



Presents

2004 DESIGN CENTER MANAGEMENT SYMPOSIUM

Artisan Design Group is pleased to announce the 2004 Design Center Management Symposium designed exclusively for the new home industry. This unique forum provides two information-filled days for Design Center Managers who oversee showrooms and manage designers across the country.

Symposium
July 22 & 23, 2004
8:30AM - 4:30PM

MARRIOTT
COURTYARD
DOWNTOWN
SAN DIEGO

530 Broadway
San Diego, CA 92101

Reservations:
(800) 321-2211
Special ADG Rate:
\$139.00 per night

2 day program including
Continental Breakfast
and Lunch each day

SYMPOSIUM
ENROLLMENT:
\$875.00 by June 23, 2004

EARLY
ENROLLMENT
DISCOUNT:
\$799.00 by March 15, 2004

Email or Fax
Enrollment
Info@artisandesigngroup.net

Fax 858-530-2888
For information call
619-269-1211

DAY 1

KEY NOTE PRESENTATION: Design Centers Then and Now

Sherman D. Harmer, Jr., President, California Building Industry Association presents the evolution and impact of Design Centers on the New Home Market.

CREATING VALUE FOR TODAY'S HOMEBUYERS

Jaimi Julian Thompson, President, Artisan Design Group, shares methods and techniques to build value in the design center process and enhance the new homebuyer experience.

DESIGN CENTER TRAINING INNOVATION

A panel of industry professionals discuss the latest programs available to assist Design Consultants meet and manage the ever-growing needs and demands of new home buyers.

VIRTUAL REALITY DESIGN CENTERS: When, Where & How

Presentation of virtual design center technology available and its' applications in the new home construction process; led by Kristin Kennedy, President, Your Design Center, Inc.

DAY 2

DESIGN CENTER PLANNING & MERCHANDISING -

David Alton, Incoming President, World Floor Covering Association, leads a discussion of space planning principles and the latest in merchandising concepts.

BEST PRACTICES FORUM

This popular session addresses specific design center management challenges, issues and opportunities. Moderated by Jaimi Julian Thompson, Artisan Design Group.

COLOR & STYLE TRENDS 2004

Joe Amato, Vice President of Residential Styling for Mannington Mills, presents an exciting overview of color and style trends in home fashion, seen through the advertising and merchandising of the nations leading retailers.

OPTIONS INNOVATION - What's Hot and What's Not

Mike Goodall, Director of Product Development for STAINMASTER® carpet, leads a manufacturers panel reporting innovations and sales trends for flooring, cabinets, countertops, and specialty options.

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