

DESERT DESIGN

Voice of the ASID Arizona North Chapter

Fall 2011

ASID *Design* Excellence Awards

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- Chapter News
- Member Profile
- Industry Partners Directory
- Student Buzz

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About the cover:

BEST IN SHOW – RESIDENTIAL

by Lynne Beyer Design, Lynne Beyer, *Allied Member ASID*
Full awards coverage starts on page 12.

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Nothing to
be afraid of.
Let others
know.



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It takes many dedicated volunteers to support a large chapter

LET ME START BY INTRODUCING MYSELF...my name is Tracey Marshall and I am proud to be your 2012 ASID Arizona North Chapter President. I have worked in several different design fields from teaming with a contractor on large-scale home renovations, to commercial work with an interior architecture firm, and then the niche market of yacht design. I am currently working with a commercial millwork company. I feel it is important to be flexible and have the ability to reinvent yourself in an economy such as the one we've experienced for several years now.

Whether you are a new designer or a seasoned veteran, we have all most likely had to start over in some sense. Are you in a new career field, a new business, a new niche market, or simply a holding pattern waiting to get back on track? It can be scary out there. Or, it can be full of opportunities if you are willing to take part.

Our chapter is striving to increase advertising and networking opportunities for our members. From media partnerships to public events, we are looking for ways to showcase the talents of our membership and help promote business for all members.

The chapter is proud to continue its work with Habitat for Humanity. In addition, we have a new association with a second local charity, UMOM, and are organizing a large renovation of their facilities. We are planning a public tour of homes for next spring - this tour of designers' own homes will help raise a donation for UMOM. The tour will be immediately followed by Design for Hire - our annual, and very successful, fundraiser that matches our designers with potential clients.

Phoenix Home and Garden magazine will be teaming up with us again for "The Art of Accessorizing" - a designer room vignette event open to Art Walk attendees.

We are working with *Phoenix Magazine*

and Phoenix Fashion Week to design a public lounge for the three-day Fashion Week show. *The Arizona Republic* is accepting "design tips" from ASID designers which are featured weekly on the front page of the Home Section and online.

It is an ambitious year, but we are hoping to give you a myriad of events for networking within the organization, as well as with the public and local media. Whether you are interested in donating time or materials, showcasing your design expertise, or imparting design wisdom, ASID is dedicated to giving you the spotlight. ■

~Tracey Marshall

PLEASE CONTACT THE
ASID Arizona North office at:
602.569.8916 or
info@ASIDAZNorth.org
for more information on how to
become involved with any of these
exciting events. Thank you!



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WELCOME TO THE BEAUTIFUL NEW *Desert Design Magazine*! As we celebrate the outstanding projects our chapter members entered in the Design Excellence 2011 Awards competition, we wanted a fittingly beautiful magazine in which to share the winning entries. We have once again partnered with Babb Media to produce *Desert Design Magazine*.

The Design Excellence 2011 Awards program is not the only subject on which *Desert Design* will focus during the next year. As the official publication of the Chapter, look to *Desert Design* to address your professional informational needs by keeping you informed of Chapter events, committee work, new product offerings, legal and legislative matters, news from National plus all the other dynamics that impact your business during these challenging times.

And this is where you come in. As a member of this Chapter, I am asking you to help us publish the best, most informative Chapter magazine in the country. If you have business questions, observations, or notice an emerging trend in the business, please let us know. I promise you that we'll follow up and report our findings in the columns of this magazine. We want you to feel some "ownership" in *Desert Design*.

Our chapter also communicates with you, our membership, through a monthly e-newsletter, eblasts, and our website. We are always looking for content. Would you like to be published? Being published within our chapter is a first great step. Do you like to educate? Help keep our membership informed through seminars or articles—we welcome your input.

While the design field is the business of function and beauty, we need to communicate that more strongly to the public and our chapter wants to help you market yourself. Whether creating an opulent master bedroom or taking a sleek new kitchen to state of the art functionality, we make the world a more enjoyable place in so many ways. Do your future clients know that?

The pendulum will swing, as it always does, and return us to busy and fruitful day with projects aplenty and rewarding work for all. Until that time, position yourself for growth by:

- Attending a market or CEU seminar.
- Visiting showrooms to see what is new and exciting, especially those of our generous Industry Partners.
- Consider mentoring a student or recent interior design graduate.
- Donate your expertise to one of our current community service projects – U MOM or Habitat for Humanity.
- Take a computer class that will enhance your business.

Our design community is still vibrant and ever-changing and we need to be also. Think of this economy as an opportunity grow your business in new directions.

Enjoy this new *Desert Design Magazine*! ■

~Kathy Manoil

Don't miss the **ASID Design Excellence Award Winners** starting on page 12 and be sure to check out the updated **Industry Partners Directory** on page 28.

DESERT DESIGN

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calendar

Nov

- 11 **BOARD MEETING** 2:30 - 5 pm Arizona Tile
- 17 **CHAPTER MEETING** 5 pm to 7 pm:
"Lemons to Lemonade" with **Mary Fisher Knott**,
 Allied Member ASID. Hosted by Allstate Appliances
 15250 N. Hayden Road, Scottsdale, AZ 85260

Dec

- 9 **BOARD MEETING** 2:30 - 5 pm Arizona Tile
- 15 **EXOTIC HOLIDAY CELEBRATION** hosted by
Alyshaan Fine Rugs along with **Arizona Wholesale
 Supply and Gem Surfaces**. 5 pm to 8 pm at
 Scottsdale Design Center, 15125 N. Hayden Road,
 Scottsdale, AZ 85260

Jan

- 13 **BOARD MEETING**
- 19 **CHAPTER MEETING** - to be announced

Feb

- 10 **BOARD MEETING**
- 16 **CHAPTER MEETING** - to be announced
- 25 **STUDENT CHARETTE** - tentative
- 25 **DESIGNERS' OWN HOMES TOUR**
- 28 **EMERGING PROFESSIONALS EVENT**

Mar

- 9 **BOARD MEETING**
- 10 **STUDENT CAREER DAY** - tentative
- 15 **CHAPTER MEETING** - to be announced
- DESIGN FOR HIRE:** All Month

Apr

- 13 **BOARD MEETING**
- 19 **CHAPTER MEETING:** Trade Show /
 Prof. Development Day

May

- 14 **BOARD MEETING**
- 17 **CHAPTER MEETING**

■ Please send any event news, business questions,
 observations, or emerging trend in the business
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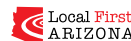


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THOUGHTS FROM AN “EMERGING PROFESSIONAL”

BY DEB ALLEN, ALLIED MEMBER ASID, J/A DESIGN GROUP



Deb Allen

WAS DELIGHTED TO BE ASKED to share some insights on being an emerging professional in the design industry. As I reflect back on my first year of Allied Membership, I am particularly encouraged that ASID has made the support of “emerging professionals” a priority in its platform for the coming year. Everyone acknowledges that these are challenging times within our industry and those

who are new to the business are facing challenges our predecessors may not have encountered when they first entered the business. Having said that, my continued success is inspired by designers who have remained in the profession and adapted to challenging economic realities. These designers are mentors for emerging professionals such as myself and we have a lot to learn from these pros.

Having recently completed my design degree and set up shop over the last year, I have come to realize that our industry is unique. Working in many management positions over the years did not prepare me for the realization that interior designers are required to know something about nearly everything! We need to know the intricacies of lighting, flooring, furniture, art, paint, wall coverings, window treatments, hardware, plumbing and electrical fixtures, just to mention a few areas of expertise required. There are also a multitude of building, architectural, remodeling, safety and code issues to be addressed in many projects. And you can't forget that running a small business means dealing with all the operations and marketing issues that arise. So where does that leave the emerging professional besides tired and overwhelmed?

One of my favorite sayings is still “the harder I work, the luckier I get.” Working hard, as everyone knows, is just a requirement these days...but working smarter is mandatory for the emerging professional. As much as I'd like to know everything, I don't. What I do know is that there are seasoned interior designers, industry trade partners and many others who are there to help and assist the emerging professional. By involving yourself in the industry through organizations like ASID, you will be able to

learn from others. The programs, events and training sessions that are offered through these organizations will both continue your education as well as provide networking opportunities necessary to stay connected and informed.

My own involvement with ASID has led to cherished partnerships, new business as well as recognition within the industry. Our company, J/A Design Group, just concluded a major master bath



Award winning kitchen remodel.

remodel that was a result of offering our services during ASID's “Design for Hire.” And our company submitted a kitchen remodel into the ASID Design Excellence Awards Competition recently and was fortunate to have a winning entry. I can't tell you how privileged I've been to have made friends with other design professionals who provide me with insights and encouragement on a daily basis, not to mention sample contracts, QuickBooks advice, and names of quality subcontractors.

When asked what my best piece of advice for other emerging professionals would be, I would say... don't go it alone. Take advantage of all that is offered from everyone who is offering....and hope that someday you will be in the enviable position to give back to a future emerging professional who is in need of your support and guidance. ■

WHY DOESN'T ASID JUST GIVE UP ON LEGISLATION?

BY CINDY LEWTON, ASID, PRESIDENT-ELECT



HOW LONG HAS ASID pursued legislation supporting the interior design profession? It seems like forever, doesn't it? Does it really make a difference to you? Why don't they just give up?

In Arizona, the Interior Design Coalition of Arizona (IDCA) is the organization actively promoting legislation and IDCA is supported by both ASID and IIDA. Those opposed to this legislation are concerned that good designers will be forced out of the profession. IDCA has addressed these concerns in a bill that supports designers in the permitting process. Many interior designers don't need to participate in obtaining permits to complete their projects and wouldn't be

impacted by this bill. However, for designers who do need to pull permits, this bill would make it easier for them to pursue this type of work. That's all.

In the position of President Elect, I am required to represent our chapter to IDCA. I really did not want to do this because I, too, was concerned that good designers

would be impeded in their profession. I have learned this is not true. IDCA is a group of genuine, thoughtful members who just want to support both commercial designers and residential designers who need to pull permits and are hampered to do so.

PER IDCA:

Through a voluntary registration, interior designers who have demonstrated specific skill levels and meet the qualifications spelled out in the legislation, would have the ability to submit, stamp

and sign non-structural plans for permitting purposes.

This legislation, which opens new business opportunities by getting government out of the way, will preserve the current scope of practice for all interior designers who either used to work under an architect and decide to go into business on their own and provide the same scope of services, or is a qualified interior designer who would like to expand their scope of services. The legislation is designed to:

- **ALLOW** interior designers to bid on state and federal interior design contracts.
- **ALLOW** interior designers to seal and sign documents for permitting.
- **ENSURE** that interior designers will benefit from reciprocity with other states.
- **PROVIDE** consumers with a venue for redress of grievances.
- **REDUCE** consumer costs by eliminating expensive document processing.
- **ESTABLISH** a requirement that registered interior designers continually educate themselves on the practice of interior design.

The proposed legislation does not limit, restrict or prevent the practice of interior design, nor prevent anyone from using the title "interior design" or "interior designer". ■

The proposed
legislation
does not limit,
restrict or
prevent
the practice of
interior design.

Nothing to
be afraid of.
Let others know.

ASID ARIZONA NORTH SUPPORTS OUR COMMUNITY!

OUR CHAPTER HAS SUPPORTED HABITAT for Humanity locally for years now, and we are continuing the tradition. Watch for building opportunities in the *Creative Brief* (monthly e-newsletter). Our chapter is also overseeing the silent auction portion of their annual event, Blueprints to Blue Jeans, to be held March 24, 2012.

Additionally, we are excited to support UMOM this year. UMOM is a Phoenix-based organization

that is the largest homeless shelter in the state. However, it is so much more. Housing 500 families, it provides shelter to the homeless, and displaced survivors of domestic violence. Families live here short-term to up two years. There are educational and reading programs for children, activity centers for teens, a

training program in culinary arts for adults, a catering business, and more.

We currently have several committees renovating the domestic violence residential areas, a community area, activity area, and a 60-person boardroom.

To participate with either of these projects, email Jill Stebbins, Allied Member ASID, at jestebbins@yahoo.com ■



**Habitat
for Humanity®**

but this new category recognizes qualified, experienced designers.

The **Associate Member** level is effective January 1, 2012. Please go to <http://www.asid.org/members/associate/> to learn more. Invite your non-ASID designer friends to join our chapter! For each new member who joins through your referral, you will receive a discounted membership. Go to Share The Love on our chapter website at <http://asidaznorth.org/news-events/> to learn how! ■

WHAT ARE THE CONTINUING EDUCATION REQUIREMENTS FOR ASID MEMBERS?

ALL PRACTITIONER MEMBERS OF THE American Society of Interior Designers are required to complete 6 contact hours of continuing education coursework (0.6 CEUs) every two years. The second two-year reporting period began on January 1, 2010, with 0.6 CEUs due before December 31, 2011. An ASID member agrees to "...fulfill my mandatory continuing education requirements..." simply by paying his/her dues. No online reporting is necessary, however certificates of completion should be retained in case a member is selected for an audit. ■



NEW ASID MEMBERSHIP LEVEL!

ASID IS EXCITED TO ANNOUNCE THE NEW **Associate Member** level. This level allows designers to use their extensive years of experience to qualify for membership who may not have progressed through an interior design education route. Education is still required,

Invite your non-ASID designer friends to join our chapter! For each new member who joins through your referral, you will receive a discounted membership.

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&
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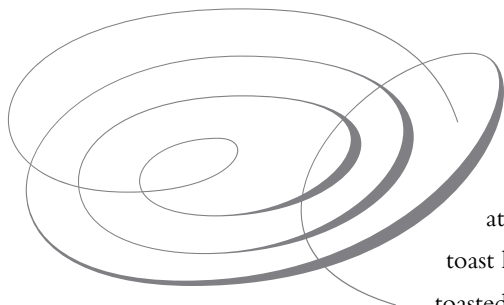


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2011 ASID *Design* Excellence Awards



IF YOU MISSED THE 2011 ASID DESIGN EXCELLENCE Awards this past August you missed quite an event. The event, held at the Montelucia Resort and Spa, was kicked off with a champagne toast hosted by Hinkley's Lighting. President Robyn Randall, ASID toasted to our past presidents and there were several visuals on display highlighting our past presidents and chapter's history. As guests entered the dining room, the lights lowered for a rocking presentation of this year's entrants. Our event benefactor, AZADI Fine Rugs, gave away fabulous door prizes including an iPad and spa gift cards. The evening's emcees, Roland Arnold and Karen Romersa, kept the evening light and fun with their comical antics, while still honoring all the winners. Best in Show-Commercial was won by Kristen Fredstrom, Allied Member ASID and Jessica Moreau, Allied Member ASID of Est Est Inc. Best in Show-Residential was won by Lynne Beyer, Allied Member ASID of Lynne Beyer Design on the 20th anniversary of winning her first ASID Design Excellence award. Overall the event was a resounding success. If you have never been to this celebration, make plans for next year, enter a few projects, because you never know if you will win!



1st Place – Singular Space
Interior Motives, ANITA LANG, ALLIED MEMBER ASID



▲ 2nd Place – Singular Space • *Maverick Designs, JILL CHRISTENHOLZ, ALLIED MEMBER ASID*

▼ 3rd Place – Singular Space • *Est Est, Inc., KRISTIN FREDSTROM, ALLIED MEMBER ASID*



▲ 2nd Place – Residential less than 3500 sq. ft.
Interior Motives, ANITA LANG, ALLIED MEMBER ASID

▼ 3rd Place – Residential less than 3500 sq. ft.
*Friedman & Shields, TRACI SHIELDS, ASID
 JANET FRIEDMAN, ASID*



1st Place – Residential less than 3500 sq. ft.
Lynne Beyer Design, LYNNE BEYER, ALLIED MEMBER ASID



1st Place — Residential 3500-6000 sq. ft.
Est Est, Inc., **STACY SCHARF**, ASID



2nd Place
 Residential
 3500-6000 sq. ft.
Est Est, Inc.,
KRISTIN FREDSTROM,
 ALLIED MEMBER ASID



1st Place — Residential 6000 sq. ft.
Bron Design Group, **B. ERIC BRON**, ASID



2nd Place — Residential 6000 sq. ft.
Interior Motives, **ANITA LANG**,
 ALLIED MEMBER ASID

3rd Place — Residential 6000 sq. ft.
Carlson Design Group,
ERNESTO GARCIA, ASID



1st Place — Model Spaces • *Est Est, Inc.*
STACY SCHARF, ASID & **KACIE LILLEY**, ASID



2nd Place — Model Spaces
Est Est, Inc., **HOLLY ASHER**, ALLIED MEMBER ASID
 & **BIANCA OLSSON**, ALLIED MEMBER ASID



1st Place – Total Remodel • *Friedman & Shields,*
TRACI SHIELDS, ASID
& **JANET FRIEDMAN,** ASID



◀ **2nd Place**
Total Remodel
DeCesare
Design Group
CAROLINE
TYLER
DECESARE
Allied Member ASID



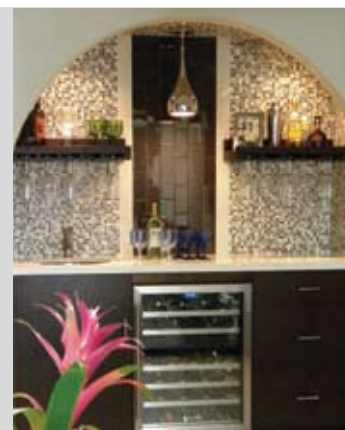
◀ **3rd Place**
Total Remodel
Est Est, Inc.,
VICKIE RICHIE
Allied Member ASID
&
HOLLY ASHER
Allied Member ASID



1st Place – Special Function Spaces
Est Est, Inc., **KRISTIN FREDSTROM**
Allied Member ASID



▲ **2nd Place** • Special Function Spaces
Neostrada Design, LLC,
DANIELLE M. ZWIER
Allied Member ASID



▲ **3rd Place**
Special Function Spaces
Shaping Spaces,
BRENDA STRUNK, ASID



1st Place – Kitchen • *Paige Bailey & Associates*
PAIGE BAILEY, Allied Member ASID
& **LAURA RICHIE SMITH,** Allied Member ASID



▲ **2nd Place** – Kitchen
Danielle Jacques Designs LLC,
DANIELLE JACQUES
Allied Member ASID



▲ **3rd Place** – Kitchen
JA Design Group,
DEBRA ALLEN
Allied Member ASID



1st Place – Bathroom
Interior Motives
ANITA LANG, Allied Member ASID



◀ **2nd Place – Bathroom**
Artful Design,
KATHLEEN MANOIL
 ASID



◀ **3rd Place – Bathroom**
Paige Bailey & Associates,
PAIGE BAILEY
 Allied Member ASID
& LAURA RICHIE SMITH
 Allied Member ASID



1st Place – Universal Design • Est, Est, Inc.
JESSICA MOREAU, Allied Member ASID
& STACY MEISTERHEIM, Allied Member ASID



1st Place – Business offices under 5000 sq. ft.
DeCesare Design Group
CAROLINE TYLER DECESARE, Allied Member ASID





1st Place – Business offices greater than 5000 sq. ft.
Form Design Studio, JOSE MARTINEZ, ASID



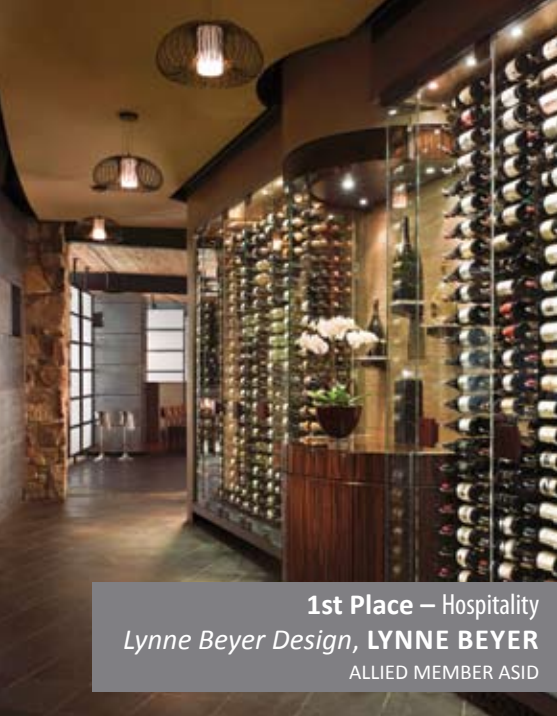
1st Place – Senior Living Facilities
Thoma-Holec Designs, LUANN THOMA-HOLEC, ASID



1st Place – Retail • *Studio V Interior Design*
VANESSA CHONG, Allied Member ASID, **MICHELE LOGAN**, ASID
 & **KATHERINE LOCKETT PULLEN**, Allied Member ASID



▲ **2nd Place** – Retail • *Est Est, Inc.*,
Julie White, ASID
 & **Stacy Meisterheim**, Allied Member ASID



1st Place – Hospitality
Lynne Beyer Design, LYNNE BEYER
 ALLIED MEMBER ASID



▲ **2nd Place – Hospitality**
DeCesare Design Group
CAROLINE TYLER DECESARE
 ALLIED MEMBER ASID



▲ **3rd Place – Hospitality**
Lynne Beyer Design
LYNNE BEYER
 ALLIED MEMBER ASID



1st Place – Outdoor Space • *Danielle Jacques Design, DANIELLE JACQUES*, ALLIED MEMBER ASID



▲ **2nd Place – Outdoor Space •** *Studio V Interior Design*
KATHERINE LOCKETT PULLEN, ALLIED MEMBER ASID
& MICHELE LOGAN, ASID



1st Place – Green Design
Est Est, Inc., HOLLY ASHER, ALLIED MEMBER ASID





1st Place – Adaptive Use • *Est Est, Inc.*
KRISTEN FREDSTROM, ALLIED MEMBER ASID
& **JESSICA MOREAU**, ALLIED MEMBER ASID



2nd Place – Adaptive Use
Friedman & Shields, **JANET FRIEDMAN**, ASID



1st Place – Furniture Design • *Interior Motives*
ANITA LANG, ALLIED MEMBER ASID



2nd Place
Furniture Design • *Interior Motives*
ANITA LANG
ALLIED MEMBER ASID



3rd Place –
Furniture Design • *Interior Motives*
ANITA LANG, ALLIED MEMBER ASID



1st Place – Fixture Design
Interior Motives, **ANITA LANG**
ALLIED MEMBER ASID



2nd Place –
Fixture Design • *Bron Design Group*
B. ERIC BRON, ASID

3rd Place –
Fixture Design • *Interior Motives*
ANITA LANG, ALLIED MEMBER ASID





1st Place – IP Product Design
Linear Fine Woodworking,
ALLAN ROSENTHAL,
INDUSTRY PARTNER



▲ **2nd Place – IP Product Design**
Linear Fine Woodworking,
ALLAN ROSENTHAL, INDUSTRY PARTNER

► **3rd Place – IP Product Design**
Burdette Cabinet Co., **KASSIE HART,**
INDUSTRY PARTNER



1st Place – Public Facility (photos were unavailable)
NM Interiors Group, Inc, **NORMA ESCANDON MICHAELS,** ASID



Emcee **Roland Arnold** of Arizona Tile, Industry Partner; **Robyn Randall,** ASID, President; Emcee **Karen Romersa** of Your Source, Industry Partner.



Past Presidents in attendance: *Front row, left to right:* **Robyn Randall,** ASID; **James D. Felter,** ASID; **Sherry K. Hauser,** ASID, **Pauline Wampler,** Chapter Administrator for 33 years; **Linda Heinz,** ASID; **Linda S. Kolesar,** ASID; **Lawrence F. Lake,** ASID; **Christine Piotrowski,** FASID, **Sheri Newton,** ASID
Back row, left to right: **Gera B. King,** ASID; **Libby Copeland,** ASID; **LuAnn Thoma Holec,** ASID; **Brenda S. Strunk,** ASID; **Greta Guelich,** ASID; **Debra May Himes,** ASID; **Suzanne M. Urban,** ASID



Linda Heinz, ASID as she wins a prize provided by **Kim Karahadian** of AZADI Rugs. **Robyn Randall,** ASID cheers.

ASID
Celebrates 35 Years!



Robyn Randall, ASID, President, awarding a Presidential Citation to **Christina Forrest**, ASID.



Awards sponsor, **Kravet**, Industry Partner. Pictured: **Crystal Johnson**, Manager.



Larry Lake, ASID is honored as Chapter Historian by **Robyn Randall**, ASID, President.



Awards sponsor, **Old World Tile & Granite Co.**, Industry Partner. Pictured: **Mike Kerns**.



Robyn Randall, ASID, President, awarding Presidential Citation for Designer of Distinction to **Jeanette Knudsen**, Allied Member ASID.



Robyn Randall, ASID, President, awarding Certificate of Appreciation for Quality of Life to **Habitat of Humanity** representative, **Maricela Martinez**.



Robyn Randall, ASID, President, awarding Certificate of Appreciation for Excellence in Arts to Musical Instrument Museum representative.



Robyn Randall, ASID, President, awarding Presidential Citation for Industry Partner of the Year to **Sherwin-Williams Paint** representative, **Laurie Clark**.



Awards sponsor, **Hinkley's Lighting Factory**, Industry Partner representative, **Jennifer Jackson**.



Awards sponsor, **BedMart**, Industry Partner. Pictured: **Doug Poll**, **Debbie Ritchie**, **Randy Simmons** and **Rick Emrich**.



Awards sponsor, **Pindler & Pindler**, Industry Partner. Pictured: **Laurie Friedman**.

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The following **INDUSTRY PARTNERS** generously sponsored the 2011 DESIGN EXCELLENCE AWARDS:





Student Chapter BY ERICA GARCIA, STUDENT MEMBER ASID

MCC

MESA COMMUNITY COLLEGE Interior Design students eagerly returned to the fall semester to greet old friends and welcome new classmates.

The first objective on the agenda was to elect our new board for the Interior Design student group. Faculty advisor Janice Pierson conducted the election. Several students stepped forward to serve as liaisons for Mesa Community College and a professional design organization. Hopeful candidates submitted bios and campaigned for the opportunity to assist in the enrichment of the educational experience for their fellow classmates. Students were filled with anticipation as they waited for the official election results.

The election results are as follows: Mark Chandler will serve as President-Elect under former President-Elect and current President, Kim Witgen. Megen McAlevery, will represent the 'i.d. group' in a senate position for Mesa Community College student government. Our newly elected liaisons include Erica Garcia - ASID; Kristina Milazzo - IFDA; Nicole Palumbo - IIDA and Cynthia Howe -USGBC.

Following the elections, the first 'i.d. group' board meeting was conducted by President, Kim Witgen. She introduced herself to the new board and spoke of the professional and personal goals that she would like to accomplish while serving her term. She asked each board member to introduce themselves and define their goals as well. After introductions, Kim noted the similarity in many of the goals shared by the board. She discussed the essential components for achieving desired goals and emphasized the importance of a unified belief in the value of the board and its ability to achieve its goals. She encouraged the members to recognize the significance of each individual and their personal contribution. Kim noted the benefits of collaboration inspiring board members to share thoughts, ideas, and concerns. She promoted the use of effective communication skills during collaboration. She urged the board to develop a rapport and to celebrate individual successes. She also advised members to be considerate while interacting and coaching those who are struggling. Most importantly, Kim hoped for friendships to form as board members worked together for a common purpose.

The first event which our newly elected board is thrilled to offer is a Color Forecasting seminar by Shelley Minnis of Prisma Color. Shelley has served for many corporations as an artist and fine art consumer specialist. She prefers to think as herself as an "artist that works... and not a working artist".



Interior Design students Stacy Schneider (left) and Sarah Todd (right) are pictured with their biology-inspired designs. Stacy used microscopic patterns from Huntington's disease and Sarah used *Aspergillus ustus* patterns.

The interior design students are looking forward to increasing their understanding of current color trends as Shelley so graciously shares her knowledge and expertise.

As previously mentioned in the Creative Brief (e-newsletter), the Custom Design class instructed by Janice Pierson had a record number of attendees for its Custom Rug Open House. At the Open House, concept boards and artwork were displayed representing custom rug designs created by the students. Their client, Mr. Andy Baldwin, Department Chair of Life Science at Mesa Community College, commissioned the students to create a custom rug inspired by science. For many, it was their first experience designing for a client. Microscopic visions of matter such as Melting Snowflake, Retina Eye, Plasma, Tree of Life, Sunset, H2O, Sea Urchins, Neurons, Dandelion Flower, Huntington Disease, and Sunflowers were used to dramatically merge science and interior design. The custom rugs were judged by

Continued on page 27

Student Chapter

SCC

BY JESSICA ROWLAND

STUDENT MEMBER ASID, STUDENT REPRESENTATIVE TO THE BOARD

S **COTTSDALE COMMUNITY COLLEGE** had a great turnout for their annual kick-off pizza party. Cory Golab, Allied Member ASID, joined the students and presented the benefits of being a student member of ASID. In particular, Cory spoke about the scholarship opportunities that ASID provides. After, everyone joined in the sample room for pizza and many students became ASID members online. Did you know that every time a student joins their school chapter that \$5 is donated to their school's chapter budget? Who said that student designers can't make money?

As a new board member in my position as student representative to the board, I participated in the Annual Board of Directors

**Who said
that
student
designers
can't make
money?**

Retreat. Both Arizona North and South chapters had the opportunity in September to participate in leadership training for a weekend in Show low, Arizona (housing was generously loaned to our chapter at no expense). Bridget McMullin, Chapter Support Team member on a National level, provided PowerPoint training and handouts. Bridget spoke about the importance of the ASID student and emerging professionals programs and how beneficial ASID is to graduates. We also spoke about RealWorld DesignWeek held the second week of November. I am excited to meet my professional designer/mentor! We all enjoyed the beautiful views that Show Low had to offer and shared some great laughs in between. ■

BY SEAN WILSON,

STUDENT MEMBER ASID, SCC STUDENT CHAPTER PRESIDENT

S **COTTSDALE COMMUNITY COLLEGE** Student Chapter leaders Keith Stanton, Jilian King and Sean Wilson volunteered at the 2011 ASID North Chapter Design Excellence Awards held on August 13th at the Montelucia Resort in Paradise Valley. Instructors Gera King, ASID and Danielle Marie, ASID were in attendance as well. Danielle took Second Place in the Special Function Category. As volunteers, the Scottsdale students had

a unique opportunity to see the Awards from behind the scenes and to support the North Chapter. The best way to fully benefit from ASID membership is through participation. The ASID Design Excellence Awards Presentation is the premier event for the North Chapter and it was truly a night to remember. Volunteers escorted winners on and off the stage and sold raffle tickets for an iPad to support the ASID Foundation. ■

Continued from page 26

Mr. Baldwin on multiple criteria. The winning rug will be produced and displayed in the Life Science building. Students are anxiously waiting for the winning design to be announced at the end of the fall semester.

In the meantime, Mesa Community College's Interior Design students will be focusing their attention on RealWorld DesignWeek hosted by ASID and the Unveiled Trade Show, as they are eager to advance their education and network with design professionals. ■

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