



ARIZONA SOUTH

ARIZONA DESIGNS '11

CEU SEMINARS AND TRADE EXPO

Attendee price: \$80.00

Student price: \$40.00

Includes continental breakfast and networking luncheon, all CEU's and Trade Expo.

Sponsorship opportunities available!

Tabletop exhibitor fee: \$200.00

For info call: 520.547.5516

March 16, 2011

Omni Tucson National Resort

2727 West Club Drive, Tucson, AZ 85742

REGISTER at www.asidtucson.org

Staying "UP" in a Rollercoaster Economy:



Steps for Staying Positive and Attracting Clients

Presented by:
Angela Merola, Coach and Consultant
CEU Course #: 8600

Is your business, and emotions, on the same rollercoaster as the economy? Without a major mental shift, designers cannot succeed for the long haul. It is a buyers' market with vast choices. Clients have refined and reprioritized their criteria to include stability, enthusiasm, authentic passion, confidence, connection and positive attitude. All which have been found to be client magnets in this new economy!

2 hours

Presentation "Forest for the Trees",

Course Number: IDCEC #5586

CEU Credits: 0.1

Presented by: Jill Dougherty

A multi-attribute approach when selecting "green products. Most green-minded specifying professionals select products and materials based on a limited set of environmental attributes. The main advantage of this approach is its simplicity. However, it does not necessarily lead to more environmentally sustainable product specifications. This presentation attempts to give a better understanding of the life cycle framework by taking a higher level approach and using everyday product examples as illustrations. The goal is to inspire long term environmental product specification in the context of the functional aspects of design. 1 hour

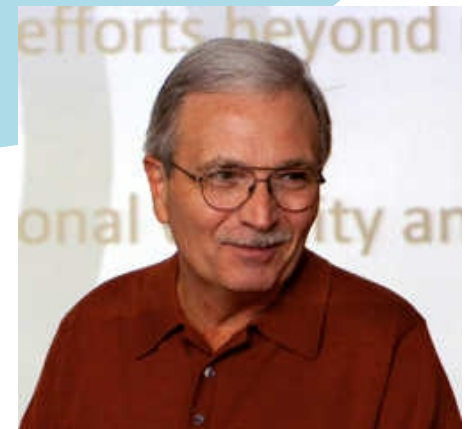


KEYNOTE SPEAKER:

*Michael Thomas, FASID
President, ASID 2010-2011*

*"Survival Techniques for
the Small Design Firm"*

2 hours



A total of 5 CEU credits are available this date. Practitioner members of ASID are required to document 6 hours of Continuing Education every 2 years.