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VOICE OF THE ASID ARIZONA NORTH CHAPTER

EXCLUSIVE:
Flooring Trends
Looking Underfoot

ASID'S LAWYER CONSULTS
About Designer Contracts

Student Buzz
A Busy Time for Young
ASID Members

EXCLUSIVE!
Meet Your New 2007-08
Chapter Officers

**Updated Industry
Partners Directory**

Arizona North



Chapter



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Arizona North



***About our cover:** Cross-cut, caramel-colored, travertine planked flooring provides versatility and a fresh new look for all seasons. Courtesy of Unique Building Concepts.*

Spring is here and we have made it through half of our year. It is nice to look back and see all the accomplishments we have had in the last six months and what we have to look forward to in the future. It is also an opportunity for me to thank all the wonderful volunteers for all their hard work.



Linda Singer-Heinz, ASID

Susan Kay Schultz, Allied Member ASID, has been doing a fabulous job with the new *ASID Desert Design Magazine*. I hope you are enjoying the new format and design as much as I am. It is a great venue for all the information about our Arizona North Chapter and our industry. We can also thank Susan Kay for her constant upgrading of the Web-site. This is a wonderful tool for all of us to use for information. Please check it out at www.asidaznorth.org.

Catherine Pliess, ASID, has done a wonderful job on programs. We have had a variety of member meetings this year and want to thank all the Industry Partners who have hosted our monthly gatherings.

The 3rd Annual Winter of Homes was a huge success thanks to Susan Nicholson, ASID, and Brooke D'Allebrand - co-chairs of this annual event. We had many volunteers who gave up their Saturday to help us with this project. A special thank you to all the students from our local colleges - they spent the day with us being wonderful hosts and hostesses.

The 4th Annual ASID Designer Sample Sale was great as always. We had many ASID members and students helping to make it a huge success. All the monies made during this event are for scholarships. Thank you all for your devotion to our students and their future.

We had a busy April with ASID Career Day on April 20th and ASID Education Day on April 26th. The committees worked very hard to make these events very successful. Also, ASID Student Shadow Week was a very exciting time for the students. Thank you all for participating.

I cannot thank all of the committees enough for all the hard work and dedication they show by bringing such wonderful programs and events to our ASID Arizona North Chapter and the public. We can all be proud to be a part of this chapter and all the great work the members do. I encourage all of you to continue your involvement by supporting the chapter events. Your participation is what makes our chapter strong and growing.

I wish you all a healthy, happy and prosperous year.

Warmest Regards,

Linda Singer-Heinz, ASID
ASID Arizona North Chapter President

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FLOORING TRENDS

LOOKING UNDERFOOT

By Susan Kay Schultz
Editor & ASID Communications Director

In most industries, trade shows are the chosen venue for suppliers of products to launch their newest offerings. Consequently, buyers and specifiers of products look forward to learn what is new. So when manufacturers of floor coverings exhibited thousands of new products recently at the Surfaces show, designers from across the country converged on Las Vegas to see for themselves.

New products are so very important because they signal the emergence of new trends in the design field. Often the “new” product has been around for a long time, but is now made of a new material or available in a new, more fashionable color, texture or shape.

According to **Leah Gross**, of the **World Floor Covering Association (WFCA)**, the most predominant carpeting trend evident at Surfaces includes plush textures and bright, jewel tones. Chiseled woods, handmade tiles and customized rugs and carpets that can be made available in any shade, also showed as an emerging trend.

Not all materials are equally popular in other parts of the country. Here in the Southwest, hard surfaces are inherently more in demand than in other parts of the country where carpeting may be the leading floor covering. Climate is a dynamic that guides designers to make recommendations and local floor covering suppliers are well aware of the product trends that are popular.

According to **Katrina Bosilcic**, **Vice-President of Stone Elements** in Phoenix, the firm’s designers have found that designers as well as homeowners are using more custom sizes in not only travertine, but also sandstone, onyx and granite. Designers prefer and specify more custom, unique tile shapes.

“Bolder colors in natural stone flooring are another evolving trend. Customers who are interested in travertine with more movement and color versus the more consistent colors of some travertine tiles are increasing in number. Flooring is truly going from ordinary to more extraordinary shapes and colors using natural stone,” according to **Bosilcic**.

Roland Arnold, of **Arizona Tile**, notes that designers are specifying hard surfaces based on their personal preferences



which are influenced by their client’s lifestyle and environment. **Arnold** noted that within the framework of these preferences, designers are conscious of some evolving features:

Color: Designers are not afraid to specify darker tones or color specific stones. Lighter color does not necessarily mean neutral.

Texture: Technology has provided the industry with new ways to add texture to stone flooring. Arizona Tile’s “Patinato” finish is one example. It feels like leather, but is smooth and very easy to maintain.

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Porcelain: Porcelain flooring provides metallic finishes. Porcelain is maintenance free, and impervious to stain. These benefits have helped push porcelain to the front of the line.

Rustic and warm, comfortable colors hold their popularity among designers because of the natural colors and the desert environment, claims **Betsey King, Showroom Director of Cactus Stone & Tile**. Designers are asking for a “Hacienda” look with a little more Spanish influence as opposed to the “Tuscan” look of a couple of years ago. Natural stones in multiple sizes enhance the appearance. Chiseled or tumbled edges add an aged appearance. Handcrafted glazed tiles with their slight imperfections and bright or muted colors complement this look.

A more “urban” environment can be achieved by using materials like sleek monotone tiles, smooth surfaces, straight edges, metal and glass. Many embrace the minimalist look and the cool color tones associated with it such as shades of grey, taupe and silver. Polished finishes on travertine, marble and limestone are becoming very popular for both the modern look as well as a more refined, traditional look. Bright, shiny gold adds warmth to the look.

True white is a classic look that is returning in the form of a traditional hex on bathroom floors, a subway tile on the walls or Bianco Carrara marble in the foyer and living room in an elegant house. White marble and granite slab material is becoming a popular counter top choice.

Nicole Yox, World Wide Stone Corporation in Scottsdale, reports that several trends for 2007 are emerging with the sale of travertine, white marble and onyx, all on the rise. “We specialize in quarrying and producing Durango



A more “urban” environment can be achieved by using materials like sleek monotone tiles, smooth surfaces, straight edges, metal and glass.

Stone, a Mexican travertine, at our factories in Durango, Mexico. Traditionally, travertine has been used as floor tiles. We are now seeing an increase in the market demand for travertine architectural details and custom components such as columns and fireplaces. Lastly, we are seeing an increase in demand for onyx. World Wide Stone produces Durango Red Onyx, which has been used in several applications such as lighted bars and backsplashes,” said **Yox**.

Another trend we see in 2007 is a replication of patterns. World Wide Stone has several pre-designed patterns that can be set in a variety of applications using different tile sizes and colors. The pattern layouts are influenced by past times and accentuate the look and feel found in the cobblestone town centers of many villages.

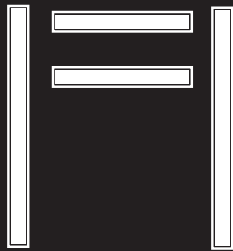
Doug Adamson, Owner of Villagio Tile & Stone in Scottsdale, states that “color fashion trends are beginning to reflect the popularity of natural materials. It should not surprise us that the current color trends are chocolate, powdered colors with carob undertones, pale greys, rust and the colors of autumn (ruby, gold and green tones). These fashion color trends reflect the colors in travertine, limestone and accent tiles made from exotic natural materials,” according to **Adamson**.

The regal travertines that were historically pricey are now as affordable as an averaged priced ceramic tile. The popularity of travertine tiles for floors, bathrooms and kitchens has never been higher. The relatively low price of travertine is due to the abundance of cream-colored travertine quarries in Turkey and Mexico. The over availability of cream-colored stones has driven designers to recommend more unique travertine and limestone with distinctive colorations and finishes as well as multiple size and format options.

As cream-colored travertines continue to gain popularity overall, the rare travertines and limestones with colorations of golden chocolate, dark walnut, rusty-gold, pale-grey, sea-grass green, terra cotta or even multiple color combinations are becoming more preferable in high-end homes.

Deborah and Shawna Bradford, of Bradford’s Fine Floors in Scottsdale, states the trend in floor covering to hardwood floors has made an explosion in the past two years. Rustic and distressed floors have been made affordable in wider engi-

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neered planks which are able to be glued directly to concrete slabs avoiding plywood sub-floors. The investment in reclaimed vintage wood has become very desirable to the discriminating custom home buyer giving them a piece of history from places around the world. Vintage French white oak in widths of 10"-12" and lengths of 10'-12' create a retro appearance. Exotic woods, such as zebra wood are used in a contemporary setting and take design from ordinary to extraordinary.

For areas where soft surface are desired, carpet is making a dramatic change to patterned goods such as florals, stripes and geometric designs. No longer is one style of carpet used throughout a home. Different patterns and colors are being used together to create areas of interest in each room.

Lainey Pizanis, of David E. Adler, Inc. Oriental Rugs in Scottsdale, has identified two trends in the area rug market. First is the use of color and the second is the introduction of unique rug weaving techniques in both classic Oriental and contemporary Tibetan rug design.

"When it comes to color we see sage, lichen, eucalyptus and citrus green, smoke, stone, and charcoal grey, wheat and sand, cinnamon, pearly white and grey, porcini mushroom and bark," said **Pizanis**. "The flipside of this spectrum are bold and intoxicating colors like Azure, aquamarine and lapis blue, saffron and Dijon mustard, tangerine orange, coral and melon, tomato and brick reds, daffodil yellow and Kelly green."

Tone-on-tone rug designs in both classic Oriental designs and Tibetan rugs are increasingly popular. Colors range from subtle, natural, neutral palettes to bolder, striking color palettes. Whether the environment is traditional, contemporary or somewhere in-between, many clients are choosing to live in harmonious environments without a lot of pattern in soft natural colors. Others are choosing to live in spaces with rich, saturated and vibrant color with lots of pattern and texture.

The emergence of innovative rug making techniques in the rug business is resulting in gorgeous new rugs. The combination of cut and loop pile results in rugs with fresh, unique designs with depth and texture. Design inspirations range from the past, antique rug designs, textiles, wallpaper and

botanicals and florals, and geometrics are enlarged or reduced and sometimes the design motif runs off the rug, creating a new, artistic sensibility.

Jim Patterson, Scott Group Custom Carpets in Peoria, reports that "green" products are being driven by the growing concern and recognition of the environment. There is a strong desire in the market to provide more eco-friendly natural products like wool. Many designers specify eco-friendly product options that are manufactured using sustainable materials and processes. This trend is becoming more apparent in the commercial market where the number of projects is ever increasing.

"Textural patterns are being driven by the desire for comfort and simplicity; textural options in both floor coverings and fabrics remain a big trend in the market. Recently, we have seen the need for more "sink your feet into soft textures". Many of our clients want a product that is elegant, and timeless and comfortable. Textures easily complement more dramatic features in the interior architecture," said **Patterson**.

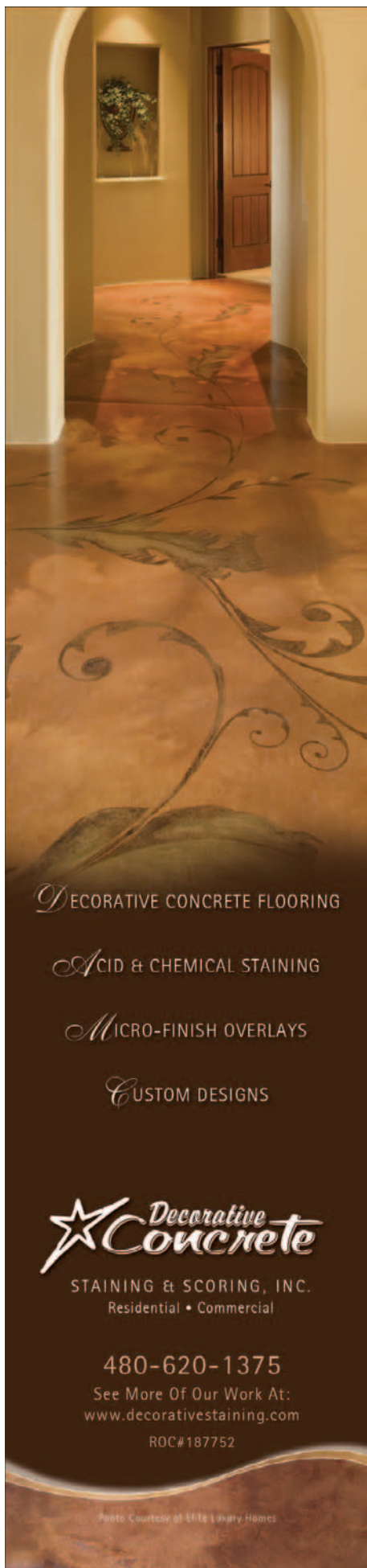
The pendulum has swung, in terms of pattern, to more "transitional" and modern patterns. The transitional patterns we sample are often softer looking and use a subtle "antiqued" construction. Colors are often more neutral and have earth-based color tones.

Shimmery metallics are crossing over into interiors to create a touch of sparkle, glamour and luxury. Mirrored surfaces, gold accessories and starburst shapes demonstrate the current trend for design from the 1930's and '40's. The sparkle of gold silk through these samples captures the glamorous qualities of that period. Gold pairs well with both warm and cool toned neutrals and white, as well as other metallic based colors like silver and bronze.

Bradley Scott, of Rugs of Kaibab in Prescott, says that designers specify upholstery and window covering textiles first, so the oriental rugs must integrate well with those elements. "The following are some of the different alternatives that we see our clients currently using," said **Scott**.

1. Subtle earth tone backgrounds with jewel colored accents throughout the rug.
2. Overall, a subtle color palette, with varying degrees of saturation. Colors for this are

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Photo Courtesy of Elite Luxury Homes

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generally in the beige to olive green range. Light blues, quiet unsaturated yellows and rusts are making a return.

3. Deep burgundy, vibrant gold, and rich, dark blues are again of interest in the market.

There are a variety of both natural and synthetic materials used in rug manufacturing. The types of fibers and how they are prepared vary greatly and have a huge impact on the overall feel of a rug.

Scott agrees with Peterson about Green products and manufacturing practices. "They are more important to end users than before," said Scott. "However, cost is always an important factor," he concluded.

"There are distinct differences between hand knotted and hand tufted rugs. A buyer who wants a handmade rug that will last five to fifteen years, a hand tufted rug is a viable option. A better made product that will hold its value is a hand-knotted rug," explained Scott.

THIS IS WHAT IS HAPPENING IN THE INDUSTRY:

1. Hand spun wool, with its characteristically grainy Tuscan feel, is still popular. There are some hand spun silk rugs starting to make their way into the market, and the look has developed a following.
2. Silk touch highlights and all silk flowers are becoming more popular. The added depth, contrast and dimension appeals to a lot of buyers.
3. Soumak still has its champions amongst rug lovers because of its texture.

MUCH LIKE COLOR, THE PATTERN MUST INTEGRATE WELL WITH THE REST OF THE ROOM. THE PATTERNS OF THE UPHOLSTERIES AND WINDOW COVERINGS INFLUENCE THE RUG PATTERN.

1. More open transitional patterns with classic design elements are in the greatest demand.
2. Many buyers still opt for a more traditional pattern of obvious Middle Eastern influence.
3. Tibetan and Nepalese designs are still very hot.

Pat Moran, of Unique Building Concepts Inc. in Phoenix, states that travertine flooring remains in high demand because of its beauty, durability and natural look; however, there is a movement towards darker colors. Spec and custom homes builders use darker, rich looking stone like a Mocha product or Walnut or Noce. Tiles such as Scabos are selling well while blends, darker

stones and untraditional colors are garnering much attention.

"We sell a lot of Versailles patterned travertine that has a piece pattern with a brush and chiseled edge. This is popular because it is distinctive, offers an Old World, Mediterranean or Tuscan feel and makes a statement or can be contemporary if it has a straight edge detail. In the Versailles pattern, there also is a new look called the 'Jumbo Versailles' that has a much larger pattern and works well in the larger great room/family room designs we are seeing. Designers specify larger travertine in 24" sizes because it makes smaller spaces look larger, or fits well in larger applications and outside decking," said Moran.

More and more travertine is being used for decking materials because it is a lot cooler than concrete. Also, with the colder winter, concrete pavers and decking have had a lot more effervescence which is the whitening on the top because of the limestone in concrete. Travertine does not have this. Travertine pavers and travertine pool coping around the edge of the pool are also very popular again. They are cooler than concrete and look very unique and offer distinctive sizes such as 6x12 with chiseled edges or even a versatile pattern.

"Over the past year we have had many requests to create a Zen feeling or spa look in the master bath, pool baths or guest suite floorings. River rock pebbles or interlocking marble mosaics for the shower floors have been big sellers. Straight edge travertine flooring or glass tile floors have also been a great new trend. Glass flooring is unique because it can be used as an accent on the floor or on the entire floor. Glass tile is a hot design trend that can be used in a number of different applications," said Moran.

Designers are embracing new materials such as limestone, marble, quartzite, onyx, slate and glass because they are unique. They create a one-of-a-kind design.

"Our showrooms are seeing an increase in their wood flooring sales and customers are using wood flooring with travertine accents. Reclaimed wood flooring is popular. We offer Texas Mesquite because it is new and is one of the hardest woods available, concluded Moran.

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**ASID ELECTION RESULTS
2007-2008 BOARD OF DIRECTORS**

PRESIDENT-ELECT-ELECT:

Linda Kolesar ASID

FINANCIAL DIRECTOR:

Susan Nicholson ASID

COMMUNICATIONS DIRECTOR:

Karen Romersa

PROFESSIONAL DEVELOPMENT DIRECTOR:

Melinda Foote ASID



Announcement of the ASID election results for the 2007-2008 Board of Directors during the March 22, 2007 membership meeting at Feathers Fine Custom Furnishings. Shown front to back: Linda Kolesar ASID-President-Elect-Elect, Katherine Thornhill ASID, IIDA-President-Elect, Susan Nicholson ASID-Financial Director, Karen Romersa-Communications Director and Linda Singer Heinz ASID-President. Not shown: Melinda Foote ASID-Professional Development Director.

**ARIZONA MORNINGS FOX CHANNEL 10
FEATURES ASID DESIGNER SHOWROOM**

Janelle K. Schick, ASID, of Schick Design Group, LLC was the first in our series of designer showrooms featured on Fox Channel 10 by



Janelle K. Schick, ASID

Diane Ryan on Monday, January 29, 2007, during the 8:00 AM hour. With over 30 years of professional design experience **Schick** discussed during the TV segment how to bring a design concept to life. Understanding, relating and designing to her clients' desires, **Schick** leads one of the most talented and respected interior design teams in the business.

The ASID Board of Directors would like to thank **Schick** for participating in this series to help raise the awareness of ASID within our community. We would also like to extend a special thank you to our public relations firm, **InVision Strategic Marketing**, for setting up the interview.

ASID FOUNDATION

By Gera King ASID

Our professional organization has many challenges today; providing network opportunities for its members, creating a communication vehicle for its members and their chapters, maintaining its legislative watchdog pose and marketing its members to the public. The ASID Foundation addresses the last issue – marketing ASID members to the public.

In the past, advertisements were placed in *Architectural Digest* to promote design to affluent clientele. But design is more than just the affluent population, because design has the ability to touch many lives and to alter lives within those designed environments – something that all of us designers know but consumers are just now realizing. Recently the ASID Foundation sponsored the Green House which was built entirely of green, sustainable materials and exhibited in the National Building Museum in Washington, D.C. Our ASID Arizona North Chapter Board members toured this house last July 2006 at the Leadership Conference. After its exhibit in Washington, D.C. the house will be toured the United States, which allowed larger audiences to view a residence made entirely of sustainable materials (wall, floors, furniture and accessories).

You may remember Green Design making headlines in the early 1990s. This current movement is an evolution of those earlier days and seems to have more momentum since it ties into the products that interior designers and architects specify more. Surveys show that consumers are interested, even if only casually, so seeing a Green House tour the USA and sponsored by ASID will enhance ASID's mission of promoting good design to ALL people and into our future.

This year's annual ASID conference in San Francisco hosted a silent auction which raised more than \$85,000 for the ASID Foundation. Chapters were asked to donate auction items. As the ASID Foundation Liaison from Arizona North, I sought an item that was



Sylvia Lorts

unique to Arizona North. **Sylvia Lorts**, owner of **Alexander-Sinclair Design Showroom** and her husband, Mike, owner of Lorts Manufacturing, donated a lovely round table with tripod support. Its inlaid top could be used anywhere in the USA but once the interior designers heard where it is made, they saw the beauty of the southwest and our chapter reflected in the top.

Thank you, **Sylvia and Mike**, for your generous donation to the ASID Foundation. We hope lots of funds were raised during the auction to promote the power of good design as well as the future of design.

HAWAIIAN SUNSET WEDDING

Brooke Reinken and **Andre D'Alleyrand** were married on February 10, 2007 at sunset on the Ulua Beach in Wailea, Maui, Hawaii.

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Sunset wedding February 10, 2007 of Brooke and Andre D'Alleyrand on the Ulua Beach in Wailea, Maui, Hawaii

ASID WINTER TOUR OF HOMES

By Brooke D'Alleyrand and
Susan Nicholson ASID, Co-Chairs



*Ann Nolan-Interwest Distributing Corporate Chef,
Celebrity Chef Jon-Paul Hutchins of the Scottsdale
Culinary Institute, Brooke D'Alleyrand and Susan
Nicholson ASID, Co-Chairs*

Every home was
different - the selection
offered a style for
everyone from Traditional to
Tuscan, and Santa Fe to
Contemporary- everyone
had a favorite.

ASID's 3rd Annual Winter Tour of Homes was a day not to be missed! With five amazing Valley homes and a "tasting brunch" at Interwest Distributing, the day was filled with entertainment. "Celebrity Chef Jon-Paul Hutchins" of the Scottsdale Culinary Institute started the day with crepes, quiche and praline bacon in the Interwest Distributing showroom. The crowd enjoyed the food while looking through the selections of kitchen displays - a true crowd pleaser. The record crowd then took off for a self-driven tour of the homes.

Every home was different - the selection offered a style for everyone from Traditional to Tuscan, and Santa Fe to Contemporary- everyone had a favorite. Thanks to our very talented ASID Arizona North Chapter designers we had five exceptionally designed homes to show off. The designers were: **Ernesto Garcia**, ASID of Carlson Design Group, **Anita Lang Mueller**, Allied Member ASID of Interior Motives, **Mariann Green**, ASID of Mariann Green Interiors and **Linda Singer Heinz**, ASID of Linda Heinz Interiors. Thank you again for going above and beyond for your ASID Chapter.

Speaking of thank you's - we also had five ASID house hostesses, **Char Burrow**, **Sheri Newton** ASID, **Tamara Nixon**, **Peggy McKernan** and **Jan Braden** who helped greet guests and introduce them to the homes. Sherwin Williams Paint furnished lunch for the hostesses. While touring inside the homes, 32 students from Scottsdale Community College, The Art Institute of Phoenix and Collins College helped guide the guests and answer questions about the homes. This kind of support from members and students makes our ASID Arizona North Chapter a success.

When we put out a call for help there are always Industry Partners that answer the call. Interwest Distributing and Arizona Tile co-sponsored our tour this year. Rowland Homes made a generous contribution to help assure success. Thanks to the quality of the five homes, the sponsorships, the hosting and the student volunteers we were able to show a profit greater than the previous two years combined!! Thank you all for supporting and helping your ASID Arizona North Chapter continue on with this new tour.

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ASID NEWS

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There were 30 people in attendance. The wedding was followed by a small dinner reception at the Longhi's Wailea.

Brooke D'Alleyrand is the Director of Marketing for Interwest Distributing Corporation and **Andre D'Alleyrand** owns a marketing company and is the Publisher of *MD News*, a business publication for doctors in the Phoenix Metro area. They have been together for four years and will be making their home in Scottsdale.

2007 ASID ARIZONA NORTH CHAPTER AWARDS COMPETITION

CO-CHAIRS

Robyn Randall, ASID,

Colleen Heldenbrand, Allied ASID, CTC

Karen Mandarino, Allied ASID,

The biggest event of the season is finally here! The 31st Annual ASID Design Excellence Awards Competition!

Now that the Call for Entries has been mailed and received - have you thought about which project you wish to enter? Members of ASID have until 4:00 PM, Monday, June 4, 2007 (Noon to 4:00 PM) to turn in your binders to the Kravet Showroom for the judges to begin their perusal.

The final ASID Arizona North Chapter award winners will be announced on Saturday, September 8, 2007. Mark the date in your calendar, as we will be mailing the invitations with the time and location soon. Good luck and we will see you at the ASID Awards Banquet!

4TH ANNUAL ASID SAMPLE SALE

By **Sheri Newton ASID**

On Saturday, March 17, 2007 it was very easy being green, as showrooms and designers rallied together to raise funds for ASID Student Scholarships. The 4th Annual ASID Sample Sale was held at the Arizona Design Center. They were open to the public for one

day only to sell goods donated by the interior design community. Nine of the showrooms were open for the one day event. The Arizona Design Center atrium was filled with vignettes of donated and consigned furniture, rugs and accessories.

The sale was wildly successful with giant kudos to **Larry Lake ASID**, scholarship chair, and his staff at Inter Plan Design Group, Inc. Thanks for the many hours it takes to plan and advertise an event of this magnitude should include **Mary Carol Lienemann, Executive Director of ADC Tenants Association**, and **Sheri Newton ASID**, co-chairs representing the Arizona Design Center and ASID Arizona North Chapter. The event could not take place without the member and student volunteers for the day! We all found many bargains and had a great time!



Sandi Smyth-Director of Operation at Inter Plan Design Group, Inc., Mariel Santis-Inter Plan Design Group, Inc., Sandra Kieffer-Allied Member ASID, Pauline Wampler-ASID Chapter Administrator, Sheri Newton ASID -Co-Chair and Larry Lake ASID-Scholarship Chair of Inter Plan Design Group, Inc. preparing to start the day long event as the crowd gathers outside waiting for the doors to open at 8:30 AM on Saturday morning!

Thank you also to the showrooms that were open for the day: **Alexander-Sinclair Design Showroom, Century Furniture, David E. Adler, Inc., Floors, Horizon Art, Inside/Out Showrooms, Inc., McNamara & Hirschman, Pacific Resources Group LLC and Trappings.**

MAKING THE GREAT OUTDOORS GREAT AGAIN

By Stella Michaels

Upon first meeting Teri Mulmed ASID the Scottsdale designer immediately makes you feel comfortable enough to sit back, relax and strike up a conversation. So it makes perfect sense that DODAZ *al fresco*, the line of outdoor furniture



Green With Envy Tabletop, B'Envious chairs.

GREENBUILD 2006

By Anne Bertino, Allied Member ASID

After a bumpy and freezing trip to Denver, the indoor comfort and warmth provided at the GreenBuild 2006 conference and exhibit was quite welcome to the more than 13,000 designers, architects, engineers, builders and facility managers who attended the week-long event in November.

Rick Fedrizzi, CEO of United States Green Building Council (USGBC) reviewed the accomplishments, collaborations and partnerships of the organization. He described the partnership between USGBC and ASID that is developing sustainable practice guidelines and educational resources for existing homeowners, residential design professionals, suppliers and contractors.

The purpose of the joint effort is to raise awareness of the need for home renovation and remodeling practices that minimize the possibility of harm to human health or the environment.

William McDonough, co-author of *Cradle to Cradle*, was the keynote speaker. Through the efforts of his company, MBDC (mbdc.com), McDonough has reduced to 38 the number of chemicals used in textile production. Prior to their initiatives, 8,000 chemicals were used in the textile processing business.

Please help me keep this column interesting and useful to you by sharing with me your green concerns and interests. Send your e-mails to anne@thebbdgroup.com.

Mulmed designs and manufactures with business partner Tami Romano should do the same.

A graduate of The American Institute of Interior Design, Teri Mulmed ASID began her career as head interior designer at a local architecture firm before launching her own interior design firm, DODAZ Design, in 1994. Designing to compliment the lifestyles of her Arizona clients, Mulmed frequently found herself creating outdoor living spaces, but often became discouraged by the options

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Bill Heacox-Owner of Inside/Out Showrooms, Teri Mulmed ASID of DODAZ *al fresco*, Catherine Trevigne-Inside/Out Showrooms Manager, Joe Ruggiero-HGTV Host and Tami Romano of DODAZ *al fresco*

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Continued from Page 21

available in outdoor furniture, describing what she found to be a “sea of sameness”.

“Outdoor living destinations are very important and healthy places to create for ourselves because nature is the master at relaxing us,” says **Mulmed** adding, “Advancements in outdoor fabrics have made it possible to create fully upholstered outdoor furnishings that are as beautiful and livable as their indoor counterparts.”

In 1995 the fates took over. While designing then-client Tami Romano’s Paradise Valley home, **Mulmed** discovered Romano too shared a passion for outdoor living. The two became fast friends and soon after became business partners as well when they began developing, designing, prototyping and testing products. In 2005 DODAZ al fresco was born.

Mulmed, who is an active member in ASID and AHFA, has been recognized for her designs for DODAZ al fresco by her industry peers with awards and accolades such as the Rising Star Awards and the Excellence Awards. Most recently HGTV host and fabric designer Joe Ruggiero, an outspoken fan of DODAZ al fresco, traveled to Scottsdale to conduct a presentation on outdoor living with **Mulmed** at the Inside/Out Showrooms, Inc. in the Arizona Design Center on March 1, 2007.

COMMUNITY SERVICES UPDATE ON SARRC
 SOUTHWEST AUTISM RESEARCH & RESOURCE CENTER
 By *Brenda S. Strunk*
 Allied Member ASID

Last year the ASID Arizona North Chapter adopted SARRC (Southwest Autism Research & Resource Center) as our community services project securing \$50,000.00 in pro bono design work, supplies and much need furniture. The adoption continues in 2007 with putting the finishing touches in the kitchen, music room, patio and library areas. The focus for this year is the research lobby, research room and main lobby area. Please contact **Brenda Strunk, Allied Member ASID** at 480-239-9559 if you are interested in donating your talent, materials or funding.

CHRISTINE PIOTROWSKI ASID, IIDA
 PUBLISHES NEW BOOK

Christine M. Piotrowski, ASID, IIDA, is happy to announce the publication of the second edition of her award winning book *Designing Commercial Interiors*. This text book has been revised with her co-author and includes several new sections on sustainable design, the design of spas, court houses and assisted living facilities. New images in a variety of commercial spaces have been included in the revision. The first edition was awarded an ASID Educational Foundation/Joel Polsky Prize Honorable Mention and is used by many schools as a reference text in commercial interior design. The book is published by John Wiley & Sons. **Piotrowski** can be reached at 602-953-5671 or cmpiotrowski@qwest.net. **dd**

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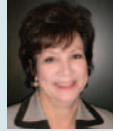
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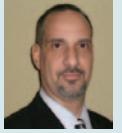
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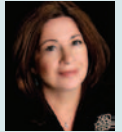
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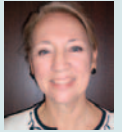
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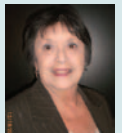
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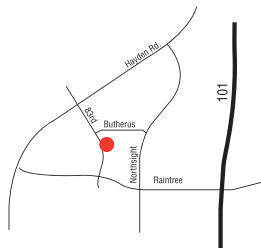


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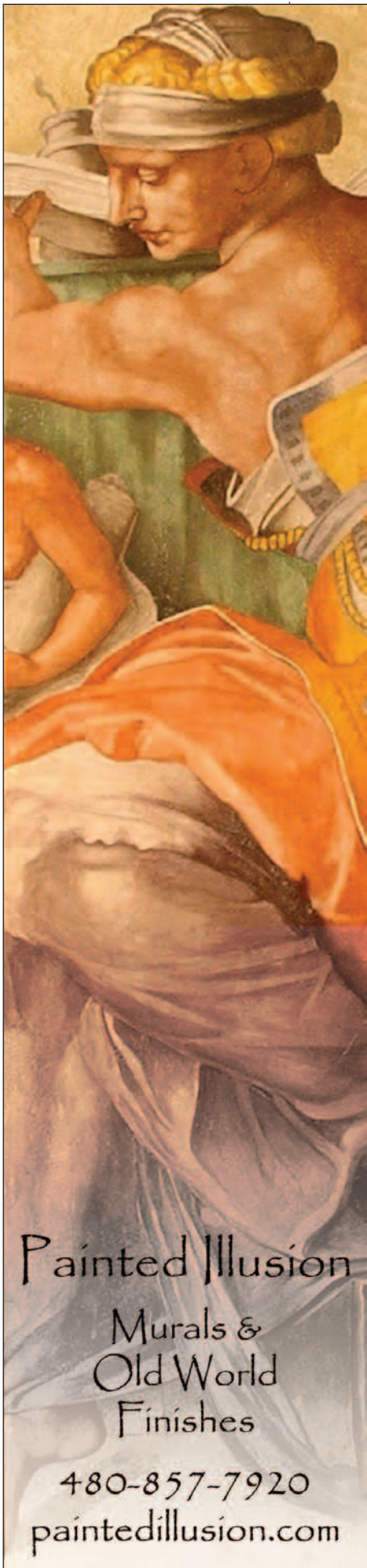


ASID ARIZONA NORTH CHAPTER MEMBERSHIP GROWS

ASID Arizona North Chapter is growing, reflecting the growth and expansion trend in Arizona. Current membership records show 572 ASID Practitioners, 490 Student Members and 209 Industry Partners for a total of 1,271 Members.

11 NEW MEMBERS WERE RECENTLY ADDED TO OUR CHAPTER:

- | | |
|--|---|
| Mark E. Askw, Allied Member ASID
2220 E. Fawn Drive
Phoenix, AZ 85042
602-441-5103 | Viola L. Icken, Allied Member ASID
60 Sugarloaf Road
Sedona, AZ 85635
516-757-7743 |
| Anne Bertino, Allied Member ASID
4126 E. Jojoba Road
Phoenix, AZ 85044
602-309-4793 | Linda Nevarez, Allied Member ASID
1773 E. Carla Vista Drive
Gilbert, AZ 85296
480-821-9060 |
| Michelle J. Clark, Allied Member ASID
1016 E. Sunland Ave.
Phoenix, AZ 85040
602-488-6159
mclark421@aol.com | Barbara J. Ondrasek, Allied Member ASID
10040 E. Happy Valley Road #625
Scottsdale, AZ 85255
480-227-0040 |
| Carol M. Cleveland, Allied Member ASID
19014 N. Moondance Lane
Surprise, AZ 85387
623-594-7203 | Catherine Pickering, Allied Member ASID
4021 E. Glencove Street
Mesa, AZ 85205
480-227-7898 |
| Janet A. Friedman, ASID
15125 N. Hayden Road, Suite 123
Scottsdale, AZ 85260
415-925-1309 | Ashley Ann Wells, ASID
5307 West Morten Ave.
Glendale, AZ 85301
817-690-3707
ashleyawells@yahoo.com |
| Tricia M. Johannes, ASID
6929 N. Hayden Road, C4-444
Scottsdale, AZ 85250
602-316-1499 | |



ASID STUDENT SHADOW WEEK PROGRAM

Chairman: Dan Heldenbrand, Allied Member ASID

Co-Chair: Colleen Heldenbrand, Allied ASID, CTC

The 3rd Annual ASID Student Shadow Week Program ran from April 9-13, 2007. We are proud to report a record-breaking year for both designers and students. We had 84 very eager and excited students!

The ASID Arizona North Chapter program is designed to provide interior design students the opportunity to “shadow” a professional interior designer one day during the above mentioned week and learn the fabulous and glamorous worlds of interior design.

Students learn an overview of the designer’s firm, the type of work performed, the strategic focus of the designer’s day-to-day business and view progress throughout the day. The interaction from the designers with the students has proven to be very educational and we have received many good reviews regarding the program. Many students and designers continue to participate yearly!

This is a wonderful way for the interior design professional to serve as an educational supporter. Thank you to all of those students and designers this year who helped make our 3rd Annual ASID Student Shadow Week Program so successful!

NORTHERN ARIZONA UNIVERSITY

By Leslie Wells

President NAU Student Chapter

The Northern Arizona University student chapter hosted a Market Workshop conducted by Don Gerds on March 2nd and 3rd – there were 33 in attendance.

We are waiting to hear back from Cromer Elementary School in Flagstaff about how they want us to proceed with re-decorating their teachers lounge as a treat to their teachers.

We had **Sara Herron** of Herron Interiors come and talk to us about the NCIDQ exam and how important it is to get such credentials.

Polly Kelly of Polly Kelly Interiors spoke to us about how to market ourselves once we graduate.

Elections were held on March 27 to elect a new ASID board for the next year.

COLLINS COLLEGE

CREATIVE BY DESIGN WITH KARIM RASHID

Katherine Thornhill ASID, IIDA and Collins College hosted the multi-talented Karim Rashid on Saturday, March 24, 2007 at the Harkins Valley Art Theater in Tempe. Rashid shared where he received his inspiration from for his many varied product designs and how he has maintained his level of creative productivity.



Karim Rashid and Katherine Thornhill ASID, IIDA, President-Elect

Rashid is a leading figure in the fields of product, interior design, fashion, furniture, lighting and art. Karim practices in New York, designing for an impressive array of clients from Alessi to Georg Jensen, Umbra to Prada, Miyake to Method and Audi to Coco-Cola. Rashid is radically changing the aesthetics of product design and the very nature of the consumer culture.

To date Rashid has had some 2,000 objects put into production and has successfully entered the realm of architecture and interiors as evidenced by the design of the Morimoto restaurant in Philadelphia and the Semiramis hotel in Athens which won a Sleep05 European Hotel Design Award.

MESA COMMUNITY COLLEGE

By Erlinda G. Carrera, SRB

On February 9, 2007 the Mesa Community College (MCC) ID Group hosted Shelli Sedlak, LC from GE. Over 50 student members were in attendance along with the Interior Design Department Faculty. The event was enjoyed by all and Sedlak was very gracious with her time answering questions for both students and faculty at the end of the presentation.

Continued on Page 28

Continued from Page 26

Dan Heldenbrand, Allied Member ASID, made an appearance at the meeting to speak on ASID Student Shadow Week. Twenty students enthusiastically signed up for the upcoming event.

On March 23 Instructor Gema Alarcon held an AutoCad workshop. Alarcon has over 18 years of experience with this indispensable software. This is a wonderful opportunity for students to hone their skills and make themselves more marketable.

Election of officers was on March 30.

THE ART INSTITUTE OF PHOENIX INSIDE DESIGN GROUP

By Jennifer Ray, AIPX ASID Student Chapter Liaison

On February 28, 2007 we had Dan and Colleen Heldenbrand, Allied Members ASID talk to us about ASID Student Shadow Week and the importance of being a student member of ASID. Also, we had Susan Nicholson ASID talk to us about the 3rd Annual Winter Tour of Homes. In addition, we held a student membership drive for ASID and IIDA. There was a Q and A session. At the end of the meeting we had a giveaway of 10 interior design text books for the students that attended the meeting.

We were very excited for Shadow Week. Most all of our ID students signed up! What a great opportunity for students to meet the professionals and see first hand what real life interior design work entails.

March 29, 2007 was the Southwest Chapter 7th Annual Habitat for Humanity Cocktail Party/Fundraising Social. This was held at Architekton: Farmer Studio (464 S. Farmer Ave.). A great portion of the proceeds went to the Habitat for Humanity sponsorship goal.

SCOTTSDALE COMMUNITY COLLEGE

By Jewel Blair

Chapter Secretary

The SCC student chapter hosted a Designer Panel at their February meeting. Former SCC President Marilizabeth Polizzi, Allied Member ASID of Artistic Designs LLC, Susan Nicholson ASID of Design Works Interiors, Gia Venturi, Allied Member ASID of Gia Venturi Interiors and Michael Ferguson of Wiseman and Gale participated in the Designer Panel. Among the things shared with the students was the importance

of a portfolio during the interview process, developing business and accounting skills, the power of networking with designers and vendors and how to work with clients and setting rates. Most of the designers felt that the experiences gleaned during internships were very valuable in establishing their business.

In their own way the designers explained how new designers need to differentiate themselves in some way to provide unique plans or products for their clients. The difference between designers and decorators was emphasized by several of the speakers. With the current interest in design shows, customers have become more savvy and may need "professional" advice to make their ideas come to life.



Lissa Feagler-SCC ASID Student Chapter Vice-President, Gera King ASID, Marcia Gonzales ASID, Gia Venturi Allied Member ASID, Michael Ferguson of Wiseman & Gale, Susan Nicholson ASID, Marilizabeth Polizzi-Allied Member ASID, Meegan Berner-SCC ASID Student Chapter President, Jewel Blair-SCC Secretary and Carrie McKibben-Student Representative to the ASID Board

Students were advised to attend trade shows, ASID meetings and conferences to learn about new products and materials. The students asked many questions and enjoyed talking with the designers at the end of the meeting. Thanks to all of the designers and instructors that helped make this event a success.

SCOTTSDALE COMMUNITY COLLEGE ANNUAL INSPIRE DESIGN COMPETITION

By Meegan Berner

SCC ASID Student Chapter President

Student designers are inspired by a multitude of things. A high GPA, the ultimate internship with a fantastic design firm, or even being ready to sit for the NCIDQ exam are all things that personally motivate us. Personal success is immeasurable. The ASID student chapter at Scottsdale Community College recently learned that success comes in many forms.

Our Director, Gera King ASID, was

approached by a faculty member at SCC for some assistance in re-designing a bedroom for her 14 year-old daughter. The instructor's family has had a difficult year; their 19 year-old son was killed in September in a car accident.

When approached with this small bedroom re-design, the SCC board of officers and I were happy to contribute by any means that we could. Design is truly more than a great job, passing an exam or getting high grades. We have learned that design is about enriching the lives and environments of others. By sharing what we have learned through an accredited institution, our hope was to create a space that offered comfort, peace and solitude at a time when it was greatly needed.

The stars must have been in alignment because at the same time this request for assistance came into our department and our ASID chapter, Interior Motives of Fountain Hills approached Gera King ASID about giving something of their success back to the community by getting involved with our student body.



Front row: Meegan Berner-SCC ASID Student Chapter President, Marcia Gonzales ASID, Gera King ASID and Anita Lang Mueller, Allied Member ASID of Interior Motives in Fountain Hills with the interior design students of the Annual Inspire Design Competition.

What transpired was more than anyone could have wished or hoped for. Together with Interior Motives (Anita Lang Mueller, Allied Member ASID and Jeannie Ryan), the SCC ASID student chapter decided to hold a design competition to create a wonderful space for a 14 year-old girl named Kelsey. The competition was held on March 3, 2007 at SCC and together with a panel of designers (Anita Lang Mueller, Allied Member ASID, Amanda Fier-Editorial Director of Estates

West Magazine, **Linda Singer-Heinz ASID**, **North Chapter President** and **Gera King ASID**, **Interior Design Director for SCC**, Kelsey was able to see 15 presentations and select a winning design for her bedroom. On top of all this happiness, the winning designer was then generously presented with a \$1,000.00 scholarship and a paid internship from Interior Motives.

Product for this space will be purchased through sponsored vendors affiliated with Interior Motives. In addition to this monetary donation our student chapter has been able to secure flooring from Tolliver's Carpet One; paint compliments of Advance Terrazzo Flooring, window coverings from Adams Brothers Interiors and art work/framing from ASID's own **Michael Clare**.

It is with great pride and pleasure that I congratulate SCC student **Ellinor Ellefson** for her winning design for Kelsey's Room. It was a difficult process for the judges to select just one design. All of the student designers who participated in this competition came up with some brilliant designs. Work on this project will continue over the next month and a half with the final design implementation taking place at our young client's home in Cave Creek in early May. All contestants will be involved in the implementation with a selected individual being recognized by Interior Motives with a second paid internship for exhibiting "team spirit".

It was a wonderful experience participating in this event and getting to know this special family. As a student board for ASID, my officers and I hope to be able to re-design the instructor's bedroom for her. As excited as the little girl was about the thought of having a new bedroom, she was even more excited about the prospect of having a peaceful space for her Mother.

Hillary Rodham Clinton once said; "It takes a village..." When I think of interior design, I think that it takes a community. It takes each and every one of us as designers to contribute whatever skills, resources and passion that we have for this industry to brighten the life of someone who is unable to do this for themselves.

If you would like to be involved in helping our chapter create a special space for our school instructor please contact me at 623-628-3013 or meeganberner@hotmail.com.

dd

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A new line of real wood, non-structural ceiling beams that are easy to install are available from Unique Building Concepts in



Phoenix. The U-channel, all-wood box beams contain no foam or particle board and are a low-cost alternative to traditional wood beams. They are designed to eliminate problems that are inherent with conventional beams such as twisting, trapping dust or leaking sap.

The beams allow designers to create custom interiors with the aesthetic qualities of other beams. They feature a distressed, hand-hewn finish and can be stained to match any interior color scheme or they can be delivered for on-site finishing. They can be specified for installation in new construction or remodeling projects.

Additional information on Unique Building Products' wood beams is available from the company at 602-994-9494.

NEW PERFORMANCE FABRICS FOR INDOOR/OUTDOOR USE

Sunbrella and RM COCO, two suppliers in the fabrics business, have launched a new collection of indoor/outdoor fabrics that are easy to maintain.

The Peak Performance line includes a variety of eye-catching patterns that are easy to clean, resistant to stains and wear.

The Peak Performance line is available across the country through the RM COCO wholesale distributors and 20 nationwide sales representatives. Contact RM COCO at 800-325-8025.



When it comes to window film, the choice is not always CLEAR

By Gary Nerger, Industry Partner
Accent by Masters Glass Tinting

As luxury residential interiors become more elaborate and expensive, and with the trend increasing for architects to specify more glass to invite in more natural light, designers are becoming more aware every day of the necessity for solar and fading control for their clients. As this conundrum of natural light and clear view continues to oppose the idea of heat gain and fading furnishings, designers have become more in tune with some of the more promising products on the market today. One such product is solar control window film.

Window film, or window tinting, has a steep scientific history. Originally developed in the 1960's, window film has evolved over the



years as major player in solar control, and is now offered as a aftermarket product that can be applied to an existing window. The major components of window film include any number of polyester layers with microscopic metalized particles spread evenly throughout the layers of the film, which create the heat rejecting property of the film. Window film also includes an ultraviolet inhibitor within the layers, which give the film its 99 percent ultraviolet rejection; which, of course, is the part of the sun that causes fading. In addition, window film is a substantially durable, safe and scratch resistant product which can withstand a pretty fair beating.



As this symbiotic relationship between interior designers and window film grows, designers are now faced with the decision of what product(s) and what contractor to use. As many designers have found, products and contractors are certainly not all created equal. Many times, in choosing a contractor or vendor, designers are faced sometimes with a lack of professionalism or punctuality or worse. Finding a company that truly considers themselves to be an extension of the designer, and one that truly carries forth the great relationship and sense of credibility that the designer has created with the client, at times is difficult for the designer.

In addition, finding a window film contractor that has longevity in the industry or one that carries more than one or two brands of window film can be a daunting task as well. Most luxury residential clients not only demand professionalism and a salesperson who is knowledgeable, but also expect a window film product that does not inhibit their view in any way by making the room substantially darker, or creating a mirrored effect on their windows.

There have been a number of misconceptions about window film which designers have

addressed pertaining to issues of reflectivity, darkness of window films, warranties and how it affects the glass. Many designers have found that the window film prevented fading and heat gain, while also allowing in the natural light, keeping views clear. Film is also a virtually maintenance free product and lasts for years while paying for itself in utility cost savings.

Gary Nerger, managing partner of Accent by Masters Glass Tinting. Contact Info: 2630 E. Greenway road, Phoenix, Az. 85032,

(602) 267-0706, www.accentbymasters.com, gary@accentbymasters.com

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ARIZONA DESIGN CENTER

By Mary Carol Lienemann
mc@arizonadesigncenter.com

MCNAMARA & HIRSCHMAN

McNamara & Hirschman, now in its 50th Anniversary year, had been sold for almost 35 years in the United States through the former Pace Collection. Mariani has long been the envied model of all of the Italian Furniture Industry. While the name was almost unknown to the consumer, Mariani was the manufacturer for The Pace Collection of all its leather and upholstered goods for decades. As a result Mariani enjoyed the greatest success in the United States of almost any Italian furniture company and designed for The Pace Collection for years as well as produced designs submitted to it by Pace and its core of designers.



The prestigious roster of Mariani designers represented in the line includes Adam Tihany, Luca Scacchetti, David Rockwell, Mauro Lipparini, Guido Faleschini, Titina Ammannati and Giampero Vitelli. One believes that these Mariani designs are the new classics that will become the antiques of the future. An Adam Tihany Marnie Sofa and Love seat with Club Chairs recently sold at Christies for over \$20,000. This is a most unusual position for furniture still in its original run of production and may be an auction first for modern furniture.

Owning a piece of Mariani furniture is owning a piece of the past and of the future. It is a piece that is destined to become an antique if only for its quality. History will judge the value of its designs (as it already has in countless instances) but quality is an issue long resolved by the family of Mariani.

To this day, nothing leaves the factory without a person named "Mariani" performing the final inspection and affixing the family name of Mariani to a product the entire family takes pride in presenting to you and the world. The Mariani state of the art 675,000 square foot facilities in Northern Italy is in the heart of the furniture manufacturing zone outside of Milan.

McNamara & Hirschman has approximately 20 pieces on display in the showroom including a motorized, contemporary reclining chair.

McNamara & Hirschman have received new textile collections from Ardecora, Hodsoll-McKenzie, Zimmer-Rohde, Rodolph, Creation Baumann and Prismatek. These are diverse lines of fabrics ranging from contemporary designs to classic English prints and wovens.

PINDLER & PINDLER

Pindler & Pindler is pleased to announce the addition of trim to their line. The Signature Exclusive Hearst Castle Trim Collection was designed to coordinate with their acclaimed signature Exclusive Heart Castle Fabric Collection. Thirteen patterns are being offered in ten fashion-forward colorways. This collection exemplifies a delicate mix of past, present and future style.

Pindler & Pindler, Inc. celebrates 60 years of excellence in 2007.

HORIZON ART UNVEILS CONCERTO FINE ARTISAN FRAMES

The new Concerto collections of finished corner frames by Larson-Juhl are hand made in northern France and gilded, burnished and finished by master artisans, often using elaborate historical techniques. These museum quality frames document the history of fine art frames and offer contemporary collectors a new way to showcase their finest pieces and may also be used for creating stunning custom mirrors.

The collection is available in a number of styles: Italian, Spanish, French, Dutch, American and Contemporary. Available through

Horizon Art, Scottsdale, AZ;
(480) 949-1990 or www.horizonart.com.



Arizona Design Center, 7350 North Dobson Road, Scottsdale, 85256

68th STREET DESIGN CENTER

By Marianne Mulhall
designsurfacesllc@cox.net

COLOR QUEST

Color Quest has expanded! Bob and company have moved into their new space at the center. The showroom moved next door to their existing space adding more square footage. There are new lines added and new designer friendly displays.



Joan Bierk, Linda Bobbett and Robert L. Bierk, Owner of Color Quest, at the Grand Opening of the 68th Street Design Center on March 28, 2007.

DESIGN SURFACES, LLC

Marianne Mulhall has opened her new showroom which features inspiring, wide ranging products for all surfaces: walls, ceilings, floors and custom area rugs from familiar vendors along with some exciting new



Marianne Mulhall, Owner of Design Surfaces, LLC and Cynthia Woody at the Grand Opening of the 68th Street Design Center on March 28, 2007.

products from all part of the world. Natural, sustainable and green products are featured in unique products for all your design needs.

FLOOR STYLES

The newly-remodeled Floor Styles showroom offers six separate work spaces for designers and clients with more than 3,000 samples sorted by color for easy reference. Floor Styles recently introduced two lines to Arizona: Global Accents which is hand-made wool, leather and silk rugs stocked various sizes for immediate delivery and Chlewich which are makers of Plynyl wall-to-wall, tile and fabrics.

MN COLLECTION

The MN Collection, located at 2708 North 68th Street-Suite 4, is one of the new showrooms currently open at the 68th Street Design Center. Co-owners Charlotte Roper and Erin Roper have joined forces to create a contemporary showroom featuring fine European contemporary furniture from COR, Catherine Memmi, Julian Chichester and Point/Fine Line Importers. The Dallas based McLaughlin Collection and lighting by Marian Jamieson, PFC Lighting & Accessories, Moth Design and broadBeach are new additions to area showroom offerings as well. Additional lines of domestic contemporary furniture



Pat Sullivan, Charlotte Roper-Co-Owner of MN Collection and Marylee Hoffman, IIDA at the Grand Opening of the 68th Street Design Center on March 28, 2007.

and accessories will soon join this outstanding collection. Original works by Joan Waters and Gail DuBrow are currently available in the showroom gallery. Any questions, please give us a call at 480-946-2664 or charlotte@themncollection.com **dd**

68th Street Design Center, 2708 North 68th Street, Scottsdale, AZ 85287

DIDN'T ATTEND OUR MONTHLY MEETINGS?

HERE IS A LITTLE OF WHAT YOU MISSED...

By Catherine Pliess ASID
Membership Director

JANUARY

The January 18, 2007 membership meeting was hosted by Robb & Stucky Furniture and Interior Design Showroom. Over 80 members attended this meeting which featured a treasure hunt. Attendees were given an envelope containing pictures of several pieces of furniture. You had to "hunt" for the corresponding piece of furniture in the massive showroom. When you found all the pictures in your envelope, you were rewarded with the opportunity to win one of many great prizes! We were also treated to fabulous drinks and hors d'oeuvres.

This meeting was our ASID TOWN HALL event where representatives from ASID National addressed our chapter and heard our comments and questions. The announcement was made that as of 2008 ASID will begin requiring CEU's for all professional members.

FEBRUARY

Well, if your sweetie did not bring you enough chocolate on Valentines Day, Design One International, Inc. was the place to be on February 15, 2007. Don Nottingham and his staff showed their love for ASID!! The night featured a festive tent outside offering cocktails and inside a great buffet that included a chocolate fountain. The star of the meeting was all the wonderful accessories and floral arrangements in this beautiful showroom.



January 11, 2007 ASID TOWN HALL membership meeting hosted by Robb & Stucky and Alan Reinken, Vice President of the West Region, with special guests: Alan Reinken, Jennifer Wilcox-Education Director ASID National, Michael Thomas FASID-ASID National Director-at-Large, Linda Singer Heinz ASID-Arizona North Chapter President and Steffany Hollingsworth ASID, ASID-National Chapter Support Team



The February 15, 2007 membership meeting was hosted by Don Nottingham of Design One International, Inc. Paul Sarantes ASID-Member-at-Large Director, Susan Nicholson ASID, Katherine Thornhill ASID, IIDA-President-Elect, Don Nottingham of Design One International, Inc., Tom Whelan-Vice-President of Design One International, Inc. and Linda Singer Heinz, ASID-Arizona North Chapter President

Continued from Page 14

FLOORING TRENDS

Courtesy of the World Floor Covering Association

WHY HARDWOOD?

- The elegant look of hardwood can add warmth and character to any room.
- The natural characteristics of hardwood add depth and a visual appearance that many other types of floors try to duplicate.
- Hardwood adds resale value to a home.
- Today the options and applications for hardwood are more diverse and delightful.

WHY BAMBOO?

- Bamboo is not a product of trees; it is a fast growing grass.
- Bamboo can grow from sprout to harvesting in three-to-five years, thus an acre of bamboo can provide more flooring than an acre of trees. When bamboo shoots are cut the roots remain intact and fresh new sprouts grow in their place. The dense root mass of bamboo helps prevent soil erosion and provide a viable crop opportunity in hilly acres where other crops cannot grow.
- Bamboo can be an attractive alternative to hardwood because it is eco-friendly, is dimensionally stable, 27 percent harder than Northern Red Oak, 13 percent harder than hard Maple, can either be nailed-down, glued-down or floated, and it is resistant to flammability.
- Bamboo flooring comes in planks and is installed just like engineered hardwood floors.
- Bamboo floors can be installed over many different types of subfloors.
- The species used for flooring is harvested from selected groves in Southern China. And, good news – this species is not eaten by Pandas.

WHY CARPET?

- Carpet adds warmth and is soft under feet and easier on children's knees.
- Carpet is much quieter than hard surfaces floors.
- Carpet comes in a wide variety of colors, tones and hues.
- Carpet is easy to decorate with and offers many styles and colors allowing it to be the focus of the room or

the perfect foundation for your furniture and accessories.

- Carpet can hide many sub-floor irregularities that would not be permitted with hard surfaces floors.
- Carpet can go over a variety of substrates and on all grade levels, even concrete slabs in basements.
- Carpet is economical and installation costs are generally less than some hard surface products.

WHY LAMINATE?

- Laminate is a manufactured product that simulates the look of hardwood, laminate tile, natural stone and many of other types of flooring.
- Today's manufacturing technology allows suppliers to create realistic visuals and textures for an elegant and quality floor. Laminate flooring resembles other premium flooring. Many of today's laminate styles consist of extremely authentic wood or natural stone visuals. Laminate provides the look of real hardwood or stone but without the cost or maintenance associated with natural products.
- Laminate flooring costs significantly less than hardwood floors or natural stone tile. Laminate provides a beautiful, durable, yet cost-effective flooring solution.
- Laminates are available in natural colors and dark wood grains as well as warm or cool color tones to complement any room décor. If the "plank" look is to be achieved, many hardwood plank designs are offered in laminate, including rare, exotic wood species.
- Laminate stone and tile patterns provide the elegant look of tile, but without grout cleaning or cracking tile.
- Because laminate flooring is stain resistant, it does not need to be varnished or waxed.
- Laminate floors are also less likely to fade in direct sunlight, unlike aging hardwood floors.
- By using the countertop technology and adding considerable more resin to the wear layer, some laminate floors are now 10 to 20 times harder than laminate countertops making it extremely difficult to stain or scratch.



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WHY CERAMIC/PORCELAIN?

- Ceramic is dynamic. Its unique character, texture and nature-made material add energy, excitement and enchantment to any room.
- Ceramic is optic. Its multitude of styles, shapes, patterns, colors and finishes offer you a visual home from elegant, quiet and sedate to vibrant, emotional and provocative.
- Properly installed ceramic tile will outperform and outlast nearly any other floor covering product created for the same application.
- Glazed ceramic tile resists stains, odors and dirt and can be easily cleaned.
- Ceramic tile does not burn or emit toxic fumes. Even hot kitchen pans or skillets will not scorch or melt the surface of glazed ceramic tile.
- Most glazed ceramic tile has a dense body that permits little or no accumulation of moisture. This means spills from common liquids found in a kitchen are not a big concern.

WHY RESILIENT/VINYL?

- Resilient/Vinyl have some "give" or elasticity when you walk across them.
- Resilient/Vinyl are often used in kitchens and baths because of their good looks, resistance to moisture and wide variety of colors and textures.
- Floors can be customized by mixing contrasting colors patchwork style, creating medallions or curved cuts that express your unique vision and personality.
- There are two types of vinyl flooring: sheet vinyl and vinyl composition tiles (VCT).
- Vinyl floors offer the selection, styling, ease of maintenance and value. Vinyl flooring can now realistically mimic the look and textures of real resilient, stone and wood grain patterns.

WHY STONE?

- Natural stone is strong and stable to live with as it exudes a rich, organic, beautiful surface and has a confident, timeless "presence" in any room.

- Recent advances in the stone industry's equipment technology have greatly impacted the process of extracting stone from the quarry and installing it in a home. Modern tools can accomplish this with such speed and efficiency that now natural stone is accessible to all and is beloved for its durability, personality and aesthetics.
- Nothing compares to the beauty of natural stone. And while it is typically more expensive than stone tile, natural stone generally increases the value of a structure.

WHY RUGS?

- Rugs quickly change a mood or character of a room.
- Using the appropriate pad, area rugs can be used on top of any kind of flooring, usually with dramatic results.
- The right color and texture area rug can transform a room from plain to passionate.
- An area rug can make a unique foundation or starting point around which your entire room's décor can be coordinated. The rug becomes your design centerpiece.
- For open floor plans, an area rug can create a conversation area, designate an eating space, welcome one into a foyer or usher guests down a hallway.
- Rugs are easy to install, pick up and move.
- Area rugs offer softness, warmth and sound absorption on hard flooring surfaces such as stone and wood.
- They add another layer of design, luxury and warmth when laid on top of wall-to-wall carpeting.
- Area rugs can be very inexpensive (cotton and synthetic) or phenomenally expensive (ancient weaves) depending on the material used, how they were made and the degree of artistry or intricacy in their design.
- The bottom line is that there are braided rugs, cotton rugs, natural rugs, exquisite wood and silk Oriental rugs and magnificent Persian rugs.

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A BRIEF DISSERTATION ON THE WRITING OF CONTRACTS

By John E. Karow
ASID Arizona North Chapter Attorney

Many interior designers become excited about the language in a contract when something goes wrong. The only time most people in business read every word in a contract is when something goes wrong; however, one fundamental purpose of a contract is to prevent something from going wrong in the

future. Why then are there so many disputes about contracts?

In my experience, the average entrepreneur or small business owner does not have either the patience or the inclination to invest the time required to produce a contract that can provide a reasonable level of protection against future disputes. A frequent comment is: "I will

let my lawyer take care of that stuff. I just sign what is put in front of me." These comments frequently result in full employment for two or more lawyers.

No attorney knows as much as you do about the details and nuances of your business. Without your input any document prepared by your attorney may fail to address the fundamentals of your business and result in a contract with dangerous holes in its protective armor. There is no excuse for failing to pay attention to the substance and content of any contract before signing your name.

WHY HAVE A WRITTEN CONTRACT?

Putting your agreement with a client in writing reduces the chances for misunderstanding, disagreements and surprises. Depending on the scope of a project contracts can range in length from one page to hundreds of pages. The art of drafting a contract lies in creating a document that clearly states the agreement between the parties.

Many businesses use a form contract in an effort to control the process and eliminate the need to debate the merits of individual sections. Because of the highly personal nature of interior design projects, the use of a form contract may not be desirable from a customer relations point of view. The negotiations are a terrific opportunity to establish your relationship with each client.

Negotiating a contract does not require that you and your client agree on every item. There may be compromises. It is important that the agreement be reduced to writing so that you and your client have a road map for the project. Know what you want to achieve.

Any contract should be the product of careful consideration by you about what you want from the transaction. This sounds obvious but too often the urge to "get it done" results in the preparation of an incomplete contract based on general conversations which include the phrase "let's get started and we'll confirm the details later".

No one wants a business transaction to fail. No one wants a business transaction to end in a dispute, whether formal or informal. Many people in business rush through the negotiation and contract phase of a transaction telling themselves they have done similar deals in the past and everything works itself out in the end. It takes very little time to stop

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and think about the result you want to achieve for a specific transaction.

Ask what you want from a job before you agree to begin the work. What risks are you agreeing to take? How much profit do you want? How much professional recognition do you want? How much artistic satisfaction do you want? How important is it that the client recommend you to 10 other potential customers?

Know what you want to get out of the transaction before you start drafting the terms of the contract and remember one of your goals is to complete the document without the writing process itself becoming an issue between the parties.

MARKETING AND CUSTOMER RELATIONS ARE ALSO INFLUENCED BY THE PRESENCE OR ABSENCE OF A WRITTEN CONTRACT.

Your document should look professional and should be organized so that it is easy to read. In this day of computers and word processing software, there is no excuse for using a sloppy looking document.

One consideration is balancing the length and complexity of a proposed contract document against the needs of the parties. Some prospective clients may be put off when presented with a long, complicated contract for a project that they perceive to be "simple." You must balance your need for completeness against the chilling effect a complex document may have on a prospective client. This is an issue that should be reviewed with your attorney before drafting the document you plan to use as your model contract.

GETTING ADVICE IS IMPORTANT.

Many small business owners and entrepreneurs write their own contracts or recycle the same form for every transaction. This approach may work for a long time before one dispute demonstrates the incredible expense involved in fighting over a poorly drafted document. It is also possible that the approach is not working and you do not recognize the failure because you assume that a high rate of cancellations or refunds is just part of doing business. While there are many reasons that clients and accounts generate high cancellations and refunds, such costs of doing business may be symptomatic of a poorly worded contract form.

The use of language in a contract is important. When a contract dispute occurs, the courts will look to the language to determine the intentions of the parties. A poorly worded document can lead to unexpected results when trying to resolve a contract dispute. It is surprising how difficult it is to persuade business owners that the moderate expense involved in having an

experienced professional check a proposed contract before it is signed is a good investment in preventing the much greater expense of litigation or arbitration.

CONTRACTS: FRIEND OR FOE?

Using a written contract provides a degree of certainty and protection for both parties that is not present in a "handshake" agreement. Make sure that your contract is written in a manner that provides both clarity of terms and a method for resolving disputes.

A well-drafted contract is a friend to both sides of the transaction. A poorly worded contract hurts both sides in the long run

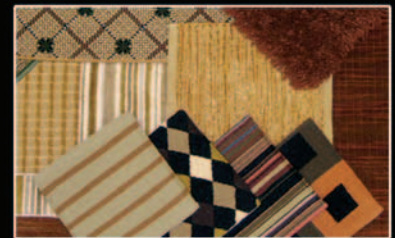
because it can cause more disputes than it prevents.

A written contract is just one of the many tools available to businesses and their clients.

Like any tool, you should use the best you can afford and you should take the time to learn how to use that tool with maximum efficiency.

The comments in this article are presented for the purpose of encouraging you to think about the issues involved in preparing a contract. You should always have a proposed contract reviewed by your attorney before signing the final document.

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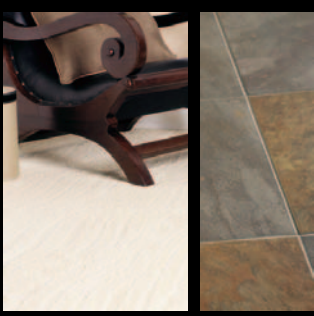
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aka Green Jeffery Frost	480-946-9600	Biltmore Shutter Company Dan Draper, Dana Draper	602-254-4464
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IS THIS THE END OF THE LANE?



By Paul Sarantes ASID, IIDA
Member-at-Large Director

One of my fellow board members has been urging me to write an article for the quarterly ASID Desert Design Magazine. I've been reluctant because I believe that most people would not be interested in the legislative side of our profession.

I changed my mind recently when I encountered a woman in a furniture store contemplating the purchase of a sofa. I commented that the sofa was a fine product and asked her if she was going to purchase it.


Her reply shocked me. She told me she was purchasing the sofa for a client/friend and that she was "decorating" the interior of her friend's home. I asked if she owned an interior design firm, or was affiliated with any professional organizations and where she went to school. She told me that she owned and interior design company that does residential design and collaborates with architects on commercial projects. She called her business a "hobby." She also told me that she found professional organizations or certifications a "waste of time" as her business is "part-time and a hobby."

Standing there my response was "really, self taught" and how did you go about that? She explained that she taught herself by reading and looking through *Metropolitan Home*, *House and Garden* and *O, Oprah's design magazine*.

With that encounter, I began to question whether the industry had lost touch of whom we are and who should be identified as an interior designer or interior architect.

Phoenix is the fifth largest city in the nation, yet we have no criteria to qualify one to be an interior designer. Cities across the nation have some type of legislation or standard to separate untrained interior designers from professional interior designers or interior architects who has completed accredited schooling of a two, four, or five year degree in addition to having passed the NCIDQ examination.

Attempts to enact legislation that would mandate qualifications that designers would have to meet have not been successful. It appears that our local design industry permits anyone to call themselves an interior designer or interior architect. It is time the Arizona interior design industry and our industry partners form a coalition to create legislation that would establish professional standards and education requirements for interior design practitioners.

Google to see what IDCA is doing and how ASID, IIDA and the industry partners need your help in establishing a profession that you will be proud to be a part of and be recognized. It is time for all of us to speak up, be heard and establish recognition in the industry by having a legislative action in place. 

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Don't tell anybody but the best new art gallery in Phoenix isn't a secret anymore.

We've just been selected the best new gallery, national art by the New Times "Best of Phoenix 2006." We're located in the historic "Gold Spot" building, which was originally constructed in the 1920's and has now been completely restored to its original beauty. Surrounded by the Roosevelt and Willo Historic Neighborhoods the gallery is located right in the middle of Phoenix's downtown urban revitalization.

We carry paintings of all sizes along with a full range of works on paper plus ceramic, glass and wood pieces from over two-dozen artists whose work has never been shown in Arizona before. We handle residential (specializing in lofts & condos) commercial and hospitality projects, work within any established project budget, offer custom framing, on site presentations and free delivery and installation anywhere in the state.

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**Continued from Page 38**

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Calendar of Events

APRIL

- 6 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***
- 10 COCKTAIL RECEPTION-FOUNDATION FOR SENIOR LIVING**
Edgemont House Project, 1201 East Thomas Road, 5:00 PM-7:30 PM Contact Sandra Kieffer at 480-556-1988 or skinteriorsolutions@hotmail.com.
- 11 ASID CHAPTER BOARD MEETING**
- 11-14 INTERNATIONAL WINDOW COVERING EXPO**
Washington Convention Center, Washington, DC. For further information, visit www.windowcoveringexpo.com or call Shannon Keough at 651-293-1544.
- 13-19 ASID STUDENT SHADOW WEEK**
Contact Dan and Colleen Heldenbrand at DH Interiors, LLC, 602-463-2052 or e-mail: cheldenbrand@cox.net
- 18-21 CEDIA ELECTRONIC LIFESTYLES EXPO**
Custom Electronic Design & Installation Association. Sands EXPO & Convention Center and Venetian Hotel, Las Vegas, NV. 800-669-5329. www.cedia.org/elforumexpo

- 19 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 pm AZADI Fine Rugs, 7001 N. Scottsdale Road, #124, Scottsdale, AZ 85253. 480-483-4600.

- 20 ASID CHAPTER CAREER DAY**
SunWest Appliance Distributing, 8370 S. Kyrene Road, Suite 107, Tempe, AZ 85284. 480-784-6611.

- 22- May 20 PASADENA SHOWCASE HOUSE OF DESIGN 2007**
Pasadena, CA. www.pasadenashowcase.org

- 26 ASID EDUCATION DAY**
The Westin Kierland Resort & Spa, 6902 East Greenway Parkway, Scottsdale, AZ 85254. 11:30 AM - 7:00 PM. Contact Anne Bertino @ 602-309-4793 or anne@thebbdgroup.com

MAY

- 2-3 2007 DESIGNERS' MARKET AT THE DENVER DESIGN DISTRICT**
595 South Broadway, Denver, CO. Questions? Call Jean at 303-282-3228 or www.denverdesign.com

- 4 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

- 7-10 NKBA KITCHEN/BATH INDUSTRY SHOW & CONFERENCE**
The Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, NV 89109. 702-892-0711.

- 9 ASID CHAPTER BOARD MEETING**

- 17 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 PM - Alexander Sinclair Design Showroom, 7350 N. Dobson Road, Suite 126, Scottsdale, AZ 85256. 480-423-8000.

- 29- June 1 PCBC 2007 - HOMEBUILDING'S PREMIER CONFERENCE & TRADESHOW**
Moscone Center, San Francisco, CA. www.pcbc.com

JUNE

- 1 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

- 1 DEADLINE FOR ASID DESERT DESIGN MAGAZNE ARTICLES (SUMMER ISSUE)**
E-mail all articles to detailshm@cox.net.

- 1 EARLY BIRD APPLICATION DEADLINE FOR THE FALL 2007 NCIDQ EXAM.**
For information, visit www.ncidq.org or call 202-721-0220.

- 4 ASID DEADLINE - CALL FOR ENTRIES PROFESSIONAL DESIGN EXCELLENCE AWARDS 2007**
Kravet Fabrics/Lee Jofa Showroom, Arizona Design Center, 7350 North Dobson Road #142, Scottsdale, AZ 85256, 480-994-3900. Entries received ONLY Monday, June 4, 2007, 12- 4 PM. Late entries will NOT be accepted. No Exceptions!

- 11-13 NEOCON - WORLD'S TRADE FAIR 2007 CHICAGO**
The Merchandise Mart

- 13 ASID CHAPTER BOARD MEETING**

- 21 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 PM - Facilitec, 4501 E. McDowell Road, Phoenix, AZ 85008. www.facilitec-inc.com or 602-275-0101.

JULY

- 6 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

- 19 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 PM - Phoenix Art Group, 4125 N. 14th Street, Phoenix, AZ 85014 602-241-1060. www.phxartgroup.com

- 19-22 ASID CHAPTER LEADERSHIP CONFERENCE**
Westin Hotel, Michigan Avenue, Chicago, IL.

- 30- Aug 3 SUMMER LAS VEGAS MARKET**
World Market Center & Pavilions and Sands Expo & Convention Center. The show will feature more than 4 million square feet of permanent and temporary exhibits and 1,500 exhibiting companies in all categories of home furnishings. 702-599-3044 or www.lasvegasmarket.com

AUGUST

- 3 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

- 16 ASID ARIZONA NORTH CHAPTER MEMBERSHIP MEETING**
5:45 PM - Mexican Tile Company, 2222 East Thomas, Phoenix, AZ 85016. Contact Terri Fortuna at 602-550-1303 or terrif@mexicantileandstone.com

- 24-26 ARIZONA HOME AND BUILDING EXPO.**
Phoenix Convention Center. 602-277-6045. kerri@azbusinessmagazine.com.

SEPTEMBER

- 1 DEADLINE FOR ASID DESERT DESIGN MAGAZINE ARTICLES (FALL ISSUE)**
E-mail all articles to detailshm@cox.net.

- 7 LAS VEGAS MARKET "FIRST FRIDAY" SIGNATURE MONTHLY EVENT ***

- 8 ASID PROFESSIONAL DESIGN EXCELLENCE AWARDS 2007 BANQUET**

- 28-29 FALL 2007 NCIDQ EXAMINATION**

** The first Friday of every month is a celebration of design creativity-including guest speakers, seminar sessions, showroom specials, complimentary refreshments and exclusive offerings for the design community. Unless otherwise noted all First Friday seminars will take place from 10-11:30 AM in the second floor seminar room at the Las Vegas Design Center.*

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Mohawk Floorscapes Ann Nagy Seay Tim Shey	800-241-4900 602-237-6797	Sherwin-Williams Jackie Jordan Laurie E. Clark Angie France	913-226-0144 602-570-7146 602-861-3171	Thermasol Steambath Company Debi Rusk	480-353-0324
Nationwide Floor and Window Coverings Yvette Martin	602-493-1223	Smith & Hawken Daniel Murphy	480-627-9911	THG USA, LLC. Keith Amado	323-428-0100
Occasions by Design Stephanie Toler	480-423-0506	Somfy Systems, Inc. Gina Lutkus	480-497-2222	Touch of History Breyan Burke	480-991-8898
O'Connor & Associates, Ltd. Brad Ross	800-894-4199	Sources+Design Janice Blount	877-870-8440	Triad Speakers Paul Epstein	480-922-0200
Olhausen Billiard Mfg., Inc. Sue Doyle Dale Townsend	615-323-8522 480-517-3663	Special Deliveries Tim Brick Chris Lobeck	480-443-1645 480-443-3200	Tri-Light Builders Tammy Zagar	480-895-3442
Painted Illusion Colleen Spies	480-857-7920	Statewide Lighting Cecily Merdes	480-391-0452	TurboChef Leslie Hoffman	678-987-1726
Passport Imports Janice Proffitt	602-327-3271	Steelcase, Inc. Anne Bales	602-462-5009	Twistique, LLC. Vanessa Joaquim	480-949-7887
Paradise Valley Antiques & Furnishings Roya Nassirian	480-483-9800	Steinway & Sons Peter Becker Janet Priset	206-622-7580 480-951-3337	Underfoot, LLC. Warren Lane	480-222-1120
Petite Chateau Wende Katz	602-667-3551	Stockett Tile and Granite Co. Susan Beggs, Gary Cole Kim Hester	480-596-9672 480-695-8750	Unique Building Concepts, LLC. Sheila Trowbridge	602-404-0690
Phoenix Art Group Barbara Brackett	602-241-1060	Stone Creek Furniture Factory Linda VanNattan	480-451-3100	Valley Light Gallery Patti Hazzard	480-948-5030
Picture Source Homelines, Inc. Jim Wagstaff	480-838-1445	Strictly Wholesale, Inc. Ali Raza	480-362-1220	Valley Woodworks Brent Kamermann	480-837-8503
Pindler & Pindler Laurie Friedman	480-283-8911	Stroheim & Romann, Inc. Steve Levine	623-214-8466	Viking Range Corporation Bob Stamm	480-784-6611
Pinnacle Glass Design Christy Maycock	480-377-0960	Sun Rock Kitchen and Design, LLC. James Rogers	480-276-0967	Villagio Tile Doug Adamson	480-477-8800
Potheds International, Inc. Lori Watts	480-425-7184	Sunbrella Gina B. Wicker	336-586-1240	Vintage Hardwoods Elisabeth Camp	480-998-1879
ProSource Wholesale Floorcoverings	602-470-1484	SunWest Appliance Distributing Kristi Ludenia	480-784-6611	Vista Window Film Tracy McKelvey	602-277-8468
Reeves Design/Build, Inc. Dale Reeves	623-374-2699	Tandus Elissa Sweary	480-250-7778	Wallcovering Source Kathie Winkler	800-200-8121
Rest Assured, Inc. Lynn Blake, Peter Blake	602-437-9201	The Elegant Window Karen Barnes	480-854-3078	Waterworks	602-912-9214
RM COCO George Howard	573-334-0517	The Floor Club Corporate Greg Tayles	480-922-9111	Wesley Allen Wesley Sawan	323-985-4021
Robb & Stucky Furniture and Interior Design Michael Scott	480-922-0011	The Foliage Factory, Inc. Jan Braden	480-947-5585	Westar Kitchen and Bath Dina Harvey	602-271-0100
Rugs of Kaibab Brad Scott	928-830-0268	Thermador/Bosch/Gaggenau/Siemens Ric Coggins, Nathan Guess, Tony Colombo, Heather Olney	480-763-2669	Wilsonart International Charles Welch	480-921-9906
Scott Group Custom Carpets Jim Patterson	623-594-5980			Yavapai Magazine Kelly Soldwedel, Susan Coffroth	928-778-0693
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