

Creative Brief



President's Message...

A big THANK YOU to all of the vendors (listed below) that participated in our Elements Trade Show in April, and to the panel of presenters at the Professional Development Day that was held in conjunction with the Elements Trade Show.

Attendees have shared with us that the event went well! We hope to build on it and bring our designers more in the coming years.

- 3-Day Blinds
- Alyshaan Fine Rugs
- American Clay
- Ardy's Gallery of Window Coverings
- Clare Frame & Art
- Cosentino USA
- Delta Faucets/Brizo
- Design Collective Group
- Dunn Edwards
- Excellence Upholstery & Design
- Exus Inc.

- Feathers Fine Custom Furnishings
- Fortress, Inc./Innovative Consulting
- Helser Brothers Inc.
- Indus Design Imports
- KI Contract Furnishing/Pallas Textiles
- Lutron Electronics
- Mesa Community College Student Rug Competition
- Plant Solutions
- Pro Source of Phoenix
- Rest Assured Inc.
- Sherwin-Williams
- Spinneybeck
- Subzero Wolf
- The Elegant Window
- TL Morris Gallery

Designers don't miss this month's Membership Meeting at Design Source Furniture. We will be hosting an expert panel on how to market yourself and get your projects published.



Big-Name Speakers and Relevant Topics ... Professional Development Day was a Success!

Our Chapter brought the best of the best together for this year's Professional Development Day. In conjunction with the Elements Trade Show held at the Arizona Design Center on April 19th, the speakers added to this fabulous day of fun with knowledge-packed and inspiring presentations. The feedback we've received has been overwhelmingly positive! A huge thank you to our speakers:

- Lisa Henry, FASID, LEED AP, ASID National President
Topic: "Business and Professional Practice Presentation Skills"
- Michael Thomas, FASID, CAPs, ASID National Past President, Distinguished Speaker.
Topic: Ethical Design: "The Right, The Wrong, and the Difference"
- Fred Berns, Sales and Marketing Coach, Distinguished Speaker
Topic: "Supersize Your Success - 7 Steps to Peak Profits"



**North Chapter Monthly Membership Meeting presents...
The 3 P's of Marketing: Publishing, Public Relations, and Press**

This month's Membership Meeting is packed with information you can use in your business today. Do you ever wonder:

- How did that project get published?
- How can I see my design in print?
- What is the role of social media in my marketing campaign?

For answers to these questions and insider secrets of the magazine and public relations world, come to the May Monthly Membership meeting and join our expert panel of marketing mentors:

- Linda Barkman, editor of Phoenix Home and Garden
- Naomi Anderson, owner of Anderson+Company
- Terry Babb, publisher of Desert Design Magazine

This is a great opportunity for designers starting a new business, as well as for those who are well established in their businesses to obtain fresh new ideas on marketing and promoting your design abilities.

Thursday May 17, 2012
5pm - 7pm
Design Source Furniture
7291 W Bell Road, Glendale AZ 85308
[RSVP](#) today!



Emerging Professionals To Meet Again!

You don't want to miss our next Emerging Professionals' event! Our Chapter's Board consists of designers with both commercial and residential design experience and they will provide valuable pointers, insight, and ways to enhance your design business.

In addition, they will be available to answer your questions about their experience in our industry.

Do you want to know how to get more involved in our Chapter? You'll also be given an overview of the various Chapter committees that you may find interesting and you will be given the opportunity to volunteer your talents to benefit our Chapter's activities.

Mark your calendar:

May 31, 2012

5:30pm - 7:00pm

Home Design Idea Center

19120 N. Pima Road Scottsdale, AZ 85255

Please [RSVP](#) by May 25th



Features of the June Issue of *Phoenix Home & Garden*

The spotlight is on "Everything Blue" in the June issue of *Phoenix Home &*

Garden.

In addition to spectacular new pool/spa designs, we feature a Scottsdale home with crisp blue and white interiors by Linda Seeger; and a Gold Nugget award winner with cobalt blue glass elements, including a floating interior stairway, done by Platinum Homes. We also showcase various rooms dressed in blue by ASID designers, including Traci Shields, ASID; Sharlie McRaney, Allied ASID; and Jill Christenholz, Allied ASID.

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INDUSTRY
PARTNER

Welcome...and Visit...our Newest Industry Partners.

New Industry Partners have been added over the last few months. When you are starting a new project or need a resource, refer to the [Industry Partners](#) on our Website first!

Altra Home Decor
Marianne Phillips
11325 W Bell Rd
Surprise, AZ 85378-9372
(623) 875-4895
marianne_altra@cox.net

Bass Industries, Inc
Robert Baron
3485 NW 65th St
Miami, FL 33147-7546
(800) 346-8575
rmb@bassind.com

Blick Art Materials
Robert Beaver
1849 Green Bay Rd, Ste 310
Highland Park, IL 60035-3168
(847) 257-2772

Milestone Distributors
Pam Josey
8370 S Kyrene Rd, Ste 107
Tempe, AZ 85284-2122
(480) 784-6611
pjosey@milestonedist.com

Old World Tile & Granite
Robbie Kern
8020 E Gelding Dr, Ste 101
Scottsdale, AZ 85260-6948
(480) 483-0608

robbie@owt1979.com

One Kings Lane
Greg Fant
501 2nd St, Ste 114
San Francisco, CA 94107-1431
(415) 489-9905
greg@onekinglane.com



Spring Home Tour a Big Success! DoYOU Want to Participate Next Year?

Our annual home tour was a big success! If you remember, seven designers' own homes were featured on this year's tour. We had great reviews and feedback from the public.

Additionally, we had about 30 members who volunteered their time that day as docents; as well as almost another 30 friends and family who also donated their time.

We exceeded our projected income and will be donating \$500 to this year's charity, UMOM. (UMOM is a non-profit organization that supports homeless families in the Valley.) Thank you to everyone who made this happen!

We want next year's Spring Home Tour to be bigger and better! The Designers' Own Home Tour Committee will start to plan their upcoming meetings soon. Would YOU like to participate? Volunteer opportunities include:

- Participating on the committee
- Volunteering to be a docent in a home
- Volunteering your home or client's home for the tour next year

Come join the fun! Email Cindy Lewton, ASID, if interested at cindylewtonasid@gmail.com.



Call Out for Commercial Designs - \$5,000 Award

Have you completed a 'socially responsible' commercial project? It may win you \$5,000. But you only have until Friday, May 18th to enter your project. Winners will be announced at NeoCon 2012.

Details and entry are available at [Contract's website](#).



Design for Hire Update

A big thank you to all the designers who have and are still volunteering for Design For Hire.

We have to date taken in \$9,935.00, and we still have unfinished appointments. A job well done!



ASID at SCC

ASID at Scottsdale Community College would like to give one more giant THANK YOU to Marcia Gonzales. She has been a great mentor and we wish her the best in her retirement.

On another matter, Target Commercial Interiors graciously welcomed us into their showroom and workspaces on April 25th. We were given an amazing tour by Carrie Polley and were inspired by the insights shared with us. It was extremely informative to see what products are in production and how they operate.

After finals week, we will have a transitional retreat for the outgoing and incoming Board members.

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A Message from ASID National...

ASID Environmental Scanning Report

ASID has indications from our members and in the building industry that the economy is slowly improving. We truly hope that this is being reflected in all of your businesses, whether you are an industry partner who is seeing more orders, a practicing designer who experience improved billings, or a student member who might have recently found a job. Please access this year's [Environmental Scanning Report](#), which can give you a good idea of what to expect in terms of the upcoming business outlook.

Update in ASID Student Advancement

Student members have a window of 12 months from their graduation date to advance to Allied membership. This membership upgrade comes with an instant savings of over \$500 as an incentive. Advance to becoming an Allied member with ASID upon completing your degree and change your 'Student ASID' appellation to 'Allied ASID' to distinguish yourself as a design professional!

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