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THE ASID ARIZONA NORTH CHAPTER

Fall 2009

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LINDA KOLESAR, ASID
ASID ARIZONA NORTH
PRESIDENT 2008-2009

The STAYIN' ALIVE 2009 Design Excellence Awards Event at the Hyatt Regency Gainey Ranch on September 12 was the perfect way to end my year as President of the ASID Arizona North Chapter. It was a great celebration, recognizing design excellence by our chapter's members and also a really fun party! Both the Awards Competition Committee and the Awards Event Committee knocked it out of the park! A very big THANK YOU to **Colleen Heldenbrand, Allied Member ASID**, Awards Competition Committee Chair, for going above and beyond the call of duty. Assisted by staff members **Roberta Faz, Christina Forrest, Colleen Haarer** and last but not least, **Dan Heldenbrand, Allied Member ASID**, the committee handled the innumerable details efficiently and graciously.

THANK YOU to Awards Event Committee Co-Chairs **Maria Benson, Nyla Simone Home, Industry Partner of ASID** and **Ernesto Garcia, ASID** for doing such a great job on the event and for a SHOW STOPPING disco performance! THANK YOU to **Kristi Ludenia, Sunwest Appliance Distributing, Industry Partner of ASID** for making sure that invitations and programs were printed and delivered in a timely fashion. THANK YOU to **Joe Zazzera** for the gorgeous live centerpieces created by **Plant Solutions, Inc., Industry Partner of ASID**. THANK YOU to our **WONDERFUL SPONSORS** who made this fabulous evening possible! THANK YOU to **Mark Boisclair**, once again our photographer for the event.

On the subject of THANK YOU, this year's **COMMITTEES AND COMMITTEE CHAIRS** were so instrumental to the success of our programs and events and deserve a big thank you! Community Service Chair, **Tricia McCourt, Patrick McCourt Fine Furniture, Industry Partner of ASID** did a great job enlisting contributors and raising funds for the remodel of the Childhelp Keys Community Center. Education Day Chair, **Tricia Thompson, Enmar Hardwood Flooring, Industry Partner of ASID** made sure that the very popular CEU event was informative, entertaining and fun. Ethics Chair, **Lynne McCarthy, ASID** handled ethics issues and wrote well-researched and valuable articles to keep our members informed. Golf Committee Co-Chairs **Beverly Hogshire, Allied Member of ASID** and **Harold Hoeg, Horizon Art, Industry Partner of ASID**, researched and laid groundwork for a future golf tournament. Sponsorship Co-Chairs **Sherry Hauser, ASID** and **Brian McBride, @theOffice, Industry Partner of ASID** enlisted the sponsorships that made our programs and events possible. Student Affairs Chair **Tracey Marshall, ASID** made sure that student members were informed of Chapter events planned especially for them. STEP Chair **Norma Escandon Michaels, ASID** worked to assure that the valuable STEP program was offered to our members. THANK YOU to all of our COMMITTEE MEMBERS for volunteering your time and effort!

I am so appreciative of our **Industry Partner Membership Meeting Hosts** who provided outstanding meetings accompanied by delicious hors d'oeuvres and beverages. THANK YOU for the **special guest speakers** and quality programs you arranged for our members!

It made all the difference in the world to have a terrific Board of Directors to work along side! To **Brenda Strunk, ASID, Susan Nicholson, ASID, Kathy Harris, ASID, Melinda Foote, ASID, Charlyn Burrows, ASID, Brooke D'Alleyrand, Industry Partner Representative of ASID**, and **Patricia Vera, Student Member of ASID** my sincerest gratitude for your hard work and support. A huge THANK YOU to **Pauline Wampler, ASID Arizona North Chapter Administrator**, whose valuable help and advice made my job so much easier.

Lastly, thank each of you for being **ASID MEMBERS** and participating in our chapter's programs and events. We are one of the largest and most prominent chapters in the American Society of Interior Designers and it has been my privilege and honor to be your President. As I close out my year, it is a pleasure to welcome **Brenda Strunk, ASID**, Arizona North Chapter President and the new Board of Directors for 2009-2010. Have a great year!

A handwritten signature in cursive script that reads "Linda Kolesar".

Linda Kolesar, ASID
ASID Arizona North Chapter President

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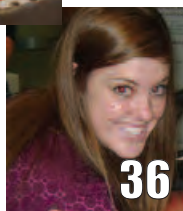
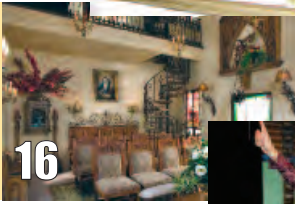
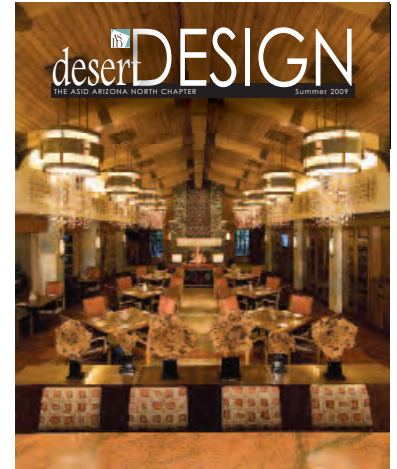
Fall 2009

on the cover

Best in Show: Commercial

Suzanne Urban, ASID
Studio 4 Design

Ritz Carlton Dove Mountain Golf Club



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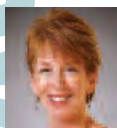
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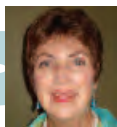
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**BRENDA S. STRUNK, ASID
ASID ARIZONA NORTH
PRESIDENT 2009-2010**

Some benefits of Volunteering:

- Keep skills updated and learn new ones.
- Give back to the community or a cause you believe in
- Opportunity to network with board members and industry leaders.

My name is **Brenda Strunk**, and I am honored to be your new ASID Arizona North Chapter President. I am assuming this post from a poised, gracious leader, and fellow colleague **Linda Kolesar**. She's a hard act to follow. I plan to build on her accomplishments and move forward with the work that our current and new Board members have started. First things first, I would like to introduce myself.

I am a designer, small business owner, pilot, golfer, gardener, wife and mother. I met my husband on a high school German travel study trip to Europe in the 70's. Our son is a Financial Analyst for Wells Fargo and resides with his wife and critters in Prescott. Our daughter, an Archeologist, is working on her Masters in Museum Studies and lives with her new husband and critters in Central Phoenix.

Last year my husband and I shed our large home and acre in North Scottsdale for a 1700sf 1959 Allied Ranch home in Village Grove in South Scottsdale, also known as So Sco by the locals. We love being a part of a diverse neighborhood with easy access to shopping, parks, golf courses, healthcare, restaurants, library and Ollie the Trolley. Our first year was spent in remodeling debris, while this year we are finishing the studio/guesthouse structure that will be my office – yessss!

My family invested a great deal of time and energy in order to downsize our household in a tough housing market and planning was critical to a successful move and remodel. Planning is also critical to our Chapter. The Strategic Planning team did a great job planning for the success of our chapter this year and future years. We looked at both the 2008 and 2009 Environmental Scanning Report, National's Strategic plan and our chapter annual survey data to formulate a strategy, work plan and budget.

- **Our Vision** or 'who do we want to be when we grow up' is: ASID Arizona North Chapter strives to become the Professional Interior Design organization of CHOICE.
- **Our Mission** or 'what do we exist to do' is ASID Arizona North Chapter will: 1) Inspire members to achieve design excellence and professionalism. 2) Inform members. 3) Increase professional success through learning and growth opportunities, collaborative networking, and community involvement.

• **Our Focus is:**

Increase Professional Success

Position ASID as a resource that betters our member's business. Build increased attendance at networking and educational events.

Build Relationships

Influence the industry on topics that touch our member's business. Achieve a high renewal rate. Attract new members.

Visibility of the Interior Design Profession

Position ASID as a resource that betters the lives of the general public.

We have 8 goals and 40 tactics to tackle our focus areas, along with our core values and approved budget of \$131,345 to make it all happen.

It is still not enough. We need you, your ideas, and your involvement for design to come to life for our members and our customers. Please volunteer. If you are out of work or underemployed, volunteering can give you the opportunity to develop skills as well as network for job contacts in the process. For some of us, it may even mean a new design career path when the economy turns around. Volunteering can additionally offer a sense of purpose and connection while brightening your outlook when unemployed or underemployed.

You are key to your success and the success of the chapter. We have a plan in place and now we need you to become a part of the plan and work the plan. Take a big step forward and get involved with your Chapter. I can't wait to see you at our next meeting!!

**Brenda Strunk, ASID
ASID Arizona North Chapter President 2010**



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2009 Design Excellence Awards

By Colleen Heldenbrand, CTC, Allied Member ASID

On Saturday September 12, 2009, ASID Arizona North Chapter presented the 33rd annual Design Excellence Awards gala. The Design Excellence Awards, popularly known as the "Adam", is presented annually by ASID to recognize the excellence of professionals in residential and commercial Interior Design. The formal ceremony at which the awards are presented is one of the most prominent ceremonies for our association. This year, the event was presented by Linda Kolesar, ASID, our esteemed president and hosted by Ernesto Garcia, ASID and Maria Benson, Industry Partner at the ever popular Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch.

In true ASID fashion, the theme was "Staying Alive". As the music played in the background of Saturday Night Fever, Ernesto and Maria, strutted across the stage giving us the best John Travolta dances moves we have ever seen! The audience loved it! The theme continued throughout the night with great music provided from Eric Cheroske of Got You Covered Music and few dance moves by the winners as well!

Many thanks go out to the behind the scenes people, Linda Kolesar, ASID, Brenda Strunk, ASID, Kristi Ludenia, Industry Partner, Christina Forrest, Roberta Faz, Colleen Haarer and Dan Heldenbrand, Allied Member ASID. It is through their countless hours that the Awards competition and ceremony was successful! It is a huge undertaking to put some-



Awards Committee 2009
Colleen Heldenbrand, Allied ASID, CTC-Chairman, Ernesto Garcia, ASID-MC, Maria Benson, Industry Partner-MC, Linda Kolesar, ASID

thing of this nature together, and we need to commend them for their time and dedication. Another great thanks to Plant Solutions for making our wonderful "succulent" table arrangements.

Prestigious Awards

By Linda Kolesar, ASID



Debra May Himes, ASID and her father

Debra May Himes, ASID was presented with the **2009 ASID Medalist Award** at the ASID Design Excellence Awards on September 12, 2009. This national award by the American Society of Interior Designers was based on her outstanding service to the Chapter and her contributions that have significantly enhanced the Chapter and the profession. Medalist is the highest Chapter award bestowed by the Society.

An ASID member since 1980, Debra is a Past President of the Chapter and has served in other leadership and Board positions. Throughout her career, she has received over 28 Design Excellence Awards as well as several national design awards. In 2007 she received the first place award in product design for a drapery product line that is produced locally and distributed throughout the country. Debra has generously given back to the community through her civic affiliations, charity show house participation and speaking engagements at high school and college classrooms to inspire future designers.

Debra's career and service have brought positive recognition to our Chapter and to the profession of interior design. She upholds the high professional standards and code of ethics that ASID has established for its members. The Arizona North Chapter of ASID commends Debra May Himes for her service to the Chapter and congratulates her on this award for an exemplary record.

Pat Bacon, ASID was awarded the **Life Member award** at the ASID Design Excellence Awards on September 12, 2009. Life Member is a rare and highly prized award bestowed by the national American Society of Interior Designers to a member who has made continuing contributions to the chapter and society and has been a professional member for at least 25 years.



Pat Bacon, ASID

Pat holds the distinction of being the founding President of the Arizona North Chapter of ASID in 1975, an office she held again in 1988. She served as chair of ASID fundraisers, community service projects and the first trade only Designers' Market for the Phoenix metropolitan area in 1978. She worked with community organizations such as Sojourner House (now Sojourner Center), Ronald McDonald House and the historic Rosson House restoration. As a dedicated professional, she managed her own business, Pat Bacon Studio, participated in ASID showhouses, garnered design excellence awards and was awarded ASID Medalist in 1980, the first in our chapter.

Our Chapter has been privileged to have had the talented leadership of Pat Bacon since its inception. Her commitment to excellence and her gracious manner have endeared her to all who have worked with her. Michael Clare, of Clare Frame and Art, shared a letter he wrote to Pat, "Your leadership in the Chapter and Pat Bacon Studio is exemplary. You embrace design beautifully and project it from your inner being out to the world in many ways beyond your clients' environments." We gratefully acknowledge the vital role that Pat Bacon has had in shaping the Arizona North Chapter of ASID. Pat, we thank you for your many years of exceptional service!

The Awards Committee is proud to say that we had a record breaking year! We had a total of 64 winners in 25 different categories. And even more wonderful was the fact that we had an attendance of 240 people the night of the gala! It well surpassed our wildest expectations. It was wonderful to see new faces and companies entering this year and we look forward to seeing them again next year as well as new aspiring entrants!

In addition to the spectacular Excellence awards, we had the distinct honor to present Pat Bacon, ASID a Life Membership Award. This ASID National award is presented to a special individual who has supported the association with many years of dedication, commitment and hard work. It is a rare and highly prized award that honors a lifetime of notable achievement in the profession.

Pat Bacon is just the special individual who deserved this award. Congratulations Pat, from the Awards Committee!

Another wonderful award presented by Linda Heinz, ASID is the Chapter Medalist Award. This distinguished Chapter award was

presented to Debra May Himes, ASID. It is bestowed by the National Society, honoring outstanding service to the Chapter and contributions to the profession that are of national significance. There wasn't a dry eye in the crowd as Debra's dad came up on stage and delivered a bouquet of long stemmed red roses.

Since this was my last year serving as the Chairman of Awards, I really want to say thank you to everyone for their participation and congratulate all of the winners and entrants for their wonderful work and for making our Awards gala such a success. I look forward to next year and know that the new Awards Chairman, Dan Heldenbrand, Allied Member ASID will continue to make the Gala a huge success!

Lastly, but certainly not least, our special thanks goes out to our sponsors. It is through their donations that we are able to put this event on. A round of applause does not even show our true appreciation of their donations.

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Residential	Residence between 3,500 & 6,000 Sq. Ft.	Lindsey Schultz, ASID	Ownby Design, LLC
Residential	Residence over 6,000 Sq. Ft.	Anita Lang, Allied Member ASID	Interior Motives, Inc.
Residential	Model Spaces	Mary Meinz, ASID	Robb & Stucky Interiors
Residential	Total Remodel	Angelica Henry, ASID Janet Brooks, ASID	Brooks Henry Interior Design Studio
Residential	Special Function Spaces	Tony Sutton, Allied Member ASID Kim Schapiro, Designer	Est Est, Inc.
Residential	Kitchen	Paige Bailey, Allied Member ASID Laura Richie Smith, Allied Member ASID	Paige Bailey and Associates, Inc.
Residential	Bathroom	Traci Shields, ASID Janet Friedman, ASID	Friedman & Shields
Commercial	Business Office under 5,000 Sq. Ft.	Robert R. Thomas, ASID	Evolution Designs, Inc.
Commercial	Business Office over 5,000 Sq. Ft.	Elaine Alexander, Allied Member ASID	Est Est, Inc.
Commercial	Senior Living Facility	LuAnn Thoma-Holec, ASID Stacey Livengood, Allied Member ASID	Thoma-Holec Design, LLC
Commercial	Retail	Nyusha Lame, Allied Member ASID	Robb & Stucky Interiors
Commercial	Public Facility	Marcene Kandra, ASID Jose Martinez	Form Design Studio, Ltd.
Commercial	Hospitality	Suzanne Urban, ASID Ritz Carlton Dove Mountain Golf Club	Studio 4 Design
Residential	Outdoor Living Space Design	Tony Sutton, Allied Member ASID	Est Est, Inc.
Product Design	Furniture	Anita Lang, Allied Member ASID	Interior Motives, Inc.
Product Design	Fixtures	Anita Lang, Allied Member ASID	Interior Motives, Inc.
Industry Partner	Product Design	Roland Arnold	Arizona Tile

2nd Place

Residential	Singular Space	Tony Sutton, Allied Member ASID	Est Est, Inc.
Residential	Residence between 3,500 & 6,000 Sq. Ft.	David Michael Miller, ASID	David Michael Miller Associates, Ltd.
Residential	Residence over 6,000 Sq. Ft.	David Michael Miller, ASID	David Michael Miller Associates, Ltd.
Residential	Model Space	Tony Sutton, Allied Member ASID Kristin Hazen, Designer	Est Est, Inc.
Residential	Total Remodel	Sandra Evans, ASID	Knoell & Quidort Inc.
Residential	Special Function Spaces	Julie White, ASID Kacie Moore, ASID	Est Est, Inc.
Residential	Kitchen	Tony Sutton, Allied Member ASID Kim Schapiro, Designer	Est Est, Inc.
Residential	Bathroom	Danielle M. Zwier, Allied Member ASID	Neostrada Design, LLC
Commercial	Business Office under 5,000 Sq. Ft.	Norma Escandon Michaels, ASID	NM Interiors Group, Inc.
Commercial	Business Office over 5,000 Sq. Ft.	Robert R. Thomas, ASID	Evolution Designs, Inc.
Commercial	Senior Living Facility	LuAnn Thoma-Holec, ASID Stacey Livengood, Allied Member ASID	Thoma-Holec Design, LLC.
Commercial	Retail	Anita Lang, Allied Member ASID Justin Nee, Allied Member ASID	Interior Motives, Inc.



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Kim Kahadian of AZADI Fine Rugs with Linda Kolesar, ASID and Ernesto Garcia, ASID



Linda Kolesar, ASID with Linda Martin, ASID and Hank Arens, Allied Member ASID of Camelback Interiors



Linda Kolesar, ASID with Tony Sutton, Allied Member ASID of Est Est



Linda Kolesar, ASID with Sandra Evans, ASID of Knoell & Quidort



Linda Kolesar, ASID with Brenda Strunk, ASID of Shaping Spaces



Michael Jackson of Hinkley's Lighting Factory with Ernesto Garcia, ASID



Linda Kolesar, ASID with Norma Escondon Michaels, ASID of NM Interiors Group



Linda Kolesar, ASID with Roberta R. Thomas, ASID, Evolution Designs



Linda Kolesar, ASID with Marcene Kandra, ASID, and Jose Martinez of Form Design Studio



Linda Kolesar with Interior Motives

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Commercial	Hospitality	Marcene Kandra, ASID Jose Martinez	Form Design Studio, Ltd.
Residential	Outdoor Living Space Design	Ken Roberts, Allied Member ASID	Kenner Designs
Product Design	Furniture	Angelica Henry, ASID	Brooks Henry Interior Design Studio
Product Design	Fixtures	Debra May Himes, ASID	Debra May Himes Interior Design and Associates, LLC
Industry Partner	Product Design	Jason Helser	Helser Brothers, Inc.
3rd Place			
Residential	Singular Space	David Michael Miller, ASID	David Michael Miller Associates, Ltd.
Residential	Residence between 3,500 & 6,000 Sq. Ft.	Danielle Wallinger, Allied Member ASID	Studio D
Residential	Residence over 6,000 Sq. Ft.	Lynda Martin, ASID Hank Arens, Allied Member ASID	Camelback Interior Design
Residential	Model Space	Carrie Schuler, Allied Member ASID Jonathon Wheat, Allied Member ASID Mary McCain, Allied Member ASID	Robb & Stucky Interiors
Residential	Total Remodel	Sherry Hauser, ASID	hHh, Inc.
Residential	Special Function Spaces	Tony Sutton, Allied Member ASID Kim Schapiro, Designer	Est Est, Inc.
Residential	Kitchen	Brenda Strunk, ASID	Shaping Spaces, LLC.
Residential	Bathroom	Danielle Nicole Jacques, Allied Member ASID	Robb & Stucky Interiors
Commercial	Business Office over 5,000 Sq. Ft.	Robert R. Thomas	Evolution Designs, Inc.
Commercial	Hospitality	Cory Golab, Allied Member ASID Ron Ackerlund	Cal Designs, Inc.
Residential	Outdoor Living Space Design	Julie White, ASID Kacie Moore, ASID	Est Est, Inc.
Product Design	Furniture	Anita Lang, Allied Member ASID	Interior Motives, Inc.
Product Design	Fixtures	Cory Golab, Allied Member ASID Ron Ackerlund	Cal Designs, Inc.
Honorable Mention			
Residential	Singular Space	Danielle M. Zwier, Allied Member ASID	Neostrada Design, LLC
Residential	Residence between 3,500 & 6,000 Sq. Ft.	Lindsey Schultz, ASID	Ownby Design, LLC
Residential	Residence over 6,000 Sq. Ft.	Tony Sutton, Allied Member ASID Kim Schapiro, Designer	Est Est, Inc.
Residential	Model Space (Tie)	Kacie Moore, ASID Stacy Scharf, ASID	Est Est, Inc.
Residential	Model Space (Tie)	Julie White, ASID	Est Est, Inc.
Residential	Special Function Spaces	Danielle M. Zwier, Allied Member ASID	Neostrada Design, LLC
Residential	Bathroom	Priya Patel, Allied Member ASID	Robb & Stucky Interiors
Commercial	Business Office over 5,000 Sq. Ft.	Elaine Alexander, Allied Member ASID Kacie Moore, ASID	Est Est, Inc.
Commercial	Hospitality	Tony Sutton, Allied Member ASID Kristin Hazen, Designer	Est Est, Inc.
Product Design	Furniture	Kacie Moore, ASID Julie White, ASID	Est Est, Inc.
Product Design	Fixtures	Sherry Engle, Allied Member ASID	S:E Design, Inc.

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Distinguished Service to the Chapter as Chapter Administrator	Pauline Wampler
Distinguished Service to the Chapter as Administrative Champion	Vance Wampler
Outstanding Service to the Chapter as Chair, Design Excellence Competition	Colleen Heldenbrand, Allied Member ASID, CTC
Distinguished Service to the Chapter as Chair, Design Excellence Awards	Maria Benson, Industry Partner
Distinguished Service to the Chapter as Chair, Design Excellence Awards	Ernesto Garcia, ASID
Outstanding Service to the Chapter as Chair, Community Service	Tricia McCourt, Industry Partner
Dedication and Service to the Well-Being of Children as Community Service Partner	Childhelp
Outstanding Service to the Chapter as Editor, Desert Design Magazine	Kathy Harris, ASID
Outstanding Service to the Chapter as Chair, Design for Hire	Charlyn Burrows, ASID
Distinguished Service as Chair, Education Day	Tricia Thompson, Industry Partner
Outstanding Service to the Chapter as Chair, Ethics	Lynne McCarthy, ASID
Distinguished Service as Chair, ASID Cares Golf Challenge	Beverly Hogshire, Allied Member ASID
Distinguished Service as Chair, ASID Cares Golf Challenge	Harold Hoeg, Industry Partner
Distinguished Service as Legislative Liaison	Marilizabeth Birk, ASID
Outstanding Service as Chair, Publicity and Website	Sandra Kieffer, Allied Member ASID
Rising Star for Distinguished Leadership, Community Service	Sharlie McRaney, Allied Member ASID
Rising Star for Distinguished Leadership, Community Service	Denise Kosan, Allied Member ASID
Rising Star for Distinguished Leadership, Community Service	Marissa Langlie, Allied Member ASID
Distinguished Service as Chair, Sponsorship	Sherry Hauser, ASID
Distinguished Service as Chair, Sponsorship	Brian McBride, Industry Partner
Exceptional Dedication and Service to the Chapter as Chair, STEP Workshop	Norma Escandon Michaels, ASID
Distinguished Leadership as Chair, Student Affairs	Tracey Marshall, ASID
Outstanding venue Support as Host to Chapter Board Meetings and Education Day	Sub Zero Wolf Distributing
Volunteer of the Year as Website Manager	Sandra Kieffer, Allied Member ASID
Exceptional Contribution of Professional Photography	Mark Boisclair, Boisclair Photography
Whatever It Takes Volunteer as Assistant to the President	Steve Kolesar



Ernesto Garcia, ASID

Citations 2009

Enhancement of the Arts	Desert Botanical Gardens, Chihuly Exhibit
Quality of Life	Dan Harkins: Harkins Theatre
Industry Partners Award	Brian McBride: @the Office
Designer of Distinction	Melinda Foote, ASID
Medalist Award	Debra May Himes, ASID
Life Membership	Pat Bacon, ASID



Linda Kolesar, ASID with Roland Arnold, Industry Partner of Arizona Tile



Linda Kolesar, ASID with Suzanne Urban, ASID of Studio 4 Design

A few of our winners... 2009 Design Excellence Award Winners



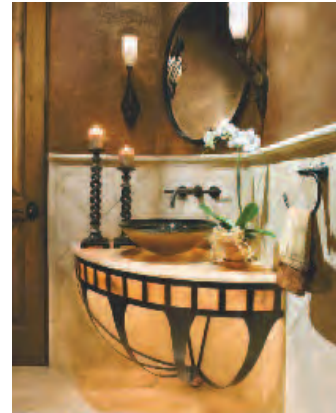
First Place: Residential Singular Space
Luis Corona, Allied Member ASID &
Michael Barron, Allied Member ASID
casa del encanto



First Place: Commercial: Senior living facility
LuAnn Thoma-Holec, ASID, & Stacey Livengood,
Allied Member ASID
Thoma-Holec Design



Second Place: Residential: Outdoor Living Space Design
Ken Roberts, Allied Member ASID
Kenner Designs



Second Place: Product Design: Fixtures
Debra May Himes, ASID
Debra May Himes
Interior Design & Associates



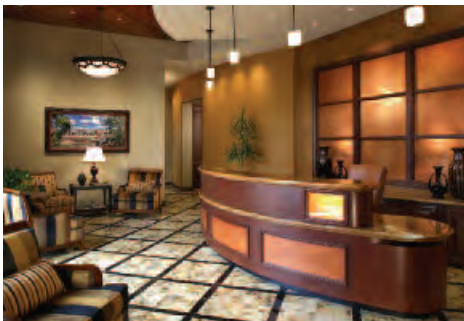
3rd Place: Residential: Residence between 3,500 to 6,000 SF
Danielle Wallinger, Allied Member ASID
Studio D



Third Place: Product Design: Fixtures
Cory Golab, Allied Member ASID
CalDesings



Honorable Mention: Residential: Residence between 3,500 to 6,000 SF
Lindsey Schultz, ASID
Ownby Design, LLC



Honorable Mention: Commerical: Business offices over 5,000 SF:
Elaine Alexander, Allied Member ASID, &
Kacie Moore, ASID - EST EST, Inc



Best in Show: Residential
Anita Lang, Allied
Member ASID
Interior
Motives



Best in Show: Commercial
Suzanne Urban, ASID
Studio 4 Design
Ritz Carlton Dove Mountain Golf Club

TEN THINGS I LEARNED AT CLC

By Marilizabeth M. Birk, ASID

This last July, ASID held its annual Chapter Leadership Conference in Cincinnati, Ohio. Most of your new board, including yours truly, was fortunate enough to attend to this fabulous and wonderfully educational event. We spent hours during the days going to training sessions and meeting other individuals who hold the same positions as us in other chapters across the States. We spent evenings bonding as a new board and learning about each other. By the last day we were exhausted, and thankfully, on the last day (in the last session) we had the most dynamic speaker of all that entitled his speech: Ten Things I Learned at CLC. Here's a brief overview:



Enjoying dinner are Robyn Randall, ASID, Colleen Heldenbrand, Allied Member ASID, Marilizabeth Birk, ASID, Brenda Strunk, ASID, Tracey Marshall, ASID, Marcela Molina, Student Representative to the Board and Charlyn Burrows, ASID. Not pictured is Brooke D'Alleyrand, At-Large Director.

1. **I can make ice.** Yes, that's right – ICE. The key here is knowing how and when to delegate. Allow yourself to give guidance, but don't try to do it all – go buy an ice tray and recognize that many smaller blocks of ice can be much more efficient than one large brick.
2. **Oprah has NOTHING on me.** Oprah is known as the woman who does it all – she can communicate with everyone and many find her interesting. The key to this lies in knowing what to do in various scenarios. We, too, have the ability to engage wholly in conversation! Be inspirational, be giving, be honest, be direct and most of all, be a listener!
3. **I feel your pain.** We all need to take the time, when listening, to hear and understand the other person's feelings and motives. By listening and understanding, they then believe you are identifying with their situation. Having empathy is key.
4. **We need to put more ors in the water.** Did you read that correctly? "Ors" not "oars." Here, we must all recognize that in social networking, we must ask the right questions and give people options. If you open doors with the correct questions, you can not only gain the right answers, but discover new opportunities you didn't know existed.
5. **I'm so much cooler on line!** This one is easy: use technology! Learn about other companies by researching them and knowing what products and services they offer! If you don't know how to use email, internet, or search functions, take a class and learn how to use this great new world available at your fingertips.
6. **Go Ahead. Google me. I dare you!** The flip side to advancing technology is that everything can be found on the Internet. Be sure that whatever you do, you are proud of it – because it's going to be posted somewhere. Try Googling yourself to see what is out there – go to the Google search function and type in your name (and any portion thereof) and you'll see what I'm talking about.
7. **No risk, no reward.** Just remember – play at your own risk. The only guarantee in life is that there aren't any. You must play to win!
8. **Never underestimate the WOW factor.** As designers, we know this phrase well. But wow comes from good social graces as well. Kids these days are not often taught the manners that most of us were – so remember to say thank you when great things – big and little – occur.
9. **We never know the lives we touch.** As we go day to day, behave in a manner that will make a difference. Talk to and treat others in a fashion that you would want for yourself.
10. **NOW I understand the gift of leadership.** Leadership truly is the ability to get a lot done with a lot of people. Initiate change with and through other people. And, leading well is key. If there were to be a movie made of your life, who would the directors ask to play YOU? Meryl Streep? Mickey Rourke? Sharon Stone? Robert deNiro? The list goes on.....Think about it – and think about the way you lead and are viewed.

We, as your new ASID board, are applying these as we serve you over the next year or two. Hopefully you are also able to take these 10 pointers and apply them not only to your work, but your everyday life. Who knows...they might be the perfect new list of New Years Resolutions you're ready to actually tackle!

Ethics

with Electronic Media

By Lynne M. McCarthy, ASID



Today electronic media can be described as many things. For most people the term electronic media encompasses either the use of a home or office computer that is a personal computer (PC), or a Macintosh. The Internet is the method of transport of information from one computer to another. This global network called the Internet contains three components. These include people who write the form of communication, Hardware, which is what the actual

computer represents and Software, which is the actual computer program used to deliver the information. The Internet is not owned by any one organization. The Internet Society (ISOC), who is comprised of a group of volunteers, directs the Internet. Therefore there is no president or CEO. This society was founded in 1992 to provide leadership to all standards, education and policies. The ISOC gathers links and resources on various topics. The Internet service provider (ISP) provides access to the Internet from the home or business computer.

When we refer to the World Wide Web we are referring to documents. These documents are called web pages. These pages combine written text in any language, pictures or graphics and sound. All web pages have a "home page". The purpose of the "home page" serves as an entry point to the actual Website. The Website is comprised of the content, which conveys the type of business, product, or service that one offers to the world. Most Websites include specific words, phrases, pictures, images, and/or icons, which graphically deliver the information to the viewer. Usually these Websites have an e-mail address so that one may correspond with the business, or person that the website represents. Often the e-mail addresses have the individual's name in the electronic address such as lucy-smith@yahoo.com.

When writing formal business e-mails there are unspoken dos and don'ts. There are also ethical guidelines that one should consider. E-mail actually has its own system of manners. It is called netiquette-network etiquette. This is an online code of conduct that netizens otherwise known as Internet citizens, observe throughout the world of cyberspace.

1. Always identify the topic you intend to address in the e-mail. This may include something in the subject line such as; Subject: RE: Friday's business meeting. This subject line gives the viewer a head's up that the content of the email may be a reminder for a meeting. The e-mail will likely be read and not passed over as an advertisement or junk e-mail.
2. E-mail abbreviations should not be used in a formal business e-mail. Some people use online abbreviations such as "afaik" (meaning as far as I know). Always spell out the word that you mean. That way there will be not be any confusion on the readers end.
3. E-mail Smileys, otherwise known, as "emoticons" are those cute little symbols, which might look like :-X. This actually means, "Lips are

sealed". These smileys may be fun for personal e-mail but are inappropriate for any professional e-mail.

4. Flame. A flame is considered a personal attack on an individual or a business. Flaming also includes using all capital letters such as, "READ THIS". When you are writing in cyberspace capital letters are considered the equivalent of shouting. This communication is considered rude.
5. Spam. Spamming is a term used when the same message, e-mail or advertisement is sent to hundreds or even thousands of personal or business e-mail addresses. This annoys people, clutters the e-mail in boxes, and wastes time. Most people consider spam to be the most annoying form of correspondence out there because people have to read it to determine that it is in fact spam. Forwarded business opportunities are also considered spam. Unless some one asks you for specific information, do not send it.
6. FW, FW, FW. Take a moment and clean up all the forwards you are sending out. It will look more professional.
7. Chain letters. Most people are not superstitious about chain letters and feel that this is another waste of time. Chain letters take up valuable space in the e-mail in box.
8. Newsletters. If you do create and send out newsletters that pertain to your product or service, make sure that they contain an "unsubscribe" feature or icon.
9. Respect others time. When you are sending e-mail you are taking up another persons time. Respect that and get to the point. Do not linger with the form of communication you are attempting to make. Others will take you more seriously and actually respond to your e-mail.
10. Reply all. Before you click the send button, ask yourself if you do want to reply to all or just the sender of the e-mail. It is quite possible that everyone on your list does not need to see your response.
11. Blind Carbon Copy (BCC). When sending our e-mails to a host of recipients in your address book be sure to use the (BCC) option to prevent the names and addresses from being exposed to the unscrupulous people that search the Internet for large blocks of email addresses to "steal" for uses such as "spamming".
12. Selling or swapping your e-mail addresses. Do not sell or swap e-mail addresses even if you are in a professional networking group or representative of a product or service. Interior designers especially have to deal with all this unnecessary e-mail information that they have not requested. That too is irritating. The interior designer can detect if his or her e-mail address has been sold or swapped.

E-mail rules and etiquette have been evolving over the past 15 to 20 years and they may vary from culture to culture. Remember, if you are not sure about whether the e-mail correspondence you are about to send is appropriate or not, please do not send it.

New ASID Exhibit at the Home & Design Idea Center

By Esther Leal-Isla, Tracey Marshall, and Brenda Strunk

The ASID Arizona North Chapter has a newly installed exhibit space or vignette at the new Home & Design Idea Center. Designers Esther Leal-Isla, ASID, Tracey Marshall, ASID, and Brenda Strunk, ASID have put together an exciting 50 sf space to entice Idea Center visitors to obtain more information about our ASID chapter.

The space exhibits a Gallery of current ASID Award Winning Projects, plus it invites and engages the guest to come to the table and be an active participant in the design process and working with professionals.

The Home & Design Idea Center located at 19120 N Pima Road caters to design professionals, remodelers, builders and affluent homeowners in about 37,000 square feet of space. More than 200 vendors are featured from complete kitchen setups to flooring and lighting selections.



Visitors register and are given a hand held scanner to scan displays of interest. There are no sales people. Each visitor is given a take-home summary. The ASID take home materials are Hire a Professional: A Guide to Interior Design Services,



a 2008 national publication, our LUXE ad 'You Can't Afford Not to Hire an Interior Designer' directing potential customers to visit our website/find a designer and a thank you to our generous exhibit sponsors.

Sponsors include ACN Painting, Elegant Window, Emser Hardwood, Ferguson Lighting Gallery, Flooring Resources, Helser Brothers, Lightform

Lighting, Sherwin-Williams, The Taller Installer, A Touch of Glass, and Visual Advantage.

Let us know if you receive any leads from this new concept. We will also be contacting the visitors that received our ASID information to find out if the information was helpful in their search for products and services.

Please join us on November 19th, 2009 for our member meeting at the Home &

Design Idea Center for the Grand Opening of the ASID exhibit and Industry Partner exhibits. Refreshments for the event will be sponsored by Robb & Stucky.



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Hunter Douglas Enters the Soft Window Fashions Market

Luminette® Modern Draperies and Design Studio Roman Shades Lead the Way



Luminette Modern Draperies

➤ *Dual Panel Modern Draperies make a powerful design statement that creates instant drama in a room. Here, drapery panels in Satinee Golden Fern frame Luminette sheers in Angelica Ivory Veil. Imagine a client's response to this beautiful installation!*

Luminette® Modern Draperies are a beautiful enhancement of traditional draperies and make an impressive entrance for Hunter Douglas into the soft window fashions market. This remarkable new product features all the innovation, reliability and performance consumers have learned to expect from the leader of the window coverings industry.

Instant Drama

Modern Draperies create instant drama, transforming rooms with the luminous luxury

of precisely contoured columns of fabric. Two fabric styles offer endless design options: Satinee, a rich satin weave with lustrous elegance; and Shantung, with the look and texture of fine Chinese silk. Each fabric style is offered in ten colors ranging from neutrals to rich, saturated hues.

Two Design Options

Consumers have two design options: Full Panel or Dual Panel. The Full Panel option is offered in side and split stack designs and uses a single drapery fabric. Fabric vanes attached

to the woven fabric provide the structural support needed to achieve the dramatic appearance of uniform columns.

The strikingly sophisticated Dual Panel option combines Modern Draperies with Luminette Privacy Sheers on the same operating system. The draperies are side panels that are permanently bonded to the Luminette sheer, which features room-darkening fabric vanes that tilt for privacy and light control. The side panels are fixed in position and do not stack when the sheer is traversed open.

Design Studio Roman shades are available in four styles. Shown here is the Batten Back style in Gridlock Rattan, a beautifully woven textured fabric that creates a sense of warmth and calm while providing privacy.

Unmatched Operating Convenience

Luminette® Modern Draperies use the same proven operating systems as Luminette Privacy Sheers, including Combination Wand/Cord and Traveling Wand™ manual operating systems, plus PowerGlide® 2.0 motorization options. Consumers can enjoy the convenience of motorization much more easily than they can with traditional draperies.

Innovative operation is matched by quick delivery. Consumers can begin enjoying their Modern Draperies in two to three weeks, rather than the six to eight weeks typical of traditional draperies. Plus, Luminette Modern Draperies are backed by the exclusive Hunter Douglas Lifetime Guarantee.



On this Batten Front Roman shade, Camden Iceberg, a subtle striped sheer, gently filters the light and softens the view of the outside. Design Studio sheers are available in patterns, stripes, textures and solids in an array of colors.



Design Studio Roman Shades

Soft Roman Shades

Design Studio is a new Hunter Douglas brand for the company's other impressive entry into the world of soft window fashions: traditional Roman shades. Consumers can choose from four distinctive styles, each backed by the Hunter Douglas Lifetime Guarantee. Design Studio Roman Shades deliver consistent quality construction and detailing. They are hand-crafted using the most advanced equipment and processes, which allows the product to ship within ten days.

Fabrics Sourced from Around the World

The Design Studio transitional fabric collection includes more than 300 timeless fabrics, woven with the finest blends of cottons, linens, silks and synthetic fibers from around the world. Complemented by optional soft fabric valances and a distinctive range of tapes and trims, they work perfectly in all design schemes — from traditional to contemporary.

At Hunter Douglas, the difference is in the details. Design Studio fabrics are woven in widths that allow shades to be made up to 96" wide without being interrupted by seams. The

innovative cording system reduces access to the rear cords for enhanced child safety. Clear rings coordinate with all linings and sheers. Stiff battens provide structure, and batten tunnels are sewn to keep battens from slipping out. And side hems are double-turned and blind-stitched for a custom-finished look, with bottom hems weighted for a smooth appearance.



Look to Hunter Douglas

Luminette Modern Draperies and Design Studio Roman Shades are important additions to the Hunter Douglas line of window fashions, which

includes such widely accepted products as Duette® honeycomb shades and Silhouette® window shadings. Now Hunter Douglas has it all — hard and soft window fashions; custom styles, fabrics and colors; simplified selection and quick delivery — all backed by the quality that is synonymous with the window coverings leader. **Contact your Hunter Douglas Trade Alliance Dealer today for more information.**

HunterDouglas

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Legislative

C O R N E R

By Marilizabeth Birk, ASID



Core values are those values that form the foundation on which we perform work and conduct ourselves. Defined more stringently, we can look at core values as a basic code of conduct or belief of right vs. wrong. As a child, we are hopefully taught core values that are guarded and respected within our families. As we age, we adopt new core values within our own personal strides and through our corporate relationships. It is important to recognize that core values

shape the culture and character of our personal beings, the companies that we work within, and the societies that we choose to participate in.

Like any large organization, ASID has official Core Values. They are listed in their printed Policies as follows: Stewardship, Inspiring, Personal, Enriching, Reliable, and Indispensable. So...what does this mean?

This means it's time to take notice of the core values that you, as a member of ASID, are subscribing to, and live up to them. As a board, and as a chapter, we are required to live up to these Core Values – so it's time to understand them.

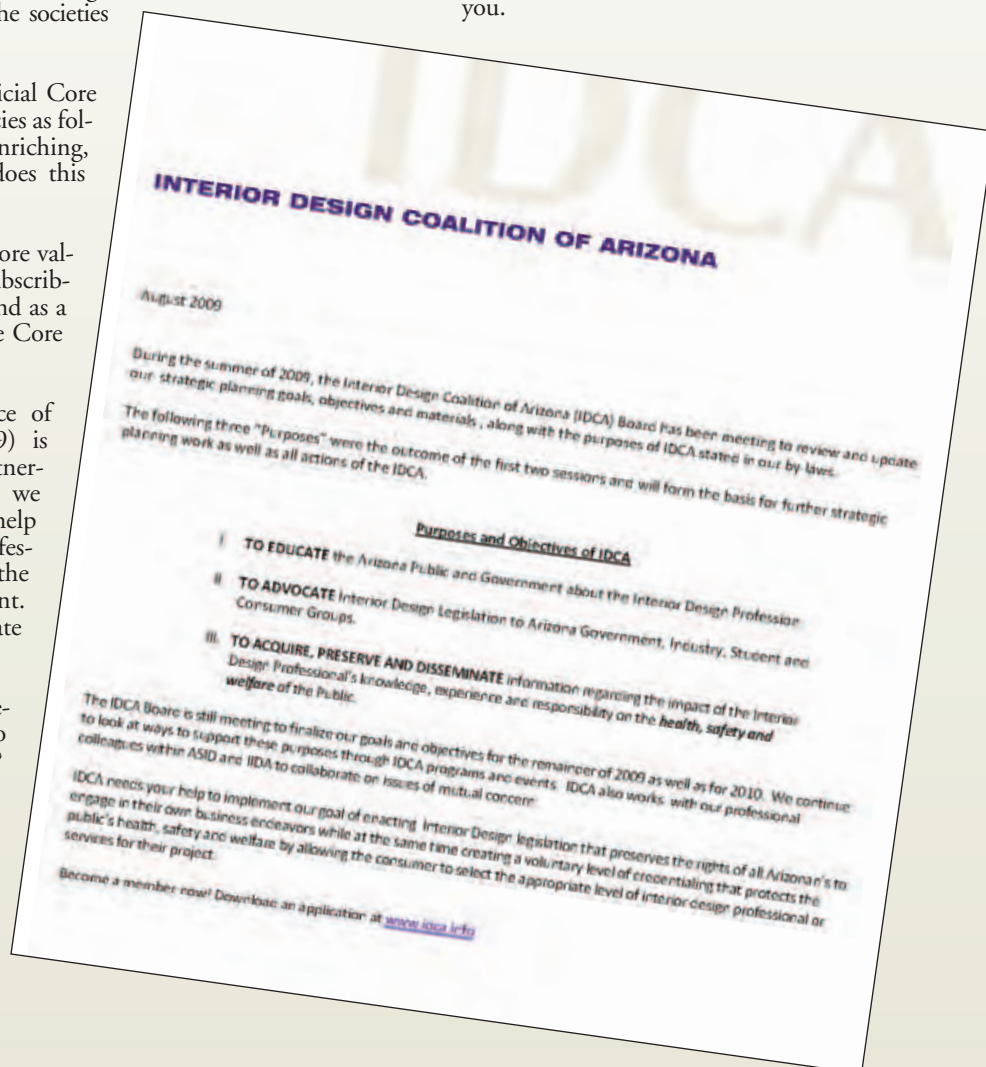
Stewardship, as stated in the Governance of ASID – Policies (as revised April 2009) is achieved “through volunteerism and partnerships with community service projects, we share our gifts and talents as designers to help those in need in our communities. As professionals, we are stewards for our clients, the profession, the Society and the environment. Chapters should be aware of and participate in community service projects.”

This is a good, literal definition and guideline. Now – are you wondering how to apply this to your life and your chapter? Start by looking at your website (www.asidaznorth.org) under the chapter profile tab. There you will find the listing for our Charity of Choice for 2009-2010: Habitat for Humanity. There are many ways on that page alone for you to get involved! Responsibilities at the individ-



ual jobsites vary – and there is a minimal time commitment of 2-3 hours per week. Can't commit to that kind of time? Join in on the “Blitz Build” in November (see website!)

Imagine living the life of the recipient of one of these homes – and then imagine being part of creating that home for that individual! Additionally, come November/December, participate in the Shop & Drop for Community Dental Foundation (www.cdental.org) by bringing small toys, coloring books, crayons, toothbrushes and toothpaste to the December membership meeting. More information will be available on your chapter's website as well. Additionally, participate in Design for Hire. It's a fabulous event that raises funds for YOUR chapter. You donate an hour or two of your time, the funds go back to the chapter, and you have the potential of gaining a new client! By participating you not only help your chapter, but you show the public that you're willing to give back to the chapter that helps you.



Being a good steward means you're willing to volunteer your precious time to assist or raise funds for those less fortunate than yourself. Make the effort to participate in other charitable organizations' events and fundraisers as well – volunteer your time – and let people know that you are proudly part of ASID.

This is the season of giving.
And that's all I have to say about that.

Legislative update

The NAHB (National Association of Home Builders) has put out a press release and an approved recommendation regarding Interior Design Licensing. Their bottom line stance is as stated: "BE IT FURTHER RECOMMENDED that NAHB support and assist state and local home builders associations in their efforts to oppose legislation that restricts the ability of NAHB members to use the descriptive designation of "Interior Designer" or to advertise "interior design" services in the normal pursuit of their residential construction or remodeling businesses."

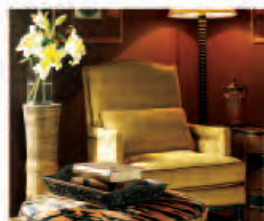
How does this affect legislation? At face value, it may not appear that it will affect either IDCA's or ASID's stance on legislation. Remember – as proclaimed on the National ASID website, we believe that "in the interest of the public good, the professional responsibilities of interior designers warrant state regulation...[and] ASID urges state legislatures to pass legislation to legally recognize the interior design profession through state registration of qualified interior designers."

So why do we need to be aware of the NAHB statement? Earlier in their recommendation they state several items that can be specifically alarming: they "do not support legislation that limits, prohibits or restricts the practice of interior design...[and] title and practice acts are not necessary to protect the health and safety of the public, and such laws will increase the cost of construction and make housing and remodeling less affordable..." We must remember the truth when reading these statements. The proposed legislation is proposing a certification – not licensure. The proposed legislation does not prohibit anyone from using the title "interior designer". We would hope the NAHB would recognize that if their clients work with a registered interior designer, they are working with someone who is recognized to be educated and experienced.

Would they recommend that their clients work with an unlicensed or unrecognized architect? The registered designer will understand various issues, such as aging in place and accessibility, and know that to implement these standards in initial designs can therefore decrease the number of change orders and extraneous expenses caused by a customer attempting to add them in at a later date.

IDCA is pushing for legislation in an effort to not only give credibility to our profession, but also to recognize the fact that designers combine their experience and knowledge of codes, technology, and creativity for the betterment of health, safety and welfare to the public. State registration establishes a set guideline of enforceable standards and the public ultimately benefits.

As a side note – IDCA is looking for people who want to get involved and holding our annual membership drive. Early birds who join before the end of the year pay only \$60 for the benefit of supporting the advancement of our profession, receiving legislative news & event invitations early! Annual student dues are only \$15. Please go to www.Idca.info for more information!



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July Meeting

RECAP

By Linda Kolesar, ASID

ASID NORTH MEMBERSHIP MEETING



Affinity Kitchens

Affinity Kitchens, Industry Partner of ASID, hosted a great July membership meeting! Delicious hors d'oeuvres and fine wine were served from the beautifully detailed kitchen vignettes throughout the showroom. The social hour was spent exchanging business cards, making introductions and connecting with colleagues and friends.

The meeting included a report by Melinda Foote, ASID Community Service Liaison, on the successful Harry Potter advance screening benefit for the Childhelp Keys Community Center. Stephen Klassen and Sally Fisher of Affinity Kitchens were thanked for bringing the idea of the fundraiser to ASID and for their efforts in making it a reality. The hard work and dedication of Tricia McCourt of Patrick McCourt Fine Furnishings, Industry Partner of ASID, and ASID Community Service Chair was a key factor in the event's success.

The special movie night was made possible by the generosity of these Industry Partners: Affinity Kitchens, Botanical Elegance, Dunn Edwards Paints, Inside/Out Showroom, Patrick McCourt Fine Furnishings, SubZero & Wolf Appliance Showroom and Marissa Langlie, Allied Member of ASID, ML Interior Concepts. Generous community sponsors for the event were: L & M Home Entertainment, Mastro's Restaurants, Phoenix Home & Garden Magazine, Sanctuary Builder and TRUE Design & Marketing. Following the business meeting, the program *Breaking the Social Media Confusion Into Five Easy Pieces* began.

Dave Cooke of The Sales Cooke captured everyone's attention with his engaging presentation. Dave explained that the Social Media offers a way to communicate, connect, collaborate and collect information that is published through the Internet for use in marketing. Sites such as Facebook, Twitter, and LinkedIn permit easy access to peers as well as the general audience. A firm can share its message through words, pictures and video in an economical, timely way with a very wide reach. The idea is to get your firm's name out there and get people interested. It is a different approach from direct marketing to sell products and services.

Dave's recommendations for utilizing the Social Media are: Understand what you want to accomplish, make a plan to accomplish it and then get started. You can differentiate yourself in a positive way by having a picture, a branding statement and a website where people can go. He recommends keeping the personal commentary in line with the company image you want to have. Dave believes that spending a limited amount of time each day using the Social Media to get your firm's name out to the larger audience is smart and forward-thinking. Our members greatly appreciated Dave Cooke's valuable insight into this new marketing model.

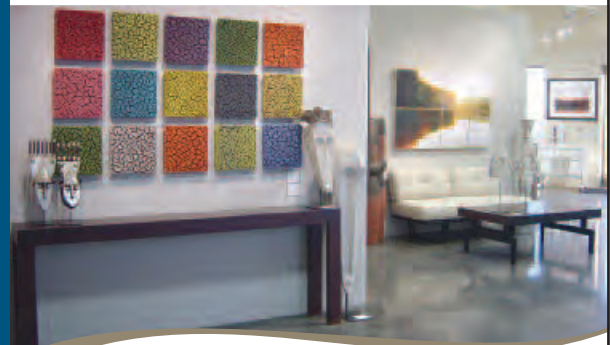
Proposal Introduced to Change ICC Code Definition of “Registered Design Professional”

A proposed change has been introduced to the 2009 ICC International Codes that would change the definition of “registered design professional” to exclude registered interior designers from the building permitting process. If passed, this proposed change before the International Code Council (ICC) Administrative Code Committee would change the definition to recognize ONLY an “architect or engineer” as a design professional who may submit plans to a building official for permit. Currently, the ICC International Codes define a registered design professional as “an individual who is registered or licensed to practice their respective design profession as defined by the statutory requirements of the professional registration laws of the state or jurisdiction in which the project is to be constructed.”

The existing definition, secured via the efforts of ASID with its interior design allies, opens up the building permitting process to interior designers registered with their respective states. The code change proposal is scheduled to be considered by the ICC Administrative Committee in Baltimore, Md. in late October.

To download this code change, as well as all code changes to be considered during the ICC fall meetings, go to:
www.iccsafe.org/cs/codes/2009-10cycle/ProposedChanges/I-Admin.pdf

ASID will continue to closely monitor this and other codes-related issues impacting interior designers.

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August Meeting

By Linda Kolesar, ASID

RECAP

ASID NORTH MEMBERSHIP MEETING

Right: Members of the
2008-2009 ASID
Community Service
Committee
Tricia McCourt | patrick
mccourt showroom |
Chairperson
Sharlie R. McRaney |
Tigh Interiors LLC |
Lead Designer
with the Tile Man



Raise Your Cool Factor

The hot month of August ushered in our COOL Industry Partner Appreciation meeting at Cactus Stone and Tile, Industry Partner of ASID. The theme was Raise Your Cool Factor and our members were treated to Baskin Robbins sundaes as we toured the stunning showroom. Industry Partners were honored and all IPs present had the opportunity to introduce themselves and give a brief "commercial" on the goods and services they offer. As always, members are asked to think Industry Partners when specifying projects. A BIG THANK YOU to all of our Industry Partners for your invaluable support!

The new 2009-2010 Board of Directors was introduced, along with new members to our chapter. The Community Service Committee, chaired by Tricia McCourt, Industry Partner of ASID, reported on the work at the Childhelp Keys Community Center and recognized the hard-working members who have dedicated their time and expertise to the project. Many Industry Partners have donated materials for the project and they were recognized and thanked for their generosity.

Sandra Kieffer, Allied Member of ASID, gave a brief presentation on navigating the new ASID Arizona North website. The helpful tutorial emphasized how easily designers can locate IP firms and the goods and services that they offer, simplifying the job of specification. THANK YOU Sandra for the excellent job you have done in developing our beautiful website! THANK YOU to Betsy King and Cactus Stone and Tile for hosting this special meeting!

Left: Carol Morrow,
Jennifer Lossing,
Linda Koelsar



Bottom left: Elizabeth
Boatwright, Christina
Forrest, Colleen Haarer





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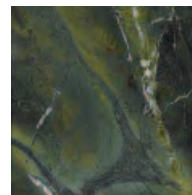


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“for the love of a child”

By Sharlie McRaney, Allied Member ASID, Tigh Interiors, LLC

Janette Williams readily admits, “Getting the kids out of the restrooms is hard”. For Janette, Supervisor of the KEYS Community Preschool, it is just another aspect of an imaginative, colorful world now available to the 3 to 5 year old children in her care.

ASID chose Childhelp’s KEYS Community Center for the 2008-2009 Community Service Project. While the initial mission was to enhance security and spruce up the place a bit, the ASID Community Service team and over 85 donors did so much more.

Yes, the preschool children do like to spend time in the restrooms. That is because the restrooms and the entire preschool received a complete makeover.

Everywhere you look, the “Imagination” design theme comes to life – in color, texture and space.

New tile walls and floors in shades of green create the backdrop for spectacular murals in the boy’s restroom. “A Jungle” lives on the walls with beguiling colors and an array of animals, swinging from the ceiling and peeking out of trees.

The girl’s are treated to an ethereal “Under the Seas” fantasy world with orange, pink and yellow mermaids swimming among jewel encrusted coral and schools of circling fish. Soft blue wall and floor tiles add depth and complete the feeling of swimming with the mermaids. If you look closely, you can see the sun shining through the “water” overhead into the sea paradise.

It is no wonder the kids are spending more time in the restrooms!

At 18’, wide “The Learning Wall” mural makes a statement. This mural is the focal point of the entire preschool. Laughing children, from diverse cultures, read, play and generally have a great time along a flowing stream. A big gnarly tree anchors the scene and provides a resting place for iridescent metal butterflies and a curious eyeglass-wearing squirrel.

Learning aids arranged below the mural cover the basics: numbers, the alphabet, shapes, and months of the year and days of the week. We actually saw the learning wall in use the other day – a wee little one was indentifying shapes.

Watching TV or listening to a good story is much more fun now. A special Reading/TV viewing area, surrounded by bright blue half walls, has defining columns of butterflies and kid’s handprints. Ok, there are a few adult handprints, too!



2008-2009 ASID Arizona North Chapter Community Service Committee
Sharlie R. McRaney, Allied Member ASID, Tigh Interiors LLC | Designer;
Melinda Foote, ASID, Foote & Company, LLC, Design Oversight Director;
Linda Kolesar, ASID, Vintage House Interiors, Inc, ASID Arizona North Chapter President; Tricia McCourt, patrick mccourt showroom | Chairperson; Denise Kosan, Allied Member ASID, Denise Kosan Designs, LLC | Designer. Absent from picture Marissa Langlie, Allied Member ASID, ML Interior Concepts LLC, Design follow-through

Teachers enjoy a comfortable chair as they read to the children. Within these walls movie time takes on a completely new meaning with the new wall mounted TV and DVD player.

Throughout the preschool, walls are a soft, buttery yellow. A soothing accent wall of meadow green provides a backdrop for children’s art framed in rainbow colors and hung in a grid on the reception area wall.

Overhead, three large red sculptural stretched fabric panels encourage imaginations to soar.

Underfoot, lush new carpet provides soft landing spots for little ones.

Bright pinwheels of color and triangular shapes define the tiled areas and create another opportunity to learn shapes, colors and matching.

Breakfast, lunch and snack times are hectic; but so much more organized with new cabinetry, stainless steel countertops and a prep area complete with a new sink and faucet. Kids wash up in their own “kid size” wall sink hung at just the right height.

A newly built administration office complete with new furniture, gives Janette, and her staff, an organized place for paperwork or to meet with parents in private. A large viewing window and a Dutch door let them keep a watchful eye on the little ones.

Visitors enter into a pleasing and light filled reception area. Tile, in happy triangular patterns of color outline the room. New bright white blinds and a fabulous window treatment that mimics the triangles in the floor add interest to the space.



The Learning Wall Mural



Lobby waiting room



Preschool reception area

While all these elements combine to create a beautiful room, visitors can go no further without admittance by the preschool staff. A large safety glass window spans the width of the counter area from wall to wall, and reaches 82" above the finished floor. The solid oak door has a newly installed viewing window; allowing staff to see who is in the waiting room without opening the door – just another measure of safety.

KEYS staff requested more storage space and they got what they asked for. Now a 15' wide set of storage cabinets, flanked by two large bookcases, provide storage space galore. Finished in a soft muted black, they also look nice against the yellow walls of the activity area.



Activity area

Shelving and storage bins surround the Reading/TV viewing area. Bright red, yellow, blue and green storage bins hold games, puzzles, creatures and toys that allow young imaginations the opportunity to build fanciful creations, improve hand/eye coordination or just play.

It is fun to watch as the children enter the preschool each day. They go directly to their own cubby to store treasures they have brought from home. Sometimes, a new doll comes to school or just an extra change of clothes. No matter, there is room to keep it safe and easily accessible.

Throughout the building, hallway walls were once an interesting shade of lavender and vinyl flooring was everywhere. No more. Today, the walls are bright with subtle cream hued paint. The floors shine with stone looking porcelain tile throughout. The hallways are no longer dark gloomy places – we have seen staff members holding impromptu hallway meetings.

KEYS desperately needed enhanced security; this need became the cornerstone of the remodel and the driving force for the design of the main lobby area.



Girl's restroom - "Under the Seas"

The receptionist sitting behind a counter with safety glass extending from desktop to ceiling welcomes visitors entering the foyer. A new security door prevents entrance to the waiting room. Staff can open the door via a key code; visitors must be "buzzed" in by the receptionist.

While the new security door is the single most important feature of the main lobby, the décor is rather nice as well.

Rich wall colors of mulberry and olive green combine with cream to add an element of refinement to the space. A beautiful tile pattern of deep rich burgundy, cream and purple covers the floor.

New art pieces and accessories, burgundy window blinds, soft rose-colored seating and sleek end tables complete the look.

The lobby's focal point is the large "Donor Tree" mural. Complete with an eyeglass wearing, wise owl to watch over the lobby.

Handwritten on each leaf is the name of a donor who helped the remodel become reality.

Deborah Kidd Chapman, Director of KEYS, says, "The children are talking about the changes – they recognize that this is something better than what they had before".



Boy's restroom - "Jungle"

Deborah believes that the remodel has given the students and the community a sense of pride and is promoting a positive outlook for all who enter KEYS.

To prove her point she tells us that since the remodel, preschool enrollment has doubled and the afterschool program has expanded.

An afterschool student asked why we were doing "this" for them. After we answered, she said "this makes us realize even more that the bad stuff is out there and that the good stuff is inside here".

We sincerely appreciate all the help and support given by so many to make the remodel of KEYS possible. Each of us are touched by the beauty of the hearts of our donors and the love shown by them as they embraced this project as their own mission.

A **huge thank you** goes out to Michael Baxter, Baxter Imaging, LLC, who donated his time and talent to take the professional photos. www.michaelbaxterimaging.com

Tara Hitchcock, of Channel 3's Good Morning Arizona, paid a visit to KEYS to check out the new look. You can see video clips of her telecast at www.youtube.com/watch?v=Mj4KZPFxycQ

For a complete list of donors to the KEYS project, please visit the website at www.asidaznorth.org/news_events/community_service/childhelp_project



Close-up of pinwheel tile pattern in kitchen area



Carpet and rug manufacturers Rug One Imports and DC Mills appoints Wade F. Carter, President of W.F. Carter And Associates LLC, as their representative for Arizona.

The family of manufacturers represented by Wade Carter continues to grow with his appointment as sales representative and district manager for two new carpet and rug manufacturers. Both manufacturers are new to the region having not marketed their products in Arizona before. Wade was selected because of his experience and expertise in flooring and his ability to showcase products in his showroom at the Arizona Design Center in Scottsdale.

- Rug One Imports specializes in contemporary and traditional carpet and rug designs wilton woven of wool and art silk. Broadloom, complementary area rugs, stair and hall runners combine to give this line it's strength. With price points designed to hit any budget the product line is sure to impress interior designers.
- DC Mills is arguably the best resource for an entry level 100% wool carpet. 10 styles fashioned in today's most popular colors and textures priced from \$2.35 S.F. In stock for immediate delivery. A complete rug program with custom fancy borders complements this exciting new product line.

The product lines are on display for immediate review at W.F. Carter And Associates showroom in the Arizona Design Center, Scottsdale, AZ.

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Kravet Introduces kravetsmart - a New Brand Emphasizing Quality and Value

Design products can be extremely durable and reasonably priced without compromising style. This is the Smart message. Kravet is pleased to introduce kravetsmart, a new brand that is committed to providing high quality products at value prices.

Kravet has created a brand that is unparalleled in its variety, affordability and style. Ranging from fabrics and trimmings to furniture and carpets, kravetsmart delivers the products interior designers and clients need at prices they desire.

New Key Player in the NCIDQ Interior Design Excellence Program (IDEP): The Mentor

By Melinda Foote, ASID and Tracey Marshall, ASID

Due to the new requirements to be eligible to take the NCIDQ exam, students will need both Supervisors and Mentors to help them gain their work experience. Supervisors are employers or, yes, supervisors, of the student – directly employed in the same office or company. Mentors can be any certified designer willing to help give advice to a student as they navigate the road to experience.

The Mentor

- The mentor is an interior designer for whom the student does not work.
- The mentor will give career advice.
- The mentor must be an NCIDQ Certificate holder or a licensed/registered interior designer.
- The mentor should be employed outside the firm or should have a non-supervisory relationship with the student.
- The mentor supports the student by putting him/her in touch with interior designers who may have a different perspective of the profession. And by giving opportunities to learn through new ways of viewing challenges that may be encountered.
- The mentor may help the student in any of the six required competency areas: Programming, Schematic Design, Design Development, Contract Documents, Contract Administration, Professional Practice
- The mentor consults with the student regularly (in person, by phone or e-mail) to discuss ongoing experience and alternatives, if needed, to fulfill the experience in the six competency areas.
- The mentor should be communicated with at least three times a year.
- Over the course of participation in IDEP there may be more than one mentor.

Why Become an IDEP Mentor?

As a mentor, you will:

Learn - Mentoring is a two-way relationship. You'll bring your wealth of experience to the relationship, and the participant will share his or her knowledge of the latest design trends and technology. Even the most seasoned designer still has something to learn!

Feel energized - As your relationship develops and you see your participant accomplish his or her goals, you'll be proud and excited to be a mentor. You'll remember the "spark" you felt when you first decided to become an interior designer!

Make a difference - Mentoring is a personal, tangible way to give back to the profession.

How Do I Get Started as a Mentor?

If you are asked to mentor an IDEP participant, ask yourself the following questions:

Do I have the time required to devote to this relationship?

Am I concerned about the participant's career development and growth?

Do I possess traits typical of good mentors such as a positive attitude, communication skills, patience and reliability?

Can I respect the confidentiality of our discussions?

Visit www.ncidq.org/pdf/idep_supervisor_mentor_guide.pdf for more information, and some ideas to use when meeting with your student.

Would you like to be added to our list of potential mentors?

Any student that calls inquiring about mentors will be given three names from the list. The students/mentors can then interview each other to ensure a good match of goals, personalities, etc. is achieved.

Send your name and certificate number to ASID@theadmin.org. Be sure to put IDEP in the subject line of your email.

PARTNERSHIP = SYNERGY

By Linda Kolesar, ASID and Stephen Klassen

Industry Partnership took on a new meaning when ASID Industry Partners put their heads together to come up with an EXTREME VALUE product. Affinity Kitchen Design Group, with a reputation for fine quality and customer service, was looking for something new to offer clients that would generate excitement. After months of searching, they discovered a new cabinet company whose factory is located in the USA that offered very good quality and was priced to beat the low cost imports. This was the first step toward creating their vision of a total package product. Enter another Industry Partner who brought appliances and plumbing fixtures to the equation; add one more Industry Partner who finished it off with granite countertops and Affinity Express was born.



This Industry Partnership proves the saying that the whole is greater than the sum of its parts, and best of all, the price is considerably less than the sum of the individual parts. For a very modest price, a client can have cabinetry, granite countertops, an under-mount sink and waste disposal, dishwasher, range and microwave hood installed as a complete kitchen package based on a 9' x 11' kitchen.

These Industry Partners got industrious and worked together to create an EXTREME VALUE product to offer their clients. Equally important, they have seen firsthand that the combined efforts of the group result in synergy and innovation!

This partnership values relationships that build more than business success. Rolling up their sleeves and working side by side, these partners accomplished more than their original objective. The Industry Partners now have something to offer clients to get excited about, reflecting the excitement that the partners themselves feel.

Sidebar: Affinity Kitchens will have monthly barbeques as a fundraiser for charities beginning Friday, October 16 at 11:00 – 1:00. Call Affinity Kitchens at 480-348-0088 for details.



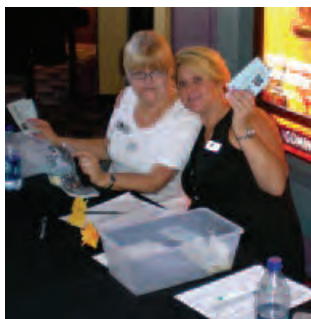
Sharlie McRaney, ASID

Tigh Interiors, LLC

sharlie@tighinteriors.com

Projects on the board:

A modern home and a golf course condo



Recently completed projects:

ASID's Community Service remodel of the KEYS Community Center in South Phoenix

Biggest challenge in remodeling the KEYS Center:

It was a challenge to schedule donated labor and services within a tight timeframe (eight weeks). We also worked around the schedule (including naptime!) of the preschoolers.

Biggest surprise encountered on the KEYS project:

The generous people in our industry who, although hurting economically, opened their hearts to make life better for the children who depend on KEYS to brighten their South Phoenix community.

Biggest uh-oh moment on the KEYS project:

At the last moment, the muralist for the donor tree was not able to do the mural. Melinda Foote came to the rescue and created a beautiful mural to honor the 85 donors who made the remodel a reality.

Happiest moment during the KEYS project:

Seeing a little 4-year-old girl walk out of the restroom backwards, so she could see the mermaids a bit longer.



Books on my nightstand:

Chop Wood, Carry Water by Rick Fields; Marianne Williamson's Illuminata and In the Woods by Tana French.

Industry pet peeve:

Not being on time

Favorite city for design:

Boston

Person I would most like to meet:

Candice Olson



Classic product I will always love: The wing back chair



I live for reruns of:

The Golden Girls

I crave:

A new build project

I own too many:

Cups

If I wasn't a designer, I would be:

A writer

Movie I can always watch:

Gone with the Wind

Person who makes me laugh:

Ron, my husband

I cannot live without:

Music

Thing I love about the industry:

The pieces and parts – from fabrics to faucets

When not in the office, I am:

At the gym

Motto I live by:

To give more than I receive.

welcome

Our chapter continues to grow. Please welcome the following new members to Arizona North.

Industry Partners

An Original, Inc.

Mark Feser

4824 E Williams Dr
Phoenix, AZ 85054-6175
(480) 767-3204
mark@anoriginal-az.com

Cosentino USA

Patty Dominguez

13124 Trinity St
Stafford, TX 77477-4225
(281) 494-7277
pdominguez@candc-na.com

Custom Workshop for Designers, Inc.

Georgia Weatherspoon

3422 E Atlanta Ave#102
Phoenix, Az 85040-2826
(606) 276-2727
georgia@ardysgallery.com

Dreamart Studios

Irene Wei

1230 E Baseline Rd, Ste. 103
Mesa, Az 85204-6706
(520) 829-0710
dreamarts@ymail.com

First Impression Security Doors

Jennifer Orso

1415 N Mondel Dr
Gilbert, Az 85233-1209
(480) 320-4974
jenniferorso@fisd.biz

Saguaro Interior Finishes

Billy Borselli

Heith Peeuyhouse

2317 E Lone Cactus Dr
Phoenix, Az 85024-5507
(602) 292-5151
billy@saguarointeriorfinishes.com
heith@saguarointeriorfinishes.com

Elizabeth Anne Damore, ASID

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Phoenix, AZ 85018-1412
(480) 580-1021

Michael A. Thomas, FASID

4808 N 24th St #1027
Phoenix, Az 85016-9131
(561) 745-4146 ext. 4#

Allied Members

Justine A. Isaacson, Allied Member ASID

14032 E Geronimo Rd
Scottsdale, AZ 85259-3793
(480) 391-3887

Carl Henry Ruzycski, Allied Member ASID

420 W 1st St, #327
Tempe, Az. 85281-3128
(312) 402-8388

Professional Members

Susan K. Burkhardt, ASID

15291 W Mulberry Dr
Goodyear, AZ 85395-8696
(605) 999-1236

All Rise For The Judges...

Thank you to the following ASID professional members for their insight, experience, and evaluations in judging the Palm Springs/Inland Chapter 2nd Annual Design Competition:

Cindy Lewton, ASID; Char Burrows, ASID; Robyn Randall, ASID; Libby Copeland, ASID; Janelle Schick, ASID; Eric Bron, ASID; Esther Leal-Isla, ASID; Peggy Powell, ASID; Tracey Marshall, ASID; and Wanda Frederick, ASID. We did see some beautiful rooms in the spirit of mid century modern.

A special thank you for Juliana Adams of Miele for serving us a great breakfast to get us started and Brian McBride Of @Theoffice For an incredible work space in his new showroom. Thank you all!



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Students interested in taking the NCIDQ exam should consider signing up for the Interior Design Excellence Program

By Melinda Foote, ASID and Tracey Marshall, ASID

The Interior Design Excellence Program (IDEP) is a monitored, documented experience program administered by the National Council for Interior Design Qualification (NCIDQ) for entry-level interior designers.

The career path of a professional interior designer involves formal education, work experience and a qualifying examination. Work experience is required of candidates for the NCIDQ Examination.

Educational Program	Hours Required to be Eligible to take NCIDQ Exam	Approximate Time to Achieve
Graduating from a 2-year program	7,500 hours	3.5 years
Graduating from a 4-year program	3,520 hours	1.75 years

The purpose of IDEP

is to develop competency in interior design practice by:

- Promoting the acquisition of professional discipline, skills and knowledge.
- Validating experience through consistent documentation.
- Providing an instrument for quantifying work experience for licensing and future career opportunities.
- Developing career networking relationships between entry-level designers, work supervisors and experienced mentors.
- Preparing participants for the NCIDQ Examination.
- Enhancing the professionalism of the practice of interior design.

Why participate in IDEP?

IDEP provides a complete and balanced "curriculum" for the first years of work after graduation. It targets critical experience areas for the professional interior designer in any specialty area. Two or three years of participation is required depending on the length of your design education. IDEP helps prepare you for the NCIDQ Examination and licensure/registration. It builds on your professional network through mentorship and greater workplace participation.

IDEP is not required to take the NCIDQ, however...Qualified Work Experience is.

If you began accruing interior design work experience after January 1, 2008, you must earn qualified work experience in order to be eligible to take the exam. Whether your work experience counts as qualified depends on if you have been supervised, and by whom. (See the table below.)

When your direct supervisor is an NCIDQ Certificate holder, a licensed/registered interior designer or an architect who offers interior design services, your qualified hours are counted at 100 percent. When you work in other supervisory relationships, your hours accrue at lower values.

Employment Setting	Direct Supervision Value ¹	Sponsorship Value ²
Under an NCIDQ Certificate holder	100%	100%
Under a state/provincial licensed/registered interior designer in the U.S. or Canada	100%	100%
Under an architect who provides interior design services	100%	100%
Under an interior designer who is neither an NCIDQ Certificate holder nor licensed/registered in the U.S. or Canada	75%	50%
Not supervised by a design professional	25%	
Not supervised at all (self-employed)	25%	

EXAMPLE:

100% value:	700 hours worked =	700 hours valued
75% value:	700 hours worked =	525 hours valued
50% value:	700 hours worked =	350 hours valued
25% value:	700 hours worked =	175 hours valued

1 A "direct supervisor" is a person who has detailed knowledge and direct control over your work, such as your immediate supervisor. This person may or may not work in the same physical location.

2 A "sponsor" is a design professional who agrees to oversee your work but does not have detailed knowledge and direct control over your work, such as an interior designer outside your firm.

RELATED LINKS

This link explains your qualification education/work experience level necessary to determine your entry level and hours required for the IDEP program.

www.ncidq.org/pdf/eligibility_chart.pdf

This link gives you the list of hours required and value of hours when working for/with an NCIDQ designer, a state registered/licensed designer, and a non NCIDQ designer:

www.ncidq.org/pdf/Qualified_Work_Experience.pdf

This link gives you information on getting started with IDEP:

www.ncidq.org/idep/gettingstarted.htm

This link explains the Supervisor/Mentor involvement:

www.ncidq.org/pdf/idep_supervisor_mentor_guide.pdf

This link gives you the application for the supervisor to fill out as well as the participant:

www.ncidq.org/pdf/idep_super.pdf

This link is your verification application for those who do not have a 4 year bachelor degree:

www.ncidq.org/pdf/idep_ver.pdf

Art Institute of Phoenix Update

By Jill St Germain, Student Member ASID, AI Student Chapter Secretary

Happy fall 2009! The Art Institute of Phoenix Student Chapter is excited about a new year, loaded with events and activities. This summer the ASID student chapter held officer elections and is pleased to announce our new officers for the 2009-2010 academic school year: Jessica Nadle- President, Jill St Germain – Secretary, Vanessa Gonzalez-Treasurer, Gillian Pollock-ASID Liaison, Katie Crouse- IIDA Liaison, and Hannah Davison- Community Chair.

As the summer was in full swing, students and faculty members embarked on our new community service project for the year, "Wrapped in Love". Using fabric samples, quilting supplies and creativity students and faculty have created six quilts thus far. One of the quilts was raffled off while the others were donated to a local women shelter. Our goal is to produce more quilts, incorporating the 3 R's, reuse, recycle, and reduce!

This fall the chapter will host our annual ASID student membership drive with focus on growing our student members. We have planned many events and activates exposing student to industry partners in preparation for their future careers. The chapter anticipates meetings that highlight guest speakers, further outreach opportunities with the local community, and participating in events such as Petutopia, Green Build, Couture, Student Charrette, and Real World Design Week.

The AI student chapter recently launched our facebook page, enabling our group to connect with student chapter members, keeping them updated on events, activities, and meetings.



Carol Morrow, ID director and Natalie Sabala, student and winner of Wrapped in Love quilt

2009-2010 Student Chapter Officers

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IIDA LIAISON

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ID DIRECTOR

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FACULTY

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ID DIRECTOR

Cindy Stedman
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cstedman@aia.edu

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Mesa Community College Update

By Keri Pollard, Student Member ASID

The MCC ID Group has been busy planning activities for the school year. Our chapter officers (under the direction of Cherise Robb, Faculty Advisor and Janice Pierson, Department Chair) for the 2009/2010 school year are Keri Pollard, President; Jennica Maes, Publicity; Barb Harrison, Secretary; Megan Sheffield, IIDA Liaison; Marcela Molina, ASID Liaison, Corin Edwards, USGBC Liaison, and Ana McCann, ASMCC Representative.

Our ASID Liaison, Marcela, who was selected as a new student Representative to the Board, had the immense opportunity to go to Cincinnati in July where she received all the necessary information and contacts (industry partners and professional members) to help the ASID student members in their activities. In addition she was present in the celebration of 2008/2009 Design Excellence Winners in Scottsdale where she was able to appreciate the most talented ASID interior designers in Arizona.

Just a few weeks into the semester, the Reference Library invited the MCC ID Group to attend the Knowledge by Design Tradeshow. The tradeshow was held at The Buttes and featured new and exciting design products for exterior applications. The MCC ID Group had approximately 12 participants attend the informative event.

In September, the MCC ID Group had over 15 participants attend the IIDA Unveiled Tradeshow at the Scottsdale Convention Center. The tradeshow featured some of the most exciting and cutting edge interior design products and materials available today.

An invitation was extended to the MCC ID Group by SCC to attend a workshop at Goodmans Interior Furnishings Showroom for a tour with their Herman Miller rep and an education about their designer job duties and how to best market yourself as a new designer for hire. Thank you to SCC ASID for inviting us!

The MCC ID Group has several members that are going to participate in the shadow events with different industry partners during RealWorld DesignWeek. This event encourages relationships with the role models in the industry.

Our first sponsored event was a workshop featuring guest speaker, Brooke Morgan from iRendering (www.irendering.com). Brooke is an extremely talented designer and spoke to the MCC ID Group about her rendering business – how she got started, where she plans on taking her business, her dreams and aspirations, and even shared some quick rendering tips/tricks with the group. (The MCC ID Group is inviting Brooke back in the spring semester for a two-day workshop where she will teach participants computer and hand rendering skills – this workshop is going to be opened to other schools!)

In October, we are hosting the Sherwin-Williams Colormix 2010 presentation. Laurie Clark is our guest of honor and will present the 2010 Sherwin-Williams color forecasting. ASID will be hosting a pizza party prior to the workshop, explaining the benefits and advantages students have when they join ASID as student members. Immediately following the Colormix presentation, an ASID industry partner will also give a presentation on professional techniques in artistic picture framing.



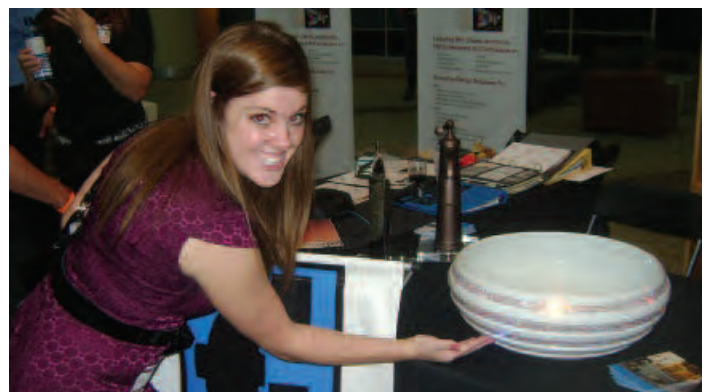
At CLC. Left to right: Marcela Molina (Student Representative to the Board), Tracey Davis Mashalls (Professional Development Director), Colleen Heldenbrand (Communication Director), Marilizabeth Maas Birk (Financial Director), and Robyn Randall (President Elect).

The MCC ID Group has over 15 student volunteers participating in Greenbuild. All of the students will gain free admission to this amazing event with their eight hours of volunteer work. We expect the event to be quite memorable and a once in a lifetime experience for our students.

The MCC ID Group has a design team of five students participating in IIDA's Petutopia. The event pairs local design teams with local contractors and asks the teams to design and build a pet home out of recycled/donated materials. The homes are then auctioned and all of the proceeds to go help pets that have been abandoned because of the foreclosure crisis.

We have also compiled a team of two Interior Design and two Fashion Merchandising students that will compete in this year's Couture 2010 fashion competition. The event has teams create a couture fashion design entirely out of interior design materials. The materials are supplied to the design team, and the design team is then responsible for the conceptualization and execution of the garment. Each team then chooses a member to model the garment at a fashion show hosted by IIDA. The teams are judged on their craftsmanship, creativity, use of material, etc. and a winner is chosen.

The MCC ID Group is currently working with a few more ideas for workshops for their student members. One idea involves A.K.A. Green and would feature a workshop on green design and sustainability. Another idea is a one day CAD refresher course. One thing is certain; the MCC ID Group is steadily working toward a fulfilling semester for their student members.



IIDA Unveiled Tradeshow at the Scottsdale Convention Center.

Student from Mesa Community College.
Picture by Janice Pierson. (Department Chair M.C.C.)



Northern Arizona University Update

By Linley Conrad-President

So far we are off to a great semester here at NAU! We are happy to have so many new faces joining us at every meeting and we've added so many new officers within our chapter!

Already this semester we participated in a philanthropy event called Up Till Dawn. It was a campus wide event where we each addressed 35 letters asking for donations, all the donations go to St. Jude's Children's Hospital.

We are happy to announce our new chapter website, designed by Alex Terry! Check us out at nauasid.com.

Two of our officers, Whitney Adams and Maggie Jones, have cleared out and organized our Resource Room! Our chapter then bought a new couch and pillows to add some comfort! We now have a nice area to retrieve samples, do homework and relax!

We are looking forward to repainting our studios within the next month.

Our chapter is looking forward to a great year filled with hard work, guest speakers and events!



SCC ASID Student Chapter Representatives with AZ North Chapter Members in front of hallway bulletin board (from back center clockwise: Janet Jackson, Jill Stebbins, Marcia Gonzales, Elizabeth Boatwright, Debra Allen, and Tracey Marshall)

Scottsdale Community College Update

By Elizabeth Boatwright, Scottsdale Community College Student Chapter President ASID

On Tuesday, September 1st the Scottsdale Community College ASID Student Chapter kicked off the fall semester with our first meeting on campus. Tracey Marshall and Jill Stebbins were special guests of the evening representing the active AZ North Chapter and thoughtfully treated students to refreshing food and beverages. They, along with faculty advisor Marcia Gonzales, joined the fifty students who came curious and interested in learning more about ASID. Elizabeth Boatwright, President, introduced Tracey to share member advantages and upcoming events while Janet Jackson and Debra Allen, Co Vice Presidents, encouraged student feedback with a questionnaire and promoted ASID RealWorld Design Week 2009.

October will be an exciting month for our Student Chapter as we visit Goodmans Interior Structures and Kitchens Southwest to gain exposure of designs featuring form, function, and visual unity while developing product knowledge.



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By Katherine Alford, Chief Design Enthusiast

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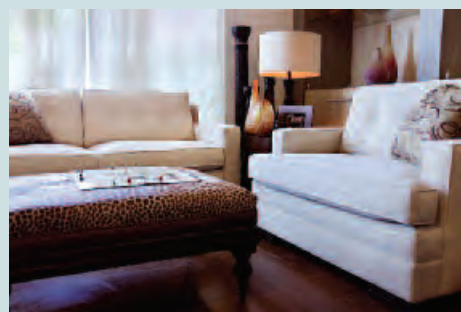
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- 1-7 ASID REAL WORLD DESIGN WEEK
- 9 INNOVATIONS IN CARPET RECYCLING
.1 CEU AT PROSOURCE 19TH AVE SHOWROOM 3 – 4 PM
SPONSORED BY PROSOURCE WHOLESALE FLOORCOVERINGS
- 13 ASID AZ NORTH BOARD MEETING
9:00 – 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 16 PAINT AND COATING TECHNOLOGY .1 CEU AT EMSER TILE 12 – 1 PM
SPONSORED BY SHERWIN-WILLIAMS
- 19 GRAND OPENING OF ASID/INDUSTRY PARTNER'S EXHIBITS AT THE HOME & DESIGN IDEA CENTER
5:30 – 6:30 TOUR OF IDEA CENTER AND REFRESHMENTS
6:30 – 7:30 REAL GREEN, REAL AFFORDABLE, REAL LIFE LESSONS LEARNED FROM HABITAT FOR HUMANITY

December

- 10 WHAT DOES CULTURE HAVE TO DO WITH COLOR? .1 CEU AT PATRICK MCCOURT FINE FURNISHINGS 5 – 6 PM
SPONSORED BY SHERWIN-WILLIAMS
- 11 ASID AZ NORTH BOARD MEETING
9:00 – 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 17 ASID HAPPY HOLIDAY HOURS AT WESTAR KITCHEN & BATH
COME AND BE A TOOTH ELF FOR KIDS BY BRINGING GIFTS OF SMALL TOYS, GAMES, BOOKS FOR AGES 2-10, TOOTHPASTE (4 OZ OR LARGER), SOFT TOOTHBRUSHES, FLOSS STICKS, COLORING BOOKS AND CRAYONS (4 OR 8 PACK) TO BENEFIT COMMUNITY DENTAL FOUNDATION.

January 2010

- 8 ASID AZ NORTH BOARD MEETING
9:00 – 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 15 STUDENT CHARETTE COMPETITION AT SUNWEST APPLIANCE DISTRIBUTING
- 21 GREEN REMODEL HOME TOUR WITH PHILIP BEERE

February

- 12 ASID AZ NORTH BOARD MEETING
9:00 – 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 18 HAPPY HEART HEALTHY HOUR AT BSH HOME APPLIANCES GALLERY
- 19 STUDENT CAREER DAY AT PHOENIX COLLEGE



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