



# You're Invited

Poole Professional Ltd.  
has teamed with XL Specialty Insurance Company  
to present

## **“Escaping the Wal-Marting of Design”**

**How to escape the commoditization effect grinding away at design.**

### **Presented By:**

Robert Van Arsdall, XL Specialty Insurance Company

### **Schedule**

Tuesday, April 7th, Newton Marriott

7:30 – 8:00am: *REGISTRATION and BREAKFAST*

**8:00 – 10:00am: SEMINAR**

**\*\* ELIGIBLE FOR 10% PREMIUM CREDIT**

### **R.S.V.P. for this free seminar by March 27<sup>th</sup>**

To register, please call/fax Lisa Lattuga at Poole Professional Ltd.,  
email to [seminars@poolepl.com](mailto:seminars@poolepl.com) or via our website [www.poolepl.com](http://www.poolepl.com),  
with your company name and number of attendees.

Ph: 781-245-5400

Fax: 781-245-5463

**\*\*50% of firm's principals and professional staff must attend**