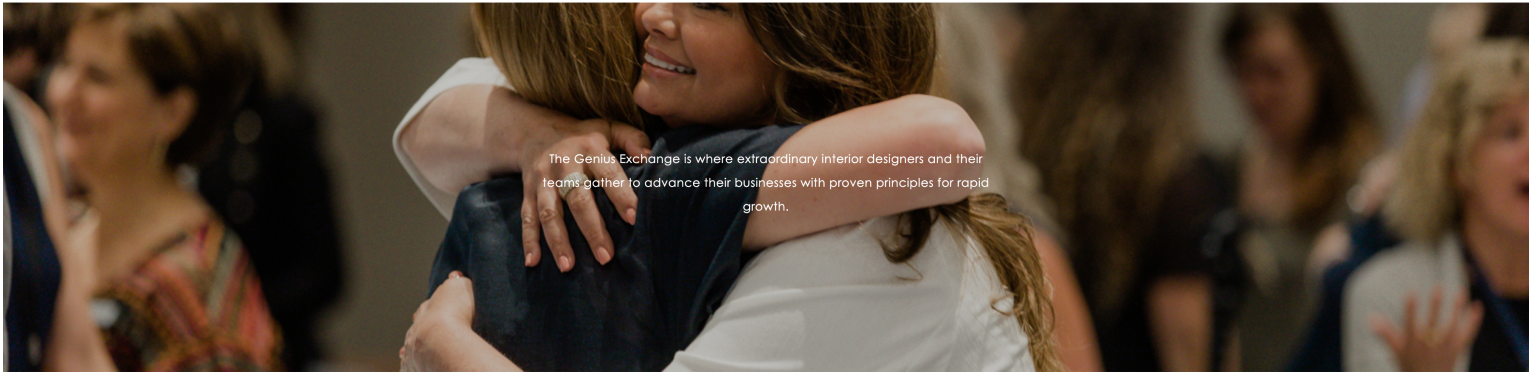




# GENIUS EXCHANGE

JULY 17-19, 2019  
Graduate Providence, RI



[Photo credit @bakerproductions]

## WELCOME INTERIOR DESIGNERS

The 2019 Genius Exchange is about to be history. The event is full and everybody is gathering in Providence, Rhode Island for another great and productive year.

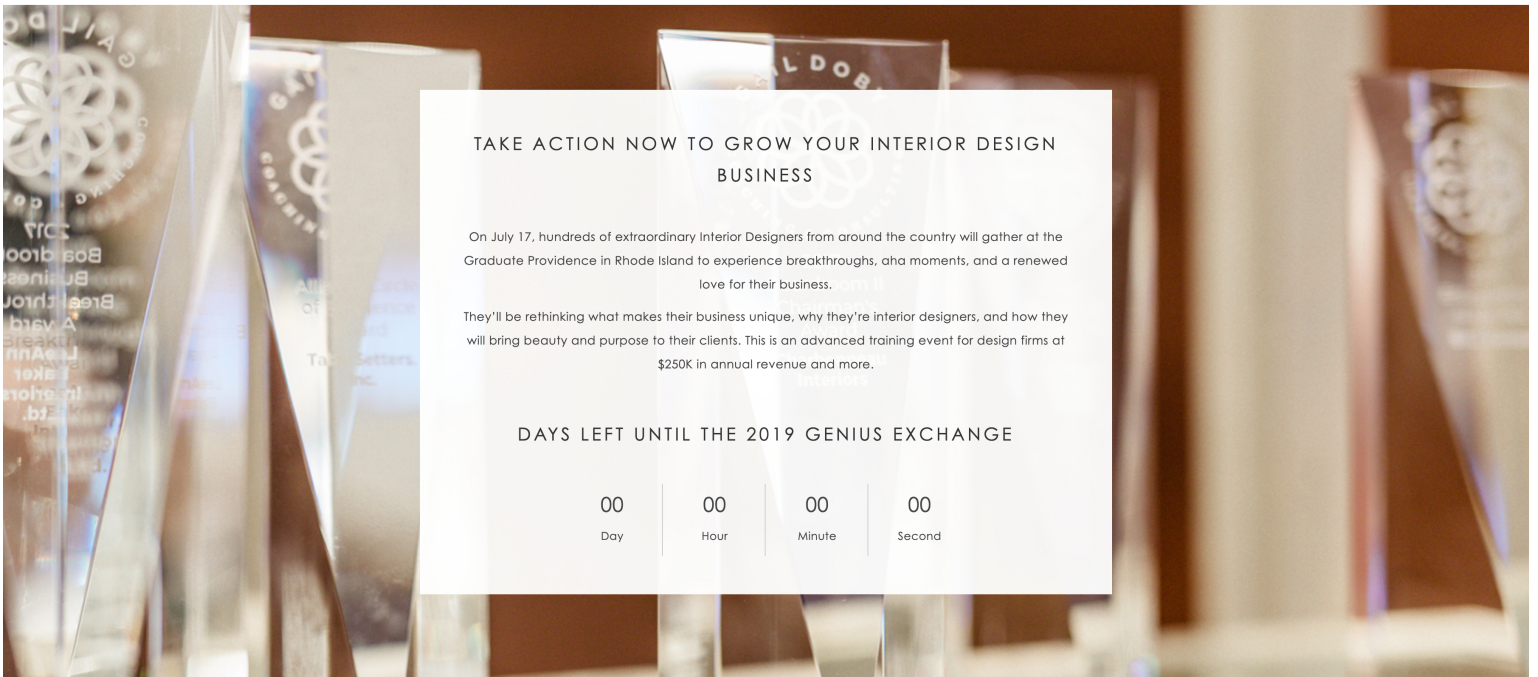
If you've missed registering for this year's Genius Exchange, we've left this page so you can browse and learn more about the event. Next year Genius Exchange will be held from July 22nd through the 24th. Watch our website for the location to be announced next spring.

If you'd like to learn more about Gail Doby Coaching & Consulting, [schedule a chat with us at GailDoby.com](https://www.gaildoby.com).

Until next year!

Warmly,

Gail Doby Coaching & Consulting



[Photo credit @bakerproductions]

## TAKE ACTION NOW TO GROW YOUR INTERIOR DESIGN BUSINESS

On July 17, hundreds of extraordinary Interior Designers from around the country will gather at the Graduate Providence in Rhode Island to experience breakthroughs, aha moments, and a renewed love for their business.

They'll be rethinking what makes their business unique, why they're interior designers, and how they will bring beauty and purpose to their clients. This is an advanced training event for design firms at \$250K in annual revenue and more.

## DAYS LEFT UNTIL THE 2019 GENIUS EXCHANGE

00

Day

00

Hour

00

Minute

00

Second

## GROWING THE HEART OF YOUR BUSINESS

Put yourself where the business growth essentials, strategies, and solutions are spread out in front of you. Learn how to build, run, and sustain the interior design business of your dreams with mastery.

Remove the complications that feel like the traffic jam that never ends.

Interactive Round Tables - discover how to maximize your business with the help of



- **Interactive round tables** - discussions led by accomplished designers who have followed Gail Doby Coaching and Consulting to see their businesses soar.
- **Networking with other designers for 2+ days** - making connections that could be life-long friendships
- **Mini-talks and panel discussion** - covering the latest trends and business strategies affecting design firms.
- **Deep-dive discussions** lead by industry leaders
- **Opportunities** to meet experts and service-providers who can solve your business challenges.
- **Keynote speakers** each day that will share secrets to growing their business.
- **Awards** honoring the achievements of Interior Designers in 2018



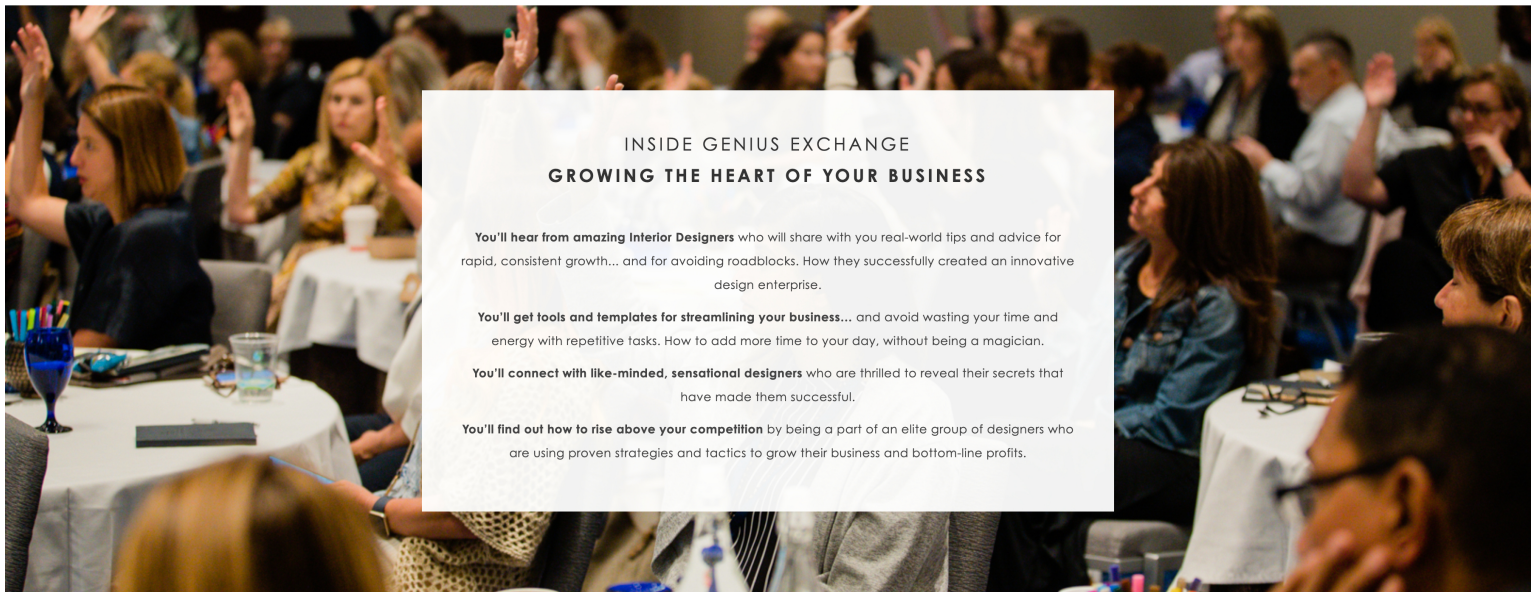
**GAIL DOBY**  
GAIL DOBY COACHING & CONSULTING



**BRIA HAMMEL**  
BRIA HAMMEL INTERIORS  
BROOKE & LOU



**GARRISON HULLINGER**  
GARRISON HULLINGER INTERIOR DESIGN



### INSIDE GENIUS EXCHANGE GROWING THE HEART OF YOUR BUSINESS

**You'll hear from amazing Interior Designers** who will share with you real-world tips and advice for rapid, consistent growth... and for avoiding roadblocks. How they successfully created an innovative design enterprise.

**You'll get tools and templates for streamlining your business...** and avoid wasting your time and energy with repetitive tasks. How to add more time to your day, without being a magician.

**You'll connect with like-minded, sensational designers** who are thrilled to reveal their secrets that have made them successful.

**You'll find out how to rise above your competition** by being a part of an elite group of designers who are using proven strategies and tactics to grow their business and bottom-line profits.

(Photo credit @bakerproductions)

Message from the Co-Founder

To: Extraordinary Interior Designers

From the desk of Erin Weir

Whether you are new to Gail Doby Coaching and Consulting or you've known us for some time, you know that we're about helping people like you rethink their business with the proven tools, best practices, and resources to achieve exciting growth in 2019 and beyond.

Sadly, today's business environment is full of roadblocks, challenges, and detours for designers that are trying to do it on their own. You need solid real-world wisdom to motivate you and keep your vision alive. We have been where you are and it is our mission to pioneer coaching and consulting that helps you create unparalleled results.

Our coaching and consulting clients are beyond delighted with the breakthroughs they've made. The truth is the discoveries they made allowed them to do more for clients, their staff, and within their own families that wouldn't have been possible before.

You're in for a real treat at the 2019 Genius Exchange.

Please introduce yourself to me when you see me. I look forward to meeting you in person.



Can't wait to see you at the Graduate Providence, Rhode Island.

To your success,

Erin Weir



Vice President & Co-Founder  
Gail Doby Coaching and Consulting



WE CARE ABOUT YOUR SUCCESS

(Photo credit @bakerproductions)

When you're looking for training, motivation, and practical tools to move your business forward, the Genius Exchange is the place you need to be. Our focus is real-world advice that leads to real results. You'll always feel like you got the whole story with nothing held back.

We don't compromise or skimp when it comes to your business. We're known for helping design teams come together to fast-track their vision. Honestly, we've crammed so much in the two days that you'll wonder what to apply first. At the end of Day 2, Gail will help you create a plan to implement when you get back to your studio. Your mind will be overflowing with ideas and inspiration.

And, once you attend, you'll find yourself coming back year after year, just like our long-time friends.



HERE'S WHAT TO EXPECT  
2019 GENIUS EXCHANGE ITINERARY

(Photo credit @bakerproductions)

#### WEDNESDAY, JULY 17


Early Registration: 4:00 PM  
Welcome Cocktail Party 5:00 PM

#### THURSDAY, JULY 18 – DAY 1

Registration 8:00 – 9:15 AM  
Welcome 9:00 – 9:45 AM  
Awards 9:45 – 10:30 AM  
Break 10:30 – 10:45 AM  
Keynote Speaker 10:45 – 12:15 PM  
- Bria Hammel: Building Your Brand  
Lunch 12:15 – 1:45 PM  
Sponsor Presentation 1:45 – 2:15 PM  
Round Table Discussions 2:15 – 3:45 PM  
Break 3:45 – 4:00 PM  
Panel Discussion 4:00 – 5:00 PM  
- Getting To The Heart Of Your Financials  
Message from Gail 5:00 – 6:00 PM  
- Settling & Getting Higher Fees

#### FRIDAY, JULY 19 – DAY 2

Welcome 9:00 – 9:45 AM  
Round Table Discussion: 10:00 - 11:30 AM  
Lunch 11:30 – 1:00 PM  
Keynote Speaker 1:00 – 2:30 PM  
- Garrison Hullinger: Scaling & Diversifying Your Business  
Break 2:30 – 3:00 PM  
Planning Session 3:00 – 4:00 PM  
Genius Exchange Takeaways 4:00 – 4:45 PM  
Close 4:45 – 5:00 PM



WHAT OTHERS HAVE SAID ABOUT  
THE GENIUS EXCHANGE

SO, WHAT MAKES GENIUS EXCHANGE 2019 THE ONE



## BUSINESS AND TEAM BUILDING EVENT YOU NEED TO ATTEND THIS YEAR?

*The person standing in the way of  
their business... is me*

*Get out of the weeds, having a job  
vs. managing your business*

*Delegate to move faster...*

*Strive for excellence, not  
perfection!*

*I discovered how I could have a  
lifestyle driven business.*

*How to build relationships with  
everyone*

*I learned how to prioritize my  
business tasks and stop doing  
things that don't move the needle.*

*Treat yourself as the CEO*

*I now know how to plan 90 days a  
year.*

*You don't have to be the owner to  
be a leader.*

*I am my brand.*

*Procrastination is expensive!*

*How setting up systems will save  
time.*

*The joy is in the journey.*

*I came because I needed to make  
a decision about my business – go  
forward or quit*

*Clean up finances.*

*Spend more time in the Zone of  
Genius.*

## WHAT WILL YOU BE SAYING AFTER 2019 GENIUS EXCHANGE?

### CAN YOU AFFORD TO MISS OUT?

## QUESTIONS YOU MIGHT BE WONDERING ABOUT

(Photo credit @bakerproductions)

#### **Q: What makes the Genius Exchange different?**

A: Our event is called Genius Exchange because we bring together the perfect mix of people whose skills and achievements fosters the exchange of ideas, best practices, and inspiration. You'll come away with solid and instructive strategies, tips, and principles that will move you forward.

#### **Q: Why is it for firms with \$250k+ annual revenue?**

A: This conference contains advanced principles that benefit firms that have achieved a minimum of \$250k annual revenue and are ready to grow to the next level. Unlike other conferences and seminars, we are sensitive to your needs - striving to provide value for your investment. We offer the right mix of information that's not too simplistic or complicated for you to succeed. This workshop builds on the foundation that you used to achieve \$250k and above.

#### **Q: Why should I bring my team?**

A: First-time attendees who don't bring their teams realize their mistake when they get home. They lose time bringing their team up to speed with all that they have learned and now want to implement. Owners have seen a more significant commitment from team members once they've attended Genius Exchange. Your team will learn alongside you and attend roundtable discussions specifically for them.

#### **Q: Why is it Wednesday through Friday?**

A: We've moved the conference as a result of the feedback we've gotten from you. Our attendees have said they'd like to have some time to play while they're away. Now you can take an extra day and join your new friends on Saturday to explore the beautiful city of Providence Rhode Island before returning home – be sure to visit the mansions of the Golden Age in Newport! Simply. Stunning.

## NETWORKING... MAKING NEW FRIENDS

A designer's dream is networking with generous and super successful peers who love sharing and helping. Let's face it: we're all looking for the 'easy' button. Catching up with friends over a meal and making new friends is one of the highlights of the event. No one understands your challenges better than other designers and hanging out with extraordinary people for two days is paradise. Sharing what's working in your business could be just what your friends need to know. We enjoy being around people with the same world-view. Being around people like us smooths out the bumps in the road with easy-



going conversations and stress-relieving laughter.

## TEAM MEMBER ROUNDTABLES

Team Member roundtable discussions will focus on issues that are specific to firms with teams. There's a synergy when teams are working together. Contrasting with teams that are trying to cobble together processes and systems as they go. We believe in your teams, as your human assets need enrichment as much as the firm's leaders.



(Photo credit @bakerproductions)



**Bria Hammel** – Bria's work has been featured in national publications such as Traditional Home, HGTV Magazine, Lonny Magazine, Style Me Pretty, as well as many other local shelter magazines. She received the "Fresh Faces of Design" award in 2015 from HGTV, has been nominated for an International Design Award and was selected as a 2018 Style Spotter for High Point Market Authority.

Bria has been fortunate enough to travel the world, which has given her a unique perspective on how people live, as well as a deep understanding of how different spaces can come together in incredible ways.



**Garrison Hullinger** – From a humble beginning in his attic just nine years ago, Garrison has built a nationally recognized firm with 34 fulltime employees securing his place in the Pacific northwest.

He has been recognized Best of Houzz 15 times in the past eight years. His list of current projects is stunning in size and scope. From a new four-star conference hotel resort in Deer Valley, UT with 395 guest rooms, 20,000 conference hotel space, 3 restaurants, and 2 bars. Next is the 62 private residences in two different schemes at the same property. Not to be forgotten are the suites and extremely large residential projects at Four Seasons Vail.

He knows the luxury market, how to scale, and diversify – organically and strategically.

*Don't forget to ask him about his backyard fire pit adventures.*

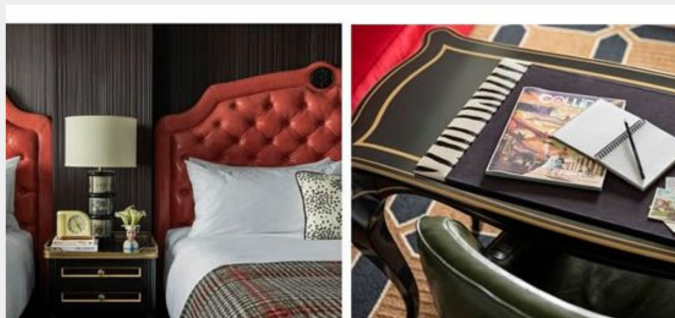
You will be delighted that you met Garrison. He is the real-deal; smart and charming with a sense of humor that will have you in stitches.

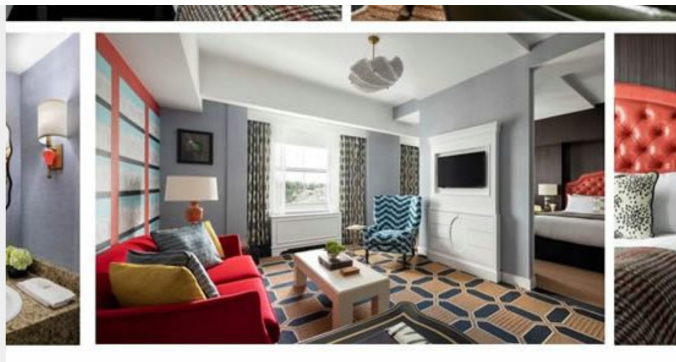
His story is an inspiration – you don't want to miss this!

Reservations are quick and easy. We've negotiated special pricing at one of the best hotels in America. \$159 per night (Reservation Details with code provided upon event registration).

To get the most from the conference we recommend that you plan to arrive on Wednesday, July 17 in time to attend the cocktail party at 5:00 PM and travel home, Saturday, July 20.

GRADUATE PROVIDENCE  
11 Dorrance St, Providence, RI 02903





You'll love being around your Genius Exchange friends and peers for 72 hours. This mastermind event only happens once a year, so don't miss this opportunity.

## STILL NOT SURE?

ONCE A YEAR YOU WILL SURROUND YOURSELF WITH INNOVATIVE, AND GENEROUS DESIGN PEOPLE –

If you've never attended Genius Exchange naturally, you're wondering if it's worth your investment of time and money for you and your team. **Let me share with you what last year's attendees learned when they brought their team and their takeaways:**

"bringing my team is investing in your people"

"need to hire"

"proud to have my team with me"

"leadership for team members"

"empower your team"

"once we get back, we will hit the ground running, because we were learning and strategizing together"

Genius Exchange vision is to bring together extraordinary interior designers and their teams to work on their businesses and share best practices. Attending Genius Exchange is guaranteed to be full of value. If you want higher-paying projects, to be more effective, and create a true lifestyle business then join us at the 2019 Genius Exchange.



## THANK YOU TO OUR SPONSORS

UNIVERSAL TO THE TRADE





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MEREDITH | THE MEDIA MATTERS

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Would you like to be a partner or sponsor at a future Genius Exchange?

Would your business benefit from being with hundreds of amazing and successful interior designers? Contact us at

Name \*

First

Last

Email Address \*

Tell Us About You \*

Please tell us about you and/or your company and how you'd like to work with Genius Exchange.

SEND NOW

***Build new client relationships with your ideal buyers in a comfortable setting***

- *Meet some of the brightest people who need to know about you*
- *Develop opportunities with designers who can add value to your brand*
- *Nurture existing relationships to build a bond even if you talk all the time*