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ASID Arizona North Chapter

Your monthly
installment of
the DDM!

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



ARIZONA NORTH

Creative Brief



August 28, 2014

President's Letter



August - Here we are at the end of August already. Everyone is back to school, the Design Excellence Awards Gala is over and the upcoming Labor Day holiday traditionally the end of Summer. For us at ASID, we are beginning our transition to a new Fiscal Year, which brings our yearly Strategic Planning and installation of your 2014-2015 Board of Directors.

Jewell Blair will be stepping into the Presidency, and you'll remain in great hands with the majority of the Board continuing on this coming year. Keith Stanton will be coming back on the Board as President-Elect and Don Larson will be this year's Student Representative, both beginning their terms on October 1st. Janet Jackson recently joined the Board as Membership Director, and she has great things in the works.

There has been a lot of growth this year within our Chapter and we're setting processes in place for the future. Branding has become a key focal point...we've been dedicated to raise awareness for ASID within our community and raise the understanding of what a professional interior designer brings to a project, be it residential or commercial.

On a fun note, the Design Excellence Awards Gala was a resounding success---a special thank you to Alyshaan Fine Rugs and Cities West Publishing for sponsoring the event, and everyone who spent many long hours working to put it all together. Roland Arnold and Kasim Aslam made the night fun and energetic, and the Phoenician did an outstanding job.

One big change this year was the decision to modify our crystal awards to further the branding of ASID. The beautiful crystals are the same size and have the same base but are now etched with our logo so that it would be easily identifiable as an ASID Award.

In This Issue
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ASID Calendar Links

Event Calendar

Sep 2014						
Sun	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	1	2	3	4



"Teach a person to fish instead of giving him one"

ASID Arizona North and
Alyshaan Give Back To Our
Global Community

In September, we start off with Donuts & Dialogue on the 12th where we'll be discussing the Home & Furnishings show in March, and we're joining the educational ranks hosting a .3 CEU from Robb Best on the 18th that you won't want to miss. We will be having our yearly State of the Chapter just prior to the CEU, and we encourage you to attend both. We're excited to tell you what we've accomplished...and where we're headed.

Our Business Tech series continues on September 26th with Lawrence Mathews, Chief of Licensing for the Arizona Registrar of Contractors. This will be an in-depth discussion on licensing and legal compliance for Interior Designers.

October 7th kicks off a Day of Design in collaboration with the Arizona Design Center, Sherwin Williams and Sub Zero Wolf, with another .1 CEU.

Whew---hope to see you soon,

Gretchen

Gretchen Palmer, Allied ASID
President, Arizona North Chapter

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



There's a lot to love in the September issue of *Phoenix Home & Garden* magazine. In addition to featuring the first-place residential winners of the Arizona North Chapter's 2014 Design Excellence Awards, this issue showcases a home designed by last year's first-place winner of the Residence Over 6,000 SF category, Angelica Henry, ASID. Also included in this Old West New West-themed issue are a remodeled home with Western interiors by Gretchen Palmer, Allied ASID; and two historic adobes. One is in Dos Puertos in Phoenix; the other, located in the Arcadia neighborhood, was a Designers Showhouse in 1990. Interior designer Nancy Kitchell updated the interiors for the home's current owner. The gardens, done by landscape architect Greg Trutza, ASLA also are featured. Also not to be missed: profiles of our 2014 Young Guns, which include interior designer Lindsay Schultz, ASID.

PRODUCT KNOWLEDGE

Timber and Its Uses



Timber and wood have been used as far back as we can date in the use of home construction. Now techniques have been refined and we can use timber more economically with the use of veneers, helping save the amount of timber we use and making timber more sustainable. [Read More](#)

Material Liability



Materials for interior design are, in general, made to very high standards of performance and to achieve those standards, performance-enhancing substances are added, some of which we are now beginning to identify as problematic. [Read More](#)

GROW YOUR BUSINESS

Design Fees: Is It Time to Raise Your Pricing?

Thank you again for your generous donations during the Awards Gala for Smile Train. Six donations were received during the Gala with Alyshaan matching those funds for a total of 12 cleft palate surgeries. Those that contributed were Lynne Beyer, Shahlla Zahedi, Mary Meinz, Jewell Blair, Change by Design team, Table 6 with the Lymphoma Research Foundation, Brian Gallop, Rick & Brenda Emrich & Lee Stephens & Table 12 headed up by Rest Assured, Hacienda Lighting & Arizona Tile.

Good News!

If you've got a story to share, business news, updates on a Member, articles of interest or an upcoming event, send us the information. Please send to:
[Communications](#)

Moved?

If you have recently moved, please update your contact information with ASID. Visit [MyASID](#) today to keep informed.

Welcome New Industry Partners

Shai Avisira
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Custom Electronic Systems

Jen Coates
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(480) 445-6644
Intl Design Center

Rick Hall-Lopez
Sit Well Upholstery
(602) 404-7892
rick@sitwellupholstery.com
Upholstery & Fitness Furniture



Raising Your Prices Without Breaking Your Heart. Raising your prices is inevitable. Maybe not every year, maybe not even every other year. Are you paying the same price for shoes that you did in 1984? Prices go up. I'm also guessing that you may not be taking into account the true price of your offers. While raising your prices is never an easy decision, these suggestions will, hopefully, make it easier. [Read More](#)

The HOW of Networking for Your Design Success



The number one complaint I hear from designers is the lack of quality clients. I can tell you personally that every fantastic client I have ever met, was through some form of networking. Here are a few new ideas and tips. [Read More](#)

Identify the 'Influencers' on Your Front Lines



In business, the only thing that matters is what works, says Peder Johnsen, a third-generation specialist in senior living communities. [Read More](#)

Taking Time to Recharge



Recently while at a workshop, one of the speakers talked about scheduling two days each week that are completely offline from text messages, emails, etc. None of that time is to be spent on work. I know that instinctively, that is the right thing to do - but how? [Read More](#)

MEMBER NEWS

In the Community



For a second year, Bonnie J. Lewis, Allied ASID, Assoc. IIDA, CAPS, had the honor of judging the Dallas Association of Home Builders' Annual ARC Awards Competition for remodelers and custom builders. Also in July, she served as a judge for the ASID Illinois Chapter's Design Excellence Competition.

New Products



Sherwin Williams: earn free CEU credits through their online library of continuing education courses available 24/7. [Learn More](#)

Design Camp Recap



I wanted to write and THANK YOU for the ticket I won to the Interior Design Camp held in Las Vegas, July 27-31. It was FABULOUS and such a worthwhile experience personally and business-wise, w/such synergy and camaraderie of Designers and experts in individual fields of Design, Marketing, Branding, Building, Business, Law, etc.!

I also won the "Shelfie" contest put on by Wayfair at the event, winning a \$500 gift certificate!! I have attached a photo of myself w/Lori

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Richard Logan
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Warehouse & Distribution Center

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Flor, Inc
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richard.wilkinson@flor.com
Modular Carpet

Welcome New Design Members

Laura Barrish, Allied ASID
Nancy Cameron, Allied ASID
Lauren Roberts, Allied ASID
Janae Vogan, Alllied ASID

Amanda Cooper, Student ASID
Kimberly Fisher, Student ASID
Arik Spaulding, Student ASID

Media Partners

Phoenix Home & Garden



Phoenix Magazine

Dennis & Kelli Ellis, who were both fantastic camp hosts and leaders of the event. THANK YOU, again! I am so looking forward to my next Design Camp and would recommend it to everyone! *Janet Sweigart, ASID*

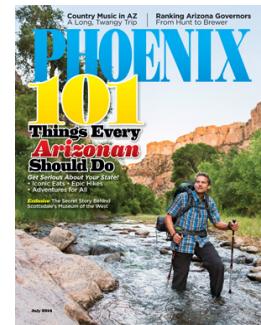
CHAPTER BUSINESS

Real World Design Week Nov 2-8



Originating in our Chapter, RWDW is one of ASID's most popular national programs in its 7th year! We always have more students than mentors, but don't want to turn any students away from this rewarding experience. We need your participation as a

Professional, Allied and Industry Partner to make the program a success! Register through National to be matched with one or more Students. Mentor registration **Now Open**. Student registration Opens Sep 15th. [Register](#) or for [More Info](#)



CHAPTER MEETING HIGHLIGHTS

2014 Design Excellence Awards Gala



August: Phoenician Resort

Our maiden event at the Phoenician was a huge hit for the 237 guests at the Design Excellence Awards Gala. Once again, with the help of our fine sponsors, the event proved to showcase the best of Interior Design for the Valley.

July Chapter Meeting



July: Salty Senorita

Our annual summer Tiki party brought us to the Salty Senorita.

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 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](#)



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Outdoor Spaces Presentation by Anita Lang



April 17, 2014

[**Presentation**](#)

Outdoor Spaces Presentation by Erik Peterson



April 17, 2014

[**Presentation**](#)

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