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AS ID

PENNSYLVANIA EAST

design

Spring 2010

upcoming:
the inaugural



One profession

One competition

One celebration



P r e s i d e n t ' s M e s s a g e

Dear Fellow ASID PA East Chapter Members,

“Happy Spring” Everyone!

As of this writing, the three large snow storms we have experienced this winter have passed, and the weather is gradually becoming warmer and sunnier. Ahhh, spring is breaking through and mother earth is giving us a respite from the cold, dark, snowy winter we have had. I, for one, am looking forward to all the beauty of spring along with all the ASID chapter events happening in the coming months!

You will see a monthly opportunity from March thru June for taking different CEU courses. Topics vary from “Home Theatre Design and Construction” to “Marketing and Selling Design Services”. Check out the “Calendar of Events” at the end of this issue for the full listing of CEUs and other events. Keep in mind - ASID’s membership requirement of completing .6 CEUs every two years. January 1, 2010 started the new time period, and it will end December 31, 2011. Although the time period sounds so long, it will pass by quickly. In fact, many members were not able to complete their CEUs before the end of last year, but ASID granted an extension for fulfilling those CEUs. So, be proactive and take advantage of the upcoming courses! And remember: Sign on to the ASID website when you have completed your .6 CEUs and check the box confirming your fulfillment of them.

If you are someone who enjoys being outdoors, giving back to the community, and having fun with fellow ASID members, mark your calendars for a day of community service working with The Other Carpenter on their Porch Project! As someone who has participated with this group in the past, it is a great day of helping others less fortunate by working outside repairing and painting porches and tending gardens with lots of camaraderie and laughs throughout the day.

As for our Student members, they have already been active with the Anti-Violence Partnership and participating in the Student Design Competition. On April 15th, Senior Interior Design Students from area colleges will be attending “Instant Interviews”. Area design firms and services representatives will be critiquing student’s resumes and portfolios.

Be on the lookout for email blasts announcing our first annual Interior Design Awards Gala (IDA). The IDA committee is going all out to make this a memorable event, and one you will not want to miss participating in or attending. Read more about it in this issue. Also, in the coming months, our President-Elect **Linda Daly, ASID** will be holding Strategic Planning sessions that will review and take action on the information you fill out on your member surveys. Please be sure to fill out a survey – do it online or fill out a hardcopy at any of our events.

In the meantime, think Spring - a time for growth, fresh starts, and new beginnings – especially within our chapter. Take advantage of everything being offered!

“Happy Spring”,

Kristine Monsen, ASID
ASID Pennsylvania East President 2009-10

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On the Cover



Interior Design Award

Story page 12-13

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President-Elect's Message

Hello to all fellow members and colleagues,

As President-Elect for the chapter I am preparing to hold Strategic Planning and Work Plan meetings in the early months of 2010. My first job is to find out ALL the members' views/concerns to be considered when we meet to write the Strategic Plan for next year. The SP is a three year plan so we will be working with the current Strategic Plan (for this fiscal year), but also considering the Environment Scan sent from National, National's SP for this year and - the very important Members' Survey of our chapter members. We will be distributing the Survey in various forms:

1. An electronic survey will be sent to all members through Constant Contact.
2. A faxable version published in this issue of Access to Design. This survey can be completed and faxed to 215-561-7276. If you prefer you can also scan it and return via email to asidpaeast@verizon.netmail.
3. Copies of the Survey will be in the ASID office.
4. A survey will be mailed out to any member who calls the office at 215-568-3884 and requests it.

We want to hear from you - ALL of you. Choose the method of response that works best for you. Whatever your choice, please make it a point to respond – make sure your voice is heard!

at

Please contact **Linda Daly** ljdalysid@yahoo.com or 215-598-3345 if you are interested in being on the Strategic Planning and/or the Work Plan Committee. Whatever your choice, please make it a point to respond – make sure your voice is heard!

Linda Daly, ASID

ASID Pennsylvania East President-Elect 2009-10

PA East Professional & Allied Survey 2010

This survey can be completed and faxed to 215-561-7276. Members will also be receiving this survey via email. If you prefer respond by email. Whatever your choice, please make it a point to respond – make sure your voice is heard!

Goal 1 of our Strategic Plan 09/10 is to Advocate Interior Design Our Objective is to Promote and Strengthen the Value of Interior Design

1. Kindly review the following list and respond according to parameters provided. We are attempting to support and mentor members through these events and programs.

Event/Program	Did/will you attend	Your Comments Suggestions
* COPPS et al Planning, Brainstorming 10/23/09 (Council Of Past PresidentS)	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Did you attend a Board Mtg. as guest or chairperson?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Membership Receptions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* If a new member, have you been welcomed to the chapter?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Interested in being nominated for Chapter Leadership?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If yes, please circle the area of your interest: Finance, Communications, Membership, Professional Development, Students, Licensing.		
* Do you support, involve and interact with Industry Partner (IP) Members?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Have you participated in our Design Competitions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, please look at item #3
* Do you receive our quarterly newsletter <i>Access to Design</i> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, would you like to contribute to it? _____
* Are you interested in the Chapter Awards Committee?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Are you receiving our email blasts?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If you prefer a fax, please circle faxed.
* Have you provided your contact information for the new Membership Directory ?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, please contact Irene Black, Phone 215-568-3884 or Fax 215-561-7276 or email asidpaeast@verizon.net

2. In our efforts to **Develop Public and Media Awareness** we are engaged in several Community Service Projects. Have you participated in (or will you) participate in any of the following:

* Laurel House	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* The Other Carpenter	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
*Anti-Violence Partnership	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____

For information on these projects, consult *Access to Design* Newsletter or call our office.

3. IDA (Interior Design Awards) **Gala** addresses several of our Goals while replacing our Annual Dinner Mtg. and Mardi Gras. The Gala is planned for October 1, 2010 and offers **many venues for Members' Involvement and Publicity**. It is a **Design Competition "Extraordinaire"**.

* Have you received invitations to join one of the committees for the Gala?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Interested in being involved in the Gala?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If yes, indicate your specific interest _____		

4. Are you in support of Designers' Right to Practice Legislation?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Please let us know if you need information regarding this and/or IDLC/PA.	

Goal 2 is to Enrich and Foster Our Members Through Education Our Objective is to Promote Professional and Student Advancement

5. We are providing CEU's throughout the year. There is a list published in *Access to Design* and in our office. Have you attended or will you attend any?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If no, please tell us why. _____	

6. If you are an Allied Member have you attended STEP workshops?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

* Are you interested in participating in an NCIDQ study group?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

7. Have you or will you attend Student Programs such as the Information Session, Career Day, the Student Service Project – The Anti-Violence Partnership?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

* Are you interested in mentoring a student?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

* Are you interested in being a Student Liaison?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

Goal 3 is to Enrich Our Members Through Networking

Our Objective is to Deliver Opportunities for Exciting Social Experiences

8. Did you attend the Holiday Party

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

If no, please tell us why. _____

*Did you attend the 10 Rittenhouse Tour?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

*Do you try to bring non members to our events?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

If no, please tell us why. _____

*Would you attend other design tours?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

If yes, please give us suggestions and tell us if you'd like to help plan the event.

9. Do you visit our Chapter website www.asidpaeast.org?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

If no, please tell us why. _____

* Do you visit our National website www.asid.org?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
--	-------

If no, tell us why. _____

10. Suppose you had one minute to talk with the Strategic Planning Committee of our chapter, what would you say?

*Contact Information:

Name _____	Member Status: Professional <input type="checkbox"/> Allied <input type="checkbox"/>
Company _____	Email address: _____
Phone _____	Fax _____
Website _____	

SEE ACCESS to DESIGN ARTICLE "BECOME INVOLVED" FOR COMMITTEE LISTS

*Interested in attending the Strategic Planning Meeting? Contact Linda Daly, ASID ljaldy@yaho.com 215-598-3345

PA East Student Member Survey 2010

This survey can be completed and faxed to 215-561-7276 Please make it a point to respond – make sure your voice is heard!

Goal 1 of our Strategic Plan 09/10 is to Advocate Interior Design Our Objective is to Promote and Strengthen the Value of Interior Design

1. Kindly review the following list and respond according to parameters provided. We are attempting to support and mentor members through these events and programs.

Event/Program	Did/will you attend	Your Comments Suggestions
* Did you attend a Board Mtg. as guest or chairperson?	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
* Would it be beneficial and enhance communication if more Chapter events were held in the schools?	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
If yes, do you have suggestions for the venues?	_____	
* Do you have suggestions for how we could increase our interaction with faculty?	_____	
* Are you aware of opportunities for Leadership and becoming a Student Rep to the Board?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
If no, please contact one of our SRB's: Kia Weatherspoon, kia.weatherspoon@live.com or Jamie Wrenn, jamie.c.w@hotmail.com.		
* Are you a member of an Interior Design Club at school?	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
If yes, how can the Club and the ASID student chapter interact?	_____	
Would you like to help?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, tell us how.	_____	
* Have you been able to interact		
With Industry Members?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
With Practitioner Members?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
* Have you participated in our Student Design Competitions?		
If no, please note that winning entries will be on display as part of item # 3 and - prizes are cash!	<input type="checkbox"/> Yes <input type="checkbox"/> No	
* Are you receiving our email blasts?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
If you prefer a fax, please circle faxed.		
2. In our efforts to Develop Public and Media Awareness we are engaged in several Community Service Projects. Have you participated in (or will you) participate in any of the following:		
* Laurel House	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
* The Other Carpenter	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
*Anti-Violence Partnership	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
For information on these projects, consult <i>Access to Design</i> Newsletter or call our office.		
3. IDA (Interior Design Awards) Gala addresses several of our Goals while replacing our Annual Dinner Mtg. and Mardi Gras. The Gala is planned for October 1, 2010 and offers many venues for Members' Involvement and Publicity . It is a Design Competition "Extraordinaire".		
* Have you received invitations to join one of the committees for the Gala?	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
* Are you interested in being involved in the Gala?	<input type="checkbox"/> Yes <input type="checkbox"/> No _____	
If yes, indicate your specific interest	_____	
4. Are you in support of Designers' Right to Practice Legislation?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
* Please let us know if you need information regarding this and/or IDLC/PA.		

Goal 2 is to Enrich and Foster Our Members Through Education Our Objective is to Promote Professional and Student Advancement

5. We are providing CEU's throughout the year. There is a list published in *Access to Design* and in our office. Are you aware of any CEU's that we could offer that might especially interest students, or are there any topics that you feel we have neglected? If yes, please tell us what they are _____

6. Are you aware of how easy it is (and of the discounted dues rate) to advance to Allied Membership in ASID if you graduate as a Student Member of ASID?
 Yes No
If no, contact Kia or Jamie (contact info listed above) or go to www.asid.org.

7. Have you or will you attend Student Programs such as the Information Session, Career Day, the Student Service Project (The Anti-Violence Partnership)?
 Yes No

Are you interested in being Mentored?
 Yes No

8. Do you think a Student Board made up of a representative from each school and the SRB's, meeting quarterly prior to the Chapter Board Meeting – and staying to attend the Chapter meeting - would work?
 Yes No
If no, tell us why and/or suggestions. _____

* If you tweet do you think twitter would be a good way to communicate with all members? If yes, can you help with it? If so, someone will get back to you.
 Yes No

Goal 3 is to Enrich Our Members Through Networking Our Objective is to Deliver Opportunities for Exciting Social Experiences

9. Please tell us what you have liked about the networking opportunities provided to date and/or what would you'd like to see offered in the future _____

* Do you try to bring non members to our events?
 Yes No
If no, please tell us why. _____

10. Do you visit our Chapter website www.asidpaeast.org? Yes No
If no, please tell us why. _____

* Do you visit our National website www.asid.org? Yes No
If no, tell us why. _____

11. Suppose you had one minute to talk with the Strategic Planning Committee of our chapter, what would you say? _____

*Contact Information:

Name _____ School _____ Semester (Sr.- Jr.- etc.) _____
Email address: _____ Phone _____
Home Address _____

SEE ACCESS TO DESIGN ARTICLE "BECOME INVOLVED" FOR COMMITTEE LISTS
*Interested in attending the Strategic Planning Meeting? Contact Linda Daly, ASID
ljaldy@asid@yahoo.com 215-598-3345

PA East Industry Partner Survey 2010

This survey can be completed and faxed to 215-561-7276 Please make it a point to respond – make sure your voice is heard!

Goal 1 of our Strategic Plan 09/10 is to Advocate Interior Design Our Objective is to Promote and Strengthen the Value of Interior Design

1. Kindly review the following list and respond according to parameters provided. We're attempting to support and mentor members through these events and programs.

Event/Program	Did/will you attend	Your Comments Suggestions
* COPPS et al Planning, Brainstorming 10/23/09 (Council Of Past PresidentS)	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Did you attend a Board Mtg. as guest or chairperson?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Membership Receptions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* If a new member, have you been welcomed to the chapter?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Interested in being nominated for Chapter Leadership?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If yes, please circle the area of your interest: Finance, Communications, Membership, Professional Development, Students, Licensing.		
* Interest in sponsoring an event?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If yes, please tell us what you'd like to sponsor.		
* Are you aware that we have an Industry Partner Committee?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If no, please contact our office for meeting info.		
* Have you been involved with our Design Competitions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, please look at item #3
* Do you receive our quarterly newsletter <i>Access to Design</i> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If yes, would you like to contribute to it? _____		
* Are you interested in the Chapter Awards Committee? Such as the Medalist, Rising Star, Service to the Chapter, Designer of Distinction, etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Are you receiving our email blasts?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If you prefer a fax, please circle faxed.		
* Have you provided your contact information for the new Membership Directory ?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If no, please contact Irene Black, Phone 215-568-3884 or Fax 215-561-7276 or email asidpaeast@verizon.net		

2. In our efforts to **Develop Public and Media Awareness** we are engaged in several Community Service Projects. Have you participated in (or will you) participate in any of the following:

* Laurel House	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* The Other Carpenter	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Anti-Violence Partnership	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____

For information on these projects, consult *Access to Design* Newsletter or call our office.

3. IDA (Interior Design Awards) **Gala** addresses several of our Goals while replacing our Annual Dinner Mtg. and Mardi Gras. The Gala is planned for October 1, 2010 and offers **many venues for Members' Involvement and Publicity**. It is a **Design Competition "Extraordinaire"**.

* Have you received invitations to join one of the committees for the Gala?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Interested in being involved in the Gala?	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
If yes, indicate your specific interest _____		

4. Are you in support of Designers' Right to Practice Legislation?

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____
* Please let us know if you need information regarding this and/or IDLC/PA.	

Goal 2 is to Enrich and Foster Our Members Through Education Our Objective is to Promote Professional and Student Advancement

5. We are providing CEU's throughout the year. There is a list published in *Access to Design* and in our office. Does your company or the product/service you represent offer a CEU?

Yes No.
If yes, please tell us and our Professional Development Director will contact you.

6. Have you or will you attend Student Programs such as the Information Session, Career Day, the Student Service Project – The Anti-Violence Partnership?

Yes No

Are you interested in mentoring a student?
 Yes No

Are you interested in being a Student Liaison?
 Yes No

Goal 3 is to Enrich Our Members Through Networking Our Objective is to Deliver Opportunities for Exciting Social Experiences

7. *Did you attend the Holiday Party?

Yes No
If no, please tell us why. _____

*Did you attend the 10 Rittenhouse Tour?
 Yes No

*Do you try to bring non members to our events?
 Yes No

If no, please tell us why. _____

*Would you attend other design tours?
 Yes No

If yes, please give us suggestions and tell us if you'd like to help plan the event.

* What MORE would you like to see from our Chapter in terms of IP programs, etc.

* How would you describe/compare ASID with other professional organizations?

8. * Do you visit our Chapter website www.asidpaeast.org ?

Yes No
If no, please tell us why. _____

* Do you visit our National website www.asid.org ?

Yes No
If no, tell us why. _____

9. Suppose you had one minute to talk with the Strategic Planning Committee of our chapter, what would you say? _____

*Contact Information:

Name _____ Member Status: Professional Allied
Company _____ Email address: _____
Phone _____ Fax _____ Website _____

SEE ACCESS TO DESIGN ARTICLE "BECOME INVOLVED" FOR COMMITTEE LISTS

*Interested in attending the Strategic Planning Meeting? Contact Linda Daly, ASID
ljdalyasid@yahoo.com 215-598-3345

My ASID Experience!

By Angela Pfeifer, Allied Member ASID

After years of running my design business in Ohio, I made the big decision to leave it all behind and move with my fiancé to Philadelphia last April. Having no connection to Philadelphia made it challenging to start resuming design full-time right away so I worked as an executive secretary at an investment company while taking on clients part time. Missing design terribly and feeling a bit intimidated by a larger city, I decided to get involved with the local ASID chapter. My hope was to meet other designers and people who shared the same interests and passion for design that I did and also to network within the community for possible job opportunities. I met so many wonderful people who immediately welcomed me to the group, and I attended several meetings and events the chapter held. One event, in particular, changed everything for me!

This past December, ASID held a progressive holiday party in the Old City part of town. Planning to meet some ASID friends at the party, I joined the crowd and mingled with other members and Industry Partners. This was such a great way for me to learn about the local design resources and establish contacts. As the dessert portion of the evening began, we entered into the Poggenpohl showroom and noshed on some sweet treats. Admiring the amazing kitchens, I walked around and eventually struck up conversation with a man there and began discussing my background, how I wound up in Philadelphia, and how I was looking to get back into design full time. It just so happened that this man, the Poggenpohl showroom manager, was going to begin looking for an additional person to add to their team in the near future. We exchanged business cards, and I expressed my interest in learning more about the position they were looking to fill.

It is now March, and I have been happily employed as a designer at Poggenpohl for two months! To think that had I not gone to this ASID event, I would never have been in the position that I am in today. What a life-changing experience, and I have ASID to thank for it! For those who are hesitant to get involved; don't be! It definitely pays to put yourself out there...who knows who you will come into contact with!

OBITUARY MARGARET "POLLY" KENRICK, ASID

By Linda Daly, ASID

In January, I lost a friend and colleague of many years. It was Polly who introduced me to ASID – must have been in the early 80's! She and I were both working in the design department of Carl N Rist Interiors in New Britain, Pennsylvania. Polly and I attended several tours and events, and it was she who introduced me to many of the designers who are now considered to be icons of our chapter: Pedro Rodriguez, FASID, Lee Kessler, ASID, Bert Laudenslager, ASID, Gail Winkler, ASID, to name just a few. And how could I fail to mention that it was Polly who introduced me to Irene Black!

The Past Presidents who meet in our COPPS forum agree that one of the single most important things that we can do for new members is to partner them and bring them along to meetings, CEU's, tours and anything else that interests you (the old timer) and them (the new member who wants to feel welcomed and included). Polly did this for me. In later years when Polly had retired, we still traveled together, but it was more of a social event, saying hello to old friends in the industry and design colleagues.

Polly began her design career as a member of NSID (The National Society of Interior Designers) which merged with AID to form ASID. Polly was a Board member of ASID and was always very supportive of ASID and designers in the industry – whether they were in ASID or not. She was a talented painter and also enjoyed travel, bird watching and going to the opera with friends. I will miss her greatly as I am sure other members will as well.

Corrections

Clarify:
"Chapter" Board
member?

We have two corrections to the Winter 2010 edition page 20. In the "You Asked..." article the caption for this photograph was incorrect:



The correct caption should read: **Students from the Art Institute of Philadelphia (L-R) Sam Fletcher, Megan Matthews and Rachel Eyster look at the model of the new Please Touch Museum.** When this photo was taken, Megan and Rachel were both student members of our chapter. All three ladies have recently graduated – Congratulations!

For the article "Student Members: Reaching Out" the author's name was misspelled. The author is **Jamie Wrenn, Student Member ASID.**

We apologize for the errors.



Design Practice 2010:

Legal Business Marketing

By Gerry Cipolla

The Marketplace Design Center proudly presented Design Practice 2010: Legal Business Marketing on February 25, 2010. Moderated by design professional, business consultant and ASID member, **Marcello Luzi**, the team of experts shared professional perspectives on legal, business, accounting, time management and the marketing of professional design services to the luxury market. Addressing how changes in the current business climate are impacting design firms, the panel offered strategies on ways to sustain and grow profits from their respective areas of expertise.

Expert Panel

• **Marcello Luzi, ASID** is principal in the firm of Wexler, Peterson & Luzi, a multi-award winning design firm. In addition to his work with the firm, Marcello has consulted with fellow designers on ways to increase profitability of their practices.

• **Diane Lemonides** is Chairwoman of The Luxury Marketing Council of Philadelphia and President of Verve Marketing & Design, a nationally recognized specialty agency focusing on luxury lifestyle marketing.

• **Rich Williams** of Design Manager is an expert in the area of project management and accounting software for interior designers and any trade associated with design. The software allows design professionals to standardize their business procedures and stay organized to produce a better bottom line.

Due to inclement weather, **Ayesha Hamilton, Esq.**, was unable to serve on the panel as scheduled. Hamilton has represented numerous interior designers in issues relating to contracts for residential and commercial projects, retainer letters, fee disputes and collections.

DuPont™ Corian® Design Studio hosted a luncheon for panelists and guests following the seminar.

ATTENTION ALL MEMBERS

This May Be Your Last Printed Edition!

We are all aware of what is happening in our industry; Southern Living, Domino and many other magazines have ceased publication. The increased popularity of electronic media and the high costs of printing have contributed to this change.

Did you know that you can find an electronic edition of "Access to Design" on our chapter website? This news magazine serves as a great tool for us. All members can learn about what is happening, upcoming CEU's, student news and what was learned at past events. Industry Partners can keep Practitioner members informed of their products through advertising.

We are using a myriad of communication tools to keep you apprised of what is happening. Email blasts, the news magazine, the chapter website and occasionally traditional snail mail. ASID National sends a weekly electronic newsletter, maintains a website, has reworked Connex and sends the "Icon" magazine on a quarterly basis. Our chapter Students have a facebook page, and we have a Twitter account.

It is time to seriously consider communications. Printing and postage costs are unmanageable. Electronic media can be smothering. As a member, do you want to know what events and opportunities are available to you? Do you want to know which vendors are supporting your chapter and what their products are? If you are an Industry Partner, how do you want to reach the Practitioner and Student members?

We are currently evaluating all forms of contact. We need to know how to communicate with you in the modern age.

WE NEED EVERYONE'S HELP! Tell us what you like and what is not working. Please share your thoughts and suggestions. Send an email to the editor **Kathy Appel** at kappel6@verizon.net, or, contact **Irene Black** at the ASID office, email: asid-paeast@verizon.net, phone: 215-568-3884. If you are not receiving email blasts, send your current email address to Irene at asidpaeast@verizon.net.

ALERT!

ALL ASID PA EAST CHAPTER MEMBERS

You will be listed in the member section of the 2010 PA East Chapter Membership Directory which will be issued late this summer.

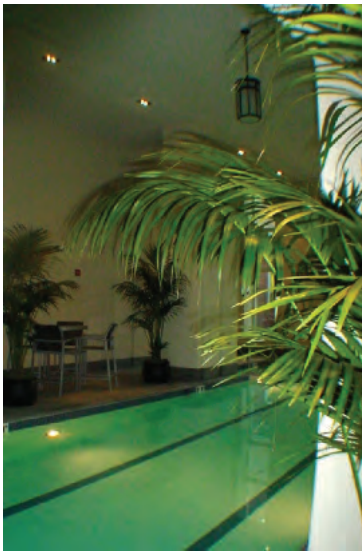
In order for our listing to be printed accurately, **it is necessary for you to check and update** (if necessary) your contact information (name, address, phone and email address) on the National Database. The list, as of June 2010, will be used for printing the member section of the directory.

If you need instructions on how to accomplish this please contact National at 202-546-3480 or Irene Black at 215-568-3884 or asidpaeast@verizon.net

Touring 10 Rittenhouse Square



Many of these units include extraordinary views. The first residence we visited looked upon Rittenhouse Square.



The Indoor Pool



Scale model exterior view

The event concluded in the unit that currently serves as the sales office. Our hosts provided refreshments and we all had the opportunity to share our thoughts and ask questions about the project. This tour was so popular that we are attempting to arrange a similar experience. If the arrangements can be made it will probably occur before the next edition, so watch your email blasts for details!

add comma

By Kathy Appel, ASID

10 Rittenhouse Square is the first residential project designed by architect Robert A. M. Stern in the city of Philadelphia. Commercial projects by Mr. Stern in Philadelphia include the Comcast Center, the Master Plan for the Navy Yard and One Crescent at the Navy Yard. Philadelphia Rittenhouse Developer, LP is a joint venture between ARC Properties, Inc., of Clifton, New Jersey and Wheeler Brothers Holdings, LLC, a Philadelphia-based company. The luxury property is a 33-story condominium building with studio, one-, two- and three-bedroom units. Floor plans range from 600 square feet to 3700 square feet below the penthouse floors. Floors 28 – 33 will house the penthouse units, spaces which can be combined to create dwellings with abundant square footage. There are a number of luxurious amenities - indoor pool, saunas, fitness center, concierge, town car service, and an exclusive garden area, just to name a few. Some of the residences even include private terraces or balconies. To learn more about this exceptional property visit their website at www.10rittenhouse.com

The ASID PA East Chapter arranged for a tour of the building which took place in early January 2010. The tour was well attended by chapter members, design professionals, architects and guests. Over sixty people gathered in the impeccably appointed lobby with marble floors and gold leaf ceiling. From there we were divided into groups and members of the sales team escorted us through the pool area and up the elevator to explore some of the units. We visited residences that were recently completed, but have not yet been occupied, examining three different floor plans. Units are designer ready, there is marble in the baths and granite countertops, but most of the finishes are neutral. These homes are waiting to be imprinted with the design and personality of the residents, with the assistance of their interior designers.

The event concluded in the unit that currently serves as the sales office. Our hosts provided refreshments and we all had the opportunity to share our thoughts and ask questions about the project. This tour was so popular that we are attempting to arrange a similar experience. If the arrangements can be made it will probably occur before the next edition, so watch your email blasts for details!



Scale Model interior view



From L-R: Jamie Wrenn, Student Rep to the Board; Kristen Monsen, ASID Current Chapter President and Kia Weatherspoon Student Rep to the Board



From L-R: John Kelly, ASID; Andrea Wilson, Industry Partner ASID - Robert Allen and guest Cheri Cutler of Cutler Communications



Enjoying Refreshments in the Kitchen

remove comma

B e c o m e I n v o l v e d !

The ASID PA East Chapter constantly has a variety of committees, programs and events occurring throughout the year. The committees continue from year to year or vary in length from short-term to long-term.

Please consider joining a committee and becoming more involved with our chapter. It is a wonderful way of networking, sharing, socializing, and contributing while at the same time you are supporting our community and chapter!

Your participation is crucial to our chapter's growth, but it is also a great opportunity and experience for your own personal growth! There are numerous ways to become involved:

- Gradually become involved with a smaller one-day event like our community service project with The Other Carpenter.
- Eagerly join a committee and/or take the helm by becoming a chairperson.
- Be a mentor/role-model to our Student members.
- Contribute articles to Access Design.

Perhaps you would like to volunteer on a committee and/or chair an event?

Below is a list of committees and programs/events that can definitely use your support!

- Design Awards Gala (Co-Chairpersons: **Christina Thomas, Andrea Wilson, Cyndi Haaz and Marcello Luzi**) (Members: This has evolved into an unprecedented event with many members sharing in the excitement – WE STILL NEED MORE)
- The Other Carpenter * (Organizer: **Kristine Monsen**)
- Annual Meeting 2010 * (Members: **Ted Miller, Kristine Monsen and Katherine Howe**)
- CEUs * (Members: **Scott Lutheran, Carl Meitzner, Bonnie Brinser, Katherine Howe and John Kelly**)
- Legislative Committee *
- Laurel House Committee (Chairperson: **Kerry Forbes**) (Members: **Kristine Monsen, Carol Reitter-Elia, Michele Fine-Stable, Cyndi Haaz, Marcello Luzi, Christina Thomas and John Kelly**)
- Technology Committee * (Members: **Eric Alayon, Kathy Appel, Patricia Day and Emily Norris**)

- Membership Committee *
- Writers for Access Design (Editor: **Kathy Appel**)
- Anti-Violence Partnership of Philadelphia Committee (Board Director: **Linda Daly**)
- The Program Committee* (Co-Chairperson: **Bert Laudenslager**)

* indicates a Chairperson/Co-Chairperson is needed for this committee/event.

Contact **Irene Black** at the ASID PA East office (215) 568-3884 with your desire to participate.

AutoCAD Course

ASID PA East is facilitating a course in AutoCAD this Spring

By Katherine Howe, ASID

Past chapter surveys have indicated a real need for an introductory course in AutoCAD for our Allied and Professional Members. We have been able to arrange a five week, one day a week course in the basics of AutoCAD. The teacher, **Lisa Phillips**, an experienced instructor of AutoCAD and Interior Design at Philadelphia University, has outlined the classes as follows:

- Class 1) Introduction and Basic Drafting Tools
- Class 2) Layers and Printing
- Class 3) Text and Dimensions
- Class 4) Layout/Paperspace
- Class 5) Blocks, Hatch, Productivity Tools

The course will be on a Tuesday or Wednesday night starting in mid to late May and run for five consecutive weeks for approximately three hours each session.

As this newsletter goes to press, the location has not been finalized. Possible locations are: Ambler, PA near the turnpike or Center City Philadelphia.

There is room for 7 to 10 people in the class, and the cost will depend on the number of people in the class. More information is available by contacting **Katherine Howe** at howeinteriors@comcast.net. We are appreciative to AMP Business Interiors for sponsoring this course.



Hosted by the ASID Pennsylvania East Chapter

- What it is:** Four separate activities designed in conjunction with one another to achieve the goals of the ASID PA East Chapter. This multi-pronged approach will coordinate these events in one newly created brand for the chapter, IDA.
- A region wide interior design competition, open to ALL practitioners regardless of affiliation
 - An awards gala to celebrate and acknowledge the winners
 - A gallery show of the design competition ~~including a cocktail party for the public so that they may meet the designers~~
 - A lunch-time meet and greet for the public to meet the designers

- Purpose:**
- To have a greater presence and relevance within the region's interior design community
 - To shine a spotlight on the interior design community
 - To celebrate interior designers' achievements
 - To increase membership through creating an appealing association with a recognized brand
 - To have a presence at the city wide design week celebration called Design Philadelphia

- Goals:**
- To raise money for the chapter for educational programs and community service activities
 - To raise awareness of the chapter and its membership
 - To raise awareness of the interior design community in the region
 - To raise awareness of individual achievements of local interior designers
 - To increase the chapter's standing within the design community
 - To increase membership involvement
 - ~~To donate the proceeds of the silent auction to Laurel House~~

Events:	Design Competition	May 15th - July 15th	ASID PA East Chapter office
	Awards Party	October 1st	Memorial Hall, Fairmount Park
	Gallery Show	October 2nd - 9th	Liberty Place Rotunda
	Meet the Designers	October 6th	Liberty Place Rotunda
	Design Philadelphia	October 6 - 13th	City wide (by others)

Updates: Visit the website at - www.philadelphiadesignawards.com

Design Competition



The Pennsylvania East Chapter of the American Society of Interior Designers hosts a REGION-WIDE INTERIOR DESIGN COMPETITION beginning May 15, 2010 and ending July 15, 2010 followed by an AWARDS GALA CELEBRATION to be held on October 1, 2010.

Philadelphia – March 15, 2010

The Pennsylvania East Chapter of the American Society of Interior Designers (ASID) is pleased to announce that it will be hosting an unprecedented design competition for the interior design profession in the entire region which includes members in Pennsylvania, New Jersey and Delaware.

The **Design Competition** will begin May 15 and run through July 15, 2010. A Grand **Awards Gala**, of an unprecedented scale, will be held on October 1, 2010. The awards are to be known as the IDA's (Interior Design Awards) and are open to ALL designers regardless of affiliation. The competition's purpose is to draw attention to and acknowledge the incredible talent that exists within the region. Award categories will include Residential and Commercial interiors in various square footages.

The design competition winners will be awarded at the IDA **Awards Gala on October 1, 2010** at the Please Touch Museum / Memorial Hall in Fairmount Park, Philadelphia. The public, professionals and the media will be in attendance. Additionally submitted projects will be on display in the rotunda of Liberty Place, October 2nd through 9th to coincide with the opening of Design Philadelphia, a week-long design show held throughout the city. There will also be a lunch-time meet and greet on October 6, 2010 for the public to meet the designers and view their submitted projects.

For more information please contact Irene Black at The ASID PA East Chapter: 215-568-3884, asidpaeast@verizon.net.

IDA's ~ Interior Design Awards Committee

Design Competition Committee Chair: Kaye Taylor, ASID
Awards Gala Committee Co-Chairs: Cyndi Haaz, ASID; Marcello Luzi, ASID; Christina Thomas, ASID; Andrea Wilson Industry Partner ASID



The French Influence on Luxury

By Kathy Appel, ASID

Baker Furniture presented the CEU, "The History of Luxury" at the Marketplace Design Center in March of 2010. The lecturer, Jim Caughman is the Senior Marketing Executive for Kohler Interiors Group. Kohler Interiors Group encompasses Baker, McGuire, Ann Sacks and Kallista. Jim has a B.A. in French literature and an M.A. of Foreign Affairs. His studies have included European and Asian cultural history. Jim has lectured on furniture and decorative arts to museums and design centers throughout the country as well as abroad.

Mr. Caughman demonstrated that the conscious marketing of luxury products to an affluent and inspirational clientele developed in late 17th Century France. "Le Roi Soleil", Louis XIV and his chief ministers conceived of a range of products to glorify France. Fashion, jewels, gems, high heels and powdered wigs were worn by the nobility and emphasized the social stature of the character. There was more to it than lavish fashion, for instance high heels were worn to elevate the gaze of the nobles above that of the other classes. Moving forward from Louis XIV the slides examined the costumes of Madame Pompadour, Marie Antoinette and touched upon 20th Century couturiers.

It was refreshing that the lecture featured fashion but was still relevant to the interior design industry. One connection that I found enlightening was the history of the word "toilette". The word is defined as the process of dressing oneself, but it is derived from a ladies dressing table, skirted with toile fabric. La mode was being marketed through magazines and the images were printed from plates, hence the term "fashion plate".

One of the modern ideas of luxury marketing today is to create an experience. Imagine visiting King Louis XIV during his reign. The architecture, furnishings, fashion, gardens, entertainment, conversation and etiquette would all contribute to an unparalleled experience. Jim Caughman speaks eloquently and his pronunciation of French terms is precise, combined with his exhaustive knowledge of design history and detail; his lecture was an engaging learning experience. If you were there, I hope you enjoyed it. If you missed this experience, I hope you will join us at the next ASID or Marketplace event; there is always more information than I can share in a brief article.

Did You Know?

ASID National provides a one-time \$100 discount of dues when a practitioner member notifies us of their passage of the LEED or AAHID exams within one year.

A Revitalized AIA/ ASID/ IIDA Interiors Committee

Come participate with other professionals whose day-to-day practice is involved with interior environments, and break down the too persistent barriers between interior designers and architects. This is an opportunity to exchange ideas about the concepts and creation of interior spaces; to discuss the unique practice issues related to interiors; and explore the technical and construction elements of interiors.

On a personal note: I chaired the Philadelphia AIA chapter's committee on interior design for several years before relocating to New York 16 years ago. It was a very active and constructive committee group composed of both interior designers and architects. When I returned to Philadelphia almost two years ago, I was disappointed to find that the AIA chapter no longer has an interior design committee. But I was recently encouraged when John Claypool, the chapter's Executive Director, strongly supported my efforts to activate and revitalize an interdisciplinary interiors committee for the chapter. I've been an active member of both ASID and AIA for many years and feel strongly about building stronger relationships between both disciplines.

Please respond to let me know about your interest in participating. My hope is that we will have our first meeting in early Spring. Include in your response the best days/times you are available.

Mark Karlen, PH.D., AIA, ASID
Graduate Interior Design Program Manager
Moore College of Art & Design 20th Street and The Parkway
Philadelphia, PA 19103

mkarlen@moore.edu
phone - 215-667-6814
cell - 267-987-3626

Are you LEED Certified?

We would like to recognize our members who have received LEED certification. If you have mastered this challenge please send us your name for publication in the next issue. E-mail your contact information to asidpaeast@verizon.net or call the office at 215-568-3884.

Kravet and Lee Jofa Showroom Partner

Eric Cohler Launches Lodge Collection with Lee Jofa

Lee Jofa is proud to announce the launch of Eric Cohler's latest collection of fabrics, The Lodge Collection. Inspired by his travels to great lodges around the world, especially Africa, Cohler designed this collection to reflect the sense of adventure and the romance of travel he experienced while exploring these exotic destinations.



"I wanted to create a collection that had the flavor of a great house outside Nairobi in the 1930's, filled with wonderful antiques, textiles and native carvings. Think Out of Africa and Karen Blixen," Cohler says.

For inspiration he traveled to lodges and great camps from the Western United States to Kenya and Tanzania in Africa, and he explored Kreuger

National Park in South Africa as well. Cohler also drew upon the rich and storied Lee Jofa archives, and was pleased to discover many timeless designs.

The Lodge conveys the romantic notion of a retreat, of a destination. By bringing this feeling into the home, Cohler is drawing upon his signature flair for mixing antiques and more traditional pieces with contemporary

elements to create interiors full of color, texture, and above all, comfort.

Fabrics from this collection can be used in new and innovative ways. Try paper backing the fabric for wall covering or think of the ceiling as the "fifth wall" and use a bold print there. The linens will upholster beautifully and the stripes will look terrific run on the horizontal.



Cohler compares the Lodge Collection to "comfort food," and he explains, "It harkens back to a gentler place, when families spent more time together. I feel that this time has come again. It's now."

Lee Jofa is the leading, high-end distributor of fabrics, furniture, wall-coverings, trimmings and lighting to the interior design industry specializing in style and luxury. Our products are distributed under exclusive brands such as Lee Jofa, Groundworks, GP & J Baker, Mulberry Home, Cole & Sons and others. For further brand information, please refer to our website www.LEEJOFA.COM.

For product-related questions or samples please contact **Ann Feldstein**, Sr. Director of Marketing 516.752.7600 ext: 2726.

Kravet Announces Tufts by Kravet Carpet, a new collection featuring designs from Barbara Barry and Barclay Butera

Tufts by Kravet Carpet assembles an enticing array of exclusive carpet designs by Kravet and Barclay Butera as well as stylish new designs from Barbara Barry for Elegant Floors. This exciting new collection provides luxurious hand-tufted rugs with over 40 provocative designs, bringing designers what they want when they want it. With strike-off samples available in 2-3 weeks and carpet delivery 10-12 weeks after that, these hand-tufted carpets from India and China will complement designer's schedules.

Designed to work in harmony with Barbara Barry fabrics, trimmings and wall coverings for Kravet, Elegant Floors is further evidence of Barbara's keen and sensitive insights about building rooms that can provide a supportive backdrop for our lives. With the various textures this collection introduces and the 90 exquisite colors in Barbara's unique palette, Elegant Floors will help designers to create beautiful rooms in an effortless way.

Barclay Butera's designs for Tufts take their inspiration from the same sources that have brought his new Kravet fabric collection to life. Centered on four classic atmospheres, Barclay's exclusive carpet and fabric designs cultivate the moods of a serene beach and an airy mountain view, an urban metropolis and a country getaway.

Designers have the option to choose from our exclusive designs and more than 120 colors or to fully customize carpets to suit their needs.

We also give them the choice of using 100% New Zealand wool, viscose or some combination. Versatility, countless options and quick delivery make this collection a must see!

The Tufts Collection will be available in Kravet showrooms by late December 2008.

About Kravet Inc.

Kravet is a fourth generation, privately held family business with headquarters in Bethpage, New York. The company offers the widest range of fabrics in the decorative fabrics industry, with designs that range from traditional to the newest in contemporary colors and patterns. In 2008, Kravet celebrated its 90th year in business. The company continues to focus its efforts on introductions of designer inspired licensed fabric and trimmings collections as well as new ventures in upholstered furniture and other home furnishings such as carpets and lighting.

For further information or product samples please contact **Ann Feldstein**, Senior Director of Marketing Communications at 516-293-2000 ext. 2726.



Who knew that carpet could be so interesting?

By Cassidy Beyer, Drexel University Interior Design Student

As interior design students there are very few times when we get one-on-one experience with the representatives of the products we use in our projects. However I was recently assigned a project for my Interior Materials class at Drexel University, to shadow a manufacturer's road rep for a day with a partner. Using networking skills that are highly valuable in this industry, I contacted ASID PA East Chapter Representative to the Board, **Kia Weatherspoon**, to see if she knew of any reps; thankfully she did. Of the reps my partner **Kaitlin Chow** and I contacted, **Tricia Trainor Monsell** of Interface Carpet, was the first to say yes. Tricia agreed to let us shadow her for a day.

Kaitlin and I were about to find out just how interesting and innovative carpet tiles are. On January 29th, Tricia picked us up from our dorm and drove us to our first stop, Francis Cauffman in Philadelphia. On the way there Tricia gave us a history of Interface Carpet.

Ray Anderson established Interface Carpet fifteen years ago. He wanted to create a sustainable company that used and produced environmentally friendly products. It is currently the world's largest manufacturer of carpet tile. Interface is always looking for ways to be more innovative while reducing their impact on the environment.

Before we went into Francis Cauffman, Tricia organized her samples that she travels around with in her trunk. Francis Cauffman is an interior design and architecture firm in Philadelphia. At Francis Cauffman, we met with Carol Nowak, the head of the resource library for the firm. She gave us a tour

of the extensive library and firm. While we were there, Tricia and Carol both gave us samples of Interface carpet tiles and other companies' products to take back to our resource library at Drexel. ~~We next stopped at Pro-Tech Flooring, a full service commercial flooring company.~~

Next we stopped at...

Pro-Tech sells and installs carpet for different commercial projects. We met with Sarah Britton, a sales associate. After lunch she gave us a tour of Pro-Tech's facilities. There were a variety of flooring materials of all types and budgets for commercial projects. It was really interesting to see how there are different ways interior designers can find carpet materials. If we worked at a firm, we would ask the library director and if we were working on our own or with a limited budget, we could go to a place like Pro-Tech.

Following a rep for the day was really valuable and fascinating to me as an Interior Design student. Besides learning about the company Interface, Kaitlin and I also learned about how Interior Designers can get carpet and other materials for different projects. We both learned the value of networking with different people in our industry and how that benefits our future careers. Before this project, I did not have a lot of knowledge about what a company rep does. After shadowing Tricia for the day, we understand how reps are there to update clients' resources of their product, bring the company to the client in a more personal way, and sell and represent their company's name and products. I also discovered that there are more opportunities in interior design besides commercial and residential designing. Who knows - someday I may end up becoming a manufacturer's product representative!

The Other Carpenter Community Service Porch Project

By Kristine Monsen

Once again ASID PA East members have the opportunity to volunteer and work with The Other Carpenter (TOC), a not-for-profit community service organization working on fixing up homes in the Philadelphia area. TOC has only three paid employees and relies on the support of volunteers, donations of supplies, and financial assistance. ASID members will be working alongside TOC's staff and performing various tasks (ie. scraping, painting, cleaning, repairing porch roofs & flooring, planting flowers, etc.).

If you plan on participating, it is important to wear work clothes, bring gloves, and bring a water/beverage for drinking. The Other Carpenter will provide the tools and paint, but donations are

gratefully accepted. In fact, TOC gratefully accepts donations of plants, planters, exterior furniture, etc. to improve homes.

There are two scheduled dates: Thursday, May 6th and June 5th. Work hours are from 9:00 am to 1:00 pm, and we will meet at The Other Carpenter's location: 4157 West Girard Avenue, Philadelphia, PA 19104 (it's located in the Parkside Section). We will be dispersed to work sites from there.

Contact **Irene Black** at the ASID PA East office asid-paeast@verizon.net (215) 568-3884 if you can volunteer your time and/or donations. We hope you can participate with helping our neighbors in the Philadelphia community!

Student Members: Lending a Hand

By Jamie Wrenn, Student Member ASID

On Martin Luther King Day weekend, ASID PA East Student Members dedicated their time to the Anti-Violence Partnership (AVP) community service project. The office was in desperate need of a facelift and ASID student committees worked closely with AVP in advance of the weekend. Students addressed problems with the office's original design, and worked to reinvigorate the facility. With help of volunteers from Vanguard Financial Group, student members saw the space come to life.

Thanks to all of the ASID Student Members who dedicated their time toward this cause!



(Top row left to right) Kelly Greenawalt; Leah Rainy; Pongtorm Getsom; Kathy Appel, ASID; Linda Daly, ASID; Bethany Abramson; (bottom row left to right) Julie Faulkner, Jamie Wrenn and Caroline Anderson

Left: ~~Bethany Abramson paints one of the many doors.~~

Far Left: Bethany Abramsom paints one of the many doors.



Where do TOP Designers Find the Best Resources?



Right Here!

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!

Show **YOUR** support and tap into some of the area's **BEST** Resources!

And...

TELL THEM YOU SAW THEM HERE!



2004 to 2006
PAST PRESIDENTS and other notables
 of ASID Pennsylvania East Chapter



2004 Linda Daly, ASID, felt that Gary Ruff's term of office and the first Access Design would be a "hard act to follow". Fortunately, there was the three year Strategic Plan, and she was able to follow along with what had been started in 2003. Ergo Access Design at Pen Ryn Mansion on April 1, 2004. This Access Design focused on

Health, Environment and Convenience. There were CEU classes, our Student Career Day and an EXPO of Sustainable Products and related services. Our luncheon speaker was **Edward Grusheski**, General Manager of Public



From L-R: Arlene Lipken, ASID – Chairperson – Chapter Awards; presents Christine DeHart, Allied Member ASID with the Chapter's "Rising Star Award"

Affairs Philadelphia Water Department – former director of the Fairmount Water Work Interpretive Center. Linda could not have presided over this day without the help of her PE at that time **Kerry Forbes, ASID** and **Cyndi Haaz, ASID** chair of Access Design and PEE of the chapter. The leadership continuum was exhibited with their support and also the support by **Gary Ruff, ASID**, Past President who did, among other things the wonderful centerpieces for the luncheon.



From L-R: Kaye Taylor, ASID; Denny Daikeler, Allied Member ASID



From L-R: Arlene Lipken, ASID – Chairperson – Chapter Awards presenting Michael Stevens, ASID with the Chapter's "Designer of Distinction" Award



From L-R: Kurt Muller, Industry Partner ASID – IP representative to the Chapter Board; Kas Sobey, Industry Partner ASID receiving a "Chapter Industry Partner Appreciation" Award

Linda's goals for the year were primarily ones of member recruitment and involvement. She started her year with gathering member survey information for the Strategic Plan through individual focus groups. The Chapter Leadership Training was held on the fourth floor of the Marketplace and consisted of several presentations - Marketing, Computer Technology (by **Michael Berens**) and Chapter Board and Committee Membership Training. Later in the year there were mini table top presentations by Industry Partners, and Board meetings at industry members' showrooms. In May, there was the well remembered trip to Kips Bay Designer House and a tour of Gracie Mansion with **Adrianna Scalandre Bitter**.



From L-R: Linda Daly, ASID – Chapter President; Marcello Luzi, ASID receiving the Society's ASID "Medalist Award"

The year finished up with a Membership Reception at the Wexler Gallery in Olde City and the Annual Dinner Meeting/Awards Presentation at the National Constitution Center. Marcia Fournier, Industry Partner Member with Lutron Electronics received the Industry Partner Merit Award. The Rising Star award was presented to **Christine De Hart, Allied Member ASID**. **R. Gary Ruff, ASID** received the Service to the Chapter Award. The Designer of Distinction Award was presented to **Michael Stevens, ASID** and **Marcello A. Luzi, ASID** became a Medalist recipient of the Society.



Mary Knackstedt, FASID presenting CEU: "Where is the Profit in This Business"

2005 Kerry Forbes, ASID - Anyone who has been a Chapter officer or has participated in the development of a Chapter strategic plan knows that strategic plans are simply continuums on the goals and objectives created in the last three preceding work plans. Those plans were and still are used to guide a Chapter's activities in each President's year. Presidents are challenged to assess the strengths and weaknesses of their Chapter and its market place. After assessment they must adjust the plan to meet those realities. Sound like running a business? Well it is. Sometimes the plan needs to be tweaked; and sometimes the plan requires broad new strategies and tactics. 2005 presented many challenges and required numerous adjustments to correct for market factors that were influencing the Chapter at that time. Kerry was fortunate in having what he believed was the largest number of past Presidents ever to participate in planning activities. It also led to a thirty three point strategic plan that required twenty five committees to implement successfully. What fabulous ideas they were asked to realize.

The major thrust of 2005 was to optimize the ASID experience for all members (Practitioners, Industry Partners, and Student members) and to ensure that PA East's programs, services, and information were dominant in the marketplace. This was accomplished by building on the Access Design educational and information sharing event created during **Gary Ruff's**, ASID presidency. They also encouraged direct involvement and sound input from many active IP members whom **Linda Daly, ASID** had reached out to and had gotten involved during her previous year as President. In particular, **Jamie Rennis, ASID** and **Christie Del Ciotto, ASID IP Rep for Sherwin Williams**, who brought our regional continuing education events to central Pennsylvania, when we visited, the York Wallcoverings plant and design studio. Seminars were held at Ted Miller's Kravet showroom and Curt Meier's Brunschwig & Fils show-



Students in the audience - Student Career Day at Pen Ryn Mansion.

room. Both of these gentleman are still active IP representatives of the PA East Chapter. These programs demonstrated to members that the Industry Partners in their market areas are sources of information and ideas, not simply sellers of product.



A panel of ASID professionals answers students' questions, during Student Career Day at Pen Ryn Mansion.

Publication of a local hardcopy newsletter continued. Information sharing was enhanced and improved through a more robust Chapter website that had been created by **Katherine Howe, ASID** in her year as President in 2001. But the greatest accomplishment was to contract with a national publisher to introduce a full color magazine for the Chapter membership. It's funny, while the magazine was launched that year, it was not published. During **Cyndi Haaz's** year as President the first copy was prepared and mailed. Kerry said it gave him a great deal of satisfaction to assure the membership that they cared about them and wanted them to share in the goals and accomplishments. The magazine would preserve the legacy in a format they could enjoy.

2005 was also the year that the old twelve member board model was used and preparation began for the new six member board model. **Cyndi Haaz, ASID** and her "hands-on" Board would be required to implement the new model. Poor Cyndi, the best President-Elect anyone could ask for, never knew that Kerry's class of Presidents had been informed by the national board to truly embrace the loving stigma that all past presidents are asked to embrace and become, the "LTD". By that, the 2005 Past Presidents, were asked to gracefully disappear so that the next President and the new Board model could be easily developed and take root. Sorry Cyndi, Kerry wants you to know he really didn't desert you.

cont. on page 20

cont. from page 19

That year there were crises that needed attention. A special thanks to **Michael Stevens, ASID**, a capable and calm Treasurer, who diligently restored the financial records. Likewise, to **Linda Daly, ASID** for her outreach to various members during the previous year as Chapter President, 2004. **Jill DiClementi, ASID**, **Vera Bahou, Allied Member ASID**, and **Irene Black**, Chapter Administrator, oversaw the planning and implementation of the Annual Meeting and Dinner celebration on board the fantail of the USS New Jersey. While the weather didn't really cooperate for many it was still an emotional evening to see the conditions under which many of their loved ones served their country. And finally, for Kerry, it was and remains an honor to have been asked to serve the Chapter.

2006 **Cyndi Haaz, ASID** is remembered for her many accomplishments during her year as President, her years prior to that and her continuing efforts to this day. She rivals **John Kelly** and others with her myriad chair positions: Designer Consulting Service, Design Competition, Focus Group Moderator, Annual Meeting, Kimmel Center event in 2002, Access Design 2004.

Her awards are legion: Design Competition Singular Space 2000, 2001, Rising Star 2002, Presidential Citations 2001, 2003, 2009. Then there are her other notable Activities, HGTV Designers Challenge 2005, *Southern Accents* magazine's National Residential Interior Design Competition Judge 2007. And as we go to press, Cyndi is the ASID PA East Representative to the Board of the IDLCPA, and an active co-chair in the first IDA's - the Interior Design Awards hosted by Pennsylvania East chapter ASID.

It was Cyndi who spearheaded our first Mardi Gras celebration - a fantastically successful event which was enjoyed by so many of the design community. It enabled us



From L-R: **Marcello Luzi, ASID**; **Eileen Kelly, ASID** and **Roz Gunshor, ASID**. Marcello and Roz are presenting Eileen with the Chapter's "Education Award".



From L-R: **Marcello Luzi, ASID**; **Cassandra Breza, Allied Member ASID** and **Roz Gunshor, ASID**. Cassandra is receiving the Chapter's "Rising Star Award."

to make a contribution to Habitat for Humanity to assist victims of hurricane Katrina while starting an annual event that would help in our support of designers' licensing. This became a very popular event and attracted all members and design colleagues in our area. We were able to party, gamble or just "hang out", and we are still talking about the fun we had!

The Annual Meeting / Awards Celebration was held at Aldie Mansion in Doylestown, PA. A Members' Reception was held in the Library of the Mansion prior to the dinner meeting. The Rising Star award was presented to **Cassandra Breza, Allied Member ASID**. **Eileen Kelly, ASID** received the Education Award. The Industry Partner Merit Award was presented to Kurt Muller, Industry Partner Member for Webster Carpets and Rugs. The Service to the Chapter Award was given to **Patricia Gorman, Allied Member ASID**. Among the many ways in which Trish has volunteered for the chapter are the

innumerable efforts she has made - and continues to make - in the struggle to get a bill passed to support designers' right to practice. She has been tireless in her efforts and like so many of our members, she says "yes" when asked for her help. **Gary Ruff, ASID** was presented with the Designer of Distinction Award in absentia. Gary was very busy with projects in Florida at that time and regretted not being able to attend the meeting. We missed Gary but we all realize that ASID is also about business; so we all understood his absence.

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From L-R: **Marcello Luzi, ASID**; **Trish Gorman, Allied Member ASID** and **Roz Gunshor, ASID**. Trish is the recipient of the "Service to the Chapter Award"



The 2006 ASID PA East Board of Directors. From L-R: **Christie DelCiotto, ASID**; **Vera Bahou, Allied Member ASID**; **Cyndi Haaz, ASID**, Chapter President; **Jill DiClementi, ASID**; **Eileen Kelly, ASID** and **Trish Gorman, Allied Member ASID**.

Presidents Forum

By Kristine Monsen

In February, I attended the annual Presidents Forum for current ASID Chapter Presidents. It was held at the ASID Texas Gulf Coast Chapter's office in Houston, Texas. It was a chance to discuss what is happening with ASID national and within each chapter - what works, what needs work, or what does not work at all - as well as discuss areas that ASID national can better serve the chapters. Plus, it was a wonderful opportunity to hear what other chapters are doing to support their membership, promote Interior Design, and strengthen ASID.

At the young age of 35 years old, ASID has approximately 36,000 members composed of roughly 8,000 Professional, 10,000 Allied, 7,500 Industry Partner, and 10,500 Student members. Overall membership was down 10% by YE 2009. The largest reduction (20%) in membership was realized in Students. Chapter sizes vary throughout the society. While several states may encompass one chapter, a state like California has (8) chapters! The smallest Chapter is Alaska with approximately 41 Professional and Allied members, and the largest chapter is Texas (not to be confused with the Texas Gulf Coast Chapter) with approximately 1,048 Professional and Allied members. Our PA East Chapter has approximately 328 Professional and Allied members. And, keep in mind, these figures do not reflect the number of Industry Partners and Student members within the chapters!

Here's just a small sampling of the topics discussed at the Presidents Forum:

Innovative Member Recruitment and Retention Practices

For example, did you know that ASID currently has the following recruitment and retention incentives happening?

- New members can use the Chapter 10 code which waives the \$100 application fee for Practitioners and \$25 for Industry Partners.



Bridget McMullen, ASID Chapter Support Team member talking with Emily B. Walser, ASID, LEED AP, ASID Chapter Support Team member and Michael A. Thomas, FASID, CAPS, President-Elect



Kristine Monsen, ASID PA East Chapter President; Walker Zanger sales representative, and Sari Graven, ASID President

- New applicants can utilize monthly installments.
- The reinstatement fee has been reduced to \$100, but a member can utilize the Chapter 10 code as well and pay nothing.
- Members who have passed the LEED exam can receive a one-time only discount on their annual dues.

Peer Group:

Several chapters have Peer Groups composed of Allied members. It is a means for Allied members to bond through development and support of each other as well as enriching the chapter (organizing events,

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Kristine Monsen, ASID PA East Chapter President receiving a certificate of appreciation from Sari Graven, ASID President

Calendar of Events

April

- 13 Board Meeting
- 14-18 Kitchen & Bath Industry Show
www.kbis.com
- 15 Instant Interviews
- 17-22 High Point Spring Furniture Market
www.highpointmarket.org
- 29 CEU Event – Mary Knackstedt hosted by Baker

May

- 11 Board Meeting 6 The Other Carpenter Community Service Project
- 15 CEU Event Dr. Jay Brand hosted by Haworth
- 15 IDA Competition Begins
- 15-18 International Contemporary Furniture Fair
www.icff.com
- 29 Hospitality Design Expo
www.hdexpo.com
- TBA Tour - Dupont Nemours Estate
Newly Restored Historic Home & Gardens

June

- TBA Board Meeting
- TBA CEU Event
- 1 NCIDQ Application Deadline for Fall 2010 exam
(for first time applicants only)
- 5 The Other Carpenter Community Service Project
- 14-16 ASID Annual Conference at NeoCon
www.asid.org/events/national/default.htm
www.neocon.com

July

- 15 IDA Competition Submission Deadline

August

- 1 NCIDQ Fall 2010 Registration Deadline
- 25-28 International Woodworking Festival
www.iwfatlanta.com

September

- TBA Sustainability Conference & CEU Event
- TBA Chapter Leadership Training & Historic Tour
- TBA STEP Class

October

- 1 IDA Gala
- 1-2 Fall 2010 NCIDQ Exam
- 9-12 Universal Design Summit 4
www.stlouis.uds4.org
- 16-21 High Point Fall Furniture Market
www.highpointmarket.org
- 20-21 2010 Design on the Delaware Conference
Philadelphia, PA

2 - 9
IDA Gallery Show

Deadline for next edition

We gladly welcome ASID member submissions to Access to Design. The deadline for the Summer Issue is June 11, 2010. Articles written should be of topical interest to our members and relevant to our industry. If you have an idea of what you'd like to see in future issues, please share it. Submissions and ideas should be sent to kappel6@verizon.net.

*Anyone seeking information on any event listed in this document, please contact **Irene Black** at the ASID PA East Office at 215.568.3884 or asidpaeast@verizon.net

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Welcome New Members

PRACTITIONER AND STUDENT MEMBERS

Heidi Travis, ASID
Ann Varga, ASID
Amy Marie DeNunzio, Allied Member ASID
Ada M. Tremonte, Allied Member, ASID

INDUSTRY PARTNER MEMBERS

Tim Baldwin, Theodore Alexander
Wendy Carter, Stanley Furniture Company, Inc.
Andrew Dark, Contract Picture Framers Inc.
Kelly Donia, Nydree Flooring
Jeanne Giallorenzi, JMJ Designs, LLC
Augusta Gohil, Smith + Noble Pro
Michael Gouel, LAMPS PLUS Professionals
Carrie Harvey Schnabel, Stylmark
Virginia Martina, Habersham
William T. Schafer, Crestron Electronics
Bruce Stander, Fine Art Lamps
Amy Stimson, Baker Knapp & Tubbs
Gary Wasserson, Wasserson Design, LLC
Mara Webber, Habersham
Frank Yocum, Yocum Shutters & Blinds

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NCIDQ study groups, etc.). Our PA East Chapter is just starting such a group, and their first project is organizing a Sustainable Conference for September 2010. If you would like to join this group, contact **Angie Pfeifer** at [ange-lapfeifer@hotmail.com](mailto:angelapfeifer@hotmail.com).

ASID Foundation Fundraising Competition:

The ASID Foundation supports endeavors that capture and disseminate knowledge, encourage innovation, and benefit the health, safety and welfare of the public through Interior Design research, scholarships and education. They partner with organizations such as the Interior Design Educators Council, Council for Interior Design Accreditation, U.S. Green Building Council, and Rebuilding Together. The Foundation has requested each chapter's support this fiscal year in raising approximately \$6 per Professional and Allied member, and our chapter's goal is \$1,845.00. Contact **Kristine Monsen** kmonsen@franciscauffman.com if you would like to participate in our chapter's fundraising initiative.



Evening reception held at Walker Zanger showroom

FRANKENTEK

PHILADELPHIA HOME MAGAZINE