For Immediate Release

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**Antique & Design Center Lecture Series Promises to Shine with Star Power**

Tobi Fairley, CEO of Tobi Fairley & Associates

"Creating a viable business model, setting goals, and realizing your dreams in this challenging and ever-changing business environment."

Saturday, October 19th

10-11:30am

Tobi Fairley has redesigned her life and her brand, launching Tobi Fairley & Associates as a full-service consulting and design company.  Tobi’s unique combination of degrees in interior design and accounting, and an MBA from the prestigious Sam M. Walton College of Business, give her a creative approach to the world of business. She is passionate about empowering others to cultivate their strengths and to help them create inspired solutions for business, design, and life. She has helped thousands of businesswomen redefine and reinvigorate their businesses through her intensive courses and tools, and she will bring that knowledge to this presentation, as well as her upbeat passion to see you succeed. Sponsored by Tobi Fairley & Associates www.tobifairley.com  Light breakfast will be served.

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Mitzi Beach, Mitzi Beach Interiors

"Boomers: Design & Sell to the Fastest Growing Market in America"

Saturday, October 19th

12pm-1:30pm

Mitzi Beach, ASID CAPS, is an award winning professional Interior Designer, certified by the National Council for Interior Design Qualifications and Aging in Place Specialist. With over 25 years experience - specializing in residential, light commercial and healthy homes - her philosophy and passion for spaces is function first, comfort second and beauty third. She is the owner of Mitzi Beach Interiors with expertise in sizing interiors to meet changing life stages. Mitzi will discuss understanding, tapping into and unlocking the earnings potential that comes with serving the Baby Boomer market. Sponsored by Mitzi Beach Interiors, www.mitzibeach.com.

Lunch will be provided by Wesley Hall.  www.wesleyhall.com

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Katy A. Garrett, • National Sales Director/ CEO Connexionsoft, Inc • Executive Producer/CEO Design TECH Summit and Lisa Mende of Lisa Mende Design and High Point Market Stylespotter, Lori Dennis, loridennis.com and Kelli Ellis, kelliellis.com, both of Design Camp

"Design TECH Summit - Panel Discussion moderated by Katy Garrett"

• Track 1 of 3: Project Management for the Design Professional

Saturday, October 19th”

1:30-3:00pm

Please join this technology and design team at High Point Market's first ever Design Tech Summit. Join us as moderators Katy A. Garrett of Connexionsoft, Celebrity interior designers Lori Dennis and Kelli Ellis of DesignCamp.com, and Highpoint Market's very own Style Spotter and design blogger extraordinaire, Lisa Mende, take us on a design &amp; technology journey during High Point Market this Fall. Design Tech Summit will be offering 3 Tech Tracks for informative panel discussions from design tech leaders, innovators, and app developers from around the globe showcasing the latest technology solutions for managing projects, facilitating client communications, creating 3D/2D presentations, online space planning visualizations and mobile apps for the design pro.

Decide for yourself which technology options work best for your design business.  If you haven't had the time to do your own homework, are overwhelmed by all the options or just need a technology update since design school, you won't want to miss the Design TECH Summit.   https://www.facebook.com/DesignTechSummit  Co-Sponsored by Connexionsoft, Inc www.connexionsoftware.com,The Kaleidoscope Partnership, www.tkpartnership.com and Customized Walls, www.customizedwalls.com

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 Rebecca Reynolds and Lori Gilder, founders of The Kitchen Design Network

"Incorporating repurposed and vintage into Kitchen Design… Create a niche in your market and increase your bottom line "

Sunday, October 20

10:00am-11:30am

Enjoy a casual breakfast hosted by The Kitchen Design Network and meet founders Rebecca Reynolds of New Canaan, CT, a Luxury Kitchen, Bed and Bath Designer and Lori Gilder of Beverly Hills, an Architectural Interior Designer before sitting down to listen to Rebecca's about "Something Old, Something New, a discussion focusing on integrating repurposed, vintage and antique elements into kitchen design as a to create truly unique spaces and to feather your bottom line with greater profits at the same time. Special guest Leslie Carothers of the TKP Partnership Group will be on hand to announce a new and exciting collaboration between these two East and West coast designers.

Sponsored by Kitchen Design Network. www.thekitchendesignnetwork.com

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 David Lindquist, Whitehall Antiques

"Changing Values in a Fast Paced Design Market"

Sunday, October 20

1:30pm-3:00pm

A hard hitting and hard nosed look at what has happened over the past 10 years to antique and vintage home furnishings.  Are you prepared to show your clients that often antique and vintage pieces are less costly than a copy? I will be bringing particular finds from many ADC exhibitor’s booths to share with you, showing photos of finds too large to bring to the lecture room, and showing you how to judge the value of every antique and vintage piece you find.  The keys are based on the concept of simple comparisons and you will leave this lecture with that concept firmly planted in your mind.  You will be ready for the excitement of your next find and you will have total confidence in that find! Q&A follows and CEU credit will be awarded.  Sponsored by Whitehall Antiques. www.whitehallantiques.com Followed by an afternoon pick-me-up of gelato & coffee.

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Jason Oliver Nixon & John Loecke of Madcap Cottage and Cassandra LaValle of coco+kelley

“A Trio of Design Mixologists Shake, Stir and Pour a Cocktail of Delicious Interiors”

Sunday, October 20th

3:30-5:00pm

John Loecke and Jason Oliver Nixon, are the dynamic duo behind Brooklyn-based interior design firm Madcap Cottage. Known for their whimsical use of color and pattern, the Madcap gents scour the world for eclectic finds that capture their unique gimlet-eyed view of the world.  Cassandra LaValle's personal style is rooted in the classic, with a strong eye for trends, and an imagination that enjoys pushing boundaries and disregarding rules.  She is the editor behind coco+kelley, a lifestyle blog that shares stunning interiors, brilliant fashion, inspired tabletops and original color palettes - always with a touch of glamour. Join them as they discuss mixing up diverse elements, old and new, to create exciting results.  www.madcapcottage.com, www.cocokelley.com. Happy Hour and Meet and Greet to follow.

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Jason Oliver Nixon & John Loecke of Madcap Cottage

“Demystifying Design with The Madcap Cottage”

Monday, October 21

10:00-11:30am

John Loecke and Jason Oliver Nixon are the dynamic duo behind Brooklyn-based interior design firm Madcap Cottage. Known for their whimsical use of color and pattern, the Madcap gents scour the world for eclectic finds that capture their unique and gimlet-eyed view of the world. “Speaking of gimlets,” says Jason Oliver. “I could use one right now with a honker-sized slice of lime on the side. And don’t be stingy with the gin.” Imagine a British country house that pairs Granny’s antiques and a spirited dash of Chinoiserie chic with a side of Moroccan marvelous and Indian elan. Shake, stir, then pour. “We are a little Auntie Mame,” notes John. “And a helluva lot of Carmen Miranda in one of those Busby Berkeley scenes when La Miranda wore oodles of bananas upon her head.” For life should be a little bananas…  Madcap Cottage has designed everything from Manhattan aeries and luscious Hamptons beach houses to a 1920s-era home in Des Moines, Iowa and a shotgun-style cottage in New Orleans. Bang, bang! www.madcapcottage.com Light breakfast will be served.

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 Liza Gusler, Product Manager for the WILLIAMSBURG Brand

and Sharon Grech, Color & Design Expert for Benjamin Moore

“A Palette with a Past... Perfect for Today”

Monday, October 21

2:00pm-3:30pm

Liza Gusler brings a lifelong passion for history, art, antiques, architecture and interior design to her position as product manager and spokesperson for the WILLIAMSBURG Brand.  Color--in paint, wallpapers, ceramics, and textiles--was the "new, new thing" of the 1770s--as revolutionary as the politics of the era. Learn how new research and analysis have revealed vibrant glazed greens and intense Prussian blues that appealed to America’s premier design trendsetter, Thomas Jefferson, and how these new colors were echoed in nearly all furnishings and textiles in the years around the American Revolution. With Liza and Sharon Grech, a color and design expert with Benjamin Moore, explore how “trend meets tradition” with the WILLIAMSBURG palette, and how these fresh colors complement contemporary and classic homes. Participants will receive a WILLIAMSBURG Benjamin Moore fan deck. Co-sponsored by Benjamin Moore and WILLIAMSBURG www.benjaminmoore.com www.williamsburgbrand.com

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"Design TECH Summit - Panel Discussion moderated by Katy Garrett"

• Track 3 of 3 - Top Mobile Apps & G+ for the Designer Professional

Monday, October 21

3:30-5:00pm

Please join this technology and design team at High Point Market's first ever Design Tech Summit. Join us as moderators Katy A. Garrett of Connexionsoft, Celebrity interior designers Lori Dennis and Kelli Ellis of DesignCamp.com, and Highpoint Market's very own Style Spotter and design blogger extraordinaire, Lisa Mende, take us on a design & technology journey during High Point Market this Fall. Design Tech Summit will be offering 3 Tech Tracks for informative panel discussions from design tech leaders, innovators, and app developers from around the globe showcasing the latest technology solutions for managing projects, facilitating client communications, creating 3D/2D presentations, online space planning visualizations and mobile apps for the design pro.   Decide for yourself which technology options work best for your design business.  If you haven't had the time to do your own homework, are overwhelmed by all the options or just need a technology update since design school, you won't want to miss the Design TECH Summit.  https://www.facebook.com/DesignTechSummit Co-Sponsored by Connexionsoft, Inc www.connexionsoftware.com,The Kaleidoscope Partnership, www.tkpartnership.com  and Customized Walls www.customizedwalls.com

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