

ASID

American Society of Interior Designers

desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



2003 ASID Design Excellence Awards • 2nd Place Residential 3,000-6,000 sq. ft. • Lisa Walker, ASID • Walker Design Group

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TEE IT UP!
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I'm nearing the end of my presidency and it is bittersweet. My clients will enjoy having their plans on my mind once again, my family will look forward to more than just take-out, and I may find the top of my desk once again! But, before my term ends, one goal I set early on in my term was to make it easier for our designer members to locate our valuable Industry Partner members, both old and new. I'm excited to report that we are organizing our IP membership both alphabetically and under one (in some cases this is impossible) category that best describes their business. We also have made maps of both old town Scottsdale and the Airpark area where most are located so you will be able to locate them with ease. Both of these are available on our web site- asidaznorth.org. Copies will be handed out at our upcoming meetings which are coincidentally being held at IP's located in old town Scottsdale and the airpark.



Another goal is to have more of a presence on ASU's campus in the School of Architecture and Design. We now have our first student member in some time and hope to add more in the future to join us and spread the word on campus about ASID meetings and opportunities!

One of the most rewarding parts of the presidency has been the students. They are so talented and energetic! Judging both their ASID Student Projects and their vignettes at the Home Show was a great experience. There is no lack of talent coming on!

Speaking of Design Awards and Excellence we have over 90 entries for our awards. This must be a record! The judging will be done in a large metropolitan area, out-of-state. The judges will consist of a team of award winning designers. The awards will be presented Friday, September 24 at the Phoenix Ritz Carlton. Hope to see you at the summer meetings and the awards event!

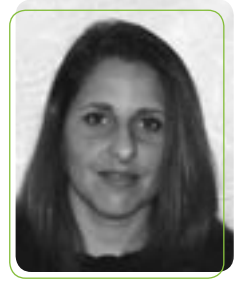
Designers-watch the mail for your opportunity for free advertising! We want to know more about your businesses, as well, so we can add this to our web site for public access. This information will need to be returned by September 1.

Sincerely,
Sherry Hauser, ASID
President

Correction

It has come to our attention that the May/June issue featured an incorrect photo credit on page 8. It should have read: Both Diane Wilson and Rebecca Arteaga were in their junior year studio class this spring semester in the Northern Arizona University 2+2 statewide program. We are sorry for this error.

In my workplace, we are currently going through the exercise of creating training and development plans for the next year. As designers, we seem to focus (of course) on keeping current with new trends, products, color, codes and subjects that are expected of us in order to be successful designers. In my development plan I try to focus on taking courses related to design in order to keep me updated on the latest trends and information however, I've decided that this year, I need to expand my training plan to also take non-related design courses such as communications courses, leadership courses and my favorite titled course I've found, "How to Deal with Difficult People".



Allyson Calvert, ASID

In reading Sherry Hauser's book review of "Put Your Best Foot Forward", in this issue of the *Desert Digest*, it just reinforces my justification that although my favorite courses to take are related to design, I need to take other courses that will enhance my skills so that I can have stronger relationships both professionally and personally. The review of this book was instigated by the students at Phoenix College, who were putting together information on professional presentations. I think their assignment was great as it's important for students to understand that although we are designers and need to keep up with trends, there is also the business side of being a designer which requires good communication and business skills. Be sure to look at the calendar at the CEU coming up on "Branding", to be held in September.

Also look for other exciting events coming up such as the appliance demo dinner at Interwest Distributing Corp in August and the 2nd Annual IDCA Golf Tournament in September.

As always, I'm open to suggestions and ideas for articles for future issues of the *Desert Digest*. If you have an article you'd like to submit, please email me at Allyson.J.Calvert@aexp.com or call at 602.537.8561.

2003-2004 Officers and Board of Directors

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Work Plan '04-'05 Committee



The Work Plan Committee met on May 18th to determine the budget for the upcoming year. Committee members included (from left to right) Robyn Randall, ASID; Pauline Wampler; Sherry Hauser, ASID; Sheri Newton, ASID; Christine Piotrowski, ASID; and Greta Guelich, ASID.

Art Tour



Many thanks to Sam and Hunan at Picture Perfect Gallery for the wonderful dinner on our recent art tour.



Members at Phoenix Art Group on ASID art tour.

Building Industry Conference and Expo



ASID AZ North Chapter participated in the Building Industry Conference & Expo on May 20th and 21st. Pictured are Sheri Newton, ASID & Christine Piotrowski, ASID manning the booth.

New Member Luncheon



Past presidents in attendance were: l/r – Linda Heinz, ASID, Gera King, ASID, Christine Piotrowski, ASID, Peggy Gustave, ASID, Sherry Hauser, ASID (current president), Bruce Stodola, ASID, Jeanne Crandall, ASID, Melinda Foote, ASID, Sue Urban, ASID.

We start with www.minemine.com, a fascinating array of murals for children's rooms. The murals look like a child's drawing, and the standard sizes are 8' x 12' and 10' x 15'. Custom sizes are also possible, and now the company offers these same murals in wallpaper.

Another site to inspect is www.sentrytablepad.com. The company provides table pads in all custom shapes and sizes, and has a wonderful palate of colors to match almost any décor. Good investment for all tables.

The big trend in homes today is personal wine cellars, and at www.winecellardesigns.biz you will find it all! Wonderful custom designs to fit any size home and most budgets.

And finally, don't forget, www.asidnorth.org! We tend to slide by this one, and it offers all the chapter information you could possibly need – meeting times and places, national headquarters information, membership qualifications, the entire *Desert Digest* and lots, lots more! A monthly must for all members!



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Student Design Competition



Top: First Place Winner at the Home Expo Student Competition, Jaci Furrey, NAU Student Member \$500 from Stevens Furniture.

Bottom: 2nd Place winners Kimberly White, Kimberly Koner, Student Members.



Did You Forget to Pay Your 2004 Membership Dues?

Membership terminations have occurred for practitioners who did not renew for the 2004 membership year. If you think your membership has been terminated and you would like to reinstate, please contact the ASID Member Service Department immediately at (202) 546-3480.

Trade Show
Vignettes

**2nd Annual
IDCA
TEE PARTY GOLF TOURNAMENT**

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IDCA (Interior Design Coalition of Arizona)

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Silent Auction

ALL ENTRIES MUST BE IN BY FRIDAY, AUGUST 27, 2004

RAFFLE

Fusion Studios, a new ASID Industry Partner located in Tempe, has received national recognition for one of its latest projects. *Glass Art Magazine* interviewed Richard Altman, mixed media artist and owner of Fusion Studios, for its July/August issue. The interview focused on the design and fabrication of glass art objects for the Santa Fe themed restaurants located on two new Princess Cruise ships, the Diamond Princess and the Sapphire Princess. Images of the project will appear on the cover of the July/August issue of the magazine.

The project was a collaboration with Art in Metal, who fabricated the custom metal art pieces for the project. Design and implementation of the project required tight coordination between all members of the design team to ensure the glass components would fit properly into the metal mounting systems. There were three categories of glass art objects delivered for the project.

Each ship hosted ten large decorative window frames accenting the windows in the restaurant. The window units contained 17 pieces of fused glass mounted on different planes within the frames that reached from floor to ceiling and across the top of the windows. The design selected for these frames utilized southwestern themed elements and colors that were precision cut out of glass by computer controlled cutting machines. The design elements were fused onto glass panels. After fusing, the final component shapes and mounting holes were cut from the fused panels using the computer controlled cutting machines.

Six glass discs, ranging in size from 19" to 27" in diameter, were fabricated using multiple colors and textures of dichroic glass and nested in metal supports. The discs containing contemporary southwestern designs were among the key elements of the entrance experience to the restaurant. The discs reflect vibrant alternating colors as the light plays off the surface of the textured dichroic glass.

Four trapezoid shaped glass components were created and integrated into room dividers. The motif for the room dividers played off the metal southwestern figures mounted on the walls of the restaurant. The design also featured an embossed "cracked earth" pattern that was embossed into the rear of the glass. The effect of the rear lit glass objects within the room dividers created focal points from various views in the space.

Once all the components were completed

they were created and shipped to Japan for installation at the shipyard. Only one trapezoid and two widow frame components were damaged during the shipping and installation process and were subsequently replaced.

Fusion Studios has a new facility in Tempe that includes a gallery/showroom for the trade. The studio creates engaging works of art for commercial and residential use that include very unique custom lighting, tables, room dividers and sculptural objects. The work takes advantage of the light, shadow, color and reflection of the glass designs so they contribute to a memorable experience for people living in or visiting contemporary spaces. Richard Altman can be reached by phone at Fusion Studios, 480-831-0201 or on the Web at www.fusionstudiosaz.com.



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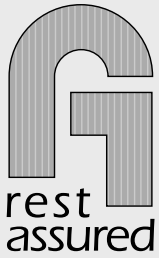


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people on the move

Debra May Himes, ASID of Debra May Himes Interior Design has recently moved her operation to new, expanded offices at: 4120 W. Kitty Hawk Way, #2, Chandler, AZ. Beautiful new digs!

Donna Niemann recently assumed sole ownership of Niemann Hayden Fine Art, providing personalized art services to interior designers in a gallery setting. Since founding the gallery in 2000, Niemann has provided artwork for designers in various mediums. The gallery is located at 8281 E. Evans Road, Suite 102, Scottsdale. 480-315-1151.

television opportunity

A popular cable television channel is seeking designers who have a proven record of innovative kitchen and bath design. Participants must be willing to showcase—on air—some of their best and biggest projects. The use of new materials, colors, creative design and innovation is required. Please forward resumes, portfolios and any available video by August 30 to Carrie Conyngham, Scripps Networks Emerging Media, 9721 Sherrill Blvd., Knoxville, TN 37932. For more information, e-mail cconyngham@scrippsnetworks.com.

new allied qualifications

New membership qualifications for ASID Allied Members went into effect on June 1. New Allied Members must now have a minimum 40 semester or 60 quarter hours of interior design-related education. These new qualifications will not affect current allied members in good standing with their membership. Members who have questions about the new qualifications should contact the ASID Membership Services Department at (202) 546-3480.

web sites

A listing of ASID practitioner members' Web sites is now available on the ASID Web site. Click on the "View Designers' Web Sites" in the Find a Designer section of the ASID Web site. This links to a list of the Web site addresses for all members in each state. Any practitioner member can have his or her Web site listed, whether or not he or she is enrolled in the Worldwide Referral Service. To add a Web site address to the list, go to www.asid.org and click on the link for "Update Profile" under ASID Links on the home page.



Scottsdale Airpark – 15636 N. 78th Street
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Summer Means Planning

by Lohoma Eckroat, Student Rep to the Board



The student ASID chapters have been busy electing new officers for the coming year and have successfully completed their spring projects. Congratulations to everyone on your outstanding accomplishments for the year.

MCC ASID student chapter finished their semester with a fundraiser selling ASID tote bags to ID students. Also, **Shannon Wagner** was awarded a proto-

type of her winning night light design which will be manufactured for the Sojourner Center. Congratulations to the following new student board members for 2004-05: President- Dave Marciniak, President-elect-Mellisa Trottier, Secretary-Pam Ehrke, and SRB-Sheena Geohagan, Historian-Judy Andrella, Publicity-Dawn Kemp, ASMCC-Carolyn Fereday & Jeannette Holverson.

SCC ASID student chapter awarded three \$250 scholarships. The winners are: Aleisha Coate, Carol Michael & Jennifer Peterson. The students wrote a 500 word essay describing their career goals and how a scholarship would help them in their endeavors. **Polly Kelly** received an Honorable mention, in the Student Design Competition at the Maricopa County Home and Landscape Show. Design student winners and Student Board members received awards for their community service at Sunshine Acres Children's Home. The **Governing Board** of the Maricopa County Community College District invited the Board members to their monthly meeting to present an overview of the design event held at Sunshine Acres.

In the spring they had a continuation of a Power-Point workshop, and a presentation on Loft Design. The Student Board fundraisers were so successful this year they awarded three scholarships and have enough funds left to send their 2004-05 President, **Marcy Dodge**, to the ASID 2004 **Chapter Leadership Conference** in Washington DC. The student chapter also elected new board members for the coming 2004-05.

PCC student chapter's Second Annual ASID "Designer Yard Sale" was a success. Proceeds will be used for scholarships; all unsold items were donated to the Sojourner Center thrift shop. They extend a "thank-you" to the **ASID Arizona North Chapter** for donating items left from their own Sample Sale. In April, PC student **Kim White** won Second place in the annual Maricopa County Home & Landscape show Student Interior Design Competition.

In May a select group of students toured the **James Hotel** in Scottsdale with lunch at **FiAmmma Trattoria**.

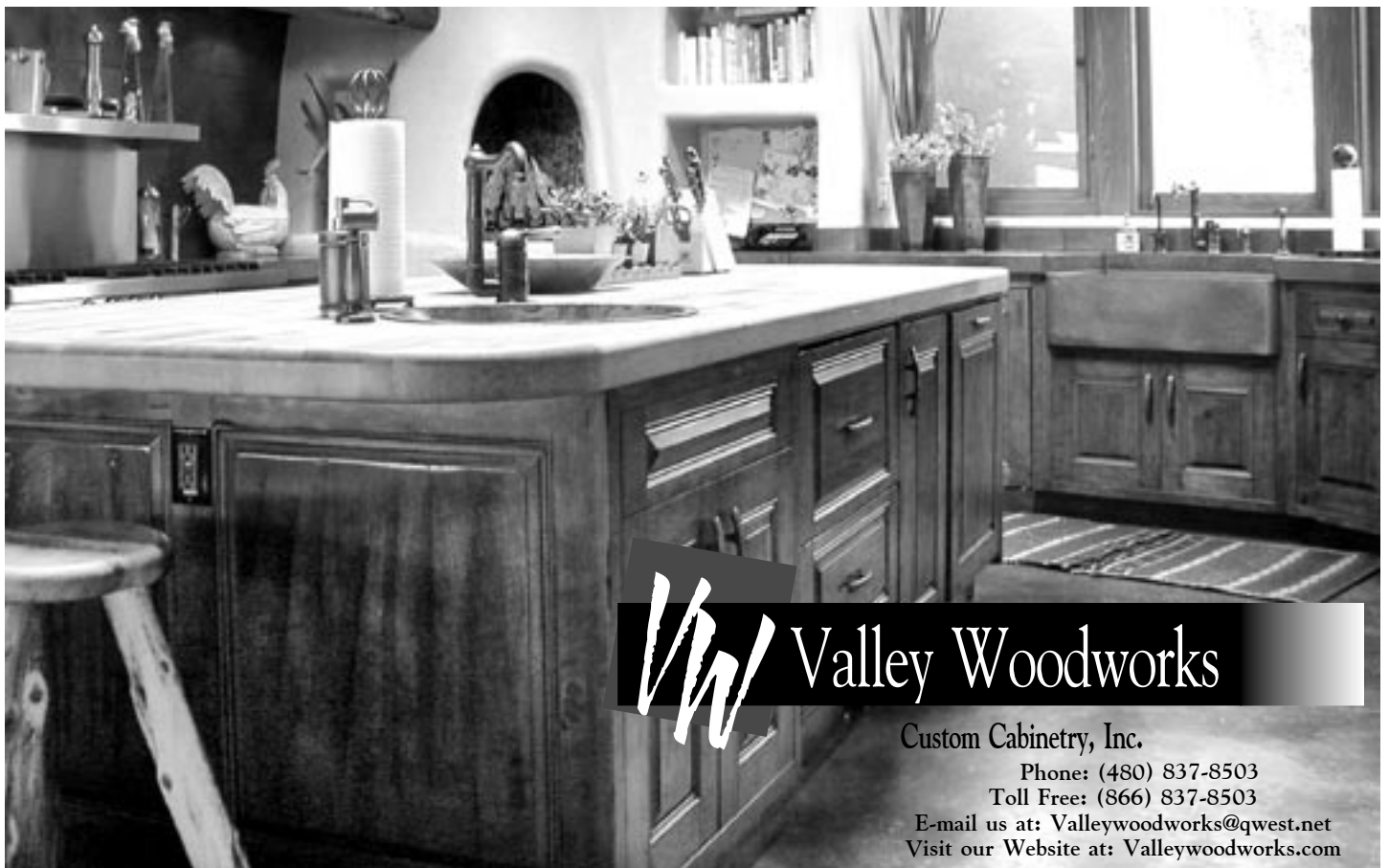
AIPX have elected new officers: President-Marissa Langlie, Vice President-Nicole Anderson, Secretary-Lori Farkas, and Treasure-Sheena Wilhite. The board members are very excited and are planning events for the coming year. In May, they had two designers from "**Hart Interior Design**" give a presentation on "Designing for the Model Home Industry". This was atypical from the other residential and commercial designers that meet with the students. Graduation was on June 17th, nine students presented their graduate projects (which includes residences to churches to spas). Their portfolio was on display to the design community at ASU West.

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Branding is the hottest topic to hit the business world in some time. Everyone is talking about it but few understand exactly what branding is, or the power branding can have for a business. "Branding: It's Not Just For Cattle and Major Corporations" is a program devoted to the topic of Personal Branding for individuals and small firms. In addition to an introduction to branding and Personal Branding, this course provides a step-by-step process that allows participants to discover and develop their own personal brand.

Time: 9:30 a.m.-2:00 p.m.

Cost: \$75 ASID Member

\$50 Students

\$85 Non-Members

Location to be announced



Terri L. Maurer, FASID
Maurer Design Group
Akron, Ohio

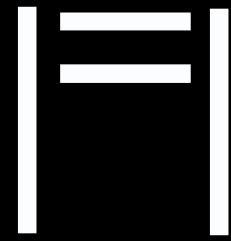
Terri Maurer, FASID, president of Ohio-based Maurer Design Group, has been a commercial interior design practitioner for 24 years. A 1978 graduate (B.A., Interior Design) of Kent State University, Kent, Ohio, Maurer began her practice with a firm specializing in hospitality design. She gained additional management and professional design experience while working as assistant to the director of interior design at an office furniture dealership, and as vice president in a partnership that specialized in office and nursing home design. In 1981, Maurer launched her own company, specializing in the design of corporate offices, medical office facilities and nursing homes.

Maurer passed the NCIDQ examination in 1981. She is a founding member and former trustee of Ohio's Coalition for Interior Design Legislation in Ohio (CIDLO), an organization working toward the registration of interior design professionals, based on qualifications such as professional education, experience and examination. A proponent of professionalism and lifelong learning, Maurer has expanded her design education with courses on the Americans with Disability Act, universal design, lighting design, codes and standards, ergonomics, fire-safe design and barrier-free design. She also received additional management and leadership training through ASID and at the Center for Creative Leadership. She also took courses in strategic planning, consulting, and working as a team member and leader, as well as speaking and communication training.

Since 1986, Maurer has served the American Society of Interior Designers (ASID) in many volunteer capacities at both the national and local levels, culminating in her election as the organization's 26th president in 2001. Her national positions included liaison to the National Council for Interior Design Qualification (NCIDQ), ASID Strategic Planning Committee chair, and participation on numerous committees, councils and task forces. Maurer served on the national board of directors (1992-1993 and 1998-1999), was a disciplinary juror for the Ethics Committee, a member of the Executive Committee and as director with financial oversight of a nine million dollar budget. She was named president-elect in 2000. Chapter service included serving as ASID Ohio North Chapter president, vice president, board member (two terms) and service on numerous other committees.

Because of Maurer's service to ASID and the profession, plus her experience as an entrepreneur and her considerable business and leadership education, she has achieved an elevated level of expertise in business planning, strategic planning and marketing. In addition to her work in the commercial design arena, Maurer is a nationally recognized speaker and educator on design and business-related topics. She has written articles for "Interiors and Sources" magazine and was featured as an industry leader in "Contract" magazine, "Draperies and Window Coverings" magazine, "Window Fashions" magazine and "Office Insights," a national newsletter.

Maurer has been the recipient of numerous awards from her peers, including two ASID chapter presidential citations. She also received special chapter recognition for "outstanding guidance and leadership," and earned ASID's highest chapter award, the ASID Medalist, in 1994. Maurer has been recognized for her participation at the society level as a national task force chair, chapter president, member of the executive committee, and for her national positions as president-elect and president. In 2000, Maurer was elected to ASID's Council of Fellows, the highest society level honor bestowed on members. In 2001, she was recognized by her alma mater, Kent State University, as the School of Family and Consumer Studies' alumni of the year.



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Help a Sojourner Center family with a new home and a new life....

Are you going to be spring cleaning? Do you have a kid going off to college and are turning their room into a home office perhaps? Or do your clients have nearly new items from a room they are re-doing? Or do you just feel like going shopping for Sojourner?

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.

A good rule to remember when giving to the families at Sojourner Center: Anything that your family and children need, they need too. They are just like you!

- 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 – all sizes
- Pots & Pans
- Purses / Handbags
- Puzzles
- Radios with Headphones
- School Supplies
- Scrapbook Materials
- Shoe Racks/Trees
- Slow Cookers
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- Suitcases
- Tea Pots
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- Towel Sets
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- Wall Pictures
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- Watches

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“Put Your Best Foot Forward”

The students at Phoenix College were putting together information about professional presentation so I reviewed the book, “Put your best Foot Forward” by Jo-Ellan Dimitrius, Ph.D and Mark Mazzarella. In reviewing the book, there are four qualities that are the foundation of every great impression; **Trustworthiness, Caring, Humility and Capability.**

Intuition is based on past experiences and other factors that are out of our control, so as in other areas, having the fewest objections to overcome is always best. Navy blue is the most trustworthy color to use but pastels can be soothing. Black is a depressing color and bright colors are much more invigorating. Most people make decisions based on emotion and justify them with logic. We turn to those that fill our voids best. Everyone wants strokes so don’t overlook those closest to you and timing can be everything by acknowledging noteworthy achievements.

Personal and professional relationships that are the strongest, most fulfilling and longest lasting, are those in which the people involved share basic values, life experiences, ideals, goals, mannerisms and even a common level of physical attractiveness. We create impressions with our personal appearance, body language, voice and communication style, content of communication, actions and environment. Initially visual images have greater impact and are retained longer. If we have known someone for years we are judging on the quality of work, friendship and deeds. The most gracious people are those who make others feel most comfortable.

To communicate confidence one should have candor, consistency, enthusiasm, initiative, strength and vocal quality. To make a great impression, learn to see yourself as others see you. Be clear about your objective, know your audience, create a plan for each encounter and roll with the punches. If you commit a faux pas, acknowledge it. Use eye contact, smile, use a handshake or greeting along with good posture and enthusiasm. In a difficult situation maintain your composure and don’t be offended by disagreement. Look for common ground, LISTEN, admit when you are wrong, and don’t be defensive. When all else fails, retreat!

Does your physical appearance make a difference? Of course, but voice, competence, intelligence, success, dignity and grace along with friendliness, smiling and good posture can be attained by all. Clothing, weight, physical condition, posture, body language, smiling, eye contact, hygiene, voice, intelligence, dignity, grace and environment are all controllable. If your job calls for creativity trendiness is conforming and expected. Dress appropriately for the occasion. Those that dress more formally are considered to be more professional. If you are ever embarrassed by not being well dressed, especially with casual Friday, then error on the side of more professional.

In our profession, listening has to be the best quality you can develop. Every clue given leads to a more successful client/designer relationship. and don’t forget our favorites-this book was not written by a designer either-books, magazines, artwork, collectibles, flowers, plants, furniture, professional or recreational items, signs and plaques. Having just seen the Stepford Wives, I’m not sure it’s humanly possible to be this perfect, but since you asked....

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Green is not a color – It's a Movement



The following suggestions were made at a "GREEN" seminar held at the National meeting this year in Savannah, Georgia. This easy to read list shows how little changes can begin to make a difference for the future. Thus it becomes easier to be GREEN. (Watch for our recycle SAMPLE SALE, March 14, 2005 at the Arizona Design Center. The Design Center will be cleaning out for their move in May – watch for details.)

Reasons to Build Green

- Conserve natural gas and electricity
- Conserve water
- Promote principals and practices of better forest management and the way timber is harvested.
- Reduce pollution
- Reduce waste to landfills
- Increase durability
- Give the NIMBY's a reason to like us
- Promote house as a system approach
- It's the right thing to do

Customer Benefits of Building Green

- More energy efficient
- More water efficient
- More comfortable
- Better indoor air quality (safety and health issue)
- More durable

Benefits for Designing & Building a Green House

- Happier customers
- More referrals
- Higher salaries
- Repeat business
- Higher profits
- Fewer callbacks
- Less mold instances - Water goes into interior systems, gets trapped in drywall and insulation.

Specifications

- Energy efficiencies
- Windows
- Lighting
- Appliances
- Doors
- Exterior Wall Finishes
- Cabinetry & Trim
- All affect air quality

Resources Conservations

- Materials Reuse
- Waste management

Issues of Changes

- Changes and Modifications
- Plans

Specifications

- Procedures (Work as a team w/builder and architect)
- Sales and Marketing Themes
- Public Relations

Why offer Green Buildings?

It's the right thing to do!

- 83% of home buyers consider themselves environmentalists.
- Environmental issues are getting bigger every year.

Examples of Built Green Techniques

Foundations can account for up to 20% of heat loss from insulation issues.

• Framing/Floor Joists:

More quiet and level, cost depends on variance of lumber prices.

Look for SPI or SPC lumber which is farmed Fast growing trees.

• Framing/Walls:

Do not waste materials
Structurally insulated panels
Foam is better than fiberglass.

• Framing/Roofs:

Add energy, heat trusses – more uniform
Thermal performance of insulation
Engineered trusses and heels
If you raise heel of trusses above height of the wall, you substantially decrease the loss of heat through insulation.

• Recycled rubber with outstanding hail resistance

Rated to 110 mile per hour wind and hail resistant storms. Made by Gem-Euroslate.com, outside of Canada.
100% post consumer product

• Windows

Low E-glass 0-7%
Heat Mirror
NASA type glass reduces heat and UV from 60-70%
Low E Square
Vista Film provides equivalent protection

• Siding Durability

Fiber cement product flammability rating
50 year Warranty
Vinyl siding is not good for keeping out water
You must put something behind it to prevent water absorption.

• Window Flashing

Grace Vycor® Plus
Self adhered flashing
Protects against moisture air and water leaks in critical non-roof detail areas:
Windows & Doors, Foundation

• Durability & Low Maintenance

Brick does not keep out rain. It's the surface behind it. Stucco wrap, asphalt paper.

• Lighting Cans

Air tight can lights
Prevents long-term moisture problems and air leakage.

• Sealing

Wires, plumbing penetration of ceilings or walls are potential for leakage.
Sealing with foam prevents these problems.

• Insulation

It must be done right to get good performance.
Quality installation should not cost more.
Should not have gaps
Gaps present moisture bridge and conductivity of electricity
Blown in is best.

• Mechanical heating

90%, 92%, 95% efficient for every btu that goes in to house

- **Duct Work**

Must be tightly sealed
Sealing means the right amount of air is going to the right place at the right time.
Duct Blaster Test
Blower door test to test air tightness of SP house.
Will also show if light cans are air tight.

Energy efficiency test – 26,744 lbs of CO2 is equal to 33,340 miles of driving.

- **Paint**

Sherwin Williams Harmony –
Can't see or smell the difference
Low odor during application and drying
Zero VOC
Formulated without silica
Antimicrobial properties
High hiding
Durable, withstands frequent washing
Easy, water cleanup

- **Recycled Materials**

Tiles of broken glass, concrete
sustainable flooring-bamboo or reclaimed woods
Reclaimed timber-re-milled
Cabinet doors, flooring
Reclaimed rock or brick-reselling for reuse in new houses.
Sustainable carpet
(Interface Corporation)
Not just product but process and its benefits
Eco Soft Carpet Cushions
100% recycled fibers
Post consumer recycled products
Eco-Tile Commercial grade glazed ceramic tile
made with approximately 70% recycled products.
Windows shades, quilts, screens and shutters

- **Duet clothes washers**

Kenmore 2004 Energy Star
Calypso® Clothes Washer
Whirlpool, 2004 Energy Star
Refrigerators
Whirlpool
Trex
100% recycled-no paint or stain required –
10-year warranty covers splintering, rotting decay
and termite damage.

- **Landscaping**

Water conservation efficient by using low maintenance plants

Consumer interest vs. industry reaction


- Change started in 1998
- The vision will create the change
- We have the ability to forecast through technology and research
- Green design= ecology
- Now making headway
- Onslaught of information to make this a Green Century

Look Up

- World Environment Center
- Sustainable development
- Toyota doing things to control emissions and pollution
- Hybrid cars - new cars of now and future
- NAHB promote resource efficient construction, research of new technologies and practices stimulate market demand

Market Potential

- People interested in comfort - emotional connection with the clients
- Because of low toxicity, higher energy efficient products
- Durability and lower maintenance
- Help create green building program in LA get our members involved
- Have educational programs



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A Great Meet 'n Greet at Facings of America

Many thanks to Facings of America for hosting the recent "Meet 'N Greet" with the ASID, AZ North chapter board. Over thirty Industry Partners attended the casual gathering. Thanks to Colleen Hildebrand for coordinating this event and Roland Arnold, IP Rep to the board for their hard work.



Roland Arnold, Nancy Petrenka, ASID, Beverly Hogshire, Allied Member ASID.



The cheerful team of Facings of America.



Left to Right: Karen Romersa, Tracy Marshall, Sherry Hauser, ASID, Sherri Newton, ASID.

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**It's black and white
on September 24th**



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Calendar of Events

- August 26** **Appliance Demo Dinner** with well known chef Interwest Distributing Corp., 2625 S. Wilson St. Tempe, AZ 85282, 480-921-0900
- September 10** **CEU Education Program:**
Branding: It's not just for Cattle and Major Corporations".
Speaker: Terri Maurer, FASID
Doubletree Paradise Valley Resort
Time: 8:30 AM- 2:30 PM
- September 17** **2nd Annual IDCA Tee Party Golf Tournament**
Lone Tree Golf Club,
6262 S. Mountain Blvd.
Chandler, AZ 85249
For Reservations, please call
Chrissy Vande Krol at 480-424-7303
- September 17** **The Leadership Gathering**
Mesa Community College, 1:30 PM- 4:30 PM,
Details to follow.
- September 24** **ASID Design Excellence Awards**
Ritz Carlton, Phoenix, AZ
Invites to follow
- October 1** **New Board Training**
10:00 AM- 3:00 PM, Location TBD, Details to follow

Advertising Rates

Deadline for September/October: Aug. 2nd

6x Rates	Non-Member	IP Member
Black & White		
Full page	\$375	\$350
1/2-page	\$220	\$195
1/3-page	\$175	\$150
1/4-page	\$150	\$125
Classified Ads	\$45	\$35

- Inside or back cover – add \$20 to ad price above.
- \$30 additional charge for 2nd color.
- Add \$50.00 charge for production changes.

If you would like to submit an advertisement for publication, please contact Naomi Anderson, Anderson & Company, 7655 E. Redfield, #5, Scottsdale, AZ 85260, (480) 905-2662 or e-mail at: nanderson@sourcesanddesign.com. Deadline for ad materials is the 15th of the month prior to publication. *Desert Digest* is published six times a year.

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