeartisans.org

APPLICATION FORM

For **each proposed class** you must submit the following:

ONLINE:

- ONE completed Instructor Application via the IDAL website

- Email the following items to Denise Brosie dbrosie@offinger.com
 - Digital color photo 6" tall x 4" wide 300 dpi of class project
 - File name should be: INSTRUCTOR LAST NAME and CLASS TITLE
 - Email subject line should be: INSTRUCTOR LAST NAME and CLASS TITLE
 - One copy of the Material Safety Data Sheet (MSDS), or ASTM equivalent, for each product that you will be using in class

BY MAIL: IDAL, Attn: Denise Brosie, 1100-H Brandywine, Blvd, Zanesville, OH 43701

- Signed Instructor Application for each accepted class – due January 31, 2010.

NEW INSTRUCTORS or IF YOU HAVE NOT TAUGHT FOR IDAL WITHIN 3 YEARS

EMAIL TO: dbrosie@offinger.com

- One Instructor Biography – maximum of 300 words
- One Instructor photograph, color 6" tall x 4" wide 300 dpi or better
- Two recommendations from students, other recent IDAL Instructors or schools where you have taught in the past year.

CLASS PHOTOGRAPH

Every workshop, lecture or demonstration Application requires ONE representative photograph of what will be taught. You may leave one sample as a surprise to your students. This will allow you to teach a newer technique or color in addition to what you submitted with this Application. This photograph is extremely helpful to the Committee in their rating of your class and to members buying your class. The photograph must be color, 300 dpi or better 6" tall x 4" wide digital format.

It is important to make sure your photo is in focus and the project is shown full frame. If more than one technique or sample will be taught in the class present all of the techniques in the ONE photo.

The File Name and Email Subject Line of the digital photograph must be the INSTRUCTOR NAME and CLASS TITLE.

By submitting the Application, you give IDAL permission to reproduce your photograph on the website and any other IDAL promotional materials.

CLASS DESCRIPTION AND INFORMATION

Each class Application requires:

- **30 characters or less** for Class Title
- **100 words or less** for Class Description
- Supplies, tools or stencils the student will keep (see below)
- Supplies the student will bring
- Substrates used
- Mediums used and Product brands used
- Size of project (see below)
- Supplies "donated by" info

CLASS TYPES

Workshop classes:

All workshop classes are “hands on” classes. Students can expect to complete the project in class or be given all materials needed to complete the project at home. If the intent is to complete **only certain components** of the advertised sample (photo), please clearly state it in your Class Description. A photo of the project and step-by-step written instructions must be given to all students. Maximum class size is 20 for one Instructor and up to 30 students with one Instructor and an assistant, **not including the monitor**, subject to registration and classroom availability.

Lecture/Demonstrations:

Lectures and Demonstrations are scheduled for two or four hours in length. Students either observe the Instructor demonstrate a technique or learn from an Instructor’s lecture. Classes are set up theater style, unless otherwise requested in advance. Class capacity depends on room availability.

CLASS PRICE and INSTRUCTOR PAYMENT:

Instructors determine the market price for their classes. This price includes the cost of supplies, the Instructor fee and a percentage for IDAL. The price you set will be the advertised per student price of your class. **IDAL will retain 35% of the published per student class price and the balance will be paid to the Instructor in one payment within 30 days after convention.** Remember that the Education Committee and students look carefully at the cost of a class in deciding which classes to choose.

CLASS HOURS:

Class Days are structured as: 8 am to 12 noon and 1:30 am to 5:30 pm

Class hour options include:

One-Day Hands-on Workshop Class:

- 2 hours
- 4 hours
- 8 hours in two 4-hour segments

Two-Day Hands-on Workshop Class:

- 8 hours in two 4-hour segments on DIFFERENT days
- 12 hours in ONE AND A HALF days
 - 8 hours day one and 4 hours day two OR
 - 4 hours day one and 8 hours day two

Lecture or Demonstration 2 hours 4 hours

CLASS SUBJECT:

Classes are listed in one of the following subjects. Please determine which best describes your class.

100	Artistic Stenciling	500	Cabinetry/Furniture Finishes
200	Murals	600	Decorative Wall Finishes
300	Trompe L’Oeil Graining, Marble	700	Business Lecture/Demo
400	Fine Art	800	Artistic Lecture/Demo

CLASS ACTIVITIES:

To help students select classes that best suit their skill level we ask you to list activities that will take place in class starting with a verb.

For example if the class subject is Artistic Stenciling, activities might include: Use stencil, Use stencil brushes, Cut stencil, Use multiple overlays, Use registration marks, Design stencil, etc.

STUDENT SKILL LEVEL

All classes are categorized as: beginner, intermediate, advanced or all levels. We do not qualify our students, but want them to know at what level the class will be taught. Please indicate the level applicable for your class.

- **Beginner:** student has limited knowledge of basic fundamentals and minimal skills in the stated medium. Student may be introduced to products and techniques; student will copy instructor
- **Intermediate:** student has had previous classes, some experience and well-developed skills in the stated medium. Student may intermix products, customize finishes and relate them to jobs
- **Advanced:** student is experienced and enjoys a challenging, fast-paced class. Student may intermix finish techniques and innovate & design new finishes
- **All Levels:** for all levels of students and for Business & Artistic Lecture/Demo

SUGGESTED PROJECT SIZES:

- We suggest that sample boards be 16" x 20", or less, as larger boards may not fit on tables or into suitcases. A canvas 30" wide x 48" high maximum can be accommodated in classes using a table turned up on its end as an easel.

PRODUCTS USED IN THE CLASSROOM

Solvent-based products will be not allowed for projects. All products must comply with Oregon and EPA requirements.

Material Safety Data Sheets (or ASTM standards equivalent) are required with each class Application. These will be compiled and made available to students at the IDAL Registration Desk. An additional copy must be in the classroom with the Instructors. Random spot checks may be done to ensure they are available in your classroom. All products must be commercially available. Optimally, all products used are able to be disposed of with water-bucket exchanges. Products deemed hazardous by any legislation, or products requiring special disposal, must be documented with your Application, including the details of the product and its disposal method.

We expect Instructors to understand the products that they use. The Instructor's Agreement contains clauses relating to the Instructor's proper or improper use of products, appropriate disposal, and the use of products not approved by IDAL.

A class Application will not be accepted unless it is accompanied by the relevant MSDS forms.

STUDENT BASIC and ADDITIONAL SUPPLIES

Students are expected to bring a Basic Supply Kit to each workshop class. This list of supplies is posted online and includes:

notebook	pen or pencil	Sharpie marker
blue masking tape	hangers with clips	styrofoam plates
paper towels	gloves	

GLAD Press'n-Seal * *to cover & protect all classroom chairs*

Please indicate any additional supplies that students will need to bring for your specific class or indicate that only "Basic" supplies are required. If there are any special brushes, trowels, sponges, or tools that are needed, please be specific, unless you will be providing them. Although Basic supplies are posted, some students will forget and others may sign up for the class at Convention and not have supplies. Some Basic supplies are sold at the IDAL store but it's always wise for Instructors to have extra supplies to keep class moving.

PRODUCT DONATIONS OR CLASS SPONSORSHIP

Many manufacturers are willing to donate products or offer them at a reduced rate as it is an excellent way for them to advertise their products and for IDAL to achieve its goal of keeping class prices at a fair and reasonable level. Please contact manufacturers before you decide on the class fee. Classes may be sponsored by a manufacturer or school, only if the students receive a reduced class price.

DISPLAY SAMPLE

A completed class sample may be displayed in the IDAL Registration Area to generate interest in your class. The Instructor is responsible for leaving the sample out overnight or taking it back to their room each evening. Please print the complete class description for display with your Sample. You may choose to put up an 8 1/2" x 11" photo of your original sample, instead of posting your original.

DETAILED HANDOUT INSTRUCTIONS FOR STUDENTS:

Instructors must provide each student:

- detailed, step-by-step description of the process or method
- photo or photocopy of the completed project (so that the students may repeat the process at a later date. Students have also requested step-by-step photos; however, this step is optional.)
- email address for follow-up questions or assistance
- listing of the products used including: brand names, colors and sources
- tools

OTHER INFORMATION

INSTRUCTOR MEETING

Instructor Meeting will be held the first day of Convention. This is an important meeting that includes last minute changes and instructions, hotel or convention center information, a question and answer period and introductions to convention staff. If you are unable to attend, it is your responsibility to find out what last-minute instructions have been given.

INSTRUCTOR PACKETS

Instructor Packets will be available at the INSTRUCTOR MEETING. This includes your name badge, expo booklet (which lists the class locations), purchased banquet tickets, and other information. If you are unable to attend the Instructor Meeting, pick up your Instructor Packets at the **IDAL** Registration Desk.

CLASS ROSTER & EVALUATION PACKETS

This Packet includes 2 Class Roster lists, Evaluation forms, and a Monitor Instruction sheet. **Pick up your Packet at the IDAL Registration Desk just before your class.**

Instructors are responsible for returning *one copy of the signed Class Roster* to the IDAL Registration Desk immediately after each class. This can be done by your Monitor by adding it to the envelope with the completed Class Evaluation sheets. The additional Class Roster is for you to keep for your records. The Monitor should sign both copies.

CLASS EVALUATIONS

Stop the class for 10 minutes about an hour from the end of the class to allow students to fill out their Class Evaluations. All copies are returned to the Monitor, separated by color and put back into the envelope. The envelope is returned to the IDAL Registration Desk by your Monitor. Instructors may pick up their copy later in the week at the IDAL Registration Desk. Unclaimed evaluations will be mailed to you.

The Education Committee reviews these Evaluations and the comments provided on them are taken into consideration when selecting Instructors for future conventions. No Instructor has been excluded from teaching because of one poor evaluation! It can also be an invaluable tool for you to plan and improve your future classes.