



# desert digest

NEWSLETTER FOR THE ARIZONA NORTH CHAPTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS



First Place, Product Design, Roland Arnold of Arizona Tile, Industry Partner Member ASID

Spring 2006

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Solutions '06

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While attending the National Conference in March, I was amazed at the number of seminars on the subjects of Green Design, Aging in Style and Place, Universal and Sustainable Design. What seemed to be buzz-words for leading-edge topics in our industry ten years ago are now subjects that are critical to our daily design practices.



As environmental issues become increasingly important, we must be aware of specifying healthier and safer products for our clients. We must design interiors that properly correspond to the needs of all sectors of the population and provide a smooth transition throughout one's life and physical abilities.

How are we helping our clients address some of these burning issues? Residential designers have a unique opportunity to educate the public in a substantial way by researching and specifying product that will make a statement about conserving resources. They can use green materials creatively in high-styled interiors. The commercial designers already do this, as they have been subject to more code regulations, and I believe their clients are expecting use of these products.

Our Education Day, entitled Solutions '06, is addressing all of these issues with thought-provoking seminars and Industry Partner product exhibits. This is your opportunity to enter into dialogues with our chapter experts and nationally acclaimed speakers.

The other milestone of this quarter is the Call for Entries for the Professional Design Excellence Awards. Prepare your projects and enter the Adam competition. We will see you on stage in September!

Above all, support your chapter by attending monthly meetings, get involved with the SARRC project, and participate in the Design Consultant Services fund-raiser.

Sheri

Time management isn't exactly a glamorous subject, but a necessary one for the design industry. Whether you're involved in the commercial or residential field, the concept of "lead time" is a subject that is far too often asked as an after-thought instead of the beginning... myself included.



Take tile for instance, you go to your favorite vendor, find a great product for that upscale, executive office bath, present it to your client, and they *love it*. You complete an exciting layout, do the drawings, and spec the product only to find out that it is a custom, hand-painted tile from Italy and will take twelve weeks to get here. Needless to say, the construction schedule requires the material be on site in six weeks.

I personally believe there should be a required class in all collegiate programs solely devoted to scheduling; boring you may say, but important. In the meantime, and for the rest of us who are far beyond that arena, it is important to keep in mind the most successful people in our craft are those who combine superior design, detailed specification and a comprehensive schedule. Oh yes, and please don't forget the follow-through.

The bottom line is it's all about continuing to educate ourselves and keeping our senses sharp. We have an outstanding opportunity coming up with Education Day in April. The level of programs being offered is outstanding, and worth the investment in your continued success. I hope you will join me in attending.

Best,  
Gretchen

**Gretchen L. Palmer**  
**Naomi Anderson**  
**Tracey Marshall**  
**Susan Kay Schultz**

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## 2005-2006 Officers and Board of Directors



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**Membership Director**  
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Sandra Kush



**Professional Developmental Director**  
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## What

Solutions '06  
Education Day  
ASID Arizona North Chapter Meeting  
for April, 2006  
(see pgs. 4-5)

## When

Tuesday, April 18, 2006  
8:00 a.m. to 7:00 p.m.

## Where

Chaparral Suites Hotel  
5001 N. Scottsdale Road  
Scottsdale, AZ

## Who

CEU Seminars and IP Tabletops - see  
pages 4 & 5 for more information.

## RSVP

Registration Brochures available at:  
asidaznorth.org.

## Committee Chairs Update

### Membership

#### Sylvia Lorts

Tel: 480-423-8000  
Fax: 480-423-1141  
Email: as.sylvia@gmail.com

### Nominating

#### Greta Guelich, ASID

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### Sponsorship Program

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### Ethics

#### Sandra Evans, ASID

Tel: 602-468-9250  
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### Community Service

#### Susan Nicholson, ASID, co-chair

Tel: 480-429-9337  
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#### Robyn Randall, ASID, co-chair

Tel: 480-213-9407  
Fax: 480-556-6434  
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### Scholarship

#### Larry Lake, ASID

Tel: 480-443-3400  
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### Student Affairs

#### Sheena Geohagan

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### Shadow Week

#### Dan Heldenbrand

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Email: dhinteriorsanddesign.att.net

### STEP program

#### Norma Michaels, ASID

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Email: nminteriorsgroup@cox.net

### Education Day

#### Catherine Pliess ASID, co-chair

Tel: 480-661-5300  
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Email: cpliss@cpinteriordesign

#### Cindy Lewton, co-chair

Email: cindylewton56@hotmail.com

### Design Consultant Services

#### Wanda Frederick, ASID

Tel: 480-657-3960  
Fax: 480-515-0240  
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### Winter Tour of Homes

#### Sandra Kieffer, co-chair

Tel: 480-556-1988  
Fax: 480-350-7783  
Email: skinteriorsolutions@hotmail.com

#### Angelica Henry, ASID, co-chair

Tel: 602-002-6775  
Fax: 480-443-4215  
Email: angelica@janetbrooksdesign.com

### Awards Competition

#### Melinda Foote, ASID, co-chair

Tel: 602-278-0860  
Fax: 602-678-1080  
Email: mafooteas@msn.com

#### Linda Kolesar, ASID

Tel: 480-814-7052

### Awards Event

#### Shirley Kern Brown ASID, chair

Tel: 480-321-8108  
Email: az\_browns@hotmail.com

#### Anne Elzroth/presentation

Tel: 480-609-5060  
Email: huproth@aol.com

#### Sam West/design review

Tel: 602-955-3062

### Industry Partner Liason

#### Don Nottingham/IP Chairman

Tel: 480-967-2100

#### Telephone Tree to be filled

#### Directory Update to be filled

### Reception

#### Nathalie Nicolai, co-chair

Tel: 480-423-8000  
Fax: 480-423-1141

#### Monica Ramirez, co-Chair

Tel: 480-423-8000

### Newsletter

Gretchen Palmer  
Tel: 480-515-0111



## FANNIN INTERIORS

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GIFTS  
ACCESSORIES  
FURNITURE



VISIT  
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SHOWROOM

4025 N. 44TH ST.  
SOUTH OF INDIAN SCHOOL  
PHOENIX, ARIZONA  
602-840-8088  
MON-FRI 9-6  
SAT 9-5

### SESSION

# 1

8:45 AM – 10:00 AM

## KEYNOTE ADDRESS



### DECIDING WHAT YOU ARE WORTH AND CHARGING IT

by Lloyd Princeton, New York, NY

LEVEL-ALL ■ CEU: .2

Designers will learn how to benchmark their services, structure their fees, and present them in a contract, with confidence. This unique seminar experience focuses on the different methods of pricing design services coupled with specific pointers on interviewing, negotiating and closing a deal. Attendees will be able to apply what they learn on their very next project.

### SESSION

# 2

10:15 AM – 12:15 PM

## MID-MORNING SESSIONS & IP TABLETOPS



### IT'S ALL ABOUT ME

by Martha Rayle, FASID, IIDA  
San Jose, CA

LEVEL-ALL ■ CEU: .1

Do your communications with your clients scream "It's All About Me?" Clients don't hire us because they understand us; they hire us because they think we understand them. Learn five rules to create business development letters that communicate that you really understand them. Eliminate seven "Design Speak" credibility robbing words from your vocabulary.

### GETTING INTO THE GREENSTREAM



by IP Members  
Mick Dalrymple  
and Jeffery Frost,  
Scottsdale, AZ



It is all over the media. You've experienced it or at least have heard of it: "green building".

This session is for designers of all experience levels in green design



### UNLIMITED BY DESIGN – KITCHENS & BATHROOMS

by Drue Lawlor, FASID  
San Gabriel, CA

LEVEL-INTERMEDIATE ■ CEU: .2

With the aging of the Baby Boomers, there is a greater awareness of the need for residential spaces to adapt to changing needs. This challenge is particularly evident in the design of kitchens and bathrooms. Along with a quick review of the accessibility guidelines for universally designed kitchens and baths, this course also addresses the question: "What products are on the market that help us create kitchens and baths that are unlimited by design?"

and will be adjusted on the fly to meet audience needs. This session will include a brief interactive discussion of the meaning of sustainability and green building, why it is important, and a status report on the green building industry. Then, the discussion will turn to indoor air quality and criteria for determining the "shades of green" of different products. Then the fun part...products galore! Countertops, cabinets, flooring, wall finishes, fixtures and energy and water-saving devices.

### SESSION

# 3

2:45 PM – 4:00 PM

## AFTERNOON SESSIONS & IP TABLETOPS

### FOCUS YOUR MARKETING

by Christine M. Piotrowski,  
ASID, IIDA, Phoenix, AZ

LEVEL-INTERMEDIATE ■ CEU: .1



Participants will develop an understanding of target marketing and the process behind it. They will gain knowledge regarding customer needs by identifying their own strengths and analyzing the competition. The goal of the course is to teach participants how to identify clients who are more likely to work with their firm, rather than waste marketing resources on clients who are not interested in their company.

### THE AGING CLIENT

by Drue Lawlor, FASID

LEVEL-ALL ■ CEU: .1

The Age Wave is upon us, so it is imperative that both residential and non-residential designers understand the dynamics of the aging client. This seminar presents an overview of aging demographics, client profiles, and the challenges faced by today's aging society. Then we will discuss how design professionals can help mediate those challenges and enhance the quality of life for the aging person through their design solutions.

### SESSION

# 4

4:30 PM – 5:15 PM

## WRAP-UP

## PRESENTATION

### ADAPTIVE RE-USE: GOLDWATER ESTATE

by Sandra Evans, ASID  
Phoenix, AZ



The Goldwater Home was a landmark in Phoenix from the time of its completion in 1957. The new owners were determined to respect the spirit of the home, but the existing structure was not capable of supporting the redesign and it had to be demolished. In rebuilding the house, many of the original materials were preserved for adaptive re-use. The new home gives homage to the late



### GREEN BUILDING – SCOTTSDALE STYLE

by Anthony Floyd  
Scottsdale, AZ

Scottsdale's Green Building Program encourages environmentally responsible building in our Sonoran desert region by incorporating healthy, resource- and energy-efficient materials and methods in the design and construction of homes. It offers an alternative to homebuyers for sustainable living and the long-term advantages of owning an environmentally sound home. A green building checklist is used to qualify projects into the program by selecting from over 150 green building options in the areas of site use, energy, building materials, indoor air quality, water, and solid waste. Besides the environmental marketing advantages, the city offers builder incentives including expedited plan review.

Senator Barry Goldwater and his family in what is called the Goldwater Gallery and in the Guest House which lovingly was called the "Radio Shack."



# SOLUTIONS '06



EDUCATION DAY

## ASID ARIZONA NORTH CHAPTER

TUESDAY, APRIL 18, 2006

8:00 AM to 7:00 PM

Chaparral Suites Hotel  
5001 N. Scottsdale Road  
Scottsdale, Arizona 85250

Join us for a full or half day of motivational and educational seminars. CEUs available.

Savor a dazzling display of new products by Industry Partners throughout the entire day.

## SPONSORS

**MEDIA** SOURCES + DESIGN

**DIAMOND** **AZADI**  
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**EMERALD** Baisch and Skinner Inc.  
Kravet  
Westar Kitchen & Bath

**RUBY** a.k.a. Green  
Enmar Hardwood Flooring  
Sherwin-Williams

## FOR MORE INFORMATION CONTACT

ASID Arizona North Chapter ■ 602-569-8916 ■ [www.asidaznorth.org](http://www.asidaznorth.org)

30th YEAR ANNIVERSARY

# Call for Entries 2006



PROFESSIONAL **DESIGN** EXCELLENCE AWARDS  
Arizona North Chapter

**Deadline:** Monday, June 26, 2006



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Scottsdale, Arizona 85256  
T 480.423.8000 F 480.423.1141

*Alexander • Sinclair*  
DESIGN SHOWROOM

Founded by Don Nottingham in 1985, Design One International has been serving designers throughout the Southwest and United States for over 20 years. Don has been the longest continuous Industry Partner member of ASID in the last 13 years. During this period Don has worked on three *Tour de Noel's* – one for the ASID Arizona South Chapter and two for the ASID Arizona North Chapter. Don currently will be serving as the liaison for all Industry Partners for the ASID Arizona North Chapter and the current Board of Directors.

Their friendly, knowledgeable staff is dedicated to design and service while making your experience one you will remember fondly. As a small-sized firm of design professionals, they have the ability to provide hands-on involvement from start to finish. They create custom trees, plants and floral arrangements to meet your unique needs.

Design One International's success is built upon the personalization they bring to each task by providing one-on-one attention to every project, listening to your needs and building long-standing relationships with you - the client. The staff at Design One International treats every project as if it were their only project.



Their custom trees and floral arrangements can be found in five star hotels, homes and offices throughout the Southwest. Their expanded product lines offer alternatives for satisfying customer needs.

Successful interior design professionals have commented that Design One International is a great source for their design needs. *“The things I love about Design One International are many, but they are especially good at working with the design trade because they provide customization, and they understand we need to provide excellent service to our*

*clients,”* said long-time client Lynne Beyer, Allied Member ASID. *“They in turn serve us without reserve and with a fun attitude as well! I am proud to work with them. Their new location, lines of accessories and new staff have made Design One International an even better company that I plan to work with for years to come.”*

With their new staff, new products and new location you will enjoy **“A whole new experience from a trusted old friend”**. Let Design One International help you create innovative designs that express your vision and satisfy customer requirements. If you have not already visited the new expanded showroom - stop by – they are conveniently located in Scottsdale:



Design One International  
1525 North Hayden Road, Suite F-4  
Scottsdale, Arizona 85257

480-967-2100

888-966-7455

Monday – Friday 8:30 AM – 5:00 PM

Saturday by Appointment Only

**Starting April 1st: “Circle of Roses”  
OUR CUSTOMER APPRECIATION PROGRAM**





# ASID'S "GREEN DRINKS" RAISES \$4,000 FOR SARRC!

A huge round of applause to our members, the USGBC (United States Green Building Council), local citizens of the green community and the general public for supporting and raising more than \$4,000 for the ASID civic organization of the year -- SARRC (Southwest Autism Research & Resource Center) located in Phoenix at our recent "GREEN DRINKS" event in March.

More than 400 supporters of the cause turned out and enjoyed wonderful food, drinks and door raffles at one of our newest Industry Partner member showrooms -- **a.k.a. Green** at 8100 E. Indian School Rd. in Scottsdale. We want to thank the folks of **a.k.a. Green** for being such gracious hosts for the evening; and for becoming such strong partners with ASID!



CO-OWNERS: MIKE DALRYMPLE, LEED AP;  
JEFF FROST, ASSOC. AIA, LEED AP;  
AND INTERIOR DESIGNER, ANNE BERTINO



SARRC & AKA GREEN FUNDRAISER, MARCH 14



EVENT WAS ENJOYED BY MANY SUPPORTERS  
OF SARRC.

## "GREEN DRINKS"

# W I N T E R TOUR OF HOMES 2 ★ 0 ★ 0 ★ 6

BY ★ SANDRA KIEFFER AND ANGELICA HENRY/CO-CHAIRS

## NOTHING COLD ABOUT THIS YEAR'S TOUR!

A sunny and eighty degree day set the mood for a wonderful day for more than 220 attendees at this year's ASID Tour of Homes. The projects this year were designed by **Jean-Claude Canestrelli, Allied Member ASID; Ernesto Garcia, ASID; Danielle Nicole Jacques, Allied Member ASID; and Elena L. Toly, Allied Member ASID** and were enjoyed greatly by all attendees. We are happy to report ticket sales doubled over last year. The committee worked hard to cover all the many details and from the feedback we received, it was a smashing success! The attendees were very impressed with the high level of design and are eager to see more from ASID. We will be hosting another HOME TOUR this fall and hope to see you all there; if not attending...volunteering. We cannot do all we do without our gracious and hardworking volunteers! Thanks again to our featured designers as well as all members who pitched in to help and/or attended!

### PROTECT YOUR PLACE IN THE SUN.



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## NEW Policies for Meetings & Events

Beginning January 1, 2006, all reservations for meetings and special events require a 48-hour cancellation notice. No-shows without proper notice will be billed. **No Exceptions.** We thank you in advance for your cooperation and understanding.

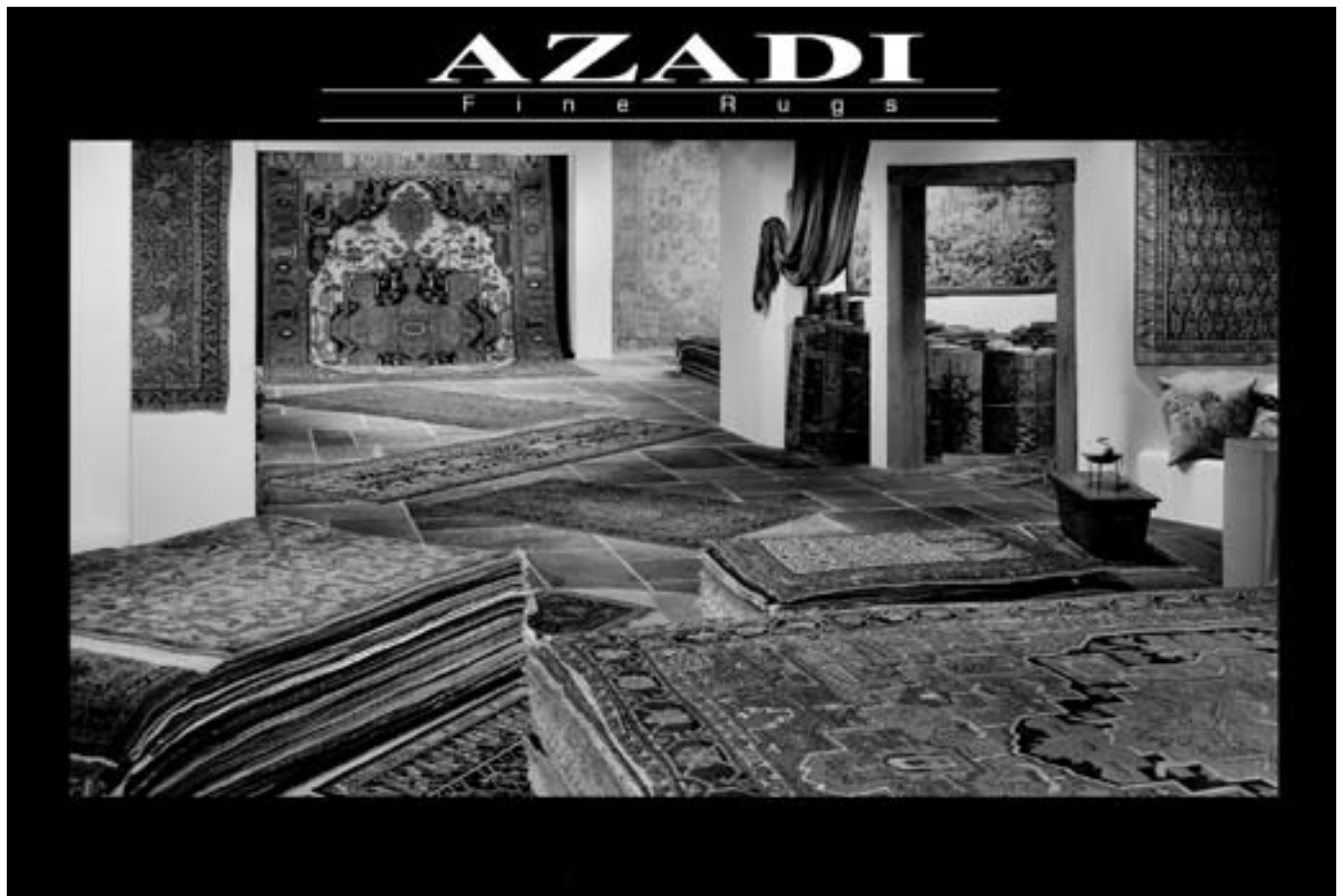
## Job Postings

### Marketing Assistant Needed

Part-Time in Tempe  
Call Karen Romersa @  
602-696-8768  
kromersa@yoursourceaz.com

## People On The Move

- **Tanya Shively, ASID** heads out on her own with the opening of her new design firm, **Sesshu Design Associates**, located in Scottsdale at 8340 E. Raintree Dr. Her affiliation with the Interior Studio Group family. Sesshu Design Associates, is named after Toyo Sesshu, Japan's foremost master of ink painting in the 15th century. Long recognized for the individuality of his outlook and his powerful, swiftly executed brush strokes, Sesshu demonstrated a confidence in his creative style that has been a personal inspiration to Ms Shively. "I hope," she commented, "to translate Sesshu's individuality into designs that are powerful and innovative yet always pleasing to the senses."
- **Naomi Anderson** joins **Feathers Custom Furnishings & Fabrics** as Director of Marketing after a decade publishing SOURCES+DESIGN and as President of Anderson & Company. Naomi sold the magazine in October 2005 to Angie Nielsen of Nielsen Publishing to pursue a new direction working with Dan and Claudia Levinson at Feathers -- IP Member. "Remaining involved in the design community is a must for me -- my associates, friends and relationships are here," states Naomi. "It's where I belong."



Excerpt from E-BUILD

## MOLD AND MILDEW

Mold and mildew can be major health hazards. Some people go to extreme lengths in order to avoid this problem. There are people with allergies so severe that they avoid everything that carries even a slight possibility of triggering that allergy. You can imagine these individuals doing everything they can to avoid triggering a mold allergy.

With some people having severe allergies to mold and mildew, it would be prudent to do what you can to prevent it from taking a hold in your home. Following are 10 problems that can lead to mold and mildew as well as 10 solutions to those problems.

### 10 Common Breeding Grounds for Mold and Mildew...

#### Problem #1

Leaky air-conditioning duct joints, especially those running through a hot attic, create a moist environment for mildew.

**Solution:** Seal all duct joints with the special flexible mastic available heating and cooling supply stores.

#### Problem #2

In warm environments, impermeable vinyl wall coverings can trap moisture-laden air as it moves from the warm exterior to the cooler interior. Mold degrades the drywall and adhesive behind the vinyl wall covering.

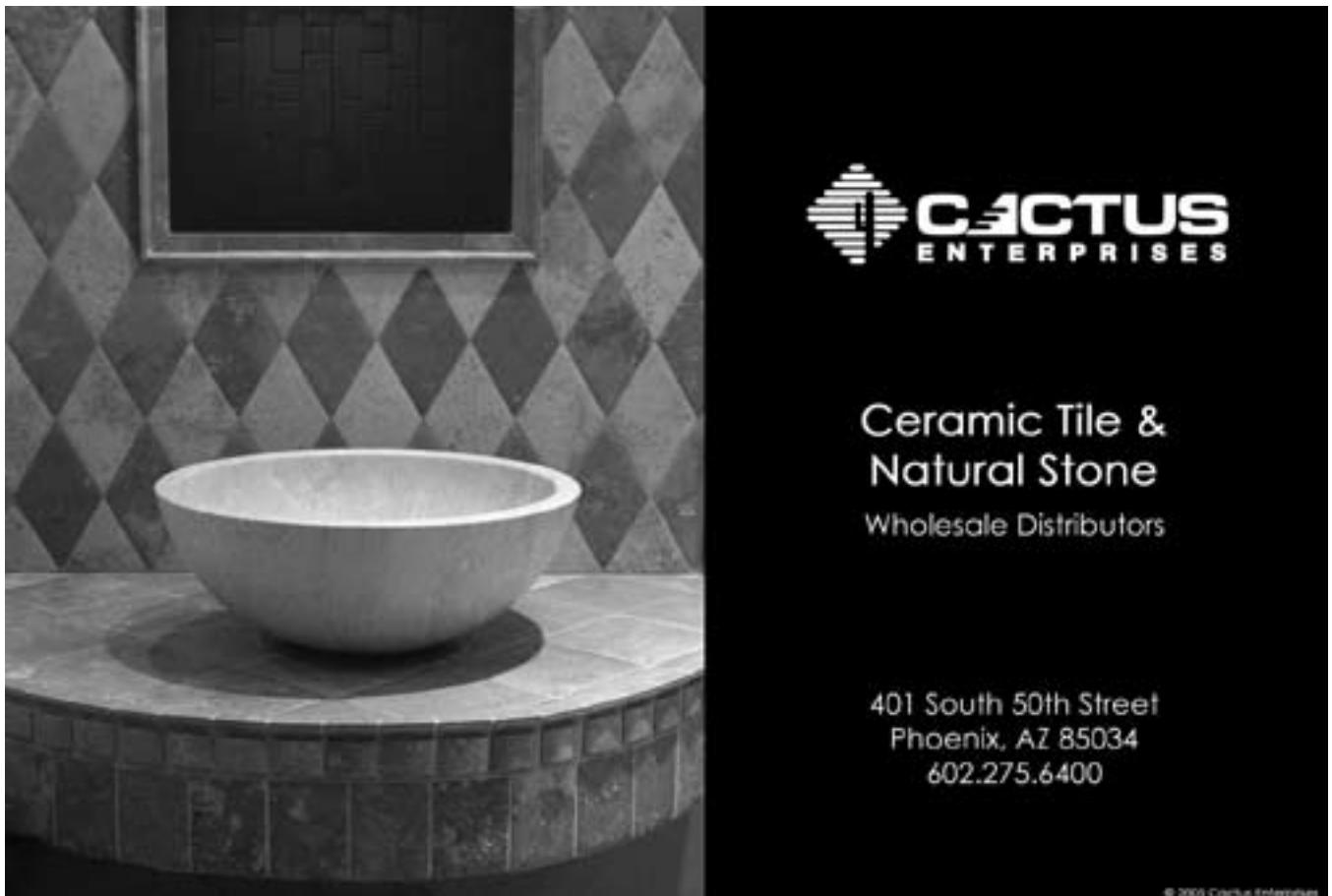
**Solution:** Use paint or apply wallcoverings with permeable paper backings that don't trap moisture on exterior walls.

#### Problem #3

When washing machines, in a room without a floor drain, overflow or hose connections burst, water with no point of exit will soak into adjacent carpet, drywall and insulation.

**Solution:** Always provide a floor drain near the washing machine. Install an overflow pan directly under the machine or install a 1-inch lip at the doorway to contain overflows in main-level or second-story laundry rooms. Ideally, the overflow pan should be connected to a pipe leading directly to the outside of your home.

*continued on page 19*



The advertisement is split into two main sections. On the left is a photograph of a large, white, bowl-shaped stone sink resting on a circular, multi-tiered stone pedestal. The background wall is covered in diamond-shaped tiles. On the right is a black rectangular area containing white text and a logo. The logo for 'CACTUS ENTERPRISES' is at the top, featuring a stylized cactus icon. Below the logo, the text reads 'Ceramic Tile & Natural Stone' and 'Wholesale Distributors'. At the bottom, the address '401 South 50th Street', 'Phoenix, AZ 85034', and phone number '602.275.6400' are listed. A small copyright notice '© 2005 Cactus Enterprises' is in the bottom right corner.

**CACTUS ENTERPRISES**

Ceramic Tile &  
Natural Stone  
Wholesale Distributors

401 South 50th Street  
Phoenix, AZ 85034  
602.275.6400

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# ACCESSORIES ACCESSORIES ACCESSORIES

DON AND TOM HAVE RETURNED  
FROM THE DALLAS  
AND VEGAS MARKETS.

COME SEE WHAT THEY BOUGHT!  
NEW SHIPMENTS ARE  
ARRIVING DAILY!

*"A whole new experience..."*

*Join us as we celebrate 20 years serving the  
Southwest Design Community.*

- ☐ NEW LOCATION IN SCOTTSDALE
- ☐ NEW STAFF
- ☐ NEW PRODUCT LINES
- ☐ NEW ATTITUDE

*...from a trusted old friend."*

## D1

Design One International, Inc.

1525 N. HAYDEN ROAD, SUITE #F-4 - SCOTTSDALE, AZ 85257  
480-967-2100

# A Tale of Two Cities

Claire Ownby, Allied Member ASID  
[www.ownbydesign.com](http://www.ownbydesign.com)

Ownby Design is a high-end residential design firm providing services in both Arizona and Hawaii. Our sister company, Ownby Build, provides custom building and remodeling services. Three years ago, with the Scottsdale location flourishing, I decided to expand to Kona (the Big Island of Hawaii) after traveling there on vacation. The first year entailed extensive research including talking with suppliers, builders and architects. This research confirmed my initial impression that the area had a need for more diversity in the design field.

The Scottsdale office remains our headquarters providing all of the design execution services such as CAD, specifications and accounting. Lindsey Schultz, Lead Project Designer, and Claire make the commute back and forth for site visits and client meetings. However, since most of our Hawaii clientele are second or third homeowners, a majority of our meetings occur on the Mainland.

There are advantages for both the firm and our clients in having two locations. The obvious upside for me is the opportunity to work in two vacation destinations. Ownby Design Hawaii provides our staff the flexibility to practice design styles that do not exist in Arizona.

Although the contemporary and minimalist flair of Ownby Design remains, an island twist is incorporated with Balinese and Thai influences. The sources we have found to execute these Hawaiian designs have in turn benefited our clients in Arizona. Many of the accessories and artifacts incorporated in our minimal Arizonian interiors come from containers landing in Hawaii from Asia. On the other hand, our Island projects benefit from our many vendor relations established in Arizona. Both the cost and quality of production in Hawaii motivates us to utilize Mainland suppliers. The concept sounds easy, but the execution is truly an art form.

The logistics of performing design services is complex by nature. The added element of overseas deliveries and installations is even more demanding. The majority of the materials and products that are used in Hawaii are delivered by container. The orchestration of bringing items from Mainland to Hawaii never seems to run smoothly. No matter how well planned or how well items are crated there is always something that doesn't arrive or arrives damaged. Most project timelines of building and furnishing are doubled due to these conditions. Last minute job site visits for problem solving become somewhat of a problem themselves. It is a full day of travel in each direction with a three hour time change. The loss of productivity, travel fatigue and flight scheduling all add to the degree of difficulty in operating two offices across the Pacific.

As the challenges are double in having two locations, so are the rewards. The lasting client relationships and successful interiors are what keep us coming back.



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**VIKING**

[www.ferguson.com](http://www.ferguson.com)

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8340 E. Raintree Drive, Building A-1  
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## ASID HIRES PUBLIC RELATIONS FIRM

**inVision Strategic Marketing**, located in Scottsdale, AZ, brings to ASID an extensive background in marketing, communications, advertising and public relations. Their award-winning team has worked with some of the best-known companies in the world, including Four Seasons Hotels and Resorts, The Hotel Bel-Air in Beverly Hills, Federal Express, Johnson & Johnson and Nestle foods, as well as some highly regarded non-profit and charitable organizations.



**Jay & Meredith Eckhardt**

"We are very excited by the opportunity to work with the Arizona North Chapter of ASID," said inVision Client Director Jay Eckhardt. "It is a great organization - we can't wait to help increase the exposure of the fantastic things that are being done by the group, and to cement the image of ASID as the "diamond-standard" of interior designers, creating even more demand in the market."

Working with clients of all sizes and business focuses, inVision's partnering approach is one of their keys to achieving both strategic and tactical success with marketing and communication efforts. "We are very hands-on and customer focused, our team works very closely with our clients, acting really as an extension to their own organization," Eckhardt added, "we are constantly challenging one another to produce outstanding results that are not only effective, but a cut above."

*For more information about inVision Strategic Marketing, visit their Web site at [www.invisionstrategic.com](http://www.invisionstrategic.com), or call 480-664-7963 x12.*

**CACTUS STONE**

Granite, Marble, Travertine,  
Onyx, Slate, Limestone

**Slabs**

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in Stone

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# Follow the Rules

*Submitted by: Linda Newton, FASID, Reprinted with permission from K+BB, May 2005*

## Interior design legislation is a good thing for the profession.

When most people think about interior design, the last thing on their minds is legislation. To date, 24 states and jurisdictions have regulated the interior design profession in some way and 10 states introduced interior design legislation this year. I am happy to say that interior design legislation is not going away any time soon. As both an interior design practitioner and educator, I know interior design legislation is important to my own practice, my clients and the future interior designers I teach.

With the explosion of 30-minute decorating shows that, more often than not, fail to accurately portray the true experience of working with an interior designer, legal recognition for the interior design profession has never been more important. Consumers should expect the government to offer them some form of protection or, at a minimum, guidance when they work with an interior designer.

Of course, the minute interior design legislation is mentioned, some interior designers and allied professionals cringe. They are concerned it may put them out of work, raise their cost of doing business or make them less competitive. Much of this concern is unwarranted. Interior design legislation is not aimed at putting people out of work or placing an onerous burden on the practitioner. In fact, in most cases, states and jurisdictions set up safeguards to protect current practitioners.

**Interior design legislation is meant to protect the public. It legally recognizes interior design as a profession and sets standards.**

Interior design legislation – or the licensing, registration or certification of interior designers – is meant to protect the health, safety and welfare of the public. It does this by legally recognizing design as a profession and setting standards of minimum competency.

Interior design legislation comes primarily in two forms: Title Acts, which set standards for the use of a certain Title, and Practice Acts, which set standards for the practice of interior design. Title Acts, which are currently the most common type of interior design law in the United States, do not prevent anyone from practicing interior design. Instead, they provide a mechanism for interior designers who have met the minimum qualifications outlined in the law to identify themselves by the designated title.

Practice Acts, on the other hand, define who may perform the services defined in the law as “interior design.” In a practice-act situation, only those interior designers licensed by the state or jurisdiction may perform interior design services.

I realize this may sound alarming to some, especially the practice-act part. But before anyone makes a unilateral decision about whether he or she supports interior design legislation, please take the time to do the following:

- Remember every piece of legislation is different. Don't jump to conclusions about an interior design bill in Montana that was based upon the laws in Florida.
- Read the legislation and ask someone to explain it to you. Understand exactly what the legislation proposes.
- Determine whether or not you qualify to become licensed/certified/registered under the law.
- If you don't qualify, determine how, if at all, this piece of legislation would affect your and your business. Do the services you provide fall within the defined scope of interior design in this legislation? Are you exempt from the law?
- Ask your local interior design legislative coalition questions about your concerns.

I encourage all interior designers and other related professionals to take the time to understand interior design legislation. So often fear takes over before the true implications of the legislation are fully understood. Please don't jump to conclusions about interior design legislation, but instead educate yourself or, better yet, get involved. As an interior designer who is invested personally and professionally in the fight to legally recognize the interior design profession, I hope the interior design community will come together and support these legislative initiatives so important to the profession and, more importantly, the public.

I have been involved in interior design legislation for many years now, and I have invested a significant amount of time fighting the battle for legal recognition of the interior design profession. It has not always been fun, but it has been an invaluable experience and I am proud to have contributed to my profession in this way.

*Linda Newton, FASID, is the chair of the ASID Legislative and Codes Advisory Council.*





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## SKILLS FOR INDEPENDENCE FINDS A HOME

at Southwest Autism Research & Resource Center (SARRC)

2-Part Article Reprinted from *Desert Paradise* – Nov/Dec 2005, By RaeAnne Marsh

> Autism isn't something children grow out of. SARRC is looking at what they can grow into.

Parents hearing, "Your child is autistic," have, in recent years, been given more options than, "Love him, accept him and plan to institutionalize him." Just as even that was an improvement over the earlier, "It's your fault; you're an emotionally frigid mother," the increase in options is expanding for young children now being diagnosed with autism.

But time stands no more still for autistic children than for neurotypical children. So what happens when they get older?

"He'll be 22 in two weeks, with nowhere to go," Dana Hock shared last month, speaking of her son, Louis. A full seven years she has spent not just looking for a program that could accommodate his needs but actively trying to create a different approach to deal with adult autism after high school. ("Most kids age out at 18," she explains, "but autistic kids are so far behind, they're given an extra four years on social, academic and emotional skills to catch up.")

The "autism explosion" – as some refer to the increase from 1 in 10,000 of twenty years ago to the 1 in 166 now being experienced – does not include those individuals who are older than 18 years, points out Nancy White, mother of a 23-year-old autistic daughter. "Most funding of programs and resources is dedicated to younger children. There's precious little for adult services."

With the Opus West Vocational & Life-Skills Academy, SARRC aims to help fill that void. "The idea was born from the hearts of mothers and fathers who want the same [for their autistic children] as for neurotypical kids: every opportunity to help their child succeed, to maximize their independence as much as possible, and [enable them to] live a productive and happy life," says Denise Resnik, mother of a teenaged, autistic son and co-founder of SARRC.

Programs that serve the disabled are not planned to deal with the unique circumstances and characteristics of autism. "There are sensory issues, so it is difficult to integrate autistic individuals into programs for individuals with other types of disabilities," explains White.

"Autism is such a different population from other disabilities," Hock notes. "[Programs] take them into environments that are so painful for them." With the heightened sensitivity to sensory stimuli that is a characteristic of autism, a trip to the movies or the mall is far from a pleasant outing. Nor are outings the only consideration. While Louis Hock "loves people and will respond to people, if you put him in a room with 20 noisy kids, it would be painful to him."

Then there's the issue of communication. "Most programs don't even use a model for communication if [the individual] is non-verbal," says Dana Hock. At one site she visited, she "saw a 38-year-old who had been [in the program] for 15 years. I asked them, 'How do you know if he's thirsty or hungry?' and they told me, 'We don't have that ability. We feed him at a certain time.'"

Louis uses a picture board. "They can communicate if given the opportunity; but if we don't give them the skills, how can they?"

Hock also asks, "How do I know what level he can function at, if he's not given the opportunity?" Like any parent, she wants more for her child than to have him "just sit" somewhere.

Vocational programs also fall short when it comes to working with autism. Hock says she has "tried to communicate to teachers" that there is a need for pre-vocational programs, and notes that the pre-vocational assessment tool PAES (which breaks skills into thousands of specific tasks) is, in fact, being incorporated into all Scottsdale schools. But that's only part of the picture. "Louis can't sit for hours to work on a task," Hock explains. "He sits for 30 minutes, then he [needs to] get up."

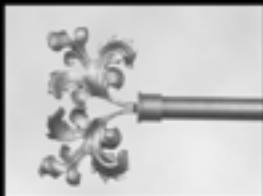
White's daughter was in a public school program for students with special needs. But "they didn't have experience in dealing with autistic individuals." Having given Molly a task, they "didn't provide her with appropriate transition time. She needed to be told of an upcoming change in task and given a chance to plan for that in her own mind." Instead, the change of activity was abrupt. "She wanted to finish her job. They didn't have the training to know a person with autism needs more transitional support." Molly was a casualty of that lack of training, as she was asked to leave the program.

"When these people are young, their parents take care of them. What happens when they become 30 and 40 years old?" asks Tom Roberts, president and CEO of Opus West. "The scariest part [to parents] is worrying about what will happen when they're gone."

And that underscores the urgency so many parents feel in getting SARRC's program up and running. *Second part coming Summer '06.*

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#### Problem #4

Water-resistant drywall used as a tile backer quickly degrades once subjected to moisture.

**Solution:** Install cement backer board, which will remain structurally sound even if repeatedly subjected to moisture.

#### Problem #5

Poorly ventilated bathrooms allow surface mold to grow.

**Solution:** Install a bathroom fan (or at least, open a window) to exhaust moisture. Remove surface mildew by scrubbing the area with a 1/2 percent bleach solution. When the area is dry, prime it with an alcohol-based, white pigmented shellac, such as Zinsser Bullseye, and use a paint containing mildewcide.

#### Problem #6

Poorly constructed crawlspaces promote mildew growth. Bare earth floors transmit huge amounts of moisture.

**Solution:** There are many regional differences and solutions. Cover bare earth with 6-mil poly sheeting. Heat, cool and humidify the area the same as the rest of the house.

#### Problem #7

Freshly cut firewood stored indoors emits huge amounts of moisture.

**Solution:** Store it outside.

#### Problem #8

Humidifiers (especially reservoir-type central units and portable units) provide both a growth medium and a distribution system for mold and mildew.

**Solution:** Clean and treat the reservoir often with an anti-microbial solution, available at most hardware stores.

#### Problem #9

The condensation pan directly under the coil of your central air conditioner can harbor mold.

**Solution:** Before each cooling season, clean the pan with a 1/2 percent bleach solution and make sure the continuous drain is working.



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- **Problem #10**

- Finished concrete basements that have not been thoroughly waterproofed from the outside are problematic. When moisture migrates through the earth and non-waterproofed concrete walls, it can get trapped behind vapor barriers, carpet, layers of insulation and drywall.

- **Solution:** Thoroughly waterproof the exterior of concrete walls before backfilling. Install 6 inches of gravel under concrete floors during construction to prevent moisture from wicking up through concrete floors and into floor coverings.

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#### For further information:

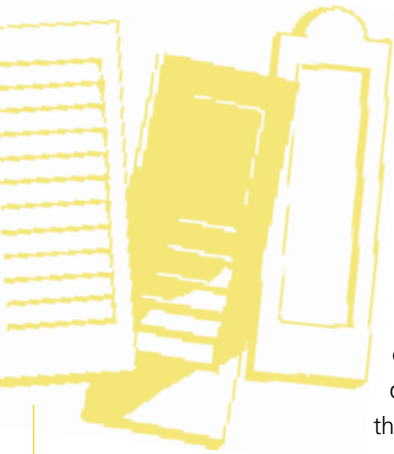
Contact Ken Roberts, Director PCID

602-285-7289 or ken.roberts@pcmail.maricopa.edu

On-Line Registration at phoenixcollege.edu



# DO'S AND DON'TS OF HIRING QUALITY TRADE CONTRACTORS



Today's home owners are more than just consumers; they are also savvy clients searching for the right company. Nothing is as precious to Americans as family and home, and because buying and furnishing a home is often the most significant purchase many people ever make, we owe it to our clients to ensure the delivery of a quality product that meets their expectations.

The quality of a design is strongly determined by the quality of work and reliability of the trade contractors hired for the job. The old adage, "a chain is only as strong as its weakest link," rings true in today's labor market because the practices of trade contractors can make or break a designer's business.

Just one poorly performing trade contractor hired by the designer, can undermine the integrity of the finished product, opening the door to revenue-threatening delays such as increased completion time, callbacks and poor finishing. Worst of all, sub-standard practices by trades can increase the potential for defect litigation. Recognizing the importance of quality assurance systems within the home building industry, the National Association of Home Builders (NAHB) developed the National Housing Quality (NHQ) Program.

## BEFORE HIRING A TRADE CONTRACTOR, DO'S:

- Look for a quality certified trade contractor.

If a trade contracting company is NHQ-certified, you can be sure that their quality practices have been rigorously verified by the NAHB Research Center, a name you can trust. Adopt a company policy of showing hiring preference for trades who are certified based on their high quality assurance practices.

- Ask for and verify references.

Always check a trade company's references to determine the quality of past performance for other designers/builders. If the company has done high-quality work for people you know, it should do the same for you. Ask those references about the follow-up record of the contractor on customer service and callback issues.

- Verify that the trade performs documented inspections.

Quality trade contractors should be able to easily demonstrate what quality assurance procedures they have in place.

Before hiring, verify that the contractor will perform self inspections to ensure that all work is 100% complete and will continuously strive to improve quality and safety, and limit liability.

- Confirm that the trade contractor keeps complete and accurate records.

Keeping written records is a beneficial policy for any company. Well documented records are invaluable in defending a lawsuit.

- Determine the trade contractor's capacity to handle the job.

Ask trade contractors how many jobs they currently have and what they will do if there is too much work. A quality trade contractor should never take on too many jobs. Spreading crews too thin is an all-too-common reason for inferior quality performance.

- Review the contractor's documented quality assurance system.

Having a documented quality assurance system in place is a sensible business practice that takes some of the additional burden off of the designer. There should be a commitment from the trade contractor to deliver on the level of quality required by the designer.



## WHEN EVALUATING A NEW TRADE CONTRACTOR, DON'TS:

- Do not hire a trade contractor that does not seem to understand your business.

If the trade contractor doesn't understand how to do your work, there is no reason to expect quality results.

- Do not hire someone who is going to be a burden to you or your employees.

Your employees are already busy, so be sure to hire a trade that will help them solve problems in the field, not one that creates a whole new set of problems.

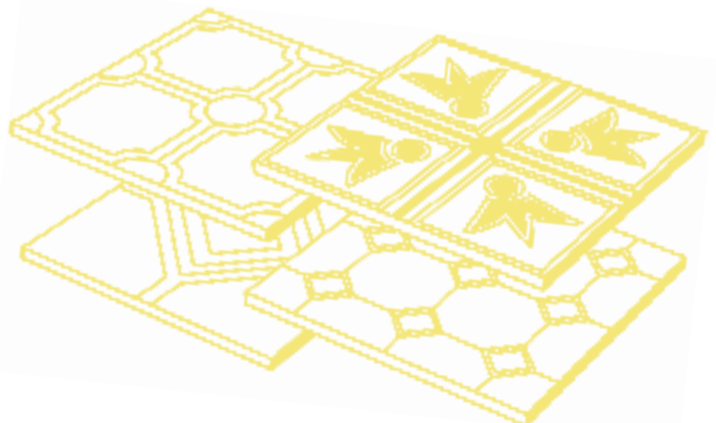
- Do not take on contractors who are uncertain of their responsibilities or ill-prepared.

Your firm writes a scope of work and provides a set of plans for the project. The trade contractor signs a contract and promises to do certain work. It is the trade's responsibility to report to the job site prepared with the right tools and equipment to do the job that has been agreed upon.

- Do not forget that the lowest price is not always the best deal.

There is a first cost and a total cost for every element of the new home. A trade contractor's bid may seem like a good bargain at first, but in reality can be much more expensive when you factor in callbacks, delays and warranty calls over the entire course of the job.

Apply these practical "do's" and "don'ts" to your trade contractor hiring process, and you are well on your way to making quality improvements in your business.





# Welcome!

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**Pamela Kelsey**  
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**Joshua Kyzer**  
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**Carrie Lenkszus**  
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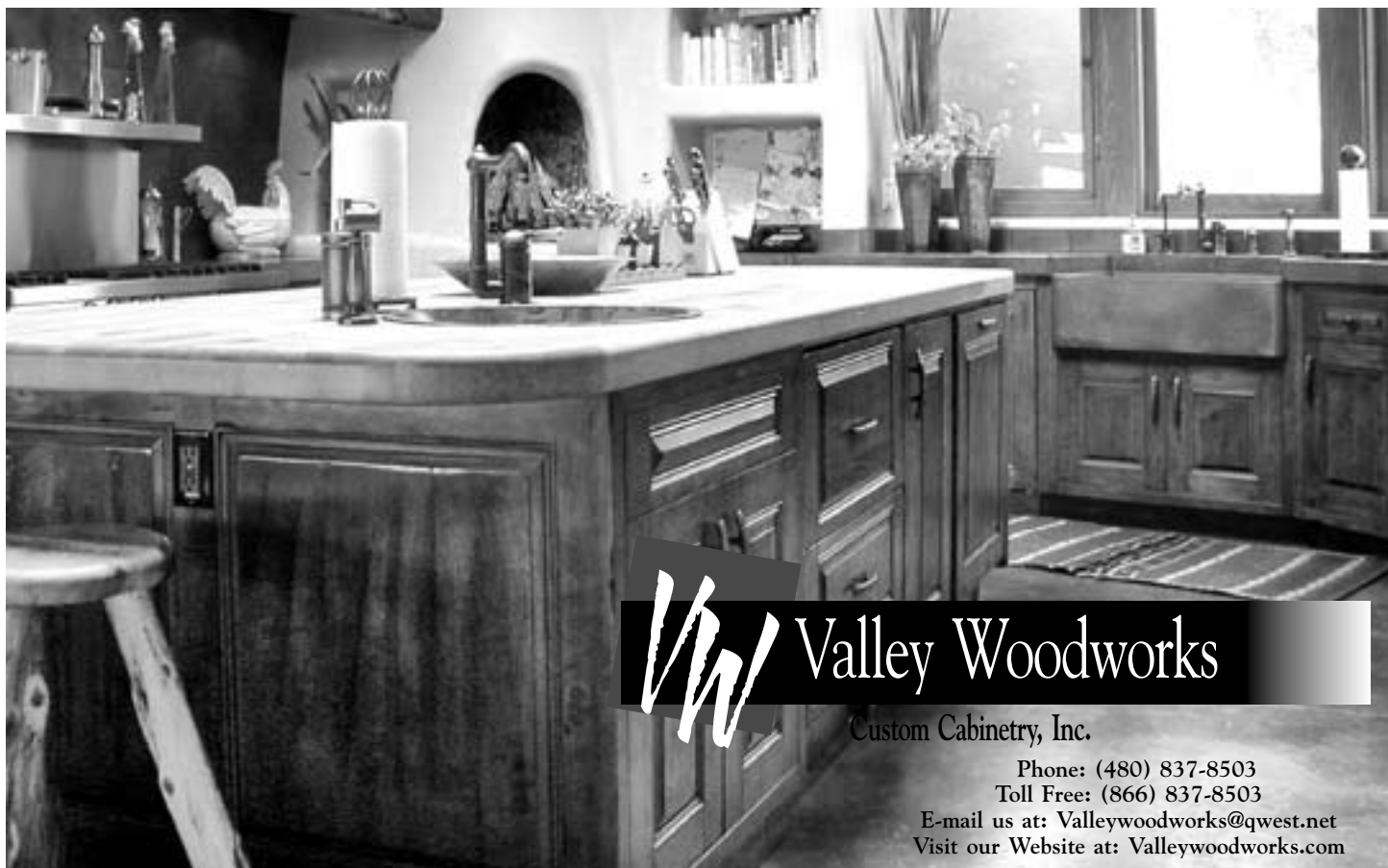
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# calendar of events 2006

## April

- 1** **Sample Sale, AZDC**  
**4-7** Coverings  
 Orlando FL, Orange County  
 Convention Ctr  
[www.coverings.com](http://www.coverings.com)  
**7-8** NCIDQ Spring Examination  
**12** Chapter Board Meeting,  
 3 p.m.  
**18** **Education Day**  
**Chaparral Suites Hotel**  
**20-23** KBIS  
 McCormick Place, Chicago  
[www.kbis.com](http://www.kbis.com)  
 • *Design Consultant Services*

## May

- 10** Chapter Board Meeting,  
 3 p.m.  
**18** **Chapter Membership**  
**Meeting – Home**  
**Theater Workshop**  
**Innovative Marketing**  
**21** Deadline for submissions to  
 the *Desert Digest*  
 Summer issue  
**25** IDCA Fundraiser  
**28-1** Lightfair International  
 Las Vegas Convention Ctr  
[www.lightfair.com](http://www.lightfair.com)  
 • *Design Consultant Services*

## June

- 8-10** AIA National Convention  
 and Design Expo  
 Los Angeles Convention  
 Center, [www.aia.org](http://www.aia.org)  
**14** Chapter Board Meeting,  
 3 p.m.  
**15** **New Member Reception**  
**Alexander-Sinclair**  
**Arizona Design Center**  
**Showroom**  
**22** **Chapter Membership**  
**Meeting: Dream in Color**  
**Allstate-GES Showroom**  
**26** Deadline to submit entries for  
 Professional Design Awards

## July

- 12** Chapter Board Meeting,  
 3 p.m.  
**20** **Chapter Membership**  
**Meeting: Affordable**  
**Design - details to follow**  
**27-30** ASID Chapter Leadership  
 Conference,  
 Washington, D.C.

## August

- 9** Chapter Board Meeting,  
 3 p.m.  
**18** Deadline for submissions to  
 the *Desert Digest* Fall issue  
**24** **Chapter Membership**  
**Meeting: details to follow**

## September

- 13** Chapter Board Meeting,  
 3 p.m.  
**30** **ADAM Awards Event**  
**The Arizona Biltmore Hotel**  
 • Interwest Grand Re-Opening

## October

- TBD** Chapter Board Meeting, 3 p.m.  
**TBD** **Chapter Membership Meeting**

## November

- TBD** Chapter Board Meeting, 3 p.m.  
**17** Deadline for submissions to the  
*Desert Digest* Winter issue  
**TBD** **Chapter Membership Meeting**

## December

- TBD** **Chapter Board Meeting,**  
**3 p.m.**  
**TBD** **Chapter Membership**  
**Meeting**



## ad prices

<b>Classified Ad:</b>	50 words or less	\$45 member rate
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<b>1/2 Page</b>	(7" x 4-3/4"):	\$265 / \$225
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