



AMERICAN SOCIETY OF INTERIOR DESIGNERS

inside

SPRING 2007 NEWSLETTER

ILLINOIS



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The Merchandise Mart

On the Cover



xxx

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President's Message



2006 Board of Directors

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**Jeanne Posillico,
Student Member ASID**

It is amazing just how quickly the year is passing. We still have exciting events ahead of us.

April brings Coverings to Chicago. I encourage all of you to attend this largest of it's kind event.

Looking back, our Design Summit was a great success during which we launched our Scholarship Awards program. Our chapter is fortunate to have funding to aid our students who are our future.

The call for entry for our Design Competition will be forth coming. If the response is anything like last year's, we will have the best competition of any chapter!

Serving as your President continues to be a great pleasure.

Joyal E. Watkins, Jr. ASID

2006-2007 Illinois Chapter President

Events Calendar

- May 10th** **Board Meeting** 11:00 am – 1:00 pm
ASID Illinois Chapter Office
Suite 1647 The Merchandise Mart
- May 16th** **ASID & CDI Social** 4:00 pm – 6:00 pm
Bernacki & Associates
424 N. Oakley Ave. in Chicago
- June 11th** **NeoCon Networking Luncheon** - EAT
Chicago! - 11:30 am – 1:30 pm
Melvin Wolf Showroom
Suite 1674 The Merchandise Mart
- June 11th – 13th** **NeoCon World's Trade Fair** - 2007
The Merchandise Mart, Chicago
www.mmart.com/neocon
- June 19th** **Board Meeting** 11:00 am – 1:00 pm
ASID Illinois Chapter Office
Suite 1647 The Merchandise Mart
- July 10th** **Board Meeting** 11:00 am – 1:00 pm
ASID Illinois Chapter Office
Suite 1647 The Merchandise Mart
- July 13th** **ASID Design Excellence Awards Entry
Deadline** - 5:00 pm
Deliver to - ASID Illinois Chapter
Suite 1647 The Merchandise Mart



The New Perspective on Faux



Donna from the Arlington Design Center and Sheri coordinate fabrics and finishes for the event.

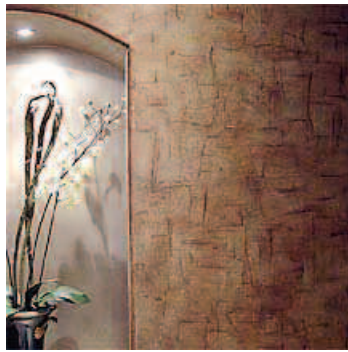
Faux Design Studio brings the design community a new look at the possibilities of decorative painting. The introduction of specialized products has been the catalyst to the rapid development of never-before seen finishes.

“It’s exciting to share a new perspective on the emergence of innovative wall treatments,” says **Sheri Zeman** of Faux Design Studio. This renaissance in faux brings smooth finishes that have incredible depth, yet are virtually flat to the touch.

What’s the latest rage in the world of Faux? According to Sheri, today’s decorative finishes showcase a wide variety of treatments from the subtleties of smooth, matt finishes to the vibrancy of texture and shine. A damask-look once achieved only through wallpaper can now be created in every scale, color, and pattern through the use of custom-tinted faux products.

Other looks creating interest include linens exuding the feeling of grass cloth. “Shortening the bridge between traditional and contemporary, the look of linen can both quiet

and enliven a space with the richest of texture complementing not competing with a room's décor," says Sheri. On the higher end of the price scale, embedded patterns in venetian plasters are a hot effect making their way into powder rooms.



Niche with 4-layer metallic waxed finish

Key factors in getting these high-end results include making the right choice on the level of training and materials being used by the faux artisan. "Professional training and professional products go hand-in-hand in delivering consistent quality results," says Sheri. Today's products allow for flexibility in combining materials including layered textures and metallics added to opaque products. Newer formulas give the artist time to blend colors and create dimension in a seamless application without the negative mental image of blotchy, dry lines.



Custom-designed Modello™ (tm) with 3-layer LusterStone.

This message was recently brought to the Arlington Design Center in Arlington Heights where designers were exposed to the high quality finishes attained through new products in the marketplace. Associating faux with a dated sponge or ragged look, many designers were impressed and enlightened by the newest options.

The presentation was a joint effort between Faux Design Studio and Arlington Design Center. "Everyone knows what faux is," says Arlington Design Center owner **Joe Caminiti**. "What they didn't know is that it is a piece of art on the wall instead of just an applied finish." Joe was intrigued that Sheri would not only present finishes, but actually incorporate a live demonstration. With endless color choices to coordinate with fabrics, designers on-hand were shown how looks can vary greatly with limitless possibilities. "The presentation was educational and inspirational and I feel the designers walked away with more confidence in selling this product," says Joe.

cont. on page 13

MCKINLEY LEATHER

FIREPLACES PLUS

ASID

ASID Announces special programs for NeoCon2007!

Experience. Expand. Explore

Come connect with peers and industry leaders and walk away with an arsenal of ideas and contacts.

Think Like an Entrepreneur [M103]

Speaker: Jane Pollack, ASID

Visual Quality by Design [M114]

Speaker: Dr. Sally Augustin, Haworth, Inc., Holland, Mich.

Buyer Behavior in Interior Design [W304]

Speaker: Christine Piotrowski, ASID, IIDA, Phoenix, Ariz.

Furniture and Space Planning that Meets Building Codes [M091]

Speaker: Kimberly A. Marks, ASID, IIDA, San Antonio, Texas

The Law of Cyberspace [M111]

Speaker: Lauren Zimmerman, Attorney, Maitland, Fla.

Find Your Dream Job! Part of the ASID Career Starters Program [W332]

Speaker: Kenneth Roberts, Interior Talent Inc.,

Association Forum

The Multigenerational Workforce— Strategies for Success in a New Work World [AF3]

Teresa Sowell, ASID, Raytheon Missile Systems, Tucson, AZ; Sue Markham, FASID, Gulf Power Company, Pensacola, FL; Sandy Crocker, generational specialist, South Euclid, OH; Kay Sargeant, IFMA, (need to add city and state).

JOIN US FOR THESE UNIQUE AND ENRICHING EVENTS

ASID Networking Reception

Monday, June 11 • 11:30 a.m.–1:30 p.m.

EAT – Chicago Style

This annual event invites designers and industry professionals to re-energize, recharge and recoup while catching up with friends! Visit asidillinois.com for more details.

ASID Student Career Exchange

Wednesday, June 13

9–10:30 a.m.

Take advantage of this great networking opportunity! More than 25 top design and architecture firms as well as manufacturers, will have representatives on hand to offer information about their companies, answer questions about careers in the industry and review portfolios. ASID professional designers will also be on site to critique your resume and portfolio and answer your questions.

cont. from page 11

Patricia Abbatemarco of P.S.A Interiors Limited of Barrington considered the presentation one of the best and found new mental possibilities in dimensional techniques. “It gets the creative juices going if you get excited about a technique and colors, and start looking for ways to incorporate them into your jobs,” she says. Faux has definitely taken the leap from the walls to every other surface imaginable. “I think the ceiling details are going to be bigger simply because they have been overlooked,” says Patricia.

Giving a homeowner on HGTV’s New Spaces program just the right ambiance for a bedroom, the Faux Design team used Modello™ one-time use stencil to apply delicate metallic swirls accenting a crystal chandelier. A second Modello finish was used to create a one-of-a-kind headboard with a textured application and blown-on crushed crystal craft beads. “Involvement in the HGTV shows caused us to push the envelope by developing unique solutions for the homeowners,” says Sheri. The studio has been featured on three episodes of the program including an on-site field trip.

Laminate countertops are the latest surface being revitalized through the use of concrete veneer for a fresh, yet affordable look. Concrete and oxidized looks are being seen everywhere including Chicago’s Field Museum. Curators needed to recreate an authentic yet highly durable look for the new “Ancient America’s” exhibit. One of the newest concrete products, RS Crete™ answered the need.

These new finishes are just some of the techniques students learn at Faux Design Studio’s School of Decorative Arts. According to Casey Carlson of Finesse Interiors in Lake Villa, training gave him the confidence to transform his designers’ projects into works of art. “It allows designers to let me do my job while they determine the color, sheen, or style of the finish they desire.”

Their successful contract painting business allows Faux Design to bring hands-on experience into the classroom. With her involvement in the Color Marketing Group and the Faux Effects International® advisory committee, Sheri strives to stay one step ahead in the field.

Faux Design Studio is a training and distribution facility for the full line of Aqua Finishing Solutions® and Faux Effects International® product lines. Sample books of the “Innovations in Faux” event are available at the studio. Due to the overwhelming response to “Innovations”, more accredited events are being scheduled. Look for additional information at www.fauxdesignstudio.com

FISHMAN'S FABRICS

HOM BY RAY & SON

Design Summit 2007



A picture is worth a thousand words!
Enjoy!



Bruce Stender meets with a Designer in the Lewis Carpet One Booth



Portfolio Management and the Job Search was one of the most popular seminars for Students



ASID Members Hilary Sopata and Nancy Hayden visit the Caledonian Booth



Jill Bremer presented Designing Your Professional Image to the Summit Attendees



Joan Gauden, FASID presented Designers Online: How Interior Designers Use the Web as our Morning Keynote



Extreme Makeover For Your Business – the afternoon keynote was standing room only



The Merchandise Mart Booth



Bronze Sponsor Matingly Custom Finishes gave demonstrations in their booth

Thank you to the dedicated
Design Summit team:

Lori Christopherson, IP ASID - Co-Chair
Laurie Smith, ASID - Co-Chair
Chris Boccard, IP ASID
Roseanne Kubalanza
James Landa, ASID
Midge Staller, IP ASID
Linda Truckenmiller, ASID
Midge Staller, IP
Joyal Watkins, ASID

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WHITE RABBIT

The ASID Appellation and Membership Designations

Under ASID Bylaws, professional membership in ASID recognizes an interior designer as having completed a course of accredited education, and/or equivalent work experience in interior design and successfully passing the National Council for Interior Design Qualification (NCIDQ) examination. These members have achieved the highest levels of accomplishment and knowledge in their field.

The consumer, the public, other designers and affiliated professionals acknowledge the “ASID” appellation after an interior designer’s name as the hallmark of professionalism.

A professional member of ASID is the only member entitled to use the appellation without stating his or her qualifying membership classification, e.g., John/Jane Doe, ASID (FASID if a fellow of the Society).

ASID members in other membership categories are permitted to use the following designations:

Allied Member (Practitioner/ Educator/ International):
John/Jane Doe, Allied Member ASID

Student Member: John/Jane Doe, Student Member ASID

Industry Partner Member (Company): ABC Company,
Industry Partner of ASID

Industry Partner Representative (Individual): John/Jane
Doe, Industry Partner Representative for ABC Company

The membership designations must be spelled out completely. (Note: “of the American Society of Interior Designers” may be substituted for “ASID”). No modification or deviation is permitted.

The appellation for professional members and the designations for other members may be used only in conjunction with the member’s own name.

Members may not utilize any form of the name of the Society or the ASID appellation in conjunction with a firm name, even where the member’s name is encompassed in the name of the firm.

A member may in no way imply, through advertising or other means, that employees of his or her staff or firm are members of ASID unless that is in fact the case, and then they may be identified only by the appellations or designations consistent with their status in ASID.

A member may not use the ASID logo in any manner.

**ADVANTAGE KITCHEN
GALLERY**

Public Relations

ASID Illinois Chapter and Members in the News

By **Linda Truckenmiller, PR Committee Chair**

The ASID IL Public Relations Committee has been busy responding to media requests from writers all over the country. Thank you to all who have replied to the 'Media Opportunity' notices with comments and project photos – often on very short notice! A recap of the media attention we've received this past quarter includes:

January

Comments and trend predictions from members Lori West, Sarah Anderson, Scott Yerkey, Paula Petersen and Frederick Miller were picked up for a story on the "Top Ten Décor Trends for 2007" by ARA Content.

Interiors & Sources published an excellent article as a follow-up to the 4th Annual Holiday Party hosted by ASID and IIDA to raise funds in support of the Illinois Interior Design Coalition. The article explained the importance of protecting a designer's right to practice and described fund-raising efforts to support the legislative efforts of the IIDC.

February

The Design Summit received nice coverage with photographs from Furniture World, Interior Design, Home Fashion and Furniture Trends (two issues), Baumeister Electronic Architects' Partner News newsletter, Merchandise Mart's In Residence publication, Office Insight (two issues), and Monday Morning Quarterback.

March

The spring issue of i4design magazine included photos of the ASID/IIDA Holiday Party in the "Out & About" section. Committee members Nora Schneider and Ann Marie Del Monico were featured along with Chapter President Joyal Watkins, office administrator, Erin Ravelingeen and other IIDA committee members.

Our recent press release announcing the ASID-IL Scholarship competitions resulted in coverage from Interior Design online magazine and Office Insight trade weekly.

April

The chapter Find A Designer program was prominently featured in a two-page, 2-part story published in the Sun Times Home Life section entitled "Digital Designers." Janet Davidsen, Linda Truckenmiller, Janet Shiff and Claudia Martin were interviewed about origins of the service and their experiences with the online referral program. They also described how consumers find designers and designer fee structure.

We continue to monitor newspapers, magazines and internet sources for other stories our members have contributed to including articles about Ceiling Design, Ballrooms (Chicago Tribune), What a Women's Apartment Says about Her (Maxim), the emergence of Home Staging (freelance), and What's New in Game Room Design (USA Today - Weekend Edition).

Public Relations is a game of patience. Many times a story is researched and written but may not be published due to editorial schedules. Articles may be shelved for weeks or months or not published at all. If you are notified that a story you were interviewed for is going to be published, (or you receive a copy of the publication), be sure to let us know so we may include a copy in our press clip binder.

Due to the quick pace and short deadlines of the writers, 'Media Opportunity' notices must be distributed via email. If you would like to receive these notices, please make sure the chapter office has your current email address on file. Most notices are sent to the entire practitioner membership. All submissions received before the stated deadline are gathered and sent to the publication's writer or editor who then select the designers they'd like to interview.

THIBAUT

ACCENT ASIA

top right read page 15

ASPEN MILLWORK

GVS DECORATIVE
GLASS

Design Intelligence recently announced the Top 10 Interior Design Programs in the USA

Design Intelligence has ranked the nation's best Architecture and Design Schools for the eighth year. The rankings are determined based on the hiring experiences of the firms surveyed and assess the preparedness of the recent graduates in a range of design skills including quality of graphic presentation, cross discipline experience, computer applications, presentation of skills, sustainable design concepts and principles, and understanding of professional practice.

Many of the top-ranked schools are state supported. It would behoove the state to do all it can to keep those graduates practicing within their state. Top-ranked Interior

Design programs produce well educated interior design practitioners who are well qualified to seek the best jobs the marketplace has to offer. The top graduates tend to seek to work in states with licensing programs, where they are recognized as professionals and where they can practice to the fullest extent of their abilities.

Design Intelligence also ranks the top interior design graduate and undergraduate programs by region (West, Midwest, East and South).

A copy of the report in PDF format can be downloaded at www.di.net or you may call 1-800-726-8603.

Design Intelligence Top 10 Interior Design Programs - 2007

Undergraduate

University of Cincinnati
Cornell University
Pratt Institute
Kansas State University
Arizona State University
Syracuse University
Auburn University
University of Florida
Virginia Polytechnic and State University
University of Oregon

Graduate

Rhode Island School of Design
Cornell University
Pratt Institute
Syracuse University
Virginia Polytechnic Institute & State University
University of Florida
University of Oregon
Savannah College of Art and Design
Iowa State University
Ohio State University

DSA AD

TOTO

THIBAUT

Business Matters

We've all asked the question – How many years should I keep my financial records?

Below is a list of some of the documents most frequently asked about and the recommended periods of retention by both CPA's and the IRS. If you have additional questions beyond this, contact your accountant for additional information.

Accounts Payable Ledgers & Schedules	7 years
Accounts Receivable Ledgers & Schedules	7 years
Audit Reports	Permanently
Bank Reconciliations	2 years
Bank Statements	3 years
Bylaws and Charter Statements	Permanently
Checks – Cancelled	7 years
Checks – Cancelled that reflect important purchases such as property, tax payments, etc.	Permanently
Contracts, Mortgages and Leases (Expired)	7 Years
Contracts, Mortgages and Leases (Still Active)	Permanently
Depreciation Schedules	Permanently
Duplicate Deposit Slips	2 Years
Financial Statements	Permanently
General/Private Ledgers	Permanently
Inventory Reports (product, material, supplies)	7 Years
Minutes of the Board of Directors	Permanently
Payroll Records	7 Years
Purchase Orders	7 Years
Retirement and Pension Records	Permanently
Sales Records	7 Years
Tax Returns and Worksheets	Permanently
Tax Withholding Statements	7 Years

EAT Chicago-Style

Save the Date!

MONDAY, JUNE 11TH
11:30 AM – 1:30 PM AT MELVIN WOLF, SHOWROOM 1674

This special event invites **designers and industry professionals** to re-energize, recharge, and recoup while catching up with friends and learning about all that Melvin Wolf has to offer!

Sponsored by:  & 

MORE INFORMATION TO FOLLOW

DRAPERIES BY YELENA, LTD.

Where do
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The **ADVERTISERS** in your chapter newsletter **Value** and **Respect** your business! They **Understand** your unique needs and often provide **EXCLUSIVE** programs designed just for you!

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And...

TELL THEM YOU SAW THEM HERE!



ASID Foundation to Sponsor National Building Museum "Green" Design Exhibition

Exhibition on Green Design and Home Building Open through June 2007

The ASID Foundation, Inc., is a lead sponsor of the exhibition, "The Green House: New Directions in Sustainable Architecture and Design," at the National Building Museum in Washington, D.C. The exhibit and related educational programming examines innovation in green home building, design products and technology.

"The ASID Foundation is thrilled to be part of "The Green House," as it represents a tremendous opportunity to reach hundreds of thousand of individuals from across the United States and abroad with important messages about sustainable design," said ASID Foundation Chair Juliana Carlin, FASID. "One of the major goals of the Foundation is to advance the interior design profession by funding imaginative and significant education initiatives on issues of importance to the interior design profession. Public education opportunities on sustainable design—one of the most vital interior design issues today and tomorrow and like that presented by "The Green House,"—fits the Foundation's goal magnificently.

This major exhibition, the Museum's first on sustainable design in residential environments, will be presented for 10 months at the National Building Museum and will then travel to major U.S. cities in 2007-08. In addition to the groundbreaking 7,000 square foot exhibition, other components of "The Green House" include unique educational programming targeted to the general public and young audiences. Programs will include inspiring symposia and lectures led by green design visionaries, ours of important sustainable projects, involvement in community festivals and much more.

"The National Building Museum and ASID are both committed to presenting important design issues to a broad audience, so the Society's sponsorship of the Museum's exhibition, "The Green House," is a natural partnership," said Chase Rynd, National Building Museum executive director. "The exhibition is a ground breaking effort discussing on of today's hottest topics in design—going green. It will offer a unique and enjoyable learning experience and we are delighted with the support of ASID."

Other confirmed sponsors of "The Green House" exhibition include The Home Depot Foundation, Bosch, Portland Cement Association, U.S. Department of Energy, National Association of Home Builders and Herman Miller, Industry Partner of ASID.

To learn more about the ASID Foundation, Inc., visit www.asidfoundation.org, email foundation@asid.org or call (202) 546-3480. To learn more about "The Green House" or other NBM exhibitions, visit www.nbm.org or call (202) 272-2448.



4th Annual Miniature Masters in the Mart

We are excitedly preparing for another great event supporting IIDC, the designers and the manufacturers who we work with and support us. Thank you all for your continued participation!

Showroom participation opportunities still available, but please CALL SOON as we are filling up fast!

Golf Hole is \$1500- includes one (4) player mini-golf team.

Watering Hole is \$2500- includes two (4) player mini-golf teams (3rd floor and 10th floor WH's are taken - only 11th floor is available)

Banner Sponsorships are available for \$500 and \$200.

All showroom participations and banner sponsorships include tickets to the 19th Hole closing party at the Allsteel showroom.

For more details on sponsorship opportunities please contact **Tracy Fioretti** at tfioretti1@aol.com (708.921.3487) or **Cheryle Rome** at crome@cromedesign.com (312.951.5867 x13).

Call or email now to secure your spot!

W e l c o m e N e w M e m b e r s

New Professional
Members

New Allied Members

New Industry
Partner Members

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CONTROL CORP-3M

no other window film
ads on spread

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LES TISSUS COLBERT

BRIZO