



**CMG**



INTERNATIONAL  
**SUMMIT**  
— **2015** —

San Diego, CA Nov. 13-15

Color Marketing Group

# WELCOME TO SUNNY SAN DIEGO

CALIFORNIA'S SECOND LARGEST  
CITY, WHERE BLUE SKIES  
KEEP WATCH OVER 70 MILES OF  
MAJESTIC COASTLINE AND A GENTLE  
MEDITERRANEAN CLIMATE!

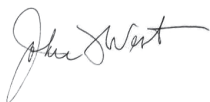
**Excitement is growing as we prepare to share with** you the color work we have been doing throughout this year. Internationally we have held ChromaZone Workshops in Sweden, Italy and Japan, as well as our standard 2-day International Conferences in Europe (Poland), Asia (China) and Latin America, (Brazil). Here in the US we have met in Orlando, Cleveland, Toronto, Charleston, Chicago, San Francisco, Austin, and Grand Rapids - the results of which were recently consolidated by this year's North American Steering Committee who met in Washington, DC at our headquarters.

We tip our hat to all of those who participated and worked at these events and collectively we look forward to revealing CMG's 2017+ World Color Forecast.

CMG is still the only collaborative, non-profit association for color direction in the world today. We are only as strong as our members and their desire to share their time, talents and treasures. Our Board of Directors has re-instituted the committee structure and we are actively looking to embrace the next group who step up to volunteer. At this year's Summit we will also elect a new President, VP of Color Forecasting, and a Secretary. Elections for new Board Members for the upcoming term 2016/2017 will be held later this year. Remember, CMG remains a truly volunteer-driven Association – if you see a need, fill it!

Personally, I joined CMG in Atlanta in 2006. The years have gone fast, and I count my time spent with you all most precious. Your talent, enthusiasm for color, and genuine concern for others have truly enriched me. A member told me when I joined (she knows who she is) that I would get out of this group what I put in. I found that to be not quite true; I have received far more than I could ever imagine. I am humbled to be a part of Color Marketing Group. Please know that as my term as your President comes to an end this year, I shall continue to serve in any way that I can.

So, in keeping with the region we are in ... Adelante, mis amigos! De Colores!



John

## 2015 OFFICERS AND EXECUTIVE COMMITTEE



### **President**

JOHN WEST

*J & J Marketing*

Mechanicsburg, Pennsylvania, USA



### **VP Color Forecasting**

SUSAN HAYES HOOVER

*Fawn Ridge Studio*

St Paul, Minnesota, USA



### **VP Communications & Public Relations**

JUDITH VAN VLIET

*Clariant Masterbatches (Italy) S.p.A*

Merate, Italy



### **VP Marketing**

HEATHER BELAND

*LP Innovations*

Whitinsville, Massachusetts, USA



### **Treasurer**

ART SCHMEULING

*X-Rite Pantone*

Grand Rapids, Michigan, USA



### **Secretary**

GERALDINE CHMIEL

*Formica Corporation (North America)*

Cincinnati, Ohio, USA

## 2015 BOARD OF DIRECTORS



MARCIA BLAKE

*Glen Raven Custom Fabrics LLC*

Laguna Niguel, California, USA



PATRICIA FECCI

*The Sherwin Williams Company*

Sao Paulo, Brazil



CINDY GREEN

*Global Textile Alliance*

Reidsville, North Carolina, USA



TRACI KLOOS  
*Tarkett North America*  
Solon, Ohio, USA



PAULA LEIGH LEONARD  
*Dell*  
Austin, Texas, USA



SANDY SAMPSON  
*Simple Modern Style*  
Camarillo, California, USA



JODY SLINGLUFF  
*3D Exhibits*  
Chesterland, Ohio, USA



PEGGY VAN ALLEN  
*Colorfuel*  
Cary, Illinois, USA



MONIKA FECHT - Asia Pacific Liaison  
*RENOLIT SE*  
Worms, Germany

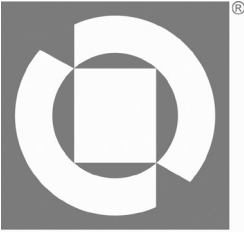


FILIP ROSCAM – European Liaison  
*Merck KGaA*  
Darmstadt, Germany

## CMG STAFF



SHARON GRIFFIS  
*Executive Director*  
Alexandria, Virginia, USA



**CMG**  
■ ■ ■ ■ ■

The Premier International  
Association for  
Color Design Professionals

## **CMG VISION STATEMENT**

The Premier International Association for Color Design Professionals

## **CMG MISSION STATEMENT**

The mission of Color Marketing Group is to create color forecast information for professionals who design and market with color.

### Connect With CMG Online



Like us on Facebook



On Google+



[instagram.com/colormarketing](https://www.instagram.com/colormarketing)



Join our group



[pinterest.com/coloursells](https://www.pinterest.com/coloursells)



[@coloursells](https://twitter.com/coloursells)

## **GENERAL INFORMATION**

### **CMG REGISTRATION DESK**

CMG's Registration desk will be located at The BayView Foyer.

Sharon Griffis will be available throughout the Summit to answer any questions. When registration is not open a Message Sheet will be available on the registration Desk. Please leave your message and this will be dealt with at the earliest opportunity.

### **COLOR APPS WORKSHOP ASSIGNMENTS (FRIDAY NOVEMBER 13TH)**

Please consult the schedule that is located in your Summit Registration pack. Workshop Assignments for Friday's Color Apps Workshops will also be posted at CMG's registration desk.

*NOTE: Workshop Placement changes can be made at Workshop Headquarters on Friday morning located in the Regatta Pavilion.*

# GENERAL INFORMATION cont.

## PHOTOGRAPHY AND RECORDING

Photography and recording/taping of any kind are prohibited during CMG Workshops, except by CMG authorized photographers and staff.

## SOCIAL MEDIA POLICY

Color Marketing Group does not permit the recording or audio recording, video recording, or literal transcripts, except by specific written permission, of our guest speakers or presenters.

CMG does permit and encourage the use of social media, such as Facebook, Twitter and blogging at the Summit as a way to summarize, highlight, excerpt, review, and/or promote the presented materials, syllabus materials, or the Summit in general, provided that (1) the material is not shared in full and (2) the author/speaker is referenced and cited appropriately in each case (3) no derogatory comments or negative opinions are expressed. Please keep in mind that our presenters have invested many hours into the development of their material and copyright laws apply.

Please Note: Color Forecasts and Reports are proprietary to CMG members. Colors may not be reproduced in the media, on the internet, or in any format at any time, including release or sharing through social media. CMG members may communicate general information about CMG colors 8 weeks after members first receive the information, but actual colors and specific color reference notations may not be released at any time.

Reproduction of CMG Color Forecasts and/or Reports in whole or in part is strictly forbidden without the express, written permission of Color Marketing Group.

## SOCIAL MEDIA GUIDELINES

CMG invites you to use the following # when referring to our forecasts, events and/or process:

#CMGSummit15      #2017WorldColorForecast      #ColorSells!  
#ColorForecast      #ChromaZone

Hashtags for upcoming events in 2016:

#CMGEur16      #CMGAsPac16      #CMGLatAm16  
#CMGSummit16

Hashtags 2016 Key Colors (revealed in 2014 during the Palm Springs Summit):

#UniBlue      #Brave      #Naturban      #Maiz

*Hashtags for 2017 Key Colors revealed this year will be revealed during The Summit.*

# GENERAL INFORMATION cont.

Please do not be derogatory about any of CMG speakers or events. Your feedback is welcome after the Summit using the Survey Response Form which will be distributed electronically.

Please do not misrepresent presented material.

Add value by contributing your specific knowledge to provide additional insight into presented material.

## INFANT/CHILD POLICY

In consideration of fellow attendees and presenters, no infants or children are permitted in CMG Workshops, meetings, or general sessions.

## CELL PHONE POLICY

As a courtesy to your fellow attendees, please turn off your mobile phone while attending Conference events, including the Workshops.

## EVENT LOCATIONS At-a-Glance:

Breakfast . . . . . BayView Terrace  
*Weather backup on Friday . . . . . Regatta Pavilion*  
*Weather backup on Saturday . . . . . Regatta Pavilion*

Lunch . . . . . BayView Terrace  
*Weather backup on Friday . . . . . BayView Ballroom*  
*Weather backup on Saturday . . . . . Regatta Pavilion*

Color App Workshops . . . . . Regatta Pavilion

General Session . . . . . BayView Ballroom

Saturday Cocktail Event . . . BayView Terrace  
*Weather backup is BayView Ballroom*

Facilitator Training  
& Breakfast . . . . . Mariner's Point

# 2015 SUMMIT SPONSORS AND SUPPORTERS

Through CMG's Partnership Alliance Program, many individuals have contributed to the success of this Summit. Our sincere gratitude to those listed below for their generous support!





COLWELL

**CROWN**   
whatever it takes!

**DORN**

 **LE CREUSET®**

**NCS**  
NATURAL COLOUR SYSTEM®

**RAL**  
COLOURS

 **x·rite**  
**PANTONE®**

 **Vitronic**



# FRIDAY

NOVEMBER 13, 2015

7:30 AM

## ATTENDEE BREAKFAST

BayView Terrace

*IMPORTANT: Breakfast for Color App Workshop Facilitators will be served in MARINER'S POINT.*

7:30 AM

## FACILITATOR MEETING FOR COLOR APP WORKSHOPS

Mariner's Point

*(Facilitators MUST attend this session)*

*(Breakfast will be served in this room)*

8:00 AM – 10:00 AM

## GENERAL SESSION

BayView Ballroom

8:00 AM – 8:15 PM

## PRESIDENT'S WELCOME



JOHN WEST

*J & J Marketing*

Mechanicsburg, Pennsylvania, USA

8:15 AM – 8:30 AM

## 2017+ ASIA PACIFIC REPORT BACK



MONIKA FECHT

*RENOLIT SE*

Worms, Germany

8:30 AM – 8:45 AM

## 2017+ EUROPEAN REPORT BACK



JUDITH VAN VLIET

*Clariant Masterbatches (Italia) S.P.A.*

Merato, Italy

8:45 AM – 9:00 AM

## 2017+ LATIN AMERICAN REPORT BACK



PATRICIA FECCI

*The Sherwin Williams Company*

Sao Paulo, Brazil

9:00AM – 9:30AM

## 2017+ NORTH AMERICAN FORECAST



SUSAN HAYES HOOVER

*Fawn Ridge Studios*

St Paul, Minnesota, USA



CINDY GREEN

*Global Textile Alliance*

Reidsville, North Carolina, USA

# FRIDAY

NOVEMBER 13, 2015

9:30 AM – 9:45 AM

## CMG'S 2017+ WORLD COLOR FORECAST



JOHN WEST

*J+J Marketing, Inc.*

Mechanicsburg, Pennsylvania, USA



SUSAN HAYES HOOVER

*Fawn Ridge Studios*

St Paul, Minnesota, USA

## SPECIAL EVENT: PRODUCT LAUNCH

CMG's 2016 North American Colors

9:45 AM – 10:15 AM

Coffee will be served in Regatta Pavilion

10:15 AM – 4:00 PM

## COLOR APPS WORKSHOPS

*Workshops will be located in Regatta Pavilion*

A workshop placement list may be found at CMG's registration desk (located at The BayView Foyer) and in your summit registration packet. Please check the location of your Workshop.

If you wish to change your workshop, please do so at Workshop Headquarters, located in Regatta Pavilion.

Color App Workshops allow you to work with CMG's 2017+ World Color Forecast across a number of applications. The World Forecast includes the North American colors, as well as colors forecast during CMG's International Conferences held in Europe, Asia Pacific, and Latin America. You'll apply these colors to real situations and the final outcome of each Workshop will be presented by the Color App Committee during Sunday's closing session. The results will also be distributed in digital format to all participants and CMG Members shortly after the Summit.

9:45 AM – 4:00 PM

## WORKSHOP HEADQUARTERS

*Regatta Pavilion*

Please note that all changes to Workshop Placements must be done through Workshop Headquarters. Committee Chairs will be available at the start of each Workshop to make any changes.

12:00 PM

## LUNCH

*BayView Terrace*

*(weather back up is BayView Ballroom)*

# FRIDAY

NOVEMBER 13, 2015

2:30 PM

## COFFEE BREAK

7:00 PM

## NETWORKING DINNER AT BUSTER'S BEACH HOUSE

*Buster's Beach House*

*This is a Ticketed Event only. Tickets are not available onsite and must be purchased in advance. Guests are responsible for their own transport to and from the restaurant.*



# SATURDAY

NOVEMBER 14, 2015

7:30 AM

## ATTENDEE BREAKFAST

*BayView Terrace*

*(weather backup Regatta Pavillion)*

8:15 AM – 4:30 PM

## GENERAL SESSION AND GUEST SPEAKER

### PRESENTATIONS

*BayView Ballroom*

8:15 – 8:30 AM

## SUMMIT PLANNING COMMITTEE



JODY SLINGLUFF

*3D Exhibits*

Chesterland, Ohio, USA



MARY LAWLOR

*Kelly Moore Paints*

San Francisco, California, USA

8:30 – 9:00 AM

## EXECUTIVE COMMITTEE UPDATES

Treasurer's Report



ART SCHMEHLING

*X-Rite Pantone*

Grand Rapids, Michigan, USA

## President's Update



JOHN WEST

*J & J Marketing*

Mechanicsburg, Pennsylvania, USA

## Color Forecasting Update



SUSAN HAYES HOOVER

*Fawn Ridge Studio*

St Paul, Minnesota, USA

# SATURDAY

NOVEMBER 14, 2015

## Communications & PR Update



JUDITH VAN VLIET  
*Clariant Masterbatches (Italy) S.p.A*  
Merate, Italy

## Marketing Update



HEATHER BELAND  
*LP Innovations*  
Whitinsville, Massachusetts, USA

## Secretary's Update



GERRI CHMIEL  
*Formica Corporation (North America)*  
Cincinnati, Ohio, USA

## SPEAKER SESSIONS



9:10 AM  
JENNIFER GUERIN

Jennifer Guerin spearheaded Ox and Olive Painting Co., an artistic wall finishes corporation in San Diego in 2002 at the age of 23. After completing her accreditation with the IACC-NA to obtain her degree in color theory for humans in environmental space the same year, JG Color Studios was born. The studio has offered full service color consulting and interior design that is known for its creative use of hues in architectural in interior/exterior palettes as well as residential & commercial interior green design. For almost two decades Jen's companies have worked for high profile clients all along the West Coast including Mexico at the well know Rancho La Puerta Spa and as part of the head development team with USG in Chicago to create new wall finish products. When she's not designing, she lecturing on color or hands-on happily covering her shoes with chromatic paint & clay on a project. You can see her work on HGTV's Showhouse Showdown or Design Star and look for her retail home line to be released in fall 2015.

10:00 AM

## COMFORT & COFFEE BREAK



10:20 AM  
ALICIA KESHISHIAN

Alicia D. Keshishian, has been an art director, graphic designer, surface designer and illustrator for more than 30 years. Between career shifts she was an artist-in-residence at The Penland School of Crafts. Currently Alicia produces a line of custom, hand-made-to-order carpets. Alicia's true loves have always been color and texture. She comes from a long line of accomplished artists and her emergence as a rug maker is thanks to family: Her Armenian-born grandfather was a

*continued...*

# SATURDAY

NOVEMBER 14, 2015

renowned Oriental rug authority. Carpets and color have been part of Alicia's life as long as she can remember – the smell of the wool, the touch of the fibers, the variety of patterns—it's in her DNA. Rugs are an ideal medium for creating an intimate piece of art. Alicia custom designs each piece so that it reflects her client's sense of style and beauty. It's clear that people respond to color before anything else. It's truly visceral. Clients are unable to navigate into any new territory, be it pattern or style, if the colors aren't resonating. Alicia believes colors are very personal and they transcend current fashion trends or peer pressure! It's important, as a designer and color consultant, to extend that confidence to her clients so they can live in the comfort of their own dreams.

11:10 AM

## COMFORT BREAK



11:30 AM  
FRAN SUDE

Her history includes working for some of the top manufacturers in Los Angeles in the junior, contemporary and missy markets. Fran worked her way up to the head of sales and merchandising for the top dress house in the Late 1970s. She was the junior buyer for Frederick Atkins buying office, which gave her a keen sense of the importance price points make in the sale of a product. Throughout her career the one thing Fran has always loved is the use of color in garments: woven and knit, solid and printed. She opened a 2 piece career dressing business and was responsible for re-coloring prints customized for each order. It was a very successful endeavor! Feeling that there was more that could be done to inspire designers, Fran took her passion for the business of color and founded Design Options, Inc. in 1990. For over 20 years clients have come to Design Options for color direction best suited for their market, fabrication and season. Whether it's an upcoming color, style, detail, or fabric, Fran is known for having an excellent eye for the hottest trends. Clients come back season after season for one reason: because what she projects, sells at retail!

12:30 PM

## LUNCH

*BayView Terrace (Weather backup is Regatta Pavilion)*



1:30 PM  
JUDITH VAN VLIET

Judith van Vliet born in the Netherlands, started her professional career in 2004 at Kawasaki Motors Europe N.V. She worked in the Product Planning Division of R&D and was responsible for market, design & color research for the motorcycle industry. In 2009, she followed her passion for

*continued...*

# SATURDAY

NOVEMBER 14, 2015

Italy and moved to Milan where she initially worked in a contemporary art gallery. In 2012, she started working as a Designer for Clariant ColorWorks Europe/ IMEA where she is responsible for trend forecasting and reporting for Global and European markets for Automobile, Textile & Carpet, Consumer Goods & Packaging. Van Vliet also provides design and colour consultancy, co-creating workshops on innovation, consumer & Lifestyle Insights. She is creatively responsible for ColorForward, Clariant's annual color direction guide. Van Vliet is a Trend Panelist at Mix Magazine and serves on CMG's Executive Committee as VP Communications & Public Relations where her in depth knowledge of social media, publicity, marketing and research, as well as color directions help maintain CMG at the forefront of global color forecasting. A self-proclaimed "foodie", Van Vliet speaks 5 languages and loves to trend hunt during her travelling, preferably on a motorcycle.



2:20 PM  
CRAIG STEELY

Craig Steely is principal of Craig Steely Architecture. With studios in Hawaii and San Francisco his buildings have been described as true and unique hybrids of these two environments. His work explores the boundaries of integration as well as emancipation from nature. They embrace the realities of the environment and our connection/ separation to it over the subjugation of it, all the while focusing on developing a singular architecture rooted in its context. Active projects include work on the Big Island of Hawaii and Maui, as well as several along the coast of California — from Sea Ranch to San Francisco to Big Sur. He received his architecture degree from Cal Poly, San Luis Obispo. While there, he was awarded a scholarship for international study and spent his thesis year in Florence, Italy studying with Cristiano Toraldo di Francia formerly of SUPERSTUDIO. He has been a guest lecturer at the University of Hawaii, University of California at Berkeley, Cal Poly and at many conferences including the Monterey Design Conference. His work has been awarded recognition by the American Institute of Architects and published widely in books and periodicals. In 2009 he was selected as an "Emerging Talent" by the AIA California Council. His office was chosen top firm in the 2013 Residential Architect Magazine leadership awards.

3:10 PM

## COFFEE & COMFORT BREAK



3:30 PM  
LAURENCE GARTEL

Laurence GARTEL, is known to the world as the "FATHER" of Digital Art. His career started working side by side with video

*continued...*

# SATURDAY

NOVEMBER 14, 2015

guru Nam June Paik at Media Study/Buffalo in New York. He taught Andy Warhol how to use the Amiga Computer in order to produce the album cover for Debbie Harry (Blondie). Creating Digital Art before the birth of the personal computer, his work has been exhibited with various museums including the Museum of Modern Art and Long Beach Museum of Art and has been included in the permanent collections of the Smithsonian Institution's Museum of American History.

Garrel has traveled the world exhibiting and projecting his work. He has been commissioned to produce artwork on Britney Spears, Justin Timberlake, Red Hot Chili Peppers, as well as for global corporations such as Coca Cola and Walt Disney. He is best known for his ABSOLUT GARREL ad for Absolut Vodka.

GARREL is the Official Artist of the 57th Annual Grammy Awards, Los Angeles 2015 and most recently was the Artist of the NASA MMS Mission, Kennedy Space Center, Florida, 2015.

His concentration over the last several years has been focused on Art Cars, the first commission being the TESLA Electric Art Roadster during Art Basel Miami Beach in 2010 and was the "FEATURE" of the 113th New York International Auto Show with his own 30,000 square foot Pavilion in 2013.

5:00 PM

## **MEET THE SPEAKERS**

Cocktail Event

*BayView Terrace*

5:00 PM – 6:00 PM

## **DECLARATION OF INTENT TO RUN FOR EXECUTIVE COMMITTEE OFFICE & ELECTION OF EXECUTIVE COMMITTEE OFFICERS**

*Located in Belmont*



# SUNDAY

NOVEMBER 15, 2015

8:00 AM

## **BREAKFAST – SUMMIT PARTICIPANTS**

*BayView Terrace (weather backup is Regatta Pavilion)*

9:00 AM - 12:00 PM

## **GENERAL SESSION**

*BayView Ballroom*

9:00 AM – 9:15 AM

## **PROGRAM PLANNING COMMITTEE**



JODY SLINGLUFF  
*3D Exhibits*  
Chesterland, Ohio, USA



MARY LAWLOR  
*Kelly Moore Paints*  
San Francisco, California, USA

9:15 AM

## **KEYNOTE SPEAKER**

### **MAXINE LAUER**

*Sphere Trending*



Sphere Trending studies the present, learns from the past and applies its expertise to connect the dots to create relevant strategies that will meet future consumer needs. Sphere is a trend consulting firm, specializing in macro, engagement and design insights. They begin at

the beginning, connecting the big picture consumer and lifestyle trends to emerging design and product innovations for creative and successful strategic plans.

sphere  
trending™



*we think outside the circle™*

10:15 AM – 10:30 AM

## **VISIONS REPORT BACK**



PAULA LEONARD  
*Dell Computer*  
Austin, Texas, USA



# SUNDAY

NOVEMBER 15, 2015

10:30 AM

## COLOR APPS PRESENTATIONS:



Peggy van Allen  
*Color Fuel*  
Cary, Illinois, USA



Sandy Sampson  
*Simple Modern Style*  
Camarillo, California, USA

11:30 AM – 11:45 AM

## PRESIDENT'S REMARKS



JOHN WEST  
*J & J Marketing*  
Mechanicsburg, Pennsylvania, USA

11:45 AM

## 2016 EVENTS AND INTERNATIONAL CONFERENCES



Jody Slingluff  
*3D Exhibits*  
Chesterland, Ohio, USA



Mary Lawlor  
*Kelly Moore Paints*  
San Francisco, California, USA



Judith van Vliet  
*Clariant Masterbatches (Italy) S.p.A*  
Merate, Italy



Monika Fecht  
*RENOLIT SE*  
Worms, Germany



Patricia Fecci  
*Sherwin Williams*  
Sao Paulo, Brazil

## SUMMIT ENDS AROUND NOON

12:30 PM – 5:00 PM

## CMG BOARD OF DIRECTORS MEETING AND LUNCH

*Belmont*



2015 COLOR MARKETING GROUP

INTERNATIONAL **SUMMIT** ■ ■ ■ ■ ■

#cmgsummit2015

2015 COLOR MARKETING GROUP

INTERNATIONAL SUMMIT 



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