

GO DEEPER. GET PRACTICAL. GET DOWN TO THE BUSINESS OF DESIGN AT ADAC | OCT. 28*Tackling the Business Realities of Design, Putting Growth, Profitability + the Future of Your Firm in Focus**Early Bird Ticketing on Sale Tuesday, Sept. 15 for \$125*

ATLANTA: The Atlanta Decorative Arts Center (ADAC) is putting the business of design under the microscope this fall with **Get Down to Business: The Business of Design—Building Stronger, More Profitable Firms**, taking place Oct. 28 from 10 a.m. to 6 p.m. This year's event will offer an even deeper dive into the challenges and opportunities shaping today's design industry, with expanded opportunities for one-on-one conversations with speakers and more interactive learning experiences. As design firms navigate economic uncertainty, rising costs, tariffs, evolving client expectations and the challenges that come with growth, the program will bring industry leaders and design professionals together for a day of candid conversations, practical strategies, actionable insights and peer-to-peer exchange.

This year's program takes a more intimate, hands-on approach, with attendance capped at 75 participants. The more exclusive format creates greater opportunity for conversation and connection throughout the day, moving beyond the traditional panel format to include interactive roundtables, facilitated breakouts and small-group discussions alongside expert-led presentations.

"Get Down to Business has always been about creating space for honest conversations around the realities of running a design firm," said Katie Miner, General Manager of ADAC. "This year, we're going even deeper by creating a more intimate and interactive experience that gives attendees greater access to industry leaders, practical strategies and one another. Our goal is for design professionals to leave with ideas and insights they can truly apply to their businesses as they navigate what's ahead."

The day's programming will examine the forces shaping the design industry today and the business decisions that can position firms for what comes next. From operations, leadership and profitability to scaling, diversification and growth, speakers will share both big-picture perspective and real-world lessons from inside successful design businesses. The program will also feature a firsthand case study exploring the transformation of an established firm, offering an honest look at the strategic and operational shifts required to move from steady success to significant growth.

The experience will close with a forward-looking exploration of the creative forces shaping design in 2027, as Sherwin-Williams presents its Colormix® Forecast 2027, offering attendees both continuing education and insight into the color, material and finish directions influencing the industry.

This is one of ADAC's signature annual events, and the schedule is as follows:

10:15 a.m.-11:15 a.m. | The Business of Being Seen***Positioning Your Firm for the Market Ahead***

Being good at design is no longer enough to ensure the right clients find you. In a crowded, rapidly changing market, visibility, relevance, and perceived value are business advantages—and how firms show up matters as much as the work produced.

In this session, brand strategist Ericka Saurit of Saurit Creative explores what it takes to build a firm that gets noticed, remembered, and chosen. She'll unpack the strategic decisions that shape perception, from defining what sets firms apart to communicating value in ways that resonate with ideal clients. Attendees will examine how changing client expectations and an increasingly AI-driven landscape are reshaping visibility, then identify opportunities to sharpen positioning, stand out, and stay relevant in the market ahead.

11:30 a.m.-12:30 p.m. | The Business Framework***Operations, Mindset, and the Structure Behind Success***

Join Gail Doby and Erin Weir of Pearl Collective as they share the proven systems that help successful interior design firms thrive. Having coached hundreds of design professionals across the country, Doby and Weir understand what separates firms that simply stay busy from those that build sustainable, profitable businesses. This session explores the operational framework behind high-performing firms—from leadership and team structure to financial management, strategic planning, and creating systems that support long-term growth. Attendees will gain practical insights into building a business that is not only creatively fulfilling but also scalable and financially resilient.

12:45 p.m.-1:45 p.m. | Lunch + Roundtable Discussions with Speakers

Interactive roundtables focused on peer-to-peer discussion and sharing best practices across firms.

Topics may include:

- Operational efficiencies
- Leadership and team structure

- Scaling challenges
- Building profitability

Showroom partners: Edgar-Reeves Lighting, Ernest Gaspard, F. Schumacher & Company, Kravet, Inc. and Made Goods

2:00 p.m.-3:00 p.m. | Case Study in Growth

From Established to Exponential: Inside a Transformation

A candid conversation between Margaret Donaldson of MDI Luxury Design and Gail Doby and Erin Weir of Pearl Collective on what it actually looks like to evolve and scale an already successful firm. With over three decades in business, Donaldson will share how working with Pearl Collective helped double her firm's growth through shifts in mindset, structure, and strategy. Together, they'll discuss operational changes, leadership decisions, and the disciplined focus required to move from steady success to significant expansion. This is not theory—it's a real-world case study in growth.

3:00 p.m.-3:15 p.m. | Coffee Break with Speakers in the Designer's Lounge

Enjoy coffee and informal conversation with speakers while connecting with fellow attendees.

3:30 p.m.-4:30 p.m. | Scaling a Design Business

Growth, Diversification, and Building a Multi-Faceted Brand

Featuring Dwayne Bergmann, this session dives into what it really takes to scale—from increasing revenue to launching new ventures and expanding beyond traditional design services. Attendees will get a candid look at growth that is both ambitious and strategic.

4:30 p.m.-4:45 p.m. | Sherwin-Williams CEU Check-In

4:45 p.m.-5:45 p.m. | Sherwin-Williams Colormix Forecast 2027

Led by Kamilah Morgan, Sherwin-Williams' Designer Account Executive, this directional color journey and CEU course explores the future of color through a global trend lens, examining the cultural, technological and environmental forces shaping design for 2027. Participants will explore a curated palette of 48 colors alongside key macro drivers influencing color, material and finish directions across interiors, architecture and product design. The presentation will also examine three overarching design stories for 2027—Revive, Reignite and Reconnect—which highlight themes of heritage and craftsmanship, expressive creativity, and human connection to nature. Through these narratives, the course examines how emerging social behaviors, sensory experiences and sustainability considerations translate into actionable design strategies and forward-looking color concepts that create spaces that are meaningful, adaptable and aligned with evolving consumer values.

Colormix® Forecast 2027

Qualifies for .1 HSW CEU Credit

AIA Course: Colormix27 IDCEC Course: CEU-126556

Presented by Kamilah Morgan, MBA, Designer Account Executive for Sherwin-Williams

5:45 p.m.-6:15 p.m. | Sherwin-Williams Sponsored Networking Reception | ADAC Designer Lounge

Enjoy prosecco, light bites, and continued conversation after the Colormix® 2027 CEU presentation.

All events will be held on ADAC's campus in the First Floor Atrium within the presentation room and designer lounge | 351 Peachtree Hills Avenue NE, Atlanta, GA 30305.

Get Down to Business is sponsored by Business of Home, Edgar-Reeves Lighting, Ernest Gaspard, F. Schumacher & Company, Kravet Inc., Luxe Interiors + Design, Made Goods and Sherwin-Williams.

Early bird tickets are available for \$125 beginning Sept. 15, followed by standard admission at \$150 beginning Oct. 1. Additional event details and ticket sales can be found [here](#).

Schedule and line up subject to change. Interviews with speakers, ADAC General Manager Katie Miner, and photography are available upon request.

ABOUT ADAC: Built 65 years ago by renowned architect and developer John Portman in the prestigious Buckhead community of Atlanta, ADAC (Atlanta Decorative Arts Center) is a community-focused, nationally recognized leader in the world of interior design and home fashion, serving as the essential one-stop shopping resource for interior designers, architects, and builders. In November 2018, ADAC was acquired by ANDMORESM and parent company Blackstone, the world's largest operator of premier showroom space for the furnishings, home décor, and gift industries. The 550,000-square-foot ADAC campus consists of ADAC and ADAC WEST and features over 40 design studios and more than 65 showrooms offering over 1,400 of the industry's finest product lines, including furniture, fabric, rugs, lighting, accessories, floor and wallcoverings, antiques, fine art and framing, kitchens, bath, tile, and stone, and home theater products as well as three restaurants, The Hungry Peach, KR Steakbar, Krog Bar Coal Fired Pizza. Likewise, ADAC's extensive services

include custom designs such as electronic systems and kitchen cabinetry. To learn more about ADAC + ADAC West, visit www.adacatlanta.com or join on social @adacatlanta.

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