



the interior design community

**Type of Event**

Industry Association Event

**Date**

03/15/11

**Location**

NEW YORK

**Event Host**

Architects & Designers Building and NKBA Manhattan  
Architects & Designers Building  
150 East 58th Street (btw. Lex & Third Aves.)  
New York City

**Event Time**

9:00 a.m. - 6:00 p.m.



## Educational Forum for Design Professionals

Attend a daylong event of informative seminars and panels with breakfast, lunch and cocktails! The 2nd-annual **Educational Forum for Design Professionals** offers the chance to earn up to 6 CEU credits: **AIA, NKBA, IDCEC, ASID, IIDA** and **NDICQ**.

**Panel Discussion:** *Selling to the Generations: How to Get Your Customer's Attention* moderated by **Julie V. Lovine**, executive editor, *The Architects Newspaper*. Presenters include **Thomas Troland**, sr. market analyst, home categories, Meredith Corp; **Matthew Bremer**, founder and architect, *Architecture in Formation*; **Edin Rudic**, senior interior designer, Milo Kleinberg Design Associates; **John Rusk & Mary Kocy**, partners, Rusk Renovations; **Susan Serra**, kitchen & interior designer, Susan Serra Associates, Inc.; and **Jonathan Smoke**, executive director research, Hanley Wood, LLC.

**Seminars include:**

- *How to Draft & Negotiate Effective Contracts:* Harry Makris & Marl Seiden, partners, MMP&S LLP
- *Insurance Requirements for Design Professionals:* **Karl Janssen**, account executive, Cohen Partners

- *Green Cabinetry w/o the Green Wash*: **Roberta Kravette**, LEED AP ID+C, AKBD, principal NAK
- *Tile Installation Techniques*: **Mike Grantowski**, national projects manager, Mapei Group
- *Tile as an Integral Part of Interior Design*: **Jen Renzi**, design journalist & author, The Art of Tile
- *The Electronic Home: There's an App for That*: **George Katsiris**, NE reg. sales manager, Savant Systems
- *Behind the Wall: Plumbing Secrets*: **Jason Clark**, technical trainer, Hansgrohe
- *Beyond the Requirements: Applying Universal Design Principles*: **John O'Meara**, Häfele America
- *Opportunity in the New Economy*: **Shaun R. Smith**, principal, Laedas Business Advisors
- *Three Centuries of Color*: **Rodger Lippman**, architect & designer representative, Benjamin Moore
- *Bathrooms Through the Ages*: **Jim Stockstill**, international projects consultant, Hansgrohe

One Seminar Session: \$25. Two Seminar Sessions: \$40. Up to 5 Seminar Sessions: \$100.

For more information and registration go to [www.adbuilding.com/eduforum](http://www.adbuilding.com/eduforum) or call the NKBA at 917-841-4281 or the A&D Building at 212-644-2766.