

# Inside Illinois

ASID Illinois  
Chapter Magazine

Issue Number 23  
Winter 2012



AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



ILLINOIS

The Distinctive Look of

# ANTIQU

## MIRRORS

These handcrafted mirrors have an artistic finish that makes each piece unique, offering a visual elegance perfect for any room.

### FAST

fast turn around and delivery

1

### LOCAL

fabricated & installed locally

2

### UNIQUE

many patterns to choose from

3

FOR HOME & COMMERCIAL USE



**CREATIVE MIRROR & Shower**

**Designer Express Service - Exclusively for Interior Designers**  
*Servicing all your glass & mirror needs since 1972*

- Shower Doors
- Sliding Doors
- Glass Railings
- Decorative Glass
- Custom Mirrors
- Mirrored Doors
- Framed Mirrors
- ColourGlas™

**Free In-Home Estimate**  
call **1-800-SHOWERS**

Need Design Ideas? View our spectacular photo galleries at:

**CreativeMirror.com**



**Award winning showrooms featuring a huge selection of decorator framed mirrors & dramatic displays.**

PLAINFIELD DESIGN CENTER  
16114 S. Route 59, Suite B  
1.5 miles south of Rt. 126  
815.487.1166 • Open Mon-Sat

CHICAGO DESIGN CENTER  
1281 N. Clybourn Ave.  
1/4 mile north of Division  
312.787.1166 • Open Mon-Sat

20,000 sq ft FACTORY SHOWROOM  
2141 W. Army Trail Rd., Addison  
1/4 mile west of I-355  
630.543.1166 • Open 7 days



# Table of Contents

## CHAPTER NEWS

President’s Message ..... 4

The Value of Membership ..... 5

The Value of Working with an Interior Designer ..... 5

Committee News ..... 6

New Members ..... 7

ASID Illinois Chapter Sponsorship Program ..... 8

Greening Your Design ..... 10

7 Steps to Get and Keep Ideal Design Clients ..... 12

Design Summit 2012 ..... 12

Designers Around Town ..... 12

Event Calendar ..... 13

## INDEX OF ADVERTISERS

Affordable Moving Co. .... 13

Creative Mirror and Shower ..... 2

Chicago Design Team ..... 10

Chicago Luxury Beds ..... 16

CS Interiors ..... 11

Intrig ..... 15

### ASID ILLINOIS CHAPTER OFFICE

1647 Merchandise Mart  
 Chicago IL 60654  
 Tel: 312-467-5080  
 Fax: 312-467-0888  
 asidil@sbcglobal.net  
 www.asidillinois.com

### ASID NATIONAL

608 Massachusetts Ave NE  
 Washington DC 20002-6006  
 Tel: (202) 546-3480  
 Fax: (202) 546-3240  
 Toll free: (800) 610-ASID (2743)  
 asid@asid.org • www.asid.org

### EDITORIAL STAFF

Communications Director  
 Carol Abrams, Allied ASID

Editor  
 Vicki De Roeck, Allied ASID

### CHAPTER ADMINISTRATOR

Elizabeth Boaden



Advertising Sales  
 Mike Watt • 972-989-2208

*Inside Illinois* magazine is published quarterly for the ASID Illinois Chapter of the American Society of Interior Designers by DSA Publishing & Design, Inc. Editorial content and the *Inside Illinois* magazine are controlled and owned by the Illinois Chapter of ASID. Reproduction of this publication in whole, in part, in any form is strictly prohibited without the written permission of the Illinois Chapter of ASID.

### On the cover:

The Master Bedroom located in a Lake Forest Showhouse is designed to be a retreat for a couple with a demanding schedule. An expansive yet intimate plan was created to extend the rigorous symmetry of the room. The palette is calm with rich texture and strong forms but little pattern.

Joan Craig, Allied ASID and Gemma Parker-McKeon, Allied ASID of Lichten Craig received an Honorable Mention at the 2011 AISD Illinois Design Excellence Awards.



**ASID ILLINOIS CHAPTER**

1647 Merchandise Mart  
Chicago IL 60654

**2011-12 BOARD OF DIRECTORS**



**President**

Jessica Henn Suh, ASID  
312-642-1600  
jessica@crusiet.com



**President-Elect**

Patricia L. Bailey, ASID  
847-809-4402  
pbailey@facsol.com



**Director-at-Large**

Sarah Kastenholz, Allied ASID  
612-695-6838  
skastenholz@gmail.com



**Financial Director**

Rick Gilman, Industry Partner Representative  
312-729-8129  
rickgilman@gmail.com



**Membership Director**

Ashleigh Lessard, Allied ASID  
517-927-4663  
ashleighlessard@gmail.com



**Professional Development Director**

Mary J. Grether, ASID  
708) 352-0910  
marygrether@sbcglobal.net



**Communications Director**

Carol Abrams, Allied ASID  
630-842-3911  
carola@fgmarchitects.com



**Student Representative**

Patricia Rozonkiewicz, Student ASID  
630-841-1935  
patti@rozweb.com



**Illinois Celebrates 80 Years...The Chapter Looks Forward to 2012.**

The Board has seen a very positive response to the implementation of the strategic plan in its productive, albeit short, two months in office. There is much to look forward to in 2012!

Industry partners have recognized the relationship with the ASID Illinois Chapter as a vital one, providing affirmative response to the improved sponsor program. Cosentino / Silestone has committed to the Diamond Level Sponsorship for the Celebration of Design Award Competition and Gala, and is gifting an honorarium for an all-expense paid trip to Spain to both a contract and residential Celebration of Design Award winner. Sub-Zero Wolf Midwest has committed to the Platinum Sponsorship for the NeoCon Luncheon, and is also gifting a cash prize honorarium to a Celebration of Design Award winner. Look for details of these exciting award opportunities for the Celebration of Design Award Competition in the Call for Entries in April 2012. Learn more about our Diamond Sponsor Cosentino / Silestone and Platinum Sponsor Sub-Zero Wolf and how to specify them for your contract and residential projects. Marketing and sponsorship opportunities can be tailored to your needs; email president@crusiet.com today before these opportunities run out.

The Chapter is embarking on the second most significant legislative year of its 80 years in existence. In January 2012, the Illinois Interior Design Coalition (IIDC) will introduce the Economic Opportunity Act. This Act has been well-received by both supporters and opposition alike. You may have seen these positive discussions at a recent Town Hall Meeting. The ASID Society has supported the Act with a significant grant to the IIDC Coalition, and the ASID and IIDA Illinois Chapters now have a voting board position on the IIDC Coalition to support the in-depth legislative background work. The Board has initiated an Advocacy Task Force focused on continued communication to you and legislators as the Economic Opportunity Act makes its way to and around Springfield in one short month. The ASID Illinois Board continues to build lasting relationships across the industry, and is looking forward to hosting its first get together with the IIDA Illinois Chapter and Illinois Interior Design Coalition (IIDC) in spring 2012.

On February 23rd, the ASID Illinois Chapter hosts the Annual Design Summit at the Merchandise Mart. This event brings industry resources to over 200 interior design professionals from across the industry and associations, from over 40 exhibiting vendors, along with 9 hours of CEU accredited instruction at this not-to-miss event. The tradeshow component provides cross-industry resources that appeal to both contract and residential interior design projects, and the Keynote and CEU opportunities have been hand-picked to support both the business owner and the employee interior design practitioner. This event is especially significant for job-seekers who wish to take advantage of the new portfolio review, interviewing component, and emerging professional event. Students and professors are being offered the opportunity to register as a class field trip, and we'll all be able to see the incredible body of student work as the Student Design Competition Winner is announced that day. Don't miss out on Registering for the Design Summit in February 2012.

As we work together to implement these strategic objectives, we truly understand how invaluable our volunteers are. Let's make a difference together in our Chapter's strategic plans. These are vital areas that still need your support: Industry Partner Resource, Membership, Party Planning, Advocacy, Small Business Resource. Email president@crusiet.com and let me know where you'd like to be involved.

Best,

**Jessica Henn Suh, ASID**  
**ASID Illinois Chapter President 2011/2012**

# Value of Membership

As we start a new year, it is a great time to look at our business and make plans for the year ahead. For most of us this means evaluating our businesses performance over the past year, creating goals and assumptions for the coming months and combining this data to develop an annual plan. While this is a standard and prudent model for projecting future results, the information we are working with is limiting because we are evaluating our business in a proverbial vacuum. ASID has addressed this issue by making an incredible analytical tool available to its members with **Design Business Benchmarking**.

**Design Business Benchmarking** is a web based benchmarking platform to help design businesses evaluate their financial and operational data. This platform picks up where individual business and financial software leave off. It gives designers a unique opportunity to compare the operating and financial performance of their business to the same

information of their peers. The tool is highly flexible allowing users to make aggregate comparisons like the number of projects completed or total occupancy costs, but also provides a “drill down” to compare granular information such as revenue per employee or the breakdown of professional to administrative staff. These comparisons allow members to evaluate their performance against a relevant benchmark and make informed business planning decisions. The interface is user friendly and the anonymity of the member data is protected.

To start working with this versatile tool, login to your member page at ASID.org, select “Practice and Business” and then select “Design Business Benchmarking”. Allow the Design Business Benchmarking tool to help you define your best practices and spend more time doing what you love IN your business and less time working ON your business.

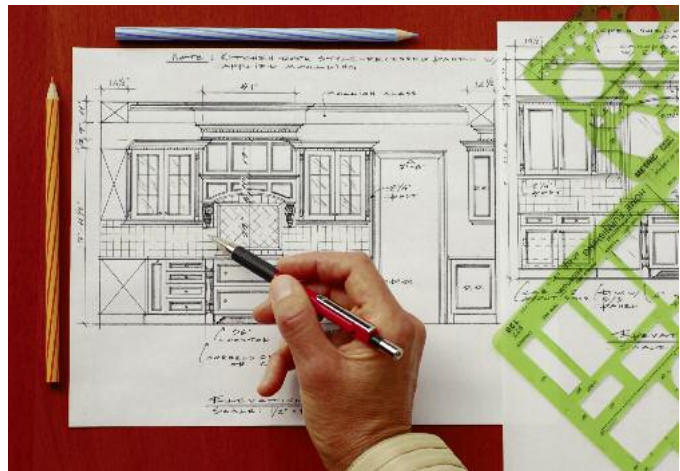
# Value of Working with an Interior Designer

*“Design is not just what it looks like. Design is how it works.”*  
- Steve Jobs

Steve Jobs was the quintessential proponent of the power of good design. Semi-conscious and recovering from liver surgery, he rejected his oxygen mask because he found the design unacceptable. Unreasonable? For many of us- maybe; for him, obviously not.

Interior Designers share the same passion for capturing the perfect integration of form and function in the built environment. Apple is known for creating products that are so incredibly simple in form yet they address functional needs that we don’t even know we have. Good interior design creates the same experience. A well designed space feels effortless and “right” to the inhabitants. Interior designers combine the elements of training, experience, product knowledge and intuition to create environments that address both the aesthetic and pragmatic needs of the occupants.

Working with an Interior Designer exposes clients to new products and new solutions. Drawing on their knowledge and experience a designer helps clients make informed choices and avoid costly mistakes. They are adept problem solvers that can take an objective view of a space and help the client realize solutions that they couldn’t previously conceptualize. As a diagnostician, the designer can identify the elements of a space that are and are not working. By understanding these details, the designer is able to identify solutions that may be significantly less complicated and more innovative than the client could have anticipated. An Interior Designer knows that form and function can coexist and the client does not need to choose one over the other.



We are all significantly influenced by our physical surroundings. Working with an Interior Designer can help to ensure that our homes nurture us and our workplaces work with us to achieve our goals. Jobs may have evangelized the concept that good design “looks good” AND “works” but Interior Designers have been practicing it all along.

-Vicki De Roeck, Allied ASID

*The Value of Working with an Interior Designer series will be a recurring editorial in future Newsletters. If you have an editorial or blog post that addresses the advantages of working with a designer, please submit them for consideration for a future Newsletter. Send submissions to [asidil@sbcglobal.net](mailto:asidil@sbcglobal.net).*

# Committee News

## Advocacy

### Interior Design Associations Support new Illinois Interior Design Economic Opportunity Act:

The Illinois Interior Design Coalition (IIDC) recently held a series of Town Hall Meetings to better educate the interior design community about the specifics of forthcoming legislation that will enable Registered Interior Designers the privilege of stamping and sealing technical submissions for permitting purposes. The new Bill is entitled the **Illinois Interior Design Economic Opportunity Act**. The meetings, co-sponsored by both ASID and IIDA, were held in Bloomington/Normal and Chicago and attracted approximately 100 attendees. These Town Hall events are the IIDC's first attempts to educate interior designers on how this legislation will affect everyone in the profession, if at all. Essentially, the new bill will allow for new competition from Registered Interior Designers in a realm that has only been afforded to Licensed Architects and Engineers. The Bill provides Registered Interior Designers the power to permit their work and allows them to take full responsibility for their projects. The bill does not penalize designers who do not wish to take on this added benefit and responsibility. Designers who do not wish to take advantage of the responsibilities afforded in this bill can continue current operating responsibilities within the realm of the current laws.

For more detailed information on the Act as well as talking points please go to: [www.asidillinois.com/members/advocacy/](http://www.asidillinois.com/members/advocacy/)

### You Can Make a Difference!

Are you passionate about Interior Design? The ASID Illinois Chapter Advocacy Committee needs YOU!

Through support, fundraising and volunteer efforts, ASID Illinois chapter members assist with several events each year that benefit the interior design industry and Illinois Interior Design Coalition's (IIDC) goal to promote and protect Title Registration.

Contact the ASID Illinois Chapter Advocacy Committee at [skastenholtz@gmail.com](mailto:skastenholtz@gmail.com) or [asidil@sbcglobal.net](mailto:asidil@sbcglobal.net) to get involved in making a difference. New members are needed and always welcome!

### 3 Things You Can Do To Make a Difference for the Interior Design Profession

#### 1. Prepare for and take the NCIDQ.

Passage of the NCIDQ Exam identifies you as having met the current standards for the professional practice of Interior Design. Show that you have met these standards of education, experience and examination.

Make sure you make yourself PUBLIC on NCIDQ's website. This allows NCIDQ to publish the names of those who have passed the NCIDQ. These numbers are vital statistics that are used to identify how many Interior Designers are qualified to practice interior design to its full extent in Illinois.

#### 2. Register with the State to become a "Registered Interior Designer".

After successful passage of the NCIDQ Exam, you are eligible to register with the State of Illinois to become and use the title "Registered Interior Designer". If you need step by step guidance on how to complete registration please contact ASID IL for those resources. For the Illinois Registration Application and more information about the Illinois Department of Financial and Professional Regulation visit [www.idfpr.com](http://www.idfpr.com).

#### 3. Get Involved!

Learn what issues are affecting Interior Designers in Illinois and how you can help. Get involved today with the ASID Advocacy Committee and assist in planning Interior Design industry events that benefit Interior Designers and that educate others while networking with practicing Interior Designers. To sign up or learn more, email ASID at [asidil@sbcglobal.net](mailto:asidil@sbcglobal.net).

Participate in IIDC events and become a member of IIDC. For more information please visit their website: <http://www.iidcpac.org>.

Please see the Calendar of Events for upcoming Advocacy events.

## Communications

### Social Media Task Force

A Social Media Task Force has been formed to identify resources to help advance the chapter's use of social media and promote both the value of ASID affiliation as well as the value of Interior Designers to the general public.

### Value of Interior Designers Editorials

A series of editorials advocating the value of working with an Interior Designer will be published in the ASID Illinois Newsletter. The information in these articles can be used to help support the marketing efforts of ASID members and will be posted on the ASID Illinois Blog to help promote public awareness of the advantages of working with an Interior Designer. Editorials may also be submitted for consideration in outside publications to further recognition of the profession and the ASID affiliation. The committee requests content on this subject from subject matter experts. This is a great opportunity to showcase your expertise and be published in both print and on the web. Please send submissions to [vderoeck@comcast.net](mailto:vderoeck@comcast.net) or [asidil@sbcglobal.net](mailto:asidil@sbcglobal.net).

### Public Relations Contract Approved

A Public Relations Firm has again been contracted for 2012 as part of the Chapters' ongoing commitment to promoting the achievements of the ASID Illinois chapter and keeping members apprised of important news and events.

## Membership

### Allied and Student Appellations Shortened

Per the ASID Board of Directors, effective January 1, 2012, the appellations for Allied and Student members are recommended to be use as follows:

John Doe, Allied ASID  
John Doe, Student ASID

Prior to January 1, 2012, the Allied and Student appellations have included the word "Member" (ex. John Doe, Allied Member ASID or Jane Doe, Student Member ASID). Going forward, Student and Allied members should start to use the appellations as noted above in email signatures, websites, business cards, letterhead and when being interviewed or receiving recognition. However, the inclusion of the word "Member" is still permitted for use in appellations, as the Board recognizes that making the change will take time for members. During this transitional period, either appellation is acceptable.

For more information regarding appellations please visit [www.asid.org/members/appellation.htm](http://www.asid.org/members/appellation.htm)

### ASID Associate Membership

On January 1st, 2012 ASID will begin accepting applications for the new Associate Member affiliation. Eligible individuals are practicing interior designers who can demonstrate:

- six years of full time interior design experience and
- provide a college transcript reflecting, at a minimum, an Associate's degree in a curriculum other than interior design.

Associate members must complete a specific multi-Continuing Education Units (CEU) program within the first 12 months of their membership. Subsequently, Associate Members will be held to the same CEU requirements as Professional and Allied Members: .6 CEUs every two years. The details of the application process can be found at [www.asid.org/join](http://www.asid.org/join).

ASID recognizes that today's practitioners of interior design reflect a diversity of professional pathways. This new membership category was established to ensure that the Association remains the voice of the full scope of practicing professionals. While ASID believes in the value of interior design education and that it is the most direct path to becoming an interior designer, it also recognizes that people may choose multiple professions throughout their careers and it may not be possible for everyone to pursue a secondary degree in Interior Design. ASID recognizes the value of experience gained from professions outside of the interior design field.

ASID's intent is to be transparent about an individual's particular pathway to membership (NCIDQ passage, collegiate ID education, or real world experience) but to avoid hierarchical, category-based, value statements about capabilities. Good interior design is being produced by individuals from each of these professional pathways and consumers of design services will select designers based on the requirements of their particular project, state law and the relationship with their designer.

The strength of ASID is in its diversity. There is strength in increased unity among all those who practice interior design, regardless of their path into practice. ASID continues to be the single best resource to help interior designers grow their business, build their network, and expand their knowledge base. ASID affiliation provides ALL designers with the best resources available to be successful in the profession.

For more information about the new Associate Member affiliation visit [www.asid.org/members/associate](http://www.asid.org/members/associate)

New

## Members

### Professional

**Susan Des Jarlais, ASID**

**Nila R. Leiserowitz, FASID**  
Gensler

**Wendy Nobriga, ASID**

### Allied Member

**Meredith Lambert, Allied ASID**  
Meredith Lambert Interiors

### Industry Partner

**Ragsdale, Inc.**  
Grace Ragsdale

**Andrew Bae Gallery**  
Andrew Bae

**Abt Electronics & Appliances**  
Loree Nardini

**Space Lab**  
Carlos Suastegui

**Stone Design, Inc.**  
Adela Fulea

### Student Members

**Miriam Frost, Student ASID**

**Kate McKayla Mills, Student ASID**

**Sabreen Basith, Student ASID**  
Harrington College of Design

**Diane Marie Matthews, Student ASID**  
Illinois Institute of Art at Schaumburg

**Teresa Hughes, Student ASID**  
Art Institute of Chicago

**Jungsuk Ko, Student ASID**  
Harrington College of Design

**Yolanda Sanchez, Student ASID**  
Illinois Institute of Art at Chicago

**Justine Rebecca Weibel, Student ASID**  
Harrington College of Design

**Valerie Lyn Suiter, Student ASID**  
Harrington College of Design

**Andrej Pantich, Student ASID**  
Harrington College of Design

# ASID Illinois Chapter Sponsorship Program

The ASID Illinois Chapter Sponsorship Program is an essential tool in providing our membership with enriching and affordable programs and events. In exchange for financial support, our chapter offers sponsors exposure and networking opportunities with designers and friends of the profession. Please take advantage of this opportunity to support our chapter. Sponsorships run from October to September.

## SPONSORSHIP LEVELS

### DIAMOND

ASID Members \$20,000

#### Celebration of Design Excellence Awards & Gala

- Date: Sept 2012, Venue: Art Institute Modern Wing, Estimated Attendees: 400
- Event Program: Cocktail Hour, Seated Dinner, Award Presentation immediately following
- SPONSORSHIP SOLD

### PLATINUM

ASID Members \$10,000

Non-Members \$15,000

#### Celebration of Design Excellence Awards & Gala

- Company name/logo on call for entries (03/01/12 deadline), gala event invitation, award magazine
- Appropriate AV visibility
- Table stand with company logo
- (10) Tickets/1 Table at Awards Event, premium table location
- (1) Page ad in Design Excellence Award Magazine
- (1) E-blast to ASID chapter membership
- Complimentary access to 3rd party fulfillment center for member mailings

### GOLD

ASID Members \$5,000

Non-Members \$7,500

#### Celebration of Design Excellence Awards & Gala

- Company name/logo on call for entries (03/01/12 deadline), gala event invitation, award magazine
- Appropriate AV visibility
- Table stand with company logo
- (10) Tickets/1 Table at Awards Event, premium table location
- (1/2) Page ad in Design Excellence Award Magazine
- (1) E-blast to ASID chapter membership

### PLATINUM

ASID Members \$7,500

Non-Members \$11,250

#### Design Summit Tradeshow

- Date: 02/23/12, Venue: Merchandise Mart, Estimated Attendees: 300
- Event Program: Keynote, Tradeshow, CEU Presentations, Student Event immediately following
- Company name/logo on invitation, program publication, and event signage
- Company name/logo on event signage and signage at Merchandise Mart elevator lobbies
- Event listed on ASID Illinois and Merchandise Mart Websites
- Speed "Interview" Networking & Vendor Appreciation Dinner
- Date: 02/22/12, Venue: Sponsor Showroom, Estimated Attendees: 100
- Event Program: Speed "Date" style interview pairings designers/vendors, Brief Sponsor Presentation, Networking and Casual buffet style dinner immediately following
- (1) Double tradeshow booth 10x20
- (1) Full page ad and a listing in tradeshow program
- (1) CEU presentation, 1 hour
- (2) E-blasts to ASID chapter membership

### GOLD

ASID Members \$3,500

Non-Members \$5,250

#### Design Summit Tradeshow

- Company name/logo on invitation, program publication, and event signage
- Company name/logo on event signage and signage at Merchandise Mart elevator lobbies
- Event listed on ASID Illinois and Merchandise Mart Websites
- (1) Single tradeshow booth 10x10
- (1) Listing in tradeshow program
- (1) CEU presentation, 1 hour

### PLATINUM

ASID Members \$5,000

Non-Members \$7,500

#### Annual Meeting

- Date: Sept 2012, Venue: Sponsor Showroom, Estimated Attendees: 80
- Event Program: Keynote, Annual Chapter Meeting, Sponsor Presentation, Cocktail Reception
- Company name/logo on invitation, program publication, and event signage
- Event at Sponsor Showroom
- Sponsor presentation opportunity
- (1) Full page ad in program
- (1) E-blast to ASID chapter membership

## PLATINUM

ASID Members \$5,000  
Non-Members \$7,500

## Regional Chapter Leader Training

- Date: July 2012, Venue: Sponsor Showroom, Estimated Attendees: 45
- Type Attendee: Chapter Board of Directors and Leaders from Illinois, Indiana, Wisconsin
- 2-Day Event Program: Keynote, Training Sessions, Sponsor Presentation during lunch
- Company name/logo on invitation and event signage
- Event at Sponsor Showroom
- Sponsor presentation opportunity
- Appropriate AV visibility
- Sponsor recognition at Regional Leaders Dinner
- (1) E-blast to ASID chapter membership

## GOLD

ASID Members \$2,000

## NeoCon Luncheon

- Date: NeoCon 2012, Venue: Sponsor Showroom, Estimated Attendees: 100+
- Type Attendee: National and Chapter Board of Directors, Members from Illinois and across various states
- Event Program: Chapter President Speaks, Brief Sponsor Presentation, Lunch/Food Stations
- SPONSORSHIP SOLD

## GOLD

ASID Members \$1,750  
Non-Members \$2,625

## Student Chapter Leader Training

- Date: Oct 2012, Venue: Sponsor Showroom, Estimated Attendees: 40
- Type Attendee: Student Chapter Board of Directors and Leaders from Illinois
- Full Day Event Program: Keynote, Classroom Style Training Sessions, Sponsor Presentation during lunch
- Company name/logo on invitation and event signage
- Event at Sponsor Showroom
- Sponsor presentation opportunity
- Appropriate AV visibility
- (1) E-blast to ASID chapter membership

## GOLD

ASID Members \$1,750  
Non-Members \$2,625

## Incoming Chapter Leaders Strategic Planning Session

- Date: Spring 2012, Venue: Sponsor Showroom, Estimated Attendees: 20
- Full Day Event Program: Chapter Board Members and Leaders Strategic Planning Session, Brief Sponsor Presentation at Start of Day, Continental Breakfast and Lunch
- Company name/logo on invitation and event signage
- Event at Sponsor Showroom
- Sponsor presentation opportunity
- (1) E-blast to ASID chapter membership

## GOLD

ASID Members \$1,500  
Non-Members \$2,250

## Graduation Celebration & Portfolio Event

- Date: Spring 2012, Venue: Sponsor Showroom, Estimated Attendees: 50
- Event Program: Chapter Presentation to Graduates, Brief Sponsor Presentation, Portfolio Panel
- Company name/logo on invitation and event signage
- Event at Sponsor Showroom
- Sponsor presentation opportunity
- Appropriate AV visibility
- (1) E-blast to ASID chapter membership

## GOLD

ASID Members \$1,500  
Non-Members \$2,250

## Contract Portfolio Event

- Date: Spring 2012, Venue: Sponsor Showroom, Estimated Attendees: 50
- Event Program: Contract Designers review Designer Portfolios/Resumes, Sponsor Presentation
- Company name/logo on invitation and event signage
- Event at Sponsor Showroom
- Sponsor presentation opportunity
- (1) E-blast to ASID chapter membership

## SILVER

Members \$500  
Non-Members \$750

Select one from the following:

- **Peer Group Area Event Sponsor**, Brief Sponsor presentation opportunity, Sponsor Showroom, Provide refreshments (Choose Suburban/Urban Area)
- Access to 3rd party fulfillment center for member mailings
- (1) E-blast to Chapter Membership

## SILVER

Varies

- Place an advertisement in quarterly newsletter
  - 1/4 page starting at \$400
  - 1/2 page starting at \$775
  - Full page 8.5x11 starting at \$1350
  - Back Cover or Inside Front or Back Cover starting at \$1425
- Donate frequent flyer miles toward board members traveling to leadership training
- Donate (12) conference chairs for ASID Illinois Office Board Table

CHICAGO DESIGN TEAM

Showroom to the Trade



See the beautiful

**HunterDouglas**

*Austra*  
COLLECTION

at our designer showroom,  
along with Robert Allen, Duralee,  
Fabricut, Old Biscayne Designs,  
Henredon and many more.

3425-B N. Ridge Avenue  
Arlington Heights, IL 60004

Phone: 847-394-1800

Fax: 847-394-1886

Email: [info@chicagodesignteam.com](mailto:info@chicagodesignteam.com)

[www.chicagodesignteam.com](http://www.chicagodesignteam.com)



# Greening Your Design . . .

*By Jase Frederick, ASID*

*Illinois Chapter Sustainable Action Council Member*

For our premier green-focused feature, we're offering a quick overview of what defines a green design project. Much of the focus of the US Green Building Council's LEED (Leadership in Energy & Environmental Design) certification program, as well as ASID's Regreen program, is on construction and renovation for both commercial and residential buildings. For those who missed the recent Regreen workshop, here are the project areas that Regreen specifically targets:

- Location & Site
- The Building Envelope - Walls, Roof & Foundation
- Finished Surfaces - Design & Materials
- Heating, Cooling, Ventilating & Water Heating
- Plumbing
- Lighting & Electrical
- Renewable Energy
- Appliances
- Office/Entertainment Equipment
- Furniture, Textiles & Accessories

While many of these may not have immediate relevance to your current interior projects – or your practice – they are important to keep in mind as the demand for sustainable and healthful interiors grows. The Regreen concept of a "Whole House Systems Thinking Approach" involves professional integration at all levels of a design project and across all disciplines. It is about team effort and how each member of the team, and each element of a project, affects all the others.

Projects that "work in harmony with natural features and resources; use materials that are sustainably grown or recycled, and do not compromise the health of the environment or occupant," may be eligible for a Green Design Award in ASID Illinois' annual Celebration of Design. Creating beautiful, sustainable interiors can be satisfying in so many ways!

In coming issues, we will be exploring these elements in more detail. We welcome your questions and ideas for green design topics. Let us know what you'd like to put in the (energy-efficient) spotlight.

Our thanks to ASID Industry Partner, Grace Ragsdale, for her invaluable help on this article.

# ANYTIME.



# ANYWHERE.

MODERNLUXURY.COM



# 7 Steps to Get and Keep Ideal Design Clients

How do you get and keep ideal design clients? By designing and building the perfect KLT sandwich! You've heard of a BLT, but what's this KLT? K-L-T refers to the Know – Like – Trust factor essential to building and growing your business.

How do you make a KLT sandwich? You start with your target market, apply your Keep in Touch strategy throughout, layer in Know, Like and Trust, and top it with your ideal client. Ready to make the perfect KLT sandwich so you can get and keep ideal design clients? Just follow these 7 simple steps:

1. Identify your target market. Attracting ideal design clients starts with identifying your target market. If you don't have a clear definition of your target market, your quest to get and keep ideal design clients will be daunting.
2. Develop a strategy to Keep in Touch with your target market. Your strategy should include ways to reach out to current clients and connections as well as prospective clients.
3. **Know** who your ideal clients are, the problems you solve or needs you satisfy for them, and the reasons they buy (and reasons they don't). Also allow them to get to know you. How do you help them? What results do they get? What makes you different than other designers?
4. Nurture **Like** by demonstrating value. Offer design tips and ideas on your web site, blog, and in an email newsletter. Offer design workshops and classes, at live events and via teleseminar or webinar. Share articles you've found helpful and interesting. Build the Like layer by building your relationships.
5. Cultivate **Trust** by demonstrating your expertise. Become a trusted advisor, sharing knowledge and ideas your clients and prospective clients can use immediately. Establish credibility through articles, books, interviews, classes, and client testimonials.
6. Enhance your *Keep in Touch* strategy. Provide ways for your ideal design clients to continue to learn about you as well as to learn from you.
7. Consistently look for ways to help your ideal design clients by providing services and solutions they are looking for. Want to know exactly what they're looking for? Ask them! Continually seek opportunities to build rapport, request feedback, and explore potential design service and package offerings to satisfy your design clients' cravings.

Much like any task, even one as simple as building a sandwich, you need a plan to work from. Using the KLT reference, you can get and keep ideal design clients by reminding yourself that every contact you make should reference either the Know, Like or Trust factor essential to building relationships and growing your design business.

## About the Author

Kelly Galea, The Design Biz Coach, is creator of the Design Biz Breakthrough System™, the complete & simple, step-by-step program that shows you how to breakthrough to more clients, bigger profits & extra time to spend doing what you love. To get your F.R.E.E. book chapter and to receive her bi-weekly design biz success secrets & inspired solutions to help you Get Clients, Make Money & Save Time so you can start living your designer life, visit [www.TheDesignBizCoach.com](http://www.TheDesignBizCoach.com).

# Design Summit 2012

On February 23, 2012 ASID Illinois will host Design Summit 2012. Design Summit encompasses three popular ASID Illinois Chapter programs: Professional Development, Continuing Education and Student Programming. The Design Summit is a forum for knowledge-sharing among interior designers, students and industry partners. In addition, an Expo Trade Show showcases new commercial and residential interior products and services from Illinois-based industry partners. Open to all designers, students and vendors in the interior design industry, this event features an inspirational keynote speaker and nine CEU-accredited seminars to enhance specialized business skills, career-building and networking interaction with design industry resource professionals. There is no entry fee for the Keynote session which qualifies for 1 of the CEU credits. Registration Forms will be available soon on the ASID Illinois Website. For more information please visit [www.asidillinois.com](http://www.asidillinois.com)

# Designers About Town

Designers from the Northwest Suburban Peer Group met in December for their annual Holiday Luncheon. Joined by a local artist, the group met at the newly opened Cooper's Hawk in Arlington Heights. Getting involved with your local peer group is a great way to network with other designers and Industry Partners. Monthly and/or Quarterly events are planned by Peer Group leaders and typically include an informative speaker, demonstration or showroom tour. Peer Groups are an excellent way to get involved with ASID on a more intimate level. To find the peer group nearest you, contact [asidil@sbcglobal.net](mailto:asidil@sbcglobal.net).



Event

# Calendar

## January

- 24th Industry Partner Networking Extravaganza  
Niles
- 26th ASID Illinois Board Meeting  
2:30 – 4:30PM, Location TBD
- 26th Beer and Wine Tasting to Benefit IIDC  
5:30 – 8:00PM, Kimball Showroom

## February

- 23rd Design Summit 2012  
Merchandise Mart

## March

- 29th Mart Madness IIDC  
Merchandise Mart

## Coming up!

## Spring 2012

Capitol Day (Advocacy Event)  
Springfield, IL

Please visit the ASID Illinois website at [www.asidillinois.com](http://www.asidillinois.com) for more information.

## ASID Appellation Changes New for 2012!

Beginning, January 1, 2012, allied and student members may shorten their appellation to "John Doe, Allied ASID" and "John Doe, Student ASID." Members will not be penalized if they have the word "member" in their designation, but rather, this is now an option. If a member is in the process of printing new business materials, they may apply the shortened version now. For more info on ASID appellations go to: [www.asid.org/members/appellation.htm](http://www.asid.org/members/appellation.htm)

# AFFORDABLE MOVING CO.

FAST • RELIABLE • REASONABLE



## 773-637-3131

*installation • storage • crating • pianos*

*deliveries • receiving • shipping • packing*

We are a part of a focused team of drivers and support personnel that has been delivering unparalleled quality service since 1978.

5000 W. Bloomingdale Ave  
Chicago, IL 60639  
[www.affordablechicago.com](http://www.affordablechicago.com)



# ASID Illinois Holiday Party

The Florense Showroom graciously hosted the ASID Illinois Holiday Party in December. In addition to the stunning venue, members and guests were delighted by a menu sampling by Frontier's Executive Chef Brian Jupiter.



Chef Jupiter also treated guests to a cooking demo of the Brazilian fare. The Art Institute of Chicago was the beneficiary of the proceeds from the ASID Illinois Holiday Party.



# ASID Illinois President Receives Leadership Recognition by Harrington College of Design



On November 11, 2011, the Harrington College of Design Scholarship Committee hosted a reception to honor its 2011 Service and Leadership Scholars and Peer Success Mentors. Jessica Henn Suh, a Harrington alumna, ASID Illinois President and Managing Director of Crusiet Corporation, was the keynote speaker at the reception and was recognized as the 2011 Harrington Service and Leadership Honoree. Jessica spoke to the ASID Student Chapter of the Illinois Institute of Art, Chicago, the future ASID Student Chapter of the Harrington College of Design, service and leadership scholars, faculty and administration about making a difference in the design industry regardless of background and experience. Honorees and keynote speakers at the reception consist of alumni who have demonstrated service and leadership as part of their professional life and post-Harrington experience. Congratulations, Jessica!

Larry Paddock  
wainscot@me.com  
847/338-1611  
www.intrig.net



**My design vision became a reality in just a few weeks!**

While the company is indeed a manufacturer, it is positioning itself as a design-driven company that provides its customers with personalized products and affordable solutions.

## CHICAGO WAINSCOTING by INTRIG



# CHICAGO LUXURY BEDS



American, European  
and custom sizes

Hypo-allergenic

Hand-crafted

Unique fabric choices

In stock

Discount to the trade



OUR COLLECTION

**VI-SPRING**  
*Life-Changing*

**Hästens**   
since 1852

**THE PILLOW BAR**



Vi-Spring, in select guestrooms at the Elysian Hotel Chicago



Finally a mattress deserving of your bedroom design.  
For clients who appreciate chemical-free surroundings, our beautifully crafted beds  
and bespoke pillows are created from all natural materials for life-changing sleep.

**LUXURY SHOWROOM**

CHICAGO LUXURY BEDS  
440 NORTH WELLS STREET  
+ 312 527 5337  
[CHICAGOLUXURYBEDS.COM](http://CHICAGOLUXURYBEDS.COM)

