Election Results 2005-2006

“Think Outside the Box” Education Day April 21st

ASID Appellation Membership Designation

Tips To Keep Up-To-Date In The Profession
D
uring her term as Chapter president, Jeanne Crandall wrote, “Above all we want the consumer and public to recognize that the members of ASID are a definitive resource for interior design.” I do not believe there is one chapter member who would argue her point. We know ASID interior designers are “a definitive resource for interior design.” We live the profession day-in, day-out. However, the public does not have the benefit of our daily experience as ASID designers. Therefore, it is important that any contact they have with us be both positive and educational. As practicing professionals, we have several methods available to communicate with the public at large: Home tours, show houses and award competitions quickly come to mind, but there is another avenue open to every member. Yes, I’m talking about writing an article or giving an interview to one of the many publications that contact our chapter for interior design expertise. Publications present their readership with new and exciting design ideas and they want a creditable source. This offers us the opportunity to present professional designs and ideas to the public on a mass-media level. The next time Pauline e-mails PR opportunities, do not be bashful; accept the challenge. Then when the publication contacts you, respond! The membership has a responsibility to maintain ASID’s reputation as “a definitive resource for interior design.”

See you at the next meeting!

Greta Guelich, ASID
President

Election Results Are In!

Your new Board of Directors for 2005-2006 are as follows:

**President:** Sheri Newton, ASID
**President-elect:** Oren Bishop, ASID
**Professional Development Chair:** Katherine Thornhill, ASID
**Membership Development:** Paul Buys, Allied Member, ASID
**Communications Director:** Susan Kay Schultz, Allied Member, ASID
**At Large Director:** Sandra Kush, Allied Member, ASID
**Financial Director:** Michael Clare, Industry Partner

Congratulations to all our new in-coming board members!
February Membership Meeting
“The ABC’s of Making Money”

More than 110 members enjoyed the advice and stories of Charles Gandy, FASID, at the Feb. 17th member meeting held at the Orange Tree Golf Resort in Scottsdale. Gandy’s presentation was spiced with many stories from his business experiences as a residential interior designer in Georgia. Although his entire presentation was informative and entertaining, the audience seemed to particularly enjoy the story of how he got into the design profession. If you weren’t there you also missed the wonderful “red canoe” story.

Before Gandy’s presentation, members enjoyed looking at products and tabletop displays from 19 Industry Partners who we thank for showing their products at our meeting once again. Thanks to our meeting sponsors: Alexander Sinclair, Clare Frame & Art, Christine Piotrowski & Associates and Design Business Resources.

Applauding Success—Winter Tour of Homes

Our first-ever Winter Tour of Homes, held on February 26th, was a hand-clapping success. Committee chair Sandra Kieffer and her hard-working committee members, Linda Gleason and Denise Teichert put together a wonderful tour the chapter was proud to offer to the public. They all deserve several rounds of applause. Our Chapter’s event committees work hard to produce such wonderful events and as members, we can become accustomed to such successes. Since this was our first Winter Tour of Homes, there were challenges; however, the committee rose to those challenges. Sandra Kieffer, new to the Chapter, stepped up to the reins as committee chair.

The public was treated to four unique homes designed by Angelica Henry, ASID, of Janet Brooks Design; Janet Friedman, ASID, and Traci Shields, ASID, of Friedman & Shields; Donna Jantz, ASID, of Jantz Design; and Oren Bishop, ASID, and Mary Bishop, ASID. The ticket hosts were Sheri Newton, ASID; Christine Piotrowski, ASID; Robyn Randall, ASID; Susan Nicholson, ASID; Linda Gleason; Vickie Richie; and Susan Kay Schultz. In addition, Anita Lang Mueller provided three of her employees, Sarah Lelange, Peggy Ridgley and Jennifer Carlson, to serve as ticket hosts as well. Thank you to everyone for your all-day commitment to this spectacular event! And speaking of tickets, a special thank you goes to Sandra Kieffer for designing such a unique ticket for our event! We appreciate the house hosts who participated during the day of the tour as their watchful eyes calmed the nerves of our homeowners!

(Recap events continued on page 11)
THINK

OUTSIDE

THE

BOX.

EDUCATION DAY

ARIZONA NORTH CHAPTER

THURSDAY, APRIL 21, 2005 • 8:00 A.M. - 6:00 P.M.
The Westin Kierland Resort & Spa
6902 E. Greenway Parkway • Scottsdale, Arizona

Keynote Speaker: Michael Payne of HGTV’s Designing for the Sexes will present “Interior Design Trends”

Carl Clark, FASID: “Aesthetics of Aging”
Mary Fisher Knott, Allied Member ASID: “Ergonomic Kitchen Design”
Steve Reagan: “Image is Everything”

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ASID Arizona North Committee Chairs 2004-2005

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Phone: 480-945-1490
Email: detailshm@cox.net

Tour de Noel Auction Chair:
Mary Jane Hillmer, ASID
Phone: 480-990-8532
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Phone: 602-678-0860
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Co-Chair: Wanda Frederick
Phone: 480-657-3960
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Student Affairs:
Chair: Dan Heldenbrand
Phone: 602-616-0569
Email: dhinteriorsanddesign@att.net

Professional Liaisons:
Art Institute: Stephanie Turner
Phone: 602-957-4200
Email: stephanie.turner@bestwestern.com

Mesa CC: Lori Ann Mecham
Phone: 480-343-3024
Email: iamaconinteriors.net

Phoenix College: Christine Cox
Phone: 602-955-9400

Scottsdale CC: Marilizabeth Polizzi
Phone: 602-791-9028
Email: artisticdsign@aol.com

Education Day:
Chair: Gretchen Palmer
Phone: 480-515-0111
Email: palmergl@earthlink.net

Ethics:
Chair: Sue Urban, ASID
Phone: 602-957-4440
Email: surban@studio4interiors.com

Home Tour:
Chair: Sandra Kieffer
Phone: 480-556-1988
Email: skieffer1@hotmail.com

Industry Partners:
Roland Arnold
Phone: 480-991-3066
Fax: 480-991-4021
Email: rarnold@arizonatile.com

Membership:
Chair: Sylvia Lorts
Phone: 480-423-8000
Email: sjlorts2@earthlink.net

Newsletter:
Editor: Allyson Calvert, ASID
Phone: 602-537-8561
Email: allyson.j.calvert@aexp.com

Scholarship:
Chair: Larry Lake, ASID
Fax: 480-595-3577

Sponsorship:
Chair: Christine Piotrowski, ASID
Phone: 602-953-5671
Email: cmpiotrowski@qwest.net

Welcome Committee:
Dan Heldenbrand
Phone: 602-616-0569
Paula R. Traverso
Phone: 602-808-9493

Receptions:
Ester Leal-Isla
Phone: 480-473-2115
Wanda Frederick
Phone: 480-657-3960

Telephone Committee:
Sandra Kieffer
Phone: 480-556-1988
Michael Clare
Phone: 480-970-8400
Jim Patterson
Phone: 623-594-5980

Directory Update Committee:
Jami Henderson
Phone: 602-573-0578
Don Nottingham
Phone: 480-967-2100

Christmas Party Committee:
Hostess: Linda Singer Heinz, ASID
Chair: Shirley Kern Brown, ASID
Sheena Geohagan, SRB

Visit Our Web Site To Learn More About:
Upcoming Events
Student Scholarship Info
Sponsorship Opportunities
asadaznorth.org
In this update, I’d like to take the opportunity to address two obstacles that seem to come up more and more often by fellow IP members.

**EXPOSURE.** Becoming an IP member and having your firm’s name in the ASID AZ North Chapter Directory does not guarantee exposure. But what does? Involvement!

If you want exposure, get involved in Chapter activities and volunteer for a committee. Start small; don’t bite off more than you can handle. I know how busy we all are, but no one ever said being a volunteer had to be painful. Volunteering should be fun and mutually beneficial. Try to meet design professionals through attendance at meetings and events. Find out if they’re on a committee and volunteer for the same one to help out, which in return, will help you expose your company.

According to a recent Chapter survey, the working design professional is not only looking for new products and materials to use, but just as importantly, is looking for practical and useful information on how to use and properly specify them. Design professionals may be familiar with your products, but may not know your company’s service and support capabilities or what additional products are available. The IPs that blend these items and expose that information could become invaluable to your target clientele. Try partnering with another IP whose business or service complements yours for an informational seminar or boxed lunch presentation; the most information given in the least amount of time works for everyone.

Use the Chapter’s tools such as mailing labels, Web site, newsletters etc. to help you target your market for facility tours and demonstrations or anything that can get useful information directly to professionals who need it. Don’t forget that students of local design schools are tomorrow’s customers!

**SPONSORSHIPS.** The sponsorship committee has re-issued a letter referring to available functions and events for sponsorships, and it does help with budgets. Pick a topic or function that coincides with your business plan; with all the signage and mentions it receives, it does help associate your company’s name with that particular event or speaker’s topic. The response has been great and remember this letter has gone to professional and allied members as well. IP members are not the only people that are asked to sponsor events. Sponsorships help attract quality speakers which draw larger crowds. Some recent meetings are a prime example.

Finally, we need to hear from you! Any thoughts or questions? Please contact me. Especially smaller companies, we want to make sure your needs are being addressed.

*P.S. Designers- remember to please stop by the tabletops to say hi, and take/leave a card. We want both our IP’s and designers to have value for their efforts and remember—the IP’s contribution enhances the meetings!*
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Education Day ‘05 Think Outside The Box

The ASID Arizona North Chapter’s third annual Education Day will be a full-day event on April 21 featuring educational seminars and I.P. Tabletops. Topics, ranging from working with a photographer to the aesthetics of aging, have been chosen to appeal to a wide range of experience levels and to all aspects of the design industry. Special guest Michael Payne, ASID of HGTV’s “Designing for the Sexes” will be the luncheon keynote speaker who will also give a two-hour seminar on current design trends. The event will be held in the ballroom of the Westin Kierland in Scottsdale. A gourmet lunch is included with all-day and afternoon tickets. CEU credits are available for an additional fee and reservations are required. Watch for your registration brochure in the mail. Please contact the ASID office at 602-569-8916 for more information.

Book Reports

By Christine Piotrowski, ASID

These recently published books are available at local bookstores and online at amazon.com, bn.com (Barnes & Noble) and other book source sites.


If you design medical or dental facilities—or would like to—this text is definitely something you should have on your bookshelf despite its high price. It is an outstanding reference written by an interior designer who has specialized in this field for many years. Filled with numerous photos, drawings, floorplans and a color insert, this work covers design of many specialty medical office suites and provides valuable information on psychological impacts of health care design and environmental planning topics such as codes and lighting. I like this book!


This book provides a concise treatment on lighting design for any type of interior. This highly visual book is filled with drawings and photos, including a color insert to help explain lighting design concepts. Design discussions on 20 different spaces illustrate important concepts in residential and commercial spaces’ lighting design.

James Benya will be our speaker for the June 23, 2005 member meeting. Happy reading!

OOPS!

We inadvertently neglected to acknowledge Don Nottingham of Design One International, Inc. for his contributions to Tour de Noel. Don supplied the accessories and florals for one of the homes on the tour. Don, thank you for supporting Tour de Noel!

People on the Move

Marianne Green Seeger, ASID; Sheri Newton, ASID; and Greta Guelich, ASID were interviewed and featured in the February 2005 issue of Arizona Woman Magazine. Make sure to check out the great article and congratulations!

Naomi Anderson, publisher of Sources+Design, Industry Partner member, has been posted as an instructor for the ASID, CEU course “Getting Ink: Being Your Own PR Person.” For more information on this course, please email the ASID Education Department at education@asid.org.

Design For Hire

SPRING DESIGN FOR HIRE is a new opportunity for the ASID North Chapter to raise funds and introduce interior designers to new clients. Throughout April, ASID will offer a two-hour design consultation with an ASID designer for $75 per hour, which will be paid directly to our chapter. If you work with a client for longer than the two-hour period, your fees apply and you’d be paid directly.

…Three Birds With One Stone

• Raise funds for our chapter
• Provide the client with a top-notch consultation from an excellent ASID designer
• Establish a relationship with a potential new client

Please contact Susan Nicholson, ASID at 480-429-9337 (p) or 480-424-3683 (f) to donate two or four hours of your time during the month of April for SPRING DESIGN FOR HIRE. This is an opportunity to contribute to your ASID chapter and enhance your business.
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The ASID Appellation and Membership Designations

Under ASID bylaws, professional membership in ASID recognizes an interior designer as having completed a course of accredited education in interior design and passed the NCIDQ examination. These members have achieved the highest levels of accomplishment and knowledge in their field. The public, consumers, other designers and affiliated professionals acknowledge the “ASID” appellation after an interior designer’s name as the hallmark of professionalism.

A professional member of ASID is the only member entitled to use the appellation without stating his or her qualifying membership classification, e.g., John/Jane Doe, ASID (FASID if a Fellow of the Society).

ASID members in other membership categories are permitted to use the following designations:

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

The membership designations must be spelled out completely. (Note: “of the American Society of Interior Designers” may be substituted for “ASID”). No other modification or deviation is permitted.

The appellation for professional members and the designation for other members may be used only in conjunction with the member’s name. Members may not utilize any form of the name of the Society or the ASID appellation in conjunction with a firm name, even where the member’s name is encompassed in the name of the firm. A member may in no way imply, through advertising or other means, that employees of his or her staff or firm are members of ASID unless that is in fact the case. Members may be identified only by the appellation or designation consistent with their status in ASID.

In addition, a member may not use the official ASID logo in any manner. Industry Partners may use the Industry Partner logo.

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January Chapter Meeting Recap

More than 80 people attended the January 27 Chapter meeting at the Doubletree. Featured speaker Ted Drab, ASID, an associate professor of interior design at Oklahoma State University, focused on the words we use and misuse as we communicate in writing and speech. His research on the public’s perception of interior design through articles about interior design and the built environment was entertaining and enlightening. The meeting was sponsored in part by Arizona Tile—thank you!

Attendees ask Ted Drab (right) questions after his presentation.

Ted Drab discusses his research results and engages the audience.
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www.arizonatile.com
“Build Your House Upon the Rock… of Continuing Professional Development”

by: Christine M. Piotrowski, ASID

One of the qualities that makes a successful professional is a strong foundation in what’s current. Waves of changes bombard us and the tide is never-ending; products, trends, business practices, legal issues and code requirements are just a few of the things we must adapt to to stay strong and competitive. Professional development should be in everyone’s annual business and personal plan. Here are three tips to keep up-to-date in the profession.

1. **Read design trade magazines and publications related to your specialty.**

   Product ads raise awareness and articles provide valuable information. Invite our chapter’s Industry Partners to visit you and utilize their wealth of experience and knowledge. (IP members can also help you write specifications when detailed product information is required for your project documents.)

2. **Attend major trade shows.**

   Neocon West in Los Angeles and the ASID Interiors ‘05 conference in San Diego, both held in March 2005, are examples of the education you should pursue. Look into Neocon World Trade Show in Chicago June 2005 or other regional and national trade shows and conferences offered around the country. You will become familiar with new products and have your pick of seminars on a wide range of topics that are tailored to beginners, the “old salts” and everyone in between!

3. **Enjoy Education Day on April 21!**

   Learn from experts in design trends, business and specialties and let our IPs show you their new products.

   Although seminars are worthwhile simply because they’re personally and professionally enriching, they should be taken to earn continuing education unit (CEU) credits as well. CEU seminars have been reviewed and approved for credit and are offered at conferences. Not all seminars have been approved in this way. ASID does not require CEU classes—yet. Registering your participation is a tangible record of your attendance and some clients may ask you to prove your professional updating; CEU registration (handled by NCIDQ) gives you this evidence.

   Education is important for all interior designers at all levels and yes, all ages. Whether you update by taking seminars and registering the CEU credits, attend trade shows and conferences, read trade magazines or have good informative visits with industry representatives, continual professional development helps you evolve into a more well-rounded interior design professional, which makes you a more valuable asset to your clients!

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**Desert Digest**
Scottsdale Community College

Design students at Scottsdale Community College have certainly been busy! Through the summer and into last fall, SCC ASID student interior designers renovated 19 apartments for elderly victims of domestic violence as part of the DOVES project, which is sponsored by the Area Agency on Aging and Vice Mayor Peggy Bilsten of Phoenix. The apartments were completely renovated, and the students were able to see the entire remodel process. Our students designed interiors, none of which had a budget! They solicited donations from Industry Partners and from the community, such as Home Depot, Copenhagen as well as private donations from citizens. Students painted walls and furniture, made window treatments, reupholstered, and installed the apartments. The residents were thrilled! Thank you to all student designers, faculty and donors.

Marker and 3-D CAD workshops were held on Saturdays last fall for our student members. We also held a design contest to refresh our building's lobby. Congratulations to Carol Michael and Jane Bertram, whose space plan and design were selected. In February our chapter sponsored a volunteer workshop to reupholster the lobby furniture at a local custom furniture workroom.

Last fall was busier than a year ago with a visit from FIDER in March for national accreditation. Preparations are under way with our ASID student chapter helping with banners and cabinet displays of student work. We’ve also scheduled volunteer workshops to get our students involved with these preparations.

Our ASID student group has planned two chapter meetings, several workshops and is beginning to look at end-of-the-year activities. Our first chapter meeting was a great success because we introduced our new Student Board of Directors, discussed upcoming events, and had guest speakers. Three full-time faculty instructors spoke about advisement and FIDER. Designer Lynne Beyer of Lynne Beyer Designs spoke about “Accessorizing a Client's Home Using the Valley’s Resources.”

Written by Sabrina Susini, SCC ASID President-Elect

The Art Institute of Phoenix

The Art Institute of Phoenix started the semester with a Career Day on Tuesday, Feb. 15 from 11 a.m. to 12 p.m. in the Gallery Cafe. Chris Natale spoke about furniture design, furniture marketing, and his own furniture business. He has an extensive portfolio. Natale’s diverse background is evident in his furniture; they are truly works of art. Our competition on Wednesday, March 9th was for the design of a girls group home.

Northern Arizona University

There were events almost every week in February at NAU and more on the horizon now! The Navajo Reservation’s school renovation project began Feb. 2. A tour of the Riordan Mansion was on Feb. 10 and model-building workshop on Feb. 26.

Phoenix College

The chapter opened the semester with a membership drive in the afternoon at the Arizona Biltmore on Sunday, Feb. 6. The event kicked off with lunch at the Biltmore Grill and concluded with a guided tour of this famous Phoenix resort and spa. The student chapter at Phoenix College will contribute design charity work for the Ronald McDonald House, and we hope to have a lot of community involvement and provide enjoyable, educational events for design students.

Mesa Community College

MCC is ready for a great semester ahead! Donations were made to the Sojourner Center during Winter Break, and activities are planned for the upcoming months. A model-making workshop and workshops on Adobe Photoshop, Illustrator, PDF Maker, and InDesign will be interesting. Student Career Day is Friday, April 8 and the professional ASID Student Scholarship fundraiser, the Sample Sale, was on Saturday, March 12. Thank you to all of our volunteers!

Student Buzz Congrats

Congrats to Karen Mandarino for “Fastest Turn-Around in History!” Assignment: Distribution of 2500 postcards for the Designer Sample Sale. Received Feb. 8th a.m. and distributed Feb. 8th p.m.!
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<td>Valerie L. Bartolozzi</td>
<td>4734 E. Angela Drive, Phoenix, AZ 85032</td>
<td>(602) 373-3628</td>
</tr>
<tr>
<td>Sandra Kieffer</td>
<td>1099 S. Justine Court, Gilbert, AZ 85296</td>
<td>(480) 556-1988</td>
</tr>
<tr>
<td>LeaAnn Walker</td>
<td>1239 W. Edgewater Drive, Gilbert, AZ 85233</td>
<td>(480) 497-6998</td>
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### Industry Partners

<table>
<thead>
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<th>Phone</th>
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<tbody>
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### Calendar of Events

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<th>Details</th>
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<tr>
<td>April 1-2</td>
<td>NCIDQ Exam</td>
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<tr>
<td>April 8</td>
<td>Student Career Day</td>
<td>10 a.m. to 3:30 p.m. SunWest Distributing, 8370 S. Kyrene Dr., Tempe</td>
</tr>
<tr>
<td>April 21</td>
<td>Education Day ’05</td>
<td>8 a.m.-6 p.m. Westin Kierland Resort &amp; Spa, Scottsdale, AZ 602-569-8916</td>
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<tr>
<td>April 20-22</td>
<td>EnvirondesignR 9</td>
<td>Marriott Marquis, New York, NY For more conference information visit <a href="http://www.environdesign.com">www.environdesign.com</a></td>
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**New Members**

**Welcome!**

**Prime Downtown Office Space For Lease**

*Thrive* is what your business and staff will do in this inspiring historic downtown office for lease. A prime location downtown Phoenix in the Roosevelt District. Award-winning architects’ offices: 6803 square feet, exposed red brick construction, open ceilings, creative build-out, modern conveniences. Lots of parking. Key access to creative urban activity. Will go fast. LD Schneider & Associates 602.264.2266 or kdschneideraz@msn.com.

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