



ARTISAN DESIGN GROUP

DESIGN CENTERS SHARE BEST PRACTICES!



Design Center Managers from Canada, Illinois, Virginia, Georgia, Utah, Colorado, Nevada, Arizona and California made the trek to San Diego, California for the "2004 Design Center Management Symposium." The event, in its 2nd year, was sponsored by **Artisan Design Group**. It is the first independent national forum created exclusively for design center managers.

For two days, industry leaders presented issues, trends and opportunities facing today's design center management teams. Key Note Speaker and President of the California Building Industry Association, Sherman D. Harmer, Jr. provided tremendous insights into the future of the home building industry

and its impact on Design Centers. Comments Nancy Shaw-Kike (SC Design): *"I've been to many meetings and trainings. The information Sherm provided was both innovative and educational!"*

Targeting the key to Design Center success, Jaimi Julian Thompson (Artisan Design Group), led Day 1 with the eternal challenge for new home design consultants - CREATING VALUE FOR TODAY'S CONSUMER. *"While 'value' is an extremely overused word,"* Thompson's presentation elaborated on *"the five components to effectively building value in the new-home option process."*

Technology leader, Mike Vogel of Design Center Solutions, demonstrated available technologies and their use in the new home design center process. *"We live in a very impatient time. While technology is a wonderful tool, it will not cure the common cold. We are not at the stage (yet!) where we can put on goggles and walk through a virtual home touching the walls and changing the color!"*

In an information-packed session on Design Center Space Planning, David Alton, President of the World Floor Covering Association, covered important considerations for location, display analysis, function, form, permits and future growth. Additional presentations included "Color and Style Trends 2004" by Joe Amato of Mannington Mills and, "Option Innovation" by Mike Goodall of STAINMASTER carpet and Vicki Dryden of Galleher, Inc.

Planned to create the small group forum for sharing best practices, the sold-out attendance and participant response was overwhelming:

"It was all so relevant! I really learned a lot of great new tips!" Kelly Cavicchioni, Town & Country Homes

"A must for any Design Center Manager who wants to learn from others in our field!" Michelle Krouss, SC Design

"Having this forum to share ideas with my counterparts has been wonderful!" Debra Devries, K Hovnanian

"A wonderful opportunity to share best practices!" Cathy Katz, Grand Floors

"The one offering that truly addresses the challenges and joys of this career." Cheryl Crelly, New Home Interiors

"What a great resource for design information. And a lot of fun!" Jan Roberts, Town & Country Homes

"It was great to learn new ideas!" Kelly Frank, Cambridge Homes

"It was wonderful to exchange ideas & news from other parts of the country." Shelda Albertalli, Coleman Floor Co.

"Fast paced, information packed, participative and well worthwhile!" Vicki Dryden, Galleher, Inc.

"Wow! Finally a place for Design Center growth and networking." Karen Welch, The Olson Co.