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2009 IS HERE and chapter meetings and events have been planned that are interesting, educational and encouraging to help see us through challenging times. We’re off to a good start with our January meeting at the award-winning commercial project, Fox Restaurant Concepts Corporate Office, by **Roberta Thomas, ASID**, and look forward to the February membership meeting and Trade Show. The February meeting will kick-off with the Trade Show, leading up to the program on product design. **Debra May Himes, ASID** will share her experience in product design, followed by a discussion of copyright and intellectual property law by attorney **Laura Zeman** of the respected law firm of Snell and Wilmer.

Each membership meeting will have a significant educational focus to broaden members’ knowledge and strengthen their confidence on a variety of subjects. Subjects for meetings include: Awards Competition entries, sustainability CEU, Education Day CEUs on business practices and fee-based compensation, and key elements of quality furniture. The program line up promises expert guidance on a variety of topics; be sure to take advantage of it.

Looking back, several events toward the end of 2008 are noteworthy. RealWorld DesignWeek premiered in October as the ASID National student shadow week. Students responded enthusiastically to the opportunity to shadow a Designer or Industry Partner for a day. I enjoyed meeting SCC student **Debra Allen** who accompanied me to showrooms and two client job sites. It was fun for both of us! Also held in October was the Student Gathering graciously hosted by SunWest Appliance Distributing, Industry Partner of ASID. Students who attended, enjoyed getting to know each other and the Board members. We all enjoyed the beautiful SunWest showroom.

On November 7 we held the New Member Luncheon at the elegant showroom of Alexander Sinclair Design, Industry Partner of ASID and hosted by **Sylvia Lorts, Allied Member ASID**, with the assistance of her very helpful staff. **Tracey Marshall, Allied Member ASID** and Student Affairs Chairperson, enlisted the help of three student members, **Rebecca Gerlott, Patty Townsend** and **Kim Gudykunst** to keep everything running like clock-work. It was a lovely event enjoyed by many new members, as well as the Board members and our invaluable administrator, **Pauline Wampler**. One day after the luncheon was wreath making day at SCC. The work day was organized by **Marci Dusseault, ASID** and Membership Chair, **Tracey Marshall, Allied Member ASID**, with assistance by **Patty Vera, Student Representative to the Board**. Several student members pitched in to create beautiful wreaths under the direction of Robbie, floral designer at Design One International, Industry Partner of ASID. The wreaths were sold at the showroom of @theOffice, Industry Partner of ASID and raised more than $1,000 for the Boys and Girls Clubs of the Greater Scottsdale Area. Thank you to all who participated in this worthwhile endeavor!

The busy month of December brought a record-breaking number of party-goers to the gorgeous home of **Tracey and Tony Sutton, Allied Member ASID**, of Est Est, Inc. for our Holiday Party. At least 127 members (we lost count!) got together to celebrate the season and tour the spectacular indoor and outdoor living space of the Sutton family residence. Topping off a terrific party was the more than $600 raised for our children’s charity through the sale of ornaments donated by attendees. Thank you to **Darlene Summers**, and Baisch and Skinner, Industry Partner of ASID for donating ornaments for our members to decorate and providing a beautiful life-like, lighted, artificial tree to display the ornaments. Thank you to **Norma Escandon Michaels, ASID** for the great idea of member-decorated ornaments. A grand time was had by all!

I wish each member of ASID Arizona North Chapter a happy, healthy, prosperous New Year! You are a vital and valued part of our organization.

**Linda Kolesar, ASID**
**ASID Arizona North Chapter President**
features

“Enlightened” Spaces ................................................................. 8
Residential Lighting Trends 2009 ................................................... 10
Becoming “Light-Minded” ............................................................. 12
Artistic Lighting Design & Energy Codes ........................................... 14
We’re in this together ................................................................. 16
ASID Arizona North Annual Christmas Party ................................. 18
Legislative Corner ................................................................. 24
Ethics-Adhering to the ASID Code of Ethics & Professional Conduct .... 26
Member Profile - Tony Sutton, Allied Member ASID ............................. 28
Annual ASID Cares Golf Challenge ............................................... 31
Arizona Designs ’09 CEU Seminars & Trade Expo .............................. 33

INDUSTRY PARTNERS
Horizon Art, Industry Partner ....................................................... 30

STUDENT BUZZ
Holiday Wreath Auction ............................................................. 34
College Updates ................................................................. 34-35

departments

President’s Message ................................................................... 4
Board of Directors .................................................................... 6
Meeting Recaps ....................................................................... 20-21
NCIDQ Update ....................................................................... 23
Welcome New Members .............................................................. 27
Arizona Showroom News .............................................................. 32
Industry Partners Directory ....................................................... 36
AZ North 2008/09 Committee Chairpersons .................................. 41
Calendar of Events ................................................................. 42
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ADVERTISERS INDEX

7TH AVENUE DESIGNS .................. 17
ALEXANDER - SINCLAIR ................ 3
ALL WOOD TREASURES .................. 19
ARIZONA TILE ........................ 37
THE ART DEPARTMENT .................. 27
AZ CUSTOM DESIGNS WINDOW COVERINGS 9
CACTUS STONE & TILE .................. 39
CLOSET FACTORY ...................... 39
CUSTOM COVERINGS .................. 41
DECORATIVE CONCRETE
STAINING & SCORING .................. 35
DESIGN FINDER ...................... 25
THE ELEGANT WINDOW ................ 24
ENMAR HARDWOOD FLOORING, INC. .... 39
FANNIN INTERIORS .................... 37
FIBER SEAL OF PHOENIX ................ 22
HEATHER AND FRED STUDIOS .......... 37
HINKLEY’S LIGHTING FACTORY .......... 2
HORIZON ART .......................... 41
MOE M. TAVASSOLI .................... 15
ONE POSH PLACE ..................... 11
PROSOURCE ........................... 35
RABBIT CANYON DESIGNS ............. 43
REST ASSURED ...................... 25
ROCKHARD DESIGNS, INC ............. 29
VILLAGIO TILE & STONE ............... 44
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The art of lighting in Design is about bringing a desired mood or ambience to spaces as well as being functional and energy efficient.

Designers often work with artificial lighting to enhance their projects. This is not because natural light is not a factor in the lighting scheme, but rarely can you rely solely on natural light as a main source of illumination. Natural light often is the accent light source, and artificial light is the dominant source. The choices for artificial light are endless and choosing the right type of lighting often is the difference in the success of a “good” project verses a “great” project.

Energy efficient lighting is one of the countless types of light options designers may choose from. Not only is energy efficient lighting an essential part of a modern designer’s palette, it is a good business practice. If it is not yet mandated by your jurisdiction, certainly clients, developers, brokers and facilities are requesting the design professional to incorporate energy efficient lighting in projects. Benefits of energy efficient lighting include longer life bulbs, less energy consumed, lower power bills, less maintenance and decreased impact on the environment. These qualities are key to LEED certified projects and where environmental concerns are important.

Although energy efficient lighting has many positive qualities, it may not always be the right solution for every project. The aesthetic of a project can be enhanced by layered light solutions such as low voltage, incandescent and LED lighting. By layering lighting throughout a space, the designer can bring depth to an environment, just as a painter layers paint onto a canvas. Up close, it appears as clumps of blues, reds and yellow, but when you step back you can see it come together as a full picture. Layered light solutions also give the end user options for creating varied light schemes. For example, in a conference room, there may be several different light sources to meet the needs of varied uses. Direct or indirect light fixtures are a good option for overall ambient light, recessed down lights can be used for highlighting presentation materials or dimmed when viewing projected images. Lighting control systems can also help end users to incorporate preset conditions for their varied light requirements.

Evenly spaced, adequate fixture counts and understanding light output is critical to a successful lighting plan. A designer should be aware of dark corners, hot spots on architectural features and remember that the lighting should compliment the rest of the plan to be in harmony with the layout as much as possible. When incorporating decorative light fixtures, the other light fixtures should support and enhance the decorative fixtures, not detract from them. In this case, think of it like jewelry, one knock out piece of jewelry makes that the outfit. Just as good lighting can truly “enlighten” your project, it can also contribute to the success of beautiful spaces.
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To The Trade
2008 is behind us and everyone is looking towards 2009 with hope. To determine residential lighting trends, we need to look at the big picture of overall trends. Experts predict that Americans will continue with nesting and remodeling. The generations of Gen-X, Gen-Y, and the Boomers will downsize their homes in greater numbers and will require multifunctionality from both their rooms and their lighting. And green design is here to stay.

“Energy efficiency” is the buzz phrase in lighting. The nation is following California’s example of strict lighting guidelines. Compact fluorescent lighting (CFLs) are coming out in greater numbers and variety. There is great information on the internet about CFLs and as our clients become more educated and sophisticated, designers also need to keep up with information. In addition to the internet, be sure to rely on your lighting vendors—they are more than happy to share information and help with your clients.

We started really seeing LEDs (light-emitting diodes) in the residential arena a year ago. They are taking the lighting industry by storm and, according to Eric Berkey, General Manager, Hinkley’s Lighting Factory, LED technology “is changing almost hourly.” Mr. Berkey predicts that LEDs will revolutionize lighting—they cost next to nothing to operate and have a longer life span than other lighting sources. Though LEDs are still not able to meet the current needs of the residential designer, this is changing quickly. One of the main complaints about LEDs is the color temperature of the light—the light can be very white or very blue and not comfortable in a residential setting. Additionally, LEDs are not yet dimmable and the initial cost factor is still high. Again, designers will want to follow this closely so that they can give their clients the most current information.

Low voltage lighting is still a great lighting staple and has the color temperature clients want. These continue to come on the market in different forms and are continuing to evolve as well.

From an aesthetic standpoint, Mr. Berkey continues to see that designers and clients both want lighting that has a hand-formed quality, such as hand-blown glass and art glass. Surface irregularities are valued. The Phoenix area still likes the bronze finish, but chrome is coming in stronger and being specified over nickel and bronze in kitchen and bath areas.

Nationally and locally, trends are towards bringing more commercial type lighting into the residential environment. Clients are influenced by the boutique hospitality and retail markets and want to incorporate this lighting into their home. This also translates to an upsurge in contemporary lighting in homes. This movement towards contemporary and less ornate often results in a lower price point which is especially important for cost-conscious clientele.

Chandeliers are also becoming more contemporary with a move towards modified chandeliers. These chandeliers may be inside a larger light shade,
Marcia Graber, Allied Member ASID, of Graber Designs, LLC, incorporated many of these elements in the custom-designed chandelier pictured in the center photo, page 10. As a lighting design instructor for Phoenix College, Ms. Graber is both very knowledgeable and comfortable with lighting requirements and design elements. In cooperation with both Hinkley’s Lighting and Clear Concepts Interior Glass, Ms. Graber used a contemporary commercial track lighting element from Bruck, and adapted it into a circle that incorporates both festoon lamps and low voltage directional MR16 lamps. Ms. Graber then incorporated a custom-designed lit triangular art glass that transsects the center of the chandelier and provides reflected light. Modifying an existing component enabled Ms. Graber to provide a unique fixture that still met budget constraints.

Lighting is either from a natural or an artificial light source. Regardless of initial source, reflected lighting is another means of providing soft ambient light at no additional cost. Again, a lighting designer/vendor can help a designer utilize light to its greatest effect.

2009 trends for portable lighting, such as table lamps, floor lamps, and task lighting continue to have some retro aspects, such as large drum shades and retro large-patterned shades. Floor and table lamps are playing with proportions, with bold, large drum and rectangular shades are often balanced over very narrow, elongated bases.

Floor lamps are often sculptural and may incorporate aspects of nature, appearing as twisted branches, for example. Floor lamps with the ability to articulate and focus light where needed are coming on strong this year, again meeting the need for multifunctionality. Floor lamps with tables are continuing which also address the reality of smaller spaces.

Designers know that lighting can be the defining point of extraordinary design. This is definitely an area of design that deserves close observance in the coming year.

Sources:
Clear Concepts Interior Glass, 3695 East Apache Trail, Apache Junction, AZ 85219 (480) 659-4779
Graber Designs, LTD, 7349 N. Via Paseo Del Sur Suite 515, Scottsdale, AZ 85258 (480) 998-0989
Hinkley’s Lighting Factory, 4620 N. Central Avenue, Phoenix, AZ 85012 (602) 279-6267
Accompanying Photographs:
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**BECOMING “LIGHT-MINDED”**

by Karen Barnes, ASID Industry Partner, CWP, WFCP, WCAA, The Elegant Window, Gilbert, AZ

Window Treatments have a tremendous impact on the décor and mood of a home. It is important to understand the many decisions that need to take place to create the perfect window treatment. One must think about fit and function, privacy and view (to enhance a beautiful view or hide an unsightly one), light control, and of course, the beauty of the treatment and the impact it has on the overall design of the home.

Here in Arizona, when it comes time to make a decision on how to treat a window, light control is one of the considerations that is foremost on our minds. Unfiltered sunlight can do much damage to fabric, carpeting, furnishings and artwork. And yet sunlight, or lack thereof, can greatly affect our mood as well as our health. The challenge, then, is to consider how each room will be used, as well as the needs and lifestyle of the client, in order to find the right window treatment for each situation.

There are many window treatment options available for light control. Some include window tinting, roller shades and awnings for the outside of the home, as well as shutters, blinds, shades and draperies for the inside of the home. Since my area of expertise lies in soft window coverings, I’d like to offer a few suggestions to help achieve the right amount of light control for each room when a soft treatment is specified.

**Location**

Consider the location of the window in the room. The light and heat coming in east and west facing windows can be quite intense compared to north facing windows. Choosing an insulating lining for your west windows, for example, will greatly reduce harmful UV rays. The lining/interlining should be a decision made carefully. (See next point). Also, consider where you would like the drapery, shade or valance installed. Your client may not want any of their view obstructed. Make sure there is enough room for the drapery or shade to stack off the window.

**Lining**

There are many types of linings available and it’s very important to choose the right one for the job. I recommend choosing high quality linings because it offers the best protection of the face fabric from the damaging effects of the sun, as well as improves the drape and body of the fabric. Lining options range from light filtering to dim-out to black-out. Adding interlining (a flannel fabric sandwiched between the face fabric and lining) will provide more insulation and dimming qualities but it does not make the treatment a total black-out treatment.

Always check how your face fabric and lining/interlining will look together by hanging a sample in the client’s window on a sunny day. Ask your workroom for samples of their stock linings. At The Elegant Window, we offer large lining samples to our designers, which are surged around the edges. A grommet is placed in the corner so all the lining samples can be held together by a ring. Then, when a lining and/or interlining is chosen, it can be taken off the ring and layered with the face fabric in the client’s window. I suggest using a skirt hanger to hold the lining and face fabric together which makes it easier to hold it up to the window.

Why is it important to check the lining and interlining with the face fabric? When the sun comes in the window, the lining/interlining can change the color of the face fabric, especially if the face fabric has a light colored background. For example: If your face fabric has an ivory background and an ivory lining and natural interlining is chosen, the face fabric will look yellow when the sun comes through. In this case, you would need to choose white lining and interlining.

Black-out lining is used for many reasons: it offers complete light control, prevents light bleed-through which can wash out or change the colors of the face fabric and it eliminates shadowing, especially important on valances. Using black-out lining in a theatre room or a bedroom is a great option. If you are designing draperies and want them to be completely room darkening, you will have them lined with black-out lining but you must also plan to have a board mounted valance or a cornice to block the light that will sneak in above the drapery. You should specify generous overlaps and be sure the drapery extends beyond the window and to the floor so light won’t sneak in.

French black-out is another great option for room darkening window treatments. With this method, four layers are used in one treatment. First you have the face fabric, then interlining, then black lining, then your regular lining. This offers a very high end and luxurious look to your draperies. Also, the more layers used in the window treatment, the more it will improve the windows’ “R-Value” (the ability of a product to keep the heat and cold out) and reduce Solar Heat Gain (SHG = the amount of heat that passes through a window).

If using black out lining on roman shades, you need to inform your client that pin holes of light may be seen where the rings are stitched on. To minimize this, use interlining in-between the face fabric and the lining, or try using

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*Designed and fabricated by Ravi Design, Vancouver, BC.*

“The light quality in this side of the home was so beautiful, it inspired us to create window coverings that not only retain that beauty but somehow change it, experimenting with fracturing, filtering, bending and dispersing light. Covering windows without sacrificing light quality.” – Ravi Pankhania
the new Apollo black out lining (well, it’s nearly complete blackout). It’s soft and very forgiving of those little pin holes.

Roman shades lined in blackout lining can be completely room darkening if they are outside mounted and reverse mounted, meaning the shade comes off the back of the board instead of off the front. If done this way, the shade lays flat against the wall on either side of the window and blocks the light. Hobbled roman shades can also provide complete blackout if they are outside mount and reverse mount and if they are made using the flat back method. Whenever a reverse mount shade is specified, a small valance is also needed to hide the lifting mechanism.

Though valances are purely decorative and not used for light control, I prefer to line valances in blackout lining to prevent shadowing at the hemline and pleat areas. If a facing or “decking” is used on the back of the valance near the hemline, the shadow resulting from this can be quite distracting.

Another reason to use blackout lining is if your fabric has a woven motif on the face and the back has many threads running across the width. If you use regular lining with these types of fabrics, you’ll see shadows from all the threads. Embroidered silk has the same issue – threads on the back of the fabric can be seen when the fabric is hung in front of a window.

Sheers
Sheer window coverings are used to diffuse light and give a softer look, but do not provide privacy at night. Sheer and semi-sheer fabric used in contemporary settings is a trend we’re seeing right now in window coverings. For example, sheer roman, tucked roman or relaxed roman shades are very popular. When using sheer fabrics for shades, be sure your workroom uses clear rings and clear ribs, and uses cords that closely match or blend with the face fabric. These necessary items will become practically invisible.

Sheer Ripplefold draperies have a very contemporary look as well. This style of drapery also stacks back in a minimal amount of space so your client will still be able to enjoy the view. When choosing a colored sheer fabric, take a large memo sample to the client’s home, scrunch it up and then check the color in front of the window. The color is darker when fullness is factored in and you want to be sure your client understands this.

Layering
Layering your window treatments, which is also a popular design trend right now, may be a great solution. Layering consists of a sheer layer, a black-out layer and a decorative layer. The black-out layer could be a drapery or a shade. When designing a layered treatment, you are truly giving your client every option – light diffusing with the sheer, room darkening with the blackout lining and the decorative layer as the finishing touch.

Motorization
Motorization is the perfect solution for window coverings on hard-to-reach windows as well as very large windows that would be heavy and difficult to open and close each day in order to filter or block out the sunlight. Motorized window coverings can be programmed to open and close at certain times each day which helps manage heat gain in summer months and heat loss during the winter.

Designing the perfect window treatment with your client’s needs in mind does indeed take careful thought and planning. Keeping light control in mind, or becoming “light-minded”, will allow your client to more fully enjoy the beauty, functionality and comfort of their home.
As various elements of our industry continue to evolve in terms of lighting design, new products, LEED / Green Building Design, and energy codes, we are constantly being challenged to implement a design that not only creates an exceptional space, but adheres to the local governing energy codes. As design professionals, we need to keep in mind that we are being hired for a project for our creativity. Sometimes this creativity may not always be used in the areas we have been initially hired. For example, when we illuminate a certain classification of space to the standards set by the Illumination Engineering Society (IES) and adhere to a certain amount of watts per square foot set by the U.S. Department of Energy, we will usually exceed our energy consumption if tried-'n-true fixtures are specified. This is where the creative juices really need to start flowing...

Throughout our country, we are seeing more and more municipalities adopt various types of energy guidelines for lighting/electrical design. This usually involves classifying a space to determine the amount of watts per square foot set by the U.S. Department of Energy, we will usually exceed our energy consumption if tried-'n-true fixtures are specified. This is where the creative juices really need to start flowing...

This would not be a problem, but say the project happens to be a high-end clubhouse? How do you bring these two design criteria together? The key to lighting design in any project is understanding your team’s concept. If the project is a contemporary Oriental restaurant, then you may wish to rely on more recessed / low wattage, high-efficacy fixturing for a clean look with supplemental halogen spots to make key elements pop. On the other hand, maybe your team is working on an Old World clubhouse that involves many chandeliers and sconces. By being involved in the lighting design upfront, the lighting designer can now have an impact on the decorative selections as they relate to the overall design and the amounts of energy the decorative fixtures consume. Both above mentioned concepts will require some form of lighting control systems to be compliant with most energy codes.

In the end, our professions will continue to be enhanced by changes in product innovations, technology, demographics, and governmental regulations. We can view such changes as distractions to our day-to-day tasks, or gladly embrace them. If you choose the latter, I believe you have not placed yourself in a creative box. For in the end, if we as design professionals believe that creativity can only be applied directly to our designs, then we have not given our clients all of our creative potential. Albeit, figuring out how to make a space work in terms of illumination based on watts per square foot may not be the sexiest part of the job, but it does take large amounts of creativity. We should all strive to reach this point.

Paul Salmonson is owner of Aterra Lighting Design & Controls and Industry Partner of ASID Arizona North Chapter.
Economic conditions have placed a burden on us all for long enough. It’s time to turn things around. As members of the Arizona North Chapter of ASID and with our new website, we are in a very unique and opportunistic position. Now we can relieve much of this economic stress….if we’re in this together.

The word member is defined as “A distinct part of an organization”. Our distinct parts, our designers, our Industry Partners, and our students, make up the great organization known as the Arizona North Chapter of the American Society of Interior Designers. When each part of the membership is working together with the other parts of the organization, a tremendous force is created and the results can be very dramatic. But only, …if we’re in this together!

What can each of us do?

What must the Chapter do to increase revenue to its designer members?

Simply, it must give its designers greater exposure with the residential and commercial consumers. To accomplish this objective, the Chapter has recently launched its new website with which gives designers many optional levels of exposure and is very user-friendly for the consumer. The effectiveness of any website is measured by the amount of viewers it receives. To increase traffic to the site, the Chapter will be promoting www.asidaznorth.org throughout the year and will be running ads similar to one shown here in LUXE magazine. The Chapter will also enhance the presence of the website on search engines. We invite you to visit www.asidaznorth.org, click on “Find a Designer” and see for yourself how this will benefit your business as well.

What must the Chapter do to increase revenue to its Industry Partners?

Suppliers join our Chapter to support the industry, but also to increase revenue received from interior designers. Our designers would like to support the Industry Partners, but unfortunately, do not have the time to visit all our IP’s showrooms. So the Chapter must bring the showrooms to the designers. This is the main purpose behind the redesign of the website. We have added the header entitled “Design Products & Services”. Now designers can shop 24/7 on their time. The Chapter will promote the support and usage of our Industry Partners in the Chapter newsletter, on the website, at all Chapter events, and will continually through out the year reinforce to our designers the importance of patronizing the companies that make possible so many of our events and programs.

Support Our Industry Partners at www.asidaznorth.org, and click on “Design Products and Services”.

What can designer members do?

By taking the time to surf through “Design Products & Services”, designers will receive the most up to date information in the industry. When looking for new resources, designers should go here first. It only makes sense to purchase from companies that our supporting our industry.

What can Industry Partners do?

Industry Partners are in a very unique and valuable position when it comes to “We’re in this together”. You have far and away the most contact with the residential and commercial consumer. Go to www.asidaznorth.org, click on “Find a Designer”. Get to know designers that best fit the needs of your company AND the needs of your consumers. Whenever possible, ask your potential customers if they have a designer. If not, recommend one. You are doing them a great service and you are creating relationships with designers. After all, wasn’t that the reason you chose to get involved with ASID? And what’s more, a design professional will sell more of your product and service than the customer would have ever bought themselves.

What can students do?

Keep studying, never stop imagining, and keep your creative juices flowing. You are the future of our industry. And when the need arises, support our Industry Partners at www.asidaznorth.org, Design Products & Services.

2009 can be a so-so year, a good year, or a terrific year. I choose “terrific”. It’s up to each one of us. Always remember, we’re in this together.
"It's beginning to look a lot like Christmas"…. was wafting through the air as guests approached this year's ASID Arizona North Annual Christmas Party on Friday, December 5th. The glowing luminaries guided partygoers up the driveway, through the courtyard, and to the front door. The bubbling water feature, oversized poinsettias, and additional candles couldn't help but put you in the holiday spirit. Many designers, vendors and their guests showed up for this festive occasion, hosted by Tony and Tracey Sutton, owner of Est Est, Inc., Scottsdale’s oldest interior design firm. The turnout of 137 guests far exceeded the 60 people that sent in their RSVP. The additional guests added to the holiday cheer.

Tony and Tracey Sutton live in Saguaro Estates, a Toll Brothers community in north Scottsdale. Guests were invited to tour the special home and view all the added unique customizations, a signature of Est Est, Inc.

The heart of the home, the kitchen, can be found just down the hallway. It is truly a cook's paradise with two separate islands and a large gas range. The arched stone wall detail and custom mosaic cooktop backsplash help transport you back in time. The attention to detail, custom lighting fixtures and carved cantera niches make it feel like you were truly in Tuscany. The aroma filling the air was intoxicating with food catered by Love 'N the Kitchen. This food was not your typical party food. The hors d’oeuvres and spirits served were works of art, from the bouquets of steamed asparagus wrapped in pastry, to the mozzarella and tomato skewers. Kind compliments were given throughout the evening as the guests couldn't get enough of the delicious cuisine. Yummy desserts and coffee were also served. The hosted bar was out on the back patio where the Sutton's had built-in heaters installed on the ceilings of the patios that made the outside area enjoyable on a cool winter night. There were several intimate seating areas throughout the interior and exterior for guests to sit and visit.

The negative edge pool was the center attraction of the backyard paradise. The full size sport court was a basketball player's dream come true. The patio and yard had different levels, with no details left untouched.

This year's charity event was especially popular. Guests could pick up a clear glass undecorated Christmas ball from industry partner Baisch and Skinner, which they would then transform into a one-of-a-kind, handcrafted holiday ornament. Ready-made ornaments could be purchased for the event as well. The ornaments were brought to the party and individually priced by the committee and then put on display on the “Tree of Treasures” for all attendees to purchase at their leisure. The $614.00 raised all went to ChildHelp, our adopted charity. The Christmas tree used to display the ornaments was provided by Baisch and Skinner. The tree became very empty by the end of the evening, making this a very successful fundraiser!

Truly an Old World setting that will delight the eye.

Thanks to Tony and Tracey Sutton for hosting a wonderful ASID Christmas party.
ALL WOOD TREASURES CO.

And you thought we only made great furniture. Announcing our new cabinetry division! Excellent craftsmanship with world class finishes

TO THE TRADE ONLY
Exclusively available through your builder, designer or architect.

Tel. 480.921.4100 • 2063 E. Cedar Street - Tempe, AZ 85281
www.allwoodtreasures.com
by Lohoma Eckroat, Allied Member ASID

The ASID AZ North membership meeting, in October was sponsored by ASID Industry Partner, @the Office located in North Scottsdale. The fun and informative evening began with introducing the new ASID AZ North Chapter officers:

Linda Kolesar, ASID, President; Brenda Strunk, ASID, President-Elect; Susan Nicholson, ASID, Financial Director; Kathy Harris, ASID, Communications Director; Melinda Foote, ASID, Professional Development Director; Marci Dusseau, ASID Membership Director; Brooke D’Alleyrand, IP At-Large Director; and Patricia Vera, Student Representative for the coming year to the members and their guests.


Each panelist was given the opportunity to answer questions concerning how interior designers should work and communicate with professionals in their related professional field.

The questions consisted of the following: How do we begin communication? When should they be brought into the planning of a project? Do you require a site visit? What is the minimum amount of time required on a request for a proposal? What is the procedure you follow on a new project? Discuss your fee arrangements. What is included in your fee? What suggestions can you make to designers?

The panelists continued to answer questions from the members after the conclusion of the discussion. Brian McBride representing ASID Industry Partner, @the Office, gave a brief introduction of products and services available to designers. @the Office is a beautiful and spacious 20,000 square foot showroom displaying the latest in office furnishings for residential and contract projects. Their team has years of experience and knowledge to bring to the table along with a vast selection of furniture styles, finish selections and fabric selections.

Services include but not limited to: electric and data wiring, furniture delivery, maintenance and storage, cabinetry installation, furniture rental, and office layout. Cabinetry finish surface selections available varies from traditional wood to exotic woods, laminates, various types of glass, natural stones and several fabric finishes for specialized environments. A visit to @the Office is imperative for all designers. To obtain additional information visit: www.attheoffice.com

The meetings and events offered throughout the year are formatted to assist you in becoming indispensable to your clients and provide a return on your investment. To obtain information on future meetings and events visit the ASID Arizona North Chapter web site, www.asidaznorth.org
BURDETTE CABINET FACTORY TOUR
by Cortny Murdock, General Manager

Burdette Cabinet Company was delighted to be given the opportunity to host the November ASID chapter meeting, and thanks everyone who was able to attend.

For those of you unable to attend the night proceeded as follows:

The evening started with members of the Burdette staff and fellow ASID participants touring our showroom and gallery of custom cabinetry photos while enjoying tapas and wine provided by De La Cruz Bistro.

After a quick refill of the delicious eats and drinks, participants were divided into three groups that were led on an educational plant tour through the Burdette Cabinet Company manufacturing facility. Each group was led by a highly experienced member of the Burdette staff. The tour groups learned the processes in which custom cabinetry is designed, engineered, manufactured, assembled, finished and then installed. Members were also given training on what each machine in the facility does first hand, as the facility was working in full capacity. Besides the massive machinery, our hand carver demonstrated carving techniques and members were engaged by Burdette’s expert finishing department, watching Burdette finishers stain, glaze, paint, and even gold foil cabinet components by hand.

To close the evening, an informative presentation was given by the heads of the design and sales, manufacturing, and installation departments. Co-owner Gary Understiller also held a Q&A session fielding a wide range of quality questions prompted by attendees pertaining to all aspects of the custom cabinetry industry.

-A special thanks to Arizona North Chapter ASID for allowing us this opportunity.

New Member LUNCHEON

New members to the ASID Arizona North Chapter were feted with a luncheon in their honor at the elegant Alexander Sinclair showroom on November 7. The new members were welcomed by the Board and had a chance to get acquainted with each other. New member Practitioners and Industry Partners attended the special event.

The luncheon was hosted by Sylvia Lorts, Allied Member ASID, with the assistance of the helpful staff of Alexander Sinclair. Tracey Marshall, Allied Member ASID, and Student Affairs Chairperson, organized a team of student members to keep things running efficiently. Student members Rebecca Gerlot, Patty Townsend and Kim Gudykunst, made it look effortless.

We appreciate all who took part in the luncheon. It is important for our new members to feel welcome in ASID and to become active participants in the organization. We thank those who worked to make the event a success and those who took time from their busy schedules to attend.
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!

Attention All Designers and Industry Partners:

Here is an outstanding opportunity for anyone looking for interns or entry level position employees. Come to Student Career Day on Friday, February 20th for student resume/portfolio reviews, interviewing and possible on the spot hiring.

Contact Marci Dusseault at 480-353-9622 or email: admin@creative-inspirations-llc.com or Tracey Marshall @ 602-738-0017 or email: TowandaDesigns@cox.net for more information.

SAVE THE DATE FOR

February Membership Meeting!

We had such a fantastic turn out for our January membership meeting, (98 attendees); we want to make sure you don’t miss this outstanding event.

February 19th: Trade Show/Membership Meeting
at Scottsdale Center for the Performing Arts

5:00 – 6:30 pm  Industry Partner Table Tops/Refreshments

6:30 – 7:30 pm  Presentation/Discussion on Product Design by Award Winning Designer Debra May Himes, ASID
Copyright Attorney Laura Zeman of Snell and Wilmer Law Firm will give legal perspective.
I have been approached on several occasions regarding the requirements on sitting for the NCIDQ exam. Before I continue, I highly recommend that anyone who is interested in taking this exam call (202) 721-0220 for additional information or clarification of any questions or concerns that they may have. With that being said, there have been a few questions that have arisen that I would like to help clarify.

Questions 1: “If I am an Allied member and have been working for myself, do I now have to work under an NCIDQ Certificate holder in order to qualify to take the exam?”

As of January 2008 all applicants will need to obtain their experience under a supervisor who is either an NCIDQ Certificate holder, a licensed or registered interior designer or an architect who provides interior services, unless you have earned NCIDQ qualified work experience prior to January 1, 2008. In addition to this, you must have obtained a certificate, degree or diploma with no less than 40 semester hours of Interior Design coursework. NCIDQ will not even look any further at an application if the education requirement has not been met no matter how many hours of experience (so if an Allied has no degree in Interior Design, they must obtain one before they are eligible to take the exam; this will also put them under the new guidelines with having to acquire experience under a NCIDQ certified designer or an architect who offers interior design services).

What this does say for those Allied members that have obtained a degree, certificate or diploma with 40 -59 semester hours in interior design coursework you must also have at least 7040 work hours experience to apply for the exam; Allied members that have obtained a certificate or diploma with 60 semester or 90 quarter hours in interior design coursework must also have at least 5280 work hours experience to be able to apply; and Allied members with a minimum of a Bachelors degree (with no less than 60 semester hours in Interior Design coursework) and have 3520 work hours with at least 1760 of those hours being earned after all education was completed can also apply for the exam.

Question 2: “Do you have to have both a certified supervisor and a certified mentor to be eligible to take the exam?”

The requirement of having both a certified supervisor & mentor is part of the IDEP program which is optional at this time.

Question 3: “Does the work experience have to paid experience?”

No. Unpaid work experience and/or internships are eligible as long as it is not for educational credit. Meaning if a student needs internship credits in order to graduate, that time cannot be counted for work experience. However, if an individual is willing to work and get experience for no pay and a certificate holder is willing to bring on an individual as an unpaid intern then those work hours are considered to eligible experience.

Question 4: “Is it all right for a Mentor to charge a consultation fee for their time?”

Basically, IDEP is free to participate in (accept for the individual’s application fee) so if a mentor suggests that the participant pays a consultation fee, NCIDQ suggests that the participant finds another mentor.

It must also be noted that NCIDQ will be changing the tests in 2010 so anyone who has not passed both part I and II multiple choice sections by the end of 2009 will have to retake both sections in 2010. This is very important for anyone who may still have just that one section left to pass!!

If you would like additional information about the NCIDQ exam or would like to apply to take the exam please go to www.NCIDQ.org.

I hope that this has answered some of your questions and concerns. If you have additional questions that you would like for me to research, please contact me at admin@creative-inspirations-llc.com.
A belated Happy New Year to each and every one! The last legislative article focused on who the different parties are that are involved in the interior design legislative effort in Arizona. And, previously, we’ve discussed what some of the proposed legislation entails. The next few months we’ll change direction a little and discuss what some of the various terms mean.

There are different types of Interior Design Legislation and it’s important to understand the differences. There are Title Acts, Practice Acts, Self-Certification and Permitting Statute, to name just a few. A title act regulates the use of a title, such as “registered interior designer” or “certified interior designer” or just “interior designer” and is enacted in order to raise public awareness to the qualifications of professional interior designers in that particular state. Title acts to not require licensing to practice interior design. Title acts almost purely govern the use of a title – meaning that one can still practice design in a specific state even if you have not met the minimum professional qualifications providing you do not use the title that is controlled by the title act enacted.

Practice acts require individuals to have a license in order to practice that specific profession and prohibits the performance of professional services if you are not licensed in that state. Licensing is key here! In most all practice acts states, individuals who practice under the direct supervision of a licensed designer are not required to be licensed.

Where there is no state-run and state-accountable board to oversee the profession, self-certification is in place. There is usually verbage in the law referencing an “interior design organization” which is composed of members NOT appointed by the State and are NOT accountable to the State. Excluding Colorado, all other states that have interior design laws (i.e. all those that are not self-certified), there is a State Board which is comprised of members appointed by the Governor and/or Speaker of the Senate. This type of statute has very little oversight over self-certification.

A permitting statute is what is in place in Colorado. Titles are not regulated and there is no board to oversee actions or general practices of interior designers. As quoted directly from the ASID.org website: “The law is an amendment to the architectural statue, adding an exemption for interior designers who have met the education, experience and examination requirements to submit plans for building permit.” The Governor of Colorado allowed this bill to become enacted saying that it is “a legitimate effort to address restriction in Colorado’s architecture laws that unfairly limit the nature of the work that interior designers can perform.”

As a reminder to all of you out there, IDCA’s goal is to have a Title Act enacted in Arizona with that title being Registered Interior Designer. As you can see from the definitions above, the goal really is to allow the public to be better informed about who they are considering to hire for projects and to give some substantiation to our profession – and to allow everyone to stay in business! The public needs to know that designers don’t just fluff pillows and that we believe in the 3 Es: Education, Experience, Examination!
Find the designer who’s right for you.

Review portfolios, specialties and design philosophies before you call.

www.designfinder.com
Adhering to the ASID Code of Ethics & Professional Conduct

by Lynne M. McCarthy, ASID

Adhering to the ASID Code of Ethics & Professional Conduct guidelines is a commitment not to be taken lightly. The purpose of this article is to identify and clarify common misconceptions that have occurred recently in our profession. The American Society of Interior Designers (ASID) inception began in 1975 when the consolidation of the American Institute of Decorator’s (AID) and the National Society of Interior Designers (NSID) created the oldest, largest and leading professional organization for interior designers. Today we have over 8,600 Professional Members, 11,500 Allied Members, 12,000 Student Members and 8,000 Industry Partner Members.

The creation and drafting of professional ethics, guidelines, conduct and standards has evolved since that time. Interior design professionals, with the assistance and counsel of attorneys, have developed the bylaws that we as a professional organization now adhere to. The ASID National Board periodically reviews these bylaws for continued effectiveness within the organization. Presently the ASID Code of Ethics & Professional Conduct consists of the following:

1.0 PREAMBLE
2.0 RESPONSIBILITY TO THE PUBLIC
3.0 RESPONSIBILITY TO THE CLIENT
4.0 RESPONSIBILITY TO OTHER INTERIOR DESIGNERS AND COLLEAGUES
5.0 RESPONSIBILITY TO THE PROFESSION
6.0 RESPONSIBILITY TO THE EMPLOYER
7.0 ENFORCEMENT

The code of ethics may be downloaded for all ASID members, as a PDF from the national website at: www.asid.org. It is necessary to have your user name and password available to access this information.

ASID membership eligibility requires that Allied and Professional members complete an established minimum of interior design education credits.

The ASID professional track provides a pathway for Allied Members to advance to Professional Membership. Each level of membership is a progressive step towards professionalism. Once achieving specific years of work experience, Allied Members can take the NCIDQ Exam. Upon passage one can advance to ASID Professional member status. All ASID Professional and Allied members are required to take a designated number of Continued Education Units (CEU’s) to maintain their membership. All Continued Education Units (CEU’s) must be approved by ASID.

The first and foremost topic to review is the ASID Appellation and Membership Designation. Appellation misuse continues to be a problem within our organization. The definition of appellation refers to the member’s status according to ASID’s reference of the membership guidelines. First, 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 in the Society). The ASID members in other membership categories are permitted to use the following designations:

Allied Member John/Jane Doe, Allied Member ASID
Student Chapter Member John/Jane Doe, Student Member ASID
Independent Student Member John/Jane Doe, Independent Student Member ASID
Industry Partner Member ABC Company, Industry Partner of ASID

It is also important to remember that 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. If these procedures are not followed as stated above, written notice of the Appellation Misuse must be reported to the ASID Arizona North Chapter. The misuse will be reviewed under the ASID Operation Procedures for Handling Appellation Misuses, SECTION II Instructions for Handling Appellation Misuse. Depending on the misuse, some incidents are handled on the local chapter level; others are handled on the national level.

The second misconception is that which falls under the guidelines of volunteer work. Volunteer work is considered a privilege of and contribution to the local chapter or national organization. One of the many purposes of volunteer work advocates the profession of interior design without economic strings attached. Volunteer work is to be simply that. At no time should volunteer members expect to be financially compensated for work associated with ASID. Specific reference to this topic is stated in the ASID Conflict of Interest Policy, Corporate Opportunities section states that: Covered persons may not take for themselves business or other opportunities relating to the business of the Society, use the property or information of the Society for personal gain or compete for Society business opportunities, without the express approval of the Board of Directors, who are disinterested in the transaction. (Note: These rare cases do not usually ever receive approval.)

Holding steadfast to these professional practices and bylaws are critical in your advancement in the interior design industry. When in doubt about an ethical or unethical practice please first check the ASID website at: www.asid.org, contact the ASID Headquarters at (202) 546-3480, contact Lynne McCarthy, ASID, AZ North Ethics Chair at: lynnemccarthy@qwest.net, or our AZ North Chapter President, Linda Kolesar, ASID at: vintagehouseint@hotmail.com. It is always better to inquire first, without making a mistake and causing yourself professional embarrassment.
Our chapter continues to grow. Please welcome the following new members to Arizona North.

**Industry Partners**

**Domain Construction**
Tony Caraballo  
7575 E. Redfield Rd., Ste 125  
Scottsdale, AZ 85260-2998  
(480) 621-3356  
tony@domainconstructionusa.com

**Remington Wood Producers**
Mark Smith  
14325 N 79th St, Ste. B  
Scottsdale, AZ 85260-6922  
(602) 412-3739  
mark@remingtonwoodproducts.com

**Lodestone Gallery and Framing Inc.**
Laura Lee Lannore  
11144 N Frank Lloyd Wright Blvd, Ste. E6  
Scottsdale, AZ 85259-2647  
(480) 767-1800  
laura@lodestonegallery.com

**Allied Members**

**Meghan Rakotz, Allied Member ASID**
11503 E Beck Ln  
Scottsdale, AZ 85255-8958  
(480) 661-0003

**Alicen Naparalla, Allied Member ASID**
6900 E Princess Dr Unit 1207  
Phoenix, AZ 85054-4110

**Rebecca Sinclair, Allied Member ASID**
13026 N 30th St  
Phoenix, AZ 85032-6515  
(570) 294-6295  
rebeccagerlott@yahoo.com

**April Fors, Allied Member ASID**
3999 S Dobson Rd, #2095  
Chandler, AZ 85248-4289  
(320) 282-9607  
april.h.fors@intel.com

**Erin Hoehn, Allied Member ASID**
La-Z-Boy Furniture Galleries  
4020 E. Thomas Rd.  
Phoenix, AZ 85018-7514  
(602) 426-5292 ext. 6104  
hoehne@la-z-boyaz.com
Tony Sutton, Allied Member ASID
Est Est, Incorporated
info@estestinc.com

Recently completed projects:
Baseball player homes, Biltmore Fairway Lodge clubhouse.

Biggest challenge in the industry:
Redefining scope of work, and truly designing with green technology as a priority.

Person I would like to meet: Barack Obama because he needs my council, and Rick Warren because I need his council.

Music on my iPod:
Lil Wayne, T.I., V.I.C., Savage, 70’s rock like Led Zeplin, Pink Floyd, Van Halen, Alice Cooper etc.

People who make me laugh: My kids, Dane Cook, George Carlin, and Jeff Foxworthy.

Books on my nightstand:
“Giving” by Bill Clinton, “When the Game Is Over, It All Goes Back in the Box” By John Ortberg

Product I can’t live without:
My Miele machine.

Industry pet peeve:
Stereotyping designers

Movie I can always watch:
“A Christmas Story”, and “Animal House”

Thing I love about the industry:
There is always something new, and good design is a matter of opinion.

Classic product I will always love:
Corvettes!!

When not in the office, I am:
At a Phoenix Suns game, a cooking class, or bow hunting in Arkansas.
YOU HAVE A VISION
FOR YOUR CLIENT'S NEW HOME.
YOU'RE DESIGNING SOMETHING INNOVATIVE,
YET ELEGANT; TIMELESS, YET FUNCTIONAL.
BUT WHERE SHOULD YOU BEGIN?

602-353-9366
WHAT YOU CAN IMAGINE, WE CAN CREATE.

WWW.ROCKHARDDESIGNS.NET
We manufacture some specific lines for vendors and those lines can only be purchased through those vendors.
Horizon Art is an exclusive partner to the design and building trades in Arizona. In the company’s 20+ years we have had several locations and two different owners and have seen design trends come and go. But some things stay the same – our exclusive service to the trade and a steadfast commitment to personalized service and quality product.

Soon after the purchase of the business in 2005, current owner, Harold Hoeg, moved Horizon Art to its current location at the Arizona Design Center. This move allowed us to update our gallery space, workrooms and storage areas. More importantly, it provides a more convenient location and better experience for our clients. The gallery space we have at the ADC is bright and airy with ample room for framing samples and design work areas as well as a modern space for showcasing works of fine art that now also includes custom furniture pieces, sculpture and pottery.

Our clients know us best as a custom framing business – and that still is our core business. Designers can bring us their client’s art to be framed or re-framed. We also frame pieces that are purchased or ordered from our gallery.

Custom mirrors and frames for flat-panel TV’s are other specialty products we offer. The design possibilities are nearly endless – Horizon boasts one of the largest frame selections anywhere. Framing sports memorabilia, family heirlooms or other valuable treasures is something our clients entrust to us. You can trust Horizon Art to handle your client’s art or valuables with care and frame them with the finest conservation materials available. We’ve framed many unusual pieces over the years – and we are always up to the challenge! Our framers have more than 40 years of combined experience and we involve them in the design process so that their expertise and imagination become a critical (and fun) part of the consultation with the client.

Visitors to our gallery will notice a large offering of contemporary and transitional works of fine art in a variety of mediums and price points. Horizon has chosen to focus on original, one-of-a-kind pieces to display in the gallery. In response to design and color trends in recent years, we have changed our focus to contemporary art but also with transitional elements that can work in a multitude of settings. By working with a number of artists directly, Horizon has the ability to offer art that can be customized specifically to the designer’s needs. Just like a designer would do at one of our neighboring showrooms, we can do the same with art – a fully customized piece to meet your specifications. However, if the project does not call for contemporary art or does not have the budget for fine art, we can access any style of art from thousands of print images from the numerous art publishers we represent.

We like to think that our clients view Horizon Art as a full-service art resource. For example, we can assist with everything from on-site consultation, art placement, sourcing, framing and delivery and installation. For example, if clients tell us about the art needed for their projects, the design direction, colors, scale and, of course, the budget, we will search the multitude of resources available to us to help meet the client’s needs. And we will recommend framing options that complement the art, the space into which the art will be placed, etc. Horizon Art has experience working with residential and commercial designers as well as home builders, architects and specifiers on projects ranging from small residential spaces to large commercial, healthcare and hospitality projects.

Horizon Art is located in Suite 127 (south concourse) of the Arizona Design Center. Hours of operation are 8:30 to 5:00 Monday through Friday. Other times are available by appointment.

For more information please contact Horizon Art’s owner, Harold Hoeg, or any one of our sales associates at 480-949-1990.
Arizona North Chapter is proud to announce the
Annual ASID Cares Golf Challenge
Monday, May 18, 2009
Desert Mountain’s Cochise Golf Course
A great opportunity to experience one of Arizona’s premier private golf venues.

The goal of interior designers to positively impact people’s lives compliments the goal of Childhelp to improve the lives of children.

50th ANNIVERSARY
Childhelp
DONATED BY
SARA O’MEARA & WICKY FLORENTIN
A portion of the proceeds benefit Childhelp.

Sign Up Today!
Golf Singles Welcome! We will assign into groups.

Be a Sponsor! Be a Volunteer! Be a Golfer! Just Be Here!

Hole-In-One Challenge

infinitiofscottsdale.com
is presenting a
Hole-in-One Challenge
offering a New G37 to the lucky golfer!

For More Information and Tickets:
ASID North Chapter’s Web Site @ www.asidaznorth.org or Call (602) 569-8916
Happy New Year! Ebanista has opened our showroom at the Arizona Design Center in Scottsdale. We are very excited about this location and look forward to building new ‘Ebanista’ relationships with all of the talent in the valley. Here is a little rundown listing developments within our collection that I think may be of interest to all designers:

- The Ebanista Collection consists of casegoods, upholstery (framed and unframed) fabrics, lighting, mirrors, area rugs, art, and accessories.
- We work aside some of the most influential Interior Designers in the world.
- We currently have over 20 million dollars of inventory at your fingertips.
- Most of our casegoods are available in several different finish options.
- You can purchase anything off of our showroom floors.
- We have 13 beautiful showrooms in every major design centers in the country.
- Our upholstery is made in Los Angeles and the lead time is approximately 6-8 weeks upon receipt of COM.
- We can customize any of our fully upholstered pieces and specify the comfort level as well. We offer competitive pricing and concept design options.
- We have an absolutely stunning textile and trim collection.
- We are currently working with several ateliers all over the world producing beautiful hand painted oil on canvas artwork. Custom options are also available.
- Should you need something last minute during an installation we hope you will think of us—all of our accessories, artwork, pillows, and rugs are available to you.
- Our highly talented team is here for you should you need anything. We will be happy to orchestrate your needs and make sure your account is handled with the utmost care.

I look forward to working together in the future. Please visit our website at www.ebanista.com and let me know if you would like any materials forwarded.

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
Shelly Lester
slester@ebanista.com
ARIZONA DESIGNS ‘09
CEU Seminars and Trade Expo
Tucson Convention Center,
260 S. Church, Tucson, AZ

Full day event, 4 CEU credits
FEBRUARY 18, 2009

KEYNOTE ADDRESS
The State of the Industry
ASID Course #7941
Presented by
Lloyd Princeton, Industry Partner
DMCNYC / DMCCDS
.2 CEU

FULL DAY INCLUDES:
Welcome Coffee
Luncheon
Trade Expo
4 hours of CEU credit
Networking Social
$85.00

2009 Color Trend Forecast
ASID Course #8155
Presented by
Laurie Clark, Industry Partner
The Sherwin Williams
Company
.1 CEU

Branding, It’s Not Just for Cattle Anymore
ASID Course #7719
Presented by
Terri L Maurer, FASID
.1 CEU

ATTENDEE REGISTRATION: (also available online at www.asidtucson.org)

NAME: ________________________________

COMPANY: ________________________________

ADDRESS: ________________________________

PHONE NUMBER: __________________ FAX NUMBER: __________________

EMAIL: ________________________________

EXPO, Welcome Coffee, Luncheon, CEU Seminars & Chapter Networking Social: $85.00.
Checks & registration may be mailed to: ASID AZ South Chapter, PO Box 57155, Tucson, AZ 85732
Make checks payable to ASID AZ South Chapter
Online registration at www.asidtucson.org
CEU registration with NDCIQ not included.
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!!!

@ the Office would like to thank the creative work of all the AZ North Student Chapter Members along with the Décor Store for donating decorative materials, as well as, all of the attendees’ that purchased wreaths. Interior designer Marci Dusseauult coordinated the students efforts on behalf of the American Society of Interior Designers, AZ North Chapter.
Scottsdale Community College Update

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

Our chapter had a November meeting to inform students on NCIDQ and legislation issues. We had Marilizabeth Birk, ASID, speak from IDCA and Bonnie Lewis, a student from SCC, present on the subject. We had a great turnout.

In early December we celebrated the holidays as a chapter by touring the Phoenix Art Museum for First Friday and we are joining with NAU ASID chapter to tour Optima Camelback Condos this month.

Scottsdale Community College ASID Student Chapter Officers

Jessica Moreau
Co-President
Jess_moreau@yahoo.com
(602) 826-0440

Melanie Thomson
Co-President
melanie.thomson@hotmail.com
(928) 420-9980

Elizabeth Boatwright
Treasurer
elizaboatwright@yahoo.com
(602) 690-0107

Phoenix College Update

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

The Phoenix College held a Color Trend workshop on Oct. 23rd presented to us by Sherwin Williams. Sherwin Williams gave an outstanding presentation on the 2009 Color Trends and how each color was created. We had a standing room only participation and this class was extremely informative. We feel this class will be an annual event. On Dec. 2nd, we held a Holiday party at the W Hotel in Scottsdale. We were treated to a special selection of their signature selections in their trendy and hip restaurant Sushi Roku personally selected by their Chief Chef. Following the lunch we were given a private tour of the hotel with an emphasis on the design and texture selections made by the design team during the construction of this hotel that opened in 2008. The year ended on a wonderful note.

In 2009, we have scheduled a tile workshop for February, date to be determined, as well as a tour in April at Frank Lloyd Wright’s Taliesin West, as well as a gallery presentation for the graduating seniors in May. We are also looking into a joint trip to Los Angeles with Mesa Community College during design week tentatively scheduled for March.

Have a great new year.
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.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Details</th>
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<tbody>
<tr>
<td>ARIZONA NORTH CHAPTER</td>
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<td>ART ALIVE</td>
<td>David Andow</td>
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<td>Tom Kosen</td>
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<td>ATELLA LIGHTING &amp; CONTROLS</td>
<td>Paul Samelson</td>
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<td>AUDIO VIDEO CONTRACTORS</td>
<td>Paul Einan</td>
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<td>AZ CUSTOM DESIGNS</td>
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<td>Terry Babb</td>
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AZ NORTH 2008-2009 COMMITTEE CHAIRPERSONS

The Arizona North Chapter Committees have been announced by President Linda Kolesar, ASID.

Please contact the Chairperson if you would like to volunteer for an ASID committee.

Community Service
Contact: 480-313-9650
Tricia McCourt, Industry Partner of ASID
tricia@passportaccents.com

Design Excellence Competition
Contact: 602-463-2052
Colleen Heldenbrand, Allied Member ASID
flexdesign@cox.net

Design Excellence Event
Contact: 480-422-6178
Maria Benson, Industry Partner of ASID
maria@nylasimonehome.com
Co-Chair Contact: 602-317-3205
Ernesto Garcia, ASID
lookario@qwest.net

Education Day
Contact: 480-313-9650
Tricia Thompson, Industry Partner of ASID
tricia@passportaccents.com

Ethics
Contact: 602-882-7254
Lynne McCarthy
lynnemccarthy@qwest.net

Golf Event
Contact: 480-488-2160
Bev Hogshire, Allied Member ASID
ibdbev@juno.com
Co-Chair Contact: 480-949-1990
Harold Hoeg, Industry Partner of ASID
harold@horizonart.com

Industry Partners
Contact: 480-921-0900
Brooke D’Alleyrand, Industry Partner of ASID
brook@subzerowolfsouthwest.com

Legislative Liaison
Contact: 602-791-9028
Marilizabeth Birk, Allied Member ASID
mare@artisticdesignsllc.com

Publicity
Contact: 480-556-1988
Sandra Kieffer, Allied Member ASID
sk_interiorsolutions@live.com

Student Affairs
Contact: 602-738-0017
Tracey Marshall, Allied Member ASID
TowandaDesigns@cox.net

Sponsorship
Contact: 623-935-5061
Sherry Hauser, ASID
hauserdesigns@cox.net
Co-Chair Contact: 602-889-3516
Brian McBride, Industry Partner of ASID
bmcbride@attheoffice.com
February
7  Student Charette Competition at Mesa Community College, Scholarship Prizes
13  ASID AZ North Board Meeting
    10:00 am – 12:00 at SubZero and Wolf Appliance
19  Trade Show/Membership Meeting at Scottsdale Center for the Performing Arts
    5:00 – 6:30 pm Industry Partner Table Tops/Refreshments
    6:30 – 7:30 pm Presentation/Discussion on Product Design by Award Winning
    Designer Debra May Himes, ASID, Copyright Attorney Laura Zeman of Snell and
    Wilmer Law Firm, will give legal perspective
20  Student Career Day at Collins College
    10:00 am – 4:00 pm

March
DESIGN FOR HIRE – SIGN-UP BY DESIGNERS
13  ASID AZ North Board Meeting
    10:00 am – 12:00 pm at SubZero and Wolf Appliance
19  Membership Meeting at the Arizona Design Center
    5:30 – 6:30 pm Horizon Art for Gallery Viewing and Refreshments
    6:30 – 7:30 pm Atrium for Presentation on the Characteristics of Award Winning
    Projects by Award Winning Designer Anita Lang Mueller

April
DESIGN FOR HIRE – DESIGNERS MEET WITH CLIENTS
3-4  NCIDQ Exam
3  Education Day at SubZero and Wolf Appliance Showroom
    A day of CEU Seminars on Business Practices and Fee Based Design
    Fulfill .4 CEU requirements and enjoy a delightful lunch
7  ASID AZ North Board Meeting
    10:00 – 12:00 am at SubZero and Wolf Appliance Showroom
16  Membership Meeting at Baker and McGuire Furniture, Ann Sacks Tile
    5:30 – 6:30 pm Self-Tour of Showrooms and Refreshments
    6:30 – 7:30 pm Program to be announced

May
8  ASID AZ NORTH BOARD MEETING
    10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
18  ASID CARES ANNUAL GOLF CHALLENGE AT DESERT MOUNTAIN, WITH LUXURY HOME TOUR
    FOR NON-GOLFERS

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 FOR SUSTAINABILITY BY AMY STEPHENS, ALLIED MEMBER OF
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