



IIDA ANNUAL MEETING

UW HEALTH FACILITY TOUR & DESIGN LEVERAGED CEU

CEU PRESENTATION: *DESIGN LEVERAGED*

Design may be the single most underleveraged tool in the business world. The smartest players in Corporate America are parlaying their workspaces into a competitive advantage. 'Design Leveraged' research has shown that a number of factors allow leading businesses to leverage design in profitable ways. Join us for this engaging CEU to learn more about elements to make workplace design a tool to serve business goals.

PRESENTED BY: MARTIN FLAHERTY



Martin is the Editor of the *Design Leveraged* research effort, working with two co-authors, Kevin Salwen and Paulette Thomas. He is the founder of Pencilbox Inc., which has worked on branding, marketing and corporate communications strategies for Aflac, The Coca-Cola Company, General Motors, Interface and the USGBC, among others. Martin's work includes the development of the brand and communications strategy for the **level** sustainability standard for the commercial furniture industry.

WHEN

Tuesday, June 23rd | 5:00pm

UW Health Facility Tours:	5:00-6:00
IIDA WI Annual Meeting & Dinner:	6:00-7:00
<i>Design Leveraged</i> CEU:	7:00-8:30

WHERE

UW Health at the American Center
4602 Eastpark Blvd
Madison, WI 53718

Surface Lot parking available, see attached sheet for directions.

* Construction on this new facility will be substantially complete, but non-operational at time of meeting.

RSVP

By Friday, June 19th at www.iidawi.org

FEE

Free for IIDA Members
\$15 for non-members