

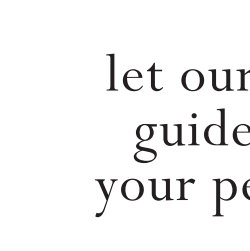
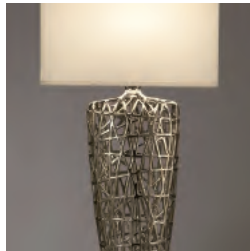
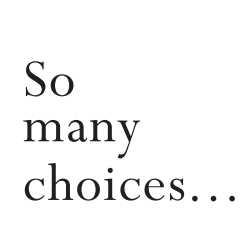


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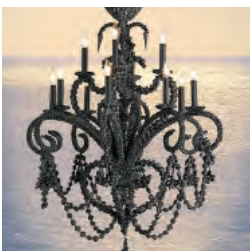
THE ASID ARIZONA NORTH CHAPTER


Fall 2010

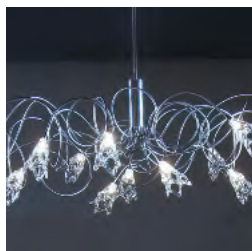
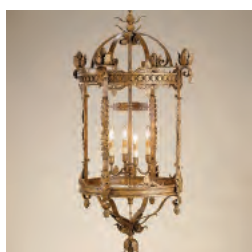
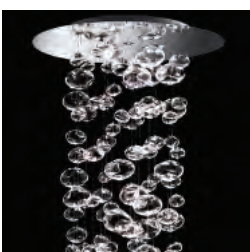




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**ARIZONA NORTH**

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**Topic/Theme Kitchen Design**

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**ROBYN RANDALL, ASID**  
**ASID ARIZONA NORTH CHAPTER**  
**PRESIDENT 2011**

Dear Members,

October marks the yearly transition into a new fiscal year for our Chapter as well as new faces on the board of directors. I am humbled to be in the presence of the fabulous leaders that worked hard this past year to keep us moving in a positive and upward direction. The new additions always bring renewed energy and perspectives and I am happy to welcome them to the board: Membership Director- Jewell Blair, Allied Member ASID, Professional Development Director- Jill Stebbins , Allied Member ASID and Student Rep to the Board- Melanie Kettring, Student Member ASID.

Look for the implementation of new ways to enhance the quality of our chapter. We have developed an Ambassador program where select members will make it their purpose to welcome newcomers to our meetings and make introductions to the many awesome members we have. Also...National has developed a program that all chapters have incorporated into their strategic plan that will assure our emerging professionals continue a forward momentum with their careers as interior designers.

As ASID Arizona North moves into 2011 and celebrates our 35th Anniversary, it is only fitting that we now have in place the plans to preserve our history through a special task force headed up by Larry Lake, ASID. As well, throughout the year we will be celebrating the many great leaders that have been instrumental in our success and look forward to their guidance as the Presidents Advisory Council headed up by Linda Heinz, ASID. With that in mind, we are increasing our focus on the value of membership; helping you maximize your potential within our organization, your business and your personal life.

In Stephen Covey's The Seven Habits of Highly Effective People, the 7th habit, "sharpen the saw" is especially dear to me. Sharpen the Saw means preserving and enhancing the greatest asset you have--you. With all of the challenges we have faced over the past few years, I for one believe we have come into a place that nurtures better communication, an improved sense of community and a strong will to do it right.

During the past year of "sharpening the saw" our chapter leadership sought ways to make us more efficient as well as profitable. We will continue to look for ways to improve the experience for our members. During orientation for the new board, it came to my attention the wide range of experiences members have upon joining the Arizona North Chapter. For myself, soon after relocating from out of state, a member sought me out at my work-place. She encouraged my participation in the chapter and went out of her way to make me feel welcome and comfortable. Here I am sixteen years later trying to figure out ways to make our members feel the same way I felt when I became a member of this chapter.

In our recent Board training as members shared their stories we realized that we all came to the organization in different ways and participate for different reasons. We now turn our focus to you the membership. We would like to hear your stories and experiences. **How Do You Belong?**

**Robyn Randall, ASID**  
**ASID Arizona North Chapter President 2010**

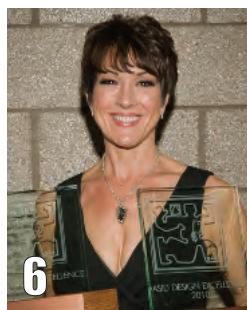
# desert DESIGN

Fall 2010

on the cover  
Best in Show and 1st Place  
Winner of Residence, Condo or  
Apartment 3500 - 6000 sq ft:

Debra May Himes, ASID,

Debra May Himes Interior  
Design & Assoc., LLC



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2010 ASID

# 34th Design Excellence Awards

by Candy Lesher, Industry Partner of ASID

The 50's was an era marked by significant evolution, both in the home and for interior design. Tens of thousands returned from war, married and carved out a fresh American reality; clusters of single-family homes shot up and flourished outside city boundaries, founding this country's "suburban lifestyle" phenomenon. Television aided and abetted the movement, igniting a heretofore unknown consumerism by pointing viewers to what was "in," including cutting-edge kitchen elements reflecting modern and contemporary lines, bright colors, chrome, Formica and melamine dinnerware. The home living areas also saw dramatic transformation through progressively organic shapes, enlightened styling and brilliant colors paired with bold patterns. Guiding the tasteful aspect of this American dream home was a growing discipline of professional interior designers.

How apropos then that the 2010 ASID North Design Excellence Awards event was held at the Hotel Valley Ho, a chic Arizona icon built for Hollywood celebs in the mid-50's (oops, back in those days celebs were referred to as "movie stars"). Valley Ho's retro setting was the perfect backdrop for an awards gala, which called for "cocktail or glamorous 50's" attire; countless chic attendees answered the call by coming draped and adorned in the era's glitzy garb. None were as glamorous, however, as ASID North's President, Brenda Strunk or Emcees Roland Arnold (Arizona Tile) and Karen Romersa (YourSource).

Roland and Karen's glib repartee kept the evening hopping and attendees amused. They also paid due tribute to the multitude of talented design and trade entrants and winners via well-placed screens, allowing the audience to enjoy brief glimpses of each award-winning entry. Of course, dining on a delectable meal did keep spirits buoyed, though I would personally expect nothing less than stellar from Chef Charles Wiley's creative culinary team. Everyone marveled at the scrumptious fare, despite it being a dinner for hundreds.

Students were an integral part of this year's event. The first awards announced and presented were to the winners of the Student Charette by Chapter President Brenda Strunk.

The student participants were aware that they had placed in the competition but did not know if they were first, second, or third until their teams and names were announced. The waiting is over and the True Life Centers project team of Sarah McDowell from Scottsdale Community College, Candace Morris from Northern Arizona University, Heather Gilbert from The Art Institute and Robin Phillips from Mesa Community College were the winning team for the 1st place award. The 2nd place team comprised of Jessica Watkins from Scottsdale Community College, Marcela Molina from Mesa Community College, Lindley Conrad from Northern Arizona University and Lori Brent from Scottsdale Community College won for their Peaceful Valley project. Thais Chiocca from Scottsdale Community College, Jessica Nadle from The Art Institute, and Melanie Kettring from Northern Arizona University were awarded the 3rd place award for their A New Beginning project. Congratulations to our future designers.

Media partner *Phoenix Home & Garden* provided wonderful residential coverage of all of our 1st place winners in the September *Inside Designers' Home* issue while *Phoenix Magazine* covered all of the commercial 1st place winners in their 'Best of the Valley' September issue. The layouts communicated the talent and diversity of our members while the generous presentations of the winner's project photos and design statements brought to life all of the finest interiors, exteriors, products and fixtures. The 2nd and 3rd place winners can be viewed online at [www.phgmag.com](http://www.phgmag.com) and [www.phoenixmag.com/extras](http://www.phoenixmag.com/extras). All attendees of the event were rewarded with an exclusive early release



Lynne Beyer, Allied Member ASID, Commercial Best in Show



Debra May Himes Interior Design Associates, recipient of multiple Design Excellence Awards including Residential Best in Show with design assistant Natalie Bohls, clients and family members



Winner of Several Excellence in design awards, Design team of Est Est Inc, Stacy Scharf, Elaine Alexander, Vickie Richie, Kristin Fredstrom, Holly Wright, Bianca Olsson, Kacie Lilley, Stacy Meisterheim



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Ernest Garcia in Vintage Attire with Marcela Molina, Student Rep to the Board



Winner of iPad Val Martin, Elements of Design, with Roland Arnold, Emcee



Emcees Karen Romersa and Roland Arnold



2010 ASID Design Excellence Awards at Hotel Valley Ho

cont. from page 6

of both magazines at the conclusion of the program.

Co-chairs Christina Forrest and Melinda Foote did an OUTSTANDING job of making the Gala a memorable and enjoyable event in so many ways. More BIG thanks to volunteers Naomi Anderson, Valerie Martin, Brienna Vallerie and chapter administrator Dottie Liebich for taking special care of our Awards event guests. Emcees Roland and Karen were FABULOUS. Our generous sponsors were INCREDIBLE so please remember them on your next award winning project.

Congratulations to Valerie Martin who won the iPad she wanted so very badly. Faced with the dilemma of spending her extra cash on the beautiful centerpieces created by award winning floral designer Brad Heinicke of Plant Solutions, Industry Partner of ASID, she bought what turned out to be the winning raffle ticket from the roving cigarette girls to become the lucky owner of the coveted iPad. Proceeds from the raffle ticket sales, centerpiece sales, and event ticket sales contributed to the chapter donating \$3,000 to the ASID Foundation.

Let people say what they will about the economy, it was evident by both the record number of design entries (122), and the caliber of winning entries, that the relentless economic reality of this era has not dulled one bit the creative, artistic and talented efforts of ASID North's members.

# Design Excellence Award Winners



**Bathroom New or Remodeled  
1st Place -  
Tanya Shively of  
Sesshu Design**



**Bathroom New or Remodeled  
2nd Place -  
Debra May Himes  
of Debra May  
Himes Interior  
Design**



**Bathroom New or Remodel  
3rd Place - Diana M. Jackson Design Associates**



**Business Offices under 5000 sq ft  
1st Place - Stacy Meisterhiem and Kacie Moore  
of Est Est Inc**

## You Be the Judge

The Design Excellence Awards projects are so much more than beautiful photography. The entries are first checked to make sure that the competition requirements have been met in order to be qualified for judging. One of the requirements is that the firm/designer is not identified on any of the submitted materials that are sent to an another ASID chapter for juring. The only way the project is identified is by category and entry number. Each project that meets the requirements is evaluated by a minimum of 3 judges from another chapter that are Professional ASID members. Designers that specialize in residential design respectively judge the residential projects and the commercial designers judge the commercial projects. All of the judges work independently so as not to sway each other.

There are a total of 75 possible points awarded in the following design categories:

- Quality & Clarity
- Scale & Proportion
- Functional Use of Space
- Creativity/Originality
- Color Compatibility
- Relationship of Material & Patterns
- Solution Appropriate to Design Criteria

The final score of a project is the average of the total judges' individual scores. Projects with a score of 75-70 qualify for 1st place, 70-65 for 2nd place, 65-60 for 3rd place, and 60-55 for honorable mention. Judging is not easy and takes 1-2 days depending on the number of entries and judges. It is a lot of work to enter but the rewards are great. Congratulations to all of the Design Excellence Award Winners!



**Business offices Under 5000 sq ft**  
**2nd Place - Luisa Chocron of Dick and Frische Design Group**



**Fixtures Design**  
**1st Place -**  
**Debra May**  
**Himes of Debra May Himes**  
**Interior Design**



**Fixtures Design**  
**2nd Place - Stacy Meisterheim of Est Est Inc**



**Fixtures Design**  
**3rd Place - Suzie Hersker of Design Directives**



**Furniture Design**  
**1st Place -**  
**Debra May Himes**  
**of Debra May**  
**Himes Interior**  
**Design**



**Furniture Design**  
**2nd Place -**  
**Anita Lang of**  
**Interior Motives**



**Furniture Design**  
3rd Place - Stacy Meisterheim of Est Est Inc



**Green Design**  
Honorable Mention - Amy Bubier of AB Design Elements



**Healthcare**  
1st Place - Vanessa Chong & Tricia Johannes of Studio V



**Healthcare**  
2nd Place - Maika Winter of Wintercreative



**Historic Dwelling**  
1st Place - Vickie Richie of Est Est Inc.



**Hospitality**  
Best in Show &  
1st Place -  
Lynne Beyer  
Design



**Hospitality**  
3rd Place - Brian D. Cox, of Cox James Architects



**Industry Partner Design**  
1st Place - Burdette Cabinet Co., Inc



**Industry Partner Design**  
2nd Place - Nyla Simone



**Industry Partner Design**  
3rd Place -  
Burdette Cabinet  
Co., Inc



**Kitchen- New or Remodeled**  
1st Place - James Felter of JF Designs



**Kitchen- New or Remodeled**  
2nd Place - Kacie Moore and Bianca Olsson of Est Est Inc



**Kitchen- New or Remodeled**  
3rd Place - Kristin Fredstrom Est Est Inc.



**Model Spaces**  
2nd Place -  
Maika Winter of  
Wintercreative



**Outdoor Living Space**  
1st Place - Stacy Meisterheim of Est Est Inc



**Outdoor Living Space**  
2nd Place - Michael Scott of Robb and Stucky



**Public Schools and Facilities**  
1st Place - Tami Lowen of Lowen Design Group



**Public Schools and  
Facilities**  
2nd Place -  
Luisa Chocron of Dick  
and Fritsche Design  
Group



**Remodel of Singular Home, Condo or Apartment  
1st Place - Jonathan Wheat of Robb & Stucky**



**Remodel of Singular Home, Condo or Apartment  
2nd Place - Anita Lang of Interior Motives**



**Remodel of Singular Home, Condo or Apartment  
3rd Place - Vickie Richie of Est Est Inc.**



**Residence over 6000 sq ft  
1st Place - Kimberly Alanzo of KA Designs**



**Residence Over 6000 sq ft  
2nd Place - Anita Lang of Interior Motives**



**Residence over 6000 sq ft  
3rd Place - Carrie Schuler of Schuler and Stone Design**



**Residence, Condo or Apartment 3500 - 6000 sq ft**  
**2nd Place - Traci Shields & Janet Friedman of Friedman and Shields**



**Residence, Condo or Apartment 3500 - 6000 sq ft**  
**3rd Place - Elaine Alexander of Est Est Inc.**



**Residence, Condo or Apartment Under 3500 sq ft**  
**1st Place - Holly Wright and Kristin Fredstrom of Est Est Inc.**



**Residence, Condo or Apartment Under 3500 sq ft**  
**3rd Place - Kristin Fredstrom of Est Est Inc.**



**Residential, Residence, Condo, or Apartment 3500 - 6000 sq ft**  
**1st Place and Best in Show - Debra May Himes Interior Design**



**Retail Space**  
**1st Place - Brenda Strunk & Tracey Marshall & Esther Leal-Isla of Shaping Spaces**



**Singular Space**  
1st Place - Anita Lang of Interior Motives



**Singular Space**  
2nd Place - Stacy Scharf of Est Est Inc.



**Singular Space**  
3rd Place - Debra May Himes Interior Design



**Special Function Spaces**  
1st Place - Elaine Alexander of Est Est Inc



**Special Function Spaces**  
2nd Place - Stacy Meisterhiem of Est Est Inc



**Special Function Spaces**  
3rd Place - Stacy Meisterhiem & Holly Wright of Est Est Inc

# Design Center Sponsors Conference on Business of Design

The Scottsdale 68 Design District, Scottsdale, AZ announced today a "Business Of Design" conference for the professional interior design community for October 28 and 29, 2010. Designing The Future of Design, a Design Symposium on the Business of Design will feature national speakers addressing the recent challenges to the interior design profession. The event will be held on the campus of the Scottsdale Design District.

The keynote speaker will be Michela O'Conner Abrams, President of Dwell Magazine and Dwell Media, a design and lifestyle media company based in San Francisco, CA. During her presentation "The New Face of Affluence," Ms. Abrams will show how the economic downturn has created a new consumer mindset. She will provide research that indicates the age of conspicuous consumption and the era of "bling" is no longer relevant.

To-the-trade workshops and seminars offered during the two-day event will focus on topics such as the real vs. the perceived value interior design plays in the built environment, how best to survive and thrive the recession and how to build a design business "brand" that endures.

"These are indeed challenging times for everyone in the design community," stated Michael A. Thomas, FASID, the National President of the American

Society of Interior Designers (ASID) and one of the presenters, "And this conference will offer designers the opportunity to learn how they can evolve and adapt their practice to address the behaviors of the design client and consumer in this new economic environment."

Attendees will receive 8 hours of approved continuing education and will be able to network with local and national leaders of the design community. Platinum sponsors of the education conference include the ASID/Arizona North Chapter, Dwell Magazine, The Hotel Valley Ho, and the SDD Tenants Association at the Scottsdale Design District.

• For registration or additional information about the conference, go to: [www.bit.ly/9u2khT](http://www.bit.ly/9u2khT)

The Scottsdale 68 Design District is a to-the-trade resource of furnishings, fixtures, lighting and decorative accessories exclusive to the design community and located at 2720 North 68th ST, Scottsdale, AZ 85257 [www.scottsdalestdistrict.com](http://www.scottsdalestdistrict.com)

For further details, contact the Conference's Producer: The Design Collective Group, Inc. Voice: Michael D. Baker (623) 236-2484 Ext.1# Email: [baker@designcollectivegroup.com](mailto:baker@designcollectivegroup.com)

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# Changing of the guard...

Our chapter is moving into another year and an important one as we celebrate 35 years as one of the country's most successful chapters. As the new President I look forward to following the wonderful leadership that Brenda Strunk has brought us. With the events we have planned it will prove to be yet another great year. The Historical Task Force headed up by Larry Lake will enable us to highlight the many great achievements and milestones of our members and the guidance and advice from a Presidents Advisory Council headed up by Linda Heinz will assure that the best interests of our chapter will always be in the forefront.

We have overcome some obstacles that are part and parcel of our industry...and others no thanks to what the economy has presented us with. However, some of the direction we are taking will no doubt continue our success. National has developed a program that will move us forward with our emerging professionals. At the chapter level we have added a committee to

address this new task. Look for the description on the website in the next few weeks as well as all the committees we need volunteers for.

Another addition is the Ambassador program that will aid in making newcomers to our chapter meetings feel less isolated. We've already had a few members step up to the plate and offer their warm and inviting personalities to make this successful.

As we move forward we will continue our assistance with Habitat for Humanity as our charity. Around the corner is real World Design Week so please make sure you sign up to mentor a student...they are our future.

---

## Welcome New Board Members for 2010-2011

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Robyn Randall, ASID

### **President Elect:**

Tracey Marshall, ASID

### **Financial Director:**

Marilizabeth Birk, ASID

### **Communications Director:**

Cindy Lewton, ASID

### **Professional Development Director:**

Jill Stebbins, Allied Member ASID, IIDA, FSII

### **Membership Director:**

Jewell Blair, Allied Member ASID

### **Director at Large:**

Ellen Bosco, Industry Partner of ASID

### **Student Rep to the Board:**

Melanie Kettring, Student Member ASID

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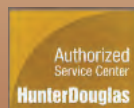


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# Calling all volunteers!

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We have put together a list of committees for the year 2010-2011 with a brief description of the responsibilities as well as what board member is the oversight person for those committees. We know that many of you have already volunteered and may not have been contacted as yet to serve on a committee.

This list should aid in your decision as to what best fits your schedule as well as area of expertise. Please take a look and contact the respective board member with the area that you want to serve as either chair, co-chair or simply want to help in some capacity. We've tried to make it easy for everyone to participate!

If there is already a chair and/or co-chair in place we have listed that person and their contact information.

• **The following committees report to the communications director:**

**Cindy Lewton, ASID**

**cindy.azdesigngroup@gmail.com**

**Desert Design Magazine:** Develops editorial plan based on a pre-determined theme maintaining a 50/50 relationship of editorial content to advertising content. Edited content is submitted to DSA Publishing graphic artist for layout. Proofs are reviewed and once there is sign off on the final proof the magazine is sent to the printer for printing and distribution. Magazine is published quarterly.

**Chair/Editor: Elizabeth Mitchell**

**Elizabeth@phxartgroup.com**

**Editorial Staff:**

**Kathy Manoil, Allied Member ASID**

**artfuldesign@cox.net**

**Candy Leshner, Industry Partner of ASID**

**clesher@sunwestdist.net**

**Creative Brief:** Using Naylor-provided format creates monthly newsletter/E-blast from member submissions. Gathers and resizes photos to accompany articles. Creates links to relevant sites.

**Website:** Maintains our chapter website [www.asidaznorth.org](http://www.asidaznorth.org) with yearly, quarterly, and monthly updates and acts as liaison with web host DSA Publishing.

**Chair: Marcela Molina / [asid.students\\_az@yahoo.com](mailto:asid.students_az@yahoo.com)**

**Directory:** Provides editorial content of interest to members, member's lists, and artwork for the directory cover. Naylor, LLC of Gainesville, FL sells and places advertising as well as prints and distributes the directory once the committee has completed proofing. The directory is published once a year.

• **The following committees also reports to the communications director and work closely with ASID AZ North Public Relations person:**

**Naomi Anderson, Industry Partner of ASID**

**[naomi@andersoncompany.biz](mailto:naomi@andersoncompany.biz)**

**Information Sharing with Tucson:** Make sure that we share our calendar and events with the Tucson chapter and create a verbal link with their communications director.

**Visibility of Commercial Designers** Works closely with the PR person to make sure the commercial design population has exposure in the media as well as coordinate with board member at large to facilitate meetings that address commercial design.

**Chair: Sue Urban, ASID**

**[surban@studio4designphx.com](mailto:surban@studio4designphx.com)**

**Phoenix Home & Garden Magazine:** Works closely with the editor of the magazine to keep our branding consistent. Acts as liaison to editor for articles and features related to ASID.

**Friends of ASID:** This committee creates and maintains data base of contacts received from various programs (example: Design for Hire).

• **The following committees report directly to the Financial Director:**

**Marilizabeth Birk, ASID**

**[mare@artisticdesignsllc.com](mailto:mare@artisticdesignsllc.com)**

**Design for Hire:** Promote main fundraiser and awareness event for ASID and community. Write press releases, distribute in advance time, plan schedule of events (if necessary) for 2 month fundraiser in spring. Promote to designers and get sign-ups 6 weeks prior to event starting. As clients respond to ads/articles, organize list of clients, distribute to designers on sign up list. Contact designers regularly for status updates, follow-up for payment, follow up with clients to ensure completeness and satisfaction. Assist designers in how to handle initial consultation and payment. Work with administration regarding client payments/deposits and spreadsheet completeness. Spreadsheet (at minimum) includes name, area of client, payment status, designer assigned.

**Design Excellence Competition:** This committee is responsible for the organization of the design competition. This includes the development of the call for entry, arranging for jurying of the competition binders, coordination with the awards event committee and media representatives. Committee members are not eligible to enter the competition.

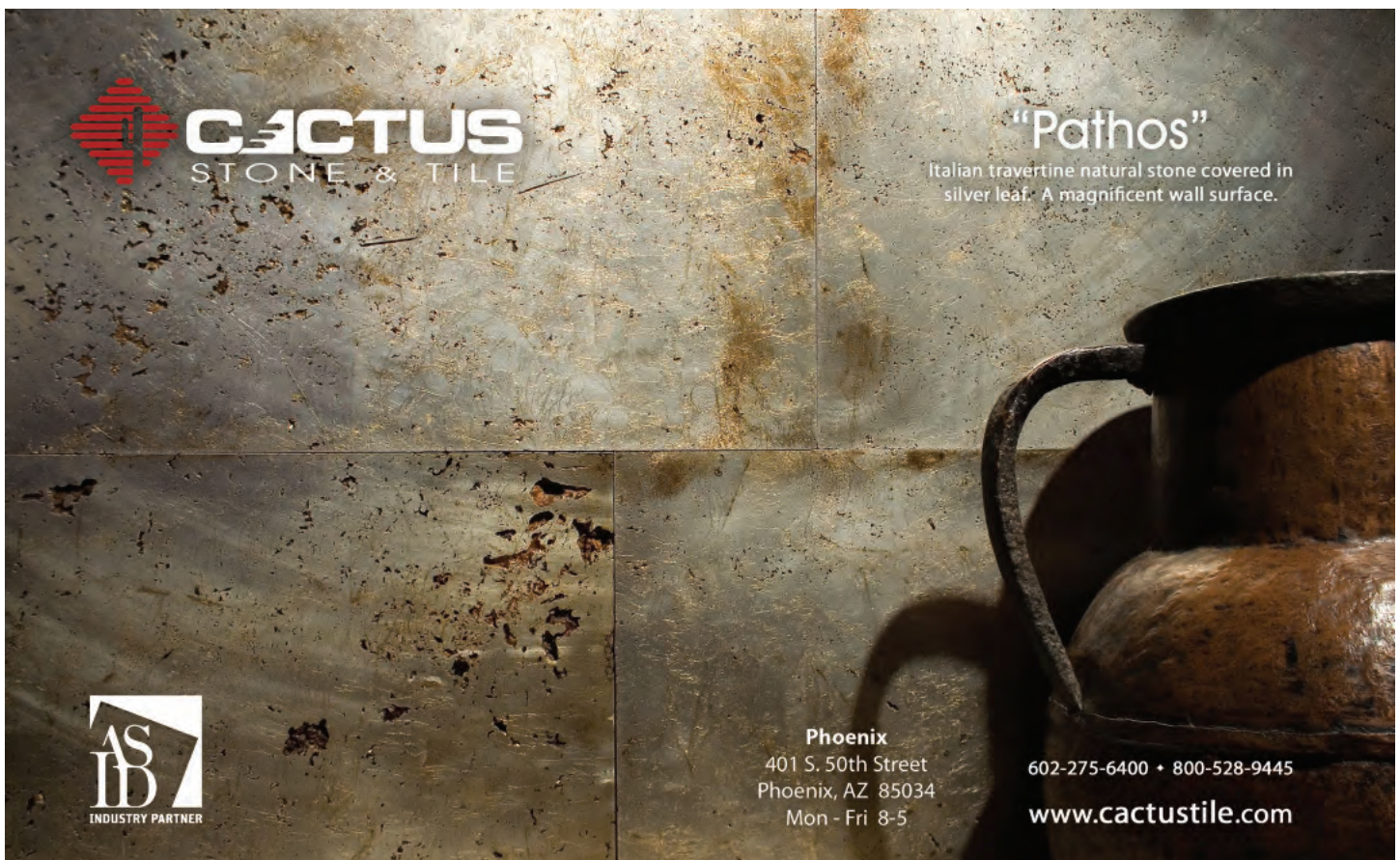
**Chair: Christine Forrest, Allied Member ASID**  
[Christina@21Interiors.com](mailto:Christina@21Interiors.com)

**Design Excellence Awards Event:** This committee is responsible for the planning and production of the awards event program. They work closely with the chapter president to establish a theme and all coordination of the event. This includes a power point presentation of the winning projects, sponsorship acquisition and other tasks needed for the event.

**Chair: Christina Forrest, Allied Member ASID**  
[Christina@21interiors.com](mailto:Christina@21interiors.com)

**Legislation:** This committee works closely with the President Elect and financial director to maintain a voice with IDCA and its efforts to pursue future legislation that advocates for our profession, helps to stimulate conversation within the community, and to keep ASID members aware of the latest occurrences within the legislative community, including matters regarding the AZ lobbyists, legislative representatives, IDCA and ASID. Attends IDCA meetings, events & promotions. Attends Legislative Symposium with President Elect. Report back to board member overseeing legislation; write quarterly articles (at minimum) for DDM.

**Chair: Beverly Lloyd Lee, ASID**  
[lloydlee@fastq.com](mailto:lloydlee@fastq.com)



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• **The following committees report directly to the Professional Development Director:**

**Jill Stebbins, Allied Member ASID, IIDA, FSII**  
[jill@inyourspaceinteriors.com](mailto:jill@inyourspaceinteriors.com)

**Student affairs:** Interfaces between ASID AZ North student members and the Board of Directors. The committee conducts the chapter's three main student events: the Student Gathering, Student Career Day, and the Student Design Charette. The committee also does an outreach to each college/university in the area to attract additional student members. The Student Rep to the Board works closely with this committee to facilitate the needs of the individual student chapters.

**Chair: Cory Golab, Allied Member ASID**  
[cory@caldesignaz.com](mailto:cory@caldesignaz.com)

**High School Outreach:** Interfaces between specified ASID AZ North chapter members and the directors of various high school programs that relates to interior design. College/university in the area to attract additional student members. The Student Rep to the Board works closely with this committee.

**Chair: Bonnie Lewis, Allied Member ASID**  
[bonniejeanlewis@yahoo.com](mailto:bonniejeanlewis@yahoo.com)

**Community Service:** Responsible for achieving the goals set with this year's charity of choice. Goals may include volunteer projects and/or opportunities to donate funds/items to help out the charity. Project updates may be found by visiting the Community Service Project tab listed under Chapter Profile on this web site.

**Chair: Judy Santana Flores, Allied Member ASID**  
[jasantana98@live.com](mailto:jasantana98@live.com)

**Step/NCIDQ:** Facilitates workshops related to studying for the exam that are periodically conducted nationwide and is comprised of 20 hours of instruction over a 2 1/2-day period. Workshop participants are provided with a comprehensive workbook that includes practicum exercises and multiple-choice sections similar to those in the NCIDQ exam. These practice tests are administered and thoroughly reviewed during the workshop. The workbook also includes helpful practice exams that participants may take home with them.

**Professional Development Day:** (WILL NOT BE HELD IN 2011) Conducts the chapter's main CEU event, Professional Development Day. This includes locating the venue, choosing the topics and speakers, marketing the event, arranging for CEU certificates, and coordinating with the Chapter Administrator for registration of attendees.

• **The following committees report directly to the Director at Large:**

**Ellen Bosco, Industry Partner ASID**

**Trade Shows:** Task is to organize a trade show bringing vendors and designers together.

Responsibilities include: Locating Venue .Contract caterer & Rental Company, if needed. Sell vendor booths to IP members and others. Get Sponsorships from IP members and promote event via email, phone calls, flyers, media partners etc.

**Social Events:** Works with the chapter president to set specific chapter meetings that are strictly social for the purpose of networking. There is not an agenda at social events.

**Programs:** Works with the chapter president to set dates, select topics and venue for monthly chapter meetings.

**IP Hot Topics:** Task is to create quarterly meetings for IP members discussing topics that are timely, relevant and exciting. Responsibilities include: Locating venues, speakers or facilitators. Organize & promote meetings. Identify topics for discussion.

**Chair: Roland Arnold (?)**

• **The following committees will report to the Membership Director:**

**Jewell Blair, Allied Member ASID**  
[jaybeeaz@q.com](mailto:jaybeeaz@q.com)

**Ambassador:** This is a group of existing members whose sole purpose is to meet and greet new members, students and non-members at events, making them feel at ease in the crowd by introducing them to other members. Make sure there is always a few chapter members on hand who can answer questions about membership. The President Elect should be part of this committee.

**Chair: Meegan Berner**

**Co-Chair: Lei Ronda Golden**

**Emerging Professionals:** Engage emerging professionals by welcoming them into the chapter, inviting them to serve in appropriate chapter leadership positions and providing programming of interest for this target audience. The chair's primary responsibility is to ensure that programming of value to emerging professional (recent graduates and Allied Members new to the profession) is provided.

- **The following committees report to the President Elect:**  
**Tracey Marshall, ASID**  
**TowandaDesigns@cox.net**

**Signature Event / Fundraising:** Develop 3-day event that showcases design talent of our membership similar to a show house. Determine venue and execute schedule of events for each day. Coordinate delivery, install and teardown of event. Work with Communications Director to disseminate information to the membership. Supply *Phoenix Home & Garden* with dates concurrent to their publishing schedule.

**Sponsorship/ Awards Event:** Encourage and stimulate individuals to assist funding chapter activities, primarily relating to the chapter's annual Design Excellence Awards Event. Formulate sponsorship letter and forms with President and Financial Director, distribute to membership via email/mail/e-blast, and follow-up regularly via telephone, email and personal visits to receive funds. Sponsorship commences prior to end of year to allow sponsors to allot funds for annual budgeting purposes.

  
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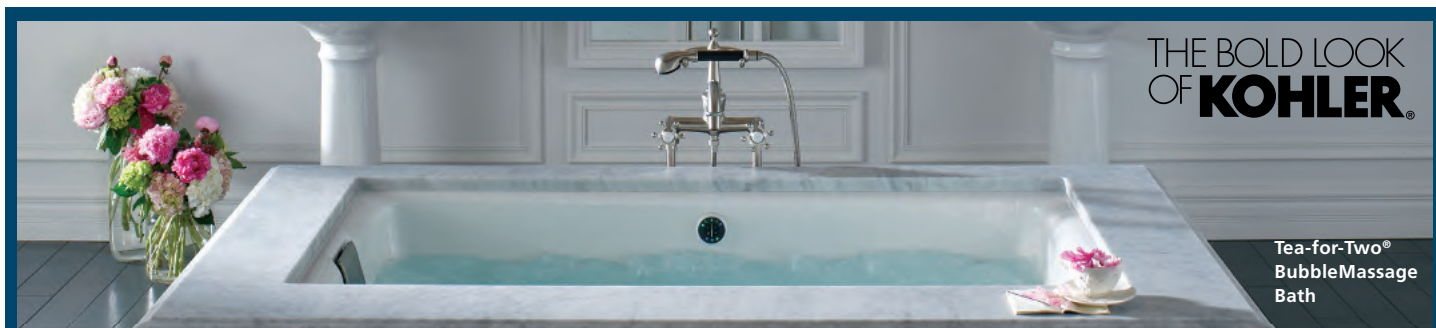
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# PR POINTERS

## A Messenger for the Profession

by Naomi Anderson, Industry Partner of ASID, Anderson+Company PR



## Design Awards are Important to You and the Profession

You had the perfect project. The clients were open to new ideas and had a healthy budget. The challenges were tough, but you pulled solutions off the boards. This one was a winner. You entered. Your name wasn't called. What now? First of all, the real question is did you design that project (s) to the satisfaction of your clients and your own conscience? Awards can come and go, clients come and go, but do you sleep at night? And, chin up, there's always next year.

The exercise of entering design competitions is worth your time and marketing dollars for many reasons:

- You can win!
- It makes you a better designer through an increased desire to become the best
- Brings you out of your design-cubicle shell
- Provides PR benefits such as getting published in *Phoenix Home & Garden Magazine* and additional marketing platforms
- Builds a professionally photographed portfolio
- Clients respond positively to award achievements
- Brings validation with your peers – if that's important to you
- Helps in recruiting young guns to join your firm
- Improves overall morale and motivation
- Conversation-piece for your social media outlets and Web site
- Did I say...You can win!

Those are what I believe to be the key reasons to enter, and to keep entering. But, you may wonder if these juried programs effectively move the profession in a positive direction? I believe they do through reaching consumers on a broader scale as to what designers actually do – or will bring to the table. Educating the public on “best design practices” is the essential goal. The philosophy is that great design creates “needs” instead of merely “wants” within our society. It's much easier to sell a “need” than a “want”. Our goal as an organization should be to generate awareness that homeowners and business owners alike “need” professional design services. Awards programs are the springboard to that awareness – in addition to projects ASID members get published, educational seminars, and more!

Sure, you can say awards serve as an ego boost for the winners. But, the desire to excel will breed innovation and motivation...to stay fresh and in tune with the marketplace of ideas. Design is about exceeding mediocrity every single day, with every single client. Regardless of budgets, as a professional, you are committed to turning out great work through critical thinking. Having the confidence of knowing

that even a single space could be ranked at the top in the awards competition may indeed motivate you to work harder for your client and for yourself.

We are proud of our 2010 winners (view at [asidaznorth.org](http://asidaznorth.org)). The projects were astounding. The ASID organization is stronger by providing a platform for members to display their best work. It's through awards programs that innovation and outside-the-box (sorry for the cliché) thinking is cultivated. Chance-takers rise to the top, and ideas kept in an online file are finally utilized for that award-winning project. But, will the jury see the impact of my efforts? They don't see the true picture behind each decision, so how can they know what is deemed “best”? Well, those are the risks you'll have to take.

I've been lucky enough to sit on a jury panel for several past awards competitions – not interior design. It was tough. We only had 8 hours. There were hundreds of entries. Many great, but many blah. What stood out with the weak entries was the lack of care taken to the submittal details. Believe it or not, that can make a difference in how you score.

Best tips for entering next year's ASID Design Excellence Awards:

- Get organized and put on your task list/calendar
- Read and follow the Entry Guidelines to the “nth” degree
- Invest in professional photography
- Write a strong design statement – factual, well-written
- Plan ahead – start at least one month prior to deadline
- Ask several associates to proof your entry upon completion
- Deliver your entry (s) during the first hour of the submittal deadline window – the committee will review for any errors or omissions. This one is a must!

So, if you've been entering over the years, keep it up. If you've been sitting on the sidelines, make it a marketing goal this year to look at each of your projects as a possible winner in 2011. There are dozens of categories in which to enter. Years ago, a designer-friend summed up her entry and win in the ASID Design Excellence Awards this way... “My awards are for my mother...apparently now she understands what I do.”

Naomi Anderson is president of Anderson+Company PR and is an Industry Partner ASID member. She sits on the ASID Communications committee. You can reach her at 602.820.2336, or [naomi@andersoncompany.biz](mailto:naomi@andersoncompany.biz) – [www.andersoncompany.biz](http://www.andersoncompany.biz) for more information.



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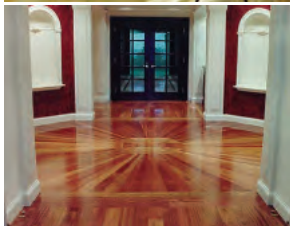
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# EYE ON DESIGN



by Linda J. Barkman, Editor  
*Phoenix Home & Garden*, Industry Partner of ASID  
lbarkman@citieswestpub.com

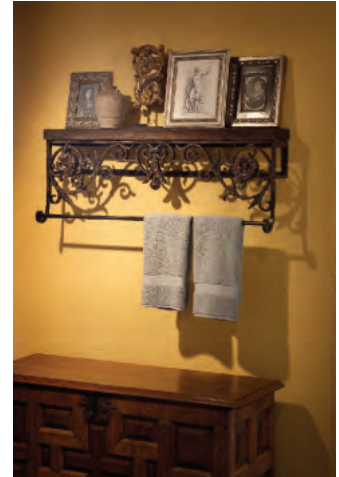
The still-precious state of the economy has resulted in homeowners rethinking the way they live, so it's no surprise that this is being reflected in the design of their homes. Here are a few of the more notable trends I've been seeing.

With more time being spent at home, design themes that continue to gain momentum are open floor plans, and highly functional - kitchens that accommodate a variety of family activities and are conducive to entertaining. These are two of the strongest themes I am seeing and I don't expect that to change any time soon.

Another strong theme is one I would describe as a need—not just a desire—for a true working office within the home, with dual home offices, in particular, increasing in popularity. This can be attributed to a variety of factors: high unemployment, flex schedules, part-time jobs, a need to stay connected outside the workplace. Let's face it, this is a technology-rich world we live in and people need a place for their equipment.

That said, they still want these spaces to be warm, personal and aesthetically pleasing. Reclaimed materials continue to be in high demand, from repurposed old window grates and antique doors and fireplace surrounds, to concrete and stone flooring from buildings in Europe, to wood from abandoned barns and other buildings recycled as flooring, ceiling beams and more. Vintage accessories such as accent pillows made from French burlap grain sacks are popular and add to the inviting time-worn look.

I love how the pairing of old and new just gets better and better. And you, as designers, are sure to keep surprising me with new and creative applications.



# Industry Partners Directory

The following companies and their representatives are Industry Partner members of the ASID Arizona North Chapter and are supportive of ASID programs and policies. This list was current at press time.

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## HUNTER DOUGLAS, INC.

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## KOHLER KITCHEN & BATH AMERICAS

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# welcome

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

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