



**FOR IMMEDIATE RELEASE**  
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**FIRST AND ONLY NEW MEDIA EVENT EXCLUSIVELY FOR  
INTERIOR DESIGN BLOGGERS: DESIGN BLOGGERS CONFERENCE  
FEBRUARY 28 – MARCH 1, 2011 IN L.A.**

***DesignSherpa Brings Together Top Influential Designers For Thought-Provoking,  
One-Of-A-Kind Conference, Over 90% Sold Out; Follow on Twitter at #DBC2011***

Lawrenceville, GA (February 8, 2011) – DesignSherpa, a revolutionary social media [Internet marketing service](#) for the home design and remodeling industry, is organizing the first and only conference created specifically for interior design bloggers. From February 28 – March 1 at the Sofitel L.A., the inaugural Design Bloggers Conference features a speaker roster of the industry's most influential bloggers and new media innovators. Pre-registered attendees already represent an aggregate monthly online following of more than 1 million design buyers of interior design products. Attendees will have the unique opportunity to learn about top blogging strategies, developing personal online brands, explore the crossroads of new and traditional design media, pick up helpful blogging tools and strategies, and network with online connections in the design world. In addition, conference participant winners of the "How Blogging Has Changed My Life" social media contest will be announced and awarded nearly \$6,000 in prizes.

"Increasingly, interior design professionals and enthusiasts are recognizing the power of blogging and social media tools to build engaged online communities and personal brands that are driving meaningful public personas and significant marketing outcomes," says Adam Japko, president of Network Communication Inc.'s Design and DigitalSherpa division. "So we organized a first-of-its-kind event specifically for this group, with the vision to assemble today's top minds and thought leaders and to create a networking and learning opportunity for engaged online interior design content creators. The interest and energy leading up to this event has been unprecedented, both online and offline, in our 30 year history of organizing conferences, with attendee and sponsor sign-up exceeding our wildest expectations. We are on track to sell out all available space and build a waiting list for an early shot at next year's conference. We look forward to seeing everyone in Los Angeles and also bring the conference to design bloggers and professionals around the world in real time via the #DBC2011 Twitter conversation."

Design Bloggers Conference attendees will learn how to amplify their own personal brands for themselves, their blog, and their design career. Conference sessions will offer valuable insights to better engage their vast audiences with information and entertainment across multiple platforms using today's new media models and marketing channels. Headlining speakers for this event are some of the biggest names in the interior design space, including:

- Jan Showers, Jan Showers Collection  
Keynote Address: The Impact of Blogging on the Design Industry
- Tobi Fairley, Tobi Fairley Interior Design  
Keynote Address: How to Build Your Business
- Grace Bonney, *Design\*Sponge*
- Barclay Butera, CEO and President, Barclay Butera, Inc.
- Ronda Carman, *All The Best*
- Paloma Contreras, *La Dolce Vita*
- Stacy Kunstel, *staceystyle*
- Cassandra LaValle, *coco+kelley*
- Tracey Porter, *Be Inspired*
- Suzanne Rheinstein, owner, Hollyhock
- Anne Sage, *The City Sage*, co-founder and executive editor, *Rue*

Conference attendees also have the opportunity to enter the [“How Blogging Has Changed My Life” social media contest](#) for a chance to win prizes with a total value of nearly \$6,000. First prize, a \$5,400 value donated by DesignSherpa, will be awarded to one winner who will receive one-year of online blog marketing in their choice of any three (3) Network Communications, Inc. media brands including *Atlanta Homes & Lifestyles*, *New England Homes*, *Mountain Living*, *Colorado Homes & Lifestyles*, *Seattle Homes & Lifestyles*, and more. Second prize, a \$300+ value, is an assortment of three transcendent Italian wines: 2005 Giuseppe Mascarello Monprivato Barolo, 2005 Bussola’s TB Amarone, and 2005 Salicutti Brunello di Montalcino. Third prize is three (3) signed design books authored by leading designers speaking at the Design Bloggers Conference: Jan Showers, Barclay Butera, and Suzanne Rheinstein.

Entrants must be a paid conference registrant and submit one creative/inspirational photo and a statement of 50 words or less describing how blogging has been a transformative experience. All entries must be submitted by Monday, February 21, 2011 and will be posted on the Design Bloggers Conference site. Winners will be announced at the conference on Monday, February 28, 2011. To enter the contest or view the rules, visit: <http://design-bloggers-conference.com/contest/>

Participating media and sponsors of the Design Bloggers Conference include premium brands such as: Sunbrella, Sub Zero/Wolf, HGTV, One Kings Lane, *Atlanta Homes & Lifestyles*, *New England Home*, *Rue*, *High Gloss*, DesignSherpa, Duralee, Merida, and The Curtain Exchange.

Registration demand has been strong, with only a limited number of spots left. For session descriptions, schedule and registration details, visit <http://design-bloggers-conference.com/>. Keep up with the latest news on this one-of-a-kind event on Facebook at [www.facebook.com/DesignBloggersConference](http://www.facebook.com/DesignBloggersConference) and Twitter: @DesignBlogConf and #dbc2011.

DesignSherpa is a DigitalSherpa brand (<http://digitalsherpa.com>) and a fixed-cost monthly subscription service originally launched by [Network Communications, Inc.](#), the country’s largest group of [regional home design media brands](#). DesignSherpa significantly increases the Web footprint of its subscribing clients through the creation of a custom-branded blog, Facebook and Twitter presence; regular twice weekly blogposts with unique hyper-local content; and monthly reports detailing traffic and leads. Since its launch in 2009, DigitalSherpa is now managing more than 1300 social media programs for local businesses. To find out more about DigitalSherpa or DesignSherpa go to [www.digitalsherpa.com](http://www.digitalsherpa.com) or [www.Design-Sherpa.com](http://www.Design-Sherpa.com).

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**About Network Communications, Inc.**

Network Communications, Inc. is a leading local media company providing lead generation, advertising and Internet marketing services to the housing industry. The Company's leading brands are Apartment Finder, The Real Estate Book, DigitalSherpa, Unique Homes, New England Home and Atlanta Homes & Lifestyles. NCI has market representation in more than 500 local markets around the United States. The Company's strategy focuses on providing high-quality and measurable marketing solutions to local clients by leveraging its proprietary prospect-focused distribution and content management infrastructure. NCI distributes more than 9.4 million local print catalogs of apartments for rent and homes for sale every month through more than 300,000 distribution points; NCI's websites are leading Internet destinations for consumers looking for homes to rent or buy, with an average of 2.0 million unique users every month; and it provides Internet marketing services using social media tools to its customers.

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