



Fall 2002

# network

THE VOICE OF THE INDUSTRY

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## Getting to Know You

### IFDA's Association Management Company - Creative Marketing Alliance

What a delight to be asked to contribute an article for this issue of *Network*. In putting this article together we suddenly realized the International Furnishings and Design Association (IFDA) has been a part of our lives for over a year. During the summer of 2001, our relationship with the association was cemented when Dr. Bob Hassmiller and Lynn Russo met with National Treasurer Bill Hopper and President Peggy Koskiniemi in Washington, D.C., to begin moving the association's headquarters and management to Princeton Junction, NJ, and into the care of Creative Marketing Alliance (CMA). In recalling that meeting, both Bob and Lynn remember the overwhelming hospitality and acceptance they were accorded.

When transitioning to a new management company, there are many details, files, historical records, data, and always some unforeseen items to be dealt with. Though there were challenges, we have emerged successfully. This we believe is due in large part to the warmth, patience, understanding, and assistance of the IFDA leadership and members. Working together toward a common goal has resulted in our achieving uncommon results. On behalf

of the IFDA Management Team, we want to thank all of you.

#### Who is the IFDA Management Team?

Members of your management team are all employees of Creative Marketing Alliance (CMA), an integrated marketing, communications and association management company founded in 1987 by president and CEO, Jeffrey E. Barnhart. CMA's association services group is focused on providing both turnkey management services and project management to local, regional, national, and international associations and non-profits.

Ranked in the top 20 percent of association management companies in North America, CMA's Association Services/Event Management Group has been partnering in the success of associations for over 12 years. Working with our sister Marketing Services group, we have been able to provide effective growth tools for



Above, Lynn Russo, IFDA Executive Director and Jeff Barnhart, President and CEO, Creative Marketing Alliance.

our associations, as well as corporate businesses, all under one roof.

The associations we manage have direct access to CMA's creative services, such as newsletter development, the creation of brochures and promotional materials, public relations services, strategic planning, e-marketing applications and more. This "one-stop-shopping" structure has allowed CMA to generate solutions corresponding directly to each of our association's needs – on time, on target and most importantly, on budget.

*continued on page 2*

## INSIDE...

All That Jazz.....	PAGE 3
Take Your Time.....	PAGE 4
Behind the Scenes.....	PAGE 5
Flower Power.....	PAGE 5

Did You Hear About.....	PAGE 6
Resume Writing.....	PAGE 9
Set and Get Higher Fees.....	PAGE 11
IFDA Website.....	PAGE 12

## IN HER WORDS

### *A Message from Kathleen Saterbak*



What an exciting time to be connected to this energetic, purposeful, value-oriented organization. As we celebrate our 55th year as an on-going, active association, it's a pleasure to be serving as your National President.

Capturing the power of our diverse talents is strengthened by the synergy displayed in our chapters throughout the country. The design thread that weaves us all together gives us networking opportunities on a level plane. Volunteerism in our professional organization takes time, energy and fortitude. But showcasing our individual specialties, while working side by side on chapter projects, is a positive impact for all participants. Get involved, help energize your chapter, develop new ideas. An excellent quote by Maya Angelou reads, "You can't use up creativity. The more you use, the more you have." We are a creative industry, we do share common bonds and we will continue to grow as outstanding leaders in the design community.

While this has been a difficult year for many of us, with tentative consumer spending, toppling mega-industries and challenges in the marketplace, it's also been a year in which people are more aware of one another's needs. We all re-evaluated priorities after 9/11, and now we have a chance to get together again. With the cancellation of our 2001 Conference in Florida, we're anticipating with enthusiasm the Educational Foundation's Symposium scheduled for November 14-17 in New Orleans. For those of you who've never attended a national meeting and for those of you who'd never miss one, this is a wonderful opportunity to connect with IFDA members throughout the country. I look forward to connecting with many of you at this educational, entertaining, ever-evolving, energetic event! As a teaser... think "emerald." ●

## Getting to know you *continued from page 1*

Over the past 15 years, CMA has occupied four different and increasingly larger offices, grown from two employees to 35, increased our service departments from three to six and won over 110 industry awards for excellence. CMA continues to receive recognition both locally and nationally as a result of a dedicated professional staff committed to serving our clients in the best way we can.

Staff you have come to know as a result of direct involvement with the daily management of IFDA are; Lynn Russo, Executive Director; Christina Sexton, Chapter Services/Database Manager; and Dr. Bob Hassmiller, Senior Advisor.

Lynn Russo joined CMA in 1996 and has been involved in the management of six associations over the past five years. Currently responsible for the overall management of IFDA, Lynn also provides substantial support to the Association Services Group, with staffing and strategic and tactical issues related to meeting and event planning.

A graduate of Marist College in Poughkeepsie, NY, Lynn has a BA in Communications with a dual concentration in Public Relations & Radio/TV/Film. In her spare time, Lynn devotes her expertise to the American Cancer Society and as a crew member for RIDE FAR, a bi-annual 500 mile, 5-day bike ride which raises funds to provide services for children and adults with AIDS. She enjoys taking black and white photographs, a good glass of wine, chocolate desserts, and she aspires to one day own her own fainting couch. (lrusso@cmasolutions.com)

Christina Sexton has been with CMA since the fall of 2001 and is responsible for the vital day-to-day administrative support necessary to maintain IFDA with accurate, up-to-date member information



*Above, left to right, Christina Sexton, Lynn Russo and Dr. Bob Hassmiller*

and event planning/registration information. She works closely with the IFDA Council of Presidents, Board of Directors and association members.

A graduate of The College of New Jersey (TCNJ), Christina has a BS in Marketing. She has studied various areas of business and has previously worked for a sports advertising agency in Princeton, NJ. In her spare time, Christina participates in charity functions for the Scleroderma Foundation and the Susan G. Komen Breast Cancer Foundation. She is an avid Yankees fan and aspires to one day owning two pugs – Gabby and Gertrude. (csexton@cmasolutions.com)

Dr. Bob Hassmiller is the director of CMA's Association Services/Event Management Group and Senior Advisor for IFDA. With more than 25 years of professional dedication to association services, business, and education within the for-profit and not-for-profit sectors, Dr. Hassmiller delivers a wealth of high-quality experience for IFDA. He holds the highest certification for an association professional – the prestigious Certified Association Executive (CAE) – conferred by the American Society of Association Executives (ASAE).

Dr. Hassmiller has also earned a Ph.D in Higher Education Administration from Florida State University, a Master's of Science in counseling/personnel work and a Bachelor of Arts in government,

*continued on page 5*

# All That Jazz: Diversity á la Mode

What the Brochure Didn't Have Space to Tell You

Psst! Want to know the truth about Tara?

In a .3 CEU slated for the upcoming IFDA Educational Foundation Symposium, Maurie Van Buren promises to share the lowdown on Tara (1820-1860) as part of her *Architectural History: House Styles and Interiors* class, as well as how to identify American house styles from the colonial period to the present.

For the Victorian era, for example, students will peruse such styles as Victorian Gothic, and Romanesque, Italianate, Queen Anne, Steamboat Gothic, and Second Empire.

Another section will review historical revival styles from 1900 to today, including Neo-Classical, Georgian Revival, Dutch and Spanish Colonial, English Tudor, Neo-Baroque, Cape Cod Cottage and Chateausque.

The Arts and Crafts segment covers styles from 1910 to the present, and will explore Gustav Stickley, the Craftsman Bungalow, American Foursquare, Prairie, Art Deco, and modern, ranch, split-level, contemporary rustic, and post-modern.

Students will learn about the social history and evolution of the American home, architectural terms, construction techniques, and landscaping styles appropriate for various historical periods.

Van Buren, a nationally recognized expert in architectural heritage education, holds a MA from the Institute of Advanced Architectural Styles in York, England. She received her BA from the University of

Delaware and has studied archaeology at the University of Cambridge. Van Buren authored the reference book *House Styles at a Glance* and writes a column for *Home* magazine.

Participants of *Technology and You: Software Tools for the Interior Designer*, will leave with an understanding of how to select tools to automate the interior design office, set up procedures to organize and manage design projects and maximize the benefits the Internet offers the design industry.

In his .3 CEU, instructor Michael Habicht will show how to produce a more professional project profile for clients, learn accounting principles, and how to manage the books for a design business, how to control company expenses and manage project billing, as well as generate official business documents.

Habicht, a designer, interior design consultant and national spokesperson, has worked closely with the interior design industry and automation since the mid-1980s. He has worked with ASID and IIDA as well as all-size firms nationwide, consulting on methods to streamline their business practices using automation and sensible computer decisions. A NeoCon West speaker, he was selected as the national spokesperson for the Eteriors Buzz Campaign.



Author and playwright Robert Florence, who is president of the preservation organization Friends of New Orleans Cemeteries and

## Special Guest Speaker Joins Symposium List

Susan Schultz, editor of *Loop* magazine, will discuss international trends in interior design at the welcome breakfast 8:30-9:30 a.m. on Friday, November 15, at the IFDA Educational Foundation Symposium.

*Loop* is published by Grace McNamara, Inc. who is also sponsoring the IFDA Gala Awards Reception and Banquet on Saturday, November 16, at the Symposium. Grace McNamara, Inc. also publishes *Window Fashions*, *Fine Furnishings International* and *Wall Fashions*.

founder of Historic New Orleans Tours, will present a slide show and talk entitled *Life in the Cities of the Dead* on Friday, November 15.

Beginning with the history of the burial in New Orleans, he will profile the city's signature burial techniques and noteworthy tomb styles while surveying the city's most outstanding cemeteries and examining the history and current status of All Saints Day, New Orleans 'Day of the Dead.'

Critics have remarked favorably about his books, *New Orleans Cemeteries* and *City of the Dead*.

In 1998, *The Atlantic Constitution* noted, "New Orleans Cemeteries: Life in the Cities of the Dead does for tombs what Stanley Kowalski did for T-shirts."

Florence, Anna Ross and Lloyd Sensat, all pre-eminent cemetery authorities, will lead a special tour of St. Louis Cemeteries No 1 & 2 and the Celles Tomb, which is being restored with IFDA Educational Foundation funds through its historic preservation grant.

On Saturday morning, Tulane University professor Eugene Cizek, Ph.D, FAIA,

will relate the history of the Great River Road from Natchez to New Orleans, detailing cultural tourism and community-based educational issues. Examples of historic preservation, including landscaping and interiors will be part of the session.

Cizek, who holds professional registration as a Louisiana architect, has been a consultant to *This Old House* national television program, as well as the Restoration and Interpretive Plan for Whitney Plantation and Faubourg Marigny 2000. He has worked on houses with Habitat for Humanity.

He has authored numerous articles, lectured extensively and received grants from the Louisiana Division of Historic Preservation.

Cizek received a BA in Architecture from Louisiana State University, a Masters in City Planning and Urban Design from Massachusetts Institute of Technology, Doctorate of Science in City Planning from Delft Technische Hogeschool (as a Fullbright Scholar) and a Doctorate of Philosophy in the Social Psychology of Urban Design from Tulane University.

continued on page 4

Following Cizek on Saturday morning will be Richard Sexton, noted author/photographer of seven books on architecture, design, gardens, lifestyle, and urban planning. He has also produced features for such publications as *Abitare*, *Louisiana Cultural Vistas*, *Old House Interiors*, *Preservation in Print*, and *Southern Accents*.

His photographs have appeared in *Archetype*, *Architectural Record*, *Harper's*, *Preservation and Smithsonian*, among others. He recently completed the photography for *Gardens of New Orleans: Exquisite Excess* by Lake Douglas and Jeannette Hardy.

Sexton is particularly noted for two highly-acclaimed, best-sellers devoted to Louisiana subjects: *New Orleans: Elegance and*

*Decadence and Vestiges of Grandeur: The Plantations of Louisiana's River Road*. For more information about his work, visit his website at [www.richardsextonstudio.com](http://www.richardsextonstudio.com)

Sexton will present a slide lecture entitled *Architecture and Design in South Louisiana as an Embodiment of a Distinct History, Culture and Climate*. The session will utilize contemporary photos of South Louisiana buildings, interiors, courtyards and gardens as examples of how New Orleanians and Louisianans have synthesized their homes, gardens and built environments.

Sexton began photographing while an Emory University undergraduate. Predominantly a self-taught photographer, he was an early member of Nexus Gallery in Atlanta, which has become a pillar of

the Atlanta arts community. He also attended the San Francisco Art Institute.

Roulhac Toledano, noted author of several groundbreaking volumes, remains penciled in as the featured speaker at Saturday's luncheon. Toledano worked in Washington with Warren Robbins, founder of the National Museum of African Art, on his epistolary biography. She writes environmental and academic travel pieces, and lectures nationwide on the preservation of the South's port cities, while continuing to renovate and restore historic buildings.

Toledano, however, is best known and honored for her books on New Orleans architecture, a series sponsored by "The Friends of the Cabildo:" *Volume 1: Lower Garden District;*

*Volume 2: The American Sector; Volume 4: Creole Suburbs; Volume 5: Esplanade Ridge*, for which she received the Alice Hitchcock award for the most distinguished work of scholarship in the history of architecture published by a North American scholar; and, *Volume 6, Faubourg-Treme and Bayou Road*, co-authored with Mary Louise Christovich, director of the Historic New Orleans Collection.

Toledano, who also penned the *National Trust Guide to Savannah and the National Trust Guide to New Orleans*, received the AIA 1996 International Book Award. ●

# Take Your Time Take a Tour

Add on another day to your trip and catch the flavor of New Orleans with special tours of several sites. From museums to plantations, there is much to see besides the well-known French Quarter.

Book now for two arranged by IFDA's Educational Foundation: the Beaux Arts and Elegance Gardens and Museum tour on Saturday and the River Road Revisited Plantation tour on Sunday.

The Destrehan Plantation and the San Francisco Plantation are highlights of the Sunday tour, a bargain at only \$75 per person (fee includes a gourmet box lunch). Located just eight miles from New Orleans International Airport, the

Destrehan Plantation is still a world away. Listed in the National Register of Historic Places, Destrehan is the oldest documented plantation in the lower Mississippi Valley.

Built in 1787, the plantation's façade and interior underwent major renovation from 1830 to 1840. Today its Greek Revival style house boasts Destrehan's hand-hewn cypress timbers, *bousillage-entre-poteau* construction and West Indies-style roof.

No less impressive is the San Francisco Plantation, a site so distinctive that novelist Frances Parkinson Keyes wrote *Steamboat Gothic* about an imagined family living there. Inside the residence,



Photographs courtesy of NOMCVB and photographers Richard Norwitz, Linda Peineki & Carl Purcell.

continued on page 5

## Getting to Know You *continued from page 2*

both from Miami University, Ohio. Dr. Hassmiller is married with two children. He is a Board member of the NJ Society of Association Executives and an active volunteer with the American Red Cross. (bhassmiller@cmasolutions.com)

We are all very pleased to work with the International Furnishings and Design Association, both personally and professionally, and are always ready to assist with any

questions or concerns you may have. IFDA's National Headquarters is located at 191 Clarksville Road, Princeton Junction, NJ 08550.

We can be reached by phone: 609.799.3423 or fax: 609.799.7032. Or visit the association's NEW website at [www.IFDA.com](http://www.IFDA.com).

CMA's Association Management Group thanks you for a wonderful year and looks forward to many more in service to your organization. ●

## Behind the Scenes: Our Symposium Crew

A core of dedicated IFDA Educational Foundation workers are behind the effort to bring us an outstanding Symposium this November.

Heading the crew is Symposium Chairman, Kerry Touchette, FIFDA of the Washington Chapter. Assisting Touchette are Educational Foundation Chair, Helen Wagner of the New York Chapter; Educational Foundation Advisor, Irma Dobkin, FIFDA of the Washington Chapter; Daphne Bloomberg, FIFDA of the Washington Chapter; Shirley Ebert of the Georgia Chapter; Harriet Schoenthal, FIFDA of the New York Chapter; and Wilma Hammett, FIFDA of the Carolinas Chapter.

Working with the crew is Crescent City Consultants, known as New Orleans most prestigious destination management and event planning company. Created and orchestrated by New Orleans natives, the program will highlight the sights and sounds, flavors and charms of 'The City That Care Forgot,' according to Crescent City Consultants. Beth Ludlum is our Symposium events planner.

Richard "Bo" Meyer of VIP Travel, Ltd., of McLean, VA, has negotiated with the Chateau Sonesta regarding our contract with them. ●

## Take Your Time, Take a Tour *continued*

which is like a little jewel box, are 19th century English and French furniture, authentically representing the original owner's tastes.

The Beaux Arts and Elegance Gardens and Museum tour features a visit to Longue Vue House and Gardens, a historic Greek Revival city-estate that showcases many American and English antiques. Highlighting the Longue Vue gardens are the Spanish Court with its Moorish design inspired by the 14th-century Gerealife Gardens of

the Alhambra in Grenada, Spain, according to guide books.

A display of American art is part of the New Orleans Museum of Art (NOMA) tour. Look for works by Carl Faberge (yes, the maker of Russian Imperial Easter eggs), including a famed Lilies-of-the-Valley basket.

The guide books note NOMA, founded in 1910, has a permanent world-class collection of more than 35,000 objects valued in excess of \$200 million. This Saturday tour, \$75 per person, includes lunch at Longue Vue. ●

## FloraGift Program Flourishes

Unleash the "Power of Flowers!" IFDA is delighted to offer its newest member benefit, our partnership with FloraGift.com. Whether it's a special occasion, a holiday or "just because," you'll find hundreds of unique floral arrangements, plants and gifts created just for you.

IFDA members receive a 10% discount on all flowers and gifts by simply using your discount code – IFDA610. It's so easy to order! Just visit the FloraGift website, [www.FloraGift.com](http://www.FloraGift.com) and when you are ready to make your purchase, you will be directed to the Shopping Cart area where you can enter your discount code in the Special Offer code box.

Not only will you receive a discount when ordering, but a portion of every dollar spent with FloraGift goes to benefit IFDA. Never miss a special occasion again! FloraGift guarantees same day delivery for all floral arrangements if ordered by 11 a.m. EST.

Check out their website today.



# DID YOU HEAR about...

**IFDA Illinois Chapter President D.D. McClendon** being the subject of a United States Postal Service poster?

D.D. says a client/friend/neighbor who works for an ad agency handling the Postal Service account contacted small businesses in the art district in which her Brava Designs studio is located. They submitted their names and filled out a questionnaire telling how much they used the post office. D.D.'s usage surpassed the others, thus she was selected for the poster that touts Express Mail guaranteed next day delivery. Her picture, with an IFDA notation and an armful of fabric samples, has been seen coast to coast, creating a great response from friends and relatives. Says D.D., "I guess I was at the right place at the right time," because selection now is by contest entry only.

**Washington Chapter's Kerry Touchette, FIFDA** making the news in the *Washington Post's* June 26 edition?

Touchette, a Washington Chapter ASID member also, was part of its 6-year-old Summer Spruce-Up program. For only \$75, people wanting suggestions on solving their design problems can talk with ASID designers for one hour. Touchette was one of three providing answers to the reporter who desired to write an article about her experience seeking advice on how to update her 1937 center-hall colonial. The designers knew only that the reporter/homeowner sought something between formal and casual as well as not boring. She loved color, had eclectic accessories as well as a 12-year-old son and a cat. Kerry provided suggestions for the walls, ceiling, windows, and dealt with a 'problem' chandelier.

Touchette, who is a past president of the Washington Chapter, serves as its VP for Educational Foundation and is Director of Education for ASID's Washington Chapter, which presents seven CEUs each year.

**Florida Chapter's Midnight Affair?**

The *Midnight Affair...A Celebration of Design* dedicated to the advancement of design excellence through recognition of outstanding and significant design contributions by the professional design community in Florida, is slated for Feb. 22, 2003 in the Miami Design District. The event replaces the chapter's annual Night of the Stars.

Celebrating on the effort are Florida chapters of major design organizations: ASID, represented by Florida South President William A. Kobrynich, chairman of the Interior Design Department at the Art Institute of Fort Lauderdale; IDAF's Shelley Siegel; IDGF's Chip du Pont; IIDA's Florida President Jaime Canaves, Director of Research, School of Architecture at Florida International University; Alene Workman of the Bud Merle Foundation; and Myra Schwartz, president of Florida Chapter, IFDA.

Designers Workman and du Pont have had their projects published in *Architectural Digest* and *Florida Design Magazine*, among others. Du Pont also writes a column for *On View*, a Florida design magazine, and speaks at design functions nationwide and in Milan, Italy.

Underwriting the event is Craig Robins, president of Dacra, who is working closely with design organizations in planning the February gala and design competition.

Among the judges will be Lady Henrietta Spencer-Churchill, interior designer, author and current host of HGTV's *World's Most Beautiful Homes*. Suggested honorary chairmen are Rosie O'Donnell and Gloria Estefan.

For more details and applications, e-mail Myra Schwartz at myra5851@aol.com

**Georgia Chapter's Evening in Provence**, during which members learned about toile fabrics at Pierre Deux, while sipping red wine from France?

Members also relished a private showing of the works of art owned

by the State of Georgia, savored a progressive dinner in one of Atlanta's antique districts, and delighted in a visit to the old Governor's Mansion Museum in Milledgeville and the Hay House in Macon, which is noted for its original faux finishes done in the late 19th century.

In September, members held an Antiques Appraisal event at a Miami Circle showroom, which enabled the general public to attend.

For fundraisers, the chapter had note cards made from paintings commissioned by Creating Pride, a group teaching under-privileged children. Look for the cards (a box of eight sells for \$15) at the upcoming Educational Foundation Symposium.

**Washington Chapter's Nite of Stars?**

Featured in *Home & Design 2002*, the well-attended event included the naming five members as new IFDA Fellows: Jeanne Barnhart, Jim Fusting, Margot Heckman, Veda Levy and Kerry Touchette, who also received the chapter's most coveted Member of Distinction award.

Debra Bulford presented Save America's Treasures, with the chapter's Capital Award, accepted by Bobbie Greene who acknowledged the Educational Foundation for its Ina Mae Kaplan Historic Preservation Grant founded in 2000 by the chapter in memory of Ina Mae Kaplan, FIFDA. EF has granted Ina Mae Kaplan Historic Preservation Grants to such Save America's Treasures projects as the Celles Tomb in New Orleans, the Val-Kill Cottage in New York and the Sewell-Belmont House in Washington, D.C.

The chapter also visited the Textile Museum for a special visit with artist-in-residence Hitoshi Ujiie, who demonstrated new techniques using the computer and digital printing in fine art and design applications.

Other programs included Get Control, sponsored by Rexel/Branch Lighting Showrooms and Lutron Dimming, featuring smart dimming systems, fade-to-off, and dimming from single or multiple locations; a special guided tour of the exhibition An American Vision: Henry Francis du Pont's

Winterthur Museum. Arranged by Touchette, the event provided members with an intimate look at the American decorative arts and furniture masterworks spanning three centuries.

Upcoming in September is 183 Years of History Under One Roof, a guided tour of Tudor Place. A historic house and garden, Tudor Place was built in 1816 by Thomas Peter and his wife, Martha Curtis Peter, granddaughter of Martha Washington. A neoclassical house on the heights of Georgetown, the house was home to six generations of the Peter family and is now a National Historic Landmark, designated as official project of Save America's Treasures.

### Arizona Chapter's upcoming shopping excursion?

Slated for November as the chapter's daylong, major fundraiser, the excursion will spotlight shopping at Tubac, an artisan community. Following breakfast, participants will board buses for the ride to the community and "neat shopping," according to Arizona Chapter President Jennifer Wagner. The Tubac trip replaces the chapter's annual excursion to Nogales, Mexico.

### Northern California Chapter's tour of Barbara Beckmann's new fabric factory?

EF Symposium attendees in San Francisco had the opportunity to visit Beckmann's factory on a specially arranged sidetrip; the occasion presented itself again when Beckmann, an IFDA member, moved lock, stock and hangers to Napa. Members also visited a nearby winery for lunch and wine tasting.



*Northern California Chapter members relished a tour of Barbara Beckmann's new fabric factory. Shown are, from left, Barbara Beckmann, Judith Clark Janofsky, former chapter president, and Virginia McCausland, chapter president. (Photo by Jan Wyler, FIFDA)*

The chapter also held a Student Career Forum attended by almost 500 people, earned CEUs at several seminars during their Professional Development Weekend and assisted at the SF Mart Sample Sale.

Several networking breakfasts to attract new members have been held.

**Southwest Chapter's student member Stephanie Dodds** receiving the Educational Foundation's Scholarship award of \$1,500?

The chapter's September meeting will be a Remembering Names seminar; members will receive insight into how to meet people and remember their names more quickly and easily.

In October, in conjunction with the Decorative Center Dallas, the chapter will present a student day event, complete with a panel discussion on the Career Stages of an Interior Designer. The chapter will host a seminar – courtesy of an Educational Foundation grant – on Ergonomics for the Home Office. Another part of the 3-day event at the Center will include a silent auction with proceeds benefiting the Elizabeth Brown Scholarship Fund and the Facial-Cranial Foundation. This charity, which depends solely on private donations, provides funds for underprivileged people to have surgery to correct a malformation or deformity to the head or face.

### Philadelphia Chapter's annual general membership meeting and new membership recognition?

The exciting event, at the historic Union League building on South Broad Street, included a tour, networking and refreshments.

### North Central's participation in the Fall Home & Garden Show in Minneapolis?

The chapter will be the featured vendor in the show, the fifth largest nationwide. Its 2,500-square-foot space will contain 11 showcase rooms and display areas. Continuous presentations, dubbed the IFDA Idea Stage, will address such topics as Trash to Treasures, Window Treatment Trends, Faux Wall Treatments, and Principles of Color. Any IFDA member involved in the show can also participate in the Complimentary Design Consultation portion offering consumers a one-on-one, 30-minute session with a designer.

This year, the showcase will gain celebrity status by joining with several television news personalities to sponsor individual rooms. The celebrities will make an appearance and promote the show and "their room" on their programs – a great media connection not usually affordable for the chapter.

The chapter also produces an IFDA Interior Design Resource Guide given to consumers. The Guide lists show participants, the IFDA Idea Stage schedule and room descriptions. Industry members may also purchase ads; income from the ads helps offset the cost of the Guide production as well as IFDA marketing and individual participation costs.

Participation of approximately 75 members and sponsors provides a great opportunity for IFDA to display products and services and an opportunity to build on an IFDA public and industry image of a full-service design resource.

This IFDA activity works because it is a "win-win" partnership among IFDA members, sponsors and show

*continued on page 8*

## DID YOU HEAR

continued from page 7

management, according to North Central Chapter President Jeanne Matlock.

During the past few years, North Central has defined and clarified its sponsorship concept. The chapter can boast of an active, high sponsor participation that helps underwrite a large portion of the chapter budget. Sponsors contribute at levels between \$500 and \$2,500. This program also provides an important connection to the broader design and furnishings industry.

The chapter has approximately 300 members and sponsors; these numbers help show the IFDA impact when compared with other professional associations. To attract and maintain members and sponsors, the chapter provides an aggressive calendar of events and opportunities.

**Carolinas Chapter's "Lunch and Learn" program** in combination with Furniture Discovery Center?

September's program featured the Director/Color and Design for Sherwin Williams detailing Color, Design and Finishes for Residential Furniture.

Upcoming Market luncheons, co-sponsored with IHFC, will include interior designer Charlotte Moss, of Easton, Moss & Co., addressing Traditional Style in the Modern Home on October 18. The next day, Michelle Lamb, senior editor of Trend Curve, will relate What's Now, What's Next. Lamb is founder and chairman of Minneapolis-based Marketing Directions, Inc., which specializes in product selection and development support to provide trend direction, color specification, pattern and design recommendations and finished art. Lamb is also a contributing editor to *Accessory Merchandising* magazine and a frequent speaker. She is a founding member of t.h.i.n.k. and a member of Withit and Executive Women in Home

Textiles. She a long-standing member and senior chair holder of Color Marketing Group, where she served as co-chairman of the Consumer Color Directions Committee and co-chair of the Consumer Color Plus Design Committee.

Moss began her meteoric rise as one of this country's best-known interior designers nearly 20 years ago. A home furnishings retailer in the mid-'80s and early '90s, Moss' New York City shop became an internationally recognized source for unique home furnishings. Moss will discuss her creative process, including design inspiration, and shopping the market from flea to retail. She will also relate her approach to design, including the mixing of traditional and modern forms, the old and the new, to create looks that are unique, comfortable and infused with a sense of humor and a touch of fantasy.

**New York Chapter's standing-room-only presentation** by trend expert Faith Popcorn and Susan Hirsh, vice president of Janovic Plaza?

The two addressed *Changes in Retailers and Shoppers: What's Happening in New York in 2002*. According to the experts, "cocooning," that marketing buzzword describing a home-centered lifestyle, is as strong as ever, and branded experiences can enhance this way of life.

Popcorn dispensed kernels of wisdom on the current and future state of shopping, predicting that consumers will look for products that offer both physical and psychological security in the uncertain times ahead. She argued that "brands are the only thing left to believe in," and said that those brands that will succeed will be those that offer distinct values and traits that consumers can embrace and have faith in. Popcorn envisions a world in which branded experiences extend to cars, hotel rooms – even home offices, beginning with Faith Popcorn's Home Office Cocoon Collection, available through Janovic.

Hirsh, vice president of Decorative Products for Janovic, emphasized that consumers are also loyal to brands because they are better educated and have more access to information than ever before. She shared some of the secrets of Janovic's success, saying "Fun is the byword of today in retail," and stressing that since consumers have many options, retailers must make the shopping experience as pleasant and easy as possible for shoppers. Explaining what consumers think about when considering purchasing options, she said, "Customers want to feel that the brand has done the research for them."

The experts agree: branding is the best way to boost the bottom line and gain consumers' confidence. ●



New York Chapter members enjoyed a presentation from well-known author and trend-predictor Faith Popcorn. Shown are, from left, Sherry Quarles of White, Good and Company (a new sponsor of the New York Chapter), Carl Levine, Faith Popcorn, and Neil Janovic, formerly of Janovic Plaza and a former New York Chapter board member and Circle of Excellence winner. (Photo by Christopher Ottaunick)

# Resume Writing is Not for Dummies

By Vicki Enteen, New York Chapter, National Director-at-Large

Whether you are actively seeking a new job, or are just the kind of person who always likes to be open to new opportunities that may present themselves, the one tool that must be kept up-to-date and easily accessible is your resume. Writing a good resume is something of an art, and sometimes the person writing his/her own resume is the least qualified one to do it. No matter how brilliant you may be at your career or how exceptional a professional you are, very often, trying to encapsulate a lifetime of experience into a couple of pages of text becomes a Herculean task. If you are one of the many people who is intimidated by resume writing, here are some tips that may prove helpful:

- Choose a striking but clean format, with lots of space on the page so it doesn't appear too cluttered and hard to read. Make sure your name and contact information are easy to find and easy to read. Don't forget your e-mail address and fax, if you have one, in addition to phone number(s). If you are seeking a creative position, you can take some (but not many) liberties with typeface, graphic elements like underlining, and paper choice, while still keeping the appearance business-like.

- Keep in mind that many resumes are read on computer screens – since you will be e-mailing them or they will be viewed on job bank sites like Monster.com – so make sure the resume format looks good when seen electronically.

- Do not include a paragraph under the heading, "Objective." Prospective employers are not interested in the fact that you are "looking for a challenging and fulfilling position in an XYZ company" – rather, they are looking for someone who can solve THEIR immediate needs. Keep the focus on what you can do for your employer, not on what they can do for you.

- Every resume should begin with a "Qualifications" paragraph – this should

be a brief (3-4 lines), and to-the-point, summary of what you are and what you can do. Include your specific areas of expertise and the industries or markets in which you have practiced them. In the nanoseconds your resume may be perused (in a stack of hundreds), your qualifications statement will instantly tell a prospective employer if you can fit into the position to be filled.

- Begin with prior experience, in reverse chronological order, stating position held, name and location of company, dates of employment, and bulleted points of your primary functions. Group similar activities together. Keep the language simple and consistent from one bullet point to another (e.g., always use past tense for a former position, as in "Managed," "Supervised," "Directed," etc.). Use strong action verbs that stress your managerial or decision-making skills. Do not get bogged down in very esoteric or too specific functions. And be sure to use language that anyone – including those outside our industry – will understand.

- Include as many past jobs as may be relevant to your current search. If you have been working for many years, you do not have to include every job, and your descriptions of activities from early jobs can be extremely brief and general.

- What will really attract the attention of the resume reader is what you have accomplished on each job you've undertaken. Try to come up with quantitative measures for your work (e.g., "Created product line that exceeded sales predictions by \_\_\_%," "Developed marketing programs that led to increase of market share by \_\_\_% in two years."). If this is not possible, use qualitative measures of your achievements (e.g. "Greatly increased departmental productivity by instituting intensive communications programs;" "Fostered stronger market alliances by building relationships with vendors.").



- Other sections of the resume should cover education (school, degree, major – graduation date is optional); affiliations (such as membership in IFDA and any offices you've held); any special awards or recognition (keep this to industry or professional – not personal – recognition); and any special skills that you feel are worth mentioning. The latter should be professional and relevant to the particular type of job you are interested in -- for example, fluency in a foreign language if you would have to travel in certain countries, or knowledge of a specific technologic skill or computer program (e.g., CAD if you are a designer). Do not include: Health – excellent (it is irrelevant), Interests and Hobbies (no prospective employer cares about your glee club participation, your love of bungee-jumping, or your high-intensive crochet skills), Personal Data (no, it doesn't matter if you are married nor do the ages of your children). Also, don't bother with "References Upon Request." It is doubtful that any prospective employer needs to be told that you will be happy to provide professional references if they asked for them.

- Although the most common format for resumes is the chronological, many people prefer to use what is known as a functional resume. This latter format features sections for special areas of expertise under a generic heading, (e.g., "Sales" or "Product Development/Merchandising") and then bulleted points outlining the specific activities under this category in which you have

## Resume Writing

continued from page 9

experience (for example, under “Sales,” you can list “Developing strategic sales programs for national accounts.”). You can have perhaps three or even four generic headings. This should be followed by a chronological listing of your past positions, but because you’ve covered your many areas of expertise under the functional headings, what you put in the chronological section can be extremely brief.

• Those who may benefit from using a functional resume instead of a chronological resume are:

- People who have had similar jobs with different companies and therefore their detailed job descriptions would be redundant.
- People who have had large employment gaps or are returning to the work force after a long hiatus. This puts the focus on their areas of expertise instead of the dates of their employment.

- People who are “seasoned pros,” who have been in the workforce for many years. Again, the focus is on their experience and not the dates of their employment.
- People who have had very diversified careers and who want to emphasize their versatility and the breadth of their various experiences right up front instead of forcing the reader to scroll down for them.
- People who are changing careers. This allows them to pinpoint their functional expertise that will translate to new career opportunities.
- If you have several years of experience, don’t worry if your resume is two or more pages. If you use the functional format, try to get all of your areas of expertise on one page, and leave the second page for your chronological list of positions, along with education, affiliations, and special skills. You may even need to go to a third page if there is separate information that may be

important to include, such as a list of clients, a separate list of selected accomplishments, or a list of industry speeches, presentations or published articles. If these are on separate pages, the reader can choose to skip them or skim them without losing the essence of your experience. ●



*Vicki Enteen is the Director of Public Relations/Creative Services for Stroheim & Romann, and is also a free-lance writer, editor and public relations consultant. She has been helping friends with their resumes ever since she*

*took a marketing course that covered the art of resume writing while completing her MBA at New York University in the 1980s. Reprinted courtesy of the New York Chapter Newsletter.*

## 2002 Membership Directory Corrections

Please make note of the following additions to the 2002 IFDA Membership Directory:

### FLORIDA CHAPTER

#### **Marilyn H. Worth**

Interior Design Consultant

Worth Associates

1213 Camero Dr.

The Villages, FL 32159-8552

Bus: 352-259-1964

Fax: 352-259-4008

Email: mande@gate.net

*Nature of Business:* Interior Design (Commercial/Residential), Retail

*Job Functions:* Consultant, Designer/Interior, President/CEO, Speaker

### NEW ENGLAND CHAPTER

#### **Patricia L. Fontecchio**

Designer/Owner

Lombardi Fontecchio Interiors

111 North St.

Medfield, MA 02052

Bus: 508-359-2967

Fax: 508-359-5226

Email: p.fontecchio@worldnet.att.net

*Nature of Business:* Interior Design (Residential)

*Job Functions:* Designer/Interior, Other



### NEW YORK CHAPTER

#### **Margot W. Gunther**

Owner/Interior Designer/Consultant

Gunther-Watson

107 E. 63rd St.

New York, NY 10021

Bus: 212-758-0286

Fax: 212-758-0286

*Nature of Business:* Interior Design (Commercial/Residential), Media

*Job Functions:* Consultant, Designer/Interior, Editor, Specifier, Stylist

# Set And Get Higher Fees!

By Fred Berns, Power Promotion, Inc.

Why do so many interior designers work so hard, yet so few earn top dollar?

That's an important question at a time when the median income for a senior designer in the U.S., according to Salary.com, is only \$35,636. Too many designers are busier than they are profitable because they undercharge for their services.

When it comes to designer fees, there's no shortage of self-proclaimed "experts" in the industry. Each is convinced he or she has the magical formula for pricing your services.

Take those who insist that you charge by the hour. They say that's the best way to account for your time and make big money. But doesn't the hourly system turn clients and designers into clock watchers? And doesn't an hourly fee penalize veteran designers, who use their time more efficiently?

It's the most profitable, they tell you, and is the easiest for customers to understand. But the problem there is that some of the smallest jobs can be the most time consuming.

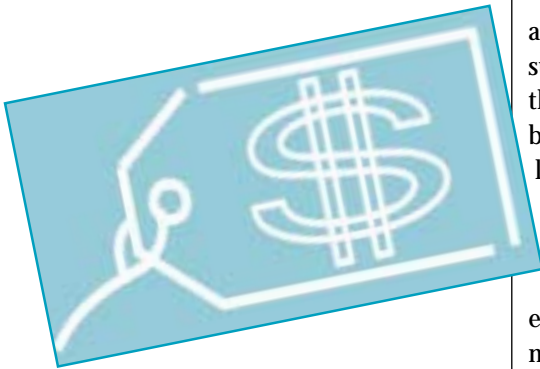
Still other experts contend that you should charge cost plus retail. Products are where the money is, they say. But aren't customers today too wise about what those products really cost? In this era of "open-to-the-public" design centers, and Internet and catalog shopping, customers are more knowledgeable than ever before.

Finally, there are those who argue that you should use a combination of methods to bill for your services. They call that the best of all worlds. But critics complain that the combination approach confuses customers.

Fact is, those "experts" are all right and all wrong. Some of the most successful designers I know charge by the hour, others by flat fee, still others by retail or cost plus. And some of the least successful designers do, too.

There are dozens of ways to bill for your services. Ask 50 designers what they charge, and you'll get 50 different variations. The point is, it doesn't matter what you say about your fees. What matters is what you say about yourself.

The most successful designers I've worked within the past 12 years set and get any fee they want, simply by differentiating themselves from competitors who charge less.



Then there are the experts who advise you to charge a flat fee, the most "customer-friendly" approach. But isn't that a career-killer for designers (especially inexperienced ones) who often under-estimate their time investment?

Other experts favor the "commercial" approach of charging by the square foot.

## Try these simple success strategies:

1. Develop "fee justifiers." Memorize a cheat sheet of reasons you're worth a higher fee. Focus on your experience, design specialty, awards and recognition you've won.
2. Differentiate yourself. List 10 factors that set you apart from other area designers, 10 'only's' (as in, "I'm the only area designer who's been published nationally.") and 10 benefits your customers get from working with you.
3. Provide a complete list of your design services. Educate your customers about the full scope of your services, and they'll be less resistant to a higher fee.
4. Show how you save your clients money. Note that you require less time to complete a project than less experienced designers.
5. Break it down. Inform price-conscious customers that your higher fee amounts to only \$\_\_\_\_\_ per week.



*Fred Berns helps interior designers dramatically increase profits by promoting themselves more effectively. He's a personal coach, speaker and author of a series of books and tapes for designers. For more information on his services*

*and his free Business By Design column, contact him at 303.665.6688 or FredTalks@aol.com or visit his website: [www.FredBerns.com](http://www.FredBerns.com)*

# IFDA Enhances its On-line Image Watch for a New IFDA Website Soon

Don't peek yet but IFDA will soon announce the news about our "new and improved" user-friendly website. For the past several months IFDA leadership, management and volunteers have been working to identify the association's on-line needs, select and review vendors and structure the new site for the organization. The IFDA Board of Directors voted to approve the expenditure for this endeavor and took under advisement comments from the membership and the Council of Presidents.

We are pleased to announce that the site, being designed by Inforest Communications, will feature a brand new look, while offering many of the same services and a few special new features. The site is expected to be unveiled this fall at [www.IFDA.com](http://www.IFDA.com).



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