



DESIGN
INFLUENCERS
LEADERSHIP
CONFERENCE

FEBRUARY 10-12, 2025
THE MERITAGE RESORT AND SPA | NAPA, CA



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All sessions and meetings will take place at the Carneros Building
| The Meritage Resort unless otherwise specified in the Agenda.

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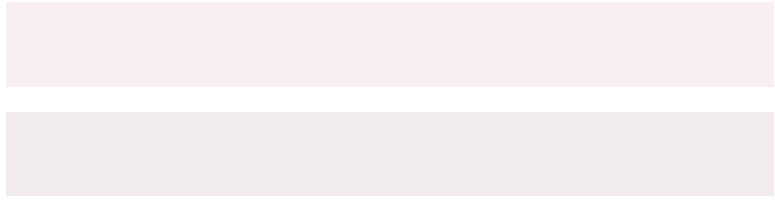
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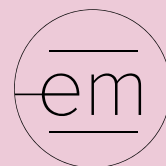
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DESIGN
INFLUENCERS
LEADERSHIP
CONFERENCE


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ESTEEM MEDIA

All sessions and meetings will take place at the Carneros Building | The Meritage Resort unless otherwise specified in the Agenda.

MONDAY, FEBRUARY 10, 2025



11:00 AM – 5:30 PM	Registration and Badge Pick-up - Meritage Resort - Carneros Pre-Function	
1:00 – 2:00 PM	Influencer and Brand One-to-One Meetings	
2:00 – 2:30 PM	Sparkling Wine Welcome for All Participants	
2:30 – 3:15 PM	Welcome Address: Connection in the Age of AI <i>Adam Japko, CEO, Esteem Media, and Founder, Design Influencers Leadership Conference</i>	
3:15 – 4:00 PM	Opening Keynote: Madeline Stuart	
4:00 – 4:10 PM	Marquee Presentation: A Design Influencer's Opportunity <i>Christopher Wilcox, Founder + Creative Director, Natural Curiosities</i>	Sponsored by 
4:30 – 5:00 PM	Shuttles depart the Meritage hotel to Opening Gala Reception Venue at CIA Greystone	
5:30 – 7:30 PM	Opening Gala Reception at CIA Greystone <i>Location: Barrel Room at the Culinary Institute of America - Greystone</i>	
7:00 – 8:00 PM	Shuttles return to Meritage hotel and/or drop-off in downtown Napa.	

CONFERENCE AGENDA

TUESDAY, FEBRUARY 11, 2025

7:30 – 8:15 AM	<p>Wellness Session: Calm, Cool, and Collected <i>Instructor: Aviva Stanoff</i> Location: Estate Cave at the Meritage Resort – <i>space is limited.</i></p>	
8:00 – 9:00 AM	<p>Continental Breakfast at the Meritage Resort - Carneros Pre-Function</p>	
8:30 – 9:15 AM	<p>Roundtable Session #1: Pitch Perfect: How to Land TV Appearances and Transform Your Design Business <i>Rasheeda Gray, Founder and Principal Designer, Gray Space Interiors</i> Location: Carneros Pre-Function Space</p> <p>Roundtable Session #2: Neuroscience and Designing for Wellbeing <i>Lisa Staprans, Designer and Author, Staprans Design</i> Location: Carneros Pre-Function Space</p>	
8:30 – 9:15 AM	<p>Influencer and Brand One-to-One Meetings</p>	
9:15 – 10:00 AM	<p>Keynote: Maggie McGaugh</p>	
10:00 – 10:45 AM	<p>Monetization Strategies for your Design Business Through Affiliate Marketing <i>Holly Hollingsworth Phillips, Owner and Interior Designer, The English Room</i></p>	
10:45 – 11:15 AM	<p>Refreshment Break: Networking and Influencer and Brand One-to-One Meetings</p>	
11:15 AM – 12:00 PM	<p>The Art of the Micro-Influencer: Small Followings and Huge Payouts <i>Ursula Carmona, Design Influencer and Principal, Home Made by Carmona</i></p>	
12:00 – 12:45 PM	<p>How to Take Your Brand from Local to National <i>Sandra Funk, Founder, CEO, and Interior Designer, House of Funk, and Business Strategist, Interior Design Standard</i> <i>Nicole Heymer, Founder, Glory & Brand</i></p>	
12:45 – 1:45 PM	<p>Buffet Lunch at the Meritage hotel-Carneros Pre-function</p>	
1:00 – 2:30 PM	<p>Influencer and Brand One-to-One Meetings</p>	
2:30 – 3:00 PM	<p>Marquee Presentation: Building Influence at High Point Market <i>Moderators: Ashley Grigg, Vice President of Strategic Growth and Partnerships, High Point Market Authority</i> <i>Ben Muller, Vice President of Marketing and Communications, High Point Market Authority</i> <i>Panelists: Jeanne Chung, Influencer, Interior Designer and Retailer, Cozy Stylish Chic</i> <i>Amber Guyton, Interior Designer, Content Creator, and Owner, Blessed Little Bungalow</i> <i>Jamie Merida, Principal and Interior Designer, Influencer, Jamie Merida Interiors</i></p>	<p>Sponsored by  <small>The Home of Home Furnishings.</small></p>
3:00 – 3:45 PM	<p>Social Media Strategies for Increasing Your Influence <i>Jon Gavejian, CEO, Newrocc Digital</i></p>	
3:45 – 4:30 PM	<p>Legal 101: Influencer Basics You Need to Know <i>Tiffany Ferris, Chair of Trademark and Advertising Practice Group, Haynes Boone</i></p>	
4:30 – 5:30 PM	<p>Leveraging Digital Tools for Your Business Success and Wine Tasting <i>Hardy Wallace, Content Creator and Owner, Extradimensional Wine Co. Yeah!</i> <i>Elise Gabrielson, Vice President of Marketing, Crypton LLC</i></p>	<p>Sponsored by </p>
5:30 – 6:30 PM	<p>Influencer and Brand One-to-One Meetings</p>	
6:30 – 8:30 PM	<p>Networking Time and Dinner Meetings</p>	
8:30 – 10:30 PM	<p>Extradimensional Wine Evening Location: Crush Lounge at the Meritage Resort</p>	<p>Sponsored by </p>

WEDNESDAY, FEBRUARY 12, 2025

7:30 – 8:15 AM	<p>Wellness Session: May the Quartz Be With You <i>Instructor: Aviva Stanoff</i> Location: Estate Cave at the Meritage Resort – <i>space is limited</i></p>	
8:00 – 9:00 AM	<p>Continental Breakfast</p>	
8:00 – 9:00 AM	<p>Influencer and Brand One-to-One Meetings</p>	
9:00 – 9:50 AM	<p>Keynote Panel: Kate Rumson and Ryan Saghian <i>Moderator: Jaime Rummerfield, Principal and Interior Designer, Jaime Rummerfield Interior Design</i> <i>Kate Rumson, Founder and Creative Director, The Real Houses of Instagram</i> <i>Ryan Saghian, Principal and Interior Designer, Ryan Saghian Interior Design</i></p>	
9:50 – 10:00 AM	<p>Marquee Presentation: Changing the Game in Outdoor Design <i>Vicki Perkins, Director of Customer Success, Soake Pools</i></p>	<p>Sponsored by </p>
10:00 – 10:45 AM	<p>Influencer and Brand One-to-One Meetings</p>	
10:45 – 11:30 AM	<p>Your Financials Can Be a Powerful Tool for Your Design Business <i>Greg McDonough, Managing Partner, Blackburn Capital</i></p>	
11:30 AM – 12:15 PM	<p>Elegantly Efficient: AI Tools to Streamline Design and Buy Time <i>Dustin Hayes, Founder, Hermosa Digital</i> <i>Kate O'Hara, CEO, O'Hara Interiors</i></p>	<p>Sponsored by </p>
12:30 – 1:00 PM	<p>Shuttle depart for Artesa Winery</p>	
1:00 – 2:30 PM	<p>Wine Tasting and Tapas at Artesa Winery</p>	
2:00 – 3:00 PM	<p>Shuttles return to the Meritage Resort</p>	
After 3:00 PM	<p>Farewell And Safe Travel Conference Adjourns</p>	

NAPA-INSPIRED SOCIAL EVENTS & MEETING INFO

Napa-Inspired Social Networking Events

All Social Networking Events are included in your registration fee.

Barrel Room at the Culinary Institute of America (CIA) Greystone Opening Reception

Monday Evening

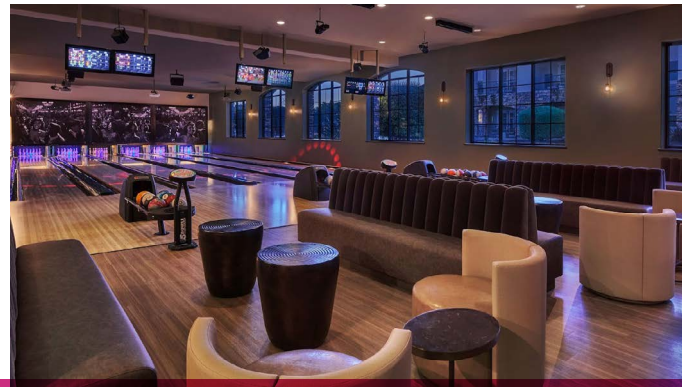
Built in 1989 as the largest stone winery in the world, Greystone Cellars was a gravity-flow cooperative winery serving upper Napa Valley. Purchased by Christian Brothers in 1950 and then the Culinary Institute of America (CIA) in 1993, classes are now conducted in the original stone structure for food and wine professionals from around the world. Listed in the National Register of Historic Places, Napa's history comes alive in CIA Greystone's main building, where the Barrel Room awaits your opening conference reception.



Extradimensional Wine Evening at the Crush Lounge at the Meritage Resort

Tuesday Evening, 8:30 - 10:30 PM

Wine marketing rule-breaker with an authentic and hardworking history, Hardy Wallace continues to redefine California wine today. Hardy's wines are spaceships to take you "beyond the known universe to places you can't wait to talk about". From video marketing, to multi sensual wine tastings, to good old wine country gulping of handcrafted wines, a few hours you will never forget await.



Artesa Winery Closing Party

Wednesday, 1:00 - 2:30 PM

Spain's oldest winemaking family, Raventós Codorníu, ventured to this new world spot on an ocean-facing hillside in Napa Valley's coastal Carneros AVA. Artesa Winery celebrates a harmony between nature, art & architecture and serves as a most appropriate destination to close out the conference experienc. Networking and education continues at this eye candy site where a 460-year Spanish winemaking history exists to create next generation artisan wines in California.



Sponsor and Influencer Meetings

Driving Deeper Engagement

DILC's goals continue to include deeper engagement with enhanced and powerful attendee networking. This year's new matchmaking tool supports stronger attendee/brand connection experiences with efficient networking that yields results. The 2025 meeting platform and time slots increase attendee/brand engagement while building stronger relationships and boosting ROI for all participants.

In advance of the event, you will receive a link to the meeting platform to begin requesting meetings. Check the Agenda to make sure you don't miss other important topics. Attendees and sponsors can search for potential networking matches using advanced filters defined during registration. In private view, you can thumbs-up or thumbs-down potential matches to specify level of interest. Either sponsor or influencer can request a meeting with the other by selecting an available time slot.

MONDAY, FEBRUARY 10

WELCOME ADDRESS**Connection in the Age of AI****Monday, 2:30 – 3:15 PM***Adam Japko, CEO, Esteem Media, and Founder, Design Influencers Leadership Conference*

Humans innately require community and connection; it's a species thing. As the digital age emerged with new tools for connection (i.e. social media and messaging) we adapted community building and conversation styles to leverage the advantages of our new digital tools. Now, new tech (like AI) fast-forwards users to higher levels of agreeable content. What skills will our species rely on for creating meaningful connections in the new age? If, REALLY KNOWING A PERSON is important, what important steps will be required of all of us?

Join Adam for this opening presentation on his early research and conclusion on being seen and seeing others in a filtered digital age.

OPENING KEYNOTE**Madeline Stuart****Monday, 3:15 – 4:00 PM**

Madeline Stuart is a leading member of the Los Angeles design community whose projects reflect a collaborative relationship between architecture and furniture, function and form, client and designer and whose wide-ranging clientele comes from the entertainment industry

and the world of business and finance. Equally at ease designing a 1920's Hollywood hacienda, a Fifth Avenue Manhattan apartment or a Rocky Mountain retreat, Stuart stresses, above all else, the fundamental marriage of integrity and beauty.

Over the past 30 years, the work of Madeline Stuart Associates has been featured in numerous publications including, World of Interiors, Architectural Digest, Elle Décor, Veranda, Town & Country, and House Beautiful. The firm has been distinguished by its inclusion on the AD100, and Elle Décor has included Madeline on their A-List as one of the top designers in the country.

MARQUEE PRESENTATION**A Design Influencer's Opportunity****Monday, 4:00 – 4:10 PM***Christopher Wilcox, Founder + Creative Director, Natural Curiosities*

Collaborate with Natural Curiosities to create your own branded art collection and turn your creative vision into revenue!

TUESDAY, FEBRUARY 11

ROUNDTABLE SESSION #1:**Pitch Perfect — How to Land TV Appearances and Transform Your Design Business****Tuesday, 8:30 – 9:15AM**

Join Rasheeda Gray, an accomplished interior designer and TV personality with over eight years of on-screen experience, as she shares her insider strategies for pitching and positioning yourself for television success. With credits spanning HGTV's Flea Market Flip and an entire season of a flagship HGTV show (premiering Spring 2025), A&E's Sell This House, Magnolia Network's In With the Old, and over a dozen segments on Good Day Philadelphia, Rasheeda built her impressive TV portfolio entirely through self-pitched efforts—no PR agency required.

Rasheeda will break down how she leveraged television exposure to elevate her brand, attract dream clients, and grow her business. You'll walk away with actionable tips to craft winning pitches, stand out to producers, and maximize the impact of media opportunities for your design firm. Whether you're looking to make your TV debut or take your career to the next level, this is a session you won't want to miss!

ROUNDTABLE SESSION #2:**Neuroscience and Designing for Wellbeing****Tuesday, 8:30 – 9:15AM**

One of, if not the most viral topics on social media today is wellness. How to live it, eat it, breathe it, wear it, achieve it, maintain it. Every content creator has their own definition and best practices, but the truth is, there is a science to living well. Join award-winning interior designer and author Lisa Staprans for an intimate conversation on the neuroscience of beauty. Discover how her technique blends the spiritual and scientific worlds together in a physical space to create restorative interiors. What is neuroscience and learn how to use it. Discover Lisa's science-backed approach to designing for wellbeing and how to apply Lisa's principles into your projects and content.

Lisa Staprans literally wrote the book on the neuroscience of beauty and design philosophy centered around wellbeing. Based in the Bay Area, Lisa is known for creating transformative spaces that envelop, heal, and nurture by weaving the spiritual and scientific worlds together. A proponent of living well in spaces designed to enhance the human experience, Lisa speaks to the power of design in her first book, *The Soul of Design*. In light of the recent tragedies in LA, the topic of healing, restorative spaces could not be more timely. A two-time breast cancer survivor, female entrepreneur, and neuroscience of beauty expert, she is poised to speak with authority and profound understanding on various subjects.

KEYNOTE**Maggie McGaugh****Tuesday, 9:15 – 10:00 AM**

Join in for the inspiration from Maggie McGaugh, a leading influencer boasting 1.4 million Instagram followers and 1.5 million TikTok followers. Maggie brings extensive knowledge on a variety of social media-related topics. She will kick off her presentation with a brief introduction sharing her personal journey and success story. Learn firsthand how Maggie leveraged her unique style and content to build a powerful presence in the luxury home design space. Gain valuable insights into the strategies she uses to engage her audience and maintain her influential status across multiple platforms.

Monetization Strategies for your Design Business Through Affiliate Marketing

Tuesday, 10:00 – 10:45 AM

Holly Hollingsworth Phillips, Interior Designer, Tastemaker, Popular Lifestyle Content Creator, and Owner of The English Room

Build your business and create additional revenue streams for your interior design business through the use of affiliate marketing. Holly will guide you through the steps to start this as well as share ideas of how to implement with existing and future clients. You'll discover how to build the presence on social media platforms; ways to share your branded content; and the tools to simplify the process as well as extend the reach to your untapped client base.

Key Takeaways:

- Learn what is affiliate marketing and how to use it
- How to create additional revenue streams to your traditional design business
- Social Media tips for expanding your affiliate marketing reach to new potential clients.

The Art of the Micro-Influencer: Small Followings and Huge Payouts

Tuesday, 11:15 AM – 12:00 PM

Ursula Carmona, Home & Garden Style Expert, Design Influencer, and Creative Mind behind the Design Blog "Home Made by Carmona"

It's not the size of your social following that dictates whether your brand is wildly successful. Learn how to land big deals, build a loyal core following, and get great PR as a small brand.

Key Takeaways:

- Creative high-profile (and high-paying) partnerships you should be landing for the best ROI for you and the partnering brand.
- Building your portfolio and PR opportunities through partnerships.
- How to build (and train) the type of following that is engaged and drives your business forward.
- Identifying factors that move the needle, and ones that don't as a small business. Tools to set less important but necessary tasks on autopilot using automation.

How to Take Your Brand from Local to National

Tuesday, 12:00 – 12:45 PM

Sandra Funk, Founder, CEO, and Interior Designer, House of Funk, and Business Strategist, Interior Design Standard
Nicole Heymer, Founder, Glory & Brand

Getting your brand in front of a national audience requires an entirely different strategy—from brand messaging to marketing—than selling local design services. Whether you're dreaming of a book deal, a product line, or making the AD100 list, Sandra Funk and Nicole Heymer will give you the steps to evolve your brand from local influence to national attention.

Key Takeaways:

- Exactly what it takes to go from the "nine big local projects per year" mindset to an engaged national audience
- Strategies to increase the perceived value of your brand on a national scale
- 3 steps you can take now to put yourself on this track

MARQUEE PRESENTATION

Building Influence at High Point Market

Tuesday, 2:30 – 3:00 PM

Moderators: Ashley Grigg, Vice President of Strategic Growth and Partnerships, High Point Market Authority

Ben Muller, Vice President of Marketing and Communications, High Point Market Authority

Panelists: Jeanne Chung, Influencer, Interior Designer and Retailer, Cozy Stylish Chic

Amber Guyton, Interior Designer, Content Creator, Influencer, Product Curator, Wallpaper Designer, and Owner, Blessed Little Bungalow

Jamie Merida, Principal and Interior Designer, Influencer, Jamie Merida Interiors

Join Ashley Grigg, Ben Muller, Jeanne Chung, Amber Guyton, and Jamie Merida for this informative session. Everyone knows High Point is an amazing shopping and sourcing venue as well as new supplier discovery. But what has developed is that people come to shop, but the networking opportunities and educational possibilities have turned HP MKT into one of the best influence building opportunities available in the industry. Today we have a panel of speakers that will share some of the things they have experienced at market that built their standing in the industry which turned into meaningful outcomes in their businesses.

Social Media Strategies for Increasing Your Influence

Tuesday, 3:00 – 3:45 PM

Jon Gavejian, CEO, Newrocc Digital

In this dynamic session, we will explore the ever-evolving landscape of social media and how recent algorithm changes and the integration of AI are reshaping the way influencers and brands connect with their audiences. From entry-level influencers to national brands, understanding these shifts is crucial for staying ahead in the competitive world of home and interior design. Join us as we delve into practical recommendations and strategies for leveraging AI to enhance your marketing efforts, boost engagement, and make a lasting impact. Whether you're just starting out or looking to refine your approach, this talk will provide valuable insights to help you thrive in the digital age.

Legal 101: Influencer Basics You Need to Know

Tuesday, 3:45 – 4:30 PM

Tiffany Ferris, Chair of Trademark and Advertising Practice Group, Haynes Boone

Join us for this informative session on key legal concepts and issues for influencers and brands alike. This discussion will provide attendees with an understanding of intellectual property concepts relevant to the influencer marketing space, the FTC's regulations around influencer marketing, and provide practical solutions to mitigating the legal risks and challenges in this field.

Leveraging Digital Tools for Your Business Success and Wine Tasting

Tuesday, 4:30 – 5:30 PM

Hardy Wallace, Content Creator and Owner, Extradimensional Wine Co. Yeah!

Elise Gabrielson, Vice President of Marketing, Crypton LLC

Known for his influence on modern wine culture, Hardy Wallace has garnered attention for his innovative approach to brand building in the wine industry. With a remarkable track record of creating two thriving wine brands through the strategic use of social media, Hardy is set to deliver an insightful presentation on the intersection of tradition and digital innovation in wine marketing. Attendees can expect to delve into Wallace's journey of harnessing the power of social platforms to engage and educate consumers, emphasizing the importance of storytelling and community-building in establishing a loyal following. His talk promises to offer invaluable lessons on leveraging digital tools to navigate and succeed in today's competitive market landscape.

Key Takeaways:

- Learn how to define your brand effectively and streamline your content creation process for maximum impact.
- Discover essential equipment and online programs that are crucial for executing successful digital marketing campaigns.
- Gain insights into best practices and strategies from Hardy's top list of influential books, courses, podcasts, etc.

Hardy's talk and tastings are sponsored by Crypton Fabric, who will have a moment to remind you why you should never try any of this without the right protection!

WEDNESDAY, FEBRUARY 12

KEYNOTE PANEL

Wednesday, 9:00 – 9:50 AM

Moderator: Jaime Rummerfield, Principal and Interior Designer,

Jaime Rummerfield Interior Design

Kate Rumson, Founder and Creative Director,

The Real Houses of Instagram

Ryan Saghian, Principal and Interior Designer,

Ryan Saghian Interior Design

This interactive panel will delve into their career and brand building, content and audience engagement, social media mastery, influencer and brand partnerships, personal inspiration and design philosophy, business and revenue strategies, trends and challenges, lessons from success and failure, and vision for the future.

MARQUEE PRESENTATION

Changing the Game in Outdoor Design

Wednesday, 9:50 – 10:00 AM

Vicki Perkins, Director of Customer Success, Soake Pools

Learn why everyone should be specifying hand-tiled, customizable, precast concrete plunge pools. Soake Pools not only transform outdoor areas into stunning retreats but these space-saving pools also provide endless enjoyment all year-round, and in record time.

Your Financials Can Be a Powerful Tool for Your Design Business

Wednesday, 10:45 – 11:30 AM

Greg McDonough, Managing Partner, Blackburn Capital

Improving your company's financial picture doesn't have to be a scary and daunting prospect. This session offers practical tips and tricks for interior designers seeking to put their business on solid financial footing. Learn simple solutions that every business owner can understand and implement, especially the specific challenges and demands facing entrepreneurs in the interior design industry – Greg offers practical tips and tricks for design professionals seeking to put their business on solid financial footing. Learn simple solutions that every business owner can understand and implement, especially the specific challenges and demands facing entrepreneurs in the interior design industry.

Greg is a managing partner at Blackburn Capital. He has led companies through turnarounds, mergers, acquisitions, and other significant financial events. As a former business owner, he knows what it's like navigating through good and tough times – and how both situations bring unique questions about the right financial decisions.

Elegantly Efficient: AI Tools to Streamline Design and Buy Time

Wednesday, 11:30 AM – 12:15 PM

Dustin Hayes, Founder, Hermosa Digital

Kate O'Hara, CEO, O'Hara Interiors

Discover how AI continues to revolutionize the home design space, not only enhancing processes but also freeing up valuable time. This session will explore how artificial intelligence can transform your projects from initial planning and budgeting to final touches and ongoing relationships management. Learn about AI's role in creating photorealistic renderings, accurate quoting, reimaged layouts, and automated documentation. This session is perfect for designers and leaders eager to integrate cutting-edge technology to streamline their workflows and reclaim time for life beyond work. Join us to gain actionable insights that will elevate your designs and buy back valuable time.

KEYNOTE SPEAKERS



Maggie McGaugh is a DIY influencer with over 1.3 million Instagram followers and 1.5 million TikTok followers. In 2020, she began sharing upcycling videos. She never expected a few viral videos would change her life. Now she is a full-time content creator who loves inspiring her followers and educating fellow influencers.



Over the past two decades, Los Angeles-based interior designer **Jaime Rummerfield** has become one of the city's most influential women. As principal and co-owner of the wildly successful interior design firm Woodson & Rummerfield's House of Design, she had design enthusiasts across the globe mesmerized.

Her numerous accolades include being recognized in the list of "Top 25 Most Influential Angelenos" by Angeleno Magazine, as one of the world's top 100 interior designers by Phaidon and one of Hollywood's Top 20 Interior Designers by the Hollywood Reporter. Her work has been featured in over 150 design magazines and publications including Elle Décor and Architectural Digest. Rummerfield has also been honored with the Design Leadership Award by the DLN and as the Interior Designer of the Year by the National Arts Awards Council.



Kate Rumson is the founder and creative director of The Real Houses of Instagram – one of the largest media brands with a community of more than 2 million people interested specifically in design, home building and luxury real estate.

Kate has been designing, building, remodeling, buying, selling and investing in real estate for over a decade, and gained global recognition in 2015 when The Real Houses of Instagram became a household name and a go-to resource for everyone thinking of buying, building, or remodeling a home.

Today Kate is known as the leading expert in all things HOME, and her company's long list of clients includes some of the biggest global brands in the space: GE, Monogram, LG, Caesarstone, Masonite, Trane, Brizo, Hinkley, Belgard, The Container Store, DuChateau, Honeywell, Huber, Rockwool, Emtek and many more.

She is also a licensed real estate advisor and founder of Private Client Luxury Division with Sotheby's International Realty – a luxury real estate company tailored for clients looking to buy and/or sell \$1 million and above properties in the suburbs of New York City.

She has been featured in The Wall Street Journal, BBC, New York Post, DailyMail, Design NJ, Modern Luxury Interiors, Gotham, The Real Deal, Dering Hall, New Jersey Monthly, Apartment Therapy, Hunker and many more.

Kate lives in central New Jersey and is currently in the process of building her ultimate dream home. Discover Kate's work on Instagram [@KateRumson](#) and [@the_real_houses_of_ig](#)



Recognized as one of this era's most prominent talents, **Ryan Saghian** has become the go-to designer for discerning clientele and celebrities alike, who revere his raw yet refined sensibilities. As principal of his eponymous firm, Ryan's formal education in interior design, culminating in a Bachelor's of Science degree in Interior Architecture from The Art Institute of California, brings a depth of knowledge that enriches every project.

He was recently named among the prestigious Andrew Martin Interior Design Review of the world's top 100 interior designers as well as the international Luxe Deco list of the top 100 designers shaping global design. Other accolades include Interior Designer of the year by the city of Los Angeles, the Top 25 designers in LA by the Los Angeles Times, and best-selling author of his book, Unapologetically Chic. Most recently, he was awarded with the coveted Design Star on the Rise Award by the Pacific Design Center, the West Coast's premier design source, further underlining his influence on the West Coast's design landscape.

Beyond his professional achievements, Ryan has also become a social media sensation, captivating audiences around the world with over 400K followers.



Madeline Stuart is a leading member of the Los Angeles design community whose projects reflect a collaborative relationship between architecture and furniture, function and form, client and designer.

Over the past 30 years, the work of Madeline Stuart Associates has been featured in numerous publications including, World of Interiors, Architectural Digest, Elle Décor, Veranda, Town & Country, and House Beautiful. The firm has been distinguished by its inclusion on the AD100, and Elle Décor has included Madeline on their A-List as one of the top designers in the country.

Rizzoli published a monograph of Madeline's work, No Place Like Home, written by her and featuring eight of her most unique projects.

Madeline lives in the Hollywood Hills and Santa Barbara with her husband, writer Steve Oney, and Phoebe & Mr. Peabody, professional Parson Russell terriers.

GENERAL SESSION SPEAKERS



Ursula Carmona is a home & garden style expert, design influencer, and the creative mind behind the design blog Home Made by Carmona.

From micro-influencer to widely featured design expert, Ursula has honed the art of building a brand with a quality core following, and the right collaborations. She hopes to inspire and educate entrepreneurs with the tools for business success, no matter the size of your audience.

Ursula's design expertise and innovative ideas have contributed to a number of noteworthy magazines, including Better Homes & Gardens, Real Simple, Magnolia, and Good Housekeeping. You can spot her on talk shows such as Rachael Ray and Hallmark's Home & Family TV Show. Her design savvy can be seen on camera as the host of HGTV's Table Wars: The Look For Less digital series and through her work as a three-time featured designer for the One Room Challenge.

She has been an ambassador + design influencer with the High Point Market Design Influencers Tour, the HGTV Style Set, and HomeGoods Style Expert. Her passion is using her platform to empower others to create a beautiful home for a well-lived life.



Based in Southern California, interior designer and retailer **Jeanne Chung** is celebrated for her unique blend of classic design principles and modern flair. Jeanne's diverse portfolio showcases her ability to craft a variety of classic and contemporary styles that are influenced by the architecture and her clients' needs and aesthetic. Jeanne has showcased her talents as a

five-time designer for the Pasadena Showcase House of Design, and her work extends beyond Los Angeles to include projects nationwide. She is known for her painstaking attention to detail and the layered and soulful spaces she creates.

Teaming up with her husband, Jeanne established Cozy Stylish Chic, a retail and trade showroom in Pasadena, CA in 2016, which has become a go-to destination for both seasoned designers and design enthusiasts.

Through her design blog, Cozy Stylish Chic, Jeanne has become recognized as a thought leader in the industry and frequently collaborates with brands and manufacturers. Currently, she holds positions on various advisory boards for associations and brands.



Tiffany Ferris is the chair of the Haynes Boone's Trademark and Advertising Practice Group. Tiffany's practice focuses on advising clients in all aspects of brand management and promotion. From analyzing potential risks associated with advertising claims to evaluating the availability of a potential trademark, Tiffany works to help her clients build, maintain, and

promote their brands. She has broad experience in the creation of influencer marketing programs, design and development of product packaging and labeling, and frequently represents clients in advertising-related disputes.



Sandra Funk is the founder and CEO of the boutique interior design firm, House of Funk. After 20 years as a luxury designer, Sandra is now a business strategist. Established designers come to Sandra for her program – the Interior Design Standard – when they realize that they want more for their effort, they're ready to take on fewer, larger projects and they ONLY want to work with dream clients.

Despite her business degree, a background in business process consulting and studying design at Parsons, it took Sandra over a decade – and the help of several experts – to develop and fine-tune a business model that allowed her interior design firm to thrive. Over 30 national press outlets – Elle Decor, Architectural Digest and House Beautiful, to name a few – have recognized Sandra for her award-winning designs and innate entrepreneurial spirit.



Jon Gavejian is CEO of Newrocc Digital and brings more than 15 years of expertise in digital marketing and web development to the forefront for his clients. His journey, which began as a web designer, developer, and SEO expert, laid the foundation for his deep understanding of the technical aspects of the digital landscape.

This experience, combined with an intimate understanding of digital marketing efforts cultivated through previous ventures, has shaped Jon's unique approach to navigating the interconnectedness of the digital ecosystem. With a passion for merging elegance with rock-solid technical foundations, Jon has developed innovative industry-leading processes and solutions that simplify complex digital challenges, providing clarity and effectiveness for clients seeking to achieve their organizational objectives.



Rasheeda Gray is the Founder and Principal Designer of Gray Space Interiors, a marketing expert, and television personality with a unique blend of creative and strategic expertise. Since 2016, Gray Space Interiors has completed over 200+ design projects and Rasheeda named a House Beautiful Next Wave Designer, Philadelphia's 40 under 40 Most Influential

and more. Before founding her award-winning firm, Rasheeda built a fifteen-year long career in marketing and brand management in the Insurance and Financial Services Industries, mastering the art of crafting impactful campaigns and fostering brand influence.

Her impressive portfolio includes features in Architectural Digest, Rue Magazine, CNN, Robb Report, Elle Decor, and more. On-screen, Rasheeda has showcased her expertise on HGTV's Flea Market Flip, A&E Network's Sell This House, Magnolia Network's In With the Old, and over a dozen segments on Good Day Philadelphia. Most notably, she recently completed filming an entire season of a flagship HGTV show, premiering in Spring 2025.

Beyond her professional success, Rasheeda is passionate about empowering creatives with the marketing tools and strategies to elevate their visibility, achieve success, and thrive in the dynamic world of design.



With over 18 years of experience in marketing, public relations, event management and business development, **Ashley Grigg** currently serves as the Vice President of Strategic Growth and Partnerships for the High Point Market Authority. In this position she oversees several fundamental elements of the Market Authority's role, including registration, database management and customer service, while also being tasked with developing and executing partnerships and programs to grow buyer recruitment and retention.



Amber Guyton is the owner of Blessed Little Bungalow, an interior design firm based in Atlanta, Georgia. A passionate champion for personal finance, she believes that interior design should not be a luxury reserved for the privileged few and is committed to democratizing the industry one home at a time. A lover of soulful maximalism, Amber has served dozens of clients across the country designing colorful, affordable, and aesthetically pleasing residential and commercial projects. As an interior designer, content creator, influencer, product curator, and wallpaper designer with her latest collaboration with Mitchell Black, Amber has been featured and recognized by notable organizations and publications such as HGTV Magazine, Architectural Digest, House Beautiful, Forbes, Ebony, Apartment Therapy, Domino, Hunker, Real Simple, Atlanta Homes & Lifestyles, Atlanta Magazine's HOME, Good Housekeeping, and many more.

SPEAKER BIOS



Dustin Hayes is founder of Hermosa Digital. A passionate brand builder, speaker, and marketing futurist, Dustin has earned a reputation developing disruptive marketing strategies for Fortune 500 brands and technology startups. A creative at heart, Dustin began his career building content for top media and broadcast networks including MTV, CBS, and HBO. Today, he works alongside business leaders to provide new perspective and direction, helping brands realize and surpass their goals.



Nicole Heymer is the founder of Glory & Brand, a boutique creative agency specializing in branding, websites, marketing automation, and SEO for interior design firms, architects, and builders. Since 2011, Nicole and her team have worked with a wide variety of businesses at every stage in their development, from nationally-known design firms to iconic local brands.

Nicole's clear, practical take on branding and digital marketing has been featured by a range of design industry resources—from the A Well-Designed Business® podcast to the Business of Design. You'll find her methods on design school reading lists, on podcasts, and in print.



Holly Hollingsworth Phillips, owner of The English Room in Charlotte, North Carolina, is an interior designer, tastemaker and popular lifestyle content creator. Holly is known for her elegant, eclectic and colorful interiors with a penchant for contemporary art. According to Holly, "Color makes people happy!" She loves mixing the tradition of the past with the modern

style of the future. The English Room Blog penned by Holly has become a daily must for many design hungry followers. She has been featured in Traditional Home, Southern Living, Elle Décor, House Beautiful, Domino as well as multiple local publications.



Adam Japko is CEO of Esteem Media, founder of the Design Influencers Leadership Conference, and cofounder of the Luxury Home Design Summit. Esteem Media is home to leading national and local media brands in the luxury home design, gardening, and fine wine communities, focused on connecting professionals and consumers around their passions and businesses.

Design Influencers Leadership Conference, New England Home, Luxury Home Design Summit, and Wine-Zag leverage events, print media, social media, blogs, digital marketing, and overall, community connection as the catalyst for their constituents' commercial success.



Jamie Merida's design aesthetic can best be described as "traditional made modern." He grew up in Belgium and Kentucky, surrounded by art and antiques. His design work often features traditional elements reimagined with modern colors and textures. And as a Southern boy, Jamie is naturally inclined to respect the importance of hospitality and a comfortable lifestyle.

He leads a team of 22, including five full-time interior designers as well as retail staff and an installation crew. He has also developed a comprehensive named collection for Chelsea House featuring furniture, lighting, and home accents.



Greg McDonough, Managing Partner at Blackburn Capital, is a seasoned executive who has owned and operated businesses in the professional services sector, navigating them through both good and tough times. He brings his personal experience of knowing what it's like to be 'in the owner's seat' when working with clients, taking time to ask the questions others

may not. As a Certified Insolvency and Restructuring Advisor (CIRA), he has successfully led companies through turnarounds, mergers, acquisitions, and other financial matters. His book *The Turnaround*, published in 2017, guides businesses in navigating difficult financial matters and gives practical information when they need it most.

Greg is involved in many business support organizations, currently serving as the President of the Entrepreneurs' Organization (EO) Washington, D.C. Chapter. He is also a member of the Association for Corporate Growth and the British-American Business Association.



A brand and product marketing executive for over 20 years, **Ben Muller** led consumer apparel brands such as Hanes, Champion, and No nonsense before joining High Point Market Authority as the Vice President of Marketing and Communications. In his role with the Market Authority, he oversees High Point Market's brand identity and all marketing and public relations efforts for the world's largest home furnishings show.



Kate O'Hara is an award-winning CEO with extensive experience in creative design, scalable growth, brand development, and digital marketing. Her firm is regularly featured in publications including Architectural Digest, the Wall Street Journal, Elle Decor, and Forbes. She has been recognized as a TX Woman of Influence by Austin Business Journal, a Digital Influencer by Women's Way, and one of the 32 Under 32 in Advertising & Marketing by the AdFed of Minnesota. In addition to her accomplishments in business leadership, Kate is a sought-after speaker, Krav Maga practitioner, and avid reader and sailor.

O'Hara Interiors is a full-service interior design firm with studios in Austin, Texas, and Minneapolis, Minnesota. Working throughout the U.S. and international markets, O'Hara Interiors partners with luxury builders and award-winning architects to design high-end commercial and residential spaces. The firm is regularly featured in leading industry publications and reaches an audience of half a million followers across social media platforms.



Being a multigenerational maker effervesces in **Aviva Stanoff's** DNA. Raised in a multicultural environment as a child of Japanese and Eastern European immigrants, she split her time amongst old growth redwoods in Northern California and summers spent studying traditional arts in her family's Buddhist temple in Japan. Her Japanese ancestry extends back 17 generations.

Her reverence for nature and culture took root early on and is still honored today. Her entre into the world of the textile arts was centered around the runways and internships at Calvin Klein Home while earning her MFA. By graduation, Aviva's designs for Calvin Klein and Donna Karan were on store shelves, earning her a mention in Vogue. These early triumphs turned into commissions from Christian Dior, Givenchy Couture, and Madonna among others.



Hardy Wallace is one half the dynamic husband and wife team who own Extradimensional Wine Co. Yeah! Hardy, previously of pioneering wine brand, Dirty and Rowdy Family Winery, developed a wild following redefining California wine. He is known for his deep dive into California Mourvèdre and for championing lesser-known grape varieties that speak to the soul and

stand with the world's greatest wines. Hardy is a believer in wine as a vehicle for transformation and is noted for his marketing acumen and storytelling flair, adeptly utilizing social media and digital platforms to engage consumers with wine, stories, and philosophies.

Highly praised as a prominent figure in the wine world, his work has been used as a case study in Harvard Exec. MBA courses, and he has presented at The UCLA Anderson School of Management. He has been a feature on the CBS Morning Show, NY Times, Decanter, Wine & Spirits, GQ, SF Chronicle, and more.

EXTRADIMENSIONAL WINE CO. YEAH!
California Energy Wine
winecoyeah.com
Podcast: *The Extradimensional Life*
Instagram: [@winecoyeah](https://www.instagram.com/winecoyeah)



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Atlanta Homes & Lifestyles

AtlantaHomesMag.com

Published since 1983, Atlanta Homes & Lifestyles is the city's only monthly home and garden magazine. Dedicated to showcasing the best in design for our city, the publication also serves as a definitive guide to cultivating Atlanta style, offering unmatched entrée into the area's most inspiring residences. A longtime champion of the Atlanta design community, AH&L's coverage of local design professionals, premier shops and showrooms, decorative and fine arts, restaurants and cultural events is second to none.



STAGE SPONSOR

Brick & Mantel

BrickandMantel.com

Nestled in the Napa Valley, Brick & Mantel is a full-service interior design studio and retail furniture store. Our Award-winning interior designs can be seen in homes and boutique commercial projects throughout Northern California. Our extensive trade program offers designers an opportunity to collaborate with clients in-store, making it the perfect resource for any project, big or small.



MEETING MODULE SPONSOR

Cookie Finance

Cookiefinance.co

Cookie Finance specializes in tax, bookkeeping, and accounting services exclusively for content creators and influencers. We help creators navigate unique financial challenges – from managing platform income to maximizing deductions – while providing personalized white glove support and expert guidance. Our goal is to simplify creators' finances, empower them with financial clarity, and allow them to focus on building their brands and businesses.



EXTRADIMENSIONAL EVENING AND MEETING MODULE SPONSOR

Crypton

Crypton.com

With a philosophy focused on thoughtfulness through performance and sustainability, Crypton is committed to fabric innovation and is widely considered the benchmark for indoor performance upholstery. An elegant blend of design and technology capabilities allows Crypton to offer an intelligent, integrated family of high-performance textiles for the contract and home market.



FLORAL SPONSOR

Currey & Company

Curreyandcompany.com

Inspired by the beauty of nature and the legacy of the past, Currey & Company strives to create furnishings of timeless style and exceptional quality. Handcrafted from natural materials and enhanced with historical details, our work reflects our commitment to meaningful design. Showrooms are in Atlanta, Dallas, Las Vegas, and High Point, N.C



MEDIA SPONSOR

DesignKC Magazine

MyDesignKC.com

DesignKC is Kansas City's inspirational and resourceful guide to a well-lived life. Featuring exceptional homes highlighting the area's best architecture, custom build and remodel projects, fine interiors and outdoor living, as well as the trends that drive the industry along with timeless classics.



MEETING MODULE SPONSOR

Fabricut, Inc.

Fabricut.com

Fabricut Inc. is a family-run and employee-owned company, devoted to creating a single source for fabrics, trimmings, decorative drapery hardware, finished window treatments, wallcoverings, furniture, rugs and more to the interior design trade.

HAYNES BOONE

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Haynes Boone

HaynesBoone.com

Haynes and Boone, LLP is an international corporate law firm with a cross-disciplinary team of nearly 700 lawyers providing a full spectrum of legal services to clients across the nation and around the world. The information or materials provided by the attorney at this conference are general in nature and intended as a service provided to the public. Information or materials provided are not legal advice and should not be relied upon or used as such. Participation in a meeting module does not form an attorney-client relationship between you and any attorney.

SPONSOR COMPANY DESCRIPTIONS



MEETING MODULE SPONSOR

High Point Financial Design

HPFinancialDesign.com

High Point Financial Design is the go-to financial planning and wealth management practice for successful interior designers across the country. We empower designers with profitable businesses to create financial independence and build sustainable wealth. We believe Personal Finance is more Personal than Finance. Through intentional planning, you should feel confident in your future while also enjoying an abundant life today.



TUESDAY MARQUEE PRESENTATION AND MEETING MODULE SPONSOR

High Point Market

Highpointmarket.org

The High Point Market Authority is the official sponsor and organizer of High Point Market in High Point, NC. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, High Point Market is the driving force of the home furnishings industry.



MEETING MODULE SPONSOR

Hooker Furnishings

HookerFurnishings.com

Founded by the Hooker family in 1924, Hooker Furnishings is one of the nation's largest publicly traded furniture companies. Offering a variety of price points and product categories for the residential, hospitality, and contract markets, its family of brands include Hooker Furniture, Bradington-Young, HF Custom, Shenandoah, H Contract, M, BOBO Intriguing Objects, Pulaski, Samuel Lawrence, Samuel Lawrence Hospitality, and Sunset West.



SESSION AND MEETING MODULE SPONSOR

Monogram

Monogram.com

It's the Details that Define Us. With uncompromising attention to every detail, Monogram appliances truly Elevate Everything™ in luxury kitchens. Monogram's Minimalist and Statement Collections, featuring rich materials and precise design, are crafted with style that endures.



MONDAY MARQUEE PRESENTATION AND MEETING MODULE SPONSOR

Natural Curiosities

Naturalcuriosities.com

Natural Curiosities is an art house dedicated to curating the finest decorative art for interior designers. With over 20 years of experience, we specialize in offering an extensive range of styles, innovative processes, and custom framing options to suit a variety of interior aesthetics. Our collections are designed to inspire and elevate spaces, ensuring exceptional artistry and versatility for every project.



MEDIA SPONSOR

New England Home

nehomemag.com

Published bimonthly, New England Home is the preeminent authority on the finest residential architecture, interior design, and custom building in the region. New England Home focuses exclusively on the luxury homeowner and serves as the essential companion for those with the passion and resources to make their dream home a reality. Other products and programs include New England Home Cape & Islands, New England Home Connecticut, nehomemag.com, and the Luxury Home Design Summit, 5 Under 40 Awards, and New England Design Hall of Fame.



newroccdigital

MEETING MODULE SPONSOR

newroccdigital

<https://www.newrocc.com/>

At newroccdigital, we empower businesses to thrive online. We prioritize laying a solid foundation while focusing on your long-term goals. With meticulous attention to detail, we craft tailored solutions for businesses of all sizes. Whether you're a one-person shop or a large-scale company, we're here to guide you through the ever-evolving digital landscape. With newroccdigital, navigate the digital realm confidently and unlock new opportunities for sustained growth.



SIGNATURE HARDWARE

MARQUEE PRESENTATION AND MEETING MODULE SPONSOR

Signature Hardware

Signaturehardware.com

Signature Hardware has been making homes feel authentic and personal for more than two decades with everything from fabulous faucets to breathtaking bathtubs that both designers and customers love. From the kitchen to the bathroom, our beautifully crafted products bring your vision and Signature style to life.

SPONSOR COMPANY DESCRIPTIONS



WEDNESDAY MARQUEE PRESENTATION AND MEETING MODULE SPONSOR

Soake Pools

Soakepools.com

Soake® Pools is a family-owned-and-operated business, located in the heart of New England. Since 2014, we've been manufacturing Soake Pools with an unwavering attention to detail and quality, and the personal touch our customers deserve. Soake® Pools are revolutionary, space-saving plunge pools that combine the best of a pool and a hot tub and provide year-round enjoyment.

VACATION
RENTAL
DESIGNERS

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Vacation Rental Designers

VacationRental.com

Jessica Duce is owner of JDuce Design LLC and founder of Vacation Rental Designers. VRD is a membership community and resource for short-term rental designers across North America. Through education,

resources and networking, VRD elevates the designers in this category while connecting them with brands that can be a source for their projects.



MEETING MODULE SPONSOR

Villa Lagoon Tile

VillaLagoonTile.com

Villa Lagoon Tile brings the world's best handmade tile artisans to architects and designers to create signature custom looks and unique design elements for hospitality and residential projects. Handcrafted with love since 2008, we design and make Cement Tile, Terrazzo, and Breeze Blocks. Through ethical trade practices, we support other global tile craftsmen to offer Zellige, Terracotta, and Limestone.

JOIN US AT OUR UPCOMING SPRING EVENTS



High Point Market Design Influencers Tour – SPRING 2025

This Spring, the Design Influencers Tour program will take ten design influencers on a two-day tour of sponsoring showrooms at High Point Market. During each tour, designers will receive an in-depth look at the exhibitor's company history, brand positioning, and furnishings products. After Spring Market, each designer will reflect on inspirational products and moments from Market, as well as promote the tour sponsors, via their online platforms. This program is developed by the High Point Market Authority in partnership with Esteem Media and sponsored by leading High Point showrooms.

Application
Deadline
FEBRUARY
14TH

APRIL 27–28, 2025

www.highpointmarket.org/designinfluencerstour



High Point Market Insiders Tour – SPRING 2025

The Insiders Tour is for new Market attendees with a buyers pass who have not been to Market within the past two years and have never attended a previous Insiders Tour. This one-day tour will take you through some of their best loved showrooms. You'll meet and greet makers and influencers who move our industry forward. They will show you the inspirations, connections and business opportunities available at High Point Market to help you boost your professional brand.

APPLY
ONLINE!

APRIL 25–26, 2025

www.highpointmarket.org/exploringmarket



Luxury Home Design Summit – SPRING 2025

Now entering its sixth year, the Luxury Home Design Summit, presented by New England Home and Esteem Media, is a conference and networking event accessible to today's and future leaders in the luxury home design industry who run, own, manage, or aspire to lead home design businesses around the country.

This unique event is focused on helping passionate and creative architects, interior design principals, landscape architects and designers, builders, contractors, and showroom operators and suppliers who serve the luxury design market. Summit programming will help these professionals develop foundational market knowledge, business vision, key skills, problem-solving, and community by providing face-to-face access to leading experts on innovation, affluent consumers, effective leadership, and maximizing performance.

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www.luxuryhomedesignsummit.com

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