

FROM THE BOARD

Spring is in the air!

Whether you think of Spring as a noun ("first season") or as a verb ("to leap forth"), it's obvious that this is the time of year to start again.

Whether giving your New Year's Resolution some renewed thought and energy...or getting the courage to start that new business venture...let's take advantage of the spirit and vigor that Spring brings us.

We're giving you a chance to gain new clients this month. Sign up for Design for Hire and get introduced to new homeowners. The fees for these consultations are donated back to the Chapter's scholarship and education endeavors. One lucky designer has already contracted two new full-scale clients this year from the consultations she has donated to the Design for Hire cause. Homeowners can only sign up for this event during the month of March – so don't delay, sign up today.



Speaking of renewal...next month we are leaping forth with a new Elements Trade Show and CEU event. Signup information for this exciting event is included in this issue of the Creative Brief.

[Learn More...](#)

CHAPTER NEWS

Chapter Changes

In the last quarter of 2011 there were notable changes within our ASID North Chapter. Not only was there a change of new board directors, but we also have a new publisher, relocated our office, and employed a new staff member.

The Board is proud to introduce our new staff member, Bev McMann. Before joining ASID as the North Chapter Administrator, Bev was part of a small international consulting business that developed sustainable golf and country club living communities in New Songdo, South Korea. "My main role was in administration and providing virtual assistance in membership marketing for the LEED-certified green community and golf clubhouse."



Prior to living in Mesa, Bev lived in Indonesia, Singapore, Australia and New Zealand. While living abroad in Indonesia and Singapore, Bev was a member of the US Women's Association and worked on the Social Welfare Committee, which helped impoverished citizens with medical and educational needs for children. She holds a BA in Literature and Writing and a Minor in Film Studies from ASU, as well as a certificate in Art from the Institute of Art in Queensland, Australia. Bev's passion is found in creative, non-fiction environmental writing and scriptwriting. She has written four full-length screenplays and a short film. Bev enjoys her role at ASID and is honored to be working with such creative geniuses and artists.

[Learn More...](#)

Phoenix Home and Garden April Issue

The focus turns to the garden in the April issue of Phoenix Home & Garden magazine, with the spotlight on landscapes and patio spaces as well as interiors that embrace them.



Our featured home, designed by Beth McGehee, wraps around an expansive pool area, with windows bringing the garden into every room.

Water features, fountains, fireplaces and other amenities grace our featured gardens, while garden mosaics, colorful vines, heat-loving flowers, vertical gardens, and decorative flower frogs add to the issue's ideas and inspiration.

Contributed by: Linda J. Barkman, Editor
Phoenix Home & Garden

[Learn More...](#)

2012-2013 Nominations Results

The votes are complete and the Nominations Committee is pleased to announce the results for our incoming Board members for the 2012-2013 year:

President Elect: Jill Stebbins, Allied ASID
Membership Director: Gretchen Palmer, Allied ASID
At-Large Director: Naomi Anderson, ASID Industry Partner Representative

Rounding out the Board for the 2012-2013 term:
President: Cindy Lewton, ASID
Financial Director: Linda Heinz, ASID
Communications Director: LaDawn Bentley, Allied ASID
Professional Development Director: Jewell Blair, Allied ASID
SRB: OPEN



We'd like to once again thank those people who volunteered for leadership and involvement in our local Chapter.

Robyn Randall, ASID
2012 Nominations Chair

[Learn More...](#)

New Members

We proudly introduce our newest ASID Designers...

[Learn More...](#)



New Industry Partners

Our Industry Partners continue to support our chapter. Join us in welcoming the newest Industry Partners.

Be sure to consider Industry Partner services and products for your next project!

[Learn More...](#)



Professional Development Day

This year's Development Day has three keynote speakers that promise to be inspiring and motivating. You don't want to miss this!



The speakers are:

Lisa B. Henry, FASID, LEED AP, ASID National President.
Michael Thomas, FASID
Fred Berns

[Learn More...](#)

New Look for the Creative Brief

The Creative Brief will be going through design and delivery changes. Our current vendor is Naylor and March 2012 will be the last month they will be offering this service.



CREATIVE BRIEF

Starting in April, you will see a new look and possibly a new delivery date - closer to the beginning of each month.

If you have comments or suggestions for the Creative Brief, please email us at info@asidaznorth.org.

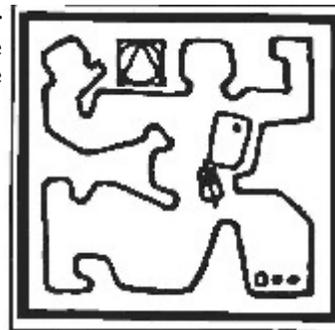
[Learn More...](#)

Design Excellence Award Sponsor!

Thank you AZADI! AZADI Fine Rugs is the top sponsor of our upcoming Design Excellence Awards Event to be held August 18, 2012 at Scottsdale Resort & Conference Center. This year's theme is "Red Carpet."

The Design Excellence Competition submittals will be accepted at the Kravet Showroom on Friday, April 27th, between 12 and 4 pm.

If you have a project you would like to enter, don't miss the "How-To" event on March 27, 2012, at the Home and Idea Design Center in Scottsdale.



[Learn More...](#)

Home Tour 2012 Charity Event

The Home Tour was a smashing success!

Thank you to all the people who helped make this event happen. Over 165 tickets were sold and the attendees had great comments as they made their journey through the valley.

[Learn More...](#)



Design Job Postings

Looking for a Design Job?

Remember to check our chapter's job board.

We are getting regular announcements of job positions. Whether you are looking for a full-time or part-time position, remember to check our our Website - <http://asidaznorth.org/members/job-board/> - for current listings.

[Learn More...](#)



STUDENT NEWS

Student Career Day

Don't miss the upcoming event that will help you gain valuable insight into the professional side of your design career.

Date: Saturday, March 24, 2012

Time: 9:00 am - 1:30 pm

Location: Home and Design Idea Center

RSVP: cory@caldesignsaz.com

You must RSVP for this

[Learn More...](#)



Scholarship Deadline is March 30th

Scholarships are available for Interior Design Students.

Beat the deadline: March 30, 2012

[Learn More...](#)



LOCAL EVENTS

A celebration where denim builds dreams...

Blueprints & Bluejeans - an Event to Benefit Habitat for Humanity Central Arizona

When: Saturday, March 24, 2012 | 7 P.M. - 11 P.M.

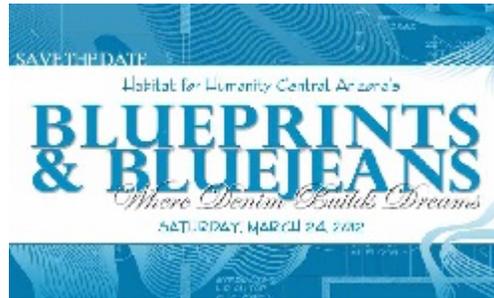
Where: Biltmore Commerce Center

3200 E. Camelback Rd. Phoenix, AZ 85018

What: Cocktails, Heavy Hors D'oeuvres & Desserts

Live Music by Second Shift, Dancing,
Wine Pull & Beer Pull, Four-Hour Blitz
Build Silent Auction

[Learn More...](#)



Do Something Green

AIA The Reincarnation Tour: Reuse is the Ultimate
Recycle

When: March 24, 2012 11:00 AM - 5:00 PM

Location: FilmBar, 815 N. 2nd Street

Join friends of architecture, food and fun Saturday
March 24 on The Reincarnation Tour, a celebration of
reused buildings experiencing new life in the central
corridor.



This free, self-guided tour starts at 11:00 a.m. with a one-hour community forum on
Adaptive Reuse at FilmBar, a recent downtown reuse project at 815 N. 2nd Street. Then
from 12-5 p.m., revel in the good karma of locally-owned restaurants, coffee shops, and
retailers with special offers, spirits and entertainment all accessible by light rail or bike.

With passport in hand, experience the community transformation taking place at the
Phoenix Public Market, Roosevelt Row, Giant Coffee, Lux Central, the St. Francis and
more.

Hosted by the state component of the American Institute of Architects.

[Learn More...](#)

Studio Event: A Night with Nelson

John Berry recounts his years working with George
Nelson.

Design Within Reach Scottsdale Studio, in
conjunction with Modern Phoenix Week, invites you
to join us for A Night With Nelson, led by John Berry,
former VP of Corporate Communications at Herman
Miller.



The evening includes Berry's personal anecdotes and
memories of working with Nelson; pre-recorded conversations of an interview with
Nelson from 1981; and reflections on his more than 50-year career as an architect,
writer, designer and teacher. George Nelson & Associates worked with Herman Miller
for more than 25 years, shepherding design into a new era. Nelson's work includes
concepts for the first modular office storage system, the first L-shaped work desk, the
playful Marshmallow Sofa, among many other paradigm-shifting revelations.

Light refreshments and cocktails begin at 5:30pm, with the presentation starting
promptly at 6:00pm.

Please RSVP to shill@dwr.com

A Night with Nelson
Friday, March 30, 5:30pm
DWR Scottsdale Studio
4821 N Scottsdale Rd., Suite 101
Phone: 480.970.8800

[Learn More...](#)

Southern California Dream Tour

As if we need a reason to visit California...here's a good excuse to head to the coast!



Through March 25th, you are invited to tour a one-of-a-kind designer showcase concept benefitting the National Multiple Sclerosis Society.



The American Society of Interior Designers Dream Home features over a dozen of Orange County's most talented interior designers, who will transform a massive storefront into a luxurious multi-generational and fully-accessible residence.

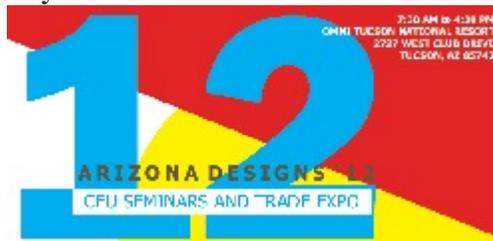
Spend the day at the newest, most innovative shopping destination in Orange County, SOCO, located in Costa Mesa. Enjoy touring the Dream Home, shopping, wine tasting, and more.

[Learn More...](#)

Tucson Professional Development Day

Take a day trip and get inspired!

The Arizona South ASID Chapter will be holding their Professional Development Day on April 10, 2012. All ASID members are invited to attend and hear great speakers, mingle with fellow designers, and meet Industry Partners at the Trade Show.



[Learn More...](#)

NEWS FROM THE SOCIETY

Design Business Library Reports Updated for 2012

All 10 ASID Business Library reports have been updated to reflect 2012 tax and regulatory changes. Get the answers to your most critical business questions, from taxes and benefits to optimizing cash flow. ASID members pay only \$12 for each report — a savings of \$27 off the regular price. Purchase all 10 reports for only \$68 and save \$362 off the regular price! Click "Learn More" below for a listing and description of all reports.

[Learn More...](#)

Deadline Approaching to Vote for the 2013 Board of Directors

Professional members of ASID have until March 25th to cast their vote for the Society's 2013 Board of Directors and president-elect. To cast your vote, refer to the email ballot you received or log in to MY ASID on the ASID website.

[Learn More...](#)

UPCOMING EVENTS

Save the Date! ASID@NeoCon – June 11-13, 2012.

Mark your calendar now so you can Experience the Possibilities. Highlights include Celebration – the ASID Awards, experiential tours, networking events for students and emerging professionals, and so much more! Click "Learn More" below for details and check back regularly as we'll be making continuous updates in the coming months. We'll see you in Chicago June 11-13!

[Learn More...](#)

American Society of Interior Designers | Arizona North

7702 East Doubletree Ranch Road, Suite
300

Scottsdale, AZ 85260

T 602-569-8916

E info@asidaznorth.org

W www.asidaznorth.org

