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FOR IMMEDIATE RELEASE**Firefly Design Group Supports Industry by Boosting Integrator Profitability**

Florida-based Engineering Consultant Firm to Conduct Regional Trainings Aimed at Improving Integrator Performance Through Workshops on Strategy, Sales Techniques, Time Management and Efficiency

HOLLYWOOD, Florida – April 15, 2008. **Firefly Design Group**, the premier engineering and systems consulting company in the custom electronics industry, is conducting a series of workshops designed to help integrators improve profitability and efficiency, the company announced today. The initial sessions will be held in South Florida, with a national schedule to be announced.

“I’m thrilled to be sponsoring these workshops,” said Ron Callis, Jr., president and founder of Firefly Design Group. “Most installation/integration businesses are owned and run by wonderful, passionate people whose background is on the technical side, and they are terrific at what they do. In some cases, however, they’ve not had time to devote as much energy and attention to the process side of the equation which can keep their businesses from achieving their full potential. We’re offering these workshops to help integrators reach a higher level of efficiency and profitability, and we’re bringing the courses to their respective regions, thus reducing the time and expense inherent in traveling to distant locations for training.”

The workshops will be offered in conjunction with **Kinetic Systems Consulting**, a well-known business training and leadership consulting firm, based in New York City. The primary instructor will be Keith Cottrell, founder and CEO of Kinetic Systems Consulting and a sought-after expert on leadership, sales management and communications within the technology industry.

Course offerings**Principles of High Performance**

This intense, one-day course, geared for owners, senior leadership, and managers, will drill down on the fundamentals of strategy formulation and implementation. Participants will learn to form clear strategy and value statements, learn best practices on communicating them throughout all levels of the organization, and how to build teams that put those values and strategy into practice.

Principles of Partnership Selling: Products Don’t Sell – People Do!

This two-day course, designed for sales staff and management, helps integrators find and close new business. The workshop will focus on developing consultative sales skills, writing winning proposals, handling objections and asking questions that lead to YES! The workshop will then go beyond the sales close and discuss processes and techniques for nurturing client relationships – relationships that generate referrals.

Taking Responsibility

This one-day course is where the rubber meets the road. This workshop, targeting project managers, department heads, lead techs and crew chiefs, focuses on helping skilled professionals take ownership of their time, and see projects through to completion.

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Schedule

Firefly Design Group has announced the following seminar schedule:

<u>Date</u>	<u>Course</u>	<u>Location</u>
May 19 th	Principles of High Performance	Somfy Florida, Boca Raton
May 20 th	Principles of High Performance	Somfy Florida, Boca Raton
June 30 th July 1 st	Relationship Selling (2-day course)	Crestron, Ft. Lauderdale
July 2 nd	Project Management Workshop	Crestron, Ft. Lauderdale

Registration & Information

To register, or for more information regarding course fees and locations, visit www.firefly-designgroup.com/training, or call 954.921.2393

The workshops will be open to all qualified CE integration firms.

About Firefly Design Group

Firefly Design Group, the premier engineering consultant firm in the integration industry, is founded on the principle that “process matters”. Firefly helps integrators systematize their sales, installation and contract management documentation processes to improve profitability, quality, fulfillment and customer satisfaction. Depending on their individual needs, the Firefly solution allows integrators to outsource critically important activities such as design, engineering and documentation, allowing them to concentrate on their core-competencies, thus streamlining operations and increasing productivity. Located in Hollywood, Florida, Firefly is one of the fastest growing firms in the industry. For more information, visit www.firefly-designgroup.com.

About Keith S. Cotrell, PMP

Keith is the President, COO and founder of Kinetic Systems Consulting, a global education & consulting organization involved in growth-based training for businesses and professionals interested in raising the bar on productivity. Specializing in organizational and human development, Keith has over 20-years of experience in technical service industries as a field employee, project manager, project engineer, department head and as a member of senior leadership. These industries include electronic systems contracting, telecommunications, voice & data cabling, and elevator repair & maintenance.

In addition to various trade related certifications, he is certified by the Project Management Institute as a Project Management Professional and holds an A.A.S. in Telecommunications Management from DeVRY Institute. For more information, visit www.kineticsystemsconsulting.com.

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