



Welcome Industry Partners!

Our newest Industry Partners
October 2013

Rug Treasures
Nick Motlagh
worldtreasures@qwestofrice.net
(480) 951-4148
www.orientalrugsaz.com

Wildwood Lamps/Jonathan
Charles
Gwen Kazmierczak
gwenkaz23@gmail.com
(951) 212-1611

Welcome New Members! October 2013

Raylene Cox, Student ASID
Jennifer Steyer, Student ASID
Berry Nelson, Student ASID
Camille Self, Student ASID

Phoenix Home & Garden Media Partner

Editorial Calendar

Advertising Opportunities

Creative Brief

2013-2014 President's Message



October in Arizona—there's nothing like it! While most of the country is enjoying the fall and preparing for harsh winter weather to come, we are stepping outside into the sunlight, opening up our homes to fresh air, and experiencing a renewed sense of life because of new landscape growth.

Likewise, a new chapter of ASID's life is just beginning. We are blessed with an extraordinary Board of Directors who is dedicated to maintaining our status as one of the strongest Chapters in the nation. They have great things in the works for programs, events, and educational opportunities for all levels of design practitioners, as well as for our industry partners.

Speaking of our industry partners...we are especially fortunate to have the caliber of firms that we have. Personally, I am making an effort to reach out to our industry partners and utilize their services before I consider anyone else. I invite you to do the same, and to encourage those that you currently use that are not

industry partner members to join our ranks.

We hope to see many of you this Thursday at our fall kick-off event, ColorMix, at the Sub-Zero Wolf showroom. Come see old friends and make some new acquaintances. This year's presentation will delight you and set the tone for the year to come.

This meeting will also serve as our membership drive and call for volunteers. ASID is the premier organization for Interior Design and we have made it our mission to enhance that reputation within our community; but to do it right, we need your help.

First and foremost, the most important thing you can do is to maintain the highest level of professionalism in your work relationships. Secondly, we want you to have some fun. We encourage you to get involved in the Chapter by attending events, working with our industry partners, and volunteering to assist with some of our events. The relationships that you will build are strong and will enhance you personally and professionally.

Last, spread the word. Tell your family, friends and business acquaintances the importance of using an ASID design professional. We want to make ASID a household name and the only choice when hiring a professional Interior Designer.

We wish you a great year ahead and look forward to seeing you often.

Warm regards,

Gretchen

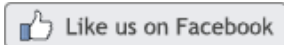
Gretchen Palmer, Allied ASID
President, Arizona North Chapter

Volunteer Opportunities ~ Arizona North Chapter

Do you have great ideas? Do you want to get involved?



Social Media



Visit our Group



Industry-Related Events

DesignersCircleHQ

Visit our Web Site

ASIDAZNorth.org



We're looking for you!

Come to the chapter meeting Thursday evening and learn how to get involved!

REMINDER: Halloween Costume Drive

10/17/13

Last year, Arizona North Chapter collected 130 costumes for UMOM kids--the largest shelter for homeless families in the state.

We're doing it again. Bring new costumes (any size) to the Chapter Meeting October 17th.



Registration Closes Today, Tue, 10/15!

ASID Chapter Meeting!

THE EVENT. With annual Halloween costume drive for UMOM.

Last Chance to Register is today, Tuesday, the 15th of October.

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BRIZO



Bronze Sponsor

TOTO

Copper Sponsors



Got CEUs?



Deadline: December 31, 2013

YOU ARE INVITED TO A SPECIAL COLOR FORECAST EVENT

The state of color is always fluid, rushing forward and gathering influences from the world around us. Join us for Sherwin-Williams Colormix 2014 as we survey these swirling currents to capture a picture.

WHERE:

Sub Zero Wolf

15570 N 83rd Way | Scottsdale, AZ 85260

WHEN:

Thursday, October 17th, 2013

5:00pm Socializing | 6:30pm General Meeting and Presentation

Offering .1 CEU Credit

This is an open ASID Membership Meeting. All Design Industry Professionals are welcome.

Sponsored by Sub Zero Wolf, Creston and Artisan Cinema & Sound.



RSVP TO:

ASID by Tuesday, October 15th, 2013

info@asidaznorth.com or (602) 569-8916

RECEIVE YOUR FREE 2014 COLOR FORECAST PACKET!



REGISTER NOW!

Community Service

Stardust Building Supplies & ASID - Big Winners!

***Stardust Non-Profit Building Supplies Mission:
Encouraging reuse and repurpose in our community
through innovation, education and partnerships.***

Stardust won the Maricopa County Home Shows' Kitchen Design Competition! Thank you to everyone who voted for us, you helped us win \$10,000 in support of our community outreach programs!

The ASID Arizona North Chapter joined them at the Maricopa County Home Show September 27-29 and created a kitchen vignette to educate the public about recycle/upcycle and the value of ASID

Do you have your CEUs? Legrand/Hacienda Lighting is offering .1 CEU October 23, 2013.

Not enough CEUs yet? 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](#).

Upcoming CEUs

.1 CEU October 17, 2013

Presented by Sherwin-Williams
Registration closes on October 15, 2013

.1 CEU October 23, 2013

Presented by Hacienda Lighting/Legrand

For information on the above listed CEUs, click [here](#).

Welcome our new
Executive Administrator!



Deb Ritchie has taken on the position of Executive Administrator for the AZ North Chapter. She most recently has served as Director at Large/Industry Partner Liaison to the board.

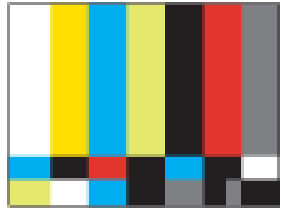
designers.

Rather than showcasing individual designers, this extravaganza showcased our chapter as a whole and the value of selecting an ASID designer for their next project. We had over 22,000 attendees visit the September 2013 Show and the Kitchen Design Competition was among highlights of the Show!



ASID Events & Activities

RealWorld DesignWeek ~ Mentors Wanted!



REAL WORLD DESIGN WEEK

The ASID Student Career Project

NOVEMBER 3 – 9, 2013



Real World Design Week invites all ASID members to join us for this national mentoring program!

November 3 - 9, 2013

Registration is now open for Students, ASID Designers and Industry Partners!

This program connects future designers with professionals and creates relationships which last longer than one day or one week. We look forward to continue our efforts again with your support in 2013! For more information on the program resources and instructions on how to navigate the registration portal, please view the [Real World Design Week Cheat Sheet](#) and [Real World Design Week Registration Steps](#).

Latest RWDW News:

Want to watch a free webinar on how to register? Here are the dates:

- **Wednesday 10/16** 3PM EST Mentor/Designer Webinar [Register Here](#)

* Please note this has been rescheduled due to the ASID office being closed on Monday, 10/14. If you registered for the Monday, 10/14 webinar you will need to re-register for this event. We apologize for any inconvenience this may cause.

- **Tuesday 10/15** 3PM EST Mentee/Student Webinar [Register Here](#)

These presentations will be recorded to view afterwards.

Registration closing dates:

- **10/21** Mentor registration closing
 - **10/28** Student registration closing
-

[More Info](#)

ASID in the Valley

0.1 CEU on Lighting Controls as a Component of Interior Design
October 23, 2013



adorne™

IT'S TIME FOR A
BEAUTIFUL
SWITCH



HACIENDA LIGHTING

INVITES YOU TO AN EXCLUSIVE EVENT

WEDNESDAY, OCTOBER 23, 2013

15613 N. GREENWAY-HAYDEN LOOP
SUITE 101
SCOTTSDALE, AZ 85260

5:30 - 8:30 p.m. Join us for cocktails and hors d'oeuvres,
Featuring an introduction to Legrand's new
adorne collection

6:00 p.m. Lighting Controls as a Component of Interior
Design CEU by Legrand

RSVP to www.legrand.us/designerevent



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REGISTER NOW!

Featuring 3 Premier Wine Makers

ARIZONA

Wine & Design



Join us at our Phoenix Showroom
Thursday, October 24th, 6:00 to 8:00 pm

for an evening celebrating Arizona's notable wine industry. In connection with the year long series of articles in City Sun Times on Arizona wines, Hinkley's Lighting invites you to learn about and taste selections from three of Arizona's premier wine makers at our Phoenix showroom.



VERDE VALLEY & COCHISE
COUNTY REGIONS



SONOITA / ELGIN &
COCHISE COUNTY
REGIONS



LAWRENCE DUNHAM
vineyards
COCHISE COUNTY REGION

RSVP

phone: 602.279.6267
email: eric@hinkleys.net

Space is limited, so please RSVP soon!

Due to the nature of this event,
only those that RSVP in
advance will be admitted.



Hinkley's

HINKLEYSLIGHTING.COM

PHOENIX 4620 N. Central Avenue 602.279.6267 | SCOTTSDALE 16049 N. Greenway Hayden Loop 480.948.8799



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