

Manassas Business Owner to Teach Students at 2010 DECA Conference

Manassas, VA, October 27, 2010 – Patrick King, founder of web design and branding firm ImagineDesign, will be presenting two specialty workshops for high school and college marketing students at the 2010 Ultimate DECA Power Trip in Washington, DC from November 12-14. More than 2,000 high school DECA members from three regions—North Atlantic, Southern and Western—with an interest in marketing, finance, hospitality and management will attend an itinerary of leadership and career development workshops.

Workshops led by Patrick King will include *“If I Can Do It..”*, in which he discusses the pitfalls and victories in his own entrepreneurial journey; and *“What’s In A Logo?”*, in which he dissects the construction of that all-important corporate symbol to explain the psychology behind its effectiveness.

Patrick's work and advice on business strategy has been published in a number of books, magazines and industry websites, as he continues to offer insight on his corporate blog (<http://www.wefightugly.com>). Patrick and his wife and daughter live in Gainesville, Virginia. You can learn more about ImagineDesign at <http://www.imaginedesigndc.com>. Learn more about DECA and their programs by visiting <http://www.deca.org>.