

## Creative Brief – June 2012



### President's Message...

Isn't it wonderful to see design projects picking up again? Everyone is talking about new clients and new design projects. Nowhere is that more evident than on our own Board.

You are probably asking, "What happened to Tracey?" If you haven't already heard, Tracey Marshall, our former ASID President, recently stepped down because of career commitments. Tracey had started in a new position that was understanding and supportive of her involvement in ASID, however, they recognized talent when they saw it and within two weeks Tracey received a promotion and a much heavier workload requiring 50 plus work hours per week. How could she say no? And, wisely, she didn't. You will still see Tracey around at some of our events, so be sure to say "hi."

Speaking of design projects, guess what was the #1 category for award entries this year? Okay, I'll tell you: **Remodeling**. We are trending right along with the rest of the country as homeowners face difficulties moving and therefore opt to stay in their homes and remodel. It is so rewarding to see homeowners love their homes and love your designs.

Our awards were judged by two different chapters this year and the judges' comments have been glowing--we are so fortunate to have so much talent here!

Our award winners will be celebrated at the 2012 Design Excellence Awards that will be held at the **Arizona Biltmore** on **August 11, 2012**. If you have never attended an awards event...this is the year to attend! It is a very fun, exciting evening of beauty and inspiration. Promise yourself that 2012 will be the year you attend our gala and join in the celebration!

See you there!  
Cindy Lewton, ASID  
President



## North Chapter Monthly Membership Meeting

for June involves ice cream - what could be better?

The month of June is HOT! So we're enticing you with a cool treat: ice cream!

Our Industry Partner, Bedmart, is this month's sponsor. Join us and meet and mingle with fellow ASID Designers and Industry Partners.

There is a lot going on in our Chapter; so join us to find out what's new and what's coming up on the design horizon.

**Thursday June 21, 2012**

**5pm - 7pm**

**Bedmart**

**4221 East Thomas Road, Phoenix, AZ**

[RSVP](#) today!

Note: There is no Chapter meeting in July. We will again be together at the Awards Gala at the Biltmore on August 11th.

## Join Us on Social Media

We invite you to join the ASID AZ North Facebook and LinkedIn groups and be a part of an active design community at your fingertips!

We NEED designers to share creative design tips and tidbits; or maybe share a "link" to a design blog or article that would be of interest to our design community. (To get started, click on either the Facebook and/or LinkedIn images above to go directly to our group.)



Whether you are looking for resources, would like to make an announcement, or simply want to make a "connection," you can when you join and become a partner with ASID Social Media.



If you have any questions or suggestions, please feel free to email your Social Media Chair, Malyn Romero, at [mromero56@cox.net](mailto:mromero56@cox.net).



Linda Heinz, FASID, accepting the Fellowship award from National ASID President, Lisa Henry, FASID, LEED AP.

## Introducing... Linda Heinz, FASID

Congratulations to our own Linda Heinz, FASID, who received the highest honor that ASID bestows on its members, Fellowship.

As one of only four individuals in the entire nation to receive this honor in 2012, Linda has been recognized as an Interior Designer who has made a significant contribution to the profession and the Society.

Many of you know Linda as our current Financial Director. Linda is so much more.

She is a past president of our Chapter, not once, but twice. She was our President in 1993 and again in 2006-07. In fact, Linda has held just about every Board position we have at least once, and often more than once. Linda has been recognized as a Chapter Medalist and a Designer of Distinction.

Over the years, Linda's caring and ongoing commitment to our Chapter, through robust times and lean times, has helped shaped our Chapter into one of the strongest Chapters in the country.

You will learn more about Linda in the upcoming months, as well as what the honor of Fellowship really means.

Thank you, Linda, for your service, and ***congratulations!!***



## Our Office Has New Hours

Office Hours  
Monday - Thursday 8-5pm  
By Appointment Only  
602-569-8916



## Membership News

Sad to say, but not unexpected in our economic times, National membership, as well as ASID Arizona North Chapter membership, is experiencing a slight decline in overall members.

The good news is that our organization is stable and viable with over 28,000 members. The collective education, experience, and expertise of ASID makes us vibrant and resilient. See the latest [stats](#) on membership trends.



## Features of the July Issue of *Phoenix Home & Garden*

*Phoenix Home & Garden's* July issue showcases two different interpretations of Southwest homes done by two different designers: Paula Den Boer and Amy Samuel.

It's the magazine's first Reader's Choice issue and editorial content was geared to reader preferences. Included is a Trend Watch feature on barn-style sliding doors, which includes creative examples by glass artisan Grey Schadt, woodworker Allan Rosenthal and Interior Designers KT Tamm, Melissa Audrain, Leigh Kors, and Traci Shields, ASID.



## Arizona Wholesale is hosting a Happy Hour!

Our Industry Partner, Arizona Wholesale, has invited ASID designers to their Happy Hour this week. Join them and other designers and check out what's new in appliances!

**When: June 20, 2012**

**Time: 4:30pm - 6:00pm**

**Arizona Wholesale**

**5125 N Hayden Road, Scottsdale, AZ 85260**

Please [RSVP](#) to Patti Wells (or call 480-596-0092, ext 23)



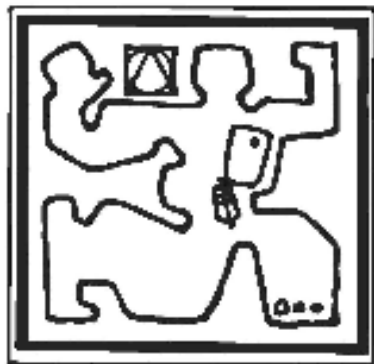
## ***Phoenix Home & Garden* has great offers for Designers**

If you've ever wanted to have your studio and services showcased in *Phoenix Home & Garden* magazine, they have a great offer in their September Issue.

This inspiring issue will feature a special Designer Guide, a section that will showcase exceptional design

professionals throughout the Valley. Your profile will provide over 224,000 readers with more reasons to consult with you about their interior design needs. [Learn more.](#)

*Phoenix Home & Garden* presents *Essential Southwest*, their new 224-page coffee-table book filled with spectacular homes and gardens that showcase Southwest design. [Pre-order your copy today.](#)



## **2012 Design Excellence Awards**

The Arizona Biltmore in Phoenix will be the grand location of this year's Design Excellence Awards, to be held Saturday, August 11, 2012.

Watch for your invitation and make plans to be there as we honor our Chapter's great designers as they receive recognition for their wonderful, award-winning designs.





AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
ARIZONA NORTH



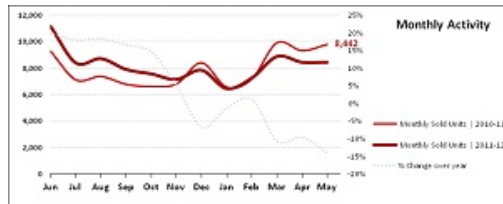
**SAVE THE DATE!**

Saturday, August 11, 2012  
6 p.m. to 9 p.m.



## HealthCare Design Competition

Have you recently completed a healthcare design project specializing in pediatrics or facility art spaces? If so, enter your specialized project in *Healthcare Design* magazine's [2012 Remodel Renovation Competition](#). Submissions are due by July 27, 2012.



## Statistics on the Housing Market

We're hearing it on the news -- and hopefully experiencing it too -- the housing market appears to be

rebounding. That's good news for not only our property values, but also for all those who supply goods and services for homes.

Here's a [snapshot of statistics](#) from the Arizona Regional Multiple Listing Service (the service that Realtors use). These statistics are based on sales in Maricopa County - so the news pertains to our local economy.



## Looking for "Home of the Year"

*Mountain Living* magazine invites designers to show off their projects and possibly win the 2012 Home of the Year Award.

Entries must be postmarked by July 16, 2012, to be eligible. Details and entry are available at [Mountain Living's website](#).



## Designers Needed!

Want to be recognized as one of the best Interior Designers who will be featured at the Valley's most unique charity gala?

Enter IFDA's Tableau contest to be held at the Phoenician Resort on OCTOBER 13, 2012. This year's theme is: "An Evening at Moulin Rouge." [Here is the entry package](#).

Entries must be received by June 30, 2012.

