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**Lloyd Princeton,**  
is the principal consultant for  
Design Management Company,  
with offices in Los Angeles,  
New York, and London. He is a  
noted speaker to the design  
industry, offering excellent  
opportunities for designers to  
promote their relationship with  
manufacturers and service  
companies.  
[dmcnyc.com](http://dmcnyc.com)

## A NEW CONVERSATION - EVOLVING YOUR BUSINESS TO BE A DESIGN LEADER

Feeling challenged by the changes in the marketplace?

Not sure what to do with social media?

Not recognizing the clients and their ever-increasing and changing demands?

Wondering how to work with clients flooded with “do it yourself” messages?

If so, then attend an interactive program with motivator and businessman Lloyd Princeton! This high-energy, hands-on program will give you practical ways to evolve your design practice. Methods you can implement – now!

Learn how to position your brand, package your services, and optimize your pricing so you can maintain design integrity, professional (and personal) satisfaction, and give your clients what they want – more control over their projects.

After your time with Lloyd, you will know how to:

Attract the best clients for your business

Charge the optimal fees so you maximize your time

Continually sell your services and products throughout the project

Work with DIY clients and still make a profit

**This program offers .2 CEU credits with IDCEC**

**Date:** Wednesday, February 26, 2014

**Location:**

Cosentino Tile & Stone  
121 Green Tree Road, Unit #3  
Oaks, Pennsylvania 19456  
(Minutes from King of Prussia Mall)

**Time:**

Breakfast and Networking: 10:00am  
Speaker Series Begins: 10:30am sharp! Concludes at 12:30pm

**Cost:**

\$60 for ASID members  
\$75 for non-members  
\$40 for students

**RSVP:** Irene Black at [asidpaeast@verizon.net](mailto:asidpaeast@verizon.net) or (215) 568-3884

**Space is limited - register early! \$5.00 discount if registered before February 5, 2014**