

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
ARIZONA NORTH



Social Media



Like us on Facebook

Follow us on **twitter**

Visit our Group



Visit our Web Site

ASIDAZNorth.org



Phoenix Home & Garden Media
Partner

Editorial Calendar

Advertising Opportunities

CREATIVE BRIEF

President's Message

A Servant's Heart...

Recently I was trying to describe characteristics of the individual who is successful supporting our chapter, often in a volunteer capacity. I truly believe that when a person provides their most special commodity, time, they have good intentions and want to be successful, and most are. Sometimes a person will fall short, whether from lack of support, lack of skills, lack of understanding responsibilities, sometimes just a poor fit, etc. It always is easy to see what doesn't work. In trying to describe what that one common characteristic that often leads to success, my friend said, "oh, you mean a servant's heart" and it resonated immediately.



Sometimes a person has the knowledge, skills, support, and understanding but ultimately has difficulties because of that missing component of "a servant's heart." By that I mean a person who supports their team and is happy for their successes. This person is happy to hear a suggestion and doesn't feel threatened or "less than" because they didn't think of it. When they make a suggestion to others, they genuinely are trying to help and are not smug that they figured out first. This person is quick to give credit to others, doesn't have to be right all the time, and leads by supporting the team, not ordering the team.

There are many different styles of this, but kindness and graciousness is a hallmark. Some are very diplomatic; some are very direct but open-minded. As designers we can be very controlling because we are used to controlling projects. But the ability to still listen to others and lead with strength, dignity and kindness is something I strive for myself, and still fall short.

However, I'm very fortunate to be surrounded by a Board with "servants' hearts." We have 20-some active committees that work together to bring wonderful events to you. Others may not be working on events, but rather on marketing, communications, student education, and other activities that are more behind the scenes.

We are always looking for more volunteers. If you are unable to volunteer, be supportive to those who are donating their time and remember they have the best of intentions, even if there are some missteps along the way.



Phoenix Home & Garden April Issue

The spotlight is on gardens in the April issue of Phoenix Home & Garden magazine. See ideas for enlivening outdoor spaces; learn about the cultural significance of the Tree of Life motif; discover the latest trend in indoor plants; and check out a Desert Modern home designed by architects Doug Fredricson and Mark Tate. It's a great way to welcome spring!

THANK YOU
to our Sponsors

Platinum Level



Gold Level



Thank you so much, Arizona North Chapter! You're the best!

Cindy Lewton, ASID
President

Monthly Meeting

MARCH MEMBER MEETING IS **BIG...**



ASID ELEMENTS Trade Show 2013:
"Reinvigorate. Rejuvenate. Refine."

DATE: THURSDAY, MARCH 21ST

TIME: 10:30 a.m. - 5:00 p.m.

**LOCATION: Scottsdale Center for the Performing Arts
Scottsdale, Arizona**

WHAT WILL YOU DISCOVER AT THIS EXPO?

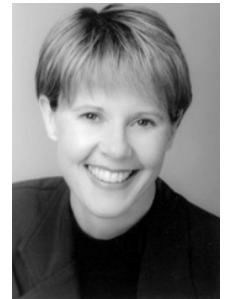
NEW PRODUCTS: What do you rely on most for the success of your projects? Fresh, new products and services, of course! Don't miss out on ASID's annual all-day expo showcasing our Industry Partners' latest and greatest trends in the industry.

CEU CREDITS: (IDCEC Course #8619; .2 CEU's, 2 hours)

ASID Distinguished Speaker Series:

TOPIC: "From Crisis To Opportunity: How To Attract (not desperately seek) Your Ideal Client or Job"

BY Liesbet Trappenburg, National Speaker



When nothing is certain, everything is possible! Today's economy requires designers to be curious, flexible, positive, and authentically proactive (not reactive!). Learn how to reframe economic conditions as an opportunity to reinvent and reposition your "brand." Attract (NOT desperately seek) your ideal clients or job. Discover a bigger picture of your business and your career to create new strategies for an inspired action plan. Attendees will compare and evaluate a new business model versus the old business model and how these changes affect their branding strategy.

SHOW SCHEDULE - THURSDAY, MARCH 21ST

10:00 am to 10:30 am - Registration

10:30 am to 5:00 pm - Exhibits Open

2:00 pm to 1:30 pm - Buffet Lunch (networking round tables)

2:00 pm to 4:00 pm - CEU Learning Session

4:00 pm to 5:00 pm - Exhibits & Industry Mixer (door prizes)

PRICING MENU:

FULL REGISTRATION: (EXHIBITS, LUNCH, CEU LEARNING SESSION)

Silver Level



Members: \$60
Non-Members: \$80
Students: \$35

PARTIAL REGISTRATION: (EXHIBITS,
LUNCH - NO CEU)
Members: \$30
Non-Members: \$40
Students: \$25



EXHIBITS ONLY REGISTRATION - FREE TO ATTEND!

(NO LUNCH, NO CEU)

*FREE TO ATTEND - AND, OPEN TO ALL INDUSTRY PROFESSIONALS/STUDENTS!

For exhibitor sign-up: Samantha Summerville at Samantha@innovativeconsult.com or log go to the [website](#).

For more information, please contact:
ASID OFFICE at 602.569.8916 or info@asidaznorth.org

We'll see you at the Show!

Chapter News

Thank You Crestron



THANK YOU to Crestron for their gracious contribution to the chapter by hosting the ASID Monthly Chapter event at the lovely new iPic Theater in North Scottsdale on Thursday, February 21 at 5:30 pm. Their underwriting of the venue, wine and food is greatly appreciated as well as the concept for hosting this event at the iPic Theater. The sparkling venue enhanced the topic of "Integrated Home Technology" and was well attended by ASID members and guests. The event featured Ami Wright, Vertical Marketing Director, Residential, from the Crestron New Jersey home office, to educate one and all on the latest developments in this technology field. Will Sexton, DMC-D, CSS-D, Crestron

Regional Sales Manager also spoke.



It is with heartfelt appreciation that we at the ASID AZ North Chapter say "**job well done**" to the Crestron group. You left us feeling sophisticated and inspired.

Photography by Will Sexton.

Remodeled by Design Home Tour

The "Remodeled by Design" ASID Designers Home Tour was held on Saturday, March 2, 2013. During this all day event, our chapter presented an all-day self-guide tour featuring a select group of designers' residential projects located throughout the Valley of the Sun. Watch for the upcoming Spring issue of the Desert Design magazine for more details.

Volunteer for Design for Hope

ASID Arizona North is partnering with Stardust Building Supplies providing design services for their Design for Hope program. This program selects three low income families to receive a much needed kitchen remodel. Designer will be partnered with a general contractor that will do the installation. In keeping with Stardust's "re-use/re-purpose" philosophy, designers will be encouraged to utilize donated products while showcasing their creativity. We need designers to donate their time to this project.

We would like to finalize the selection of designers by March 15th. The completion date for the project would be Friday, May 10, 2013. This opportunity is open to all ASID AZ North members, including student members. If you are interested in participating, send an email to professionaldev@asidaznorth.org by March 11th. Include in the email your name, contact telephone number, contact email and why you want to donate your time to this worthy cause. Student members, please include your availability each week so we can determine a work schedule for the team.

Don't Forget to Sign-up for This Year's Design for Hire!

Don't forget to sign-up for this year's Design for Hire. Design for Hire runs through April 30, 2013.

[Click here](#) for additional details and registration form.



Design Awards Call for Entries Deadline

The ASID Arizona North Chapter Design Excellence Awards Committee invites you to enter in this year's design competition. You've worked hard on your project and now is the time to get the recognition and kudos you deserve!

Entries will be accepted on:

- Friday, March 29th
- 2:00 pm to 4:00 pm
- At the Kravet/Lee Jofa showroom in the Arizona Design Center

[Click here](#) for additional details and the registration form.

Keys to Success in Today's Design Era Professional Development Day 2013

April 18, 2013
Arizona Design Center
3:00 pm to 7:30 pm

Spend time honing your skills for success in today's design world through a series of presentations by some of our own esteemed members, local realtors, contractors, and public relations experts!

This professional day is about ASID members polishing their skills to create better connection with clients, and develop new business with the latest information and trends from experts in our partnering fields.

Connect and Collaborate to build a better design business
Highlights to include:

- Expert Realtors and Contractors
- Arizona State's Registrar of Contractors
- A special Presentation by Dal-Tile
- Social Media and Interior Photography Experts
- Distinguished ASID Members
- The latest in Color Theory

Registration will be available on-line to reserve your spot for this special event!

Emerging Professionals News

Join ASID Arizona North's Second Emerging Professionals Meeting

The theme for our meeting will be: "To NCIDQ or not to NCIDQ; that is the question."

At Design Within Reach Studio
4821 N Scottsdale Rd., Suite 101
Scottsdale, AZ 85251

Monday, April 15th, 2013
4:00 pm to 5:00 pm, please arrive early.



An informal and interactive afternoon with two guest speakers:
Summer Hill, Account Executive-DWR showroom representative and Julie White, ASID, owner, principal designer, will share their Experiences in their Design Practice and NCIDQ examination.

**RSVP FOR
THE EVENT**

After the meeting please stay for the grand opening of "Modern Phoenix" event hosted by DWR.

Student News

Student Career Day 2013 April 5, 2013

At Ardy's Gallery of Window Coverings
3422 E. Atlanta Ave,
Tempe, Arizona 85040-2826
9:00 am to 4:00 pm

Join our collaborative day of activities full of opportunities to learn from experienced designers and trade partners. Learn how to team with Workrooms, Contractors, and Installers.

Start the day with "Soft Window Treatments 101"

- 13 do's and 7 don'ts you need to know about specifying
- Fabric Choices
- Terminology
- And more!!

During lunch, get answers to your questions from a panel of experienced designers. Then end the day with exciting sessions on how to work with trade professionals.

Watch for more information and registration forms on the ASID AZ North web site, under [Student News and Events!](#)



IMI Announces its Inspire Foundation, Inc.

Passionate interior design uplifts the human spirit. IMI Design & Interior Motives, Inc. established its nonprofit corporation, The Inspire Foundation, Inc., to share this powerful aspect of design with their community and to encourage a sense of camaraderie and community awareness among other design professionals.

The Foundation for Blind Children was selected as the 2013 beneficiary. This particular organization will present interesting and unique design challenges and we encourage all students to meet that challenge and submit an entry. The winning design will earn the designer \$1,000 in scholarship funds and a paid internship at IMI Design studio as well as

the opportunity to implement their design at FBC.

All information regarding student submissions will be available [online](#) beginning Monday, March 4.

Any industry partners who would like to commit to participating in the project are asked to contact IMI directly.

2013 Student Charette Competition

The 2013 Student Charette Competition was held at Glendale Community College on Saturday, February 9th. During this all day event, the students worked to solve a design problem involving a couple with a home business. Watch for the upcoming Spring issue of the Desert Design magazine for details and the winner of the Competition.

