



FACT SHEET

WHY: The design industry is in the midst of rapid, business-altering changes and business professionals need to recognize the challenge: It's either adapt or disappear. The pressure is intense--you need to develop solutions to big-picture issues while still running a profitable business--which is why we've developed Design Business Rx-(DBRx).

WHAT: DBRx is a business-building workshop, limited to only 10 people per session, where you work directly with us before, during and after the actual session date. Professionals can choose one key issue that most matters to them from three top-of-mind topics to work in-depth along with other motivated businesses.

- * Pricing: How to charge what you know your worth and make your clients happy to pay
- * Positioning: How to become a preferred design resource in a crowded market
- * Marketing: How to grow and develop your business in a slowing economy, understanding the value of niches, and effective communication in the Experience Economy.

WHO: Deb Barrett and Susan Schultz

Deb Barrett is the principal in Window Dressings, Inc. a custom window treatment and soft furnishings firm near Chicago, Illinois. Barrett is an award-winning designer who has built a reputation for cutting-edge couture treatments and as a professional speaker, columnist and author. Her work regularly appears in leading industry publications. During her successful tenure in design she has had extensive experience in a broad range of areas. Her fascination with what's around the corner and the constant search for inspiration has led her to her current role as a design thinking strategist.

Susan Schultz is a principal in Space Downtown, a home furnishings design, product development and marketing firm based in New York City. Throughout her successful and diverse career as a design professional, Schultz has become known for her insightful observations and analysis of new opportunities in design. Schultz's passion for discovery is now focused on emerging design talents from around the globe; introducing them to the US market through her firm and in her role as design thinking strategist.

WHEN: The DBRx team is scheduling workshops across the country for the first quarter of 2009. Visit our blog, Design Business Rx at www.designbizrx.com for more details and schedules.

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