



Welcome New Industry Partners!

Allstate Appliances  
Melissa Goodwin  
allstateappliancesaz@gmail.com  
(480) 948-9896  
[www.allstateappliances.com](http://www.allstateappliances.com)

Bath & Kitchen Idea Center  
Karl Gustafson  
kdgustafson@winnelson.com  
(480) 556-9950  
[www.winnelson.com](http://www.winnelson.com)

Legrand North America  
Tim Vislay

Wilson Art, LLC  
Debbie Dammen  
dammend@wilsonart.com  
(480) 678-3686  
[www.wilsonart.com](http://www.wilsonart.com)

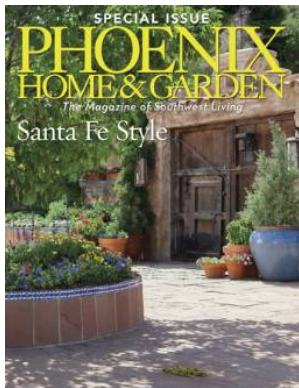
#### Welcome New Members!

Bill Kiefer, ASID  
Carol J Garza, Associate ASID  
Erin Linstrom, Student ASID  
Keeley Shaye Smith Student ASID

Phoenix Home & Garden Media  
Partner

Editorial Calendar

Advertising Opportunities



## January Creative Brief

### 2013-2014 President's Message



*The beginning of 2014 feels different. Everyone I speak with has a sense of anticipation for what this year will bring. Whatever your expectations are for this year...make it your own. Create one thing that makes you shine, put a new spin on an old standard, create an experience!*

*I've often told my daughter that the best things in life aren't tangible. I know what you might be thinking...'interesting advice, coming from a very someone that lives and breathes in a very tactile, tangible vocation'. However, think about it...aren't the best designs that you've put your name on something that create a celebration? Even though we embrace the enhancement of a physical world, it's the emotion that great design invokes that makes it special.*

*Likewise, people, interactions and events can make a difference. I had the pleasure of having lunch with our distinguished speaker for Thursday night, Dan Gregory, a few days ago. I walked away feeling very excited about hearing him speak about behavioral trends.*

*He is an author, educator, social commentator and President of The Impossible Institute™. His specialization is human behavior - motives, drives and belief systems - whose presentations are employed by companies like Coca Cola and Apple.*

*Dan has incorporated insights gained from traveling the world with a sharp business acumen and extraordinary human insight in a witty and enlightening presentation that you won't want to miss!*

*I hope you will join us for a truly delightful evening that will make you laugh, reconsider the 'standard-quo' and start your year with a unique and inspirational experience.*

*The best to you in 2014,*

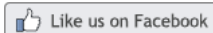
*Gretchen*

Gretchen Palmer, Allied ASID  
President, Arizona North Chapter

### Don't Miss This Week's Chapter Event - Navigating & Profiting from Trends!!!



#### Social Media



Visit our Group



#### Industry-Related Events

DesignersCircleHQ

Visit our Web Site

ASIDAZNorth.org

#### 2013 SPONSORS

##### Platinum Sponsor



##### Gold Sponsor



##### Silver Sponsors



##### Bronze Sponsors



ASID Arizona North Chapter presents:

CHAPTER MEETING: "TRENDS"



Dan Gregory  
Internationally Known Speaker &  
Human Behavior Specialist

## Navigating & Profiting from Trends

Thursday  
Jan. 16

5:00 pm - 8:00 pm

Bentley Gallery at  
Bentley Projects

215 East Grant Street  
Phoenix, AZ 85004



Dan Gregory is an author, educator and internationally known speaker that focuses on our belief systems, drives and motivations.

All the way from Down-Under, Mr. Gregory will present an in-depth educational discussion on "Trends" that directly effect our Interior Design Industry:

- Adapting to new values
- Psychographic shifts in the consumer
- Demographic changes that effect how we build our lives

This is a FREE event for members  
\$40 non-members

Hors d'oeuvres and drinks provided

Proudly sponsored by:

**BENTLEY GALLERY**

Bentley Gallery at Bentley Projects

Click Here to  
REGISTER

## Phoenix Home & Garden

Kitchens and baths take center stage in the February issue of *Phoenix Home & Garden* magazine, and ideas and tips abound. Check out the texture-rich Scottsdale home with interiors by Est Est; an inviting cook's kitchen designed by Lissa Lee Hickman, Allied ASID; and a bevy of butler's pantries designed by Lissa Lee Hickman, Allied ASID, Kim Bouton and Barb Foley, Linda Robinson, and Berkley Vallone, Associate ASID. We also present bathrooms that make a splash; designers include Billi Springer, and Elaine Alexander, Allied ASID, with Lindsay Kadlick, Allied ASID and Ashlyn Jones, Allied ASID of Est Est.



**coverings** 25  
SHOWCASING TILE + STONE 1990-2014

### \*Address Corrections\*

If you have not recently updated your current name or address with My ASID OR are not receiving the Desert Design Magazine, please contact the office at [info@asidaznorth.org](mailto:info@asidaznorth.org) with your address asap. Issues are sent from current ASID national roster information and customers cannot find you online listed under a previous name. Please update today.

### CEU Update

**CEU REQUIREMENT DEADLINE  
EXTENDED TO MARCH 31, 2014**

Click here for more information:

<http://www.asid.org/education/ceu-requirements>

Do you need more CEUs? Consider getting your CEUs through webinars. IDCEC-approved webinars are available at [www.interiordesign-ed.com](http://www.interiordesign-ed.com)

For a complete list of approved CEUs, click here.

### Event Videos



[Sherwin-Williams Colormix 2014](#)



[Design Excellence Awards](#)



Linda J. Barkman, Editor  
Phoenix Home & Garden

## ASID Member News

### Volunteer Opportunities ~ Arizona North Chapter

we   
volunteers!

**Do you have great ideas?  
Do you want to get involved?**

**We're looking for you!**

For more information, contact Jewell Blair, President Elect  
at [PresidentElect@asidaznorth.org](mailto:PresidentElect@asidaznorth.org)

**Deadline for Student Charrette is February 1st!**

# ASID AZ NORTH CHAPTER STUDENT CHARRETTE

SATURDAY FEBRUARY 8, 2014  
7:30 AM - 5:00 PM

*Save the date!*

HOSTED BY  
MESA COMMUNITY COLLEGE

*charrette: an intense period of design or planning activity*

**WHO:** All student members in the ASID AZ North Chapter,

**WHAT:** A chance to put your skills to use in a fun, frenzied and fast paced team environment! Bring whatever tools you have including pencils, pens, markers, scales, triangles, etc.

**WHERE:** Mesa Community College, TC Building  
1833 West Southern Ave, Mesa, AZ 85202

**WHEN:** Saturday, February 8, 2014, 7:30 am - 5:00 pm  
Don't worry, there will be breakfast, lunch and plenty of caffeine to keep you going!

**WHY:** The Charrette is modeled after the NCIDQ exam, so get a start on what you need to know! Plus, it's a great day to use all your knowledge about the design process with other students from across the Valley.

**HOW:** To register? email [janice.pierson@mesacc.edu](mailto:janice.pierson@mesacc.edu)



*Register early to secure your spot.  
See you then!*

# EP event

# 2014

ASID Arizona North presents

Join ASID Arizona North's First Emerging Professionals Meeting of the year!  
The theme for our meeting will be:

*"How to LEED"*

At Hacienda Lighting- ASID Industry Partner



15613 N. Greenway-Hayden Loop  
Scottsdale, AZ 85260  
[www.haciendalighting.net](http://www.haciendalighting.net)

February 7th, 2014 (Friday)  
5:00 PM- 6:30 PM Please arrive early.

\*\*\*Please join us for an informal and interactive afternoon  
with our guest speaker: *Curtis L. Slife, AIA, NCARB, CFM,  
IFMA Fellow, USGBC AZ. Chair and President of FM Solutions*  
AND

Our host for the evening: David Pritchett Jr.- Hacienda Lighting, General Manager \*\*\*

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



ARIZONA NORTH

Fun Raffle Prizes  
to be won!

## Emerging Professionals



# **INDUSTRY PARTNERS**

**REGISTRATION IS NOW OPEN!**

## **ELEMENTS**

ASID Trade Show For Design Professionals

MARK YOUR CALENDAR!

This year's show is Thursday, **March 20, 2014**,  
and is back at the fabulous  
Scottsdale Center for the Performing Arts.  
This is a great opportunity to show your stuff!

Early Bird registration is \$350 right now. It goes up to  
\$375 on January 21, 2014, so don't delay!

**Register NOW!**

REGISTER 



Hurry...the early bird price of \$350  
goes up to \$375 January 21st!

### Community News & Events

CEU Webinar Opportunities in January



**GET .3 CEUs for 2013 or 2014  
from the Luxury of Your Office or Home!**

*"I really enjoyed the seminar and have completed the survey giving it high marks. I found the process easy and look forward to taking advantage of your January webinars so please do keep me posted.  
Happy New Year Angela! Jen"*

**Live Webinar**

**Date/Time:** January 17, 2014 noon PT (1pm MT, 2pm CT, 3pm ET)

**CEU Title:** *Transforming Difficult Conversations into Relationship Strengthening Opportunities (IDCEC, ASID, IIDA, IDC)*

- Learn specific phrases and body language to return the relationship to trust.
- Utilize the appropriate responses to keep the relationship moving upward.
- Create a bond in a way your clients can't imagine doing business with anyone else.

**Cost:** \$45, .2 CEU

**Register/Pay:** <http://www.angelamerola.com/buy-stuff/>

**Webinar instructions will be emailed to you. A phone and a computer are required to be on the call.**

**EASY CEU AT YOUR CONVENIENCE.....ON-LINE VIDEO:**

**Date/Time:** Watch anytime from home, office, plane..... Pause anytime and start where you left off.

**CEU Title:** *Designing for Business Growth in Turbulent Times (IDCEC, ASID, IIDA, IDC)*

**Presented in New York City at the Architectural Digest Home Show.**

- Understand the correlation that confidence and "unique voice" has on building a sustainable successful business.
- Gain 3 steps to turn prospects into clients.
- Learn the common mistakes that lead to stagnant growth.
- Leave renewed and filled with hope (and new ideas) to revive your business.

**Cost:** \$29; .1 CEU

**Payment and watch:** <http://www.angelamerola.com/buy-stuff/>

**Buy .3 CEUs and Save  
Get CEUs for 2014**

**Click on this link to purchase one or both**

**<http://www.angelamerola.com/buy-stuff/>**

IFDA Invitation to 2014 Winter Market - January 26th - 29th

# \$200 Sweepstakes

What? YES, you read that right...

... Your chance to win a \$200 AMEX gift card when you "ROAD TRIP" to the 2014 Winter Market in Las Vegas with the IFDA-AZ Chapter!

Everybody loves a good deal and we've got one. A road trip with food, games, prizes, and special event, plus all the inspiration and education the Vegas market has to offer. Want to know more?!



**When is the trip?** We leave Phoenix early (like 8am early) on Sunday, January 26th then leave Vegas at noon on Wednesday, January 29th.

**How do we get there?** We ride a big ol' fun bus (the glammy, plush kind) and enjoy games, snacks and the camaraderie of our industry pals.

**Where do we stay?** Wherever you'd like. There are still lots of great deals on-line for nice hotels under \$75/night— try Travelocity or Kayak.

**What's the catch?** You pony up \$100 for the fun bus and you're automatically entered to win one of twenty five \$200 AMEX gift cards, courtesy of World Market Center.

**Any other fine print?** A little bit. Space is limited and seats are going fast. The \$200 AMEX gift card is one per designer per firm, some terms and conditions apply. Food is provided only on the bus ride. You are responsible for your hotel and transportation to and from the World Market Center. Check the list of hotels that provide free shuttle service at [www.lasvegasmarket.com/notel-travel/shuttle-service.html](http://www.lasvegasmarket.com/notel-travel/shuttle-service.html).



## REGISTER NOW!

[info@ifdaaz.com](mailto:info@ifdaaz.com)

Call Shanti Rose at 480-227-0064

Call Leann Fernald at 480-326-8450

**\*\*ALL ARE WELCOME\*\***

Allstate Appliances Open House - January 28th



**ALLSTATE**  
APPLIANCES

# Attention Designers!

You are cordially invited to an open house at the  
our PV Design Center location, **Arizona's exclusive**  
**Gaggenau/Thermador/Bosch Gallery.**

*Join us for an evening with a German flair!*

Feast your eyes on the latest products from  
premiere German manufacturers Gaggenau,  
Thermador and Bosch, as you feast your pallet on  
wine and food prepared by Chef Dennis Frazier.

January 28, 2014

5:00 to 7:30

5203 E. Lincoln Dr.

Paradise Valley, AZ 85253

602-954-3901

RSVP [allstateappliancesaz@gmail.com](mailto:allstateappliancesaz@gmail.com)



Premier Lighting Lunch & Learn - January 28th



*Premier Lighting  
Lunch and Learn*

## **CUSTOM LIGHTING**

*January 28, 2014*

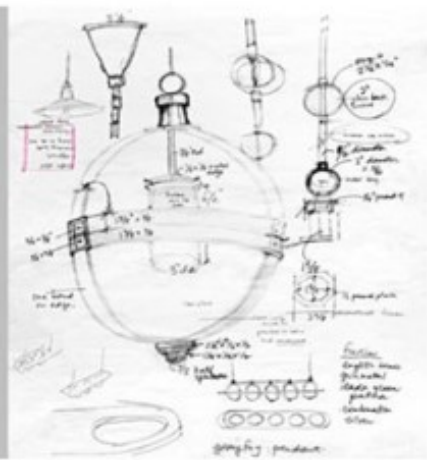
*12:00 am- 1:00 pm*

*Lunch Provided*

*RSVP to [jem@shoppremier.com](mailto:jem@shoppremier.com)*



Our Help



Your Design

*15507 N. Scottsdale Rd., Ste. 140*

*Scottsdale, AZ 85254*

PH&G Santa Fe Style & Design - January 29th

You are invited to an evening celebrating

# *Santa Fe* STYLE & DESIGN

Experience inspiring Santa Fe design. Enjoy room-style vignettes, guest speakers, live music, food and drink, raffles, and an opportunity to mingle with Valley design professionals.

Location: FEATHERS Fine Custom Furnishings  
15330 N. Hayden Road, Ste. 110 • Scottsdale  
(Scottsdale Airpark, across from Costco)  
[feathersdesign.com](http://feathersdesign.com)

Wednesday  
January 29  
5-8 P.M.

Reservations required. Email: [rsvp@citieswestpub.com](mailto:rsvp@citieswestpub.com)  
Alternate: (480) 664-3960 (ask for Lauren)



Presented by:

Sponsored by:

For seminar details, please contact  
Feathers at: [tessa@feathersdesign.com](mailto:tessa@feathersdesign.com)

PHOENIX  
HOME & GARDEN

FEATHERS  
fine custom furnishings

FOUR SEASONS RESORT  
*Rancho Encantado*  
*Santa Fe*

## Calling All Artists-Deadline February 1st!

Copenhagen Furniture is inviting you to participate in its first Chair-ity event, a project that will call on local artists to benefit the local chapters of Habitat for Humanity. The Chair-ity Project will take place in March 2014 at all of our Copenhagen stores.

Participating artists will receive a chair they will be free to paint, saw, weld or transform however much or however little they like. These one-of-a-kind artworks will be displayed in Copenhagen stores for viewing and for voting along with an ongoing silent auction. Copenhagen will award cash prizes to artists with the highest vote and bid.

The project will culminate in a party on Friday, March 21, 2014 at 6:00pm at Copenhagen on Camelback for artists and guests where the silent auction will conclude, bidders will receive their chairs and artists will be awarded their prizes.

The Chair-ity Project promises to be an exciting event, and will provide a unique venue to showcase artists' work. 100% of the proceeds raised from the silent auction will benefit Habitat for Humanity.

Thank you for your consideration; we believe this will be a fun and rewarding experience and hope you feel the same way. For more information, contact: Lars Hansen, Copenhagen Imports 1701 E Camelback Rd Phoenix AZ 85016 602-266-8060, Ext 213

# The Chair·ity Project

## Bringing Art and Furniture Together to Build a Better Community

Copenhagen is bringing together local artists and contemporary design for a fundraiser to benefit Habitat for Humanity. Artists will transform chairs into one-of-a-kind artworks that will be displayed for viewing and bidding. An ongoing **silent auction begins March 1** and culminates in a final **event on March 21st, 6PM** at **Copenhagen**. Mark your calendar and come to vote and bid on your favorite chair! **100% of the proceeds** will benefit **Habitat for Humanity** to build homes for those in need.



**copenhagen**  
contemporary  
furniture & accessories

  [copenhagenliving.com](http://copenhagenliving.com)

Lymphoma Kitchen & Tasting Tour - February 22nd

**Saturday  
February 22, 2014**

A self-driving tour  
of extraordinary  
kitchens and cuisines.



Celebrate the Tour at the Kick-off Reception  
**Friday, February 21, 2014**  
PV Design Center, Paradise Valley  
**Tickets \$60**  
Ticket packages available

# LYMPHOMA

RESEARCH • FOUNDATION



## Tour Tickets \$50

Tour will showcase exquisite kitchens  
of six upscale Paradise Valley and  
Arcadia neighborhood homes.

View some of the best designed kitchens,  
sample signature dishes prepared  
by Valley chefs, and  
view beautiful creative tablescapes.

Help choose  
Best Kitchen Design,  
Best Cuisine &  
Best Tablescape!

For tickets and information, contact:  
Lymphoma Research Foundation, Arizona Chapter  
(480) 305-2027  
[www.lymphoma.org/Arizona](http://www.lymphoma.org/Arizona)

The mission of the Lymphoma Research  
Foundation is to eradicate lymphoma and  
serve those touched by this disease.

## Money in Your Pocket!





### Amazing Opportunity For Designers

Alyshaan will pay for professional photography of your submission to enter the 2014 ASID Design Excellence Awards for projects where you have purchased Alyshaan room sized rugs (between September 1, 2013 - March 31, 2014). For more information, contact Suzanne Daley, Marketing Manager for Alyshaan. [suzanne@alyshaan.com](mailto:suzanne@alyshaan.com)



SmileTrain Donor Match by Alyshaan!



 <p><b>SmileTrain</b> Changing The World One Smile At A Time.</p>			<p><b>Donate \$250 to Smile Train and Alyshaan will match it!</b> Contact us for details</p> 
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