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ROWLAND+BROUGHTON ARCHITECTURE / URBAN DESIGN / INTERIOR DESIGN PRINCIPAL SARAH BROUGHTON, AIA, NCIDQ, PARTICIPATES IN PANEL DISCUSSION AT BOUTIQUE DESIGN WEST CONFERENCE IN LOS ANGELES

ASPEN, CO — March 29, 2019 — Rowland+Broughton Architecture / Urban Design / Interior Design is pleased to share that Principal Sarah Broughton, AIA, NCIDQ, recently participated in a panel discussion at Boutique Design magazine's annual Boutique Design West (BDWest) event. This premier trade fair and conference for hospitality design professionals based or working in the western U.S., Hawaii, Canada and Mexico, took place March 13-14 at the Los Angeles Convention Center in California.

Titled "Size Wise: How Midsize Firms Can Outcompete and Land Dream Jobs," the panel was moderated by Boutique Design Editor-in-Chief Mary Soviak. Participants on the panel also included Sue Firestone, Founder, SFA Design, Santa Barbara, CA; Andrea DeRosa, Cofounder and Principal, Avenue Interior Design, Los Angeles, CA; and Kelly Gaddes, President of Hospitality, CR architecture + design, Cincinnati, OH. Discussion topics included how to position against the big firms, the importance of quality commissions, mentoring, and knowing how much work a firm can take on to ensure success.

About participating in the panel, Broughton shares, "It was an honor to participate in this inspiring panel discussion with such an esteemed group of design professionals and peers. The topic was extremely timely and relevant to R+B, as we continue to balance our growth as a firm with a regular influx of significant new projects."

"With just over 40 team members, we are extremely nimble, flexible and resilient and can easily respond to client requirements and needs. With studios in both Aspen and Denver, a diversified portfolio and a broad skill set in high-end residential, hospitality and commercial projects, we can easily respond to a wide range of projects and pivot as the market requires. The combination of strong business acumen, a commitment to technological advancements and a solid legacy plan ensures that we stay ahead of the game at all times."

About Rowland+Broughton Architecture / Urban Design / Interior Design

Rowland+Broughton Architecture / Urban Design / Interior Design is a progressive, multi-faceted "think tank" of more than 40 design professionals. With studios in Aspen and Denver, Colorado, the firm's mountain and urban sensibilities enhance a wide spectrum of projects, including custom residential, commercial, hospitality, interior design, and new town and institutional master planning.

To see what else we're up to, visit www.rowlandbroughton.com, and follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Houzz](#).

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