# C:\Users\Intern\Desktop\download.jpg

**FOR IMMEDIATE RELEASE**  **Media Contact**: Tara Hackman

 tara@gefenmarketing.com

 336.884.5020

**ALDEN PARKES TO CONTINUE SUCCESSFUL CEU SEMINAR SERIES AT SPRING HIGH POINT MARKET**

*Industry leaders offering information, advice and creative ideas in a series of five seminars*

Jacksonville, Fla. (March 5, 2019)**—** Designers can shop and earn CEU credit in the high-end Hamilton Wrenn Design District during the Spring High Point Furniture Market, taking place April 6-10, 2019. The innovative seminar series, co-sponsored by Alden Parkes and the International Market Centers (IMC), is free and open to all designers. The valuable and highly regarded educational opportunity takes place in the Alden Parkes Showroom located at 200 N. Hamilton, Suite 110.

“Alden Parkes is thrilled to have such an exciting mix of topics and presenters at this spring’s seminar series,” said Lynne McArdle, President of Alden Parkes. “We have two robust panels along with seminars led by some of the most well-regarded designers in our industry.”

Seminars in the Alden Parkes showroom include:

**Saturday April 6th, 10 a.m.-11 a.m.: Get Ahead of The Competition with Impactful Presentations That Get Your Clients to Say Yes...Every Time!**

First impressions count! That’s why your design presentation HAS to create the "wow" factor, so your prospective clients buy into your vision and say YES, every time.Get ahead of your competitors by learning how to create a dramatic presentation that will have your clients captivated and wanting more. Expert designer Elle Cole shares her innovative and sensational ideas and fail-safe tips for presentations that will create the right buying mood and have your clients lining up to sign on the dotted line! 0.1 CEU

**Saturday April 6th, 3 p.m.-4 p.m.:** **Managing Your Clients and Your Ego**

When providing luxury design services for your clients, how do you strike that balance between fulfilling their needs and yours? Join the ‘Showhouse in a Showroom’ designers (Rajni Alex, Jeremy Bauer, Jason Clifton, Shayla Copas, Lisa Kahn, Kerrie Kelly, Keia McSwain) and Moderator, Jane Dagmi of *Designers Today* as they discuss best communication strategies for a win-win outcome, so you stay in charge and get the press-worthy portfolio piece that you need, while giving the client everything beyond their dreams. Moderated by Jane Dagmi, Editor in Chief of Designers Today. 0.1 CEU

**Sunday April 7th, 10 a.m.-11:00 a.m.:** **How to Profit Selling Wellness in the Furniture & Accessory Market**

Today’s savvy consumers are choosing to buy what goes beyond their basic needs to what also enriches their lives. This is a huge paradigm shift in consumer spending for all age demographics and at the very top of most sought-after products and ideas is anything to do with wellness. In every and all markets today, this is the buzzword trending. So why not incorporate and market wellness in our furniture industry for greater sales and profit? Join Mitzi Beach, interior designer, as she discusses this growing trend. 0.1 CEU

 **Sunday April 7th, 1 p.m.-2 p.m.**: **3 Massive Mistakes You’re Making that Cost You Clients and Cash**

Upscale clients want to work with designers who are confident, take control of the project, and create a one-of-a-kind transformation. Clients want your design talent to take them places they’ve only dreamed of. It’s time to step up, stop playing small, and allowing your clients to call the shots. This training, with interior designer and lifestyle trainer Melissa Galt, will put you squarely in the driver seat of your design practice, focused and full throttle, so you get the projects you want with clients you love, and the compensation you deserve. 0.1 CEU

**Monday April 8th, 10 a.m.-11 a.m.: Living Your Ideal lifestyle**

Lifestyle is no longer about WHAT you own, rather HOW you use what you own every day. Collaborate with designers MA Allen, Jean Liu and Libby Langdon through a panel moderated by *Traditional Home*’s Senior Style Editor Krissa Rossbund to learn how you can help your clients achieve the lifestyle they want to live.

The five sessions include refreshments, and designers are invited to relax in the spacious dining area 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/showhouse-in-a-showroom/>

###

**About Alden Parkes:**

Alden Parkes is a mid to 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.

**For High-Resolution Seminar Speaker Headshots:** <https://gefenmarketing.sharefile.com/d-s0b19e5a9ed049078>