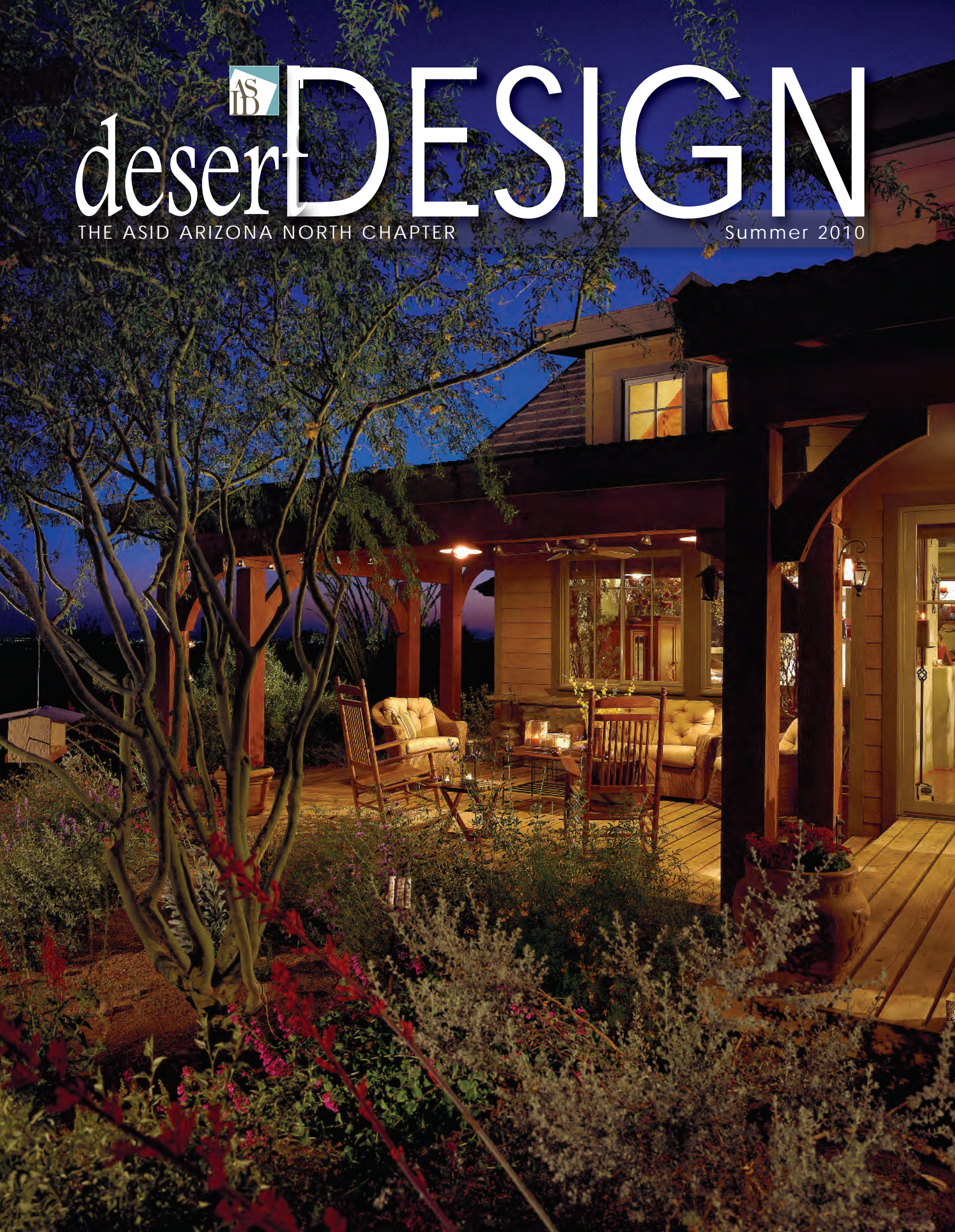




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Summer 2010



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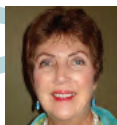
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October 1, 2010

For Publication: October 29, 2010

Topic/Theme Awards Excellence Event

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BRENDA STRUNK, ASID
ASID ARIZONA NORTH
CHAPTER PRESIDENT 2010

What an absolutely wonderful and challenging year. While the numbers and dollars for members and sponsors were down considerably, the number of attendees to our events and programs were up dramatically. It's amazing what we were able to accomplish with our resources at hand.

Over the year we sponsored 1.2 CEU credits, hosted over 1,000 member and non-member attendees at 9 meetings, partnered with Phoenix Home & Garden and Phoenix Magazine, designed and installed a 50 sf exhibit at the new Home & Design Idea Center as well as an exhibit for new media partner Phoenix Home & Garden at the Arizona Style showplace for Valentine's weekend at the Scottsdale Quarter. We launched the popular Creative Brief monthly e blast, while 30 volunteers assisted Habit for Humanity on their net zero 5-day Platinum build during the Greenbuild conference week and again another 20 volunteered for a very warm build mid June. Volunteers for all of our programs had a chance to be rewarded through the new VIP (Volunteer Incentive Program) with the 3 winners to date choosing membership dues as their reward. There was the Student Design Charette, Student Career Day and 3 Student Scholarship awarded for our future designers. New administrator, new chapter office, new directory, new Board members, new chairpersons and new records achieved for the highest number of entries for our Awards competition – 122 entries, a 37% increase over last year.

This year's Design for Hire was our largest public relations and financial success thanks to all our wonderful ASID members and 500,000 Arizona Republic newspaper readers. Believe it or not, we are STILL getting calls from the occasional client interested in utilizing a professional interior designer. We continued the program another month through the end of May due to the overwhelming response. We serviced 175 clients who have never used an Interior Designer before and traveled through our beautiful Valley of the Sun, including Anthem and Gold Canyon; Sun City West to Fountain Hills.

Before I officially join the "President's Circle" in just a couple of months, I want to express my enormous gratitude not only to the Arizona North Board of Directors, but to all the ASID members who stepped up and volunteered as well as sponsored to make the 2009/2010 year a successful and eventful one. I thank each and every one of you for your hard work and incredible devotion to ASID.

Your new President, Robyn Randall will effectively guide you as the 2010/2011 President along with current Board members Marilizabeth Birk, Ellen Bosco, Cindy Lewton, Tracey Marshall and new Board members Jewel Blair, Membership Director, Jill Stebbins, Professional Development Director, and Student Representative to the Board Melanie Kettering.

Again, I thank you for giving me the opportunity to serve as your president. It was not only a privilege, but an honor I will not soon forget.

Brenda Strunk, ASID
ASID Arizona North Chapter President 2010

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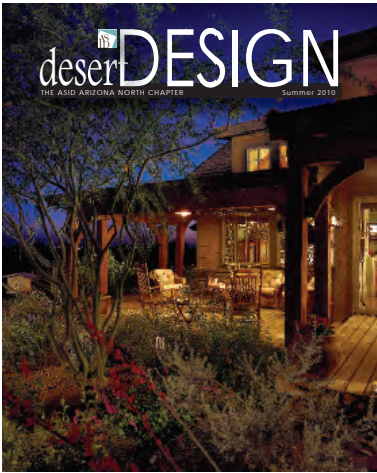
Summer 2010

on the cover

Story on page 8

The Best Room in the House - Outdoors

Cover photograph by Dino Tonn Photography, Inc.,
www.dinotonn.com



features

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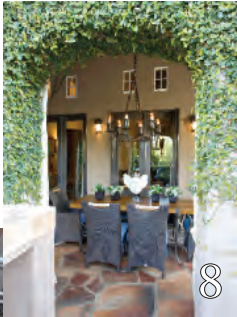
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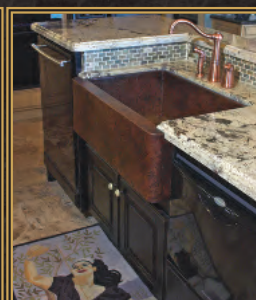
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The Best Room in the House - Outdoors

by Cindy Lewton, ASID

Especially here in Arizona, mention outdoor living and people immediately think of water. Arizonans crave an oasis in the summer heat. From simple play pools to lap pools, vanishing edge pools, hot tubs, ponds, fountains, waterfalls, and elaborate poolscape—there is a water feature for every need and want.

Add in outdoor kitchens, courtyard gardens, play areas, wildlife habitats, dining al fresco, garden retreats, and artwork, we can live outdoors nearly year-round as long as provide some basic functional accommodations for our unique lifestyles here, which comes down to shade in the summer months, and warmth in the winter months. These are the same challenges we have indoors—controlling light and heat in the summer, and creating warmth/managing light in the winter.

As interior designers, we have the experience to address the functionality of living as well as the aesthetics of living—outdoors. Just as we work with our wonderful industry partners to provide great interiors, we can create unique living spaces outdoors by partnering with the outdoor building trade.

Once again, what separates serving function and decorating from true design is the same as indoors. It



actually can be easier outdoors because natural surroundings are conducive to great design. Great design is all about space, not style or trends. Nature is timeless, never trendy, so it makes our work easier.

True design supports the environment and the client. It nurtures, it inspires, it creates both the moments that take your breath away and the moments that allow you to let out your breath and relax into being, relax into home. It creates a sense of place that is ever changing. The same outdoor environment that supports your backyard barbecue can also support contemplative solitary moments, and support the wildlife and plants in it. It envelops you and frees you at the same time.

The general public does not realize how much an interior designer has to know to be skilled, effective, and creative—it takes a lot of knowledge to be creative. We continually need to educate the public, but we also need to remind ourselves of what we know and not limit ourselves by the “interior” of our job description. We may not know the exact scientific plant name of the shrub that would thrive in a particular location, but we know the overall design and we know partners to help with this. We are losing out on a large part of business if we limit ourselves just to interiors. Many of the outdoor experts may know how to build a pool, or create a ramada—do they know great design? They may even know



great design when they see it, but can they imagine it and can they create it? Partnering with the outdoor building trades benefits both designers and contractors, and ultimately the client benefits with true design.

All photos courtesy of Taube Photography, Ed Taube, 602.525.8320, www.taubephoto.com



CHAPTER LEADERSHIP TRAINING

by Robyn Randall, ASID

On June 11th Tracey Marshall and I headed off to Chicago for the yearly Chapter Leadership Conference offered by National. We participated in two days of training, workshops and team building exercises. During the conference we had many opportunities to create meaningful connections with members of other chapters, headquarters staff, members of the ASID board of directors as well as volunteer leaders from the Society's councils and committees.

Discussions by our legal council at the opening general session concentrated on our strategic planning session direction and values & mission statements followed by breakout sessions with topics ranging from running successful meetings to marketing & public relations to conflict resolution. My personal favorite was specific to conflict resolutions and followed the format of a book I recently read called *Crucial Conversations*. If you haven't read it, I highly recommend that you do.

Just prior to the training National had re-vamped both the National website and Connex. During one of the breakout sessions we were given an informative overview of the functionality of both. Hopefully you've had a chance to visit both and are finding greater ease in finding information when needed. With technology moving at such a rapid pace it's good to know that we can utilize Connex for information sharing amongst our membership.

As ambassadors of ASID in our respective communities it is critical that we understand our brand and help continue to express a uniform and clear brand message. Some of the information that was shared over the two days was specific to further strengthening of that brand and I look forward to new and creative ideas that will be coming out of National over the next year.



The Arizona North Chapter of  Cordially invites you to attend the **ASID Design Excellence Awards 2010** to help benefit the ASID Foundation



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◀ Resting ▶
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 480-248-2000 and mention ASID for special rates.
 (A limited block of rooms is available so please make reservations early)

◀ Dressing ▶
 Cocktail or Glamorous 50's Attire

History Task Force

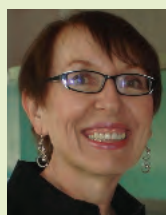
by Lawrence Lake ASID

Our Chapter has a long and storied past that is rich with success and great accomplishments. For 35 years our chapter has been leading our community and the nation in the development of programs and services for our members. Our chapter leaders have devoted so much time and energy to promote our profession and our community.

The time has come for our chapter to step forward to record and preserve our past. Our history is in jeopardy. We have 30 years of records that are wasting in boxes. And with the loss of Pauline Wampler, as our Administrator, our stewardship is now necessary. We have begun by forming The Historical Task Force to review our current records and determine a plan for recording and storing historical documents. The Past Presidents have been asked to review specific information from their years and record their specific history. After 35 years we have passed through several generations of leaders. We have all heard stories of the past at Chapter parties, but we are in jeopardy of losing that past. We have a new generation of leaders' who need to understand the past as they move our chapter forward.

We are accepting volunteers to help and donations to fund our documentation and media costs. This is a long term project that should be fun to accomplish and provide lasting benefits to our chapter and its members. Come join us on our journey through the past.

Board Member Updates



Welcome Cindy Lewton, Allied Member ASID as our new Communications Director for our chapter (480) 677-0508 or cindy.azdesigngroup@gmail.com. Cindy is filling the remaining term for this year and next year of Colleen

Heldenbrand who is in the enviable position of having too many projects and too many responsibilities in her current business. We miss you and thank you for all of your wonderful contributions and involvement.

Past President (1996) Larry Lake, ASID has been appointed as our first History Task Force chairperson. All of us are thrilled to know something will be done to conserve our past as well as share it with future members and board members. Congratulations Larry on your appointment!! llake@lawrencelakeinteriors.com (480)443-3400.

Ethics, an ASID National Education Initiative

by Jeanne C. Crandall, ASID
Ethics Chairperson

As the Code of Ethics and Professional Conduct preamble states, members of the American Society of Interior Designers are required to conduct their professional practice in a manner that will inspire the respect of clients, suppliers of goods and service to the profession and fellow professional designers, as well as the general public. It is the individual responsibility of every member of ASID to uphold this code and by laws of the Society.

The Society's Code of Ethics sets ASID members apart from other interior designers. This should be cherished and embraced and not something to be feared. As interior designers, we should be encouraging each other to abide by the code and continually practice sound professional conduct.

In this Desert Design Fall issue, I would like to focus on two important requirements which are the basics of establishing a professional image. The first requirement is how you present and represent yourself as an ASID Interior Designer to the public and secondly how you develop your Contract for Services. If this document provides accurate, current information and specific services, fee schedules and responsibilities for both the Interior Designer and Client, misunderstanding and misrepresentation will be avoided. These are the primary causes for ethic violations

The first requirement is essentially established because for starters the ASID Appellation implies that you have a degree from a College or a University in the field of Interior Design. A professional presentation of a portfolio with information of your degree and field of specialty as acquired, working experience, position and projects completed, are readily available and can be reviewed by a prospective client. That is if the facts are accurate and current. It is imperative to represent your credentials and abilities honestly. This also pertains to any website or advertising and materials that you would distribute.

The second requirement is a well executed Design Contract with a complete outline of scope of the project, responsibilities of the designer, fee schedule and all pertinent information that is to be included must be provided. Full and detailed responsibilities need to be addressed. A concrete design service contract is the core of a professional designers portfolio. Many designers do not put this importance to this documentation. It would be very wise to consult with other professionals as to how they set up their contracts. This is the essence of good business practice.

In the next issue of Desert Design, I will continue with further information and direction in establishing your business practice.

IIDA Un-veiled Trade Show

Announced for Sept 16, 2010

IIDA Southwest Chapter and ASID AZ North have announced the date for the Un-veiled trade show for Thursday, September 16, 2010 from 4:30-8:30 p.m. The venue will be the Atrium at Galleria Corporate Center in Scottsdale. You can expect several hundred attendees - this is something you don't want to miss!

This is a wonderful opportunity for trade partners/vendors and the design community to come together for an informative, educational and fun event. The event is in its 5th year and has been very successful in the past. Enjoy great food, beverage, and music and most importantly, new product!

Tickets will be available at the door \$15 for members of either IIDA or ASID and \$20 for non-members.

As a vendor, it is a great opportunity for you to showcase your product to designers from all over the state.

Booth pricing includes a table, chairs and draping; contact us (info below) for more information. Vendors have several options of spaces, 4 x 6, 8 x 6 and 12 x 6 and sponsorships are available as well.

Vendors can download the registration form at www.asidaznorth.org and email it back to us at info@asidaznorth.org or to Ellen Bosco directly at ellenmbosco@gmail.com

For more information, go to our website:
www.asidaznorth.org

Marilizabeth Birk at mare@artisticdesignsllc.com
Or Ellen Bosco ellenmbosco@gmail.com

Don't miss this chance to mix and mingle with the design community of Arizona!

Deb and Janet's Big Adventure in the Windy City....NeoCon 2010!

by Deb Allen and Janet Jackson, Scottsdale Community College

So what do two emerging professionals do to celebrate their graduation from design school? They head to Chicago's Merchandise Mart for NeoCon. NeoCon is the design world's trade fair featuring thousands of innovative products and resources for corporate, hospitality, healthcare, retail, government, institutional and residential interiors from more than 700 showrooms and exhibitors.

So off we headed, packing our sensible footwear, to experience all that NeoCon, ASID and Chicago had to offer. We knew that with 150 seminars, numerous key notes speakers, tours, and association forums to attend, we had our work cut out for us, and we were up to the challenge.

Day One: We arrive in Chicago and make our way to the Fairmont Hotel where ASID was hosting "Cocktails with the President". It was great to mix and mingle with ASID leaders, fellows and friends before the big show began early the following day.



Christine Piotrowski/ ASID Fellow, Robyn Randell/ ASID AZ North Chapter President Elect, Tracey Marshall/ ASID AZ North Professional Development Director.

ASID's Cocktails with the President
From left to right: Michael Thomas/ ASID National President Elect, Deb Allen/ Scottsdale Community College ASID Student Co-President, Janet Jackson/ Scottsdale Community College ASID Student Chapter Co-President,

Day Two: Only surpassed by the Pentagon in size, the Merchandise Mart is an immense building that rises 25 floors high and stretches two city blocks long (glad we packed those sensible shoes). We did our best to cover as much ground as possible, making it to countless showrooms featuring their most innovative products of 2010 and beyond. The day's highlight was an invitation to join Knoll, a leader in modern workplace design, at a dinner that mixed Knoll executives with top Arizona designers (it seems that ASID student networking has its rewards!)



Knoll Entertains Arizona Designers at Restaurant Carnival
From left to right: Deb Allen, Janet Jackson, Marsha Fairburn, Knoll Western Divisional Sales Manager, Richard Goodrum, Knoll Regional Manager/Phoenix-Denver

Day Three: The day started early with an 8 am keynote address by designer, architect and educator Michael Graves. A once in a lifetime experience to hear one of our greatest contributors to the design industry was worth the early morning wakeup call! After what was an inspiring and insightful discussion on design, we ventured back to the Merchandise Mart to explore some of the floors dedicated to residential design. The very full day included an ASID Emerging Professional Town Hall reception at Ligne Roset's beautiful showroom. ASID Fellows, the most honored and esteemed professional designers within ASID, provided inspirational stories and sound advice to the emerging professionals in attendance. The evening concluded with an informal gathering of ASID members at the fashionable theWit Hotel.



Janet Jackson with keynote speaker Michael Graves

Day Four: With NeoCon winding down, we donned our tourist hats and decided an early morning ASID tour of Frank Lloyd Wright's Oak Park Home was a Chicago experience that was not to be missed. The day was topped off with an architectural river tour of Chicago's most impressive skyscrapers and a look down at Chicago's Magnificent Mile from the 96th floor of the John Hancock Building. The evening concluded with a concert in Millennium Park of Vivaldi underneath a Frank Gehry designed Amphitheater.



Deb Allen and Janet Jackson in Millennium Park/Frank Gehry designed amphitheatre in background

It was finally time to leave the Windy City and leave the NeoCon experience behind. But we left realizing that the excitement and energy we experienced while attending the show and the enjoyment of the sights, sounds and flavors of Chicago, will most certainly stay with us for some time to come.

Habitat for Humanity

The ASID AZ North chapter participated in another Habitat for Humanity build in June. This time we were up on the roof installing shingles. With enthusiasm we installed half of the roof in one morning before the heat made it impossible to continue. On the ground another crew cleared away debris and made the lot ready for new landscaping. Thank you to those that participated!

Dana Kinney
Celina Brun
Jennifer Simioni
Lauren Popish
Yafit Butwin
Candace Morris
Kelsey Kacerek
Val Martin
Keri Pollard
Sarah Mahalish
Mary Pat Branch
Sarah McDowell
Esther Leal-Isla
Gabriela Sanchez
Brenda Strunk
Marcela Molina

If you are interested in joining us when the next opportunity is made available to us please contact our new Community Service Chair Jill Stebbins (jill@inyourspaceinteriors.com) to be put on the list. We are given opportunities every month or so, but they are short turn-around and we must respond within days if we plan to come out as a group. These dates are usually for 15-20 people only as we are paired with another group, so they fill up fast.

Stay on the look-out for the next big event when we will be doing an all-day, all ASID build day sometime in August.

Design for Hire, a huge success thanks to all our wonderful ASID member volunteers...

This year's Design for Hire was a huge success thanks to all our wonderful ASID members! Design for Hire may have started out moving slower than a snail, but believe it or not, we are STILL getting calls from the occasional client interested in utilizing a professional interior designer. As a recap, we serviced about 175 clients and traveled through our beautiful Valley of the Sun, including Anthem and Gold Canyon, Sun City West to Fountain Hills.

Thank you to all of you who participated - including all those listed below - and in advance, I thank those who will help out next year! And, please forgive me if I missed your name!

Tina Mellino	Diane Drumond
Kacie Moore	Christina Forrest
Susan Crabtree	Lynette Willett
Kristin Fredstrom	Linnea McCarroll
Angelica Henry	Char Burrows
Cindy Lewton	Beverly Lloyd-Lee
Beverly Oberg	Debbie English
Elaine Alexander	Debi Law
Dan Heldenbrand	Trude Winterkorn
Beverly Hogshire	Sherry Hauser
Denise Kosan	Colleen Heldenbrand
Kristin Wright	Gabriela Sanchez
Sue Berkhardt	Melinda Foote
Cory Golab	Jane Kraak
Ellinor Ellifson	Julie Heiland
Nyusha Lame	Jody Page
Jeanette Kneudsen	Paula Sarino
Jill Stebbins	Sally Schaefer
Amelia Schwab	Jewell Blair
Debi Meyer	Linda Kolesar
Mary Foreman	Vickie Richie
Julie White	Michelle Jefferson
Brenda Strunk	

April Meeting RECAP

ASID NORTH MEMBERSHIP MEETING

at Plant Solutions, Industry Partner of ASID



Photos courtesy of Marcela Molina, Student Rep to the Board


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PR POINTERS

A Messenger for the Profession

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



Face-to-Face trumps Facebook in a Direct PR Approach

Living in what seems to be an entirely new world of digital dialogue is on one hand very exciting due to the low cost and popularity, but on the other it can be very daunting. The gnawing stress caused by “not playing the game” looms large with many designers today, but developing social media habits such as building a fan base on Facebook can be accomplished in bits and pieces over time.

I’m pleased to report with hands signaling a time-out, that because the profession of interior design is service-related, you’re a bit off the hook. Indirect communication through free online marketing tools is important to your big-picture lead generating efforts, but relationships are EVERYTHING in professional service marketing.

The goal of business development and marketing is to connect with potential clients in a way that leads to work. The path from the first tacky name tag citing “Hello, my name is” to the signed contract can be a lengthy one. The more your firm works to establish a solid, face-to-face relationship with prospects, the greater the opportunity for success. I’m sure you can recall those lost contracts to a competitor where you’re left in the dust shaking your head saying, “But, but we have more experience, more resources,” or “We put forth a stronger team.”

Okay, that could be very true. But, how well did you really know this potential client? Did you truly understand what the client was looking for? Their needs? Their agenda? The unspoken issues? Your competition very well could’ve had that solid relationship in their hip pocket with all the answers previously mentioned. In relationship marketing, you establish a level of comfort with clients and potential clients, which enable your firm to uncover unspoken, as well as spoken, expectations.

Here are a few face-to-face marketing tactics that will help move along those relationships which should take precedence in your planning:

1. Workshops to client groups
2. Professional organization involvement in client-oriented groups
3. Committee participation
4. Tradeshow involvement – directed towards your demographic/clientele
5. Presentations made to your target audience
6. Speaking engagements to targeted groups
7. In-studio educational forms
8. Open house/forums events
9. Civic involvement /Charity work

A lasting impression is made through face-to-face tactics where clients can hear, see and talk to you. Direct contact generates the slow process of developing an informed and lasting relationship. Facebook has its place in your marketing mix, but spending more time working on your one-on-one tactics will continue to be key to inked deals and strong referrals.

Quick tip: Personally contact 5-10 past clients per week (preferably from projects 2 years or older) and let them know how much you’ve appreciated their business (many cases – friendships) over the years. Let them know you’re still kickin’ and ask if they are looking for a fall home facelift. You’ll be surprised the business generated from those relationships. And, if they don’t have anything upcoming, they may have a referral for you!

Naomi Anderson is president of Anderson+Company PR – Industry Partner Member ASID. You can reach her at 602.820.2336 or naomi@andersoncompany.biz for more information.



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VIP/Volunteer Incentive Program



Dan Heldenbrand, Allied Member ASID is our 3rd quarter VIP winner. Dan chose one year of membership dues as his VIP prize.

Volunteering is a win-win for both yourself and our chapter. It will 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)

- One Design Excellence Awards Competition entry fee
- Annual Web profile
- Tabletop at September trade show

This is your last opportunity to win. The 4th quarter and last drawing will be held on August 14, 2010 (Qtr4) at the Design Excellence Awards Gala.

Volunteering is a win-win situation

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!

Committee Chairs are automatically entered into the quarterly drawing. All

Professional Development Day

by Tracey Marshall, ASID

The ASID Arizona North Chapter annual CEU event, Professional Development Day, was held on May 20th. The event was hosted at Robb & Stucky in Scottsdale and featured four informative seminars.

The new ASID/USGBC joint effort, ReGreen, had it's first trial run at our event. The seminar given was an overview of important green aspects in residential remodeling, and is the first in a series that can earn a designer accreditation through ASID/USGBC. Kelly McCormick held two entertaining seminars on selling: How to Deal with Even the Most Difficult Situations and How to Sell to Couples. These seminars dealt with knowing your clientele and maneuvering situations to obtain the best outcome for you and your client alike. Our 2-hour keynote seminar, Survival Techniques for the Small Design Firm, was presented by the ASID National In-Coming President Michael Thomas, FASID, CAPS. He spoke of the market and economy as he currently sees them, where they are headed, and how to position yourself to stay in the running. He gave out information on niche design fields, marketing, and effectively using the internet.



Kelly McCormick



Michael Thomas



Thank you to Robb & Stucky for a beautiful venue and a wonderful working relationship. We also had several volunteers that helped make the event run smoothly: Brenda Strunk, Char Burrows, Jill Stebbins, Janet Jackson, Debra Allen, Bonnie Lewis, Melanie Kettring, Marcela Molina, Jennifer Simioni, and Diana Lubic.

ROBB & STUCKY
INTERIORS



Tracey Marshall, ASID with Student Volunteers



Keynote speaker and member of our chapter Michael Thomas FASID, CAPS, National ASID President Elect.



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welcome

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

Practitioners - Allied

Cauleen Autery

1390 E San Carlos Way
Chandler, AZ 85249-4718
(781) 942-9247
cauleenautery@hotmail.com

Vicki Bergelt

Vicki Bergelt Interior Design
17470 N Pacesetter Way
Scottsdale, AZ 85255-5388
(480) 205-7871
vbergelt@hotmail.com

Francoise Cunningham

Hasbrook Interiors
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Scottsdale, AZ 85257-1453
(480) 941-6075
franern67@hotmail.com

Christina Lingle

11105 N 115th St, Apt 1098
Scottsdale, AZ 85259-4024
(816) 517-4663
cmlbeautigirl@aol.com

Kristen Rehorn

5110 E Beryl Ave
Paradise Valley, AZ 85253-1023
(480) 998-5355
kirehorn@cox.net

Heidi Tsuruta

9290 E Thompson Pk Pkwy #473
Scottsdale, AZ 85255
(480) 907-8924
heidi@mizutec.com

Practitioners - Professional

Debra Anderson-Camping

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dca54@cox.net

Luisa Chocron

4545 E McKinley St
Phoenix, AZ 85008-6529
(480) 423-1785
luisaj@cox.net

Rebecca Tomasek

4545 E McKinley St
Phoenix, AZ 85008-6529
(480) 861-8300
tomasek@cox.net

Sharon Watkins

Designworks, Inc.
5405 W Coles Rd
Laveen, AZ 85339-7145
(502) 296-5382
sw.designworks@yahoo.com

Industry Partners

Artisan Design Group

Mario Loya
3812 E Coronado Rd
Phoenix, AZ 85008-3920
(602) 618-1549
mario@artisanstudio.us

BSH Home Appliances Thermador, Bosch, Gaggenau

Amber Carlson
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Scottsdale, AZ 85258
(480) 278-8107
amber.carlson@bshg.com

BSH Home Appliances Thermador, Bosch, Gaggenau

Ric Coggins
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BSH Home Appliances Thermador, Bosch, Gaggenau

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BSH Home Appliances

Thermador, Bosch, Gaggenau

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Habersham

Becky Brun
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Edwards, CO 81632
(303) 522-4167
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IMC - Interceramic Marble Collection

Tracy Makowski
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IMC-Interceramic Marble Collection

Angie Hopbell
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Linear Fine Woodworking LLC.

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(602) 628-5234
allan@linearfinewoodworking.com

Reeves Paperhanging, Inc.

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7755 E Redfield Rd Ste 500
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dale@reevespaperhanging.com

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clesher@sunwestdist.net

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Benton Harbor, MI 49022
art_johnson@whirlpool.com

Oops – Correction:

In the Spring issue of DDM, the patrick mccourt showroom was listed incorrectly in the Membership Meeting Recap article. We apologize to Patrick and Tricia for the error. Their support as an Industry Partner member of ASID is greatly appreciated."

Legislative C O R N E R

Beverly Lloyd-Lee Arizona North ASID Legislative Representative!

By Marilizabeth Birk



We welcome the new Arizona North ASID Legislative Representative! A professional member of ASID, Beverly Lloyd-Lee moved to the Phoenix area in 1997 after 25 years of owning and operating design firms in Denver, Colorado, and more recently Vero Beach and Fort Meyers, Florida.

Lloyd-Lee's work has been published in Colorado Homes & Lifestyles (gracing one issue's cover), Designers West, and Indian River Pictorial magazines. Her design work was also featured in The Denver Post, The Rocky Mountain News and The Vero Beach Press Journal. Lloyd-Lee was spotlighted in a Vail, Colorado, house tour as well as 10 ASID Designer Show Houses; serving as Design Chairman of one. She has been AID/ASID Public Relations Chairman; First Vice-President of the Colorado Coalition of Interior Designers working toward state licensing; President of the Arizona coalition for licensing of interior designers; a member of the Interior Design Advisory Board of Indian River Community College; and an associate member of the American Institute of Architects (AIA), Indian River Chapter.



Beverly Lloyd-Lee

Aside from Lloyd-Lee's residential work, she has completed commercial installations in hotels; banks; real estate offices; country clubs; dental reception and operational areas; boutiques; and retail stores, including the design prototype for all the Eastern Mountain Sports stores. She has expertise in kitchen design leading to the installation of many designs throughout the country as well as three kitchens installed in Saudi Arabia, including one for the late King Fahd.

Over and above her professional involvement with interior design projects, Lloyd-Lee has many diverse interests. She was a member of the Denver Chamber of Commerce Import-Export Task Force; President of St. Charles, Inc., promoting a historic district in Denver; was listed in Who's Who in the West and Who's Who in America; Chairman of the Denver Ski Ball; Chairman of "Camelot Fair Antiques Show" for three years; Junior League Antiques Study Group lecturer; Founder/Chairman of Indian River County Court Watch; and a member of the Vero Heritage Historical Society Board of Directors in Vero Beach, Florida. Lloyd-Lee recently served on the Board of Directors of Jazz in Arizona.

legislative update



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Pauline Wampler honored for ASID service

By Debra May Himes, ASID, LEED AP

Pauline Wampler completed her long service as Chapter Administrator for ASID Arizona North Chapter in June of this year. On June 24th, the Past Presidents of this chapter celebrated Pauline's 32 years of service at a reception held at the University Club of Phoenix.

Gale Adams, Arizona North Chapter's 1st Past National President of ASID and her husband, Jay, first conceived of the idea of an Administrator for our chapter. Gale's vision for our chapter and Pauline's willingness to provide the kind of services, cohesiveness, and loyalty to our chapter contributed to the Arizona North Chapter growing in size and stature.

Pauline's job description as "administrator" in no way accurately explains her many duties and responsibilities. In addition to working with all of our past presidents, board members, chairmen, committee members, ASID members, potential ASID members and the public, she also represented our chapter to National officers and staff.



Pauline was responsible for helping many of us find success in our positions as leaders for this chapter. As a Past President of this chapter, I cannot remember any time that Pauline did not effectively attend to matters during an event this chapter put on. While President, I can say that with Pauline, I was confident the event would run well. I could count on Pauline to take care of any issue in a professional and efficient manner, always with the chapter's best interests at the forefront of any action.

Needless to say, Pauline will be missed. And, she has left huge shoes to fill. Thank you, Pauline.

RealWorld DesignWeek

Helping tomorrow's designers learn from today's pros.

ASID RealWorld DesignWeek offers job shadowing experiences to expose and enlighten students to the real world of interior design professional practices.

During the week November 7-13, 2010 ASID student members nationwide will visit the work locations of ASID designers, industry partner representatives and educators to shadow for a day.

This program is exclusive to ASID members and is at no cost to registrants.

In order to accommodate the many interested student members, ASID needs Professional, Allied, Educator and Industry Partner reps to host shadow days!

The benefits to professionals are numerous, including:

- Make a positive change in an aspiring designer's life in just one day
- Help to sustain and advance the interior design profession
- Find a skilled intern or entry level designer to alleviate some of your work load

- One entry into the ASID AZ North Chapter 'VIP' raffle for every shadow day booked with a student.

Register Today!

Please host a student during RealWorld DesignWeek. For information on registration and FAQs, visit www.asid.org/rwdw.

"Something I think is important for practitioners to understand is how easy it is to work a student visit into your schedule. I've found that students just want to see and experience what you are doing on a minute-by-minute, day-to-day basis. They want to understand a little bit better what a firm accomplishes in a day or a week or a month, and any insight we can give them into that process is very welcome and appreciated. The nice thing is that being a mentor isn't a difficult thing. You don't have to plan every moment of an activity, it is really just giving students a window into your day as an interior designer"

-Deborah Lloyd Forrest, FASID,
2009 RealWorld DesignWeek Participant



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New collection of fabrics from Thom Filicia can be found at Kravet

Kravet is proud to announce a new collection of fabrics from Thom Filicia. One of House Beautiful's Top 100 Designers, Filicia is best known for his high profile interior design work for clients such as Jennifer Lopez and the W Hotel chain, as well his work as a producer and designer on television shows such as *Queer Eye for the Straight Guy*, *Dress My Nest*, and *Tacky House*.

He is known for his thoughtfully personalized interiors, which feature richly layered textures and colors for a lived-in yet highly sophisticated look. His new fabric collection for Kravet introduces a style, he says, that is "fresh, modern and accessible" and "empowers consumers to express their unique personalities through design." The collection features prints and weaves in both timely and timeless patterns and colors such as yellow, grey, blue, orange, and natural.

"I chose to partner with Kravet for this collection because they really allowed me to convey my point of view and design aesthetic," said Filicia, "Kravet fabrics are known for their quality, but more importantly for being beautiful and accessible, and that was really important to me."

The collection is now available in Kravet showrooms in North America. For more information, please contact Ann Feldstein at (516) 293-2000 ext. 2726.

About Thom Filicia

Thom Filicia is one of the nation's foremost interior designers. He became a household name as a design expert and producer on Bravo's hit show *Queer Eye for the Straight Guy*, followed by the Style Network's *Dress My Nest*. He currently hosts the wildly popular *Tacky House* on the Style Network. Filicia owns a successful New York-based interior design firm, Thom Filicia, Inc., which specializes in residential, commercial, and hospitality projects. Thom is also the author of *Thom Filicia Style*, his first book, which was released in Fall 2008.

About Kravet

Kravet is the industry leader in to-the-trade home furnishings, including furniture, fabric, wall coverings, trimmings, carpet and accessories. With locations in North America and worldwide, Kravet offers the highest level of quality products and customer service. The Kravet family's commitment to innovation has helped the company transform from a small fabric house in 1918 to a global leader in home furnishings, representing brands and designers from all over the world. Kravet product offerings range in style from traditional to contemporary, and our commitment to customer service extends to the web, where customers can access our products 24 hours a day.

EYE ON DESIGN

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

Having spoken with a number of design professionals in recent weeks, as well as seeing or reading about some seriously cool new products, and scouting some interesting homes in the Valley, the White Mountains and in Tucson, I wanted to take this opportunity to share some of the things I am seeing or hearing repeatedly about:

- Amazing materials, such as Mansour Modern's textural new Haute Bohemian collection of gem-colored kilims and rugs; and perforated fabrics used for room dividers: I love the way light penetrates them and creates shadow play.
- Beautiful, durable, easy-care Sunbrella fabrics used for upholstery on interior seating; what a great solution for rooms heavily utilized by children and pets!
- Jewelry-inspired furniture such as the elegant statement-making Transitional designs from The Platt Collections. Their Dynasty Night Stand, with its black and silver-leaf finish, is a great example. And the pairing of these refined items with pieces that have a rustic sensibility is a trend that seems to be gaining momentum.
- Nature-inspired décor—from twig lamps and tables shaped like stones, to mirror frames made from slices of wood—it seems that I am seeing it everywhere.
- Lap pools and serious home gyms, for personal use rather than resale.
- Vertical gardens and living plant walls, a wonderful idea for high-rise living and beyond.
- More eco-consciousness, especially a greater use of recycled materials; more "courting," with homes centered around a pool or garden area; a growing demand for multi-use living areas; smaller homes in general (under 5,000 square feet)



What all this tells me is that there is no shortage of inspiration, and the never-ending stream of new products and fresh ideas makes this an exciting time to be working in the design field.

That said, I'd love to hear what you are seeing.

PRODUCT NEWS

keeping connected.kravet

Ask Alice*by Alice Guercio***IKAT**

Once of the most popular trends in interior design today is Ikat. The word Ikat comes from the Malaysian word 'mengikat' or to tie, bind or wrap around. The proper pronunciation of the word has long been debated; however, the correct way to pronounce is 'ee-kaht' not 'eye-cat.' This ancient style of weaving uses a resist dyeing process similar to tie-dye where the warp and/or the weft yarns are dyed before the fabric is woven on the loom. The result of this process is a motif which is "blurred" in appearance. This 'cloudy' look comes from the slight bleeding of the dyes into the resist areas.

Ikat is a universal weaving style common to many world cultures and is likely to be one of the oldest forms of textile decorations now. It is extremely difficult to determine where the technique originated. It probably developed in several different locations independently. For instance, during the 19th century, the Silk Road deserts of Bukhara and Samarkand were famous for their fine silk Uzbek Ikat. India, Japan and many South-East nations such as Cambodia, Myanmar, Philippines and Thailand have weaving cultures with long histories of Ikat production. In addition, these designs were also common in Argentina, Bolivia, Ecuador, Guatemala and Mexico.

The Ikat design is created by tying areas of the threads into bundles using grasses, wax or even plastic to prevent penetration of the dye. What this means is the weaver needs to figure out where on the loose threads the dye should go in order for it to form the proper pattern when it is woven. For more exact patterning, a weaver will typically use warp Ikats, where they can see the pattern on the loom. With a weft Ikat, the pattern is less exact because the design is not visible until it is already woven. The most difficult is the double Ikat. This is when both the warp and weft are dyed to create the pattern. This form of weaving requires the most skill for precise patterns to be woven and it is considered to be the highest form of Ikat. As you add colors, the process becomes more complicated.

Many design motifs may have ethnic, ritual or symbolic meaning. Traditionally, Ikats are symbols of status, wealth, power and prestige.

"Ikat is a universal weaving style common to many world cultures and is likely to be one of the oldest forms of textile decorations now."



Maricopa County Show Competition

by Marcela Molina

ASID Student Representative to the Board

ASID Arizona North Chapter is so proud of the outstanding students who have been involved in various activities and Interior Design competitions throughout this year. Students from various local schools have had the opportunity to show their design and drawing skills. Their interest in the design profession has grown and they have had great new experiences as designers. As the ASID Student Representative to the Board, I want to give a special thank you to ASID and the different organizations who have promoted student competitions: Maricopa County Home Show, IFDA Tableau Design, IIDA Couture, and IIDA Petutopia.

ASID has been an organization that invests in the education of the future interior design professionals. This year ASID has encouraged as well as provided incentives for students to participate in competitions and activities. Students are then able to develop their creativity, and show their talents and skills through hands on experiences. ASID has provided support and guidance for the students to develop and display their portfolio, improve interviewing skills and and experience professional life. Some of the planned activities that are sponsored by ASID have been: ASID Student Charette Competition, ASID Student Scholarship, ASID Student Career Day, and Habitat for Humanity.

ASID is so proud of the student members who participated in the Maricopa County Home Show Interior Design Competition.



First Place: Allie Donker, Teresa Page and Stephanie Maeser from Collins College



Second Place: Meredith Calvin from Mesa Community College



Third Place: Jill Rankin z St Germainz from Art Institute of Phoenix.

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The Art Institute of Phoenix Update

by Jenny Stack, ASID Student Chapter Liaison, The Art Institute of Phoenix

Hello everyone! The Art Institute of Phoenix elected their new Student Chapter Officers on April 26th with a great turn out. Our new officers in order of office: Kristine Brown-President; Hannah Jacobs-Secretary; Breannah Raney-Treasurer; Jenny Stack-ASID Liaison; Cindy Wright and Katie Crouse-IIDA Liaisons; and Kristen Folio-Community Chair. We are excited to serve this year and are already filling the calendar with exciting events and guest speakers. Thursday, June 3, 2010, we hosted Debbie Hernandez at our Interior Design Group meeting. Ms Hernandez presents a weekly segment on Channel 3 Good Morning Arizona. She spoke to us on where to start when selecting materials and color schemes for a room and introduced some new materials now available in the marketplace for alternative flooring options.

Collins College Update

by Catherine Pliess, ASID, IIDA, IDEC | Program Director | Interior Design

Two student design teams participated in the 9th Annual Student Interior Design Competition at the Maricopa County Home and Landscaping Show (AZ State Fairgrounds), Friday, April 30, 2010. Both of our teams were finalists. One of our teams won first place, with a prize of \$5,000, the other team placed with an Honorable Mention and a \$500 prize.

All of the students are Juniors in the Bachelor of Arts Interior Design Program.

Mesa Community College Update

by Marcela Molina
ASID Student Representative to the Board

Our semester has ended, but we are so happy with all of our achievements. Mesa Community College Interior Design Group, under the leadership of interior design student Keri Pollard and faculty advisor CJ Robb, has been working intensively over the past semester. Their goal focused on developing academic activities to increase the design skills of students and collect funds for our ID group. Our principal activities include successful Marker Rendering Workshop with Brooke Morgan and an AutoCAD and SketchUp Workshop with interior designer Anne Swogger and architect Reid Johnson.

With dedication, discipline and effort, students have stood out in various academic activities. The support of our instructors has been a great motivation to continue our goals and get our purposes accomplished. In recognition of our efforts, Mesa Community College celebrated the 2010 Academic Awards Ceremony in May. This important event awarded the students who have represented



First Place Team: Teresa Page, Stephanie Maeser, Allie Donker
Theme: A Moroccan inspired indoor/outdoor kitchen complete with custom cabinetry and stainless steel appliances.



Honorable Mention: Shea Farris, Stephanie Lopez, Joyce Cubillio
Theme: A dramatic Barbie inspired bedroom.

We have been busy with several of field trips and tours!!! A group of 12 students along with Department Chair, Cathie Pliess and Faculty Advisor, Kathleen Vick attended the 2010 Hospitality & Design Expo in Las Vegas for 2 days. Highlights included Student Day and a walking tour of the themed hotels. Recent field trips include the Dunn Edwards factory and the Pacific Furniture factory. Special thanks to these always very supporting industry partners!

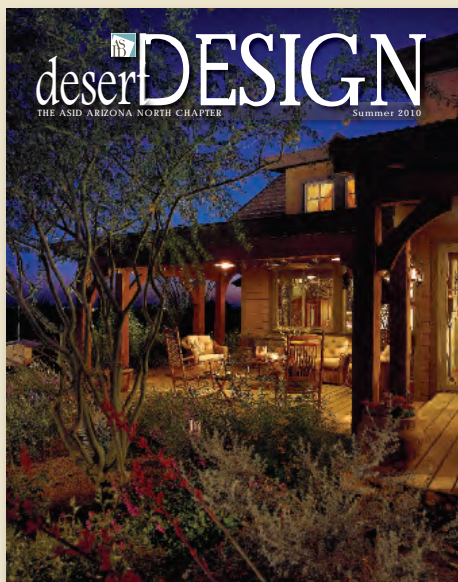
Our next trip is scheduled for July 10 – 11th to tour San Diego. Featured sites will include the Hotel Del Coronado, a historic home tour, the Gas Lamp District and the Marston House.

Did you know? You are now able to register by the class...this is an excellent opportunity for seasoned design professionals to brush up on skills such as perspective drawing, sketching, rendering, AutoCAD 2010 and Photoshop. Have an Associate degree and want to earn a Bachelor degree? Come see how quickly we can make this happen!

MCC in events, competitions and activities. Also acknowledged were students who have been recognized for their academic work by winning scholarships from MCC and other organizations. Our hostess was instructor and faculty advisor CJ Robb. During her presentation, CJ recognized the achievements of our Interior Design Program and the wonderful accomplishments of our MCC students. Students recognized were: Gabriela Jacobsen who obtain the first place in the ASID Scholarship, Keri Pollard, Meghan Sheffield, Kendra Clayton, Jennifer Simioni and Jennifer Allaire who won First Place in the IIDA Petutopia competition, Meredith Calvin and Henrietta Sims who received Second Place as well as an Honor Mention in the Maricopa County Home Show Competition, and Marcela Molina the ASID Student Representative of the Board and designer of the Native American Cultural Center for Mesa Community College.



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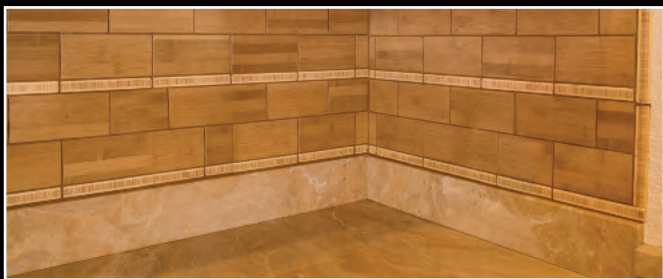
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Northern Arizona University Update

by Emery Young, NAU Chapter President

The end of this school year marked a time when, once again, the Interior Design students at NAU had to say good-bye to graduating seniors. All of us in ASID wish them luck in their future, wherever it might lead. Before graduation, the new graduates were able to say good-bye to their influential instructors at the annual Teachers' Luncheon. Each teacher was given an engraved stainless steel scale as a special thank you for all their hard work. This spring, NAU Interior Design also welcomed a new batch of ASID student officers for next school year. While on summer vacation, we are busy brainstorming ways for fundraising and new group activities for the upcoming semester. Our goal for the new school year is to welcome new students and form a strong bond with our ASID members!

Phoenix College Update

by Jill Berg, ASID Student Chapter Liaison

Phoenix College ASID student chapter refreshed a room through the Elizabeth House organization. A charity group community that provides houses of hospitality for expectant women. We were able to add a splash of color with new paint in the blue and green hues, with coordinating fabric for curtains.



Several students and board members graduated this Spring, while some other students had a wonderful internship experience for Summer.

Phoenix College has taken on a special design renovation for a two bedroom apartment unit for the Ronald McDonald House in Phoenix, AZ. This organization is a non-profit charity which provides temporary housing for families of children undergoing medical treatment.

With the help of several interns, volunteers, and the generous support of local area businesses donating many of the materials, we were able to accomplish far more than our original \$2500 budget would have allowed. We experienced a full design project from concept to completion.

The valuable experience the students learned was how to work in a team environment, work with clients, stay on a budget, and resolve the things that don't always go according to plan. Our efforts resulted in a beautifully well thought-out functional space, and a happy client.

With the selection of new paint color schemes, tile, and hardwood flooring, custom furniture, new lighting, accessories, new kitchen cabinetry, stainless-steel appliances, counter-tops and sinks, and custom artwork from a local artist, this project became a complete makeover that is warm and inviting. Giving back to the community was also very rewarding for all participants!

Check out our project that was even featured on local Channel 12 News!

See it online at: www.azcentral.com/video/#/Internships+with+a+big+pay-off+in+the+long+run/104407723001

Scottsdale Community College Update

by Elizabeth Boatwright, ASID Student Chapter President

The school year may have ended but Scottsdale Community College is finding ways to stay connected over the summer. The new board hosted a gathering for students in May that recognized graduating students as well as students who had been awarded end of year scholarships and awards. Early summer events also include volunteering for the ASID Professional Day held at Robb and Stucky as well as volunteer opportunities for Habitat for Humanity.

Mid summer has found the Scottsdale Community College Chapter busy organizing for what will be a busy year ahead. We began by re-organizing the student board to include more members with specific responsibilities as well as adding board members at large. We also are officially implementing the "President Elect" position, a strategy that works well for the professional chapter. The board kicked off our summer with a BBQ for board members and our advisor, Marcia Gonzales. Goals for 2010/2011 and a membership drive scheduled for the early fall were discussed.

Our board followed up on our goal of "getting organized early", with a Strategic Planning session held in June. The meeting was held at Robb and Stucky where Robyn Randell, ASID AZ North President Elect, graciously arranged for a tour of not only their magnificent showrooms but "behind the scenes" as well. Many thanks to Michelle Jefferson, ASID Allied Member, for being a terrific tour guide. Our July board meeting will be held at the Home & Design Idea Center in Scottsdale. Our new board is finding it enjoyable to get out and about while taking advantage of the generosity of the professional design community!

Scottsdale Community College ASIS Student Board for 2010-2011

Deb Allen- Co-President

Janet Jackson-Co-President

Bonnie Lewis-Co Vice President/President Elect

Laura Burman-Co Vice President/President Elect

Secretary-Anya Safranava

Treasurer- Etta Crane

Board Members at Large: Cortney Solheim, Mark Creif, Sharon Nosil and Lygia Harkins,



SCC ASID 2010 Board Members at Robb-Stucky 6.26.10

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

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CALENDAR

August

- 13 ASID AZ NORTH BOARD MEETING
2:00 – 4:00 PM AT ROBB & STUCKY INTERIORS SHOWROOM
15440 N SCOTTSDALE ROAD, SCOTTSDALE, AZ
- 14 35TH ANNUAL DESIGN EXCELLENCE AWARDS AT HOTEL VALLEY HO
5:30 COCKTAILS
6:30 PRESENTATION & DINNER
6850 E MAIN STREET, SCOTTSDALE, AZ

September

- 9 ASID AZ NORTH BOARD MEETING – NEW & EXISTING BOARD
9:00 – 11:00 AM AT ROBB & STUCKY INTERIORS
15440 N SCOTTSDALE ROAD, SCOTTSDALE, AZ
- 16 DESIGN PRACTICE MANAGEMENT & MARKETING .2 CEU'S
4:00 PRESENTATION AT ARIZONA DESIGN CENTER
4:30 REFRESHMENTS
7350 NORTH DOBSON ROAD, SCOTTSDALE, AZ 85256
- 16 UNVEILED TRADE SHOW WITH IIDA
4:30 TO 8:30 AT SCOTTSDALE GALLERIA
4343 N. SCOTTSDALE ROAD, SCOTTSDALE, AZ 85251

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



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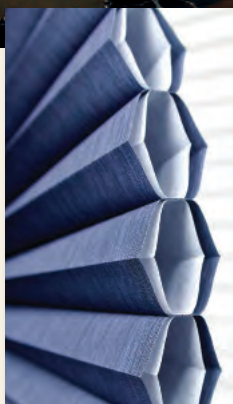
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