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THE ASID ARIZONA NORTH CHAPTER

Spring 2010

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The 2009-2010 ASID Arizona North Board of Directors



President
Brenda S. Strunk, ASID
(480) 239-9559
b_strunk@msn.com



President-Elect
Robyn Randall, ASID
(480) 321-8071
Robyn.Randall@RobbStucky.net



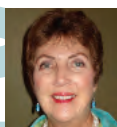
Financial Director
Marilizabeth M. Birk, ASID
(602) 791-9028
mare@artisticdesignsllc.com



Communications Director
Colleen Heldenbrand, Allied Member ASID, CTC,
(602) 463-2052
flexdesign@cox.net



Professional Development Director
Tracey Marshall, ASID
(602) 738-0017
TowandaDesigns@cox.net



Membership Director
Charlyn Burrows, ASID
(480) 268-7915
CB@CBInteriors.net



At-Large Director
Brooke D'Alleyrand, ASID
(480) 921-0900
Brooke@subzerowolfsouthwest.com



Student Representative
Marcela Molina
(602) 628-6087
marcemiluna@yahoo.com



Chapter Administrator
Pauline Wampler
(602) 569-8916
info@asidaznorth.org

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ARIZONA NORTH

ASID Arizona North Chapter Office

4035 E. Fanfol Drive
Phoenix, Az. 85028
Tel: (602) 569-8916 • Fax: (602) 996-3966
info@asidaznorth.org • www.asidaznorth.org

ASID National

608 Massachusetts Ave NE
Washington DC 20002-6006
Tel: (202) 546-3480 • Fax: (202) 546-3240
Toll free: (800) 610-ASID (2743)
asid@asid.org • www.asid.org

EDITORIAL STAFF

Editor ASID Communications Director

Colleen Heldenbrand, Allied Member ASID, CTC

Chapter Administrator

Pauline Wampler • 602-569-8916



Publishing & Design Inc.

Advertising Sales

Sue Hardesty • 469-789-4306

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**BRENDA STRUNK, ASID
ASID ARIZONA NORTH
CHAPTER PRESIDENT 2010**

It has been a great year to date, and we've had even more super events including the Student Charette Competition, Student Career Day, Habitat for Humanity build, publication of our Membership Directory, PR Boot Camp, and the ASID/Phoenix Home & Garden/Phoenix Magazine exhibit at the Arizona Style Showplace. We continue to focus on our 3 strategic areas and have worked hard to increase your business success, your relationships, and the visibility of our profession.

We have accomplished amazing things so far, but the best is yet to come. So, here are the highlights you just won't want to miss.

- 2010 resets the CEU clock again for the next two years. ASID requires all practitioner members to complete 6 contact hours of continuing education coursework (0.6 CEUs) every two years to retain their membership. Professional Development Day at the Robb & Stucky Scottsdale showroom May 20th is a great way to revitalize your potential, earn .4 CEU's and enjoy the company of your colleagues. I'm really looking forward to hearing keynote speaker Michael Thomas, FASID, our next National President, and a new member of our chapter speak on 'Survival Techniques for the Small Design Firm'.
- Our 35th Design Excellence Awards event will be held August 14th at the Hotel Valley Ho. The Valley Ho was cool back in 1956 when it first opened its doors before downtown Scottsdale was downtown. The hotel is a classic of mid-century design and posh but not stuffy and is recognized by both the National Trust and Historic Hotels of America. It is the first mid-century modern design and youngest property in the collection.
- Last but not least, look forward to more information on our UNVEILED joint trade show with IIDA scheduled for a fabulous evening in September.

I hope to see each and every one of you at these incredible events.

**Brenda Strunk, ASID
ASID Arizona North Chapter President 2010**

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Spring 2010

on the cover

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and Mass Communication



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**COLLEEN HELDENBRAND,
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COMMUNICATIONS
DIRECTOR**

Threads for Thought

Dear Readers,

Time flies when you are having fun. The first quarter of the year is here and gone. I hope that these past few months have shown improvement and positive changes have occurred.

I recently have had the opportunity to help out in my brother's new business and have learned through a recent challenge that we, as individuals, business owners, and consumers need to support each other in the most positive of manners. Even more so in this economic climate. It was through this experience that I learned, we, as business', are struggling to do the very best we can and that perception and unreasonable expectations can be our downfall. It is up to us to stop, think and respond and to not react. If we react, the damage could be broader than we really anticipated and affect not only business, but us. If other businesses are successful, then we too will be successful. We all would like the world to be once again the budding, blooming economy that we once had, however the only way one can impact that change is by our support.

As we go through our day to day business, please remember that as one group we have the power to positively build, help grow and encourage others. So let's positively help our industry partners and fellow design colleagues. Support each other and let's make positive changes in our environment. Speaking of, my hope is that you enjoy our feature articles of this edition of the *Desert Design Magazine* on "Green/Sustainability". And that not only will we be able to improve the quality of human life through our future efforts in balancing the impact of humans and other living systems through our design, but that additionally we can and will positively influence a change for the better, locally through our support of all business'. Because again, if they succeed, we all will succeed.

**Colleen Heldenbrand, Allied Member ASID, CTC
AZ North Chapter Communications Director**

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Cronkite School of Journalism and Mass Communication

Symbolic of journalism and the media's role in our open society, the composition of this building is kinetic and dynamic.

The six story structure of glass, metal and masonry has its main entrance on Taylor Street Mall under a three-story high "front porch".

The ground floor retail space faces Central Avenue, First Street, and Taylor Street Mall.



Gross Square Footage:	223,000
Total Project Cost:	\$71,000,000
LEED:	Silver
Architect:	HDR / Steve Ehrlich
Construction Team:	Sundt Construction
Project Start Date:	March 2007
Project End Date:	August 2008

The new downtown Phoenix building that houses the Walter Cronkite School of Journalism and Mass Communication at Arizona State University has earned a citation for sustainability from the U.S. Green Building Council.

The Cronkite building was constructed with numerous sustainable features, including an east-west orientation for solar control, exterior overhangs and sunscreens for shading windows, energy-saving materials to help optimize building energy performance, low or no-water landscaping, low-flow plumbing fixtures, building materials that meet LEED low-emitting product requirements and occupancy sensors for lighting control.

In addition, more than 10 percent of the total building material content was manufactured using recycled materials, said Howard Shugar, vice president and senior project manager for HDR, the architectural firm for the building.

In its report, the U.S. Green Building Council awarded the project 37 points out of 37 submitted for sustainable features, such as being served by 12 bus lines within a quarter-mile of the site,

diverting 79.8 percent of construction waste generated on-site from a landfill and development and implementation of a green housekeeping program.

The Cronkite building, which also houses KAET/Eight, is the result of an innovative partnership between Arizona State University and the city of Phoenix. It was built with revenue from a \$223 million bond approved overwhelmingly by Phoenix voters in 2006. The Cronkite building represents the largest single portion of that investment at \$71 million.

The building, located at the corner of Central Avenue and Taylor Mall, is a six-story structure of glass, steel and concrete built by Sundt Construction Inc. and designed by Steven Ehrlich Associates in partnership with HDR.

LEED is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings. The rating system, created by the U.S. Green Building Council, grades project sustainability based on points awarded for water conservation, energy efficiency and environmental quality, among other things. The more points, the higher the rating, which goes from basic certification up to Silver, Gold and Platinum.

Source: Design-Build Team of Steven Ehrlich Architects of Culver City, Calif., HDR Architecture Inc. of Phoenix and SUNDT Construction Inc. of Tempe



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HunterDouglas

Traveling the World with Architectural Eyes

by Amy Stephens, Industry Partner of ASID



Last year I had the great opportunity to see several fabulous countries and to see the quality of buildings that have lasted throughout the years. I am amazed at how the architectural structures in a variety of different countries show such strength, grace and the similarities of cultural influences throughout the different cultures.

In Tokyo, Japan the most amazing exhibition, concert hall and conference center was created to take on the shape of a ship and has tremendous use of daylighting, steel trusses and just a sense of strength. The Tokyo International Forum, created by Rafael Vinoly of the United States, won the international design competition in November 1989. The start of this project began in August 1985 with the fundamental plan for constructing the Tokyo City Hall. At night this building is especially beautiful and shows such incredible lines. This building sits 11 stories above ground and 3 below. Along one vertical wall are a variety of conference rooms, the lower level has a few restaurants and an underground museum walkway connecting to the building next door within the plaza. As I descended down the escalator to the ground floor I noticed a variety of markings in the floor and realized it was for a blind person to be able to find their way within the building. These markings are not things that I am familiar with seeing in our buildings here in the United States.

www.greatbuildings.com/buildings/Tokyo_International_Forum.html

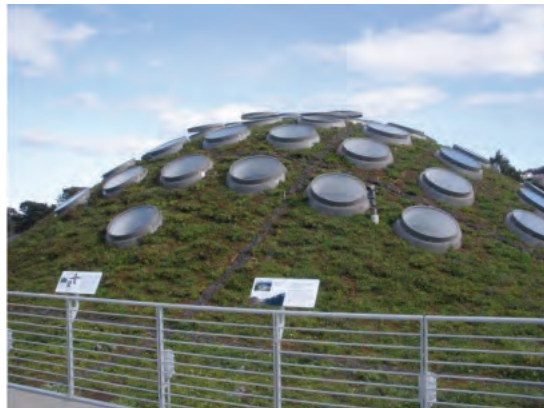
A trip to France gave me the opportunity to see how buildings last for hundreds of years, to see how structures can be built with amazing strength and support. Several of the older hotels you can tell have been “reworked” to supply plumbing and electrical into their existing infrastructure. In one hotel I literally began to feel the walls to make

sure I understood how the electrical was being run throughout the building. To be able to open a window and get fresh air into a hotel room, even in a high populated area, without having smog come in was a great experience as well. The amount of people walking and using bicycles gave me a whole new awareness on where we are in our planning process here in the States. With our urban sprawl and knocking down of trees the true “nature” of building is being lost.

Earlier in the year I went to see the California Academy of Sciences Museum in San Francisco designed by Renzo-Piano. This facility is a LEED Platinum (54 points earned) facility and houses an aquarium,

planetarium, natural history museum and a world-class research and education programs under a LIVING ROOF! I will say, the roof was the most impressive part of the whole facility! The positioning of the solar tubes made such an impact on the placement of the interior displays and the play of natural daylight around the interior of the Museum was intriguing. They earned points for the materials they used; at least 50% of the wood they used was FSC Certified and over 90% of the

demolition waste from the old Academy was recycled (9,000 tons of concrete used on a roadway project, 12,000 tons of steel recycled and went to a steel company and 120 tons of greenwaste recycled on site), being close to bus lines and giving employees secure storage for bicycles. By absorbing rainwater into the living roof 3.6 million gallons of runoff will be prevented from polluting the ecosystem each year. Reclaimed water will be used to flush toilets and the use of low flow fixtures reduces potable water use by 78%. Saltwater piped in from the Pacific Ocean for the aquarium minimizes the use of potable water. A solar canopy around the perimeter of the roof contains 60,000 photovoltaic cells which will supply almost 213,000 kWh of clean energy per year. (to see more details of the project go to www.calacademy.org)



THE COST OF GOING GREEN

by Phillip Beere, Industry Partner of ASID
Green Street Development

Before deciding that 'going green' is prohibitively expensive and that your budget cannot handle the cost, read on.

If your idea of going green is installing solar panels, replacing your windows or re-designing your landscape to suit your climate, then the cost may be a budget-buster.

But if your idea of going green means lessening environmental impact and improving the health of your building, then there are dozens of projects you can do that can green your building while saving you a bundle of money.

Areas to concentrate on when 'greening' your home include water conservation, energy conservation, indoor air quality, materials selection, waste reduction and recycling.

My Top 10 list for practical and low-budget green home improvements:

1. Test your ducts for tightness, and seal leaks throughout your building.
2. Have a professional service your HVAC system, and install programmable thermostats.
3. Caulk and seal leaks in the building envelope, including all seals around your windows and doors
4. Recycle, Recycle, Recycle. Reduce your landfill contribution and recycle what you can.
5. Replace your incandescent lighting with Compact Fluorescent Lighting (CFL bulbs). When those bulbs expire, recycle them. CFL's contain mercury and should not be disposed of in the landfill.
6. Make your own household cleaners. Homemade cleaners work as well as purchased cleaners, and you'll save money, resources and landfill waste by re-using your old containers. Added benefits are a less toxic interior environment free of manufacturer chemicals and poisons.
7. Plant native. The use of shrubs or trees to shade your walls and windows with high sun exposure will greatly reduce your air-conditioning bills, and provide the added benefit of reducing wear and tear on soft coverings in your home (upholstery, carpeting, drapes, etc.).
8. Install day-lighting or solar tubes in dark areas of your home to reduce the need for lights. Studies show that natural daylight improves mental and physical health.
9. Upgrade your home's insulation to a higher R value

10. Install reflective window film with a UV rating. This protects the soft coverings in your home and lowers cooling costs during the summer.

When replacing anything in your home, it is important to dispose of your old items responsibly - either by recycling or donating your discards to a charity (such as Habitat Re-Store, who re-sells your building supplies for use in someone else's home.)

If you want to take your green improvements further and budget is less of a concern, then try implementing the following items in your remodel:

My Top 10 list of open-budget items:

1. Have a professional install foam insulation in the lid of your roof
2. Replace your windows. Energy Star-qualified windows doors and skylights can reduce your energy bills up to 15%.
3. Replace your HVAC unit.
4. Install a solar hot water heater (current incentives and rebates result in a \$1500 net cost to homeowner)
5. Replace your existing washer with a front loading model. Doing so can reduce water usage by more than 60% compared to a top loading washer.
6. Install native landscaping and an irrigation system specific to your plantings. Reduce the amount of grass in your yard to save on water, fertilizers and week-kill sprays.
7. Consider the environmental impact of materials when selecting new cabinets, flooring, countertops, or paint. Choose FSC-certified woods and low-VOC products and paints.
8. Install a rain capture system, and change your plumbing fixtures. Install low flow toilets, shower heads and faucets. Replacing your existing toilet for a low-flow model can save your household up to \$100 per year on water.
9. Consider installing a photovoltaic system once you've done all the improvements noted above. With those building envelope improvements, you'll reduce the size of the system needed
10. Get your project LEED or NAHB certified.

Before making any remodeling decisions, consider what impact the materials you've chosen will have on the environment. Educate your end-user, and make earth-friendly decisions. Ultimately, reducing your home's environmental impact does not have to cost a lot of money, and can positively impact your homeowners' operating costs and overall satisfaction with their project.

Health Benefits of Living Plants Indoors



by Joe Zazzera, LEED AP, GRP, Industry Partner of ASID



In the 30 years I have been in the interior plant design, installation and maintenance business, I have seen no less than 3 cycles whereby clients shifted from living to artificial foliage and then back again. Somewhere around the second cycle there began to be a greater mixture of the two. Since then our business has seen “custom” artificial plants used in areas too harsh for living plants to be maintained in a healthy fashion. Although we continue to provide custom artificial plants for our clients, we are again seeing an upsurge in live plant installations, for good reasons. I believe this is in part due to the fact that we are in the middle of the greatest environmental awareness movement we have ever seen.

With the advent of the LEED (Leadership In Energy and Environmental Design) rating system and now with LEED for homes coming on in a strong way, the awareness of the need and desire for indoor air quality improvement and control is greater than ever. Due to this greater awareness, we no longer trust the health and quality of our food, clothing, hair-care products, cleaning products, carpeting and paint. Many are harmful, plenty of data exists that has proven the toxicity of these items, and we can no longer keep these chemicals near us in any form without eventually becoming irritated and sick behind their use. When it comes to our living and working environments, we want the best, healthiest options we can afford.

According to the ASID Study “The impact of interior design and the bottom line”, and The American Journal of Medicine, Businesses pay \$15 Billion a year in direct medical costs due to problems related to poor indoor air quality.

Over 900 VOC’S (volatile organic compounds) can be present in indoor environmental air. Not all VOC’S are harmful but the harsh ones like formaldehyde, xylene, benzene, chloroform, ammonia, acetone are used in items like paint, carpeting, construction supplies, glues, ceiling tiles, furniture and finishes.

This poor indoor air quality has an adverse affect on our health. Out-gassing, or emissions of these VOC’S, cause problems such as nausea, headache, coughs, fatigue, dry skin and sore throats. These are just some of the results of poor indoor air quality.

HOW LIVING INDOOR PLANTS HELP

Live Indoor Plants convert harmful VOC’S into carbon-based materials that they then use in the photosynthesis process to make their own food. The resulting byproduct is oxygen.

This is actually a biomimicry action; there is no other known way to convert these compounds into something harmless. It is as nature designed and intended. Air filter devices and HVAC systems can capture some of these VOC’s but they are still there, they haven’t changed. Plants can do something even our most

complicated HVAC systems can't and are a terrific way to supplement the HVAC system in a home or building.

Scientists have found that there is a microcosm, an ecosystem of sorts that exists in regular potting soil consisting of plant roots and ordinary harmless bacteria. The bacteria breaks down the VOC's and the plant roots nourish and keep the bacteria alive. Plants absorb the newly converted compounds and use them in the photosynthesis process for food and energy and growth.

In a two-year study by Norwegian Professor Tove Fjeld, in 51 offices with living indoor plants, fatigue was reduced by 20%, headaches and sore throats by 30%, coughs by a whopping 40% and dry skin irritations by 25%.

In yet another study by Texas A&M Professor Dr. Roger Ulrich, he showed that when plants are present in hospitals, patients are ready to go home after surgery in less time; they require less pain medication; and nurses report that they are less likely to become upset or despondent from their illness or surgery. Ulrich's study also showed that plants improved problem solving skills, ideation and creative performance. So research definitely shows that plants improve health.

HOW MANY PLANTS

Research by NASA as well as Australian Scientist Margaret Burchett have shown that 1 plant per 100-160 square feet of indoor space is sufficient to have an effect and improve indoor air quality. They found that the plant size did not matter as long as they were of the 8" nursery pot size or larger. The studies have shown that upon initial installation, VOC'S were removed within 4-5 days; any added VOC's (by addition of furniture etc.) are removed within 24 hours. This shows that plants get better at processing VOC'S.

WHAT ARE THE COSTS

There have been many return on investment studies done which show anywhere from 30% to 300% ROI depending on the environment. The typical return in the office environment shows 12% improvement in productivity along with 60% reduction in absenteeism rates. This translates to a \$24 ROI per day per employee commercially for costs of about \$200 per year per employee including maintenance.

The residential environment is difficult to chart due to the fact that there is very little data and not much consistency with which to make accurate measurements. Designs simply vary too much to give accurate ROI numbers. Experience has shown that most residential clients are not as concerned about specific dollar ROI as they are their interior environmental quality and aesthetics. It is great to know however that the benefits outweigh the costs.

When most of us want to relax and unwind, we go for a walk in nature, take our dogs to the park or go camping or fishing. This Biophilic need for plants, life and nature is an archetypical one which is innate in even the most stubborn client. Our job as designers is to educate and recon-



nect our clients to this need by providing them with the highest quality of décor, design and environmental quality as we can. Now more than ever live indoor plants are part of that design.

Joe Zazzera, is President and CEO of Scottsdale based Plant Solutions Incorporated. He is a national board member of Green Plants for Green Buildings and Chair of their LEED Advocacy Committee. Joe is an investor at the Bronze level of The Greater Phoenix Economic Council an Agave Partner at USGBCAZ, ASID Industry Partner, BOMA member and local Phoenix Boy.



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Think you're ready for solar?



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by Marilizabeth Birk, ASID
Owner, Artistic Designs LLC
CEO, Infinite Electricity

Many people believe that if they want solar, they can just put solar on. This may be true, but one may end up spending too much if they don't take proper action prior to installing a system. The key to remember is that if one can lower their energy usage, then they will need a smaller system. A smaller system will in turn be less expensive, have a quicker return on investment (ROI) and utilize less space on one's roof or canopy.

Lowering energy usage

One of the easiest ways to lower one's electric bill is to change out light bulbs. Typically individuals use incandescent or halogen lamps or bulbs because they're less expensive, offered in a variety of sizes and wattages, and are known as a standard. However, swapping out those bulbs for compact fluorescent lights (CFL) can save a considerable amount of energy. CFLs use about 75 percent less energy than incandescent bulbs. Whereas fluorescents were once only available in tube shaped or "curly-q" bulbs, they are now available in a variety of sizes, shapes, colors and wattages so they can be used in a many indoor and outdoor applications. To give a general cost comparison, an incandescent lamp that gives off 60 watts costs \$.50, uses 60 watts of energy and will last about 1,000 hours. A CFL that gives off 60 watts of light costs \$3.50 but only uses 15 watts of energy and will last over 10,000 hours. Looking at a basic life cycle cost of the bulbs, the incandescent bulb will cost \$77 for it's 1000 hours (operating/energy costs + maintenance) while the CFL will only cost \$15 for it's 10,000 hours. The downside in a retrofit scenario is that dimmers utilized with existing recessed incandescent lighting cannot be utilized with fluorescent lamps. In this case, the recommendation would be to change those incandescent recessed lights to light emitting diode (LED) lights. LEDs offer better light quality than incandescent bulbs, last 25 times as long, can be used with existing dimmers and use even less energy than CFLs. Look for ENERGY STAR qualified LED products at home improvement centers and lighting showrooms. The life of an LED is longer and uses less energy than a CFL bulb. The same LED fixture that gives off 60 watts of light will last 50-100,000 hours and use only about 6 watts. LED recessed retrofit lights can come in a kit (bulb, trim) for about \$100 each or individually and cost \$50 each. They can be found at local lighting or home improvement stores.

Other lighting options which will minimize energy usage include day lighting, skylights and solar tube lighting. With tubular lighting, natural light is brought into your space by reflecting solar light power through a tube. Another advantage of utilizing solar tubes is that once you install them, you need not have to use electricity to illuminate those areas with tubes during the daytime, unless it is an extremely cloudy day.

Solar Hot Water & Pool Heating Systems

Another major step in lowering energy consumption is changing an electric water heater system into a solar water (SWH) heating system. The production of hot water equates to approximately 15% of an energy bill in an average household. SWH systems come in a variety of options depending on what the needs are. The basic components include a panel (either flat or evacuated tube), a tank (80, 120 gallon are most common), a recirculation pump, and a drainback tank (depending on the system). There are several different types available and you should talk to your licensed contractor or plumber for the system right for you. Whereas a solar water heating system may be a larger expenditure initially (\$5,000-\$6,000 installed), it pays for itself in under 2.5 years. After installation, your water heating expenses will become next to nothing and decrease your energy usage noticeably.

If a SWH system is not in the budget, a water heater timer should be installed. These are available at any home improvement store and will save energy by scheduling specific times hot water is produced. The hot water then gets stored until you're ready to use it.

There are also solar systems to heat pool water. Unfortunately, pool heating systems are not eligible for tax credits or utility rebates, but if a heated pool is desirable, these systems are a great option. A D/C pump can also be purchased for the pool equipment, which in turn is run off of solar. Again, a great way to decrease your energy usage!

Air Conditioners, Appliances and Thermostats

Changing the temperature inside a space changes the amount of energy consumed. Studies show that operating costs change 2% for each degree the thermostat is raised or lowered. The addition of a programmable thermostat will also aid in managing energy usage.

Replacing old appliances and air conditioners/heaters (HVAC) with Energy Star rated products will decrease energy usage. It is not the author's opinion that all individuals should rush out and replace all appliances immediately; but instead, as appliances age and begin to deteriorate, replace them with Energy Star items rather than even allowing a home warranty company to purely replace major components or entire products with just an average energy hog. In the meantime, be sure to replace air filters and service air conditioners regularly to keep HVAC units as efficient as possible. It is important to recognize that out of an entire residential energy bill that a minimum of 40% is utilized by the HVAC unit. If an old one is replaced by a much more efficient product, or even a solar energy HVAC unit, energy usage will definitely decrease!

Reduce the heat, reduce the consumption

One significant way to decrease energy consumption is to reduce the amount of heat that is radiating into the structure. Starting at the top, the

hot summer Arizona sun beats down on rooflines from about 10 in the morning until 6 in the evening. Heat can get trapped inside the attic space beneath a roofline and with the buildup of radiating heat, it can cause your HVAC to work harder, thus increasing energy usage. Likewise the same occurs with the sun beating on windows and exterior walls. Reducing energy usage by properly treating walls, roofs and windows is important in your pre-solar preparations.

There are a minimum of four items to consider which can significantly reduce the amount of heat that enters a structure. First, solar attic fans circulate stagnant heated air in attic spaces and assist in removing heated air thus causing less heat to radiate into the building structure. Solar attic fans, found in local home improvement stores, can be roof or gable mounted and installed by either a professional or a do-it-yourselfer. One of the added benefits of a solar attic fan is that they are powered purely by the sun's energy and will not increase but instead help decrease your energy bill. Another treatment for the roof and attic space is a product known as radiant barrier. Radiant barrier has been used for many years in commercial applications and its benefits are well known in the commercial contracting industry. Radiant barrier is an addition to insulation (not a replacement for) and again, is reasonably easy to install. In ceiling or attic space applications, radiant barrier can be attached (stapled) to the rafters (see photos) or laid on top of existing insulation. In new construction or major remodels, radiant barrier can also be put on the vertical walls between the studs with the insulation applied on top of the barrier. Radiant barrier, when applied only to the ceiling/attic spaces, typically results in a 10-15% reduction in energy bills. When installed on vertical walls as well, the energy savings increase significantly. This product is also available in "chips" and can be blown into the attic space if the crawl area is too shallow for a person to climb into. This will help, but it's important to note that sheets of radiant barrier properly installed will be much more effective. The barrier product is sold in rolls at many home improvement stores for about \$.50/sq. foot or on line for about \$.10/sq. ft.

If you have questions on any of these items, please feel free to contact Marilizabeth at mare@artisticdesignsllc.com or visit websites: www.artisticdesignsllc.com and www.infinite-electricity.com.

Light blocking window treatments also aid in decreasing the heat that enters a space. These treatments include shutters, blinds, heavy draperies, sun screens and window film. Here in the valley of the sun,



individuals often want to retain their views and want an alternative to heavy or room darkening products to help reduce infrared and UV light from entering the space. Window film is that ideal solution! One major misconception is that the darker the tint, the more effective it is – but that is false. Energy Star rated films minimally distort colors or views, can decrease heat, provide over 98% reflection of infrared and ultraviolet light, protect furniture/wood/leather, decrease fading, and have been proven to block the harmful rays that cause skin cancer. They come in non-mirrored finishes and will reduce overall glare. It is important, however, to note that not all films are Energy Star – and this list changes regularly. Check www.energystar.gov for the most current information.

Finally, bushy vegetation and trees planted in opportune locations will aid in decreasing heat from radiating into a building structure. It is important, however, to understand that mounted solar panels must not be shaded to be efficient. Before planting, determine how fast and tall trees will grow and if that vegetation can truly take the abuse of the summer sun.

Getting Money Back

Rebates can be obtained for many of these energy reducing products. Often solar attic fans, radiant barrier, and Energy Star appliances qualify for credits or rebates so long as receipts are retained. Receipts and certificates of installation by certified installers are required to receive credits for window films. SWH systems must be OG300 rated and installed by a licensed contractor to receive applicable credits and refunds. Check www.energystar.gov and www.dsireusa.org for instructions, forms and a current list of approved items in your specific area.

We welcome your questions about any of the items discussed above. They can be sent to savegreen@infinite-electricity.com

or through our website at www.infinite-electricity.com. Contractors Inc. d/b/a Infinite Electricity is a licensed general and electrical residential and commercial contractor. Our experienced consultants and engineers would love the opportunity to assist you in not only getting your building ready for solar, but working with you to design and provide the best solar energy system for your residential or commercial space. We believe it's important to decrease your consumption before designing the best solar PV system to suit your needs. Remember: if every American household replaced only one bulb with a CFL, we'd save enough energy to light every home in Arizona for a year. And, for every \$1.00 you can decrease your energy bill, you'll save an average of \$10.00 per watt on a full PV system.



Michael A. Thomas, FASID, CAPS

Design Collective Group

www.DesignCollectiveGroup.com

Recently Completed Project:

- A slick, ultra modern residence overlooking the State House in Providence, RI

Favorite past design projects:

- A very small beach house perched on a sand dune on the Atlantic Ocean
- Remodeling of a penthouse overlooking the Hudson River + Manhattan Island
- "Sustainable" offices for a capital investment and management group

Projects currently working on:

- Ramping up to be next ASID's National President
- Writing my next book about the design profession
- Establishing a new business venture in the AZ desert valley

Biggest challenge in the profession:

- Determining how economic trends have permanently changed the profession and how to build a new business model that accommodates those changes.

The one single thing I appreciate about the interiors profession:

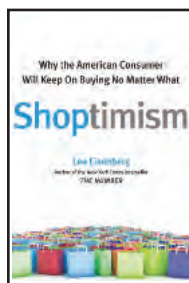
- The opportunity to shape the built environment that results in an unanticipated response by the client about their unexpected increase in their quality of life.

The best thing about ASID:

- The ability to meet so many incredible individuals each sharing their deep passion about design, and that without ASID providing the connectivity, I would have had few other opportunities to build such a powerful network of peers, business people and a collection of very special friends. For that, I will always be blessed.

Professional pet peeve:

- We continue to struggle with the perception by many that what we do as a job is little more than some "artistic endeavor" rather than a for-profit business entity with a required return on investments of money, skills, knowledge and experience.



What's currently on my night stand:

- Shoptimism by author Lee Eisenberg
- Blue Ocean Strategy by authors Kim + Mauborgne
- Encore by author Marc Freedman

- Always have tall stacks and stacks of magazines to sort, scan + read

What only a few people know about me:

- Have made the study of Frank Lloyd Wright an avocation, have a huge collection of FLW books, artifacts + visited some 75 FLW buildings from NY to HI, from AZ to WI, from CA to FL

When not working, I am:

- Watching movies, hiking, traveling, reading but then too often, too quickly back to work

I can not live without:

- My Mac laptop, my iPhone, and now my iPad

What's playing on my iPad:

- Crazy Love / Michael Buble



My favorite places in the world:

- Specifically, on the beach on in a hale at Kona Village Resort on the Kohala Coast, Kona, HI
- Additionally, walking thru the bamboo forest on the southeast flank of Haleakala Volcano, HI
- And just being in NYC, Vancouver or Chicago

My favorite food groups:

- A seriously good steak (medium rare) with a baked potato (everything-on the side)
- Anything Mexican (except guacamole) plus a cold bottle of Tecate
- Burgers on the grill (hold the mustard) and a Bacardi and Diet Coke



Favorite motto:

- "What would you do if you knew you could not fail?"

People who make me laugh out loud:

- Bill Maher, Rachel Maddow, Sarah Palin



PR POINTERS

A Messenger for the Profession

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



TIPS FOR PROPER NEWS RELEASE WRITING

Did you know that an average of 60 percent of news featured in major newspapers and magazines is initiated by public relations efforts within a business? News releases continue to make major contributions to news coverage in print both large and small. This is evidence that many journalists are receptive when news comes to them from the business community – particularly if it is well written and especially if the editor or reporter has a prior relationship of trust with the contact person within the business.

Ask any editor today and they would say they are inundated by dozens of news releases every day. If your release is to be read and considered for coverage it must be newsworthy, presented clearly and simply, long on information and short on adjectives.

Here are 10 key elements you need to consider when writing a news release:

1. First ask yourself... "Is this story truly newsworthy? Does it stand out from the ordinary? Does it offer any significant information or serve certain readers of targeted media outlets? News such as newly completed projects, awards, acquisitions, new products, and services are deemed newsworthy subjects – to name a few.
2. Know how to summarize the most important facts of your news within the first paragraph of the release. Less important information falls in the middle, with contact information at the end.
3. Does this story answer all the questions likely to come up by the editor or their audience?
4. Will this story, if covered, advance my marketing objectives?
5. Include a quotation from a company executive or client that lends personal authority to a statement pertinent to the story. Keep in mind, you must get approval for quotes you're asked to make up on behalf of a client or team member. This will happen often.
6. Include photos on CD or sent as low-res e-mail attachments as much as possible. However, do not inundate the reporter/editor with dozens of images per release. Submit only several that represent your project or new product. Be sure to label all disks with your company name, project name, date and phone number.
7. Submit your news release on your company letterhead – even if using a public relations firm. This serves two purposes for the media: 1) recognition of whose news it is; 2) confirmation of your firm's contact information, phone, address, etc.
8. Date your release so editors can see clearly the timeline in case it is filed for future reference.
9. Headlines at the top of the release summarize the story and catch the editor's attention. Subheads are appropriate when the news is more complicated. Even though most editors write their own headlines, the ones you write are still important. Based on your headline, editors decide whether to keep reading or to skip.
10. Are all the facts in the story accurate? Has every source, team member, employee, date, figure and piece of information been double-checked by a second person in the firm?

These 10 tips should get you started in the right direction. The press is waiting to hear what's new and exciting at your studio or place of business today! The next article will feature the basics of building your media list and follow-up strategies with the press.

Naomi Anderson of Anderson+Company is ASID Arizona North Chapter's public relations representative. Contact 602.820.2336 or naomi@andersoncompany.biz for more information.



PROFESSIONAL DEVELOPMENT DAY

ASID, Arizona North Chapter

THURSDAY MAY 20, 2010

Regrow Your Business

PROGRAM

Course Title: Survival Techniques for the Small Design Firm

Key Note Speaker: Michael A. Thomas FASID, CAPS (incoming ASID National President)

There is no doubt that the effects of the recent economic challenges have affected the interior design community. There will be even more fallout as the economy continues on a slow path to recovery. This is not the time for designers to retreat. This is a time for planning and development, of the business to adapt to a new world and a new culture for the interiors profession. To address these challenging times, it is important for the design community to make critical and strategic business choices in order to survive during these leaner times. In this two hour workshop, discover 10 proven techniques that will help a design firm, strategically position the firm for the next "new economy."



Credits: 2 CEU



Course Title: How to Sell to Couples

Speaker: Kelly McCormick

He wants one style and she wants something else. Suddenly you're caught in the middle of a decorating war. Well not any more. Kelly McCormick, from OutSell Yourself TM, explains the core differences in how men and women select products and services. She also passes on methods that help couples to make critical buying decisions – in record time! Kelly's techniques come from her new book, OutSell Yourself TM, and from her on – line column for Sales and Marketing Management Magazine.

Credits: 1 CEU

Course Title: Dealing with the Most Difficult Behaviors

Speaker: Kelly McCormick

Ever had to deal with the following? Suppliers, contractors, or associates who can't make deadlines; Clients who must be told that services and/or deliveries are delayed; Those who consistently miss, cancel, or are late for appointments; Clients who insist you promised additional services, lower rates, shorter deadlines etc.

Kelly McCormick from OutSell Yourself TM, uses humor and real life examples to demonstrate how to deal with and avoid problems. Kelly has owned three successful businesses, the first by age 21. She know how to create win-win situations with clients. Kelly is the author of the book OutSell Yourself TM. She also writes a monthly on - line column for Sales and Marketing Management Magazine. This is on CEU presentation you don't want to miss!

Credits: 1 CEU



Course Title: Re-green; Understanding the Basics of Green Residential Remodeling

Speaker: Kristina Urbanas Spencer, Allied ASID

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*This CEU is step one of the ASID/USGBC REGREEN TRAINED Certificate Program. Earn your certificate by completing the rest of the series. Visit www.regreenprogram.org for more information. *This program is offered twice for your scheduling convenience.

Credits: 1 CEU

Regreen Your Outlook

DATE: Thursday, May 20th, 2010

TIME: 12pm – 7pm

HOSTED BY: Robb & Stucky Interiors

15440 N. Scottsdale Rd, Scottsdale AZ 85254

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INTERIORS

SESSION FEES:

Session 1 or Session 2 only\$30.00
Session 3 only\$40.00
Entire Day\$85.00
Registration prior to May 1\$75.00

SCHEDULE:

12:00 – 12:30 Check-in
12:45 – 1:45 Session 1a (.1 CEU each)
Re-green; Understanding the Basics of Green Residential Remodeling
Session 1b: Kelly McCormick - **How to Sell to Couples**
2:00 – 3:00 Session 2a (.1 CEU each)
Re-green; Understanding the Basics of Green Residential Remodeling
Session 2b: Kelly McCormick
Dealing with the Most Difficult Behaviors
3:15 – 4:15 Hors d'oeuvres & Cocktails
4:30 – 6:30 Session 3 (.2 CEU)
Michael Thomas, FASID, CAPS
Survival Techniques for the Small Design Firm

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Ethics

A NEW YEAR
A NEW DECADE
AND A RESOLUTION

Let's Get Ethical

Your Ethics Questions Answered



**By Jeanne C. Crandall, ASID
Ethics Chairman Arizona North Chapter**

EVERY MEMBER OF ASID is required to uphold the ASID Code of Ethics and Professional Conduct. Occasionally, disputes may arise over some aspect of a project. If a client or another ASID member feels that a member has done something in violation of the ASID Code of Ethics, a complaint can be filed against that individual. The following FAQ

addresses some of the most commonly-asked questions about the Society's Code of Ethics.

Can all interior designers, including those who aren't members of ASID, be held accountable to the ASID Code of Ethics and can an ethics complaint be filed with the Society against a designer who appears to have violated that code?

No. ASID only has jurisdiction over ASID members, and then only over their membership privileges.

Does ASID have standard billing procedures or a document that lists standard billing prices for specific design jobs?

No. By doing this, ASID would be in direct violation of the federal Trade Law that prohibits any society or organization from regulating how professionals charge for their services.

If a person wants to file a complaint against a prospective member of ASID, can they send the complaint to ASID Headquarters, have it held until the person actually becomes a member and then have it processed?

No. ASID can only investigate matters occurring during the time that an individual holds membership within the Society. This includes a member whose membership was terminated for a specific period of time and then reinstated. Any occurrences that took place within the time that the individual did not hold membership will not be considered by ASID.

Can an ASID member who has been found guilty of violating the Society's Code of Ethics still hold office within ASID?

Yes. However, if the individual's membership was suspended or terminated

as a result of an ethics violation, they are permanently prohibited from holding any elected office position within the Society or any ASID chapter. This also applies to a member who has been reinstated after being suspended as a result of an ethics violation.

Is an ASID designer required to relay to his or her client any type of compensation that may be received from other sources in addition to monies they are receiving directly from the client?

Yes. An ASID designer must disclose all forms of compensation they will be receiving in connection with the project being performed. This includes all mark ups, discounts, commissions, extra fees received from suppliers and vendors, etc.

Are ASID designers required to produce original invoices from their suppliers, at their clients' request?

No. An invoice created by the designer is completely acceptable. However, depending on the nature of the request, it can be questionable if the designer refuses to provide this information.

Can a member, if found guilty of violating the ASID Code of Ethics, appeal the decision of the disciplinary committee if they feel that no violation of the code occurred or that the committee made the wrong decision?

No. ASID does not have an appeal process and the disciplinary Committee's decision is final and without recourse to the accused member or the complaining party.

Does ASID serve to protect its members, or their clients?

Both. Although the ASID Code of Ethics is very consumer- friendly, it also serves to protect its members by providing a guideline of conduct, so that we as a Society can practice as, and be viewed as, highly accredited professionals. By adhering to this code, members are protected against wrongful lawsuits and being taken advantage of.

For more information or to download a copy of the ASID Code of Ethics & Professional Conduct, visit www.asid.org/about/ethics.

January Meeting

RECAP

ASID NORTH MEMBERSHIP MEETING

LEED Remodel Tour

The Greenest Building is the Existing One

by Phillip Beere, Industry Partner of ASID
Green Street Development

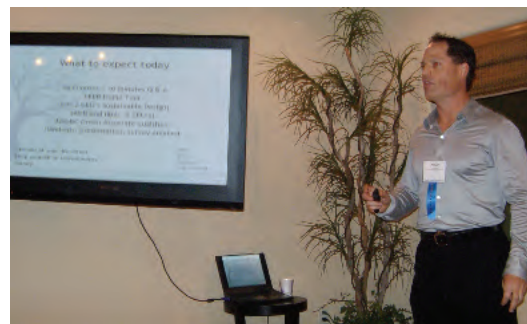
The company that remodeled the first NAHB Emerald certified home in the United States and the first LEED certified house in Arizona.

The first major tornado watch to hit Phoenix in over ten years was not enough to hold back the Green Remodel Workshop's special ASID session on January 21st located at Arizona's First LEED-certified single family home, 3313 E. Medlock Drive Phoenix, Arizona 85018.

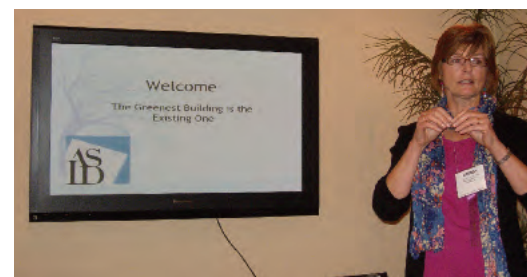
Although the Winter storm kept some away, it provided for a cozy evening, and an engaging event thanks to some of the Valley's top interior design professionals.

The event was a hit thanks to the assistance of Amy Bubier from AB Designs.

Generous sponsors of the event included GE, Insinkerator, Dunn Edwards, and JELD-WEN.



Phillip Beere, Industry Partner of ASID, Green Street Development



Brenda Strunk, ASID

February Meeting

RECAP

ASID NORTH MEMBERSHIP MEETING



by Robyn Randall, ASID
President-Elect

Our February meeting held at BSH Home and Appliance Gallery and Training Center was a tremendous hit! The showroom showcasing products such as Bosch, Gaggenau and Thermador is a study in clean lines, crisp white colors and was the perfect backdrop for the group photo of our members decked out in red to honor Valentine's Day.

Various vignettes throughout the showroom were the center of attention as BSH chef's presented us with an incredible array of food. One of several Happy Hour events planned to simply have fun, we kept business to a minimum and focused on networking with our fellow ASID members.

A special thanks to Amber Carlson, Marketing & Showroom Coordinator and BSH for making us so welcome and serving up such wonderful goodies.

March Meeting RECAP

ASID NORTH MEMBERSHIP MEETING

Advancing Brand Awareness

by Naomi Anderson, Industry Partner of ASID
Anderson & Company

Advancing brand awareness through effective public relations methods was the theme of the ASID March membership meeting hosted by Tricia and Pat McCourt of McCourt Fine Furnishings showroom at the Arizona Design Center. A panel of professionals lead the discussion: Linda J. Barkman, editor of PHOENIX HOME & GARDEN, Colleen Heldenbrand, CTC, Allied Member ASID/ASID Director of Communications, and Naomi Anderson, president of Anderson+Company PR. Brenda Strunk, ASID/ president of ASID Az North Chapter was the panel moderator for the evening.

More than 125 designers, showrooms, manufacturers and students attended the event causing an SRO – or, standing-room-only sell-out crowd ready with questions to ask the panel. For those of you who could not attend, here are a few of the featured questions/answers:

Q: What are the advantages of getting published?

A: Exposure of your name/branding, value as it's free, credibility in the marketplace, lead generation, portfolio/bio addition

Q: How do I go about getting published in PH&G?

A: Submit facts about your project, digital shots recommended, offer a tour of the project, know the magazine and its editorial calendar (available online), contact Linda J. Barkman at lbarkman@citieswestpub.com.

Q: What opportunities with ASID are there for achieving additional exposure?

A: Enter the ASID Awards Competition (4/26 deadline), provide profile on the ASID Az North Web site, get involved in "Design for Hire" each year (now through May), submit an article (educational) for Desert Design Magazine/Creative Brief are a few tactics.

Q: Can I truly be my own PR person?

A: If you like to write and are good at it, sure. But, if it's not the slightest thing you're interested in, consider hiring a PR person/firm or simply a ghost writer to facilitate your news releases. It's well worth the investment.

The Arizona North Chapter is focused on bringing our members the most comprehensive business forums to help them grow and prosper. We all may have the design portion of our skill-sets down, but the marketing side of business is at times put on the back burner...especially when times are good. We must learn from this experience and be constantly vigilant regarding our efforts to cultivate leads and turn into new clients. Public relations is a key ingredient to any solid marketing plan.



PR Panel of experts Naomi Anderson, Industry Partner of ASID, Anderson & Company; Linda Barkman, Industry Partner ASID, Editor Phoenix Home & Garden; Colleen Heldenbrand, Allied Member ASID, CTC, Flex Design Group, LLC



Eric Berkey, Industry Partner of ASID; Linda Heinz, ASID; Greta Geulich, ASID



Brenda Strunk, ASID and Esther Leal-Isla, ASID



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Design Excellence Awards Celebration

Saturday August 14, 2010

Event Benefactor (\$7500+)

- Logo in event invitation & program, Logo on signage in lobby
- Invited to podium to address the audience for 5-7 minutes
- Logo and/or image of a product on screen during address
- 10 tickets to event
- Logo printed in Desert Design Magazine
- 5 creative brief paragraphs or IP feature on web
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Event Platinum (\$5,000)

- Logo in event invitation & program, Logo on signage in lobby
- 6 tickets to event
- Logo printed in Desert Design Magazine
- 4 creative brief paragraphs or IP feature on web
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Event Gold (\$3,000)

- Logo in event invitation & program, Logo on signage in lobby
- 4 tickets to event
- Logo printed in Desert Design Magazine
- 3 creative brief paragraphs or IP feature on web
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Event Silver (\$1,500)

- Logo in event invitation & program, Logo on signage in lobby
- 2 tickets to event
- Logo printed in Desert Design Magazine
- 2 creative brief paragraphs or IP feature on web
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Event Bronze (\$1,000)

- Logo in event invitation & program, Logo on signage in lobby
- 1 tickets to event
- Logo printed in Desert Design Magazine
- 1 creative brief paragraphs or IP feature on web
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Event Copper (\$650)

- Logo in event program
- Logo printed in Desert Design Magazine
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Event Friend (\$250)

- Logo in event program
- Use of sponsorship for PR for year
- Facebook & Linked In announcement of sponsorship

Dedicated Sponsorships

- Logo in event program
- Use of sponsorship for PR for year
- Thank you on stage at beginning of program
- Facebook & Linked In announcement of sponsorship
- Wine Host - \$3000 – notices at each table, logo in DDM - one host for red wine, one for white
- Cocktail Hour - \$2,500 – notices at cocktail hour, logo in DDM
- Cocktail Hors d'oeuvres - \$2,000 – notices at cocktail hour, logo in DDM
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We all know too well the challenges we have faced in our current economic climate. Things are beginning to look up a bit and our goal is to assist you in any way that we can to maintain the momentum in the coming year.


Please give your consideration to sponsoring our upcoming Design Excellence Awards, Saturday, August 14, 2010. We have multiple levels of opportunity to suit each advertising budget. Your support will give your company greater visibility within the membership and face time for you to create new business with designers you want to reach.


A member of our sponsorship committee will be contacting you soon to answer any questions and reserve your sponsorship. If you have questions or wish to reserve your sponsorship now, please feel free to contact me directly or either of the co-chairs, Pooneh Kashani (602.275.6400) and Marilizabeth Birk (602.791.9028).

Thank you for creating success for all of the members of the ASID Arizona North Chapter.

Sincerely,


Brenda Strunk, ASID
ASID Arizona North Chapter President 2009/2010




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Sponsorships are **ONLY** available to ASID Chapter and National Industry Partners and Chapter Membership.

Payment must be received in full by July 1, 2010 to ensure publication of name on invitation and event signage.

Payment plans of 1, 2 or 3 payments are available for your credit card convenience! Please submit payment to Arizona North Chapter, 4035 E. Fanfol Drive, Phoenix, AZ 85028 or via fax: 602.971.7244; or contact Sponsorship Committee Co-Chairs: Pooneh Kashani at Cactus Stone & Tile (602) 275.6400/poonehk@cactustile.com or Marilizabeth Birk (602) 791.9028/mare@artisticdesignsllc.com.

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- ☐ Payment in full ☐ 50% deposit charged now, 50% balance charged ___/___/2010
- ☐ 35% deposit, 35% 2nd installment charged ___/___/2010, 30% balance charged ___/___/2010

Master of the Southwest Winner



Congratulations to Janet Brooks, ASID. Janet has been chosen as the *Phoenix Home and Garden's* 2010 "Master of the Southwest" for interior design.



ARIZONA NORTH

VIP/Volunteer Incentive Program



Gabriela Sanchez, Allied Member ASID. Gabriela chose the one year of membership dues.

Gabriela Sanchez, Allied Member ASID is our 2nd quarter VIP winner. Gabriela chose membership dues as her VIP prize and was thrilled.

Volunteering is a win-win for both yourself and the Chapter. It could provide you with the opportunity to keep skills updated, develop new skills, network for business or job contacts, meet other members or learn something new while benefiting the profession and the chapter. Now, volunteering could also provide you with even more benefits. Every time you volunteer, your name will be entered in a drawing by your Committee Chair to win one prize, your choice of one of the following:

- One year of membership dues (Category 3/1 slot for IP's)
- Pair of tickets to the Design Excellence Awards Gala on August 14th, 2010
- One Design Excellence Awards Competition entry fee

"So, winning this is really very wonderful".

Gabriela Sanchez, Allied Member ASID

- Annual Web profile
- Tabletop at September trade show

Drawings will be held every quarter with the first drawing starting December 17, 2009. Every quarter is a clean slate with one name drawn at the end of each quarter for a chance to win a prize. The next drawing will be held:

- June 17, 2010 (Qtr3) at Kitchens Southwest
- August 14, 2010 (Qtr4) at Awards Gala

Committee Chairs are automatically entered into the quarterly drawing. All volunteers must be members in good standing to be eligible to be entered. Board members, independent contractors and consultants, and previous VIP winners are not eligible for the drawing.

What are you waiting for? The more times you volunteer, the more times you are entered, which equals more opportunities to win. Be a winner! Be a volunteer!

Designers can make a difference!

You can make a difference, by creating a fantasy tablescape at the 4th Annual IFDA Tableau - Designing, Dining & Entertaining Event.

This event will benefit Ryan House, the Southwest's first pediatric respite and palliative care home serving children with life-limiting illnesses and their families. Opens in Phoenix on March 29, 2010.

25 of the best interior designers, industry partners, architects, artists, florists, and event planners will be featured at the Valley's most unique charity gala to be held at the Fairmont Scottsdale Resort on October 9, 2010. Registration deadline: June 1, 2010



You will have a chance to showcase your creative talent to some of the Valley's social, medical and business leaders. You will have an opportunity to win design awards, be featured in a variety of media and most importantly, you will be supporting a great cause, Ryan House.

For more information, please contact:
Karen C Wirrig, FIFDA at 602.493.9154
karen@karencoledesigns.com
www.ifdatableau.com

New line from KRAVET

Wallteriors Hand Crafted Wall Treatments announces new exclusive representation by the west coast representatives of Kravet. Kravet is a family owned business which offers the widest range of fabrics and furnishings in the home decorative industry. These selected Kravet showrooms have actual installations of Wallteriors so you can see, feel and touch these timeless surface materials that are suitable for all design styles.

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community service

Habitat for Humanity



Once again we had a great turn out for our latest Habitat for Humanity event - 15 practitioners, 5 students, 2 industry partners, 2 educators, and 3 spouses!

Thank you to everyone who came out so bright and early: Whitney Adams, LeDawn Bentley, Sue & Rod Burkhardt, Char & Don Burrows, Michael Clare, Kendra Clayton, Dan Heldenbrand, Angelica Henry, Jeanette Knudsen, Hae Lee Ko, Laurie LaBelle, Esther Leal-Isla, Tracey Marshall, Noele Ranta, Cherise Robb, Gabriela Sanchez, Megan Sheffield, Jennifer Simioni, Jill Stebbins, Brenda & Dave Strunk, Cathe Weeks; plus Bonnie Lewis & Ronnie Corney who were our lunch runners.

Keep an eye on www.asidaznorth.org and the ASID Arizona North Facebook page. If Habitat gives us another build date this Spring we will be sure to post it.

welcome

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

Practitioners

Lei Ronda Golden, Allied Member ASID

2200 W San Angelo St
Gilbert, AZ 85233-2207
(310) 699-5765
lei1_1@hotmail.com

Angela C. Sass, Allied Member ASID

30220 N 47th St
Cave Creek, AZ
(520) 325-9829
angela.sass@gmail.com

Marianne Kulekowskis,

Allied Member ASID

15218 E Hillside Dr
Fountain Hills, AZ 85268-5800
(480) 280-4141
mk264730@cox.net

Elena Sevastiani, Allied Member ASID

16029 E Sunflower Dr
Fountain Hills, AZ
(602) 334-3615
elenasevastiani@hotmail.com

Kathleen S. Manoil, Allied Member ASID

717 E Royal Palm Rd
Phoenix, AZ 85020-3748
(602) 290-4708
artfuldesign@cox.net

Kristin M. Fredstrom,

Allied Member ASID

114 W Adams St
Phoenix, AZ 85003-2010
(602) 799-2184
kristin.hazen@gmail.com

Lisa Marie Scannell

5510 E Calle Camelia
Phoenix, AZ 85018-4512
(602) 468-9823
lsi@cox.net

Lynette Willett, ASID

22517 N 37th Ter
Phoenix, AZ 85050
lwillett1@cox.net

Industry Partners

Amalfi Living

Robert E. Howard
4074 W Clarendon Ave
Phoenix, AZ 85019
(602) 254-2141
robert@amalfiliving.net

Cornerstone Cabinet Company

Christopher Boulton
2435 S 10th St
Phoenix, AZ 85034
(480) 988-0171
chris@cornerstonecabco.com

Chisel Marble & Granite

Wendy Champagne
15125 N Hayden Rd
Scottsdale, AZ 85260-2570
(602) 920-0580
wchampagne@chiselgranite.com

Stylmark

Carrie Harvey Schnabel
6536 Main St NE
Minneapolis, MN 55432-4314
(763) 586-4892
charveyschnabel@stylmark.com

Crestron Electronics

William T. Schafer
15 Volvo Dr
Rockleigh, NJ 07647-2507
(201) 767-3400
bschafer@crestron.com

Kohler Kitchen & Bath Americas

Michelle Fray
2237 W Kathleen Rd
Phoenix, az 85023-7267
(480) 287-2554
michelle.fray@kohler.com

Kohler Kitchen & Bath Americas

Sharmin Smith Welch
Kohler Co
2167 E Powell Pl
Chandler, AZ 85249-3271
(480) 272-4701
sharmin.welch@kohler.com



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The Art Institute of Phoenix Update

by **Jessica Nadle, Student Member ASID & IIDA**
ASID Student Chapter President and Interior Design Group President



Looking back on this last year as Student Chapter President, I am so proud of all of our accomplishments. As well as competing in the ASID Student Charette, finalist, and now a finalist of the Maricopa Home and Garden Student Design Competition, I have appreciated being part of every event. This has included team entries in the IIDA Petutopia, IFDA Tableau, & IIDA Couture. Our Interior Design Group reached outward to the community by gathering together to create beautiful quilts from our materials library for a local battered woman's shelter. We would like to thank our instructors as well, especially support from Instructor Cindy Stedman and her mother, and our biggest supporter Academic Director of Interior Design at The Art



"Wrapped In Love" quilts to Sojourner Center, Christmas 2009, Shannon Harris, Jill St. Germain, Donna Wannamaker, Katie Crouse, Jessica Nadle, Hannah Davison



2010 ASID Student Charette Competition Katie Crouse, Heather Gilbert & Jessica Nadle



2010 IIDA Couture - Natalie Tankersley, Vanessa Gonzalez, Katie Crouse, Stephanie Lopez, Jessica Nadle, Heather Gilbert



2010 ASID Career Day, Stephanie Lopez, Natalie Tankersley, Jessica Nadle



2009 ID Group Quilting Argelia Ayala & Carol Morrow, ASID



2009 IIDA Petutopia Katie Crouse, & Jessica Nadle



2009 IFDA Tableau Jill St. Germain & Jessica Nadle

Collins College Update

by the Student Design Group

Collins College Student Design Group has new leadership with a focus on design "experience". We are planning several events that won't hurt our pocketbooks but will ignite our design passion.

Excitement is growing for our upcoming events. The largest target on our agenda is the 2010 Hospitality & Design Expo in Las Vegas, Nevada. We are organizing a large group of members to travel together and tour the expo floor as a team. We will be maximizing the trip by attending the expo two days and organizing a walking critique while there. Other events we are working toward include: a tour of the Arizona Design Center, work with Habitat for Humanity and the Maricopa County Home Show. Undoubtedly, there will be additional events arising this year that our design group will be drawn to. We look forward to a successful year in design and are truly trying to maximize student interest and the opportunities available.

We had a great showing at the IIDA Couture Competition. There were many excellent entries, and overall everyone enjoyed working on the design and putting it on display.

We are hosting the search for America's Next Top Model on April 10th. A large turnout of hopeful models is expected.....think you have what it takes??? Doors open at 8:00am.

Collins has also made a transition to quarter credit hours and expanded the program to now culminate in a Bachelor of Fine Arts in Interior Design. We are now also offering a BFA in Fashion Design and Merchandising. Additionally, we will be offering a series of classes aimed to existing professionals to increase technical skills in the area of AutoCAD, Photoshop and InDesign. We will also offer a rendering workshop...more information to come.

Mesa Community College Update

by **CJ Robb, ID Student Adviser and**
Marcela Molina, ASID Student Representative to the Board

Student Career Day was an amazing experience for MCC students, they met great professionals who helped the students in the presentation of their portfolios, and gave them advice about how begin their professional careers. MCC and NAU student, Melanie Kettring and MCC student, Marcela Molina, were named among the ASID finalists from the student charrette competition, which was announced at this event.

Students from Mesa community College and Phoenix College (under the direction of Sally Kroellinger, and Ken Roberts, Director of the program of MCC and PC) had the opportunity to attend an Interior Design Study Tour in Los Angeles. The group visited cultural and famous sites including the Getty Villa, Pacific Design Center, Huntington Library, The Gamble

House, Hollyhock House, Disney Concert Hall, and the Getty Center. At the Pacific Design Center, students participated in events held in different showrooms, and met world-renowned Interior Designers Kelly Wearstler and Orlando Diaz-Azcuy.



Students in the Residential Design studio course, INT 205, were invited to Hinkley's Lighting Showroom where they

were given an informative lecture on lighting essentials by ASID Industry Partner member, Eric Berkey. Second year design students were impressed by the wide range of options and styles of decorative and task lighting at Hinkley's. For a class project, students were asked to redesign the foyer of a New York City apartment for owner, Denise Jones. Standout designs included work from Sheri Ryan's "Sweet Asceticism", Alyssa Coon's "Industrial Glamour", Andrea Carrillo's "Romantic Modern", and Rachel Korhal's "Cultured Irreverence."

MCC would like to thank Eric Berkey at Hinkley's Showroom, located at 4620 N. Central Ave., in Phoenix, AZ for the lecture and tour of the showroom.

Students Henrieta Sims and Meredith Calvin will participate in the Maricopa County Home Show (April 30 to May 2). She will represent MCC in the Phoenix Home and Landscape show student Interior Design Competition.

As part of MCC's commitment to sustainable design education, the Residential Design students visited Solar Concepts, the Southwest registered vendor of Solatube. Owner, Angela Acerno and Scott Lawrence hosted an informative tour of their expanded facilities and students learned about the use of daylighting in interior environments, light meter instruments and how to measure light quantities.

Students participated in an impromptu design charrette on March 31, 2010 with a real-world project, located in Miami, AZ. Project manager, CJ Robb, ASID, and licensed architect, Steve Sedor, organized the studio class into three teams as students participated in a charrette-style design meeting.

Professional illustrator and Interior Designer Brooke Morgan taught a class on April 3 for students and instructors on different marker rendering and presentation techniques. MCC plans to host more of these events in the future and hopes to include other student organizations as well as industry professionals looking to update and improve their presentation techniques.



Northern Arizona University Update

by Whitney Adams, Student Member ASID

NAU Students have had a busy semester traveling the Valley and participating in several ASID events. A few of our students represented NAU in the Student Charette competition and had a great time participating in the event and networking with other schools. Many of our students attended Career Day on February 20, 2010 where they met with professionals in the field and networked with other design students around the valley.



We're thrilled to report that our classrooms and resource room are finally finished with outstanding results. Our ASID Student Chapter hosted a 'fiesta day' filled with games and food; it was a great way to take a break

from school and relax for a bit! The following meeting we had elections for next year. Our newly elected officers are a great bunch, who will continue to better NAU.

Our latest event was Professional Day. Several designers came to campus for informative round table discussions with the students. This event was a huge success, and those who attended had a wonderful time. We have a few more events planned before the semester's end, so stay tuned!



Phoenix College Update

by Jill Berg, ASID Student Chapter Liaison

Ahhh Spring, that time of renewal and this year quite a lot of rain. As our valley drank in the abundance of liquid nourishment, we are the benefactors of a variety of native plant life greeting us with vibrant colors. As I travel through the valley and casually admire how these plants are bursting with life and combine to elegantly dress the desert floor, I was struck by a profound inspiration.

Nature itself is an amazingly complex interior designer! The Chuparosa announces its presence by bursting on the scene with the brightest reds. What a beautiful color for a sofa. The Fairy Duster exhibits its soft pink bristle-like flowers that seem to dance in the wind and provide a sweet delight for the hummingbirds. Imagine inviting pillows comfortably accessorizing on the sofa. The Creosote, which smells like rain, displays green leaves shaped like tiny elf ears and are adorned with yellow flowers that would add that last little bit of color coordination.

These are just a few of the many dazzling color arrangements, awaiting anyone to come out and discover them and be inspired.

The PC Design Club held an offsite meeting at Fannin Interiors. Owner/designer Sharon Fannin, ASID spoke to us about her career as an interior designer and her retail store. We all fell in love with her gorgeous accessories and fine furniture.

student buzz

Phoenix College design students will have an opportunity for a project for a Ronald McDonald house to redo an entire 2 bedroom apartment. We are all excited to be a part of this. Stay tuned for a follow-up.



Kristy Owens, Jill Berg and Jacqueline Gilbert

March has our Interior Design Study Tour 2010 to Los Angeles. We will be visiting West Week 2010 Pacific Design Center, Getty Villa, Huntington Library, Art Collection & Botanical Gardens, Gamble House. We also will visit Frank Lloyd Wright's Hollyhock House and the Getty Center.

We are excited for our fellow students who are graduating this semester and look forward to watching them succeed.

Scottsdale Community College Update

By Elizabeth Boatwright, ASID Student Chapter President

This semester at Scottsdale Community College the ASID student chapter has focused on preparing students to be ready to graduate with connections in the industry. In January we participated in the Student Charette Competition which prepares students for real-world design problems and strategies to create innovative solutions.

The Student Career Day in February also engaged students in preparing for graduation and the most recent ASID meeting in March taught us how to market ourselves successfully. Our own Student Chapter March event hosted at Facings of America connected us with vendors like Central Arizona Plumbing, Burdette Cabinetry, Hinkley's lighting and more. We were so pleased to be a part of the well-catered and professional educational event. In addition, Scottsdale Community College Kitchen and Bath students practiced a recent project with real clients, thanks to Marcia Gonzales, ASID. The plans for a new Tahoe home kitchen-remodel were presented to the clients in person with digital technology, as students would have used in current business presentations.

With May just around the corner and we congratulate those who are graduating and becoming Allied Members of ASID. As Steve Jobs, CEO of Apple, INC once said, "Stay hungry, stay foolish." Your knowledge changes the way you see the world.

Green LEED Project

by Keri Pollard
MCC ID Group President

The brain child of Mesa Community College Alumni, Hannah Buchman, students of MCC have been working diligently along side the Smith Group during the construction of the new Health and Wellness building on the Southern and Dobson campus. The remodel project, retaining 75% of the original building, is hoping to obtain LEED Silver status. The team consists of Keri Pollard, Hannah Buchman, Andrea Carrillo, Tammy Elliott, Brittney Hill and Jodi Greene who have been working diligently over the past three months to design and coordinate the implementation of interactive signage within the newly designed structure. The signage will offer occupants of the building interesting factoid, and question/answer interaction with the building. The signage has been designed to allow the users of the space insightful understanding of the methods in which the design of the structure has implemented LEED standards and methods of obtaining LEED Silver status. The team hopes that the interactive signage will allow the new Health and Wellness building the extra "Innovation in Design" credits that would raise the status of the built structure from LEED Silver to LEED Gold. Good luck team!



Keri Pollard, Tammy Elliott, Hannah Buchman, Andrea Carrillo, Janice Pierson (dept. chair) Not Pictured: Brittney Hill, Jodi Greene

Students Pampered at the 2010 ASID Student Career Day

by Jill Stebbins, Allied Member ASID
Student Affairs Chair



Angelica Henry, ASID



Christine Piotrowski, FASID



Colleen Heldenbrand, Allied Member ASID, CTC

ASID Industry Partner, Miele Gallery in Scottsdale, was the backdrop for the 2010 ASID Student Career Day Saturday, February 20th. The day began with individually prepared lattes, delectable omelets, fresh berries and biscotti; all hosted by Juliana Adams, Miele Gallery's Showroom Manager and Hal Ellison, Gallery Showroom Assistant Manager.

Thirty ASID student members were fortunate to have the opportunity to meet and interact with eight ASID, interior design professional volunteers, in an intimate round table/round robin format. The professionals discussed their personal interior design journeys, and answered numerous questions regarding career choices, professional growth, and aspects of professionalism within the field of design.

The event introduces students to the wide variety of career opportunities, options and alternatives that are open to interior designers upon graduation, and as their careers develop. The day also includes the promotion of ASID goals and ideals, and allows students from surrounding schools to meet and network with each other. In addition, the students were able to present their portfolios and resumes for review.

A special thank you to the ASID design professional volunteers who gave up their Saturday to help develop the ASID student members: Cory Golab, Allied Member ASID - Cal Desins, Inc.; Colleen Heldenbrand, CTC, Allied Member ASID - Flex Design Group & Fuzion Tile and Stone, Dan Heldenbrand, Allied Member ASID- DH Interiors; Angelica Henry, ASID - Angelica Henry Design; Tracey Marshall, ASID - Compass North Industries; Christine Piotrowski, ASID, IIDA - Piotrowski & Associates; Dede Radford, Allied Member, ASID, IFDA, IDS/ Industry Partner of ASID, IIDA, IFDA - Dunn-Edwards; Traci Shields, ASID - Friedman and Shields, Fine Interior Design; and Juliana Adams & Hal Ellison, Miele Gallery, Industry Partner ASID.



Outstanding Student Member Spring Quarter 2010

**Alex Terry, Student Member ASID
Northern Arizona University**



My becoming an interior design student was really something of a fluke. I had been studying writing and won a two-year academic scholarship to the Arizona university of my choosing. The original plan had been to attend NAU via a satellite campus and study education. It turned out that this was a rather hasty, ill-conceived plan that wouldn't suit me at all, so I pushed the scholarship for a year and tried to figure out what I wanted to do. I started taking courses for computer graphics and web design and found that I really enjoyed design, so when it came time to decide what I would be using that scholarship for design was my answer. I had already tested the waters of graphic and web design and wanted to branch out further in the design field, so I decided to pursue interior design. This is a decision I have not come to regret at all in the years since. NAU's design program has been a terrific environment in which to learn the trade. I have found the professors to be extremely giving of their knowledge and time and have enjoyed seeing the range of differing approaches taken by the other students in the program. ASID too has provided a wonderful experience with a wealth of opportunities to get to know professional designers and my fellow members better.

Now that graduation looms near and I am about to be cast out into the wide world I cannot say where the winding road of life will take me, but I am glad that this has been a stop along my way. I have learned, I have grown, I am ready come what may, and I thank those that I have had the pleasure of knowing over these years.

2010 ASID Student Design Competition

COMPETITION GOALS

Identify and promote interior design excellence on the basis of:

1. Innovation, creativity and problem-solving
2. Visual and written communication
3. Execution of a design concept
4. Research
5. Code integration
6. Presentation and articulation of ideas

PROJECT OVERVIEW AND PROBLEM STATEMENT

As designers in a fast-paced marketplace and an even faster-changing world, we are often tasked with identifying solutions to a growing number of wellness issues. It is in our interest as professionals to understand the impact design has on the psychological, physical, and economic quality of life for our clients and our communities and society as a whole.

Your challenge for this competition is to explore the issue of wellness as it pertains to a sector of the interior design industry that you choose. This could span commercial and/or residential interior design, and focus on any category such as corporate, hospitality, residence, retail, education, healthcare, government, or institutional, just to name a few. You are encouraged to research additional sectors and choose one that is of interest to you.

In order to explore wellness and what it means to your chosen space, you will need to identify an issue or set of issues that face a user group within the space. You are encouraged to explore both precedent and emerging issues that affect wellness in your space, keeping in mind that what defines wellness in your space may be based on a number of variables – some of those seemingly obvious, and others less direct. Ultimately the goal of the competition is to recognize a forward-thinking approach to wellness.

ASID is committed to the best practices of interior design, sustainability, and the leading issues impacting the profession.

Your project should:

- Explore and communicate the definition of wellness as it pertains to your space, user group, and context
- Clearly define the issues your design will address in order to promote your definition of wellness
- Follow a concept that best guides your design decisions
- Convey your complete design intent solely through written and graphic communication
- Showcase innovative thought and creativity

PROJECT CODE REQUIREMENTS

Your design must comply with all applicable codes for the building type and context you develop. These codes may include, but should not be limited to: IBC, UBC, NFPA, ADA, NEC.

PROJECT PARAMETERS

- The space you design is not restricted by any square footage limitation; either single floored or multi-floored.
- Your project must be located within the United States
- You determine the type of space and the functions that take place in it- (examples may include but should not be limited to: residence, office, hospitality/restaurant, institutional, government, healthcare, corporate, etc.)
- You determine the context and location of your space
- Is it a stand-alone space?
- Or part of a larger entity?
- What area of the country is your project located in (city/state)
- You determine all interior and exterior structural parameters for the space and all other related components.

SUBMISSION REQUIREMENTS

Each submission for the 2010 ASID Student Design Competition must conform to the following requirements:

- All entry materials shall be submitted digitally on one CD or DVD.
- All submissions must include a completed official design competition entry form. This entry form will be an interactive PDF document provided by ASID headquarters, and is to be completed by each entrant. No other version of the entry form will be accepted. This form is available for download at www.asid.org/awards/asid/designcomp.
- DO NOT WRITE ANY INFORMATION on the CD or DVD, or on any protective case, sleeve or inserts. Please leave all of these items completely blank.
- Submissions must be from individual entrants; submissions from teams of two or more entrants will be disqualified.

Submissions shall consist of up to five 11" x 17" digital boards that, at a minimum, include the following components:

- project title
- project location
- brief abstract or concept statement (250 word maximum),
- documentation and drawings to best convey your design intent. These may include, but are not limited to:
 - Two-dimensional and/or 3-dimensional plans, elevations, sections
 - Renderings, perspectives, and/or sketches
 - key furniture pieces, finishes, lighting selections, reflected ceiling plans, and/or material selections

One of the key elements of this design challenge is for the entrant to determine how to most effectively communicate her/his design intent.

Each 11" x 17" digital board should be comprised of vector art and/or raster images. Raster images should be at a resolution no less than 200 dpi and no greater than 300 dpi in order to maintain both visual clarity and manageable file sizes. Please make sure all of your boards can be clearly read at both distant and magnified views.

Images of your selected finishes may be scanned, digitally photographed, or downloaded from the web. These may be formatted, sized, noted, and arranged on your boards at your discretion. These shall also fall within the raster image resolution requirements stated above.

Digital boards must be in PDF format. No other formats will be accepted.

Spelling, punctuation, capitalization and grammatical errors are grounds for immediate disqualification.

Your name and school SHALL NOT appear on any of your final digital boards. Including this information anywhere on your boards shall be grounds for immediate disqualification. Please include this information only where requested on the official entry form.

Videos and animations are not permitted as submission materials and will not be considered.

ADDITIONAL TIPS:

Plotting or exporting your .dwg drawings into PDF format typically maintains their vector properties and helps to ensure visual clarity at all levels of detail.

Although final submissions are required in digital format, hand-drawn work including floor plans, reflected ceiling plans, renderings, and elevations that have been scanned or digitally photographed are fully admissible, as long as they conform to all other submission guidelines.

The use of 3-D visualization and documentation software is permitted.

All submissions will be closely examined to ensure they meet all competition, program, and code requirements. Failure to clearly illustrate adherence to these requirements may result in disqualification.

You are ultimately responsible for the clarity and functionality of your submission. Utilize outside help from students, peers, faculty or co-workers to ensure your files can be opened, read, and understood readily and clearly at all levels of detail.

2010 ASID Student Charette Competition Finalists Announced

**By Jill Stebbins, Allied Member ASID
Student Affairs Chair**

The finalists for the 2010 ASID Student Charette Competition held Friday, January 15th, was announced at the 2010 ASID Student Career Day, Saturday, February 20th. While the judges admit, the competition was incredibly difficult, congratulations ultimately go to the top three teams: (in no particular order)

Team 6

- Thais Chiocca, Student Member ASID
3rd year student at Scottsdale Community College
- Jessica Nadle, Student Member ASID
2nd year student at The Art Institute
- Melanie Kettring, Student Member ASID
3rd year student at Northern Arizona University

Team 3

- Sarah McDowell, Student Member ASID
2nd year student at Scottsdale Community College
- Candace Morris, Student Member ASID
4th year student at Northern Arizona University



Cindy Lewton, Allied Member ASID, Dede Radford, Industry Partner of ASID, Dan Heldenbrand, Allied Member ASID, Tracey Marshall, ASID

- Heather Gilbert, Student Member ASID
3rd year student at The Art Institute
- Robin Phillips, Student Member ASID
1st year student at Mesa Community College

Team 7

- Jessica Watkins, Student Member ASID
3rd year student at Scottsdale Community College
- Marcela Molina, Student Member ASID
2nd year student at Mesa Community College
- Lindley Conrad, Student Member ASID
3rd year student at Northern Arizona University
- Lori Brent, Student Member ASID
3rd year student at Scottsdale Community College

Each of these teams will be attending the ASID Awards Banquet in August to discover the first place winner!

Special thanks goes to the Student Charette Competition volunteers:

Kristi Ludenia, Sun west Appliances, Industry Partner ASID, for hosting the event.

Mentors: Jewell Blair, Allied Member ASID - Jay B's Interior Design, Christina Forrest, Allied Member ASID - In Your Space Interiors, and Tracey Marshall, ASID - Compass North Industries.

Judges: Dan Heldenbrand, Allied Member ASID - DH Interiors, Cindy Lewton, ASID - AZ Design Group, and Dede Radford, Allied Member, ASID, IFDA, IDS/Industry Partner of ASID, IIDA, IFDA - Dunn Edwards.

Student Volunteers: Debra Allen, Student Member ASID; Mary Pat Branch, Student Member



Team 3



Team 6



Team 7

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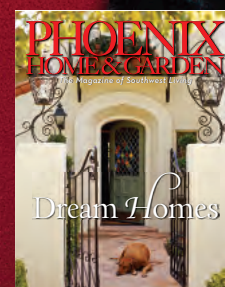
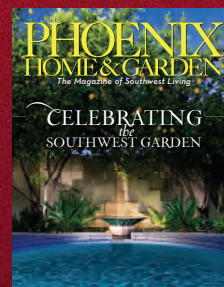
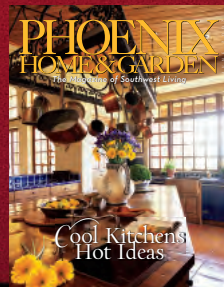
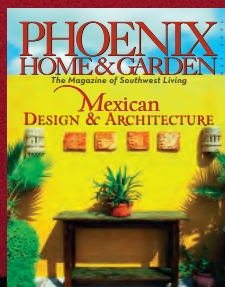
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2:00 – 4:00 PM AT ROBB & STUCKY INTERIORS SHOWROOM
- 20 PROFESSIONAL DEVELOPMENT DAY AT ROBB & STUCKY SHOWROOM

June

- 11 ASID AZ NORTH BOARD MEETING
2:00 – 4:00 PM AT ROBB & STUCKY INTERIORS SHOWROOM
- 17 KITCHEN AND BATH REMODELS AT KITCHENS SOUTHWEST WITH MARY KNOTT, ALLIED MEMBER ASID

July

- 9 ASID AZ NORTH BOARD MEETING
2:00 – 4:00 PM AT ROBB & STUCKY INTERIORS SHOWROOM
- 15 UNIVERSAL DESIGN AT SUBZERO AND WOLF APPLIANCE SHOWROOM WITH MARY KNOTT, ALLIED MEMBER ASID

August

- 13 ASID AZ NORTH BOARD MEETING
2:00 – 4:00 PM AT ROBB & STUCKY INTERIORS SHOWROOM
- 14 35TH ANNUAL DESIGN EXCELLENCE AWARDS AT HOTEL VALLEY HO

September

- 10 ASID AZ NORTH BOARD MEETING – JOINT MEETING
2:00 – 4:00 PM AT ROBB & STUCKY INTERIORS SHOWROOM
- UNVEILED TRADE SHOW WITH IIDA, DATE AND LOCATION TO BE ANNOUNCED AT A LATER TIME

MEETINGS AND EVENTS SUBJECT TO CHANGE. CHECK WWW.ASIDAZNORTH.ORG NEWS & EVENTS FOR LATEST INFORMATION.



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