

[Cover story:]

How to Negotiate More Profitable Fees

We live in a fast-forward world wherein the only constant is change. Our economy encompasses the entire globe, technology is increasingly diverse and complex, and sweeping cultural changes seem to occur on an almost daily basis. How are these turbulent issues affecting the business of interior design?

Noted interior designer Michael Temple (IISA, ASID) will examine the impact this economic, technological and social upheaval is having on the way residential designers negotiate fees during his Designer Thursday presentation, "How to Survive! Set More Profitable Fees for Residential Projects," on September 21 from 10 to 11:30 a.m. at the San Francisco Mart. In addition, Mr. Temple will discuss the importance of selling "value" and "service" in today's competitive marketplace.

Specific methods of repackaging your delivery and building relationships with your clients will be offered. You will also learn how to address clients' common concerns, such as:

- "My husband and I just don't agree on anything."
- "We are overwhelmed—we don't know where to start and we don't want to make a lot of mistakes."
- "We know exactly what we like, but we just don't know how to do it."

By establishing credibility and trust, and developing a "team" approach to your projects, you will be positioned to successfully achieve your—and your clients'—design goals.

Michael Temple is an award-winning residential and commercial designer based in San Diego. He previously served as International President of ISID and has participated on the boards of NCIDQ and ASID. His design work and articles have been featured in national magazines.

Mr. Temple holds advisory board positions at the University of California at San Diego and Mesa College in San Diego, maintains a successful interior design practice, and travels extensively addressing groups on issues affecting interior designers.

A \$15 admission fee is required to attend Michael Temple's seminar. To reserve your seat in advance please visit [registration page link].

Fall Designer Thursday Season Series Special!

Save \$15 by attending all three Fall Designer Thursday Seminars for the special Season Series price of only \$30. In addition to 33% savings, you will also save time because you will be automatically pre-registered for all of the seminars—no prepayments or separate reservations required! To purchase the Fall Designer Thursday Season Series Special, please visit [registration page link].

Designer Workshop

Color Forecast & Consumer Color Preferences

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The content in this document is presented as drafted in its original form.

Presented by Leatrice Eiseman

What do color preferences reveal about us? Color specialist Leatrice Eiseman (ASID) will look at color trends for the future and delve into clients' psyches through the results of the Pantone Consumer Color Preference Study during a workshop presentation titled, "Color Forecast and Consumer Color Preferences," Friday, September 6 from 10 a.m. to 12:30 p.m. at the SFM.

Ms. Eiseman has helped many companies make color selections for product development, logos and identification, interior and exterior design, and other applications in which color choice is critical to the success of the product or environment. As executive director of the Pantone Color Institute, she heads the Eiseman Center for Color Information and Training, and is author of "Alive with Color" and "The Pantone Book of Color." Ms. Eiseman has been quoted in such publications as *Elle Décor*, *Home Magazine*, *Elle*, *Harper's Bazaar*, *People*, *Self*, *House and Garden*, *Consumers Digest*, *US Magazine*, *Wall Street Journal*, *New York Times*, *Los Angeles Times*, *USA Today*, *Advertising Age*, and many trade publications.

Ms. Eiseman is a member of the Fashion Group, is a chairholder of the Color Marketing Group, and serves on the advisory board for the Advertising Age/Arizona State University Symbols and Graphics Retention Study.

A \$30 admission fee is required to attend Leatrice Eiseman's seminar. To reserve your seat in advance, please visit [\[registration page link\]](#).

Designer Workshop

Memory Management

Presented by Lorna Riley

We've all experienced memory lapses: *What was her name? Where did I park my car? What did he say?* The answers are often on the tips of our tongues, not quite within reach. If you have ever wanted to learn how to improve your memory retention, "Memory Management," a workshop presented by Lorna Riley on Friday, December 6 from 10 a.m. to 12:30 p.m., can enhance your ability to recall those niggling details.

Ms. Riley will examine the primary causes of memory failure, including physical and psychological influences, and listening and communications skills. You will also learn memory systems that will enable you to instantly recall names, conversations, and other important information. The "Good Memory Habits" that you develop during this workshop will help your business right away.

Lorna Riley returns to the SFM by popular demand after she presented a well-received workshop in February titled, "7 Ways to Develop a Successful Game Plan." Over the last ten years, thousands of attendees have benefited from Ms. Riley's cutting edge programs on personal and professional achievement. Author of five books and developer of over 70 training programs, Ms. Riley draws on her background as an award-winning business owner, top-producing sales executive, marketing director, and sales trainer to educate and inspire her audiences. Ms. Riley's professional experience also includes careers as a classical pianist, teacher, graphic artist and banking officer. Her versatility provides a unique richness to her programs, while her keen eye for the bottom line provides results-driven training.

A \$30 admission fee is required to attend Ms. Riley's "Memory Management" workshop. To reserve your seat in advance, please visit [\[registration page link\]](#).

Designer Thursday

The Art of Designing Sales

Presented by Karen Butera King

Karen Butera King's market-driven approach to interior design and her sensitivity to marketplace needs and expectations has earned her a well-deserved reputation as a marketing innovator and a master of interior design. Ms. Butera King will share the secrets of her success during her presentation, "The Art of Designing Sales," on Thursday, October 10 from 10 to 11 a.m. at the SFM.

Ms. Butera King's achievements are documented through her successful projects, including model homes, sales centers, retail and commercial environments, country clubs and restaurants, and hospitality and senior complexes. She is a member of the National Home Building Association, the National Sales & Marketing Council, The Institute of Residential Marketing, and other prominent national organizations. Ms. Butera King is a featured speaker at many building industry symposiums and conventions.

Admission for Karen Butera King's seminar is \$15. To reserve your seat in advance, please visit [\[registration page link\]](#).

Designer Thursday

Sneak Preview

Trends in Home Furnishings: Pattern, Color and Design

Presented by Michelle Lamb

The most significant trends in home furnishings today and tomorrow will be explored when consumer trends expert Michelle Lamb presents, "Trends in Home Furnishings: Pattern, Color and Design," on Thursday, November 21 from 10 to 11:30 a.m. at the SFM. Ms. Lamb, a recognized authority on color, pattern and design trends, will preview highlights from both established and upcoming color directions, and discuss specific themes and motifs that she expects will become national trends next year.

Ms. Lamb works with a wide variety of client companies specifying color, recommending themes and providing trend direction for products in the U.S. and other countries. She is also senior editor of *The Trend Curve*, a quarterly newsletter published by Marketing Directions, Inc., which forecasts trends in theme, color and pattern that will impact product development and selection in home furnishings. *The Trend Curve's* subscribers include interior designers, manufacturers, retailers, advertising agencies and public relations companies.

Ms. Lamb holds a B.A. in English from the University of Minnesota. She is currently chairholder and long-standing member of Color Marketing Group, where she serves as co-chairperson of the Consumer Color Committee.

A \$15 admission fee is required to attend Michelle Lamb's seminar. To reserve your seat in advance, please visit [\[registration page link\]](#).

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