

desert DESIGN

THE ASID ARIZONA NORTH CHAPTER

FALL 2008

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LINDA KOLESAR, ASID
ASID ARIZONA NORTH
PRESIDENT 2009

One of the perks of being President of ASID is the opportunity to get to know our members on a more personal basis. I attended two events in September that reinforced this to me. The first was the glamorous Design Excellence Awards Event held at the Hyatt Gainey Ranch. It was an absolutely enchanting evening attended by Interior Designers, Industry Partners, and even some students, along with many guests. THANK YOU to the Awards Competition Committee, **Robyn Randall, ASID, Chairperson, Colleen Heldenbrand, Allied Member ASID, CTC,** and **Karen Mandarin, Allied Member ASID,** for all your hard work. THANK YOU to the Awards Event Committee Chairperson, **Sandra Kush, Allied Member ASID,** for a beautiful, well orchestrated event and to **Kristi Ludenia, Industry Partner of ASID,** for creating the program booklets. The spectacular fresh flower arrangements were the creation of Design One International, Inc., Industry Partner of ASID. The photography at the event was courtesy of Mark Boisclair Photography.

The second event was the ASID Industry Partner Appreciation Party held at the Scottsdale Design Center. I am so impressed with the number, quality and loyalty of our Industry Partners. THANK YOU to all of the Industry Partners and Interior Designers who attended. The event was organized by **David Andow, Industry Partner of ASID,** of Arts Alive, and hosted by Rob Kaminer, Scottsdale Design Center owner. Gentlemen, THANK YOU for making this important evening happen! THANK YOU also, to SubZero and Wolf Appliance, Industry Partner of ASID for providing beverages for the event.

THANK YOU to the hosts of our membership meetings: for October, @theOffice, Industry Partner of ASID, for November, Burdette Cabinet Company, Industry Partner of ASID. Our Holiday Party, Friday, December 5, will be at the gorgeous home of **Tracey and Tony Sutton, Allied Member ASID** and owner of Est Est, Inc. Please check the calendar section of the magazine for our next meeting locations.

CONGRATULATIONS to all of our ASID members! You have recognized the value that membership brings to your career. Interior Designers join ASID to have credibility in the profession, association with others in the industry, and to keep current on products, techniques and practices. Industry Partners join ASID to enhance business prospects with designers by providing expertise and assistance in specifying their products and services. Students join ASID to gain insight into the profession they will be a part of. We all share a passion for design that can positively impact people's lives.

While ASID membership is the prerequisite, participation is the key to success. The meetings and events offered throughout the year are geared to helping you become indispensable to your clients and kind to your bottom line. Here are some highlights of upcoming events:

- ◆ Design for Hire in March – Designers have acquired new clients through this opportunity
- ◆ Education Day in April – Exciting, informational and fun, with 2 CEUs
- ◆ ASID Golf Tournament in May – A great way to thank your clients and cultivate relationships, exclusive golf course, fabulous auction items

One way to become more involved in our organization and a part of the big picture is through committee volunteer work. We have committees for Awards Event, Community Service, Design for Hire, Education Day, Golf Tournament, Sponsorship and Student Affairs. Please contact **Linda Kolesar, ASID** vintagehouseint@hotmail.com or **Lohoma Eckroat, Allied Member ASID,** L_eckroat@hotmail.com for more information. I hope you will choose to be part of the big picture!

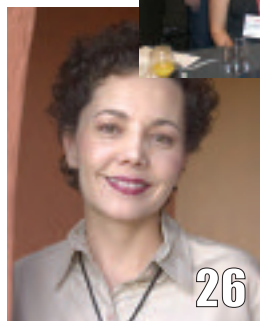
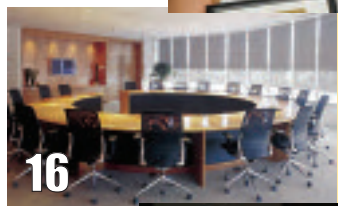
Linda Kolesar, ASID
ASID Arizona North Chapter President

DESIGN

desert

fall 2008

on the cover
Best in Show-Commercial:
Larry Lake, ASID,
Inter Plan Design Group
 PAGE 14



features

2008 Awards Gala	8
2008 Presidential Citations	9
2008 Chapter Awards	10
2008 Design Awards	12
Best in Show	14
Membership Meeting	16
The Reference Library Product Tradeshow 2008	18
Legislative Corner	20
ASID Chapter Leadership Conference	22
ASID Arizona North Chapter 2008-09 Board of Directors	24
Member Profile-Norma Escandon Michaels, ASID	26

INDUSTRY PARTNERS

Dunn-Edwards, Industry Partner	30
--	----

STUDENT BUZZ

Mesa Community College Student Chapter Officers	28
Scottsdale Community College Student Chapter Officers	29
Northern Arizona Update & Student Chapter Officers	29
Phoenix College Update & Student Chapter Officers	31
The Art Institute of Phoenix Student Chapter Officers	31
Collins College Update & Student Chapter Officers	31

departments

President's Message	4
Welcome New Members	14
Industry Partners Directory	32
Calendar of Events	38

advertisers index

7TH AVENUE DESIGNS	19
ALEXANDER - SINCLAIR.....	3
ARIZONA TILE	35
AZ CUSTOM DESIGNS	15
CLOSET FACTORY	7
CUSTOM COVERINGS.....	37
DECORATIVE CONCRETE STAINING & SCORING.....	29
DECORATIVE PRODUCT SOURCE, INC..	28
DESIGN ONE INTERNATIONAL, INC	29
ENMAR HARDWOOD FLOORING, INC..	35
FANNIN INTERIORS	33
FIBER SEAL	25

HEATHER AND FRED STUDIOS	33
HINKLEY'S LIGHTING FACTORY	2
HORIZON ART.....	37
KITCHENS SOUTHWEST.....	27
MOE M. TAVASSOLI	17
PHOENIX ART GROUP	33
PROSOURCE.....	6
RABBIT CANYON DESIGNS	39
REST ASSURED	37
RHC STUDIO AND GALLERY	25
ROCKHARD DESIGNS, INC	21
STEINWAY OF PHOENIX	23
VILLAGIO TILE & STONE.....	40

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ARIZONA NORTH

ASID Arizona North Chapter Office

4035 East Fanfol Drive
Phoenix, AZ 85028
602-569-8916

www.asidaznorth.org

EDITORIAL STAFF

Editor ASID Communications Director

Brenda Strunk
Kathy Harris

Administrator

Pauline Wampler
602-569-8916



PUBLISHING STAFF

DSA Publishing and Design, Inc.

Advertising Sales

Mike Watt
972-989-2208

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2008 AWARDS GALA

By Katherine Thornhill, ASID

Katherine Alford, Maria Benson, owners of
Nyla Simone; Dr. Tyrone Benson, Dr. Terry
Alford, and Katherine Thornhill, ASID,



"Lively and glamorous" describes the 2008 Awards Gala event held at the Hyatt Regency Gainey Ranch, Scottsdale, on September 13, 2008. 240 attendees arrived for a delicious dinner sprinkled with announcements of chapter awards, presidential citations, and design competition winners. The design competition committee (thank you to Robyn Randall, Colleen Heldenbrand, and Karen Mandarino) gathered and tended 80 entries in 25 categories which were juried by the Texas Gulf Coast Chapter, ASID.

A variety of presenters shared the podium to announce recipients. Design competition awards were sprinkled around Chapter awards (see page 10) and presidential citations. Winners were escorted to and from the stage by the lively music of the live band "Snake Eyes" which gave the event an "Academy Awards feeling" according to many attendees.

Contemporary centerpieces designed by Design One International provided everyone with a take-home portion - a party favor of fresh tropical flowers! In response to requests for an 'after party' option guests were invited to dance for another hour to the music of the "Snake Eyes" after the program.

Congratulations to Sandra Kush (and her committee Kristi Ludenia and Don Nottingham) for an excellent job in organizing the event. Sandra's attention to detail, complete organization, professionalism and positive attitude created a fun and interesting evening.

Presidential citations (see page 9) recognize 'those volunteers who went above and beyond, with courage and grace, to contribute to the year's work' President Katherine Thornhill explained. Linda Kolesar, and Ernesto Garcia, graciously assisted with the presidential citations.

Heartfelt appreciation goes to our many generous sponsors, without whom our event could not take place. (see page 9)

Special thanks to Arizona Home and Design Magazine whose November/December issue will feature the design competition winners.

Thank you to those members and guests who were able to join us for this celebration of design.

PRESIDENTIAL CITATIONS

By Katherine Thornhill, ASID

Kravet - for continued support
Arizona Home & Design - awards competition and event sponsor!
LUXE Magazine - sponsorship of Education Day
Sources+Design - continued support

Career Day
 Desert Design Magazine Editor
 Design for Hire
 Education Day
 Education Day
 Home Tour
 Ethics
 Legislation
 Sample Sale

Sponsorship
 Sponsorship
 STEP
 Student Affairs
 Student Competition
 Student Competition
 Education Day
 Programs/Membership Meetings
 Professional Development Director
 Membership Director
 Finance Director
 Director at Large
 President-elect, Board of Directors
 Student Representative to the Board
 Communications Director
 Rising Star - Volunteer of the Year
 Volunteer of the Year
 Chapter Administrator
 Unsung Hero
 Awards Event
 Awards Competition
 Awards Competition
 Awards Competition
 Executive Support

Marci Dusseault, ASID
Brenda Strunk, ASID
Charlyn B Burrows, ASID
Dede Radford
Melinda Foote, ASID
Linda Kolesar, ASID
Sandra Evans, ASID
Marilizabeth Polizzi Birk
Tenants Association
Arizona Design Center
Carol Morrow, ASID
Roland Arnold
Norma Escandon Michaels, ASID
Marci Dusseault, ASID
Marci Dusseault, ASID
Lynne McCarthy, ASID
Susan Nicholson, ASID
Catherine Pliess, ASID
Melinda Foote, ASID
Catherine Pliess, ASID
Susan Nicholson, ASID
David Andow
Linda Kolesar, ASID
Priscilla Valverde
Brenda Strunk, ASID
Colleen Heldenbrand
Susan Nicholson, ASID
Pauline Wampler
Vance Wampler
Sandra Kush
Colleen Heldenbrand
Robyn Randall, ASID
Karen Mandarin
Dan Thornhill



Presidential Citations to Vance Wampler as 'Unsung Hero' of the Arizona North Chapter and to Pauline Wampler for nearly three decades of service. Presenter is Ernesto Garcia, ASID

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Pindler & Pindler

Photographer: **Mark Boisclair**

Event Chair and Emcee: **Sandra Kush, Allied Member ASID**

Chapter awards:

Chapter Medalist: Greta Guelich, ASID, presented by Christine Piotrowski, FASID
Designer of Distinction: Anita Lang Mueller, Allied Member ASID, presented by David Andow
Industry Partner of the Year: David Andow and Arts Alive presented by Susan Nicholson, ASID
Quality of Life: Child Help presented by Melinda Foote, ASID
Enhancement of the Arts: Mesa Arts Center presented by Colleen Heldenbrand, Allied Member ASID

Design Competition Committee:

Karen Mandarin, Allied Member ASID
Colleen Heldenbrand, Allied Member ASID
Robyn Randall, ASID

Sponsorship Committee:

Roland Arnold, Arizona Tile
Carol Morrow, ASID

Awards Event Committee:

Sandra Kush, Allied Member ASID
Kristi Ludenia, Sunwest Appliance Distributing
Don Nottingham, Design One International

Administrator: **Pauline Wampler**

CHAPTER AWARDS

By Katherine Thornhill, ASID



Congratulations to Greta Guelich, ASID, who received the 2008 ASID Chapter Medalist Award for the Arizona North Chapter, presented to her by her friend and mentor, Christine Piotrowski, FASID, during the Awards Gala.

CHAPTER MEDALIST

"The ASID Chapter Medalist Award is the highest award bestowed by the Society to professional members at the chapter level. It is given in recognition of outstanding service and contributions to the chapter, the Society and the profession. The candidate is nominated by the Chapter Board and documentation is reviewed and judged by the ASID National Examiners Committee. It is my distinct honor and privilege to present the 2008 ASID Chapter Medalist Award to a professional who cares deeply about interior design and this chapter" said Piotrowski.

Greta was recognized for her many outstanding accomplishments including service on numerous chapter committees which include strategic planning and work plan committees, co-chair of the Design Competition committee and the chapter nominations committee. She was the editor of the Desert Digest for two years and served as chapter treasurer, president-elect and 2004-05 president.

As Chapter President Greta worked tirelessly. Under her leadership, Design for Hire and the Winter Home Tour fundraising activities were started. Student Shadow Week was also introduced which received a national award. Outstanding speakers were presented at very successful chapter meetings and Education Day. Her efforts promoted cooperative relationships between industry partners and practitioners. Financial success during her year added funds to the chapter as well as several activities including the Student Scholarship Fund.

Greta has also contributed to the profession as an NCIDQ juror and as a board member of IDEAL, a previous legislative coalition. She has received numerous awards for her service to the chapter as well as her design talent. Her design work has been published in magazines including Phoenix and Scottsdale Magazines. Greta has written articles for Arizona Builder Magazine and participated on HGTV's Designer's Challenge.

Terry Kever,
President of Phoenix
Area Childhelp USA
Kelly Adrian,
Fundraising Director
of Phoenix Board
Melinda Foote, ASID



QUALITY OF LIFE

The nonprofit organization Child Help received the Chapter's 2008 Quality of Life award during the Gala.

Melinda Foote, ASID, introduced Child Help stating that "A true part of quality in life is the safety and security of a child's life. The problem is that every ten seconds a child is abused – emotionally, spiritually, mentally, physically, or sexually."

Child Help, an international nonprofit organization, provides Advocacy Centers for Child Protection Services, law enforcement, and the medical professional to bring children from abuse situations for assistance. The Advocacy Center allows a child to be interviewed only once in a safe environment and then to be clothed, fed, and medically treated. The Center also provides a secure home and rehabilitation until the situation is resolved. In addition Child Help maintains 24-hour Hot Lines and "Good Touch Bad Touch" programs for youth.

Child Help makes the difference in a child's life by improving their quality of life.

The Arizona North Chapter began its alliance with Child Help in 2007-2008 and plans to continue during the 2008-2009 year.



ARIZONA NORTH

Congratulations



The Mesa Arts Center was the recipient of the Chapter's Enhancement of the Arts Award. Representing MAC, Robert Schultz, Assistant Arts and Cultural Director, responded "The Mesa Arts Center is very pleased to accept the prestigious 'Enhancement of the Arts' award from ASID, especially because it comes from another great Valley arts organization. We are excited by the recognition that this awards brings us, and deeply appreciate ASID for their consideration."

ENHANCEMENT OF THE ARTS 2008 CHAPTER AWARD

Completed in 2005, the \$95 million facility is the largest comprehensive arts campus in Arizona. It offers four theaters, five art galleries and fourteen art studios. Guests, patrons and students frequent Mesa Arts Center to enjoy the finest live entertainment and performances, world-class visual art exhibitions, and outstanding arts education classes. The facility is a 212,755-square-foot, post-modern architectural showpiece and a destination for visitors to the Phoenix area. Multi-use areas throughout the campus provide both indoor and outdoor gathering and presentation spaces.

Its mission is "to inspire people through impacting and engaging experiences that are diverse, accessible, and relevant; and that enhance the quality of life and vitality of the region," according to Sarah Moran of MAC.

The design of the complex, also said to be inspired 'by a geode,' was collaboration between the architectural firms DWL Architects + Planners of Phoenix, Arizona. and Broome, Oringdulph, Randolph, and Associates (BOORA) of Portland, Oregon. Located in the heart of Mesa at 1 East Main Street, its design was inspired by the Sonoran Desert and reflects the city's rich tradition of community and pride.

For more information, visit www.mesaartscenter.com.

INDUSTRY PARTNER OF THE YEAR

David Andow, Arts Alive, was named 2008 Industry Partner of the Year, introduced by Susan Nicholson, ASID, who cited many examples of David's invaluable contributions to the Chapter.

In addition to stepping into the At Large Director position when the previous director resigned, "David brought new ideas, new energy, and a different perspective" to many facets of the chapter's business. David and his gallery, Arts Alive, hosted a monthly meeting early in the year. The 2007-2008 Strategic Plan was enhanced due to his strong business background and he arranged the industry party thank you event for both 2007 and 2008.

In April David developed a .1 unit CEU about branding for Education Day/ "Collaborate 08," and presented it at no charge to the chapter. In addition, Arts Alive organized a booth during the trade fair portion of "Collaborate 08."

Our Chapter benefited all year from the constantly positive attitude and unending support from David and his team.



David Andow, Arts Alive, named Industry Partner of the Year and Susan Nicholson, ASID.

DESIGNER OF DISTINCTION

The 2008 recipient of the prestigious Designer of Distinction Award was award-winning designer Anita Lang Mueller, Allied Member ASID, of Interior Motives.

David Andow, Director At Large, introduced Mueller saying "(Anita) has somehow found the time during her very busy schedule to expand her own business and bring out the best in her people while starting a wonderful foundation called the Inspire Foundation."

The Inspire Foundation is dedicated to design students by promoting ethical and professional aspects of the industry. Mueller believes that an organization's success is not measured by what they receive but by what they give.



Anita Lang Mueller,
Allied Member ASID

Design Awards

By Katherine Thornhill, ASID



Anita Lang Mueller, Allied Member ASID, and Karen Mandarino. Anita won first place in Single Space, Total Remodel, New or Remodeled Kitchen space, and Furniture categories. She also won 2nd place in Adaptive Use, 3rd place in Fixtures, and Best in Show Residential.



Colleen Heldenbrand, Allied Member ASID and Janelle Schick, ASID. Janelle won Residential over 6,000 square feet 1st place, Model Spaces 1st and 2nd place, and Fixtures 2nd place.

Residential

Single Space of only one room or area of a residence:

- 1st Place: 1-6: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.
2nd Place: 1-5: Shelly Rudow, Allied Member ASID, Shelly Rudow Interiors
3rd Place: 1-2: Lynne Beyer, Allied Member ASID, Lynne Beyer Designs, Inc.
Honorable Mention: 1-4: Traci Shields, ASID & Janet Friedman, ASID, Friedman & Shields



Ken Roberts, Allied Member ASID won 1st place in the under 3,500 square feet interior category.

Residence, condo or apartment under 3,500 SF of total livable square footage:

- 1st Place: 2-1: Ken Roberts, Allied Member ASID, Kenner Designs



Traci Shields, ASID, 1st place co-winner of 3,500-6,000 square feet interior, 2nd place winner of New or Remodeled Bathroom, and honorable mention in the single space area category.

Residence, condo or apartment between 3,500 to 6,000 square feet of total livable square footage:

- 1st Place: 3-1: Traci Shields, ASID & Janet Friedman, ASID, Friedman & Shields
2nd Place: 3-2: Larry Lake, ASID, Inter Plan Design Group
3rd Place 3-3: Heidi Weiskopf, Allied Member ASID, Heidi Weiskopf Interior Design

Residence over 6,000 square feet of total livable square footage:

- 1st Place: 4-2: Janelle K. Schick, ASID, Schick Design Group
2nd Place: 4-3: Hilda Mata, Allied Member ASID, The Hart Studio

Model Spaces of singular home, condo or apartments:

- 1st Place: 5-2: Janelle K. Schick, ASID, Schick Design Group
2nd Place: 5-1: Janelle K. Schick, ASID, Schick Design Group

Total remodel of singular homes, condos or apartments:

- 1st Place: 6-4: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.
2nd Place: 6-1: Ernesto Garcia, ASID, Carlson Design Group, LLC.
3rd Place: 6-5: Gretchen L. Palmer, Allied Member ASID, PHG Development
Honorable Mention: 6-2: Katherine Lockett-Pullen, Allied Member ASID, Studio V Interior Design, LLC.

Kitchen – new or remodeled space. Remodeled spaces require before and after photos:

- 1st Place: 8-2: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.
2nd Place: 8-3: Gretchen L. Palmer, Allied Member ASID, PHG Development
3rd Place: 8-4: Marcia S. Graber, Allied Member ASID, Graber Designs, LTD.
Honorable Mention: 8-1: Larry Lake, ASID, Inter Plan Design Group

Bathroom - new or remodeled space. Remodeled spaces require before and after photos:

- 1st Place: 9-4: Marcia S. Graber, Allied Member ASID, Graber Designs, LTD.
2nd Place: 9-1: Traci Shields, ASID & Janet Friedman, ASID, Friedman & Shields
3rd Place: 9-3: Shellie Rudow, Allied Member ASID, Shellie Rudow Interiors

Best in Show- Residential

- 1st Place: 8-2: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.

Commercial

Business offices under 5,000 square feet (such as business, professional and banking offices):

- 1st Place: 11-2: James G. Tigges, ASID, Pinnacle Design, Inc.
2nd Place: 11-1: Maika Winter, Allied Member ASID, Studio V Interior Design, LLC.
3rd Place: 11-3: Debra May Himes, ASID, Debra May Himes Interior Design & Associates, LLC.

Business offices over 5,000 square feet (such as business, professional and banking offices):

- 1st Place: 12-1: Marcene Kandra, ASID, Form Design Studio

Senior living facilities (such as independent, assisted care facilities, nursing home):

- 1st Place: 13-2: LuAnn Thoma Holec, ASID, Thoma-Holec Design
2nd Place: 13-1: LuAnn Thoma Holec, ASID, Thoma-Holec Design

Retail:

- 1st Place: 14-1: Jill Christenholz, Allied Member ASID, Maverick Designs
2nd Place: 14-2: Katherine Lockett-Pullen, Allied Member ASID & Maika Winter, Allied Member, ASID, Studio V, and Interior Design, LLC.

Public Facilities and Schools (such as sports arenas, convention centers, municipal buildings, theaters, churches, recreation centers):

- 1st Place: 15-1: Vanessa Chong, Allied Member ASID, Studio V, Interior Design, LLC.



Larry Lake, ASID won 1st place in Hospitality, 2nd place in Hospitality, Furniture, and 3,500 - 6,000 square feet interior space. He also received an honorable mention in the Kitchen Remodel category and Best in Show Commercial.

Hospitality (such as hotels, country clubs, private clubs, resort spas, restaurants, lounges, bars):

- 1st Place: 16-7: Larry Lake, ASID, Inter Plan Design Group
2nd Place: 16-6: Larry Lake, ASID, Inter Plan Design Group
3rd Place: 16-1: Lynne Beyer, Allied Member ASID, Lynne Beyer Design, Inc.
Honorable Mention: 16- 2: Marcene Kandra, ASID, Form Design Studio

Best in Show - Commercial:

- 1st Place: 16-7: Larry Lake, ASID, Inter Plan Design Group

Residential or Commercial

Outdoor Living Space Design:

- 1st Place: 18-1: Gretchen L. Palmer, Allied Member ASID, PHG Development



Maika Winter, Allied Member ASID, Adaptive Use 1st place winner, Business Offices under 5,000 square feet. Colleen Heldenbrand, 2nd place co-winner and 2nd place winner Retail and Fixtures honorable mention.

Adaptive Use:

- 1st Place: 20-1: Maika Winter, Allied Member ASID, Studio V Interior Design, LLC.
2nd Place: 20- 2: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.

Product Design

Furniture- Items that are movable (such as case goods, upholstery):

- 1st place: 22-3: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.
2nd Place: 22-1: Larry Lake, ASID, Inter Plan Design Group
3rd Place: 22-4: Wanda Frederick, ASID, Frederick Interiors
Honorable Mention: 22-5: Heidi Weiskopf, Allied Member ASID, Heidi Weiskopf Interior Design



Katherine Lockett-Pullen, Allied Member ASID, Fixtures 1st place winner, 2nd place winner for Retail, and honorable mention for Total Remodel category.

Fixtures- Items that are movable (such as case goods, upholstery):

- 1st Place: 23- 5: Katherine Lockett -Pullen, Allied Member ASID, Studio V, Interior Design, LLC.
2nd Place: 23- 6: Janelle K. Schick, ASID, Schick Design Group
3rd Place: 23-7: Anita Lang Mueller, Allied Member ASID, Interior Motives, Inc.
Honorable Mention: 23-3: Maika Winter, Allied Member ASID, Studio V, Interior Design, LLC.



Colleen Heldenbrand, Allied Member ASID, and Roland Arnold, Industry Partner. Roland won 2nd place and honorable mention for a product designed and produced by an Industry Partner for an Industry Partner.

Industry Partner Product Design

Entries submitted by Arizona Industry Partners must be products, furniture or any items designed and produced by an Industry Partner for an Industry Partners product line. Line must be named:

- 1st Place: 24- 4: Helser Brothers, Inc. Industry Partner
2nd Place: 24-2: Roland Arnold, Industry Partner, Arizona Tile
3rd Place: 24- 1: Ken Tims, Industry Partner, Facings of America
Honorable Mention: 24- 3: Roland Arnold, Industry Partner, Arizona Tile

Entries submitted by Arizona Industry Partners must be a product produced by and Industry Partner for a specific designer's project. This would include anything custom made, a one of a kind or stand alone product made for a designer's specific client or project:

- 1st Place: 25-3: Allan Rosenthal, Industry Partner, European Design
2nd Place: 25-5: Allan Rosenthal, Industry Partner, European Design
3rd Place: 25-4: Allan Rosenthal, Industry Partner, European Design
Honorable Mention: 25-7: Allan Rosenthal, Industry Partner, European Design

BEST in Show



Best in Show - Commercial:

Larry Lake, ASID
Inter Plan Design Group



Best in Show- Residential

Anita Lang Mueller, Allied Member ASID
Interior Motives, Inc.

welcome

new members

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

Industry Partners

Brock Design and Drafting

Jack Brock
2233 E Indian School Rd
Phoenix, AZ 85016-6104
(602) 955-2215

Ceramica

Kimberli Terranova
8355 E. Butneras Dr., Ste. 4
Scottsdale, AZ 85260
(480) 990-7074
kimberli@ceramica.us

Champagne's Home Décor

Susan Mueller
7175 E Lincoln Dr
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ASID Arizona North Chapter

Membership M E E T I N G

By Kathleen Powers, LEED AP

The ASID AZ North Chapter Membership meeting in August was held at The Reference Library in Phoenix and featured a presentation on *An Analysis of Contemporary Shading Solutions* presented by Kathleen Powers, LEED AP of Mechoshade Systems.

Mechoshade has a plant with estimating, production and customer service operations in Phoenix, Arizona, to serve the western U.S.

For years, Mechoshade® Systems, Inc. has maintained a commitment to protecting our environment by providing shading systems that help buildings increase their environmental, economic and energy efficiency. The ThermoVeil and EuroVeil shade cloths filter the sunlight to lower solar heat gain while providing a view to the outside.

Research conducted by Mechoshade and other independent studies have confirmed that standard window glazings do not adequately protect the building occupants from heat gain and solar glare, nor does it maximize the building envelope's energy savings. You need to select a shade for a window covering to ensure the comfort of the occupants and maximum energy efficiency of the building.

Granted, there are various types of window treatments for you to choose from. Unlike other window coverings, Mechoshades work with the dynamics of the sun and various types of window glazings to filter the radiant component of sunlight out, while allowing maximum comfort and providing a view to the outside.

ThermoVeil and EuroVeil roller shade fabrics are anti-microbial, thus they do not support the organisms that promote SBS, such as staph and mildew. The material is flame retardant.

A discussion of the shadecloth included recommended densities of no more than 3% for south, east and west facing elevations. Color can also impact the choice of the shadecloth: darker colors provide better visibility and a connection to the outdoors and also cut down on glare the best, while lighter colors provide greater daylighting and less heat gain.

Studies show that natural daylight is considerably more beneficial, biologically and mentally, than artificial light. The health benefits

of natural light in hospital patient recovery has been documented to show patients get better faster and go home sooner

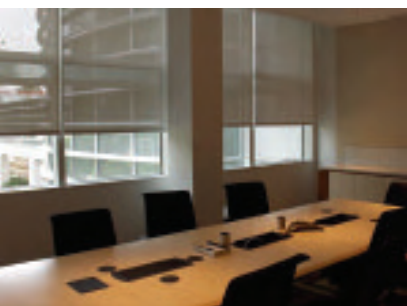
Recently, higher standard test scores have been documented in daylight schools in Seattle, Washington and Fort Collins, Colorado.

Architects and interior designers have incorporated Mechoshades' products in buildings that have been rated by the US Green Building Council's LEED Rating System. Projects have included chain operated manual shades, as well as fully automated ElectroShades, controlled by the AAC SolarTrac software.

When compared with the other options, it's easy to see why Mechoshades are "The Architect's Choice".

Kathleen Powers, LEED AP, can assist you with specifications and samples, provide an AIA/IIDA accredited Lunch & Learn presentation for your firm and can help you in determining the appropriate Mechoshade systems for your next project.

You can contact Kathleen at:
Office: (480) 656-8769
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Email: kathleenp@mechoshade.com





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TO THE TRADE

The Reference Library Product Tradeshow 2008

By Jill Anderson
The Reference Library, LLC



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Exploration of Possibilities – was the theme of this year's The Reference Library Tradeshow. We had over 85 exhibitors participating in our annual tradeshow (in conjunction with the AIA State Conference). This year, we asked the exhibitors to show only new products or show existing products in new ways – step outside the box and explore the possibilities of using products in new ways.

The tradeshow was a great success – over exceeding our expectations. We had over 300 people come and walk the tradeshow. We had students, interior designers, city officials, professors, architects, contractors, and spec writers – it was a great mix of people.

www.thereferencelibrary.com

The Reference Library hosts this tradeshow annually to support the design community. Every year, we have a variety of exhibitors showcasing products such as: glass, terrazzo flooring, roofing, windows, signage, tile, and paint. Being an exhibitor in the tradeshow is a membership benefit for supporters of The Reference Library.

We awarded a "Best in Show" to the table that showcased their newest products – the winner was VT Industries. VT Industries exhibited their new wood door that contains an agrifiber core (which is very GREEN!).

We hope to see everyone next year for the 2009 Tradeshow!

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Legislative

C O R N E R

by Marilizabeth Birk, Allied Member ASID

As many of you may be aware, there is a proposed title act on the table, so to speak, that would affect Arizona interior designers. What we've been learning in various discussion groups is that whereby people have heard about this, they still have many, many questions. In an effort to not only help inform the general public about what is being proposed, but also to assist in answering questions that seem to multiply by the day, coalition groups are holding informative discussion groups on a semi-regular basis all over the Valley. However, it is rather obvious that when the answers are either ignored or unanswered, rumors start and people become more hesitant to take a side. So, this article will be the first in a series of informative articles to assist in answering questions that have been posed.

You may have heard that they are out there pushing some legislation. Who are they? They are the group that is taking time, voluntarily, to help promote this legislation and to educate the public. They are specifically known as I.D.C.A. – or the Interior Design Coalition of Arizona. The IDCA is the independent, not-for-profit interior design coalition that speaks as the single voice of the interior design professional in Arizona in legislative matters. IDCA is working to establish state-wide criteria for the level of competency that interior design professionals must possess. Their goal is two-fold: to increase consumer awareness of interior design responsibilities and to safeguard the public. As can be seen on their website (www.idca.info), their mission is as follows: "The Interior Design Coalition of Arizona has the sole mission of protecting the public's health, safety and welfare in Arizona by working to enact meaningful interior design regulations."

Now that you know who they are, who makes up they? IDCA Officers and Board Members are elected; membership is available to all who openly support the efforts of the organization, regard-

less of professional affiliation. IDCA welcomes all: students, Allied Members, Professional Members, IIDA members, CSI members, and/or NKBA members. The current Officers are as follows: David Stone, IIDA, President; Carl Clark, FASID, past President; Simone Schoen, IIDA, Treasurer. Board Members are as follows: Marilizabeth Birk, Allied ASID; Alexis Gyenge, CSI, CDT; Molly Laurey, IIDA; and Sheri Newton, ASID. The members are individuals involved in design from all design specialties, all experience levels, all genre.

Who is helping they (now known as IDCA) with this legislation? The current lobbyist for IDCA is the law firm of Gallagher & Kennedy, specifically Rob Dalager and Susan Charlton. They came on board in the fall of 2007. Together with IDCA, they developed a legislative strategy and a proposed draft bill. A copy of said draft can be seen on the IDCA website.

Wondering what's happening right now with IDCA and the proposed legislation? Unfortunately, the 2008 legislative session closed without formal introduction of this proposed bill. IDCA is continuing to have discussions with all those that are interested in learning more about the coalition's effort and the legislation. Both strategic planning sessions and informative presentations to the public are upcoming. After the upcoming election (don't forget to vote!), the political environment will be re-evaluated and with hopes, there will be open conversation and a formal introduction of the Interior Design regulations will occur.

Now that you know who they are, and who is helping them, and where they currently are in Arizona, one can suppose that you are wondering how ASID is involved in this legislation. ASID is the leading proponent and underwriter of efforts to pursue legislation to protect interior designer's right to practice, and has been instrumental in legislative victory to date. Over the last 30 years, ASID has (1) established and



trained over 30 interior design legislative coalitions to lead advocacy efforts at the state level; (2) led the initiative to develop model legislation for interior design registration; and (3) contributed direct financial aid and professional support to interior design legislative efforts across the U.S. BUT – it is important to know that ASID is not IDCA, and IDCA is not ASID. IDCA membership is comprised of all those interested in the efforts of the organization and in the good of the public.

Maybe more importantly than how ASID fits into the coalition groups is this question: How does ASID feel about working with coalitions? They clearly state that coalitions are separate entities from ASID. They also direct that chapters may support only those legislative coalitions that advocate legislation in line with ASID policies. Each year, ASID offers chapters and coalitions the opportunity to apply for grants designed to help fund their legislative initiatives. IDCA has applied for such financial aid from both ASID and IIDA; awards are granted typically towards the end of the calendar year. One must also remember that supporting a coalition doesn't mean just financially; it can be done on a volunteer level as well.

As an Allied Member of ASID and a Board Member of IDCA, I encourage you to visit the IDCA website (noted above). I also encourage you to attend any of the available informative sessions that IDCA calls, "Dispelling the Myths." Sessions in both the Phoenix and Tucson areas will be ongoing in the upcoming months. If you have questions as to when the next session will be occurring in your area, please feel free to email IDCA at info@IDCA.info. If you have questions you'd like answered in upcoming issues, I encourage you to email me at mare@artisticdesignsllc.com. I will do my best to include them in future articles.

BORDERS : MEDALLIONS : MOSAICS : TABLE TOPS : TABLE BASES : DECOS : AND MUCH MORE...



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ASID CHAPTER LEADERSHIP CONFERENCE

By Linda Kolesar, ASID

Calgary was the beautiful host city for this year's Chapter Leadership Conference. It was attended by the Board of Directors of all the Society's chapters and was chock full of meetings to prepare members for their respective Board positions. The general sessions and advisory meetings were designed to inspire, inform, entertain and impress. From beginning to end, the conference scored highly in terms of quality and information.

One of the highlights was the keynote speaker from the Disney Institute who spoke at the first general session on The Loyalty Connection. Using the Disney Brand as the example, she broke loyalty down into identity, value, and relationships. She defined identity as the way a company connects its brand with its customers and employees. Value was identified as the link between what a company promises and what it delivers. Relationships addressed the value of lifetime relationships with customers and employees. Another great point of the presentation was to try to incorporate your company's strength into all you do. An interesting bit of Disney wisdom: the legendary theme park is kept immaculately clean for the obvious reason of appearance, but also because it makes the guests feel safe. Accompanied by a compelling video and numerous stories and illustrations, the speaker underscored Disney's successful loyalty campaign by the overwhelming approval of the audience. It didn't hurt that she freely dispensed tiny Disney figures as a reward for audience participation!

One outstanding keynote speaker was followed by another the next day in a session titled Crucial Conversations for Flawless Execution, otherwise known as meaningful exchanges versus angry confrontations. Guided by circumstances that face everyone in their professional and personal lives, tips were shared on how to recognize a crucial conversation and keep it from becoming an angry confrontation. One rule is to examine your motives in pointing out wrong-thinking or in defending your position when it is questioned. Another rule is to be honest but also respectful in settling a difference of opinion. Again surfacing, is the goal of making the other person feel safe in sharing a common pool of information. If you're thinking "easier said than done", you're right! For most of us, it's a matter of replacing emotion-charged behavior with problem-solving behavior. The goal is to keep the lines of communication open.



Standing, from left to right--Brenda Strunk, ASID, President Elect; Kathy Harris, ASID, Communications Director; Marci Dusseault, ASID, LEED, Membership Director; and Linda Kolesar, ASID, President. Seated, left to right--Patricia Vera, Student Representative; and Brooke D'alleyrand, At-Large Director. Not pictured: Melinda Foote, ASID, Professional Development Director.

Communication of ASID goals and strategies was the main objective of the conference. The ASID philosophy statement is: ASID is a community of people driven by a common love for design and committed to the belief that interior design, as a service to people, is a powerful, multi-faceted profession that can positively change people's lives. The three focus areas are: Evolve the Brand by representing the breadth of the organization and emphasizing the impact interior design has on health, safety and welfare; Build Bridges by partnering with like-minded organizations; Advocate the Right to Practice by delivering the value of interior design to the public and defending the right to practice. In addition to communicating goals, strategies and philosophy, there was instruction in following policies and procedures for individual chapters, officers and Board members. Use of designated templates and formats, adherence to timelines, submitting items through proper channels are all important for keeping track of all that goes on in an organization the size of ASID. Thankfully, our administrator, Pauline Wampler has the experience and knowledge to help us stay up to speed on these requirements.

This year's Chapter Leadership Conference lived up to its reputation as a jam-packed event that enriches all participants. From the explanation of standard operating procedures to learning about new things on the horizon such as ASIDUNI, an on-line education and training program, there was something for everyone who attended. I encourage you to explore our Chapter website, www.asidaznorth.org, as well as the Society's website, www.asid.org to learn more about the benefits of membership in ASID because there is something there for everyone.

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ASID ARIZONA NORTH CHAPTER 2008-2009 Board of Directors



Pictured standing left to right are: Susan Nicholson, ASID; Financial Director, Melinda Foote, ASID; Professional Development Director, Linda Kolesar, ASID; President, Pauline Wampler; Chapter Administrator.

Seated from left to right: Kathy Harris, ASID; Communications Director, Brenda Strunk, ASID; President Elect, Brooke D'Alleyrand; At-Large Director, Marci Dusseault, ASID, Lead; Membership Director, Not pictured is Patricia Vera; Student Representative to the Board.

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Vintage House Interiors
1211 N. Kenwood Ln.
Chandler, AZ 85226
Tel: (480) 814-7052
Fax: (480) 814-8107
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PRESIDENT ELECT

BRENDA S. STRUNK, ASID

Shaping Spaces LLC
2637 North 83rd Place.
Scottsdale, AZ 85257
Tel: (480) 239-9559
Email: b_strunk@msn.com

FINANCIAL DIRECTOR

SUSAN A. NICHOLSON, ASID

Design Works Interiors
7500 E. Mc Cormick Pkwy, #33
Scottsdale, AZ 85258
Tel: (480) 429-9337
Fax: (480) 675-0621
Cell: (480) 250-0930
Email: dwki@aol.com

COMMUNICATIONS DIRECTOR

KATHY J. HARRIS, ASID

710 N. Bullmoose Dr.
Chandler, AZ 85224
Tel: (480) 821-8579
Fax: (480) 821-9446
Cell: (602) 538-3528
Email: design76@cox.net

PROFESSIONAL DEVELOPMENT DIRECTOR

MELINDA FOOTE, ASID

Foote & Co.
8225 N. Central, #2
Phoenix, AZ 85020-3546
Tel: (602) 678-0860
Fax: (602) 678-1080
Cell: (602) 692-5950
Email: mafooteaz@msn.com

MEMBERSHIP DIRECTOR

MARCI DUSSEAULT, ASID

Marci Dusseault, ASID
Creative Inspirations Design Studio
3114 E. Isaiah Ave.
Gilbert, AZ 85298-8780
Tel: (480) 353-9622
Cell: 480-459-0388
Fax: (480) 773-6840
Email: admin@creative-inspirations-llc.com

AT-LARGE DIRECTOR

BROOKE D'ALLEYRAND

Sub Zero Wolfe Distributing
15570 N. 83rd Way
Scottsdale, AZ 85260-1816
Tel: (480) 921-0900
Fax: (480) 921-0909
Email: Brooke@subzerowolfesouthwest.com

STUDENT REPRESENTATIVE

PATRICIA VERA

Collins College
1059 A West Flint
Chandler, AZ 85224
Tel: (480) 773-1827
Email: patty_leo80@yahoo.com

CHAPTER ADMINISTRATOR

PAULINE WAMPLER

4035 E. Fanfol Drive
Phoenix, Az. 85028
Tel : (602) 569-8916
Fax: (602) 996-3966
Home: (602) 996-9608
Email: info@asidaznorth.org

ASID WEBSITE :

www.asid.org

ASID CHAPTER WEBSITE:

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)
Email: asid@asid.org

'Who Won the Raffle for the Time Share?'

Truth is, we did not sell enough tickets to justify the selling of the time-share that was generously donated. The prize was returned to the donor and the ticket prices will be refunded. To make arrangements for your refund, please contact Lohoma Eckroat at 602 692 1727.

Three Scottsdale, Arizona businesses recognized for sustainable design efforts.

The Phoenix Business Journal reports that the Scottsdale Convention & Visitors Bureau "has honored a trio of local companies for their sustainability efforts." The "Green by Design Awards were given to Hotel Valley Ho, Fairmont Scottsdale, and Edwards Design Group." The Hotel Valley Ho "won in the Green category for its creation of a recycling program and other environmentally friendly and energy efficient practices," and the "Greener award was given to the Fairmont Scottsdale for its improvement of green practices over the past 25 years." But "the top award was given to Edwards Design Group...for its dedication to providing quality, sustainable homes."

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Recently completed projects:

In the last few months I've been very busy with various interior design/tenant improvement projects. I've recently completed a dance studio in North Scottsdale (Abby Bella Dance Studio) and a new optometric office in Chandler. Before that, I worked on the Jim Sudal Ceramic Gallery in Scottsdale and re-designed the interior of the Southwest Gardener, in central Phoenix.

Biggest challenge in the industry:

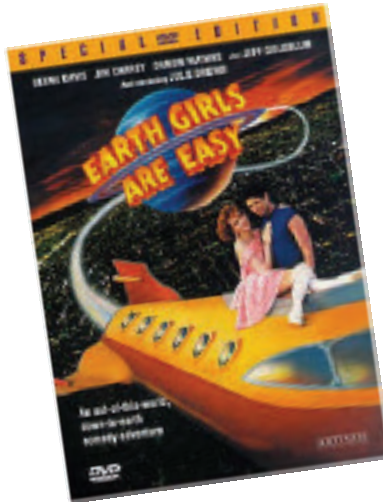
It sounds surprising, I suppose, but getting potential clients, vendors and associates to take me seriously is my biggest challenge. All too often, I encounter other professionals, engineers, architects, contractors and developers-usually male-who seem unable to recognize that I am an experienced professional, too. Since my projects often entail the full design process from tenant improvement construction drawings thru the entire interior design package, it is often hard for professionals to understand that an interior designer is able to complete the entire package.

If I wasn't a designer I would be:

It would have to be a profession which involves the creative process. Perhaps a chef or industrial designer

Industry pet peeve:

I am very disturbed by the lack of professionalism that is depicted on the many reality TV shows which involve "interior design", and really wish that ASID and interior designers through-out the country make their voices heard. I believe that ASID could with their resources available, make a difference in changing the very bad image which these TV programs depict of our industry. I would like to see ASID host a TV show which clarifies what is involved in the profession and the real design process.



Movie I can always watch:

"Earth girls are easy" is one of my all time favorites. Gena Davis stars as a hairdresser who welcomes three aliens from outer space into her life when they crash in her swimming pool. The aliens include: Jeff Goldblum and Jim Carey.

Music I am listening to:

I love to listen to a variety of music including: Cat Stevens, Pink Floyd, Nora Jones and absolutely love my newest addition, the sound track from the "Good, the Bad and the Ugly"



Product I can't live without:

My Palm Treo

Thing I love about the industry:

This is definitely a business which is constantly changing and the amount of information available is staggering. I embrace the opportunity to learn as our industry evolves. Currently, I am studying for the LEED-CI test and hope to take the test in the next few months.

When not in the office, I am:

I am a workaholic but when I am not at work, some of my interests include: jewelry design (silver and copper), and investing in the stock market. Aside from my interests, I can often be found lunching at the Duck and Decanter with friends and family.



Person I would like to meet:

Hillary Clinton, what a brilliant woman



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Mesa Community College ASID Student Chapter Officers

Samantha Chanley, President

Phone: (480) 200-2559

designsbychanley@yahoo.com

Keri Pollard, Secretary

(602) 999-6485

oncekeri@gmail.com

Jennica Maes, Publicity

Phone: (602) 717-8616

jennica.maes@gmail.com

Susan Brickley, ASID Liaison

Phone: (480) 897-7298

susan.brickley@cox.net

Natalia Garcia, IIDA Liaison

(602) 708-1801

natex93@aol.com

Cindy Walker, USGBC Co-Liaison

480-449-0513

peebo1@yahoo.com

Anna Borresen, USGBC Co-Liaison

(480) 292-2985

azgrl409@yahoo.com

Lindsay Vanderpool, ASMCC Co-Representative

(480) 375-8947

linzie@mail.mc.maricopa.edu

Jennifer Rivero, ASMCC Co-Representative

(480) 628-4270

JRIVER8396@aol.com

Penny Yascavage, IDEC; Faculty Advisor

(480) 461-7861 MCC

(480) 921-2013 - Home

penny@mail.mc.maricopa.edu

pennyyas@cox.net

Sally Kroelinger, IDEC; MCC Interior Design Program Director & Interim Design Department Chair

(480) 461-7134

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Scottsdale Community College ASID Student Chapter Officers

Linlee Conrad, President

6.2.826-0440

jess_moreau@yahoo.com

Melanie Thomson, Co- President

(928)420-9980

melanie.thomson@hotmail.com

Jeanette Knudsen, Treasurer

(480) 834-6403

jmknudsen@cox.net

Northern Arizona Student Chapter ASID

By Amanda Cuka

Our chapter is taking on a huge project of redoing the Interior Design Studios and Resource Room on the NAU campus. These areas desperately need attention. We are getting on top of this project right away in October by painting, moving, organizing desks, and our fabric sample library, and getting the place in better shape all around. This is just one of the many projects we are working on this semester here at NAU. Hope to talk to you soon about future.

Northern Arizona University ASID Student Chapter Officers

Linlee Conrad, President

(928)420-6005

lc283@nau.edu

Whitney Adams, Vice President

(928)710-0031

wa35@nau.edu

Amanda Cuka, Secretary

(928)925-2113

ac346@nau.edu

Mari Komori, Treasurer

(808)741-9684

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Dunn-Edwards paints are ranked as the number one choice among licensed painting contractors in Los Angeles, San Diego and Phoenix. A recent independent survey, conducted by C.A. Walker & Associates, found that 62 percent of the professionals polled would choose to use Dunn-Edwards paint on their own homes. Of those professionals using Dunn-Edwards paint, 76 percent said they choose Dunn-Edwards because of its superior quality.

Dunn-Edwards has a long history of environmental responsibility, balancing the pursuit of product excellence with a desire to protect and enhance the environment. The company operates under many voluntary policies that are more stringent than federal, state, or local regulations; for example: Ethylene glycol (EG) is a commonly used latex paint additive that is listed as a hazardous and toxic substance under many federal and state regulations.

Dunn-Edwards was the first major paint company to totally eliminate the use of EG in its products. Most paint manufacturers continue to use EG because alternative ingredients are more expensive. As part of its continuing commitment to protect the environment, health, and safety, Dunn-Edwards voluntarily replaced EG with a more costly ingredient, propylene glycol, which is non-toxic and even FDA-approved for use in foods, beverages, medicines, and cosmetics.

With the introduction of the Perfect Palette® color system in 2004, Dunn-Edwards leads the industry with the most comprehensive and easy-to-use color program available. Perfect Palette is the ultimate professional color system and has been ranked as the number one choice of design professionals in a recent independent survey.

More designers choose Dunn-Edwards over all other brands. In a recent quantitative phone survey with nearly 500 interior design professionals in the greater Los Angeles, Phoenix and Tucson areas, it was discovered that more interior design professionals recommend Dunn-Edwards' colors and paint than all other brands.

Please contact the Design Representative, Dede Radford, at 602-702-7273 for assistance.



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Board meetings are every 3rd Tuesday of the month at 3:30pm. They are open to everyone.

Events at Phoenix College

October

Color Trends Event

Oct. 23rd; 3pm

Guest Speaker: Sherwin Williams
- Laurie Clark

Design Lab Room, main floor Rm
#DB136. Snacks will be provided

November

1/2 Day Workshop

Details to follow

November 8th

Time: To be determined

Design Lab Room, main floor Rm
#DB136. Snacks will be provided

December

Holiday Lunch

December 2nd; Time: to be determined

Location: W Hotel

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Collins College is on the move!!

Collins College has some exciting things going on!! We are moving into a brand new 70,000 square foot facility in the Cotton Center Industrial Park. The design and finishes of this building will make this a very vibrant state of the art institution to house our Bachelor of Art in Interior Design program. The other newflash is that we have officially filed our application with CIDA (Council for Interior Design Accreditation) and will have our visitation in Fall 2009!! Stay tuned for planned events and Grand Opening Festivities!! Please contact Catherine Pliess, ASID, IIDA, IDEC | Department Chair | Interior Design at 480.446.1119 for further information or questions.

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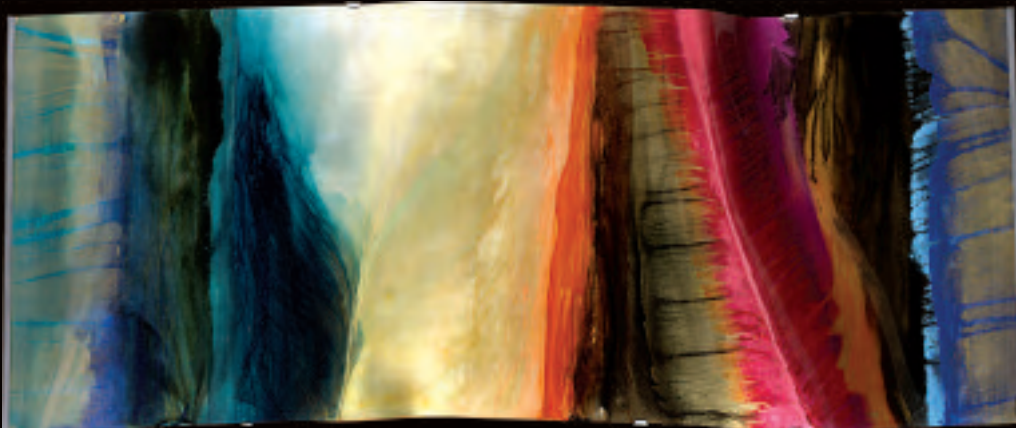
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November

- 7 New Member Luncheon hosted by Alexander Sinclair at the Arizona Design Center – Time to be announced
- 8 Holiday Wreath Making at Scottsdale Community College
Space is Limited
Instruction by Design One, International, Inc.
9:30 – 12:30, Generous Continental Breakfast Provided
Fundraiser for The Boys and Girls Clubs
- 14 ASID AZ North Board Meeting
10:00 am – 12:00 at SubZero and Wolf Appliance
- 20 Membership Meeting at Burdette Cabinet Company
3941 N. Higley Rd., Mesa, AZ 85215
5:30 – 6:30 Refreshments and Guided Tour of this Premium Quality Custom Cabinet Factory
6:30 – 7:30 Presentation on Fine Cabinetry Components

December

- 5 Holiday Party at the luxury estate of Tracey and Tony Sutton. A must-see home with all the finer amenities. Wine and Delectable Hors D'oeuvres.
6:30 – 9:30 pm, Map will be Provided. Donate an ornament and purchase one from our Tree of Treasures to benefit Childhelp.
- 12 ASID AZ North Board Meeting
10:00 am – 12:00 at SubZero and Wolf Appliance

January

- 9 ASID AZ North Board Meeting
10:00 am – 12:00 at SubZero and Wolf Appliance
- 15 Membership Meeting at Fox Restaurant Concepts
5:30 – 6:30 No Host Pizza at Sauce Restaurant
6:30 – 7:30 Tour a First Place Award-Winning Corporate Office on the Scottsdale Waterfront

February

- 7 Student Charette Competition at Mesa Community College, Scholarship Prizes
- 13 ASID AZ North Board Meeting
10:00 – 12:00 at SubZero and Wolf Appliance
- 19 Membership Meeting – Location to be announced
5:30 – 6:30 Refreshments/Industry Partner Table Tops
6:30 – 7:30 Presentation/Discussion on Product Design by Award Winning Designer Debra May Himes, Copyright Attorney will give legal perspective
- 20 Student Career Day, Time and Location to be announced

March

DESIGN FOR HIRE – Date to be announced

- 13 ASID AZ North Board Meeting
10:00 – 12:00 at SubZero and Wolf Appliance
- 19 Membership Meeting at the Arizona Design Center
5:30 – 6:30 Refreshments with Art Viewing at Horizon Art
6:30 – 7:30 Presentation in the Atrium on the Characteristics of Award Winning Projects by Award Winning Designer Anita Lang Mueller

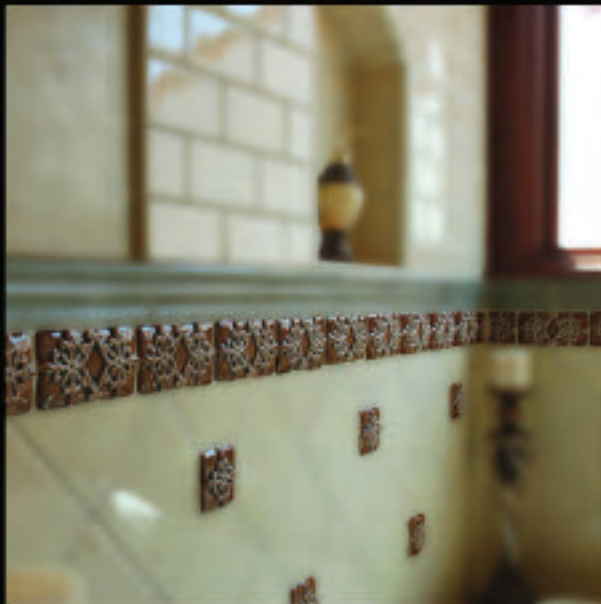


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