

# desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



2003 ASID Design Excellence Awards • 2nd Place Residential under 3,000 sq. ft. • Luis Corona and Michael Barron • Casa del Encanto

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I am half way through my presidency and the best part has been meeting new friends and fellow designers! The National Meeting was held in Savannah, GA the first weekend in March and in addition to the great meetings, one of our members received the top design award AND Best of Show from *Southern Accents Magazine*. **David Michael Miller, ASID** had to have huge awards shipped back to Scottsdale; and speaking of "ships"-he won a \$15,000 cruise! So, get those photos out and send them in for our design competition as well as to *Southern Accents*! Winning makes the cost of photography insignificant!



Larry Lake and Jeanne Crandall's aspirations were realized with our first Designer Sample Sale and the Arizona Design Center. In spite of a rainy start we made \$12,000 for student scholarships! We were thrilled for a first time event and will add even more to the coffers from the Zoo Safari!

Also, the student design awards were judged this month. It is so inspirational to see the creative talent of the students! The work was incredible and the winners will receive their awards at SunWest Student Career Day.

It is wonderful to see so many new members and so many of you willing to give time to make the chapter what it is. ASID AZ North Chapter is one of the biggest in the country, one of the most financially sound and one of the most involved.

Here's to all of our efforts in making our chapter what it has become with planning and hard work.

Sincerely,  
Sherry Hauser, ASID  
President



Sherry Hauser, ASID, David Michael Miller, ASID, Linda Elliott Smith, ASID National President.

I was able to take part this year in the 2nd Annual Zoo Safari. It was a great time to meet new people and interface with vendors. The display of tabletops and donations for the raffle was overwhelming as well as a huge success with the designers. Also presented were the ASID pins of two designers who recently passed the NCIDQ. Congrats! It is events such as these that remind me why it's great to be part of ASID. Not only are the events such as this a great cause for scholarship funds, but they allow me to interface with fellow designers in the Valley.



Allyson Calvert, ASID

I found something interesting on the ASID National Website. For the first time, ASID has published information and data on the interior design profession across the U.S. and Canada. This information is especially helpful not only for design professionals but also for students who are about to enter into the design industry. It's a great tool that will help set expectations as well as help direct graduating students where to go and which discipline of design that they would like to pursue. This is something I didn't have when I graduated and it would have been extremely helpful for me to review. The tools and programs that have been created recently will assist students in their success.

For upcoming events, remember to attend the May Member Meeting at **Light up your Life**. Also, remember the deadline for submissions for the Design Awards is **June 7th** and if you missed Neocon West, Neocon will take place on June 14-16th in Chicago.

As always, if you have an article or something you'd like to see in an upcoming issue of *Desert Digest*, please feel free to email me at [Allyson.J.Calvert@aexp.com](mailto:Allyson.J.Calvert@aexp.com).

## 2003-2004 Officers and Board of Directors

### Officers:

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**Treasurer:** Linda Kolesar, ASID

### IP Representative:

Roland Arnold

### Student Representative:

Lohoma Eckroat

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Paul Buys, Allied Member

Allyson Calvert, ASID

Beverly Hogshire,

Allied Member

Sandra Wickman Kush,

Allied Member

Nancy Petrenka, ASID

## Is this Your Year?

### Deadline June 7th

by Bruce Stodola and Wanda Frederick

**H**ave you just finished a huge project...one of those once-in-a-lifetime projects? Or have you just finished an incredible makeover of a small space, on time and on small budget, and your clients are singing your praises? Well let's add another candle to your celebration cake and enter it in the annual **2004 ASID Awards Competition**. Now is the time to think about entering your prize projects in this year's competition! Large or small, there's a category to fit your project, especially since we've added more categories this year.

In addition to the usual categories, we've added:

- Residential Singular Space
- Special Function Rooms (i.e. home offices, media rooms, wine rooms, etc.)
- Kitchen & Baths
- Hospitality A
- Hospitality B (i.e. lounges, restaurants, etc.)



"ADAM"

You have already received the new and improved "Call For Entry" forms, so it's time to book the photographer, and get ready to submit that winning binder which needs to be turned in on **Monday, June 7, 2004 @ the Kravet Showroom between the hours of 1:00 pm -5:00 pm.**

So, go ahead. Take this opportunity and enter that wonderful project you have been working on so hard. Get the recognition you deserve! This year's gala will be held at the **Ritz Carlton on September 24, 2004**. Get ready to add your own "ADAM" to your trophy wall!

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## Lively Discussion and Input from Members Paves the Way

by Greta-Guelich, ASID, President-Elect

**T**he Strategic Planning Committee for 2004-2005 met the end of February to review the recently completed membership survey results and determine the direction our chapter will take during the year. It was two days filled with lively discussion, new ideas and plenty of membership input and I would like to take this opportunity to thank everyone who was involved.

First, I'd like to thank the Chapter's membership. Yes, you should be congratulated on your input to next year's plan. Your response to this year's survey was tremendous and provided the vital input needed for crafting a successful plan. The Strategic Planning Committee reviewed the survey results and incorporated many of your ideas and thoughts into the final plan.



*Back row: From left to right: Camille Matthews, ASID; Wanda Frederick; Pauline Wampler; Gera King, ASID; Greta Guelich, ASID, Committee Chair; Linda Kolesar, ASID; Christine Piotrowski, ASID; and Lahoma Eckroat, Student Rep. Front row: From left to right: Sue Urban, ASID, Facilitator; Paul Buys, Sheri Newton, ASID; Dan Heldenbrand and Roland Arnold, IP Rep (not pictured).*

Next, I'd like to thank this year's committee. They arrived at the planning site ready to tackle the difficult task at hand. Their enthusiasm and positive energy was astounding and greatly appreciated. I thank each of the members for giving their valuable time to this important process. The committee members were: **Gera King, ASID; Christine Piotrowski, ASID; Sheri Newton, ASID; Linda Kolesar, ASID; Camille Matthews, ASID; Paul Buys, Dan Heldenbrand; Wanda Frederick; Lahoma Eckroat, Student Rep; Roland Arnold, IP Rep. and Pauline Wampler, our administrator.**

Then, **Sue Urban, ASID**, deserves a big thank you as well. As the facilitator, Sue did an outstanding job of keeping the discussions on track and everyone focused on the issues. She had a difficult task and did a fantastic job.

Finally, I want to thank **Roland Arnold** of Arizona Tile for volunteering the use of his conference room for this year's meeting and for providing the committee with a bountiful lunch.

Thank you all for a wonderful job!

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## Votes Are Counted 2004-2005 Board is Set

**W**ith the recent election of our Student Rep to the 2004-2005 Board, the Chapter elections are complete. This year's nominating committee tabulated the votes and the results are as follows:

OFFICERS: President: **Greta Guelich, ASID**  
 President-Elect: **Sheri Newton, ASID**  
 Treasurer: **Robyn Randall, ASID**  
 Past President: **Sherry Hauser, ASID**

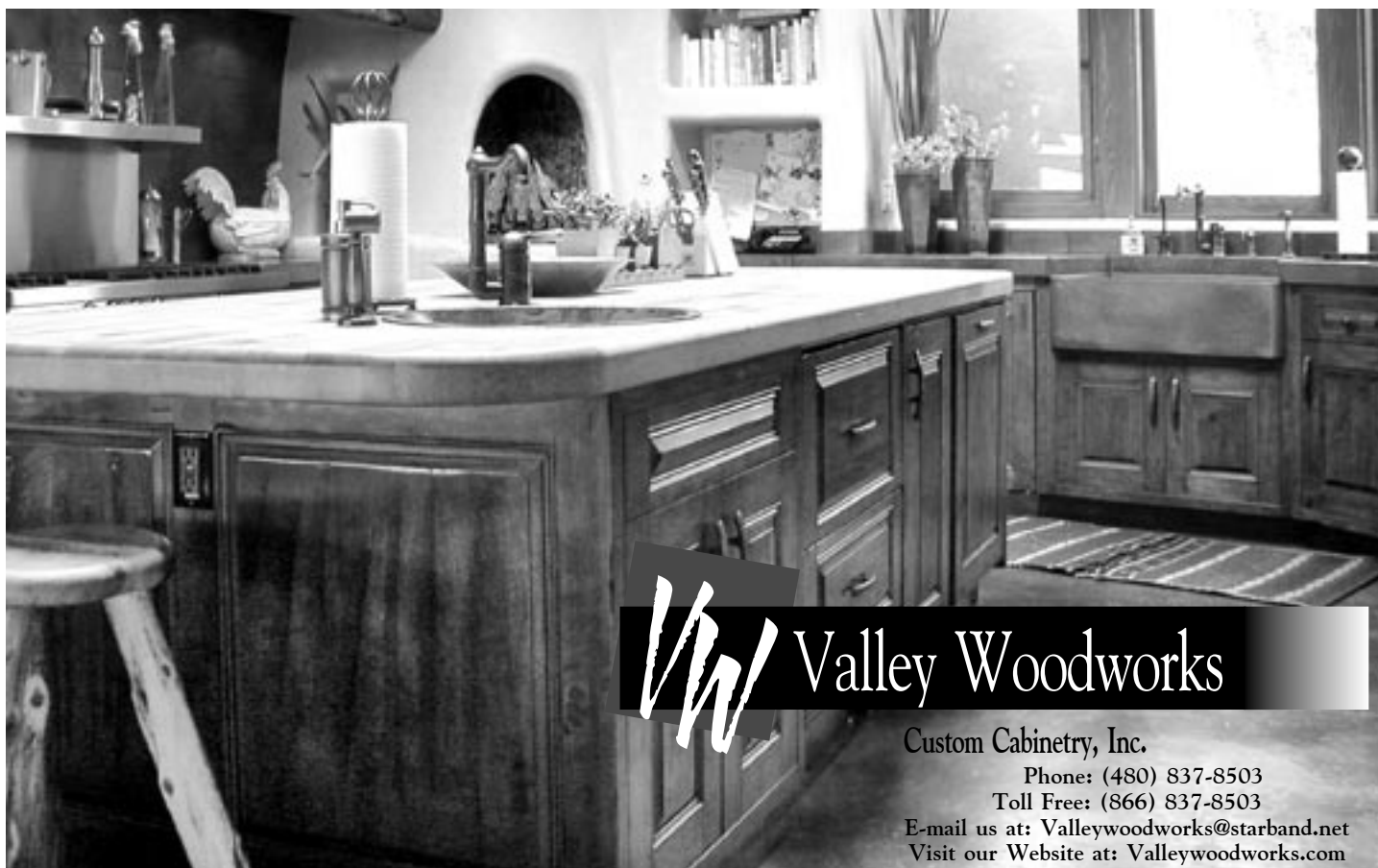
BOARD MEMBERS: **Sandra Evans, ASID**  
**Oren Bishop, ASID**  
**Dan Heldenbrand,**  
**Allied Member ASID**

NOMINATING COMMITTEE: **Sue Cain, ASID**  
**Janelle Schick, ASID**  
**Marilizabeth Polizzi,**  
**Allied Member ASID**

The student membership elected **Sheena Geohagan** as their 2004-2005 Student Rep to the Board and everyone will take office on October 1, 2004. Your new Board Members and Treasurer will serve a two-year term while the rest will serve a year. Current board members continuing next year are **Paul Buys**, Allied Member ASID, **Allyson Calvert ASID**, **Shirley Brown, ASID** and **Roland Arnold**, Industry Partner Rep to the Board.

Congratulations to our new officers, board members and nominating committee! I look forward to working with all of you in the upcoming year.

Greta Guelich, ASID  
 President-Elect



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to come





## SCC Design Students Transform Children's Home

Imagine if you went away for a weekend only to return and find your home totally transformed. That's what happened to ten boys who live at Sunshine Acres Children's Home over President's Day weekend and all due to the efforts of the Scottsdale Community College Student Chapter of ASID.

The SCC Student Designer's Challenge was thought up by the Student Chapter of ASID and managed by Patti Craze, a student chapter officer. It consisted of a design contest and a weekend for students to implement the designs. The idea for the contest came after several ASID student chapter officers toured Sunshine Acres Children's Home in Mesa. Sunshine Acres is funded by donations and cares for 70 children who have been separated from their parents. The officers selected the Palm Lane Residence for ten junior high boys, as it was a 43-year home that was in desperate need of a face-lift.

Last fall student's at SCC competed to come up with the best ideas for each room. Student's presented their design plans to the board at Sunshine Acres Children's Home and they selected a winner for each room. One student, Michelle Pierce submitted designs for three bedrooms and the hallway and all her designs were selected. Other winning student designers included the team of Connie Harrison and Insuk Bae for the media room, Maureen Murphy for the back patio and the team of Natasha Fritz, Erika Thompson and Lohoma Eckroat for the living and dining room.

The winning students were challenged to implement their designs over President's Day Weekend (Feb. 14-16). This meant finding sponsors, building furniture and sewing accessories over their winter break. Students raised \$16,000 in cash and merchandise and major sponsors included The Pakis Family Foundation, Newport Furnishings, Sherwin-Williams and Jonathan Tratt Industrial.

It took 78 volunteers 3-1/2 days to transform all ten areas in the 1,500 sq. ft. residence. The ten boys came home to a big surprise to find their home completely transformed and photographers and reporters stationed in their rooms ready to capture

their reaction. "The thrill of seeing the boy's stunned and excited was the most rewarding moment for everyone involved and made the months of hard work worth it," said Patti Craze, student organizer of the event.



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## ASID National Conference an Eye Opener

by Roland Arnold, IP Representative to the Board

**A**SID'S National Conference was held in Savannah GA in March. I attended the Industry Partner meetings, where we were educated in what our duties are to our respective boards of directors. The most interesting part of this was in talking to the other IP's from around the country.

What an eye opener!

I came away from this with a renewed respect for our member's involvement level and for our chapter's leadership. Issues that plague other chapters simply don't exist here, we're not perfect, but are certainly a model at which other IP members look for ideas.

Another interesting topic that arose was the possibility for IP and professional members alike, to start a sponsorship program for student's ASID dues. This is a great way to help out our future customers, while expressing our commitment to ASID affiliation now, and for the professionalism in our design community tomorrow.

Watch for more to come

Sincerely,  
Roland Arnold  
AZ Tile



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# ASID Releases First Report on the State of the Interior Design Profession

Groundbreaking Report Provides Facts, Figures and Statistics about Practice, Education and Legislation

**A**SID has released "**The Interior Design Profession: Facts and Figures.**" This groundbreaking report provides facts, figures and statistics on the current state of interior design to provide a comprehensive picture of the profession in the United States and Canada.

"This publication is the first step towards filling the information vacuum that engulfs the interior design profession," said ASID President Linda Elliott Smith, FASID. "ASID hopes the contents will provoke discussion and debate, and it will encourage the creation and sharing of more and better information about our profession."

Much of the information provided in this report has been cited or referred elsewhere, but has never been brought together in one knowledge source for quick and easy reference. The facts and figures contained in the report were gathered from a wide variety of sources, both public and private, including the Association of Registered Interior Designers of Ontario, Dun and Bradstreet, the Foundation for Interior Design Education Research, *Interior Design* magazine and more.

The report delves into the following areas that help shape industry and public opinion about interior design:

- practice of interior design -practitioner demographic, employment and earnings data; data on the number and geographic locations of design firms; and information on design specialty areas
- legislation - interior design registration laws and terms; the scope of practice for regulated provinces and states; data on the num-

ber of registered, certified or licensed individuals; and information on the boards and agencies regulating the profession

- education - data and related information on interior design degree programs, their faculty and students
- media - issues and trends covered by the U.S. design media in 2003, listing and review of coverage of design-related publications, and information on the impact of design TV
- directory of design organizations - names and contact information for U.S., Canadian and other international design organizations (e.g., interior design, manufacturer and service provider, other affiliated professional, and other design-related publications)

"ASID would like to thank all the contributors to the report, particularly to those design visionaries who shared their insights and experiences for the chapter overviews," said ASID Executive Director Michael C. Alin, Hon. FASID.

ASID members can download the report for free from the ASID Web site ([www.asid.org](http://www.asid.org)) or purchase it in hard copy for \$20. The report is available in hard copy to non-members for \$25. Ordering information is available on [www.asid.org](http://www.asid.org). If you are interested in learning more about the Society's research initiatives, please visit [www.asid.org](http://www.asid.org), e-mail [communications@asid.org](mailto:communications@asid.org) or call (202) 546-3480.

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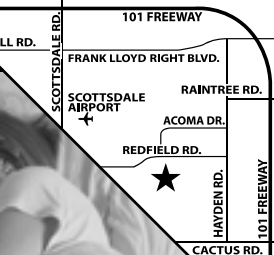
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ASID INDUSTRY  
PARTNER

by Lohoma Eckroat, Student Rep to the Board

**C**ongratulations to all those who are graduating this spring. The ASID student chapters have completed their election of officers for the coming year and congratulations to all the new officers, the new officers will be listed in the next Desert Digest Report. To all the present officers, thank-you for your dedication, time and support you have given to your ASID student chapter organization and to ASID North chapter.



In February, **Phoenix College** students toured the Reference Library and ART Architects. In March, they held an educational seminar, "March Into Your Future", to inform students about the educational options awaiting them after their two-year degree. Representatives from NAU and Bridgepoint Education discussed their Bachelor's programs, and Christine Piotrowski spoke about the NCIDQ test. Also in attendance to answer questions were the Interior Design Director, Ken Roberts, and advisement counselor Mary Lou Gomez. In April they had a successful Designer Yard Sale, which supports their scholarship fund for PCC ASID members. They ended the year with a chapter meeting at a chic restaurant and tour of the facilities.

**The Art Institute of Phoenix** had a very successful year in gaining new members and held their first ASID election of officers. They are organizing an event to showcase the interior design student projects to design professionals which would include a mini-portfolio review. As they begin their spring quarter, **The Art Institute** is anticipating graduating their largest class. Several students have accepted internships with several award winning design firms. In the coming months their chapter meetings include residential and commercial design speakers, and various functions to raise funds to support their chapter.

The **SCC** chapter provided a Power Point workshop in February followed by a Part II workshop in April. At the April chapter meeting, designer Jessica Bradley from Woolsey Studio gave a presentation on designing "lofts". The Woolsey Studio is part of the design group at the Scottsdale Third Ave Loft project. The Loft is a \$30 million project located at Scottsdale and Indian School Road. The individual lofts have been sold from approximately \$250,000 to \$1.5 million and the remaining units beginning at approximately \$300,000.

**MCC** finished the fall semester with a fundraiser selling ASID tote bags to I. D. students to raise funds for their student chapter. Shannon Wagner was awarded a prototype of her winning night light design for the Sojourner Center. They have also finalized their chapter officer elections.

**NAU** have completed a successful strategic two month planning session for next year. The current officers have reorganized their chapter and are leaving a strong structure that the future chapter boards can build on. The outgoing board leaves in place a strong group with definite goals to strengthen the chapter and a plan in place for the coming year. In October NAU is planning two day marker rendering workshop and in the spring a design contest based on the parameters of the NCIDQ.



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## ASID joins IFMA as World Workplace Partner

ASID will participate as a partnering organization in the International Facility Management Association's (IFMA) World Workplace conference Oct. 17-19, 2004 in Salt Lake City.

"ASID is excited to be a partnering organization for World Workplace, the premier educational event for facility managers in the U.S.," said ASID President Linda Elliott Smith, FASID. "ASID is thrilled with the collaborative relationship that the Society and IFMA has developed and looks forward to the opportunity to lend expertise to educate attendees of this tremendous event."

"We're pleased to welcome ASID back as a participant in World Workplace," IFMA President and CEO Dave Brady said. "For ASID to bring its expertise to World Workplace 2004 in Salt Lake City will give our mutual conference attendees a unique opportunity to experience the freshest, most up-to-date information that the design industry has to offer—a beneficial contribution we certainly appreciate."

ASID will contribute educational sessions to the conference program. For the same registration price that IFMA members receive, ASID members can attend all World Workplace 2004 events, including the welcome reception, keynote addresses, educational sessions and EXPO hall. For information about World Workplace 2004, visit [www.worldworkplace.org/northamerica/2004/](http://www.worldworkplace.org/northamerica/2004/).



## Industry Partners Pitch In for Sojourner Center


**T**hanks to Industry Partners, **Azadi Fine Rugs** and **Interior Surfaces Guild** for their recent donations of time and materials to assist the Sojourner Center. David with Azadi fine rugs helped to move a Sojourner Center Family into a new living situation by providing manpower and a van from his business. All of us, who have moved, know how invaluable that kind of help is! Thank you David, you are a saint! Interior Surfaces Guild donated

some rugs to the Second Treasures thrift shop that can either be sold by the shop or used by the families who are setting up new homes. Thank you for thinking of Sojourner Center for your donations! Now what about the rest of us? Remember when you ask yourselves, "What am I going to do with this furniture, accessories, or housewares?" The answer is simple...Sojourner Center!

Here is the Sojourner Center's Wish List! See the donation number to call in the separate box in this newsletter to get the items there.

- Alarm Clocks
- Backpacks
- Bath mats
- Bath Sets
- Bathroom Carpets
- Batteries – All sizes
- Bed Pillows
- Blankets
- Brush & Comb Sets
- Calculators
- Cassette Radios
- Coffee Makers
- Comforters
- Cookware
- Cordless Phones
- Couch Pillows
- Curling Irons
- Desk Lamps
- Dish Sets
- Embroidery Kits
- First Aid Kits
- Flash Lights
- Flatware
- Glassware Sets
- Hair Accessories
- Hair Curlers
- Hair Dryers
- Hand Mixers
- Hangars
- Home Tool Kits
- Iron & Ironing Boards
- Journals
- Lotion Sets
- Make Up Cases
- Make Up
- Mirrors
- Microwaves
- Night Lights
- Organizers/  
Yearly Planners
- Perfume Sets
- Phone Calling Cards
- Picture Frames
- Pots & Pans
- Purses / Handbags
- Puzzles
- Radios with  
Headphones
- School Supplies
- Scrapbook Materials
- Shoe Racks/Trees
- Slow Cookers
- Stationary Sets
- Suitcases
- Tea Pots
- Toasters
- Towel Sets
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## people on the move

**Paul Sarantes, ASID/IIDA** a professional member of ASID has been appointed as Vice President of Archicon Architects and Interiors. Archicon currently has offices in Phoenix and Toronto specializing in restaurant, hospitality, office, medical and commercial office projects in the tenant improvement and ground up building design. Mr. Sarantes has been with Archicon for six years and oversees as director of design for the company. For information please call 60-291-8880 or via e-mail [phxarch@earthlink.net](mailto:phxarch@earthlink.net)

## call for homes

Don't miss this extraordinary opportunity to gain publicity for your hard work! Over 400 people each year visit our Tour de Noel homes and thousands more will see your name and design work in the media.

If you have a beautifully designed home that we could view, please contact me immediately as we are making plans for our 2004 Tour De Noel right now!!

Tour de Noel is scheduled for December 3, 4, 5. Don't miss out! Call me today at 480-951-2351. Thank you for your support.

Greta Guelich, ASID, President-elect

## free publicity

We are getting ready to gather articles for our second magazine section-House and Home Solutions, for the *Arizona Republic*.

The newspaper will take photos or you can submit existing photos for articles on game/recreation rooms including wine tasting rooms or anything we do for entertainment inside during our warm summers. Sports, movie or outdoor themes were suggested. Also, interior changes in color, etc. for the warmer months. Another major feature is on updating your kitchen.

Let us know if you would like to participate!

## schedule photography

It is only three weeks until design entries are due! If you need the Call for Entry form please contact Bruce Stodola, ASID, 480-778-1890. We will have the forms available at the next two member meetings – the Zoo Safari on April 22 and the Light Up Your Life Kitchen and Bath Lighting meeting on May 20.

If you are interested in more information concerning the awards competition please contact Wanda Frederick 480-980-2875. The committee will add meetings or send info as needed to assist you in completing your entry.



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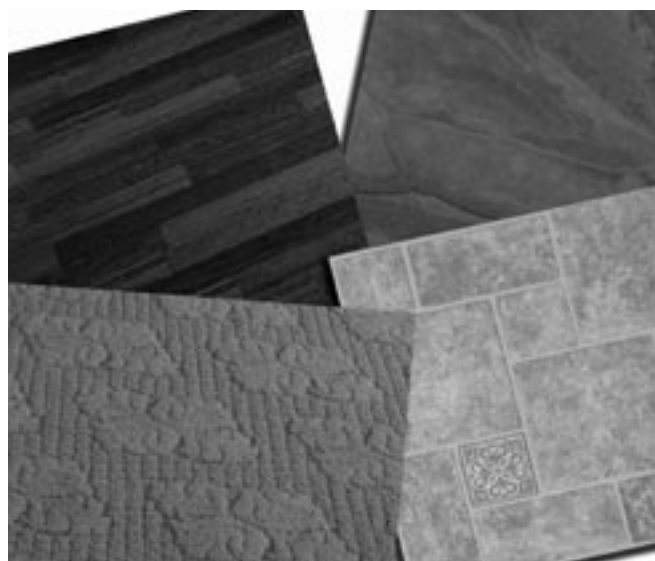
## Calendar of Events

- May 20, 2004** **Member Meeting:**  
Light Up Your Life Kitchen and Bath Lighting  
5:30 PM, 321 E. Camelback Road
- June 4** **New Member Luncheon** at Alexander Sinclair  
11:30 am - 1:30 pm (lunch included )  
No cost to new members  
All new designers and IP members.  
Meet your Chapter Board and learn more about ASID. RSVP: 602-569-8916
- June 10** **NCIDQ Update for all allied members**  
9:00am - 10:30 am - refreshments included  
to be held at Arizona Tile, 8829 S. Priest Dr., Tempe  
Talk to those who have recently taken the exam.  
Learn about the STEP program  
Reserve the date. No cost.
- June 14-16** **NEOCON WORLD'S TRADE FAIR**  
The Merchandise Mart, Chicago, IL  
For more information on the conference and expo, please visit [www.merchandisemart.com](http://www.merchandisemart.com)

**Deadline: June 1, 2004**  
NCIDQ Application Deadlines (for first-time applicants only)  
for the October 2004 Examination.

**Deadline: June 7, 2004**  
Design Awards Deadline.

**June 17, 2004** **Art Walk & Road Rally** Details to follow by mailing.



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A black and white photograph of a sophisticated interior. In the center is a large, plush sofa with a decorative pillow. In front of it is a dark, ornate coffee table holding a silver teapot and cups. To the left is a tall, glass-fronted display cabinet filled with various glassware and decorative items. The room is elegantly furnished with a patterned rug and a small side table.

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