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ARTISAN DESIGN GROUP,  
founder of the National Design Center Management  
Symposium, announces the newest event for  
Design Center Professionals.

# DESIGN CENTER Forum 2006

**Design Centers In  
A Buyers Market-  
Lead, Leverage,  
and Win!**

**August 3-4, 2006**

**Hilton Gaslamp, San Diego**

**Registration Limited~Enroll Now!**

**[www.ArtisanDesignGroup.net](http://www.ArtisanDesignGroup.net)**

*Designed exclusively for  
the new home industry, this  
unique gathering provides  
two information-filled days  
for Design Center Managers  
and Consultants from  
across the country.*

The Design Center Forum 2006 will offer three tracks of curriculum - the Design Center Management Favorites for first time attendees, the Design Center Management Alumni series, and a Designers Forum.

Don't miss this opportunity to join attendees representing the cutting edge in the design center community.

# Design Center Forum 2006

## Design Centers In A Buyers Market- Lead, Leverage, and Win!

### SCHEDULE OF EVENTS - DAY ONE

**General Session:** "BULLISH ON A BEAR MARKET - The Design Center's Turn" *Jaimi Julian Thompson*

**Keynote:** "LEVERAGING DESIGN CENTERS TO WIN - A Builder's Perspective" *Sherman D. Harmer, Jr.*

**Track 1:**

**Design Center Managers Alumni:**

- Technology- Success & Failure
- Vertical Villages- Urban & Highrise Options

**Track 2:**

**Design Center Managers First Time:**

- Hiring Practices
- Design Center Planning & Merchandising

**Track 3:**

**Designers Forum:**

- Communication Skills
- Color Trends 2006

### SCHEDULE OF EVENTS - DAY TWO

**General Session:** "LEVERAGE YOUR OFFERING - How much is too much?" *Panel of Industry Experts*

**Track 1:**

**Design Center Managers Alumni:**

- Creating the Peak Customer Experience
- Best Practices - Training & Development

**Track 2:**

**Design Center Managers First Time:**

- Coaching Techniques
- Best Practices - Training & Development

**Track 3:**

**Designers Forum:**

- Financial Coaching
- Design & Option Trends

**General Session:** CLOSING SESSION AND AWARDS

### REGISTRATION INFORMATION

**Dates:** August 3 & 4, 2006

**Time:** 8:30 am - 4:30 pm

**Location:** HILTON GASLAMP,  
Downtown San Diego, 401 K Street,  
San Diego, CA 92101

**Reservations:** (800) HILTONS  
Special ADG Rate: \$199.00 per night

**Symposium Enrollment:**

2 day program including continental  
breakfast and lunch each day  
\$900.00 by June 30, 2006

**Early Enrollment Discount:**

\$850.00 by April 15, 2006

**Email or Fax Enrollment:**

Info@ArtisanDesignGroup.net  
(619) 269-0302

**For information call:**

(619) 269-1211

#### REGISTRATION FORM

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

Billing Address (if using credit card) \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Payment form:  Visa  MC  AmEx  Check Amount \_\_\_\_\_

Card Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Shirt Size:  S  M  L  XL



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