

ASID **DESIGN**

THE ASID ARIZONA NORTH CHAPTER

Winter 2011

Celebrating 35 years of Chapter History

Pat Bacon	1975/1976
Kermit Rust III	1976/1977
Bruce Stadola	1977/1978
Mabel Helmick	1978/1979
Gayle Hayes Adams	1979/1980
Gayle Hayes Adams	1980/1981
Don Beams	1981/1982
Melinda Foote	1982/1983
Frank McGee, Jr.	1983/1984
Gloria Hauser	1984/1985
Gloria Hauser	1985/1986
Diane Worth	1986/1987
Peggy Bayless Gusta	1987/1988
Pat Bacon	1988/1989
Mary Beth Stone	1989/1990
Jim Felter	1990/1991
Jim Felter	1991/1992
Gayle Hayes Adams	1992/1993
Linda Singer Heinz	1993/1994
Libby Copeland	1994/1995
Luann Thoma-Holec	1995/1996
Larry Lake	1996/1997
Sue Urban	1997/1998
Debra May Himes	1998/1999
Gera King	1999/2000
Janelle Schick	2000/2001
Jeanne Crandall	2001/2002
Christine Piotrowski	2002/2003
Sherry Hauser	2003/2004
Greta Guelich	2004/2005
Sheri Newton	2005/2006
Linda Singer Heinz	2006/2007
Katherine Thornhill	2007/2008
Linda Kolesar	2008/2009
Brenda Strunk	2009/2010
Robyn Randall	2010/2011



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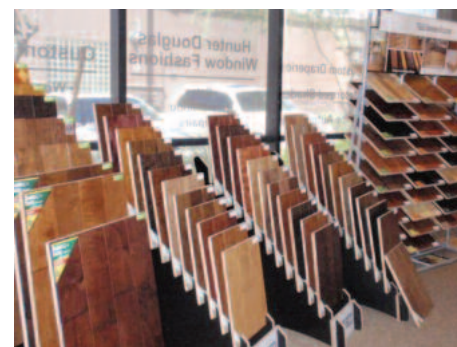
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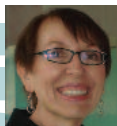
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Topic/Theme Evidence-based Design

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ROBYN RANDALL, ASID
ASID ARIZONA NORTH CHAPTER
PRESIDENT 2011

Dear Members,

As 2011 begins we look back at the last quarter of our chapter which ended yet another year of uncertainty. Lots of changes have taken place and many are considering the shift the economy has taken as "The New Normal". Budgets are shaved, projects scaled down and the consumer is being ever more vigilant at getting the best value for their hard earned dollars.

Despite the seemingly endless challenges we have faced this past year, our members have really stepped up the game. New faces are cropping up in our committees and I attribute this to the incredible group of leaders on our board. The new programs we added are working well to not only bring value to our meetings and committees but in the long run, will increase our membership. The Emerging Professionals committee is implementing ways to make sure new design professionals have good direction as well as the existing members wanting to move up in the ranks. The Ambassadors who have graciously volunteered to make a welcoming environment at our meetings have impacted this chapter enormously and I have received emails expressing how inviting the atmosphere has been. That speaks volumes!

At our meetings thus far we've learned about new products, enjoyed fabulous food and for the first time in our media partnership with *Phoenix Home & Garden*, enjoyed one of our best attended Christmas parties in years! A special thanks to Bill Phalen, all his staff and the folks at Westar for working so hard to make the holidays even more festive for our members.

Moving forward into the New Year we celebrate our 35th Anniversary as a chapter as well as a National organization. We pay homage to our past presidents in all that they have done in forging the way to ever increasing value for our chapter. It is only fitting that we take time to look back and reflect how far we have come. Look for snippets of past history in these pages of *Desert Design Magazine* as well as the upcoming issues and in the Creative Brief.

Reflecting on the past 35 years, technology is probably the most notable change in how we do our daily business. Phones ring less because of email. We learn about new projects and current events through social media. And quite possibly the mass of paper trail that our work previously left will dwindle considerably due to gadgets such as the I Pad. Our Design Excellence Awards Competition will be a testament to the changing technology as we implement the first electronic entry process.

Our industry is and always will be exciting as well as ever changing. Let's all work to make 2011 a year to remember.

Wishing you all happiness, health and prosperity in the New Year!

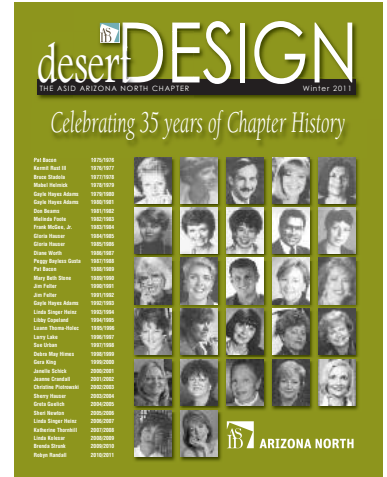
Robyn Randall, ASID
ASID Arizona North Chapter President 2010

desert DESIGN

Winter 2011

on the cover

Past Presidents of
ASID Arizona North





CINDY LEWTON, ASID
AZ NORTH CHAPTER
COMMUNICATIONS
DIRECTOR

Dear Members,

There is a natural ebb and flow to life, to the economy, and to the design field. As we look forward into 2011, many of us have found new ways to approach our businesses, our clients, and our commitments to volunteerism and the community.

New on the Board, I have been fortunate to be surrounded by great designers, mentors, and volunteers who take the time to give to others and are committed to chapter communications. They are all behind the scenes, and I would like to recognize them here: Elizabeth Mitchell of Phoenix Art Group, is the editor of *Desert Design Magazine* and has stepped right up to perform a great job producing this magazine along with her team. Marcela Molina, Student Member, is our website manager and she regularly updates our website so that you can stay current on news and events. Angela Newman, Allied Member ASID, along with her assistant, Angela Reeves, Allied Member ASID, produces the Creative Brief that you receive every month in email. Again, they are both committed to providing you with the latest information. Naomi Anderson, Industry Partner, is our PR expert and just accepted a position with our media partner, *Phoenix Home & Garden*—congratulations, Naomi!

We are committed to strengthening our social media communications in 2011 and to that end Melanie Kettring, Student Member, is overseeing Student Facebook and Chapter Facebook. Vicki Bergelt, Allied Member ASID, now has our chapter tweeting! Relocating from Florida, Vicki just opened her design office in the Scottsdale Quarter and still has taken the time to improve our communications through Twitter.

We have also added a new feature to *Desert Design Magazine*, A Look Back. LaDawn Bentley, ASID has studied the Native American tribes of our state and will be our contributing writer for this series that provides a historical perspective on life and design in Arizona.

These are just some of the volunteers on my team. There are numerous others who volunteer their time in addition to their other responsibilities. And there is always room for more—join the fun!

We all wear many hats as designers that at times can be very stressful. I am reminded of one of my favorite quotes from Tim Gunn, fashion designer. He said, "There's no greater calling than design. Whether you're designing a jacket or designing tableware, you're making the world a more beautiful place and better place." We truly are fortunate to come together in this great undertaking.

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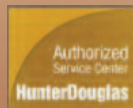
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CoreKitchen™ Today's Kitchen Design Concept

by Mary Fisher Knott, Allied Member ASID

Today's open-plan kitchens often exhibit wall spaces without upper cabinetry. Compensating for the diminished storage in such designs has been addressed in the CoreKitchen™ Design Concept developed in my new book, *Kitchen and Bath Design* published by John Wiley & Sons.

The CoreKitchen™ consists of the primary food preparation center and a list of essential equipment and utensils needed in that center. The core is the first of three layers. The First layer is for cookware, utensils, and items used on a daily and weekly basis. Layer Two is made up of items used monthly. Layer Three is for items only occasionally used and seasonal. By setting priorities on articles stored within a kitchen, large or small, the designer can plan an efficient work space with adequate storage for cookware and utensils basic to the cooking process and frequency of use.

In addition to planning the CoreKitchen™, today's kitchen designer should chart ergonomic solutions of spatial use and work center layout for the kitchen. Varied counter heights and elevated appliances are two of the most apparent ergonomic design applications.



A lowered counter space to accommodate the rolling out of dough provides an appropriate counter height for children working in the kitchen.

With varied counter heights, the designer employs ergonomic solutions to any design project demonstrating planning elements in the design that encourage good posture and proper access to spaces, stored items and working surfaces. (These elements are covered in *Kitchen and Bath Design*, chapter 3, Universal and Ergonomic Design).



When elevating a dishwasher, the following details must be met:

- Establish the proper height for installation.
- Determine the location of the sink to the dishwasher.
- Plan how the adjacent counter top will terminate into the dishwasher cabinet.

- Select a dishwasher conducive to raised installation.



Walk-in pantries that support the storage and cooking needs of the kitchen are always a popular feature with clients.

These pantries house food stuffs, extra cookware, dinnerware, small appliances

and other items common to the kitchen space and can make a decorative statement as well. Pantries should be well lit and contain a variety of shelf depths. The walk-in pantry was outfitted with recycled cabinets from the old kitchen space.

Today's kitchen designs reveal the interior scheme of the house, functional planning for menus prepared, the cook's ergonomic profile, and space planning that reflects the family's specific uses of the space. Materials and finishes available to the designer provide a limitless pallet from which to work. Careful attention to design basics will result in a successful completed project.

Mary Fisher Knott is owner of Mary Fisher Designs in Scottsdale, AZ, specializing in kitchen and bath design, ergonomic design and residential space planning. She began her career in 1963 and has produced five books, and numerous articles, videotapes and DVDs on kitchen design. She is an Allied Member of ASID (American Society of Interior Designers), Certified Interior Designer (CID) in California, and a Certified Aging in Place Specialist (CAPS). Mary has a new book just released in January 2011 titled Kitchen and Bath Design.



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Social Media—Stay in Touch!

ASID Arizona North Chapter is now Tweeting! In addition to Facebook and LinkedIn, our chapter now has a Twitter account. To find us, go to our website at www.asidaznorth.org and click on each of the social media logos on the home page to become a part of this. If you don't have a Twitter, Facebook, or LinkedIn account, each one will walk you through how to set your accounts. They are all free, fun, and informative.

Many of you are already on Facebook and LinkedIn. Twitter is a little different, but you will have the hang of it in no time if you haven't done it before. If you would like a tutorial, there is a very fun and informative website called Mom, This is How Twitter Works. Here is the link to it: www.jhische.com/twitter



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Kitchens and the Final Touch



Designer, Denise Teichert, teamed up with Artist, Suzanne Whitaker, to put the finishing touches on her outstanding kitchen remodel.

Photography by David Lloyd Photography

by Suzanne Whitaker, Industry Partner ASID

Many times, designers are faced with circumstances or challenges that make them truly think outside the box. In those instances, turning to an artist to help with your inspirations can give that creative edge needed to pull it all together. Utilizing paintings to order, providing hand painted accents to match existing elements, or updating cabinetry and countertops with finishes are some of the ways to access the best an artist has to offer.

Jennifer Hollack, Art Director for Phoenix Art Group, has a streamlined approach to helping you get the best results for your client. Primarily, she uses a "Customer Quote Questionnaire (CQQ)." A commercial or residential customer can view a large library of art in various styles online and then begin the process of specifying the exact needs for the space by answering a series of questions or preferences, for example, scope of the project, scale of the piece or pieces, vertical or horizontal format, etc. In addition, a color proof is an excellent tool in communicating exact concerns simply by marking directly on it, such as, a change in the percentage of a color or cropping specifications. Stating what is most favored in a piece of art is an important element as well as providing a physical paint chip and/or fabric swatch. All these factors are taken into consideration and given to the artist on any given project, says Jennifer, and she boasts a return rate of only 1% as a result of accumulating all the information upfront.

Sue Morris is owner/artist with La Bella Decorative Finishes in the Phoenix area. Not only does she provide outstanding high quality finishes ranging from custom glazes to specialty plasters, but she can also introduce your clients to an alternative method used for outdated countertops by artfully reworking existing substrates. She is licensed in the new Aurastone(tm) System which "allows custom, artistic finishes to be created to complement any interior scheme, existing decor and home elements." And, this method is eco-friendly and outperforms granite and marble. What Sue likes best about the Aurastone technique is its versatility, durability and the ability to achieve exactly what the designer has ordered.

In a recent kitchen design, Denise Teichert of Teichert Design Group obtained custom cabinetry, exquisite granite and top-of-the-line appliances for her client. However the homeowner opted not to put up fabrics or decorative lighting which left the perimeter wall and ceiling feeling a bit plain and cold. She brought

in myself, Suzanne Whitaker of Passion 4 Murals LLC, to help. Denise said, "Together we worked on creating softness and warmth by bringing color and pattern up and around the room through her artistic creation. We designed a custom stencil pattern off the existing iron scrollwork and pulled color out of the granite countertop." Designers and Artists are truly an amazing team when it comes to the final touches, the creative punch that brings it all together.

Jennifer Hollack, Art Director, Phoenix Art Group, ASID Industry Partner, 602.241.1060

Sue Morris, La Bella Decorative Finishes, 520.450.1504

Denise Teichert Allied Member ASID, Teichert Design Group, 480.330.3717

Suzanne Whitaker, Passion 4 Murals LLC, ASID Industry Partner, 480.334.1202.

Design Excellence Award Winner

Please accept our apologies for not including the 2nd place winner in the Residential category. The omitted information is below:



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Phoenix Home & Garden/ASID Partnership



Dear ASID Members,

It has truly been a pleasure for Cities West Publishing to have partnered with ASID Arizona North Chapter in 2010. The reason for the partnership was a logical one, as individually we are two well-respected organizations producing superior results and earning loyal followers. Together however, we undoubtedly make our individual brands stronger and to that end, we have succeeded.

We kicked off 2010 with the *Phoenix Home & Garden* Arizona Style Show in celebration of *Phoenix Home & Garden's* 30th Anniversary as the leading publication of Southwest style. We were delighted to jointly share an exhibition booth designed and constructed by ASID. At the beginning of the year our efforts were also directed at reinforcing our partnership by developing a joint logo which we continue to proudly display on our mastheads, and dedicating valuable advertising space to partnership print and electronic house advertisements on an ongoing basis. Additionally, providing sponsored *Phoenix Home & Garden* and *PHOENIX* Magazine subscriptions to ASID's complete membership was a must for us. We further demonstrated the synergy of the mutual affiliation through the exchange of content through our print publications and electronic means. It has been Linda Barkman's pleasure to supply content to ASID's quarterly publication and monthly e-blasts, and likewise, ASID's contribution to our own e-blasts has been valuable.

In our view, one of the key elements to our partnership was the importance of showcasing and highlighting ASID's Excellence Awards recipients and their award-winning work in the September issue pages of *Phoenix Home & Garden* and *PHOENIX* Magazine. Ten pages in *Phoenix Home & Garden* were devoted to ASID's residential winners and their work, and six pages in *PHOENIX* Magazine were dedicated to the commercial award recipients. Considering the print runs on both publications, that constituted approximately 1,690,000 September pages dedicated solely to ASID's outstanding talent! Astounding... and well worth it. Attending your Excellence Awards and providing September issues just in time for the event was paramount to us.

Following the September efforts, *PHOENIX* Magazine extended the opportunity for deserving and generous ASID designers to contribute to October's Phoenix Fashion Week at the W Hotel in Scottsdale, for which *PHOENIX* Magazine was the exclusive media partner. ASID received exposure and credit for the exquisitely designed and furnished Fashion Buyer's Lounge.

2010 culminated in *Phoenix Home & Garden's* ASID Holiday Party on December 15th, an event we were thrilled to produce for ASID's members. We were truly looking forward to this event, hosted by Westar and sponsored by Today's Patio and Zocallo Plaza, where ASID members could celebrate in a warm, spacious environment with food and refreshments. At this event we were also delighted to unveil inaugural copies of much-anticipated DesignArizona 2011 and ASID is beautifully represented in this completely revamped annual resource, with its full page letter to our readers prominently displayed up front in the issue.

It was a pleasure to revisit a partnership between Cities West Publishing and ASID in 2010, and it has undoubtedly been a busy and productive year for both our organizations. We transition into 2011 with excitement and vigor surrounding the further potential our partnership holds.

Thank you,

Cities West Publishing
Phoenix Home & Garden
PHOENIX Magazine



ASID Design Excellence Awards

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Entries submitted this year will follow a digital format. Projects will be submitted in a Power Point or PDF format on CDs. No binders will be accepted. An example entry will be available online and seminars will be held in the months before the submission deadline for those needing further explanation or assistance.

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Native Foods and the Navajo Way of Life

by LaDawn R. Bentley, ASID

In the state of Arizona, the Navajo Nation (also known as the Dinè Nation) is the largest American Indian tribe in North America. The Dinè (pronounced Dah-neh) people are descendants from a large family of Athapascan Indians, which migrated from Alaska and Canada into the northeastern part of the state of Arizona in the early 1600s. Today, they are one of the 21 federally recognized tribes in Arizona. Their present reservation area is 24,000 square miles and covers a majority of northeastern Arizona, New Mexico, Utah, and Colorado.

The tribes' culture differs from other tribes in the area in the way of life. Their traditional houses are a "Hogan." A Hogan has six to eight sides that are made of timber and mud. The entrance to the Hogan always faces east. Most of their traditional ways of life include herding sheep, raising livestock (cattle and horses), pottery, baskets, weaving rugs and blankets, and hand forged jewelry.

The Traditional Way of Life

The Dinè tribe is a maternal based tribe in which the woman is the center of the home, which comes from the ancient deity of Changing Woman. The Navajos revere her as their God, which is quite different from the Holy Bible. Changing Woman is a model woman; she is loved by the Navajos, appreciated and respected by her role of a nurturing mother, and is the premise of religious lore. A Navajo woman's role in her family is to be equal to her husband and share responsibilities; she is neither superior nor inferior to her husband.



Typical modern day Navajo kitchen



"Entering Womanhood" ceremony (L to R) my sister LuDean, my Grandma Hope, my cousin Stephanie, and I (C1987)

Throughout the year family household activities are varied. In the springtime, Navajos shear their sheep and plant crops (corn, beans, squash, pumpkins, melons, chili, and cotton) in non-irrigated fields. During the summer, they maintain those fields, with hoeing weeds and making sure their crops flourish. Another activity is to spindle and dye the wool into yarn. The gathering of native plants is a timeless tradition and many plants are used to create different dyes for the yarn. Fall is the time for harvesting crops. A majority of the grown crops and gathered wild plants were shared with family members and dried for the winter. During the winter months, men and elders would educate the younger generation of beliefs and

religion. Women would teach their daughters how to weave rugs and blankets, care for the family, cook foods, and become responsible for their chores. Sacred healing ceremonies would also be performed during this time.

Traditional family life in the home would involve the mother teaching her children four major elements: religion and traditions, food, water, and plants. It's important that children know about Navajo religion, traditions, and beliefs. This includes storytelling of the universe, Changing Woman, the Holy People, the world around them, and particular regard to Mother Earth and Father Sky.

In regard to food, mothers and their daughters would work in preparing the food and feeding the family while young boys also helped, learning about food and game. They also gathered different types of wild food and fruits. Fathers would aid in gathering wood, herding the sheep and cattle on horseback, hunting wild game, and gathering wild food and fruits. Gathering water was an essential part of life and growth since most of the reservation has underground water system where the Holy People placed springs throughout Navajo land.

The last instruction was on plants, in which the major crop and diet is corn. Corn holds sacredness for the people; there are many ceremonies, dances, and prayers conducted with the use of corn. Without these four elements, there would be no life.

The traditional way of cooking and preparing food was done over an open fire or on an ironwood stove inside the Hogan. In the morning before dawn, the Navajo woman would rise, go outside her Hogan, face the east, and pray to the dawn with white cornmeal. She would then return inside, build a fire with her daughter, grind corn on a stone grinder, and prepare cornmeal

for breakfast. It is the Navajo belief that corn in the morning makes a person strong and follows the way of the traditional deities. Traditional Navajo dishes include mutton, stews, corn cakes, native breads and tortillas.

Sheep and other livestock are also butchered in the morning, since it is believed the meat is the freshest and the tastiest at that time. Most of the meat is cooked, chilled or given away to other family members. All parts of the livestock are used, nothing is wasted. The hide of the animal is preserved, dried, and used for bedding or clothing.



An oilcan fashioned into a functional stove sits in the center of a Hogon located at the Navajo Nation Museum in Window Rock, AZ. The Hogon set the stage for a traditional Navajo wedding ceremony held in early spring of '09



A traditional maternal Hogon in the winter months. This Hogon is commonly found throughout the Navajo Nation. It is used as a house and as a ceremonial place for various types of healing and sacred ceremonies.

Today's Way of Life

With new housing developments being built on the Navajo Reservation, a modern way of life is taking place. Today, elders, mothers, and reservation school programs teach the younger generation the importance of the culture, way of life and Navajo language, and stress their integration into modern family life. Modern appliances have now replaced fire and wood burning stoves and are now used to prepare native foods.

Due to the economy and way of living on the reservation, kitchens are small and compact. Most of the household appliances are gas, which are a combination of stove and oven, microwave ovens, and refrigerators. A majority of kitchen appliances are mismatched manufacture brands and vary in different colors and styles. This is due to the purchasing of kitchen appliances upon the need of functionality, availability in local stores, and also varies on the lifetime of the product. Hence, appliances are not purchased for material distinction.

Furthermore, native foods are now found conveniently in local supermarkets and restaurants. Different cuts of mutton can be purchased in bulk. Farming crops has expanded into larger irrigated fields and become more commercialized with the use of tractors and large farm equipment. Silversmiths, artists, and rug weavers now sell their crafts at local art shows, trading posts, commercial retailers, and to private collectors.

Regardless of the new developments taking place on the reservation, the Dinè people continue to flourish with their traditional beliefs and traditional way of life. The traditions are still being passed down throughout the generations, regardless of the modern way of living, the advancements in technology, and the changing of times.

Personal Memories of Traditional Teachings

My most memorable experiences growing up involve my time on the Navajo Reservation. I spent countless hours with my two

grandmothers learning to cook. We would spend time with my maternal grandmother, Hope, on her land located near Dilkon, AZ (remote, isolated area). She lived the traditional way of life in which she would rise every morning before dawn. When we would come and visit, she would wake my sister, my mom, and me up in her Hogon. We would watch the sun come up in the east and she would say her morning prayers in Navajo. My grandma Hope also had a small garden for crops that wasn't irrigated. Every spring she would plant and when we came to visit we would have to hoe the garden and check on the crops. When she would cook, we'd use the wood-burning stove to cook food on. We'd haul water from miles away. She'd teach us the traditional way of life by cooking, weaving rugs, telling us about Changing Woman and singing songs.

On the other hand, my paternal grandmother Mary lives in Fort Defiance, AZ. Since she lives in a rural area, she has indoor plumbing and electricity. She would have me help her prepare different traditional foods but with modern appliances. One day I asked her why she had different appliances and she told me, "It still works, we prepared all this beautiful food, and the food is ready. You're going to eat, right?"

As I reflect upon those days, those were precious days with my grandmothers Hope and Mary. Like their own elders, they passed down their teachings to their children and grandchildren. I will continue to pass them onto my daughter as she grows up.



LaDawn R. Bentley, ASID belongs to the Navajo (Dinè) Nation. She is President of Interior Sanctuaries, LLC, a Scottsdale based firm. LaDawn enjoys learning about American Indian tribes and their distinct ways of life. If you have any questions or comments, you can contact her at lbentley@interiorsanctuaries.com.

*Photography:
Hogon Interior - photo courtesy of Mihio Manus
All other photos courtesy of LaDawn R. Bentley, ASID*

DESIGN FOR HIRE IS BACK!

Mark your calendars for April 2011 to join in on the fun! Meet new people, make new clients, and help support your Arizona North Chapter of ASID! More information will be posted on our fabulous website in the coming months - so check back there for how to sign up!

How Do You Belong?

ASID ARIZONA NORTH CHAPTER *Find Your Niche!*

How Do YOU Belong?

Ambassadors Friends of ASID
 Sponsorships/Awards
 Creative Brief Desert Design Magazine
 IP Hot Topic Legislation
 Community Service Emerging Professionals Real World Design Week
 Professional Development Directory
 Student Affairs High School Outreach

Ambassador - Community Service - Creative Brief - Desert Design Magazine - Design Excellence Awards Event - Design Excellence Competition - Design for Hire - Directory - Emerging Professional - Friends of ASID - High School Outreach - Information Sharing with Tucson - IP Hot Topics - Legislation - Phoenix Home & Garden - Professional Development Day - Programs - Public Relations - Signature Event! Fundraiser - Social Events - Sponsorship/Awards Event - STEP/INCIDQ - Student Affairs - Trade Shows -

www.asidaznorth.org
 Tel: (602) 509-8916



Kick Off 2011 with volunteerism! Many of you have already volunteered and, if you haven't been contacted, you will be!

If you want to get involved, review some of the areas above where the chapter could use your skills! If interested, please contact Jewell Blair, Membership Director, at jaybeeaz@q.com.

ASID Arizona North Chapter Sponsorship Opportunities and Benefits

January 2011

Dear Valued Industry Partners and Arizona North Chapter Members,

Thank you for your continued support of our chapter membership meetings, educational events, social events and the Design Excellence Awards. It has been a challenging few years but despite the overall impact our chapter has become stronger and indications are that things are turning around.

The industry as well as the livelihood of many of our members has shifted, however, there is a sense of comradeship that has come out of our economic challenges. We are stronger and more steadfast than ever and as usual our goal is to assist you in any way that we can to maintain momentum for this year. Your support will give your company greater visibility within the membership and face time for you to create new business with designers you want to reach.

Please give your consideration to sponsoring our upcoming Design Excellence Awards event, which will be held in August 2011. We have multiple levels of opportunity to suit each advertising budget. Please check out the sponsorship levels and information at www.asidaznorth.org.

A member of our sponsorship committee will be contacting you soon to answer any questions and reserve your sponsorship. If you have questions or wish to reserve your sponsorship now, please feel free to contact me directly, or the chair Tracey Marshall (602) 738-0017.

Thank you for creating success for all of the members of ASID Arizona North Chapter.

Sincerely,

Robyn Randall, ASID
 ASID AZ North Chapter President 2010/2011
 (480) 321-8071

How Will You Promote Your Products to



Designers in 2011?



Advertiser Benefits:

- **Reach thousands of design professionals in this market!**
- Reach every ASID chapter member, every quarter
- Extremely cost effective
- Upscale presentation in a 4-color, glossy format
- Consistent visibility and recognition in a well-respected, credible resource
- Form NEW relationships and recognition with designers to increase product awareness
- **Industry Partner listings on chapter website**
- **Full page profile available with website links**

"We have been advertising in local ASID publications for several years and view them as valuable resources for reaching the designers in the local community. We are proud members of the American Society of Interior Designers."

S. Maddox - Ferguson

Deadlines

ISSUE	AD COPY DUE
Spring 2011	April 15, 2011
Summer 2011	July 15, 2011
Fall 2011	October 15, 2011
Winter 2012	January 13, 2012

To Reserve Your Space, Call Today!



Sue Hardesty
shardesty@dsapubs.com
469-789-4306



Look How Far We've Come!

by Robyn Randall, ASID
Arizona North Chapter President

As I dig through old copies of our Chapter's magazine I'm amazed at the variety of information that our history provides. It is our hope to bring some of that history to the members and this article will serve to be a trip down memory lane. I am reading the highlights of our 25th year anniversary issue as outlined by our very first President: Pat Bacon, ASID.

Here are some snippets of information:

- Squandinero was our chapter's first fundraiser. An overgrown garage sale of designer's white elephants with Gail Adams as the brainchild.
- Next was Designer's Market created by Gloria Hauser and Jim Boone.
- Tour De Noel was brought to life by the vision of Karen Rapp and Robyn Lee.
- Diane Worth was instrumental in getting interior design recognized as a profession by the United States Federal Government.

We've lost some of those great venues over the past few years such as Tour De Noel and the Showhouse. We'd like your ideas on creating a new signature event. If you have some ideas please contact Tracey Marshall, ASID at towardadesigns@cox.net.

We need old *Desert Digest/Desert Design* Magazines!

Do you have any issues from 1997 to present? Would you be willing to donate them to our library archives for our chapter? Whether you have one or several, we would appreciate the donation. Please contact Robyn Randall, ASID President to make arrangements for these. Robyn.Randall@robbstucky.net



ASID RealWorld DesignWeek 2010

Thank you to all of the Designer and Industry Partner members who participated in RealWorld DesignWeek (RWDW)!

We had a great turnout again this year with: 13 Designers and IP Members Participating in 29 Shadow Days with many of the professionals hosting multiple days!!

A very special THANK YOU to the following members for your dedication to the industry and our students!!

Ardy Andjelich, Industry Partner ASID
LaDawn Bentley, ASID
Amy Bubier, Allied Member ASID
Audra Lamb, ASID
Dixie Cheryl Lovejoy, Allied Member ASID
Melinda Allen Foote, ASID
Tina Mellino, Allied Member ASID
Jessica A. Moreau, Allied Member ASID
Robyn E. Randall, ASID
April DeGreef Riggins, Allied Member ASID
Brenda S. Strunk, ASID
Michael A. Thomas, FASID
Georgia Weatherspoon, Industry Partner ASID

Some of the Shadow Days included visiting job sites and clients; visiting showrooms, design centers, and vendors; observing workroom procedures; going through old client folders and reviewing projects. Discussing how the designer/IP moved from school to the workforce, along with assessing portfolios and resumes were also important aspects of the student's Shadow Days.

What a wonderful privilege of membership for ASID students to be able to see the real world application of their chosen profession! These experiences help focus student goals on areas the students may want to specialize in, as well as open their eyes to areas they may have never thought about.

RWDW benefits the chapter as well as the students in the following ways:

- Increases student membership and student advancement rates
- Improves student, professional and IP member retention
- Improves relations between practitioners and students within chapter
- Improves relations between IP members and future designers
- Identifies new candidates for future chapter leadership
- Strengthens positive image of ASID in the design community

If you missed the scheduled RWDW week, don't despair! We still have 27 students who would like to be paired with a Professional or Industry Partner member!

If any designers/IP/educational members would like to do a belated RWDW Shadow Day, please contact: Professional Development Director Jill Stebbins, Allied Member ASID (jestebbins@yahoo.com) to volunteer!

Legislative

C O R N E R



by Beverly Lloyd-Lee, ASID,
Legislative Liaison and Tracey
Marshall, ASID, Arizona North
Chapter, President-Elect

Chapter Legislative Point Person

ASID National has requested that a specific point person be appointed by each chapter's Board of Directors to act as a liaison with their state's legislative coalition. The ASID Arizona North Chapter has appointed Beverly Lloyd-Lee, ASID, to fill this position. In conjunction with this Legislative Liaison, our President-Elect, Tracey Marshall, ASID, will act as the point person between the ASID National Government and Public Affairs Department and the AZ North Board of Directors, and will oversee the new Legislative Liaison position.

Legislative & Codes Advisory Council (LCAC)

ASID National has compiled a new committee called the Legislative & Codes Advisory Council. This council is comprised of persons specifically geared to liaison with the chapters and help disseminate information between the chapters and the ASID National Board of Directors. The LCAC member assigned to be the Arizona North Chapter "buddy" is Deborah Davis, ASID. She will liaison with President-Elect Tracey Marshall, ASID and help to keep the chapter informed of national legislative news and concerns.

Interior Design Coalition of Arizona (IDCA)

IDCA supports the efforts to advance the Interior Design profession and protect consumers in Arizona. Its sole mission is focused on Interior Design Legislation. It provides assistance in establishing the profession's recognition, and it continues to facilitate retention of a lobbyist and the services of legal counsel. For more information on the IDCA, visit www.idca.info.

ASID Legislative Policy

ASID believes that legal recognition of our profession is best achieved through the enactment of legislation that:

- Does not limit, restrict or prevent the practice of interior design.
- Does not limit, restrict or prevent anyone from using the title "interior design" or "interior designer".
- Allows state-qualified interior designers to use the title "registered", "certified", or "licensed" interior designer.
- Allows state-qualified interior designers to perform additional services related to the practice of interior design as applicable governing jurisdictions deem appropriate for state-qualified interior designers to perform.

Ideal legislation should:

- Allow interior designers to bid on state and federal interior design contracts.
- Allow interior designers to seal and sign documents for permitting.
- Ensure that interior designers will benefit from reciprocity.
- Provide consumers a venue for the redress of grievances.
- Reduce consumer costs by eliminating expensive document processing.
- Establish a requirement that licensed interior designers continually educate themselves on the practice of interior design.

ASID supports member efforts, through its national headquarters and local chapters, to develop legislative proposals and to advocate for the passage of legislation that allows interior designers who have demonstrated specific skill levels to sign, stamp and/or submit non-structural design drawings for permitting purposes.

Highlights of the 2010 ASID Legislative Symposium

ASID National recently held a Legislative Symposium to bring together all of the Legislative Liaisons, Presidents-Elect, and state coalition members. It was both stimulating and illuminating. It was held October 22-24, 2010 at the Omni Interlocken Resort in Broomfield, Colorado. Bruce Goff, FASID, the ASID National LCAC Chairperson, gave the Welcome Address during the Cocktail Reception.

Saturday morning's opening general session began on a high note with Christopher Kush, Soapbox Consulting, speaking on Legislative Advocacy, Grassroots Messaging & Beyond, addressing the importance of preparing bona fide rebuttals for the opposition. Following this, Don Davis, Director of Government & Public Affairs, presenting ASID Legislative Policy Questions and Answers for those opposed to legislation. Strategic campaign workshops ended the afternoon session.

The Public Relations Evaluation Process message by Dr. Joe Trahan, a fellow in the public relations field, made cogent points reminding all of Edward R. Murrow's creed, "To be persuasive, we must be believable. To be believable we must be credible. To be credible, we must be truthful." Dr. Kenneth James, writer, media/political consultant, spoke on the past, present and future benefits of constructive Legislative Research. Jeff Kenney, AIA, NCIDQ executive director, gave NCIDQ insights. The symposium ended with Bruce Goff, FASID, giving the closing address to conclude an insightful weekend.

Signature Event

by Tracey Marshall, ASID, Arizona North Chapter, President-Elect

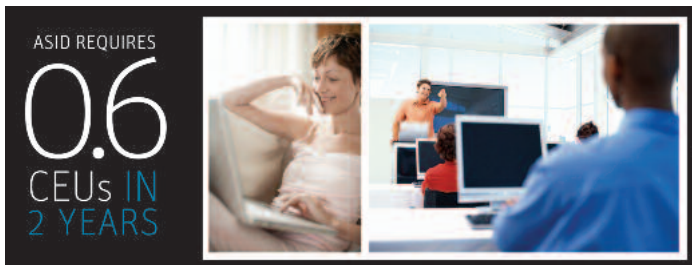


The ASID Arizona North Chapter is looking at options for a new "Signature Event" to be held in 2012.

Did you participate on a committee for Tour de Noel or a Showhouse? If so, I would really like to have your experience and expertise as part of the Signature Event Committee. Or even just the opportunity to pick your brain!

Please contact me (TowandaDesigns@cox.net) if you are interested in joining in at the ground floor of our new and exciting venture. Let's make this a fabulous event!

ps - I would also love to hear from you, even if you were not on a previous event committee, but would like to be instrumental on the new Signature Event Committee.



CEU Requirements

ASID bylaws and policies require all practitioner members (professional and allied members) to earn a minimum of 0.6 approved CEUs every two years. This is a required condition of membership. The current reporting period began Jan. 1, 2010 and will end Dec. 31, 2011. If you have not earned 0.6 CEUs, you must meet this requirement by Dec. 31, 2011. Our chapter has CEU opportunities listed on our website, www.asidaznorth.org/news_events/ceu_information.

STEP Workshops

March 11, 2011 – March 13, 2011
Mesa Community College

For More Information, please feel free to contact:

STEP Workshop Chairperson:
Norma Escandon Michaels, ASID
602-257-2282
Norma@nminteriorsgroup.com

Designer Profiles on ASID Arizona North Chapter website

Every so often we get a call from a designer stating that they are not listed on the chapter website, www.asidaznorth.org.

All designers are listed on the chapter website and the information is received from National. Once again, we urge all of you to check your profiles on National's site and make sure it is accurate.

However, if you did not purchase a Premier Designer Profile, you will be listed at the bottom in alphabetical order only.

You do have the opportunity to purchase a full page, full color Extended Premier Designer Profiles! This is an exciting feature under "Find A Designer" on the navigation bar on the home page. Take a look, if you haven't. Explore new possibilities ... A few profiles are already up for viewing! It is like having your own web page without the huge expense, that you can create and update yourself from your own computer. For those interested in investing in this valuable feature you should find all the information necessary to purchase this feature from the site, just follow the tutorial.

To edit your unpaid profile with specialties, awards and other information you would like to share, go to "Find a Designer." Then select "Purchase and Edit Profiles." About middle of the page select 'Editing your Profile' and then select the "edit profile" button on the main navigation bar, to the right of 'home.' The form will appear to select your categories and fill in your business information. This is free with membership.

Ethics

The Interior Designer's Best Friend:

The Contractual Agreement



by **Jeanne C. Crandall, ASID**

It is the New Year and we are looking at the future with anticipation of good things to come our way. Many of us make resolutions that reflect our plans and goals for the New Year. We make a sincere effort to plan and then propose events that will ensure that their intentions will materialize. Calendars are noted and long-range planning materials are set in motion. Efforts are directed to action plans and the review of documentation for performing an efficient business operation.

In this New Years Ethics article I would like to add to your review checklist of one of the most important documents that a professional Interior Designer will create: The agreement between the Client and the Designer for professional services rendered. "The Contractual Agreement." This contract, when not executed and written properly, becomes one of the biggest pitfalls for client dissatisfaction and lawsuits. Review your Interior Design Contract today! New national legislation and regulations may affect your contract, especially when your clients are out of state.

The following are some very good guidelines and the necessary points to include in your contract: A good contractual template provides an outline of seven (7) essential considerations.

1. Scope of the project.
2. List of services that can be provided.
3. Client/Owner responsibilities.
4. Termination of agreement.
5. Interior design fees.
6. Additional services.
7. Payment to the designer.

As you review your contractual agreement, refer to the ASID Code of Ethics that can be found in your Membership Directory and also online at www.asid.org/about/ethics.

In closing, my New Year's resolution for you is to have a prosperous and successful New Year.

welcome

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

Practitioners - Allied

Joi Diane Prater, Allied Member ASID

Interior-Design-Studio
8926 E Calle Buena Vis
Scottsdale, AZ 85255-8366
(760) 402-2489
jdprater@roadrunner.com

Student Members

Kathleen Marie Morgan, Student Member ASID

3038 E Flower St
Phoenix, AZ 85016-7538
(602) 299-2485
kathleen_morgan@ymail.com

Practitioners - Professional

Diana L. Frankowski, ASID

8888 E Mescal St
Scottsdale, AZ 85260-6126
(440) 356-1184
diana.frankowski@amtico.com

Jose E. Martinez, ASID

JForm Design Studio, Ltd
1 N Central Ave, Ste 104
Phoenix, AZ 85004-4416
(602) 712-0400
jmartinez@formdesignstudio.com

Industry Partners

Bedmart

Brian Roberts, Manager
12851 N Tatum Blvd
Phoenix, AZ 85032
(602) 482-2136
broberts@azbedmart.com

Robb & Stucky

Alan Reinken
15440 N Scottsdale Rd
Scottsdale, AZ 85254-2123
(480) 321-8001
alan.reinken@robbstucky.com

Scottsdale Design District

Don Payne
2708 N 68th St, # 2732
Scottsdale, AZ 85257-1209
(480) 421-0221
donpayne@floostyles.com



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ASID's 35th Anniversary

Reflections

As part of looking back on our chapter's history, long-time members and past presidents, Jeanne C. Crandall, ASID, and Kathleen Thornhill, ASID, agreed to share their thoughts with us. Jeanne was president in 2001-2002. Kathleen's term was 2007-2008.

Q: How has the profession changed since you came into the industry?

Jeanne: I have been a member for 36 years. The biggest change in the profession is that it is so very much more diversified with many directions for the designer to specialize in. I believe ASID National has made great progress in the national advancement and education to the public. It is a much more respected profession.

Kathleen: Since the 1970s, the public has become more aware of our industry (although we have a long way to go). This continues to be a fast-changing industry with increasing levels of professionalism and product concerns. In addition, the Phoenix metropolitan area now offers a plethora of resources not readily available in past decades.

Q: What was your proudest accomplishment as President?

Jeanne: The advancement and formation of the ASID Design Student Chapters from the university level through the community colleges, (including) development of student design competitions with awards, (and) promoting student chapter reporting for the *Desert Digest* (now *Desert Design Magazine*), and the creation of the scholarship program.

Kathleen: We instituted the first year of the now annual Student Charette, the goal of which is to foster cooperation among students of local colleges (thank you to Kathleen Vick, ASID, who developed this format).

Q: What was your best event during your presidential term?

Jeanne: The best event and the most fun was the Zoo Safari Fundraiser for the Student Scholarship Program. We had the Industry Partners, students, and ASID members all donating and involved at the Phoenix Zoo with the general public attending. It was very successful.

Kathleen: Our "best event" was the Student Charette but it must be noted that thanks to a great, well-organized chair, Sandra Kush, the Awards Gala finished the year in style. It was fast-paced, well attended, and there were no real glitches. Sandra handled every detail expertly, leaving no worries for the rest of us.

Q: How has your life and career been impacted by the leadership training offered through ASID?

Jeanne: Before my term as President, I had already been very active and instrumental as the Education Chairman in developing a lot of the goals and programs for the students that were activated in my year as president. I am still mentoring many of the students I had in my studio classes.

Kathleen: At the time it connected me with National's unwavering support. I especially appreciated that through the Presidents Forum (discussions via email) I was able to confer daily with other presidents across the nation.

Thank you, Jeanne and Kathleen.

Manage Your Membership Online

ASID headquarters has dedicated significant resources to technological innovation over the past four years to become truly cutting edge as a professional society. Many of these improvements were done to ensure that members could better manage their membership and corresponding benefits entirely online on www.asid.org.

All Membership Groups Can:

- Update their membership profile
- Change passwords and usernames
- Pay open invoices and print a receipt
- Make voluntary contributions to organizations and causes important to you
- Read ASID ICON online
- Maintain privacy settings
- Find an ASID member via the online member directory
- Print a temporary membership card
- Request a replacement membership card
- Sign up for a STEP workshop
- Maintain their personal interest codes
- Register for events

Practitioner Members Can:

- Request a replacement membership card
- Download the ASID professional member mark (professional members only)
- Sign up for the designer referral service
- Report CEU compliance
- Report design specialties
- Vote in the national ASID election (professional members only)

Industry Partners Can:

- Maintain company and related rep profile
 - Main rep may add or delete representatives from their company
 - Upload the company logo information
- Download the Industry Partner logo

Students:

- Request a replacement membership card
- Request student advancement information

Step-by-Step Instructions for how to Update Profile:

1. Log in to www.asid.org
 - a. Your default login is: firstname.lastname.membernumber (include all periods)
 - b. your default password is: membernumber
2. Click on "Go To My ASID"
3. Under the Heading "Membership, Programs and Services" click on "Profile Update"
4. Click on "Maintain Your Personal Profile Information"
5. Click on the blue link "Update Here"
6. Enter in your new contact information
 - a. You can also update your username and password (please remember to make a note of your new login information)
 - b. Please make sure to specify your preferred contact information*

7. Hit "Continue" once you are finished with your changes
8. If the information is accurate please hit "Correct"

* Please note: your preferred information that you select is how you will be contacted and what will be listed on the ASID Web site. You can view your preferred information at "My ASID" under "Account Information." Please note that in the future you will have the ability to control your privacy settings.

Primary communications with you is through email. If you are not receiving monthly chapter meeting announcements, monthly Creative Brief blasts, or emails from ASID National, please verify your information on the National website using the steps above. If your profile is accurate, check your spam mail and email settings. Email providers are trying to safeguard you from phishing scams and spam which is making it more difficult for legitimate group emails to reach you. If you still are not receiving emails, please email Communications Director, Cindy Lewton at cindy.azdesigngroup@gmail.com for further assistance.

It's that time!!! The renewal process

by Jewell Blair, Allied Member ASID
ASID Arizona North Director of Membership

It's that time, if you haven't already done so, please log on to the National website to renew your membership. While most of our members still have their renewal date on January 1st, an increasing number of members are on the anniversary year and renew across the year. All members, regardless of their renewal date, receive at least three printed invoices in the mail and a number of emailed invoices. We prefer that members pay their dues online by logging in to www.asid.org. If a member does not pay their dues their membership is suspended. To become active again, they must pay the outstanding dues amount. Once a former member has been suspended for nine months they move to terminated status and must pay a \$100 reinstatement fee along with their dues to become active. Note that if a practitioner member has been out of the membership for more than five years they must reapply under the membership criteria currently in place.

Please take the time to check your membership status online. Some memberships are suspended because the full payment was not received. You will be able to check for open invoices when you log in.

Let's push to get as many of our members renewed and in good standing! Talk to your friends and colleagues. Make sure they know their status. If you have any questions, feel free to contact me at 623.825.0105 or email askthedesigner@live.com.

Meeting

RECAPS

ASID ARIZONA NORTH MEMBERSHIP MEETING

By Cindy Lewton, ASID

We had a whirlwind of activity in the past quarter beginning with a successful partnership with IIDA as we jointly hosted UnVeiled 2010. On this same evening, our chapter, along with Alexander-Sinclair and Horizon Art, hosted Mike Weddington as our keynote speaker on the topic of Design Business Management & Marketing.

We are fortunate to have a wonderful partnership with The Home & Design Idea Center. They hosted our October meeting and gave members an opportunity to meet the winning designers of the 2010 Design Excellence Awards and review their entries.

Additionally, IMC gave a wonderful presentation on their new product, ForzaStone. This product is real travertine and marble stone fabricated into 5/16" panels for bath and shower installs and greatly reduces the need for grouting.

Miele hosted our November meeting that featured holiday tablescapes and the Barbie Doll House Student Competition entries (more information and pictures of these entries are shown in this magazine in the Student Buzz section). We were also fortunate to have sommelier, Lizbeth Congiusti provide information on proper wine storage.



We had a beautiful conclusion to 2010 as our media partner, *Phoenix Home & Garden*, and Westar hosted a beautiful holiday party for our chapter.

Literally hundreds of members attended these events. Were you one of them? To prevent double-booking your calendar, remember that chapter meetings are held on the third Thursday of every month. You don't want to miss these! Be sure to check the website, www.asidaznorth.org to know about upcoming events and opportunities to earn CEUs.

Additionally, every month an eblast announcement is sent out to each member with the entire chapter meeting information and details. If you are not receiving this, check your spam or junk mail and if found, mark as "safe." If you don't find it, please update your member profile on National's website—our email list comes directly from National and is updated monthly.

We hope to see you at the next meeting!

ASID MEETS

*Phoenix
Fashion
Week*

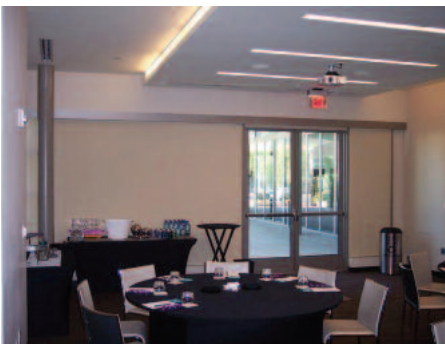
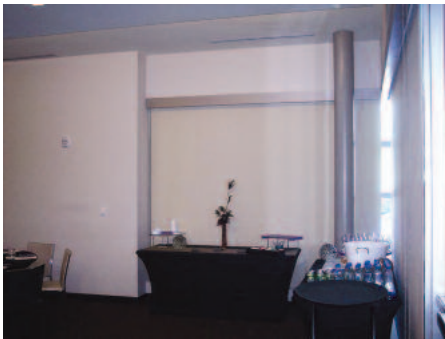
by Jill Stebbins, Allied Member ASID

The W Hotel in Scottsdale was where the action was last fall.

ASID received a fabulous opportunity, when Cheryl Lutton from *PHOENIX* Magazine asked ASID to design a "Buyers' Lounge," for Arizona's leading fashion event, Phoenix Fashion Week.

Armed with an absolutely incredible team of volunteers (gathered together on a

Before



few days' notice)...the crew had three weeks to meet, create a design, and acquire vendor donations, and then only six hours to create a relaxing buyers lounge. Celebrities and local area buyers were able to escape and unwind during the three days of fashion show extravaganza in a beautiful setting!

A VERY special Thank You to ASID members:

- Amy Schwab, ASID, Schwab Luxury Interiors
- Vanessa Chong, Allied Member ASID, Studio V Interiors
- Erin Dayala, Allied Member ASID, Studio V Interiors
- Michele Logan, ASID, Studio V Interiors
- Andrew McClelland, Student Member ASID, Student, Collins College
- Lila Nazari, Allied Member ASID, Simplified Life-Organized

Phoenix Fashion Week is a yearly runway show that "Bridges Designers and Buyers." It draws 1,500 guests and was created to market established and emerging fashion designers from around the globe to top retailers, buyers, media and fashionistas while benefiting the Susan G. Komen for the Cure.

What the fashion industry and the interior design industry share, is a mutual striving for sustainability and living green. They chose a green carpet vs. a red carpet and complimenting their effort, the buyers'

After



lounge was designed with sustainability in mind.

It was such an honor to have been asked to transform the space and be part of such an incredible cause! With the Susan G. Komen For the Cure in mind, the concept for the project was to convey the feeling of love, life, and freedom while maintaining a creative approach. "Naturally, we felt birds signified these qualities best and after considering the organic approach in the hotel lobby, it simply fell into place" said Michele Logan, ASID, from Studio V. Dozens of silver birds gracefully soared down from the ceiling, gliding over tranquil and comforting furnishings, flooring, lighting, and accessories. In addition, the silver, tree-patterned drapery lent an abstract backdrop to the urban, contemporary setting. An eye-catching crimson wall texture was integrated to coordinate with the existing decor.

Eye on Design - This year's trends...



by Linda J. Barkman, Editor
Phoenix Home & Garden

Being in the process of putting together *Phoenix Home & Garden's* Best Kitchen Ideas issue, to be published in May, I've had the pleasure of reviewing many versions of this multi-tasking heart of the home in recent months, and talking to a number of design professionals and showroom owners about the latest materials, finishes, appliances and design ideas their clients are gravitating toward.

One of the bigger trends noted is actually a continuing one that is more pronounced than ever—the integrated kitchen. A by-product of Great Room designs that incorporate an open kitchen, today's integrated kitchen sees appliances and other evidence of the room's primary function virtually disappearing. Refrigerators and freezers might be disguised as armoires or part of a flush cabinet bank, dishwashers hide behind unobtrusive panels, and colors and finishes are chosen to ensure that the kitchen blends with adjoining living spaces.



Style-wise, preferences seem to be trending toward Contemporary and Transitional looks, with cleaner lines and sleeker finishes. This seems to be mirroring a like trend in interior design in general. But in all cases, personal expression is an important component, and artistic details such as a curvaceous design on the outer edge of a backsplash offer new avenues for a designer's creativity.

Although resale value is still a factor when updating or renovating a kitchen, since many homeowners these days are opting to stay put, a kitchen that is high in quality and highly functional to boot is more important than ever. This might be expressed in such conveniences as beverage drawers and built-in single-cup coffee machines, as well as in state-of-the-art appliances, low-maintenance materials, and efficient space planning. Long live the work triangle!

I've heard from many designers that they currently are doing more fix-ups than whole-house projects, with kitchens leading the way. With that in mind, our May issue will showcase some exciting new kitchen products and ideas that raise the bar on being special.





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Mesa Community College

Mesa Community College Submitted by Kim Witgen

Excitement and anticipation were the main ingredients for the first Mesa Community College Interior Design Group meeting of the new school year. Former classmates reconnected after the summer break and new friendships were created through a shared passion for interior design.

The main objective during our first meeting was to elect our new board. We had an impressive turnout that included faculty advisor CJ Robb, representatives from professional interior design associations, and students eager to become involved. Our newly elected officers are Ana McCann – President; Kim Witgen – Vice President; Nicole Palumbo – Secretary; Paulette Kim – Publicist; and Dorothee Gang – Student Government Representative. Several students volunteered for Liaison positions. Those students include Jennifer Brautigam, Rose Buhanan, Amy Jo Crockett, Paulette Kim, Marni Nill, Patricia Whitescorn, and Kim Witgen.

After her election, President Ana McCann addressed the 'i.d. group' with the direction for her term. She recognized the many talents and skills of her fellow classmates that she has had the opportunity to observe in the classroom as well as outside activities and competitions. She expressed her belief in the benefit of collaboration, encouraging students to enhance their education by sharing ideas through thoughtful and creative discussions. She noted the rarity for any one individual to possess all the knowledge and skill within their field, and the limitations involved with just one point of view. She stated her goal for 'i.d. group' is to create a safe forum for the stimulation of creativity through the diversity of its members and to recognize the value of each individual perspective. Students were inspired to build a strong team and not allow the lack of opportunity in the job market to create a hostile and competitive environment. Ana celebrated the dedication of the interior design students for staying true to their passion and continuing the pursuit of their education in a questionable economy.

Students have demonstrated this philosophy in the first semester of the new school year with record numbers in attendance at many events hosted by professional interior design organizations. The benefit of collaboration was extended beyond fellow classmates as they joined in networking opportunities with industry professionals. Michael Thomas, ASID President, inspired students as he discussed his book *Residential Design for Aging in*

Place at Unveiled. Lectures were attended at various locations including Baker Furniture. Interior design students also expanded their skill set at a Sketchup Workshop hosted by Google on the MCC campus. Students representing MCC



completed in IIDA Petutopia as well as the ASID North Chapter Barbie Room Design benefitting Toys for Tots. Jennifer Brautigam (pictured) won First Place with her Barbie bedroom design that included working lamps for the nightstands.

Our excitement is only heightened as we conclude our fall semester and start the New Year. The 'i.d. group' at MCC is looking forward to successful fundraising events for financing additional academic activities. The events include the creation of student business cards, the sale of messenger bags donated by Dunn-Edwards, and an estate sale sponsored by donors including Hart Interior Design. We support and encourage our fellow classmates as they prepare to compete in various events including IIDA Couture. We will continue to benefit through collaboration with other students as well as willing industry professionals as we complete our educations and prepare to enter the work force offering beautiful environments with superior functionality.

SAVE THE DATE!
Student Career Days
Friday March 25 - Saturday March 26

The Art Institute of Phoenix

We are about to finish yet another quarter at The Art Institute of Phoenix, and what a busy one it has been! So many events and opportunities were made available for our students to take part in. In October, two of our students took a Saturday morning to volunteer with Habitat for Humanity. Both agreed the experience was extremely rewarding, especially since they were able to meet two of the future homeowners. Our student chapter also hosted the ASID Pizza Party where Jill Stebbins and Cory Golab explained the organization and how it can be such a positive influence on



designers even at the student level. We had great attendance, and students were really impressed by the professional presentation. In November, two students presented a Murphy Bed style doghouse at the annual IIDA Petutopia charity event held at the Franciscan Renewal Center. Also in November, Laurie Clark with Sherwin Williams presented their 2011 Color Trends Forecast.



A few students connected with our local professionals to get some hands-on experience with ASID RealWorld

DesignWeek. Thank you to those professionals who took the time out of their busy schedules to mentor those students who are up and coming! Each of the student clubs at The Art Institute participated in a Charity Tree event at the Metro Center Mall. The project goal involved decorating a 7' pre-lit tree to reflect the student group's identity;



the tree would then be auctioned off with the proceeds going to a local children's group. Our final event for the quarter was hosting Art Institute alumna LaDawn Bentley who gave us practical insights into life after graduation and some realistic expectations. After working for various design firms, La Dawn has now started Interior Sanctuaries, and is a professional member of ASID. We appreciate the time she gave us and we left the presentation inspired to continue pursuing what we have already worked for so hard.

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ASID Student Members

Did you Know?

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Students must have completed half the requirements for a degree or certification program in interior design, have financial need, achieve a 3.0 GPA or better, have career objectives in interior design, be enrolled in at least two interior design classes, and be a member of the ASID, Arizona North Student Chapter or an independent.

Simply submit a Student Scholarship Grant Application, a CD portfolio with a brief description of each item on the CD of recent design projects: CAD or Hand Drawings of Space Plans, Details and Elevations, Sketches and Renderings, Color Boards, Construction Documents or Specifications.

In addition, submit your transcripts, letters of recommendation, a brief letter of your background and experience, goals after graduation, the reason you chose the interior design field and why obtaining the scholarship is important to you.

For Applications - Please ask your Instructors and/or Department Head

Deadline for entries: [March 25th, 2011](#)



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- 3 HOT TOPICS EVENT—REMODELING: REINVENTING, RE-PURPOSING, AND REFRESHING A SPACE
- 5 STUDENT CHARETTE COMPETITION
- 11 ASID AZ NORTH BOARD MEETING
2:00-4:00 PM AT ROBB & STUCKY INTERIORS-EAST WING
- 17 CHAPTER MEETING – “REBUILDING THE HIGH-END MARKET IN A DOWN ECONOMY”
LOCATION: SUNWEST APPLIANCE DISTRIBUTING, TEMPE, AZ

March

- 11 ASID AZ NORTH BOARD MEETING
2:00-4:00 PM AT ROBB & STUCKY INTERIORS-EAST WING
- 17 CHAPTER MEETING – “USING DESIGN PSYCHOLOGY TO CREATE IDEAL PLACES” .2 CEUS
LOCATION: ARIZONA TILE, SCOTTSDALE, AZ
- 25-26 STUDENT CAREER DAY – CHECK WEBSITE FOR DETAILS

April

- DESIGN FOR HIRE: ALL MONTH
- 8 ASID AZ NORTH BOARD MEETING
2:00-4:00 PM AT ROBB & STUCKY INTERIORS-EAST WING
- 18 PAST PRESIDENTS ADVISORY MEETING
- 18 AWARDS COMPETITION ENTRIES DUE
- 21 CHAPTER MEETING
LOCATION: KRAVET SHOWROOM, SCOTTSDALE, AZ

May

- DESIGN FOR HIRE: ALL MONTH
- 13 ASID AZ NORTH BOARD MEETING
2:00-4:00 PM AT ROBB & STUCKY INTERIORS-EAST WING
- 19 CHAPTER MEETING - POST MARKET EVENT
HOSTS: AZ CUSTOM DESIGN
LOCATION: TBD

June

- 10 ASID AZ NORTH BOARD MEETING
2:00-4:00 PM AT ROBB & STUCKY INTERIORS-EAST WING
- 14-16 NEOCON
- 16 CHAPTER MEETING- ICE CREAM SOCIAL
LOCATION: OLD WORLD STONE

July

- 8 ASID AZ NORTH BOARD MEETING
9:00 – 11:00 AM AT ROBB & STUCKY INTERIORS-EAST WING
- 18 PAST PRESIDENTS ADVISORY MEETING
- 21 CHAPTER MEETING- NONE

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



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