



# desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



2004 Design Excellence Awards Best of Show Contract • Brian D. Cox, Allied Member, ASID • Cox James Architects

BEST AWARDS  
EVENT EVER!

4-8

TOUR DE NOEL  
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GOOD DESIGNER –  
GOOD BUSINESS  
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Let me begin with one word... WOW! What an awards event. It was quite a success and would not have been so lavishly possible without the generous sponsorship and financial support from our industry partners. A round of applause for everyone involved. As you leaf through this issue, you will find many of the innovative interiors and products produced by our talented membership. Please join me and congratulate each one for their superb work.



In the Sept/Oct issue, I mentioned the upcoming organizational changes National ASID will implement. Effective October 1, 2004, ASID has a new brand; it is definitely a new look (see logo on page 12) and presents a new image for the organization. In addition to the new logo and branding, starting October 2005, the local chapter Board of Directors structure will change as well. The Board composition will decrease from our existing 12 members to 7. With this change, comes greater responsibility and new oversight duties for our directors. In addition to voting on the usual Board issues, each of the Board of Directors will oversee committees and other volunteers to accomplish the work of the chapter. Due to the change in responsibilities and duties, all current board members terms will expire on September 30, 2005. Your nominating committee is in the process of selecting a full slate of qualified candidates for the vacant seats and plans to present the candidates for election by December 1st. As voting members, it is imperative we elect the most qualified Board.

In another news flash, National selected our chapter to pilot a student-mentoring program this year because we are an active and successful chapter. The program called "Shadow Week," provides students an opportunity to follow a professional member for a day, exposing the student to the day-to-day activities of a practitioner. At the conclusion of this pilot program, National will showcase the successes of our chapter's Student Shadow Week at the Interiors '05 conference, as well as publish our accomplishments in ASID ICON, ACCESS (the student newsletter), and on the ASID Web site. I hope all our professional members will support Shadow Week and offer our students a glimpse into the day in the life of an interior designer.

With all the changes projected for our future, it is nice to know there are a few things we can truly count on like Tour de Noel and our Christmas Party in December. The Tour de Noel, on December 3rd, 4th and 5th, is our Chapter's largest fundraiser and we will have many new and exciting auction items promising to make this year's tour one of the best! Also, Linda Heinz, ASID, has graciously invited the membership into her beautiful home on December 10th for our festive Christmas party. See you there!

Happy Holidays,  
Greta Guelich, ASID  
President

The big event this past month was the Design Excellence Awards and what a success they were! With roughly 285 reservations, the highest ever, the night was enhanced with great accommodations and dinner at the Ritz Carlton. It was enjoyable to see all the submissions from our design and IP members. Even better, there were first time submissions from designers which show increased participation and recognition of the yearly event. If you missed the event, we have featured a recap of the event night including photos of the award winners and project photos. Congratulations again to all the winners!



Allyson Calvert, ASID

In this issue, make note of the special upcoming events such as Tour De Noel on December 3rd, 4th and 5th along with the Christmas Party at Linda Heinz's home on December 10th. Also, be sure to check out the new ASID logo and our Business Perspective article "Good Designer, Good Business Person."

As always, if you have suggestions or topics that you would like to see in future issues of the *Desert Digest*, please feel free to email me at [Allyson.J.Calvert@aexp.com](mailto:Allyson.J.Calvert@aexp.com).

Happy Holidays!  
Allyson Calvert, ASID

## OOPS!

We regret to say that we mistakenly referred to Dan Heldenbrand as "Ann." Sorry, Dan! Thank you for your great service to ASID.

## 2004-2005 Officers and Board of Directors

### Officers:

#### **President:**

Greta Guelich, ASID

#### **President Elect:**

Sheri Newton, ASID

#### **Treasurer:**

Robyn Randall, ASID

#### **Past President:**

Sherry K. Hauser, ASID

#### **Administrator:**

Pauline Wampler

### Board of Directors:

Oren Bishop, ASID

Shirley Kern Brown, ASID

Paul L. Buys

Allyson Calvert, ASID

Sandra G. Evans, ASID

Daniel J. Heldenbrand

#### **IP Representative:**

Roland Arnold

#### **Student Representative:**

Sheena Geohagan

## new board '04-'05



**Sheri Newton, ASID, President-elect:** "Our chapter must continue to offer quality programs, continuing education, networking opportunities and the scholarship program."



**Robyn Randall, ASID, Treasurer:** "It would be important to encourage participation in the chapter by members who are new to ASID and those who in the past have not participated."



**Sherry Hauser, ASID, Past President:** "My primary goal would be to continue to improve the professionalism of our chapter."



**Oren Bishop, ASID, Board Member:** "My goal would be to motivate our present membership of commercial designers to become more active in our chapter."



**Shirley Kern Brown, ASID, Board Member:** "As a chapter leader, I would focus on the three E's: education, empowerment and excellence."



**Paul Buys, Allied Member ASID, Board Member:** "Public awareness of professionalism in Arizona North and more great parties to increase membership participation."



**Allyson Calvert, ASID, Board Member:** "My key goal for the chapter would include continuing education efforts to our members and students as well as the public."



**Sandra Evans, ASID, Board Member:** "Interior designers need construction education. We could establish seminars with professors or contractors."



**Dan Heldenbrand, Allied Member ASID, Board Member:** "My key goal is to increase membership and participation in chapter events."



**Roland Arnold, Industry Partner Representative:** "My main goal is to improve relations and communications between the design community and Industry Partners as well as promote educational endeavors."



**Sheena Geohagan, Student Representative:** "My goal this school year is to unify all interior design students in our chapter and allow them to learn and grow in the professional industry."



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SALE  
NOV 20 - DEC 24**



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# Awards Night at the Ritz Carlton...

by Sherry Hauser, ASID

The 28th annual **ASID Design Excellence Awards** program was held at the Ritz Carlton in Phoenix on September 24 and we had a record turn out! More than 285 of you came to celebrate the 91 entries and 40+ winners! We were very cozy in the hall outside the ballroom for cocktails and then the doors opened to the most well-designed ballroom the Ritz has ever seen!

With detailed supervision by **Paul Buys** we had beautifully lit white centerpieces of varying heights lit from above with spots provided by **Hinkley's Lighting**, and at the stems with small twinkle lights that shone down on the glass! We had gorgeous oriental rugs underfoot on the stage from **Azadi Fine Rugs**, our biggest sponsor of the evening and contemporary, stainless frames with the program at every table provided by **Ferguson/Kohler**. It was a vision! President **Sherry Hauser, ASID**, welcomed the group and David Lesniak, our publication sponsor from **DESIGN & ARCHITECTURE** magazine spoke as well as David Neishabori of **Azadi Fine Rugs**. Kit Wood received the Quality of Life Award on behalf of the **Thomas J. Pappas School** and Jeff Mill received the Enhancement of the Arts Award for the **Phoenix Boys Choir**. **Sue Urban, ASID**, presented the Medalist Award to **Christine Piotrowski, ASID**, for her literary contributions. **Nancy Schmierbach, ASID**, received the Designer of Distinction Award for working with the past three presidents on the Sojourner Center Home for Battered Women. **Karen Romersa**, Azadi Fine Rugs, received the Industry Partner Chapter Award. Sherry also gave presidential citations to the following: **Pauline Wampler**, our Administrator; **Susan Schultz**, volunteer extraordinaire; **Sandra Kush** and **Bev Hogshire**, Tour de Noel chairs; **Bruce Stodola, ASID** and **Wanda Frederick**, design competition chairs; **Linda Kolesar, ASID**, treasurer, Tour de Noel, designer sample sale and Zoosafari; **Nancy Petrenka, ASID**, Tour de Noel and Allied Programming; **Marcia Gonzales, ASID**, student design competition; **Christine Piotrowski, ASID**, education day; **Hinkley's Lighting**, 20 years of support; **Sylvia**

**Lorts** and **Sheri Newton, ASID**, membership chairs; **Larry Lake, ASID**, scholarship committee and holiday party; **Jeanne Crandall, ASID**, scholarship committee and IDCA president; **Brooke Reinken**, Interwest; **Pam Buchanan**, Sun West Appliance; **Ellen Bosco**, Kravet; **Karen Romersa**, AZADI Fine Rugs; **Allyson Calvert, ASID**, *Desert Digest* editor; **Naomi Anderson**, chapter PR and Education Committee; **Paul Buys**, awards event; **Libby Copeland, ASID**, design awards chair for judging done by our chapter; **Roland Arnold**, Arizona Tile; **Mark Boisclair**, ongoing photographer for the awards event; **Shirley Brown, ASID**; **Dan Heldenbrand**, membership directory; **Bill Heacox**, Inside Out, designer sample sale; **Sue Urban, ASID**, Ethics; **Lahoma Eckroat**, student board member and **Greta Guelich, ASID**, president elect. We also had great sponsors in order to have such an event. In addition to those already mentioned **Arizona Tile**, **Hinkley's Lighting** and **Phoenix Art Group** were silver sponsors, and bronze sponsors were **Cactus Stone**, **Interwest Distributing Company**, **Villagio Tile and Stone**, **Westar Kitchen & Bath** and **Valerianne of Scottsdale**. Friends of ASID: **Art & Framing Design LLC**, **Arts Alive**, **Ceramic Tile & Stone Association of AZ**, **Craftsman Court Ceramics**, **Design One International**, **Feathers Custom Furnishings and Fabrics**, **The Floor Club**, **Interior Surfaces Guild**, **Lawrence Gallery**, **Sherwin-Williams**, **SOURCES+DESIGN** magazine, and **Woodcrest Cabinetry**. **Brooke Reinken** of Interwest, coordinated the great gift bags, **Karen Romersa**, AZADI Fine Rugs, worked on sponsorships, **Naomi Anderson**, *Sources+Design*, presented the design awards.

We chose Los Angeles to judge our design awards this year. Their President Suzanne Furst, ASID, had one of their board members, Jean Frey, ASID, select nine award winning designers from the Los Angeles area. All nine arrived on schedule, worked all day with breakfast and lunch provided. They were very thorough and enjoyed the quality of our design work. It was a great evening thanks to many people!





*David Lesniak, publisher of DESIGN & ARCHITECTURE magazine – event media partner.*



*Karen Romersa, Azadi Fine Rugs, receives the much-deserved Industry Partner of the Year award*



*Nancy Schmierbach, ASID, receives her distinguished Designer of Distinction award for her tireless work on helping the Sojourner Center – home for victims of domestic violence.*




*David Neishabori, Azadi Fine Rugs, Diamond Sponsor, thanks the design community for their hard work and dedication to great design.*




*Christine Piotrowski, ASID, proudly accepts her Medalist Award from Sue Urban, ASID, who was last year's winner.*



*Sherry Hauser's, ASID, Presidential Citation Award Winners 2003-04 – "Thank you for your work to better the ASID AZ North Chapter!"*



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# What a Night!

## Contract-Corporate over 5000 sq. ft.

1st Place Winner/TIE Roberta R. Thomas, ASID  
Evolution Design, Inc.

1st Place Winner/TIE Sue Urban, ASID  
Studio 4 Interiors, LTD.

2nd Place Winner Wendi Jaber, Allied Member ASID  
MICE/Marketcraft Design Group

3rd Place Winner Elaine Alexander, Allied Member ASID  
Wiseman & Gale Interiors

## Contract-Senior Living, Independent & Assisted Care Facilities

1st Place Winner Tami Loewen, ASID  
Loewen Gunther Design Group

## Contract – Historic Preservation

Merit Award Leila Armstrong Winssinger, Allied Member ASID  
Wiseman & Gale Interiors

## Contract – Retail

1st Place Winner Marcia S. Graber, Allied Member ASID  
Graber Designs, LTD.

## Contract – Public Facilities

1st Place Winner Tami Loewen, ASID  
Loewen Gunther Design Group

2nd Place Winner Janet Brooks, ASID &  
Melynda Weiland, ASID  
Janet Brooks Design

## Contract – Hospitality /Hotels/Clubhouses

1st Place Winner Brian D. Cox, Allied Member ASID  
Best of Show Cox James Architects

2nd Place Winner Roberta R. Thomas, ASID  
Evolution Design, Inc.

3rd Place Winner Tami Loewen, ASID  
Loewen Gunther Design Group

## Contract – Hospitality/Restaurants

1st Place Winner Tami Loewen, ASID  
Loewen Gunther Design Group

## Contract – Healthcare

Merit Award Judy Fox, Allied Member ASID  
Judy Fox Interiors

## Industry Partners Product Design

### Furnishings

1st Place Winner European Design

### Industry Partners Product Design

### Fixtures Permanently Installed

1st Place Winner European Design

2nd Place Winner European Design

3rd Place Winner European Design



## Contract-Corporate over 5000 sq. ft.

1st Place Winner/TIE – Roberta R. Thomas, ASID – Evolution Design, Inc.



## Contract-Corporate over 5000 sq. ft.

1st Place Winner/TIE – Sue Urban, ASID – Studio 4 Interiors, LTD.



## Contract – Hospitality/Hotels/Clubhouses

1st Place Winner & Best of Show–  
Brian D. Cox, Allied Member ASID – Cox James Architects



## Contract-Senior Living, Independent & Assisted Care Facilities

1st Place Winner – Tami  
Loewen, ASID – Loewen  
Gunther Design Group



## Industry Partners Product Design – Furnishings

1st Place Winner – European Design

### Singular Residential Space

- 1st Place Winner Traci Shields, ASID & Janet Friedman, ASID  
Freidman & Shields
- 2nd Place Winner Sharon Abler Fannin, ASID  
Jody Ramsay, Allied Member ASID  
Fannin Interiors
- 3rd Place Winner Claire Ownby, Allied Member ASID  
Ownby Design

### Residential Space Over 6000 sq. ft

- 1st Place Winner David Michael Miller, ASID  
Best of Show David Michael Miller Associates
- 2nd Place Winner David Michael Miller, ASID  
David Michael Miller Associates
- 3rd Place Winner David Michael Miller, ASID  
David Michael Miller Associates

### Residential Showhouse

- 1st Place Winner Sharon Abler Fannin, ASID  
Jody Ramsay, Allied Member ASID  
Fannin Interiors
- 2nd Place Winner Debra May Himes, ASID  
Debra May Himes Interior Design & Associates LLC
- Merit Award Anita Lang Mueller, Allied Member ASID  
Interior Motives Inc.

### Residential Model Homes

- 1st Place Winner LuAnn Thoma Holec, ASID  
MGA Interiors
- 2nd Place Winner Camille Matthews, ASID  
Model Homes  
Merchandisers
- 3rd Place Winner/TIE Lawrence Lake, ASID  
Inter Plan Design Group
- 3rd Place Winner/TIE Lawrence Lake, ASID  
Inter Plan Design Group

### Residential Special Function Rooms

- 1st Place Winner Luis Corona,  
Allied Member ASID  
& Michael Barron,  
Allied Member ASID  
Casa del Encanto
- 2nd Place Winner Sandra Harrigan, Allied Member ASID  
Studio H, Inc.

### Singular Remodeled Space

- Merit Award Cote Butera-Gilmore, Allied Member ASID  
CBG Designs LLC



### Singular Residential Space

1st Place Winner – Traci Shields, ASID & Janet Friedman, ASID – Freidman & Shields



### Residential Space Over 6000 sq. ft

1st Place Winner – David Michael Miller, ASID  
– David Michael Miller Associates  
David Michael Miller and his team accept  
Best of Show



### Residential Showhouse

1st Place Winner – Sharon Abler Fannin, ASID, Jody Ramsay,  
Allied Member ASID Fannin Interiors



### Residential Model Homes

1st Place Winner – LuAnn Thoma Holec, ASID – MGA Interiors



### Residential Special Function Rooms

1st Place Winner – Luis Corona, Allied Member ASID & Michael Barron, Allied Member ASID – Casa del Encanto



**Residential Space Under 3000 sq. ft.**

- 1st Place Winner David Michael Miller, ASID  
David Michael Miller Associates
- 2nd Place Winner Sandra Harrigan, Allied Member ASID  
Studio H, Inc.
- 3rd Place Winner Claire Ownby, Allied Member ASID  
Ownby Design

**Residential Space Between 3000-6000 sq. ft.**

- 1st Place Winner Mark W. Bowland, ASID  
Mark W. Bowland Interiors
- 2nd Place Winner Luis Corona, Allied Member ASID  
& Michael Barron, Allied Member ASID  
Casa Del Encanto
- 3rd Place Winner David Michael Miller, ASID  
David Michael Miller Associates  
Product Design

**Furnishing: Furniture Or Any Moveable Item**

- 1st Place Winner Mark W. Bowland, ASID  
Mark W. Bowland Interiors  
Credenza
- 2nd Place Winner Debra May Himes, ASID  
Debra May Himes Interior Design & Associates, LLC  
Desk
- Merit Award Roberta Mansoor, Allied Member ASID  
Copeland Interiors  
V-form Hall table
- Merit Award Janelle K. Schick, ASID  
Schick Design Group  
Pop Up tv cabinet
- Merit Winner Traci Shields, ASID & Janet Friedman, ASID  
Friedman & Shields  
Beach House Bed

**Product Design Fixtures:**

**Item That Is Permanently Installed**

- 1st Place Winner Janelle K. Schick, ASID  
Schick Design Group  
D/R Wall cabinet
- 2nd Place Winner Debra May Himes, ASID  
Debra May Himes Interior Design  
& Associates, LLC  
Ornate Gate
- Merit Award Sandra Harrigan, Allied Member ASID  
Studio H Inc. Design  
Exterior Light Fixture
- Merit Award Anita Lang Mueller, Allied Member ASID  
Interior Motives  
Fireplace & Glass Wall



**Residential Space Under 3000 sq. ft.**

1st Place Winner – David Michael Miller, ASID – David Michael Miller Associates



**Residential Space Between 3000-6000 sq. ft.**

1st Place Winner – Mark W. Bowland, ASID – Mark W. Bowland Interiors



**Furnishing: Furniture Or Any Moveable Item**

1st Place Winner – Mark W. Bowland, ASID – Mark W. Bowland Interiors  
Credenza



**Product Design Fixtures: – Item That Is Permanently Installed**

1st Place Winner – Janelle K. Schick, ASID – Schick Design Group



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## Tickets on Sale for the 16th Annual Tour de Noel!

by Susan Kay Schultz, Tour de Noel Chairman

This year's ASID *Tour de Noel 2004* epitomizes desert living in North Scottsdale. Three of the Valley's top ASID designers are showcasing their homes: **Marieann Green-Seeger, ASID** in Troon, **Lynne Beyer, Allied Member ASID** in Troon North and **LaVonne Marrell, Allied Member ASID** in Desert Mountain. In addition, **Don**

**Nottingham** from **Design One International**, **Wendy Cracchiolo** from **Fresh Cut Romance** and **Marieann Green-Seeger** from **Marieann Green Interior Design** will provide festive Christmas décor and florals for the homes. These homes will be spotlighted in the December issue of **Phoenix Home and Garden Magazine**.

The auction committee is busy making innovative changes to update the look of our auction at the **Fairmont Scottsdale Princess Resort**. We are again asking for your help in this area in addition to your donations. The committee is in need of baskets (small and large) to package the donations and silver ornaments for the table decorations. Please contact **Susan Kay Schultz** at **480-945-1490** to make arrangements for pick-up.

Ticket sales are starting to come in for the event. We have six (6) tours to choose from this year:

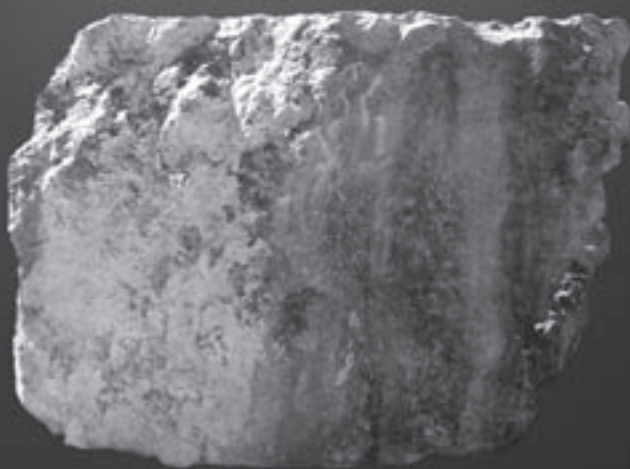
December 3	Friday Morning Tour	10:00 AM	\$ 45
December 3	Friday Afternoon Tour	2:00 PM	\$ 45
December 4	Saturday Lunch Tour	11:00 AM	\$ 85
December 4	Saturday Dinner Tour	5:30 PM	\$125
December 5	Sunday Brunch Tour	10:00 AM	\$ 85
December 5	Sunday Sunset Tour	4:30 PM	\$ 85

For the lunch, dinner, brunch, and sunset tours our participating chefs include: Anton Brunbauer from **The Westin Kierland Resort & Spa**; Patrick Duff from **The Phoenician**; Reed S. Groban from **The Fairmont Scottsdale Princess Resort**; Alan M. "Skip" Hause from **Fabulous Food**; Wade Moises from **Sassi**; Michael DeMaria from **Michael's at The Citadel**; Michael O'Dowd from **Sheraton Wild Horse Pass Resort & Spa**; and Jim Palmeri from **Hyatt Regency Scottsdale Resort at Gainey Ranch**.

Please remind everyone this will be a glorious venue to share with your clients, friends and family to kick off the holiday season. We thank you for having made the tradition of *Tour de Noel* a success over the years and look forward to your continued support.

**Tour de Noel** tickets and further details, please call **Karolyn Kiburz** at **480-990-1887**. Advance reservations are required. No tickets will be sold at the door.

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# Get on Board the 2004-2005 Sponsorship Program

by Christine Piotrowski, ASID

As the ASID Arizona North Chapter continues to grow, sponsorship support of the premier events produced by the chapter has become increasingly important. In the past, sponsorships have been sought from our incredibly supportive and dedicated Industry Partners. This year, the sponsorship program is extended to our designer members as well.

This concept is not unique. ASID chapters around the country solicit sponsorship support from designer and Industry Partner members. Designers in other associations are also asked to show support for their chapter events.


It is through membership and sponsorship support that the chapter is able to present programs of value like the excellent speakers at Education Day, the Design Excellence Awards Event, and Tour de Noel. Special speakers for member meetings such as Leatrice Eiseman for the October 20 meeting bring an expertise to our membership not found locally.

Your support through sponsorships allows the chapter to produce these premier programs while keeping event ticket prices down—always an important goal of the chapter committees and Board. Sponsorship support is available for as little as \$250. At this sponsorship level, called Friend of ASID, your company will be acknowledged on signage for the specific event. Other sponsorship levels and benefits vary based on the program or event.

Specific sponsorship efforts are underway for 2004-2005. If you did not receive a packet of information and would like one, contact Christine Piotrowski, ASID, Sponsorship Committee chair at **602-953-5671** or **cmpiotrowski@qwest.net**. Thank you in advance for your support!

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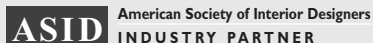




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## ASID Gets a Fresh Look and a New Attitude



As part of a multiyear branding effort to more effectively convey the benefits and strengths of ASID to the design industry and the public, ASID publications and membership materials began sporting a new

look starting Oct. 1, including the new logo shown here. But that's only the beginning. In the months ahead, the Society's Web site, ASID ICON and other Society materials will be re-launched with a fresh design and improved content. Members will see the new logo and look in chapter communications as well.

While re-affirming the Society's position as the voice of the profession and a leading resource for knowledge and information, the new brand places greater emphasis on promoting and celebrating the many ways that design enriches lives through improved function, artistry, expression and inspiration. "At the heart of the brand is a vision that truly embodies what ASID is all about—'Where Design Comes to Life,' " says ASID Executive Director Michael Alin, Hon. FASID. "Everything we do—from our annual conference and educational programs to member services and local activities—needs to reflect that. We want everyone—designers, students, industry and the public—to know that if they care about interior design and how it benefits people, ASID has something to offer them."

Work on the new brand has been a team effort between a board-appointed task force and Studio 585, Gensler's award-winning brand and design studio. ASID leaders were briefed on the new brand during the Chapter Leadership Conference in Washington, D.C., in July. Because of the large number of documents, collateral materials and Web sites that will need rebranding, the conversion process is expected to take a number of months. Watch for future announcements in NewsFlash, on the ASID Web site at [www.asid.org](http://www.asid.org) and in ASID ICON.

### Individual Member Use of the ASID Logo

The ASID Board of Directors left unchanged the directive in the Bylaws that members may not use the Society's logo in their personal or business materials, including business cards, stationery, marketing materials, advertising and/or Web site.



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# book reports

by Christine Piotrowski, ASID

**K**nowledge is Power! Finding useful references to assist you in your practice is the goal of this returning column. You should be able to find any of these recently published books through local book stores or by ordering on the Internet from [www.Amazon.com](http://www.Amazon.com) or [www.bn.com](http://www.bn.com) (Barnes & Noble) or book sources of your choice.

Michael E. Gerber. *The E Myth Revisited*.

2nd ed. 2001. Harper Business.

ISBN 0-88730-728-0. \$16.00 Paperback.

Starting a new business? Wanting to look anew at your existing practice? This excellent book will help you analyze what you are trying to do and offer real life stories to assist you in planning—or rethinking—your venture.

Francis D.K. Ching and Steven R. Winkel. *Building Codes Illustrated*.

2003. John Wiley & Sons.

ISBN: 0-471-09980-5. \$45.00 paper back

The focus of this text is the International Building Code. You are probably aware that the City of Phoenix has adopted the IBC and will be putting that code into affect in the near future. This text not only details code issues but is full of illustrations to help you understand the code language.

John Pile. *A History of Interior Design*.

2nd ed. 2005. John Wiley & Sons.

ISBN: 0-471-46434-1. \$90.00 hard back.

This new edition of the history of interior design, furniture and architecture, is lavishly illustrated. It covers design history from Prehistory to the end of the 20th century and will impress any designer wanting. By the way, the first edition of this text was awarded the ASID Education Foundation Polsky Prize in 2001.

David Allen. *Ready for Anything*.

2003. Viking Publishers.

ISBN: 0-670-03250-6. \$19.95 hard back.

Looking for a new and effective way of controlling your time and all those items that keep appearing on your to-do lists? This book takes a different view of how to be more productive in your work and life. Fifty-two short essays with questions at the end of each essay help you on your way to a more productive life.

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# Mesa Community College

by Sheena Geohagan, Student Representative to the Board



Mesa Community College is off to a great start this school year with an energetic student board; new, fresh ideas; and many activities planned. Some of these ideas are being implemented in this issue of the Desert Digest. ASID Student Boards from the different schools in our chapter have united with the idea of "highlighting" one school per issue. We have taken the privilege of applying this to our overall goal of uniting the schools in ASID's AZ North Chapter.

MCC hosted the Leadership Gathering this year and was pleased to hear from the various speakers, who spoke of the NCIDQ, the benefits of student chapter membership, and the importance of Industry Partners. The speakers were all outstanding! Students have also been showcasing their outstanding talents on campus. The Kirk Student Center was redesigned by Shelly Abbott and Eva Putrus, as well as the Student Life Counter Design by Monica Curiel and Shannon Wagner. They did an excellent job! Among our future goals and plans for MCC includes a panel discussion with professional members of ASID, as well as Industry Partners to educate students about professionalism in interior design. We are excited about volunteer work for the Ronald McDonald House, Tour de Noel, and a competition next Spring regarding Green Design.

The ASID Student Board for MCC this school year is: president David Marciniak; President-Elect Melissa Trottier; historian Judy Andrella; SRB Sheena Geohagan; secretary Pam Ehrke; Publicity, Dawn Kemp; ASMCC representatives, Jeannette Holverson and Carolyn Fereday; professional liaison LoriAnn Mecham; and faculty advisor, Janice Jennings.

## Phoenix College

This semester, the PC chapter hosted well-known designer and author Barbara Kaplan for a seminar on "Developing Repeat Clients Through The Bajaro Method". The seminar covered ways to enhance customer service using methods found in her new book. PC plans to have the celebrated designer Libby Copeland of Copeland Interiors return again this year for an event in October. Events and information can be found on their web site at [www.phoenixcollege.edu/asid](http://www.phoenixcollege.edu/asid).

## Scottsdale Community College

SCC's ASID student chapter has been knee deep in design! Our students have spent the summer working with DOVES, a program through the Area Agency on Aging that aids senior citizens that are victims of domestic violence. This project commenced in September with gasps of awe! Great job to everyone involved! We have already completed our membership drive, first annual meeting (where Frisky's announced our rug design winners- congratulations), and first marker workshop instructed by Mr. Chuck Cooper.

## Northern Arizona University

NAU is excited for the new semester, and have already had a membership drive on Sept 9 with 3 guest speakers, all alumni, that are working in the field. They talked about the benefit of ASID and the diverse fields you can enter after graduation. Out of this meeting, we gained 11 new members. We participated in the Interior Design summit which was excellent and have many upcoming events such as a bake sale fundraiser, a Perspective/Marker workshop, a guest speaker, Candace Czarny, on Feng Shui, an ASID logo competition that will go on t-shirts to sell, a Christmas extravaganza where we will be donating 3 gingerbread houses & 1 tree to a local charity – there will also be public viewing & voting! We also have 2 renovation projects: a Sunday School church on the Navajo Reservation & a project with BOTHHANDS (Affordable Housing Coalition).

## The Art Institute of Phoenix

The Art Institute of Phoenix just began a new quarter, and a new ASID Board; including members: President, Marissa Langlie; Secretary, Lori Sarcus; Treasurer, Sheena Wilhipe; ASID Rep, Brittany Rose; and ASID SRB Shadif Grijalva. There was an awards ceremony in October as well as volunteers, Marcy Scronic and Tony Sola who came to promote student membership and answer any questions about NCIDQ, ASID, IIDA and the design profession. Denise Walton, ASID who teaches at PC will be our Career Day guest speaker for an upcoming event on Nov 9th. The end of the quarter meeting will be held on Nov 11 to schedule winter events.

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# Good Designer — Good Business Person

by Christine Piotrowski, ASID

About a year and a half ago, I asked interior designers from around the country, "What is the greatest business challenge for interior design firms?" As you can imagine, the answers covered many areas of practice. But one of the most common answers was "simply being a good business person."

Of course, the next question would be "What is a good business person?" There can be multiple responses to this one as well. But here are a few suggestions.

**1. Stay Current.** So much about this profession changes on a daily basis. It doesn't matter if your specialty is residential or an area of commercial practice. Staying current through attending seminars, actually reading the trade magazines (and Desert Digest) that you get and finding time to familiarize yourself about new products, procedures and legal issues of this profession is definitely part of being a good business person.

**2. A Planner.** A good business person has spent time planning the direction and future of the business. Whether you want to call it strategic planning or just plain "thinking," the more you have thought about your business and what you are trying to do with it—and thought about how you are going to get there—the better your business will work.

**3. Effective Project Management.** It is up to you to be sure the projects you are responsible for are managed professionally. Clients' don't want to hear excuses—they want answers. They want to hire someone who takes care of the problems so they don't have to worry. Clients hire you not only because of your award-winning designs, but because they heard you are an effective manager of the project as well.

**4. Recognizes Limitations.** We all think we can do it all. Sometimes, however, it is better to recognize that you don't have the time to do every project that comes along.

## NCIDQ Exam Applications, CEU Forms Now Online

NCIDQ has made its examination and IDEP applications, and reactivation and continuing education forms available online at [www.ncidq.org](http://www.ncidq.org). The electronic forms, available to download or print in PDF, will make it easier for exam applicants, IDEP applicants and interior designers to access the information they need. For more information, visit [www.ncidq.org](http://www.ncidq.org) or call (202) 721-0220.

Isn't it wiser to forgo a specialty project for which you have no experience rather than getting in over your head? A good business person knows what he or she can do and when discretion is the better part of valor—or at least time to co-venture a project with a collaborative designer.

Being a good business person involves many skills, knowledge areas, philosophies and processes. Continually striving to be the best at business as well as the most creative designer is a combination that will be unbeatable!

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## ASID Conference on Design: Interiors '05

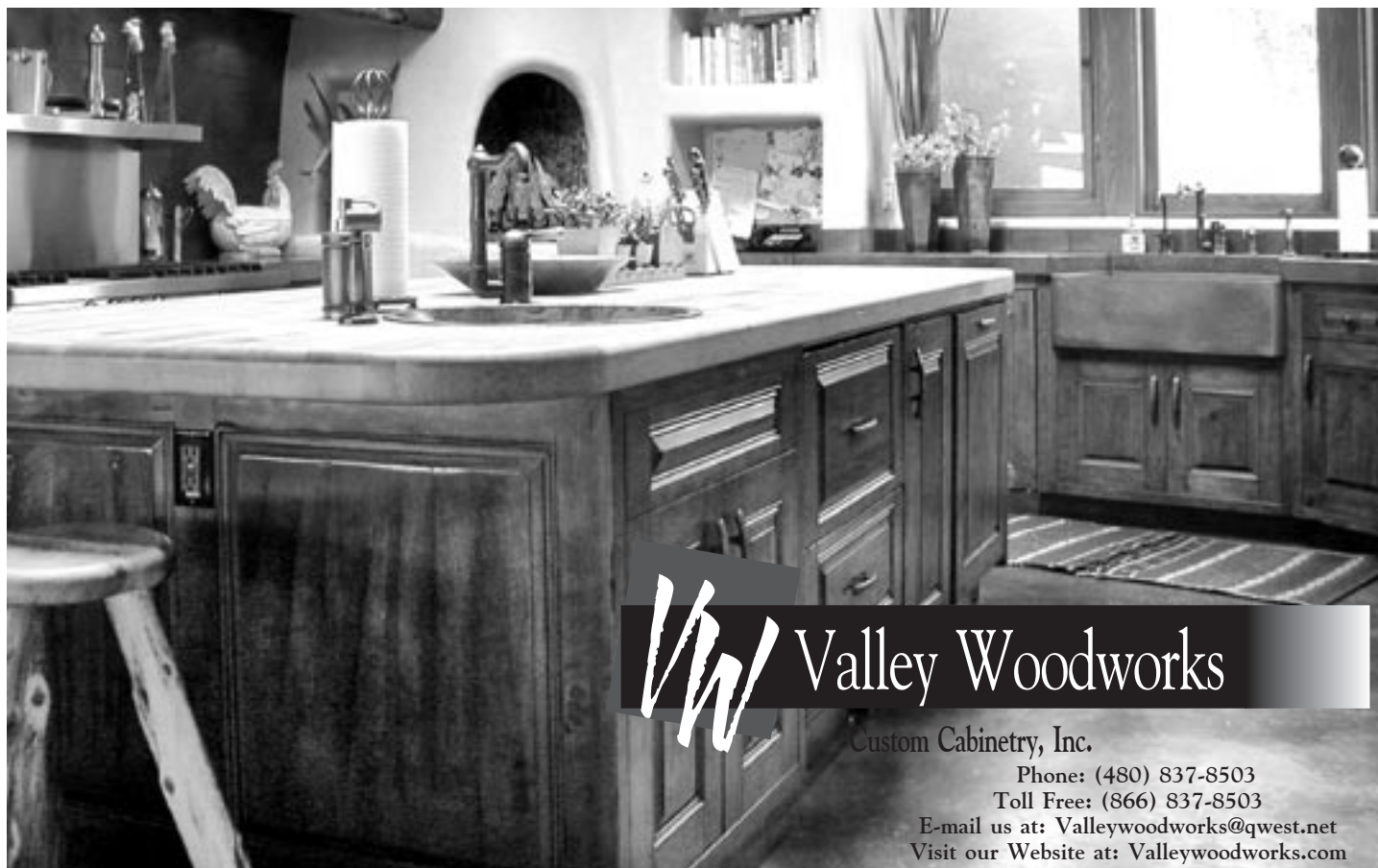
ASID is pleased to announce that **INTERIORS '05: The ASID Conference on Design** will take place on March 17-20, 2005, at the Manchester Grand Hyatt in San Diego. This premier educational conference is open to all designers of the built environment.

"**INTERIORS '05** presents an opportunity for ASID to build upon the successes of the first year of this conference, which surpassed expectations in all areas: quality of programs and keynotes, networking and social events, and overall attendance," says ASID President Linda Elliott Smith, FASID. "At the end of **INTERIORS '04**, a 'buzz' began to hum in the design community about this unique learning event. We invite all designers to share their knowledge, gain new insight, and celebrate design and its influence on our lives."

More than 70 experts will address significant design topics under professional tracks to an expected 1,000 designers, industry representatives and students from across the United States and Canada; business of design, design practice, design specialties, sustainable design, universal design and a new student track. All the courses, with the exception of the two-day STEP workshop(NICDQ examination preparatory), are CEU-

accredited through IDCEC. Conference highlights also include keynotes by visionaries of the design world, the Society's annual awards gala, a 30th anniversary celebration, the ASID/*Southern Accents* Residential Awards Breakfast, educational tours exploring San Diego design and culture, and, for the first time, a series of preconference workshops open to both attendees and non-attendees of the conference.

**INTERIORS '05** is being sponsored by the Carpet and Rug Institute, EXPO Design Center, Lutron®, Sherwin-Williams, Viking® Range Company, Vista® Window Films and Water Wonders®, all ASID Industry Partners. "ASID is excited that these industry leaders are sponsoring **INTERIORS '05**, as their unique market knowledge will add depth to the conference," Smith said. "Without the support of ASID Industry Partners, the Society wouldn't be able to offer its first-rate, intellectually stimulating educational programs to the design community." Additional sponsorship opportunities for the conference are still available. For more information on **INTERIORS '05** and other ASID educational initiatives, please visit [www.asid.org](http://www.asid.org) or e-mail [education@asid.org](mailto:education@asid.org).



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## Chapter Elections

Effective October 1, 2005, chapters will be led by boards of seven voting members organized around areas of functional responsibility and will include a President, President elect, a Communications Director, Financial Director, Professional Development Director, Membership Director and an At-Large Director. Our Nominating Committee is developing a slate of candidates for all positions with ballots to be mailed in early December. Additional candidates for any position may be nominated through written petition signed by not less than 10 percent of the total membership of the chapter, provided such petition is received by the chapter administrator no later than November 19, 2004. For further information, call **Sylvia Lorts**, Nominating Committee Chair **(480) 423-8000**.

## ASID Supports the Ronald McDonald House

If you would like to make a tax deductible donation to our charity, please make your checks out to Ronald McDonald House, notate on your check "For ASID Rooms" and send your donation to our community service chair:

Margaret Kudron Harries, ASID  
2046 E. Loma Vista Drive  
Tempe, AZ 85282

## People on the Move

**Claire Granbery, Allied ASID**, has recently relocated her firm, Claire Granbery Designs, Inc., to the Tierra Design Center located in the McDowell Mountain Business Park at 9170 E. Bahia Drive, Suite 103C in north Scottsdale."

**Design One International, Inc., Industry Partner**, celebrates their 20th anniversary in 2005. Congrats!

**Feathers Fine Custom Furnishings and Fabrics**, Industry Partner, has expanded their showroom to make room for a much larger fabric department.

Prepare for the NCIDQ Exam by  
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## Time Sure Flies! by Roland Arnold, IP Representative to the Board

Well here it is, another year! We say FAREWELL to Sherry Hauser, ASID, and hello to Greta Guelich, ASID as our incoming chapter president. Time truly flies.

On behalf of the entire chapter, I'd like to thank all the Industry Partners who contributed and supported the ASID Arizona North Chapter Design Awards. Your help made this year's event the most successful and highly attended to date; 285 reservations!

Industry Partners have two categories in which to submit entries for these awards, both for product design. One category is for furnishings and one for fixtures. Congratulations go to **European Design** for sweeping these two categories. The entries are truly beautiful and innovative.

This year the design entries were judged by the Los Angeles Chapter. Many thanks to their chapter and their eye for extracting design and craftsmanship as displayed by **European Design**.



More congratulations go to **Karen Romersa** of **Azadi Fine Rugs** for receiving The Industry Foundation Award. This prestigious award is given by the chapter president for exceptional contributions to the chapter and the profession of interior design. I was the recipient of this honor last year and can't think of anyone who deserves it more this year. Karen is always there to help and to serve with good humor and valuable input. We have all benefited from Karen's involvement in our chapters' on-going efforts to promote and advance the profession of interior design as well as those who supply goods and services to the trade.



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# new members

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### Laura Tust

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## Calendar of Events

November 17, 2004

6:00 PM to 8:30 PM

Chapter Meeting Tour the James Hotel  
Prepayment required by Nov 12th.  
Call 602-569-8916 for reservations.

December 1, 2004

### NCIDQ Application Deadline

(For first-time applicants only) for the  
April 2005 Examination.

December 3-4-5, 2004

### Tour De Noel

Tours to begin and end at the Scottsdale  
Princess Resort with a visit via motor coach to  
three homes in Desert Mountain, Troon and  
Troon North. Advance tickets are required. No  
tickets will be sold at the door. For reservations,  
please call 480-990-1887.

December 10, 2004

### ASID AZ North Christmas Party

6:30 PM -10:00 PM

Location: At the home of Linda Heinz  
10620 E. Desert Willow Dr., Troon Village,  
Windywalk Estates  
(Map to be provided on invitations.)

January 13-16, 2005

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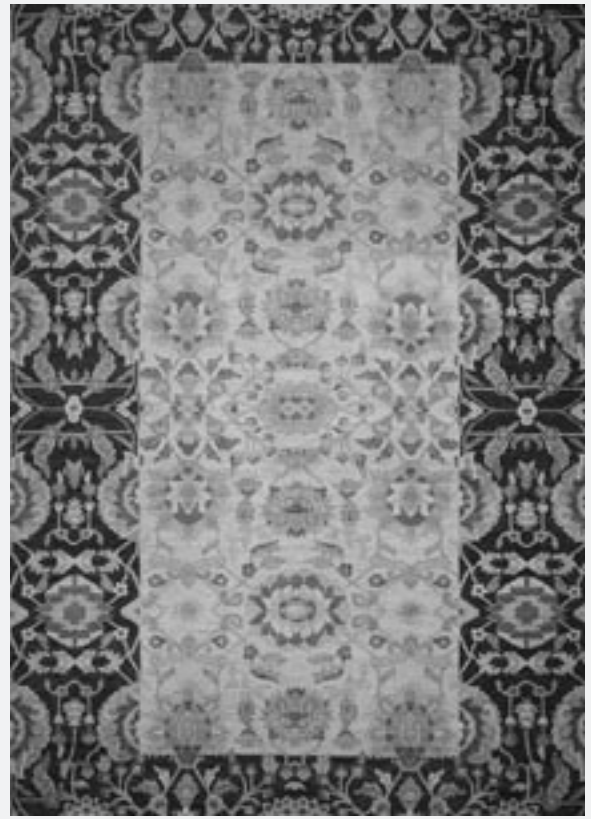
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