

**FOR IMMEDIATE RELEASE**

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## **Corbin President to Speak at International Downtown Association Conference**

**Traverse City, MI** – Corbin Design President Mark VanderKlipp will partner with Nancy Hormann, president and CEO of North Carolina’s Downtown Raleigh Alliance, to give downtown professionals advice on seeking wayfinding services at an international conference next month.

The joint presentation will take place Sunday, October 8, at the annual conference of the International Downtown Association, being held this year in Portland, Oregon.

Corbin Design is currently working with the Downtown Raleigh Alliance and the City of Raleigh to develop a comprehensive pedestrian and vehicular wayfinding and signage system to guide people to and around the 110-block downtown area. Downtown Raleigh is at the center of the fastest growing metropolitan region in the Carolinas, while the city itself is the Carolinas’ second largest city.

Mark and Nancy will explain the process of setting up a Request for Proposals for wayfinding services in a session titled “Navigating the Process: Developing a Dynamic Wayfinding System.” Attendees will hear tips for developing a Request For Proposals for soliciting wayfinding services, and they’ll receive a detailed checklist outlining the steps involved.

In his thirteen years with Corbin, Mark VanderKlipp has helped numerous clients realize their brand objectives: through wayfinding signage design and standards, print collateral and Web site development, identity design and standards management, and software design and development. For each of these project types, Mark provided strategic and process thinking, lead design and project management expertise, and served as a primary client contact.

Nancy Hormann has 18 years of downtown economic development experience. Before taking the helm at the Downtown Raleigh Alliance, she spent three years as the Executive Director for the Central Dallas Association in Texas, where she was responsible for revitalizing the Main Street Retail Project and managing the City Center Tax Increment Financing District. She also served as the Executive Director for the City Center Partnership in San Francisco, the Sacramento Downtown District, and the Solvang Conference and Visitors Bureau in Solvang, California.

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