

Final Touches Presents at Society of Decorating Professionals National Conference: Beth Batke Selected for Branding and Marketing Expertise



Columbus, OH (August 11, 2008) - Beth Batke, owner of Final Touches, was recently selected to present on branding and market techniques at the annual educational conference of The Society of Decorating Professionals in Phoenix, Arizona. A gathering of top professionals in the decorating field, the event was the premiere of many new and upcoming industry trends. Carrying a “Prospecting for Gold” theme throughout, the conference provided attendees with insights for successfully developing their businesses.

In addition to key-note education sessions, such as “An Inspirational Interview with Mary Carol Garrity,” owner of Nell Hill’s in Atchison, KS, and author of many decorating and entertaining books, conference highlights included addresses by multiple leaders in the design, decorating and marketing industries.

“Our goal was to present an opportunity for attendees to refresh, renew, and rejuvenate while collecting gold nuggets of knowledge and inspiration to grow their businesses. We experienced hands-on creativity equipping us to make all homes beautiful,” says Kristine Porter of Chicago, Executive Director of The Society of Decorating Professionals.

In addition to presenting at the national conference, Batke also received recognition as a Photo Contest Finalist for the third consecutive year for “before” and “after” photos she submitted of her work as a decorator.

Final Touches specializes in interior redesign, also known as “one-day decorating” and staging. By using what a homeowner already owns, redesigned rooms are transformed, usually in one day, through proper placement of furniture, art, lighting, and accessories. Using related techniques, staging prepares homes for sale in ways proven to help properties sell faster and for top dollar. As seen on HGTV programs *Decorating Cents* and *Designed to Sell*, both are areas of decorating that have seen tremendous growth in recent years.

For more information on Final Touches, visit www.finaltouchesredesign.com or call (614) 530-3263.