



## The 4th Annual Northeast Educational Conference

September 17-19, 2008

The Mystic Hilton – Mystic, CT

*Sponsored by the*



## *Autumn in New England*

Educational workshops and dynamic speakers await you in the beautiful seaport village of Mystic Connecticut! Spend your September making your business the best it can be!

During this three day event, we will bring back our **Experts Panels**, **Green Design** ideas, **Photo Contests**, and group **Break-out Sessions** that have been well-received in year's past. Our keynote speaker, conference speakers and workshop leaders will deliver a conference you're sure to remember! Conference time is a great time to network with other professionals and industry leaders to build a better business.

### Conference Sessions

## *Keynote Speaker - Thursday, September 18, 2008*

### **ALEXANDRA STODDARD**

Alexandra Stoddard is a philosopher of contemporary living, an interior designer, and author of many best selling books, including the classic **Living a Beautiful Life: 500 Ways to Add Elegance, Order, Beauty and Joy to Every Day of Your Life** now celebrating its 25th anniversary, and **Choosing Happiness: Keys to a Joyful Life**, in a fifteenth printing. **Things I Want My Daughters to Know: A Small Book About the Big Issues in Life** was introduced at the 2004 National Book Festival in Washington, DC, and is currently in its fifteenth printing.



As a pioneering writer and lecturer on personal happiness for the past twenty years, Alexandra has inspired millions to break the “rules” and pursue fulfillment. Stoddard’s original theme of living beautifully and spiritually every day has resulted in appearances on **Oprah**; with **Barbara Walters**; Katie Couric on the **Today Show**; the Christopher Lowell Show; as host of the Home & Garden television series “Homes Across America;” and profiles in major magazines and newspapers worldwide.

In 1963 Alexandra went to work for the doyenne of American interior design, Eleanor McMillen Brown, becoming her special assistant and close friend. Thirty years ago, after her mentor retired, Stoddard started her own international design firm, **Alexandra Stoddard Incorporated**, with Mrs. Brown’s blessing. When not on book tour, she continues her business today splitting her time between Manhattan and Connecticut.

## Conference Highlights

- **Pottery Barn** – Learn how to implement tricks of the trade from the experts at Pottery Barn
- **Experts Panel** – Listen to our members discuss business successes and strategies you can adapt to your own business.
- **Green Design Ideas** – Back by popular demand; share your tips and ideas.
- **Breakout Sessions** – Marketing groups, Mentor Teams, Shop talk – it’s all back. Networking and group activities our members just love!
- **Photo Contest** – Categories include best interior redesign, occupied and vacant home staging, interior decorating and more. Submit your photos soon because only the best will be chosen for display.

## Educational Workshop Series

*Workshop Series – Wednesday, September 17, 2008*

*A Sneak Peak at our Workshop Leaders*

### JANE POLLAK

Jane Pollak is an internationally known entrepreneur, professional speaker and author who leads workshops on entrepreneurial subjects including turning your passion into a business, marketing and goal setting. She also coaches creative professionals to turn their passions into profitable businesses as Jane did. Her story and work are frequently in the media including **The New York Times**, **USA Today**, Westport Magazine (cover story) and on national television—NBC’s **The Today Show** and **CBS News**. Jane is the author of *Soul Proprietor: 101 Lessons from a Lifestyle Entrepreneur*. The Small Business Administration named Jane the 2002 Home-Based Business Advocate for all of New England.



Join Jane as she teaches **Things I'd Wished I'd Known When I Started My Business (Think Like An Entrepreneur)**. Ready to take your business to the next level? Need a short course in managing your day-to-day operations? Looking to stay motivated? This workshop is a "velvet boot camp" for business owners wanting a firm yet gentle push to the next level.

And...**It's 2008 – Do You Know Where Your Goals Are?** Does this sound familiar? You move from task to task successfully but don't seem to make any forward movement. Change from being a task-oriented individual to a goal-setter with a purpose. This session in the art of setting goals will provide the participant with:

- The ability to formulate goals as well as achieve them
- Successfully deal with short-term goals
- Prioritize your to-do's for meaningful results



### **MARGI KYLE**

For over 39 years, this remarkable, captivating woman has built an astounding portfolio from the ever-important 'Designer's perspective'. Never idle, this New York School of Interior Design graduate has contributed to this industry as an Interior Designer, Television Host, Mentor, Keynote Speaker, Educator, and Writer while accumulating countless friends and credentials.

Her columns and advice pieces have appeared in countless newspapers and magazines throughout North America while hosting TV shows such as "The Designing Doctor," "Let's Build" and "Desperate Design." Throughout it all, Margi uses her psychology background, her incredible knowledge and experience to solve dilemmas and achieve great designs.

Her career portfolio also included the role of Manager of Color and Design for Para Paints and she currently travels extensively as an industry speaker for Hunter Douglas Window Fashions, 3Dream, Greenhousedesign and We Make Color Easy. Her speeches and seminars deal with important topics; Difficult Clients, Technology for Powerful Presentations, Windows of Opportunity for Hunter Douglas, color direction and the Power of color, to name a few.

Margi holds various Design Designations (IDS, ASID, WCAA, DCI etc.) and is currently on the Executive board for IDS (Interior Design Society) and (WCAA) The Window Covering Association of America. Recently achieving her Masters Degree in Interior Design, along with these credentials further lend to her credibility as an industry respected leader.

**Margi will teach** – Tips, Tricks and Tools that will tantalize your clients in minutes. Stop selling and start Show and Telling. Today's clients need visuals and need to be romanced. They wanted it yesterday. Margi Kyle, IDS, ASID, WCAA, DCI – will teach you: **"How to create realistic room settings both in PowerPoint and 3Dream.net, that will make the selling process painless, within minutes."**

Technology is not going away, join me and learn it the easy way!

During the general conference session, Margi will return and teach us about the **Importance of Color** including where color is headed and an array of tips and tricks you can use for both you and your clients.

## Our Sponsor



The ADE is comprised of seasoned educators who teach a variety of decorating and design classes including interior redesign, interior decorating, home staging and color. These industry leaders have been seen on television and in print and have authored numerous publications. Combined, these professionals have more years of experience than they care to mention making the **ADE the largest association of design professionals and educational programs** in the industry.

The ADE offers **post-training support** and **continuing education** to all its members through monthly teleseminars, newsletters, mentor group networking and a series of educational webinars and events scheduled throughout the year. ADE decorating professionals are privy to industry resources.

It is the ADE's mission to promote educational excellence in the fields of interior decorating, interior redesign, and real estate staging, and to offer the best continuing education opportunities and professional resources for our members.

## Industry Partners



*Feng Shui Paradigms*  
Empowering YOU with Feng Shui

## Registration and General Information

### Registration:

#### Hotel Information

[The Hilton Mystic](#)

20 Coogan Boulevard

Mystic, CT 06355.

Telephone: 860-264-1095

[Hotel Pictures](#)

#### Special Rates for Conference Attendees

- Wednesday, September 17<sup>th</sup> – 15 rooms available for \$159.00 per night.
- Thursday, September 18<sup>th</sup> – 30 rooms available for \$159.00 per night.

Please reference the Association of Design Education when calling.

If you would like to bring your family and stay a little longer, please contact Mary Milton at the hotel number above to receive a discounted rate.

**Reservation Deadline:** August 6, 2008. After this date hotel rooms return to the standard rate of \$229 per night. *Don't Delay!*

#### Hotels in the area

There are other hotels in the Mystic area that may offer lower rates including Days Inn – [www.daysinn.com](http://www.daysinn.com), Comfort Inn – [www.comfortinn.com](http://www.comfortinn.com) or Best Western – [www.bestwestern.com](http://www.bestwestern.com) in Mystic, CT.

#### Area Attractions

Mystic Aquarium - [www.mysticaquarium.org](http://www.mysticaquarium.org)

Mystic Seaport - [www.mysticseaport.org](http://www.mysticseaport.org)

Foxwoods Resort Casino - [www.foxwoods.com](http://www.foxwoods.com)

Mohegan Sun Casino - [www.mohegansun.com](http://www.mohegansun.com)

## 2008 Conference Registration Form

Northeast Educational Conference  
September 17-19, 2008  
Mystic Hilton – Mystic, CT

Name:	ADE member: Y___N___	
Company Name:		
Mailing Address:		
City:	State:	Zip:
Home Telephone:	Business Telephone:	
Email:		

( ) **Conference: \$250.00 Member / \$350.00 Non-Member**

- Lectures, presentations and materials for both Thursday and Friday – September 18 & 19.
- Coffee, lunch and refreshments – September 18<sup>th</sup>.
- Coffee and refreshments – September 19<sup>th</sup> (Conference day ends at 12 noon.)

( ) **Conference Package: \$275.00 Member / \$400.00 Non-Member**

- Includes Educational Workshop Series Wednesday – September 17<sup>th</sup> 1:00 PM – 5:30 PM

Total Enclosed: \_\_\_\_\_

Please mail with your payment payable to:  
Association of Design Education  
P. O. Box 234  
Monroe, CT 06468

**Online Registration:** If you prefer to register on-line and pay by credit card, you may do so by going to the website ([www.associationofdesigneducation.com](http://www.associationofdesigneducation.com)) and clicking on the conference link.

**Cancellation Policy:** If it is necessary to cancel, you will receive a full refund provided the cancellation is prior to July 15<sup>th</sup>. After that date, no refunds will be given. However, you can apply your registration fee to next year's conference.

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