



HIGH POINT MARKET AUTHORITY

164 South Main Street, Suite 700  
High Point, NC 27260

P: 336.869.1000  
F: 336.869.6999

[highpointmarket.org](http://highpointmarket.org)

**FOR IMMEDIATE RELEASE**

**Contact:** Ashley D. Grigg  
Manager, Communications  
[ashley@highpointmarket.org](mailto:ashley@highpointmarket.org)  
336.888.3236

## High Point Market Authority Announces ASID Education Partnership *-ASID to Manage Design Viewpoints Series-*

**High Point, NC, July 30, 2015** – The High Point Market Authority (HPMA) is pleased to announce that it has partnered with the American Society of Interior Designers (ASID) for its educational offerings during Fall Market, October 17 – 22, 2015.

Held in the High Point Theatre, the HPMA has typically offered four educational sessions to designers during each Market, complete with continuing education credits (CEUs), through the Design Viewpoints Series (DVS). This Fall Market, ASID will assume a managing role and will increase the program to six sessions. These sessions will take place at breakfast and lunch times, starting on Saturday, October 17, and continuing through Tuesday, October 20. The DVS program will again be sponsored by Horchow.

In addition, there will be two in-depth educational seminars on Friday, October 16, that will last longer than the typical 1.5 hour DVS sessions and will each provide more than .1 CEU credit. There will also be a few late afternoon sessions.

“We have enjoyed a partnership with ASID for a long time now, but it is exciting to see them taking a lead role for our educational offerings,” said Tom Conley, president of the High Point Market Authority. “They know what designers need to succeed, and this is the perfect opportunity to fulfill that need.”

Chief Executive Officer of ASID, Randy Fiser, added, “The Society’s expanded role with High Point Market is a perfect fit for us and our mission to equip designers and promote the interior design industry. This is especially timely with the industry-wide deadline for CEU requirements coming up on December 31, 2015.”

The full calendar of educational seminars will be announced in late August on High Point Market’s website, [www.highpointmarket.org](http://www.highpointmarket.org).

### **About the High Point Market Authority**

The High Point Market Authority, [www.highpointmarket.org](http://www.highpointmarket.org), is the official sponsor and organizer of the High Point Market in High Point, N.C. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, the High Point Market is *the* driving force of the home furnishings industry. Find the High Point Market anywhere online, and follow on Twitter using the hashtag #hpmkt.



HIGH POINT MARKET AUTHORITY

164 South Main Street, Suite 700  
High Point, NC 27260

P: 336.869.1000  
F: 336.869.6999

[highpointmarket.org](http://highpointmarket.org)

#### **About the American Society of Interior Designers**

The American Society of Interior Designers (ASID) believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidenced-based and human-centric design, to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded nearly 40 years ago when two organizations became one — an anniversary we will recognize throughout 2015 — but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are poised to lead the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. Learn more at [www.asid.org](http://www.asid.org).

#### **About Horchow**

For more than 40 years, Horchow has been the go-to resource for home decorators and design professionals seeking unique, eye-catching, conversation-starting furnishings. Through Horchow.com and catalogs, the company offers classic, expertly crafted furniture and rugs; fine linens for bed, bath, and table; and distinctive lighting, artwork, decorative accessories, and entertaining essentials.

###

