

ASID Arizona North Chapter

Your monthly
installment of
the DDM!

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



ARIZONA NORTH

Creative Brief

June 20, 2014

President's Letter



I've always considered June to be a month of change. While a large part of the country is making the shift to outdoor life, we begin our own version of hibernation. I have friends who draw the blinds and live like "The Mole People"---I'll bet there aren't too many of you out there who have seen that bad "B" movie, are there? ...you didn't miss much.

I personally take advantage of the cool mornings and evenings in June, spending as much time as I can outside but when it starts heating up, it's my time to do a lot of 'summer' housecleaning. I clean out closets at home, pack up old files, update my product library and make necessary changes to paperwork, contracts, etc.

ASID is doing the same thing, we continue to listen, change and clean out our 'closets'. Communication with our membership is always key and we're often asked what is the difference in the various electronic and print publications that are sent out. Here's a brief explanation and insight into where we're heading...

The Desert Design Magazine (DDM) is our quarterly print publication. We're striving to enhance the content and bring relevant information that will benefit you. It will also include recaps of our events, news and information about our members, and will include our Industry Partners Directory. Keep this handy...I know that Deb Ritchie will be making sure that I keep a copy in my car so that I quit barraging her with requests to text me phone numbers & email addresses while I'm driving.

This monthly electronic communication, The Creative Brief, is being refined as well. Our goal is to include articles & content that are educational, informational, and inspirational. It will become a monthly, condensed version of the DDM.

The Buzz will continue to be winging your way each Tuesday to let you know what's going on. We will feature ASID events, ASID Industry

In This Issue
Grow Your Business
Member News
Chapter Business
Meeting Recap

Calendar Link

Event Calendar

Jul 2014	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Welcome New Industry Partners

Antoinette Kirwan
MAK Designs
(602) 481-9269
antoinette@makdesigns.net
*Window Treatments, Soft
Furnishings & Upholstery Studio*

Jackie Funkhouser
FMF Compagnie
(602) 418-4531
jackie@fmfcompagnie.com
*Antiques, Vintage Pieces, Linens &
Fabrics*

Jonathan Danielson
Pearson & Company
(602) 840-6447
jonathan@pearsonandcompany.com
*Furniture, Art, Artifacts, Pottery &
Design*

Jeffrey Bennett
Monterrey Tile Company
(480) 507-7966
jeffrey.bennett@monterreytile.com

Partner events, and ASID supported events. We are continuing to partner with other professional organizations to co-sponsor events so that we can continue to raise the bar in providing you valuable programs.

We try to limit other emails because we know that your time is valuable, but once in awhile you will receive a News Flash for something that is coming up.

So, stay tuned and keep your calendar open for our annual Design Excellence Awards Gala on August 9th at the Phoenician. We will be celebrating our winners, as well as our chapter achievements this year, and honoring our membership. Registration will be opening next week.

And, I hope you can join us in a few weeks for the annual Tiki Party. Sorry, no education at that one...it's just for fun! We get back to business in September, bringing you a fantastic CEU program from Robb Best for our Professional Development Series.

Stay cool and I'll see you soon,

Gretchen

Gretchen Palmer, Allied ASID
President, Arizona North Chapter

Phoenix Home & Garden's Letter from the Editor: Linda J Barkman



The July issue of *Phoenix Home & Garden* puts the spotlight on water, with its beauty and magical powers showcased in myriad ways, from pools and spas, to ponds, fountains and alfresco showers. The calming sensibility of water is also reflected in a spectacular home with interiors by David Michael Miller, ASID, and in aquariums used as design elements.

GROW YOUR BUSINESS

Market Update - June 18, 2014

Ceramic Tile, Porcelain & Natural Stone Products

Dale Kendall
Kendallwood Design
(602) 252-3844
dale@kendallwoods.com
*Remodeling, Home Entertainment,
Home Office/Library & Fireplaces*

Michael Corado
Star Companies
(602) 903-0708
mcorado@star-power.com
*Custom Audio, Video, Security and
Electronic Automation*

Scott Boettcher
Vista Window Film
(623) 255-8468
veterantintingandblinds@gmail.com
*Window Films, Window Coverings &
Sun Control Products*

Welcome New Design Members

Stella Taylor, Allied ASID
Jasmine Dowling, Allied ASID
Marilyn Bartz, Allied ASID
Doreen Westfall, Allied ASID
Tari Alford, Allied ASID
Jessica York, Allied ASID
Nancy Cameron, Allied ASID

Guilherme Pinto, Associate ASID

Media Partner

Phoenix Home & Garden

Editorial Calendar & Advertising



MARKET UPDATE - June 18, 2014
Source: The Cromford Report
Key Maricopa County Real Estate Market Indicators

	June 18 vs. May 18	June, 2014 vs. June 2013
Active Listings	Down 4.1%	Up 46.7%
Sales Per Month	Down 4.6%	Down 13.9%
Active Listing Price per SF	\$172.10	\$175.00
Annual Sales Price per SF	\$124.91	\$108.67
Average Home SF Sold	1,958 SF	2,001 SF
Lender Owned Active Listings	3.2%	4.5%
Lender Owned Monthly Sales	6.5%	9.6%
Pre-foreclosure Active Listings	6.8%	14.1%
Sales Per Year	78,284	88,491
Days Inventory	134	81
Months Supply	3.8	2.2

How Entrepreneurs Can Increase Profit with a Hands-Off Approach



'Mechanical Rule of Distance' Lets You See Big Picture & Test Ideas, Says Business Development Strategist.

[Read More](#)

Seven Ways to Connect at a Networking Event



So you're going to a networking event determined to crack the networking code and start building priceless business relationships. It's not just about showering and showing up. It's about connecting with people and finding ways to help them progress. Here are seven proven strategies.

[Read More](#)

MEMBER NEWS

Member Spotlight - Debbie English, Allied ASID



Debbie English is a generous volunteer and ASID advocate. A realtor and interior designer, Debbie knows firsthand how remodels make a difference. When Stardust's annual Design for Hope contest was presented in February, she was excited to participate.

[Read More](#)

New Products



NEW PRODUCT: Eco-Friendly Option with Curava Glass from Italy

The newest products in stone using Curava Recycled Glass countertops from Italy can be found at Arizona Tile.

[More Info](#)

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OFFICIAL LAUNCH: Designer Product Line: Design 528

Anita Lang and the rest of the Design 528 team launch their furniture line at SMOCA to an enthralled crowd. Watch for more in the Summer Desert Design Magazine.

CHAPTER BUSINESS

Design for Hire Professional Program

**Design
for
Hire**
Professional Program

Our newest year-round Design for Hire-Professional targets the local real estate market: "As a professional Realtor have you considered talking to an Interior Designer for a model home open house or multi-housing project, but didn't know where to start? Or maybe you'd like to thank one of your best clients for their business. Give them the gift of time with an Interior Designer." [More Info](#)

ASID Sample Sale Recap

**SAMPLE
SALE**

Thanks go out to the donors and volunteers for making the May 3rd event a success. A donation for Smile Train and the ASID Student Membership Scholarships were made from the proceeds.

Stardust Building Supplies



If you know of a home remodel where the existing building materials are in good shape, but not to your/your client's needs or taste, this could be a win-win situation.

Stardust Building will deconstruct and remove the unwanted materials, appliances, furniture and more at no cost! This could save you a nice chunk of change - and make you feel good about helping out a great charity and think of how soundly you'd sleep knowing you did something good for our planet by re-purposing/up-cycling. [Acceptable Items](#) [Deconstruction Services](#)

CHAPTER MEETING HIGHLIGHTS

June Chapter Meeting



June: Biltmore Speakeasy

Amid the gilded splendor of the AZ Biltmore, we had a taste of the good old days. How many hotels have their own sordid past within the confines of the architectural layout due to the customs of the day? [Photos](#)

May Chapter Meeting

May: The Vig and Copenhagen

The month of May was our Mid-Century Modern design showcase that started at The Vig Uptown and finished at Copenhagen Furniture with a

coverings 25
SHOWCASING TILE + STONE 1990-2014
YEARS



ARIZONA TILE

rest assured
every detail every time



**Social Media
Partner**
designers circle
Southwest

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asidaznorth.org





presentation by Celia Bertoia, daughter of famed furniture designer Harry Bertoia. [Photos](#)

Apr Chapter Meeting



April: Desert Botanical Garden

April brought the Chapter together for an evening of education and art as we heard our esteemed panel of local professionals on Architecture, Landscape and Interior Design amid the amazing collection of Dale Chihuly sculptures. [Photos](#)

Outdoor Spaces Presentation by Anita Lang



April 17, 2014

[Presentation](#)

Outdoor Spaces Presentation by Erik Peterson



April 17, 2014

[Presentation](#)

Elements Trade Show



March: Elements Trade Show & Seminar

Not often do the Industry Partners have an opportunity to roll out their wares before the gathered masses but the March "Elements" Trade Show is one exception. [Photos](#)