

THIS MONTH: LEED/Green Products



40 years.  
One voice.

# Creative Brief



Photo courtesy of Brian D. Cox, Allied ASID, Cox-James Architects - Cox-James Architects Photography

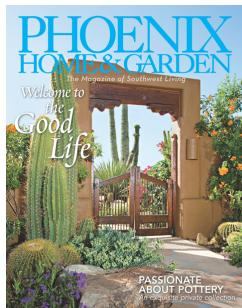
Wednesday May 27, 2015

## ARIZONA NORTH CHAPTER EVENT SCHEDULE



## Media Partner

### **Phoenix Home & Garden** Editorial Calendar & Advertising



As design professionals, we have a commitment to advise our clients and to conduct our business with an eye to conservation. Sustainability and green design are terms that have a general meaning, but in our industry the impact of our decisions in this area have huge implications. We are in a position to select and specify materials and furnishings that will enhance the public's awareness on environmental impact. Whether discussing the impact of a large home, or how to recycle materials in a remodel, anything we can do to build public responsibility helps.

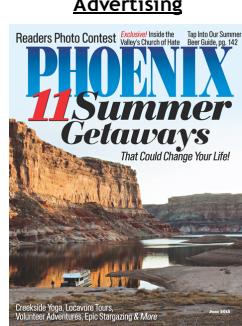
Those designers that have chosen to become specially certified in this area deal with it on an everyday basis. But for the majority of us, trying to balance the requirements of the client with our love of design could push the importance of these considerations to the back burner. Our industry partners, from appliances to hard surfaces, are leading the way with the development of energy efficient units and products made from recycled or reclaimed materials. The inclusion of any one product that falls under the umbrella of sustainable or "friendly" in each project supports the Society's message that we are leaders in making a difference in people's lives.

Not to preach to the choir, but please remember that there are organizations out there that would love to benefit from your remodel and renovation projects. Stardust Building supplies has been working with ASID Arizona North for several years. They accept cabinets, counters and appliances, lighting and other items for resale in their stores. The funds raised benefit their foundation that provides grants to community organizations all over the valley. Our most recent partner, Bridging Arizona, accepts furniture, lighting, decor, etc., that they then donate to non-profit organization, like Toby House, which we collaborated on a few weeks ago. If you know of more organizations, please post them on our Facebook page for other designers to see.

40 Years - One Voice!

*Jewell A. Blair*

Jewell Blair, Allied ASID



Editorial Calendar  
& Advertising

### **WELCOME NEW/ RETURNING INDUSTRY PARTNERS**

**Imagine Backyard  
Living**  
Outdoor Furniture, Pools &  
Spa  
**Amy Cottrell**  
(480) 607-3529

## PHOENIX HOME & GARDEN EDITOR'S LETTER



The June issue of *Phoenix Home & Garden* celebrates the good life. We contrast the heady, precession days with today's more balanced approach to living well by aligning personal passions and priorities. Features that exemplify the good life include our exclusive story on a museum-quality collection of Native American pottery amassed by a local couple, our article on interior designer Linda Criswell's own home remodeling project in Paradise Valley, a piece on an over-the-top custom closet by custom furniture designers Dan and Claudia Levinson of Scottsdale-based Feathers and our story on creating a home spa with ASID Arizona North Chapter President Jewell Blair.

Karol DeWulf Nickell, Editor

**Karndean**  
**Design Flooring**  
Flooring  
**Wes Hoover**  
(480) 339-9247

Phoenix Home & Garden

**LPI Development**  
Building Contractor  
**Michael Kupanoff**  
(480) 688-0342

**Schock**  
**North America**  
Plumbing/Fixtures  
**Marty Stewart**  
(480) 329-2293

**Scottsdale**  
**Bedrooms**  
Mattresses  
**Kay Massaro**  
(602) 263-0198

**The Container Store**  
Storage Solutions  
**Robin Montgomery**  
(972) 538-6494

## WELCOME NEW & RETURNING DESIGN MEMBERS

Jill Anderson,  
Allied ASID

Sandra Black,  
Student ASID

Debbie Nagle,  
Student ASID

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## MEMBER HAPPENINGS

[Register Now](#)

**Professional Development .3 CEU's in 1 Day!**  
Noon - 6:30 pm  
**Thursday, May 28**  
**Pacific Manufacturing Showroom**  
68th Street Design District  
2732 N 68th Street (68th St & Thomas), Scottsdale

MAY 2015 CHAPTER MEETING

## LOCAL DESIGN FOCUS

### Experts see a stronger year in Phoenix housing market



"We are continuing to see an uptake in the market across the board. Housing prices are on the rise and so is the rental market. We are seeing very early signs of multiple offers, which could possibly be an indication of the return of a seller's market." [Learn More](#)

### LEED and Sustainable Design

#### An Interview with Janice Pierson, ASID LEED AP and Laurie Westberg, ASID LEED AP



By Creative Brief Committee Members, Penelope Bankowski, Industry Partner Rep, and Julie Coleman, Allied ASID

Following the ASID Arizona North Chapter meeting in February, held at the Museum of the West - a LEED Gold certified building - the Creative Brief wanted to delve further into the subject of sustainable design. Our committee members reached out to local LEED accredited designers Janice Pierson, ASID, LEED AP and Laurie Westberg, Allied ASID, LEED AP, for their insight into the subject. Their informative responses to our questions have been compiled below:

1) What made you decide to become LEED accredited?



**Janice Pierson:** Soon after I graduated with my Bachelor's degree in 1988 the Americans with Disabilities Act (ADA) was being signed into law. Much of my career as an emerging professional was designing for people with disabilities. Many of my clients with disabilities had chemical sensitivities. Becoming LEED accredited was a natural transition in an effort to help people live in healthier more accessible built environments.

**Laurie Westberg:** I decided to become LEED accredited because I had lived in Europe for 10 years - and they were way ahead of the game in terms of "green" environments and passive design. So I was exposed to it at a fairly early age - Europeans recognized the need to minimize and reduce the ecological footprint. As issues like global warming have become a real and immediate threat, the necessity to reduce our impact on the environment around us has become extremely important. This is also evidenced within the last 10 years with regards to energy consumption - and new and innovative sources of energy such as biofuels, wind power, solar power, and use of electric cars. Clean, green energy is necessary to reduce our

**SPONSOR**impact on the environment. [Read More](#)**GOLD SPONSOR****SILVER SPONSORS**

**SHERWIN  
WILLIAMS.**

**BRONZE SPONSORS****ARIZONA TILE****ASID to offer CEUS and more at Dwell on Design in L.A., May 29-31****ASID REQUIRES**

**1.0  
CEUs IN  
2 YEARS**

ASID returns to Dwell on Design in Los Angeles, May 29-31, with more than EIGHTEEN can't miss continuing education sessions featuring topics of interest to all designers, regardless of their career stage. The Society will also host Designer Is In - the popular consultation event for design-seeking consumers.

We want to meet you! Please join ASID at booth #2329 for conversation, networking, and more.

Dwell on Design, curated by the editors of Dwell magazine, brings together the best and brightest products, services and thought leaders in modern design for a series of exhibitions, conversations, education, and more. Don't miss this event. [Learn More](#)

**0.2 CEUs: Client Contracts for Designers 201: Implementation and Application Workshop (ASID, IDCEC CEU) at Dwell**

Hear directly from ASID's own legal counsel, Alan Siegel, on the importance of contracts as an essential tool for designers and to add them to your practice. Explore ASID's new portfolio of residential form agreements, with differing fee structures that allow designers to pick and choose options and customize contracts for each client and project. Ticket includes complete pack of electronic residential OR commercial agreements (\$199 value). [Learn More](#)

**ASID Celebrates World Interiors Day, Sat, May 30th**[Read More](#)[The 1% Program](#)[ASID Student Flash Sale](#)

**WORLD-WIDE SOCIAL MEDIA EVENT**

**World Interiors Day  
“Design for All”  
Saturday, May 30**

**A social media event promoting pro bono design #interiorsforall**

**STUDENTS CAN WIN A FREE ONE-YEAR ASID STUDENT MEMBERSHIP!**

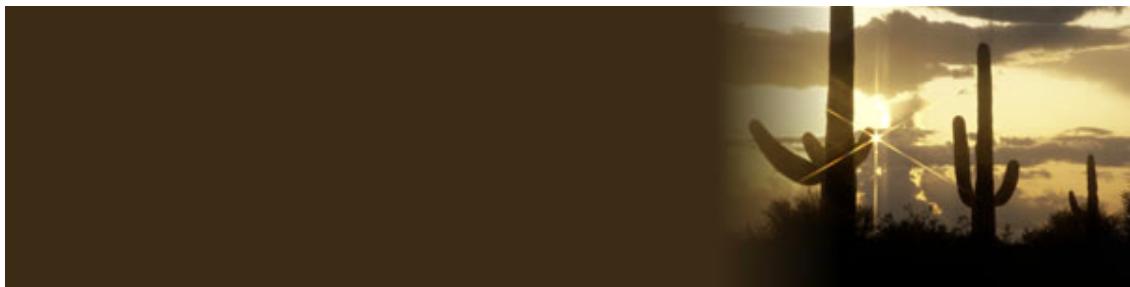
**Read more...**

**MEMBER NEWS****Gold Nugget Merit Awards**

It was just announced that Thoma-Holec Designs is a Gold Nugget Merit Award winner for THREE of their projects! Congrats to Generations at Agritopia; The Waterford Grand; and Friendship House at Royal Oaks!! A grand award winner will be announced June 25th in San Diego at the Gold Nugget Awards. <http://www.goldnuggetawards.com/>



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ASID Arizona North Chapter | MAILING ADDRESS: 4920 W Baseline Rd | Suite C105-122 | Laveen | AZ | 85339 | 602-569-8916 | [info@asidaznorth.org](mailto:info@asidaznorth.org)

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Contact the [CB Editor](#),  
Cathy Kominsky, Allied ASID



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**June:**  
Textiles  
**July:**  
Technology for Designers/ Smart Homes/Safe rooms  
**August:**  
Wine Cellars



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