



February 24, 2015

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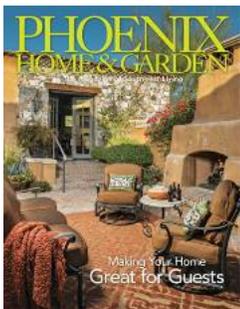
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**AZ NORTH
CHAPTER EVENT
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PRESIDENT'S LETTER



Catherine Reagor of the *Arizona Republic* led a recent article with the headline; "ASU Report-Metro Phoenix home prices hit a 7-year high". We heard at the beginning of last year that the housing market was rebounding, but this current report is impressive and encouraging to the interior design community. Though the actual number of homes sold in 2014 is lagging behind those in 2013, with stability in home prices projected this year, the number of homes sold could increase in 2015. For the interior design community, stability is a good thing.

It feels like things are returning to pre-crash levels with more work coming available. We can dare to be optimistic that homeowners will be ready to make decisions that were delayed and decide on renovation projects. For this period of growth, collaborating with a realtor holds great promise. They have the listings that might require staging to sell, or design plans to see the potential in a new purchase. We often work as a tag team, but think of the possibility if we were a united team! Having a designer work with a realtor is an extension of the services they may offer. These two working together, realtor and designer, create fertile ground for repeat business down the road.

Our Design for Hire Professional is an expansion of our popular Design for Hire program. DFH Pro provides design services that realtors provide for their clients. The services may be offered for staging or as a house warming gift after a sale. We add a level of service to the selling/buying process. Having our brand in this new area extends the public's knowledge of working with a design professional. We need you to share this new program with realtors, and leasing agents. It is quick and easy for them to sign up on our website. Please contact **Amy Strang**, DFH Pro Committee Chair or **Jeanette Knudsen**, ASID Finance Committee Board Member for more information.

Jewell Blair, Allied ASID

PHOENIX HOME & GARDEN EDITOR'S LETTER

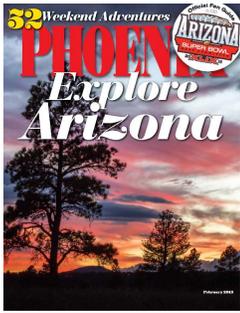


Phoenix Home & Garden celebrates 25 years of Masters of the Southwest with its March issue. Brimming with beautiful homes, gardens, and art, the issue features work of this year's Masters: Interior designer Mary Meinz, ASID; katsina doll artist Michael Jean Jenkins blacksmith and artist Brian Hughes, landscape designer Peggy De La Garza and residential designer Clay Scrivener. A feature on "what interior designers can do for you" tells readers about the ASID Design of Hire program. A roundup of lighting trends, including vintage-style bulbs, LED-designs and lamps made with 3D printers, helps consumers make smart buying decisions. And a peak inside a centennial Pueblo in Arcadia is a pleasant reminder of what authentic Arizona is all about.

**Karol DeWulf Nickell, Editor
Phoenix Home & Garden
Industry Partner Representative**

MEMBER RECOGNITION

ARTICLE HEADLINE



Editorial Calendar
& Advertising

WELCOME NEW/ RETURNING INDUSTRY PARTNERS

Lydia Cullen
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Bedrosians Tile & Stone
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Tile and Setting Materials

Liz Holmon
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Designer Lighting

Shelby Till
Westar Kitchen & Bath
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*Luxury Kitchen & Home
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Rick Schildgen
Prosource Wholesale
Floor Coverings
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Floor Coverings and Cabinets

Catherine Martinez
Maricopa Floorcoverings
(480) 706-4537
Luxury Wholesale Flooring

Robert Bravo
Roppe Corporation
(909) 234-3440
Eco-friendly Rubber Flooring

Jason D'Asto
The Tile Shop
(480) 214-6135
All Things Tile

Brad Levkowitz
Sun Lighting
(480) 921-0331
Designer Lighting

WELCOME NEW & RETURNING DESIGN MEMBERS



CONGRATULATIONS! 2015 MASTER OF THE SOUTHWEST

Mary Meinz, ASID

Mary Meinz, ASID, has won numerous awards at our Design Excellence Awards every year and now has been honored with Master of the Southwest for Interior Design! Our media partner, *Phoenix Home & Garden*, selected Mary after careful review of interior designers throughout Arizona-Congratulations, Mary!

See the March 2015 issue for the full article (14 pages!).

ARTICLE HEADLINE



Lymphoma Kitchen & Tasting Tour-Congratulations!

Our Chapter sponsored this sold-out tour hosted by Lymphoma Research Foundation on February 21, 2015. Attendees vote for the best kitchen, the best tastings, and the best tablescapes. Leah Tuttleman, Allied ASID, won for best tablescapes. Congratulations, Leah!

Designers, Gretchen Palmer, Allied ASID, and Cathy Stark, Allied ASID had beautiful homes on the tour. Thanks for helping make this tour a success!

Tablescapes designers included Adrienne Hart, Allied ASID, Tablescapes Design Winner from 2014; Katherine Mueller, ASID; Karen Mandarino, Allied ASID and Molly Beresford, Student ASID-all fabulous designs! Thank you for supporting this tour and enchanting us with your designs! [Read More](#)

MEMBER HAPPENINGS

This Thursday Night!!! Chapter Meeting: Sustainability & Social Consciousness Thu, Feb 26, 5:30-8pm at Museum of the West, 3830 N Marshall Way, Scottsdale

One of the valley's most successful sustainable architects, Lance Enyart, AIA, LEED AP will address current trends in sustainable design, designing award winning LEED structures, and the future of LEED. Also speaking is Lindsey Enyart, a graduate from Rhode Island School of Design addressing other fields in the aspect of sustainable design. Free to members. \$40 Non-members

Don't miss out on Scottsdale's newest museum, Museum of the West, at the intersection of Marshall Way and 1st Street. Free underground parking: at the NE corner of the building, take the alley west into the museum's private parking garage or park street-side on 1st. Free museum admission. [RSVP](#) [Read More](#)

Note

Note to ASID Members about the Chapter's Facebook Page...

The correct Facebook Page that you will receive updated information on is [ASID Arizona North Chapter](#).

No

ARTICLE HEADLINE

Student Leadership Opportunity!!!



We are accepting nominations and applications for the Student Representative to the Board of Directors (SRB) until March 1st. The SRB represents all students at Board of Director meetings. Student chapter leaders and/or advisors may nominate a student. Students may also nominate themselves.

See our website for the job description and application. Complete the application, save as a Word document, and attach it in an email to [Katie Brunskill](#). **Do not save the document to the website-you must send it as an attachment in an email.** The Board of Directors will make the selection at their March meeting. [Read More](#)

ARTICLE HEADLINE

Toby House Update - Community Service Opportunity

An Open House will be held March 18th from 1-4pm for ASID members to view the space, and to sign up to donate or volunteer. ASID Arizona North is partnering with Southwest Behavioral Center and Bridging Arizona to renovate Toby House, one of their facilities. We are still seeking donations of materials, services and labor to complete this project. We are planning the work days on April 10th and 11th. More specific information will be made available as we get closer. This event is open to all - we will need all of the help we can get to make this happen in two days. There are many items that we still need for the project. Please contact [Jewell Blair](#) at 623-

Zahra Al Jubran, Student ASID

Zein Atout, Student ASID

Nurten Ayla, Student ASID

Kendall Daniels, Student ASID

Natasha Williams, Student ASID

Erika McFee, Student ASID



825-0105 for more information or to donate items. [Read More](#) for updated needs and services.

LOCAL REAL ESTATE/ECONOMY

THANK YOU 2015 SPONSORS



Melody Bramer of Keller Williams Commercial provides insight into current trends seen in the Valley's various real estate sectors:

When recently asked for her perspective on current market trends in the Valley, reminded us the old adage of location continues to be key. When asked to rank which sectors are seeing the highest demand, Bramer stated that multi-family leads with retail, industrial, office and land following respectively. Many of the sectors realizing growing demand are located in high income areas, especially multi-family sector, which is leasing up fast. This trend is also seen in purchases within that same sector, as highlighted in a story published by *AZ Business Magazine* on February 10th. Featured in their story was a 21 luxury-unit condominium project called ENVY Residences. With construction slated to begin in the spring and units priced between \$350,000 to \$1,400,000, the first phase of this new development in Old Town Scottsdale has already sold out. [Read More](#)

DIAMOND SPONSOR



She also states that the Southeast Valley near Eastmark and to the San Tan Valley as examples of growth through the development of agricultural land into retail, office and multi-family. Mesa-Chandler are experiencing both residential and commercial new build growth, while revitalization continues to be key in Tempe. Tempe is landlocked so we see revitalization of commercial and new development around the Tempe Town Lakes area. Scottsdale has experienced continuous growth in residential and commercial redevelopment and new development. Phoenix is redeveloping the downtown and the North Mountain areas.

PLATINUM SPONSOR



ARTICLE HEADLINE



Are Investors Returning to the Phoenix-area Housing Market? Latest Monthly Report Looks at That & Potential Supply Problem

Investors appear to be returning to the Phoenix-area housing market. The latest monthly report from the W/P. Carey School of Business at Arizona State University examines that new trend, as well as the possibility of a future supply problem. Here are the highlights of the new report on Maricopa and Pinal Counties, as of November:

The Median Single-family-home sales price went up 5.5% from November 2013-November 2014-from \$200,000 to \$210,990. [Read More](#)

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ARTICLE HEADLINE



Why Metro Phoenix's Housing Market Cooled Down in 2014

After two solid years of explosive recovery, the metro Phoenix housing market had officially entered into a cooling off period in 2014.

The median single family home price stood at \$215,000 in December, a year-over-year increase of only 5.4%, according to the latest monthly housing report by Arizona State University's W.P. Carey School of Business. That's a substantially smaller increase than what took place in previous years. For instance the median price surged about 26.5% in 2012 and another 28.5% in 2013 according to ASU research. [Read More](#)

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ARTICLE HEADLINE

Arizona to See Better Growth in 2015

Ronald J. Hansen, The Republic/azcentral.com reported December 5, 2014 that there is no shortage of potential economic challenges entering 2015, but economists predict slight improvement to Arizona job gains population growth and retail spending in this year. [Read More](#)



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ARIZONA TILE



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IN MEMORIAM

ARTICLE HEADLINE

Pat Bacon, ASID



Pat passed away on Friday, February 20th. Her service is this Friday, February 27th at Our Savior Lutheran Church, 1210 E Glendale, Phoenix AZ 85020.

Pat was the Arizona North Chapter's first president in 1975 serving again in 1980 and 1988. In 1980 she received the Medalist Award and received Life Member in 2009.



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



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March:

Local Design Focus
Local Economy-Business
Trade Show

April:

Furniture and Accessories
Product Design

May:

LEED/Green Products

June:

Textiles

July:

Technology for Designers/
Smart Homes/Safe rooms

August:

Wine Cellars