

# CONFERENCE SCHEDULE

## FRIDAY OCTOBER 1<sup>ST</sup>

**8-8:45 REGISTRATION WITH COFFEE & PASTRIES**

**9-10:30**

1. LOOK INTO THE LIGHT
2. SMALL BUSINESS SURVIVAL IN A DIFFICULT ECONOMY
3. RE-FOCUS, RE-FASHION, RE-USE
4. ENVIRONMENTAL PSYCHOLOGY

**10:45- 12:15**

1. LOOK INTO THE LIGHT
2. SMALL BUSINESS SURVIVAL IN A DIFFICULT ECONOMY
3. RE-FOCUS, RE-FASHION, RE-USE
4. ENVIRONMENTAL PSYCHOLOGY

**12:15-1:15 LUNCH HOSTED BY HIDDEN LOCAL GEMS**

**1:30-3:00**

1. HIDDEN LOCAL GEMS SHOWCASE
2. SOCIAL NETWORKING & YOUR WEB PRESENCE
3. SALES TRAINING & MARKETING PART ONE
4. AVOIDING SMALL BUSINESS PITFALLS

**3:15-5:00**

1. SOCIAL NETWORKING & YOUR WEB PRESENCE
2. SALES TRAINING AND MARKETING PART TWO
3. HIDDEN LOCAL GEMS SHOWCASE

**5:00-8:00**

COCKTAILS + ART AFTER PARTY

## SATURDAY OCTOBER 2<sup>ND</sup>

**8-8:45 REGISTRATION WITH COFFEE & PASTRIES**

**9-10:30**

1. GREEN PRODUCTS VS. GREEN "WASHED" PRODUCTS
2. HANDS ON TRAINING: THE NUTS & BOLTS OF MEASURING & INSTALLATIONS

**10:45-12:15**

1. HANDS ON TRAINING: THE NUTS & BOLTS OF MEASURING & INSTALLATIONS
2. DESIGN COLLABORATION PANEL DISCUSSION

**12:15-1:00 LUNCH IN THE PLAZA**

**1:00-4:00**

DOWNTOWN ARCHITECTURAL TOURS PRESENTED BY THE SEATTLE ARCHITECTURE FOUNDATION: DESIGN DETAILS, ART & ARCHITECTURE, ART DECO (choose your tour)

**4:00-5:00**

WRAP-UP CELEBRATION WITH DESSERT & DRINKS

FOCUS  
*on* DESIGN 2010

NORTHWEST SOCIETY *of*  
INTERIOR DESIGNERS

# FRIDAY EVENT DESCRIPTIONS

## LOOK INTO THE LIGHT

**Friday at 9-10:30 & 10:45-12:15**

Discover what is happening in the world with lighting design, lighting production & lighting trends. Al Thomas of North Coast Lighting & Kenzan Tsutakawa-Chinn, Industrial Designer of Studio 1Thousand will provide varied perspectives in this two part seminar.

Al Thomas is the Director of Lighting Design Services team for North Coast Electric and North Coast Lighting. He has over thirty-six years experience in the industry and has taught Lighting Design at several design college programs in addition to conducting 100's of seminars for the Professional Design Communities, trades and end users. In addition to Lighting Design, Al is an expert at design, implementation and programming of whole-house control systems.

"I try to make things which really showcase the light itself. My goal is to distribute light more widely into space, to create lights that can change perceptions of space and intimacy. I focus on traditional craft techniques for design inspiration. I use design and mass-fabrication techniques to make artistic lighting. I focus on LEDs because their new size and intensity offers many opportunities to change the way we use, apply, and create lights." -Kenzan Tsutakawa-Chinn

## RE-FOCUS, RE-FASHION, RE-USE: How to incorporate salvaged materials in your designs

**Friday at 9-10:30 & 10:45-12:15**

Kate Joyce of Second Use Building Materials; Kari Lefevre of Earthwise; and Sarah Kruger of the ReStore will explore the art and processes behind the use of salvaged materials in your designs. As consumers and designers everywhere reassess what they consider to be valuable and what is meant to be thrown away, this seminar is designed to assist you in your mission to effectively incorporate reused and salvaged products into your designs.

## ENVIRONMENTAL PSYCHOLOGY

**Friday at 9-10:30 & 10:45-12:15**

Environmental Psychology is not a new idea. For nearly 5 decades the study of environmental psychology has been happening mostly under the radar. That is to say, it has not been embraced by the architectural community. In large part the reluctance to focus on this field has been due to an inability for architects and designers to know how to use it. Fortunately we are seeing a resurgence in the study and more and more design schools are including it in their curriculums. This session will cover the history of the study, what it means for the design community and what designers can do with it today.

Your presenter, Warren Pollock is a native of Washington and has practiced his craft here for over 30 years. The son of an artist mother and a realtor father, Warren's future in architecture was a predictable result. He has held a lifelong interest in building things and creating and experiencing art. Warren graduated from the University of Washington School of Architecture. In addition to working with international architecture firms, Warren operates a private practice that has survived the ups and downs of the design business. Warren's portfolio includes more than 150 completed projects, including custom houses, office buildings, retail stores, multi-family residential projects and, high rise housing. The question of how the built environment affects our lives and what we should do about it has been the center of interest throughout his design career.

## Environmental Psychology cont.

Warren has authored numerous articles on the implications of Urban Design and has been honored 7 times by the AIA for his residential and retail projects. His experience and insight has allowed him to act as a trusted advisor for private developers and public institutions such as Sound Transit and Port of Seattle.

Recent examples of Warren's leadership include a 5 year position as Design Principal and Team leader for the Commercial Group at MulvannyG2 Architecture in Bellevue. At the high point of his tenure, his team had more than 1 billion dollars worth of high-rise housing on the boards and under construction in the US market. Today Warren shares his talent with Su Development as the lead designer of high-rise urban residential buildings in Bellevue, Washington.

## SMALL BUSINESS SURVIVAL IN A DIFFICULT ECONOMY

### Friday at 9-10:30 & 10:45-12:15

The Small Business Administration helps Americans start, build and grow business. This seminar will focus on all SBA along with their resource partner SCORE have to offer.

## HIDDEN LOCAL GEMS SHOWCASE

### Friday 12:15 to 5:00

Looking for a rare and unexpected find? Look no further. Discover the best of what's been hiding in your neighborhood. You'll discover local artisans, designers and furniture makers from your own back yard and beyond.

## SOCIAL NETWORKING & YOUR WEB PRESENCE

### Friday 1:30-3:00 & 3:15-5:00

From 1:45 to 3:15 - **The Secret Power of Social Media:** In this session, find out how blogging and social media content marketing can help elevate your companies Google rank and increase search engine optimization that will drive new organic traffic to your website. For the past nine years, Keith Sauro has served as Publisher of Kansas City Homes and Gardens magazine. Owned by Network Communications in Lawrenceville, Georgia, this 22 year old publication is the second oldest regional home and garden magazine in the country. Keith has been responsible also for kchgangd.com the magazines partnering website which has pioneered extension content for KCH&G. In his 16 year history in Publishing, he has launched 6 magazine and 4 websites, and has a proven track record in being an outside the box marketer and thinker. Recently, Keith has taken over the role as the Director of Business Development for Design Sherpa- a revolutionary SEO and Social Media blogging platform. This turnkey system allows companies to interact with consumers by increasing their social media and internet foot print that ultimately creates more leads and opportunities for companies small and large.

From 3:30 to 5:00 - **Marketing Yourself as a Brand on the Internet:** Brand loyalty can be the difference between your business flourishing within the turbulence of fluctuating world economies and failure. Learn practical and strategic ways to elevate your company as a branded business; building preference and loyalty with your customers. We will discuss the essential steps and tools on how to represent yourself and your company with a single and clear voice with strategies for marketing on web with **social media marketing** including **blogging, Facebook and Twitter**. Presented by Jason Levine from Perfect Pixels, the Creative Director of a multimedia brand-marketing studio that specializes in conceptual brand development, interactive design and site usability. Our work is to create messaging and media solutions that establish a brand's cultural significance in new and compelling ways. Our clients include Virgin, Premera Blue Cross, Ford Motors, Microsoft, ING, All Recipes, Classmates.com, Trulia and Chemistry.com

## **SALES TRAINING & MARKETING PART ONE**

**Friday 1:30-3:00**

Are you finding it harder and harder to get your potential clients to say "yes"? This seminar will show you that with a tried and true sales process you can help your clients to see what they are really buying, as well as create trust. A client that trusts you is one that will hire you. Your speaker will be Bob Rash from Sound Business Development. Bob is a licensed business coach with over 25 years experience in management, consulting and information technology.

## **SALES TRAINING AND MARKETING PART TWO:**

**Friday 3:15-5:00**

Do you really have a marketing plan? Are you spending too much time and money on Marketing or not enough? Guerrilla marketing, is a process where; every contact your business has to the outside world is a form of marketing, the art of getting clients to change their minds, and truth made fascinating. There are hundreds of affordable and free marketing weapons that you can use to improve your business and become more profitable. This is absolutely, positively the first step of marketing. Presented by Bob Rash with Sound Business Development.

Bob Rash is President of Sound Business Development, a business training, strategy, and coaching company in Woodinville, Washington. Sound Business Development was born out of Bob's desire to bring these resources to the small business arena.

## **AVOIDING SMALL BUSINESS PITFALLS**

**Friday at 1:30-3:00**

So you have decided to start your own small business, or maybe you have been in business for years now. Do you really know how to avoid the common pitfalls to a small business? Required paperwork (taxes & licenses), working with L & I, working with and hiring subcontractors, protecting yourself from clients. Prior to starting A Better Bookkeeper, Lori Claffey was the owner of a drywall and painting company. Over the past 25 years, Lori has learned from experience key areas that can cause headaches, unexpected expenses and collapse to the small business owner. Come see what Lori can teach you.

## **COCKTAILS + ART AFTER PARTY**

**Friday at 5:00-7:30**

Hosted by The Catherine Person Gallery. Exhibiting 13 artists with disciplines ranging from painting, to monoprints, ceramics and sculpture. Enjoy an evening of socializing, cocktails and hors d'oeuvres while surrounded by art and culture.

# SATURDAY EVENT DESCRIPTIONS

## GREEN PRODUCTS VS. GREEN "WASHED" PRODUCTS

### Saturday at 9-10:30

Every day we are exposed to "green" products. Are they really all they say they are? What's really green and what isn't? This seminar is designed to show us how to understand the difference. Kelly Jones is a product expert at local green-building-supply retailer **Ecohaus**. An industry leader for nearly 20 years, Ecohaus has been supplying eco-friendly building and finish materials to the Pacific Northwest since 1992. From blue jean insulation and dual flush toilets to carcinogen-free paints in any color, Ecohaus has the West Coast's largest selection of green materials.

## HANDS ON TRAINING: THE NUTS & BOLTS OF MEASURING & INSTALLATIONS; Presented by Empire Remodeling

### Saturday at 9-10:30 & 10:45-12:15

Come join 5 of the top Specialty Contractors to learn the ins and outs of measuring and installation of their products and services. There will be hands on demonstrations with each contractor. There will also be a presentation on how to secure "Referral Fees" from subcontractors. The following Trade Specialists will be attending:

**Larry Lauer with Empire Home Remodeling;** Larry will be speaking on why it is ok to ask for referral fees and how to work with your subcontractors to secure that referral fee, to make your company more profitable.

**Rick Moraski with Scrivanich Natural Stone;** Rick will be sharing techniques and tips on measuring and the installation of slab countertop materials from granite, marble and quartz products.

**Chad Nickless with Signature Tile;** Chad will be demonstrating the proper way to measure and layout tile projects to make sure you have the proper amount of material on site.

**Dale Schoenle with Iris Window Coverings;** Dale will be sharing her knowledge on how to properly measure a window for the many treatment options available.

**Patti Scepis with Patti's Wallpaper;** Patti will be presenting her intricate tips on what you need to consider when ordering the proper amount of wallpaper.

**All the above Trade Specialists will be available for a one on one discussion after the seminar.**

## DESIGN COLLABORATION PANEL DISCUSSION

### Saturday at 10:45-12:15

Gain insight on how to REALLY work with contractors and suppliers. This insightful panel will lead you through the process of creating a team approach. By understanding how to communicate with the contractors and vendors, knowing what they truly need from you and what each person will bring to the project, you can create a successful team that will bring you design success, efficiency and happy clients. Let Kelly Lems of HomeWorks by Kelly, Paul Valley of Organized spaces, Dave Stephens of Alexander's Stone Art and Sean Sonnet of Contract Furnishing Mart help you create a winning team.

## DOWNTOWN ARCHITECTURAL TOURS PRESENTED BY THE SEATTLE ARCHITECTURE FOUNDATION

### Saturday at 1:00-4:00

Select from one of three engaging tours; ART & ARCHITECTURE: Let the streets be your Museum!, ART DECO: Diamonds & Gold and DESIGN DETAILS: Lions, Griffins and Walruses, OH MY!

#### 1. Art + Architecture: Let the Streets be Your Museum!

Experience the best of public and privately funded art. From jewelry to paintings to transit centers, Seattle's collection is a diverse civic resource that makes art an integral part of our daily lives. This tour will educate you about development and implementation of public art programs and their integration into architecture, interior and landscape design. Featured stops include Freeway Park and the Washington State Convention and Trade Center.

#### 2. Art Deco: Diamonds & Gold

Revisit the Roaring 20's and the architectural developments which transformed our skyline. See how Mayan temples, decorated caves, and French styling came together, creating some of downtown's finest lobbies. The Art Deco style expresses elegance and innovation at the same time and a visit to these structural gems allows you to (re)discover for yourself how designs of the radio era are still well loved today in the digital age. Featured stops include the Exchange Building by John Graham Sr. and the Seattle Tower (formerly the Northern Life Tower) by Joseph Wilson.

#### 3. Design Details: Lions, Griffins, & Walruses, Oh My!

Examine the hidden life of buildings as we seek out intricate adornments and elaborate embellishments. This is a "hands on" tour where you'll be able to look very closely at and touch the materials used to ornament a building. You'll develop an appreciation for and understanding of the various types of stone, terra cotta, bricks and metals used by the architects and you'll see how these choices add to the overall character of the structure. Tour includes a stop at the Smith Tower's Chinese Room.

## WRAP UP NETWORKING CELEBRATION

### Saturday at 4:00-5:00

This is your chance to find out what you may have missed as you mingle among the your colleagues. Join everyone back at the Design Center for desert and drinks as you ease into Saturday evening.

OUR PARTNERS:



SEATTLE ARCHITECTURE FOUNDATION  
DESIGN SHAPES PEOPLE + PEOPLE SHAPE DESIGN