



desertDESIGN

THE ASID ARIZONA NORTH CHAPTER

Winter 2009/10

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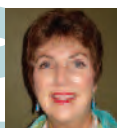
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**BRENDA STRUNK, ASID
ASID ARIZONA NORTH
CHAPTER PRESIDENT 2010**

It's a new year and a new decade and I completed my first quarter as your Chapter President. No one needs a reminder of just how rapidly the economic growth we all enjoyed in the past decade slowed to a crawl in 2009. It has been described as the worst economic slowdown in 75 years, and this past year challenged all of us just to survive. Still, our design community has proven to be very resilient. Many firms took actions of 'positioning for the future' by downsizing operations leading to unemployment or underemployment and customers downsized or delayed starting projects. Just how soon a favorable future presents itself remains elusive, but we can be sure it will come in time and with effort. Despite all of the uncertainty, new products are being introduced, some hiring is taking place, and small projects are moving forward. Members remain passionate about design, and although the numbers are lower than we want, new members join our community every week and many more express the aspiration to join in the future. All of the members of the Board continue to focus on 3 areas that we feel are critical for our success in the new decade:

Increase Professional Success Build Relationships Increase the Visibility of the Interior Design Profession

So, how are we doing? We really kicked you know what and accomplished a lot of our goals and strategies in our work plan in just our first quarter:

- Phoenix Home & Garden and Phoenix Magazine, the most prestigious media outlets for the design industry in our market are now our media partners for our Design Competition Awards and so much more.
- PR consultant Naomi Anderson is also a member of our team telling our story over and over again in various ways for maximum media results.
- Opening up our greatly attended (250-300 attendees at each) membership meetings to the design community convinced many to join our vibrant chapter. New students have also joined from our membership/pizza drive at all of the local schools.
- Our search for new customers found us installing a 50sf ASID exhibit at the 12-week-old Home & Design Idea Center. Marketing materials focus on how to find (chapter website) and hire a professional designer.
- Emergency CEU's were coordinated with Sherwin-Williams and ProSource for assistance with end of year CEU compliance.
- New Creative Brief was launched to keep us up to date with all of the latest and greatest information once a month.
- One-year event calendar published as an insert to our Desert Design Magazine to keep our schedules synchronized.
- Thirty volunteers assisted Habitat for Humanity on their net zero 5-day Platinum build during the Greenbuild conference week.
- IIDA agreed to a partnership on the UNVEILED trade show in September.
- And we did our first VIP (Volunteer Incentive Program) drawing at our first Happy Hour in December.

The next quarter (January – March 2010) is just as busy as we continue working our plan that will result in tremendous benefits to members in the years ahead. Our goals include:

- Student Charette Competition and Student Career Day
- All day, all ASID build day, with Habitat for Humanity 2/13/10
- Winter Desert Design Magazine
- Design for Hire public event
- Call for entries for Awards Competition
- Fundraiser
- 2010 Membership Directory
- ASID/Phoenix Home & Garden/Phoenix Magazine Exhibit, Arizona Style Showplace February 12 –14, 2010 at Scottsdale Quarter.

We remain dedicated to serving you, our members. Please remain dedicated to your organization by renewing your membership dues. A proportion of your dues is the largest source of revenue for our chapter and allows us to deliver all of the programs that benefit so many. Thank you for your support and your involvement in advancing our profession. I look forward to representing you in the coming year and will do everything I can to make sure that the best days in Interior Design remain ahead of us.

Here is to the new year and a new decade of bringing beauty and function to our world - Where Design Comes to Life!

**Brenda Strunk, ASID
ASID Arizona North Chapter President 2010**

desert DESIGN

Winter 2009/10

on the cover

Story on page 10

Jack Knife, by Ed Mell.
Commissioned by Scottsdale Public Art.
Photo by Scottsdale Public Art.



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COLLEEN HELDENBRAND,
ALLIED MEMBER ASID, CTC

**AZ NORTH CHAPTER
COMMUNICATIONS
DIRECTOR**

Focal Points from Colleen

Dear Readers,

Happy New Year! I am very excited about the New Year, new business opportunities and positive new outcomes. Most importantly, I am excited to be your new ASID Communications Director.

I have big shoes to fill and hope that I will do a good job and make **Kathy Harris, ASID** proud. A very special thanks to Kathy for all of her time and effort on the Fall issue of the DDM. Even when her term technically had ended, she stayed on and continued to help facilitate the magazine. Kathy, you were a godsend! Thanks so much. I really couldn't have done it without you.

The board and myself are excited with all that has been accomplished this last quarter and the new and exciting items that are to come. Some new changes on the Communications front is beginning with opening the Desert Digest Magazine up to the membership for your contributions. We want your feedback, articles, etc. The magazine is for you and about you so it should reflect our membership! It is all about being inclusive and not exclusive. I am very excited to see new faces and writers for the magazine. With that being said, you will not only see in the magazine (See page where Board of Directors are listed) the topic and submission deadlines listed, but we will be sending out to everyone an email reminder for your content quarterly. So, please make sure that your email addresses are updated, or up to date with Pauline, our Chapter Administrator.

Lastly, I am very pleased and excited with the birth of our Nationally ASID branded "Creative Brief". We, as the Board of Directors, listened to you and we heard that you are inundated with emails from many different companies and in some cases several from one source. We have streamlined that for you and produced the "Creative Brief." This is an electronic newsletter that is sent to everyone mid month and shares all of the past months information with you to include upcoming events and pertinent information. If you are not receiving it, please contact Pauline and make sure that we have your current and updated email information. We have received many positive comments regarding it, so I really want to make sure that no one is left out!

Again, Happy New Years! And my wish to you, the membership, is a prosperous, safe and peaceful New Year!

I can be reached for anything pertaining to the *Desert Design Magazine* (DDM), Creative Brief, the Website, the Directory or Promotions at flexdesign@cox.net or (602) 463-2052.

Colleen Heldenbrand, Allied Member ASID, CTC
AZ North Chapter Communications Director



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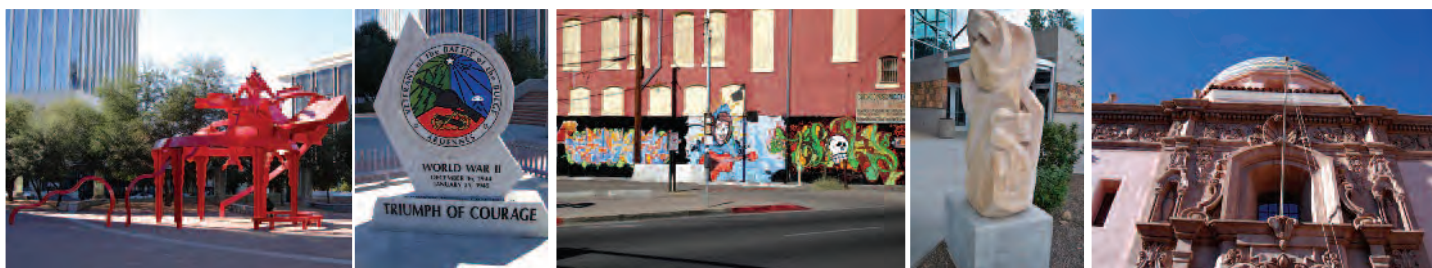
Why Public Art?

by **Cindy Lewton, ASID**

Public spaces encompass so many venues—parks, freeways, convention centers, libraries, airports, public walkways, etc. These are spaces that are in some way government funded. Then there are public spaces that are not government funded, such as hotels and shopping centers.

Designers support the art world and often help clients select artwork that represent the client or their tastes. In public spaces, the client becomes not only the particular design project, but also the population that will access and view it. What does the art communicate to the public?

Art in public spaces represents the community—it tells the world who that community is. It also can create destinations and a sense of “place.” Successful public art enhances enjoyment, supports functionality, and can create thoughtful discourse. Brad J. Goldberg, an artist who sculpts and creates art for public spaces, states that he strives to “create work that abounds in hope, creates a sense of continuity, belongs in time and to a place, and responds to people's innate need for beauty, soul, and community.”



Public art is not just for aesthetics—it serves a purpose. It is a form of communication. Functional public art includes columns, lighting, walkways, bus stops, and so much more. Have you ever really looked at the bus stops in the greater Phoenix area? Some provide seating and shade in a sculptural or artful manner. Then there are others that are just a bench, no shade, sometimes no sidewalk—what does that tell the end user? And what does that say about the community that provided that? Speaking of public transportation, the new light rail system incorporates abundant art into each of its stations. Each station has different art by different artists and is thoughtful and welcoming.

Public art for a community is much like branding for a private company. It tells the world who the community is, and even reinforces that sense of community by telling the community members the expectations of the group. When there is public outcry about community art, the public is saying that this does not represent them.

The key to making public art a successful experience is identical to the designer/client relationship in residential design. The designer determines the client's needs and wants both functionally and aesthetically, involving the client/community in the planning process of where the artwork should go, educating the client/community about art, listening to what the community (residents and employees) want and don't want, and encouraging participation in the process of selecting and siting the artwork.

As you look at public art, determine what it is communicating. Your practiced eye will enable you to guide your clients through this creative process and inform and educate them to understand what the art is conveying.

Sources:

Brad J. Goldberg, Dallas, TX www.bradjgoldberg.com



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HunterDouglas

Designing for Art in Public Spaces

Simple Principles for a Successful Project

by **Harold Hoeg, Industry Partner of ASID**
(Principal, Horizon Art, LLC – Scottsdale, AZ)

The notion of public art conjures up images of art or architectural elements we see as public art installations in the towns or cities in which we live, such as The Doors at the corner of Scottsdale Rd. and Camelback or the many other examples in our valley communities. Public art can serve many purposes – it can heighten our awareness, promote local art and artisans, transform a landscape, express community values or help define a community's identity. It also has the power to energize our public spaces, arouse our thinking, and transform the places where we live, work, and play into more welcoming and beautiful environments that invite interaction.

Now, the purpose of this article is to have a conversation about “art in public spaces” in the context of interior design. So, let's define “public art” here as any art that is in the public domain or art that lives anywhere the public will visit or congregate. This includes government buildings, hospitals, hotels, commercial spaces; essentially anywhere that is not a private space. Because of the added complexities in a project involving public spaces, we can draw upon some of the principles that guide civic art programs as we develop the art concept for our projects involving public spaces. So, as you proceed through the process, ask yourself if what you are proposing will heighten awareness, promote an image, transform, project a certain image or energize a space.

Even though the broad objectives of a civic art program and your project might be very similar, the designer's task is perhaps made more complex by having to incorporate art that: a) enhances the character, image and identity of the space you are designing (or of that of the owner of the space) and b) appeals to the public users of that space. This is really very similar to a residential design project where you have a couple whose individual tastes in art and décor may differ. However, in that situation, you get to know both individuals, their likes and dislikes and you are able to collaborate (hopefully) with both partners, reconcile any differences and present a solution that works for both parties. You probably won't be afforded that luxury in your project that involves public spaces. In other words, you will probably only get to know your client but not so much the “end users” of the space. If the opportunity allows you to collaborate with the end users, by all means embrace the opportunity to know about their preferences as much as possible and try to incorporate that feedback in your work. It's important to do this with your client's knowledge and support as inviting too much non-qualified input can derail your project.



In our experience of working with designers on art for public spaces, here are some key guiding principles that will help your project be successful:

1. Get to know your client, their objectives and preferences and really listen to what they want.
2. Be very clear about the scope of the design engagement (and art concept development).
3. Agree on the budget right up front.
4. Use an art resource that has experience in similar projects and multiple resources available to help you.
5. Identify and know your client's key decision maker and seek approvals through that individual (not by committee).
6. Support your local art community by including original works by local artists.

More about each of these principles...

#1 is the most critical point. This will determine your whole approach to the project and the art direction itself. I am not going to tell you that you must use contemporary art in certain types of public spaces or that you should be more conservative and use landscape photography in a medical office. That determination will be project-specific and should be dictated by your client's preferences. In most situations, you will not know much about the end users of the space other than generic characteristics (e.g. patients in a doctor's office, hotel guests, clients of a law firm). The firm or institution hiring you will probably have very well defined parameters or a good idea of what they want

the art to project, whether it be their image or a certain aesthetic, corporate colors or all of the above. Smaller or perhaps less sophisticated organizations will need your help defining the art direction for the project –and they will certainly need your help to select art that is appropriate to the project or setting. Getting to know more about their client or the public who will visit their space will help you develop these things – just be sure you consider this effort as part of the scope of the engagement and that you budget and charge for it accordingly (points #2 and #3). And, don't be afraid to challenge your client – ask yourself and ask them: can one really create impact, project an image or originality with generic artwork?

Success on point #1 will drive the scope definition (point #2) with budget (point #3) as your constraint. If scope and budget (including your fees) are clearly defined and documented in an agreement with your client, expectations and deliverables will be clearly defined. If necessary, it will be easier for you to justify any fee increases if “scope creep” develops.

And a further thought on point #3 as budgets are on everyone's minds these days - as difficult as it might be to convince your client to spend money on original artwork, we've often found that we can deliver an affordable all around solution by mixing in lower cost (but nicely framed) print art or photography in secondary areas with unique original art pieces in prominent areas that will be most impactful, such as lobby, reception, waiting or dining areas. Keep in mind that original artwork will not always “break the bank” (a common misconception in our experience). This is where working with a reputable and experienced art resource can help (point #4). They have relationships with artists, access to art publishers, custom framing capabilities and other services available and at your disposal. They should be accustomed to delivering the kind of art you need for your project within reasonable budget parameters.

Point #5 speaks for itself. We've learned from experience that decision by committee is not productive and certainly not cost-efficient. Make it a point to identify the key decision maker and formalize the approval process early on in your client relationship.

And finally (in reference to point #6), as collective members of an art and design community, shouldn't we all strive to support our local artists and resources for the long term benefit of our community? I believe the vast majority of the public are interested in seeing and supporting local or regional art, especially as our region



is blessed with so many talented artists. This should be an easy sell to your client.

Whenever I read articles such as this, I always like to see the points raised in the article related in some way to a practical, real-world example. So, in closing, I thought I would leave you with an example from one of our recent projects (a senior living community in Phoenix). Our client (the design firm) and their client (the developer/operator) had very well defined design and art concepts for the project, so we were blessed with having a sophisticated client. They told us they wanted the art (especially in common areas) to be upscale, unique, colorful and representative of Arizona and Arizona artists, but in a non-traditional way. As clarification of this final point, we were

told to think about art one might see in a typical old folks' home – and then give them exactly the opposite!

We had several discussions with our client about budget, scope and design direction. We had two designers on their team with whom we collaborated, from whom we took direction and who were responsible for final decisions on all matters on the project. And, because the client wanted a mix of original and commissioned art, framed prints and other wall décor the budget discussion was relatively straightforward. We delivered a comprehensive proposal and a mix of art that was within budget and, after a few iterations in reviewing specific art choices with the client, we were well on our way. In the end, the art in the project projected an upscale image, was viewed as fresh and edgy (but not too edgy!) while delivering key elements of color into the décor. And, several pieces by Arizona artists were commissioned for key areas in the community's common areas.

The client was very pleased because we simply listened to them and gave them what they sought. Sure, we brought our opinions and recommendations to the table, but we were always mindful of their somewhat amusing anecdote about typical art seen in an old folks' home.

The age-old rule of simply listening to what your client really does hold true once again. And, when combined with your design talents and the principles for success outlined in this article, hopefully this will bring you success and a sense of fun and achievement in your next project that calls for art in a public space.

Credits:

Scottsdale Public Art Program

Newport News Public Art Foundation

Art in Public Spaces



**By Roland Arnold, Industry Partner of ASID
Arizona Tile**

There are so many directions to take when addressing the subject of art in public spaces that frankly, I hadn't anticipate: Public funding, controversy surrounding certain projects, and the use of non local artists, to name just a few. So, for this article at least, I decided to focus on the positive aspects of public art displays. I think that ultimately, public art is a very positive reflection of our area's identity and personality. So I put myself in the shoes of someone arriving in the Valley for the first time and highlighted specific locations that they may want to visit.

The first thought that came to me was Sky Harbor Airport. My colleague, April Marsh, pointed this out as an example of how public art can help to identify an area's character, and she's right. Step off the plane and there is no doubt that you are in the middle of the Desert Southwest. All identified by distinctive art displays, even the roads leading in and out of the airport are artistic. In fact, The Phoenix Airport Museum is one of the largest airport museums in the nation and is located right in the Sky Harbor Airport. It has a collection of more than 500 works of art and gallery spaces for exhibitions.

The museum serves the public at Phoenix Sky Harbor International Airport and at its two auxiliary airports in Deer Valley and Goodyear. Most art and museum displays are in terminals rather than concourses so that visitors may enjoy them without going through airport security. Some displays are outdoors. All are free and most are accessible 24 hours per day.

I have listed some examples of current art exhibits below.

Crafting Culture

The Albert Long Collection
Terminal 3, Level 2, South Case
Through Jan. 24, 2010

The Albert Long Collection
Terminal 4, Level 2, East/West Cases (2)
Through Feb. 15, 2010

Southwest Native Americans have traditionally crafted objects and artworks connected to their daily lives. Whether a woven basket or sand painting, a carved katsina or bronze sculpture, the objects give concrete form to their stories, beliefs and practices. The art provides a window into Native American culture.

The art on view was collected by Albert Long, part Navajo (Diné), a jewelry craftsman and art dealer who purchased the objects directly from Navajo and Hopi artists living in Arizona and New Mexico.

Because Long is a World War II veteran, he donated much of his collection to the Arizona Department of Veterans' Services in order to share his heritage with others.



The Spirit of the Saguaro: Photographs by Holly Metz

Level 3, Center Court, South Wall
Through March 7, 2010



"The Spirit of the Saguaro project is a celebration of the amazing beauty and uniqueness of this ancient desert being. It is an expression of the gratitude for the teachings the Saguaro (Hashan) has to offer if I become still, give myself over, and see with whole body and mind. . . . Buddhist and O'othham teachings influence my life, this body of work, and the image titles. . . . "Each photograph is taken in the Gila River Indian Community(south of Phoenix) within a few miles of our home. I am grateful and humbled to discover that I need go no further to experience endless wonder, constant change, and profound beauty. I stand silently with the Hashanin the blazing sun, and the dark of night, as white clouds sweep by, and bird, bat and bee visit. I listen to them creak in the breeze, the sound of wind in their spines like water. I touch and smell their rain soaked skin, and feel the life force vibrations inside them. Raising our two small boys teaches me to release control over where, when and in what light I will photograph. It is a continual lesson in embracing opportunity by being available for life in the moment, at any moment. . . ."

Jumping from the heart of downtown Phoenix to Old Town Scottsdale where horses still have the right of way before cars, and yet, every lamp post, bus stop, and round-about are works of art. For example, at the intersection of Brown Avenue and First Street, and Between Scottsdale Road and Brown Avenue on Second Street, you can enjoy "Hidden Histories" by Elizabeth Conner. Elizabeth's colorful clusters of oversized icons comes from Old Town Scottsdale's diverse past, including the easily recalled memories as well as some long forgotten details. Completed on May 5, 2007 and comprised of concrete, polymer, metal, the two sculptural formations are an interpretation of the Hispanic cultural art of the nicho—traditionally composed of flowers, leaves, designs and iconic forms—meant to stand as a physical testimony of loving remembrance. Connor's "urban oases" are intimate settings for contemplation and inspiration for all ages.

Elizabeth Conner has long been fascinated by the links between natural and cultural histories of public places. Connor employs a collaborative method in bringing the arts, cultural, civic, business and residential community into the planning stages of her art.

Conner conducted numerous interviews with area business owners in the Old Town tourist district in her research for the project. Each sculpture represents a business, cultural or social fact that she discovered. A few examples include:



- **Branding Iron:** Old Town merchants, led by Malcolm White, adopted the slogan "The West's Most Western Town" to market the booming area following World War II. George A. Cavalliere, father of the current owner

of Cavalliere's Blacksmith Shop designed a brand based on the slogan. The Scottsdale Jaycees adopted the TWMWT brand to promote the Parada Del Sol, the popular horse-drawn parade held annually in Old Town Scottsdale since it began as the Sunshine Festival in 1951.

- **Vehicle Tire:** Cotton grown in the Scottsdale area from 1913 through the 1940s was used to manufacture tires. Modeled on a vintage tire displayed in the nearby Historical Society Museum, the artist added an abstract tire tread that reflects the patterns on native baskets and pottery created by the Pima, Hohokam and Tohono-O'odham tribes.
- **Orange Segment:** When Winfield Scott (for whom Scottsdale was named in 1894) arrived in the Southwest, he planted many orange groves.

David Cobos and Cheryl Crelly live at Scottsdale's Waterfront. One thing they have noticed since moving there is they don't drive as much on the weekends or when they get home from work. They walk more and live a little slower, so they notice more. To them, public art creates a better sense of community, and has more effect on their daily lives. They may not like everything they see, but love living in a city that embraces art installations for both beauty and function.

One specific installation is at the southwest corner of Scottsdale and Camelback roads in front of P.F. Chang's. The Doors was commissioned by Starwood Capital Group, LLC, Golub & Company and IDM Properties through the Art in Private Development program of the City of Scottsdale. The realization of this signature artwork is the result of an unprecedented collaboration between the Scottsdale Public Art Program and the developer—a relationship established in 2004.

The Doors is the first in a series of significant public and privately funded artworks that will populate Scottsdale's Arizona Canal area. The sculpture sets a high bar for future additions to the canal area collection as it offers all the best elements of experiential art—it is approachable, unique and fun, and appealing to motorists and pedestrians alike. In addition, *The Doors* has a dynamic quality that will encourage visitors to re-experience the sculpture at different times of the day as well as over time. The sculpture invites exploration—not only of itself—but of the entire downtown as well.



What would one see and feel if you were able to stand inside a kaleidoscope? Pedestrians venturing inside this kaleidoscopic sculpture find multiple reflections of themselves and an oculus that creates the optical illusion of a geodesic dome overhead. The polished metal surfaces fracture and mirror back interior inhabitants and the light reflected from the sky. At night, countless points of light surround the viewer.

Artist Donald Lipski (Philadelphia, Pennsylvania) is known for creating art from every-day objects that we often take for granted. The artist was inspired to create *The Doors* after making toys for his young son, when he began to wonder what a person would see and feel if they were able to stand inside a kaleidoscope.

www.scottsdalepublicart.org/LipskiTheDoors.php

This thought of function kept coming up when speaking to people about art that we all pay for. I think that in the greater Valley of the Sun, we show over and over again that a usually ugly thing like a water treatment facility or a retaining wall can have artistic merit. If we have left over space from a public building project, we turn it in to a dog park and pedestrian walk with a really fantastic wrought iron fence, like sculpture.

I admit that I was opposed to the art installation in Civic Space Park in downtown Phoenix. But, I must say that I have changed my mind about it after seeing the area completed, and seeing it at night, at least. It is transformed and magical. So, even if we dismiss certain things at first, we can go back and look at them again. Maybe that is what we are supposed to do. If we still don't like something, at least we can say that we honestly looked at it.



Civic Space Park located at 424 N. Central Ave in Downtown Phoenix offers residents, workers, ASU students and downtown visitors a park with unique urban design, sustainable construction and operational features and a landmark public sculpture by artist Janet Echelman.

The park, which opened in April, 2009, utilizes sustainable design techniques to generate power, keep the area cool and capture rain water. Sustainable park features include:

- Solar panels on the park's shade structures will generate 75 kilowatts of power (enough to power 8-9 residential homes) to offset the park's lighting and electrical needs.
- Extensive shade; more than 70 percent of the park's surface area will be shaded when its trees and vegetation reach maturity.
- Hard surfaces made with pervious concrete and pavers that reduce heat reflection and allow rainfall to seep through, reducing damaging storm runoff.
- Trees planted with a system that utilizes grates and specially engineered soils to protect roots, minimize compaction and allow ample room for root expansion.
- Immediate access to Light Rail and bus transit stations, which are located just feet from the park. To encourage pedestrian visitation and use of mass transit, there were no parking spaces built for the park.
- Civic Space Park is happy to host community events free to the public. Those sponsoring the event will be charged a recreation supervision fee. Commercial sales will not be allowed.

The Civic Space also boasts historic building space. A renovated city-owned building, commonly referred to as the A.E. England Building (424 N. Central Ave.) for the business formerly housed there, offers space for meetings, presentations, small banquets, art events, classes, offices and restrooms. Arizona State University and the Phoenix Parks and Recreation Department will collaborate to manage and program the building.

Park Hours: 5 a.m. to 11p.m.

www.phoenix.gov/PARKS/civicsprk.html

cont on page 14

cont. from page 13

Every great city has great art. When you start looking around, I think you'll notice that we are surrounded by art. It is a little more spread out than other, more urban cities, but it's here. I think commuters and other suburban residents really appreciate our beautiful retaining walls and bridges on almost every freeway in the Valley. And those who live in more urban areas are surrounded by the Light Rail platforms and street lamps along Central Avenue. Even our plantings and landscaping have a sculptural quality that is really unique to our area.



The opening of the Phoenix area's light-rail system marked one of Arizona's biggest public art projects in recent years. The \$6.3 million in sculptures, tiles and other pieces adorn every station on the 20-mile line, which runs from Phoenix to Mesa. Some of the art is quite large, such as the giant stone ring sculpture at one central Phoenix station. Other pieces are more subtle, such as the terrazzo floor at a downtown Phoenix station that has an image of former U.S. Supreme Court Justice Sandra Day O'Connor.

Other pieces are a bit more opinionated, such as a shade structure by Laurie Lundquist at a northwest Tempe station. The structure has dozens of pennies suspended between undulating steel canopies that imitate a river. More than two dozen artists from around the country were selected, with about 40 percent of them from Arizona. They approached their work knowing it would be highly visible, seen twice a day by the commuters who will take the trains to and from work.

I have listed light rail art stops for anyone who wishes to explore the wonderful works of art.

Light-Rail Art Stops

12th St. & Washington/12th St. & Jefferson

Arizona Quilts

Victor Mario Zaballa

Engaging for both passengers and passersby is Zaballo's ceramic tile art. The San Franciscan captures the complex historic flavor of the adjacent mostly black and Latino neighborhoods, with quilt-like tile murals throughout the stops. They're decorated with not just traditional story-quilt designs, long an important part of African-American culture, but also classic North African Moorish motifs, like Islamic chevron designs and Berber step-frets. The murals also incorporate photographs of neighborhood landmarks and longtime residents. All the references are tied together with exuberant Mexican colors, and railings suggest Mexican papel picada, cut-paper designs popular at fiestas.

Roosevelt & Central

La Sombra Danza

Peter Richards

The gigantic, perforated-mushroom sculpture in this stop's triangular plaza not only beckons the weary, it offers eternally changing shadows created by a free-moving upper canopy interacting with a stationary lower canopy. Whether Richards' mushroom affords bearable shade in the dead of summer is another matter entirely.

Encanto & Central Appropriated Identity

Einar and Jamex de la Torre

Probably my favorite public-art oasis is at the stop in front of the Heard Museum, created by the de la Torres, citizens of both the U.S. and Mexico. Their bi-national background informs their highly irreverent work, which stirs together references to Native American, Mexican, Southwestern and American history, art, and pop culture — a blend that is perfectly Phoenician and endemic to most border states.

They've concocted an entire environment: Carved pink cantera stone sculptures ooze along the station walkways, into which they've embedded glass medallions with such crazy decorations as amputated doll arms and the Aztec calendar. For the terminally bored, they've created intricately decorated, movable bronze boxes mounted on rails, evoking those rotating toys affixed to a toddler's playpen. The pièce de résistance, however, is a large bronze sculpture patterned after pre-Columbian Mayan effigies at Copán, on the Honduras-Guatemala border.

Indian School & Central

Here We Are

Mary Lucking

After working with area residents and Native American groups whose members attended the old Phoenix Indian School from the 1940s to '60s, the Tucson artist memorialized their stories in red, black, and silver walkway panels, as well as framed photo tiles mounted on station columns relating specific, often poignant, accounts from children who attended the Indian School. Two giant terrazzo ground murals at either end of the station depict how Central Avenue looked going north and south before the light rail was built.

Camelback & Central

Landmark

Ilan Averbuch

The New York artist's massive and monumental hewn-stone ring, through which stylized figures of stone and rusty iron pass, conveys appropriate solidity and strength. It's an impressive, fitting, and aesthetically safe portal to Central Avenue, the very core of Phoenix and home to the city's business and cultural worlds.

Camelback & 19th Ave.

Lucent

Josh Garber

Chicago's Josh Garber scores a hit with his snaky, sentinel-like sculpture, located near this station's park-and-ride lot and covered with reflective, coin-shaped metal slices. Lit at night by ever-changing hues of light, it can't be missed by tired riders in search of their cars.

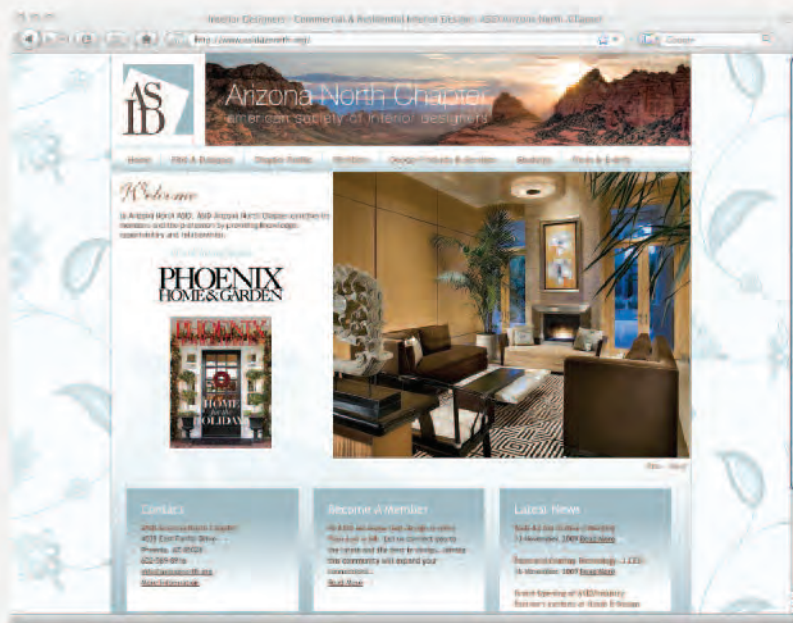
Published on March 04, 2009 at 10:54am

New Times art critic Kathleen Vanesian

I know I haven't addressed all the decision making process involved in the art of public spaces, however the Phoenix metro area continues to see art as a priority, even in the present state of the economy where a lot of budget cuts are occurring, the funding continues to keep flowing. Therefore creating spaces that we the public are able to enjoy and experience for years to come.

Phoenix Home & Garden magazine announces
a new media partnership with ASID!

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WWW.ASIDAZNORTH.ORG



Suzanne Urban, ASID, IIDA

Studio4design

surban@studio4designphx.com

www.studio4designphx.com



Recently completed projects:

- Ritz Carlton Dove Mountain Golf Clubhouse
- Salt River Pima Maricopa Indian Community Police and Fire Station

Favorite past projects:

- Richard Nixon Presidential Library
- Arizona Governor's Office
- Kia Motors Corporate Headquarters in Seoul, Korea
- Hidden Meadow Ranch, Greer, AZ

Currently working on:

Boulders Golf Clubhouse
American Heart Association, Halle
Heart Children's Museum



Music on my I-Pod:

Eric Clapton, Santana, Five for Fighting, Chris Isaac, Roxy Music, Andrea Bocelli and a bunch of classic Motown

Thing I love about our industry:

Access. We have to become experts at not only what we do, but what our clients do, so we get to learn a lot about how things work.



If I wasn't a designer, I'd be:

A jeweler



Industry pet peeve:

HGTV

I own too many:

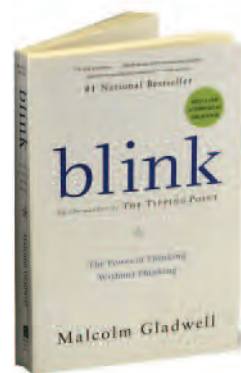
Shoes. (Just kidding, every woman knows there is no such thing.)

I can not live without:

All my techy gadgets (I admit that I'm a bit of a geek)

I live for reruns of:

Arrested Development



Books currently on my night stand:

Blink, by Malcom Gladwell, Reading Lolita in Tehran, by Azar Nafisi, The Audacity of Hope, by Barak Obama

When not in the office, I am:

Walking and playing with my dogs (two labs, blond and black)

PR PO!INTERS

A Messenger for the Profession

by Naomi Anderson, Industry Partner of ASID, Anderson+Company PR



It's amazing how life ultimately leads you back to where you belong. I couldn't be more pleased that I have been asked to help orchestrate a strong public relations campaign for ASID Arizona North Chapter in 2010. Having spent more than 30 years entrenched in opening mutual lines of communications between various industries and their target markets; the most exciting has been that of the world of interior design. Of course, I was 12 when it all started...if you were wondering.

In addition to drafting and implementing a strong strategic PR plan for the organization, I will be submitting articles each month in our CREATIVE BRIEF as well as DESERT DESIGN magazine that I hope you find helpful when crafting your own overall marketing strategies in 2010.

What do we want most from our businesses? Well, profits of course. But, how do we get there? And, especially in these challenging times? Referrals are proven to be the fastest track. Therefore, public relations is the best tool because it speaks to the core of professional service marketing; establishing relationships. Public relations can be segmented out into four basic components: A messenger, a message, a vehicle, and an audience. The practice of public relations involves a messenger developing a message for delivery to a targeted audience.

In the coming months, my goal is to help build ASID's "mind-share" of the public through good communications using various PR methods: Media relations, community relations, referral marketing, member relations and more.

This won't happen overnight, but here's a way we can speed up the clock...I'm recruiting you to help achieve our goals. Continue to be a beacon for ASID through your clients and referral sources. Proudly display your ASID appellation on your business cards, ads, Web site, direct-mail programs and more. The plan we're drafting involves every member of ASID – you are the focus of our message to the public. Through one project and one client at a time, you are the messenger of credibility and professionalism. It's you who directly answers the mega question: Why hire an ASID designer? Every single satisfied client must be aware of your affiliation with ASID and the importance of that distinction so they will pass you and your affiliation along in a referral. This tactic will surely quicken the process of brand-building. It will also aid our efforts in winning over the "mind-share" of the public who are very confused as to the benefits of working with an ASID designer. I look forward to implementing the plan, gathering steam and leading the way to a strong consumer marketplace perception of ASID Arizona North Chapter and its members. Please feel free to email me at naomi@andersoncompany.biz with any questions or comments. I look forward to hearing from you; and seeing you at an ASID function soon!

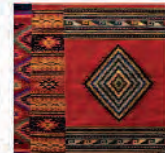


Please join us as *Phoenix Home & Garden* brings *Arizona Style* to life in a 30th anniversary exhibition held at **Scottsdale Quarter**.

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FEBRUARY 12, 13, 14, 2010

Come out to see innovative ideas that are showcased in an eclectic mix of regionally relevant home and garden designs.



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5 days, 250 volunteers, 1 needy family, Habitat for Humanity Central Arizona + US Green Building Council Expo = LEED Platinum-Rated 3 bedroom, 2 bath home

The ASID Arizona Chapter recently had the opportunity to volunteer on a special Habitat for Humanity home. This home was a “blitz build” completed in only five days to correspond with the US Green Building Council (USGBC) Greenbuild Expo and Conference held in Phoenix, AZ this year. Wells Fargo sponsored the cost of building the home, and the USGBC partially funded the costs for the LEED Platinum certification.

How do you build a LEED Platinum, NetZero energy home in only five days?

Volunteers, Volunteers, and More Volunteers!

Wells Fargo provided over 250 volunteers during the course of the build. When it was determined that even this amount of volunteers would not be enough, ASID AZ North was given the opportunity to fill in the blanks. We provided approximately 30 volunteers to the build. Our volunteers worked on every aspect of the home from initial framing to completing the landscaping.

The days were long, hot, and dusty. But the volunteers kept returning! We had several volunteers from both Wells Fargo and ASID that came several days in a row to help out. And many that stayed late into the evening to get the days' work completed. **Brenda & Dave Strunk** braved the paint-sprayer fumes to complete taping off the home while the sprayers were working above them. **Sarah Mahalish** came out for one day and stayed for three! She is now a pro at bracing corners for dry-

wall. **Dan Heldenbrand, Allied Member ASID**, worked for five hours planting trees and digging gravel, then stayed well into the evening to help sort/pack up all the tools and equipment so that the home was neat and tidy for a USGBC tour the next morning.

“Volunteers and future homeowners partner on Habitat homes to do the carpentry, roofing, siding, interior trim, painting, and landscaping. Habitat usually hires subcontractors for the site and foundation work, HVAC and stucco.”** Some of the volunteer jobs are exciting – working with power tools, climbing up on the roof to install shingles, working in the rafters to provide blocking and hurricane strips. Some of the jobs are not so glamorous – sorting trash from recyclables, watering down the site to keep dust under control, schlepping tons of gravel for the landscaping, washing windows, floors, everything! However each job is definitely needed and appreciated. Without the volunteers this home could not have been completed on time.

Thank you to all the ASID members who participated: **Debra Allen, Jewell Blair, Lorna Blend, Elizabeth Boatwright, Rebecca Cetrone, Melinda Foote, Mary Foreman, Christine Gereau, Jill Goodrich, Dan Heldenbrand, Marilyn Joy-Kolesar & Family, Jeanette Knudsen, Laurie LaBelle, Bonnie Lewis, Sarah Mahalish, Chelle Marie, Sharlie McRaney, Marcela Molina, Charlotte Muhammad, Karen Romersa, Gabriella Sanchez, Brenda & Dave Strunk, Monica Sullivan, and Deb Twillman.**

What does LEED Platinum, NetZero mean??

This home was engineered from day one to be energy efficient.



Mary Foreman, Monica Sullivan & Christine Gereau caulking door frames

Starting with the lot – the original home on this lot was oriented North-South with the driveway facing Adams Street. However this would mean that the hottest time of day would have the sun facing the largest exposure of the home. So Habitat worked with the city to change the address to 27th Drive and reorient the home East-West.

The homeowners liked the green aspects of having exposed concrete floors instead of carpet and VCT flooring in the home. In order to minimize both VOCs and labor costs later in the project, the entire slab was poured with an integral concrete color. This required the slab to be protected from staining and damage during construction, but only required a good cleaning and water-base sealer to finish off the floors to a beautiful mottled tan appearance at the end.

The exterior walls are a styrofoam-insulated panel (SIP) system. They are made with 6” of high-density styrofoam and steel studs. This panel system gives the wall an R-29 value, exceeding typical 2x6 wood stud and batt insulation construction. The foam in the SIP system is also treated with a Borax-based earth-friendly insecticide. The wall between the house and the garage goes from slab to deck in order to seal off the home from any heat and exhaust fumes generated by vehicles in the garage. The attic trusses were sprayed with expanding Icynene foam to create a sealed envelope and keep the attic from acting like an



Debra Allen & Bonnie Lewis dumpster diving for recyclables.

House "Time-lapse" Photos



Day 1 - 5:00 a.m.



Day 1 - 10:00 a.m.



Day 2 - 10:00 a.m.



Day 2 - 5:00 p.m.



Day 3 - 3:00 p.m.



Day 5 - 5:00 p.m.

oven over the conditioned space. This will also decrease the amount of pollutants and dust that would ordinarily filter down through minute cracks in the roofing and settle into the homes HVAC system.

A 5-kW photo-voltaic system was added to the roof. This system was engineered to produce the estimated energy the home will require. In other words, the homeowner should have a \$0 energy bill and may even produce more than required allowing them to sell that energy back to APS. In addition, an 80-gallon solar water heater was installed on this project, and the footprint between the bathrooms, laundry room, and water heater was reduced to approximately 10-ft. This will significantly reduce the amount of water wasted while waiting for the hot water to reach the tap.

Additional features of the home include dual-pane low-E windows, xeroscaped front and back yards with a timed drip-irrigation system, low-water flow taps and shower heads, dual-flush toilets, CFL bulbs, EnergyStar appliances, and cabinetry with 95% post-consumer recycled content.

Overall, this home is seeking 104 out of 126 LEED points (80 required for Platinum certification).

About the Future Homeowner

Each Habitat homeowner is carefully screened. Homeowners must be citizens or legal residents, must be able to show a two-year work history and positive credit score, and they must be within 30-60% of the median American income. Once it is determined that they meet all of the base criteria, they start on their "sweat equity". Every family does 100 hours of work on a home prior to being matched with a home site of their own. Once they have been matched with a site, they do an additional 300 hours of work on their own home before they receive their house key. The investment of time and labor by each homeowner is integral to the Habitat model. The homeowners are also required to attend financial and home maintenance classes. This combination of effort and knowledge increases the dedication each homeowner has to the upkeep of their home. The foreclosure rate on Habitat homes is less than 1%.

The Varela Family is comprised of a single mother and two teenagers, Miguel and Anahi. The three of them currently reside in a studio apartment with no bedrooms. Their new home will have three bedrooms and two bathrooms. Anahi is excited because her bedroom has a walk-in closet. Miguel has been studying Green Building in high school and has enjoyed

community service

sharing information on the benefits of the home with his mother and sister.

The family was onsite for two days of construction and for the open house on Saturday following the build. They are a wonderfully upbeat and enthusiastic group. Maria broke down in tears during the wall-raising ceremony Monday morning. The kids were all smiles and optimism as they toured their home for the first time on Saturday. Miguel had the opportunity to skip school and help build on Monday. You must be 16 or older to work on a Habitat job site, so Anahi has put in time after school at the Habitat ReStore. The ReStore sells donated new and gently used construction supplies and furnishings at 20-70% off retail prices.

The family looks forward to moving into their new home. However, they must still complete the remainder of their 400 hours and will most likely be moving into their home at the end of January. They will continue to work helping other future homeowners on sites around the Valley until their hours are completed. Habitat will keep a construction fence around their property to protect it until it is occupied.

My favorite moment of the build was at the end of the day on Saturday. Miguel came around to say goodbye and thank me for helping build his home. I have to admit that I broke into tears when this 16-yr old insisted on giving me a hug.

For more information on this home go to www.HabitatCAZ.org/construction/legacy.php

ASID has been invited back to build on another home!

The ASID AZ North Chapter is going to be helping on another home in February!

Each home is sponsored by a company/organization. That company has the first choice of filling volunteer spots for the build – as Wells Fargo did with the blitz build. Once the sponsor has chosen their days, then other organizations/groups can come in and fill in the extra spots.

The ASID AZ North Chapter has been offered the opportunity to fill one of those spots with an all-day, all-ASID build date on a McCarthy sponsored home in South Phoenix.

This build date is Saturday, February 13th, from 7:00am-2:30pm. If you are interested in participating, please contact **Tracey Marshall, ASID** (TowandaDesigns@cox.net) to sign up.

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MORE INFORMATION ABOUT HABITAT FOR HUMANITY

can be found at www.HabitatCAZ.org

WHAT IS THE HABITAT FOR HUMANITY MODEL? **

Habitat homes are built based on a partnership between a family and the community. A qualifying family pays for their home through a down payment of 400 sweat equity hours and a 0% interest loan. This model helps to keep the upfront costs and monthly housing payments low.

- You must be a US Citizen or permanent resident
- You must have a two-year history of stable income at 30-60% of the Phoenix median income
- You must be able to afford a monthly mortgage of \$500-\$700 and \$2000 in closing costs
- You must have an acceptable history of credit and paying debts, but the inability to get a traditional home loan
- You must live in inadequate housing
- You must be willing to partner and contribute 400 sweat equity hours
- Your income must fall within the income guidelines below:

2009 INCOME GUIDELINES

You annual gross income MUST fall between these guideline (expires March 2010)

Family Size	Min Income/Year	Max Income/Year
2	\$15,810	\$31,620
3	\$17,790	\$35,580
4	\$19,770	\$39,540
5	\$21,360	\$42,720
6	\$22,920	\$45,840
7	\$24,510	\$49,020
8	\$26,100	\$52,200
9	\$27,690	\$55,380

Individual Volunteers: **

If you are interested in volunteering individually, contact the Volunteer Coordinator at the office nearest you. Please Note: If you are a first time volunteer you will need to attend a New Volunteer Orientation before you can volunteer.

Habitat for Humanity Central Arizona

Peoria Office
9133 NW Grand Avenue, Suite 1
(623) 583-2417

Phoenix Office
115 E. Watkins
(602) 268-9022

WISHLIST FOR IN-KIND DONATIONS: **

Technology

- Portable LCD Projector
- High Resolution Scanner
- 3 Digital Cameras (8 Mega Pixels or More)
- DVD Player
- 2 LCD Monitors
- 2 Projectors for presentations

Office Supplies

- Paper:
- Printing (8x11, white/color)
- Glossy (Legal and 8x11, white)
- Cardstock (8x11, white/color)
- Labels
- Envelopes
- Binders - 3 ring; any size/color
- Nametags - sticky and plastic name badges

Job Site

- Electric Jack Hammer
- Cordless Rotozip
- Pick-Up Trucks
- Dewalt 18v Batteries
- Passload Airless Framing Gun
- Scaffolding
- For Our Volunteers
- Volunteer Group Lunches
- Work Gloves (small/medium)
- Dust Masks

Individual donations of Cash: **

Gifts from individuals work hand in hand with home sponsorship funding. They are used to purchase and develop land, buy products and tools for home construction and fund program expenses.

Your gift, regardless of amount, really does make a difference. For example, \$20 pays for a 50 pound box of nails and \$50 pays for a qualified and approved homeowner to attend a new homeowner education class.

Because HFHCAZ is a registered 501(C)(3) non-profit organization, all contributions are tax deductible. For every gift made, a formal tax substantiation letter is sent, which can be used as a receipt for tax purpose.



Lorna Blend making signs for the open house.

In-Kind Donations: **

In-kind donations of material and labor are always welcome. Many home sponsors will solicit in-kind donations to support the fund raising effort for the cost of the sponsorship. Other groups simply have access to contractors who would like to use their skills on the Habitat home. In-kind values vary and are determined by Habitat based on the cost savings we obtain.

An in-kind donation MUST BE a service or product needed to complete the home. We have a list of all items that are currently used to construct our home designs - "Material Take Off" sheets - which are available to you if you plan to solicit in-kind donations. Materials and donations must conform to this list.

** Information taken directly from the Habitat for Humanity Central Arizona web site www.habitatcaz.org

VIP/Volunteer Incentive Program

Volunteering is a win-win for both yourself and the Chapter. It could provide you with the opportunity to keep skills updated, develop new skills, network for business or job contacts, meet other members or learn something new while benefiting the profession and the chapter. Now, volunteering could also provide you with even more benefits. Every time you volunteer, your name will be entered in a drawing by your Committee Chair to win one prize, your choice of one of the following:

- One year of membership dues (Category 3/1 slot for IP's)
- Pair of tickets to the Design Excellence Awards Gala on August 14th, 2010
- One Design Excellence Awards Competition entry fee
- Annual Web profile
- Tabletop at September trade show

Drawings will be held every quarter with the first drawing starting December 17, 2009. Every quarter is a clean slate with one name drawn at the end of each quarter for a chance to win a prize. The next drawing will be held:

- March 18, 2010 (Qtr2) at Patrick McCourt Fine Furnishings
- June 17, 2010 (Qtr3) at Subzero and Wolf Showroom
- August 14, 2010 (Qtr4) at Awards Gala

Committee Chairs are automatically entered into the quarterly drawing. All volunteers must be members in good standing to be eligible to be entered. Board members, independent contractors and consultants, and previous VIP winners are not eligible for the drawing.

What are you waiting for? The more times you volunteer, the more times you are entered, which equals more opportunities to win. Be a winner! Be a volunteer!



VIP Winner!

Chief furniture enthusiast, **Maria Benson, Industry Partner of ASID**, of Nyla Simone Home, is our first VIP (Volunteer Incentive Program) winner in our first quarter VIP drawing on 12/17/09 at our ASID Holiday Happy Hour at Westar. Maria chose the one year of membership dues for her prize. What will you choose?

What are you waiting for? The more times you volunteer, the more times you are entered, which equals more opportunities to win. Be a winner! Be a volunteer!!

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ASID Core Value: **ENRICHING**

by Marilizabeth Birk, ASID

Most all of the population has certain ethical beliefs and a manner one conducts his or herself in on a regular basis. ASID calls these core values. We, as members, agree to subscribe to those same core values that ASID holds in high regard. These Core Values, which are Personal, Enriching, Reliable, Stewardship, Inspiring and Indispensable, are an extension of the Society's brand and describe the characteristics of the organization we strive to be.

In the issue of DDM just prior to the holiday season, stewardship was discussed and you were reminded that it is achieved "through volunteerism and partnerships with community service projects, we share our gifts and talents as designers to help those need in our communities. As professionals, we are stewards for our clients, the profession, the Society and the environment." (Governance of ASID Policies, 04/09) You were encouraged to participate in the volunteer opportunities that your ASID North Chapter provided you access to, including the Habitat For Humanity builds and in providing toys and dental hygiene items for Community Dental Foundation. Both were a great successes in 2009 – and we thank you for your participation!

This month, let's look at both enriching and inspiring. To start, the definition of enriching as provided by ASID: to "share ideas, collaborate and grow as we connect with each other through ASID educational opportunities." Inspiring is the generation of enthusiasm in all members. And now the big question: How do these values affect you – and more importantly, how can they enrich your professional life? The first step has been provided for you - your ASID Board has planned out fabulous meetings and events this coming year! Every month, there is an event or meeting on the 3rd Thursday. Additionally, we have CEUs, Education Day, product events, and open houses that are provided by our wonderful Industry Partners. We spent hours planning exciting events for all of the members and want everyone to attend – that means professionals, students, industry partners and allied members! If you look at the calendar, you will note that there is a wide variety of events- everything from social hours to a tour of a LEED residence to kitchen design information. Truly, there is something for everyone! The second step is for you to attend these events. At any of them not only can you, as a member, gain great knowledge, but you are also able to mix and mingle with other members and pool resources to assist the growth of your personal and professional lives. Your growth is exciting and inspiring! ASID wants you to flourish!

Keep your eye out for great events this spring – including the new designer's art event this benefiting HALO Animal Rescue of Phoenix and the exciting Design For Hire. Check out your AZ North Chapter's "Events At A Glance" page (www.asidaznorth.org) to see how you can enhance your life today!



FEBRUARY MEMBERSHIP MEETING

ASID, Arizona North Chapter

Thursday, February 18





5:30 to 7:30pm

The BSH Gallery and Training Center
8435 N. 90th St., Ste. 2
Scottsdale, AZ 85258

ASID Red Affair Happy Hour

February is for lovers and red is for designers and IP's who love design. Display just how much you love our profession and industry by wearing red and participating in a lobby photo shot.

Food and refreshments sponsored by:





RSVP to 602-569-8916 by February 12th.
You can RSVP by simply **"replying"** to this e-mail.
Printed notices are no longer being mailed.





2010 Design Excellence Awards Call for Entries

ASID AZ North Chapter is announcing the 2010 Call for Entries for the Design Excellence Awards. This year we are so excited to have Phoenix Home and Garden and Phoenix Magazine as our exclusive media partner. The categories remain the same as last year and the San Francisco Chapter of ASID will judge the entries. The deadline though has changed for submission and is now Monday, April 26, 2010.

Why should you enter this competition?

- It generates business. The winners will be published in Phoenix Home and garden and Phoenix Magazine. This can be a valuable addition to your portfolio. Award winners impress clients!
- It gives you incentive to get your work photographed. Often designers are so busy that they fail to take care of easy things that can promote their business. Current photos of your work on your website and portfolio set you apart as a professional designer.
- Last but not least, you could be a winner!

Tips for Entering

- Keep it simple. This is not a portfolio piece. Use a simple black 1/2" three ringed binder.
- Use protective sleeves for your photos so that they are not damaged.
- Do not show your name or company name on the photos or plans or drawings.
- The Call For Entries outlines all the criteria necessary for a successful submission.

Now that you have decided to enter, go to the ASID AZ North Chapter's website www.asidaznorth.org to download the forms and all the information or be on the lookout for your Entry Form through the mail. Entry Forms will be mailed at the beginning of February. Any questions, please contact Dan Heldenbrand, Allied Member ASID at (602) 616-0569.

Thank you!



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GETTING TO KNOW YOUR BOARD OF 2009-2010 DIRECTORS



**Brenda Strunk, ASID
President**

My name is Brenda Strunk, and I am honored to be your new ASID Arizona North Chapter President. I am a designer, small business owner, pilot, golfer, gardener, wife and mother. I met my husband on a high school German travel study trip to Europe in the 70's. Our son is a Financial Analyst for Wells Fargo and resides with his wife and critters in Prescott. Our daughter, an Archeologist, is working on her Masters in Museum Studies and lives with her new husband and critters in Central Phoenix.

I graduated in 1999 from Arizona State University with a M.B.A. and also hold an under graduate degree in Interior Design from the University of Minnesota. Shaping Spaces, LLC was started mid 2003 and shortly afterwards, I decided to join ASID with the hopes of networking, furthering my education and being partnered with an organization that brings professionalism and accreditation to this every changing and exciting profession.

Since being in the interior design world, I have worked on many different projects, however, working on the Ronald McDonald House and SARC gave me gratification of giving back to the community.

Last year my husband and I exchanged our large home and acre in North Scottsdale for a 1700sf 1959 Allied Ranch home in Village Grove in South Scottsdale, also known as So Sco by the locals. We love being a part of a diverse neighborhood with easy access to shopping, parks, golf courses, healthcare, restaurants, library and Ollie the Trolley. Our first year was spent in remodeling debris, while this year we are finishing the studio/guesthouse structure that will be my office –yessss! I look forward to meeting you all at the next membership meeting. Please feel free to stop and introduce yourself to me. I welcome the opportunity to stop and talk to you.



**Robyn Randall, ASID
President Elect**

After having participated in many board positions and various committees for our local chapter the past 16 years, I finally took the plunge and happy to have begun leadership as President Elect. I am very delighted to follow in the footsteps our current President. We share many of the same goals for ASID Arizona North Chapter and the strategy and planning for 2011 will reflect our similarity of work style and ethics.

I graduated from high school with a scholarship in Architecture but strayed at some point and went into Interior Design (I'm not regretting the choice!). Fast forwarding, I landed in Arizona in 1994, via a transfer after two years as a designer with Robb & Stucky in Ft. Myers, Florida. Being the fiercely independent soul that I am, I decided to strike out on my own in 2000. The solitude of entrepreneurship got the best of me, and the economy didn't help so I came back to Robb & Stucky in January of 2009...it feels oddly as though I've never left and I attribute that to the warmth with which I was welcomed back.

A consummate endorphin junky, I love to be outdoors doing anything and everything that involves exercise. On Saturdays I can usually be found somewhere on the streets of Scottsdale, Tempe, Mesa, and/or Phoenix with my fellow in-line skaters. On Sundays it could be hiking Superstition or Camelback Mountain...or any number of spots around the Sedona or Tucson area. Hopefully I will be making up for last year's lost ski season (a shoulder injury from a nasty skating fall) by hitting the hills a few times while the snow is good!

Aside from my outdoor activities and love for travel...I have a wonderfully uncomplicated life and am very much a home body. I love to cook and entertain friends in my home. Lastly, a good book can keep me occupied for hours.



**Marilizabeth M. Birk, ASID
Financial Director**

Back in high school, my parents were snowbirds and wintered in Scottsdale and summered in Seattle. I must admit, as soon as I experienced the Valley of the Sun, I knew it was where I belonged.

After graduating from the University of Washington, I stayed in Seattle a few years until I was finally able to escape the rain and permanently relocate to Arizona. Shortly after moving, I also realized that I no longer wanted to work in the legal profession – and started on a search of options all the while gutting my second home in North Scottsdale. It was then I finally realized that I could turn my hobby into a career and signed up for design classes within the week. I have never looked back.

Who am I? To formally introduce myself, I am Marilizabeth Birk, the principal of Artistic Designs LLC and Contractors Inc. d/b/a Infinite Electricity and I love my work. ALL of it – I have a passion for interior design and for all aspects of electrical and solar contracting work. My husband is my best friend, our son makes us infinitely proud, and our four legged friends make us laugh. If we have a spare minute to escape reality, we jump off to either Cabo or Big Sky, MT. Both places are peaceful and beautiful creations – and allow us to return to life, as we know it, completely rejuvenated. As a professional member of ASID, I am also a board member of the Interior Design Coalition of Arizona, and a founding sponsor of the Community Dental Foundation. Not only am I passionate about design legislation, I am passionate about giving back to the community. We are put on this Earth to help and serve and if we don't help those in need, who will?

As the Financial Director of the ASID Arizona North Chapter, I have the pleasure of overseeing all financial programs within our chapter. This includes fundraising (Design for Hire, Designer's Art Show), sponsorship (for our fabulous ASID Awards Event late summer!), and the Trade Show (joint with IIDA this fall!). Additionally, my long term goal as Financial Director is to assist in maintaining the financial stability and security that our chapter currently holds. Active in ASID since my student days, I strongly support the mission policies and programs of ASID and hold them in highest regard and am proud to be on the Board and serve with the other great board members that you, our membership, have elected.



**Colleen Heldenbrand,
Allied Member ASID, CTC
Communications Director**

As in many cases with designers, my interest in Interior Design began long before the formal education. It began with cutting out sofa and chairs from Architectural Digest and placing them on graph paper for the "dream" room. The passion continued through high school and finally it was time to get a formal education. I graduated with honors from Scottsdale Community College in 1992.

My degree took me in a direction that I would have never dreamed, tile and stone. A local tile and stone distributor was looking for a sales representative with an eye for color. Thirteen years later, I decided I would venture out in to the tile and stone realm and go back to my past roots and manage another local tile showroom. However, my heart and passion was not being fulfilled nor could my creativeness be unleashed or fully utilized. So, I took the jump and started Flex Design Group, LLC. I am happy to report that every day is something new and exciting! I have also brought my love of tile and stone to fruition with yet another company, Fuzion Tile and Stone, LLC.

Throughout my 20 year journey of Interior Design and tile and stone, I have served on the Ceramic Tile and Stone Association of Arizona as a member, a Board of Directors (10 years), Chairman of the Awards Gala, Vice President for 2 years and ultimately the first female President of the CTSAA. I am certified nationally as a Certified Tile Consultant (CTC) and have received the prestigious CTSAA George O'Petty Award as well as the Presidential Appreciation Award.

I have been a member of ASID since 1994 (Industry Partner: 1994 - 2006/ Allied Member ASID: 2006 to present) and served as the Co-Chair to the Student Shadow Week Program that ASID National has now adopted as Real World Design Week. In addition, I have served as Co-Chair and then Chairman for the Design Excellence Awards Competition and received the "Rising Star Volunteer Award" in 2008.

Currently, I am applying my past experiences and knowledge and serving the ASID Membership as the Communications Director. I am excited with direction our current President is taking and believe that we have the best team of Board of Directors! Each of us is committed to make ASID fun, educational and worth the investment you have made!

Current responsibilities as Communications Director: Creative Brief Content, Editor of the Desert Design Magazine, Editor of the AZ North Chapter Directory, P.R. and Web site.



Tracey Marshall, ASID Professional Development Director

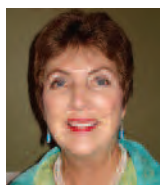
My background includes experience in design, drafting, estimating, sales, administration, and project management. I have degrees in Interior Design, German, and International Relations, and am NCIDQ certified. After graduating from Phoenix College, I partnered with PHG

Asset Management producing award-winning high-end residential remodels.

Later I moved to commercial design working on Class A buildings for Phoenix Design One.

During college, I joined my ASID student chapter and moved into a leadership role becoming President of the chapter. I directly correlate my design success to my involvement in ASID. I am happy to oversee the Student Affairs committee as part of my role as Professional Development Director and hope to encourage many young designers to network and get involved with the chapter. I also hope to start teaching design in our community college system in the near future.

I am an avid supporter for Habitat for Humanity. I work on-call in their office doing AutoCAD tasks and devote my Saturdays as a construction site host. In my spare time I play with my glass kiln designing jewelry and night-lights, which can be seen in a few area stores. My archaeologist husband and me along with our two cattle dogs currently reside in a cozy home in south Phoenix, which is in a constant state of re-design.



Charlyn Burrows, ASID Membership Director

I moved to Scottsdale in the fall of 2006 from Willowbrook, IL (a small suburb west of Chicago) where I left behind a very comfortable 20 year old design practice to start from scratch again! My husband is retired from art education and museum work and is an artist (painter) who couldn't stand another Chicago winter, so here we are.

We enjoy films, music, museums, desert walks, and exploring beautiful Arizona. (sounds like an entry for a dating service!)

I recently became a volunteer tour guide at Taliesin West and am currently president of a small "social" garden club.

cont on page 27

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Legislative

C O R N E R

By Marilizabeth Birk, ASID



The legislative arena will be changing again this year – and we hope that it will change for the benefit of interior design legislation in Arizona. In the coming months, articles will discuss individuals who will be up for election in various districts so you can be informed of the issues and candidates that affect our cause.

Regardless of what future articles may hold, one can be assured that as it comes closer to election time, legislation will be a hot discussion topic within our professional arenas. Due to this, it is important for

you, not only as a designer, but also as a member of ASID, to understand what some of the issues are. I have had discussions with individuals regarding licensing who seem to believe that it has to do with “good design” or “bad design” – that’s not the case! Only a client can make that decision; professional regulations proposed only set levels of minimum competencies required to safely practice the profession of interior design.

We must remember the basic facts about the legislation that the Interior Design Coalition of Arizona (IDCA) is proposing. It....

- Protects the public’s health, life safety and welfare by creating the title “Registered Interior Designer”
- Establishes recognition of interior design as a “design profession,” with representation, under the jurisdiction of the Arizona Technical Board of Registration
- Does not prevent anyone currently calling themselves an interior designer from continuing to do so in the future
- Does not preclude any licensed professional (i.e., architect) from offering interior design services as described in the legislation from continuing to offer those services in the future as long as they do not refer to themselves as a “Registered Interior Designer”
- Does not prevent retail establishments from continuing to provide design services in support of a retail purchase
- Establishes minimal parameters of and standards for a combination of formal education, diversified experience and a “minimum competency” examination as requirements for licensure.

It’s also important to know what others are saying about the proposed legislation. Various groups have set out and made strong statements regarding it. NAHB (National Association of Home Builders) and NKBA (National Kitchen & Bath Association) are a couple of the groups that have done so; sometimes they agree with the beliefs of ASID, sometimes they do not. For example, ASID and NAHB agree that legislation should not limit, prohibit or restrict the practice of interior design, and that is important. However, the NAHB recommendation does not recognize design’s impact on the safety of the



public and says laws will increase the cost of housing and remodeling. ASID believes that interior design does impact the safety of the public and legislation creates more choices for consumers that in turn decrease the cost of services. Further, existing and proposed interior design laws do not impact residential design practices or services, and ASID will continue to support legislation that ensures homebuilders and other businesses in residential settings will not be adversely affected. An article regarding NAHB’s formal recommendation can be found in the last issue of DDM.

The NKBA has formally adopted a position to oppose Title and/or Practice Acts in general (www.NKBA.org). They believe there has “been no demonstration of harm to the ‘public health, safety or welfare’ to warrant increased governmental regulation” and if there is legislation enacted, consumers are essentially told who they can and cannot hire to perform design work. The legislation that IDCA is proposing does not restrict any one individual, decorator or designer from applying or conducting work for any client at any time. NKBA also believes that State and Local codes are in place for the health, safety and regulation for construction. That is completely true! But, what NKBA fails to recognize is that designers are going into spaces and specifying products that are not appropriate for that particular use, which in turn can affect the public’s health, safety and/or welfare because there aren’t any standards in place.

ASID has not written the proposed legislation and is not part of IDCA. ASID (and IIDA) does, however, support IDCA’s stance and efforts. Taken directly from ASID’s website (www.ASID.org): “ASID supports legislation that legally recognizes the interior design profession and enables all interior designers to practice to the fullest extent of their capabilities. ASID will not support title acts that restrict the use of the title “interior designer.” We will support title acts that recognize state-qualified “certified,” “registered” or “licensed” interior designers. Further, ASID will not support legislation that restricts interior design services that do not affect building codes or other statutes.”

I encourage you to familiarize yourself with ASID’s legislative policy as we step into this New Year and support the efforts of IDCA. IDCA will be holding elections for the new Board of Directors – and we would love for you to get involved! Please check out our website at www.idca.info – and if you are unable to join our efforts as a board member, please join our efforts as a member. Membership forms can be downloaded from the website. If you have questions, please feel free to email them to the address found on the website as well.

Most of the public knows the difference between a handyman and a licensed general contractor. Isn’t it time that we give the public an opportunity to understand the difference between a designer that has completed a design education, demonstrated experience in various realms, and passed an exam that tests minimum competencies and a designer that woke up yesterday and changed the sign on their front door?

My goal as Membership Director is to help new and existing members feel more welcome at our meetings, and to encourage everyone to volunteer and participate in ASID programs. Any and all suggestions are welcome!! Please come and introduce yourself at our next meeting!



**Brooke D'Alleyrand,
Industry Partner of ASID
At Large Director**

Brooke D'Alleyrand has been with Subzero Wolf Southwest for the past 9 years. As Director of Marketing she has been an active member of ASID, serving on numerous committees and has served on The ASID Board as the Director At Large for the past 2 years.



**Marcela Molina
Student Representative**

In December of 2005, in order to pursue career advancement opportunities in the field of interior design and architecture, I elected to leave my picturesque homeland of Colombia, South America to join "The Land

of Opportunity."

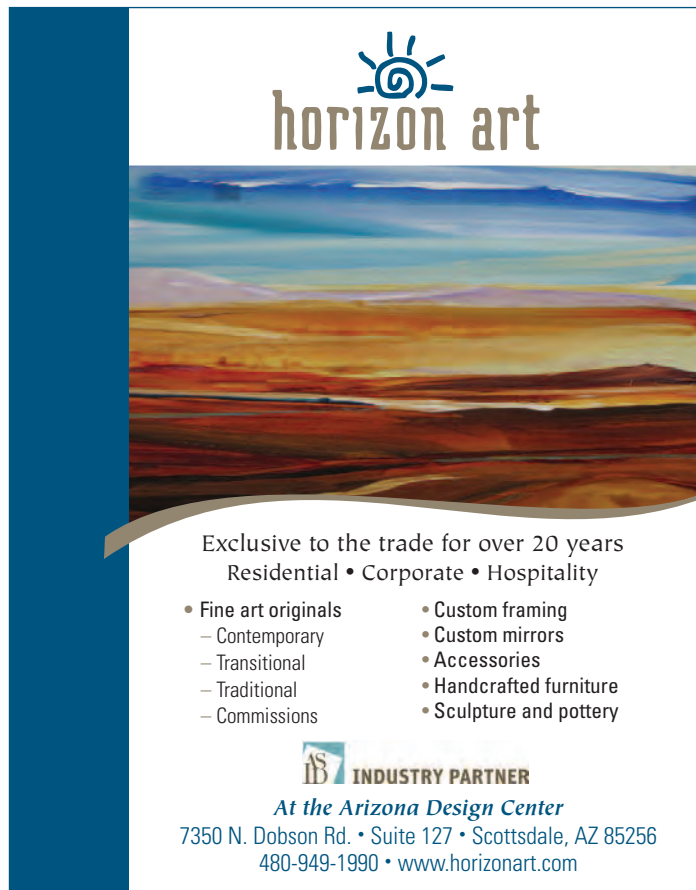
Prior to immigrating to the United States, I received my degree in Architecture from the National University of Colombia. After my graduation from the National University, I worked in several architecture firms throughout Colombia.

Since moving to the United States, I have had the pleasure of experiencing many new and exciting opportunities that did not exist in my homeland. While learning the English language and the cultural norms of the United States has proven to be a bit of a challenge, these are challenges that have been an adventure to overcome. Along the path of learning, I have experienced great joy and satisfaction as I gain a more explicit understanding of my exciting new environment.

As an architect, I always had a curiosity for the creative aspects of the field of interior design and design related industries. In order to pursue these interests, I started taking a few classes in the Interior Design program at Mesa Community College. From the moment I entered the classroom, I felt a great connection with the interior design program. This intimate connection has led me to pursue my Certificate in Interior Design. My future goal is to obtain a Masters degree in Interior Architecture.

My work experience in the United States started with an architectural project known as the "New American Cultural Center" for Mesa Community College (MCC). After this project, I started working as a lab assistant in the interior design program at MCC. As a lab assistant, I help students with the use of different interior design related software programs. Approximately, two months ago, one of my great aspirations became a reality when I had the privilege to join the design team at the respected interior design firm, Elements of Design. My roles at Elements of Design include project management and fabric librarian. Being immersed in the field, I have learned many trade secrets that could only be learned by being on the job.

As a relatively new ASID Student Representative of North Chapter Arizona, my position with the organization has already provided me with terrific opportunities to learn about the industry from an internal perspective. I have met interesting and influential people in the local community as well as key vendors and design professionals from all facets of the industry. Additionally, ASID provided me with the extraordinary opportunity to visit Cincinnati (Ohio) to participate in a National congress with hundreds of students and professionals. I have provided assistance at many design industry events and I have participated in organizations as Habitat for Humanity. Most importantly, I have been able to communicate my positive experiences with ASID to all the students. If you are a student or interior designer, I invite you to live the same experience with ASID.



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Committee Reports

Community Services Committee

By Tracey Marshall, ASID

This year's focus for the Community Services Committee is Habitat for Humanity. We have set up a build date with Habitat in February and plan to do several more dates throughout the year. Build dates are typically 7am-2pm on a Saturday.

Habitat for Humanity Central Arizona provides a unique volunteer experience for people of all ages, races, religions and abilities. HFHCAZ brings together individuals and groups from faith communities, corporations, educational institutions, and the community to work to help us eliminate sub-standard housing. They have opportunities in construction, office work, committees, and their Re-Stores. Volunteers get an opportunity to not only make a difference with a day's work, but also make a connection with a family moving towards stability and home-ownership. Habitat homes are made possible through the labor of our dedicated volunteers working side by side with homeowner families.

To read more about Habitat for Humanity, visit www.HabitatCAZ.org. For more information on volunteering alongside other ASID members, contact Tracey Marshall, ASID at TowandaDesigns@cox.net.

Design Excellence Competition & Event

By Dan Heldenbrand, Allied Member ASID

On Friday January 8, 2010 the ASID Arizona North Chapter Awards Committee met together for the first time to review the timeline and details for the event which will be held on Saturday August 14th 2010. Several items were discussed and the committee members are excited about the direction we are heading. The Call For Entries form has been updated and will be submitted this week (January 11th) to print the proof. We anticipate mailing it to the membership by the first week of February if not sooner. Entry projects must be submitted on Monday April 26th from 12 noon to 4pm at the Kravet showroom as we did last year. Please stay tuned for additional announcements.

Design for Hire:

By Marilizabeth Birk, ASID

It's that time again for our annual Design for Hire fundraiser! This year we will kick it off by hosting an event at the Scottsdale Home & Design Center (located just North of the 101 Freeway on Pima) on Saturday, March 6th at 1pm with a free seminar for the public: "How to Hire an Interior Designer". We are looking for our wonderful award winning designers to come assist and recruit the public to sign up for Design for Hire - if you'd like to participate, you must contact Marilizabeth (602-791-9028 or mare@artisticdesignsllc.com) no later than February 25th. This April we expect a larger public turnout than previously - and need all professional and allied members to sign up! Many of our designers who have been involved in DFH in the past have gained new clients - what a great new way to boost your business! Watch the ASID North Chapter web site (www.asidaznorth.org) for sign-ups and more information.

Education Day

By Gretchen Palmer, Allied Member ASID

The annual Professional Development event will be held May 19, 2010 at the Robb & Stuckey showroom in North Scottsdale, with registration starting at 12:30 and culminating in a cocktail reception and key note speakers event from 3:30 to 6:30. Michael Thomas, the incoming national ASID President, has been retained as the key note speaker.

Re-growth will be the focal point of the courses, with a total of .4 CEU credits being offered. The world's focus and priorities have shifted dramatically recently and the inspirational courses will concentrate on re-charging, re-inventing and renewing business development and philosophies, as well as the environmental responsibility of green remodeling.

The program will be further detailed to the membership, with early registration beginning the end of March.

Industry Partner (IP):

By Brooke D'Alleyrand, Industry Partner of ASID

In December we held our first IP Brief to kick-off the next year. We had a great turn out from our IP members. Topics included an introduction of ASID board, sponsorship opportunities for the year, website and web listings, how to host an ASID meeting, membership directory and the Pocket Pal.

Our next IP brief will be held in March, one hour before our membership meeting. If you have any questions, please feel free to contact our IP Chair, Maria Benson or the Director At Large, Brooke D'Alleyrand.

Brooke D'Alleyrand

480-921-0900

brooke@subzerowolfssouthwest.com

Membership:

By Charlyn Burrows, ASID

The AZ North Chapter of ASID is alive and well! As of December 2009 we have 329 Allied Members, 174 Professional Members, 229 Industry Partners and 285 Student Members.

If your membership is up for renewal and you haven't already paid, please go the national website and renew today! You now have the option to make your payment in monthly installments (\$25.00 one time handling fee) with a credit card.

In an effort to make our new members feel more welcome and to involve existing members we are starting a "buddy" system. If you would like to volunteer to be a "buddy" by calling a new member, inviting them to the next membership meeting or event and meeting them there please contact Charlyn Burrows, ASID at 480-268-7915 or CB@CBinteriors.net

Nominating Committee:

By Linda Kolesar, ASID

Nominating Committee activities have been focused on contacting nominees to fill the chapter's Board of Directors positions for terms beginning October 2010. The positions that will be open and voted on in the chapter election are: President Elect, Director of Membership and Director at Large.

Members were asked to volunteer to serve and/or make recommendations to the Nominating Committee. This year's Nominating Committee members are: **Laurie Clark, IP Representative, Kathy Harris, ASID, Debra May Himes, ASID, Tony Sutton, Allied Member ASID and Linda Kolesar, ASID, Nominating Committee Chair.**

This year each candidate's biographical information will be available on the chapter website, www.asidaznorth.org and will not be mailed out with the ballots. This will cut down on printing costs and make us a little "greener". Ballots and voting envelopes will be mailed out to the membership. Please follow the instructions on the ballot and voting envelope to make sure that your vote will count!

Step Workshop

By Norma Escandon Michaels, ASID

We are set to have our first Step Class at Mesa Community College:

Friday, March 12th 2:30PM to 7:30PM.
Saturday, March 13th, 8AM to 6:30PM
Sunday March 14th, 8AM to 5PM

For more information, please feel free to contact:

Norma Escandon Michaels, ASID
602-257-2282
www.nminteriors.biz

Student Affairs:

By Jill Stebbins, Allied Member ASID

The chapter's third annual ASID Student Design Charette Competition was hosted by Sunwest Appliances in January. Dozens of students took part in this event. The top three design teams will be announced at Student Career Day which will be held at Miele in the Scottsdale Airpark on Saturday, February 20th, 9am - 1 pm. The designations of First, Second, and Third Place will be announced when the teams are called up onstage during the annual Design Awards Banquet in August.

We could use more practitioner involvement in the Student Career Day event! We're looking for a few designers to talk to students about the path they took from graduation to employment/career. Please contact **Jill Stebbins** at Jill@InYourSpace.com to sign up.

Trade Show:

By Marilizabeth Birk, ASID

When you think about the ASID Trade Show, are you discouraged because you think of years past and how it wasn't as beneficial as you had hoped it would be? Well, it's time to rethink that thought! Gear up for this September - we will be having a JOINT TRADE SHOW with IIDA! UnVeiled will be for both ASID and IIDA Industry Partners to display at in 2010 and we couldn't be more excited! This year Industry Partners will have the opportunity to meet twice the designers for only one entrance fee - and celebrate design like you haven't before. More information to come - and if you'd like to participate in the planning aspect, please email **Marilizabeth** at mare@artisticdesignsllc.com.

2009/2010 Committee Chairpersons

Community Service

Tracey Marshall, ASID
Contact: (602) 738-0017 Cell
towardadesigns@cox.net

Membership Chair

Char Burrows, ASID
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Design Excellence Competition

Dan Heldenbrand, Allied Member ASID
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Nominating Chair

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Design Excellence Event

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Step Chair

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Student Affairs

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Education Day

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crandalldesign@mindspring.com

Marilizabeth Birk, ASID

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Industry Partner Chair

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Legislative Liaison

Marilizabeth Birk, ASID
Contact: (602) 791-9028
mare@artisticdesignsllc.com

Ethics

A NEW YEAR
A NEW DECADE
AND A RESOLUTION

TO ADHERE TO AND PRACTICE THE CODE OF ETHICS AND PROFESSIONAL CONDUCT ESTABLISHED IN OUR BYLAWS BY THE ASID NATIONAL BOARD



**By Jeanne C. Crandall, ASID
Ethics Chairman Arizona North Chapter**

It is an honor and privilege to have been selected to be your Ethics Chair. I have been a member of the American Society of Interior Designers for over 30 years and have served both as President and Chairperson of the Student and Education Committees. I have had the opportunity to teach Business Practices to students in the Interior Design Programs.

My firm Crandall and Associates, Inc. is now celebrating 36 years as a national hospitality design firm. With this background I am pleased to take on the responsibility to work with our membership to encourage the practice of high standards of business ethics and professionalism. I firmly believe this is essential to sustain our professional status, especially in our current business climate.

To begin our New Year 2010, let us first address our usage of the ASID APPELLATION AND MEMBERSHIP DESIGNATION.

The abuse and misuse of the appellation is to include, but not limited to the following mediums:

- Business Cards
- Business Stationary
- Printed Invoices
- Signs
- Advertisements
- Articles
- Web Sites
- Yellow Page Listings
- Written Correspondence



We are very casual in this very important identification of our credentials. Continually there are violations of improper usage by our professional members and to those firms and designers who do not qualify for the ASID appellation. Sometimes these violations are unintentional and misunderstood. You as a member have earned and are qualified for this honor. Please take it seriously and review all your mediums of identification to make sure they are accurate.

The following ASID APPELLATION AND MEMBERSHIP DESIGNATIONS ARE LISTED FOR YOUR USE AS A QUALIFIED MEMBER and have been provided by the ASID National Board. Please review the accuracy of your appellation and report any misuse that you may be aware of. Violations dilute our professional status. Note that a member may not use the official ASID logo in any manner. Industry Partners may use the Industry Partner logo.

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).

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

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 John/ Jane Doe Industry Partner Representative for ABC Company

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. Although, professional members do have a ASID logo that can be used, see National web site.

Sponsors needed for the Design Excellence Awards Celebration

Saturday August 14, 2010

Dear Valued Industry Partners and Arizona North Chapter Members,

Your support and generosity has enabled our members to experience meaningful membership meetings, education events and our premier Design Excellence Awards. Thank you for your positive impact to our Industry and livelihood.

We all know too well the challenges we have faced in our current economic climate. Things are beginning to look up a bit and our goal is to assist you in any way that we can to maintain the momentum in the coming year.

Please give your consideration to sponsoring our upcoming 2009/10 Design Excellence Awards. We have multiple levels of opportunity to suit each advertising budget. Your support will give your company greater visibility within the membership and face time for you to create new business with designers you want to reach.

A member of our sponsorship committee will be contacting you soon to answer any questions and reserve your sponsorship. If you have questions or wish to reserve your sponsorship, please feel free to contact me directly or either of the co-chairs, Pooneh Kashani (602.275.6400) and Marilizabeth Birk (602.791.9028).

See sponsorship sign up insert included with this newsletter.

Thank you for creating success for all of the members of the ASID Arizona North Chapter.

Sincerely,

Brenda Strunk, ASID
ASID Arizona North Chapter President 2009/2010
480.239.9559

Event Benefactor (\$7500+)

Logo in event invitation & program, Logo on signage in lobby
Invited to podium to address the audience for 5-7 minutes
Logo and/or image of a product on screen during address
10 tickets to event
Logo printed in Desert Design Magazine
5 creative brief paragraphs or IP feature on web
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Event Platinum (\$5,000)

Logo in event invitation & program, Logo on signage in lobby
6 tickets to event
Logo printed in Desert Design Magazine
4 creative brief paragraphs or IP feature on web
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Event Gold (\$3,000)

Logo in event invitation & program, Logo on signage in lobby
4 tickets to event
Logo printed in Desert Design Magazine
3 creative brief paragraphs or IP feature on web
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Event Silver (\$1,500)

Logo in event invitation & program, Logo on signage in lobby
2 tickets to event
Logo printed in Desert Design Magazine
2 creative brief paragraphs or IP feature on web
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Event Bronze (\$1,000)

Logo in event invitation & program, Logo on signage in lobby
1 tickets to event
Logo printed in Desert Design Magazine
1 creative brief paragraphs or IP feature on web
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Event Copper (\$650)

Logo in event program
Logo printed in Desert Design Magazine
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Event Friend (\$250)

Logo in event program
Use of sponsorship for PR for year
Facebook & Linked In announcement of sponsorship

Dedicated Sponsorships

Logo in event program
Use of sponsorship for PR for year
Thank you on stage at beginning of program
Facebook & Linked In announcement of sponsorship

- Wine Host - \$3000 – notices at each table, logo in DDM - one host for red wine, one for white
- Cocktail Hour - \$2,500 – notices at cocktail hour, logo in DDM
- Cocktail Hors d'oeuvres - \$2,000 – notices at cocktail hour, logo in DDM
- Entertainment - \$500
- Table Centerpieces - \$1,000 – notices at each table, logo in DDM

October Meeting

RECAP

ASID NORTH MEMBERSHIP MEETING

A COLORFUL NEW TWIST

By Laurie Clark, Industry Partner of ASID
Sherwin-Williams

Sherwin-Williams colormix 2010 Forecast Rediscovered Palettes of the Past

Color Quest Showroom, Scottsdale, AZ (October 15, 2009) – The Sherwin-Williams 2010 color forecast takes cues from the hues of the past to paint the way to the future.

"In uncertain times, we find comfort in the memories and traditions that provide us with a sense of solid ground," said Jackie Jordan, director of color marketing for Sherwin-Williams. "Color plays a key role in triggering our nostalgia, and our trend forecast reflects the rediscovery of the sights, sounds, smells – and colors – of the past."

The 24 shades selected by Sherwin-Williams color experts for colormix 2010 are grouped into four collections: Rooted, Treasured, Simplified and Refreshed.

Rooted

The journey of color rediscovery begins by drawing inspiration from the world's oldest, most enduring civilizations, including the rich, dynamic colors of aboriginal, African and Native American cultures.

"As today's economy continues to shift our sense of stability and control, we're seeing people turn to reliable and trusted elements of life, such as family and close circles of friends," Jordan said. "The Rooted collection represents this trend with colors that stem from tribal influences and evoke feelings of comfort, strength and security."

Infused with inspiration from cultural artifacts such as animal print fabrics and wooden musical instruments, the Rooted palette mixes the natural with the bold and vibrant. Neutral tones include the earthy Nomadic Desert (SW 6107), Rockwood Amber (SW 2817) and Foothills (SW 7514). These colors are brought to life with the saturated tones of spicy Red Tomato (SW 6607) and deep-blue Oceanside (SW 6496). The palette is rounded out with Darkroom (SW 7083), a blackened purple reflecting the mystery and mystique of the cultures at the heart of this collection.

Treasured

Beyond reconnecting to our roots, today's financial strains are leading us to rediscover the treasures of yesteryear.

"By making more resourceful use of what we already have, we uncover a rich collection of historical items to surround ourselves with as we update our spaces," Jordan said. "In our rediscovery, we are often surprised and energized to find a beautiful palette of colors inspired by our heirlooms."



The time-tested shades of the Treasured collection evoke the warm, comforting memories of times past. Many of the colors are muted shades of brighter tones. Caribbean Coral (SW 2854), for example, is a softer, retro alternative to the vibrant hue that maintains its popularity in design. Moderate White (SW 6140) provides a neutral without too much flash, and yellowed Sequin (SW 6394) adds a serene glow to the mix.

The darker side of this palette begins with Smoky Blue (SW 7604), layered with shades of gray and indigo that mirror the deep stories of our past. Sturdy Brown (SW 6097) brings in the beauty of old, handmade artisan crafts, and the faded verdigris of Gallery Green (SW 0015) adds a touch of antiquity with its emerald tone.



Colleen Heldenbrand, Allied Member ASID, CTC, Dan Heldenbrand, Allied Member ASID



Linda Kolesar, ASID, Janelle Schick, ASID, LuAnn Thoma-Holec, ASID, Linda Heinz, ASID, Paul Buys, ASID

Simplified

This collection stays true to its name with colors that, when combined, create a sophisticated style that embodies a "less is the new more" spirit.

"The colors in this collection appear simple on the surface, but are complex when given a closer look," Jordan said. "The Simplified palette reflects the current trend to pare down the extravagancies in our lives, but the hues still allow for intricate and elegant designs."

Translucency connects the colors in this collection, providing versatility to any space with shades that change and shift in the light. Paired with transparent fabrics and finishes, clarity, subtlety and serenity are apparent in every hue. The Simplified collection offers a palette for a discerning eye with just a small dash of color. The neutral tones of Whitetail (SW 7103), Butter Up (SW 6681) and Interactive Cream (SW 6113) make up the foundation, and gray also plays an important role, with the mid-tone Magnetic Gray (SW 7058) and darker Serious Gray (SW 6256). The muted lilac shade of Enigma (SW 6018) offers an intriguing accent well-suited for this sophisticated palette.

Refreshed

The Refreshed collection features vibrant and forward colors to evoke a sense of optimism for the future.

"The exuberant shades of Refreshed enliven the spirit and turn our focus to more carefree days," Jordan said. "While not as saturated as some accent colors of collections past, these hues still reflect the optimism that can always be found within us, even as we navigate challenging times."

Fresh florals, sunny days and tropical blooms are the inspiration behind this collection. Get lost in the botanical garden of Sapphire (SW 6963) and Verve Violet (SW 6979), and indulge in the sunshine of Fun Yellow (SW 6908). Pickle (SW 6725), along with the grapefruit and tangerine tones of Animated Coral (SW 6878) and Summer Day (SW 6662), also add fun flavor to this palette.

Together, the vivid hues of the Refreshed collection create a lively, harmonious palette to offset the darker realities of today's uncertain times. What's more, when added individually to another collection, these colors can offer a bright reminder of better days to come.

Editors' note: Inspirational cards for the colormix 2010 collections feature complementary fabrics, trim and hardware from Robert Allen. For more information visit www.robertallendesign.com/sherwin-williams



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November Meeting

RECAP

By Tracey Marshall, ASID

ASID NORTH MEMBERSHIP MEETING



Real Green, Real Affordable, Real Life Lessons Learned from Habitat for Humanity

The November Membership Meeting was held at the new Home & Design Idea Center in Scottsdale to an overwhelming turnout of over 300 people. Many of the showcased companies had staff on hand to answer questions about their products and Robb & Stucky provided a delicious buffet and refreshments.

The guest speaker for the evening was James Ball, the Sustainable Building Manager for Habitat for Humanity Central Arizona. He gave a presentation on how Habitat has learned that "green building" and "affordable building" are linked.

"Real Green, Real Affordable, Real Life Lessons Learned from Habitat for Humanity"

Building Affordable housing has inherently Green benefits & Building Green housing has inherently Affordable benefits

- Ownership Mentality
- Energy savings
- Opportunity to Invest
- Water savings
- Affordable construction
- Durability
- Affordable living
- Indoor environmental quality

Habitat for Humanity homes have always included features that are both Green and Affordable solutions, such as desert landscaping with timed irrigation. A thermal barrier around the entire home, a small home footprint, reuse of existing materials, and Energy Star appliances. Upon checking into LEED, they realized that their basic homes could qualify for Silver Level Certification. They then started looking into improvements they could make to their existing base-line ideas that would further improve the Green quality of the homes, without taking them away from the affordable mindset.

Some upgrades that they have started to implement to their homes include molding the landscaping to provide rainwater management, adding caulking to the existing thermal barrier around the home to provide an air-tight barrier, moving to vinyl windows, reconfiguring floor plans to reduce the hot-water loop and the HVAC system requirements, partnering with Waste Management on a recycling program, and using CFL bulbs throughout the home. These simple upgrades to their already Green model led to Habitat for Humanity Central Arizona being the first chapter in the United States to build a LEED Platinum home. A study on the building costs shows that this LEED Platinum home had only a 10% increase in over-all costs from their base models.

In addition to the LEED Platinum home, the Central Arizona Chapter has now built 18 LEED Silver homes, and is awaiting certification on two LEED Platinum NetZero homes.

The ASID Arizona North Chapter is planning on partnering with Habitat for Humanity for an all-day, all-ASID build day early in 2010. Keep a lookout for information on volunteering!

For more information on Habitat for Humanity, visit the Central Arizona web site at www.HabitatCAZ.org.



Marcela Molina, Student Representative of ASID



Laurie Friedman
(Pindler and Pindler) Dan
Heldenbrand,
Allied Member
ASID



Sheri Newton, ASID in our
Home and Design Idea Booth



James Ball, Habitat for Humanity,
Tracey Marshall, ASID

December Meeting

By Brenda Strunk, ASID

RECAP

ASID NORTH
MEMBERSHIP
MEETING

ASID Happy Hour

The holiday spirit was overwhelming at our first ASID Happy Hour at the wonderful Westar Showroom in the Scottsdale Airpark. A beautiful double ended claw foot tub was filled to the brim with our Community Dental Foundation donations of dental supplies and toys. Chef Ann delighted our palettes with a beautiful spread of holiday goodies in a fabulous kitchen. The fun and spirit continued with TaMeki Njuguna of Daz - Decors of Arizona winning a Kitchen Aid Food Processor in a drawing of business cards and Kelli Enriquez of Ardy's Gallery of Window Coverings won the Kitchen Aid Mixer in the raffle benefiting the Community Dental Foundation. We also held our first VIP (Volunteer Incentive Program) drawing with Maria Benson of Nyla Simone Home as our first VIP winner. What an amazing turnout and spirited evening!

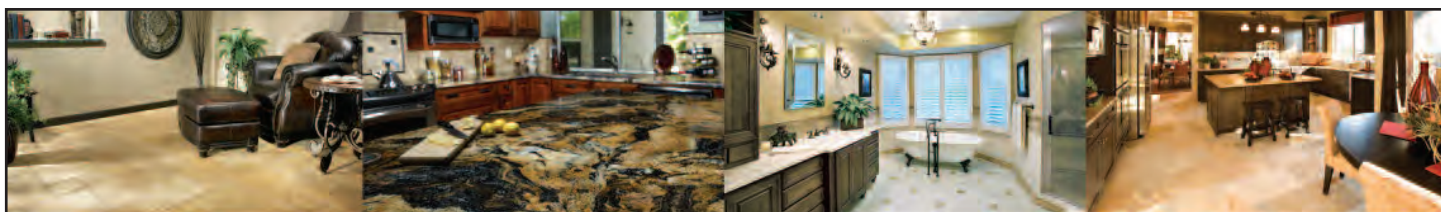


Christine Piotrowski, FASID,
Brenda Strunk, ASID, Tracey
Marshall, ASID

Marcela
Molina,
Student
Representative
of ASID and
Noele Ranta,
Interior Design
Student from
MCC



Shelley Salmon, Robyn Randall, ASID,
Marsha Madres, Industry Partner of ASID



ARIZONA TILE

BRINGING YOU THE MOST EXTRAORDINARY SURFACES ON EARTH

We invite you to attend Stone 101

This one hour CEU .2 credit course will cover: basic information about natural stone tile and slabs, how natural stone is quarried, how natural stone is fabricated, and how tile and stone are used for construction applications.

When: Friday, March 5th at 9:00 am (continental breakfast)

Where: Arizona Tile 14700 N. Hayden Road, Scottsdale

Seating limited to 30 people

RSVP by Feb 26th to: educationscottsdale@arizonatile.com

Phone: 480-991-3066 option 4

welcome

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

Industry Partners

European Windows & Doors, LLC

Louis R. Egea

9035 E Pima Center Pkwy Ste 15
Scottsdale, AZ 85258-4418
Tel: (480) 443-0052
Email: ou@europeanwindowdoor.com

Green Street

Philip Beere

8390 E Via De Ventura
Scottsdale, AZ 85258-3188
Tel: (602) 466-7444
Email: philip@greenstreetdev.com

Phoenix Home and Garden Magazine

Linda Barkman, Editor

15169 N Scottsdale Rd, C300
Scottsdale, AZ 85254-2101
Tel: (480) 664-3960
Email: lbarkman@citieswestpub.com

World Wide Stone Corporation

Kim D West

15275 N 83rd Pl
Scottsdale, AZ 85260-2588
Tel: (602) 438-1001
Email: kwest@durangostone.com

Marin Shower & Mirror

Gayla Hunter

9035 E Pima Center Pkwy, Ste 1
Scottsdale, AZ 85258-4418
Tel: (480) 317-9494
Email: gayla@marinshowermirror.com

NCIDQ Publishes New Practice Design Problem

The National Council for Interior Design Qualification, Inc. (NCIDQ) has published new study material for Section 3 of its updated exam. The new practice design problem (PDP 2009-0 1) will assist candidates who are preparing to take the practicum portion of the NCIDQ Examination.

NCIDQ develops Practice Design Problems (PDP) to provide candidates with a practice exam that simulates the actual NCIDQ practicum exam. PDPs allow candidates to simulate the drawing portion of the examination and apply the grading criteria to their solution in order to identify strengths and weaknesses in their knowledge areas.

The new PDP provides a complete practice design examination, including all program requirements and drawing sheets for all three parts of Section 3 – which consists of seven unique exercises that focus on the following areas: space planning, lighting design, egress, life safety, restroom [washroom] design, systems integration and millwork. The blank problems are on 18" x 24" vellum sheets to accurately simulate the updated practicum format.

NCIDQ has also provided a new way to review the solutions to the practice examination. Now candidates can purchase online examples of a passing and failing solution. This new online solutions allow candidates to zoom closely and examine the solved problems, easily comparing the solutions to their completed practice problem.

The PDP and online solutions are now available for sale on QShop, NCIDQ's new online shopping cart. The blank design problems and solutions can be bought separately or as a bundle. The solutions are available for 30, 60 or 90 days of access at a time.

The costs for the PDP and solutions are:

Printed Practice Design Problem (PDP) \$75

Online solutions -choose from:

30 days of access \$35

60 days of access \$60

90 days of access (best value!) \$80

Buy both - get more for less!

PDP + Solutions Bundle

PDP + 104 days of online solutions access \$155

Now \$140 until Jan. 31!

For more information on Section 3 of the NCIDQ Examination, please visit NCIDQ's Web site at www.ncidq.org. To purchase the PDP and solutions, visit NCIDQ's QShop.

NCIDQ is an organization of regulatory boards and provincial associations in the United States and Canada whose core purpose is to protect the health, life safety and welfare of the public by establishing standards of competence in the practice of interior design. More information about the organization may be found at www.ncidq.org.



Naomi Anderson, Industry Partner ASID
ANDERSON+COMPANY PR
Naomi@andersoncompany.biz

RECENTLY COMPLETED PROJECTS:

- Marketing Plan 2010 for The Contrado Group, Phoenix, Arizona
- Public Relations Plan 2010 for ASID Arizona North Chapter
- Moved to a very unique, remodeled house in Cave Creek

BIGGEST CHALLENGE IN THE INDUSTRY:

Convincing small business owners to draft annual public relations plans, define their key target markets, and to remain consistent in their message to that potential customer base.

WHAT'S NEW AND EXCITING IN THE PR WORLD:

Social media is moving up in popularity, offers affordability and includes a diverse demographic range. It's time to get on board. Isn't that Tweet?



PERSON I WOULD LIKE TO MEET:

Steve Martin. He could surely help lighten things up in these challenging times.

MUSIC ON MY IPOD:

My adorable and respectful teenage daughter took off with mine, but I grin when I think she's listening to hits by Cat Stevens or Boston. Now that's a face I'd like to see!



PEOPLE WHO MAKE ME LAUGH:

Ray Romano in Men of a Certain Age, Robin Williams, and of course my dream date...Steve Martin!



BOOKS ON MY NIGHTSTAND:

"Open" by Andre Agassi, "Holy Bible"

PRODUCT I CAN'T LIVE WITHOUT:

I'm so spoiled...impossible to narrow it down to only one. I guess if I had to, it would be my car. I don't care for extensive exercise. Everything in moderation...you know?



INDUSTRY PET PEEVE:

A lack of general awareness regarding the direct benefits of hiring a qualified interior designer.

MOVIES I CAN ALWAYS WATCH:

"Christmas Vacation" and "Planes, Trains and Automobiles"

THING I LOVE ABOUT THE INDUSTRY:

I feel so fortunate to be part of a profession that truly appreciates our living environment and how much of an impact it has on our individual happiness and well-being.

CLASSIC PRODUCT I WILL ALWAYS OWN:

1957 T-Bird

WHEN I'M NOT IN THE OFFICE WORKING, I AM:

Still working...on my golf game. It's work, work, work! What lamo came up with the phrase, "play a game of golf"?



Linda J. Barkman
Editor, Phoenix Home & Garden
magazine
lbarkman@citieswestpub.com

WHAT I LOVE ABOUT MY PROFESSION:

The stimulation of seeing incredible homes and meeting the design professionals involved in creating them. I

also love being able to give people wonderful ideas for their homes, and I am exposed to so many wonderful ideas!



PROJECTS ON THE BOARD:

Our Arizona Style Showplace at Scottsdale Quarter in February, held in conjunction with Phoenix Home & Garden's 30th Anniversary; our Meet the Masters event in March; our annual home tour; and much more!

BIGGEST CHALLENGE:

Thinking in real time, since we work so far ahead and have to juggle multiple stages of various issues at the same time: finalizing the one we are producing now, editing copy for the one we'll be producing next, and assigning the next one out.

BOOKS ON MY NIGHTSTAND:

Currently reading "The Help" by Kathryn Stockett, and recently finished listening to an audio version of William Faulkner's "Light in August."



PRODUCT I COULDN'T GET ALONG WITHOUT:

My Jura impressa coffee machine

I WISH I COULD:

Carry a tune.



FAVORITE PASTTIMES:

Reading, speed walking, spending time with my grandchildren

MOTTO I LIVE BY:

Everything in moderation



I SECRETLY LOVE WATCHING:

"American Idol."

FAVORITE FOOD:

Anything Italian.

I LOVE TO COLLECT:

Miniature chairs

CLASSIC PRODUCT I WILL ALWAYS LOVE:

Blue and white porcelain

I CAN'T LIVE WITHOUT:

Music



The Art Institute of Phoenix Update

By Gillian Pollock, ASID Student Chapter Liaison

A lot has been happening at the ASID Student Chapter at The Art Institute of Phoenix, AZ! We are pleased to announce that our dog house at the IIDA Petopia event was auctioned for more than \$300.00, the highest amount for any of those gorgeous homes!

We also received a visit from **Tracey Marshall, ASID** discussing ASID membership with our newest Interior Design students – it was truly interesting to hear all the ways that being a member has helped Tracey grow in her career as well as how she has helped so many others because of it.

Other recent events have included student participation in ASID RealWorld DesignWeek, volunteering at Greenbuild, and two table design entries submitted at the Tableau competition – with the entrants as beautiful as the event in their formal attire opening night.

We are in full swing with our "Wrapped In Love Quilting" drive as we head into the Holiday season – this year we've got many quilting enthusiasts who are truly committed to making this season a lot warmer for those less fortunate!

Collins College Update

By the Student Design Group



The Student Design Group at Collins College has had an eventful last few months!! We were very busy assisting with preparations for our first Council for Interior Design Accreditation (CIDA) visit in October, the visit culminated in an interview with the site visitors and 12 students from all class levels. The following week we had our graduate portfolio show, which was well attended. Our Fall Graduation Ceremony was held at the Gammage Theater the next day.

Also in October, **Christine Piotrowski, FASID**, author of Professional Practice for Interior Designers, was kind enough to address our Project Management class...Thanks Christine!! Our recent field trips have included the Phoenix Art Museum, Taliesin West, The Reference Library and the keynote address by Al Gore at Greenbuild.

We are working on recruiting new members to our Design Group and elections for new officers is currently in progress. Coming up in January, we have a team competing in IIDA's Couture 2010, this is a really exciting event.

Also at Collins we have welcomed our first class of freshmen in the new BFA in Fashion Design and Merchandising. We look forward to creating joint projects with them!

Mesa Community College Update

By Marcela Molina, ASID Student Representative to the Board

We are beginning a new semester, which includes many activities for the MCC ID Group. The focus of these plans encourages diversity, creativity, and continued efforts toward education and certification among student members. The following activities are geared toward meeting these goals.

Mesa Community College, MCC, Interior Design students under the supervision of **Janice Pierson**, Department Chair and LEED accredited professional, are creating an interactive signage package intended to deliver on-site LEED education. The Health and Wellness (HW) building will open its doors in May with the prospect of a LEED silver certification. **Hannah Buchman, Andrea Carrillo, Keri Pollard, Tammy Elliott, and Brittney Hill** are seeking eligibility to take LEED AP: ID+C (specialization in LEED for Commercial Interior rating system). Through active involvement on this LEED project they will ascertain eligibility status and create a permanent LEED learning building on MCC's campus. Special thanks to **Carol Achs, Dean; Debra Bitter, Nursing Chair; Ann Stine Physical Education and Exercise Science Chair; and Jeff Stanton, Smith Group Architect**. MCC have the opportunity to take a course for the LEED accreditation. The LEED Study Group meets two times a week, in the MCC library. The purpose of the study group is to prepare students for taking the LEED AP exam in April. Good Luck Students!

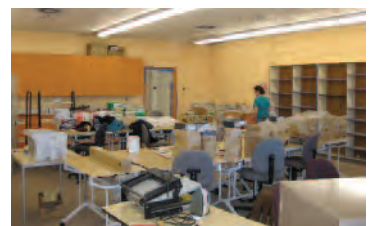


Instructed by **CJ Robb, ASID**, the Residential Design studio will be participating in a real-world project in Miami, AZ. The students will be redesigning a 1965 ranch style home. The objectives of this class are the instruction of the design process, design concepts, and production drawings. The students of the Residential Design studio and the Interior Materials class will visit ASID allied firms and industry vendors in an effort to support the myriad real-world projects that students embark upon as part of their experience at MCC.

Northern Arizona University Update

By Linley Conrad, ASID Student Chapter President

This past semester has been great for our chapter. We have recently completed a huge project that has been in the works for the past year. We painted our Junior and Senior studios! We wanted to make them more





Saturday, February 20, 2010
9:00 am – 1:00 pm

Miele Gallery
Airpark Design Center
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Scottsdale, AZ, 85260
(480) 443-0045

Complimentary to
ASID Student Members

Why Should I Attend Career Day?

- To have the chance to speak to award winning designers face-to-face
- To get an honest assessment of your resume and portfolio
- To discover job opportunities for Interior Design Students
- To find out who won the Student Design Charette
- To join fellow students and an array of professional designers for an informative day specifically geared for Interior Design Students

Please RSVP to:
Jill Stebbins, Student Affairs Chair
Jill@InYourSpaceInteriors.com

Arizona North Chapter, ASID



calming and have a better work environment for our students. We are still in the process of getting new counter-tops, which will be the icing on the cake!



Our Resource Room has also been revamped and reorganized with the addition of a new sofa and samples for students to enjoy.



Our chapter has participated in many community service projects over the semester as well. We had a group get together for a campus wide activity called Up Til Dawn where we each addressed a number of letters asking for donations for St. Jude's Children's Hospital. We also did our own letter writing campaign to raise money for the Koret Family Home. This was our first time heading up our own community service project and the outcome was awesome! We also had some members volunteer in NAU's annual craft show in November.

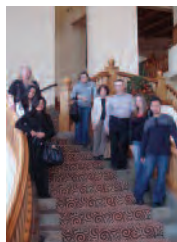
For our last meeting and membership drive we had a wonderful guest speaker, **Tracey Marshall, ASID**. She joined us in November to discuss the many benefits of the professional chapter, talked about the NCIDQ, and gave us great portfolio tips. We appreciated her appearance as well as the pizza party she provided us!

Next semester we are looking forward to more guest speakers, projects and competitions!

Phoenix College Update

By Jill Berg, ASID Student Chapter Liaison

Phoenix College closed the semester out with a wonderful experience at the Sheraton Wild Horse Pass. We enjoyed the blending of American and Arizona cuisine at the Ko'sin restaurant, which means



kitchen in the Pima language. After lunch we enjoyed a guided tour of this resort rich with tradition from Arizona's own Pima and Maricopa

Indians. The wall of large glass windows, in the lobby, greet visitors with spectacular views of the Sierra Estrella Mountain Range. Our tour guide, Ginger Sunbird is from the Pima Tribe and shared many wonderful thoughtful details of the architecture and interiors of this destination resort.

Scottsdale Community College Update

By Elizabeth Boatwright, ASID Student Chapter President



Scottsdale Community College enjoyed a tremendous amount of success with events offered during the fall semester of 2009. A big thank you to Kitchens Southwest (especially **Dana Hayes** and **Brittany Wilson** - a former SCC Student) for hosting our chapter and providing an informative tour of the showroom; Goodmans Interior Structures, who also gave us a tour of their showroom and held a panel on the different aspects of design and career paths to take; and **Marsha Fairburn** from Knoll (and our Co-Vice President **Debra Allen** who organized this special event) for hosting the SCC student chapter to a fantastic luncheon and tour of their new LEED Platinum showroom in Tempe.

Upcoming events include an on campus meeting with a panel of recent graduates who have started their own businesses, a speaker from USGBC, and tour of the Arizona Design Showroom. As a chapter we are continually thankful for the support and invitations extended by the AZ North board and look forward to cultivating relationships with other student chapters throughout 2010.

Outstanding Student Member

Winter Quarter 2009-2010

Congratulations Elizabeth Boatwright, Student Chapter President of Scottsdale Community College



My interest in design began at a very early age always wanting to rearrange, coordinate, and beautify my environment. It was this desire and curiosity that propelled me into the world of the Art History at the University of Arizona and, three years later, realize my ultimate aspiration was to combine my interest in art and design. This lead me to pursue a second degree in Interior Design at SCC where I have rapidly fit into a very gratifying leadership role as ASID Student Chapter President. Happy to share my time, resources, and energy with the student chapter it has been a fulfilling and enriching experience.

Inspired by the mandate to leave the places we touch a little better than we found them the field of design that appeals to me the most is historic preservation.

Let's all congratulate **Elizabeth Boatwright** for her outstanding devotion to ASID! Thank you Elizabeth!

Educational Assistance

STUDENT SCHOLARSHIP GRANT

ASID Student Members

Did you Know?

ASID students are eligible for a Student Scholarship Grant !!

Students must have completed half the requirements for a degree or certification program in interior design, have financial need, achieve a 3.0 GPA or better, have career objectives in interior design, be enrolled in at least two interior design classes, and be a member of the ASID, Arizona North Student Chapter or an independent.

Simply submit a Student Scholarship Grant Application, a CD portfolio with a brief description of each item on the CD, of recent design projects: CAD or Hand Drawings of Space Plans, Details and Elevations, Sketches and Renderings, Color Boards, Construction Documents or Specifications.

In addition, submit your transcripts, letters of recommendation, a brief letter of your background and experience, goals after graduation, the reason you chose the interior design field and why obtaining the scholarship is important to you.

"Deadline for entries: March 26th, 2010"





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- 12 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 18 ASID RED AFFAIR HAPPY HOUR
5:30 - 7:30 PM BSH GALLERY AND TRAINING CENTER
- 20 STUDENT CAREER DAY
9:00 - 1:00 PM AT MIELE GALLERY AT SCOTTSDALE DESIGN CENTER

March

- 06 HOW TO HIRE A PROFESSIONAL AT HOME & DESIGN IDEA CENTER
- 12 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 18 PR YOUR PR AT PATRICK MCCOURT FINE FURNISHINGS
- 25 DESIGNER ART FAIR AT DESIGN CENTER
- 26 DEADLINE FOR STUDENT SCHOLARSHIP ENTRIES

April

- DESIGN FOR HIRE THE ENTIRE MONTH OF APRIL
- 8 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 15 AUTHENTICALLY GREEN INTERIORS AT PLANT SOLUTIONS .1 CEU
- 26 DESIGN EXCELLENCE SUBMISSIONS DUE

May

- 14 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 19 EDUCATION DAY AT ROBB & STUCKY SHOWROOM

June

- 11 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 15 UNIVERSAL DESIGN AT SUBZERO AND WOLF APPLIANCE SHOWROOM WITH MARY KNOTT, ALLIED MEMBER ASID

July

- 9 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 15 KITCHEN & BATH REMODELS AT KITCHENS SOUTHWEST

August

- 13 ASID AZ NORTH BOARD MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- 14 34TH ANNUAL DESIGN EXCELLENCE AWARDS

September

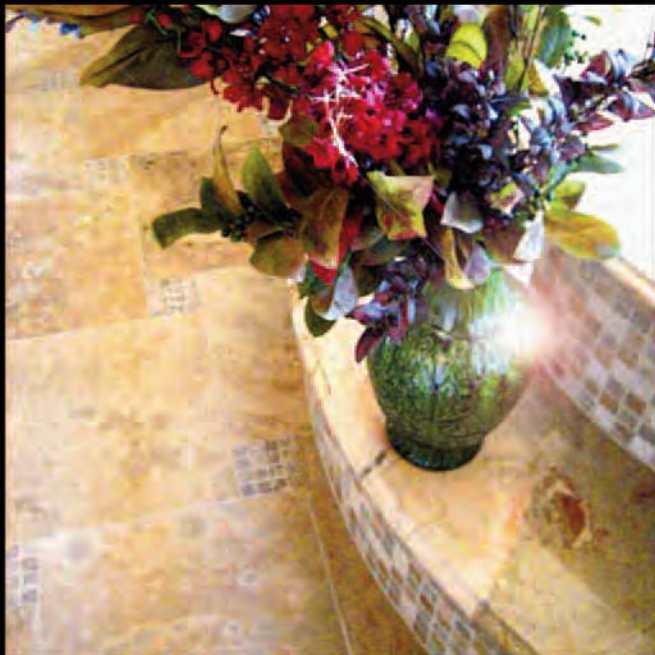
- 9 ASID AZ NORTH BOARD MEETING - JOINT MEETING
9:00 - 11:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- UNVEILED TRADE SHOW WITH IIDA, DATE AND LOCATION TO BE ANNOUNCED AT A LATER TIME

MEETINGS AND EVENTS SUBJECT TO CHANGE. CHECK WWW.ASIDAZNORTH.ORG NEWS & EVENTS FOR LATEST INFORMATION.



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