

# Seminar Registration Form - A Day with Brent Hull



Name \_\_\_\_\_

Firm/Agency \_\_\_\_\_

Address \_\_\_\_\_

Number & Street City State ZIP

Email \_\_\_\_\_ Phone \_\_\_\_\_

AIA Member? No \_\_\_ Yes \_\_\_ Member # \_\_\_\_\_ NARI member? No \_\_\_ Yes \_\_\_

VCA member? No \_\_\_ Yes \_\_\_

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**Thursday, September 16, 2010 ~ 9:00 a.m. – 4:30 p.m.** (check in begins at 8:30)

Virginia Center for Architecture, 2501 Monument Ave., Richmond, Virginia, 23220

Virginia Society AIA and the Central Virginia Chapter of the National Association  
of the Remodeling Industry present

## A Day with Brent Hull

*Nationally recognized expert in residential design, historic interiors  
and architecturally correct moldings and millwork*

The Value of Historic Design. How to realize more value while be sensitive to historic design.

- How to make money and work in historic neighborhoods and with historic districts.
- Learn how to speak "Old House" to communicate best with these owners.
- Learn how to charge more money and win higher margins.
- Tap into one of the most LOYAL group of home owners around. Win them over and you have a repeat client for life.
- Learn the pitfalls and best wording to avoid harming "sacred cows".

An Intro to Classical Design and Design with Moldings: Learn the art of scale and proportion and the finer skills of design.

- Put moldings together like an architect of old.
- Learn what is wrong with so many of today's moldings and details.
- Learn how to proportion and size a room based on timeless methods.
- Learn the language of classic design and learn how to put together a room.
- Learn how the Parthenon was designed and use the same methods on your homes and projects today.
- Learn how to pick the best molding for every project. Learn how to size crown and casing like a pro.
- Lay out a room like an architect or master builder of old.

**Brent Hull** is the author of *Traditional American Rooms: Celebrating Style, Craftsmanship, and Historic Woodwork (Winterthur Style Sourcebook)*, and *Historic Millwork: A Guide to Restoring and Re-creating Doors, Windows, and Moldings of the Late Nineteenth through Mid-Twentieth Centuries*. He is the exclusive provider of architectural interiors (doors, mantels, moldings, etc.) for Winterthur. He was honored in *This Old House* magazine in their inaugural Contractor Hall of Fame, is the host of The Home Design Show on radio, and a frequent contributor in numerous magazines.

<b>Half Day</b> (either seminar, includes lunch) <b>3 AIA/CES LUs (HSW)</b> VSAIA/NARI/VCA Members: \$65 Non-members: \$80	<b>Full day</b> <b>6 AIA/CES LUs (HSW)</b> VSAIA/NARI/VCA Members: \$100 Non-members: \$130
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Cost includes lunch and a tour of the historic Virginia Center for Architecture

**Check all that apply:**

- \$65 for AIA/NARI/VCA member registration for morning session *The Value of Historic Design*
- \$65 for AIA/NARI/VCA member registration for afternoon session *An Intro to Classical Design and Design with Moldings*
- \$80 for Non-member registration for morning session *The Value of Historic Design*
- \$80 for Non-member registration for afternoon session *An Intro to Classical Design and Design with Moldings*
- \$100 for AIA/NARI/VCA member registration for full day (both sessions)
- \$130 for Non-member registration for full day (both sessions)

\$ \_\_\_\_\_ **Total DUE**

Check payable to **VSAIA** enclosed.       Purchase order attached.

Charge my  Visa     MasterCard     AmEx

Name on card (print) \_\_\_\_\_

Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Signature (required) \_\_\_\_\_

**REGISTRATION DEADLINE: Forms must be received by 5 p.m. on Monday, September 13, 2010**

**RETURN BY FAX OR MAIL TO:** Virginia Society AIA, 2501 Monument Avenue, Richmond, VA 23220

**Questions?** Contact Jim Walker, Ph: (804) 644-3041, ext. 207, Fax: (804) 643-4607, Email: [jwalker@aiava.org](mailto:jwalker@aiava.org)