



AMERICAN SOCIETY OF INTERIOR DESIGNERS

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SPRING 2011 NEWSLETTER



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On the Cover



Using mosaics from Ann Sacks as a springboard, the designer layered shades of white, cream, taupe, and brown and added contrast with clean lines and modern fixtures. Using a few tricks, she was able to use the angles and lines of the room to advantage. The room lives large! This project earned the designer First Place in the Bath category at the ASID Illinois Design Excellence Awards in September 2010

Claudia T. Martin, ASID
Studio M Interiors, Inc.

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PRESIDENT'S MESSAGE



Michelle Banks-Watt, ASID
ASID Illinois Chapter
President

Wow! Just when you think things are going smoothly, life throws you a curve ball and everything is turned upside down. Such has been case with the ASID Illinois chapter for the first quarter of 2011. I will not go into detail here, so if you have not been apprised of the situation regarding legislation in Illinois, we have placed a copy of the email sent to the membership from President-Elect Jessica Henn Suh and I in another part of this newsletter.

I have never been a fan of politics and the games that are played in the political process. To me it is a huge game of chess, with each side thinking 5 or 6 moves ahead. It takes YEARS of practice to understand the game and the potential moves, not to mention your opponents... and I do not have the patience! After almost 20 years of practice and 5 of those as a board member of ASID, I have barely scratched the surface of interior design politics. I am certain that 97% of you can say the same.

However, our chapter, along with many others across the US, has learned in the last few months that we can no longer take a back seat and leave the entire process to our coalition. The opposition to the advancement of interior design (NKBA, AIA, etc) direct their negative PR campaigns toward ASID, the well-known leader in the interior design industry and therefore the biggest target; instead of the coalitions. The coalitions are comprised of members of several organizations, not just ASID, and even include non-affiliated designers. Therefore the coalitions cannot be responsible for fighting the battles of ASID. We now have to step up and take a much larger role in furthering design legislation in our state. We have to come up with our own plans, strategies, and PR machine to take this on.

In the coming months we will be holding focus groups to discuss legislation, as we want to hear what all of our members have to say. We are in the process of developing a new strategic plan, and we are looking to you, our members, to step up and help us with our fight. Yes, it is a fight. ASID has chosen to turn our cheek for too long and now the opposition feels comfortable enough to spread lies and half-truths with abandon, duping even our own members in their efforts to divide and conquer. We cannot be passive any longer.

We appreciate the multitude of calls that we received from our members this quarter. Although the vast majority called because they believed the lies they were reading, at least they took the time to call and find out the truth...which is that ASID has no intention of putting our members out of business and the legislation certainly wasn't going to do it, either. That would be suicide! Clearly our members are passionate about design legislation and care about getting themselves educated about it. Now is the time to focus all of that energy into something positive for our profession.

There will be another bill drafted in the very near future and we are asking for your help. Every designer, no matter their education or experience, will be a second-class citizen in the design industry until we are given the right to practice to the extent of our capabilities. It will take a very large effort in a relatively short amount of time and it will take a lot of our members to do it. Please, contact Elizabeth in the ASID office (asidil@sbcglobal.net, or 312-467-5080) and volunteer for the legislative committee. Even if your legislation knowledge is as sparse as mine was, we can get you up to speed with the basics in no time. The plain and simple truth is that the future of our profession is at stake in Illinois and if we do not act now it could be another 10 years before we are able to try again. Do you want to remain dependent upon other professions to do the work we are trained to do, or are you willing to take a stand?

Sincerely,

Michelle Banks Watt

2010-11 Board of Directors Officers



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NCIDQ Introduces Amnesty Program for Certificate Holders

New Benefits at Substantially Lower Fee

The National Council for Interior Design Qualification, Inc. (NCIDQ) has just announced an amnesty program for NCIDQ Certificate holders whose Certificate status is inactive. Individuals may reinstate their Certificate status for a flat fee of \$90 through the end of this year.

Before the amnesty program was enacted on March 7, inactive Certificate holders who wished to reinstate their active status would have been charged a \$45 annual fee, a reinstatement fee, plus an additional \$45 for each year they were inactive up to a \$260 cap. The \$90 amnesty fee represents considerable savings. NCIDQ's Certificate renewal program began in 1987 as an optional program for Certificate holders. Those who elect to support NCIDQ through Certificate renewal receive additional benefits such as newsletters and the option to participate on committees. Each year, participants in the renewal program complete their renewal and payment online through their personal MyNCIDQ account, accessed through NCIDQ's Web site. The 2011 renewal fee is \$45.

"The amnesty program provides a way for those who have not participated in the last few years or who became Certificate

holders before this program was instituted to regain their active status at a nominal price," explains NCIDQ President Patty Blaser. "Keeping your Certificate in an active status remains completely optional, but we hope that offering this limited-time amnesty will provide a new layer of professional benefits but reduce some of the financial burden in a challenging economy." One of the newest reasons to maintain an active Certificate is the online continuing education registry that is now free through MyNCIDQ. The online system provides the Certificate holder the flexibility to enter their courses upon completion and view and print their updated transcript instantly. Now, Certificate holders no longer have to wait for a course to be posted to their account or pay a per-course fee.

Certificate holders wishing to take advantage of the amnesty program can reinstate their Certificate by visiting www.ncidq.org and clicking on the "Sign in to MyNCIDQ" link at the top of the page. Every Certificate holder already has an account; please do not create a new account. If you don't know your user name or password or are unsure how to access your account, please contact our Customer Service Team at (202) 721-0220 from 9 a.m. to 5 p.m. ET Monday through Friday.

NCIDQ Launches Free Online Continuing Education Registry for Active Certificate Holders

The National Council for Interior Design Qualification, Inc. (NCIDQ) has just launched a new online continuing education registry service for active Certificate holders. The online registry is tied to a Certificate holder's MyNCIDQ account and is available at no additional cost.

Available now, the new registry replaces the 15-year old paper-based continuing education registry, which requires participants to mail in forms and pay \$12 to add each class they take into their registry. The paper-based system will be available to anyone until June 30, 2011. After that date, NCIDQ will no longer add any items to the registry, but the transcripts will still be available until June 30, 2012.

NCIDQ developed this online service as a benefit for active Certificate holders, who have long requested that NCIDQ provide them with a convenient and affordable way to track their continuing education. The online system provides the Certificate holder the flexibility to enter their courses upon completion and view and print their updated registry instantly. Certificate holders enter the course name, date, presenter and amount of credit.

They will also provide information on the course content and identify the domain, such as health & safety, welfare, general knowledge, etc.

"NCIDQ is committed to providing our Certificate holders with resources they can use immediately," says NCIDQ Executive Director Jeffrey F. Kenney. "Our new online registry gives our active Certificate holders control of their continuing education information. Now, they no longer have to wait for a course to be posted to their account or pay a per-course fee. This registry provides 24/7 access at no cost to the user. We believe this new benefit adds an additional level of value to the NCIDQ credential."

Active Certificate holders who wish to use the new online registry can start adding courses right away by signing in to their MyNCIDQ account and clicking on the appropriate link under "Continuing Education Registry" on the left side. Certificate holders who are inactive (meaning they have not paid the annual renewal fee) can take advantage of this benefit by reinstating their Certificate to active status through their MyNCIDQ account.

Public Relations Report

ASID Illinois Chapter and Members in the News

By Joanna Mineau, Page 1 PR, Consultant to the ASID-IL Chapter

A special note of thanks to all of you who respond to the “Media Opportunity Notices” I send regularly. We are achieving some great results together. I encourage you to keep responding to the queries: brevity, descriptions and examples are always helpful. Remember that these editorial opportunities are always offered at no cost to you!

Members of the ASID-IL Chapter continue to be featured in local, regional and national media outlets including magazines, newspapers and online design sites. Here’s a recap of some of the last quarter’s press coverage:

Events

ASID Illinois designers are active in participating in industry events. The March / April 2011 issue of Chicago Home + Garden magazine previewed Frank Ponterio’s dining room in the annual Merchandise Mart DreamHome exhibit. The January / February 2011 issue of the magazine recapped Chicago Home + Garden’s Chairs for Charity event. Members Jessica LaGrange, Susan Fredman and Barb Ince lent their talents to give “old seats new life” for the auction, which benefited Designs for Dignity.

Profiles of Projects & People

As part of its “Inspiration” coverage, the January / February 2011 edition of Chicago Home + Garden magazine showcased Kim Scodro’s reading room. The Chicago Tribune Home magazine (March 13, 2011) spring edition featured four full pages of Jessica LaGrange’s vintage Gold Coast co-op project, and the December 2010 issue of Chicago Home Improvement magazine featured a remodeled kitchen by Susan Fredman and Aimee Nemeckay.



Trends and Expert Advice – New Outlets Cover ASID Members



In mid-March, Medical Office Today featured tips from the pros who specialize in medical office design. Four ASID-IL designers’ comments were prominent in the article titled “Creating the Right Design Aesthetic for Your Practice”, and a photo of an Alan Mack project was also included. The designers included in the story were Alan Mack, Leslie Markman-Stern, Karen Mandel and Susan El-Naggar.

E-How.com, the very popular online how-to guide for consumers, ran a story titled “Inspired by the Sea” and interviewed



Adele Lampert about a nautical-inspired yachtman’s bar she designed for a client. In an article titled “Move over mancave: Suburban moms creating rooms of their own” in the February 19, 2011 edition of the Daily Herald, a living room-turned-feminine retreat designed by Jane Irvine was profiled.



The Daily Herald ran a huge front-page story the day after Christmas 2010 titled “Bolder is Better: Be Adventurous with paint, wallpaper and furnishings, say local designers.” Members Janet Davidsen, Linda Fougousse, Linda Navara, Marta Cullen, Jeanine Zapatka and Andrea Volf are quoted for their design forecasts for 2011.

The top 10 home décor trends for 2011 continued to be a popular



topic for newspapers across the country, including the Evanston Round Table and Peoria Journal-Star, which picked up the ARA Content story featuring comments from Linda Fougousse, Andrea Volf, Jase Frederick, Grace Sielaff, Janet Davidsen, Marta Cullen and Kathy Hoffman.

Let us share your good news, too. If you’ve been published or featured in the media, send me your press clips (send to: joanna@page1pr.com). If you’ve been contacted by the media and need advice on interviewing practices, please don’t hesitate to call or e-mail me so I can help you!



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Margaret Russell
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Advocacy Update..

Interior Design Bill Withdrawn by Senator

Dear ASID Member,

A new bill was introduced to the legislature by the Illinois Interior Design Coalition in January. ASID was made aware of this bill after its submission to the legislature. The original language of the bill did not follow ASID policy and did not protect the interests of all ASID members. As a result, ASID requested a re-write of the bill, which was still being revised on Tuesday of last week, when the bill was withdrawn from consideration by its sponsor before reaching the Senate for vote. The bill can be viewed by clicking the link below.

ASID policy states, which includes the local Chapter, that it will not support legislation that takes employment or business opportunity away from its members. ASID continually surveys the legislative landscape for legislation that negatively impacts its members. Further, the local Illinois Chapter is actively involved in the Coalition, including board and committee positions, in order to keep its pulse on legislative activities for the sole purpose of advancing the industry for our members.

The bill would have established a scope of work for the title Registered Interior Designer. It would have allowed Illinois Registered Interior Designers to stamp and seal their own non-structural drawings as well as submit them for permit. The bill did not have any effect on interior designers who are not registered in Illinois. In order to become a Registered Interior Designer, one must successfully pass the NCIDQ Exam and apply for Illinois registration. A new "experience only" qualification route, available Fall 2011 or after, will allow interior designers to qualify for the NCIDQ Exam. Check www.ncidq.com this fall for more information on the experience only route to take the NCIDQ Exam.

The bill revision would have allowed existing Illinois Registered Interior Designers to remain registered, giving privileges to existing and new Registered Interior Designers. The local Chapter has worked for two years on the new streamlined Illinois Registration Application that replaces the previous 20 page application. Look for the new Illinois Registered Interior Designer Application, available April 2011 or after, at www.idfpr.com/dpr/default.asp choose Interior Design Reg, choose Interior Designer Registered Application Forms, choose Acceptance of Exam Application The local Chapter holds webinars to help members complete the NCIDQ and Illinois Registration Applications. Check www.asidillinois.com/members/advocacy for the next webinar.

If you encounter individuals, organizations, or reading materials that opposes legislation that ASID supports, please let us know so that we may respond with facts. We are aware of specific organizations that have policies to stop at nothing, lying about our organization and any legislation we support, in order to protect their self-interests. Why would such organizations fear legislation that ASID supports? Even a single piece of legislative success that helps the interior design profession become better recognized as a true profession, they believe, will surely open the flood-gates for action that will put their members out of business. ASID is the largest interior design association in the nation, and its role is to support its members and better establish the profession of the interior designer. ASID has no interest, time or money to spend on putting its members or others within the architecture, design, and kitchen/bath communities out of business. ASID believes that just as Registered Nurses, Nurse Practitioners, and Doctors have found a way to work together, performing some of the same functions while all being profitable, there is room for the Registered Interior Designer in the architecture and design community.

Because ASID is the largest interior design association in the nation, these organizations have continued to target our valued members with lying and negativity. This has made being part of the most influential interior design association very difficult at times for our members. Moving forward, ASID and the local Chapter will be informing our members of advocacy it supports and how it affects you. Your thoughts on these issues are very important to us at the local Chapter. In fact, we will be surveying the membership within the next week via email.

www.asidillinois.com/members/legislation/illinois_legislative_bill_march_2011

The link is the official bill on record at the time it was withdrawn by the Senator on March 8th. We encourage you to read it for yourselves and compare it to the propaganda most of you received over the last few weeks. Please contact ASID if you have any questions.

Michelle Banks Watt, ASID, LEED AP
President, ASID IllinoisChapter
Jessica Henn Suh, ASID
President Elect, ASID Illinois Chapter

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Inside Illinois - Back in Print!

Industry Partners are the backbone of our organization. If it were not for the Industry Partners who support the world of interior design, creativity, and learning, we would be aimlessly searching for CEUs, resources, and let's face it, funding. This is where the name Robert Rosenberg comes into play.

As many of you noticed the Chapter's beloved *Inside Illinois* magazine was in electronic form last year, because funding did not allow for the magazine to go to print. Our publisher, DSA Publishing and Design, Inc., informed me of the commitment from Industry Partner, Olson Rug and Flooring, and Industry Partner Representative, Robert Rosenberg, who graciously put forward the monies for a year of *Inside Illinois*. That is four issues being printed and mailed to all ASID Illinois Chapter members! As Editor of this magazine, you can imagine my excitement and anticipation for developing forthcoming quarterly issues!

So, my deepest thanks to Robert Rosenberg and Olson Rug and Flooring, for their commitment to our Chapter. It is a blessing to know that our Industry Partners see the value and necessity of our professional organization and its members. Mr. Rosenberg, you saved our magazine. Thank you.

Sincerely,

Elizabeth Boaden
Chapter Administrator

Thank You!
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Designers around town



Seated: Olga Kurganova, Ben Bradley (Macon Raine, Inc.), Jean Charlton. **Middle row:** Karen Norwood, Stephanie Sarris, Sarah Anderson. **Back row:** Ashleigh Lessard, Pat Coppersmith, Marcia Sweigert, Carol Meyer, Helen Brazeau, Bobbie Sauter. **Not shown (taking the photo):** Janet Davidsen



Welcome - New Members

Industry Partners

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Palatine, IL 60067
(708) 714-4542

3 Day Blinds
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Palatine, IL 60067
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3 Day Blinds
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Metro Marble & Granite
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Fax: (618) 931-3519

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Philips Consumer Luminaires
Gonneke Gros
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Elgin, IL 60123-7129
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Sound & Vision
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Jessica Eileen Carbone, Student Member ASID
Lauren E. Christ, Student Member ASID
Tracy D. DuBose, Student Member ASID
Franci Danielle Elkins, Student Member ASID
Aileen Marie Gnatz, Student Member ASID
Lisa Sojung Jeon, Student Member ASID
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One Minute Interviews



Edwin Hanlon, ASID

RGLA Solutions, Inc., 5100 River Rd. #125
Schiller Park, IL 60176 • 847-671-7452
edhanlon@rgla.com

Hometown: Scottsbluff, NE

Design specialty: Retail Interiors

A secret talent: Hat making (My undergraduate degree was a BFA in Theatre Costume & Scene Design)

My strongest personality trait: I think of myself as being fairly clam.

The accomplishment I am most proud of: Being honored by Designs for Dignity at the 2011 Spirit Awards on May 5th; being involved in a dedicated group of D4D volunteers—community service is extremely important to me

Favorite Activity or Hobby: Bike riding

The ASID committee I am currently involved in: 2011 Sustainability Action Council; 2010 Rebuilding Together-Aurora community service project coordinated by colleague, Barbara Polster

Something I can't live without: The loving support of my partner of 25 years, Eric Weimer, friends, and the vital cultural life of Chicago.

Last terrific book I read: Radetzky March, by Joseph Roth. It chronicles the decline and fall of the Austro-Hungarian Empire (I read it in preparation for a trip to Vienna & Budapest this summer.)

My favorite "secret source": It would be the internet, but that's no secret . . .

The biggest challenge facing me today: The right balance of work, volunteering, learning, and life enrichment.

The value of ASID membership to me is: Learning and sharing with colleagues.



Linda Navara, Allied Member ASID

LMR Designs, LLC, 2328 N. James Ct.
Arlington Heights, IL 60004 847-577-2567
lmrdesigns@sbcglobal.net

Hometown: Arlington Heights

Design specialty: Residential, especially Children's Rooms.

A secret talent: Expertise in Color

My strongest personality trait: Outgoing with a cheerful disposition and my honesty.

The accomplishment I am most proud of: Getting my Interior Design Degree after 40 and starting my own business as my second career

Favorite Activity or Hobby: Shopping with friends

The ASID committee I am currently involved in: ASID NW Suburban Peer Group Leader from 2008-2011

Something I can't live without: Chocolate

Last terrific movie I saw or book I read: The Fighter

My favorite "secret source": Horchow.com

The biggest challenge facing me today: Getting clients to hire my contractors.

The value of ASID membership to me is: The camaraderie I have with my fellow designers & IP's



Robert A. Fabbrini, Industry Partner Rep ASID

Nugget Enterprises, Inc., 88 Dundee Lane
Barrington, IL 60010 847-363-0480
rfabbrini@nuggetinc.com

Hometown: Barrington, IL

Design specialty: We are experts at hiding technology. It's weird, but our best work is when people don't see what we've done!

A secret talent: I can fall asleep anywhere, anytime.

My strongest personality trait: I'm easy to get along with

The accomplishment I am most proud of: Rode in the back seat of a U.S. Navy jet off an aircraft carrier : 0 - 160 mph in 2.3 seconds - and didn't throw up!

Favorite Activity or Hobby: It's sad, but it's playing with technology

The ASID committee I am currently involved in: IP Planning Committee.

Something I can't live without: Oxygen ☺

Last terrific movie I saw or book I read: Hachi: A Dog's Tale

My favorite "secret source": My wife. She is NOT technical at all. If she likes it and can use the technology, anybody can!

The biggest challenge facing me today: Growing my business

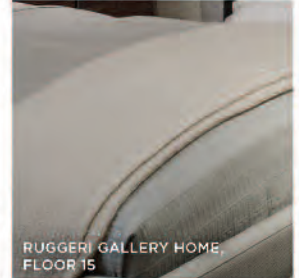
The value of ASID membership to me is: Meeting creative people in the design industry



DREAMHOME 2011 BEDROOM, MICHAEL ABRAMS LIMITED



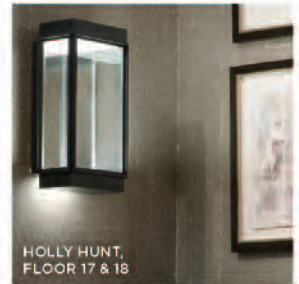
HENREDON, FLOOR 18



RUGGERI GALLERY HOME, FLOOR 15



COWTAN & TOUT, FLOOR 6



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INDUSTRY PARTNER SPOTLIGHT

Atelier Jouvence Offers Stonecarving Shop Tour for the ASID October Industry Partner Forum Meeting

Shop visitors learned what goes on behind the scenes to create hand-carved stonework

In October, Atelier Jouvence Custom Stoneworks, an ASID Industry Partner, hosted a group of ASID Interior Designers and fellow Industry Partners, for a fun and educational tour of their carving workshop. Atelier Jouvence is a full-service, Chicago-based stonecarving shop, specializing in stone architectural ornamentation, such as fireplaces, kitchen hoods and fountains. At the October event, co-owners Sonia and Olivier Dumont walked guests through all phases of stonecarving, from design and stone selection through installation, with demonstrations along the way.

The highlight for many was watching Olivier, a French master carver, show the group the hand-carving tools and techniques used to turn a simple block of stone into an ornate piece of architectural sculpture. And following Olivier's demonstration, guests were given the chance to try their hand at a little carving themselves! A good time was had by all.



The ASID Industry Partner Forum meets monthly for networking and educational events, like the Atelier



Jouvence shop tour, to connect Industry Partners with each other, as well as to make connections between Industry Partners and Interior Designers. For more information, or to attend an upcoming meeting, please contact Sonia Dumont at sonia@ajstoneworks.com.

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Greening ASID Illinois

*By Hilary Sopata, ASID, LEED AP
ASID IL Past President and Chairperson of the
Sustainable Action Council*

Spring is a great time to think about going green. With migrant birds flying north, the trees budding, flowers peeking out of the ground, and Earth Day in April; we often think about the environment more during the springtime. Did you know that ASID Illinois is working on going green, too?

The Sustainable Action Council (SAC) is a committee officially formed last fall. Our goal is to provide encouragement and resources to other committees and to the board of directors so that we can make everything our chapter does more eco friendly. So far, we have assessed board activities, the holiday party, the Design Summit, and the ASID Illinois office and have been working on a resource list for future activities and events.

What kinds of ways can an ASID chapter go green? Well, we all focus on interior design, so greening the interior of the office itself is certainly a consideration if at this point a long-term one.

However, the overall impacts of the SAC have already improved the way we handle day to day operations. Already widely accepted is conducting meetings via. web and phone conferencing. This not only reduces carbon emissions since committee members may otherwise need to travel well over an hour one way to attend meetings, but it also saves time and money for each participating volunteer. Reducing paper usage is another consideration resulting in bringing laptops to board meetings and sharing files online or on thumb drives rather than printing books worth of paper bound in vinyl binders. Future events will slowly evolve and become eco conscious by choosing reusable linens, glassware and utensils, choosing caterers offering organic and locally grown foods, and choosing venues that offer recycling and support eco friendly preferences.

We hope you notice the greening of our chapter. It is something about which the SAC is passionate like no other committee I have experienced. When you see something, say thanks! This way the leaders and committee chairpersons will know that the eco friendly metamorphosis of our chapter is important to you. Then, it will remain a priority in years to come.

Joining ASID...

By Andy Hader, President of Olson Rug & Flooring

At Olson Rug & Flooring we're very excited, and honored, to join ASID, and we look forward to working with you - the professional designer. We understand the pride and professionalism you require. By participating in the ASID Industry Partner program Olson Rug & Flooring will support you to maintain and increase your business. We will also make every effort to enhance your knowledge and skills.

We also understand that this is an industry of relationships. Naturally, we all like to do business with the people that we trust and feel comfortable with. Since 1874, Olson Rug & Flooring has been a Chicago area family owned and operated business. We owe our longevity to the successful relationships we've built with our customers over the past 137 years. We'd be honored to begin that relationship building process with you.

Obviously, we are all in business to make a living. At Olson Rug & Flooring one of our goals is to help our ASID partners maximize their earnings. Olson has the capability to customize a reward program to suit your business. We want to create a program that works for you. We recognize that in this economy you need the flexibility to create either a standard or a project by project reward program...Or both. Either way we are confident that we at Olson can create a program that works for your business model.

Finally, to be announced soon, a dedicated corner on our website, Olsonrug.com, designed to promote our ASID partners in order to

help Olson customers find qualified designers. It is our hope that this promotion of ASID members that actively work with Olson Rug will help drive qualified clients to you for help in their designing needs; look for details to be announced soon. As A FYI, Olson's website currently receives approximately 115 unique visits a day.

We have designated 4 specific locations to be the leaders for Olson in its partnership with ASID. These locations are outfitted with "Interior Design" in mind. If you haven't been to an Olson Rug & Flooring lately I think you'll find that we are not the company we were even 3 years ago. I know you will be pleasantly surprised. Olson is open 7 days a week for your convenience.

In the southwest suburbs please see Chip in Naperville; on the north shore, please see Dorothy in Highland Park, or Crystal at our Skokie location. Or you can speak with Matt at our N. Clark St. location in Chicago. You'll observe, first hand, what we term our "Practical Eclectic" collection of carpets, hardwood, ceramics, rugs and more - but more importantly that we understand what our job is. It is to support you - the designer.

So please stop in and say hello. You'll soon discover that we know our business, and how that relates to your profession. And I will guarantee you one more thing; that we'll do the quality work that both you and your discerning customer require and demand. Period.

I'm Andy Hader, President of Olson Rug & Flooring, and thanks for reading.

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