



desert digest

NEWSLETTER OF THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ARIZONA NORTH CHAPTER



2004 Design Excellence Awards Best of Show Residential over 6000 sq. ft. • David Michael Miller, ASID • David Michael Miller Associates

January/February 2005

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It has been an exhilarating two months since our last *Desert Digest* issue. We had record-breaking attendance at our October meeting on color and an enlightening tour of the James Hotel in November. Our Industry Partner (IP) members made the October and November Chapter meetings a smashing success; IP members participated and gave support and those who purchased



event sponsorships and tabletops underwrote major event costs. This, in turn, substantially lowered the price of admission for designers. Without IP support, ticket prices would have been \$65 instead of the advanced ticket price of \$30 for the October meeting. What a difference! Since very few things in life are free, what do IP members expect in return? In one word—access. They want access to you, the designer. They want a crack at your business and the opportunity to present new products and services. The next time you arrive early at a Chapter meeting, please, visit with IP members who have purchased sponsorships and tabletops. Review their product line, offer them the opportunity to compete for your business and above all, thank them for their support. After all, just by being there, they put money in your pocket!

The annual Tour de Noel rolled into the Valley and was a tremendous success. Even with the rain, Mother Nature couldn't stop us! **Susan Kay Schultz**, Tour Chair, and her team of 100+ volunteers did an outstanding job! The amount of "behind the scenes" effort needed to present an event of this caliber is eye opening and would not have been possible without the work of everyone involved. Thank you to the homeowners and their designers, **Marieann Green-Seeger, ASID; Lynne Beyer; LaVonne Marrell; Mary Jane Hillmer, ASID** and her auction staff and wrappers; **Claire Ownby, ASID** and her advertising staff; **Susan Nicholson, ASID** and her bus hosts; house/hotel hosts, auction liaisons and everyone who helped make this event such a success. Finally, an enormous THANK YOU to **Susan Kay Schultz** and **Susan Nicholson, ASID**, who were there every day from early morning till midnight preparing for the auction and filling in wherever they were needed. This Tour's success is unsurpassed because of all your hard work.

At the Chapter's annual holiday party, members were treated to a wonderful evening of food, drink and camaraderie. I thank **Linda Heinz, ASID**, for opening her home to the Chapter and providing a festive place for our annual party and **Donna Symansky of Art & Framing Design** for donating a Raymond Clearwater painting as a raffle prize. All raffle proceeds went to our charity, the Ronald McDonald House. Thank you to **Shirley Kern Brown, ASID**, and **Sheena Geohagan, SRB**, for coordinating the event and finding a fantastic caterer, Ellen Rosenthal of Dinners by Design.

It has been a great year! I hope to see you at our next Chapter meeting!

Greta Guelich, ASID
President

Welcome to a new year and may 2005 be even better! I had an opportunity this past October and November to work in Singapore for seven weeks. What a fantastic adventure it was! My projects involved all aspects of construction, interaction with architects and other interior designers and selecting art and furniture. What I found most remarkable is that although across the world, interior designers still work in just about the same way: they have the same standards and pride in their work that we have in the United States.



Speaking of pride in our profession, this past year has been another successful year for our chapter: much was accomplished at chapter meetings and Tour De Noel, despite the weather, was a success. You can bet on more exciting events to come this year! Take note of the event on February 26th, the first **Winter Tour of Homes**. Also, don't miss the chapter meetings with renowned speakers such as **Ted Drab, ASID, IIDA, IDEC**, in January and **Charles Gandy, FASID, FIIDA**, in February.

As for the *Desert Digest*, if there's anything new that you'd like to see in future issues or if you have an idea for the publication, I'd love to hear from you. I can be contacted at Allyson.J.Calvert@aexp.com or call 602.537.3827.

Allyson Calvert, ASID
Editor

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Chapter Meetings

- 1** **January 27, 2005**
 Doubletree Paradise Valley Resort, Scottsdale
 6 to 6:45 p.m. Reception and refreshments. Cash Bar.
 6:45 to 8 p.m. Speaker

“Tell It Like It Is: Communicating Your Status as a Design Professional”

This speaker is anything but drab! His engaging seminar will help interior design professionals understand the pitfalls of poor presentation language. Ted Drab, ASID, IIDA, IDEC, has spent years researching the public’s perception of interior design and has found that interior designers continue to struggle to communicate their role. This presentation will identify key issues designers must address to clarify public perception of our goals, expertise and accomplishments in contribution to public health safety and welfare.

Ted is an associate professor of interior design at Oklahoma State University and a former ASID chapter president. He has presented seminars at ASID National meetings, ASID regional events and at NeoCon 2002. If you have not received your invitation to the January member meeting, contact the ASID chapter office at 602-569-8916. CEU credit (.1) is available for an extra fee.

- 2** **February 17, 2005**
 Orange Tree Golf Resort, Scottsdale
 6 to 7 p.m. Table tops and reception. Cash bar.
 7 to 8 p.m. Speaker

“The ABCs of Making Money” presented by Charles Gandy, FASID, FIIDA

Money! What’s it all about? Do you make enough? Can you make more? How? These hot topics and more will be covered in this witty and highly motivating discussion about fees and compensation. Charles Gandy, FASID, FIIDA, shares his own business experiences—successes and failures—from more than three decades of interior design practice. Gandy will challenge and encourage you to improve your bottom-line and have a good time doing it. A question and answer session will conclude this lively seminar.

Charles is a former national president of ASID, and an award-winning interior designer and furniture designer from Atlanta, Georgia. Recognized as an industry leader, Gandy has spoken to thousands in a national lecture series and at ASID national conferences. Make reservations early, as this seminar is expected to sell out. CEU credit (.1) is available for an extra fee.

Join Us!

New ASID Winter Tour of Homes

by Janet Blouin, Chair

The new **Winter Tour of Homes** is scheduled for Saturday, February 26 from 10 a.m. to 5 p.m. **Oren Bishop, ASID** and **Mary Bishop, ASID**; **Traci Shields, ASID** and **Janet Friedman, ASID**; **Donna Jantz, ASID**; and **Angelica Henry, ASID** were the designers chosen for this year’s one-day event. The tour will showcase four spectacular homes on a leisurely paced, self-drive tour through some of the Valley’s finest designed residences. *Design & Architecture Magazine* is our publishing sponsor for the event. A portion of the proceeds benefit Ronald McDonald House. 602-569-8916 ASID AZ North office. Don’t miss it!



Advanced Tickets: \$35 each
 Design Students: \$15 each (ID required)
 Tickets available at the door: \$40
 Advanced tickets are available by calling the tour hotline:
480-664-6670
 or visit our Web site, www.asidnorth.org,
 for a ticket order form

We thank the following sponsors who have provided sponsorship commitments for Chapter programs 2004-2005.

October Member Meeting

- Coral level
- Kitchens Southwest
- Friend of ASID
- Sherwin-Williams

Tour de Noel

- Silver Bell level
- Cactus Enterprise
- Lawrence Gallery
- Arizona Tile Supply

January Member Meeting

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2005 Awards Event

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Marvin Cutler, ASID

As a professional designer and planner of dental facilities for nearly 40 years, Marvin Cutler, ASID, was a respected member of the ASID and a well regarded associate of the Arizona Association of Orthodontics. He and his wife June, who passed away in 1990, were successful in building Marvin Cutler Associates into a world-

renowned and highly regarded design firm.

In September 2004, Cutler was diagnosed with cancer and lost his battle against the disease soon thereafter. He passed away on the morning of November 29th, 2004, at his home in Phoenix with his family and friends by his side.

As his family, we'd like you to know that Marvin was not only proud of the work he did for clients, but equally important to him were the outstanding friendships and bonds he made along the way. He loved sharing his life with his clients and associates.

Marvin was a kind, generous friend and mentor to many of his colleagues and never hesitated to offer

advice and guidance to young designers or associates. He often spoke of his colleagues at ASID and how much he enjoyed the design community once he moved to Scottsdale in 1992. Being a member of ASID in Arizona gave him that vitalization which enabled him to build a new life here for the last 12 years.

We are touched by the stories and anecdotes that many of you have shared in the past few weeks; it certainly has helped keep his spirit alive. We are grateful to learn more about our father through the generosity of all who have shared their memories of him. Please keep in touch via email: ac62design@nyc.rr.com OR robbinsranch@earthlink.net. It would honor our father if you visited the following Web sites to see how he lives on through his influence on our lives.

www.marvingcutler.com

www.andreacutler.com

www.robbinsranch.com

We request that memorial contributions are sent to Hospice of the Valley in Scottsdale, AZ (480) 663-6500.

Sincerely,

Andrea Cutler & Karen Robbins

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A Round of Applause Tour de Noel Volunteers

By Susan Kay Schultz – Chairman

ASID Arizona North Chapter extends our warmest thanks to everyone who helped make our 16th annual **Tour de Noel** a smashing success! This annual tour is the largest fundraiser for our chapter, which contributes to our ability to provide education to further professionalism in the interior design industry.

Although inclement weather caused our motor coach drivers to divert from their original route and timeline, the tour and auction were over the top! The event would not have been possible without the support of our corporate sponsor:

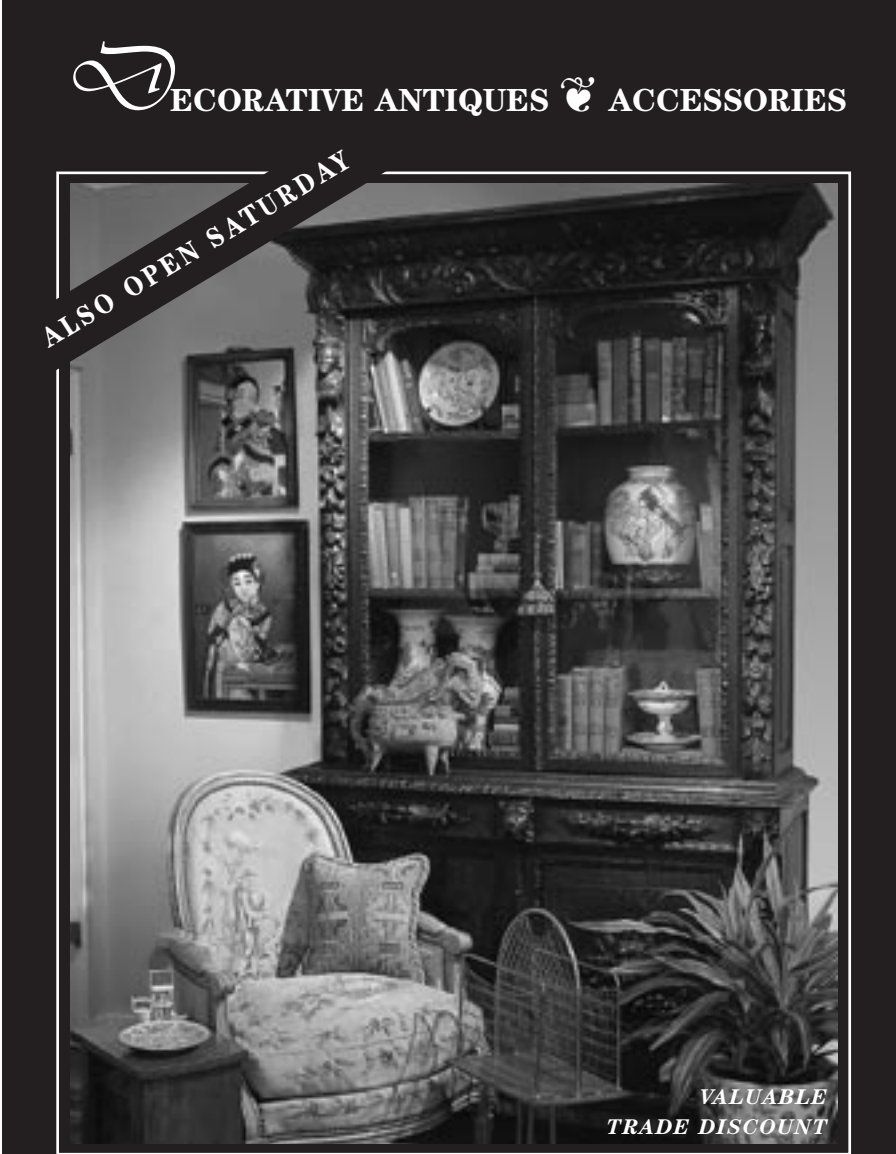
Phoenix Home & Garden magazine and our Silver Bell sponsors: **Arizona Tile Supply, Cactus Stone** and **The Lawrence Gallery**.

All three residences were designed by our ASID designers: **Lynne Beyer, Allied Member ASID; Marieann Green-Seeger, ASID; and LaVonne Marrell, Allied Member ASID**. Their combined effort, energy, talent and ideas put everyone in a festive mood. A special thank you goes to the homeowners who graciously opened their homes and made this tour a reality.

Top-notch culinary fare was provided by our gourmet executive chefs: Anton Brunbauer, The Westin Kierland Resort and Spa; Patrick Duff, The Phoenician; Reed Gordon, The Fairmont Scottsdale Princess; Alan M. "Skip" Hause, Fabulous Foods; Wade Moises, Sassi; Michael O'Dowd, Sheraton Wild Horse Pass Resort and Spa; Jim Palmieri, Hyatt Regency Scottsdale Resort at Gainey Ranch; and Michael DeMaria, Michael's at the Citadel.

Special committee members deserve kudos for the long, hard hours devoted to making this event excellent: **Claire Ownby, Allied Member ASID; Mary Jane Hillmer, ASID; and Susan Nicholson, ASID**. To all volunteers who tirelessly work for ASID...and then showed up at 7 a.m. to arrange everything so beautifully for our guests, thank you!

The committee and I want to express our heart-felt appreciation to **Greta Guelich, president of ASID Arizona North Chapter**, for her continued support through many months of preparation and always being there for us. We could not have done this event without you!



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Susan Kay Schultz, Tour de Noel Chair; Greta Guelich, ASID, Chapter President; Susan Nicholson, ASID, Bus Host Chair and Auction Helper Extrordinaire.



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DeDe Mook and Amber Wanielista helping with the auction reception set-up at the Fairmont Scottsdale Princess.

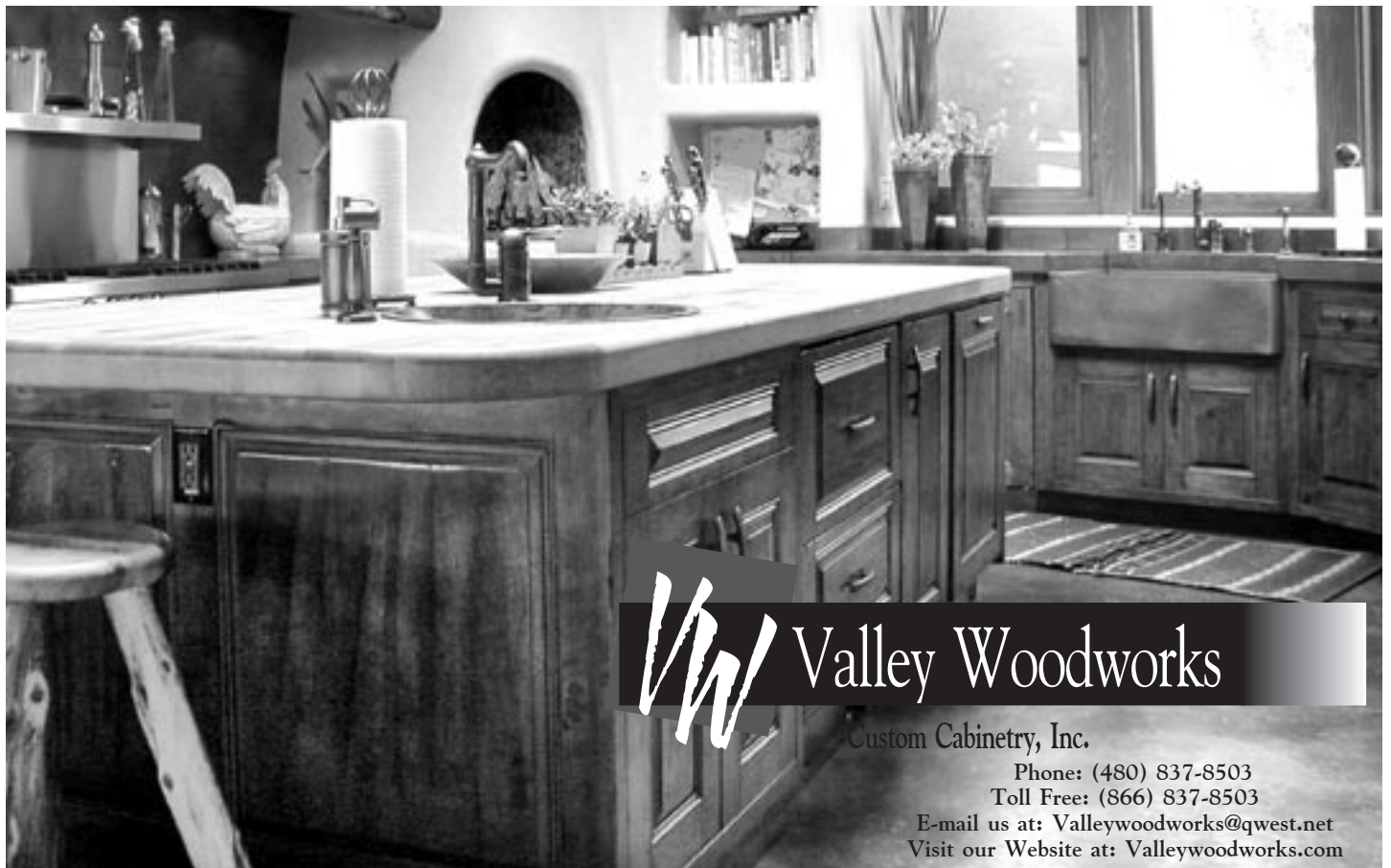


Our new Tour de Noel event planners, Regina Mohr and Karolyn Kiburz from Meetings & Concierges Sources, coordinated this wonderful event.



Tour de Noel reception at the Fairmont Princess Hotel.

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Improve Designer-Client Relationships: Understand 5 Steps in Their Buying Decision Process

by Christine Piotrowski, ASID

A client's decision to buy services, opposed to products, is more challenging, and it's even harder if she has not worked with an interior designer before. HGTV, good or bad, influences clients' ideas about design services. Knowing what prompts clients to buy is crucial to successfully marketing your business.

Buying Decision Process: 5 Steps

1. Recognize need. The client recognizes a problem or need and is motivated to resolve it. The stronger the need, the more likely one is to complete the process.

2. Seek information. A client who has never worked with a designer will require more information before moving along in the buying process. She often relies on personal contacts for information about service providers because purchasing services, opposed to a product, is more risky. She doesn't know what she will get until after the service is performed. Advertising and publicity significantly influence the new buyer.

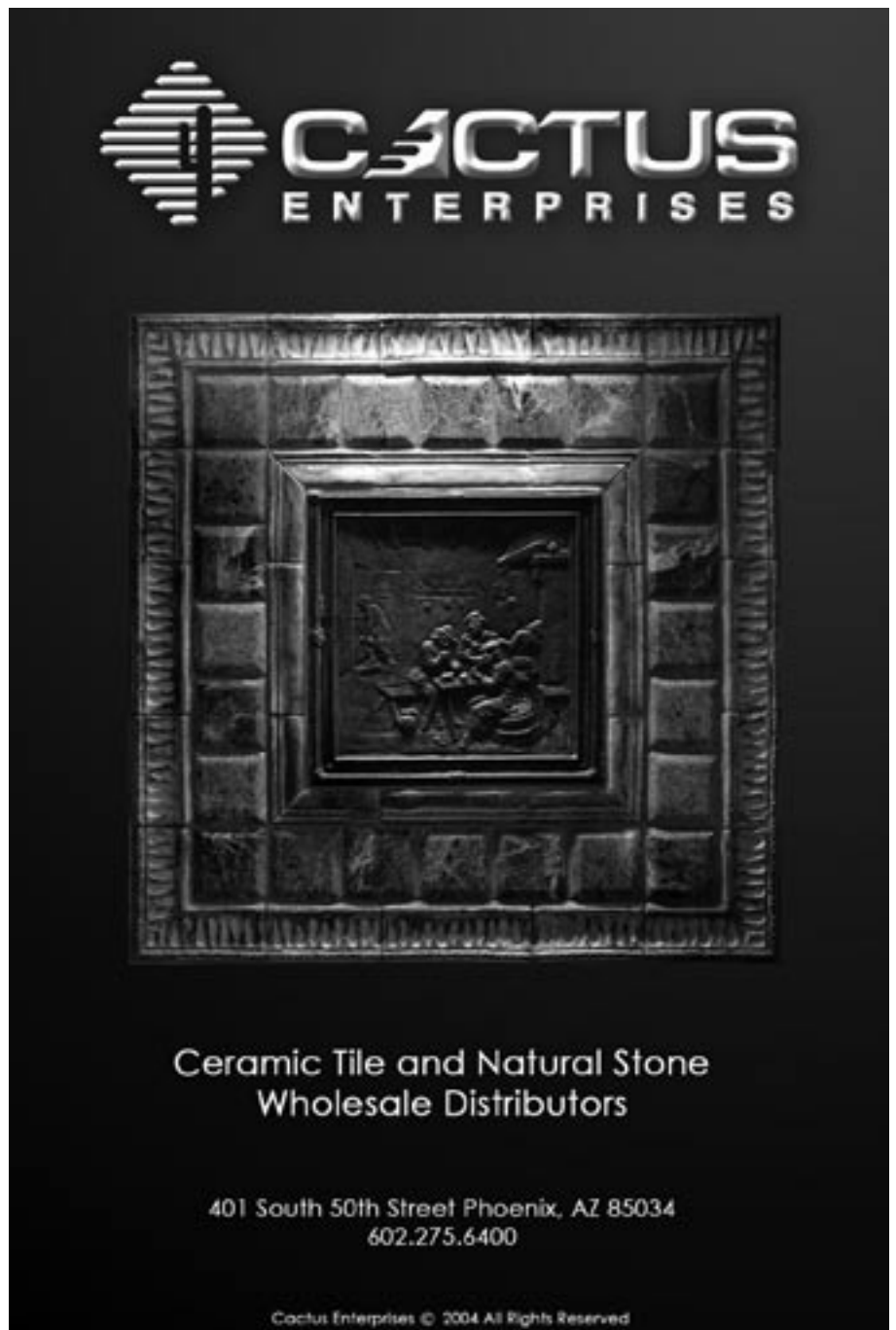
3. Evaluate alternatives. If the client does not take the advice of a friend, she will consider the following: your experience and ability to solve her problem, comfort level between you and her and price. It is important to make clear early on in the relationship how you will benefit the client; establish how your knowledge of resources, codes and construction will save the client time and money.

4. Purchase. A client will decide to purchase after you explain service charges and billing. The client needs to know how your fees and prices compare to competition, therefore you must emphasize the value of your services, experience and problem-solving panache. A client will believe your price is reasonable if she understands the long-term value of investing up front for services she cannot do on her own or with a competitor.

5. Evaluate, post-purchase. The moment a customer decides to buy, she second-guesses her decision. Early positive interaction between designer and client can make or break the relationship and influences how

smoothly the project unfolds. "Buyer's remorse" sets in if she is hesitant about her decision. Those first meetings with the client are crucial; you must continually convey why she has made a good decision in hiring you.

The more you understand about a client's decision-making process, the more likely you are to land new projects and get clients you really want to work with on a consistent basis.




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NCIDQ's New Definition of Interior Design

The Board of Directors of the National Council for Interior Design Qualification (NCIDQ) has approved a new definition of interior design. The definition will assist U.S. jurisdictions and Canadian provinces in regulating the practice and protecting the health, life, safety and welfare of the public, while simultaneously helping the public and allied design professionals more clearly understand today's interior design practice.

The practice of interior design has grown as technology and the environment have evolved. A new definition was needed to better reflect the changes taking place in the profession. A task force of interior designers from the United States and Canada developed the new definition and presented it for review and comment by all NCIDQ member boards and members of the major interior design organizations and associations.

"As the practice of interior design becomes more complex, it's essential to have a common definition that the public, legislators and other design professionals can use when understanding what interior designers may do in the course of their practice," says Derrell Parker, NCIDQ president.

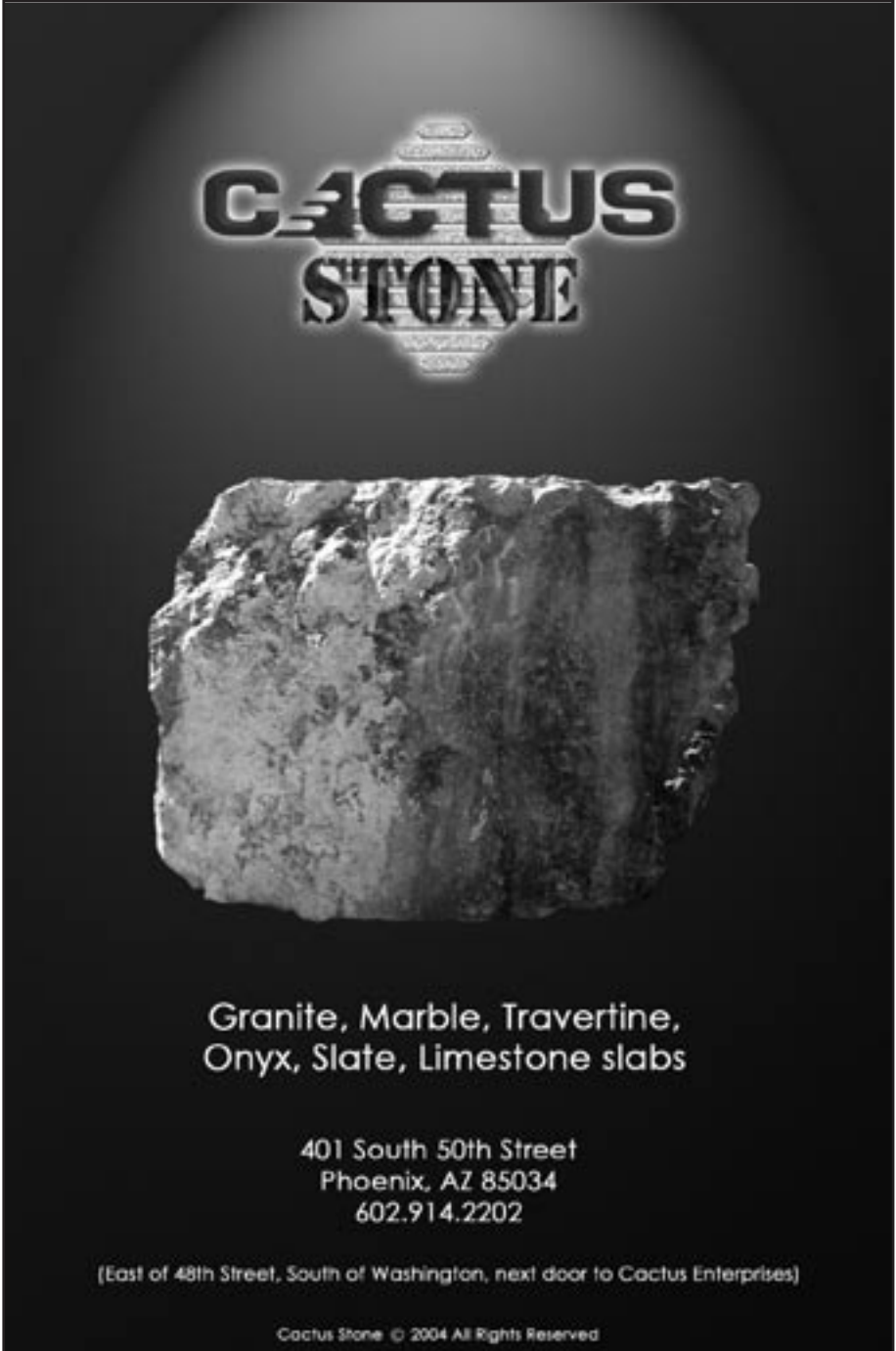
NCIDQ Definition of Interior Design, as Approved by the Board in July 2004

Interior design is a multifaceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment. These solutions are functional, enhance the quality of life and culture of the occupants, and are aesthetically attractive. Designs are created in response to and coordinated with the building shell, and acknowledge the physical location and social context of the project. Designs must adhere to code and regulatory requirements, and encourage the principles of environmental sustainability. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfills the project goals. Interior design includes a scope of services performed by a professional design prac-

itioner, qualified by means of education, experience, and examination, to protect and enhance the health, life safety and welfare of the public. These services may include any or all of the following tasks:

- Research and analysis of the client's goals and requirements; and development of documents, drawings and diagrams that outline those needs.

continued on next page



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NCIDQ's New Definition of Interior Design (continued)

■ Formulation of preliminary space plans and two- and three-dimensional design concept studies and sketches that integrate the client's program needs and are based on knowledge of the principles of interior design and theories of human behavior.

■ Confirmation that preliminary space plans and design concepts are safe, functional, aesthetically appropriate, and meet all public health, life, safety and welfare requirements, including code, accessibility, environmental, and sustainability guidelines.

■ Selection of colors, materials and finishes to appropriately convey the design concept, and to meet socio-psychological, functional, maintenance, life-cycle performance, environmental, and safety requirements.

■ Selection and specification of furniture, fixtures, equipment and millwork, including layout drawings and detailed product description; and provision of contract documentation to facilitate pricing, procurement and installation of furniture.

■ Provision of project management services, including preparation of project budgets and schedules.

■ Preparation of construction documents, consisting of plans, elevations, details and specifications, to illustrate non-

structural and/or non-seismic partition layouts; power and communications locations; reflected ceiling plans and lighting designs; materials and finishes; and furniture layouts.

■ Preparation of construction documents to adhere to regional building and fire codes, municipal codes, and any other jurisdictional statutes, regulations and guidelines applicable to the interior space.

■ Coordination and collaboration with other allied design professionals who may be retained to provide consulting services, including but not limited to architects; structural, mechanical and electrical engineers; and various specialty consultants.

■ Confirmation that construction documents for nonstructural and/or non-seismic construction are signed and sealed by the responsible interior designer, as applicable to jurisdictional requirements for filing with code enforcement officials.

■ Administration of contract documents, bids and negotiations as the client's agent.

■ Observation and reporting on the implementation of projects while in progress and upon completion, as a representative of and on behalf of the client; and conducting post-occupancy evaluation reports.

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Renew Membership

Membership dues invoices for students, practitioner and Industry Partner members have been mailed out. If you have not yet received an invoice in the mail or want to renew your membership, contact the ASID Membership Department at membership@asid.org or call (202) 546-3480. Renew now and don't miss the many programs and benefits planned for ASID members in 2005.

Online Design Magazine Seeks Projects & Tips

PURE CONTEMPORARY, (www.purecontemporary.com), an online magazine dedicated to modern and contemporary furnishings and designs, is seeking room makeover projects to feature on its Web site. Showcase your talent before an upscale national audience. To be considered, projects must have before and after photos available. If your work epitomizes the form and function of contemporary design, contact HomeMakeover@purecontemporary.com for more information. PURE CONTEMPORARY is also looking for tips and ideas for creating the ideal contemporary/modern holiday, geared toward the publication's upscale audience. Low-res photos welcome. For more information or to submit suggestions, e-mail ck@purecontemporary.com.

Sub-Zero/Wolf Kitchen Design Contest

Be a part of the seventh bi-annual Sub-Zero and Wolf Kitchen Design Contest, the market's pre-eminent contest recognizing the design community for work in elevating the profession of kitchen design. In addition to cash prizes in excess of \$20,000, regional winners will be hosted at a four-day celebration in a warm and sunny location in Spring 2006. Winners are featured on the Sub-Zero and Wolf Web sites and published in the Great American Kitchen book. All design and construction must be fully completed within the contest period of Jan. 1, 2004 to Dec. 31, 2005. For contest information and entry form, visit www.subzero.com/trade/kdc2005.asp.

**Congrats to
Our Holiday Wreath Winners for the
Tour de Noel auction:
1st Place:
Carolyn Fereday from Mesa
Community College
2nd Place:
Claudia Jackson from Northern
Arizona University
Thank you to all the schools that
entered the wreath contest!**

People on the Move

Christine Piotrowski, ASID, will be a speaker at the upcoming ASID Interiors '05 Conference in San Diego where she will present "A Career in Interior Design," a program discussing career options. Don't miss this event on March 18th.

Inter Plan Design Group in Scottsdale, Ariz., an internationally recognized leader in residential, commercial and hospitality interior design, has hired a new, veteran design director, **Jeanne Crandall, ASID**. Crandall, with more than 30 years experience as a professional interior designer, will oversee all of Inter Plan's many residential, model home, corporate and hospitality design projects nationwide.

Interiors '05 Keynote Presenter Lineup

ASID's conference Interiors '05 is the only conference of its kind serving the design community. To be held at the Manchester Grand Hyatt in San Diego from **March 17th to 20th**, Interiors '05 is expected to draw more than 1,000 interior designers, architects, facility managers, students, educators and industry representatives. Registration details will be available on asid.org in the near future. To learn more about ASID, visit www.asid.org.

Featured speakers:

Janine Benyus

acclaimed biomimicry expert and author

Friday, March 18, 2005

9 to 10 a.m.

Benyus will provide the opening keynote, "How Would Nature Design Interiors? Biomimicry and the Art of Well-Adapted Design." Talking points include recent developments in biomimicry, processes and policies and discussion on the future of interiors.

Matt Harvey

creative director of Target Home

Saturday, March 19, 2005

9 to 10 a.m.

Harvey will share his insight on the Target Corporation's philosophy about design in his presentation, "On Target—Design for All." He will speak about innovative products Target has introduced to a world audience and its product and store design, customer interaction and communication strategy and corporate philosophy anchored in social consciousness. Target's rich history will fire-up and possibly alter attendees' views on design and its influence on quality of life.

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Student Representative to the Board



Phoenix College

The Phoenix College ASID Student Chapter kicked off a semester of events with a seminar by **Barbara Kaplan**, author and creator of "The Bajaro Method." The book is about understanding the importance of the client in a design project. Kaplan spoke about how the design process becomes easier



*Barbara Kaplan and
Ken Roberts, PC
Faculty Advisor*

for the designer *and* client when there is understanding, trust and confidence between both parties. Bring intuition, gratitude, and an open-mind to the project to gain a client's understanding and trust. The chapter hosted a home tour starting at the residence of **Norma Michaels**, Allied Member, on November 17. The home had a European-eclectic theme, which balanced design elements perfectly. The tour ended at the Regency House Apartments with award-winning designer, **Libby Copeland, ASID**. The group toured two apartments with the same floorplan but different interior styles: modern-inspired and traditional. The tour ended with a presentation by **Libby Copeland** on the changes she is making in the common areas of the Regency

House Apartments. Copeland displayed her design board and explained how she presented her work to the building owners and residents.

**Article written by Nicole Rios, SRB of Phoenix College.*

Mesa Community College

Mesa Community College had an eventful winter semester; workshops with panel discussions were planned, and a lighting seminar by **David May of Hacienda Lighting** was a great success. Students volunteered during the holidays for **Tour de Noel** and the **Ronald McDonald House** and donated goods to the **Sojourner Center**.

Northern Arizona University

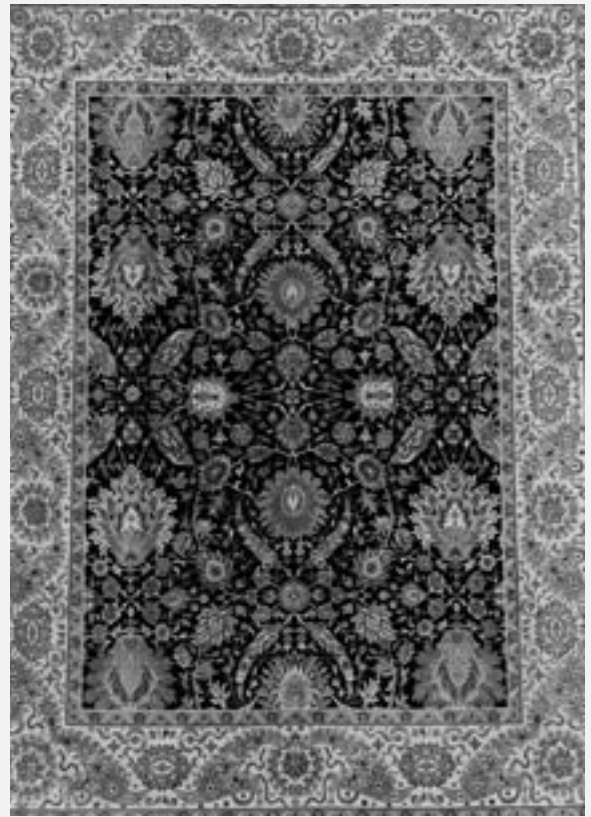
Northern Arizona University is currently working on next year's events: field trips to various Green Design buildings in the state, two workshops, a fundraiser for a trip to **NeoCon**, and **Career Day/Industry Week** on the NAU campus. The renovation project for **BOTHANDS** is currently in the installation mode, beginning with the reservation. NAU enjoys ASID's presence on campus and hopes to add tri-fold for the academic year in January.

Scottsdale Community College

Scottsdale Community College had a semester full of events including a PowerPoint workshop, **Statewide Lighting** and **European Design** workshop on 3-D CAD and general meetings. Student Designers Challenge to the ASID student body launched in November. In preparation for the FIDER visit in March, participants will re-select fabrics for a common lounge area in the Interior Design Department. All work will be completed by February 2005.

The Art Institute of Phoenix

The Art Institute of Phoenix had a great semester with events including a Career Day in November with **Denise Walton**, a published residential designer and teacher at the **Art Institute of Phoenix**. Student volunteers helped at-risk kids by working with **Youth ETC**, an organization in Phoenix that guides at-risk youth and families. ETC representative **Nick Merrick** and others from ETC talked to students about Project HUG, at-risk youth and families and the mission of Youth ETC.



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Calendar of Events

January 27	Membership Meeting "Tell It Like It Is: Communicating Your Status as a Design Professional" Doubletree Paradise Valley Resort, Scottsdale 6 PM to 6:45 PM Reception and refreshments (cash bar) 6:45 PM to 8 PM Speaker- Ted Drabb
February 4-6	STEP Workshop Mesa Community College Call 602-569-8916 to register
February 17	Membership Meeting "The ABC's of Making Money" Orange Tree Golf Resort, Scottsdale 6 PM to 7 PM Table tops and reception (cash bar) 7 PM to 8 PM Speaker- Charles Gandy, FASID, FIIDA
February 26	ASID Winter Tour of Homes 2005 10 AM to 5 PM Advanced Tickets: \$35 Design Students (ID required): \$15 Purchase tickets in advance by calling 480-664-6670 or visit our Web site for a ticket order form
Feb. 21-Mar. 6	International Code Council Codes Forum Millennium Hotel, Cincinnati, Ohio For more information visit www.iccsafe.org/codesforum
March 9-10	Neocon West Los Angeles, CA, The L.A. Mart For more information visit www.merchandisemart.com
March 12	Designer Sample Sale Arizona Design Center Visit www.asidaznorth.org for more info
March 13-15	National Green Building Conference Westin Peachtree, Atlanta, Ga. For more information visit www.nahb.org/greenbuilding
March 17-20	Interiors '05 Manchester Grand Hyatt, San Diego, CA
April 21	Education Day Campus '05 Westin Kierland Resort and Spa Info: 602-569-8916

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