



ARTISAN DESIGN GROUP

DESIGN CENTER MANAGERS CONVERGE ON SAN DIEGO



Key Note Speaker Sherm Harmer, President of the California Building Industry Association, is honored by Jaimi Thompson, President of Artisan Design Group.

Braving the worst wild fires in San Diego history, Design Center Managers from across the country attended the “2003 Design Center Management Symposium.” The event, sponsored by the San Diego based “Artisan Design Group,” was the first independent national forum created exclusively for design center managers.

In addition to the sessions covering coaching techniques, creating value in a new home design center environment, and industry innovation, the Keynote Speaker was the President of the California Building Industry Association, Sherman D. Harmer, Jr. Outlining the broad economic impact of the housing market on our economy, Mr. Harmer shared invaluable insights dissecting the evolution of the design center process, and helpful techniques to enhance the success of the diverse design center operations.

“Today’s interest rates have basically doubled the buying power of the homebuyer, and in our turbulent times, people are investing more and more in the comfort and luxury of their home environments,” Harmer pointed out. While Design Centers have a longer history in California, Kathleen Sullivan, attending from Atlanta, Georgia, is *“excited about the growing*

popularity of Design Studios in the south, and more builders recognizing both the needs of new homebuyers and the increased opportunities those provide for the builder.”

Jennifer Hoyt, Senior Development Manager for STAINMASTER® Carpet also presented the A.S.I.D. credentialed “Color Point Of View - 2003” reviewing both trend indicators and emerging trends for the use of color in marketing and merchandising. Hoyt also outlined carpet purchase trends in the different regions of the United States.

Rosie Ayo-Hodson, attending from Orlando, Florida concluded that *“this Symposium has provided me with valuable information to share with my design staff,”*...and then added, *“of course I’ll have to give it to them a little at a time so I don’t overwhelm them!”*

One of the greatest benefits was the chance to network and share with similar roles in other areas. As Karen Kools, from San Diego, California concluded, *“The Symposium was a terrific opportunity to get together with other Design Center Managers and brainstorm new and innovative ideas!”*