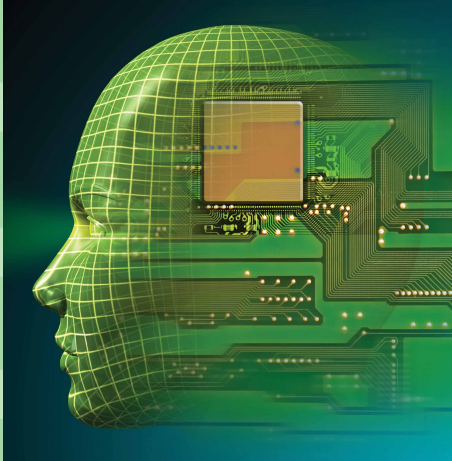


SEMINAR SERIES



Business Presentation

DESIGNING YOUR BUSINESS
FOR THE DIGITAL AGE

“Thank you...for presenting such a great seminar. I have gotten nothing but fabulous reviews and a lot of designers who want to come back for more. It was a great success and I know that this is just the beginning of great things to come.”

– Dawn Driskill, Danville Gallery

Design Practice Management and Marketing/ Today's Presentation for Tomorrow's Clients

The main objective of this seminar is to provide the designer with the basic tools and training essential to successfully operating a small or mid-size business. This seminar discusses the business side of designing and sets the stage for the three Minding Your Business seminars that cover Business Planning, the Sales Process and the Marketing Process in extensive detail.

Throughout this energetic and interactive workshop, Mike Weddington will take you through the essential steps needed to develop and grow a successful design practice - all founded on solid business principles and the importance of having a:

- Business Plan
- Marketing Plan
- Sales Plan
- Business Strategies and Tactics



Let's face it, economic times are tough. Home sales and values have steadily declined; jobs and pay have been lost. Put that all together and you can easily see how the current economy is taking its toll on the market segments we serve. By attending the *Design Practice Management and Marketing/ Today's Presentation for Tomorrow's Clients* seminar, you'll learn how to make your design business not only survive, but thrive in 2010! You will leave this two hour seminar thoroughly satisfied, but definitely wanting more.

This seminar combines the fiercely competitive mentality Mike needed during his eight years as a professional football player, and the business insights and marketing skills he's developed in nearly twenty years as a high-level corporate manager. Mike is now sharing his proven formula for success in this two-hour course designed to help you develop and grow a successful business. You'll learn about the five Drivers of Success as well as how to use these specific tools to increase your sales:

- 1) Social Networking
- 2) Marketing and Advertising
- 3) Unique Selling Proposition
- 4) Color Trends



The Design Practice Management and Marketing/ Today's Presentation for Tomorrow's Clients seminar is created for you, whether you're just starting out, looking to reposition your business, or wanting to maintain and grow your current business. The seminar integrates real world experience with established Sales, Marketing, and Business Planning principles to guide you to more design projects and more profit and your best business year ever!

Participants are giving rave reviews and clamoring for more workshops...

"I attended the seminar at Danville Design Gallery earlier this week, and I just wanted to tell Mike how much I enjoyed it!...I learned so much and was really motivated after the seminar. Are there anymore seminars coming up in the Bay Area?"

— Adrian Lewis, Adrian Lewis Design



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(602) 276-2020 (Fax)
Email: ardy@ardysgallery.com
Website: <http://ardysgallery.com>

American Society of Interior Designers

Attention: ASID CEU Administration

Subject: Letter of Recommendation for Mike Weddington

Reference: Continuing Education Units Seminars

1. Minding Your Business I – How to Thrive Not Just Survive in Today's Economy
2. Minding Your Business II – Developing a Successful Business Plan

ASID CEU Administration,

I have attended numerous formal and informal seminars and presentations conducted by Mike Weddington of @HunterDouglas. I find his style to be articulate, knowledgeable, prepared, inspirational, and motivational. He exhibits abundant enthusiasm that is coupled with his industry knowledge and experience.

I have specifically attended his presentation of the courses referenced above. I found them meaningful and was particularly impressed with Mike's can-do, enthusiastic and don't let this tough economic environment get you down demeanor in presenting their content.

Having attended hundreds of seminars in my career, I would rate Mike's among the best.

Ardy Andjelich

Ardy Andjelich, Ardy's Gallery of Window Coverings



July 15, 2009

To Whom It May Concern:

It is with great pleasure and enthusiasm that I am writing to endorse Mike Weddington's Minding Your Business seminar. I have worked in management of a sales and marketing company in the home improvement industry for the past 10 years and hope my perspective will be helpful as you evaluate Mike's exceptional seminar.

My first experience with the Minding Your Business seminar was 2 years ago when Mike taught it at Hunter Douglas's Chatsworth location. His ability to teach the course curriculum with such ease and humor impressed me such that I could not wait to take the seminar again. Mike's ideas for creating a business plan, assessing strengths and weaknesses and low cost marketing ideas were not only educational but instrumental in the growth of our annual sales.

I felt that Mike's expertise and industry experience was so beneficial that the second seminar was attended by our entire sales staff. The experience had a positive effect on them as well and because of Mike's motivational teaching style I would strongly recommend Minding Your Business to anyone interested in growing their business.

During the time I have known Mike, he has shown himself to be an inspirational and energetic teacher of business plans and business development. He comes to you with the credentials of a successful leader in these fields.

Sincerely,

Elias Arreola
VP/Kitchens and Bath Division

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About The Speaker ←



Mike Weddington is General Sales Manager of Business Development for Hunter Douglas.

With over 20 years of Sales, Marketing, Manufacturing and Distribution experience, he has worked in two Fortune 100 companies the entire time. After joining Hunter Douglas in August 2005, Mike managed the sales, marketing, and distribution at two manufacturing facilities, located in Stockton, CA and San Jose, CA. In addition to managing over 200 plus employees and servicing over 2,000 accounts, he also managed three call centers, accounts payable, and two accounts receivable departments for the two business units. Twelve separate window fashions products were manufactured in the plants.

Mike came to Hunter Douglas from Wilsonart International, a global leader in the manufacturing and marketing of high pressure decorative laminates, solid surfaces, adhesives and laminate flooring. During his 18 year tenure, he managed and helped build a successful \$120 million business over the course of five years.

Mike was also a professional football player in the NFL with the Green Bay Packers for five seasons. Prior to playing in the NFL, he played for three seasons in the USFL with the New Jersey Generals. Mike attended the University of Oklahoma on an athletic scholarship where he earned a bachelor's degree in Business Management. His competitive demeanor has transferred seamlessly into his career in management and has brought a competitive edge to all his endeavors.

For more information about Minding Your Business Seminar I, II and III, please contact Ingrid DeGrutt at 818.657.9203 or email Ingrid.degrutt@hunterdouglas.com

Visit the Trade Alliance Program website at www.hdtradealliance.com/index.pdf and find us on Facebook, <http://www.facebook.com/pages/Hunter-Douglas-Trade-Alliance/164721922169>