



desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



2004 Design Excellence Award • Tie 1st Place Contract Over 5,000 sq. ft. • Suzanne Urban, ASID • Studio 4

April/May 2005

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During her term as Chapter president, Jeanne Crandall wrote, "Above all we want the consumer and public to recognize that the members of ASID are a definitive resource for interior design." I do not believe there is one chapter member who would argue her point. We know

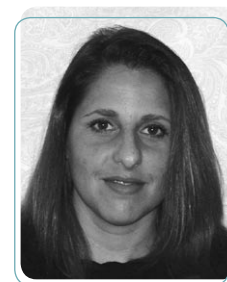


ASID interior designers are "a definitive resource for interior design." We live the profession day-in, day-out. However, the public does not have the benefit of our daily experience as ASID designers. Therefore, it is important that any contact they have with us be both positive and educational. As practicing professionals, we have several methods available to communicate with the public at large: Home tours, show houses and award competitions quickly come to mind, but there is another avenue open to every member. Yes, I'm talking about writing an article or giving an interview to one of the many publications that contact our chapter for interior design expertise. Publications present their readership with new and exciting design ideas and they want a creditable source. This offers us the opportunity to present professional designs and ideas to the public on a mass-media level. The next time Pauline e-mails PR opportunities, do not be bashful; accept the challenge. Then when the publication contacts you, respond! The membership has a responsibility to maintain ASID's reputation as "a definitive resource for interior design."

See you at the next meeting!

Greta Guelich, ASID
President

Want to be more involved in our chapter and enhance your depth as a professional? Joining a chapter committee is a great way to round out your skills in the field. I'm looking for motivated and creative people to start a small committee for *Desert Digest*. Now if you think it sounds like hard work, it is, however the challenge is always rewarding once you see what you've accomplished in print! It doesn't need to take up a lot of your time. Something as simple as writing a small article, coming up with a new article or column idea or even taking pictures at one of our many chapter events would help keep *Desert Digest* both informational and fresh. If you are interested in the *Desert Digest* committee, please contact me by phone at 602-537-3827 or email at Allyson.J.Calvert@aexp.com.



Consider the list of committees in this issue, and contact the committee chairs to learn how to get involved. I encourage all to participate in some way, even if it's not a lot of time. Volunteers are what make this chapter so strong and remember, you'll meet new people and have fun doing it!

Changes are also happening to the timing of when *Desert Digest* hits readers, as issue months have changed and this issue of April/May will be followed by June/July, August/September and October/November. By doing so, this will coincide with and enable to us to smoothly transition both the new and past president issues as well as correspond with our chapter events better. Please note the new deadlines for article submissions below:

<u>Issue</u>	<u>Deadline for Articles</u>
June/July	April 11, 2005
August/September	June 6, 2005
October/November	August 8, 2005
December '05/January '06	October 10, 2005

Sincerely,
Allyson Calvert, ASID

Election Results Are In!

Your new Board of Directors for 2005-2006 are as follows:

President: Sheri Newton, ASID

President-elect: Oren Bishop, ASID

Professional Development Chair: Katherine Thornhill, ASID

Membership Development: Paul Buys, Allied Member, ASID

Communications Director: Susan Kay Schultz,
Allied Member, ASID

At Large Director: Sandra Kush, Allied Member, ASID

Financial Director: Michael Clare, Industry Partner
Representative of Clare Frame & Art

Congratulations to all our new in-coming board members!

2004-2005 Officers and Board of Directors

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President Elect:

Sheri Newton, ASID

Treasurer:

Robyn Randall, ASID

Past President:

Sherry K. Hauser, ASID

Administrator:

Pauline Wampler

Board of Directors:

Oren Bishop, ASID

Shirley Kern Brown, ASID

Paul L. Buys

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Sandra G. Evans, ASID

Daniel J. Heldenbrand

IP Representative:

Roland Arnold

Student Representative:

Sheena Geohagan

February Membership Meeting "The ABC's of Making Money"

More than 110 members enjoyed the advice and stories of Charles Gandy, FASID, at the Feb. 17th member meeting held at the Orange Tree Golf Resort in Scottsdale. Gandy's presentation was spiced with many stories from his business experiences as a residential interior designer in Georgia. Although his entire presentation was informative and entertaining, the audience seemed to particularly enjoy the story of how he got into the design profession. If you weren't there you also missed the wonderful "red canoe" story.

Before Gandy's presentation, members enjoyed looking at products and tabletop displays from 19 Industry Partners who we thank for showing their products at our meeting once again. Thanks to our meeting sponsors: Alexander Sinclair, Clare Frame & Art, Christine Piotrowski & Associates and Design Business Resources.



Charles Gandy, FASID, speaker; Greta Guelich, ASID chapter president; and Gera King, ASID



Don Nottingham, Design One International



Industry Partner Tabletops Galore!



Pauline Wampler, Administrator



Gretchen Palmer, Allied Member ASID and Jackie Jordan of Sherwin Williams.



Charles Gandy, FASID, speaker

Applauding Success—Winter Tour of Homes

Our first-ever Winter Tour of Homes, held on February 26th, was a hand-clapping success. Committee chair **Sandra Kieffer** and her hard-working committee members, **Linda Gleason** and **Denise Teichert** put together a wonderful tour the chapter was proud to offer to the public. They all deserve several rounds of applause. Our Chapter's event committees work hard to produce such wonderful events and as members, we can become accustomed to such successes. Since this was our first Winter Tour of Homes, there were challenges; however, the committee rose to those challenges. Sandra Kieffer, new to the Chapter, stepped up to take the reigns as committee chair.

The public was treated to four unique homes designed by **Angelica Henry, ASID**, of Janet Brooks Design; **Janet Friedman,**

ASID, and **Traci Shields, ASID**, of Friedman & Shields; **Donna Jantz, ASID**, of Jantz Design; and **Oren Bishop, ASID**, and **Mary Bishop, ASID**. The ticket hosts were **Sheri Newton, ASID**; **Christine Piotrowski, ASID**; **Robyn Randall, ASID**; **Susan Nicholson, ASID**; **Linda Gleason**; **Vickie Richie**; and **Susan Kay Schultz**. In addition, **Anita Lang Mueller** provided three of her employees, **Sarah Lelange**, **Peggy Ridgley** and **Jennifer Carlson**, to serve as ticket hosts as well. Thank you to everyone for your all-day commitment to this spectacular event! And speaking of tickets, a special thank you goes to Sandra Kieffer for designing such a unique ticket for our event! We appreciate the house hosts who participated during the day of the tour as their watchful eyes calmed the nerves of our homeowners!

(Recap events continued on page 11)

Thank You to Our Sponsors

The following sponsors have provided sponsorship commitments for Chapter programs for 2004 to 2005.

October Member Meeting

Coral level
Kitchens Southwest

Tour de Noel

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Phoenix Home & Garden
Silver Bell level
Cactus Enterprise
Lawrence Gallery
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January Member Meeting

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For information about how practitioners and industry partners can become a sponsor, please contact Christine Piotrowski, ASID, committee chair at 602-953-5671 or cmpiotrowski@qwest.net.

THINK

OUTSIDE

THE

BOX.



E D U C A T I O N D A Y

ARIZONA NORTH CHAPTER

THURSDAY, APRIL 21, 2005 • 8:00 A.M. - 6:00 P.M.
THE WESTIN KIERLAND RESORT & SPA
6902 E. GREENWAY PARKWAY • SCOTTSDALE, ARIZONA

KEYNOTE: MICHAEL PAYNE OF HGTV'S
SPEAKER: DESIGNING FOR THE SEXES
WILL PRESENT
"INTERIOR DESIGN TRENDS"



SPEAKERS: TOM SCHWENK: "TEAMWORK: THE POWER OF PARTNERING"
& "CONSULTATIVE DESIGN"
CARL CLARK, FASID: "AESTHETICS OF AGING"
MARY FISHER KNOTT, ALLIED MEMBER ASID: "ERGONOMIC KITCHEN DESIGN"
STEVE REAGAN: "IMAGE IS EVERYTHING"

EXHIBITS: MORE THAN 30 INDUSTRY PARTNER MEMBERS WILL SHOWCASE
2005 PRODUCT INTRODUCTIONS

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ASID Arizona North Committee Chairs 2004-2005

Tour De Noel:

Tour de Noel Chair:
Susan Schultz
Phone: 480-945-1490
Email: detailshm@cox.net

Tour de Noel Auction Chair:
Mary Jane Hillmer, ASID
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Tour de Noel Advertising Chair:
Claire Ownby
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Email: mafooteaz@msn.com

Co-Chair: Wanda Frederick
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Email: wanda3133@aol.com

Awards Event:

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Hotel/Presentation Chair:
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STEP:

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Fax: 602-257-1203
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Phoenix College: Christine Cox
Phone: 602-955-9400

Scottsdale CC: Marilizabeth Polizzi
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Email: artisticdsn@aol.com

Education Day:

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Email: palmergl@earthlink.net

Ethics:

Chair: Sue Urban, ASID
Phone: 602-957-4440
Email: surban@studio4interiors.com

Home Tour:

Chair: Sandra Kieffer
Phone: 480-556-1988
Email: skieffer1@hotmail.com

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Phone: 480-991-3066
Fax: 480-991-4021
Email: rarnold@arizonatile.com

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Email: sjlorts2@earthlink.net

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Fax: 480-595-3577

Sponsorship:

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Paula R. Traverso
Phone: 602-808-9493

Receptions:

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Wanda Frederick
Phone: 480-657-3960

Telephone Committee:

Sandra Kieffer
Phone: 480-556-1988
Michael Clare
Phone: 480-970-8400
Jim Patterson
Phone: 623-594-5980

Directory Update Committee:

Jami Henderson
Phone: 602-573-0578
Don Nottingham
Phone: 480-967-2100

Christmas Party Committee:

Hostess: Linda Singer Heinz, ASID
Chair: Shirley Kern Brown, ASID
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asidaznorth.org

By Roland Arnold, IP Representative to the Board

In this update, I'd like to take the opportunity to address two obstacles that seem to come up more and more often by fellow IP members.

EXPOSURE. Becoming an IP member and having your firm's name in the ASID AZ North Chapter Directory does not guarantee exposure. But what does? Involvement!

If you want exposure, get involved in Chapter activities and volunteer for a committee. Start small; don't bite off more than you can handle. I know how busy we all are, but no one ever said being a volunteer had to be painful. Volunteering should be fun and mutually beneficial. Try to meet design professionals through attendance at meetings and events. Find out if they're on a committee and volunteer for the same one to help out, which in return, will help you expose your company.

According to a recent Chapter survey, the working design professional is not only looking for new products and materials to use, but just as importantly, is looking for practical and useful information on how to use and properly specify them. Design professionals may be familiar with your products, but may not know your company's service and support capabilities or what additional products are available. The IP's that blend these items and expose that information could become invaluable to your target clientele. Try partnering with another IP whose business or service complements yours for an informational seminar or boxed lunch presentation; the most information given in the

least amount of time works for everyone.

Use the Chapter's tools such as mailing labels, Web site, newsletters etc. to help you target your market for facility tours and demonstrations or anything that can get useful information directly to professionals who need it. Don't forget that students of local design schools are tomorrow's customers!

SPONSORSHIPS. The sponsorship committee has re-issued a letter referring to available functions and events for sponsorships, and it does help with budgets. Pick a topic or function that coincides with your business plan; with all the signage and mentions it receives, it does help associate your company's name with that particular event or speaker's topic. The response has been great and remember this letter has gone to professional and allied members as well. IP members are not the only people that are asked to sponsor events. Sponsorships help attract quality speakers which draw larger crowds. Some recent meetings are a prime example.

Finally, we need to hear from you! Any thoughts or questions? Please contact me. Especially smaller companies, we want to make sure your needs are being addressed.

P.S. Designers- remember to please stop by the tabletops to say hi, and take/leave a card. We want both our IP's and designers to have value for their efforts and remember—the IP's contribution enhances the meetings!



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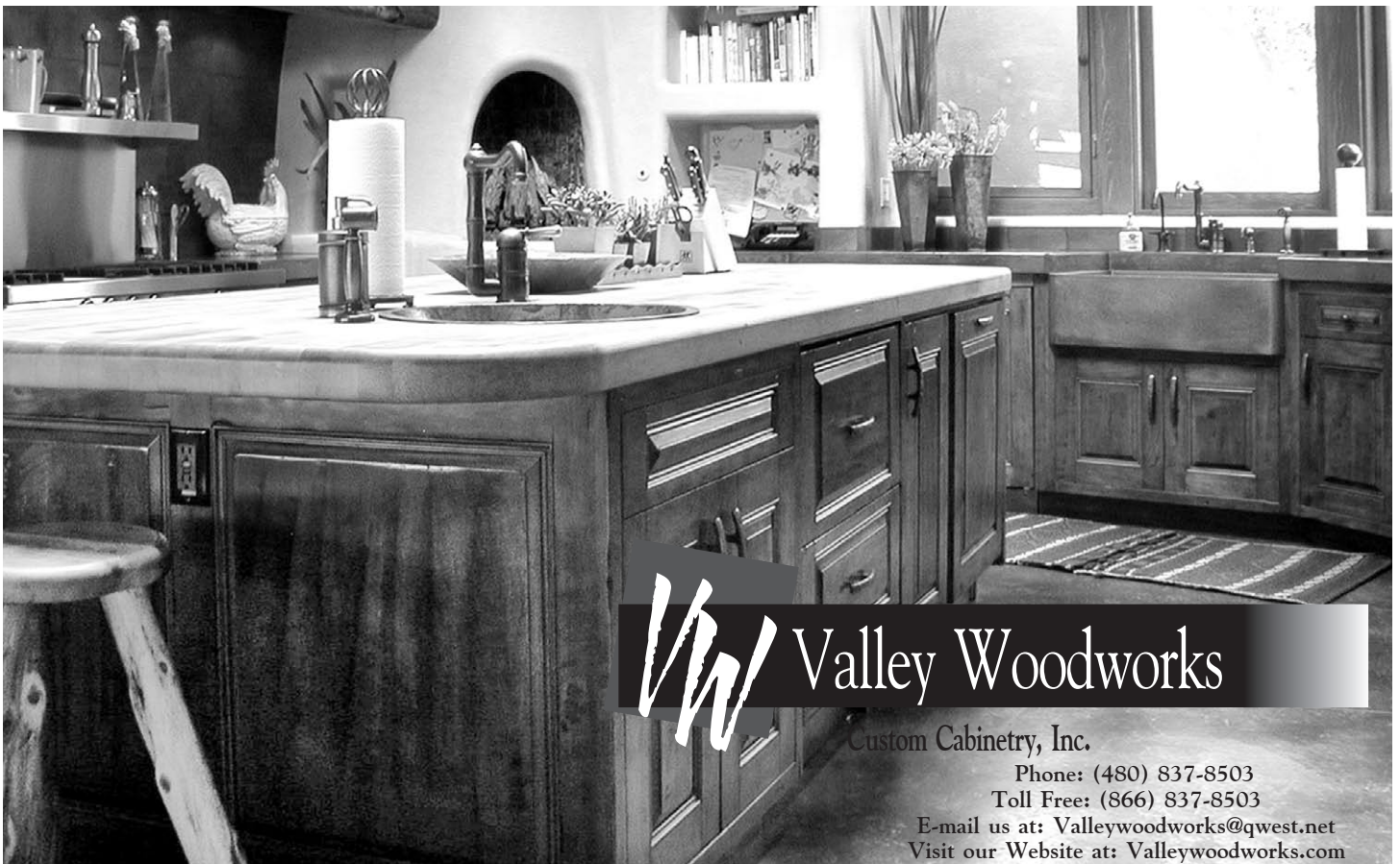


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Education Day '05 Think Outside The Box

The ASID Arizona North Chapter's third annual Education Day will be a full-day event on April 21 featuring educational seminars and I.P. Tabletops. Topics, ranging from working with a photographer to the aesthetics of aging, have been chosen to appeal to a wide range of experience levels and to all aspects of the design industry. Special guest **Michael Payne, ASID** of HGTV's "Designing for the Sexes" will be the luncheon keynote speaker who will also give a two-hour seminar on current design trends. The event will be held in the ballroom of the Westin Kierland in Scottsdale. A gourmet lunch is included with all-day and afternoon tickets. CEU credits are available for an additional fee and reservations are required. Watch for your registration brochure in the mail. Please contact the ASID office at 602-569-8916 for more information.

Book Reports

By Christine Piotrowski, ASID

These recently published books are available at local bookstores and online at amazon.com, bn.com (Barnes & Noble) and other book source sites.

Jain Malkin. **Medical and Dental Space Planning.**

3rd edition. 2002. John Wiley & Sons.

ISBN: 0-471-38574-3. \$185.00

If you design medical or dental facilities—or would like to—this text is definitely something you should have on your bookshelf despite its high price. It is an outstanding reference written by an interior designer who has specialized in this field for many years. Filled with numerous photos, drawings, floorplans and a color insert, this work covers design of many specialty medical office suites and provides valuable information on psychological impacts of health care design and environmental planning topics such as codes and lighting. I like this book!

Mark Karlen and James Benya. 2004.

Lighting Design Basics. John Wiley & Sons.

ISBN: 0-471-38162-4. \$45.00

This book provides a concise treatment on lighting design for any type of interior. This highly visual book is filled with drawings and photos, including a color insert to help explain lighting design concepts. Design discussions on 20 different spaces illustrate important concepts in residential and commercial spaces' lighting design.

James Benya will be our speaker for the June 23, 2005 member meeting. Happy reading!

OOPS!

We inadvertently neglected to acknowledge **Don Nottingham of Design One International, Inc.** for his contributions to Tour de Noel. Don supplied the accessories and florals for one of the homes on the tour. Don, thank you for supporting Tour de Noel!

People on the Move

Marianne Green Seeger, ASID; Sheri Newton, ASID; and Greta Guelich, ASID were interviewed and featured in the February 2005 issue of *Arizona Woman Magazine*. Make sure to check out the great article and congratulations!

Naomi Anderson, publisher of *Sources+Design*, Industry Partner member, has been posted as an instructor for the ASID, CEU course "Getting Ink: Being Your Own PR Person." For more information on this course, please email the ASID Education Department at education@asid.org.

Design For Hire

SPRING DESIGN FOR HIRE is a new opportunity for the ASID North Chapter to raise funds and introduce interior designers to new clients. Throughout April, ASID will offer a two-hour design consultation with an ASID designer for \$75 per hour, which will be paid directly to our chapter. If you work with a client for longer than the two-hour period, your fees apply and you'd be paid directly. **...Three Birds With One Stone**

- Raise funds for our chapter
 - Provide the client with a top-notch consultation from an excellent ASID designer
 - Establish a relationship with a potential new client
- Please contact Susan Nicholson, ASID at 480-429-9337 (p) or 480-424-3683 (f) to donate two or four hours of your time during the month of April for SPRING DESIGN FOR HIRE. This is an opportunity to contribute to your ASID chapter and enhance your business.



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