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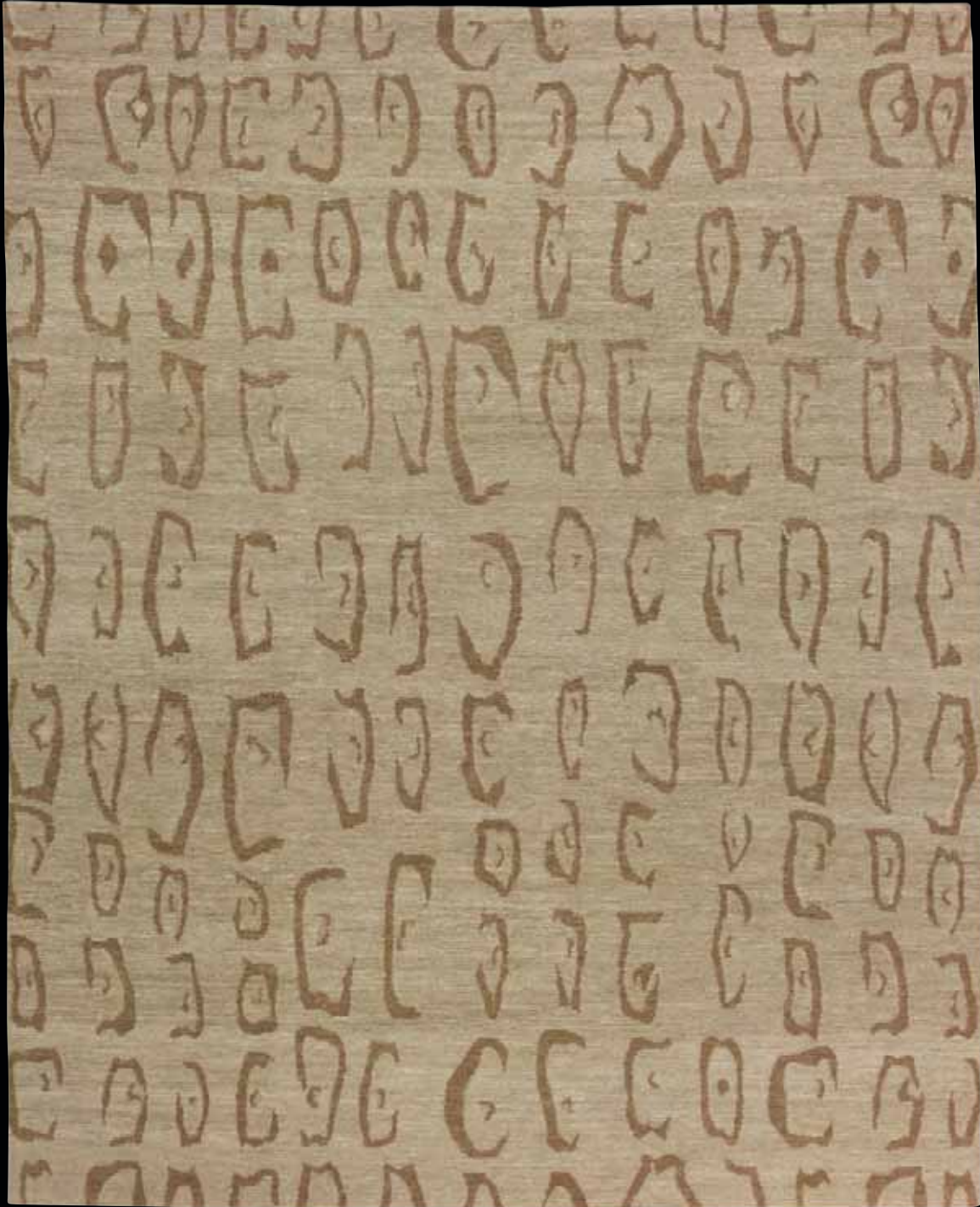
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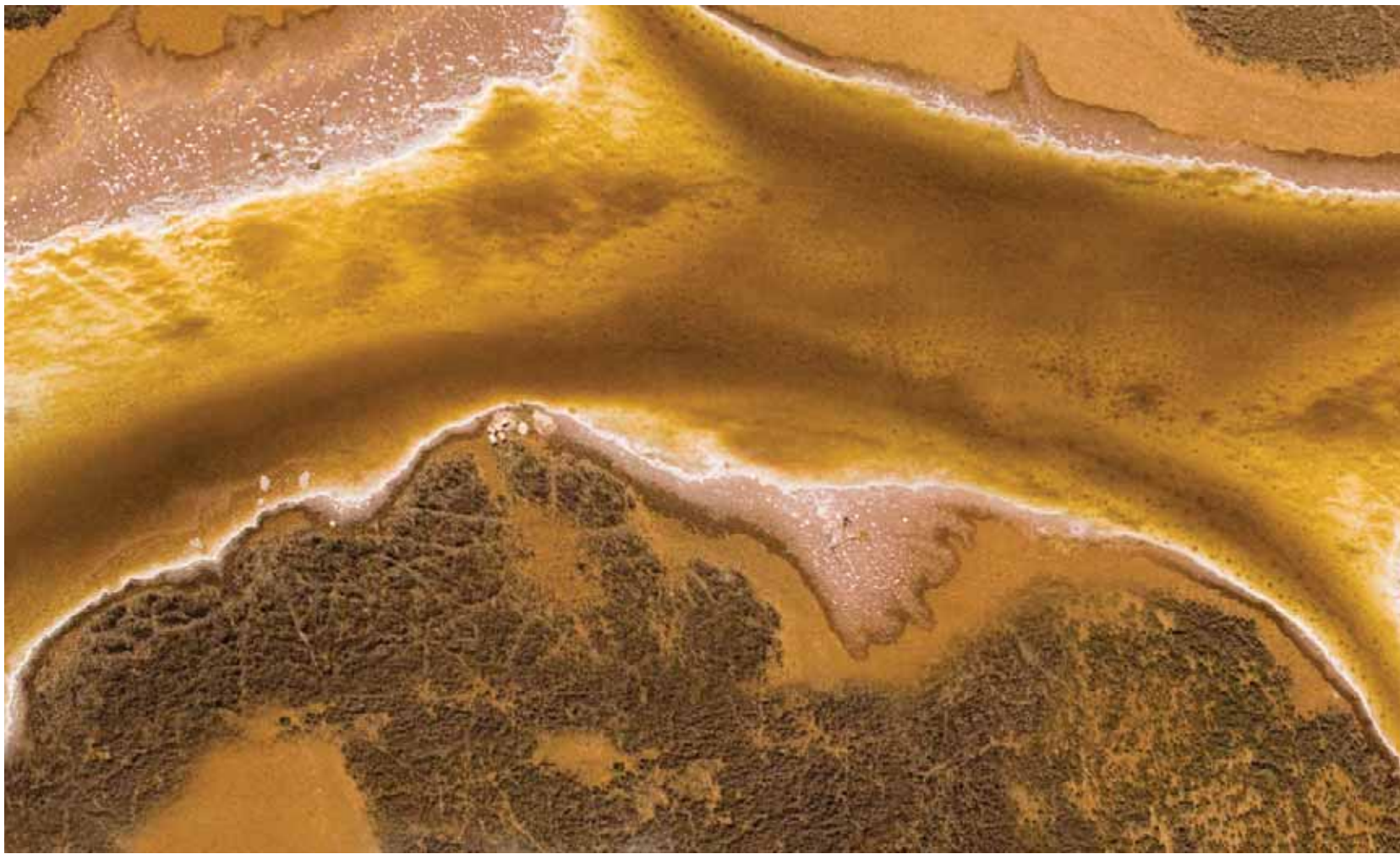
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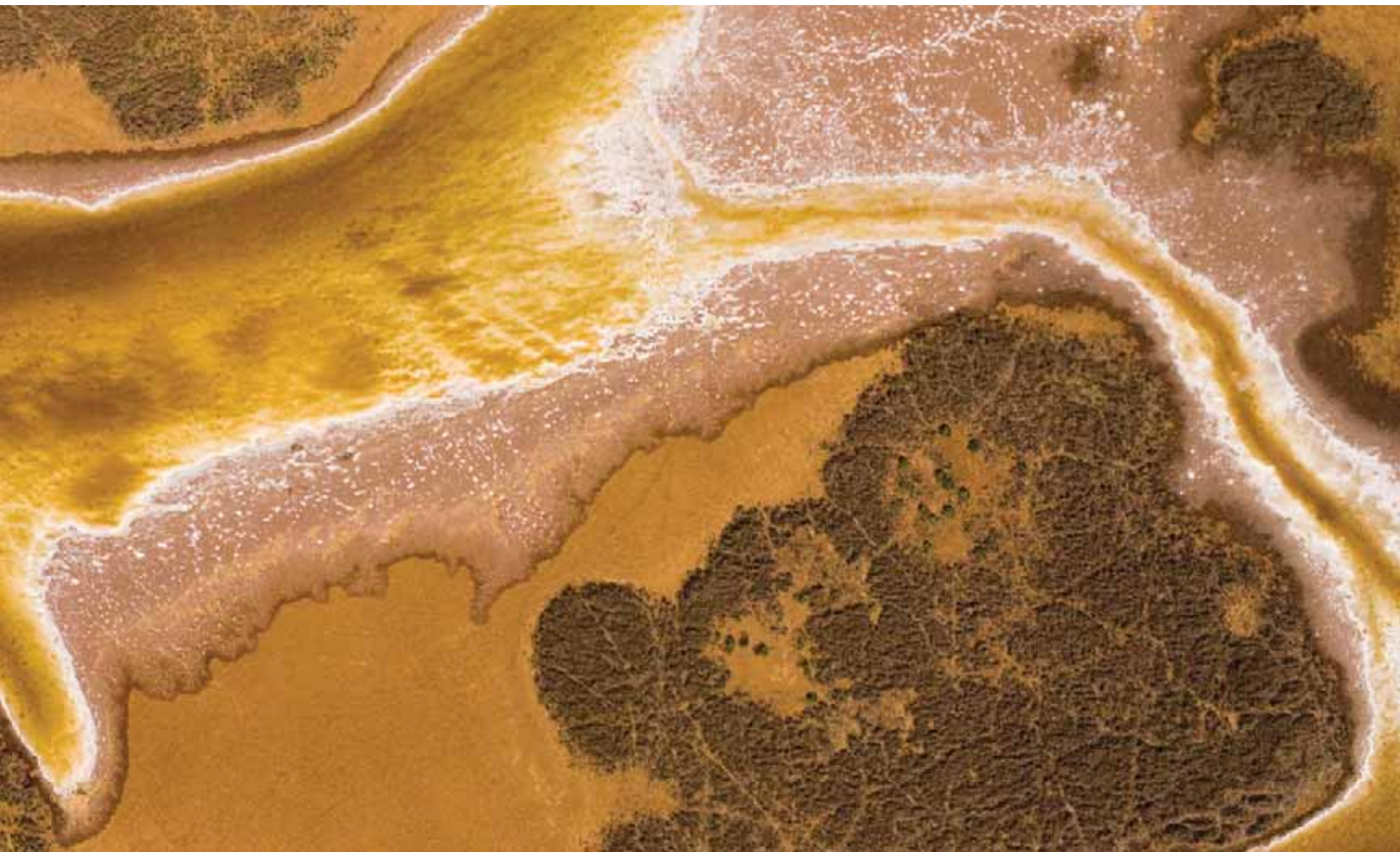
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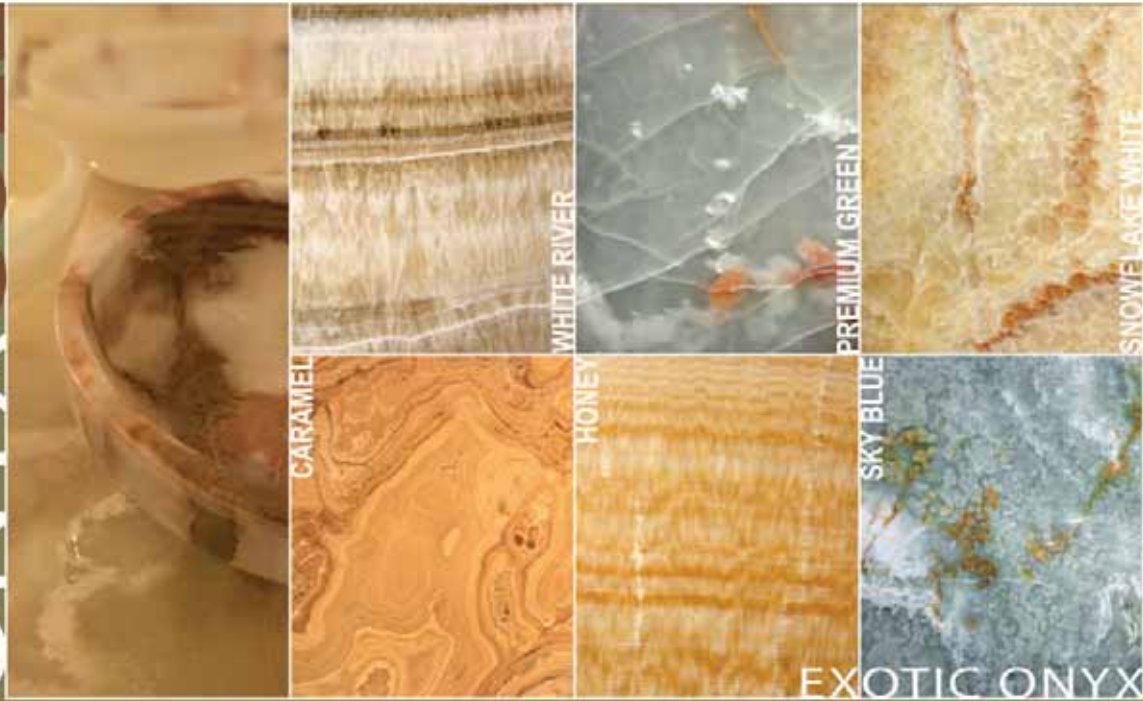
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I would like to thank the Arizona North Chapter members for the opportunity to serve you as your 2006-2007 ASID Chapter President. As most of you know, I also served as president from 1993 to 1994. This past year has been a great opportunity to reconnect with old friends and make many new ones. Our chapter is really one of the most successful chapters in the nation. I applaud all of your efforts and commitment to ASID.



Linda Singer-Heinz, ASID
President

The last several months have been extremely rewarding due to the support of our membership. Our programs have been outstanding and very well attended. The Industry Partners have opened up their showrooms and hosted some fabulous meetings. In August we hosted our annual Industry Partner Gathering which was extremely well received. This year's event started with a tour of the Lofts at Kierland Commons, then a presentation by **David Andow, Industry Partner and Owner of Arts Alive** on "Building a Partnership" and ended with round table discussions at the Tommy Bahamas restaurant. In this issue of *Desert Design Magazine* there is an article with the results from this meeting - I hope everyone will benefit from this event.

On September 8, 2007 "The Best of The Best" Awards Event was held at the Gainey Ranch Hyatt Regency in Scottsdale. **Paul L. Buys, Allied Member ASID**, did a fabulous job chairing and hosting the night of festivities. It was a lovely evening with many of the beautiful people in our chapter decked out in their finest threads. It truly was a great way to end the year. Photography taken during the awards presentation was courtesy of **Mark Boisclair Photography** – www.markboisclair.com. **Michael Clare, Industry Partner and ASID Financial Director** and his team at **Clare Frame & Art** also did all an outstanding job on all of the framing for the beautiful awards.

There are so many members I would like to thank for their commitment and involvement over this past year: **Susan Kay Schultz, Allied Member ASID** for *Desert Design Magazine* and Web site; **Susan Nicholson, ASID, IIDA** and **Brooke D'Alleyrand, Industry Partner** for Home Tour; **Catherine Pliess, ASID, IIDA, IDEC** for Programs and Education Day; **Anne Bertino, Allied Member ASID** for Education Day; **Katherine Thornhill, ASID, IIDA** for Career Day; **Lawrence Lake, ASID** for Sample Sale and Scholarship; **David Andow, Industry Partner** for Industry Partner Gathering; **Paul L. Buys, Allied Member ASID** for Awards Event; **Colleen and Daniel Heldenbrand, Allied Members ASID** for Student Shadow Week; **Colleen Heldenbrand, Allied Member ASID, CTC**, **Robyn Randall, ASID** and **Karen Mandarino, Allied Member ASID** for Awards Competition; **Michael Clare, Industry Partner** for his outstanding dedication to our chapter finances; and, of course, **Pauline Wampler** for being the BEST administrator ever. I applaud all of you and your committees for an outstanding year. Thank you for the opportunity to serve you.

Linda Singer-Heinz, ASID
ASID Arizona North Chapter President

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Sharon Fannin ASID of Fannin Interiors receiving a gift of appreciation from Linda Singer-Heinz ASID, 2006-2007 President, for sponsoring the monthly ASID board meetings



Linda Singer-Heinz ASID, 2006-2007 President, receiving a gift of appreciation from her Board of Directors



Katherine Thornhill ASID, IIDA, 2007-2008 ASID President receiving the gavel from Linda Singer-Heinz, ASID 2006-2007 President



Joint ASID board meeting between 2006-2007 and 2007-2008 Board of Directors at Fannin Interiors on September 26, 2007



Sydney Michelle Dyer, Contributing Editor and Brenda Strunk, Allied Member ASID

FROM YOUR EDITOR

*By Susan Kay Schultz, Allied Member ASID
Editor & ASID Communications Director*

My two-year term as one of your ASID Board of Directors expired October 1, 2007. As this comes to an end I will also be turning over the reigns on the Winter 2008 issue of the *Desert Design Magazine* to **Brenda Strunk, Allied Member ASID** and your new **ASID Communications Director**.

This summer I was very fortunate to have found a lovely young lady who will be helping with the *Desert Design Magazine*..... **Sydney Michelle Dyer**. Dyer is an attendee of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. She will serve as a contributing editor for the Winter 2008 issue.

All future inquiries regarding the *Desert Design Magazine* please

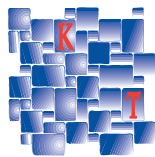
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contact **Brenda Strunk** at b_strunk@msn.com or 480-585-4273.

WELCOME TO BOTH OF YOU!

CONGRATULATIONS

Catherine Pliess, ASID, IIDA has been appointed Department Chair of Interior Design at Collins College in Tempe, Arizona. **Pliess**, an interior designer for 16 years, relocated to



Catherine Pliess, ASID, IIDA

Arizona from New Jersey in 2005. She has been the Lead Instructor since January 2006 and is currently pursuing her Masters of Science in Design from ASU.

GRETCHEN L. PALMER CHOSEN AS JUDGE FOR REGIONAL HOME BUILDER AWARD

The Texas Association of Builders (TAB) announced on August 24, 2007 that **Gretchen L. Palmer**,

Allied Member ASID of **PHG Asset Management & Development Co. LC** in Scottsdale, Arizona was chosen to judge the 2007 Star Awards, an annual awards program for the home building industry in Texas, Louisiana, New Mexico, Arkansas and Oklahoma.

A nationwide panel of five judges is selected to review entrants and determine winners.



Gretchen Palmer, Allied ASID

The highly-coveted Star Awards are given annually in 101 categories. The Texas Association of Builders showcases the outstanding work of home builders, remodelers, architects, designers, sales & marketing professionals, construction professionals and industry leaders with the Star Awards. Members affiliated with the National Association of Home Builders (NAHB) through their local and state home builders association, submit entries to TAB and they are reviewed by a nationwide judging panel including **Gretchen Palmer, Allied Member ASID**. The best in the residential construction industry were recognized at the Star Awards Gala held September 28, 2007 in conjunction with the Sunbelt Builders Show™ at the Gaylord Texan Resort & Convention Center in Grapevine, TX in the Dallas/Fort Worth area.

Award winners and judges will also be recognized in *Texas Builder* magazine. The judges are carefully selected and have received recommendations by nationally recognized industry professionals. The judging panel for the 2007 Star Awards included: **Gretchen Palmer, Allied Member ASID, PHG Asset Management & Development Co. LC – Scottsdale, Arizona**; Scott Sandage, Scott Sandage Properties & Construction - Hammond La.; Lauren Warnock, Mary Cook & Associates – Chicago, Ill.; Armando Cobo AIBD, Armando Cobo, Designer - Albuquerque, N.M.; and Michael Stein, Green Builder Magazine – West Chester, Pa.



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AS ID INDUSTRY PARTNER

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Gallery Mirrors

Hand-crafted by a community group in Johannesburg, each metal art piece is unique and not duplicated. **No two pieces are identical.**



Traditional Zulu Baskets

The Zulus are the largest tribe in Southern Africa, renowned for the artistry and craftsmanship. Dotted on the rolling hills of KwaZulu, there exists a beehive of industry, where numerous women work at the art of the basketry. Every basket is made by hand, using indigenous raw materials. Baskets vary from area to area, depending on the availability of materials and the purpose of the basket. It can take up to one month to produce a medium sized basket that can be unique in style. A true collector's item.



Sleeperwood Wine Rack

Tough African hardwoods such as Rhodesian Teak and Chamfuti are finding a second life after refinishing. Sleeperwood as it is known in S. Africa, Zimbabwe, Zambia and Tanzania are railroad ties that were laid in the late 1800's and are being replaced by newer materials. Sleeperwood ties are removed, refinished, worked and finished by a special oil and wax polish process and shaped into furniture. Despite the decades of natural weathering from steam trains the wood retains its strength and beauty after finishing. **a foreign affair Interiors** has several unique, hand crafted sleeperwood pieces that blend with nearly any interior style. Add taste and character to your project with tomorrow's antiques.



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CONGRATULATIONS TO JANICE JENNINGS, ASID

Janice Jennings, ASID, is the recently elected Department Chair of the newly formed Design Department at Mesa Community College (MCC). The "new" MCC Design Department is comprised of the Architecture, Construction, and Interior Design programs.



Janice Jennings, ASID

Jennings has been an interior design educator for over ten years and is currently pursuing a PhD in Environmental Design at Arizona State University. Sally Kroelinger directs the Interior Design program. Susan Rendahl is the one year only Program Director for Architecture and Construction. Contact information: **Janice Jennings, ASID, IIDA, IDEC, A LEED Accredited Professional**, Mesa Community College, 480-461-7724,

jennings@mail.mc.maricopa.edu.

CHRISTINE PIOTROWSKI, ASID

Christine Piotrowski, ASID, announces the release of the fourth edition of her award winning *Professional Practice for Interior Designers* text book. This highly regarded text includes new material, business forms, many new examples and discussion items. It also has a companion CD with additional material and workable business forms. The fourth edition includes a sample of Design Manager, a project and business management tool. **Piotrowski's** book was selected as a Feature Selection by Architect's and Designers Book Club in August 2007.



Christine Piotrowski, ASID

Christine Piotrowski, ASID, was appointed Chair of the ASID Education and Training Advisory Council (ETAC) for 2007-2008. The primary responsibility of this counsel is to review continuing education seminar proposals to ensure they meet the standards for education set by the ASID national board. As chair-elect, **Piotrowski** attended the July 2007 ASID CLC national board meeting in Chicago.

LEADERSHIP GATHERING 2007

By Katherine Thornhill, ASID, IIDA • President-Elect

The Art Institute of Phoenix hosted this year's Leadership Gathering on September 14, 2007. Students who are serving as officers of their ASID Student Chapters had the opportunity to meet ASID leaders and receive information to help them prepare for the coming year. Schools represented included Northern Arizona University, Scottsdale Community College, Collins College, Mesa Community College, Phoenix College, and hosts Art Institute of Phoenix.

ASID President **Linda Singer-Heinz** ASID welcomed all and gave an overview of her year as president, 2006-2007. **President-Elect Katherine Thornhill, ASID, IIDA** discussed events in the planning stages for

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Annual Industry Partner Gathering

By David Andow, Industry Partner, Member-At-Large Director

On August 8, 2007 members of ASID Arizona North Chapter had a breakthrough roundtable event with an objective of saying THANK YOU to the ASID Industry Partners by giving back both from an entertainment and business perspective.

The evening began at The Plaza Lofts at Kierland Commons, where ASID members and vendor guests gathered in the high-style lobby for wine, cheese and conversation. From there, Signature Properties gave attendees a sneak peak at luxury loft living through tours showcasing several stand-out residences. After the tours, everyone made their way back to the lobby where **Arts Alive President, David Andow, Industry Partner and Member-At-Large Director** launched his presentation on partnership networking.

Members then conducted a roundtable discussion at Tommy Bahama's Café sponsored by The Plaza Lofts and its builder/creator, Woodbine Southwest. Many great ideas resulted from the roundtable sessions but the most popular were:

Education and Awareness

- Industry partners want to educate to

foster more awareness about their perspective category while arming the designers with more knowledge to better serve their clients.

Marketing

- A central database that designers and industry partners could use to pull such things as:
 - A sample business plan.
 - Direct mail formats and etc...
 - Press release samples.

Communication

- A directory which gives more exposure and accessibility.
- Industry partners to have a solid understanding for what the designers need.
- Industry partners to work more closely together to foster a stronger IP community hence more growth.

Overall, the night was a huge success for the ASID members and the ideas created were a remarkable building tool for the future. The key is to take these ideas and turn them into reality which is what we intend to do. Stay tuned for more to come on these very important initiatives. **dd**



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The Best of the

By Robyn Randall, ASID • Colleen Heldenbrand, Allied Member ASID, CTC • Karen Mandarino, Allied Member ASID



BEST OF SHOW – COMMERCIAL
Anita Lang Mueller, Allied Member ASID
Interior Motives, Inc.

Best



*Linda Singer-Heinz, ASID
President, Anita Lang Mueller,
Allied Member ASID*

Each September, the glitterati of the design world gather to celebrate the great performances in Residential and Commercial Interiors of the past year. On Saturday, September 8, 2007 members of ASID Arizona North Chapter celebrated “The Best of the Best” Design Excellence Awards. “The Best of the Best” recognizes excellence in many aspects of design such as Residential, Commercial, Product Design, Green Design and Industry Partner Design. It is the one major night each year when the majority of the design community is gathered to celebrate excellence in one of the greatest art forms available in

Arizona. It is a rare evening solely devoted to honoring the entire craft of Interior Design.

The Design Excellence Awards Banquet was held at the glamorous Gainey Ranch Hyatt Regency in Scottsdale, Arizona and was hosted by our very own marvelous designer and **President Linda Singer Heinz, ASID**. The banquet was the sight of old re-unions, all that glitters and laughter. And none shined as much as **Heinz**. We extend our many thanks to **Heinz** for all of her hard work throughout this entire year to bring us to the final event of her tenure. **Linda**, you did a fantastic job!

Behind the scenes, many countless hours and help from other dedicated members

made this event such a successful production, especially under the direction of the Chair, **Paul L. Buys, Allied Member ASID**. Buys spent many hours co-coordinating this event with many dedicated members: **Michael Clare (ASID Financial Director and Industry Partner)**, **Brooke D'Alleyrand (Industry Partner)**, **Sandra Wickman-Kush (Allied Member ASID)**, **Kristi Ludenia (Industry Partner)** and **Karen Romersa (Industry Partner)**. Many thanks go out to them and their efforts! We know what an accomplishment and task this is and we all appreciate it!

With a total of 90 entries this year, we were pleased to see that many of the star designers, who have entered in the past, were submitting more entries and in more of a variety of categories. It was a good year as well for aspiring newcomers. 24 of the 90 entries had not entered in previous years. And with a wide range of categories to enter, the competition was even and thick.

While the number of entrants per category were relatively comparable to last year, the most notable direction many designers focused a big part of their business was Product Design. Last year, we had six entries in the category Product Design-Furniture.

This year we had 16 entries. Last year we had nine entries in the category Product Design-Fixtures. This year it also increased to 16 entries. Overall, we increased our participation by 10% and it would appear that the additional entries were in Product Design.

Lastly, special thanks go out to our absolutely wonderful sponsors, who without them we could not have this beautiful event: **Benefactor: Azadi Fine Rugs, Platinum Sponsor: Cactus Stone & Tile, Gold Sponsor: Robb & Stucky Interiors, Sub-Zero & Wolf, Silver Sponsor: Alexander Sinclair, Ferguson Enterprises, Inc. & Sun West/Viking, Bronze Sponsor: Enmar, Hinkley's & Larsen Gallery, Wine Toast: Arizona Tile, Friends of ASID: Dunn Edwards, Foliage Factory, Kravet, Pindler & Pindler & Sherwin Williams and Publishing Partner: Arizona Home & Design Magazine.**

And on behalf of the Awards Competition Committee & the Awards Event Committee, we want to congratulate all of the winners and entrants and thank them for their hard work and wonderful designs. It is because of them that we have this wonderful celebration of design every year! We hope to see all of you and more next year. **dd**



*Linda Singer-Heinz, ASID
President, Angelica Henry ASID
and Janet Brooks ASID*

ASID 2007 AWARD
BEST OF SHOW – RESIDENTIAL
Janet Brooks ASID
and Angelica Henry ASID
Brooks-Henry





Lesley Oliver-Marketing & Public Relations and Alexandra Parker-Director of Development for the Scottsdale Museum of Contemporary Art (SMoCA) accepting the Enhancement of the Arts Award from Linda Singer-Heinz, ASID President



Linda Singer-Heinz, ASID President, presenting the Designer of Distinction Award to Sandra Evans, ASID



Christine Stoneking from the Foundation for Senior Living accepting the Quality of Life Award from Linda Singer-Heinz, ASID President



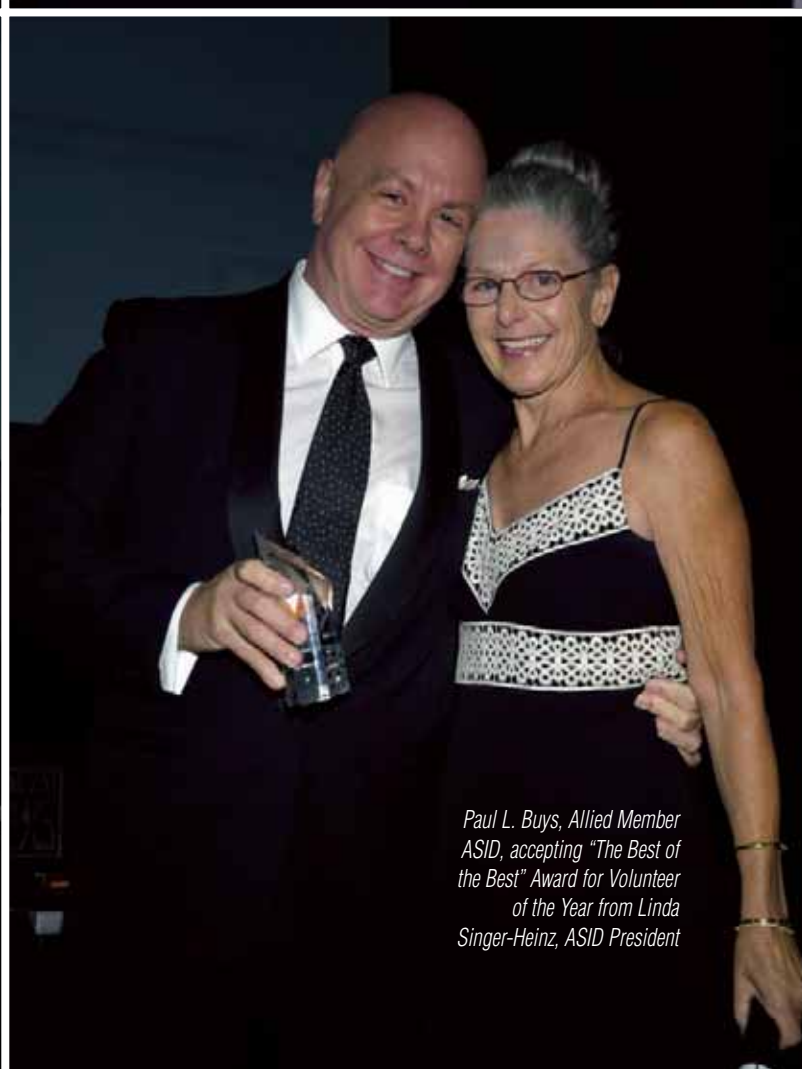
Linda Singer-Heinz, ASID President, presenting the Medalist Award to Lawrence Lake, ASID



Lindsay Schultz, Allied Member ASID, accepting the Industry Partner's Choice Award for Designer of the Year - Claire Ownby, Allied Member ASID from Linda Singer-Heinz, ASID President



Brooke D'Alleyrand accepting Industry Partner of the Year Award from Linda Singer-Heinz, ASID President



Paul L. Buys, Allied Member ASID, accepting "The Best of the Best" Award for Volunteer of the Year from Linda Singer-Heinz, ASID President



David Neishabari, Owner of AZADI Fine Rugs accepting the Benefactor Award for Sponsorships from Linda Singer-Heinz, ASID President



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DESIGN EXCELLENCE AWARD WINNERS 2006-2007 BEST OF SHOW

CATEGORY		NAME & APPELLATION	FIRM
Residential	Residence over 6,000 Sq. Ft.	Janet Brooks, ASID Angelica Henry, ASID	Brooks-Henry
Commercial	Retail	Anita Lang Mueller, Allied Member ASID	Interior Motives, Inc.

FIRST PLACE AWARD WINNERS 2006-2007

CATEGORY		NAME & APPELLATION	FIRM
Residential	Singular Space	Anita Lang Mueller, Allied Member ASID Jennifer Carlson, Assistant Designer	Interior Motives, Inc.
Residential	Residence under 3,500 Sq. Ft.	Linda Kolesar, ASID	Vintage House Interiors, Inc.
Residential	Residence over 6,000 Sq. Ft.	Janet Brooks, ASID Angelica Henry, ASID	Brooks-Henry
Residential	Total Remodel	Sandra K. Harrigan, Allied Member ASID	Studio H, Inc.
Residential	Bathroom	Traci Shields, ASID Janet Friedman, ASID Julie Heiland, Allied Member ASID	Friedman & Shields
Commercial	Business Office under 5,000 Sq. Ft.	Roberta R. Thomas, ASID	Evolution Design, Inc.
Commercial	Retail	Anita Lang Mueller, Allied Member ASID	Interior Motives, Inc.
Commercial	Hospitality	Larry Lake, ASID	Inter Plan Design Group, Inc.
Commercial	Adaptive Use	Marcene Kandra, ASID Jose Martinez	Form Design Studio Babbo Italian Eatery
Product Design	Furniture	Angelica Henry, ASID	Brooks-Henry
Product Design	Fixtures (Tied)	Traci Shields, ASID Janet Friedman, ASID Julie Heiland Allied Member ASID	Friedman & Shields
Product Design	Fixtures (Tied)	Debra May Himes, ASID	Debra May Himes Interior Design & Associates, LLC
Industry Partner Product Design		Roland Arnold, Industry Partner	Arizona Tile

SECOND PLACE AWARD WINNERS 2006-2007

CATEGORY		NAME & APPELLATION	FIRM
Residential	Kitchen	Lindsey Schultz, Allied Member ASID	Ownby Design, LLC
Commercial	Senior Living Facility	LuAnn Thoma-Holec, ASID Stacey Peters	Thoma-Holec Design, LLC
Residential	Outdoor Living Space Design	Teri Mulmed, ASID	Do Daz, Inc.
Commercial	Adaptive Use	Marcene Kandra, ASID Jose Martinez	Form Design Studio
Product Design	Furniture	Angelica Henry, ASID	Brooks Henry
Product Design	Fixtures	Debra May Himes, ASID	Debra May Himes Interior Design & Associates, LLC

THIRD PLACE AWARD WINNERS 2006-2007

CATEGORY		NAME & APPELLATION	FIRM
Residential	Model Spaces	Ernesto Garcia, ASID	Carlson Design Group, LLC
Commercial	Healthcare	Grant Call, Allied Member ASID James Farrell	City Spaces, Schultz Development Joyce L. Basset, D.D.S.
Product Design	Furniture	Anita Lang Mueller, Allied Member ASID Jennifer Carlson, Assistant Designer	Interior Motives, Inc.
Product Design	Fixtures	Anita Lang Mueller, Allied Member ASID	Interior Motives, Inc.

HONORABLE MENTION 2006-2007

CATEGORY		NAME & APPELLATION	FIRM
Residential	Singular Space	Mary Meinz, ASID	Robb & Stucky Interiors
Residential	Total Remodel	Paul L. Buys, Allied Member ASID	Paul L. Buys & Associates
Residential	Kitchen	Sherry Hauser, ASID	H.H.H., Inc.
Commercial	Retail	Larry Lake, ASID	Inter Plan Design Group, Inc.
Commercial	Hospitality	Larry Lake, ASID Renee Jonovich	Inter Plan Design Group, Inc.
Commercial	Green Design	Wendi Jaber, ASID	MICE Phoenix
Product Design	Furniture	Colleen M. Pawling, ASID	Colleen M. Pawling Interior Design
Product Design	Fixtures	Debra May Himes, ASID	Debra May Himes Interior Design & Associates, LLC

2007-2008 including ASID's first Holiday House, December 8 & 9, and the combined education/professional day event with IFDA, Collaborate '08, to be held April 17, 2008. March will bring the annual Designer Sample Sale at the Arizona Design Center, the proceeds of which fund student scholarships.

David Andow, Member-at-Large Director, represented IP's and spoke about industry partnerships and the importance of developing these relationships. **Incoming Communications Director, Brenda**



Pricilla Valverde, right, Student Representative to the Board, and others at Leadership Gathering



Student Advisor, Janice Jennings, ASID (second from left) with student leaders from Mesa Community College at Leadership Gathering

Strunk, Allied Member ASID discussed the Desert Design Magazine and the direction it will be taking next year. **Priscilla Valverde, the incoming Student Representative to the Board**, reported student member benefits and plans for future communication between student chapters and professionals.

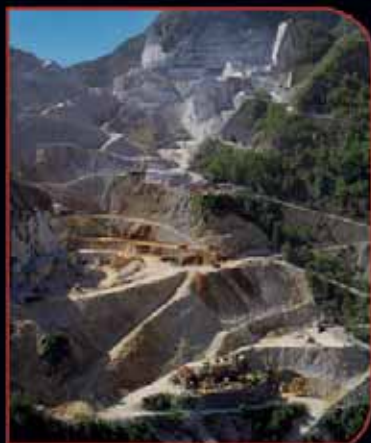
Marci Duseault, ASID, LEED AP, incoming Student Affairs Chair, addressed the group explaining a new e-mail database she will compile to send announcements directly to student members.

Continued on Page 54

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Contracting to Build a Web site

By Gary Michael Smith, Esq. © 2007

Having a Web site built can be a complicated and sometimes mind-numbing undertaking. If you do not know the technology, the experience of contracting for Web design services can be difficult.



Gary Michael Smith

Absent a comprehensive understanding of what is involved in Web design services, the risk is that many necessary terms can go unrecognized and hence be left unaddressed. Although by no means comprehensive, here are seven of the most common and essential terms that should be taken into consideration when penning a Web design contract.

1. The parties should be clear on what is being purchased. Is it a simple informational Web site? Or, will there be an e-commerce component? If so, is the designer simply responsible for providing the front-end shop, or is the designer also responsible for the back-end shopping cart? Will the scripting be done in an open source code? Too often I see designers who take for granted what their role will be, and too often, I see customers who innocently fail to understand the technology and hence make assumptions about what they are getting. Clarity is key.
2. The parties should know who is responsible for providing content. The designer's role is to get its customer's

Continued on Page 32

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content into a functional and aesthetic format. But few designers can or will actually draft site copy or data to post on the site. Depending upon how extensive a site is desired, there may be a need for the customer to spend a great deal of time working with the designer. Consider that a designer may be unable to proceed or to finish a site if the customer cannot or will not provide data. Thus, the issue of collaboration should be addressed in the contract.

3. The contract should address who owns the designer's work. Typically the designer will utilize the customer's copyrighted data and images. But the assembly and compilation of that material, plus the addition of new and original material from the designer touches on copyright law and could give rise to an issue of work for hire. Furthermore, who gets to own the actual site, i.e., the programming? Will the designer's obligation be to deliver unencrypted files? Source code? Will

the customer have the right to alter and amend the site without the designer's consent or right to a royalty?

4. The contract should address delivery dates and milestone deadlines. Leaving timelines open ended is never a good thing for either side.
5. The parties should agree in advance who owns the domain name tied to the Web site. Near-universally the domain should be owned by the customer, not the designer. After all, you would not want your designer holding your domain hostage should you have a falling out. Equally import the customer should make certain that if they are to be the owner of the domain that they are listed as such with the registrar.
6. Hosting and search engine placement need to be considered. A Web site is not valuable unless it is hosted and can be found easily. The contract should address who will host the Web site and whether the designer is responsible for search engine registration.
7. The contract should address maintenance obligations. Is the customer buying one-time only design services? Is the site ever to be updated? If so, who is responsible? What fee will be charged for that service?

There are a great many more issues that should be addressed in a Web site design contract; however, these seven items are the most typical trouble spots. Because the issues of property ownership, copyright and even trademark come into play, it is never a good idea to do a site design deal on a handshake. Have more questions? Call your lawyer before you sign on the bottom line.

ABOUT THE AUTHOR: Gary Michael Smith, Esq. is a published author, judge pro tempore, and a principal of Smith & Craven, P.L.L.C., a law firm whose primary practice focus is businesses and the construction industry. Smith & Craven, P.L.L.C. is based in the Scottsdale Airpark. To contact Gary Michael Smith, call 480-222-2225, or visit www.smithcraven.com. This article is for general information only and not to be construed as legal advice or the basis for formation of an attorney-client relationship between the reader and the author. **dd**

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THE ART INSTITUTE OF PHOENIX

By Kirsten Werley
ASID Liaison

Interior design students at The Art Institute of Phoenix remained busy as the summer months began to fade away to fall. Student elections were held in early June. Following elections, **Priscilla Valverde, the new AiPX ASID Student Chapter President**, and ASID Student Representatives to the Board from across the country embarked on a journey to Chicago in July to the annual ASID Leadership Conference.

The Art Institute of Phoenix hosted the annual ASID Arizona North Student Leadership Gathering on September 14, 2007. Elected Student Chapter officials came together for a morning listening to **Linda Singer-Heinz, ASID President, Katherine Thornhill, ASID, IIDA, President-Elect** and others, brainstorming and sharing ideas for the upcoming school year.

AiPX students have also started a change drive, a competition collecting spare change to benefit HomeBase Children's Charity. HomeBase Youth Services is an Arizona-based non-profit agency founded in 1991 to address the growing needs of at-risk and homeless youth 21 years and younger in Arizona. The money will assist the organization in providing basic necessities for homeless teens in the Valley. In addition, to assist with communicating all upcoming events, officers of the Inside Design Group have initiated an electronic calendar to distribute to all Interior Design students at AiPX.

Inside Design Group newly elected officials: **Priscilla Valverde, ASID President; Kirsten Werley, ASID Liaison; Erik Olivar, IIDA President; Tracy Blackwell, IIDA Liaison; Sara Lipp, ASID, IIDA Secretary; Melissa Wedell, Treasurer; Sarah Dressel, Communications Chair.**

COLLINS COLLEGE

By Catherine Pliess ASID

Earlier this year Collins College had the pleasure of graduating its first two classes. The students received a Bachelor of Art in Interior Design. I am thrilled to say they are all employed in the field!! In October we will have our next graduating group. This means Collins College can now officially begin the process for Council for Interior Design

Accreditation (CIDA). This next step in the evolution of our program is an exciting one!!

We have recently expanded our material resource room. Students are finding this to be a welcome addition. We invite sales representatives to visit at their convenience and to help keep our catalogs current.

Our internship program is going strong. We are always looking for qualified designers and industry partners to host/hire an intern. Our program requires students to complete 135 hours of internship. They do this at a point in their education when they are proficient in Auto CAD. Please contact me for more information on the internship program at 480-446-1119.

In October Collins College will be hosting a Student Portfolio Review. This will be held in conjunction with our Career Week. Please watch for more information on this on the ASID Arizona North Web site and upcoming e-mail blast.

COURTNEY VAN HORN ASID STUDENT SCHOLARSHIP WINNER

Courtney Van Horn, a student of Mesa Community College, was presented the ASID North Chapter Student Scholarship Award for \$1,500 by Sheri Newton ASID at Education Day on April 26, 2007 at Westin Kierland Resort & Spa. Congratulations Courtney!

SCOTTSDALE COMMUNITY COLLEGE

By Ana Benitez, ASID Student Chapter President

The SCC Student Chapter is well on its way to another great year. Our current board members have all been selected and are as follows; **Ana Benitez-President, Debora English-Vice President, Heather Epling-Secretary, Jeanette Knudsen-Treasurer, Alisha Solheim-ASID Liaison (SRB), Melissa Flickinger-Student Life and Leadership Rep and Lori Hunt-Community Outreach.**

Board members have been busy visiting classrooms, speaking about student membership and signing up new members. We are excited about the 2007/2008 school year and are honored to serve as the link between ASID and our Student Chapter at Scottsdale Community College. Several events are already scheduled and coming together for the current semester. Our first event was held on September 11, 2007. This was a fun event where everyone had a chance to get to know new people and make new friends. We are expecting a great year and looking forward to enthusiastic member participation.

We want to extend a warm thank you to those who served on the board last year: **Meegan Berner, Carrie McKibben, Jewel Blair, Lissa Feagler and Mercedes Samuelson.** dd



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President-Elect Message

By Katherine Thornhill, ASID, IIDA, President-Elect

Several people have asked for insight regarding my 'vision' for our chapter as your President-Elect for the coming year. The answer, in an acronym, is KISS – Keep It Short and Simple.



Katherine Thornhill, ASID, IIDA

ASID members are busy people! Everyone wears multiple hats and works far more than the average 40 hours weekly. We often hear how much more Arizona North Chapter attempts/does/produces/plans compared to other chapters. Maybe it is time to focus on fewer but stronger events?

As the 2007-2008 ASID Board of Directors began working on the Strategic Plan we were very grateful to those who completed and returned surveys. It helped us examine how we do things now and how we might blend new variations. A few of these include, but are not limited to:

- Encourage more individuals to volunteer by breaking large roles into smaller ones, called 'postage stamp' jobs which require relatively little time. (Thank you, **Melinda Foote, ASID**, for coining that term.)
- Provide plenty of convenient CEU opportunities, reflective of the ASID 2008 mandate that allied and professional members have a minimum number of hours required annually.
- Collaborate with other professional organizations.
- Continue to actively advocate for all students and become more accessible to students; for example, by changing Career Day to an evening event.
- Be more welcoming to new members! It is easy to become comfortable with group dynamics as they exist and not take time to bring newcomers into the group.

- Develop a new format for our Student Design Competition that fosters collaboration between schools and occurs in one day.
- As we refine our plans, I invite you to contact me with any ideas or thoughts you may

care to share at ThornhillInteriors@cox.net or 602-432-6248. I am listening for your input. And, by the way, my 'vision' is to, in some small way; endeavor to repay the Arizona North Chapter for all it has given me during the past 11 years. **dd**



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idzn4u@cox.net



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thornhillinteriors@cox.net



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cpliess@cpinteriordesign.com



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dwki@aol.com



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carrie@leader.com



CHAPTER ADMINISTRATOR

Pauline Wampler
602-569-8916
asid@theadmin.com



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Phoenix, Arizona 85028
602-569-8916 Tel
602-996-3966 Fax
info@asidaznorth.org
www.asidaznorth.org



ASID ARIZONA NORTH CHAPTER MEMBERSHIP GROWS

ASID Arizona North Chapter is growing, reflecting the growth and expansion trend in Arizona. Current membership records show 544 ASID Practitioners, 350 Student Members and 260 Industry Partners for a total of 1,154 Members.

We want to extend a special congratulations to **Gabrielle Roেকেlein** for having passed the NCIDQ exam.

14 NEW MEMBERS WERE ADDED TO OUR CHAPTER DURING THE PAST QUARTER:

NEW PRACTITIONER MEMBERS

Kimberly Genung
Allied Member ASID
1110 W Azure Dr
Flagstaff, AZ 86001-1112
(480) 928-606-7204

Diana Jackson
28150 N. Alma School Pkwy. - Ste 103-615
Scottsdale, AZ 85262
(480) 471-2532

Nushya Lame'
Allied Member ASID
2142 E Turney Ave, Unit 7
Phoenix, AZ 85016-5576
(480) 540-7655

Pamela Longo, ASID
5635 E Bell Rd, #1033
Scottsdale, AZ 85254-5974
(480) 620-2833

Mary E. McCain
Allied Member ASID
3223 E Helena Dr
Phoenix, AZ 85032-7801
(602) 923-3292

Rayna Pusillo
Allied Member ASID
2265 E Smoke Tree Rd
Gilbert, AZ 85296-2715
(480) 718-5115

NEW INDUSTRY PARTNERS

Erin Coffey
Digital Home Lifestyles
4144 N 44th St, Ste. D
Phoenix, AZ 85018-4260
(602) 224-9100

Elaine May
Elaine May Gallery
8307 E Chaparral Rd
Scottsdale, AZ 85261-4297
(480) 941-4200

Rachel Neubeck
Larsen Gallery
3705 N. Bishop Lane
Scottsdale, AZ 85251-5513
(480) 941-0900

Jack Sharahan
Mare Nostrum Design, LLC
16033 N 77th St, Ste. 2A
Scottsdale, AZ 85260-1218
(480) 467-2426

Paige Bailey
One Posh Place
7030 E Indian School Rd
Scottsdale, AZ 85251-3806
(480) 941-8954


Jill Thomas
Pietra Stone, Inc.
664 W. Warner Rd
Tempe, AZ 85284-3189
(480) 940-4585

Nathalie Chianura
Roche Bobois
15530 N Greenway Hayden Loop
Scottsdale, AZ 85260-1885
(480) 443-0430

Allen Jackel
Scottsdale Design District
3721 Valley Centre Dr, Ste. 100
San Diego, CA 92130-3330
(480) 941-6026

TRAVELING WITH ASID

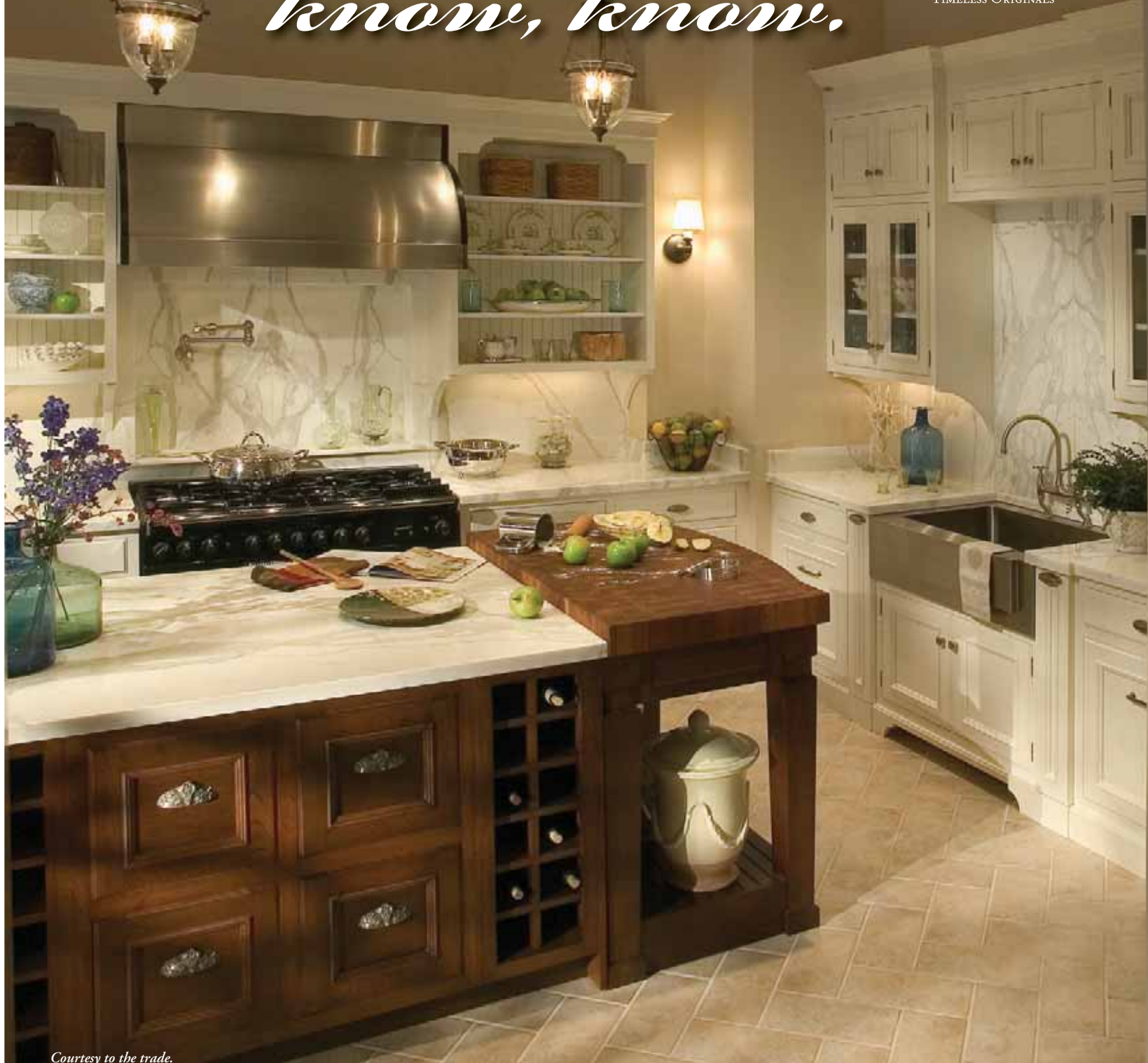
By Katherine Thornhill, ASID, IIDA
President-Elect

Are you interested in traveling with a group of ASID members to a foreign country; i.e., Thailand, Turkey, Mexico, Italy or Eastern Europe? If so, please send me a note with your preferences. We would like to organize a trip for the spring of 2008. thornhillinteriors@cox.net. 

*Those who
know, know.*



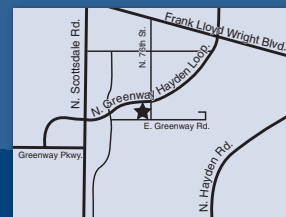
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ARIZONA DESIGN CENTER

ALEXANDER-SINCLAIR DESIGN SHOWROOM

By Sylvia Lorts, Allied Member ASID & ASID Industry Partner

The Alexander-Sinclair Design Showroom now has fabrics! "Jacquard by Georgette" are imported fabrics from Europe. Most are from France and Italy. The collection is formal and fun, including damasks, brocades and tapestries. Many fabrics are reversible. Sheers are 118" widths in polyesters that look and feel like silk. "Weaveology" is coming soon. This line has basic cottons, linens and chenilles with some surprises as well. Many solids relate to "Jacquard by Georgette" patterns. Arizona Design Center, 7350 N. Dobson Road, Suite 126, Scottsdale, AZ 85256. Tel. 480-423-8000. Fax 480-423-1141.



FREMARCS DESIGNS

Fremarc Designs is bringing the tradition of quality and fine craftsmanship to the Southwest. The company's extensive line of fine furnishings, including the exquisite Veranda Dining table and chairs (shown), can now be seen in its new showroom at the Arizona Design Center in Scottsdale. The company will host a grand opening celebration on October 18th from 5 pm – 7 pm. Fremarc Designs, 7350 N. Dobson Rd. #150, Scottsdale, AZ 85226. Tel. 480-362-1474. www.fremarc.com

HORIZON ART

By Harold Hoeg, ASID Industry Partner
harold@horizonart.com

Horizon Art is pleased to announce the launch of their new website, www.horizonart.com. At the site you will find what's "new at



Horizon Art" highlighting new additions to our art collection, events calendar, etc., an on-line gallery, search features for art prints and frame samples, on-line client registration form and contact page as well as vendor and industry links.

In addition, Horizon Art is pleased to announce they are representing the work of Phoenician artist, Damian Robinson. Damian uses an innovative technique to apply paint to canvas, wood and acrylic through the art of chemistry using exotic pigments, semi-precious metals, finely ground minerals and synthetic resin. Damian's work represents a harmony between the abstract and representational. For more information please contact Harold Hoeg at harold@horizonart.com.

Horizon Art, Arizona Design Center, 7350 N. Dobson Rd., Suite 127, Scottsdale, AZ 85256; 480-949-1990 phone, 480-970-5068 fax.

LEE JOFA ENLISTS WEST COAST WATERMARK DESIGNER SUZANNE RHEINSTEIN TO CREATE A SIGNATURE COLLECTION

Suzanne Rheinstein, interior designer extraordinaire and the proprietress of Los Angeles design mecca Hollyhock, launches her first collection of fabrics this fall with premier textile house Lee Jofa. A doyenne of the Los Angeles design community, Rheinstein is known for creating the kind of casually luxurious interiors that are associated with the best of West Coast style.

Mixing fine European antiques with down-to-earth cotton and linen upholstery and a soft palette of garden and sea tones, her work has the distinction of being approachable while sophisticated, intimate while auspicious, and at turns, pastoral and historical.

It is no surprise, then, that terrain and color form the foundation of Rheinstein's textile designs. "I've always admired Suzanne's work, and the specific natural appeal of her colors," comments Vice President, Creative Director, Stephen Elrod of Lee Jofa. "We're very happy to have established a relationship with this designer. The collection really reflects how Suzanne decorates; it has a wonderful welcome and lightness to it. And, the color palette is special."

Lee Jofa is the leading, high-end distributor of fabrics, furniture, wallcoverings, trimmings and lighting to the interior design industry specializing in style and luxury. For further brand information, please refer to our website LEEJOFA.COM. For product related questions or samples please contact Christina Pak, Brand Marketing Director at 516.752.7600 ext. 2659.

FINE SCULPTURE

The Arizona Design Center is now featuring fine sculpture on display throughout the center and is available through A2OF [Architectural Art Objects Function] in Scottsdale. These pieces are created by some of the world's finest sculptors working today. The sculpture ranges in style from abstract and architectural to impressionistic and representational styles. Most all types are available in a variety of mediums from bronze and steel to stainless steel, stone and mixed media. In addition, unique sculptural fountains are available. Most pieces run in size from 4 feet to 20 feet and most will work both indoors and outdoors. Custom commissions are also welcomed. Enquiries may be directed to Bill West at A2OF (480-250-3027 or info@A2OF.com) or any one of the showrooms at the ADC.

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SCOTTSDALE DESIGN DISTRICT

JOHN BROOKS, INC. SIGNS NEW LEASE TO EXPAND WITHIN SCOTTSDALE DESIGN DISTRICT

John Brooks, Inc., a furniture, fabric and lighting showroom, has executed a ten-year lease to expand into 36,000 square feet within the Scottsdale Design District. Tenant improvements are currently under way, and the renovation will be complete by the end of the year. **Marvin Wilkinson of John Brooks,**

Inc. stated, "We are thrilled with the new ownership and the renovations taking place both within our new space and to the exterior of the property. The new name and branding of the District has already created increased traffic for our showrooms. We couldn't be more excited about the future of John Brooks, Inc. in the Scottsdale area."

Fenway Properties, LLC acquired the Scottsdale Design District in July, 2007 and is currently working on a complete renovation of the 109,000 square foot project, which is located on the corner of 68th Street and Thomas Road in

Scottsdale, Arizona. The owners are currently offering showroom space for lease to design related tenants from 1,000 to 15,000 square feet.

Allen Jackel of Fenway Properties, LLC is handling leasing for the project. "The Scottsdale Design District will be the premier design district in all of Arizona by the time the renovation is completed. There is tremendous interest from multiple tenants within the design community. We are really excited about this project. It is a prime location in the heart of Scottsdale with excellent opportunities, synergy and visibility." For more information -www.fenwayproperties.com

68TH STREET DESIGN CENTER

New owners, new name, new look, new attitude! Fenway Properties has purchased the 68TH Street Design Center and have begun updates and improvements. Watch for exciting news about the "new" Scottsdale Design District and the 68th St. showrooms.

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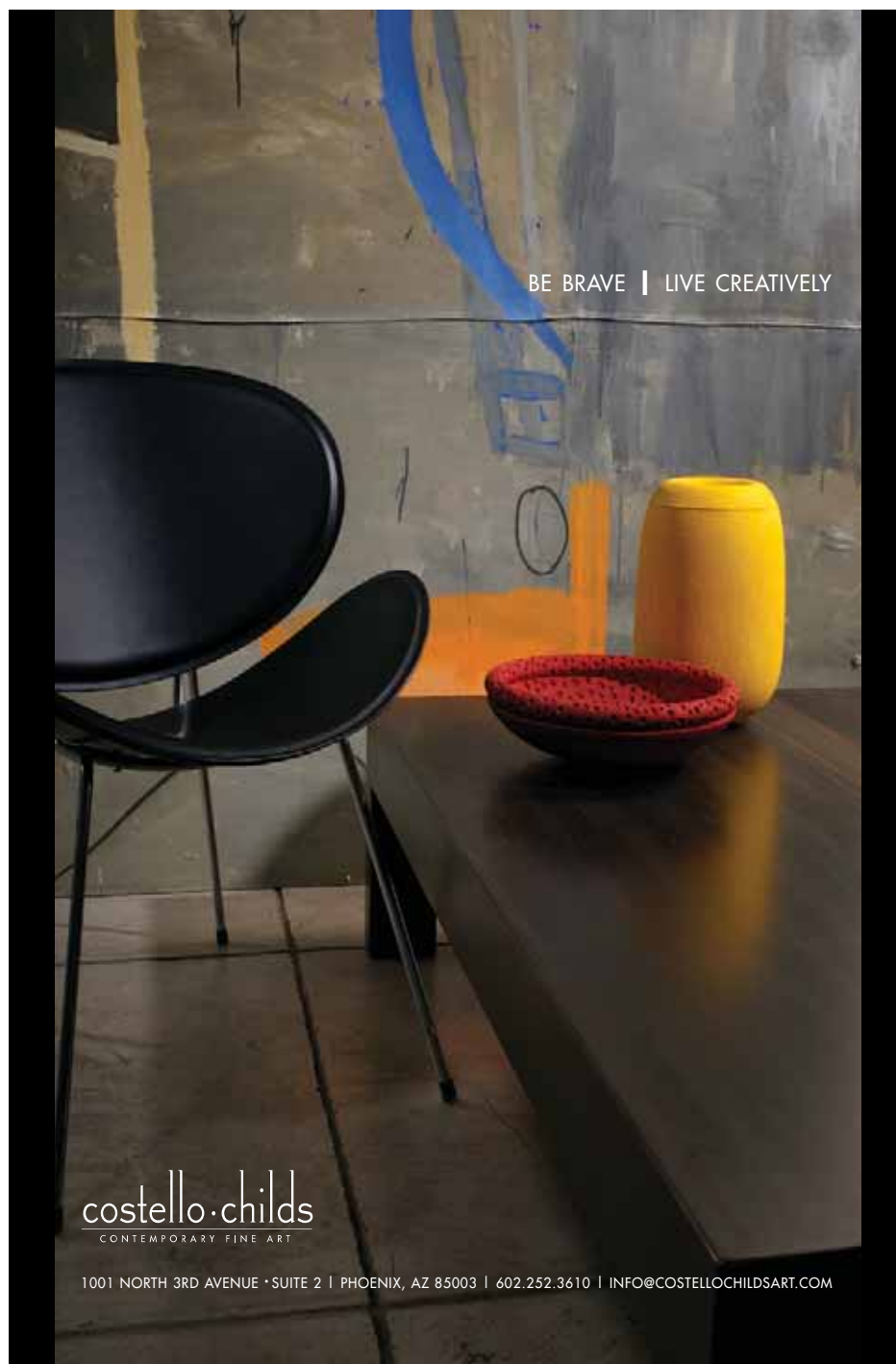
By Marianne Mulhall, ASID Industry Partner

Design Surfaces, LLC has added over 500 new samples to the collections of unique and inspiring flooring products. New exciting collections from F Schumacher are arriving every day. Design Surfaces is happy to announce the launch of the web-site: www.designsurfacesllc.com. Take a browse. Marianne Mulhall, Design Surfaces, LLC, 2708 N. 68th St., #3, Scottsdale, AZ 85257, marianne@designsurfacesllc.com, 480-946-2565 Tel., 480-946-2504 Fax.

MN COLLECTION



The MN Collection is pleased to announce it is partnering with Costello-Childs Contemporary Fine Art. Daryl Childs and Michael Costello have carefully selected images that compliment the showroom's vignettes and allow designers and their clients to view the images in a residential setting. Childs and Costello are available to meet with designers and their clients in the showroom or at the project site in order to determine the image best suited to their needs. The showroom is currently exhibiting works by Pauline Zeigen, Raphaelle Goethals, Lloyd Martin, Emilio Lobato, Kaori Takamura, Marc Katano, Rosemary Penfold and Gregg Renfrow. Contact Charlotte Roper at 480-946-2664 or charlotte@themncollection.com. **dd**



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Annual 2007 ASID CLC Conference Chicago, Illinois

By Katherine Thornhill, ASID, IIDA, President-Elect

July found incoming board members traveling to Chicago for the annual Chapter Leadership Conference presented by ASID headquarters. If you have not had the opportunity to serve on your chapter's Board, you may not be aware that one of the benefits of serving is leadership training. Board members are brought together with others from all 48 chapters. Some sessions are held as one large group of hundreds while other sessions are divided into smaller groups defined by the office one will hold.

Prominent speakers set the stage with information about membership relations, branding and marketing, and fiduciary responsibility, among other topics. Highlights included:

- Platform issues (2) for coming fiscal year:
 - **Sustainable Design:** "ASID recognizes that sustainability should be an essential part of the interior designer's professional responsibilities."*
 - **Design for All:** "ASID recognizes that designing interior environments that are accessible and enjoyable by any and all occupants and that support their well being, health, safety and productivity, regardless of age or ability, should be an essential part of the interior designer's professional responsibilities."*
- Legislation. Registration for interior designs is supported by ASID. "ASID believes that, in the interest of the public good, the professional responsibilities of interior designer warrant state regulation."*
- CEU's. Effective January 1, 2008, practitioners will be required to gain six hours of continuing education units within two years. These CEU's must be approved by ASID who will be



Priscilla Valverde, Linda Kolesar ASID, Brenda Strunk, Allied Member ASID, Katherine Thornhill, ASID, IIDA Susan Nicholson, ASID, IIDA and Catherine Pless ASID, IIDA, IDEC

- conducting audits to be sure that members are meeting the requirement.
- ASID Brand Evolution - Erik Hansen of ASID headquarters presented information about ASID's branding and marketing, referencing ASID's publication Graphics Standard Manual which specifies the correct use of the brand mark, etc.
- Goal Setting for Chapters, Strategic Plan, Surveys, and other Business Tools
- Working with students and new volunteers – understanding the generational differences of members.
- Effective communication, not only between board members, but within the chapter and to the public.
- Preparing for RealWorld DesignWeek in October 2008, a national, comprehensive student career project

focused on career development

- The Gifts of Leadership: team building, consensus building, presentation skills, negotiating, issues management, fiscal responsibility and fund-raising.

The CLC provides a venue not only for official ASID training but also for the new board members to become better acquainted. It is important that the board members have this time for inter-personal bonding and understand each others' strengths and weaknesses.

If you would like more information about any of these topics, please feel free to contact your 2007-2008 board members as we are anxious to share with you. We are excited to be working together as a team and hope that you will join us in our projects this coming year.

*ASID Resources and Positions literature **dd**

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ABC's of CEU's

By Melinda Foote ASID

A – 6 HOURS EVERY TWO YEARS & BI-YEARLY SELF-REPORTING (Requirements)

Yes, my fellow practitioner that means you and me: Allied and Professional. The first

two-year reporting period will begin on JANUARY 1, 2008 with 0.6 (6 hours) CEU's due before DECEMBER 31, 2009. That's right—whatever earned in 2007 will not count for the upcoming two-year CEU period.

B—RANDOM AUDITS

You will also be in charge of your own self reporting: if you do not you will be automatically audited.

Additionally, approximately 3% of members will be randomly selected for audit during each reporting period. Now is the time to space plan for your stash of CEU's self-report papers and possibly acquiring a fire safe or a safe deposit box. These records will need to be kept for four years. An audit will require you to present your actual Certificates of Completion and/or verification of attendance.



Melinda Foote

C—FAILURE TO COMPLY

Any member who fails to comply with the continuing education requirements will be subject to a termination of Society membership in accordance with the requirements of the policy. Also failure to comply will bring an automatic audit at the end of the two year period.

D—LOCAL CEU INSURANCE

Not to worry...your Arizona North Chapter of ASID is already planning ahead for you to take your next ASID accredited CEU in April 2008. This will be a combination of ASID and IFDA called COLLABRATION '08. Exact dates to be available soon. Additional CEU courses are also being considered to make this as accommodating as possible for our busy practitioners. If you wish to make subject suggestions, please email your Professional Development Board Member, **Melinda Foote, ASID** @ mafooteaz@msn.com. For more information and FAQs, please visit www.asid.org for a complete FAQ download. They also want to know your thoughts so email to education@asid.org. **|||**

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Dusseault also explained that the 2008 student design competition will be handled as a one-day event in the spring in a charrette format.

Dan and Colleen Heldenbrand, Allied Members ASID presented the experience of Student Shadow Week, which has been very well received and is growing annually. It will be organized again for spring of 2008 and students and designers were encouraged to participate. Please Note: ASID Headquarters is organizing an October 2008 event for students called Real World Design Week during

which they will encourage shadow experiences. Because the Arizona North Chapter has already established our Shadow Week in the spring we will not be hosting shadow experiences in October.

Guest David Stone, IIDA, LEED AP, serves as a Director for the Interior Design Coalition of Arizona and is a past director for NCIDQ. David presented two topics: NCIDQ requirements and an update on legislation in Arizona.

Many thanks to **Carol Morrow, ASID** and the students of AI for hosting this most successful event!

COLLABORATE '08!

ASID and IFDA will combine efforts for an educational/professional day to be held at Chaparral Suites, Scottsdale, on April 17, 2008. Participants will enjoy several inspiring and educational sessions, two of which will be CEU, and an entertaining luncheon fashion show. Watch for a branding seminar and information from the Registrar of Contractors.

Because we share many industry partners, this will be in lieu of two separate events in 2008. Industry partners wishing to participate in the table top presentations will have the opportunity to make early reservations at a discounted price prior to December 1, 2007. Save the date! Collaborate!

SAVE THE DATE

The ASID Arizona North Chapter plans to hold our annual holiday party for members this year in the beautiful atrium of the Arizona Design Center, 7350 North Dobson Road, Scottsdale, Arizona 85256. Save the date for Saturday evening, December 1, 2007. If we are lucky we will have room to dance!



ASID ARIZONA NORTH CHAPTER ADOPTS STARLIGHT STARBRIGHT FOUNDATION 2007-2008

www.starlight.org

ASID Arizona North Chapter is pleased to announce the selection of Starlight Starbright Children's Foundation as this year's charitable organization. You may not have heard of Starlight yet, but you will soon see this wonderful, international organization through out the Valley. For more than 20 years Starlight has developed imaginative programs to serve the families of children with serious and prolonged illnesses. The **ASID HOLIDAY HOUSE**,



Katherine Thornhill, ASID, IIDA, President-Elect

December 8 & 9, 2007 will be one of the initial events for the Arizona chapter of

Continued on Page 56

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Starlight and we are very pleased to become partners with Starlight.

Recent highlights of Starlight's achievements:

- Placed 515 Fun Centers in hospitals for seriously ill children and their families in 2005-2006
- Organized more than 900 Great Escapes enabling 28,000 participants to have family fun and meet other families in similar circumstances
- Offered entertainment and positive distraction to tens of thousand of hospital-

ized children and their family members through 4,500 Hospital Happenings

- Currently working on providing hermetically sealed personal computers ("PC Pals" program) in hospitals for the exclusive use of hospitalized children so that they may connect with other hospitalized children throughout the world.

SAVE THE DATE! ASID HOLIDAY HOUSE

Fund-raiser with 50% of proceeds to benefit Starlight Starbright Children's Foundation December 8 - 9, 2007.

ASID Arizona North Chapter will help introduce the Starlight Foundation to the Valley of the Sun at a double event hosted by Mr. and Mrs. Gary Carlson in their Silverleaf area residence in DC Ranch. On Saturday night, December 8, 2007 spectacular holiday decorations by our talented industry partners will set the scene for an evening of scrumptious hors d'oeuvres, cocktails, live music and a silent auction extraordinaire with the beautiful night view of twinkling Valley lights. Sunday morning's version will include pool-side brunch and a daylight view of the Valley of the Sun.

If you have not had the opportunity to visit the Silverleaf development, be prepared for a splendid setting in the foothills, lush with native plants and boasting incredible views.

Tickets will be limited. Invitations in the mail November 15, 2007.

GOVERNOR'S HOUSING FORUM

President-Elect **Katherine Thornhill, ASID, IIDA** was invited to participate on a panel at the Governor's Housing Forum, September 13, 2007 at the Radisson Fort McDowell Resort. Audience members were interested in making their properties attractive to various populations but doing so on limited budgets. **Thornhill** presented information on using color, light, universal design, multi-functional spaces, and curb appeal to attract and retain tenants. In closing, she reviewed the differences between interior designers and interior decorators, encouraging listeners to seek the advice of interior designers.



Katherine Thornhill, ASID, IIDA, President-Elect

Panelists included a feng shui practitioner and a representative from the Area Agency on Aging who touted her experience with the renovation of the DOVES residential shelter for elderly women who are victims of domestic abuse. The DOVES renovation project was, coincidentally, a renovation

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Continued on Page 57

undertaken by the ASID Student Chapter at Scottsdale Community College in 2005. Then-student chapter president and project manager, **Marcy Dodge**, was introduced and thanked for the terrific job. This “case study” was a perfect example of creating warmth, appeal and function with a tight budget.

By the way, the Arizona North Chapter is often approached with requests for guest speakers and panelists. If you are interested in accepting any of these opportunities, please contact Pauline Wampler, our chapter administrator, at the ASID office at 602-569-8916. We will keep your name on a speakers list.

**ART FOR THE FLOOR
FENWICKS FINE RUGS ELEVATES RUGS TO
AN EXQUISITE ART FORM**

You may not be able to tell a Tiffany diamond from an imposter at first glance, but put it on your finger, admire the quality, the pristine finish, the craftsmanship, and you’ll quickly know the difference. The same can be said for rugs. A quality, hand-crafted rug does the same for a room as a piece of art, instantly making its mark on the space, whether it be classic or contemporary. “It’s like jewelry for the home,” says Shirley Diamond, owner of Fenwicks Fine Rugs.

Step inside Fenwicks’ classically modern showroom and you’ll find over 1,500 hand-crafted rugs from all over the world, each hand picked for their quality craftsmanship and divine design. The 6000-square-foot space stretches over two floors and features “uniquely different” patterns and styles that you can’t find anywhere else, most notably Sartori rugs. Exclusive to Fenwicks, the Italian-designed line is not only rich in color and texture, it’s rich in history. Started in 1882 by Luigi Sartori, his grandsons Paolo and Franco continue to create simple yet sophisticated contemporary creations that breathe life into both modern and classic interiors. “Choosing a Sartori rug moves you into a lifestyle that joins Italian style, the love of tradition and the elegance of an innovative product of design,” says Aylin Garrett, Fenwicks’ Gallery Manager.

Designed in Italy, each Sartori rug uses the finest hand-spun wool and vegetable dyes to create aesthetically pleasing prints that are timeless classics. “They are true works of art,”

says Diamond.

With the exquisite selection comes an educated and experienced staff with an extensive knowledge of the craftsmanship behind each rug. “Rugs go beyond color, pattern and size, they come with a rich history and a story to tell,” says Diamond. “Whether they were hand-crafted in India, China, Pakistan or Iran, hand knotted or hand tufted, made of fine New Zealand or fine Himalayan wools, organic and eco-friendly, our staff has the knowledge and background to educate designers on what they are buying.”

Diamond, who is a designer herself, prides herself on her unsurpassed staff. After working for rug manufacturers in Turkey, New York and Los Angeles, Aylin Garrett recently joined the Fenwicks’ family, bringing with her an extensive background and an eye for quality. “We make sure to work with the most respected manufacturers and vendors,” says Garrett. Rounding out the team is **Kelly Rushmann, Allied Member ASID** who works closely with designers to ensure they find the most appropriate rugs for their clients.

Continued on Page 59



courtesy to the trade

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David Andow, Member-At-Large Director, Katherine Thornhill ASID President-Elect and Linda Singer-Heinz ASID President

JULY ASID MEMBERSHIP MEETING

The July 26, 2007 membership meeting was held at Phoenix Art Group, Inc. at 4125 North 14th Street in Phoenix. Guests at this chapter meeting had an "up close" and "hands on" opportunity to see how original art is made. They had a chance to create their own masterpieces. The beautiful showroom and gallery also offered a fabulous array of hors d'oeuvres and wine – set amongst all the wonderful art. This is a great place to bring your clients when shopping for art. Be sure and stop by for a visit if you have not already toured the showroom.



Owners Joe and Terri Fortuna, Allied Members ASID with sales associates Kerri McCoy and Natasha Akers

AUGUST ASID MEMBERSHIP MEETING

Terri and Joe Fortuna, Allied Members ASID and Robert Peddle hosted one of our largest membership meetings on August 16, 2007 at Mexican Tile and Stone Company located at 2222 E. Thomas Road in Phoenix. The two-hour power outage that lasted till just minutes before the meeting began could not dim the lights on this brightly colored showroom. Members enjoyed the self-guided tour of the showroom with vignettes of the various tile lines. During the tour everyone enjoyed the platters of Mexican food in each room plus a great margarita fountain.

SEPTEMBER MEMBERSHIP MEETING

Sherwin-Williams presented COLORMIX 08 at the September 19, 2007 membership meeting at the Arizona Design Center at Loop 101 and Indian Bend Road. Over 500 guests joined Jackie Jordon, Sherwin-Williams Designer Marketing Manager and CMG Member and Laurie E. Clark, Senior Designer Account Executive and ASID Industry Partner on a kaleidoscopic journey through the INFLUENCES and INSPIRATION behind the COLOR FORECAST for 2008 and beyond. Everyone participated in a progressive cocktail and hors d'oeuvres reception through the showrooms. Following the color forecast presentation was a raffle drawing.



Pauline Wampler, ASID Chapter Administrator; Laurie Clark, ASID Industry Partner and Sherwin Williams Senior Designer Account Executive; Michael Clare, ASID Financial Director and ASID Industry Partner; Linda Kolesar, ASID President-Elect-Elect

"We're like one big family," says Diamond. "It's a home away from home."

Set up for the comfort of designers, as well as an informative staff, Fenwicks has all the amenities and resources to aid designers, including a conference room and available high speed internet. "Essentially, we're going to help educate the designers so that they can help educate their clients as to what sets a \$10,000 dollar rug apart from a \$1,000 dollar rug," says Diamond. "A fine rug won't pill, fade or lose its color; it will only get better. And like a fine diamond, it can become an heirloom, something you can pass down to the next generation."

For more information, call (480) 443-4777 or visit www.FenwicksFineRugs.com. 14885 North 83rd Place, Suite 105, Scottsdale, AZ. 85260.

GREEN CABINETRY FROM AFFINITY KITCHENS

Commercial designers and now even residential designers are always on the lookout for quality affordable green alternatives for the growing environmentally conscious marketplace.

In green cabinetry, three things are key: sustainability, indoor air quality, and recycled content.

Affinity Kitchens in the Scottsdale Airpark is proud to pre-announce to the design community the introduction of Nickels Viridian cabinetry, which is a high quality and low emissions product with a clear blue and green focus. Blue means healthy indoor air quality and green means being responsible stewards of our surroundings and resources. Nickels includes woods species from FSC (Forestry Stewardship Council) managed forests. These are forests that comply with stringent guidelines for sustainability.

"Sustainability means managing resources to meet current needs without sacrificing the needs of future generations"

Some materials used for cabinetry are more rapidly renewable than others, such as bamboo, which grows back in 5 to 7 years. Wood from a LYPTUS forest renews within 14 to 16 years, as opposed to most American hardwoods which can require 50 to 70 years for full re-growth.

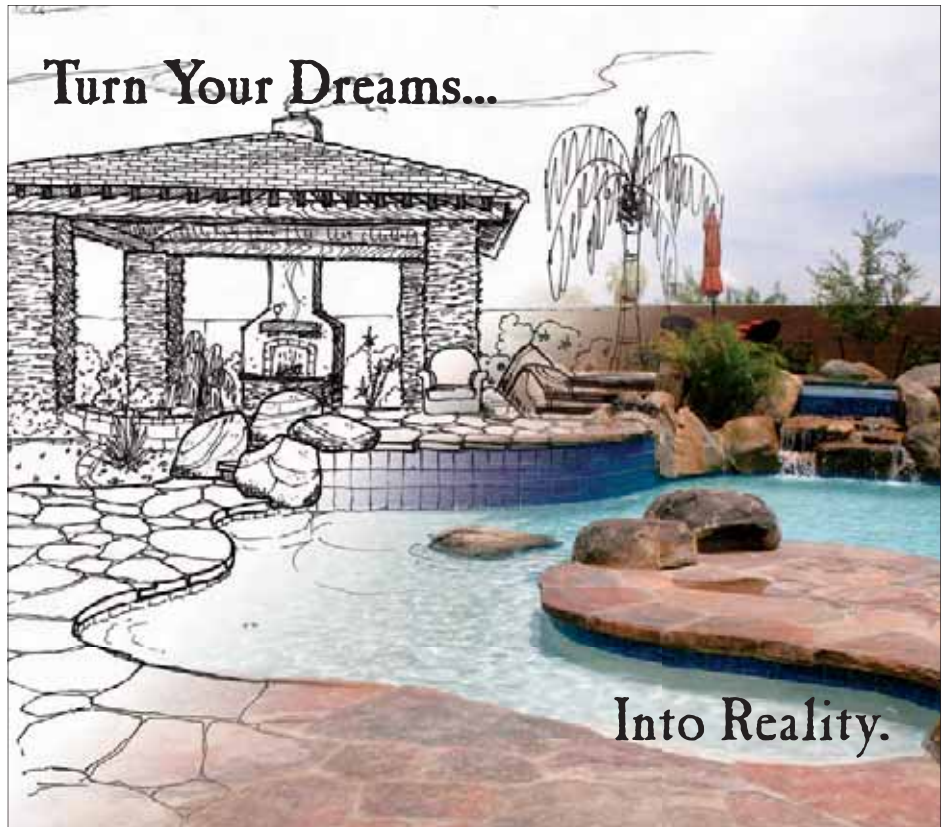
Great indoor air quality is enhanced by cabinetry case construction that is built from

materials that have no urea-formaldehyde added- which reduces emissions. Indoor air pollutants are also reduced through the use of water-based stains, glazes, topcoats and adhesives and low voc paints.

Nickels makes their cabinetry boxes from recycled wood pulp from the Pacific Coast lumber mills with no formaldehyde added. For doors, Nickels also offers a reconstituted engineered version of exotic hardwoods fabricated from sustainable sources. This allows the consumer to have the look and feel of exotic woods without using endangered species.

Please come by our showroom. We would love to show you what we have for your environmentally conscious clients. Or, feel free to call and schedule us to come out to your firm and do a lunch and learn presentation on green kitchen design. You can visit nickels at www.nickelscabinets.com or Affinity Kitchens at affinitykitchens.com.

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Tanya Shively

and has solved this problem by providing tools tailored to improve the communication between people working together on a project. The project team-- interior designer, architect, builder and client, can view the status of their custom home project and share comments through a web-based program operated by Sesshu Design and Associates, Ltd. The system enables the team to check on project status in a private; secure and user friendly environment. It is the smarter, easier way to collaborate on projects, and because it is web-based and hosted on safe, fast and reliable servers, it will always be accessible to every team member.

The primary access is a password protected, client only page from Sesshu's Web site, which opens the "dashboard" page. Here the client and other team members can see milestones, what is due and when, and the latest activity on the project. Anything that is late is highlighted at the top of the page in red. Other pages include To-Do Lists, File Sharing, Messages and Project Overview.

"I really feel that this is going to be an asset in our project management and will keep our projects on schedule in an easy, effective way for everybody," says **Tanya Shively, ASID**, owner and principal designer of Sesshu Design Associates. "I'm thrilled to be able to provide this to our clients and the architects and builders we work with. We'll be able to post photos of progress, and keep everybody informed of the latest developments, even when the client is out of town. If a new message is posted, everyone will be automatically e-mailed a notice, so issues can be dealt with in a timely manner and information gets to the right person."

We use the program to:

1. Post photos, sketches and project updates,

2. Coordinate schedules with suppliers, architects and contractors,
3. Maintain a list of preferred sub-contractors and tradesmen, and
4. Keep everyone informed on orders, construction permits, etc.

"We expect the reaction from architects, builders and homeowners to be very positive because projects will run smoothly and save everyone time and money in the process," **Shively** declares. For more information or to schedule an appointment with **Tanya Shively, ASID**, Sesshu Design Associates, Ltd. please phone 480-443-4800 or email tanya@sesshudesign.com.

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Vanessa Joaquim

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- Don't sell services, sell imagery and vision.
- You need a Web site even if it's a simple "landing page".
- A Web site positions your flair and specialty.
- Gather people at your Web site and survey their interests a tidbit at a time.
- Engage your online audience where they are shopping, particularly women.

Where are your technology skills? Here are some easy workarounds:

- Hire an on-site tutor.
- Automate more tasks with macros to learn routines and reproduce them.
- When using multiple vendors, engage them in a web-driven environment.

- Contract an "expert" for your needs.
- Interview a company to write custom software.
- Interview and hire an office manager/marketing coordinator.

Are you feeling pressure to complete projects quicker and under budget while putting a "wow" on the client's lips? How can technology, particularly web-driven applications, improve your time, energy and resources? In business there are three ways to become more profitable: increase your pricing, increase the number of your clients and reduce expenses. Review and use specialty software related to your greatest need at work. If you have an existing site be sure all your marketing messages are drawing the same conclusions.

Now you have loaded the software, upgraded your equipment, and networked your office and your PDA. Where do you back up your daily data? How do you access the data you have saved? If working with associates how do you exchange data? What is an alternative location for you to resume business if you were forced from your office from a flood, fire or wind damage? An I.T. service will walk you through each step so that you understand and can leave the "driving to them." Our portal access system allows clients to make web edits at 3 AM or upload newly acquired materials while on the road. For further information contact **Vanessa Joaquim**, President, at vjoaquim@twistique.com or (480) 949-7887.

KEEPING UP WITH THE TRENDS: A SIMPLE SOLUTION TO A COMMON DESIGN PROBLEM

By Heather Sanders • www.nexus21.com

The introduction of flat screen televisions made old, bulky, space-wasting televisions a thing of the past and thrilled both designers and consumers alike. Nonetheless, designers are still faced with the challenge of television placement in a variety of rooms.



Jeff Meskan,
CEO & Owner of Nexus 21

Nexus 21, a Scottsdale-based manufacturer of motorized lifts for LCD and plasma televisions, provides a solution and helps

designers completely redefine their clients' spaces. By using a Nexus 21 lift system, a television room can easily be transformed into a living room with a simple click of a button.

Owner and CEO of Nexus 21, **Jeff Meskan, ASID Industry Partner** describes the TV lift system as the ultimate solution to a common problem:

"Our product is valuable and exciting to interior designers because it presents a solution for television storage other than the traditional entertainment center. With the use of a flat screen TV lift, the focal point of a room no longer has to be the TV."

Nexus 21 lift systems also benefit designers because of their appeal for both men and women. The lift systems provide a compromise between serenity and technology in the home.

"Women love the lift because it neatly conceals the TV, while men love it for its 'cool' factor," explains **Meskan**.

Nexus 21 offers three TV lift systems to accommodate a wide range of flat screen TV models, sizes and weights. The lift systems offer television viewing flexibility that, until recently, has not been possible. Additionally, the systems have a number of accessories available to further enhance viewing. One of the most popular features is the swivel, which allows you to turn the television 180 degrees in either direction.

Meskan explains why the TV lift has been a success:

"The recent trend was to hang our flat panel TVs on the wall for all to see. But change is inevitable and flat panels on the wall are becoming a look of the past. The new trend is using the aesthetically pleasing approach of hiding your TV without compromising design or your wallet."

Nexus 21 television lifts raise the standard in quality, in size, strength, appearance, noise reduction, reliability, price, delivery and warranty. The lifts allow designers, consumers, installers and cabinet makers to redefine space with ease.

These lift systems can be used in rooms throughout the home. For instance, Nexus 21 also offers a compact cabinet that is best applied for the foot of the bed use. Many clients have also installed the lift into custom and antique cabinetry, countertops, window seats, RV's and boats.

"The best feature for designers is the compact design and versatility of our TV lift systems. The lift can easily be installed in very small spaces and in innovative ways," said **Meskan**.

"The lift system can be used in many applications to hide not only flat-screen televisions, but anything you can imagine from countertop appliances, wine racks, artwork (for security purposes), to antique guns, etc.," he says. "Up to four lifts can be linked together to raise and lower tables, beds, and anything else up to 720 pounds." **dd**



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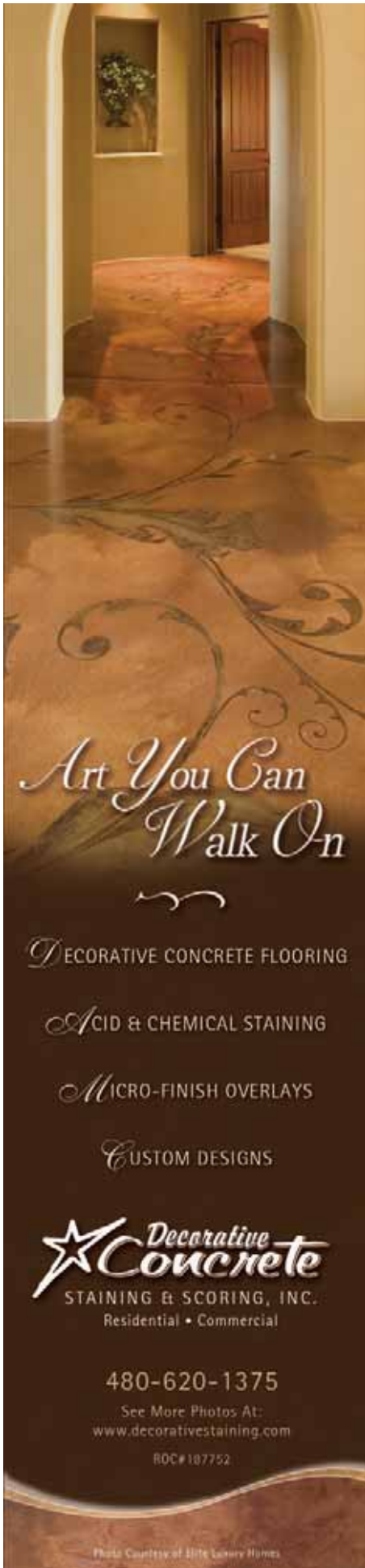
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ASID Appellation and Membership Designations



Under ASID bylaws, professional membership in ASID recognizes an interior designer as having completed a course of accredited education and equivalent work experience in interior design, and having successfully passed the NCIDQ examination. These members have achieved the highest levels of accomplishment and knowledge in their field. The public, consumers, other designers and affiliated professionals acknowledge the “ASID” appellation after an interior designer’s name as the hallmark of professionalism. Allied membership in ASID is for practicing interior designers who have a four- or five-year bachelor’s degree with a major in interior design or architecture, or a two- or three-year degree or certificate in interior design.

A professional member of ASID is the only member entitled to use the appellation without stating his or her qualifying membership classification, e.g., John/Jane Doe, **ASID (FASID** if a Fellow of the Society).

ASID members in other membership categories are permitted to use the following designations:

Allied Member	John/Jane Doe, Allied Member ASID
Student Chapter Member	John/Jane Doe, Student Member ASID
Industry Partner Member (Company)	ABC Company, Industry Partner of ASID
Industry Partner Representative (Individual)	John/Jane Doe, Industry Partner Representative for ABC Company

The membership designations must be spelled out completely. (Note: “of the American Society of Interior Designers” may be substituted for “ASID.”) No other modification or deviation is permitted.

The appellation for professional members and the designation for other members may be used only in conjunction with the member’s name. Members may not utilize any form of the name of the Society or the ASID appellation in conjunction with a firm name, even where the member’s name is encompassed in the name of the firm. A member may in no way imply, through advertising or other means, that employees of his or her staff or firm are members of ASID unless that is in fact the case. Members may be identified only by the appellation or designation consistent with their status in ASID.

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CALENDAR OF EVENTS

OCTOBER, NOVEMBER, DECEMBER 2007 AND JANUARY, FEBRUARY, MARCH 2008

OCTOBER

- 5 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***
- 11 IIDA SOUTHWEST CHAPTER 11TH ANNUAL TRADE SHOW**
Bentley Projects, 215 E. Grant Street, Phoenix, AZ 85004
4:00 PM – 8:00 PM, Contact linda.moore@kimball.com

- 9-10 DESIGN CHICAGO**
Chicago, IL. The Merchandise Mart. 800-677-6278

- 12- HOME FOR ALL AGES**
- 13 SYMPOSIUM**
Presented by ASID and the Universal Design Alliance
Minneapolis, MN, The Marquette Hotel
www.asid.org/homes+symposium.htm

- 17- NECON EAST**
- 18** Baltimore Convention Center, Baltimore, Maryland
www.merchandisemart.com/neoconeast

- 17- TRADITIONAL BUILDING**
- 20 EXHIBITION & CONFERENCE**
Morial Convention Center, New Orleans, LA
www.traditionalbuildingshow.com

- 18 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 PM – Arts Alive! Scottsdale Design Center, 15125 N. Hayden Road, Suite 101, Scottsdale, AZ 85260. 480-998-9790. david@artsalive.com or dan@artsalive.com. This will be a wonderful opportunity to meet national acclaimed artist Leland Beaman, who will share his 52 years of experience and what constitutes "good art". Master Giclee printer, Dan Kime, will demonstrate the process Arts Alive uses for printing and texturing artists imagery. As well as, Tom Doyle,



a 15-year veteran in the art, custom framing and the animation business will discuss the principles of framing and hanging. Enjoy cocktails, a chocolate fondue fountain and experience Arts Alive!

CHAPTER HOLIDAY PARTY
Atrium of the Arizona Design Center
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Las Vegas, NV.
Sands Expo Center, Venetian Hotel, www.intersectwest.com

- 7 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

MARCH

- 7 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT***

- 13- INTERIORS 08**
- 16** The ASID Conference on Design
New Orleans, LA. New Orleans Marriott, www.asid.org/interiors

** The first Friday of every month is a celebration of design creativity-including guest speakers, seminar sessions, showroom specials, complimentary refreshments and exclusive offerings for the design community. Unless otherwise noted all First Friday seminars will take place from 10-11:30 AM in the second floor seminar room at the Las Vegas Design Center.*

NOVEMBER

- 2 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

- 3-6 HEALTHCARE DESIGN .07**
Gaylord Texan Resort, Dallas, Texas
www.healthcaredesigmagazine.com/conference_2007.htm

- 7-9 GREENBUILD INTERNATIONAL CONFERENCE 2007**
Chicago, IL. McCormick Place West Building. 202-742-3818. info@greenbuilexpo.org or www.greenbuilexpo.org

- 15 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 PM – Ferguson's Bath and Kitchen Gallery, 8340 E. Raintree Drive, Scottsdale, AZ 85260. Contact Amy at 480-556-0103.

- 8-9 ASID HOLIDAY HOUSE**
Fund-raiser with 50% of proceeds to benefit Starlight Starbright Children's Foundation. Hosted by Mr. and Mrs. Gary Carlson in their Silverleaf area residence in DC Ranch in Scottsdale. Tickets will be limited. Invitation in the mail by November 15, 2007.

- 18 NCIDQ APPLICATION DEADLINE FOR SPRING 2008 EXAM**
Spring NCIDQ Examination: April 4 - 5, 2008

JANUARY

- 4 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT***

FEBRUARY

- 1 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT***

- 5-7 INTERSECT WEST**

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