

# ART + IDS

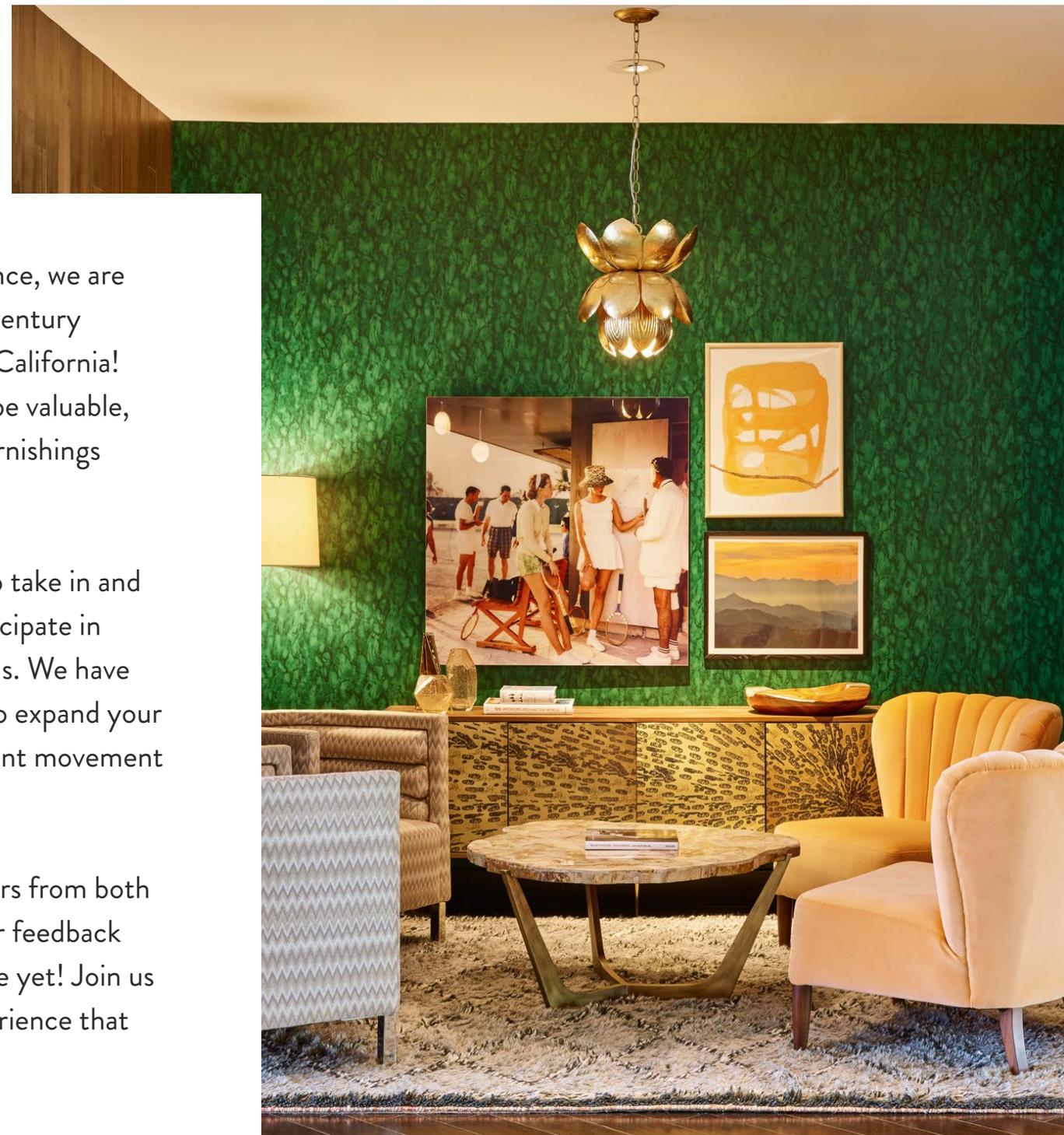
# Conference

*Palm Springs*  
**CALIFORNIA**  
**MAY 2 - 5, 2019**  
THE RIVIERA PALM SPRINGS

This year, for the third joint ART and IDS conference, we are excited to head to a destination bursting in Mid-century modern architecture and design – Palm Springs, California! The collaboration between ART and IDS has proven to be valuable, and allows professionals from every area of the home furnishings industry to learn and connect together.

At ART + IDS, not only will you have the opportunity to take in and explore local design culture, you will also be able to participate in one-of-a-kind exercises, keynotes, and breakout sessions. We have carefully curated a schedule that is full of unique ways to expand your knowledge, grow your business and respond to the current movement of our industry.

The partnership between ART and IDS provides members from both groups an opportunity like no other. We have taken your feedback over the past two years to make this the best conference yet! Join us at the luxurious Riviera Palm Springs Resort for an experience that will give you a return on your investment – and more.



# Schedule at a Glance

FRIDAY, MAY 3 THURSDAY, MAY 2 SATURDAY, MAY 4

**1:00 - 2:15 p.m.** Lunch and Kick off - Welcome to Palm Springs!  
**CARSON KRESSLEY**, Emmy Award-winning TV Personality

**2:15 - 3:45 p.m.** SWATCHED - Interior Design Game for IDS Members  
Fantasy Build - Interactive Exercise for ART Members

**3:45 - 5:00 p.m.** Fantasy Build continued- project presentation and judging by **CARSON KRESSLEY**  
  
Is Your Interior Design Firm Making Money?  
**LUANN NIGARA**, A Well-Designed Business®

**6:00 - 7:00 p.m.** Welcome Cocktails

**7:00 - 9:00 p.m.** Welcome Dinner  
*Sponsored by the Dallas Market Center*

**8:00 - 8:45 a.m.** Breakfast

**9:00 - 10:00 a.m.** Joint General Session: Macro vs Micro Trends  
**PATTI CARPENTER**, carpenter + company

**10:00 - 11:00 a.m.** Choose one session to attend:  
Selling You and the Follow-Up  
**NANCY GANZEKAUFER**, Nancy Ganzekaufer Business Coaching  
Leadership in a Multi-Generational Workplace  
**DANNY KIM**, Centauric

**11:00 a.m. - 12:00 p.m.** Choose one session to attend:  
Behind the Curtain: Insider Info on How to Build a Soft Brand  
**DEB BARRETT**, Window Dressings  
Intentional Growth: How To Build a Company That People Care About  
**SHELIA BUTLER**, Handley Drive

## FRIDAY, MAY 3 CONT.

**12:15 - 1:00 p.m.** Lunch

**1:15 - 5:30 p.m.** Community service project or free afternoon

**6:00 - 7:00 p.m.** Cocktail Party

**7:00 p.m.** Dinner on your own

**8:00 - 8:45 a.m.** Breakfast

**9:00 - 11:30 a.m.** Take a Bite: Roundtable discussions speed dating style. Attendee choice of 5 different concurrent sessions. Each approx. 25 minutes

- ◆ Does Brand Awareness Matter? **JOE WALTER**
- ◆ Tackle Your Inbox - **SHELIA BUTLER**, Handley Drive
- ◆ E-commerce: Best Practices, Pros & Cons - **SANTHI YARLAGADDA**, KAS and **JUSTIN RYCHAK**, My Samm
- ◆ Finding & Cultivating the Best Talent - **DANNY KIM**, Centauric
- ◆ How to Calm your Mind Mid-Day (local teacher)
- ◆ The Art of the Luxury Sale - **LUANN NIGARA**, A Well-Designed Business®
- ◆ Licensing for Interior Designers - **JACKIE VON TOBEL**
- ◆ Ladder of Interior Design Services - **NANCY GANZEKAUFER**, Nancy Ganzekaufer Business Consulting
- ◆ Obtaining New Interior Design Clients - **DEB BARRETT**, Window Dressings

**11:30 a.m. - 12:30 p.m.** General Session: The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability  
**ROSS BERNSTEIN**, Best-selling Author & Award-Winning Fortune 500 Speaker

**12:30 - 6:00 p.m.** Free afternoon - Tours information available at the registration desk

**6:00 - 7:00 p.m.** Cocktail Party

**7:00 - 10:00 p.m.** IDS National Awards Dinner

**7:00 - 11:00 p.m.** ART Dinner and DJ  
*Sponsored by Varaluz*



## General Session Speaker

### LUNCH KICK OFF - WELCOME TO PALM SPRINGS!

CARSON KRESSLEY

Emmy-winning television star Carson Kressley is currently starring with Thom Felicia in Bravo's "Get a Room". He's also a celebrity stylist, author and fashion and home designer. Carson is out to make over the world.

## Workshops



### SWATCHED

Swatched is a unique, interactive design game. Players will be placed into teams and will have to assemble a design board using "swatches" from various vendors based on the design challenge that is presented. When the time is up, boards will be judged and winners will be announced!



### FANTASY BUILD

A hands-on team exercise. Teams will draw a home accent category name from a hat and will design and create a model of a fantasy product in that category. The team will also design a marketing pitch for their creation. In the second half of Fantasy Build, each group will present their product to the session attendees to be judged by Carson Kressley. The winning team will gain bragging rights and a grand prize.



### IS YOUR INTERIOR DESIGN FIRM MAKING MONEY?

LUANN NIGARA,  
*A Well-Designed Business®*

Learn the top 3 systems you need to be profitable, from client acquisition to project completion.



## General Session Speaker

### MACRO VS MICRO TRENDS

PATTI CARPENTER, *carpenter + company*

Patti Carpenter, principal of carpenter + company, is an award winning Creative Director in globally sourced home accents, personal accessories and gifts with extensive experience in product design and development, merchandising, and color + trend forecasting. This session will contrast current macro vs micro trends in the home furnishings industry.

## Workshops



### SELLING YOU AND THE FOLLOW-UP

NANCY GANZEKAUFER,  
*Nancy Ganzekaufer Business Coaching*

Selling You and the Follow Up speaks to the 3 problems most Interior Designers face when selling themselves. The 3 C's – Confidence, Consistency, & Calm – and how to conquer them. Nancy goes over exactly how to increase your revenue ten-fold using her proven sales system, the DESIRE Sales Formula.



### LEADERSHIP IN A MULTI-GENERATIONAL WORKPLACE

DANNY KIM, *Centauric*

Today's workplace has been forever changed by technology and social media. How do you deal with workers who are addicted to their phones? How do you get the most out of people when they're being pulled in so many directions? Regardless of the generational makeup of your workforce, Danny Kim is a Millennial who will cut through the distraction to offer answers to these questions and more.



### BEHIND THE CURTAIN: INSIDER INFO ON HOW TO BUILD A SOFT BRAND

DEB BARRETT, *Window Dressings*

This is a road map to harnessing the power of soft accessories to build your design brand. We'll discuss the drivers behind purchasing soft home furnishings, define the opportunities, compare and contrast them to help you choose which ones work best for your business. You'll discover how to tap into the soft goods niche to engage clients, generate buzz and leverage its influence to help you craft your image as a savvy stylemaker.



### INTENTIONAL GROWTH: HOW TO BUILD A COMPANY THAT PEOPLE CARE ABOUT

SHELIA BUTLER, *Handley Drive*

Would it surprise you to know that In-N-Out Burger was number four, ahead of Google, in The Top 50 companies to work for in 2018? This isn't an accident, it's intentional and intentional growth is exactly what we are going to focus on in this session. With simplicity, good humor, and plenty of stories Shelia will reveal the actions that can lead to bigger profits, happier people, and a more fun filled workplace.



## General Session Speaker

### THE CHAMPION'S CODE: BUILDING RELATIONSHIPS THROUGH LIFE LESSONS OF INTEGRITY AND ACCOUNTABILITY

ROSS BERNSTEIN

Ross Bernstein uses poignant life lessons in an entertaining way to show attendees how to create a culture of excellence by giving extraordinary customer service, generate momentum by utilizing the currency of karma, follow their moral compasses to win the right way with respect, ethics and integrity and more.

## Take a Bite

Roundtable discussions speed dating style. We are offering 9 titles in this 2 ½ hour time slot. Attendees will choose 5 different titles to attend. Each discussion is 25 minutes. **Let's talk about...**



### E-COMMERCE: BEST PRACTICES, PROS & CONS

SANTHI YARLAGADDA, *KAS*  
JUSTIN RYCHAK, *My Samm*

Are you in the e-commerce business? Do you want to be?



### DOES BRAND AWARENESS MATTER?

JOE WALTER, *Tango Multimedia*

When and where does brand matter and how can your company win the awareness war?



### FINDING & CULTIVATING THE BEST TALENT

DANNY KIM, *Centauroic*

Where do you find talented people to hire? How in the world do you keep them?



### THE NEW DESIGN CLIENT

DEB BARRETT,  
*Window Dressings*

Who are they and how can you reach them?



### TACKLE YOUR INBOX

SHELIA BUTLER, *Handley Drive*

Is this your biggest time suck? Is delete, delete your first instinct?



### LICENSING FOR INTERIOR DESIGNERS

JACKIE VON TOBEL

Learn the top tips in getting a licensing deal.



### HOW TO CALM YOUR MIND MID-DAY

The title speaks for itself!



### THE ART OF THE LUXURY SALE

LUANN NIGARA,  
*A Well-Designed Business®*

Learn how you can land a dream project.



### CREATING YOUR LADDER OF INTERIOR DESIGN SERVICES

NANCY GANZEKAUFER,  
*Nancy Ganzekaufer Business Consulting*

How to offer a variety of services to maximize profits.

OUR DESTINATION

# Palm Springs CALIFORNIA

Palm Springs, CA – a city nestled at the base of the San Jacinto mountains within the Colorado Desert. Palm Springs enjoys 360 days of sunny weather offering warm days and balmy nights. As if a perfect location, beautiful weather and gorgeous scenery were not enough, Palm Springs is also known for its unique museums and edgy art galleries, mid-century modern architecture, and the Uptown Design District.

Make sure you take advantage of your free afternoon on Saturday. You'll want to explore the downtown area restaurants, shops, boutiques and entertainment venues, or take a ride on the famous Palm Springs Aerial Tramway. There are so many tours available - tours of celebrity homes, tours of Mid-century modern homes, desert tours, jeep tours, food tours – you'll have a hard time deciding!



## REGISTRATION FEE

<b>ART / IDS Member attendee</b>	<b>\$475</b>
Guest of ART/IDS Member attendee	\$350
<b>Non-member attendee</b>	<b>\$650</b>
Guest of Non-member attendee	\$450

### YOUR CONFERENCE REGISTRATION FEE INCLUDES:

- Educational program - speakers, workshops and roundtables
- Networking
- Thursday lunch and evening Welcome Party
- Friday breakfast, lunch, community project and cocktails
- Saturday breakfast, cocktails, ART Dinner OR IDS National Awards Dinner

ART + IDS has blocked a number of rooms at our negotiated group rate of **\$159 per night** for single or double occupancy. (There is also a \$10 per night resort fee, discounted from \$35.)

### NEW FOR 2019

Due to the many different room types available at our special group rate, attendees will need to make their own hotel reservations. Descriptions of the guest room types are available on the hotel's website at [www.rivierapalmsprings.com](http://www.rivierapalmsprings.com). Rooms available in our block at the group rate are on a first-come, first served basis. It is highly likely that the Riviera will completely sell out over our dates, so reservations should be made as soon as possible. Please review the room types and make your reservation by calling 866-961-3785 – be sure to mention you are part of ART + IDS – or by visiting [this customized reservation link](#).

Once our block is full, or after the cut-off date of **April 12, 2019** (whichever comes first), reservations will be based on availability and at the prevailing rate.

Conference begins with lunch at 1:00 pm on Thursday, May 2 and departure is Sunday, May 5. The hotel will extend the same rate, based on availability, for three days prior to and three days after the conference dates for conference guests wishing to arrive early or depart late.

### Need Help?

If you experience issues with either your requested dates or room type, please contact Brenda Park, ART + IDS Conference Planner, at 864-246-4560 or [park-way@charter.net](mailto:park-way@charter.net) for assistance.



*Register now!*

Secure online registration is available  
at [www.art-ids-conference.org](http://www.art-ids-conference.org)

## CONFERENCE CANCELLATION POLICY

Full refund of conference fee will be given if cancellation is received by April 1, 2019; 50% refund two weeks prior to arrival (April 18, 2019) and no refund for cancellation within two weeks of arrival.

## HOTEL CANCELLATION POLICY

All hotel reservations must be canceled **DIRECTLY WITH THE HOTEL** 72 hours prior to scheduled arrival date to avoid a penalty of one night room and tax charge. The Riviera will also apply an Early Departure Fee of \$75 for any guest that leaves prior to their reserved departure date, so be sure to check the dates on your hotel confirmation carefully.

## AIRPORT TRANSPORTATION

The nearest airport is the Palm Springs International Airport (PSP), offering increased flight services, new non-stop destinations, and connecting flights to over 500 cities. The Riviera is only 4 miles from PSP.

**There are also four major airports within a 2 hour drive of the Palm Springs area:**

**ONT:** Ontario International Airport (*1 hour 15 minute drive*)

**SNA:** John Wayne Airport – Orange County (*1 hour 30 minute drive*)

**LAX:** Los Angeles International Airport (*2 hour drive*)

**SAN:** San Diego International Airport (*2 hours 15 minute drive*)

The Palm Springs International Airport offers a variety of ground transportation options, from major rental car companies to taxicabs, limousines, and Ride-sharing companies (Uber and Lyft) all conveniently located across from the terminal building. The Airport Volunteer Navigators at the information desk are glad to assist the traveling public with transportation questions.

## PARKING

Self-parking is available at the resort and is covered by our reduced resort fee. Valet parking is available at a cost of \$18 per day.

*Register now!* Secure online registration is available  
at [www.art-ids-conference.org](http://www.art-ids-conference.org)



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**APRIL 10, 2019**  
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