

NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

EF'S FIRST WEBINAR A SUCCESS! DRAWS INDUSTRY APPLAUSE

By Linda Mariani, IFDA, 2008 EF Chair

Jerry Epperson presented IFDA Educational Foundation's first expert webinar live on April 6, attracting 66 IFDA members who logged on to the live presentation.

Mr. Epperson's presentation titled "Maintain / Gain Business" gave an overview of the current economic facts and he included his predictions of recovery in the fourth quarter of this year. His helpful suggestions on how to ride through this challenging time touched upon many trade resources, among them Design Centers, which, he suggested, could reach out to the community, helping promote the advantages of working with a professional.

He noted that 'Baby Boomers' still need educating on why they need to use a decorator. He also pointed out that Healthcare industries are still building nursing, hospital and continuing care facilities, and as trade professionals, IFDA members need to explore where we can fit in. Homes are slowly changing hands and our industry should focus on how to attract business from both the buyer and the seller.

As evidence of the current realities, Mr. Epperson noted that "staycations" where consumers avoid high gas and travel costs by spending vacation time at home are becoming more prevalent. Employers are encouraging workers to do their work at home or offering a four day work week. Further, the low value of the

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PRESIDENT'S MESSAGE



I was going to talk about the "lazy days of summer" but everyone I know has been busy and working harder than ever. The Chapters are planning programs and membership events well into the fall. (And speaking of the drive for new members, remember that anyone who joins in during the last three months of 2009 will get the remaining months of 2009 plus the entire year of 2010 for the price of an annual membership, e.g. joining in October gets fifteen months for the price of twelve).

Your National team has been busy also. You have just received a survey regarding future conferences, and I hope you reply promptly so we can try to accommodate your preferences. President - Elect, Susan Hirsh, together with her nominating committee, are going to be sending out the ballot for new officers for the National Board of Directors. It was gratifying to have so many of you submit names for consideration. This is your organization and you should be eager to participate.

I'm happy to report our two newest chapters are thriving; So. Cal. under the leadership of Rita Orland, (you should visit their website <http://ifdasocal.com>; or take a look at some of their many activities we are profiling in this issue of the "Network"), and the Japan Chapter under the leadership of Yasue Ishikawa. Japan just gained three new members in the last month. Please see their article in the following pages.

The Fellows Committee has received three new prospects so far (I promise to send mine

in this year too). All of you that are interested in becoming a Fellow should go to our website (www.ifda.com) where all of the information is updated and available.

The National Board of Directors and Council of Presidents will be holding our "face to face" meetings again in Philadelphia this October. We ask that all Presidents Elect attend this meeting, too. It's a great opportunity to meet the Chapter Presidents with whom you'll be working in 2010. If anyone has an item you would like added to the agenda for the Council of Presidents or the National Board meetings, please email the information to your chapter president or to me at gailbelz@att.net.

In the meantime, have a great rest of the summer, and thanks for your continued support of our great Association.



IT'S "CURTAINS" FOR CONNECTICUT INTERIOR DESIGN LICENSING LAW

US federal Judge Mark R. Kravitz in New Haven has struck down a Connecticut law requiring people calling themselves interior designers get a license or face fines and possible prison time.

The ruling in *Roberts vs. Farrell* was handed down June 30, 2009 and came after the Institute for Justice sued the state's Department of Consumer Protection in September 2008 on behalf of three Connecticut residents, who said the law was elitist and an attempt to eliminate competition.

"The term 'interior designer' is a generic term that conveys no particular educational or experiential credentials on the part of an individual," Judge Mark R. Kravitz wrote. He said the existing statute violated the Constitution's 1st and 14th Amendments and banned



Susan Roberts is one of the CT "Interior Designers" who successfully challenged the state's law.

the state from enforcing the law, first passed in 1983.

Connecticut law had said that no one could call themselves an interior designer without

getting a state license that cost \$150 a year. Violators could be fined up to \$500 and face up to a year in prison. Prior to the ruling, unlicensed interior designers could operate legally in the state only if they referred to themselves by another term, such as "interior decorator."

Many states regulate the interior design industry, although none had a law as restrictive as the one in Connecticut. Twenty-four states have laws specifying who can call themselves a "certified" or "registered" interior designer, or who can practice the trade without getting state approval or certification.

A full copy of the Judge's opinion can be reviewed by clicking here



BRINGING HIGH "DEFINITION" TO THE IFDA

The IFDA's Southern California Chapter has brought new meaning to better interpret the ranks of its membership by welcoming Tamara Webster, owner of 'Interior to the Exterior,' a design, décor and furnishings store – located just up the street from the Chapter's Center in the Cedros Design District in Solana Beach, CA ("where the surf meets the turf").

One of the themes of Interior to Exterior is to find the essence of each room (indoor or outdoor) and then furnish, accessorize and relate all of the many contents with a style that is meant to bring out the room's inner and outer most beauty. Tamara's design, furnishings and décor interior decorating services also help with paint, flooring, counters, window covering, appliances and electronic choices, and can be seen firsthand in the décor project shown here.

The Carmel Valley News, the Rancho Santa Fe Review, and the Del Mar Village Voice, all dedicated a page to Tamara Webster and her fabulous store in their July 16, 2009 edition (see snapshot). The Del Mar Village Voice also provided press coverage on the Chapter's First "Design Walk."

Tamara is opening her furnishings store early on Saturday, August 1st, to meet the many members of the Chapter who have already registered and will be "Striding for Scholarships;" the walk to raise funds for IFDA's



Educational Foundation design scholarships and grants. She will provide doggie treats and water for those bringing their dogs along on the walk. The next "watering hole" will be on North Cedros at Claire's Café, where they will provide baked goods and drinks to our walkers. For more information on Tamara's store, please visit her at www.interiortotheexterior.com.

Remember to register for the walk at www.ifdaef.org/designwalk.

For more information on the SoCal Chapter, check out their website at: <http://ifdasocal.com>.

To take a virtual tour of the Cedros Design District, click here: <http://www.cedrosdesigndistrict.net/>.



Click here to read more about Interior to the Exterior.



EF'S FIRST WEBINAR A SUCCESS! DRAWS INDUSTRY APPLAUSE... CONTINUED

Continued from page 1

U.S. currency means travel overseas is obscenely expensive, so many are staying home. All this saves fuel, saves travel time, saves money spent on apparel and dining out, and keeps talent in the work force who might have to stop work to raise children or take care of relatives.

Now, if we could entice people to spend their money where they spend their time, Mr. Epperson submits, we would be among the strongest consumer goods sectors.

He stressed the importance of continuing to promote yourself in this downturn economy, just be smarter with promotional spending. Consider smaller local newspapers and publications, even church news bulletins, be current with Website updates, and take advantage of the lower advertising rates. Also consider partnering with resources or host functions at local schools, churches and even Scouts.

Mr. Epperson noted by 2010, the U.S. will have as many households under 40 earning \$75,000 or more as we have households over 40 earning \$75,000 or more. The future of the industry is the younger consumer.

Number of Households by Age

(millions of households)

	2005	2010	% Change
Under 25	7.675	8.070	+5.0%
25-34	19.650	20.444	+4.0%
35-44	23.207	23.682	+2.0%
45-54	22.742	24.300	+6.8%
55-64	16.482	17.731	+7.5%
65+	22.388	23.678	+5.7%

Source: Bureau of the Census: Thrird Wave Research; Mann, Armistead & Epperson, Ltd.

Mr. Epperson offered the following "forecasts."

Predictions

1. China will lead the global recovery.
2. No economic growth is expected until the September quarter of 2009.
3. No employment gains are expected until the summer of 2010; maximum unemployment rate? Almost 10%.

4. Some cities will lose 50% of their furniture stores from 2000 to 2010.

5. Asian manufacturers will acquire U.S. manufacturers and retailers to gain control.

6. Higher priced furniture will recover more quickly than the more credit reliant segment.

7. Upholstery and mattresses will rebound more quickly than casegoods; which are more reliant upon housing turnover. Strongest? Kid's rooms, recreational rooms, home theater, home office, room additions, remodeling, pool/patio/BBQ, health care.

8. The stock market should begin a recovery in late spring, but losses from Madoff and other financial scandals will continue to have an impact, especially in Florida, California, and New York.

9. The recovery, like the recession, will be regional. As of today:

Worst States	Best States
California	Washington (state)
Florida	Texas
Michigan	Oklahoma
Arizona	Nebraska
Nevada	Kansas
Ohio	the Dakotas
Massachusetts	Colorado

10. Consumer credit availability will recover before housing construction

Staying Up in a Down Market

He also offered these suggestions:

1. Communicate everything! When you go to market or IFDA Chapter meetings, write about what you learned with photos and send out a letter, e-mail or newsletter to both existing and prospective clients.
2. Go to market, keep up with the trends and meet the other professionals. Your competitors who don't go will lose clients. The manufacturers/importers are going to extremes to welcome the design community.
3. Court parallel professions. Everyone needs referrals - Real estate attorneys, realtors, mortgage bankers, home builders, human resource departments at larger employers, and former clients.
4. Internet sources. Get listed on your favorite sources' internet sites as a local resource. See if they use Constant Contact or other internet readers to monitor who is going to their site

and get that list for your area.

5. Host functions, with or without others. Good topic? "How to save money decorating", with ideas for shopping the internet, auctions, antique dealers, home component recyclers, Costco, even local G.O.B.'s.

THE EF WEBINAR DREW FAVORABLE COMMENTS FROM VIEWERS

"I thought the webinar was very informative and gave me a lot of food for thought as well as possible strategies in this economic downturn."

"Excellent program. Speaker was well informed and came across that he knew and believed in the information he was providing. It is the most accurate in the industry at this time."

"Very interesting. Looking forward to the Market up-swing"

6. Visit former clients. Explain it is a great time to go to phase 2 of that last project.

7. Be available to the media. Be sure the local newspapers and TV know you are available for comments. Send them ideas from market.

8. Teach at the local community college. You can teach colors, style, design, etc. and meet new people.

9. Expand your vision. New rooms, outdoors, new neighborhoods, emerging markets, offices, banks, childcare, healthcare, nearby communities.

10. Be smarter with promotional spending. Smaller newspapers, church news, update your website, "space available" on TV, newspapers, internet lists.

By the end of the webinar, Jerry Epperson brought us all the glimmer of light at the end of this seemingly long dark tunnel.

This webinar and future ones are brought to IFDA members through the Educational Foundation's Schoenthal IFDA Leadership Forum Grant.

IFDA JAPAN CHAPTER NETWORKS WITH TOUR, TEA AND TRAVELS

By Yasue Ishikawa and Maureen Klein

On March 10th, the Japan chapter took a field trip to the Sagawa Art Museum and the Suntory Brewery. The museum, surrounded by water, has a tea ceremony room that is exquisitely designed with rocks, Japanese paper and concrete. Members marveled at the feeling of nature and tranquility as they entered the room. We were so impressed by the beauty of its simplicity. This contemporary tea ceremony room was designed by an award-winning Japanese, traditional ceramic artist.

After visiting the museum our group took in another tour at the nearby Suntory Brewery. We learned how whisky was made and then had the hard job of "evaluating" the product by participating in the complimentary "tasting" in the lounge area. Not a bad way to end a field trip!

Anxious to hear what IFDA is doing around the world and in the US, the Chapter took New York member Patty Bouley's trend summary from her recent Maison&Object trip and

translated it for their members. The New York Chapter sent their recent newsletter to the Japan Chapter members to share and Yasue Ishikawa, Japan's Chapter president, is hoping other chapters will follow suit. The names and emails can be found on the IFDA website.

The chapter was also instrumental in producing the first designer showhouse ever in Japan, which took place in Yokohama City earlier this year.

One of the seminars that member Naoko Tsuchiya and Masami Seguchi presented in conjunction with the showhouse activities may now be the start of a new enterprise—The Kids Designer Club. Naoko, a mother of three and Masami, mother of two, led a workshop where children were taught about various aspects of interior design and then they actually tried their projects and made presentation boards. Working with Vice-President Aki Mohri, they are exploring the idea of bringing The Kids Designer Club to area hotels. So far the reaction has been very positive.

Future travels:

In August, Japan chapter president Yasue Ishikawa will be going to New York with another member, Katsumi Ohmoto, who owns a group of Bridal Houses in Japan, to attend the New York International Gift Fair and Home Textiles Market Week. They hope to meet many members at the IFDA Color Event at the Javits Center on Monday, August 17th.

Another group is also planning to come to New York in December. Shinya Nakao runs a lighting showroom in Osaka, <http://www.lighting-daiko.co.jp/> and also teaches classes at a lighting school in Japan www.lighting-school.com. He hopes to be bringing his students to experience the lights of NY at the holidays as well as participating in seminars and activities with IFDA. Shinya will be working with the New York chapter to develop a seminar about lighting advances in Japan and the US including LED and energy saving efforts.



Members and guests of the Japan chapter gather outside the Sagawa Museum. Left to right: Akiyoshi Mohri, Emi Nakayama, Yukiko Kozaki, Fuminori Minohara, Yuko Aoki and Midori Sugaya.



This area is a kind of foyer to get in the tea ceremony house. Guests walk on the rocks in front of the waterfall on the concrete wall.



The tea room entrance is supposed to be low ceiling because everyone who enters the room should be humble, lowering his or her head. The walls are covered in Japanese paper.



This is the biggest ceremony room where walls are made from concrete and paper panels and the ceiling is made from bamboo.



Members and guests of the Japan chapter gather outside the Suntory Brewery. Left to right: Fuminori Minohara, Akiyoshi Mohri, Midori Sugaya Yukiko Kozaki, Fuminori Minohara and Emi Nakayama.



Suntory Whisky Factory



After a hard day touring the museum and whisky factory, we are testing good whisky for free!

CAN YOU CANOE TO DESIGN A SUSTAINABLE HOUSE?

Shaped like a canoe and indicative of what "u can do" for the environment, the Canuhome prefabricated house design offers a peek into the future of sustainable home building. Traveling across North America is the newest design shaped for sustainable living: an 850-sq.-ft. traveling exhibit that includes a kitchen, dining room, living room, bathroom and bedroom, all designed and built with eco-friendly features for urban living.

The futuristic design is the creation of a partnership between Canada Mortgage and Housing Corporation (CMHC), George Brown College's Institute Without Boundaries (IwB) and the Forest Stewardship Council (FSC), among others. Architecture by IwB incorporates eco initiatives like CMHC's Equilibrium, HealthyHousing and Flexhousing initiatives, Forest Stewardship Council (FSC) certified wood products, and adheres to



The new Canuhome (<http://www.canuhome.com>)

stringent LEED standards.

The result is a feasible housing option that's adaptable and cost-efficient, with improved indoor air and environment quality, and reduced consumption of energy, water and resources. The model aims to illustrate that sustainable living doesn't have to compromise on fashion or function.

THE "ART" OF DESIGN: NATIONAL MUSEUM TO OFFER PUBLIC PROGRAMS ON DESIGN

"Design is intriguing to the public," says Jennifer Northrop, director of communications and marketing at the Smithsonian's Cooper-Hewitt, National Design Museum, in Washington, DC "because design isn't art."

That's an unexpected statement for an arts professional to make. But Northrop has the reasoning to back it up: "Design is the most accessible form of visual culture - we touch it. We use it everyday. It's based on solving a particular problem."

And the museum has plans to make the art of design (or just plain "design," as the case may be) even more available. Starting on July 24, 2009 in conjunction with a White House luncheon thrown by the first lady and an awards ceremony to honor the winners of this year's National Design Awards (announced in April), the New York-based Cooper-Hewitt will host a number of public programs aimed at educating the public about the field. A series of panel discussions sprinkled throughout Washington, D.C., the events are part of a 10-year anniversary celebration for the awards, part of the obvious measure to encourage the general public's growing interest in design.

In a cultural climate where networks like Bravo TV are reaching broad audiences with their Project Runway-esque design shows (see Top

Design, or HGTV's Design Star), it's easy to see why awareness is up: Design is becoming a more and more recognized part of everyday life. The National Design Awards, introduced in 2000 as an official project of the White House Millennium Council, get bigger every year; this year, an award for interactive design was added to the roster. (Perceptive Pixel took home the prize. You're familiar with its work: The company created the massive multi-touch screens featured on CNN, ABC, and Fox during 2008's historic election night.)

But why the events, and why now? Fittingly enough, "Michelle Obama was the impetus behind the events," says Northrop. "You know, she's very concerned with service and reaching communities, and design does that" - a sentiment echoed in program titles like "Design X Community: Transform Your Neighborhood" and "Design X Tomorrow: The Future of Technology and Sustainability."

As for the events, "We're looking to attract people from all walks of life; it's not about developing a career in design," explains Northrop, though she adds that a program for high school students focused on just that is in the works for October. "It's about exposing people to design."

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FEAR NO FOOD...OR APPLIANCE! SoCAL CHAPTER STEPS INSIDE OUT IN STYLE

The recent IFDA SoCal Industry Knowledge program "InsideOut, SoCal Style" was simply incredible. Chef Bridget Bueche, Executive Chef for Sub Zero Wolf, prepared a feast utilizing their various indoor and outdoor appliances. She is a mother of two and an influential member in the growing awareness of health and nutrition in our society of today. Born and raised a New Yorker, Bridget has cooked her way to California in various influential homes in the United States. She has used hard work and dedication to get where she is today and the community is reaping the benefits.

Bridget has attended The Culinary Institute of America in Hyde Park, New York, graduating with the class of April 1993. Immediately following her graduation, she relocated to Santa Barbara, California. As well as running a successful catering company, Bridget has worked the celebrity chef circuit. Her experiences have led her to cook for such clients as the late Walter Cronkite, Geena Davis, Michael Douglas, Bonnie Raitt and many well known and political figures who requested to maintain their privacy. In addition, Bridget has worked with prominent physicians and health

practitioners to help educate and encourage best practices for specific paths of recovery and wellness. The power of high quality food has driven her to explore the complete health of the home from the food to the design.

Realizing her passion for residential kitchen design, she followed her opportunity to San Diego, representing brands of luxury kitchen appliances. Passionate about food, she is known for her healthy cuisine, and shared her expertise with IFDA SoCal members in an entertaining and energetic presentation. It was the culmination of epicurean delight meets educational enjoyment. Members thoroughly enjoyed this wonderful Summer Afternoon Barbeque. Thanks to Sub Zero Wolf for sponsoring, and Fixtures for hosting the memorable event at their unique venue, providing opportunities for our sponsors to display their indoor / outdoor furniture, fabric and furnishings . . . all the while keeping the cool drinks flowing – compliments of Fixtures' staff.

What a way to close out SoCal's first year!

[Go to the next page to see the photos](#)



**The IFDA
Congratulates
the Southern
California
Chapter on its
1st
Anniversary!**

ECO-FRIENDLY SHOWHOUSE OPENS IN ATLANTA

"Greenhaven," the first eco-friendly Decorators' Show House has opened in Atlanta. Open to the public from Saturday, July 18 - August 9, 2009, Greenhaven will showcase the latest in sustainable interior design, state-of-the-art technology and energy efficiency. The home will feature over 20 of Atlanta's top interior designers, each with a fresh and unique perspective on eco-friendly design. From a healthy home nursery and eco-pet suite to a green "tween" room and fly fishing experience, guests will enjoy an exclusive tour of the most innovative and sustainably designed interior spaces in Atlanta. To complement the inspiring design, Greenhaven will be an archetype for maximum sustainability and energy-efficiency. The implementation of state-of-the-art technologies in the design of Greenhaven will create a smart and functional home to evolve with the needs of today's family. Greenhaven will carry 7 earth-friendly certifications including the US Green Building Council's LEED for Homes (Leadership in



Exterior View of the Greenhaven Home

Energy and Environmental Design) certification, Earthcraft House, Energy Star, Health House, NAHB, PATH Partner and Builder's Challenge.

The home is open to the public with free admission Thursday - Sunday. For directions visit: <http://www.greenhavenhome.com>

Other innovative features of the home include:

- New LED lighting and fixtures
- Soybean spray insulation
- Touch panel energy monitoring system
- River reclaimed pine floors
- Solar tubes
- Greywater system
- Non-PVC and vinyl-free recycled decking
- Eco-friendly modern "open" fireplace
- Tankless water heaters
- Green technology room

INSIDE OUT – SoCAL STYLE



Deborah Grady, Treasurer IFDA SoCal; Jim Allison, President and Landscape Architect, Allison Landscaping; Rita Orland, President, IFDA SoCal.



Freddy Dietvorst, our Host, of "Fixtures" who hosted the event and provided the venue, food, drinks, and the ambiance.



Tracy Ajamian, Marketing Representative, Sub-Zero/Wolf; and Bridget Bueche, Southern California Executive Chef Sub Zero Wolf West, making "beer floats" with Belgian Beer infused with raspberries – "they were fabulous!"



Chef Bridget Bueche behind counter with Marty Joyce, Artifacts International, one of the event sponsors.



Event organizer Chris Jordan, V.P. Industry Education IFDA SoCal with Darryl Kruder, President Red Dot Audio Video Inc. - Welcome new member Darryl Kuder – who joined IFDA SoCal after attending the event.



Shana Van Namen, Jane Hamley Wells, one of our presenters with indoor/outdoor furnishings and her display. Her opportunity drawing gift was the "Elena chair" won by new member Sarah Allen.



Our Sponsors: Tracy Ajamian, Marketing Representative, Sub-Zero/Wolf; and Bridget Bueche, Southern California Executive Chef Sub Zero Wolf West, and Martha Garcia on the far right, Territory Manager for "Fixtures."



Terence Foster, Business Development Manager, Tuo Sogno BISAZZA - The Authority in Mosaic Glass Tiles.



Janet Branden from "That Extra Touch for Interiors" – Master Window Fashion Certified Professional; with our sponsor Maurine Beinbrink, Account Manager for Pindler & Pindler, Inc. – displaying her outdoor fabrics.

IFDA/EF SoCAL WALK FOR DESIGN EDUCATION

The IFDA Southern California Chapter celebrated their Walk for Design Education on August 1, 2009, and sent these photos as proof of the good time that was had by all. Chapter President, Rita Orland had great support for this initiative by raising funds for the IFDA Educational Foundation, and offering excellent networking. Even Charlie the Dog had fun! Thanks to Kevin Connors of Coast Highway Photography (www.coasthighwayphoto.com) for all the great photographs.



Deborah Grady, Treasurer; Rita Orland, President, IFDA SoCal; Tamara Webster, owner, Interior to the Exterior and NEW IFDA SoCal member; Charlie is Deborah's dog. Tamara opened early and provided doggie treats and water.



The "Striding for Scholarships" poster and walk "signage" in the window on of Trios Gallery, one of the stops in the Cedros Design District.



Solana Beach City Hall – where the walk started and ended; Rita Orland, President, IFDA SoCal; Terry Smith, Senior Designer, Borrelli Design + Cabinetry. Sustainable JW Bags and green water bottles sponsored by JW Flooring and Lighting – members of IFDA SoCal and sponsors of the upcoming September 2009 event.



Kirei people: John Stein and Teresa Cooney with Kirei skateboard product; skateboard is much admired by teenager, Trevor Boretto; Kamala Boretto, VP Educational Foundation.



Grand Opening Day at Claire's Café – sponsor for the walk and for the anniversary party. Claire baked fresh blueberry muffins for the group, and provided coffee and drinks. Deborah Grady, Treasurer; Rita Orland, President, IFDA SoCal; Chris Jordan, VP Industry Education; Cathy Brettman, VP Programs; Marlene Maher, VP Membership; and Kamala Boretto, VP Educational Foundation.



Walkers learning about Kirei's sustainable, natural materials at the new Kirei showroom on North Cedros.

ONLY THE GREENEST OFFICES WILL DO FOR NATION'S GREEN BUILDING EXPERTS

IFDA members are all well attuned to the advent and sustainability of the "green movement" sweeping the country. But, if anyone knows about energy-efficient, environmentally responsible buildings, it's the U.S. Green Building Council. They wrote the book when it comes to guiding and recognizing those who create the world's greenest buildings.

It should come as no surprise, then, that the council's new headquarters in Washington, D.C., has received the highest rating for environmentally smart buildings - platinum.

The building includes:

- 100 percent underground parking and proximity to public transportation.
- A two-story water feature in the airy, open lobby to bring the outdoors inside.
- Floor-to-ceiling glass windows offer every office and cubicle daylight and a view outdoors. The windows' electronic shades reduce glare and automatically adjust based on exterior light.

THE GREEN BUILDING INDUSTRY, THE COUNCIL SAYS, IS EXPECTED TO GROW TO \$60 BILLION BY NEXT YEAR.

- An elevator lobby, reception and conference areas covered in 500-year-old gumwood that was, according to a release from the council, salvaged from the Tennessee River. A two-story portion of the gumwood contains the USGBC logo.
- Water use was decreased by 40 percent with the help of low-flow faucets and shower heads, two-way flushing systems on toilets and waterless urinals.
- Zoning controls that employees can use to control temperature provide energy savings, as



Photos courtesy United States Green Building Council

do sensors that turn lights off when offices are empty (or dim and turn off when daylight is bright).

- Furnishings and finishes are all green: wall panels made of recycled polyesters, carpet tile that is 60 percent recycled, countertops of 100 percent recycled glass. Paint, flooring and furnishings do not add chemicals to the air, and there are CO2 sensors.
- An impressive 95 percent of the construction and demolition debris from the construction was reconstituted, never nearing a landfill.
- A dashboard system that provides constant feedback on the building's energy use.
- A "learning pathway" explains the green design techniques of the building. A "material wall" shows every material used in the offices, including where it came from and how it's used.
- A "performance dashboard" - a flat-panel TV - shows how the building works, and its efficiency.
- The "progress wall" explains and outlines the council's function and its LEED (Leadership in Energy Efficiency & Design) certification system, which recognizes buildings for their green design, operations, location and maintenance. The building also has an "environmental" timeline showing centuries of green milestones.
- The "Knowledge Center" replaces the conventional library. It's a "smart room" chock full of examples of and reading material about green technology.



- The council's employees moved into their new building in March. They needed more space, their statement says, because of more than 35,000 projects participating in their LEED system (which adds up to more than 5.6 billion square feet of construction in every U.S. state and 91 countries).

The green building industry, the council says, is expected to grow to \$60 billion by next year.

The council brings together builders and environmentalists, elected officials, corporations and others to help make buildings - new or retrofitted — more cost-efficient and environmentally sound. They provide green guidance and recognition for everything from houses and commercial buildings, neighborhoods and schools, retail and healthcare facilities. Buildings in the U.S. suck up a lot of energy - some estimates put the carbon footprint of buildings at about 40 percent of total greenhouse gas emissions -so LEED certification can help reduce carbon footprints.

In April, the council launched a new version of its LEED program, with expanded "credit points" for various design elements, and in some cases, stricter requirements.

For more information on the "green home concept," [click here](#) and [here](#) for more details on the US Green Building Council.



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CHANGE IT UP

Judith Clark, FIFDA, CID



Yes, I know, the economy sucks! First we scream, then we cry, then we pull ourselves together and figure out what we can do to change all of this. One person told me that she wasn't

going to participate in this recession. That may be a good start in changing up our mind set and mantras are great, but they have to lead to action.

Advertising needs to be changed up. Newspaper advertising used to work, but anyone under 40 really doesn't read the newspaper. I love the newspapers and my great-grandfather loved building horse drawn carriages. The carriage is gone and so is my great-grandfather. The world is changing yet again and the newspapers are slowly leaving the newsprint scene. One quickly learns that there has to be a better way to advertise. This year our advertising dollars are pretty tight. There are other ways to advertise and more enjoyable ways as well!

As a member of my local Chamber of Commerce, I would attend an occasional Chamber Mixer which really didn't benefit me. I also found that Chamber Members didn't patronize my services. So I felt that the chamber really didn't assist my business. In a robust economy, I really didn't need them either, I thought. As the economy got tougher, I stepped up my participation.

WHAT GOES AROUND COMES AROUND

First I joined the Business By Referral Chamber Group that meets every other week. I learned quickly that these are hard working people that I can trust with my referrals as well. I quickly realized that these professionals grew to care about my business as much as I cared about theirs. When we all put our heads together more business was created for all. With specified one on one coffee meetings each one of us gets to know one other member on a more personal level. Referrals are given to those that we know best, so the referrals start flowing. We used to be able to live on the business from our past clients. Now we just have to spread a little further for referrals and business. If your local chamber doesn't have a Business By Referral Group, start one! Chamber and other organizations are always looking for anyone to put in a little time and effort for the good of all.

Have you heard the term, what goes around comes around? This is so true in a down economy. If you put out a little more for others, you will get much more back in ways that you never would have expected. When you join a committee of dedicated professionals all working diligently to enhance the community, business can return back to you in many ways. It can work...will work...and does work.

REDUCE EXPENSES

The home furnishings industry is not business as usual. In order to remain in business for the long haul expenses must be cut. If possible reduce staff and move to a smaller facility. If there is a lease that can't be broken, ask your landlord to work with you in renegotiating your lease. Landlords do understand and they also don't want their building to go empty. It is better to have occupancy at a lower rate than no occupancy at all. Try and renegotiate security systems, clean air filters on the HVAC unit, try to use CFL bulbs in lighting. These are small items, but add it up and you will save. This is difficult, but reduce employee staff and do some of the grunt work. Perhaps you have time that you didn't in the past.

CREDIT

I know times are tough, but try as hard as you can to retain good credit in the industry. Don't purchase any unnecessary stock and samples. I know how tempting it is to build up your empire, but just say no! So many in our industry are not able to heed this, but if you don't, this will decrease your credibility and buying power for the future. With good credit, you are in the cat bird's seat with vendor negotiations.

NAVIGATING THE MUDDY WATERS

If your boat has a hole in it, you will sink if you sit and cry. You may survive if you start thinking of ways to bail to save not only you, but your boat. Remember, those who stand longest win the right to stay in business yet another year. Those that can wade through this will be eating lobster when the recession is over.

This recession is no walk in the park as we all know, but getting involved in community efforts enhances community, yourself, your self esteem and well being. Working to reduce expenses in any creative way that you can think of will keep you in business. Retaining good credit puts you in the most enviable position of all!

“Voyage to the Veneto Region” Verona, Vicenza & Venice

September 15th, 2010 – 12 Days



Join our “ArchiTour” in Italy
Experience Authentic Sources to
Inspire Your Designs



Rita Orland, ASID, IIDA
NCIDQ Certificate No. 023364

*For further information on dates,
the complete itinerary and pricing
for this “ArchiTour” contact:*

Wings, Inc. Design
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www.wingsincdesign.com

858-759-4923



Join our "ArchiTour" in Italy

Experience Authentic Sources to
Inspire Your Designs



"Voyage to the Veneto Region" Verona, Vicenza & Venice

Mid-September, 2010 – 12 Days

This exclusive program is an educational tour designed for Architects, Designers, and design enthusiasts. Be motivated by contemporary cutting-edge design, along with experiencing the origins of Palladio's work. Visit the design ateliers where Venetians honed their skills making glass in Murano. Be inspired by the most undeniably elegant textiles in the world. Meet and visit with architects and designers in Italy, while discovering and enjoying the Veneto's finest traditional food and wine.

Highlights of the Tour Include:

- Verona** Attend "Abitare il Tempo" International Exhibition
Meander through the old City of Verona
- Vicenza** This city is the heart of Palladio's work
Explore Renaissance Villas
Tour Classical Architecture
- Venice** Palladio's work in and near Venice
Santa Maria della Salute by Baldassare Longhena
Guggenheim Museum
Murano Glass Factories
Tessitura Luigi Bevilacqua - Original Looms

Notes: Accommodations are the finest in the spirit & style of each stop on our journey
Dinners and Receptions are privately hosted
Tours are guided exclusively by English-speaking, Italian Architecture Historians
Transportation is included during this program in Verona, Vicenza & Venice

Join Rita Orland, Interior Designer & International Travel Professional, on an exclusive tour of the Veneto Region in Northern Italy.

For further information on
dates, the complete itinerary and
pricing for this "ArchiTour"
contact:

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rita@wingsincdesign.com
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*"ArchiTours" are educational tours
arranged by a design and travel expert
especially for the enrichment of other
professional designers*



Architecture & Design Tours

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Rita Orland
Interior Designer

Professional Associations

Founder & President, IFDA SoCal
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IFDA WELCOMES OUR 96 NEW MEMBERS!

ARIZONA

New Professional Member
Victoria Dennison
Encantos By Victoria Dennison

Professional Member
Jennifer Fearer
Interiors By Decorating Den

Student Member
Elizabeth Ambler

Student Member
Janet Jackson

BALTIMORE

Professional Member
Carla Bravo Wing
Phina's for the Home

Professional Member
Tracey Santry
Santry and Coulter
Design Group

CAROLINAS

Professional Member
Robin Gainey
Gate City Kitchens

GEORGIA

Professional Member
Susan E. Burks
S.E.B. Designs

Professional Member
Cheryl Draa
Cheryl Draa Interior Designs

Professional Member
Tricia Lightle
Interior Sewlutions

Professional Member
Carole Miller
Designs for Living

Student Member
Victoria Andrews

Student Member
Connie D. Bates

Student Member
Beverly F. Kelly

GEORGIA

Student Member
Jessica Santacruz

ILLINOIS

New Professional Member
Elaine Doss

Professional Member
Connie R. Lee
Interiors By Connie Lee

Professional Member
Vicki L. Martin
Chicago Design Team

Professional Member
Debbie Persson
Home Sale Design Solutions

Professional Member
Margaret Rosemeyer
Eclectic Design Source, LLC

Professional Member
Anne Sheer
Sheer Images Design

Student Member
Camille Kurowski

JAPAN

Professional Member
Jiro Fujiwara

Professional Member
Hisayoshi Nishino
Towano Ei LLC

MEMBER-AT-LARGE

Professional Member
Kimberly Hamric
Virginia Rippee and
Associates, Interior Design

MICHIGAN

New Professional Member
Rhonda Antonucci
Antonucci Design Group

Professional Member
Chet Sadowski
Chet's Cleaning Inc.

MINNESOTA

New Professional Member
Debra Connolly
Footprint, LLC

New Professional Member
Alyssa Ploszay

Professional Member
Bonnie Jo Rohow
James Manor Design

Student Member
Bobbi Jo Dziuk

Student Member
Ariane Laxo

Student Member
Erin Mattern

Student Member
Amanda Neunsinger

Student Member
Melissa Stratton

Student Member
Michael Wines

N. CALIFORNIA

Professional Member
Michelle Brookins
Global Views

Professional Member
Wendy Hoechstetter
Hoechstetter Interiors

Professional Member
Ochi Tirta
Ochi and Company

Professional Member
Maria Vila
Maria Vila Designer

Student Member
Kari Hodgen

NEW ENGLAND

New Professional Member
Roxanne Essex
Essex Designs

NEW ENGLAND

New Professional Member
Cindy Leach
CKL Interior Design

New Professional Member
Jodi LeMe Vito
Jodi LeMe Design

New Professional Member
Betsy Sweat
Jia Moderne, LLC

Professional Member
Toni Campbell
Homescapers At Cape Cod
Lumber

Professional Member
Paul Cox
Vigilant, Inc.

Professional Member
Katie Dammann
New England Home

Professional Member
Adam Graber
Gerrity Stone

Professional Member
Michael Greene

Professional Member
Michael J. Lee
Michael J Lee Photography LLC

Professional Member
Matthew Luther
Stone Technologies

Professional Member
Carol Newton Rumph
The Comfortable Home

RI Elizabeth Wallace
M. Steinert & Sons

Professional Member
Judith Whalen
Roomscapes Luxury
Design Center

IFDA WELCOMES OUR 96 NEW MEMBERS!

NEW YORK

New Professional Member

Ellen Baker
Elle Baker Interiors

Professional Member

Rhea Alexander Digs

Professional Member

Janis Bullis
Janis Bullis Creative Services

Professional Member

Meg Connolly

Professional Member

Claudia Gisselle Tejeda

Professional Member

Ronnie Gold

Professional Member

Jane Medress
Artextures Design

Student Member

Joan Carter

Student Member

Nooshin Shayani

Student Member

Margaux Zion

PHILADELPHIA

Professional Member

Tonya Comer
Tonya Comer Interiors

Professional Member

Bob Deniken
Unique Interiors

Professional Member

Kim DeStefano
All Sewn Up, LLC

Professional Member

Lynne P. Ellick
Lynne P. Ellick Interiors

Professional Member

Phil Godshall
Gehman Custom Remodeling

PHILADELPHIA

Professional Member

Amy Katzeff
Closet & Storage Concepts

Professional Member

Robert A. Kline
CUSTOM WINDOW By
Robert A Kline

Professional Member

Roxann M. Koren
RMK Roxann M Koren Interior
Design

Professional Member

Ida J. McCausland
Ida J McCausland Interior Design

Professional Member

Paul Mihranian
Lighting By Design

Professional Member

Chuck Sherman
Sherman & Gosweiler, Inc.

RICHMOND

New Professional Member

Anne Buffington
Interiors...and More!

Professional Member

Muffy Barden
Barden's Decorating, Inc.

Professional Member

Sherri Flemer
ReDefine Design

Professional Member

Ellen Norris
Caryatid Interiors

Professional Member

Patrick Williams
Williams & Sherrill

Student Member

Danielle Belanger

S. CALIFORNIA

New Professional Member

Cassandra Meskin
Capiz Home Staging

S. CALIFORNIA

Professional Member

Lisa Davis
Lisa Davis Upholstery

Professional Member

Kelly Day
JW Light Source

Professional Member

Carla Martinez
SAG Enterprises, Inc.
d/b/a Wurts Carpet

Professional Member

Tauna Rodarte
JW Floor Covering
Design Center

Professional Member

Karon Six
Designcorp

Professional Member

Tamara Webster
Interior To the Exterior

Student Member

Caroline Costello

TEXAS

New Professional Member

Kellie Cashon
Cashon and Company

Professional Member

Jacob Fitehugh
Wade College

Professional Member

Brenda F. Whitehair
BW Interiors

Professional Member

Michelle Rae Wilschetz
Designs Today

WASHINGTON

Professional Member

Valerie Kabelac
Will's Home Decorating

Professional Member

Edie Trageser
Originally Yours

NHFA PROVIDES NEW PORTAL TO CONNECT CONSUMERS AND FURNITURE RETAILERS



The non-profit National Home Furnishings Association (NHFA) website:

www.HomeFurnishings.com

offers consumers a new way to shop. The site includes articles, images, design advice, buying guides and decorating tools so the consumer can create their own look. In addition, the site is a portal so they can search for certified HomeFurnishings.com retailers and connect to their sites.

Finally the site offers a retailer certification program designed to build consumer confidence and trust in retailers with positive ratings. Certified retailers can include a link to their website or take advantage of the organizations micro site program for specific promotion and product offerings.

Click here to access the Online Retailers section for details on the industry's top Internet retailers.



"IT'S NOT THE HEAT...IT'S THE HUMIDITY" – TAKING A COOL STEP BACK IN TIME

As IFDA President Gail Belz notes in her President's Showcase Column on page 1, we are in the "lazy days" of summer. In some sections of the US, we are hearing from Chapters who are actually experiencing the "dog days" of summer (let us all bow our heads in commiseration, and send a cool breath of fresh air to our friends in the Arizona Chapter who had a high temperature of 114 degrees F [45.4 degrees C] at press time. We've heard it all before, "it's a dry heat." But 114 degrees is still 114 degrees!).

Phoenix Weather

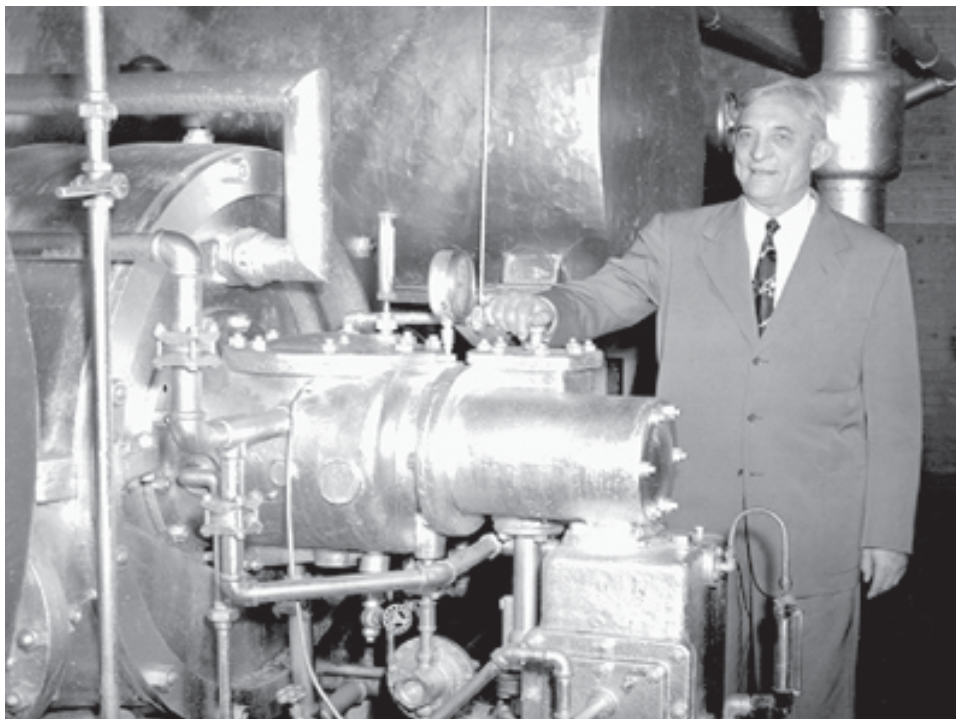
High - 114

Low - 89



So, against that reality, let's take a step back in time to July 1902, when the forefather of our modern air conditioning unit made its debut. With human comfort the last thing on his mind, a young mechanical engineer named Willis Haviland Carrier completed the schematic drawings for what would become the first successful air-conditioning system. Interestingly, it was not designed to be an air conditioner – but rather a humidity controller. Mr. Carrier had recently graduated from Cornell University and was earning an incredible \$10.00 a week (about \$260 in "cold" hard cash today) working for the Buffalo Forge Heating Company in Buffalo, New York. He was tasked with finding a solution for a printing company in Brooklyn that was having problems: its paper was expanding or contracting in the variable East Coast humidity. That played havoc with the color register for four-color printing, since the ink, applied one color at a time, required pinpoint calibration to avoid badly aligned, muddy illustrations.

The system that Carrier devised still forms the basis of the air conditioner (or, more accurately, "humidity controller") today. Air was forced through a filter of a piston-driven compressor, where it was pumped over coils that were chilled using coolant. The cold air was then expelled into a closed space using a



Willis Carrier poses proudly in 1922 with the first chiller. *Courtesy Carrier Corporation*

fan, cooling the room and stabilizing the humidity.

Carrier later switched from piston power to the centrifugal chiller, which allowed much larger spaces to be cooled. He also replaced the toxic ammonia that had been the original cooling agent.

The air conditioner was just what the Brooklyn printer needed. The humidity problem vanished, and — as the word got out — other companies began clamoring for Carrier's machine.

Paper victories aside, the salubrious effect on humans was also recognized early on. Although commercial outfits such as manufacturing plants were the first customers, Carrier kept fiddling with his invention.

By 1915, he was running his own company, Carrier Engineering Corp., which supplied cooling systems to hotels, department stores, theaters and, eventually, private homes. Among Carrier's early big-ticket customers were the U.S. Congress, the White House and New York's Madison Square Garden.

The impact of air conditioning can't be

overstated. Sun Belt cities and other places where stifling hot weather is a factor enjoyed an economic boom as people settled in large numbers, protected from the elements by Carrier's invention. That population shift in turn changed the political balance of the nation. Even the nature of architectural design changed, with perhaps the most conspicuous example being the smoky glass-clad skyscrapers that now dot almost every big-city skyline.

The chlorofluorocarbons used in air conditioning have in recent years been blamed for the growing hole in the Earth's ozone layer. Sealed, air-conditioned buildings and other closed spaces utilizing circulated forced air, like commercial airliners, are also criticized as breeding grounds for communicable diseases. There's no denying, though, that a good air conditioner can beat the heat.

Carrier died in 1950, at 73, but his company still exists and remains a major manufacturer of cooling and refrigeration systems. And on behalf of all of us this summer, and especially in respect of our Arizona Chapter members — Mr. Carrier...thank you. Thank you very much.

STUDENT SEMINAR

The IFDA Georgia Chapter, in conjunction with IFDA Educational Foundation, staged a student seminar at the Paul Raulet, Inc. Showroom. Students from area design colleges and certified schools were in attendance.



THE IFDA WANTS TO HEAR FROM YOU!

You've heard from us - now it's your turn. We love feedback, so please let us know your thoughts on this issue of the IFDA's "Network." Did you like it? Were the articles of interest and value to you? Is the newsletter too long, too short, or just about right? Do you have any suggestions on articles or issues you'd like to hear more about? We're already planning the next issues, so please let us incorporate your ideas. Just like the IFDA and its members, the "Network" is getting better all the time. Please email us your comments to Jacqui Becker jacqui@beckerfinearts.com