

Desert Design

ASID Arizona North
Magazine

Issue Number 14
Summer 2011



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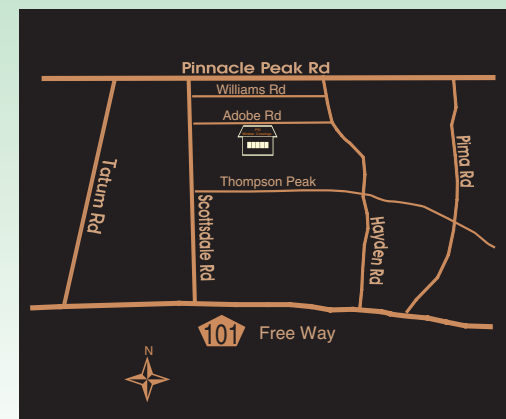


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On the cover:

DUNN-EDWARDS

Opens the World's First
LEED Gold-Certified Paint
Manufacturing Facility

P. 6



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Dear Members,

It's amazing how quickly time flies by! A year comes and goes so quickly and as I think about my part as a leader in ASID Arizona North Chapter, I wish I could have accomplished more. But in a very short time I will be handing the reins over to our President Elect, Tracey Marshall ASID. I have no doubt that the next two years with the leadership coming up will be nothing less than spectacular.

While we had no Signature events or Trade Show, as was set out in our strategic planning, we had Chapter Meetings with great content and attendance. Our industry partners really stepped up to the plate to make all of our meetings a success. We sponsored 4 CEU credits and amongst great guest speakers had our own Lynne Beyer, Allied Member ASID speak to an overflowing room of attendees.

The new program that National put in place: Emerging Professionals combined with our implementation of having Ambassadors for our chapter meetings have made an incredible impact on our membership. There is a new sense of camaraderie that has helped us maintain, and in some cases expand, our membership despite the economy.

Our partnership with *Phoenix Home & Garden* brought media exposure to many of our members through Fashion Week held at the W, The art of Accessorizing with Legacy Gallery and the Kitchen Makeover that was a Facebook hit. As we move into next year there are plans on the table for similar opportunities and we look forward to our continued relationship with *Phoenix Home & Garden*.

Let's not forget our students. We awarded two student scholarships this year to Marcela Molina and Kristine Brown, and had a successful collaboration with the Scottsdale Design District in holding the annual ASID Student Career Summit.

July's down time from our monthly meetings gave us time to amp up the "crown jewel" of our yearly events: The Design Excellence Awards Competition, which will be held at the Intercontinental Montelucia Resort and Spa. Now in our 35th year we honor past presidents with a champagne reception and thanks to Larry Lake and his "historian task force" had the pleasure of a slide show commemorating past award winners.

Lastly I must give a very sincere word of thanks and gratitude to all the people who made this year an absolute success beginning with the board of directors without whom our chapter doesn't function. I am and will be forever in awe of this truly professional and dedicated group of people. The volunteer list this year was exceptional and sadly (but great for us!) there are far too many names to list here. It's been an honor and privilege to serve as your president. Thank you!



Robyn Randall, ASID
ASID Arizona North President 2010/2011



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Dunn-Edwards

Opens the World's First LEED Gold-Certified Paint Manufacturing Facility

by Cindy Lewton, ASID

I had the pleasure of attending the grand opening of Dunn-Edwards' paint manufacturing facility on June 3, 2011. After presentations by Karl Altergott, President of Dunn-Edwards, Phil Gordon, Mayor of Phoenix, and others, we were led on tours of the facility.

What made this facility unique is that it is the world's first LEED-certified paint manufacturing facility and it was announced that they achieved Gold certification. Having worked on a few LEED projects myself, I know how detailed and how difficult it can be to meet the parameters for LEED certification.

The following information was provided via a press release.

This is a 336,000 sq ft facility custom designed to be the greenest and most efficient in the coatings industry. This building encompasses manufacturing, product development, quality control laboratories, a distribution center, retail outlet, and office space.

"We have incorporated innovative, energy-efficient equipment and protocols, such as unique dust collection systems that capture and recycle particulates, and novel wastewater recycling techniques. Our systems are classified as ultra-low discharge, meaning that waste generation is greatly minimized," said Karl Altergott, president.

Dunn-Edwards is considered one of the most environmentally-friendly paint manufacturers and an industry leader in eco-efficient principles – all part of its Greener by Design philosophy. For example, throughout its operations the company focuses on initiatives such as energy efficiency, waste minimization, recycling, emissions reduction, and health and safety protection. "So, not only are we manufacturing paint that is more eco-friendly, we have taken great steps to conserve energy and material resources, and to reduce waste in our physical environment," said Altergott.



Robotic 5-gallon palletizer



Let-down manufacturing area

Even small changes can add up to big eco-savings. The company eliminated cardboard boxes for packaging one-gallon containers and now use heat shrink wrap. Dunn-Edwards is the only paint plant in the United States using heat shrink wrap. This amounts to a reduction of cardboard consumption by one million boxes, which equates to approximately 250 tons of cardboard per year.

Altergott reports that energy calculations on the new plant show a 50 percent reduction over its two existing operations; one was first built in the mid-1950s and the other in the mid-1970s. "Our innovative automation at the new plant is one of the most comprehensive systems in the industry and light years beyond what we had at the older facilities," he explained. "We are so much more efficient -- saving time, money and resources. Increased automation has reduced the physical demands of workers, and thus potential injuries." With more than 50 percent more space than our two former plants combined, this new plant meets Dunn-Edwards' needs for long-term growth and has room to expand another 40,000 sq. ft.

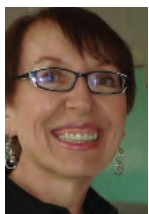
"Dunn-Edwards is investing in its future in Phoenix by adding more than \$40 million in capital investments and creating approximately 120 much-needed new jobs," said Mayor Phil Gordon. "By working together on this project, the end result is a growing Phoenix economy with new jobs."

Barry Broome, president and CEO of the Greater Phoenix Economic Council, added, "Dunn-Edwards joins several new companies focused on green and sustainable solutions that have chosen Arizona because of its emerging reputation in this sector. The City of Phoenix and the Arizona Commerce Authority provided strong leadership in supporting Dunn-Edwards' efforts to expand to Greater Phoenix, and we welcome them to our pro-business environment."

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Communications Director's Message



Isn't communications always a challenge? Whether in the workplace or in relationships, communicating effectively, accurately, and timely is a continual work in progress.

This is my last issue of the *Desert Design Magazine* as the Communications Director/Editor. We have had some "oops" with our communications, but even those incidences have been learning experiences and all of you have been very gracious and supportive. I have completely enjoyed the opportunity to serve in this manner. The Board has strived to improve communications with the membership through FaceBook, LinkedIn, Twitter, the Creative Brief, the website, e-blasts, the membership directory, and *Desert Design Magazine*. A special thanks goes to Naomi Anderson of Anderson+Co who donates her time to ASID as our public relations specialist, and to *Phoenix Home & Garden Magazine* who has collaborated with us to get the ASID name recognized in the public eye as the benchmark of professional interior design.

We will shortly be announcing the themes for the 2011-2012 *Desert Design Magazine* issues. We are always looking for writers on topics, industry partner submissions of new products and news, and member news and announcements. The quality of our communications is dependent upon our membership supplying information to our various media resources. Don't be shy—we want to hear from you!

There are also numerous committees for each area of communications...please volunteer! New committee members bring fresh insight and renewed energy. Do you want to oversee the LinkedIn site? Come on down! Do you want to help with inputting material for the website—we need you!

Thank you all for a wonderful year!

Cindy Lewton, ASID
Communications Director

Design for Hire

Another Successful Year!

From April through June of this year ASID Arizona North Chapter hosted a fundraiser called Design For Hire. This annual event supports scholarships and educational activities for our chapter.

Clients complete a registration form and are matched with a designer who will meet with them for up to two hours at a rate of \$75.00 per hour, payable to our chapter. This year we had a total of 175 clients and 47 designers who participated. As of early July we collected over \$11,000.00 for our chapter.

We want to thank all those designers involved for participating and making this event as successful as it was. Without your time and expertise we could never have achieved our goal.

We would also like to thank Naomi Anderson who volunteered her public relations services and garnered for our chapter publicity that included both a television spot and an article in the Arizona Republic. Additionally, Dorothy Liebich, our chapter administrator, fielded a lot of calls and represented us well to the public—thank you!

We want to extend a very special Thank You to our Chairperson, Diana Lubic, who spent countless hours connecting clients with designers. She did an outstanding job and we commend her on her devotion and efforts to ASID Arizona North Chapter.

We look forward to this project next year and hope to have many more designers involved.

The Road to the NCIDQ!

by Jewell Blair, ASID, Membership Director

As the Director of Membership, I was given the task to create a program for Emerging Professionals. This is a new national initiative to support designers in the first five years of practice. Emerging Professionals are Allied Members. Allied Members make up the majority of our chapter membership, and their success is crucial to the long term success of the chapter.

As we move into the summer and next year, I would like to explore ways to continue to support Emerging Professionals and Allied Members on the road to the NCIDQ. Many Emerging Professionals and Allied Members would like to qualify for the NCIDQ exam. The requirements to sit for the exam are based on education, experience and graduation date which vary from designer to designer.

I hear frequently about the lack of opportunities to qualify to take the exam. Accruing the required hours of work experience is much easier when you are working under the supervision of a designer or architect that holds an NCIDQ certificate. Otherwise the value of experience is valued at 25-75% of the actual time. Work experience cannot include internships prior to graduation. So work opportunities or sponsor relationships are essential.

In this economy, finding design positions is challenging. However, if we can develop a network of sponsors to work with Allied Members, we can help them achieve Professional Membership status.

If you are interested and willing to help develop a local effort to support our members that want to qualify for the exam, please send me an email to jaybeeaz@q.com. Allied Members that want to work towards taking the exam, contact me also. We will start a framework to match Allied Members with Professional Members so that work experience hours may accrue as quickly as possible. The STEP program is already established and helping members prepare to take the exam, but we have to tackle this first hurdle

Art of Accessorizing Event



by Ellen Bosco, At-Large Director, and
Paula Savino, Allied Member ASID, Chairperson

Sponsored by *Phoenix Home & Garden Magazine* along with Legacy Gallery, the first “Art of Accessorizing” event was held July 7-9 2011 at the Legacy Gallery in downtown Scottsdale. ASID designers were invited to create vignettes using artwork owned by Legacy Gallery and chosen by the designer. Participants included nine professional design firms and three student teams representing Art Institute of Phoenix, Scottsdale Community College and Mesa Community College.

Designers created a space using furniture, lighting, rugs, etc. There were spaces that depicted living rooms, dining rooms, bedrooms and office spaces. Each space was unique in its design style and creative use of accessories. The public was invited to the opening night reception hosted by *Phoenix Home and Garden Magazine* with catering provided by *Marcella's Italian Kitchen* of Scottsdale.

It was amazing to see each of their vignettes evolve and come into their completed and finished spaces. This was an educational event for the public and each designer had the opportunity to present a brief seminar on how to use art and accessories in the home.

Special thanks goes to all of the designers and industry partners/vendors who supported this event, as well as Ellen Bosco, At-Large Director; Paula Savino, Chairperson; Janell Grady, owner, Legacy Gallery; Cheryl Lutton, Marketing Director, Cities West Publishing, Inc.; Naomi Anderson, Sr. Account Executive, Cities West Publishing, Inc.; Ingrid Harazim, Owner, World of Rugs; and Marcella's Italian Kitchen.

Additional thanks to Mikel Anne Photography, www.mikelanne.com, for graciously photographing this event and supplying these accompanying photographs gratis.



Created by Marissa Langlie, ASID and Melissa Parsons



Vignette by Debra English, Allied Member ASID



Vignette by Amy Strang, Allied Member ASID



Vignette by student Jessica Wendrick of the Art Institute of Phoenix



Created by LaDawn Bentley, ASID



Created by Mesa Community College students, Kim Witgen, Ly Pham, Jennifer Brautigam, and Nicole Palumbo

Objects of Desire



by Linda J. Barkman, Editor
Phoenix Home & Garden Magazine
ASID Industry Partner

As the remodeling trend continues, the desire seems to be growing for spaces that are functional, stylish and timeless, and materials that are durable, eco-conscious and aesthetically pleasing. Here are some examples.

Barn Doors: These sliding monoliths offer a lot of visual bang for the buck, but they also are more efficient than a 35-inch swinging door, or sets of them, which require adequate space to open and close. Barn doors, on the other hand, only require clear wall space to the left or right and can become an artistic focal point in a room. At Cities West Publishing, we have a glass one between our conference room and galley-style kitchen, which makes both areas feel larger. Those I've seen in homes include a rustic multi-colored painted wood door used to close off a guest bedroom from an adjacent guest living area, and an imaginative slider between a kitchen area and game/media room that incorporated a small covered window and was accented with several works of art.



Freestanding Tubs: Large freestanding bathtubs are popping up in bathrooms everywhere. Offered in materials ranging from porcelain and stone to copper, nickel and zinc, and shapes ranging from round to rectangular and oval to angled, these deep soaking tubs create a Zen ambience and an inviting focal point whether floating in a room or recessed into a window nook. I have one in my powder room, and when we have a party, I like to fill it with water and crown it with either floating candles or blooms from the garden.

Distinctive Surfaces: From zinc ceiling panels and reclaimed brass tile backsplashes, to backlit agate slabs for vanities, leather-wrapped cabinetry, mosaic floor insets and relief wall coverings, unique and eye-catching surfaces are all the rage. The products available are amazing and the endless array of ways to put them together makes it possible for every project to be uniquely spectacular.

Eco-Conscious Materials: Whether it's a reverence for the past, an adversity to waste, or a desire for better energy efficiency or a healthier way of life, the appeal of such items as reclaimed barnwood floors and ceilings, low-VOC paints, and Energy Star-rated appliances is easy to understand. Reclaim, recycle, reuse is a mantra that makes sense on a variety of levels, so it's only natural that the product options continue to grow.

Glass Act: From accents to architectural elements, glass is enhancing every room of the house and outdoor areas as well. Glass countertops, faucets knobs and vessel sinks in bathrooms; glass tile backsplashes in kitchens; glass-tiled pools, spas and fountains; ribbed, seeded or opaque-glass door insets; art glass lighting fixtures; stained-glass windows,

doors and panels—the options are fabulous and the applications are seemingly endless.

There is nothing like great product to get the creative juices going! Look for even more great examples in the August issue of *Phoenix Home & Garden*.



Please Update Your Profile



by Dorothy Liebich, Chapter Administrator

Many of you are not receiving the information you expect from ASID National and our Arizona North Chapter. YOU CAN HELP.

It's a changing world, and much of our information can change from day to day. Are you still at the same company you were with when you first joined ASID? Has your company or home address changed? How about your telephone number? E-mail?

There are over 100 members who said "Yes" on their personal profile on the National ASID website to receiving e-mails from ASID, but have never provided their e-mail address! Did you answer "yes" to receiving e-mail and snail-mail, and then forget to provide the proper addresses?

EVERY MEMBER should check their profile on-line at least once every six months!

Here's how:

1. Log in at asid.org (if you don't have your login info, send a written request to Dorothy and she can retrieve it for you (info@asidaznorth.org))
2. Go To My ASID if your login didn't take you there automatically.
3. Go down the list to Profile Update - click
4. Maintain Your Personal Profile - click
5. At top of page - Update here - click
Change any information necessary, especially those saying "Preferred Address", "Preferred Phone", and "Preferred E-mail."
6. At bottom of page - Continue - click
7. Go to bottom of page again - Correct - click

Go back to Profile Update:

1. Maintain Your Communication Preferences - click
2. Edit my preferences - click
3. Make sure your preferences are checked
4. Save My Preferences - click

You're Done!!!

For continued problems please contact Customer Service at ASID National (202) 675-4456, or call Dorothy at the Arizona North Chapter office (602) 569-8916.

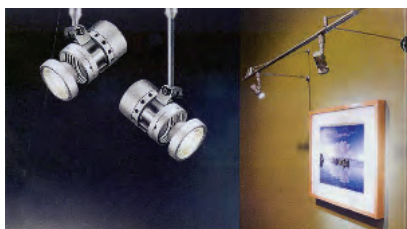
Emails: Are you receiving the monthly e-newsletter, Creative Brief? If not, your provider may be blocking them (especially a problem with aol and yahoo accounts). Go to your email settings and change the filters to allow e-blasts to be delivered.

LED: The Future In Eco-Friendly Lighting



by Marcia Graber. Allied member ASID,
Shape Your Space Design

After twenty-five years of working with interior design clients, without a doubt I think that the hardest aspect of the design to sell is lighting. It is not that I am not knowledgeable and experienced regarding lighting, developing lighting plans, designing custom lighting and selecting lighting fixtures, in fact I have taught lighting to design students for several years. The difficulties in selling to clients, their architects and contractors are: introducing them to new products and control systems; convincing them of the benefits to their individual residential and commercial projects; justifying the often considerable upfront costs; and convincing them to consider long-term savings and ease of maintenance when making their



decisions. For some time now, I have added environmental considerations to that list. LED lighting (light emitting diodes) is the product of today and of the future.

Benefits of LED Light

- LEDs have a long life, but like all light sources, they slowly fade over time.
- LEDs do not radiate infrared heat, only visible light. However, waste heat is produced during the conversion from electricity to light and may harm the LEDs if it is not properly removed from the lighting system.
- By any measure, illuminance or luminance, LEDs have enough light output for use in even very large outdoor daylight visible installations.
- The ROI for the use of LED lighting systems in an installation is surprisingly rapid when taking maintenance and energy cost savings into consideration.¹

More Important Benefits

- The light bulbs burn very cool, while incandescent bulbs emit 98 per cent of their energy as heat! Much more bang for the buck.
- Long life – These lights can last from 50,000 to 100,000 hours. Incandescent light bulbs typically last around 1,000 hours and fluorescents are good for roughly 10,000 hours.
- Rugged durability – LED lights have no fragile filament to contend with, and no fragile tube. They are resistant to heat, cold, and shock.
- Lumens per watt – While manufacturers are still finding new ways to increase this ratio, Cree Inc. has been able to produce an LED bulb that generates 131 lumens/watt. This is research, though. Today's

available LEDs are the same as compact florescent bulbs, averaging around 55. Incandescent bulbs wander sadly in at about 15.²

Green Considerations

Utilizing data from his company's 2006 and 2008 Smart Market Reports on green building, as well as from a few other studies, Harvey M. Bernstein, Vice President of Industry Analytics, Alliances, and Strategic Initiatives for McGraw-Hill Construction, offered the following conclusions:

- Green is a market differentiator: While the residential market overall has plummeted, the green residential market is climbing at a steady pace, increasing fivefold between 2005 and 2008 and expected to triple by 2013. The total residential green opportunity in 2013 will be \$40-\$70 billion.
- Interest in green homes spans all income levels: While the greatest percentage of demand for green homes (27%) is within the \$50,000-\$74,000 income range, 30% of the demand falls into the two lower income brackets.
- Younger generations will expect green options.
- Green-home buyers are driven by operational cost savings and improved health. Associating green with quality will be a strong selling point in the down market.
- As a builder's green building experience increases, perceived costs decrease.
- Energy Star is the most well-known product standard.
- When remodeling, homeowners will spend the most on features that make their homes greener, versus those that increase comfort or improve the appearance.³

In this Phoenix condominium, I used the Bruck LED lighting: Mystique 3 Watt LED pendant Uni-plug design, allows Mystique 3 Watt LED pendant to be mounted on any lighting system through the use of an appropriate adaptor.

Standard cable length of 59" cannot be cut in field (specify when ordering). May be specified with Kiss canopy by adding /MP to part number or /MP2 for 2" version.



In this same installation, the Rainbow II 3 Watt LED pendant with two glass shades, inner cased glass is frosted white. Outer glass is clear with a dichroic coating or with colored glass. (pictured on page 10) The dichroic coated glass has a liquid mercury-like finish when off but when lit will show a fusion of dichroic colors. Uni-plug design, allows the Rainbow II 3 Watt LED pendant to be mounted on any lighting system through the use of an appropriate adaptor. Standard cable length of 59" cannot be cut in field (specify when ordering). May be specified with Kiss canopy by adding /MP to part number or /MP2 for 2" version.

Color

A few years ago color was an issue. The LED flexible tube light surrounding the vanity mirror in this powder room was supposed to be white, but as you can see, the effect created has a definite blue cast. Today the color is so improved that it is chosen for under cabinet and in-cabinet lighting for color and lack of heat produced. Satco, a vendor for light bulbs, sold locally by Hinkley Lighting, has come out with MR 16's, PAR 20's, PAR 30's and PAR 38's with a 2700 Kelvin temperature and they are dimmable. So now you can have "screw-in" replacements that give the same warm light as an incandescent bulb.



According to Eric Berkey, lighting expert of Hinkley Lighting, "LED is still very much an emerging technology that is changing almost daily. As usual, the architectural lighting considerations are addressed before decorative lighting. The decorative market is emerging slowly for items such as chandeliers and sconces and costs for individual bulbs are high---\$30-\$40.00 per bulb."

As the specification of LED by the building/design industry increases, the public will be more open to its use, the prices will decrease, and our job will be much easier.

About the Author

Marcia Graber is the winner of several ASID interior design awards. Her interior design projects for homes and commercial interiors have been published in local and national magazines and interior design books. She is especially known for her use of color, her innovative space planning, and the diversity of styles in which she works. Ms. Graber has designed interiors all over the United States.

Marcia Graber holds Bachelor's degrees in interior design and communication and has twenty-five years of experience designing some amazing interiors for Graber Designs, Ltd. She also holds a Master in Business Administration which has enabled her to conduct herself as consummate professional and successful business woman to the benefit of her clients and employees. Ms Graber lectures to designers on historic and modern architecture and furniture, lighting for interiors, kitchen and bath design as well as business and marketing for interior designers. She is co-owner of the recently-launched online interior design firm: Shape Your Space Design.

¹ "The Seven Great Myths of LEDs," Philips Solid State Lighting Solutions Featured in Wolfers Newsletter, "The Edge", May 2009

² The Benefits of LED Lighting: Light Emitting Diode Bulbs are Energy Efficient and Long Lasting | Suite101.com <http://www.suite101.com/content/the-benefits-of-led-lighting-a33751#ixzz1R5WDweF7>

³ Featured in Wolfers Newsletter, "The Edge," March 2009



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Please send your home address, and sample interior photos to IDZNA1@FOXNET for consideration. Committee members needed!

Green Design Solutions

SIMPLE YET REMARKABLY IMPORTANT



by Debra May Himes, ASID, LEED AP

Many of us may not be working on LEED projects right now, especially in the residential arenas. Even if the homeowner is interested in pursuing LEED Certification for their project, it may prove too expensive for the home owner to go through the LEED Certification process.

That being said, with the consumption of so many of our valuable resources, and with the emergence of environmentally related health issues, Green Design is becoming much more important. Many homeowners are now educating themselves on the benefits of living in a sustainable house and are requesting us to assist them with simple solutions to help them achieve that goal. One of my recent clients is so stricken with rheumatoid arthritis, we had to evaluate every product that we specified for her project to insure that our choices would not have an adverse effect on her health.

Some simple green product solutions may include:

FLOOR COVERINGS

These products are most often cited as primary contributors to indoor air contamination. This is due to the VOC constituents (volatile organic compounds) present in the binders used in the fabrication of the materials such as carpet padding, the carpeting and in the adhesives used to apply carpet padding and tile.

Quite a few sustainable product options are available in floor coverings. Linoleum, cork and natural carpets use renewable resources and are durable. Along with cotton and wool, carpet-type floor coverings are available in materials such as grasses and reeds.

Linoleum is manufactured from linseed oil, resin, wood flour or cork powder and pigments. Linoleum is waterproof, scratchproof, and durable and is a great choice for those suffering from asthma and allergies as it resists bacteria. It is also antistatic, repelling dust and pollen. Linoleum can be laid as sheets or tiles and low-VOC, water-based and formaldehyde-free adhesives are available.

Cork is a naturally produced material harvested from the bark of the cork oak. During the harvesting process, the tree is unharmed and the bark will grow back over a period of nine to twelve years. Cork is laid with glue, preferably a low-VOC, water-based and formaldehyde-free adhesive.

Various forms of tile are wonderful solutions for clients who are sensitive to indoor air contamination. The greenest option would be to use reclaimed tile. Environmentally friendly adhesives are preferable to the traditional cement mortar.

WALL COVERINGS

Various forms of plaster make great wall coverings. Clay plaster, lime plaster and venetian plaster all have low-VOCs, are environmentally friendly, and are moisture permeable, allowing walls to breathe.

As far as paints and stains go, the traditional paints and stains contain high levels of chemical compounds, plastics and toxic substances. Paint is made of pigmentation, binders (to help paint stick to the surface), solvents (which keep the paint liquid until applied), and additives to help reduce mildew etc.

These paints and stains typically contain high levels of VOCs and which continue to be released as gas for months after the application. Because of this atmospheric pollution, these gases can cause health problems such as allergies, asthma and skin irritation.

Water-based synthetic paints, on the other hand, are generally safer and contain fewer VOCs. However, this reduction is usually achieved by adding other chemicals such as ethylene glycol, which has been linked to cancer.

Not only are these paints toxic during the manufacture, application, and disposal, these paints also contain large quantities of chemical compounds, which results in high embodied energy. The production process of these paints also creates a lot of waste.

The use of natural paints that contain either no VOCs at all or naturally occurring VOCs would be the greener option. Examples of naturally occurring VOCs would be pine resin or a citrus-based solvent, used at greatly reduced levels.

Oil-based emulsions, such as linseed-oil paints which contain natural pigments are the most environmentally friendly. Other eco friendly choices include casein paint which is derived from milk, wood and vegetable-based resin paints, mineral paints, clay paints (which are made from naturally occurring clay and lime wash).

PLUMBING FIXTURES

Perhaps the natural resource in most jeopardy is water. In the United States, approximately 340 billion gallons of fresh water is withdrawn per day from rivers and reservoirs to supplement residential, commercial, industrial, agricultural, and recreational activities. This accounts for about one-fourth of the nation's total supply of renewable fresh water.

The Energy Act of 1992 mandated the use of water-conserving plumbing fixtures and fittings to reduce water use in residential, commercial, and institutional buildings. Water efficiency measures in new homes can easily reduce water usage by 30% or more.

Again, simple solutions are available to us and our clients to help with water consumption. One way is to specify low-flow showerheads. A typical shower uses 4 1/2 - 8 1/2 gallons of water per minute compared to 30 1/2 gallons for a full bath. Most of us do not realize that a power shower uses even more water than a bath. A low-flow showerhead will cut the water flow to 2 gallons per minute or less.

Another way to cut water consumption is to specify dual-flush toilets. Mandatory in some countries, these types of toilets are becoming more accepted in the U.S. Conventional toilets can flush as much as 3 gallons of water at every use, but a dual-flush toilet will use only 1/2 - 2/3 gallons on a short flush and 1 - 1 1/2 gallons on a full flush.

Again, these are only a few ideas on how to make a green difference in our design choices. Just becoming more familiar with green product options can not only add to the health and welfare of our clients, but our planet.

Note:

The concept of 'embodied energy' originates from designing more sustainable buildings. The embodied energy of a material refers to the energy used to extract process and refine a material before its use in product manufacture. Therefore, there is a link that exists between the number and type of processing steps and the embodied energy of materials.

Debra May Himes, ASID, has worked in the field of interior design for over 30 years and now owns her own interior design firm, Debra May Himes Interior Design & Associates, LLC. A Past President of ASID, her projects over the years encompass both residential and commercial and include hospitals, medical facilities, corporate offices, law firms, banks, model homes, custom homes and product design.



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Arizona Tile Honors the Dedication and Service of Three Employees

Celebrating 30 Years: Randy Morreim, Bob Shuford & Ed Meyers



Randy Morreim, Ed Meyers, John & Eileen Huarte, Bob Shuford

Arizona Tile is pleased to recognize three long-term employees who are celebrating their 30th year of employment with the company. Each has served in various roles and continues to be an integral part of the company's continued success. Bob Traxler, the company's President, is also part of this proud group, having celebrated his 30th anniversary in 2009. Founded by John and Eileen Huarte in 1977 and still family-owned, Arizona Tile has always been employee-focused which has led to currently having 23 employees who have been with the company for 20+ years and 132 who have celebrated more than 10 years of employment.

Randy Morreim has served in his current role of VP, Stone Division since 2003. In this capacity he oversees the purchasing of natural stone slab and tile for Arizona Tile. He previously served the company in numerous positions including General Manager, Branch Manager and initially, warehouse personnel. During this time, he spearheaded the company's entry into the granite slab business. Randy reflects on his 30 years with the company: "Without a doubt it was simpler times when I first started, but one thing has stayed consistent over all the years, the single focus and commitment that John and Eileen Huarte have to their employees. I'm so proud to be part of such a great company."

Bob Shuford is an Outside Sales Representative in the San Diego region. He has served the company in several roles, including Branch Manager and Sales Manager. Drawing on his 30 years of experience in the stone and tile industry, specifically in the San Diego market, Bob has enjoyed a successful career and has been an essential part of the strong relationships Arizona Tile enjoys with its customers in his region. One of the reasons Bob chose to remain at Arizona Tile all these years stems from a conversation he had with John Huarte, in which John explained that one of the things he enjoyed most about founding Arizona Tile was watching the employees, and their families, grow and develop. "I knew John was sincere and knew Arizona Tile was a place I wanted to be, due to that type of leadership, which started at the top and established the culture. I have been here since the beginning stages of the company, helped build the team and always felt as if working for John was like having my own company. I wanted to be proud of where I worked and what I accomplished, and I have been able to do both at Arizona Tile."

Ed Meyers' contributions to the company have come in many positions and several cities. He has driven the delivery truck, opened and managed a new location and currently serves as Regional Operations Manager in Southern California. He originally started at the Tucson, Arizona location, but opportunities for growth took him to Anaheim and Temecula, California. Ed has explained that "One of the (many) reasons I have been with Arizona Tile for so long is because I truly respect the people I work with. Not just the upper management and ownership that leads us, but the people who sell the products, process the orders and load the shipments. There is one common thread

that runs through this company: selflessness which gives way to a 'can do' attitude that means none of us ever wants to be the weak link that lets anyone down."

Arizona Tile is proud to have Randy, Bob and Ed as part of its family and looks forward to more opportunities to celebrate successes such as these.

ASID Leadership Conference 2011



*by Tracey Marshall, ASID
ASID Arizona North President Elect*

Each year ASID National holds a leadership conference bringing together the President and President-Elect from every chapter, along with the national Board of Directors, and several key members of the ASID staff. This event is a three-day workshop to disseminate information on finances, legislation, contract negotiation, meeting strategies, membership, and legal issues. The incoming Arizona

North Chapter 2012 President, Tracey Marshall, and President-Elect, Cindy Lewton, attended the Chicago seminar this year.

BRANDING

A refreshed and comprehensive new brand was developed, with both a verbal and visual identity. Chapter leaders were introduced to Brand Central, the new brand portal developed specifically for chapter leaders to aid in brand compliance, and provide a source for all chapter marketing needs.

BOARD MEETINGS

We received tools needed to make board and committee meetings more effective and productive. "Leadership and courage are the most important aspects to success."

STRATEGIC PLANNING

This session outlined the steps to take in developing the chapter's strategic plan, including roles as leader of the process, the timing and checkpoints along the way and the many resources available to help in the effort.

CONFLICT RESOLUTION

We were introduced to the skills to work through conflict and confrontation with confidence, ease and effectiveness. We learned how to identify the early signs proceeding into potential conflict, techniques to prevent explosive situations and tools to relieve emotional pressure and gain trust during intense conversations all designed for a win-win for all parties.

MEMBERSHIP

This session focused on how to maintain a solid foundation by ensuring our current members recognize the value of their ASID benefits. We explored best practices to share the membership value message to prospective members.

- Decrease of 25% in last two years – Now at 2002 membership levels.
- 50% of members with lapsed memberships rarely attended local meetings.
- National to launch a new texting campaign for renewals

LEGISLATION

We learned what ASID is trying to achieve through legislation, the underlying issues, who benefits from interior design legislation and how to advocate for our profession.

Challenging Times Call for Increased Self-Promotion

PR POINTERS



by Naomi Anderson, Anderson+Company

If you've comfortably reaped the bottom-line benefits of generous referral-based marketing up until now, you may be experiencing a slow-down in the referral arena today. It's certainly not due to fewer adoring clients, but it could be your clients have fewer referral sources to send your way. The most effective tactic to initiate now is to increase your visibility through "self-promotion."

Please don't get me wrong, this isn't about self-adulation. Nobody is impressed by a prideful show-off. However, what potential clients migrate towards are ideas. They also look to a self-confident, caring, talented, and knowledgeable interior design professional. Self-promotion is a carefully planned series of deliberate initiatives that send a clear and consistent message of the value and ideas you bring to your identified target market. Self-promotion, if done with the right intent will make your audience want your "greater vision".

Even the most humble creative professional can start today through a list of tactics that fit their personality and style. I could suggest that you simply "get over the fear", but we all know that our personalities define who we are; and it's just not that easy for each and every one of us to become comfortable as a public speaker, TV personality, or networker. So, there are various tools for all personality types that serve as strong self-promotion strategies.

Try a few of these 10 self-promotion tips for success:

1. Electronic Marketing (or eMarketing) is the best form of self-promotion today. If your Web site isn't providing lead results, it's time to explore SEO options, revised graphics, new photos and copy changes. If a new Web site is beyond current budget parameters, consider adapting a new "Slide Rocket – www.sliderocket.com" portfolio/presentation online, blog site, LinkedIn and Facebook accounts – all free of charge, but will require your time.
2. Submit new projects and other newsworthy bits to local and national press members. Professional photography of your best projects will assuredly help pivot the eyes of critical editors your way. But, good digital shots are fine for scouting purposes with various editors. Be sure to accompany photos with a well-written project fact sheet.
3. Maintain your referral marketing program, but intensify it through a referral partner base. Choose to partner with those who serve the same target market, but do not compete with you. Educate them on your expertise, define your favorite client and they can bring referrals your way...but, it goes both ways!
4. Advertising is certainly self-promotion. Since you are in control of the message, it's a wonderful way to promote your skills-set to a large sphere of potential clients within a targeted market. But, frequency is important to success.
5. If you're comfortable at the podium, speaking engagements provide a wonderful platform that will raise the level of awareness for your design expertise, confidence level and personality style.
6. Apply appealing graphics to all promotional materials. Remember how important your stationery package was back in the day? Now, that e-mail correspondence dominates communications in your business, why not treat your e-mail template as the "new letterhead" and use it as a self-promotion opportunity? Every e-mail you send or reply to should have an appealing signature line to include your name, professional appellations, phone, fax, e-mail, web site, company address and a professional headshot (yes, I said it). This will surely help you stand out from your competition.
7. Attend targeted networking events. But, not to scope out new clients. Instead, go in with the sole purpose to meet possible referral partners. Networking isn't about handing out business cards in hopes of landing a customer. It's about creating relationships and building a referral network of fans who will send business your way.
8. Host a "house-warming" reception in your client's new home or office. Ask them to send out the invites to their friends, family and colleagues; and you provide the food and beverage. This is an intimate way to meet all of your client's most treasured referral sources; and with your work as the focal point!
9. Draft and memorize your "elevator speech" briefly describing how you positively effect your clientele. It has to be all about your value.
10. A final tip today comes from Jay Abraham, author of *The Marketing Wizard's Edge*, "Understand that you need to sell you and your ideas in order to advance your career, gain more respect, and increase your success, influence and income".

POINT OF VIEW

Legislation



by Tracey Marshall, ASID
ASID Arizona North President Elect

There are several misconceptions about interior design legislation and how it will affect different design demographics in Arizona. From my point of view as a commercial designer, the effect of legislation will only be a positive one.

The term "Interior Design" encompasses a wide array of specialties and specifics: interior designer, interior decorator, residential designer, commercial designer, kitchen designer, bathroom designer, set designer, stager, furniture designer, textile designer, flooring designer, manufacturer's rep., furniture salesperson, draftsman... Current attempts at legislation are seeking to increase commercial designers' abilities, and will not infringe upon the opportunities already enjoyed by the myriad other designers working in the state.

The bill submitted to the last session of the Arizona Congress sought to increase the abilities of commercial interior designers by allowing them to sign their own drawings for permit. Currently this can only be done by licensed architects.

"Interior design documents filed with any state or local building department for the purpose of obtaining a building permit shall bear the seal of the engineer, architect or registered interior designer who prepared or approved the documents and the date on which the documents were sealed."

Designers must work under a licensed architect. It is not lawful for a designer to hire an architect to simply sign drawings for them. The designer must be hired by the architect to do design work. With the suffering economy, many architects are branching out and offering interior services – effectively taking work away from qualified designers. If designers were able to stamp and sign their own non-structural drawings, this would open the field back up to the professionals that have trained to do the work. This ability would also put interior designers on the same footing as geologists, home inspectors, land surveyors and landscape architects, who are already regulated by the state – the right and ability to effectively do the work associated with their profession.

"Registered Interior Designer means a person who is registered pursuant to this chapter and who is qualified by the board based on education and examination to provide interior design services pursuant to this chapter."

Legislation would not be a requirement to practice "Interior Design" in the state of Arizona. It would be an option for those wishing to sign non-structural interior drawings. It is similar to the option many have now to take the NCIDQ or the CQRID exams and become "professional" members of certain interior design organizations. If a designer chooses not to take the exam, they do not enjoy full membership benefits; however they are still able to be a member of the organization and to work as a designer. Similarly, if a designer wishes not to be registered, they will not be eligible to stamp their own drawings for permit, but will still be allowed to practice interior design in all its other aspects.

The choice of examination required for registration will be chosen by a board of professionals, made up from the regulated professions associated with the bill: (2) architects, (3) engineers, (1) public member, (1) landscape architect, (1) geologist, (1) land surveyor, and (1) interior designer. The NCIDQ is not mentioned in the bill; nor has it been pre-determined as the exam of choice.

"An applicant for registration as interior designer shall comply with all of the following:

- Be at least eighteen years of age.*
- Be of good moral character and repute.*
- Have passed a written examination that is approved by the board. Except as provided by section 32-126. The written examination must test for minimum competency in interior design within nationally acceptable testing standards and be nationally accepted.*
- Have passed a course of study with a minimum of forty semester hours or sixty quarter hours of interior design related coursework that culminates in a certificate, degree or diploma.*
- Possess at least three thousand five hundred twenty hours of diversified practical interior design experience.*
- Not have had a registration denied or revoked pursuant to this chapter within one year immediately preceding the application."*

The bill does have a "grandfather" clause for currently practicing designers that wish to be registered, but do not necessarily have the education required in the requirements listed above.

"For an applicant for registration as an interior designer who applies to the board within eighteen months after the effective date of the amendment to this section, the board may waive the examination, education or experience requirements for the applicant if both of the following apply:

- The applicant is actively engaged as an interior designer on the effective date of the amendment to this section.*
- The board determines that the applicant has sufficient competency."*

The legislation currently proposed specifically states that it will not allow any restrictions on the right to practice interior design. The legislation is looking for an opportunity to expand the rights and privileges associated with the profession. It is understood, that any attempt to restrict work by practicing designers would ultimately harm the profession as a whole.

"32-144: Exemptions and Limitations

- Professions and occupations regulated by the board may be practiced without compliance of the requirements of this chapter:*
- The nonregistrant who designs the interior of either a detached single family dwelling or a commercial space if the work does not involve issues of code compliance that require the affixing of a seal and that does not require that the plans be filed, reviewed and approved before the issuance of a building permit in accordance with the building codes of the political subdivision that has jurisdiction over the work.*
- A nonregistrant who renders interior design services if the person is not identified as a Registered Interior Designer."*

ASID supports legislation that works towards more recognition for interior designers and the right to practice to the fullest extent possible, without the requirement to work under another licensed profession. I believe this is a positive step forward for all interior designers.

For questions, or if you wish to read the entire bill, please contact me (towandadesigns@cox.net) for an electronic copy to be sent to you.

A Look Back and Today



by Linda Heinz, ASID, Financial Director

AID and NSID merged in 1975 to form ASID. Our local chapter was formed and Pat Bacon was elected our first President. Pat created the basic outline of our chapter workings. She set up monthly meetings, organized committees for projects and community service, and created the ASID newsletter for our members.

The creation of NCIDQ was a major factor in the growth of our chapter. At that time a member had five years to pass the exam or they were dropped. This gave our new members the incentive to become a Professional Member, giving our chapter a large professional basis.

In 1980, our chapter was moving forward nicely and Gail Adams was president. She had the foresight to hire an administrator (Pauline Wampler), to do day-to-day activities and prepare reports, allowing the officers of our chapter to govern.

By this time we were starting to get the ASID name out to the public. We did this through projects that were publicized in the local media. Squandinero was the beginnings of our future Desert Design Markets that came in the 1980s. The creation of the Awards Competition and Event was established and grew bigger each year. Our goal was to achieve name recognition, create team building, growth in membership, and increase our revenue.

In the 1980s our chapter was one of the leading chapters in the country. Our membership was high, our revenues were growing and we had National recognition. Our fundraisers were many, including Desert Design Market (Regional), show houses, and community service such as Ronald McDonald House.

Education for our up-and-coming professionals was at the top of our priorities. We had ASU, NAU, U of A, and many community colleges in the area that were promoting interior design programs. As a chapter we supported each student chapter and encouraged involvement in our chapter activities. Education Day was established in the mid 1990s to offer continuing education classes for our members and students. The economy was booming in Arizona and our chapter was doing well because of our growth.

In the early 1990s we had a downfall in the economy. As a chapter, we were struggling to keep financially solvent. In order to stay afloat we had to borrow \$10,000 from National to keep our chapter going. By 1993 we had paid back our loan and were headed in a positive direction. In 1993 the Board of Directors decided to keep our chapter in good financial shape by ruling that we put \$5000 in a reserve account. This action has made our chapter fiscally solvent. Our chapter had recreated Desert Design Market, hosted a SW Regional Conference, worked on Ronald McDonald house again, and Tour de Noel was in its prime. Communications was the buzzword during the 1990s; we were trying to get the word out to the public about ASID. Legislation was also an ongoing challenge. As a chapter we supported efforts to pass interior design legislation since the 1980s.

The beginning of the millennium had our chapter in great financial shape. Our ongoing fundraisers were flourishing. Tour de Noel, Design Excellence Awards, and home tours were keeping ASID in the public eye and bringing in revenues to the Chapter. By the middle of this decade we were doing great. Our membership numbers were up around 1300, and the economy was flourishing. Our newsletter was transformed into Desert Design Magazine. The chapter created Design For Hire as a fundraiser and to get our ASID name out to the public. This has proven to be a stellar project for our members. During this time we had many community service projects such as SAARC, ChildHelp, and Ronald McDonald House.

In 2007 we were just beginning to feel the effects of the current recession. This started a decline in our membership. As a chapter we are stable, but the job environment is the worst we've seen. Hopefully we will be seeing an end to this downturn and we will all flourish in the future.

Special Thanks to:

Our media sponsors over the years:
Arizona Republic
Phoenix Magazine
Home and Design, and especially
Phoenix Home and Garden Magazine

Our Industry Partners who have been the lifeblood of support to our members and our chapter as a whole.

Our student members who are our future and we will continue to support and encourage them through their journey.

Our administrators, Pauline Wampler for 33 years of dedicated service, and Dorothy Liebich, our current administrator.

ASID 35th Anniversary

Reflections

by Cindy Lewton, ASID

As part of our 35th year Anniversary, the chapter gathered historical accounts from as many of our past presidents as possible that will become part of our chapter's archives. As our 35th anniversary year comes to a close, here are three interviews with the following past presidents: **Libby Copeland, ASID, President 1994-1995, Christine Piotrowski, FASID, President 2002-2003, and Linda Kolesar, ASID, President 2008-2009.**

Q: What was your biggest challenge?

Linda: Balancing the demands of the presidency with the demands of my business.

Christine: Finding houses for Tour de Noel [a tour of decorated private homes in early December]. All the issues involved in putting on this program were challenging, but finding appropriate locations was the biggest as homeowners were reluctant to offer their residences. It was also a program that required a lot of people to volunteer (at least in the format that was used at the time) to pull off the auction, the tour, and the food programs.

Libby: My biggest challenge was time management! I was fortunate to have my own business at that time and a husband with a job, because most of my waking hours were spent on ASID for a year!

Q: What was your most proud accomplishment?

Christine: Offering a CEU program as a monthly member meeting. I believe this was the first time a CEU was available as the monthly meeting rather than as an education day event. I am also very proud of the development of a more formalized chapter sponsorship program for all events, not just sponsorship for a particular event. It was naturally changed in subsequent years, but it was a great start with valuable input from industry partners.

Libby: Greatly increased member involvement. I had decided that would be my main thrust as President, because there had been complaints of "member apathy". Talking with members of other chapters at national meetings gave me some good ideas, such as calling every member (on their landline!) and personally inviting them to my first meeting as president. We had a huge turnout and it got my year off to a great start!

Linda: The accomplishment I am most proud of during my tenure was the remodel of the Preschool at the Keys Community Center in South Phoenix in partnership with Childhelp. The efforts of more than 90 volunteers and donations of products and services of over \$150,000 were coordinated by our dedicated Community Service Committee to create a safe haven for abused, neglected and at-risk children. This outstanding project, with the theme of imagination and learning, was featured in the March/April 2010 issue of ICON. Our project was announced as a finalist for the Chapter Community Service Award selected by the national ASID Chapter Support Team in the May/June 2010 issue of ICON.

Q: What was your best event?

Libby: Not sure what my best event was, because we had so many wonderful events back then. Even though they were mostly fundraisers, such as the Designers' Showhouse, Designers' Market and Tour de Noel, they also provided great benefits for both design practitioner and industry partner members. They all provided leadership and networking opportunities for members, as well as opportunities for new business.

Linda: Three events stand out as exceptionally successful during my year. The first was the January 2009 membership meeting at Sauce Restaurant on the Scottsdale Waterfront, attended by 98 ASID members. Highlights included personal gourmet pizzas in a charming Bistro setting, followed by a tour of the award-winning commercial project, Fox Restaurant Concepts, in the same building. The second was Education Day, held in lieu of our April membership meeting, with 80 in attendance. The program featured Donna Vining, FASID, leading the .4 CEU all-day session, broken up by an informative and fun fashion show with member models, immediately followed by a deli-

cious lunch provided by Industry Partner SubZero & Wolf Appliances. A review of the day was summed up by the comments of two members as they were leaving, "excellent event in every way" and "classy". The third outstanding event was the STAYIN' ALIVE Design Excellence Awards, with 240 guests, that not only celebrated our fabulous designers, but also energized the crowd with Ernesto Garcia, ASID, performing the John Travolta dance from Saturday Night Fever. There were also two sentimental favorites of the evening. The first was the surprise appearance of the father of Debra May Himes, ASID, our Medalist recipient, as he presented her with a bouquet of roses. The other memorable moment was the presentation of the Life Member award to Pat Bacon, ASID, first President of the ASID Arizona North Chapter.

Christine: Tour of the new Sanctuary Resort. The meeting had a fantastic attendance, and lots of excited comments. Additionally, the Awards event held at the Scottsdale Center for the Arts Auditorium also had great attendance, and a fun time. It certainly had its challenges with some technical difficulties, but then that often goes with the "program". Another really good event was Education day in April which was very successful. Great speakers local and out of state like Fred Berns from Colorado and a successful table tops presentation.

Q: How has your life and career been impacted by the leadership training offered through ASID?

Linda: Through membership in ASID, I increased my product knowledge and trends awareness; through chapter leadership, I gained a better understanding of the design culture and an appreciation of the larger design community. The strategic planning training provided by ASID is applicable in all areas of my business.

Christine: The training I received was very helpful in leading the chapter and added to my overall professional growth. I have gained many good friends not only in Arizona but also around the country from my involvement with the chapter and ASID. These friends have also been very helpful to me in my work. I would recommend to all members that they consider getting involved in committees, the board and yes, being chapter president--after they have completed the NCIDQ exam!

Libby: The leadership training not only impacted everything I have done since, but presented me with valuable role models to emulate along the way.

Q: What made you go into chapter leadership and who was instrumental in the decision?

Linda: I served on the Board of Directors and on committees to become more involved and to get to know the active members. The decision to serve as president was made after serious consideration of the demands of the position related to my business and my personal life. I considered it to be a way to give back to the organization that had enriched me in my profession. Greta Guelick, Past President of 2004-2005, along with several of the other past presidents, was instrumental in encouraging me to serve.

Christine: I wanted to get to know the membership after I moved back to Phoenix from Flagstaff. I have been a member of the chapter for many years but didn't have a chance to travel to Phoenix for meetings. Once I arrived here, I was very interested in participating, especially after one of the recent chapter presidents who is a commercial designer, showed how the chapter did represent both "sides" of the profession. That leader was Susan Urban, ASID. After being nominated and elected to the board, I was also encouraged to continue to participate by Debra Himes, ASID, and Gera King, ASID as well as many others.

Libby: I had chaired several committees and was a Board member when Gail Adams, then president, encouraged me to run for president-elect.

Thank you to all past presidents who participated in these interviews/questionnaires. If you are a past president who has not yet completed the questionnaire, we encourage you to do so.

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**REALWORLD
DESIGNWEEK**
The ASID Student Career Project



RealWorld DesignWeek NOVEMBER 6 – 12, 2011

During RealWorld DesignWeek, ASID student members nationwide will shadow ASID designers, Industry Partner reps and educators to expand their classroom knowledge of theory to include application and professional practice.

**Designer/IP Registration:
JUNE 1**

**Student Registration:
SEPTEMBER 1**

REGISTER!

RealWorld DesignWeek 2011 marks our fourth annual Society-wide job shadowing program, encouraging relationships between interior design students and their role models in the industry.

Volunteers are needed to host students in the office or out in the field. There's never been an easier way to mentor a rising ASID member—all it takes is a few hours! Sign up and spread the word to your colleagues so ASID can meet the needs of its many eager student members.

For additional information on registration, and for a list of FAQs, visit www.asid.org/rwdw.

"It was great to see behind the scenes. The experience of being there showed me how much the designers interact with each other and how much detail goes into a project."

*-Vanessa Weider,
Student Member ASID*

"The nice thing is that being a mentor isn't a difficult thing. You don't have to plan every moment of an activity, it is really just giving students a window into your day as an interior designer."

-Deborah Lloyd Forrest, FASID

Program Partners



METROPOLIS

April, May, June

Meeting Recaps



by Cindy Lewton, ASID

Central Arizona Supply hosted our April chapter meeting and we were fortunate to learn about the Sherle Wagner product line of luxury hardware and bath accessories. Darcy Landsman, Sherle Wagner representative, provided the history of this company established in 1945 as well as educated us on the details that set these high-end products apart from all others. Faucets with inlaid gems were stunning, and Darcy also informed us that the mechanisms are equally well appointed and designed to last a lifetime. This was a very fun evening. If you missed it, you can learn more by visiting Central Arizona Supply, who carry this product line, as well as visiting Sherle Wagner's website at www.sherlewagner.com.

Another great evening was had at our May chapter meeting. AZ Custom Designs and Hinkley's Lighting Factory joined together with *Phoenix Home & Garden Magazine* as they hosted guest speaker, Lynne Beyer, Allied Member ASID. Fresh from High Point, Lynne spoke about current and upcoming trends, how to stay relevant with clients, and more. The turnout was so large that we overflowed the room! Great turnout!

World Wide Stone hosted our June chapter meeting which included an ice cream social. Attendees were able to create their own ice cream sundaes with all the toppings. We were also treated to a great presentation about the qualities and different grades of travertine stone. At this same meeting, LaDawn Bentley, ASID was awarded a presidential citation for distinguished service to our chapter.

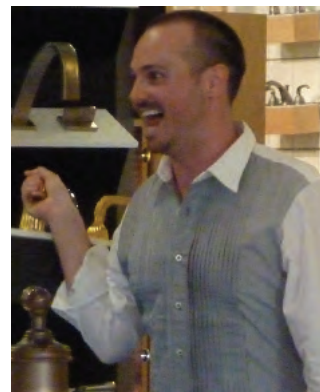
*Photographs provided courtesy of
LaDawn Bentley, ASID and
Nancy Hugo, CKD*



Gera King, ASID; Tammy Romer, student; Marilyn Romero, ASID; Christina Forrest, Allied Member ASID



Darcy Landsman, Sherle Wagner Representative



David Smith, VP, Central Arizona Supply



LaDawn Bentley, ASID and Robyn Randall, ASID, President



World Wide Stone presentation



Michael Jackson of Hinkley's Lighting Factory and guest speaker Lynne Beyer, Allied Member ASID

2011 Daltile Interior Design Scholarship

PRESENTED BY THE ASID FOUNDATION

About

For students preparing for a career in the world of interior design, a chance to demonstrate their creativity and skills to the entire design community is invaluable. The Daltile Interior Design Scholarship competition gives you that chance.

Your challenge for this competition is to design an interior space, inspired by a specific artistic style, using Daltile product as a key element. Creative use of Daltile product is strongly encouraged.

For your entry, you may choose to design any residential space – a kitchen, bath, bedroom, living room, even an indoor/outdoor living space. Commercial spaces are also acceptable.

Your entry should include one (1) design or concept board, which should include a rendering and a written statement describing the space, your approach to the design, a list of Daltile products used and how they are incorporated into the design. The board may also include a color palette, tile swatches, and other information necessary to judge the entry. Your entry should also follow best practices of interior design, sustainability, and the leading issues impacting the profession. You should also choose Daltile products that are suitable for the specific installation(s) in your design.

Your design must comply with all applicable codes for the building type and context you develop. These codes may include, but should not be limited to: IBC, UBC, NFPA, ADA, NEC.

Criteria

- The space you design is not restricted by any square footage limitation.
- Your project must use Daltile products as a featured design element. You can choose from Daltile's complete product portfolio. Use of multiple product lines is encouraged.
- Your project must be inspired by an artistic movement or style (abstract, Art Nouveau, cubism, expressionism, impressionism, modernism, neo-classicism, etc.). Inspiration of a specific work of art is encouraged.
- The tile you choose must be used appropriately according to its installation and application guidelines (e.g. wall tile not suitable for the floor should not be used in flooring applications).

Scottsdale Community College

by Keith Stanton, Student Member, ASID, Creative Marketing Chair, SCC

Scottsdale Community College Interior Design Students will now be able to connect and stay informed easier than ever. We have partnered with award-winning web designer Heather Duering and have launched our chapter website at www.asidscottsdale.org. It is a resource for everything design that is happening around Scottsdale.

We thoroughly enjoy networking with fellow student members at ASID Arizona North events and would like to invite all student chapter and ASID members from across the valley to participate in our events. Our tentative line up of presenters includes designers, architects, vendors and representatives from the USGBC and Desert Botanical Garden. If any ASID designers have a topic of interest they would like to share with our student chapter, please contact Sean Wilson at sean-daniel.wilson@gmail.com.

We also have partnered with the USGBC for a LEED Certification study program beginning this fall. It will be an amazing and affordable opportunity to become LEED Certified. Please visit our website for more details.

- You determine the type of space and the functions that take place in it (examples may include but should not be limited to: a private residence, office, hospitality/restaurant, institutional, government, healthcare, corporate, etc.)
- You determine the context and location of your space
- You determine all interior structural parameters for the space and all other related components.

Deadlines and Award Details

The Competition begins August 1, 2011, and entries are due by October 15, 2011. Judging will be completed by December 1, 2011. Winners will be announced at SURFACES 2012, January 24, 2012.

A Grand Prize of a \$10,000 scholarship will be awarded to the student whose design is chosen as the overall winner. In addition, that student's design will be displayed in the Daltile exhibit at SURFACES 2012, and the student will be Daltile's guest at SURFACES 2012, January 24-26 in Las Vegas.

First-, Second- and Third-prize winners will each receive a \$5,000 Scholarship, and ten Merit Winners will each receive \$2,500 in Scholarships.

To learn more and register for the competition, go to www.daltile.com/scholarship.cfm

Congratulations to our 2011 Scholarship Winners!

While they certainly are winners, these students worked very hard and *earned* these scholarships!

Congratulations to Marcela Molina of Mesa Community College and Kristine Brown of Art Institute of Phoenix!

To be eligible for these scholarships, the students must be ASID student members and have completed at least half of the requirements for a degree or certification in interior design. They must be enrolled in a minimum of two classes, submit letters of recommendation and a goals and career essay, submitted current transcripts, held a minimum of a 3.0 GPA, and presented a portfolio presentation with explanation. Whew!

A panel of impartial judges determined the winners. Thank you to the judges and to the students for your hard work!



Marcela Molina



Kristine Brown

Event Calendar

August

- 8 ASID AZ North Board Meeting 3:00-5:00 p.m.
Location TBD
- 13 Design Excellence Awards Event
Location: Intercontinental Montelucia Resort and Spa

September

- 12 ASID AZ North Board Meeting – Joint Meeting
3:00-5:00 pm Location TBD
- 15 Chapter Meeting: Art & Color for Therapy
Location: Phoenix Art Group

October

- 20 Chapter Meeting: Sherwin-Williams Color Trends
Location: Palavela Home

November

- 7-11 RealWorld DesignWeek
- 17 Chapter Meeting
Location: Kitchen Transformations

December

- 15 Holiday Party

Meetings and events subject to change. Check www.asidaznorth.org news & events for latest information.

Interior Design Legislation Myths vs. Facts

BACKGROUND

Since Puerto Rico first passed legislation to license interior designers in the late 1970s, many “myths” have developed about the purpose of interior design legislation. ASID believes that laws, regulation and legislation that allow designers who demonstrate advanced education and code knowledge to open new practice opportunities should be supported. Designers who become registered, certified or licensed do not limit others from practicing but open new areas to the entire profession. This legal process is no different from state regulations for architects, engineers, accountants or the hundreds of other professions that are subject to professional licensure regulation.

MYTHS AND FACTS

Myth: Interior design legislation puts non-registered interior designers out of business.

Fact: Interior design laws supported by ASID do not put anyone out of business, and designers may continue to perform current services regardless of any legislation. ASID-supported interior design legislation allows designers to expand into areas (e.g., stamping, signing, and submitting plans for permitting) that they were barred from previously.

Myth: Interior design is a purely aesthetic talent that deals with colors, fabrics, finishes and furniture. There are no technical aspects of interior design.

Fact: Interior design is an evolving profession that includes many technical aspects. Individuals working in residential settings must comply with state and local building codes. While individuals working in more heavily regulated spaces such as office, hospitality, health, education and retail must comply with building and energy codes, indoor air quality and the American’s with Disabilities Act requirements, among other health and safety issues.

Myth: Interior design registration, certification or licensure is an attempt by national associations to create monopolies for their members.

Fact: States set the criteria for licensure of interior designers and other professions. Any individual who meets the requirements set forth by the state may become licensed. No national association has the authority to restrict or limit licensure or the authority to issue credentials.

Myth: Other professions don’t have “special” laws or licensing procedures or requirements.

Fact: Most professions require education, testing and licensing. Some in similar professions, for example landscape architects, become certified to expand practice opportunities. Testing and licensing simply allow any designer to expand the range of services offered by affirming specific knowledge, skills and abilities.



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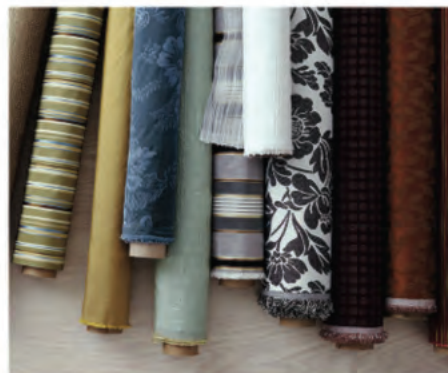
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