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“Build Your House Upon the Rock... of Continuing Professional Development”

by: Christine M. Piotrowski, ASID

One of the qualities that makes a successful professional is a strong foundation in what's current. Waves of changes bombard us and the tide is never-ending; products, trends, business practices, legal issues and code requirements are just a few of the things we must adapt to to stay strong and competitive. Professional development should be in everyone's annual business and personal plan. Here are three tips to keep up-to-date in the profession.

1. READ DESIGN TRADE MAGAZINES AND PUBLICATIONS RELATED TO YOUR SPECIALTY.

Product ads raise awareness and articles provide valuable information. Invite our chapter's Industry Partners to visit you and utilize their wealth of experience and knowledge. (IP members can also help you write specifications when detailed product information is required for your project documents.)

2. ATTEND MAJOR TRADE SHOWS. Neocon West in Los Angeles and the ASID Interiors '05 conference in San Diego, both held in March 2005, are examples of the education you should pursue. Look into Neocon World Trade Show in Chicago June 2005 or other regional and national trade shows and conferences offered around the country. You will become familiar with new products and

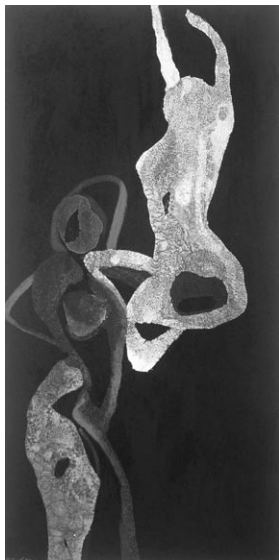
have your pick of seminars on a wide range of topics that are tailored to beginners, the “old salts” and everyone in between!

3. ENJOY EDUCATION DAY ON APRIL 21!

Learn from experts in design trends, business and specialties and let our IPs show you their new products.

Although seminars are worthwhile simply because they're personally and professionally enriching, they should be taken to earn continuing education unit (CEU) credits as well. CEU seminars have been reviewed and approved for credit and are offered at conferences. Not all seminars have been approved in this way. ASID does not require CEU classes—yet. Registering your participation is a tangible record of your attendance and some clients may ask you to prove your professional updating; CEU registration (handled by NCIDQ) gives you this evidence.

Education is important for all interior designers at all levels and yes, all ages. Whether you update by taking seminars and registering the CEU credits, attend trade shows and conferences, read trade magazines or have good informative visits with industry representatives, continual professional development helps you evolve into a more well-rounded interior design professional, which makes you a more valuable asset to your clients!



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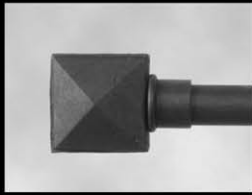
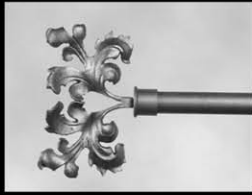
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campus buzz

by Sheena Geohagan,
Student Representative to the Board



Scottsdale Community College

Design students at Scottsdale Community College have certainly been busy! Through the summer and into last fall, SCC ASID student interior designers renovated 19 apartments for elderly victims of domestic violence as part of the DOVES project, which is sponsored by the Area Agency on Aging and Vice Mayor Peggy Bilsten of Phoenix. The apartments were completely renovated, and the students were able to see the entire remodel process. Our students designed interiors, none of which had a budget! They solicited donations from Industry Partners and from the community, such as Home Depot, Copenhagen as well as private donations from citizens. Students painted walls and furniture, made window treatments, reupholstered, and installed the apartments. The residents were thrilled! Thank you to all student designers, faculty and donors.



Student designer Julie Fregien taping off her DOVES apartment.

Marker and 3-D CAD workshops were held on Saturdays last fall for our student members. We also held a design contest to refresh our building's lobby. Congratulations to Carol Michael and Jane Bertram, whose space plan and design were selected. In February our chapter sponsored a volunteer workshop to reupholster the lobby furniture at a local custom furniture workshop.

Last fall was busier than a year ago with a visit from FIDER in March for national accreditation. Preparations are under way with our ASID student chapter helping with banners and cabinet displays of student work. We've also scheduled volunteer workshops to get our students involved with these preparations. Our ASID student group has planned two chapter meetings, several workshops and is beginning to look at end-of-the-year activities. Our first chapter meeting was a great success because we introduced our new Student Board of Directors, discussed upcoming events, and had guest speakers. Three full-time faculty instructors spoke about advisement and FIDER. Designer Lynne Beyer of Lynne Beyer Designs spoke about "Accessorizing a Client's Home Using the Valley's Resources."

*Written by Sabrina Susini, SCC ASID President-Elect

The Art Institute of Phoenix

The Art Institute of Phoenix started the semester with a Career Day on Tuesday, Feb. 15 from 11 a.m. to 12 p.m. in the Gallery Cafe. Chris Natale spoke about furniture design, furniture marketing, and his own furniture business. He has an extensive portfolio. Natale's diverse background is evident in his furniture; they are truly works of art. Our competition on Wednesday, March 9th was for the design of a girls group home.

Northern Arizona University

There were events almost every week in February at NAU and more on the horizon now! The Navajo Reservation's school renovation project began Feb. 2. A tour of the Riordan Mansion was on Feb. 10 and model-building workshop on Feb. 26.

Phoenix College

The chapter opened the semester with a membership drive in the afternoon at the Arizona Biltmore on Sunday, Feb. 6. The event kicked off with lunch at the Biltmore Grill and concluded with a guided tour of this famous Phoenix resort and spa. The student chapter at Phoenix College will contribute design charity work for the Ronald McDonald House, and we hope to have a lot of community involvement and provide enjoyable, educational events for design students.

Mesa Community College

MCC is ready for a great semester ahead! Donations were made to the Sojourner Center during Winter Break, and activities are planned for the upcoming months. A model-making workshop and workshops on Adobe PhotoShop, Illustrator, PDF Maker, and InDesign will be interesting. Student Career Day is Friday, April 8 and the professional ASID Student Scholarship fundraiser, the Sample Sale, was on Saturday, March 12. Thank you to all of our volunteers!

Student Buzz Congrats

Congrats to Karen Mandarino for "Fastest Turn-Around in History!" Assignment: Distribution of 2500 postcards for the Designer Sample Sale. Received Feb. 8th a.m. and distributed Feb. 8th p.m.!



DOVES apartment bedroom by student designer, Cat Oliver.



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Calendar of Events

April 1-2	NCIDQ Exam
April 8	Student Career Day 10 a.m. to 3:30 p.m. SunWest Distributing, 8370 S. Kyrene Dr., Tempe
April 21	Education Day '05 8 a.m.-6 p.m. Westin Kierland Resort & Spa Scottsdale, AZ 602-569-8916
April 20-22	EnvirodesignR 9 Marriott Marquis, New York, NY For more conference information, visit www.envirodesign.com
April 28	New Member Meeting 12 p.m.-2 p.m. Alexander Sinclair 7781 E. Earll Dr., Scottsdale
April 28	Design Competition Review 2 p.m. at Alexander Sinclair 7781 E. Earll Dr., Scottsdale

Advertising Rates

Deadline for June/July: April 11th	
6x Rates	
Black & White	IP Members
Full page	\$350
1/2-page	\$195
1/3-page	\$150
1/4-page	\$125
Classified Ads	\$35

- Inside or back cover – add \$20 to ad price above.
- \$30 additional charge for 2nd color.
- Add \$50.00 charge for production changes.

If you would like to submit an advertisement for publication, please contact Echo Surina, Anderson & Company, 7655 E. Redfield, #5, Scottsdale, AZ 85260, (480) 905-2662 or e-mail at: esurina@sourcesanddesign.com. Deadline for ad materials is the 11th of the month prior to publication. *Desert Digest* is published six times a year.



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