



# desert DESIGN

THE ASID ARIZONA NORTH CHAPTER

SPRING 2009



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LINDA KOLESAR, ASID  
ASID ARIZONA NORTH  
PRESIDENT 2009

TIME WELL SPENT was the theme of Education Day 2009. Members who took time to attend gained a new perspective and learned another approach to working within our industry. The CEU sessions addressed fee-based interior design, as well as insight on the importance of proposal, contract and agreement documents. A big thank you to Tricia Thompson, Industry Partner Representative for Enmar Hardwood Flooring and Education Day Chairperson, Melinda Foote, ASID and Professional Development Director, Donna Vining, FASID and CEU presenter, Katie Kolesar, Student Member ASID and fashion stylist presenter, and SubZero & Wolf, Industry Partner of ASID and event sponsor.

We know the phrase "time is money". It is certainly true that regardless of the economic situation, our time is always valuable. Emerson said, "This time, like all times, is a very good one, if we but know what to do with it". As we await better economic times, this is a good time to take stock and make any necessary changes to our own business practices. Although a business slow-down is never welcome, it does present certain opportunities. Things for which there was too little time, like taking a class, writing an article, researching a topic or retooling the website, can now fit into the schedule. Better times are ahead and now is the time to prepare for the future.

Be sure to include attending ASID AZ North Chapter membership meetings in your plans for the future. Take advantage of the relevant industry information offered along with industry contacts for products and services for your projects. Acquiring this key business tool is fun in the congenial settings of our meetings!

Our March meeting had the vibe of a sophisticated cocktail party as members enjoyed socializing, hors d'oeuvres and libations, surrounded by fine art at Horizon Art Gallery, Industry Partner of ASID, located in the Arizona Design Center. Following the social hour, members walked down to the Design Center Atrium where Anita Lang Mueller, Allied Member of ASID and frequent award winning designer, gave her excellent presentation on "Characteristics of Award Winning Projects". Appropriately, our Design Excellence Awards Competition Chairperson, Colleen Heldenbrandt, Allied Member of ASID announced details for the upcoming awards competition; entries are due June 1st at the Kravet showroom.

The April membership meeting at Baker/McGuire Furniture and Ann Sacks Tile, Industry Partner of ASID promises to be especially informative on the subject of fine quality custom upholstered furniture. Steve Gasky, upholstered furniture expert from Dapha Furniture, will present "Dapha – The Solution to Custom Upholstery". The furniture produced by Dapha is designed to be timeless, comfortable and built to last for generations.

The month of May was scheduled to usher in our chapter's first golf tournament, ASID CARES GOLF CHALLENGE, a fundraiser for ASID and Childhelp. The Golf Committee Chairpersons, Bev Hogshire, Allied Member of ASID, and Harold Hoeg, Industry Partner Representative of Horizon Art and I have recently made the difficult decision to postpone the tournament. It is our desire to make the tournament's debut a big success with widespread participation of the greater community as well as our own industry. The current economic situation does not support that goal and for that reason, the tournament has been postponed, with the date to be announced at a later time. We would like to thank all Golf Committee Members for your enthusiasm and efforts. Your work on the committee is very much appreciated!

The past six months have been busy for our chapter and filled with events and opportunities for all members to network and become more informed. Thank you for your wonderful support and especially for attending our membership meetings. Please continue to be involved in chapter activities; you'll be glad you did!

A handwritten signature in cursive script that reads "Linda Kolesar".

Linda Kolesar, ASID  
ASID Arizona North Chapter President

# desert DESIGN

Spring 2009



on the cover  
**Our Future: Design Education|Students**



34



12



8



26



24



38



40

## features

Education Day 2009 .....	8
Student Career Day .....	10
Valley's Interior Design Education .....	11
Student Charette .....	12
Legislative Corner .....	14
Ethics - Website Ethics .....	16
Elegant Window Wins International Workroom Award .....	22
ASID Joins ChildHelp "for the love of a child" .....	24
Protect Yourself (and Others) While Surfing .....	26
Arizona North Chapter Website - New and Improved! .....	28
ASID Requires .06 CEUs in 2 Years .....	32
Getting to know... Jessica Moreau .....	40

## INDUSTRY PARTNERS

@ the Office, Industry Partner .....	34
--------------------------------------	----

## STUDENT BUZZ

College Updates .....	38
-----------------------	----

## departments

President's Message .....	4
Board of Directors .....	6
Meeting Recaps .....	18, 20-21
Arizona Showroom News .....	36
NCIDQ Update .....	37
Welcome New Members .....	37
Industry Partners Directory .....	42
Calendar of Events .....	46

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LINDA KOLESAR, ASID  
Tel: (480) 814-7052  
Email: vintagehouseint@hotmail.com



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BRENDA S. STRUNK, ASID  
Tel : (480) 239-9559  
Email : b\_strunk@msn.com



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SUSAN A. NICHOLSON, ASID  
Tel: (480) 429-9337  
Email: dwki@aol.com



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Tel: (480) 821-8579  
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Email: Brooke@subzerowolfsouthwest.com



**Student Representative**  
PATRICIA VERA  
Tel: (480) 773-1827  
Email: patty\_leo80@yahoo.com



**Chapter Administrator**  
PAULINE WAMPLER  
Tel: (602) 569-8916  
Email: info@asidaznorth.org

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**ASID Arizona North Chapter Office**  
4035 E. Fanfol Drive  
Phoenix, Az. 85028  
Tel: (602) 569-8916 • Fax: (602) 996-3966  
info@asidaznorth.org • www.asidaznorth.org

**ASID National**  
608 Massachusetts Ave NE  
Washington DC 20002-6006  
Tel: (202) 546-3480 • Fax: (202) 546-3240  
Toll free: (800) 610-ASID (2743)  
asid@asid.org • www.asid.org

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**Editor ASID Communications Director**  
Kathy Harris

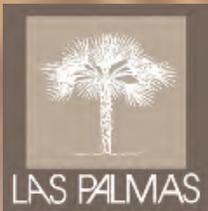
**Chapter Administrator**  
Pauline Wampler • 602-569-8916

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## advertisers index

7TH AVENUE DESIGNS . . . . .	23	DECORATIVE CONCRETE		ONE POSH PLACE . . . . .	9
ALEXANDER - SINCLAIR . . . . .	7	STAINING & SCORING . . . . .	29	LUXE MAGAZINE . . . . .	45
ALL WOOD TREASURES . . . . .	19	THE ELEGANT WINDOW . . . . .	22	PROSOURCE . . . . .	29
ARIZONA TILE . . . . .	35	ENMAR HARDWOOD FLOORING, INC. . . . .	41	RABBIT CANYON DESIGNS . . . . .	47
THE ART DEPARTMENT . . . . .	21	FIBER SEAL OF PHOENIX . . . . .	22	REMINGTON WOOD PRODUCTS . . . . .	3
BEST LIL' FRAME SHOP . . . . .	29	HEATHER AND FRED STUDIOS . . . . .	29	REST ASSURED . . . . .	44
CACTUS STONE & TILE . . . . .	18	HINKLEY'S LIGHTING FACTORY . . . . .	2	ROCKHARD DESIGNS, INC . . . . .	31
CLOSET FACTORY . . . . .	13	HORIZON ART . . . . .	33	STEINWAY OF PHOENIX . . . . .	41
CUSTOM COVERINGS . . . . .	21	MOE M. TAVASSOLI . . . . .	17	VILLAGIO TILE & STONE . . . . .	48



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# Education DAY 2009

**By Tricia Thompson, Industry Partner Representative for Enmar Hardwood Flooring and Linda Kolesar, ASID, President**

HUGELY SUCCESSFUL is the way to describe Education Day 2009 with a total of 80 in attendance! The day began with check-in by Pauline Wampler, ASID Administrative Assistant, distribution of CEU session folders and a delicious, hearty breakfast, compliments of Chef Whitney and SubZero & Wolf Appliance Showroom, Industry Partner of ASID. The morning .2 CEU session, To Fee or Not to Fee was peppered with amusing anecdotes and illustrations by ASID Distinguished Series Speaker, Donna Vining, FASID, IIDA, who kept the valuable presentation informal and entertaining. Different methods of charging for fee-based design were discussed. Donna also shared tips for tracking hours and detailing invoices to clients.



**Donna Vining, FASID giving a very lively and informative CEU seminar.**



**Katie Kolesar accessorizing our own handsome Paul Sarantes, ASID, with accessories from Carter's Men's Clothing, Phoenix, AZ.**

The morning CEU session was followed by Katie Kolesar's style session, Accessorize to Maximize Your Look. Katie, Fashion Coordinator for So Scottsdale Magazine, demonstrated the power of accessories to update an outfit and keep the look fresh, as well as how to make a statement with accessories. Assisted by models from our membership wearing outfits from their own wardrobe, Katie supplied the accessories. Our lovely models were: Janet Brooks, ASID, Melinda Foote, ASID, Laurie Friedman, Industry Partner Representative of Pindler & Pindler, Angelica Henry, ASID and handsome Paul Sarantes, ASID. Speaker Donna Vining was so impressed with one of the neckwear pieces that she purchased it on the spot!

Lunch was another culinary delight by Chef Whitney and was provided courtesy of SubZero & Wolf. Great food and great conversation filled the lunch hour. Another highlight of the lunch hour was the terrific raffle organized by Education Day Committee Chairperson, Tricia Thompson, Industry Partner Representative of Enmar Hardwood Flooring. Four \$100 raffle prizes were drawn. Thank you to Burdette Cabinets, Facings of America, Enmar Hardwood Flooring and Rocket Media, all Industry Partners of ASID, for donating the prizes.

During the afternoon .2 CEU session, Practice Makes Perfect: Business Tools for Success, speaker Donna Vining covered contracts and legal documents. Answering numerous questions throughout her presentation, Donna held the interest of all participants on this important topic.

Balancing legal protection with the desire to avoid an off-putting document, she offered various examples. One of the points she made on contracts and letters of agreement was to have all of the arrangements and understandings clearly spelled out.

At the end of the day, personalized CEU certificates were given to all participants for record keeping. A reminder was also given to self-report CEU compliance to ASID National before December 31, 2009. Education Day 2009 was a very full, enlightening and entertaining event. A BIG THANK YOU to Brooke D'Alleyrand, Industry Partner Representative of SubZero & Wolf Appliance for setting things in motion and making sure everything worked according to plan!



**Tricia Thompson, Education Day Committee Chairperson picking a lucky raffle winner. Thanks to all the Industry Partners who donated the fantastic prizes.**



**Katie Kolesar, Fashion Coordinator for So Scottsdale Magazine with another successful accessory update for model Janet Brooks, ASID.**

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# Student Career Day

**By Tracey Marshall, ASID Arizona North Chapter, Student Affairs Chair**

This year's Student Career Day was held on Friday, February 20th. It was an intimate gathering of professional designers and career-minded students. After lunch and introductions, the students split into groups of 3-4 students per designer. The groups rotated every 30 minutes so that all students could have question & answer periods with each designer. The professionals ranged from residential to commercial, and also included a local carpet rep to showcase the many ways an interior design degree can be utilized. For those students who came with portfolio in hand, several designers "interviewed" them and gave indepth critiques of their portfolios and resumes. We also announced the top winning teams from the Student Design Charette.

## **Congratulations to:**

### **First Place:**

Shea Farris (Collins), Jessica Moreau (SCC) & April Studlo (MCC)

### **Second Place:**

Heather Gilbert (AI), Nettie Roed (MCC) & Melanie Thompson (SCC)

### **Third Place:**

Shenan Hanks (MCC), Crystal Hughes (SCC), Stephanie Nelson (Collins) & Jill Stebbins (SCC)

Each winning team member received a student gift bag from Dunn Edwards and a check for \$50-\$100.

We would like to thank the design professionals that helped us with this event: Denise Alexander, Lynne Byer, Sandra Evans, Dan Heldenbrandt, Alisha Newman, Aliesha Nichter, and Luann Thoma-Holec. We would also like to thank our sponsors Dunn Edwards and Design One International, and the hosting provided by Collins College at their new Phoenix location.



Students participating in practice interviews.



Career minded students in a question and answer session with interior designer Lynne Beyer, Allied Member ASID, Lynne Beyer Designs.



Congratulations to the Student Charette Competition 1st Place winning team. From left to right: April Studlo, Jessica Moreau and Shea Farris.

## Interior Design Education

By Chuck Cooper, Director, Gera King, ASID and Marcia Gonzales, ASID

Interior design education has certainly changed since the 1970s, when so many programs and departments started across the country. The body of knowledge has grown and skills sets have become more sophisticated. One example is in computer usage. Since the late 1990's local studio owners have demanded CAD proficiency from the interior design graduate. CAD was shared between architects, builders and designers electronically, which increased the speed of the design process. Since the early 2000's, studio owners wanted to hire graduates with this proficiency because they didn't have the time to take the multiple semesters to master the skill. Today, students are asking for—and we are teaching more ---computer based skills such as Sketch up, Power Point, Publisher, Excel, and Photoshop. With this emphasis on computer skills, we have integrated electronic portfolios into our presentation classes so these portfolios can be easily transmitted over the internet to a prospective employer nationwide. In the last couple of years, we have also had a request from the studio owners for students to have good sketching and rendering skills to go along with the computer skills; to integrate the computer with the hand skills of the past.

We also see a greater need to educate our students about green/sustainable design, Universal design, and lighting design. We integrate these subjects into the classroom as part of our educational requirements. Sustainable design is becoming more available to the general public so designers will have to know more for that saavy consumer. One last trend is that last Fall we had a surge of practicing designers returning for CAD and rendering classes to re-fresh their abilities while their business has slowed, so this is continuing education, not just the initial education of interior design. They are requesting more, in-depth business classes, also.

Our SCC program will experience some changes in the next year due to the Council of Interior Design Accreditation (CIDA --formerly known as FIDER) closing the window for accredita-

tion for three-year interior design programs on January 1, 2010. When SCC gained its FIDER accreditation in spring 2005, FIDER had been in existence for 35 years. In 2006 FIDER changed its name for better name recognition by state legislators for licensing efforts to CIDA and with the name change came a bigger change; they will accredit only universities and private art colleges --no 3-year schools. As of 2007, there were seven CIDA accredited, 3-year schools, all west of the Mississippi and all in metropolitan areas. We banded as a coalition and approached CIDA to re-consider their decision but to no avail.

It took a great deal of effort to add a third year to a community college program and to raise the course competencies to meet the 92 national standards. That effort raised our standards and our expectations of our students. We have an outstanding staff of residential and adjunct faculty at Scottsdale Community College, and we don't anticipate a decrease in quality of education. We do anticipate working more closely with local designers and continually assessing their needs from our students. We are committed to educate our students to take and pass the NCIDQ and LEED exams. We also plan to offer continuing education classes for Valley interior design professionals on current topics, such as our rendering workshops. We see this as a win-win situation for everyone.

While 2009 finds the interior industry in a state of flux and transition to a new and different economy, SCC feels there are many opportunities ahead. We have 30 years experience in educating professionals in an ever evolving profession. We look forward to hearing from the studios about their new directions. We invite them to join our advisory board, speak to classes or host a field trip, as we all work together to educate new designers and support the continued good design of our Valley's future.

**“Building our future---one detail at a time.”**

# STUDENT CHARETTE

By: Tracey Marshall, Allied Member ASID  
ASID Arizona North Chapter, Student Affairs Chair



The ASID Arizona North Chapter held its second annual Student Design Charette on Saturday February 7th, 2009. The event boasted more than 40 participants ranging from first year students to graduating seniors. The students were randomly grouped into three and four person teams and set loose on a design problem. The design problem was loosely based on the NCIDQ format, requiring both commercial and residential space planning. This year the teams developed a concept, color scheme and layout for a pediatric clinic with an attached on-call doctor's apartment. We expanded the timeframe of the competition this year allowing for six full hours of work time. Because of the high turnout, our wonderful volunteer mentors were doubly tasked with overseeing two teams at a time. At the end of the day the judges had a difficult time deciding the winners. The top six teams all had scores within seven points of each other. The top three teams were agreed upon and displayed for all to see...however the actual order of the teams will not be revealed until the Student Career Day on Friday, February 20th. We are especially thankful for the generosity of our sponsors (Collins College, Dunn Edwards, Enmar Flooring, and Utrecht Art Supplies) and for the wonderful hosting provided by Mesa Community College. This event promises to become bigger and better with each coming year.

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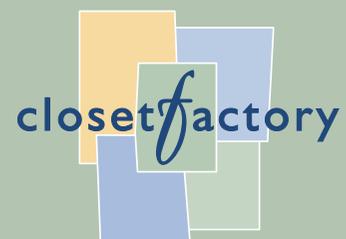
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# Legislative

## C O R N E R



By Marilizabeth Birk, ASID



As I sat in front of my computer screen trying to decide what part of legislation to tackle for this article, I remembered seeing an e-mail in my in-box that I hadn't read yet. Dated March 8th from the Interior Design Protection Council ("IDPC"), it was a "news alert" to all who wanted to know what ASID's policy really says.

Really? No...I mean it. Really?

First off, one must recognize that the "alert" has portions that are taken out of context. It was rather argumentative and attempted to taint one's view of ASID and the goals of the organization. Unfortunately (or fortunately, according to some of you), the space allotted for this article is limited and it is not possible to address and rebut all the items in the "alert". Second, for the full legislative text and complete information, one must direct his or her attention to [www.asid.org](http://www.asid.org). There, one can view FAQs about legislation with information about proposals and laws for specific states, ASID's stance on various legislative efforts, and legislative funding information.

However, as one reads through the "alert's" verbiage and dissects the anger from the truth, one will recognize that their statements about legislation are, at times, unfounded or contradictory. One of my favorite parts of the "alert" states that for an individual to become a member of the "elitist cartel" (known as ASID), one must pay for and pass the NCIDQ. Then, a few paragraphs later, the "alert" mentions (and I quote): "Conspicuously absent is any indication that regulation is being pursued to protect the health safety and welfare of the public." Simply put, IDPC is trying to say here that ASID is not pushing to protect the public. But wait...didn't they already bring up the fact that ASID only supports legislation that will require some type of standardized examination that experienced designers will have to pass? That sounds like the NCIDQ to me. In case one isn't sure what the purpose of the NCIDQ is, read the following as quoted directly from [www.ncidq.org](http://www.ncidq.org): "NCIDQ's core purpose is to protect the health, life safety and welfare of the public by setting standards of competence in the practice of interior design."

There are many inconsistencies in the "alert" - so many that addressing them all would turn this article into a short novel. Regardless, one must

remember the following items: (1) ASID does not regulate what each individual state's legislation requires; (2) ASID lends legislative support to coalitions whose efforts align with their objectives; and (3) ASID supports the NCIDQ exam as the test for minimum competency for both recognition as a state-qualified interior designer and for professional membership in ASID. ASID President Bruce Brigham wrote a letter in early March stating ASID's legislative position: "Be assured that if the interior design services you offer are legal today, ASID will not support any law that makes it illegal tomorrow." This is important for all designers to understand. If you have concerns, take a moment and compare the IDPC "alert" with the ASID Legislative FAQ page and Mr. Brigham's letter on [www.asid.org](http://www.asid.org) website. No, really - go check it out. It's worth your time.

One cannot ignore the fact that ASID is not the only organization supporting legislation. The Position Statement of IIDA (International Interior Design Association) on licensing/registration/certification (Policy 1.2) reads:

"IIDA's position is to promote licensure/registration and/or certification for interior designers. Licensure/registration/certification assists the profession in establishing and maintaining standards to protect the health, safety and welfare of the general public."

Additionally, IDCA (Interior Design Coalition of Arizona) states that they have "the sole mission of protecting the public's health, safety and welfare in Arizona by working to enact meaningful interior design regulations." It all sounds so familiar: a large group working together with others to safeguard the health, safety and welfare of the general public all while encouraging responsibility and excellence in our industry.

Chaos and clinical theories have studied the fact that if there are no standards or consequences, there is chaos. The great philosopher Socrates said, "Order increases in proportion to the decrease in chaos." It's unfortunate, but it appears the goal of the IDPC is that no one be responsible for their actions. Someone must take a stand and propose guidelines and regulations to protect the health safety and welfare of the public - and ASID isn't afraid to push and promote professionalism in our field. Isn't it time to raise the bar nationwide? Would you want individuals who are not willing to grab that bar working on your home? Doctors and lawyers and contractors are required to take exams, follow rules of procedure and are held accountable. Why shouldn't interior designers? And, instead of telling IDPC to go suck an egg, I will instead continue to strive for that higher standard.

# IDCA

## INTERIOR DESIGN COALITION OF ARIZONA

26 March 2009

Ms. Rose Mary Botti-Salitsky, PhD., ASID, IIDA  
NCIDQ Certificate #8816  
Chamberlayne School of Design  
Mt. Ida College  
777 Dedham Street  
Newton Centre, MA 2459

Dear Rose,

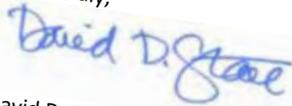
On behalf of the Interior Design Coalition of Arizona (IDCA) I would like to express our thanks to ASID for its generous 2009 legislative grant to us. Please extend that appreciation to you fellow committee members on our behalf as well. We appreciate the continued support of ASID as we work here in Arizona to gain recognition of our profession through legislation. It continues to be a steep uphill battle due to a few strategic issues; ones that will unfortunately keep us in check for the coming legislative session.

That is why, while active in promoting interior design legislation, we are not actively pursuing any specific bill introductions at the moment. It has been agreed with our lobbyist that any moneys spent to that effect would be wasted on an ineffectual effort. So our objective for the remainder of 2009 and into 2010 is to strengthen our position within our community, continue to reach out to those involved with the effects of our efforts, and work on building our own financial resources.

Our plan is to become a stronger force when we do introduce legislation in the coming years. What that means is the ASID grant money, along with other donations, is being utilized to help with these future plans, providing a solid foundation for our upcoming activities – something about which makes the coalition feel good and grateful. We are planning to update our strategic planning in the next few weeks and will look at where these monies will best help at that time. We will keep ASID apprised of our strategies once they are confirmed during the planning update.

So again, on behalf of the IDCA, thank you. And stay tuned for periodic news from the desert on how things progress.

Yours truly,



David D. Stone, IIDA, LEED AP  
NCIDQ Certificate #8043  
IDCA President, 2008-2009

# Ethics

## Website Ethics

By Lynne M. McCarthy, ASID



Everyone seems to have one. But what is it really, and why do they have one? Websites seem to be one of the biggest trends of the 21st Century. The smallest to the largest businesses invest various sums of money in having a website created to represent their company. This marketing trend accelerates any company's ability to expand across the globe in a matter of seconds. The website represents a company as a whole with graphic and visual methods to convey their product or service.

In the formal education and professional practice of interior design we are not taught how to use this technology tool to our best advantage for our design practices. Like many other people, interior designers have to seek out the proper information and methodology of establishing a website. There are numerous ways websites can be created. The first is to hire your own Website Designer or Web Design Company. If you choose this first avenue be sure to find one that is well established and credible. Also be prepared to pay in excess of \$5,000.00. Although you have a substantial up front cost you will have a website that is of professional quality to represent you and your company. Quality and professionalism should be the foremost priority. DSA Publishing & Design, Inc., is our publisher for the ASID Desert Design Magazine, and our ASID Arizona North Chapter Website. They have agreed to offer our ASID Chapter Members Website Design Services for around \$1,000.00. If interested, please contact them directly for a service that meets your needs.

The most economical way to create a website is to find a free Web Host. We do not recommend this avenue because of the complications involved. There are literally hundreds of Free Web Hosting companies advertising on the Web. These free hosts are from companies that give you a small parcel Web space. Often, their intent is to upgrade you to a cost-based service in the future. The biggest down side to these companies is that they are interested in using your free site as advertisement revenue. That's right, they advertise and have pop-ups all over your website making it irritating to the viewer (and potential clients) and conveying an unprofessional image. We highly recommend that you do not use any of these Free Web Hosts.

For professional, allied and industry partner members who are current on their membership dues, we offer three categories of membership profiles:

**Category**

- 1: Free Listing Premier Profile, Category
- 2: Premier Profile with Full Detail Page, and Category
- 3: Website Link Listing.

Please refer to our ASID Arizona North Chapter Website at [www.asidaznorth.org](http://www.asidaznorth.org) for the specifics included in these 3 categories. Our full service publisher, DSA Publishing & Design, Inc., will assist designers on uploading their information if trouble occurs.

When preparing the content for the design on your website consider the Website Ethics that was created for Website designers. It is referenced at [www.websiteethics.org](http://www.websiteethics.org). This content also applies to the profession of interior design.

**The Website Ethics Code of Ethics:**

- 1. I will show faith in the worthiness of my profession by honest, determined effort with unflinching courtesy, in order to merit a reputation for high quality of service and fair dealing.
- 2. I will build ever-increasing confidence and good will with the public, my clients and my employers through honor, integrity, poise, self-restraint and constructive cooperation.
- 3. I will conduct myself in the most ethical and competent manner when soliciting professional or seeking employment, thus meriting confidence in my knowledge and integrity.
- 4. I will provide the services I have quoted at the price and quality that I have quoted.
- 5. I will protect the intellectual property of others by relying on my own innovation and efforts, thus ensuring that all benefits vest the originator.
- 6. I will strive to attain and to express a sincerity of character that shall enrich my human contacts.
- 7. I shall be truthful and honest in all my business dealings.

One of the most important ASID Bylaws is the ASID Appellation and Membership Designation. It is imperative that the content properly occurs on your website. As a quick review, ASID Members shall follow the following guidelines.

A professional member of ASID is the only member entitled to use the appellation without stating his or her qualifying membership classification, e.g., John/Jane Doe, ASID. (FASID if a Fellow of the Society.) ASID members in other membership categories are permitted to use the following designations:

<b>Allied Member</b>	John/Jane Doe, Allied Member ASID
<b>Student Chapter Member</b>	John/Jane Doe, Student Member ASID
<b>Industry Partner Member</b>	(Company) ABC Company, Industry Partner of ASID
<b>Industry Partner Representative</b>	(Individual) John/Jane Doe, Industry Partner Representative for ABC Company.

The membership designations must be spelled out completely. (Note: "of the American Society of Interior Designers" may be substituted for "ASID.") No other modification or deviation is permitted.

In addition, practitioner and student members may NOT use the official ASID logo in any manner. Professional members in good standing MAY use the ASID Professional Member logo. Industry partners MAY use the Industry Partner logo. Please refer to the ASID National website at [www.ASID.org](http://www.ASID.org) for additional instruction and guidelines.



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TO THE TRADE

# January Meeting RECAP

## ASID NORTH MEMBERSHIP MEETING



A group of members mingling outside the entrance to Sauce restaurant.

By Linda Kolesar, ASID

Imagine – ideal Chamber of Commerce weather, a charming bistro setting where gourmet pizza is served, an award winning design project to tour and friends and colleagues with whom to socialize. That describes the January membership meeting perfectly. Our members, 98 strong, gathered at Sauce Restaurant on the Scottsdale Waterfront for a delightful meeting with a party atmosphere. After enjoying made to order individual pizzas, members were guided in groups of 20 to the private elevator that gave access to the corporate offices of Fox Restaurant Concepts.

Beginning in the reception area, the informative office tour was led by Jeremy Lear of Evolution Design and Allison Black of Fox Restaurant Concepts, providing input from the designer’s perspective and from the end user’s perspective. Ending in the world-class test kitchen, where excellent commentary was given by Brooke D’Alleyrand, Industry Partner Representative of SubZero & Wolf Appliances, the award winning merit of the space was evident. Described as a fresh, innovative atmosphere featuring concrete, wood flooring, screen walls and glass, the resulting workplace fosters creativity and interaction. Kudos to Roberta Thomas, ASID of Evolution Design on her 2007 First Place Award for this outstanding project!



ASID members Lorna Blend, Katie Kolesar, Marci Dusseault, Tracey Marshall, Michael Clare.



Enjoying pizzas from Sauce are from left to right: Dan & Colleen Heldenbrand, Colleen Haarer and Karen Mandarinov.

The attentive staff of Sauce Restaurant, Lou in particular, made sure the evening was delicious and Allison Black was so very helpful in working out all the details. Our Board of Directors pitched in to serve as group guides and assistants to Pauline in checking-in members. Thank you to Susan Nicholson, ASID, Brenda Strunk, ASID, Melinda Foote, ASID, Marci Dusseault, ASID, and Patricia Vera, Student Member ASID. A special thank you to Katie Kolesar, Student Member ASID for serving as a group guide and making sure the President got a pizza!

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# THE DO'S AND DON'TS OF PRODUCT DESIGN

By Debra May Himes, ASID, IIDA, LEED AP

Designing product actually began for me as a necessity. Early on in my career, products were not so easily accessible for the independent interior designer. I also felt that as a professional, I should offer a more individual and custom look for my clients. Thus, I began to design product. And, as I continued to design for my clients, I found that designing product gave me great creative control and the satisfaction that I could produce something specific for my clients' projects.

I also began designing product because I believe that elevates you as a professional designer. While designing pieces for my clients, I try to remember how that product should perform and what I want to accomplish with that design. Additionally, I believe you should always consider the health safety and welfare of your clients in your designs.

Design products and finding the right venue for the distribution and sales of those products can be a daunting experience. It will take money, time, contacts, and ingenuity. Prototypes will be more expensive and difficult than you think they will be. Therefore, give careful thought and planning in the beginning.

Custom designs can create manufacturing challenges. Coordinating multiple manufacturers to complete a design requires significant effort, and it is often a challenge to control your design through the

manufacturing process. In addition, considerable effort will be necessary to control the quality of your finished product and ensure it is up to your standards.

Therefore, one of your challenges will be finding the right manufacturer for your design. Many times, unique designs may require modification, while complicated designs require appropriate materials that will perform properly. Manufacturers often have so many suggestions. Some will be applicable to your designs while others will not be. Don't let manufacturers alter your designs, unless it is absolutely essential.

In summary, I have five final thoughts when designing product for your clients:

1. Understand your clients and their needs.
2. Be specific in your design.
3. Be selective in you selection of a manufacturer.
4. Be realistic about the costs involved in producing your product.
5. Give yourself enough time to produce the desired results – a product you can be proud of.



Debra May Himes giving her presentation on product design.

## February Meeting RECAP

### ASID NORTH MEMBERSHIP MEETING

By Kathy Harris, ASID

The AZ North February 19th meeting held at the newly renovated Scottsdale Center for the Arts was a bustling trade show and informative presentations by Debra May Himes, ASID and Laura Zeman, Attorney with Snell and Wilmer. Laura gave the legal perspective on Copyright and Intellectual Property Law. She made a very complex subject much more understandable. See Debra May Himes recap of her very interesting presentation above.



Everyone enjoyed hors d'oeuvres by Arcadia Farms while looking at all of the exciting and new products our IP Members were showing at the trade show.

We would like to thank all of the Industry Partner Trade Show participants. They are so valuable to our membership:

Affinity Kitchens  
 Arizona Tile Supply  
 Baker/ McGuire Showroom  
 Botanical Elegance, LLC  
 California Closets  
 CertaPro Painting  
 Clare Frame and Art  
 The Closet Factory  
 Cullum Homes, Inc.  
 Design One International, Inc.  
 Dunn-Edwards Corp.  
 Emser Tile  
 Hinkley's Lighting Factory  
 Innovative Consulting/

Fortress Seating  
 J G Fine Finishes  
 Kaiser Tile, Brick, Stone, Wood  
 Kip Merritt Design  
 Kitchen Solvers of Phoenix  
 Metal Logos & More Signs  
 ProSource of Phoenix  
 Remington Wood Producers  
 Scott Group Custom Carpets  
 Unique Buildig Concepts  
 Woodcase Fine Cabinetry

# March Meeting RECAP

ASID NORTH MEMBERSHIP MEETING

By Anita Lang, Allied Member ASID



Why do we do what we do? God knows there are much easier ways to make a living!

We do it for the incredible satisfaction of the perfect creation. For that sweet spot of getting in the design zone where ideas are formulating... and voila! There it is – the perfect design solution. And then if, by some miracle, the contractor, the material supplier, the client and the million components come together to where it is actually implemented in a way that resembles your brain child, well don't you agree... it calls for a celebration!

That is what the ASID Design Excellence awards give us a chance to do. Celebrate each other's best projects and

enjoy the culmination of the sweat and tears we all had gone through to get it there.

By sharing, we spur each other on to set an even higher bar as a design community. Designing in this unique southwestern region, we have the wonderful opportunity to be recognized in the design community as true pioneers.

Some points to consider in participating in the design competition successfully:

- All the judges are able to see is what you represent in your photos. Hire a professional photographer. Take the time to set up each photo with the correct composition, including an eye to accessorizing.
- Pay attention to your entries. Dot your "I"s, cross your "T"s and double check that you are following the restrictions.
- Keep your written submission to the point and avoid superlatives, while highlighting your design intent.



## Characteristics of Award Winning Projects

- Speak to the judging criteria, including how you have used principles of scale, proportion, color and composition, designed for function, considered the effect of materials & patterns, and solved for the clients' goals and problems.
- Design the structure first, starting with the architectural detailing, appropriate materials and lighting. Your space is already making a statement before the furniture and accessories are applied.

Good luck with this year's competition. May we continue to encourage each other to greater design excellence!

AZ NORTH would like to thank the Arizona Design Center for hosting the March meeting. A HUGE thank you goes out to Harold Hoeg for the delicious refreshments and art viewing at Horizon Art. Your hospitality is appreciated!

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# The Elegant Window Wins International Workroom Award

*Window Fashion Vision* magazine recently announced the winners of its 2009 Design and Workroom Competition. **The Elegant Window, ASID Industry Partner**, was awarded 1st place in the Specialty Window category and 2nd place in the Top Treatment category within the Ingenuity Workroom Competition for their interpretation and fabrication of a window fashion design created by designer Alisha Newman of IBD Studio.

"The judges, as well as all of us here at *Vision* magazine, were greatly impressed by the quality of entries we received for this year's competition, making the judging process even more difficult for our judges who had to select just 30 winning designs out of the hundreds submitted," said Grace McNamara, president and CEO of Grace McNamara Inc., publisher of *Window Fashion Vision* magazine.

The *Window Fashion Vision* Design and Workroom Competitions have been held annually for the past 23 years and are open to window fashion designers and workrooms worldwide. This year, more than 200 entries were submitted from designers and workrooms located throughout the U.S., Canada and Japan.

Judging was by a panel of 10 industry experts. Awards will be presented at *Vision09: International Window Coverings EXPO (IWCE)* in Atlanta, Georgia on May 13, 2009. For more information on *Vision09*, visit [www.windowcoveringexpo.com](http://www.windowcoveringexpo.com).

The *Elegant Window* is a full service drapery and soft furnishings workroom, working exclusively with interior designers throughout the Greater Phoenix area. The company is located in Gilbert and is owned and operated by Karen Barnes, CWP, WFCP, WCAA. For more information, please call 480/854-3078 or visit their website [www.elegantwindow.com](http://www.elegantwindow.com).



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# ASID Joins CHILDHELP “for the love of a child”

By **Tricia McCourt, ASID Industry Partner Representative for patrick mccourt showroom**

For the past 50 years, the mission of Childhelp has been to meet the physical, emotional, educational and spiritual needs of abused, neglected and at-risk children. Childhelp accomplishes these goals by focusing its efforts on prevention, intervention, advocacy, treatment and community outreach.



**Childhelp volunteers in front of the Childhelp Keys Community Center.**

Sadly it is too often that a 911 operator picks up the phone to hear a voice filled with complete fear. Perhaps this time it is a hysterical grandmother crying out that her drug addicted daughter and two grandchildren are trapped inside their home. The restraining order has not worked and the boyfriend drunk and enraged is physically threatening them. The operator sends help and the process has begun. Unfortunately, these calls are frequent and the need for the Childhelp ADVOCACY Center to intervene has reared its ugly head again.

The principal mission of the Childhelp ADVOCACY Center is to provide a "child friendly" atmosphere to treat child victims of abuse and neglect. The center houses police detectives, child protective services, mental health therapists, forensic interviewers and medical professionals; it is the model of a "one stop" processing center. This approach lessens the child's trauma by saving him the angst of repeating his story numerous times

According to Maureen "Mo" Domogala, MPA, Director, the Childhelp ADVOCACY Center opened in 1998 and served 2500 children its first year. It now serves 6,000 to 7,000 a year. The need for clothing of all sizes for boys and girls is tremendous. The children often come to the center without any warning or preparation. In addition,

she lists the need for dress up clothes used in therapy. Sports equipment, books, arts & crafts also top the list.

This year we are also honored to assist Childhelp KEYS Community Center. Located in the heart of South Phoenix, KEYS is managed with much love by Deborah J. Kidd Chapman, M.A., Director and Pam Walters, Program Coordinator. The Center provides an array of toddler, youth and family services in a safe and nurturing environment. Kidd Chapman explains, programs include a preschool, an after-school program (K-6th grades) youth development for at-risk and adjudicated youth, mentoring programs for teens, GED preparation, a free public access computer lab equipped with internet, reading and financial literacy programs, health fairs, community and holiday events, neighborhood revitalization programs and leadership development for community residents. All this at a very nominal cost to the families. The preschool program is open from 7am-6pm Monday through Friday.

The phenomenal job these two women do will be greatly enhanced when the Childhelp KEYS facility is updated with modern day security measures and increased functionality. Janelle Schick, ASID and Marissa Langlie, Allied Member ASID of Schick Design have graciously rendered redesign drawings for the after-school reception area. On March 18, Childhelp, Director of Program Operations, Arizona, Chuck Westerlund, gave final approval of the Schick Design plan. This date also saw the sign-off for the preschool reception and preschool activity redesign drawings so carefully put together by Sharlie McRaney, Tigh Interiors, Allied Member ASID and Denise Kosan, Denise Kosan Designs, LLC, Allied Member ASID. The vision and focus provided by these four designers will indeed have the ASID Arizona North Chapter look back in a few months at our extreme contribution with pride.

We are the ones who can help unlock the doors of opportunity for these children. \$10 or \$20 dollars won't make that much difference in our lives but by combining our dollars together we can make a huge impact in these children's lives.

Times are tough. But picture if your family was living

through government cut-backs at this time as well. I know that we are all asked for donations frequently. Childhelp ADVOCACY is in need of cash donations. Now is the time, if you are not in a position to make a cash donation, to please look for other ways to make a difference for the love of a child. As designers, Industry Partners and friends of the ASID we can stretch our creative minds towards sharing our talents and resources. All of you have knowledge and ability that can lend itself to these projects. We have an enormous capacity to deliver a significant measure of overdue and necessary attention.

Thank you for taking the time to review our progress to date. As you all know, our Chapter has 555 practitioners, 417 student members, 266 Industry Partners and 6 Education Affiliates. We likewise have the distinct honor of five fellows and one former national president in our membership. Imagine what we can accomplish if we all pitch in just a little.



**Denise Kosan - Allied Member ASID; Denise Kosan Designs, LLC (redesign of preschool area at KEYS); Tracey Marshall, Allied Member ASID - Towanda Design & Drafting Studio | ASID Chairperson for Student Affairs; Deborah Chapman - Director | Childhelp KEYS Community Center; Melinda Foote, ASID - Foote & Company | ASID & Childhelp Board Member | Overseeing redesign of Childhelp KEYS Center; Sharlie McRaney, Allied Member ASID - Tigh Interiors (redesign of preschool area at KEYS); Jill Goodrich - JG Fine Finishes (for support with finishing needs); Tricia McCourt - ASID Industry Partner | 2008-2009 Chairperson for ASID Community Service Committee; Pam Walters - Program Director | Childhelp KEYS Community Center; Melanie Thomson - Student Member ASID | In support of preschool mural at Childhelp KEYS Community Center.**

The Zimmermans have donated a beautiful dining room table, 10 gorgeous chairs and a wonderful buffet in support of Childhelp this year.



**The Zimmermans have donated a beautiful dining room table, 10 gorgeous chairs and a wonderful buffet in support of Childhelp this year.**

## Special Thanks To... All the Wonderful People Volunteering Their Time and Services to this Project . . .

### ASID Members

**Tony Sutton, Owner, Est Est, Inc.** for hosting 2008 ASID Holiday party

**Schick Design Group, Janelle Schick, ASID & Marissa Langlie, Allied Member ASID** for redesign of the Childhelp KEYS Community Center after-school reception area

**Sharlie McRaney, Allied Member ASID, Tigh Interiors** for redesign of the Childhelp KEYS Community Center preschool reception and activities area

**Denise Kosan, Allied Member ASID, Denise Kosan Interiors** for redesign of the Childhelp KEYS Community Center preschool reception and activities area

**Melinda Foote, ASID, Foote & Company** for overseeing redesign plans for the Childhelp KEYS Community Center

**Melanie Thomson, Student Member ASID** in support of preschool mural at the Childhelp KEYS Community Center

**Tracey Marshall, Allied ASID, Towanda Design & Drafting Studio** for assistance with building and ADA code requirements for the Childhelp KEYS Community Center

**Susan Nicholson, ASID** for procurement of paint supplies donated for the Childhelp KEYS Community Center

**Sandra Kieffer, Allied Member ASID** for publicity and continuing media support of the 2008-2009 ASID Childhelp Projects

### ASID Industry Partners

**Brian MacLaggan, Owner, Colibri Furniture and Gregory Matthew Design Studio** for donating an ottoman in support of after-school reception area for the Childhelp KEYS Community Center

**@theOffice - owner, Perry Ross and Business Development Director, Brian McBride** for donating an executive desk (w/left hand return) for the Childhelp ADVOCACY Center

**DeDe Radford, Dunn Edwards** for donating environmentally friendly paint and primer for the exterior building and front gates for the Childhelp KEYS Community Center

**Marianne Mulhall, Design Surfaces LLC** Materials Director

**Jill Goodrich, JG Fine Finishes** for fine faux finish design & support for the Childhelp KEYS Community Center

**Sandy Dubbs, Metal Logo Signs** for new entry way signs for the Childhelp KEYS Community Center

**Cecilia & Nolan Beverly, Botanical Elegance** for a new botanical in support of after-school reception area at the Childhelp KEYS Community Center

**Lynne Blake, Rest Assured** for transportation needs in support of the Childhelp KEYS Community Center and the Childhelp ADVOCACY Center

**Michael Clare, Clare Frame and Art** for art and framing support for the Childhelp KEYS Community Center

**Jan Brader, The Foliage Factory** for a new botanical in preschool area at the Childhelp KEYS Community Center

**Sally Fisher and Affinity Kitchens** for donating built-in storage cubes for the preschool area at the Childhelp KEYS Community Center

**Keith Wolfram, Owner of Kitchen Solvers** for donating the "formaldehyde free" cabinetry in support of preschool activities area at the Childhelp KEYS Community Center

**Brian MacLaggan, Owner, Colibri Furniture** for donating an ottoman in support of after-school reception area at the Childhelp KEYS Community Center

**Sylvia Lorts, Owner, Alexander Sinclair** for accessories in support of after-school reception area at the Childhelp KEYS Community Center

**Joe Zazzera, LEED AP, Plant Solutions, Inc** for donating a botanical tree in support of after-school reception area at the Childhelp KEYS Community Center

**Jenea Cull, VI Designs LLC** for donating wall art for the preschool area for the Childhelp KEYS Community Center

**Philip, Igneri, Owner, PSI Window Coverings** for donating Hunter Douglas wooden blinds in support of the new after-school reception area and a new outside screen for the Childhelp KEYS Community Center.

### Friends of ASID

**Joe Jefferson, Owner, JEJ Painting, Inc.** for his very generous donation of painting the exterior outside building and front gates in support of the Childhelp KEYS Community Center

**Bob and Kelley Shillington** for donating the Graham Cracker paint for interior use at the Childhelp KEYS Community Center

**Josh Herbert, Owner, POSH Restaurant** Chef's Tasting Dinner for 8 – Upcoming raffle donation in support of monies raised for Childhelp ADVOCACY and Childhelp KEYS Community Center

**Mountain Shadows, Jerry Keever, Tennis Pro** for his generous donation of 3 hours of tennis instruction and 2 hours of ball machine play, upcoming raffle item, in support of monies raised for Childhelp ADVOCACY and Childhelp KEYS Community Center

**Kate Arthur, Membership Chairperson, Phoenix Chapter of Childhelp** for arranging the power washing for the Childhelp KEYS Community Center

**Margaret Kres** for shop drawings in support of after-school reception area at the Childhelp KEYS Community Center

**Tony Den Boer, Thomas and Company** for donating a lamp in support of after-school reception area at the Childhelp KEYS Community Center

**Jessica D. Holmstrom, Einar A. Elsner, Owners, TerraSur Furniture** for donating an end table after-school reception area at the Childhelp KEYS Community Center

**Jane Rousculp, Samuel** for donating the stainless steel in support of preschool activities area at the Childhelp KEYS Community Center

**Gary Castlebury, Owner, Lynndale Stainless Surfaces, Inc,** for fabrication of stainless steel material donation made by Samuel - new countertops in support of preschool activities area at the Childhelp KEYS Community Center

**Marina McLennan, President of Exercise Rhymes, LLC** for donating 5 starter decks of exercise rhymes, in addition to teaching two sessions, in support of preschool area for the Childhelp ADVOCACY Center and Childhelp KEYS Community Center

**Jack Pesarczyk, Owner, Jack Pesarczyk Associates** for donating an accessory in support after-school reception area at the Childhelp KEYS Community Center

**Paol Seagram | PAOL SEAGRAM ART** for donating art and art services, tentatively scheduled, for the after-school reception area at the Childhelp KEYS Community Center

**Michael and Ali Zimmerman** for donating a conference room table, buffet and ten chairs in support of the Childhelp ADVOCACY Center

**Tom Grant, LEE Industries** for donating of new chair which will be used to read to the preschoolers in support of preschool activity area at the Childhelp KEYS Community Center

# Protecting Yourself (and Others) While Surfing

By Sandra Kieffer, Allied Member ASID, ASID AZ North Web Manager

Are you not computer savvy? Does your computer intimidate you? The following information should offer some basic key points to help you navigate the **Internet** more safely. Many people that I assist seem to have something in common. They lack basic computer understanding. Computers appear to be **plug and play**, although to continue to perform, as expected, routine maintenance is necessary. No matter how organized you are, you are still defenseless to data corruption and information loss if you fail to take adequate steps to protect your computer from **computer viruses** and **hackers**. When connected to the **Internet**, a computer will not continue to meet your needs unless you prevent vulnerability by employing preventive software, and keeping software **updated** to minimize and prevent invasions from the unscrupulous.

Having an extensive background in computers, I personally know the importance of keeping your computer drivers, applications, programs, etc., continuously updated and have first hand experience a host of problems. **Internet** safety is such a hot topic and so important, that many companies automatically send out emails encouraging updates, attempting to head off viruses and protect their customer base from deceptive **Internet** practices. Do not ignore these update requests. They are valuable guards against known issues.

On the less painful side, although extremely time consuming, of not protecting yourself, you will experience serious technical issues. If you noticed that your computer is distinctly sluggish and may even freeze up, you better **back up** your files, quick! You possibly have multiple **cookies** and **spyware** that has gotten onto your computer via the **Internet** and is now consuming all of your computers memory. These problems are directly **linked** to **Internet** surfing. It is better to be safe and invest in the best **Internet** security program you can afford, than losing that work document that you recently spent twenty hours composing or all those photographs from your recent vacation.

The scary stuff occurs when our personal information has been accessed through our own computer without our knowing! Computers are higher maintenance than in years past. Primarily because there are more **hackers**, creating elaborate, sophisticated schemes invading our privacy and stealing our personal information over the **Internet**. There is nothing to be afraid of while utilizing the **Internet**, as long as you adequately arm your computer and make educated decisions when using email.

Another concern is the dreaded **computer virus**. Viruses can infect your computer through **downloaded** files, e-mail attachments, and in a variety of other ways. To help protect your computer from viruses, download files only from people and companies that you trust. Being part of an industry that comprises of many self-employed practitioners, we correspond mainly by email now a days. With this comes it own risks and responsibilities. Like spreading a virus to a family member, we can spread a virus through a single email. Viruses attach themselves to files like leaches, exposing every unexpected recipient's computer to the same fatal consequence. It is our own personal responsibility to make every attempt not to spread any **computer viruses** through electronic correspondence to our business associates, friends, and family by keeping our systems properly maintained and protected.

In closing, keeping your computer programs regularly updated, installing **Internet** security virus and **spyware** protection is the best way that you can be somewhat confident that you will not only be a victim of such things as identify theft, but you will minimize data loss and your computer will work

with efficiency. No less important, you reduce the possibility of spreading a **computer virus** through outgoing electronic correspondence. The following is a few basic tips to follow to prevent data loss and file corruption.

## Prevention Tips:

- Always have the virus protection turned on.
- Use the Pop-up Blocker option on your **browser**.
- Do not open any email that appears suspicious and delete it immediately.
- When sending out emails to a number of recipients, always use the **BCC** option, to block their addresses from being accessible to everyone.
- Minimize forwarding jokes, and other questionable email that you do not know the origination.
- Routinely run a complete **Scan** of your computer, using **anti-virus/spyware** software, to expose and dispose any potential threats in the proper way.
- Never give out personal information in an e-mail message, instant message, or pop-up window.
- Do not click **links** that appear suspicious, especially in e-mail or instant messages from strangers. Moreover, because even e-mail and instant messages from friends and family can be faked, check with the sender to make sure that they actually sent the message before you open it.
- Only visit websites that provide privacy statements or information about how they help protect your personal information.
- Routinely review your financial statements and credit history, and report any suspicious activity.
- If others use your computer, make certain that they understand the importance of **Internet** safety.
- Keep important information always routinely backed up.

## Source:

- 1) MSN Members Center Online: Vers. 9.06. 0053. 2200.  
[www.membercenter.msn.com](http://www.membercenter.msn.com) 29 March 2009.

## Basic Website Terminology

**Back Up:** *v.* To make a electronic copy of computer data to assure that the original is safe.

**Bcc (Blind Carbon Copy):** *n.* To send a copy of the message to someone without anyone else knowing.

**Browser:** *n.* Computer software used to search for information on the World Wide Web.

**Cache:** *n.* An area of high-speed computer memory used for temporary storage of frequently used data.

**Computer Virus:** *n.* A contagious computer program that is part of another and inserts copies of itself, often damaging the integrity of stored data. It travels with the program that contains it.

**Confirm Buttons:** *n.* When a form is completed, the visitor is required to point and click on a confirm button to verify the information in correct.

**Content Management System (CMS):** *n.* A computer program that allows website managers to update their website, without needing to know HTML. The "back end" management of website.

**Cc. (Carbon Copy):** *v.* To send a copy of the message to someone, type their e-mail address in the Cc box. This option will show all recipients addresses.

**Cookies:** *n.* A file prompted by a website, containing information about a user that is sent to the central computer with each request. The server uses this information to customize data sent back to the user.

**Domain Name:** *n.* The address of a website. E.G., [www.asidaznorth.org](http://www.asidaznorth.org)

**Download:** *v.* To transfer or copy data from one computer to another, or to a disk or peripheral device.

**DPI (Dots Per Inch):** *n.* A unit of measurement describing the density of an image. The higher the dpi number, the sharper the image. Images on a website are 72 dpi compared to 300 dpi for most print media, 800 dpi or higher for computer **screen resolution**.

**Drop Down Menu:** *n.* Similar to normal navigation menus, except when you move your mouse pointer over the navigation bar items, a sub-menu is revealed underneath, and allows the connection to other content.

**Encryption:** *v.* The translation of data into a secret code to help keep the data secure, usually depicted by a small closed lock on the status bar of your browser.

**Fields:** *n.* The blank text boxed in areas to be filled in by the visitor on forms, I.E., the login and password areas on the screen.

**Hacker:** *n.* A person accessing another's computer without authorization.

**Hotspots:** *n.* Items on the website where visitors are much more likely to look than others are, I.E. News & Events.

**HTML (HyperText Markup Language):** *n.* The computer language that web pages are written in.

**Hyperlink:** *n.* Allows a link to prompt an automatic response email to that address. Text links are usually underlined and a different color from the main text.

**Internet:** *n.* A system that links computer networks all over the world by satellite and telephone, connecting users with service networks, such as e-mail and the World Wide Web.

**Jpeg/jpg (Joint Photographic Experts Group):** *n.* An electronic photographic/image format.

**Link:** *n.* A word or image on a web page that when selected with pointer, takes you to another web page, some cases to a different website.

**Mouseover:** *v.* A link that visually changes when you move your mouse pointer over it.

**Navigation Bar:** *n.* A prominent listing, can be horizontal or vertical, of the main content of topics of the website. To select a topic, place pointer over item and click to expose, sub-menu or content.

**PayPal:** *n.* A popular way to take payments online.

**Phishing:** *v.* Websites that may use a phishing scam to try to steal your personal data.



**PDF (Portable Document Assistant):** *n.* A format type of document that can easily be shared without the concern of it being altered.

**Plug and Play:** *v.* A term that allows a computer or other peripheral hardware and to function immediately without alteration of the system's configuration files

**Pop-Ups:** *n.* Unsolicited advertisements (spam) appearing quickly and usually, temporarily on a computer screen when a special key is pressed or a button is clicked with mouse pointer.

**Refresh Screen:** *v.* The action that updates an electronic device, especially a visual display unit. Usually there is a refresh item on

the menu or the use a short cut keys. Closing a page and reopening or logging out and logging back in will achieve the desired results.

**Scan:** *v.* To automatically examine computer data, searching for corrupt data and potential threats.

**Screen Resolution:** *n.* The higher the numerical value, the sharper the visual quality of the image.

**Scroll Bar:** *n.* A slide bar, located on the bottom and on the right side of the screen, when selected with pointer and held can be sled up or downward, allowing the non-visible contents of the page to become visible on the screen.

**Spyware:** *n.* Software deceitfully installed on a hard disk, usually loaded on the computer by opening websites or spam, without the user's knowledge, that relays encoded information on his or her identity and Internet use via an Internet connection.

**Submit Buttons:** *n.* When a form is completed, the visitor is usually required to point and click on a submit button to send the information.

**Text Boxes:** *n.* A boxed area where information is typed. I.E., typing in your name, address, etc. into an electronic form prior to submission.

**Web Master:** *n.* A that person controls the basic framework of the website and services the site with visual authoring software. This process is also referred to as the "front end" of website design.

**Web Manager:** *n.* Essentially a person, this case myself, Sandra Kieffer, keeping the "back end" working on the website, and to do this web content management software is required to add and edit information on the website.

**Web Forms:** *n.* A tool for visitors to send information from the website, similar to the printed form. Once the required information has been entered into the fields, the forms are sent, via website, to Pauline Wampler, the AZ North Administrator, in our case.

**Sources:**

1) MSN Encarta Premium Dictionary. Vers. 9.06. 0053. 2200. [www.encarta.msn.com/encnet/features/dictionary/dictionaryhome.aspx](http://www.encarta.msn.com/encnet/features/dictionary/dictionaryhome.aspx)> 27 March 2009.

2) Quick, Richard. Web Design In Easy Steps. United Kingdom: Computer Step, 2008.

# Introducing the New & Improved Arizona North Chapter Website

[www.asidaznorth.org](http://www.asidaznorth.org)

By Sandra Kieffer, Allied Member ASID, ASID AZ North Web Manager

## Topics:

- **Basic Website Features**
  - (Free) Advertising for our Members
- **Offering Three Profile Options**
  - The Basic Profile (Free with ASID Membership)
  - The Premier Profile (Requires an Annual Fee)
  - The Web Link Option (Requires an Annual Fee)
- **Keeping your Account Information Current is Key**
  - Updating your ASID Account Information with ASID National
- **Website Information Submissions**
- **Website Troubleshooting**

## Basic Website Features

The basic features of our new ASID website are to give visitors up-to-date news and current event information. Potential clients can find an ASID Designer and Designers can find Products & Services from fellow Industry Partner members. In addition, visitors can locate current chapter and valuable membership information instantly. Members can electronically view current and archived issues of our Desert Design magazine, and find current volunteer and sponsorship opportunities. Our website includes a Job Bank. When there are vacant design positions, they can be posted at no charge, for our members. There is also a place to find out about the latest Design competitions, local and National. Potential members and students can locate local college's Interior Design Program Directors and Student ASID Leaders contact information. In addition, to all of the previous options mentioned, a complete student member listing with contact information is available to all visitors, plus a wealth of additional up-to-date information, literally right at our fingertips. How convenient is this for those that are most creative burning the midnight oil?

## Advertising for ASID Members

For the first time AZ North Chapter Members can utilize our local website for personal gain! More people are turning to the Internet, because of the recent down turns in the economy. Be a part of this fast growing trend. The previous website was member oriented; this new website is very consumer and member oriented. Personal websites are very expensive. You can have your own webpage on our website for a substantially low fee. Several members have already been experi-

menting with the profile options. Take advantage of the newest membership benefit!

Maybe you have received this recent email announcement from our new Publisher. "The Arizona North Chapter of ASID has recently launched our new website, [www.asidaznorth.org](http://www.asidaznorth.org). In order to drive residential and commercial consumers to the site, we will be optimizing search engine presence and has begun running full page ads in *Luxe* magazines," announces Duff Tussing, DSA Publishing & Design, Inc.

Do not miss this opportunity to be represented as a proud member of ASID. If you have not been to our website since January 1, 2009, check it out!

## Offering Three Profile Options

### The Basic Profile

DSA Publishing & Design, Inc., the publisher of our website, is offering three distinct member profile choices. Beginning with the basic category of profile, available to all ASID Members of the AZ North Chapter, display your name or business name with appellation, email address, mailing address with Google map (optional), and multiple category appearances, on our new website at no cost. This option includes the feature to edit personal details, yourself, from your own computer. To get started, select Az North chapter from the pull down, and login. Note: there are a couple of different ways to login.

There are three instructional video tutorials available 24/7: 1) Logging in and upgrading your profile, 2) Editing your profile and lastly, 3) Managing photos. If you have difficulty viewing or following the tutorials please contact Jeremy, the Web Master at DSA Publishing and Design, Inc., email [jeremy@dsapubs.com](mailto:jeremy@dsapubs.com).

### The Premier Profile

A second profile category available is the Premier Profile, varying in costs and is annually renewable. This option includes the benefits of the basic membership options plus a photographic, Head Shot or Logo and a thumbnail photograph of your work, organized and continuously rotating in sequence among all other Premier Profiles. The Subdomain option allows you to bypass the home page and directly link clients to your full-expanded profile on this website. In addition, the

Premier Profile includes a business Website Link option, allowing consumers to view your personal business website from your profile. The Premier Profile offers members the full ability to upload multiple project photographs in gallery form, for the viewing audience.

Those that purchase a Premier Profile, have the availability to buy additional full profiles and present your business to potential customers in as many categories, as desired; I.E., Residential, Commercial, Hospitality, etc. There is a nominal fee for each additional service category, beyond the first one. The Premier Profile allows you, the member, to upload photographic content with categorical specification, if you have purchased more than one category.

In addition, the Premier Profile, when Logged In, you can control your own website information easily with the few items on the Navigation Bar, that includes: Edit Profile | Manage Photos | Buy Additional Profiles | Account Information, all this is at your fingertips 24/7/364, for a relatively small annual fee.

### The Web Link Option

The last profile category available for those of you that have previously invested in a professional website is an option to promote your business through our website profile system by purchasing the Website Link Profile option. When your name is selected from the list of members, the link directs the consumer to your personal business website, immediately. You are not required to purchase a Premier Profile to obtain this option. This feature is available for a nominal annual fee and can also be purchased, uploaded and managed through our website as previous options, from your personal computer.

### Profile Tips:

- Uploading photos require photos be in a jpeg format.
- When uploading your "Head shot", use professional quality photography and vertical in orientation. This will fill the box correctly.
- Upload only your best project photos, quality over quantity.
- Make certain all terminology is correct and meets the guidelines set forth by ASID National.
- Check for correct use of Membership Appellations.

*cont. on page 30*

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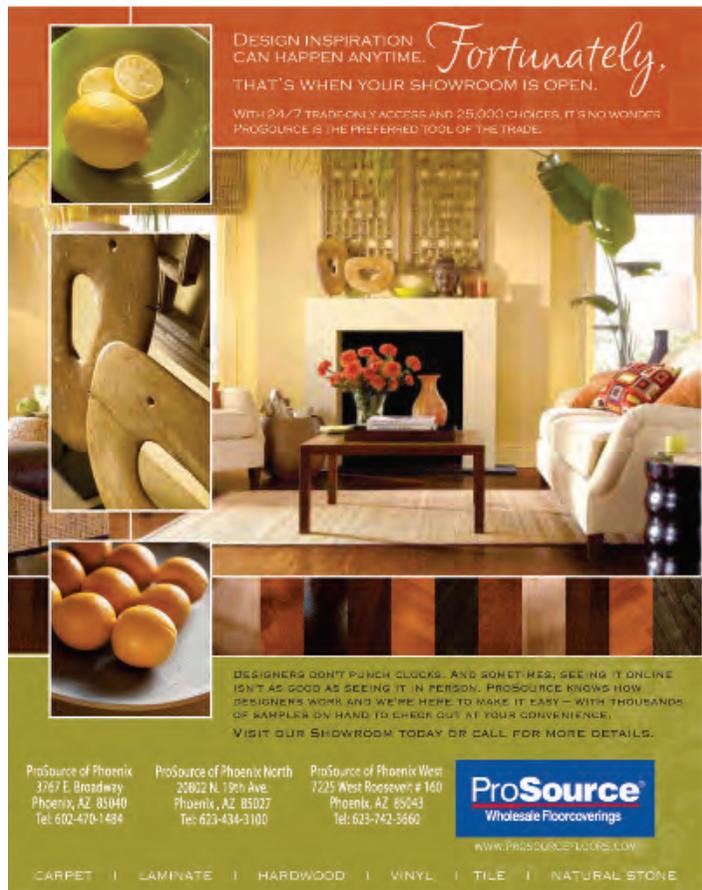




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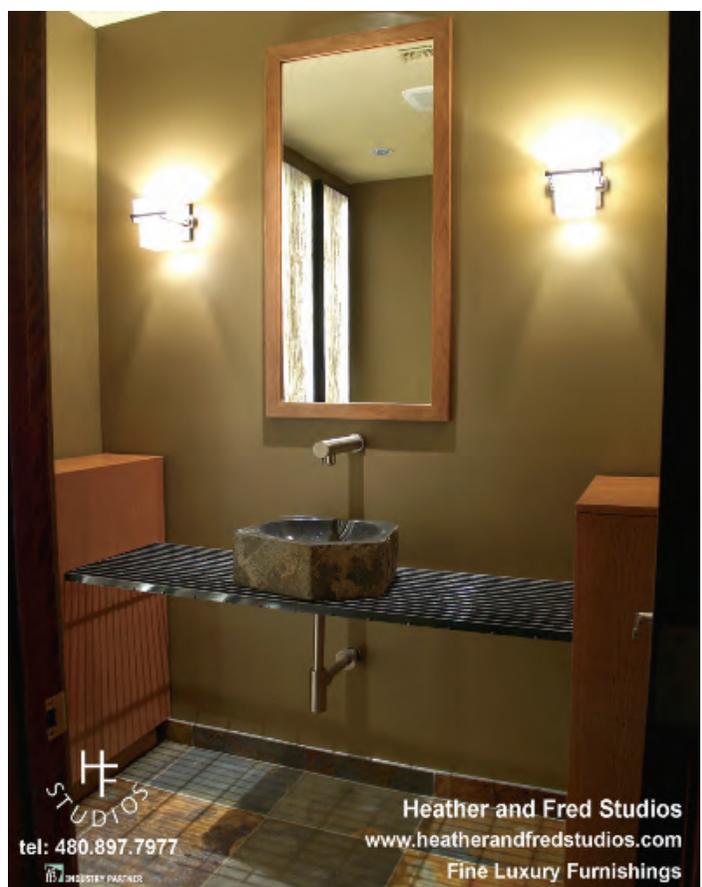
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cont. from page 28

- Please read and understand the Terms and Conditions prior to purchasing a profile option.

Special Note: This is a private service, in contract with, although not associated with ASID. Should an ASID member have any difficulties or questions regarding any profile options, please call Duff Tussing, at DSA Publishing & Design at (888) 747-7865 ext. 311.

## Keeping Your Account Information Current is Key

Your account information on our website will be the identical information that National ASID currently has on file for each member. The National membership database is used to update basic membership information monthly. When attempting to change basic information on our local website you are prompted, by a direct link, to the National website, where your changes are made and confirmed.

To update account information Logging In with your unique membership number is required to make changes to your personal information. NOTE: This new information will be changed on the local website per the next membership update, one time monthly, normally at the first of each month. After each website update, members that have previously altered their account information, since the last update, will be notified of the changes via an automatically generated email from the Web Host server, (ASID Arizona North) [webmanager@asidaznorth.org](mailto:webmanager@asidaznorth.org).

### Updating your ASID Account Information with ASID National

Go To: [www.asid.org](http://www.asid.org)

- 1) Login In: first name.last name.membership number P/W: Membership number
- 2) Click on: Go To My ASID
- 3) Confirm: Account Information

#### Under Membership, Programs and Services

- 4) Select: Profile Update
- 5) Select: Maintain your Personal Profile Information
- 6) Select: Update Here. Make updates and corrections as needed.
- 7) At the bottom of info page, Select: Continue to confirm or Reset.
- 8) After confirming that the information is correct, Select: Correct
- 9) Log Out and Log Back In to (refresh) screen and confirm changes.

Important! When updating account information on the ASID National website:

- Carefully insert the precise requested information into the allocated space.
- Please do not type out information in all capitalizations.
- Double check to make certain all information is typed accurately.

## Website Information Submissions

A true misconception is that computers do everything for you. This is a myth. The information that is viewed a website is considered to be content and as a Content Manager it is physically necessary to insert all changing information to keep the web site up-to-date. The content is only as up-to-date as often as the Content Manager continues to check for and replace out-dated information, replacing it with current information. Even though it is a computer, a person still has to enter in the information. The information is only as good as you put into it. The content management software does not check for incorrect grammar usage or spelling. The software is quite different from word processing programs and is not user-friendly. Therefore, only information that has been thoroughly, proofread, following the guidelines and terminology set forth by ASID National, including the correct use of membership appellations can be uploaded. When constant project updates are deemed necessary, compile project update information for submission, one time weekly, preferably on Fridays. Under normal circumstances, submissions and updates can be uploaded within 24-48 hours. You will receive an email upon completion of the request.

### Tips to Expedite Your Submission Requests:

- Provide specific detailed information outlining your request via email.
- Compile and organize multiple updates into a single email, whenever possible, to minimize electronic correspondence.
- Submit information via email; please use "Subject" line and describe the content.
- Submit photos in jpeg format.
- Submitting documents in PDF format is most desired.
- In order to keep the web site information current, please follow up, via email, after all submissions for updates and information removal from web site.

Please Note: All website submissions must be in the final form, sent electronically via email to Sandra Kieffer, Allied Member, Web Manager, email: [SK\\_InteriorSolutions@live.com](mailto:SK_InteriorSolutions@live.com).

## Website Troubleshooting

Websites are quite unlike printed material. Besides appearing on the computer screen, the

contents on computer screens are much lower screen resolution than those that are printed. When attempting to print a document from the web, the output will vary from website to website. Some sites accommodate users by offering special print options for those who want to print the information that they are viewing. Although most information that we view, we do not have a need or desire to print. Usually, when printing from a website it will appear in a different format than what you view on the screen.

One of the most significant differences between print and the Internet is that we have far less control over the appearance of the page on the web. Each person looks at a website from a different computer, which have various screen settings including font sizes and colors and a variety of browser applications, like Explorer, Firefox and Safari, if you are using a Macintosh computer, to name a few, all these factors play a role in having a different viewing experience. There are multiple personal needs and viewing options for our computers as dynamic as we are. That is why it is necessary to have the flexibility, as the printed document does not. Essentially, every person viewing a website will have a visually unique experience, to some degree.

When a visitor gets error codes and has troubles on our website, it takes much time and effort to determine where the problem lies because of all computers are not created equal. It is helpful for each member to make certain that it is not your own computer or a membership issue, such as a non-current national account information or suspended membership, for instance, prior to requesting website assistance. Membership account inaccuracies create the majority of problems with the website. Note: New membership accounts may take up to two months after joining to appear on the local website.

With over 1200 members, we are requesting that all members please keep your account information updated regularly with ASID National. Maintaining a current membership database, will avoid many problems that prevent member access problems on our website. *If you have any questions or concerns regarding any membership issue, please continue to contact our ASID Administrator, Pauline Wampler, at (602) 569-8916.*

Thank you for your support and we hope that you enjoy and benefit greatly from the new and improved Arizona North Chapter website.

*For website content questions or concerns, please contact, Sandra Kieffer, Allied Member ASID, Web Manager, via email a [SK\\_InteriorSolutions@live.com](mailto:SK_InteriorSolutions@live.com).*



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# ASID REQUIRES 0.6 CEUs IN 2 YEARS

Continuing professional education strengthens the interior design profession!

## Overview

ASID requires practitioner members to engage in regular, ongoing continuing education. This new member requirement strengthens the interior design profession by improving individual attitudes, competencies, knowledge and skills in subject areas essential to the growth and success of the industry.

### 6 Hours Every Two Years

Practitioner members of the Society are required to complete six contact hours of continuing education coursework (equal to 0.6 CEUs) every two years.

To qualify, coursework must be taken from an approved provider such as

- IDCEC
- State regulatory board
- CIDA-accredited college/university

### Biyearly Self-Reporting

Members certify compliance through an easy 30-second online mechanism. The reporting deadline for all practitioner members is Dec. 31, 2009. (Only CEUs earned between Jan. 1, 2008, and Dec. 31, 2009, will fulfill the requirement.)

### Random Audits

All members who fail to self-report their CEU compliance will be automatically audited. Additionally, approximately three percent of members will be randomly selected for audit during each reporting period.

If you are selected for an audit, you must present ASID with the certificate of completion, or a summary report provided by NCIDQ or your state's regulatory board.

### Failure to Comply

Any member who fails to comply with the continuing education requirement may eventually be subject to a termination of Society membership in accordance with the requirements of the policy.

## Frequently Asked Questions

### Does this requirement apply to me?

Every practitioner member of ASID must take continuing education. This includes every ASID member in the Allied or Professional Membership categories. Note that members in the following categories are not required to fulfill the continuing education requirement: Professional Inactive, Professional Life Member, Professional Retired, Industry Partner, Student Member

### What if there are special circumstances that prevent me from earning my CEUs?

The ASID Board of Directors may grant an adjustment to the requirement for poor health, certified by a physician; a specific physical or mental disability, certified by an appropriate health care professional; extended duty with the armed forces; or for extreme hardship, which, in the board's judgment, makes it impossible for the member to comply. Requests for an adjustment to the continuing education requirement must be made no less than three months before the end of the current reporting period.

### How much continuing education must I take?

The policy requires successful completion of at least 0.6 Continuing Education Units (CEUs), equal to 6 contact hours of approved continuing education coursework, during each two-year reporting period.

### May I count continuing education hours I've already taken?

Members may not "bank" CEUs from one reporting period to the next. You may only count those hours taken during the specified two-year reporting period. For the first reporting period, only CEUs earned between January 1, 2008, and December 31, 2009, will fulfill the requirement.

### I just joined ASID as an Allied or Professional Member and am in my first reporting period. Do I immediately need to begin taking continuing education?

Yes. However, the number of CEUs required during your first reporting period will vary, depending on the time of year your membership status changed.

- 18 – 24 Months before the end of the reporting period = 0.6 CEUs required
- 7 – 17 Months before the end of the reporting period = 0.3 CEUs required
- 0 – 6 Months before the end of the reporting period = No CEUs required

### Who are approved CEU providers?

ASID will recognize continuing education coursework (courses, workshops, distance learning programs, telecourses, conferences, seminars, etc.) as successfully fulfilling your CEU requirements only if the coursework is "approved" by one of the following entities:

- IDCEC Approval System
- State Regulatory Board
- Colleges, universities, and other degree-granting institutions offering degrees (e.g., B.S., M.S., Ph.D.) and credit-bearing certificate and diploma programs in interior design that are accredited by the Council for Interior Design Accreditation (CIDA, formerly FIDER).

### Is there any limitation on the subject matter of the courses I take?

No. ASID is not imposing any CEU mandates for health, safety and welfare coursework at this time. We encourage you to select coursework that supports your own professional development plan and advances your professionalism as an interior designer.

### What records will I have to keep?

It is the responsibility of each ASID practitioner member to maintain personal files documenting successful completion of your continuing education coursework. This documentation/file for each course or program should be kept for four years from the date of course completion. If you are selected for an audit, you must present ASID with your verification of attendance or the completion certificate for all coursework.

### Do I have to submit my records for each continuing education course to ASID?

ASID wants to make reporting as easy as possible for members. You will be asked to certify only that you have or have not successfully completed your CEU requirements as required during that two-year reporting period but most will not need to submit records for each course. The only exception will be in the event you are one of the members selected for an audit, in which case more detailed records will be requested.

### What will I have to provide if there is an audit of my continuing education records?

If you are selected for an audit, you must present ASID with a copy of the certificate of completion or a letter of verification that was issued by the sponsor of each continuing education course completed during the reporting period being audited. Please note that a summary report of your continuing education activities provided by NCIDQ or your state's regulatory board is also acceptable.

### What if a course I've taken wasn't approved for CEUs and I want to use it to fulfill my requirement?

If the course is not pre-approved for CEUs, you may submit it for evaluation using the "Individual CEU Approval Form." ASID will submit the course to IDCEC for approval on your behalf. If the course is approved, you will receive confirmation in approximately six to ten weeks. If the course is not approved, you will also be notified. All such decisions are final.

### What if I fail to report my successful completion of the CEU requirement to ASID upon request?

Failure to report your compliance with this policy will result in an automatic audit at the end of the reporting period.

### What if I fail to complete the required number of continuing education hours or CEUs by the end of the reporting period?

The ASID Board of Directors, at its discretion, may issue you a conditional extension (probationary period) during which you will be required to remedy the continuing education deficiency. If the requirement remains unmet during the next reporting period, your membership in ASID will be terminated.

For additional information, please visit [www.asid.org](http://www.asid.org) where a complete FAQ is available for download. If you have questions or comments, please e-mail your thoughts to [education@asid.org](mailto:education@asid.org).

## Report Your CEU Compliance Today.

No course information is required. Simply access your online profile and select "Go to My ASID." Scroll down to "Report your CEU Compliance," and you're all set. The reporting deadline is Dec. 31, 2009, but don't risk being audited by waiting until the last minute.

Follow these steps for easy 30-second CEU reporting:

1. Log in to [www.asid.org](http://www.asid.org). The default login is "first-name.lastname.membernumber" (including periods as shown) for your username and "member number" for your password. If you have forgotten your username or password, follow the instructions online to have them e-mailed to you.
2. Select "Go to My ASID" to access your personal page.
3. Select "Report CEU Compliance" from the Membership, Programs and Services section.
4. Then check the box and click "update".

## It's that simple!

If you have any questions, please e-mail [education@asid.org](mailto:education@asid.org).

Note: ASID does not provide a CEU registry or transcript service. The individual designer is responsible for maintaining their own professional development records. We recommend you retain such records for at least five years. If you are looking for a third-party registry, NCIDQ provides this type of service for a small fee. For more information about the ASID member requirements for CEUs, including who this policy applies to, please review the online FAQs and visit ASID on the Web at [www.asid.org/events/ceus](http://www.asid.org/events/ceus).



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## Pocket CEUs from ASID National

The Pocket CEU is an innovative and time-saving development in continuing education. Created in recognition of the growing need for accessible design education, the Pocket CEU allows you to earn CEU credit in your own home at your own pace. You now have access to cutting-edge research, valuable updates on specialties and technology, and a direct link to the most creative, exciting professionals in the field.

If you are interested in completing a Pocket CEU, simply provide the author with your name, mailing address, phone number, email address, and a check for \$25.00. Within two weeks, you will receive a full article and a related exercise. Upon completion of the reading and exercise, the author will provide you with the necessary paperwork to register your 0.2 CEU credit.

### Pocket CEUs by Title

[www.asid.org/events/ceus/pocket/pocketbytitle.htm](http://www.asid.org/events/ceus/pocket/pocketbytitle.htm)

### Pocket CEUs by Author

[www.asid.org/events/ceus/pocket/pocketbyauthor.htm](http://www.asid.org/events/ceus/pocket/pocketbyauthor.htm)

The list of Pocket CEUs is always growing. If you would like to submit material to be considered for a Pocket CEU, download the CEU call for abstracts [www.asid.org/NR/rdonlyres/C34D33EC-97B1-4DC2-9F21-F0C430A6B027/0/CEU\\_CallforAbstracts.pdf](http://www.asid.org/NR/rdonlyres/C34D33EC-97B1-4DC2-9F21-F0C430A6B027/0/CEU_CallforAbstracts.pdf) form. Check out this valuable CEU information at ASID National/CEU'S & Events/CEU's.

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- Hosting Café Available to Designers and their Clients

### Home Office

Home offices should reflect your personal taste and lifestyle.

Is your home office a dedicated office or does it double as a den or a guest room? This usually determines your available space and décor. For instances in an office bedroom you may consider a shelving wall piece with integrated work surfaces and cabinets. It not only has a rich book shelve appearance but comfortably absorbs into the space while allowing ample desk space. Or in an office den think about desks with matching hutches and corner cabinets with the options for open shelves, solid versus glass cabinet doors, and recessed cabinetry lighting to accentuate framed photos, memorabilia, and artwork. And for a traditional office desk, manufactures have come up with some clever designs that hide any evidence of a computers, peripherals, printers, cables, and cords. We even offer an option that retracts your monitor below your desk at the press of a button. This is not your father's desk.

Let's not forget the chair. Again technology has made incredible advances in ergonomics, cushioning materials and fabrics, along with all sorts of individual adjustment controls to tailor the chair to your body. All of this to provide you comfortable and healthy chair that fits you and your style. Just another reason we offer so many options in our showroom. Your chair choice may be the most important decision in your office design and why you absolutely need to come in and take them for a test drive.

We're not through with chairs. Remember your guest's needs chairs and maybe you would like a more lounge style seating for yourself for reading or a cat knap.



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## Business Office

Work place furniture design has evolved far beyond the traditional image of office furniture. Advancements in materials, production methods, and global resources have given designers large palette to work from and the ability to create sophisticated office interiors. Up until now these were only available in high end interiors. @theOffice has carefully selected from 100's of these manufactures the finest of their designs to offer you stylish high value furnishings at pronominal prices. In addition we provide you with a library of fabrics that we can custom upholster to your selection.

### Range of Materials of Finishes:

- Elegant & Exotic Woods
- Various Grain Patterns & Combinations
- Several Metal Finishes & Trims Integrated with Wood & Glass
- Glass Surfaces, Doors, & Inserts
- Next Generation Laminates & Composites
- Green Guard Products Available from Several Manufacturers

Cubicles and modular movable walls are the ideal solution to open space planning which provides optimum work flow and amenities for your staff while staying in budget. @theOffice offers several competitively priced workstation designs and configurations.

Consider our pre-owned office furniture selection of cubicles and workstations. We buy used office furniture, in great condition, from distressed companies and sell them to companies that are looking to save big without sacrificing quality. We offer the leading commercial grade office furniture brands at a fraction of the original costs. Also consider the Green aspects of purchasing pre-owed products. You are providing a second life to this product while saving your budget and our earth. Think of it as "Pre-Owned as the New Green" and that green is the color of our planet and our money.

## Adaptable Systems That Change with You

- Panel Systems Offer Maximum Flexibility
- Easily Change Color Fabric Panels for a Fresh New Look
- Overhead Storage Cabinets Options
- Add On Shelves & Components Accessories
- Several Power & Data Configurations
- Floor to Ceiling Cubicle Solutions
- Modular Wall Panels Create Workspace With Out Permanent Walls
- Workstations & Modular Walls Move With You
- Add-Ons & Changes That Allow You to Maintain Consistent Image & Grow with Your Needs.
- Manufactured from Recycled & Green Guard Materials
- Substantial Tax Advantages to Modular Systems Vs. Permanent Installations

## Consult with Your Financial and Tax Advisors for the Substantial Tax Advantages of Workstations & Modular Walls compared to permanent wall and built improvements.

Consider the tax advantages of office furnishings versus office improvements. The IRS differentiates depreciable items such as moveable modular wall systems, cubicles, reception desks, and storage cabinets from office improvements such as reconfigured walls, built in counters, cabinets, booths, and work surfaces that are fixed to your interior. These items can be treated differently and may have considerable tax ramifications. Again consult with your tax expert to determine your personal advantages. Also consider that your non attached freestanding fixtures can be reconfigured and even move with you to new locations as your circumstances change.

For more information, please contact Brian McBride at 480-607-4468.

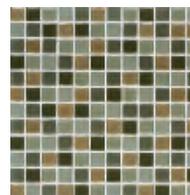


Giant's Causeway in Northern Ireland from one of nearly 40,000 basalt columns.

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Skylights Beige-Green Mélange glass from Arizona Tile.



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## Spring ADC Day of Design

The premiere Spring ADC Day of Design on March 11th was an outstanding event with over 350 in attendance. Barbara Barry's keynote presentation was very well received. Showroom events and open houses took place throughout the day, hosting presentations and serving gourmet food and drink. Sources + Design was the exclusive media sponsor.

*Photo credits: Ben Quillinan Photography.*

## New Ebanista Upholstery Collection...only in the Scottsdale Showroom



**E B A N I S T A**  
Arizona Design Center  
7350 No. Dobson Road, Suite 112  
Scottsdale AZ 85256  
Telephone 480.362.1276  
Fax 480.362.1279  
[www.ebanista.com](http://www.ebanista.com)

Ebanista, Arizona's newest and most exciting showroom, is featuring their 2009 Upholstery Collection. They have achieved the pinnacle of quality and beauty in a collection that takes your projects to the next level. Ebanista's complete line is broad in scope, including spectacular area rugs and lighting, and a wide range of fabrics, casegoods, artwork, and accessories. Uniting the categories is an exceptional attention to detail and an uncompromising level of sophistication and taste.

## CONGRATULATIONS

CONGRATULATIONS to all those individuals that have recently passed the NCIDQ. You have achieved a great accomplishment.

### ADVANCING TO PROFESSIONAL STATUS:

**Marilizabeth M. Birk, ASID**  
**Kacie Moore, ASID**  
**Lindsey Schultz, ASID**  
**Julie White, ASID**  
**Maika Winter, ASID**

If you recently passed the NCIDQ and your name is not listed, please let us know so we can identify you in the next list. Send to Kathy at [Design76@cox.net](mailto:Design76@cox.net)

Did you know that an active member in good standing gets a full dues credit for the first year as a Professional Member? Advancing is easy. Call **Pauline Wampler** at 602-569-8916 or ASID National at 800-610-ASID for information.

### The Countdown is on.....



## AZ North is Going Electronic

AZ North Chapter is "going electronic" for membership meeting notices starting June 1, 2009. Pauline will **no longer** be mailing out postcard announcements after that date. Anyone who cannot receive emails should contact Pauline Wampler at 602-569-8916. *EVERYONE, please make sure ASID has your current email address.*

Thank you!

# welcome

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

### Industry Partners

**Room & Board**  
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**Jayton Jadlot**  
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 La Mirada, CA 90638-5630  
 Tel: (480) 650-9315

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**Safeguard Security**  
**Peter Clark**  
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 Scottsdale, AZ 85258  
 Tel: (480) 609-6279

**The Water Image**  
**Greg Muscarella**  
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 Scottsdale, AZ 85260  
 Tel: (480) 682-4955

**Do Me A Favor**  
**Mary Upchurch**  
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 Phoenix, AZ 85014  
 Tel: (602) 200-0190

**PSI Window Coverings**  
**Amber Rucker**  
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 Scottsdale, AZ 85255  
 Tel: (480) 443-0203

**Vi Designs LLC**  
**Larry Cull**  
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 Countertops**  
**Pat Janis**  
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 Gilbert, AZ 85233  
 Tel: (480) 227-2776

**Wilkinson Floor Covering, Inc.**  
**Stephanie Sandell**  
 3125 S 52nd St  
 Tempe, AZ 85282  
 Tel: (602) 445-6656

### Professional Members

**Kacie Moore, ASID**  
 Est Est, Incorporated  
 17770 N Pacesetter Way  
 Scottsdale, AZ 85255  
 Tel: (480) 563-1555

**Julie L. White, ASID**  
 Est Est, Incorporated  
 17770 N Pacesetter Way  
 Scottsdale, AZ 85255  
 Tel: (480) 563-1555

### Allied Members

**Amy Armstrong, Allied Member ASID**  
 4437 E Osborn Rd  
 Phoenix, AZ 85018  
 Tel: (602) 663-7764

**Anna L. Dankowski, Allied Member ASID**  
 4950 E Van Buren St. #285  
 Phoenix, AZ 85008  
 Tel: (520) 975-6493

**Coreen Golab, Allied Member ASID**  
 14820 S 4th Dr  
 Phoenix, Arizona 85045  
 Tel: (602) 418-0975

**Laurie LaBelle, Allied Member ASID**  
 890 W Harrison St  
 Chandler, AZ 85225  
 Tel: (480) 495-6868

**Mina Kim, Allied Member ASID**  
 4917 E. Thomas  
 Phoenix, AZ 85018  
 Tel: (480) 295-5454

**Barbara Sears-Gad, Allied Member ASID**  
 22125 N Pedregosa Dr  
 Sun City West, AZ 85375-2695  
 Tel: (623) 975-5408

## Mesa Community College Update

By Keri Pollard, Student Member ASID ID Group President

The Mesa Community College Interior Design Group is composed of six multifaceted, talented women. Anna Borresen and Cindy Walker are Co-Liaisons of USGBC, Natalia Garcia is our IIDA liaison, Susan Brickley is liaison for ASID, Jennica Maes is our publicity expert, and Keri Pollard is President. We all work together as a team, under faculty advisor Penny Yascavage.

When the school year started, our group faced challenging obstacles that tested our strengths as a team, but we manifested, and our first objective working together was put into action in October of 2008. As a means to raise money for our group, we initiated a student design competition. We asked MCC interior design students to create a 10in x 10in design that represented the Interior Design program at MCC. We had several intriguing entries making the judging of the designs a task in itself, but ultimately, Kyleigh Moss created the winning design. Her graphic design was printed by local print shop, Think! Screen Print, onto canvas tote bags, which are now currently available for sale through the MCC ID Group. All proceeds go toward future ID Group events.

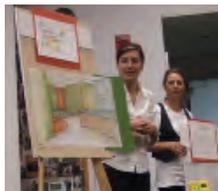


Winning student design by Kyleigh Moss.

Limited Edition Designer Tote Bags now for sale at MCC!



The student design competition was a great way to end our fall semester, and helped us prepare for even more adventure in the spring semester of 2009. Our first adventure of the spring came to us as the ASID Student Charette. Interior Design students from Scottsdale Community College, Mesa Community College, Phoenix Art Institute, and Collins College came together to compete in this annual event, hosted this year by the MCC ID Group. The ID Group officers covered serious ground that day, making sure everything ran smoothly throughout the numerous classrooms used throughout the event. The event was a real success, with well-designed submissions from all of the design teams. As for the ID Group, we could not have been happier to have had been given the opportunity to host such an opportunistic event.



So many designers are influenced by nature, it's raw, organic shapes and forms, and what better way to experience some of



this inspiration, than to spend the evening surrounded by some of the most exciting, nature inspired art and design of our time. There was only one thing to do... we HAD to plan an ID Group field trip to the Desert Botanical Gardens to view the Dale Chihuly exhibit! And what an awesome experience it was. Susan Brickley reserved a guided tour of the exhibit for 15 design students at the unbelievably student-friendly price of only \$5.00 per participant. We chose to meet at the gardens at 4:00pm. In doing so we were able to view the exhibit in natural light, against the amazing setting sun, as well as under the captivating night lighting designed specifically for this exhibit. The event was a success, the exhibit-breathtaking, and we all left feeling inspired. Success.



As the end of another semester draws near, the MCC ID Group is busier than ever. The MCC Spring Fling was April 1st, from 10:00am to 2:00pm, and the ID Group had been asked to present a display on the main campus courtyard, representing the Interior Design program at MCC. At our last meeting, we spent hours digging through piles of fabric, boxes of granite, and books of wall covering to pick the most exciting, eye-catching samples our department has to offer. Our display consisted of an exhibition through some of the most popular interior design materials and manufactures of today, as well as several student examples of recent design work.

The final mission for the MCC ID Group is to host an end of semester event, a celebration of sorts, a farewell to graduating design students, and a welcoming to future design students. We've planned our event to include a presentation from a guest speaker from KOHLER. She has several years experience with the company, and is planning an exciting presentation including the newest kitchen and bath trends from KOHLER. The presentation will be immediately followed by a catered lunch/ networking session. Probably one of the most important objectives of the event will be the election for next years MCC ID Group officers. Participants of the event will have the chance to elect those who they feel will best fill the shoes of the current officers, and lead the group through another inspiring and fulfilling school year.

The MCC ID Group has worked very hard over the last year, overcoming obstacles that may have shut down a group of less dedicated or motivated students. We proceeded with our goals and inspirations, and are stronger because of it. I know that the ID Group does not only benefit those who are fortunate enough to hold officer positions, but also those who are equally as fortunate to participate in the many different events and opportunities the ID Group offers. Together, we all grow stronger as individuals, as well as a group of united, motivated, passionate, and inspired designers.

We thank everyone that made this year a pleasure and success for us!!!

## Scottsdale Community College Update

By Jessica Moreau, Student Member ASID  
SCC ASID Student Chapter President

The SCC ASID Student Chapter has been growing by the month! Our students are more involved than ever. Many of our members participated in the Student Charette Competition in February and we are really proud that SCC students were all part of the top 3 winning teams.

For our most recent meeting, we found it relevant in this economy to provide the student members with more exposure to professionals in various facets of the design industry. We were lucky to be hosted at the Baker/ McGuire showroom for a private tour and presentation that really shed light on careers working in design within a brand, like Kohler, whether in visual merchandising, furniture design, etc. We are also really anticipating our upcoming meeting that will be hosted at SmithGroup where we will have the opportunity to learn about the ins and outs of their large scale commercial design projects.

### Scottsdale Community College is proud to announce the Spring 2009 Board Members:

**Jessica Moreau**  
President

[Jess\\_moreau@yahoo.com](mailto:Jess_moreau@yahoo.com)  
(602) 826-0440

**Erin Dayala**  
Vice President

[erinydayala@gmail.com](mailto:erinydayala@gmail.com)  
(206) 354-7554

**Elizabeth Boatwright**  
Treasurer

[elizabethboatwright@yahoo.com](mailto:elizabethboatwright@yahoo.com)  
(602) 690-0107

## Northern Arizona University Update

By Linley Conrad, Student Member ASID President

This has been a great semester for our chapter and we still have quite a bit to do! Earlier in the semester we took a tour of the Applied Research and Development building here at NAU. This is the 2nd greenest building in the world! We learned all about why it is so green and how they furnished it.

We also had our 1st Annual Teacher Appreciation Luncheon! We honored our five wonderful teachers and had lunch at Casa Bonita and presented them with engraved plaques!

Lastly, we had elections at our last meeting. We elected lots of positions so next year we can do a lot more! We have lots of goals next year including: more participation in events with ASID that happen in the valley, more community service, more field trips and speakers, more participation, and lots more new members! We are hoping to recruit lots of new girls so our chapter can expand! Also we have a fundraising chair so we can make money so we can go to more events in Phoenix! Here is a list of the positions:

**President: Linley Conrad**

**Vice Pres: Whitney Adams**

**Secretary: Sofia Ewing**

**Treasurer: Mari Komori**

**Community Service Co Chairs: Camille Reineckir and Janessa Rosales**

**Historian: Maggie Jones**

**PR Chair: Alex Terry**

**Travel/Competition Chair: Britney Hester**

**Fund raising Chair: Alex Warner**

**Membership Chair: Stephanie Hubbard**

## Collins College Update

By Shea Ferris and Patricia Vera, Student Members ASID

Our student chapter is excited to come back from our winter break and start off in our new campus located at 4750 S. 44th Place in Phoenix. The new campus was built with the students in mind; including a new production center, a fresh and new materials resource library and plenty of lounge areas for students to relax in between classes. The interior of the new building extrudes of design and art.

To start off our holiday season, our student chapter held our annual bake sale. During this time we ask our members to volunteer to make baked goods and/or help man the bake sale table which was held in our schools' main building entrance. This time around, we made shy of \$300 dollars and a percentage of our proceeds went to local animal shelters. Our student advisor, Trudy Taddeo, who is always our inspiration, went the extra step for the animal shelters and organized a giving tree on behalf of our student chapter. Here students, faculty and instructors would select a tag (that listed such items as towels, food, toys, etc.) from our Christmas tree and purchase the item that was listed, and then placed the purchased item in our giving tree basket. We greatly look forward this event because it always makes our bellies and charities extremely happy!

And finally our student chapter is looking forward to kick off the New Year with the Charette competition, new student chapter t-shirts and inviting a guest speaker from IDCA.

We thank everyone that made this year a pleasure and success for us!!!



Michael Ramirez, Terrie Page, Stephanie Nelson, Amanda Hakenjos, Shea Ferris, Angela Bonano, Wendy Williams, Angela Hollingshead

## Phoenix College Update

By Tamarah Granzow, Student Member ASID  
Phoenix College ASID Student Chapter President

The Phoenix College ASID student chapter held in February a Mosaic Class that was a huge success. There were over 15 students that participated in learning techniques on mosaic tiles and how the process of tiling works. This was a fun time and we hope to do it again.

In April the chapter will be going to Taliesin West for a private tour. We are also having a color workshop presented by Dunn-Edwards later in the month.

Our May event will be our annual Reception for the students graduating from the Interior Design program. This reception is a chance for the students to show case their work and be acknowledged for their achievements. Congratulations to all graduating students.



# Jessica Moreau, Student Member ASID, IIDA

ASID SCC Student Chapter President 2008/2009

**I can't wait to graduate because:**

I view design as a way of life. I feel lucky to have my career begin in a field I can't seem to get enough of. I hope that never changes

**Industry pet peeve:** It's really important to me to not only be viewed as a creative individual, but a knowledgeable and pragmatic designer. I wish more people knew our skills go far beyond fluffing pillows.

**Person I would like to meet:** I can't list just one person. Designers: Kelly Hoppen, Holly Hunt, Kelly Wearstler. Otherwise: Dr. Wayne Dyer, Sofia Coppola and David Blaine (how does he do it?).



**I own too many:** Throw Pillows! Something in me needs options for every mood and occasion, like shoes or handbags. I'm running out of storage space



**If I wasn't a design major, I would be:** A travel writer



**Music on my iPod:** I don't discriminate. I have everything and anything I can run to, from Led Zeppelin, and Johnny Cash to the Momma Mia soundtrack. Very eclectic.

**Mentor:** My mother always inspires me. She has elegance, intelligence, strength and fragility, all wrapped up in a beautiful package.



**Person who makes me laugh:** Dane Cook, my friends, my husband; funny people are my favorite. I really appreciate when someone doesn't take themselves too seriously.



**When not in the classroom, I am:** Travelling with my husband. We love to travel together, try/see new things and check places off our bucket list.

**Classic product I will always love:** High quality sheets. For me, great sheets are so integral to relaxation and having 'no place like home'.

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# Industry Partners Directory

The following companies and their representatives are Industry Partner members of the ASID Arizona North Chapter and are supportive of ASID programs and policies. This list was current at press time.

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Brian McBride . . . . . (480) 607-4468

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## AFFINITY KITCHENS

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## AKA GREEN

Jeffery Frost . . . . . (480) 946-9600

## ALL WOOD TREASURES

Scot Perfect . . . . . (480) 921-4100

## ALL WOOD TREASURES

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Roland Arnold . . . . . (480) 893-9393

## ARIZONA TILE, LLC

David Cobos . . . . . (480) 893-9393

## ARIZONA TILE, LLC

April Marsh . . . . . (480) 991-3066

## ARIZONA TILE, LLC

Mr. Arden Mullins . . . . . (480) 893-9393 ext. 2808

## ARMSTRONG

Brenton Tesreau . . . . . (636) 300-0984

## ARMSTRONG

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## CENTURY FURNITURE/HEIRLOOM FURNITURE

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## CLOSET FACTORY

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## CULLUM HOMES, INC.

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## June

- 1 DESIGN EXCELLENCE AWARDS ENTRIES DUE  
TURN IN BINDERS AT THE KRAVET SHOWROOM, ARIZONA DESIGN CENTER  
BETWEEN 12:00 – 4:00 PM
- 12 ASID AZ NORTH BOARD MEETING  
10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 18 MEMBERSHIP MEETING AT NATURAL TERRITORY, CEU ON SUSTAINABILITY  
5:30 – 6:30 PM SELF-TOUR OF SHOWROOM AND REFRESHMENTS  
6:30 – 7:30 PM .1 CEU CREDIT PRESENTATION ON SUSTAINABILITY BY BROOKE BOGART,  
MEMBER OF THE US GREEN BUILDING COUNCIL

## July

- 10 ASID AZ NORTH BOARD MEETING  
10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 16 MEMBERSHIP MEETING AT AFFINITY CABINETS  
5:30 – 6:30 PM TOUR OF SHOWROOM AND REFRESHMENTS  
6:30 – 7:30 PM PROGRAM TO BE ANNOUNCED

## August

- INDUSTRY PARTNER APPRECIATION PARTY  
DATE AND LOCATION TO BE ANNOUNCED
- 14 ASID AZ NORTH BOARD MEETING  
10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM

## Septemeber

- 11 ASID AZ NORTH BOARD MEETING  
10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 12 DESIGN EXCELLENCE AWARDS EVENT  
TIME AND DETAILS TO BE ANNOUNCED



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