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**ALDEN PARKES HOSTS FIVE CEU SEMINARS AT FALL 2018 HIGH POINT MARKET**

*The high-end furniture maker offering designers talks and demos*

*to share business and creative ideas*

**Jacksonville, Fla. (September 4, 2018)—** Designers can shop and earn CEU credit in the high-end Hamilton Wrenn Design District during the Fall High Point Furniture Market, taking place October 13-17, 2018. The innovative seminar series is co-sponsored by the International Market Centers (IMC) and is free and open to all designers. Introduced in Spring 2016 the valuable and highly regarded educational opportunity takes place in the Alden Parkes Showroom located at 200 N. Hamilton, Suite 110.

“Building and strengthening our relationship with the design community has always been a primary focus for Alden Parkes, and we are proud to be able to bring expertise and creativity to share with our partners,” said Lynne McArdle, President of Alden Parkes.

Seminars in the Alden Parkes showroom include:

**Saturday, October 13, 10-11 a.m.: *Colors, Finishes and Forecasting: What’s in a Forecast & What You’ll Be Seeing Soon!***

Join Kathy Andersson, founder of Rendered Nest Home Staging & Redesign and former head of the Global Color & Design Center for Sherwin-Williams Industrial Coatings in Greensboro, to take a deep dive into the process of forecasting while you view stunning visual examples of what tomorrow’s consumers will desire in their surroundings.0.1 CEU

**Saturday, October 13, 2-3 p.m.: *Is Niching Critical for Business?***

Is having a niche design style or brand necessary for growing your business? Our ‘Showhouse in a Showroom’ panel of designers weighs the pros and cons. Join Billy Ceglia, Jeanne Chung, Kara Cox, Cynthia Ferguson, Shay Geyer, Kimberly Perron, and AphroChic (Jeanine Hays & Bryan Mason) for a fun and lively discussion. Moderated by Jane Dagmi, Editor in Chief of *Designers Today.* 0.1 CEU

**Sunday, October 14, 10-11 a.m.: *Interior Planning: Taking Care of YOU So You Take Great Care of Your Clients!***

**Learn how to set boundaries, manage your calendar and personal time so you can increase your love of design, serve your clients better and reclaim your ‘Joy ROI’ with Author and Brand Consultant, Kim Kuhteubl. Kim will sign copies of her book, *Branding + Interior Design: Visibility and Business Strategy for Interior Designers* following the seminar. 0.1 CEU**

**Sunday, October 14, 2-3 p.m.: *Replacements, Ltd. Presents: Eddie Ross, Mix Master***

Create fearless looks that reflect your clients’ stories and styles. Join designer and *House* *Beautiful* contributing editor, Eddie Ross, as he reveals how to collect, restore, and incorporate vintage finds to craft modern, nostalgia-grounded spaces that celebrate the past, present, and future. 0.1 CEU

**Monday, October 15, 10-11 a.m.: *Getting the Most Out of Your Photography Budget***

How do you get magazine worthy, book worthy, and stunning photography? This fascinating presentation gives you the best tricks of the trade from both sides of the camera, with *Elle* *Decor* A-List designer Grant K. Gibson and award-winning photographer Stephen Karlisch. Followed by a book signing for Grant Gibson's new book, *The Curated Home!* 0.1 CEU

The five sessions include refreshments, and designers are invited to relax in the Designers’ Lounge of the 16,000-square-foot Alden Parkes showroom at 200 N. Hamilton, Suite 110. Lunch is served daily. For more information visit https://aldenparkes.com/hpmktseminars-fall-2018-2/

**For High-Resolution Seminar Speaker Headshots:** <https://gefenmarketing.sharefile.com/d-sb9280ba37fe4ed29>

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**About Alden Parkes:**

Alden Parkes is a high-end furniture manufacturer based in Jacksonville, FL owned by entrepreneurial veterans Lynne and Khrys McArdle. Alden Parkes offers an extensive line of home furnishings: upholstery, chairs, occasional tables, dining, cabinetry, bedrooms, and mirrors. Their commitment to quality begins with materials. Premium woods, from solid mahogany to weathered driftwood acacia, are masterfully carved by hand and paired with solid brass hardware. Finishes range from deep brilliant sheens to subdued, casual distressed applications.