



Welcome New Industry Partners!

Renovation Generation
Pam Josey
(480) 832-8723
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Theodore Alexander USA, Inc
Garth Robinson
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Welcome New Members!

Pamela Coates, Student ASID

Karalynn Sue Smith, Student ASID

Ashley Dolph, Student ASID

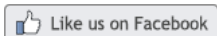
Elvira Anchondo, Student ASID

Phoenix Home & Garden Media
Partner

Editorial Calendar & Advertising



Social Media



Visit our Group



Industry-Related Events

DesignersCircleHQ

February Creative Brief

2013-2014 President's Message



Wow...it is February already...time really does fly. I recently had occasion to sit down and talk with five of our Past Presidents and when I stopped to ponder the wealth of experience that our Chapter boasts, it is remarkable! These five Past Presidents alone have a combined 150 years...yes, that is years...of membership in ASID. If you average that out, it is over 31 years per person.

After I absorbed that daunting statistic, I took the time to look at our practitioner membership to see where the depth of our chapter membership lies. Here are some inspiring numbers highlighting our membership at the beginning of 2014...and yes, it's worth noting that some of you probably have parents who are not much older than the tenure of our founding members...

Years of Membership Number of Members

33-40 Years (Retired Members)	14
35-39 Years	21
30-34 Years	24
25-29 Years	34
20-24 Years	20
15-19 Years	34
10-14 Years	84
5-9 Years	103
1-4 Years (Includes Students and Practitioners)	194

We are privileged to have a membership that values ASID and particularly our Chapter, and it's our collective goal to engage our membership at all levels to maintain and enhance our rich and successful history. We invite our long-term members to stay involved---we want and need your expertise and insights---and encourage our newer members to get (and stay) active.

- **February 22** - Lymphoma Research Kitchen & Tasting Tour, ASID is one of the sponsors of this event and we have numerous members showcasing homes and tablescapes.
- **February 28** - We are pleased to host an extraordinary, collaborative event with fellow Design and Contracting organizations here in the Valley. Not only will this be a powerful networking experience, but our distinguished speaker is Mr. Jim Rounds, Senior Vice President and Senior Economist with Elliott D. Pollack and Company. Jim's advice is regularly sought by the Arizona Legislature and the Governor, mayors throughout the state as well as city council members, county board members, and other public and private leaders in the community. You will not want to miss this!
- **March 1** - kicks off our annual Design for Hire, which runs for two months, March through April. This is an annual fundraising event, pairing consumers with an ASID designer at a reduced fee. Proceeds support chapter scholarships and events.
- **March 20** - brings our Elements Trade Show. The Trade Show is free to attend and our Industry Partner display are nearly sold out. A special program is also being presented by author and national speaker, Mr. Dave Mitchell. The program he is presenting was named the 'Meeting Madness Winner 2013' for best event of the year by Meeting Professionals International at the World Education Congress in Las Vegas. This is truly an incredible chance to make a significant difference in your business and your life at an (impressively) affordable price. Seating is limited, so make sure to get registered to reserve your seat.
- **April 17** - Yet another amazing chapter meeting is planned for you at the Desert Botanical Gardens, host of the 'Chihuly in the Garden' event with a prominent panel that will focus on indoor/outdoor design for residential and commercial projects.
- **April 24** - ASID is a proud sponsor of the 2nd Annual Design for Hope event that will once again challenge local interior designers and contractors to design kitchens with recycled and reused materials. The winning design will later be installed into the home of a family in need.
- **May** - May brings our annual Professional Development Day that is sure to captivate and inspire...stay tuned for details.
- **May 15** - Hold this date for an exclusive membership meeting that you will not want to miss. We can't give you the details just yet, it's a surprise...

ASID, Arizona North is a unique and celebrated Chapter, and what makes it great is our remarkable membership. So get involved and stay involved because your life will be greatly enhanced on so many different levels...I know mine has been!

To our success,

Visit our Web Site

ASIDAZNorth.org

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Bronze Sponsors



every detail every time



Did You Receive Your
Desert Design Magazine?

If you have not recently updated your current name or address with MyASID or are not receiving the Desert Design Magazine, please contact the Chapter office at info@asidaznorth.org with your

Gretchen

Gretchen Palmer, Allied ASID
President, Arizona North Chapter

Phoenix Home & Garden

Letter from the Editor: Linda J Barkman



Phoenix Home & Garden's March issue, introducing our 2014 Masters of the Southwest, will be hitting mailboxes soon. This year's lineup includes interior designer Sue Calvin, Allied ASID, of Wiseman & Gale; architect Erik Peterson, AIA, of PHX Architecture; kitchen and bath specialist Elizabeth Spengler, ASID of Dorado Designs in Tucson; landscape designer Scott Calhoun of Zona Gardens in Tucson; pool designer Jeff Mossman of Mossman Brothers; furniture craftsman Gerry Lamanski; historic portrait artist Kenneth Ferguson; and bronze sink sculptor Robert Myers of Sedona.

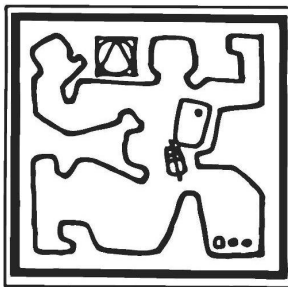
We invite you to meet this elite group at our Meet the Masters Celebration March 13th at 6p.m. at Scottsdale Design Center. RSVP to (480) 664-3960 or rsvp@citieswestpub.com.

Our March issue also profiles three Emerging Artists who are starting to make waves in the art world; and this month's Trend Watch puts the spotlight on products featuring the popular feather motif. We think it's sure to tickle your fancy.

Linda J. Barkman, Editor
Phoenix Home & Garden

ASID Member News

Tonight is the Awards Entry Info Meeting!



Awards Entry Informational Meeting:

Feb 11, 2014 5:30 pm
PSI Window Coverings
7255 E Adobe Dr Suite 115
Scottsdale, AZ 85255

Entries Due: March 28, 2014

Call for Entries/Entry Form: [Click here.](#)

- New Categories!
- More categories for Industry Partners!
- This is your year to enter!

SAVE THE DATE! Design Excellence Awards Gala - August 9, 2014!

Money in Your Pocket! Deadline Fast Approaching!

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



Lymphoma Kitchen & Tasting Tour - February 22nd

corrected information. The Desert Design Magazine is sent from current ASID national roster information. Please update today.

Do You Need CEUs?

All the information you need to comply with your membership's CEU requirements can be found here.

Industry-Related Events

DesignersCircleHQ

Event Videos



[Sherwin-Williams Colormix 2014](#)



[Design Excellence Awards](#)

January's Chapter Meeting at Bentley Gallery

ASID Arizona North Chapter enriched the Membership with the shared expertise of Dan Gregory, Internationally known speaker and founder of The Impossible Institute. As a human behavior specialist, he spoke at our January 16th "Trends" Chapter Meeting. Mr Gregory shared his information on understanding what drives people in today's rapidly evolving business environment and to recognize the motives. A crowd of more than 60 Chapter members enjoyed the presentation that was held at the lovely Bentley Gallery at Bentley Projects in downtown Phoenix. It was indeed a privilege for the Chapter to have Mr Gregory, a native of Australia, to be at our meeting on his short stay to the Valley. The 3 hours he shared with our group of design professionals was indeed a rare treat. The food, wine and hospitality all provided by our gracious host, Bentley Gallery, made for a one-of-a-kind evening.



**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

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

REGISTER NOW!

February Chapter Meeting is Friday, February 28th!



ASID Arizona North Chapter presents:

CHAPTER MEETING



Jim Rounds
Senior Vice President /Senior Economist
Elliott D. Pollack & Company

A Design Collaboration

SPECIAL DAY

Friday
Feb. 28

5:30 pm - 8:00 pm

Scottsdale Artists' School

3720 North Marshall Way
Scottsdale, AZ 85251



What does the economy and the real estate market have in store for us?

ASID Arizona North Chapter is pleased to host the first integrated gathering for professional Design and Construction organizations in the Valley of the Sun.

Come together in the creative atmosphere provided by the Scottsdale Artists' School to hear Mr. Jim Rounds, Economic Analyst with Elliott D. Pollack & Co. on Economic & Real Estate Consulting.

Mr. Rounds will discuss:

- Economic update on national, state and local levels
- What it means for growth in our market

This is a FREE event for all members

RSVP - Seating is limited!

Hors d'oeuvres and drinks provided



Register Now for Elements Trade Show, Luncheon and Seminar!

ASID Arizona North Chapter Presents...

ELEMENTS

ASID Trade Show For Design Professionals

At the Beautiful Scottsdale Center for the Arts

Show Schedule – March 20, 2014

10 am Registration/check in opens

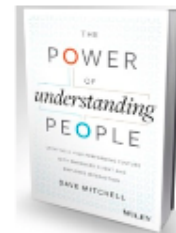
10 am – 5 pm Exhibits open

12 pm – 1 pm Buffet Luncheon (limited seating: **MUST** pre-register)

2 pm – 5 pm Seminar by National Speaker, Dave Mitchell (limited seating: **MUST** pre-register)

5 pm – 6 pm Book signing by Dave Mitchell

(The Power of Understanding People is available at Amazon.com)



SEMINAR: *The Power of Understanding of People - Hollywood Style*

Presented by Dave Mitchell, Noted Author and National Speaker

This three-hour seminar flies by as Dave Mitchell provides a better understanding of diverse communication styles. Based on Jungian psychology, it's the perfect combination of pertinent human dynamics; laugh out loud humor and audience interaction.

This program was named the Meeting Madness Winner 2013 for best event of the year by Meeting Professionals International at the World Education Congress in Las Vegas. In December 2013, the book of the same name was released and was immediately named Best Business Book of the Month by Amazon.

Go to www.asidaznorth.org to register.



Design for Hire Volunteers - It's Here!

DESIGN FOR HIRE IS ALMOST HERE!

Each year, in the months of March and April, the Design for Hire event creates awareness of the ASID Arizona North Chapter's Interior Designers with the public while raising funds for our local Chapter's educational programs and scholarships! Promote your business now and in the future and volunteer 2 hours of your design talents to this great cause.

Look for registration forms coming soon for Designer sign-up. Also, look for our newest addition—*Design for Hire for Realtors* (a year-long event) coming soon!

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



ARIZONA NORTH

- Use your design skills
- Consultations possibly leading to further work.
- Raise funds for ASID for up to 2hrs of your time.

Any Questions? Email ckominsky@aol.com or finance@asidaznorth.org

Volunteer Opportunities ~ Arizona North Chapter



Looking for volunteers!

To work on a new exciting program called

Design For Hire – Realtor

Contact: Finance@asidaznorth.org for further info

Seeking Sellable Samples, Close-out & Other Items!



SAVE THE DATE!

ASID AZ North

SAMPLE SALE

Saturday, May 3, 2014

9am - 2pm

SCOTTSDALE DESIGN CENTER

15125 North Hayden Road

Scottsdale, AZ 85260

Designers and Industry Partners are invited to donate sellable samples, close-outs or other items to our sale. The event will be open to the public. A portion of the proceeds will benefit student membership scholarships and Smile Train, an organization that provides much needed assistance to children with cleft lips or palettes.

Donation drop off locations will be posted soon. We need your donations to make this event a success. If you would like to be a part of the committee or volunteer your help on the day of the event, please contact our office at 602-569-8916. Donated items are needed by April 25th.

Community News & Events

Fashion Show at The Buffalo Collection February 21st

A woman in a long white dress with floral details and a large, ornate white hat stands in a grassy field with mountains in the background. The dress has a long train. The background shows a line of trees and a clear sky.

FASHION SHOW
FRIDAY, FEB. 21ST 5:30 – 8:00 PM
FUN • FOOD • FASHION
Hors d'oeuvres & Wine

Lake's
Rum Cakes

Three small inset photos showing different outfits: a woman in a white dress and hat, a woman in a white dress, and a woman in a white dress.

Featuring styles from award-winning leather fashion designer Montana Dreamwear!

RSVP
BY FEBRUARY 20TH
Laura@ScenicMesa.com
480/ 946-3903

THE BUFFALO COLLECTION
7044 E FIFTH AVENUE, SCOTTSDALE, AZ

The logo for Scenic Mesa, featuring a stylized mountain range and the words "SCENIC MESA".

PREMIERING OUR NEW GARMENT-WEIGHT BISON LEATHER!
TRUNK SHOW SATURDAY, FEBRUARY 22ND 10:00 – 4:00 PM

PH&G Exclusive Advertising Opportunity

PHOENIX
HOME & GARDEN

PRESENTS

ESSENTIAL Southwest Architecture

SPACE CLOSE AND AD MATERIALS DUE: MARCH 15TH • DELIVERED: MAY 2ND

AS AN ASID MEMBER, DON'T MISS OUT ON THIS INDUSTRY
EXCLUSIVE ADVERTISING OPPORTUNITY

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BE A PART OF OUR SPECIAL COLLECTOR'S EDITION
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PHOENIX
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Sherwin-Williams *STIR* Student Design Challenge

SHERWIN-WILLIAMS®

student designchallenge

stir® 2014



We're reaching out to our design-industry friends to help us spread the word:
The **Sherwin-Williams® STIR® Student Design Challenge** is back for 2014!

So tell all the design students you know! Entries will be accepted beginning March 1.

- Categories:** Residential design and commercial design
- Requirements:** Each entry must use a minimum of three Sherwin-Williams colors of the student's choice. Students may enter as individuals or as a design team.
- First prize:** \$2,500 and a feature in *STIR* magazine!
- Timing:** Contest is open for entries March 1-April 15, 2014
- How to enter:** Go to swstudentdesign.com for details.

Coverings Tile + Stone Photo Sweepstakes Ends March 28th



To commemorate the 25th Anniversary of Coverings, and to celebrate all things Tile & Stone, we are inviting our fans, followers and friends to share their favorite images of Tile and Stone and enter into an exciting sweepstakes. The sweepstakes begins on February 3, and closes on March 28th. Entries can be submitted through Facebook, Twitter, Pinterest and Instagram, and should let us know where they were spotted, and include the hashtag #Coverings25. The more places and times you enter, the more chances there are to win great prizes! We know that these products have the ability to inspire and enlighten us, and transform the look of interiors, exteriors, design details and much more, so we are looking forward to your entries! Two Grand Prize Winners will win a trip to attend Coverings and the chance to join our VIP dinner. We'll also be giving away smaller prizes every other week throughout the contest to keep things interesting. And, if you aren't already, make sure to follow Coverings across our Social Media platforms.

- [Website](#)
- [Facebook](#)
- [Twitter](#)
- [Pinterest](#)
- [LinkedIn](#)
- [Google+](#)
- [Instagram](#)

Don't Miss the Copenhagen Chair-ity Project Event on March 21st!

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, 6 PM 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



SmileTrain Donor Match by Alyshaan!



Donate \$250 to Smile Train and Alyshaan will match it!
Contact us for details

Alyshaan
FINE RUGS

Trusted Email from
Constant Contact

Try it FREE today.