



# desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



2004 ASID Design Excellence Award • First Place Residential 3,000 -6,000 sq. ft • Mark Bowland, ASID

June/July 2005

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**O**ur chapter, one of the largest and most active in the nation, began this spring with a boom and a bang! Your committees were hard at work beginning with the Designer Sample Sale on March 12th and the Student Design Competition projects due on March 28th for final judging on March 30th. Following closely were Career Day on April 8th and our Ronald McDonald House installations on April 8th and 9th. With a plethora of engaging seminars and speakers on the agenda, Education Day filled April 21st with over-the-top attendance. Beginning to see the picture...but wait, I am not through. The chapter's New Member Luncheon was on April 28th with the Design Competition Review scheduled immediately after. If this wasn't enough to make your head spin, we also launched the new "Design for Hire" program during the month of April, where designers donate their design time.

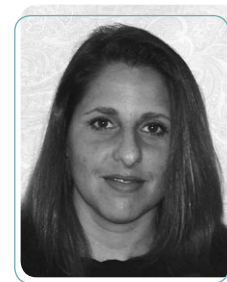


How did we accomplish so much this spring? The answer: only with your active participation. Thank you to everyone who worked on the committees. I especially appreciate those who took a leadership role as committee chairs for these events: **Larry Lake, ASID**, Designer Sample Sale; **Dan Heldenbrand**, Student Affairs; **Margaret Kudron-Harries, ASID**, Community Service; **Gretchen Palmer, ASID**, Education Day; **Sylvia Lorts**, Membership; **Melinda Foote, ASID**, and **Wanda Frederick**, Awards Competition Co-chairs; and **Susan Nicholson, ASID**, Design for Hire Chair. They were instrumental in the success of their committees' activities and should be commended for giving enormous amounts of time creating, organizing and producing exciting events for our chapter and local community. We will not forget **Pauline Wampler**, our administrator, who had the Herculean task of tracking all the RSVPs, money, and paperwork for all the events while accomplishing her "regular" administrative duties for the chapter.

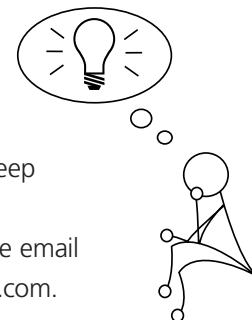
Whew...now that spring has sprung and is behind us, we can look forward to a lazy summer and a slower pace (I hope!). See you at the June meeting.

Greta Guelich, ASID  
President

**T**he summer is here and although the heat slows things down, it hasn't stopped our chapter! In this issue, just look at all the events that took place these last few months. You'll find re-caps on Education Day, the March Sample Sale, the very successful Ronald McDonald House community project, Career Day and more. Also take note of upcoming events on page 13.



Please note the new *Desert Digest* deadlines below. I welcome any comments or ideas that you have to keep our newsletter fresh. If you have any articles that you'd like to submit, please email them to me at [Allyson.J.Calvert@aexp.com](mailto:Allyson.J.Calvert@aexp.com).



<u>Issue</u>	<u>Deadline for Articles</u>
August/September	Monday, June 6, 2005
October/November	Monday, August 8, 2005
December '05/January '06	Monday, October 10, 2005

Sincerely,  
Allyson Calvert, ASID

## 2004-2005 Officers and Board of Directors

<b><u>Officers:</u></b>	<b><u>Board of Directors:</u></b>
<b>President:</b> Greta Guelich, ASID	Oren Bishop, ASID Shirley Kern Brown, ASID
<b>President Elect:</b> Sheri Newton, ASID	Paul L. Buys Allyson Calvert, ASID
<b>Treasurer:</b> Robyn Randall, ASID	Sandra G. Evans, ASID Daniel J. Heldenbrand
<b>Past President:</b> Sherry K. Hauser, ASID	<b>IP Representative:</b> Roland Arnold
<b>Administrator:</b> Pauline Wampler	<b>Student Representative:</b> Sheena Geohagan

# Education Day '05

## A Smashing Success – 175 Strong!

An outstanding turnout of more than 175 attendees, sponsors and vendors participated in the ASID Arizona North Chapter's annual Education Day '05, held Thursday, April 21st at the Westin Hotel in Scottsdale, Ariz. The event featured local and national speakers, with a wide range of topics including teamwork and partnering, working with a professional photographer, ergonomic kitchen design, and designing for an aging population. "Congratulations on a great conference," says speaker Thomas Schwenk. "I was thrilled to be a part of it."

A gourmet luncheon was capped off with a humorous and insightful keynote luncheon speech by special guest Michael Payne, ASID, Host of HGTV's "Designing for the Sexes," who also presented a two-hour seminar in the afternoon on current design trends. "Education Day was filled with a wonderful variety of presentations of both information and product, but I think my favorite was the candid and humorous comments made by Michael Payne," says Ken Roberts, director of Phoenix College's Interior Design Program. "He really made you think about design trends; where they've been, where they're going, and why."

More than 30 Industry Partners exhibited tabletop displays, showcasing the latest in furnishings, accessories, paint, tile and tile installation, and other services. "This was wonderful—what a great event! We received a great response," says Halil Hodzic of INEX Creative Floors, a new Industry Partner who participated in the event for the first time.

Thanks to our sponsors: Media Sponsor **Sources+Design**; Diamond Sponsors **Villagio Tile & Stone** and **Baisch and Skinner, Inc.**; Emerald Sponsors **Rest Assured, Inc.** and **Westar Kitchen & Bath**; Ruby Sponsor **Interwest Distributing**; and Friend of ASID sponsor **Ferguson Enterprises**. And special thanks to **Greta Guelich, ASID**, president, Arizona North Chapter and committee members **Gretchen Palmer, ASID**, chairman; **Naomi Anderson**; **Oren Bishop, ASID**; **Tracey Edson**; **Tracey Marshall**; **Christine Piotrowski, ASID**; and **Amber Wanielista**.



Some members of the Education Day Committee:  
L to R—Christine Piotrowski, ASID; Tracey Edson; Gretchen Palmer, ASID; Naomi Anderson.



Keynote speaker Michael Payne, ASID.



Fantastic tabletop displays.



Media sponsor Naomi Anderson (left) and president Greta Guelich, ASID.

## Thank You to Our Sponsors

The following sponsors have provided sponsorship commitments for Chapter programs for 2004 to 2005.

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Lawrence Gallery  
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### January Member Meeting

Turquoise level  
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### February Member Meeting

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### Education Day

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### 2005 Awards Event

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For information about how practitioners and industry partners can become a sponsor, please contact Christine Piotrowski, ASID, committee chair at 602-953-5671 or [cmpiotrowski@qwest.net](mailto:cmpiotrowski@qwest.net).



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# Creating "A Home Away From Home" Community Service Project at Ronald McDonald House

By Margaret Kudron-Harries, ASID

Our community services project, the new addition to the Ronald McDonald House, celebrated its opening with a ribbon cutting ceremony on April 13, 2005. The installation was a two-day event that took place on April 8 and



Margaret Kudron-Harries, ASID, chair; You-Know-Who and Amber Wanielista

9 and included a bar-beque lunch provided by Wal-Mart. With the help of ASID designers, six out of the 14 new rooms were implemented and furnished. Due to the wide variety of design talent, the designers were able to meet the Ronald McDonald House's request for a "home away from home." A big thank you to the participating designers **Merrie Brownson, ASID; Marieann Green-Seegar, ASID, IIDA; Nancy Slane-High; Susan Kelly, Student Member MCC; Brenda Strunk; Amber Wanielista; and Judy Fox.**

TV Channel 10, TV Channel 3 and the *Arizona Republic* covered this event and *Arizona Builder Magazine* will pickup designers' work in an upcoming issue. Thanks to everyone who participated in this project. It was so exciting to see the end results and realize how many people will benefit from the project. With all of your help, the event was a big success.



Amber Wanielista room



Brenda Strunk Room



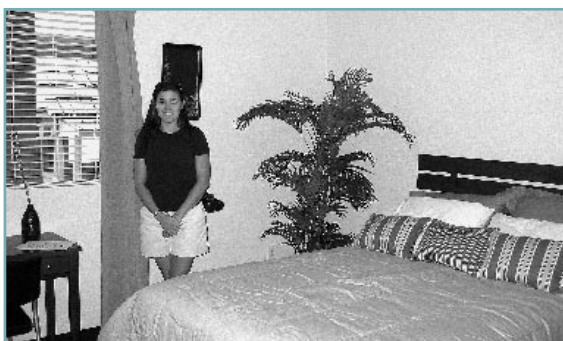
Bedroom design by Merrie Brownson, ASID



Nancy Slane-High room



Bedroom design by Marianne Green-Seegar, ASID



Susan Kelly, Student Member ASID room

## A Special Thank You:

Alexander Sinclair, Industry Partner of ASID  
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Save the Dates

NCIDQ Offers All-New Exam Study Guide

The third edition of NCIDQ's Examination Study Guide is now available. The completely new guide includes advice on maximizing study time, portions from the 2003 Practice Analysis, tips for predicting exam information, sample questions and "real world" tips from recent exam takers. The exam study guide sells for \$115, plus shipping. Visit NCIDQ's Web site at [www.ncidq.org](http://www.ncidq.org) to download an order form.

People on the Move

**SOURCES+DESIGN** magazine has won the Western Publications Association's prestigious "**Maggie**" Award '05 for excellence in the **Special Interest/Trade** category. The award honors magazines, journals and weekly publications stationed in the West. More than 2,000 entries were submitted for this year's contest in April.

- ① **STEP Workshop** – (An excellent opportunity to prepare for the NCIDQ test)  
 Mesa Community College  
 Friday, August 19 (6 p.m. to 9 p.m.)  
 Saturday, August 20 (9 a.m. to 5 p.m.)  
 Sunday, August 21 (9 a.m. to 5 p.m.)  
 \$250 for ASID Members     \$325 for non-members

Partial workshop is available for those who have taken the full workshop before. Instructor: Curt Sherman. For additional information, contact Norma Escandon-Michaels, ASID at 602-257-2282 (w), 602-677-3954 (c) or [nminteriorsgroup@cox.net](mailto:nminteriorsgroup@cox.net)

② **ASID AWARDS EVENT**

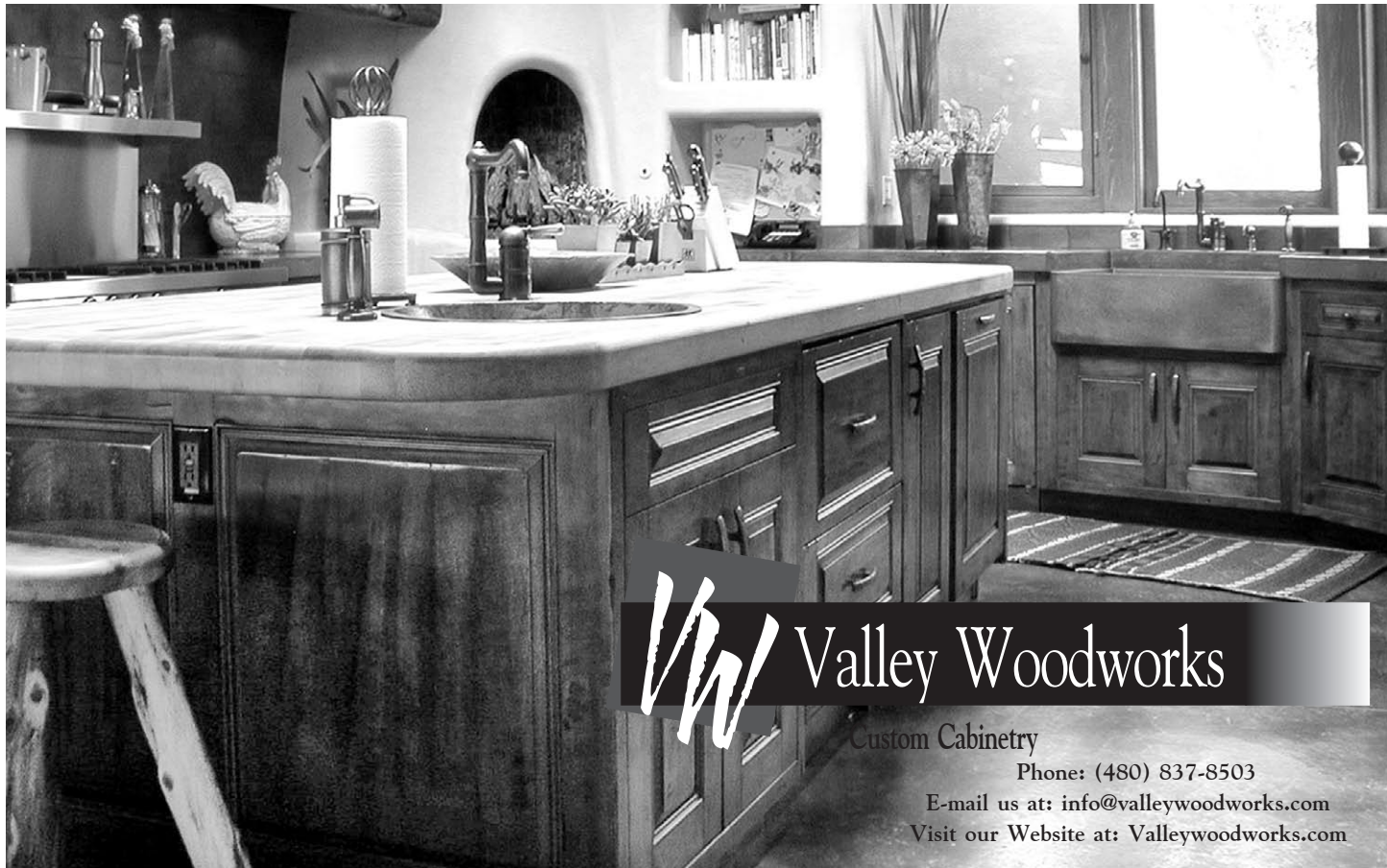
Saturday, September 17, 2005 Scottsdale Conference Resort

③ **Chapter Membership Meeting & Luncheon –**

Join us for lunch and "Lighting for Kitchens, Baths, Art and Display" seminar presented by James Benya, PE, FIES, IALD on Thursday, June 23 at the Wrigley Mansion Club. Jim is a professional lighting designer and consultant with more than 30 years experience in the lighting field. His award-winning work has been widely published in lighting design and architectural trade magazines. He is also co-author of *Lighting Design Basics*.

Where: The Wrigley Mansion Club  
 2501 E. Telawa Trail, Phoenix

When: Thursday, June 23, 11:30 a.m. to 2:30 p.m.



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# ASID Student Affairs Action

Twenty-seven ASID students from three schools (Mesa Community College, Scottsdale Community College and Northern Arizona University) submitted entries for the ASID Student Design Competition. Five local ASID interior designers; **Sheri Newton, ASID; Oren Bishop, ASID; Linda Kolesar, ASID; Susan Nicholson, ASID, IIDA; and Christine Piotrowski, ASID;** met at the Kravet showroom in Scottsdale to judge each entry. After eight hours of review, the judges awarded several prizes including, First Place Residential to **Carol Michael** from SCC, Second Place Residential to **Janet Kauffman** from SCC and Merit Award to **Haifaa Tannous**, also from SCC. The First Place Commercial award went to **Diane Wilson** from NAU. It was evident by all the entries that a tremendous amount of time and effort had gone into each student's work. Congratulations to all the winners and gigantic thanks to each judge for giving their valuable time to this event.

The following week I was honored to be the master of ceremonies at the 2005 ASID Career Day Event held at **SunWest Appliance Distributing** in Tempe. **Jill Becker** of SunWest hosted the facility for a very eventful day featuring round-table discussion groups, ASID Industry Partner sponsored tabletops, a talk on NCIDQ preparation by **Christine Piotrowski, ASID,** and the ASID Student Design Competition awards were presented by our Chapter President, **Greta Guelich, ASID.** Moving from table to table during discussion groups, **Libby Copeland, ASID; Sandra Evans, ASID; Debra May Himes, ASID; Shelly Kastner** and **Tony Sutton** fielded questions by each student regarding available options in the interior design field. Several students commented that it was a valuable learning experience gaining information not usually available in classes or semester-long internships. I extend a heartfelt thank you to **Susan Nicholson, ASID, IIDA,** who gave extra hours organizing details and arranging lunch on both days and to all that worked and participated in this event.

Dan Heldenbrand, Allied Member ASID  
Student Affairs Chairman



*L to R: Student Affairs Chair Dan Heldenbrand introduces the Career Day panelists: Libby Copeland, ASID; Sandra Evans, ASID; Debra May Himes, ASID; Kelly Kastner, and Tony Sutton.*



*Career Day roundtable discussions were enjoyed by all.*



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## national news

# The Big Three-0: ASID Celebrates 30 Years of Advancing the Interior Design Profession

To commemorate the 30th anniversary of ASID this year, each edition of *Desert Digest* will have a special section of ASID NewsFlash which will be dedicated to an important milestone in the Society's rich history.

### ASID NewsFlash

In 1961, members of the National Society of Interior Designers (one of two interior design organizations that merged in 1975 to create ASID) redesigned the Diplomatic Reception Room of the White House during the Kennedy administration. NSID also redesigned other rooms of the White House during the Eisenhower and Johnson administrations. The redesign was commended by First Lady Jacqueline Kennedy, who wrote in a formal thank-you letter, "[I]t is one of the loveliest rooms in the House. I am always delighted to have visitors see it, and it makes an elegant reception room. I am immensely grateful for your work and think the room will be a permanent symbol of American craftsmanship and good taste."

### ASID EVENTS AT NEOCON® MONDAY, JUNE 13 TO WEDNESDAY, JUNE 15

#### GET ANSWERS. GET IDEAS. GET INSPIRED.

ASID is pleased to be a part of NeoCon® World's Trade Fair 2005. We invite you to attend the best of our most recent interior design programs and to celebrate 30 years of service to the interior design profession.

#### SPECIAL EVENT!

ASID Association Forum FutureWork – How Business Will Reinvent Itself Presented by ASID, IFMA and *Contract* magazine Tuesday, June 14, 1:30 p.m. to 4:30 p.m.

#### CEUs

#### Better Lighting & Daylighting Solutions for the Office (Int)

Steve Orfield, president of Orfield Laboratories and Jay Brand, HFES, APA, organizational behavior specialist with Haworth, Inc. Monday, June 13, 11 a.m. to noon.

#### A Beginner's Guide to Green Interiors (Basic)

Penny Bonda, FASID, LEED AP, chair ASID Sustainability Council Monday, June 13, 11 a.m. to noon.

#### Building Codes for Interiors – A Primer (Beg)

Kimberly Marks, ASID, IIDA, The Marks Design Group, Inc. Tuesday, June 14, 9:30 a.m. to 10:30 a.m.

#### Health Care, Design and Research: How They Work Together (Int)

Caren S. Martin, Ph.D., CID, ASID, IIDA, director, *InformeDesign*®, University of Minnesota Wednesday, June 15, 11 a.m. to noon

#### COME. CONNECT. CONTRIBUTE

Stop by the ASID booth to catch the latest and greatest of ASID offerings.

#### ASID NEOCON NETWORKING RECEPTION

Monday, June 13 Presentation 10 a.m. to 11 a.m. Lunch 11 a.m. to 1 p.m.

Betty M. Collection, Showroom 1684, the Merchandise Mart

Presented by the ASID Illinois Chapter

#### 30TH ANNIVERSARY PARTY

Tuesday, June 14, 5:30 p.m. to 7 p.m. Generously hosted by Steelcase

#### THE ASID STUDENT DAY CAREER EXCHANGE

Wednesday, June 15, 11 a.m. to 1 p.m. Take advantage of this great networking opportunity. More than 25 top architecture and design firms and manufacturers will have representatives on hand to offer information on their companies, answer questions about careers in the industry and review portfolios. ASID professional members will also be on-site to critique resumes and portfolios. This is a wonderful opportunity to meet some of the top designers in your area, while enhancing career-building skills.

For information about how to register for any of these programs and events, please visit [www.merchadisemart.com](http://www.merchadisemart.com).





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by Sheena Geohagan,  
Student Representative to the Board



**The Art Institute of Phoenix**

The Art Institute of Phoenix started a new quarter on April 4th and Election Day was at the end of April. This year, the Art Institute of Phoenix has eight open positions on the ASID Board: president, vice president, secretary, treasurer, ASID liaison, IIDA liaison, communication/advertising chair, and fundraising chair.



*The Art Institute of Phoenix officers: Marissa L., president; Lori Farcus, secretary; Brittany Rose, IIDA liaison; Shadif Grijalva, ASID liaison; and Valeri Hunt, director.*

The Native People's Home of Youth ETC project (Evaluation Treatment Center) is progressing well.

The school is proud to announce its students are applying for the Best Campus award from the IIDA. Good Luck Art Institute of Phoenix!

Also, a special congrats to Lori Farcus, Art Institute of Phoenix ASID secretary, who received a Pride Award from the IIDA student chapter for "Great Leadership and Representation of the School." Congratulations Lori!

**Mesa Community College**

MCC has ended another great semester. ASID elections were held on March 25 and there is a new board: Melissa Trottier, president; Dawn Kemp, president-elect; Andrea Stimpson, SRB; Dorothy Jackson, historian; Inez Mora, publicity; Bobbie Champagne, secretary; and Hillary Fort, ASMCC representative.

**Northern Arizona University**

NAU had their first Annual Student Design Competition with professional designers who will judge the event. The tour for the Eco-Tourism in Sedona, Ariz. was on April 9. This is a LEED building with interior design done by Candace Czarny. Also, congratulations to all interior design graduates this year!



**Phoenix College**

Phoenix College had many events last semester, including a faux finishing workshop and a graduation reception which showcased graduating designers and their accomplishments. Congratulations graduates!

**Scottsdale Community College**

SCC had a busy spring semester as they prepared for FIDER accreditation. Students teamed with faculty, working many weekends, preparing displays and organizing students' work for the visit. During Spring Break, the FIDER team arrived and evaluated SCC's Interior Design program, meeting with faculty and students to determine whether the program met their criteria.

The visit was a success and SCC looks forward to receiving the results soon.

SCC's ASID Student Chapter also held their final meeting at the Arizona Design Center. Four showrooms welcomed students and gave tours of their product lines.



*A group from the Art Institute of Phoenix gathers on Career Day.*

\*Special Congratulations go out to all interior design graduates this year! Best of luck in your professional careers!!!



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*(New members continued on page 14)*

## Calendar of Events

<b>June 10</b>	<b>NCIDQ Application Deadline for the Oct. '05 Examination</b> (for first-time applicants only)
<b>June 13-15</b>	<b>Neoncon® World's Trade Fair</b> The Merchandise Mart, Chicago, IL <a href="http://www.merchandisemart.com">www.merchandisemart.com</a>
<b>June 18-19</b>	<b>Designer Green</b> A Green inspired creative workshop, Rocky Mountain College of Art + Design. <a href="http://www.designergreen.rmcd.edu">www.designergreen.rmcd.edu</a>
<b>June 23</b>	<b>Chapter Membership Meeting &amp; Luncheon</b> The Wrigley Mansion Club, 2501 E. Telawa Trail, Phoenix, Ariz. Speaker: Jim Benya, PE, FIES, IALD, on kitchen, bath and display lighting.
<b>July 20-23</b>	<b>Summer Market</b> San Francisco Mart Wholesale Home Furnishing Center, San Francisco, Calif. For more information, please visit <a href="http://www.sfmart.com">www.sfmart.com</a>
<b>July 29</b>	<b>Chapter Membership Meeting in Flagstaff</b> Details to follow
<b>August 19-21</b>	<b>STEP Workshop</b> Friday, August 19, 6 p.m. to 9 p.m. Saturday and Sunday, August 20th & 21st, 9 a.m. to 5 p.m. Mesa Community College Cost: \$250.00 ASID Members, \$325.00 non-members Contact Norma Escandon-Michaels, ASID at 602-257-2282 (w), or <a href="mailto:nminteriorsgroup@cox.net">nminteriorsgroup@cox.net</a>
<b>Sept. 17</b>	ASID Design Excellence Awards Night Scottsdale Conference Resort

## Classified

### PT Instructor Needed at Collins College

Collins College—Tempe, is pleased to announce their new Interior Design Bachelor's Degree Program. Classes held at the Tempe campus and west-side campus near Metro Center. PT instructors needed for interior design, drafting or CAD classes. Contact Katherine Thornhill, ASID, program chair, at 480-446-1119, or mail resume to her at Collins College, 1140 South Priest Dr., Tempe, AZ 85281

## Advertising Rates

### Deadline for August/September: Monday, June 6th

6x Rates	IP Members
Black & White	
Full page	\$350
1/2-page	\$195
1/3-page	\$150
1/4-page	\$125
Classified Ads	\$45

- Inside or back cover – add \$20 to ad price above.
- \$30 additional charge for 2nd color.
- Add \$50.00 charge for production changes.

If you would like to submit an advertisement for publication, please contact Echo Surina, Anderson & Company, 7655 E. Redfield, #5, Scottsdale, AZ 85260, (480) 905-2662 or e-mail at: [esurina@sourcesanddesign.com](mailto:esurina@sourcesanddesign.com). Deadline for ad materials is the 11th of the month prior to publication. *Desert Digest* is published six times a year.

## New members continued

Distinctive Carpets  
Joe Hutson  
14317 W. Domingo Ln.  
Sun City West, AZ 85375  
(623) 225-9460

Eminence LLC  
Joe Prestia  
3320 N. 35th Ave., Ste 5  
Phoenix, AZ 85017  
(602)269-3708

Exotic Home  
Jamie Michaels  
15507 N. Scottsdale Rd., Ste 110  
Scottsdale, AZ 85254  
(480) 443-8100

Faux Paws  
Mike Harwood, Donna Kincaid  
4801 E. Evans Dr.  
Scottsdale, AZ 85254-2823  
(602) 795-8362

Fiesta Furnishings  
Shelley Burris, Claudia Farrar  
15320 N. Hayden Rd.  
Scottsdale, AZ 85260-2513  
(480) 951-3239

Inex Creative Floors, Inc.  
Halil Hodzic  
1634 W. Earll Dr.  
Phoenix, AZ 85015  
(602)257-6483

Interior Design Resources, Inc.  
Alex Yost  
2452 W. Birchwood Ave.  
Mesa, AZ 85202  
(480) 964-0121

Johnston Consulting Group  
Glenn Mire  
3807 E. Evans Dr.  
Phoenix, AZ 85032  
(602) 999-9217

Khala Studio  
Siri Moody  
15 E. Jackson, #105  
Phoenix, AZ 85004  
(602) 252-0720

Kohler Co.  
Sharmin Smith  
2167 E. Powell Pl.  
Chandler, AZ 85249  
(503) 939-0882

Nationwide Floor & Window  
Yvette Martin  
4501 N. 22nd St., Ste. 110  
Phoenix, AZ 85016  
(602) 493-1223

Paoli, Inc.  
Brett Smith  
4318 Forest Pleasant Pl.  
Cave Creek, AZ 85331  
(480) 488-7420

Sit Well Upholstery  
Frank Lopez  
16611 N. Cave Creek Rd.  
Phoenix, AZ 85032  
(602) 404-7892

Toliver Interiors  
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