

Creative Brief



President's Message...

The year has started out so strong! We have a beautiful new magazine layout, had great attendance at our Home Tour, our Design for Hire event was a success, our membership meetings have been fun and informative, and now we have a new look to our Creative Brief e-newsletter. Remember, we are always looking for content for the Creative Brief. Send your submissions to

communications@asidaznorth.org.

This month our membership meeting is being replaced by our Professional Development Day - an all day CEU event being held at the Arizona Design Center. By attending Professional Development Day you will earn .5 of the .6 CEU credits required by ASID for this reporting period. In addition to the three fabulous speakers, there will be an all-day ELEMENTS trade show. [Sign up today!](#)

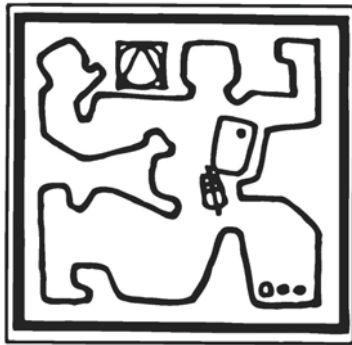
ELEMENTS
ASID Trade Show For Design Professionals

April Chapter Meeting - Earn .5 CEUs!

As mentioned in the President's Message above, this month's member meeting is replaced with the Professional Development Day and Elements Trade Show held on Thursday, April 19, 2012, from 9:00 am - 6:00pm.

For \$95 you get three of the top speakers in the country presenting information in three sessions on business practices, design ethics and self-marketing - with plenty of time in between to peruse the Trade Show and enjoy a provided lunch! If you have only a partial day to spend, the Trade Show is free and requires no registration.

If you haven't registered yet, [don't miss out!](#)



Call For Entries|Deadline is Friday, April 27th at 4:00 pm

You've worked hard and your client is thrilled with the outcome. If you're a member of the Arizona North Chapter ASID, now is the time to show off your projects and get recognized for your achievements! It was a job well done, get the kudos you deserve!

For rules and details on how to submit, [follow this link...](#)



Design for Hire

It's been another great year for Design for Hire! Thank you to all the dedicated designers who donated numerous hours of their time to see multiple clients!

This year we had 43 designers sign up and a total of 143 clients. What a success this has been, thank you all for your hard work!!



Features of the May Issue of Phoenix Home & Garden

Phoenix Home & Garden focuses on the open kitchen/great room concept in its May

issue. These multi-tasking spaces include kitchens in a Contemporary Southwest home designed by Billi Springer; a modern home designed by Morgan Kofran; a Warm Contemporary home designed by Lynda Martin, ASID; a remodel by Yvonne and Meir Zenati of Tabarka Studio; a Southwest Pueblo designed by Paula den Boer; and the personal kitchen of culinary professional Candy Leshner. While varying in execution, the islands in these homes play key roles in the overall spaces they occupy.

We also offer a look at some fun kitchen-themed wallpapers to spice up pantries, breakfast rooms and more. Look for the May issue in your mailbox mid-April.

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



INDUSTRY
PARTNER

Welcome...and visit...our newest Industry Partners.

Two new Industry Partners were added this month. When you are starting a new project or need a resource, refer to the [Industry Partners](#) on our Website first!

Better than New

Fine Furniture Repair LLC

Dan Oldejans

PO Box 2585

Scottsdale, AZ 85252-2585

(480) 429-7615

d.betterthannew@gmail.com

www.btnfurniturerepair.com

www.betterthannewkitchens.com

La Galleria Scottsdale

Byron Lumbers

15855 N. Greenway-Hayden Loop, Suite 110

Scottsdale, Arizona 85260

(800) 398-8961

byron4stone@aol.com

www.mgsitaly.com



Wishing Marcia Gonzales a happy retirement!

For Marcia Gonzales, interior design has always been her passion and this has been evident in her support and leadership of the students she taught at Scottsdale Community College.

Marcia's active role in involving students in ASID events lead to the development to the first ASID student chapter in the Valley. In 2001 she became the faculty adviser to the new student chapter at SCC and received the National Outstanding Student Chapter of the Year Award! In fact, today the SCC Student Chapter is the strongest and most well-attended student chapter in Arizona, due largely to her advisement.

Under Marcia, the SCC student chapter:

- Remodeled a house at Sunshine Acres for boys
- Lead the DOVE project, a remodeling project of 16 apartments for senior citizens
- Supervised a number of Chrysalis shelter remodels

She has been a mentor for numerous ASID student Charette competitions and through her education, mentorship and leadership, helped enable SCC students to often sweep the competitions!

Marcia has always been an avid ASID supporter and is able to make the majority of ASID meetings as she networks with ASID officers & future employers on behalf of the students and graduates.

Marcia, you're a hard act to follow; and on behalf of the entire Board and membership, we say thank you and how honored we are to have you as part of our professional organization!



Sustainable Communities AZ Foundation presents: "Clean Living at Your Home"

When: May 9th, 2012, from 6:00 pm to 8:00 pm.
Location: Paradise Valley Community Center

We're informing the community about environmentally friendly options for the home. A panel of guest speakers will present topics on:

- Natural/Non-Toxic Cleaning
- Safe/Natural Pesticides and Pest Control

- Environmentally Friendly Dry Cleaning

In addition, there will be 16 exhibitor booths featuring sustainable business practices, services, and products. Attendees can enter to win raffle prizes. The event is free to attend. Visit www.sc-az.org for updates and to sign up.



**NABA and ASID introduce:
The Olympic Competition
Summer Course Competition |
2012**

NABA (Nuova Accademia di Belle Arti Milano) wants to motivate ASID student members who are eager to undertake an intensive summer study experience in Milan by awarding two scholarships covering full tuition for a two-week 2012 NABA Summer Course of choice.

[Learn More...](#)

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