



Holly Asher, Allied ASID, Est Est, Inc. Photo: High Resmedia

July 22, 2015

## ARIZONA NORTH CHAPTER EVENT SCHEDULE



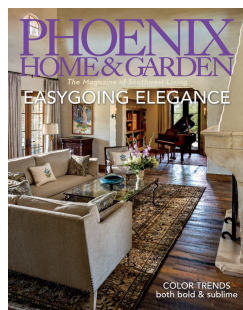
### Upcoming Creative Brief Topics:

**August:** Wine Cellars/Safe Rooms

Please Contact the [CB Editor](#) for contributions to these subject matters.

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Editorial Calendar  
& Advertising

## WELCOME NEW/ RETURNING INDUSTRY PARTNERS

**Ann Sacks**

## PRESIDENT'S LETTER



Summer time in the Valley of the Sun is when most of us are looking to get away from the heat. But it is also a time for planning for cooler weather and activities. Our incoming Board is just returning from Boston, MA, where they attending the ASID Chapter Leadership Conference, or CLC. This is an annual event for incoming Boards to receive training from our national officials. Each officer is in training with others in the same position from across the United States. It sets the stage for expectations and gives insight into what is required in the new position.

Board members and committee chairs are all volunteers. Hours of time are donated to keep our members engaged, and to provide a positive image of the design field for the public. Without volunteers, we would not be one of the top performing chapters in the country. We will be recognizing all of our volunteers and sponsors in September. The Membership & Program committee is planning something special, so watch for details. An early thank you to all of our sponsors, Directors, Past Presidents and members that have been working so hard this year.

Keith Stanton, Allied ASID, will be President starting in October with new Board members Amy Strang, Allied ASID, serving as Finance Director, Jasmine Dowling, Allied ASID, serving as Communications Director, and Tabitha Evans, Allied ASID serving as the Director of Professional Development. They will serve for two years. Erin Lindstrom, Allied ASID, will be stepping in to replace current Director of Membership, Janet Jackson, Allied ASID, who will become President Elect. Janet's Presidential term will begin in 2016. As the immediate Past President, I will be creating the slate of officers for the 2017-2018 year. The slate will include President Elect, and two-year term Director At Large and Membership Director. Our Director at Large is usually an Industry Partner.

Getting involved in Chapter activities is a wonderful networking strategy. You make new friends and connections that may benefit your career. It is through committee work that you become eligible to sit on our Board. So start thinking of ways to get involved. You may contact me directly at [askthedesigner@live.com](mailto:askthedesigner@live.com) for information on Board positions, volunteering for committees, working on the nominating committee for 2017-2018 or anything else related to Arizona North.

Design Excellence Awards Gala tickets are on sale at [www.asidaznorth.org](http://www.asidaznorth.org). You don't want to miss the "White Party" of the year!

40 Years - One Voice!

*Jewell A. Blair*

**Jewell Blair, Allied ASID**

## PHOENIX HOME & GARDEN EDITOR'S LETTER



The August issue of *Phoenix Home & Garden* focuses on color and its powerful impact on living spaces both inside and out. We introduce the topic using Josef Albers' Interaction of Color principles, share color trends including Pantone's Marsala and Benjamin Moore's Guilford Green, get great color confidence-building advice from ASID North Chapter President Jewell Blair, and feature a 1940 historic home that's freshened by a bold and energizing use of color. Key features in the issue include our cover story on an elegant adobe home designed by Clint Miller, AIA and Janet Brooks, ASID and a stunning contemporary style home designed by architect Craig Wickersham and Angelica Henry, ASID. The elements of these two homes

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**WELCOME NEW &  
RETURNING DESIGN  
MEMBERS**

Linda Runion, ASID

Samantha Elwell  
Student ASID

Susan Fitzgerald  
Student ASID

Sarah Medina  
Student ASID

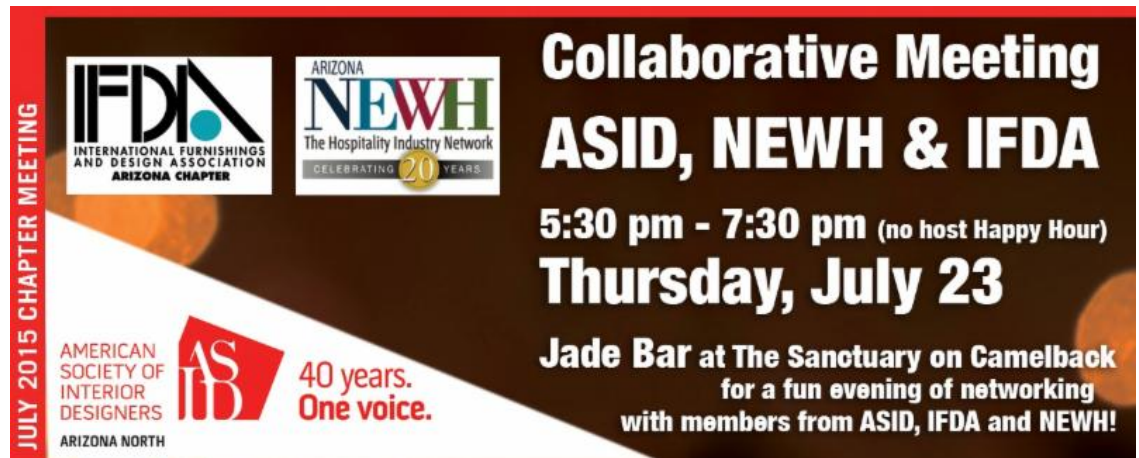
Brianna Rodgers  
Student ASID

couldn't be more different, but the quality of the design, materials, finishes, furnishings and execution is equally stellar. We are delighted to be able to share these homes with our more than 80,000 readers who live in Arizona and elsewhere around the country and the world. It is a testimony to the high level of architecture, interior design and landscaping design that is going on here in the Valley.

**Karol DeWulf Nickell, Editor**  
**Phoenix Home & Garden**

MEMBER HAPPENINGS

Still Time to Register for the July ASID Collaborative Meeting with NEWH & IFDA  
**RSVP Now**



**Collaborative Meeting  
ASID, NEWH & IFDA**  
5:30 pm - 7:30 pm (no host Happy Hour)  
**Thursday, July 23**  
**Jade Bar at The Sanctuary on Camelback**  
for a fun evening of networking  
with members from ASID, IFDA and NEWH!

IFDA INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION ARIZONA CHAPTER  
ARIZONA NEWH The Hospitality Industry Network CELEBRATING 20 YEARS  
JULY 2015 CHAPTER MEETING  
AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH 40 years. One voice.

Registration Open - Design Excellence Awards Gala  
**RSVP Now**



**2015 Design Excellence  
Awards Gala**  
An Evening of Excellence  
**Saturday, August 8**  
The Phoenician  
**Read more...**

SAVE THE DATE - 2015 AWARDS GALA  
A White Affair

**Book your hotel room now through July 25th - [Register Here](#)**

Save The Date - Industry Partner Donuts & Dialogue



**Donuts & Dialogue**  
Friday  
**September 11**  
7:45 am - 9:00 am  
**SAVE THE DATE!**  
Location TBD

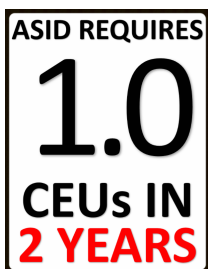
DONUTS & DIALOGUE



## THANK YOU 2015 SPONSORS

## CEU FOCUS

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### HOW MANY CONTINUING EDUCATION UNITS ARE ON FILE FOR YOU?

If you are not sure, go to [www.idcec.org](http://www.idcec.org) to check. You **MUST** have a total of 1.0 units recorded by December 2015. You are responsible for the correct reporting of your units. Only 10% of the members in Arizona North Chapter are showing completed with this requirement. Protect your membership! Verify your units today.

## SMART HOMES/TECHNOLOGY FOR DESIGNERS/SAFE ROOMS

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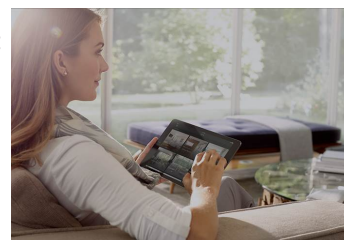
### Insight Automation International

Questions by Creative Brief Committee Member Penelope Bankowski, ASID Industry Partner, Gem Surfaces

With our focus on "Smart Homes" and smart home technology this month, the Creative Brief reached out to Rob Czech, the owner of Insight Automation International, and David Brown, Lighting & Integration Specialist and Industry Partner to ASID for a Q & A:

1) The term "Smart Home" is often used; can you elaborate on what that term encompasses?

A smart home is a home that provides all of the comforts we normally have at all times very efficiently and cost-effectively. Systems like Savant and Control 4 offer technology that controls things such as lighting, appliances, heat, air conditioning, television, audio and video components, and other compatible components are linked to one another and can be controlled remotely, even if the home owners are on vacation. The home owner simply uses a phone or the Internet to control the devices within their home from any location around the world. Window coverings can be opened or closed, an irrigation system can be controlled, and lights can be illuminated and extinguished as needed.



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### Smart Home Ideas



For the 2015 HGTV Smart Home, the network chose a 2,300-square-foot house in a southern suburb of Austin, Texas. Inspired by the design of a modern farmhouse, the tech-friendly home design evokes an everyday get-away with a rustic Texas feel.

"When I think of smart design, I think of wisely designing a home that functions well on a high level, so that's what Kelly Mockingbird, the design coordinator, and I tried to do through this whole process," said Linda Woodrum, HGTV Smart Home 2015 Interior Designer. "It works well. Everything is in that small triangle and it's just very usable and functional."

The Texas-inspired design starts in the hallway leading up to the kitchen, where three pieces of reclaimed wood art of the state of Texas greet guests. In the kitchen, the stainless steel apron sink has a modern, cottage appeal. An iPad docking/charging station also controls the lighting, thermostat, the shades or is used to simply look up new recipes. Built-in speakers in the ceiling, controlled with a touch of a finger on a smartphone or tablet are suited for entertaining guests or setting the mood while cooking dinner. A hidden television above the hood can be dropped down with another touch of a button.

A freestanding tub and unique master shower accentuate the master bath, designed with a neutral, spa-like feel. Outfitted with ioDigital technology, the shower itself echoes a high-tech spa with its recollection of preferred temperature and flow rate. The remote can turn on the shower from up to 30 feet away, and body sprays enrich the experience and offer an adjustable spray face to deliver water exactly where it's wanted.

"The spacious shower feels even more open thanks to the frameless glass enclosure," said Timothy McDonough, vice president of global brand marketing for Moen, which sponsored the 2015 Smart Home. "Plus, with floor-to-ceiling faux-wood tiles and recessed storage, the design will surely serve as a relaxing and refreshing oasis."

Completing the master suite is an in-room wet bar with an undermount bar/prep sink and traditional beverage faucet. Using a remote control, homeowners can prompt the coffee maker to lift up and reveal a shelf with a martini shaker and cocktail utensils.

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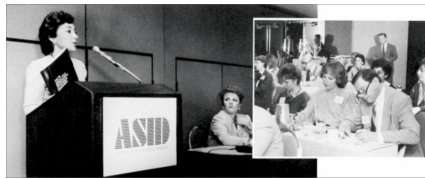
## LEGISLATION INFORMATION

### ASID LEGISLATION INFORMATION A Licensed and Highly Skilled Profession The Impact of Interior Design

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### ASID FLASHBACK



ASID National just posted the attached photo on FB and in the ICON, and it includes Gail Adams who was a national President, our President in both in 1979 and 1980 and still lives in the area and still a member.

Here is the text that accompanied the photo: In 1985, ASID President Gail Hayes Adams, FASID; ASID President-Elect Janet S. Schirn, FASID (shown at podium); and ASID Treasurer and Legislative Action Committee Co-Chair Barbara Ebstein, FASID, announce the first national campaign to support state-by-state title registration of interior designers at a press conference in New York City. "In our role as the leader of the design profession, ASID has declared title registration its top priority in 1986," Adams says. Today ASID is at the forefront of defending interior design practice rights at a legislative level.

	<b>CB Editor:</b> Cathy Kominsky Allied ASID	<b>ASID Arizona North Chapter</b>
		<b>MAILING ADDRESS:</b>
		4920 W Baseline Rd Suite C105-122 Laveen, AZ 85339 602-569-8916 <a href="mailto:info@asidaznorth.org">info@asidaznorth.org</a>

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