



Altitude Design Summit
January 18–21, 2012
Salt Lake City

Agenda

Alt Lounge

Coffee. Snacks. Sponsors who want to talk with you.

Murano Garden Salon

Sponsored by @DailyBuzzLuxe
@Minted
@Epiphaniebags

9:00–10:00 am

Session A Successful Collaborations

You have a great idea but you need a buddy to help you make it happen. Partnering with a fellow creative can be rewarding. Or super frustrating. This panel will tell you what works and how to make your collaboration great. Even if you live across the globe from your creative partners.

Panelists: Bri Emory of Design Love Fest, Danielle Krysa of The Jealous Curator, Joslyn Taylor of Simple Lovely, Victoria Smith of SFGirlbyBay

Imperial Ballroom C

Sponsored by @visualsupplyco

Session B The Business of Blogging

So, you've been blogging for a while and all of a sudden you realize that your hobby has turned into a business. Now, how do you handle the transition? Learn tips and tricks from these panelists who have come from professional business backgrounds and taken their skills to launch successful blogs.

Panelists: Ami Price of Elizabeth Anne Designs, Chris Gardner of Curbly, Pam Kueber of Retro Renovation

Grand Ballroom A

Sponsored by @methodtweet

Session C Site Design Do's & Don'ts

Even if you have no design experience whatsoever, that doesn't mean your blog has to look like a hot mess. These talented ladies will go over the top design mistakes they commonly see, quick fixes that make a big impact and give you ideas of how you can implement the changes all by your lonesome. Makeover time!

Panelists: Alyssa Yuhas of I Like Nice Things, Arianne Foulks of Aeolidia, Christine Castro Hughes of Darling Design, Laurie Smithwick of Leap Design

Grand Ballroom D

Sponsored by @hgtv

Technology Room

Plug in. Recharge. Find computers, notebooks, printers, cool new products, and a photobooth. Enter the HP contest, and win some rockin' HP products.

Venezia Garden Salon

Sponsored by @hp_pc

10:30–11:30 am

Session A Building Relationships With Ad Networks and Sponsors

Blog sponsors, where do you even begin? Whether you set up your own system or work with an ad network, there is a lot to learn and these pros will teach you their tried and true methods. Learn how they're monetizing their sites and creating beneficial relationships between sponsors and bloggers.

Panelists: Erin Loechner of Design for Mankind, Danielle Wiley of Sway Group, Meg Keene of A Practical Wedding, Sarah Stringfellow of Say Media

Imperial Ballroom C

Sponsored by @Blurbbooks

Session B Best Tools for Managing Your Online Life

You spot an essay over here, an image over there. An idea you want to bookmark privately, a series you want to share publicly. But mostly you just want to figure out how to keep track of it all. If you've seen your inspiration files turn into a messy cabinet of hard-to-find ideas, this panel will cover a variety of online tools that will keep things tidy, which will make you more efficient and, more importantly, sane.

Panelists: Adelle Charles of Tinder, Holly Burns of Nothing but Bonfires, Melissa Esplin of ISLY, Brittany Egbert of One Charming Party

Grand Ballroom A

Sponsored by @mailchimp

Session C Work Life Balance

Have you ever met someone who isn't busy? Striking a good balance is a topic to which we can all relate. These panelists will share tips on how they personally manage their time, how they separate work and personal business, what they think of multi-tasking and how they've learned to say no. Listen up you passive-aggressive folk.

Panelists: Brooke Reynolds of Inchmark, Chrysula Winegar, Kathryn Storke Grady of Snippet & Ink, Sarah of Sarah Jane Studios

Grand Ballroom D

Sponsored by @hgtv

11:45–12:30 pm

Lunch

Bon Appétit!

Imperial Ballroom A

Sponsored by @cargoh

12:30–2:00 pm

Keynote Session

The Relationship Between Traditional & New Media

Pilar Guzman,
Editor-in-Chief of Martha Stewart Living
Deborah Needleman,
Editor-in-Chief of The Wall Street Journal Magazine
Maxwell Gillingham-Ryan,
Editor-in-Chief of Apartment Therapy
Moderated by Gabrielle Blair of DesignMom

Imperial Ballroom A

2:30–3:30 pm

Session A From Blog to Book

You've seen the printed loveliness of books authored and edited by our panelists, now learn how they made it all happen. Covering topics such as coming up with the best concept, finding the right publisher, understanding contracts, managing the workload, and publicizing the finished book – it will be like you're getting a private behind-the-scenes look.

*Panelists: Amy Butler, Grace Bonney of Design*Sponge, Julia Rothman of Also, Kate Woodrow of Chronicle Books, Lia Ronnen of Artisan Books*

Imperial Ballroom C

Sponsored by @saymediainc

Session B Runway + Streetstyle: Fashion Blogging 101

Strike a pose. If you're a fashion blogger, want to become one, or just admire these ladies and their effortless style, this is the panel for you. Led by some of the best in the biz, each panelist will bring her fresh perspective to the topic of how to do fashion blogging right. Tips, tricks, helpful hints and everything you need to know to get started.

Panelists: Jessie Artigue of Style & Pepper, Gala Darling, Jessica Quirk of What I Wore, Summer Bellessa of The Girls With Glasses

Grand Ballroom A

Sponsored by @RueLaLa

Session C What Small Sites Can Learn from Big Online Communities

So you may not be quite as big as the online communities attracting millions a day but that doesn't mean you can't learn from the people behind those successful sites. Bring your pen and paper to jot down helpful tips from the pros that you can implement on your smaller (but equally awesome) site.

Panelists: Heather Armstrong of Dooce, Nora Abousteit of BurdaStyle, Kelley Walters of HGTV, Sarah Bryden-Brown of Blogstars

Grand Ballroom D

Sponsored by @hgtv

4:00–5:00 pm

Session A Kickstarting Your Next Project

You've built a brand and now it's time to leverage that bad boy, but where oh where do you begin? All of these panelists have been in that exact situation and have learned the skills needed to come out on top. Learn from their experiences and leave inspired to get your next creative endeavor kick-started.

Panelists: Anne Sage of The City Sage, Lisa Congdon, Liz Stanley of Say Yes to Hoboken, Rena Tom

Imperial Ballroom C

Sponsored by @kirtsy

Session B: Blogging Ethics and Etiquette

Blogging is still a new frontier, and there are a lot of situations that come up that are slightly questionable. This panel will cover issues such as photo use guidelines, proper crediting, good blogging manners, and how to deal with someone who is breaking the rules. Get this up-to-date info and avoid a serious blog faux pas.

Panelists: Tracey Clark of Shutter Sisters, Danni Hong of Oh Hello Friend!, Kal Barteski of Love Life, Sarah Wert of Modern Kids Photo

Grand Ballroom A

Sponsored by @hp_pc

Session C The Ins and Outs of Interior Design Blogging

Who doesn't love to ooh and ahh over a perfectly styled interior? Well, these are the ladies who create those spaces, and they're here to teach you the secrets behind their work and blogs. A perfect fit for fellow interior design bloggers or anyone who wants to try their hand at blogging about interiors.

Panelists: Emily Henderson of Secrets of a Stylist, Jenny Komenda of Little Green Notebook, Kirsten Grove of Simply Grove, Morgan Satterfield of The Brick House

Grand Ballroom D

Sponsored by @hgtv

6:30 pm

Winter Wonderland Party

We're taking inspiration from the French and planning a "Diner en Blanc." We think it sounds perfectly appropriate for a frosty winter night. Be sure to wear some white attire, so we can all make quite the scene.

Alt Lounge

Coffee. Snacks. Maxwell Gillingham-Ryan.

Murano Garden Salon

Sponsored by @cottonelle

9:00–10:00 am

Roundtable Discussions

Small group gatherings led by industry experts. Pick the topic you're interested in and have a seat!

Legal Concerns for Bloggers

led by lawyer Nicholas Wells of Wells IP Law

Tax and Accounting Tips: What Bloggers Can & Can't Deduct

led by Caroline Devoy of J Caroline

Licensing Your Designs

led by Marisa Anne of Creative Thursday

Pitch Palooza - Better Homes & Gardens wants to hear your ideas!

led by Kelly Kegans of Better Homes & Gardens

Your Blog as a Marketing Tool

led by Kathleen Shannon of Jeremy & Kathleen

Re-naming Your Brand, Re-inventing Yourself

led by Becca Gorski of Cake

How to Quit Your Day Job

led by Angie Anderson of Biggest Little Design

Bit Bloggers: The Why's & How's of Small Blogs

led by Margot Harrington of Pitch Design Union, Kate Singleton of Art Hound

Making Your Site Mobile

led by Garret Gee of Scan

Tips From Ad Agencies That Will Make You a Better Blogger

led by Adrienne Cardon

Getting the Most From Social Media

led by Caitlin Flemming of Sacramento Street

Bridge the Design/Lifestyle/Mommy Blogger Gap

led by Melisa Russo of Lil Bee

Journalism Basics for Bloggers

led by Jaimee Rose

Selling Yourself

led by Deb Averett of Dose of Happy

Using Facebook as an Effective Tool to Connect

led by Shelley Smith of House of Smiths, Jennifer Hadfield of Tatertots & Jello

The Importance of Consistent Branding

led by Annie Blake

Start-Up Magazines: Digital and Print

led by Nathan Williams + Amanda Jones of Kinfolk Magazine

Imperial Ballroom A

Technology Room

Plug in. Recharge. Computers. Notebooks. Printers. Cool new products. Photo booth. Enter the HP contest and win some rockin' HP products.

Oh, and chat with Project Runway's Anya!

Venezia Garden Salon

Sponsored by @hp_pc

10:30–11:30 am

**Session A
Growing a
Readership**

Looking to grow your blog? Of course you are! This panel of blogging masters will offer real discussion and concrete steps to grow your readership and create a true community for your site.

Panelists: Jordan Ferney of Oh Happy Day, Kelly Beall of Design Crush, Nicole Balch of Making it Lovely, and Maggie Mason of Mighty Girl

Imperial Ballroom C

Sponsored by @pinholepress

**Session B
Step by Step: How
to Create Great DIY
Tutorials**

We all know original projects draw a crowd, but it's not always as easy as it looks. These panelists will share their step-by-step instructions on how to create your own inspiring DIY tutorials to make your blog shine.

Panelists: Ez Pudewa of Creature Comforts, Marie LeBaron of Make and Takes, Megan Reardon of Not Martha, Timothy Dahl of Charles & Hudson

Grand Ballroom A

Sponsored by @sherwinpaint

**Session C
From Blog to Shop**

Whether you started writing your blog to promote your shop or you opened up shop because of your blog, this panel will be the right fit for you. Learn from three experienced shop owners who balance the making, promoting and work load that comes along with running a successful online shop.

Panelists: Amy Turn Sharp of Little Alouette, Piper Toth of One Sydney Road, Susan Petersen of Freshly Picked

Grand Ballroom D

Sponsored by @Wilsonart

11:45–12:30 pm

Lunch

Bon Appétit!

Imperial Ballroom A

Friday, January 20

12:30–2:00 pm

Keynote Session

How Pinterest Became The Next Game Changer

Ben Silberman, Founder of Pinterest

Imperial Ballroom A

2:30–3:30 pm

Session A How to Make Yourself Press Ready

Unflattering press? Oy vey! Come to this panel, learn from PR professionals, and make sure it doesn't happen to you. Learn how to get press ready, how to make sure you don't say anything you'll regret, and how to be an interesting interview subject. Oh, and some great tips on how to get into the press in the first place!

Panelists: Dottie Van Every of Modern Kiddo, Erin Hiemstra of Apartment 34, Jess Chamberlain of Sunset, Laura Mayes of Kirtsy & Blog Con Queso

Imperial Ballroom C

Sponsored by @getbolt

Session B Building a Personal Brand

Not to sound like a motivational speech, but you have the power to make your personal brand amazing so what's getting in your way? These fine panelists know the bumps that come along the way of growing your personal brand and will fill you in on how to get you to where you want to be.

Panelists: Camille Styles, Cassandra Lavelle of Coco + Kelley, Hunter Sebresos of Dyvergent Design, Jasmine Star

Grand Ballroom A

Sponsored by @skisolitude

Session C Up and Coming Blogs

This panel has proven to be a fan favorite so we keep on bringing it back. These ladies will be sharing their fresh picks for the coolest blogs that you won't believe you haven't been reading yet. Get your rss reader ready to be slammed with inspiring new faves.

Panelists: Alix Tyler of Modern Kiddo, Meg Biram of Mimi & Meg, Natalie Holbrook of Nat the Fat Rat, Rachel Jones of Black Eiffel

Grand Ballroom D

Sponsored by @shiftsummit

4:00–5:30 pm

Closing Keynote

Designing Your life

Gretchen Rubin, author of The Happiness Project

Imperial Ballroom A

7:00 pm

Mini Parties

Time to get out the sequins. This year we're going bigger and better with our blogger hosted gatherings in luxe suites right in the hotel. You'll find food, drink, company and prizes to fill your Friday night with fun.

Night in Paris

Sponsored by @pinholepress

Hosted by @theGWGshow

Chinese New Year

Sponsored by @hp_pc

Hosted by @kirtsy

Vintage Wine & Cheese Tasting

Sponsored by @blurb

Hosted by @subtlerevelry

Night of Magic

Sponsored by @shiftsummit

Sparkly Clean

Sponsored by @methodtweet

Hosted by @youaremyfave, @dandeedesigns & @freshlypicked

Handmade by You

Sponsored by @squarespace

Hosted by @uppercasemag

A Summer Afternoon

Sponsored by @Wilsonart

Hosted by Summer Baltzer

Cozy Lodge

Sponsored by @RueLaLa

Saturday, January 21

Tours

9:00–5:00

Solitude Ski Day

Ski, snowboard or ice skate at Solitude's Swiss-inspired village. When you've had your fill of snow, warm up by the raging fire in the lodge. A Solitude Ski Resort ski pass is included in all Alt Gift Bags. If you want a ride up the mountain, make sure you are on the list!

Sponsored by @skisolitude

Sundance Tour

Want to experience the magic of the Sundance Film Festival? We'll transport you to the charming Main Street of Park City's historic town center where you can take a stroll, scope out the movie stars and try to sneak into a hopping party. Don't forget your parka!

11:30–2:30

Thrift Store Tour with Liz Stanley

Stylish Liz will take you to her favorite thrifting spots in Salt Lake City. Vintage, consignment and straight-up secondhand shops. Liz knows all the don't-miss spots.

Walking Photography Tour with Tracey Clark

Don't forget to bundle up, if you want to join this group on a photography stroll around historic downtown Salt Lake City. With your camera in tow, the talented Tracey will teach you the basics of composition that will make your photos slideshow worthy.

Sponsored by @blurb

Foodie Tour with Lindsey Johnson

I bet you wouldn't list Salt Lake as a foodie's paradise, but this tour will leave you convinced that you had it all wrong. Hosted by Lindsey of Café Johnsonia, who knows a thing or two about good food. She'll lead you to the tastiest spots around town and make you feel like a true gourmand.

Alt Lounge

Coffee. Snacks.

Murano Garden Salon

Design Camp

If you signed up for a spot at Design Camp, get ready for fun!

9:30–11:30 am

Sewing: Don't Fear the Machine

Rachel wants you to know there's no reason to fear the sewing machine. She'll guide you through a step-by-step tutorial that will leave you with something pretty to take home. You'll walk away feeling more domestic than ever and without any type of injury, promise.

Teacher: Rachel Faucett of Handmade Charlotte

Grand Ballroom D

Sponsored by @BurdaStyle and @BerninaUSA

Style & Fashion Yourself For a Photo Shoot

Okay, so you know you're never going to be a contestant on America's Next Top Model, but that doesn't mean you don't want to feel fetching for a day. Allison will provide tips for the perfect makeup and hair, Susan will show you how to pick a flattering outfit and Justin will give you pointers for looking your best in front of the camera. Come prepared to get chic — and to say cheese.

Teachers: Susan Wagner of The Working Closet, Allison Czarnecki of Petit Elephant and Justin Hackworth

Venezia

Bookbinding

Want to have something special to save all your Alt notes in? Allison will teach you how to make three something specials with her bookbinding class. Create three different types of books: flag, circular and multi-signature hardcover that will make you an instant journal writer or become the perfect handmade gifts.

Teacher: Allison Chapman of Igloo Letterpress

Imperial Ballroom D

VideoBlogging

It's time to stop fearing vlogging. In this class, HGTV's online stars, Erin & Ken Loechner, will teach you how to make a splash in front of the camera without having to do 100 takes. Get ready to take your blog to a multi-media dimension. Ready? And action!

Teacher: Erin & Ken Loechner of Design for Mankind

Grand Ballroom A

Sponsored by @hgtv

Photography: The Studio Look Without the Studio

Ryan and Jason want to teach you one thing: stop being afraid of light! No, they're not talking about crazy expensive studio lights, but small studio strobes and simple backdrops that will give you the pro look your blog or shop has been asking for. Get excited to try your hand at styling, posing, lighting and camera work. You'll leave feeling like you just spent the day on set at a Vogue shoot.

Teachers: Ryan Marshall of Pacing the Panic Room and Jason Hudson of These Roving Eyes

Grand Ballroom A Foyer

Cut Paper Crafts

Who needs fancy crafting supplies anyway? Arm Patricia with a piece of paper and a pair of scissors, give her five minutes, and she'll create an intricate piece that is museum worthy. In this course you'll learn the basics of creating with paper and come away with dozens of ideas of how to transform the simplest of supplies.

Teacher: Patricia Zapata of A Little Hut

Imperial Ballroom C

11:45–12:30

Lunch

In the Lounge

12:30–2:30

Sewing: Tote Bags and Pillow Covers

Need to brush up on your seventh grade home-ec skills? The Internet queen of sewing herself will be teaching you not one, but three, easy projects. Choose to make a tote bag, oilcloth banner or a stenciled throw pillow to wow the crowd. Be warned, the person with the best skills will be peer pressured into signing up for Project Runway.

Teacher: Dana Willard of Dana Made It

Grand Ballroom D

Sponsored by @BurdaStyle and @berninausa

Building a Killer Portfolio Website

So you want to build a sleek portfolio site but don't know a line of code? Perfect. This is where you start. With the help of experienced teachers, you'll learn the ins and outs of what should be there, what you should skip and types of photos that will make your portfolio complete. And the best part is you'll actually leave with a functional portfolio site!

Teachers: Susan and William Brinson of House of Brinson

Imperial Ballroom C Foyer

Sponsored by @Squarespace

Printmaking

Eva knows a thing or two about printmaking and wants to share her talent. In this course you'll learn how to do a layered watercolor wash, and trace monotype print that will leave you with a unique piece of art, otherwise known as your gallery wall's new best friend.

Teacher: Eva Jorgensen of Sycamore Street Press

Imperial Ballroom D

Photoshop for Bloggers

If you're looking for the basic skills that will make your photos and posts look more professional, this class is for you. Taught by two Photoshop veterans, you'll leave feeling confident in your ability to edit images, compose photo groups and generally fancy things up. Your blog (and readers) will thank you.

Teachers: Mike & Alma Loveland of Ollibird

Imperial Ballroom C

Photography: Portraits & Lighting

Your blog readers want to see pictures of your kids, your boyfriend, your dog, yourself! So it's time to step up your portrait photography skills with Wendy and Tyler. They'll teach you how to get the most flattering light (no double chin please) and how to come away with a portrait that you're proud of. Who doesn't want that?

Teachers: Wendy and Tyler Whitacre of Blue Lily Photography

Venezia

Upholstery 101

If you've ever come across a piece of furniture in the thrift store that could be so cool if it wasn't covered in sea foam green velour, this class is for you. Learn the basics of making a piece your very own with custom upholstery and even a little tufting. Your grandma's couch better be watching its back!

Teacher: Caroline Devoy of J Caroline

Grand Ballroom A

Watercolor

Watercolor is so hot right now! Learn the fundamentals as well as secrets and techniques from a professional artist. Then give it a try by painting your own botanical still life. You'll leave with an original piece of art that will make the perfect Alt Summit souvenir.

Teacher: Courtney Khail

Grand Ballroom A Foyer

3:00–5:00 pm

Jewelry

Upgrading from your basic camp friendship bracelet, Caroline Armelle will teach you how to wire wrap beads and how to properly use jewelry making tools. You'll come home with your own teardrop earrings and pendant necklace that will have your husband wondering if you made a Salt Lake City shopping trip.

Teacher: Caroline Armelle of Armelle Jewelry

Imperial Ballroom D

Calligraphy

Sure, we do most of our writing with a keyboard, but we're here to tell you that beautiful handwriting is not a dying art. If yours could use a little sprucing up, Melissa Esplin will be covering calligraphy basics, ink well and all. You'll be motivated to get started on those thank you notes.

Teacher: Melissa Esplin of I Still Love You

Imperial Ballroom C Foyer

Textile Design

Frustrated with the choices at your local fabric store? Have an image in your head of the perfect wallpaper design? In this class, Kimberly Hall will fill you in on the details of how to design and print your very own textiles. Think custom pillows, table linens or starting your very own line. We're all for dreaming big.

Teacher: Kimberly Hall

Grand Ballroom D

Photoshop for Bloggers

If you're looking for the basic skills that will make your photos and posts look more professional, this class is for you. Taught by two Photoshop veterans, you'll leave feeling confident in your ability to edit images, compose photo groups and generally fancy things up. Your blog (and readers) will thank you.

Teachers: Mike & Alma Loveland of Ollibird

Imperial Ballroom C

Food & Tabletop Photography

This hands-on workshop will focus on how to shoot food using natural light. They'll go over the ins and outs of lighting and what's right for specific situations. You'll learn how to use what's around you to get the perfect shot, and how to make the food look like you just want to eat it off the screen. It will be a fun course with photography, food and delicious photos.

Teachers: Susan and William Brinson of House of Brinson

Venezia

Creating Webisodes

Feel like adding video is the next move for your site? Learn how to do it with style and pep from our favorite bespectacled duo, Summer and Brooke from the Girls With Glasses Show. The two will go over pro tips for how to make your videos amazing and you'll get your own chance to get in front of the camera. Advice: wear lipstick!

Teachers: Summer Bellessa and Brooke White of the Girls with Glasses Show

Grand Ballroom A

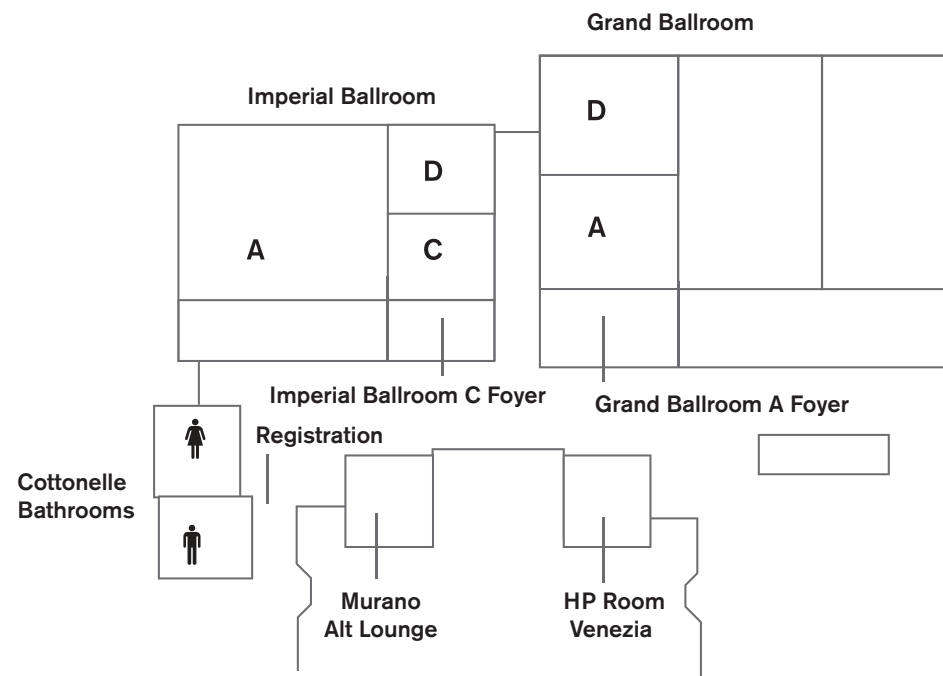
Watercolor

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Teacher: Courtney Khail

Grand Ballroom A Foyer

Map of the Grand America





SQUARESPACE



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Salt Lake City

