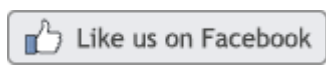




Register for Monthly Meeting

February Meeting

Social Media



Visit our Group



Visit our Web Site

ASIDAZNorth.org



Phoenix Home & Garden Media Partner

Editorial Calendar

Advertising Opportunities

CREATIVE BRIEF

PRESIDENT'S MESSAGE

We Listened...

Over the past year, members have asked for:

1. Less "fluff" and stronger education/training at meetings
2. Advanced CEUs
3. Technology education
4. Behind-the-scenes tours/activities/education
5. Membership exclusivity to our website and events, and/or higher non-member fees



It's a process that began several months ago with the Board creating events outside of traditional showrooms. We are bringing in respected speakers and arranging "out of the box" activities/education. This results in increased associated costs.

Last month we brought in distinguished speaker, Mike Orr of the WP Carey School of Business, hosted by Kravet. This evening was very well received-thank you for the positive feedback.

This month we are pleased that Crestron is sponsoring a technology CEU at iPic Theaters at Scottsdale Quarter-an exciting evening that is costing thousands of dollars. The Board believes it will be worth it. And the fee is only \$20 for a member to register for this fabulous opportunity.

Watch for the next Desert Design magazine as we continue the conversation of what ASID and, in particular Arizona North Chapter and your Industry Partners are providing for you.

Cindy Lewton, ASID
President, Arizona North Chapter

CHAPTER MEETING

**INTERIOR TECHNOLOGY 101:
How to Incorporate Technology into Your Designs
Hosted and Presented by:
Crestron Phoenix with Will Sexton, DMC-D, CSS-D
Thursday, February 21, 2013
5:30 to 7:30 pm**



Does the thought of incorporating popular



April Issue of Phoenix Home & Garden

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



Silver Level



Design-Related Events in the Valley

DesignersCircle

Welcome

We would like to welcome our newest

technologies, such as the Apple® iPad®, theater systems, lighting control, motorized shades, and security systems seem overwhelming? In this ASID 0.1 CEU seminar inside the grand iPIC Theater, you'll learn about the latest interior technology and how it can shape the experience of spaces you design. We will provide inspiration for how you can differentiate yourself and your business by embracing the rapidly growing practice of "Design Meets Technology." Seating is limited, so sign up early!



Audience: For innovative design professionals who want to incorporate technology into their residential and commercial projects.

Topics covered:

- Smart Technology Evolution
- Design Meets Technology
- Interior Technology Definition
- Function & Benefits relative to: Infrastructure, Lighting, Media, Integration, User Interfaces
- Residential Applications
- Common Misconceptions
- Interior Design Considerations

LOCATION

iPIC Theaters & Salt Lounge
15257 North Scottsdale Road
Scottsdale, AZ 85254

COST

\$10 Students
\$20 Members
\$40 Non-members



When you register, you may pay with a credit card via PayPal. Or select the option to "Pay at the door." Only cash or checks are accepted at the door.

Complimentary valet parking is available with validation.

THANK YOU Kravet



Linda Heinz, FASID, Mike Orr of the WP Carey School of Business, Gretchen Palmer, Allied ASID

Photography by:
Nancy Hugo, Industry Partner

The ASID Arizona North Chapter would like to say THANK YOU to Kravet for their gracious contribution to the Chapter by hosting the January ASID monthly chapter event. Their hospitality and underwriting of the wine and food is greatly appreciated. The event was very well received and the venue allowed for our guest speaker, Mike Orr with the WP Carey School of Business at ASU, to provide us with an insightful and educational program on the status of the real estate market in the Valley of the Sun. Mike

members to the Arizona North Chapter.

Members

Michael P. Hutchings, Allied ASID

Industry Partners

Nancy Hugo, CKD,
DesignersCircleHQ.com
Erin Baker,
Marazzi Distribution
Gary Burke,
Burke Studio

Students

Sujaya T Reddy, Student ASID
Rhiannon Baca, Student ASID
Marquessa Ann Powers, Student ASID

Creative Brief Deadline

Submissions should be creative and brief. Please include your photo if possible. Send your submissions to communications@asidaznorth.org by the first Friday of every month at 5:00pm for publication

informed the attendees on the available housing inventory status, the comparisons on the Scottsdale housing with national averages, the seasonal fluctuation in the housing market vs. the actual market trends and the forecast of housing and how it is going to effect the Interior Design market.

It is with heartfelt appreciation that we recognize [Kravet's](#) support of the chapter.

CHAPTER NEWS

Design for Hire 2013

Have you always wanted to find clients but cannot locate the right clientele? Well look no further! Let the clients come to you! Sign up today for this year's Design for Hire! Provide your services to the public by volunteering one to two-hours of your time to gain prospective clients.

This year's community outreach will occur during the month of March. Design for Hire is a service in which we pair an interior designer with the public for a one to two hour consultation. The interior designer will donate an hour or two hours of their time and charge the consumer for a \$75/hour consultation payable to ASID Arizona North Chapter. After the initial one-hour or two-hour consultation is completed, designers can continue consulting with their client at their normal rates. If you are interested in signing up for this year's Design for Hire, please call or e-mail ASID AZ North at info@asidaznorth.com or 602-569-8916 for more information.

Join "REMODELED BY DESIGN" ASID Designers Home Tour Highly Anticipated by Lovers of Home Decor Saturday, March 2, 2013 10:00 am to 4:00 pm

Seven High-Style Homes Designed by Prominent ASID Designers on Tour to the Public - March 2, 2013

The American Society of Interior Designers (ASID) Arizona North Chapter presents an all-day self-guided tour entitled "**REMODELED BY DESIGN**"

featuring a select group of designers' residential projects located throughout the Valley of the Sun. See how these professional interior designers have moved walls and created beautifully adorned homes for their clients. Hundreds of design ideas and valuable tips from the designers themselves will be available on the tour.

PARTICIPATING DESIGNERS & HOME LOCATION

- Holly Asher, Allied ASID, Est Est Inc, (Biltmore area - Phoenix)
- Amy Bubier, Allied ASID - ab design elements, llc, (North Scottsdale and Biltmore/Phoenix homes)
- Ernesto Garcia, ASID, Ernesto Garcia Interior Design, (Biltmore area - Phoenix)
- Lindsay Murray, Allied ASID, Est Est Inc, (North Scottsdale area)
- Gretchen Palmer, Allied ASID - PHG Consulting & Design, (2 North Scottsdale homes)

COST

\$35 per person

CHARITY

Portion of the proceeds benefit interior design students education/scholarships.

REGISTRATION

For more information, please email the ASID AZ North Chapter office at info@asidaznorth.org or call the ASID office at 602.569.8916.



ASID, Arizona North Chapter Presents 2nd Annual



**"Fresh, New Products to Invigorate
and Inspire Creativity"**
Thursday, March 21, 21013
10:30 am to 5:00 pm

SEE WHAT'S NEW IN 2013!



Wondering what is fresh and new for 2013? ASID Industry Partner members will have EXCITING, new products on display to share and demonstrate. Join us for ELEMENTS 2013 and explore, learn and network with friends in the industry. This event will be a table-top exhibit featuring IP members' new 2013 products. There is also a 2-hour CEU seminar to provide that essential learning opportunity. Come and experience the event and its 3 purposes: Educate. Network.

Inspire.

[Additional details.](#)

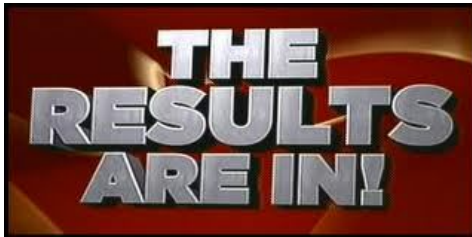
37th Annual 2013 Design Excellence Awards Call for Entries

The Call for Entries is now official and we anxiously await your entries for this year's Design Excellence Awards. The entries are due on Friday, March 29, 2013.

There is a specific way the entries must be organized and it is all described in the Call for Entries on the ASID Arizona North Chapter's [web site](#).

MEMBER NEWS

The Votes are Tallied!



The election was held and we want to introduce your 2013-2014 Board:

President: Gretchen Palmer, Allied ASID (continuing)

President Elect: Jewell Blair, Allied ASID

Financial Director: Jeanette Knudsen, Allied ASID

Communications Director: Debbie English, Allied ASID

Professional Development Director: Christina Forrest, Allied ASID

Membership Director: Guy Paul, IP (continuing)

Director at Large: Naomi Anderson, IP (continuing)

Student Rep to the Board: TBD

Three of the board positions will continue to complete their two-year commitment. The new incoming Board will be installed October 1, 2013.

An additional welcome is extended to Guy Paul who recently stepped into the vacated position of Membership Director. Guy previously was the Programs Chair and we are excited to have him join the Board. We also welcome Chris West who will be filling the Programs Chair.

Welcome!

Another Designer In the News

Design Bureau magazine, November/December 2012 issue is the site of a recent publication of the work of Jeanette M. Kelly, Allied ASID, J M Kelly Interiors LLC, of North Scottsdale.



The article is entitled, "Have A Hearth" and discusses Jeanette's affinity for remodeling fireplaces to suit the client and reflects the architecture of the home in updated ways. Featured is a pebble stone fireplace in a vaulted ceiling family room. It can also be seen on her website at JMKellyinteriors.com.

JOB BOARD

New Job Postings

Full-time Interior Design Intern/Office Assistant at **Angelica Henry Design.**

Director of First Impressions at **Pinnacle Design, Inc.**

[Click here](#) to see full job description.

