Welcome New Industry Partners!

Allstate Appliances
Melissa Goodwin
allstateappliancesaz@gmail.com
(480) 948-9896
www.allstateappliances.com

Bath & Kitchen Idea Center
Karl Gustafson
kgustafson@winnelson.com
(480) 556-9950
www.winnelson.com

Legrand North America
Tim Vislay

Wilson Art, LLC
Debbie Dannen
dammend@wilsonart.com
(480) 678-3686
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!!!
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.
"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 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

For a complete list of approved CEUs, click here.

Event Videos

Sherwin-Williams Colormix 2014

Design Excellence Awards

ASID Member News

Volunteer Opportunities ~ Arizona North Chapter

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

Deadline for Student Charrette is February 1st!

ASID AZ NORTH CHAPTER
STUDENT CHARRETTE
SATURDAY FEBRUARY 8, 2014
7:30 AM - 5:00 PM

Sponsored by:

HOSTED BY
MESA COMMUNITY COLLEGE

Sherwin-Williams Colormix 2014

Design Excellence Awards

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

Register early to secure your spot. See you then!
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

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 speakers: Curtis L. Slife, AIA, NCARB, CFM, IFMA Fellow, USGBC AZ. Chair and President of FM Solutions and
AND
Our host for the evening: David Pritchett Jr - Hacienda Lighting, General Manager***

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!

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! Jes!”

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

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 renaxed and filled with hope (and new ideas) to revive your business.

**Cost:** $29, .1 CEU
**Payment and watch:** [http://www.angelamerola.com/buy-stuff/](http://www.angelamerola.com/buy-stuff/)

**Buy .3 CEUs and Save**

**Get CEUs for 2014**

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

$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 rid 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.

REGISTER NOW!

info@ifdaaz.com
Call Shanti Rose at 480-227-0064
Call Leann Fernald at 480-326-8450

**ALL ARE WELCOME**
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
Premier Lighting
Lunch and Learn
CUSTOM LIGHTING
January 28, 2014
12:00 am - 1:00 pm
Lunch Provided
RSVP to jem@shoppremier.com

Our Help

Your Design

15507 N. Scottsdale Rd., Ste. 140
Scottsdale, AZ 85254
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 6:00 pm 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.

Habitat for Humanity

copenhagen

contemporary furniture & accessories
copenhagenliving.com
Saturday
February 22, 2014

A self-driving tour of extraordinary kitchens and cuisines.

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

SmileTrain Donor Match by Alyshaan!