

ASID Arizona North Chapter

Your monthly  
installment of  
the DDM!

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



ARIZONA NORTH

# Creative Brief

September 25, 2014

## President's Letter



September - Time truly does fly! It seemed like yesterday that I stepped into the role of President and now it's time bid you adieu.

I cannot say thank you enough to the Committee Chairs, Volunteers, Members, Sponsors and Industry Partners that make our Chapter extraordinary. Your Board of Directors and Executive Administrator have literally spent hundreds of hours in Board Meetings, working sessions, and representing ASID

at different functions throughout the Valley over this past year so please extend a thank you to them for their endeavors when you get a chance.

Their efforts have paid off. We have solidified operating procedures, established an office, fine-tuned our communications, and have worked to bring relevant and interesting speakers and events. The Robb Best CEU presentation was nothing short of amazing last week.

Design for Hire was a great success, and we're just starting to see results of the new Design for Hire Professional series---the initial feedback has been outstanding.

We continue to foster a strong commitment of support for our Industry Partners through networking and connections, educating them how to work with Designers, and the Donuts & Dialogue events.

Another key goal continues to be increased support and retention of our student and Emerging Professional members through increased interaction with seasoned practitioners, scholarships for student advancement to Allied Membership, and relevant events geared towards students, Emerging Professionals and 'Energizing Practitioners'.

If you're a practitioner that hasn't signed up for a student to shadow you for a day during Real World Design Week, please do so. It is an invaluable experience for both the student and designer.

**In This Issue**  
Product Knowledge  
Grow Your Business  
News & Info from ASID  
Member News  
Chapter Business  
Meeting Recap

## ASID Calendar Links

Event Calendar						
Sep 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Labor Day	2		3	4	5	6
7	8	9 September 12th & 13th - 2014 ASID Arizona North Chapter Annual Meeting	10 September 14th - 2014 ASID Arizona North Chapter Annual Meeting	11	12 September 15th - 2014 ASID Arizona North Chapter Annual Meeting	13
14	15	16	17	18 September 18th - 2014 ASID Arizona North Chapter Annual Meeting	19	20
21	22	23 September 24th - 2014 ASID Arizona North Chapter Annual Meeting	24	25	26	27
28	29	30 September 30th - 2014 ASID Arizona North Chapter Annual Meeting				



**ASID Arizona North and  
Alyshaan Give Back To Our  
Global Community**

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

I'm proud of our efforts to upgrade the ASID brand and further the public's image and knowledge of professional design. A special thank you to Martha Wagoner of Master Planned Communications who donated a significant amount of time in getting to know ASID and what we do. It cost me a lot of wine, but that's another story entirely.

Please join me in thanking our outgoing Student Representative to the Board, Edie Parsons and welcome Jewell Blair as your new President, Keith Stanton as President Elect and Janet Jackson, Membership Director. You're in great hands and be on the lookout for great things to come.

You won't want to miss a Day of Design and ColorMix on October 7th; a collaboration with the Arizona Design Center, Sherwin Williams and Sub Zero Wolf. October 17th brings a student membership drive at Top Golf, put a placeholder on November 20 for a special Membership event featuring Villeroy and Boch, and keep an eye out for upcoming EP events.

I wish you all continued success, and thank you for your incredible support this past year. I will treasure the experiences, and value the friendships forever.

Many thanks,

*Gretchen*

Gretchen Palmer, Allied ASID  
President, Arizona North Chapter

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



High Tech Meets High Style in the October issue of *Phoenix Home & Garden* magazine. Featured homes include our cover house, the 2014 ASID Design Excellence Awards Best of Show winner designed by Angelica Henry, ASID; as well as stylish smart homes designed by Carolyn Pilastro, Mary Meinz, ASID, and Carolyn DeCesare, Allied ASID. All are proof that high-tech homes can be created in a variety of styles without compromising the design aesthetic.

## PRODUCT KNOWLEDGE

### 2014 Casual Market Recap



The 2014 Intl Casual Furniture & Accessories Market delivered a pleasant forecast for 2015: more imaginative color palettes; new brands and plenty of fire elements, allowing for nearly season-less living. [Read More](#)

### Sustainability Standards for Natural Stone



Tough new sustainability standards for natural stone were recently announced by the Natural Stone Council (NSC), which said they would level the playing field between man's oldest building material and other building components. [Read More](#)

### Growing Popularity of "Thin Porcelain Tile"

At the beginning of this year, professionals in the tile industry were searching for a suitable name for the new type of ultrathin, large-format porcelain tile. This distinctive product has been steadily rising in popularity - mainly because of its unique format and mechanical properties. [Read More](#)

total of 12 cleft palate surgeries. Those that contributed were Lynne Beyer, Shahla 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

Lindsay Hyatt  
Facings of America  
(480) 222-8480  
[lhayatt@facingsofamerica.com](mailto:lhayatt@facingsofamerica.com)  
[www.facingsofamerica.com](http://www.facingsofamerica.com)

Jason D'Asto  
**The Tile Shop**  
(480) 386-5479  
[097manager@tileshop.com](mailto:097manager@tileshop.com)  
[www.tileshop.com](http://www.tileshop.com)  
*Tile & Accessories*

### Welcome New & Returning Design Members

Roger Vitello, ASID

Kathy Connolly, Allied ASID  
Susan Quackenbush, Allied ASID

Sommer Buckhannon, Student ASID  
Alayna Gronwald, Student ASID  
Brittney Lazz, Student ASID  
Heather Pugh, Student ASID



Alex Quijada, Student ASID

## Media Partners

### GROW YOUR BUSINESS

#### Breaking Your Bad Business Habits



Chances are, you're unconsciously making common mistakes that are secretly sabotaging your efforts to win great clients. What's worse, you may be teaching an otherwise Ideal Client to behave like a bad client. [Read More](#)

#### 10 Lessons Every Entrepreneur Must Learn



As entrepreneurs, we all follow our own path. For some, the rise to financial success is a long, slow, painful process. For others, things just seem to magically fall into place. I believe that the latter isn't a result of magic, however, but is the sure sign of an entrepreneur who understands the importance of learning from, adapting to and growing with their business. [Read More](#)

#### 4 Principles for Staying Cool Under Pressure - and Succeeding



"No matter how well we've done laying the groundwork for everything to run smoothly - becoming educated, choosing the right spouse, treating others well -- we all face situations that challenge us," says Dr. Robert J. Cerfolio. "If we can keep our cool and adhere to some basic principles, we can not only meet any challenge - we can perform with excellence." [Read More](#)

### News & Information from ASID

# EYE ON DESIGN

#### ASID Q2 Billings Index Shows Positive Momentum



Second Quarter Interior Design Billings Index indicates steady, continued and positive momentum for the interior design industry in the months ahead.

[Read More](#)

### MEMBER NEWS

#### In the Community

##### Cindy Lewton, ASID - Designer of Distinction

Once again, with the help of our fine sponsors, the 2014 ASID Design Excellence Awards Gala was a sell-out success. The event showcased the best of Interior Design for the Valley. 237 guests attending the black-tie affair saw Cindy Lewton, ASID,

#### Phoenix Home & Garden



#### Phoenix Magazine



## Thank You 2014 Sponsors

### Diamond Sponsor



## Gold





awarded the Designer of Distinction Award. This top honor is given to those practitioners with ASID experience and commitment to promoting excellence in the Interior Design field.



**Brenda & Rick Emrich - Industry Partners of the Year** The 2014 Industry Partner of the Year Award went to Rick and Brenda Emrich, Industry Partners, whose countless hours of dedication to ASID are finally being recognized. Rick now serves the Chapter as our Marketing

Representative for all advertising and sponsorships.

## CHAPTER BUSINESS

### Real World Design Week Nov 2-8



Originating in our Chapter, RWDW is one of ASID's most popular national programs in it's 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 Seniorita

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

### 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](#)

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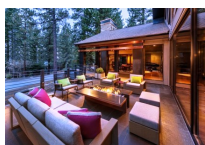
## Apr Chapter Meeting



### 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](#)



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