



**October 27, 2015**

**ARIZONA NORTH  
CHAPTER EVENT  
SCHEDULE**



**PRESIDENT'S LETTER**

**UPCOMING TOPICS**

Please Contact the **CB Editor** for contributions to the Creative Brief.  
**November** - Millwork, Custom Carpentry

**ARTICLE HEADLINE**



I want to wish a giant thank you to our sponsors, board and committee members who made last week's Colormix a huge success. I enjoyed meeting the members who attended and look forward to working for you this year.

I wanted to share a quote from ASID.org: "The American Society of Interior Designers believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional and residential. We lead interior designers in shared conversations around topics that matter, from evidence-based

and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide."

ASID represents all aspects of design and I want to make sure our chapter maintains an open and welcoming environment. You are all guests at our events and my goal is to make everyone feel at home.

Warm Regards,

Keith Stanton, Allied ASID, President

**Media Partner  
Phoenix Home  
& Garden  
Editorial Calendar &  
Advertising**



**PHOENIX  
Editorial Calendar  
&Advertising**



Editorial Calendar  
& Advertising

**PHOENIX HOME & GARDEN EDITOR'S LETTER**



The November issue of *Phoenix Home & Garden* features five exquisite family homes that are part of the magazine's annual Home Tour. Lovingly tagged Dream Homes, these residences embody the diversity of architecture and interior design that exists here in the Valley. The fine collection includes two Old-World inspired homes: One is Tuscan, the other French Provincial. From the New World, we have an all-American Craftsman-style house and a Santa-Barbara charmer. Finally, representing the Art Moderne time period of 1930 to 1945 here and in Europe, we have a Modern-style residence. Among the many design professionals whose work is on display in these homes, Mary Mainz, ASID, shares her work for Valley legend Ian Kennedy and his family.

Karol DeWulf Nickell, Editor  
Phoenix Home & Garden

**WELCOME NEW/  
RETURNING  
INDUSTRY  
PARTNERS**

**EVENTS**

**A.R.T. FURNITURE**

*Furniture*

**Jeff Rawlins**  
(602) 540-5566

**Industry Partners' Donuts & Dialogue Meeting**  
**Kindly RSVP**

**ATG STORES**

*Furniture, Accessories*

**Nate Hutchinson**  
(800) 801-2021

**CAESARSTONE**

*Quartz*

**Jocelyn Abruzzese**  
(480) 868-8532

**KABUNI**

*Internet Services*

**Michelle Martin**  
(602) 454-8302

A promotional poster for the 'Donuts & Dialogue' event. It features a large, stylized orange letter 'G' with a small stick figure character inside it. The background is a collage of colorful confetti and donuts. The text on the right side reads: 'Donuts & Dialogue', 'Friday', 'November 13', '7:45 am - 9:00 am', 'The Shade Store @ Scottsdale Quarter', '15323 N Scottsdale Road #110', 'Scottsdale, AZ 85254', and 'Read more...'. On the left side, there is a vertical red banner with the text 'DONUTS & DIALOGUE' in white.

**Donuts & Dialogue**  
Friday  
**November 13**  
7:45 am - 9:00 am  
The Shade Store @ Scottsdale Quarter  
15323 N Scottsdale Road #110  
Scottsdale, AZ 85254  
[Read more...](#)

**The Tile Shop**

*Tile, Marble, Granite*

**Brandon Hitt**  
(480) 214-6135

**ASID November Chapter Meeting: The Essence (and Fun!) of Outdoor Living**  
**Kindly RSVP**

**WELCOME NEW &  
RETURNING  
DESIGN MEMBERS**

Kellie Reynolds,  
Allied ASID

Linnea Batchelder,  
Student ASID

Lora Brothers,  
Student ASID

Erica Drier,  
Student ASID

Breanna Eckersley,  
Student ASID

Adrianna Hunter,  
Student ASID

Jaime Lopez Flores,  
Student ASID

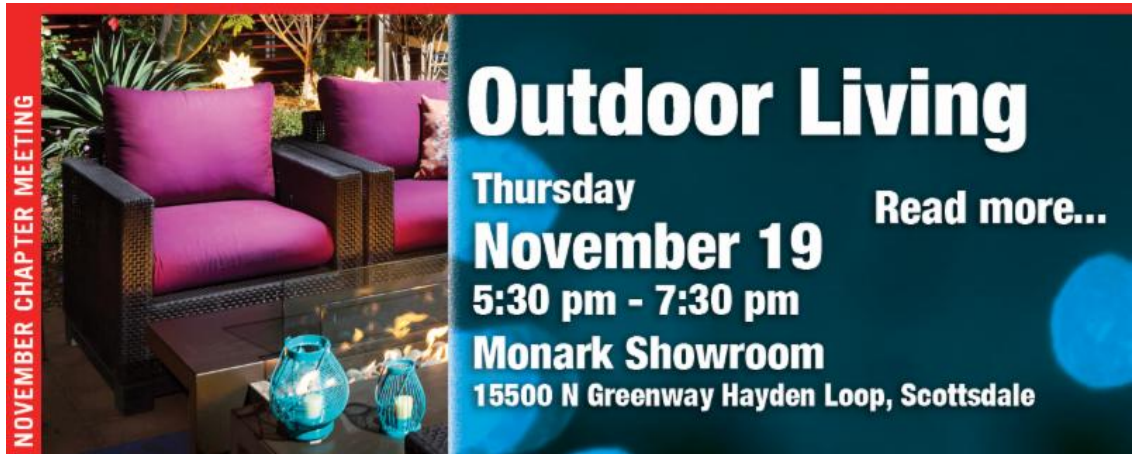
Phuong Nguyen,  
Student ASID

Huy Nguyen,  
Student ASID

Melissa O'Day,  
Student ASID

Ethan Peden,  
Student ASID

Kellie Reynolds,  
Student ASID

A promotional poster for the 'Outdoor Living' event. It features a photograph of a modern outdoor seating area with purple cushions and a glass coffee table. The background is a dark blue gradient with a large white letter 'G' and a small stick figure character inside it. The text on the right side reads: 'Outdoor Living', 'Thursday', 'November 19', '5:30 pm - 7:30 pm', 'Monark Showroom', and '15500 N Greenway Hayden Loop, Scottsdale'. On the left side, there is a vertical red banner with the text 'NOVEMBER CHAPTER MEETING' in white.

**Outdoor Living**  
Thursday  
**November 19**  
5:30 pm - 7:30 pm  
Monark Showroom  
15500 N Greenway Hayden Loop, Scottsdale  
[Read more...](#)

**Design for Hire is Looking for Volunteers for the 2016 Season!**  
**Register Now**

Yen Tsai Rolfe-Chin,  
Student ASID

Monique Rouhani,  
Student ASID

Dana Snyder,  
Student ASID

Moriah Tapuro,  
Student ASID

Evon Yaro-Fig,  
Student ASID

# Design for Hire

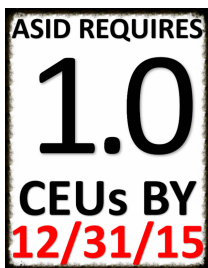
## February 1 - April 30

READ MORE and to hire an  
ASID Interior Designer:  
[www.asidaznorth.org](http://www.asidaznorth.org)

### THANK YOU 2015 SPONSORS

### CEU FOCUS

#### DIAMOND SPONSOR



#### EDUCATION MATTERS: ARE YOU CEU COMPLIANT?

Earn CEUs with ASID Academy to fulfill the 1.0 CEU requirement by December 31st deadline. Explore diverse content that cross-cuts all practice areas of interior design. Search by the four topic areas:

[Leadership](#) [Practice of Design](#) [Impact of Design](#) [Business of Design](#)

**NOTE:** If you are participating in an AIA, NKBA or USGBC certified CEU, you must self-post at [IDCEC](#) using the ASID approval code of #31400 to receive IDCEC credit.

### SPECIAL RECOGNITION

#### PLATINUM SPONSOR



#### CONGRATULATIONS TO BONNIE J. LEWIS, Allied ASID, Assoc. IIDA, CAPS!



Bonnie Lewis, Allied ASID, Assoc. IIDA, CAPS, owner of 55+ TLC Interior Design, LLC recently was awarded the "Homes for Life" award from the National Association of Home Builders (NAHB) Remodelers. The prestigious national award, which recognizes excellent remodeling work for aging-in-place and universal design, was presented to Bonnie during the NAHB Remodelers' annual awards ceremony in Chicago in early October. She won the Single Space remodel category for a bright, upscale, accessible contemporary North Scottsdale master bathroom remodel that will help a retired couple remain in their home as long as possible. This was the fifth award Bonnie received for her design projects this year.

#### GOLD SPONSOR



#### SHOUT OUT TO SCOTTSDALE COMMUNITY COLLEGE ASID INTERIOR DESIGN STUDENTS!

**Gera King, ASID, shared that Scottsdale Community College Interior Design Students are #4 in the country for ASID Student Recruits! The National ASID Rebate Program awarded \$5 for each student the chapter recruits or renews online for the period of 6 months.**

All their hard work and dedication paid off and ASID announced that the Fall 2015 ASID Rebate Program checks have been calculated!!

The top 5 ASID student chapters are as follows:

UCLA Extension - 158 - that's \$790

Interior Designers Institute - 67

Colorado State University - 50

Scottsdale Community College - 45

New York School of Interior Design - 44

#### SILVER SPONSORS







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WILLIAMS.**

**copenhagen**  
contemporary furniture  
& accessories



**MONARK**  
PREMIUM APPLIANCE CO.

## BRONZE SPONSORS



## ARIZONA TILE



**LA Z BOY**  
HOME FURNISHINGS & DÉCOR  
*Live Life Comfortably.*



Congrats to all ASID student chapters who recruited 20 or more members from March 1st to September 30th, 2015. It is a huge accomplishment and wonderful for ASID membership.

## GUEST ACCOMMODATIONS

### GUEST ACCOMMODATIONS IN TIME FOR THE HOLIDAYS!

Interview with Laurie Dunny, owner of Closet & Storage Concepts, ASID Industry Partner on the topic of wall beds. By Penelope Bankowski (Creative Brief Member) and Cathy Kominsky, Allied ASID, Creative Brief Editor

Laurie, can you please share with us a little background on your company, how you came to be in the business?

When my family decided to start our own business we were looking for something that not only had a high demand but that was self-rewarding. With the recovery of the housing industry we knew that there must be something right for us in that area. We have a friend that has a Custom Closet and Space Solution Company in another state who is very successful. She would always tell us how great she felt after designing something for a client that was life changing and really helped them organize their life.



After several months of due diligence we decided to take the plunge and are so happy we did. We purchased the Closet & Storage Concepts® franchise so clients reap the benefit of using a company with 41 locations nationwide that is locally owned and operated by our family. We all have a vested interest in making sure every customer is completely satisfied no matter how small or large the project.



#### When is a wall bed a great design solution?

We're seeing a lot of potential in wall beds as a result of downsizing trends in the housing market and the need to create space for multi-use purposes. Baby Boomers are looking to use their spaces more creatively as they make arrangements to age in place, while millennials are flocking to smaller dwellings in urban centers, expanding the market for space-saving solutions. More people than ever are telecommuting. The

number one selling wall bed design is a bed/home office design. This allows clients to double their home offices with a guest room.



#### Wall bed designs have surely changed over the years. What emerging trends do you see in the world of wall beds today?

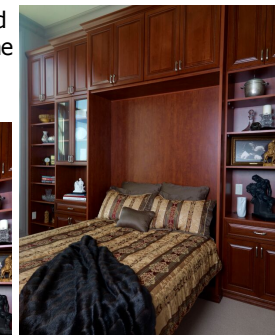
Today's Murphy Wall Beds are customized with nightstands, cabinets for guest linens, shelves, desks and more. We are also seeing an increase in textured wood tone laminate material. This provides for a contemporary look.

Some of the benefits of our custom wall bed designs are:

- \* Designed to fit and save space in any room
- \* Makes space more functional and organized
- \* Easy to lift, won't bend, fold or crease mattress
- \* Use of most store bought mattresses including pillow top

#### What are the most common design options your customers choose?

Custom colors, decorative doors, trim moldings, textured surfaces, and upgraded hardware.



#### Do you offer custom design options and finishes?

All of our Systems are custom designed, fully adjustable, and are available in a variety of decorator finishes with many accessory and upgrade options including traditional and contemporary doors and crown molding styles.

In addition to the wall beds, what other types of products and services do you offer?

Closets, home office, garage, pantry, laundry room, wall units, and craft rooms.

#### Do they have a design service that puts these into production?

Our designers specialize in space planning and create custom designs to meet individual homeowner's needs. All spaces are designed in a design software. This enables the client to review their designs in both plan and 3D



format. The plans are then "screen to machine" and are custom cut with CNC programmed shop equipment. This ensures consistency and accuracy.

**Is it pre-fab companies you do business with? Are they custom made and finished? Where are these made and the time frame involved before clients would get their finished product? Who installs them? If there is on the job finishing/carpentry work, such as moldings, etc. are there carpenters to do the work?**

Projects are constructed using furniture grade laminate with premium hardware, drawers, and accessories. Door and trim options can be either made from a Rigid Thermal Foil product or real wood Stained to match the laminate structure. Our systems are manufactured in our Colorado Closet & Storage shop and installed by "Master Carpenters" that are Arizona company employees. We also use a local, family owned, drawer company for our dovetail birch drawers. Typical lead time from time of order is 3 - 5 weeks depending on the complexity of the project. We offer a full lifetime warranty and free lifetime reconfiguration.

## COPPER SPONSORS



In the last 10 years, the business of creating or optimizing space has grown substantially and is predicted to continue its upward trend. U.S. demand for home organization products will increase 4 percent annually to \$9.4 billion in 2017, according to industry forecasts.

**Where is your showroom located? How can we all reach you?**

We are located in The Scottsdale Design Center - 15125 N. Hayden Rd Suite 123, Scottsdale, AZ 85160.  
**Closet and Storage Concepts**

## CHAPTER BUSINESS

### ARIZONA NORTH CHAPTER'S NEW EMAIL ADDRESSES EFFECTIVE IMMEDIATELY



Please change your address books to include these emails as the current board addresses will disappear on November 30th:

**President@AZN.ASID.org**

**President-Elect@AZN.ASID.org**

**Finance@AZN.ASID.org**

**Membership@AZN.ASID.org**

**Communications@AZN.ASID.org**

**At-Large@AZN.ASID.org**

**ProfessionalDevelopment@AZN.ASID.org**

**StudentRep@AZN.ASID.org**

**Info@AZN.ASID.org**

**Administrator@AZN.ASID.org**

Keith Stanton

Janet Jackson

Amy Strang

Erin Linstrom

Jasmine Dowling

Paula Quan

Tabitha Evans

Sunny Biggs

Deb Ritchie

## SOCIAL MEDIA PARTNER



CB Editor:  
Cathy Kominsky  
Allied ASID

ASID Arizona North Chapter

**MAILING ADDRESS:**  
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Suite C105-122  
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602-569-8916  
info@azn.asid.org

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