



IFDA
INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

Winter 2012

NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD



IN THIS ISSUE

Southern California: Greystone Manor Show House Tour-Maison de Luxe	Page 2
Carolinas Chapter's Night of Luminaries Honors Noted Designer and Restoration Expert Pat Plaxico	Page 3
Illinois Chapter: Lunch and Learn & About H.O.M.E.	Page 4
Illinois Chapter Announces Winner of 2011 Design Contests	Page 5
New York Chapter's 2011 Rising Stars Event Draws Record Crowd	Page 6
Philadelphia Chapter Celebrates with Awards Dinner and Charity Event	Page 7
Texas Chapter President Laura Davis Shares the Gift of Green	Page 8
Washington Chapter Hosts Annual Party at the Kennedy Institute	Page 9
IFDA Welcomes 65 New Members	Page 10
Job Posting: Martin Home Furnishings	Page 11

IFDA NETWORK WINTER 2012 EDITION



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Happy New Year IFDA! As the calendar turned to 2012, we are gearing up to celebrate IFDA's 65th Anniversary. It was on April 22, 1947 that Claire Coleman and six colleagues met in New York City and began a forum for the exchange of ideas and information within the home furnishings field.

These pioneers reached out to their fellow industry professionals by hosting a membership drive, established committees to draft a constitution and bylaws, selected officers, and planned goals for this industry forum which was originally named the National Home Fashions League. Originally formed as a women's only forum in the home furnishings field, IFDA has grown into an all inclusive, international organization with 16 chapters including one in Japan.

As we reflect on the Association's rich history, we honor the past and celebrate how far we have come. The Association's growth and development would not be possible without the continuing dedication of our volunteer leadership. It is the vision of our forward thinking chapter leaders that are responsible for the events and programs that continue to recruit and retain IFDA members around the world. We encourage members to get involved and volunteer for their local chapter. Make it your New Year's resolution to share your special skills with your fellow IFDA members. Perhaps you know a fellow industry professional who would benefit from joining and networking with IFDA members. Why not bring them along to an event and introduce them to the members of your chapter? IFDA is counting on you!

Janet Stevenson, IFDA
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Chapter News

Southern California Chapter Greystone Manor Show House Tour - Maison de Luxe

By Kristin Kostamo McNeil, President, IFDA SoCal Chapter

On December 9th, 2011, IFDA SoCal hosted a chartered motor coach tour from San Diego to Beverly Hills to attend a lecture and tour at the Greystone Manor Show House.

Greystone Manor is a historic landmark officially entered into the Registry of Historic Places. Built in 1927 by the Doheny Family, the land was given to Edward Doheny as a gift by his parents. The Manor is rich with fascinating history and is also well known for being on film. Greystone has been the backdrop for several movies and television shows over the decades, including *Indecent Proposal* and *Dark Shadows*.

The show house is an 8-day event with a portion of the proceeds going to the Friends of Greystone, a non-profit organization dedicated to the restoration and preservation of this historical structure. It was revamped by 25 leading designers from across the nation, including Mary McDonald, Barclay Butera, and Nathan Turner.

The day kicked off departing San Diego in the early morning, arriving to the show house in time to attend the Friday afternoon lecture by a panel of designers who participated in designing some of the rooms within the Greystone Manor. On the panel that day were Ron Woodson and Jaime Rummerfield of Woodson and Rummerfield's House of Design, Lori Dennis, and Barclay Butera. The designers discussed what inspired their designs and the restrictions they faced working within a historical structure and the solutions they discovered in attaining their vision.



Our group of 22 was comprised of IFDA SoCal members and guests. We took an unguided tour of the Manor, a 55 room mansion that was awe-inspiring at every turn. Each space was as unique as the designer who fashioned it. Paired with the historic architectural backdrop, the tour was a dazzling display.

On the journey back to San Diego from Beverly Hills, the attendees were bubbling over with excitement at what they had experienced that day. The intimate group connected in conversation while enjoying drinks and appetizers on board. IFDA SoCal held a raffle onboard the motor coach with several gifts and prizes, including a beautiful book *A Year in Architecture* as well as a customized gift by a local artist.

The event was a huge success reaching out to several potential IFDA members whose interest in IFDA grew from participating that

day. There were business connections made on the travels to and from our destination including a connection between a cabinet supplier and a designer. These connections are the foundation of IFDA SoCal's motto of "Designing Good Business."

Rita Orland chaired this event and provided sponsorship for this event through her company, Wings ArchiTours. **The event was made possible by a Partnership Grant that was awarded to our chapter by the Educational Foundation. We thank the Educational Foundation for their generous support.** Without this grant this event would not have been possible. This event was recognized by our local ASID and NKBA chapters and reached several potential new members.

Carolinas Chapter

Night of Luminaries Honors Noted Designer and Restoration Expert, Pat Plaxico

Senior Design Stars from Area Colleges Recognized

By Bonnie Peterson, FIFDA, VP of Communications, Carolinas Chapter

The IFDA Carolinas Chapter held a glittering "Night of Luminaries" starring a noted High Point-based designer and restoration/adaptive reuse expert who directed the transformation of the Tomlinson furniture factory into the showroom complex, Market Square. Pat Plaxico was the guest of honor at the event on December 7 at High Point Country Club. Also invited were senior design students from regional colleges and universities who brought samples of class projects to display during the wine gathering time.

The young "rising star" designers were: Anne Beuker, High Point University; Breanne Lutz, Meredith College; Karsen Pack, Winthrop University; Jeff Linn, University of North Carolina-Greensboro; Jennifer Bendeck, Salem College; and, Janell Voigt, Randolph Community College. Their imaginative projects attracted the interest of chapter members, guests, industry friends and associates of Pat Plaxico.

Chapter President, Dawn Brinson, was moderator of the evening and Susan Connor presented Pat with an engraved crystal vase marking the occasion. Carolinas presented their Unsung Hero Award to Beth Smith of 200 Steele in recognition of her outstanding support of the chapter.

Plaxico's presentation, "My Life As A Designer" outlined her stellar career from junior design assistant to leading some of the most complex architectural restoration projects in the furniture industry.



Honoree Pat Plaxico, seated, surrounded by the 2011 Carolinas Chapter Rising Stars, from left: Jeff Linn, University of NC-Greensboro; Janell Voigt, Randolph Community College; Jennifer Bendeck, Salem College; Breanne Lutz, Meredith College; Karsen Pack, Winthrop University; and Annie Beuker, High Point University

Photo: Dawn Brinson



Caption: Carolinas Chapter 2012 President, Robin Gainey presents the Unsung Hero Award to Carolinas Chapter member, Beth Smith.

Photo: Dawn Brinson



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, *Network* is getting better all the time. Direct your comments or questions to Susan Slotkis, IFDA National Director at Large and volunteer editor of *Network* at sslotkis@nyc.rr.com.

Attention VP's of Communication: Submission deadline for the spring issue of *Network* is May 4th.

The IFDA Network is a publication of the International Furnishings & Design Association, 150 South Warner Road, Suite 156, King of Prussia, PA 19406; 610-535-6422 (o); 610-535-6423 (f). Please contact Executive Director Martha Heinze, martha@ifda.com.

Illinois Chapter Lunch and Learn

By Joan Scheib, Illinois Chapter President



IFDA Illinois Chapter came together on January 26th for a Lunch and Learn Session – an Interactive Round Table Discussion. In attendance were members representing designers, drapery workrooms, cabinetry designers, contractors, wallpaper hangers, and students. Our featured topics included: The Initial Client Consultation, Pre-qualifying

a Client, Charging for Design Services, Retainers, Overall Fees, Letter of Agreement or Contract, and Collaborating with the Builder, the Architect and the Client. Everyone came away with some new information, validation on how they are conducting business, or some tips to change their current practices to become more professional and

ultimately more successful. An attendee who had not been to an IFDA event in quite awhile said: “This has been the best seminar that I’ve attended here at the Design Center”. In attendance were many prospective members, all planning on joining the Chapter. The Chapter is planning on holding a couple more Lunch and Learn Sessions throughout the year as it has been very successful!

As for myself, I learned that the quality of the job actually lies in the beginning; adding a step in to the process to first meet with the client and ensure there is a great fit between designer and client.

This has been a huge success in kicking off our Chapter’s year of events! For more info contact the VPs of Program: Dee Schlagel (dee@designdiscoveryltd.com) and Penny Homscheid (homscheid.interiors@comcast.net)

Illinois Chapter About H.O.M.E.

By Marietta Calas, VP of Community Relations

The IFDA Illinois Chapter adopted H.O.M.E. as their Community Services project for as long as many of the members can remember. H.O.M.E. (Housing Opportunities and Maintenance for the Elderly) helps Chicago’s underserved, low-income seniors maintain their independence by providing services unlike any organization in the City of Chicago. The services H.O.M.E. offers include free home maintenance and repair to ensure seniors enjoy healthy and safe living conditions. Free shopping transportation assists seniors who have limited mobility or access to groceries, pharmacies, and medical services that are essential to their well being. H.O.M.E. also owns and manages three affordable buildings



Caption: left to right: Jean Addante (Co- Chair, Comm. Relations), Bruce Otto (Executive Director, H.O.M.E.), chapter member, Marietta Calas (VP of Comm. Relations)

Photo: Penny Homscheid

where seniors can choose between two styles of living – individual apartments or, for residents who need some assistance, shared living. www.HOMEseniors.org

Bruce Otto joined H.O.M.E. in 2009. He attended the Illinois Chapter Holiday dinner in December 2011 and graciously accepted our chapter and members’ donation check. “The gift of \$1,000 and three boxes filled with movie DVD’s, gift cards, toiletries and other items to give directly to our residents was a wonderful Holiday gift from IFDA. H.O.M.E. is very grateful for a long relationship with IFDA and for all the ways its members have supported us for such a long time.”

Illinois Chapter

Winner of 2011 Design Contest is Announced by IFDA, Illinois Chapter Interior Enhancement Group, Inc., Kelly Guinaugh, Designer

By Pam Pettrone, VP of Public Relations



Photo: Eric Carlson

The Illinois Chapter of the International Furnishings and Design Association has announced the winner of its annual interior design contest. The winning design firm is Interior Enhancement Group, Inc. of Inverness, IL, founder/designer, Kelly Guinaugh.

Beautiful custom cabinetry was selected in nutmeg and charcoal finishes creating the warm, inviting atmosphere the client desired. The wood tones, fabrics, feathered granite, travertine and glass tiles are a perfect balance of textures.

The panel of judges was impressed with the attention to details in the beautiful renovation, notably the architectural features that were introduced to bring character into the space. The farm sinks were raised to accommodate the homeowner's height. One of the annoyances

with the kitchen prior to renovation was the low sink which caused her back pain. The design firm and cabinet maker, Eric Carlson, of Crafted Character, designed a raised base for the farm sink that provided a solution the homeowner's back appreciates.

A busy executive and single mom, the new kitchen had to be efficient as well as comforting after a long day at work. "The banquette we added provided much needed overflow seating for the friends her three daughters bring home regularly," explained Kelly. "While the heart of the kitchen is the island space which is perfect for their family to gather while mom prepares dinner and helps with homework."

New York Chapter

IFDA New York Chapter's 2011 Rising Stars Event Draws Record Crowd

By Cathy Guterman, VP of Public Relations

The New York Chapter of IFDA honored its Rising Stars of Interior Design at a cocktail reception on November 14, 2011 at the New York Design Center in Manhattan. The 'star-studded' event, which attracted 200 people from all areas of the interior decorating industry, was hosted by Cliff Young Ltd., a showroom that features striking contemporary furnishings.

To kick off the program, designer Jamie Drake, IFDA member, introduced Brad Ford - a 2009 recipient of the IFDA award - who

then went on to host the event. This year's top stars included Anne Maxwell Foster and Suysel dePedro Cunningham, partners at Tilton Fenwick Interior Design, Nick Olsen of Nick Olsen Inc. and Ron Marvin of Ron Marvin Design. The designers were selected based on their fresh new approach to color, materials and furnishings, as well as their unexpected choices of elements that blend luxury and accessibility. All the Stars have had their work published in national magazines and have consistently maintained a passion for their

craft through their trend-setting styles.

Three "starlets" representing top interior design schools were also selected. They were Ho Youn Yi, New York School of Interior Design, Janice Wong, Parson's School of Design, and John Feger, Fashion Institute of Technology.

This was the fifth Rising Star Program sponsored by the New York Chapter and has become a much anticipated annual event within the design community.



IFDA's Rising Stars 2011 from left: Nick Olsen, Anne Maxwell Foster, Suysel dePedro Cunningham, and Ron Marvin. Photo: Cathy Guterman



Leslie Young, owner of Cliff Young Ltd. with Claudia Tejada, 2012 President. Photo: Cathy Guterman



Jamie Drake and Brad Ford with student "Starlets". Photo: Cathy Guterman



Interior designer Brad Ford and Lonny Magazine Editor-in-Chief Michelle Adam pose with IFDA's Rising Stars of Interior Design. Photo: Cathy Guterman

Philadelphia Chapter

Annual Awards Dinner & Charity Event

By Rand Kehler, VP of Communications

The IFDA Philadelphia Chapter members and guests enjoyed a lovely evening on Dec 1st at the Annual Awards Dinner & Charity Event.

The venue this year was the Union League of Philadelphia, a shining jewel of history in the heart of the cultural and commercial district of Philadelphia. Founded in 1862 as a patriotic society to support the Union and the policies of President Abraham Lincoln, it laid the philosophical foundation of other Union Leagues across a nation torn by Civil War. The Union League has hosted U.S. presidents, heads of state, industrialists, entertainers and visiting dignitaries from around the globe. The building was listed on the National Register of Historic Places in 1979.

To hold an event at the Union League is a special honor, and chapter members (and Union League members) Patrick and Michelle Kennedy graciously offered to be our Union League sponsors/host for this evening. For the fifth time in a row Pindler & Pindler sponsored this year end event.

Cathy Ruff, FIFDA Chapter Treasurer, was the recipient of the 2011 Unsung Hero Award for her dedication to the chapter. Kat Robbins, Chapter President also acknowledged the work of the entire chapter board many of whom helped with the planning and execution of the 2011 Symposium. Also in attendance was Janet Stevenson, IFDA National President who thanked Rand Kehler for his work on both the Philadelphia Chapter and National Board as Director at Large and for sponsoring the evening's festivities!

The event included a Social/Reception, Networking, Tour of the Union League's Art Collection conducted by Patrick Kennedy followed by a scrumptious dinner. The evening concluded with the always popular raffle that supports a local charity. This year the local food bank Philabundance was the recipient of \$1000 from the raffle and two generous individual challenges!



Kat Robbins and Janet Stevenson thanking Patrick Kennedy for hosting us at the Union League. Patrick is also the VP of Sustainable Practices and is CEO of Superior Woodcraft a silver level Chapter Sponsor.

Left to right Janet Stevenson, Katleen Penney (Chapter Pres.Elect), Kat Robbins President and member Susan Kersch.

Texas Chapter

Gift of Green: The Gift that Keeps On Growing

By Laura Davis, Texas Chapter President



Have you ever come across a new product or service and thought, "Now why didn't I think of that?" When I met Chris Tobaben of Gift of Green and heard about his new eco-friendly solution for more efficient fundraising, I thought, "Of course!"

Last fall, after working months on a chapter fundraising event only to see our goals partially fulfilled at the end of the day, I left that evening feeling exhausted and discouraged. Our chapter leadership came together and asked, "With all the technology available, isn't there something that can make this process easier?" We looked for a fundraising solution that would:

1. Connect with contributors at a time that is convenient for them
2. Require less upfront cost to our chapter
3. Work passively while allowing us to be productive in our businesses
4. Benefit more than one cause

Gift of Green is the perfect combination of all four objectives on our fundraising wish list.

Chris Tobaben, a 2011 graduate of the

College of Architecture at Texas A&M University, started Gift of Green with his father as an eco-friendly alternative to traditional fundraising. Their concept is simple. Plant a tree. There are no catalogs, inventory, or orders to take. They only sell one product, tree seedlings. Gift of Green plants the seedlings on your behalf on public lands in Texas in conjunction with the Texas Forest Service.

Chris says, "I have been involved in many fundraisers as a kid raising money for school, sports, or band. I knew that it was tedious and sometimes confusing to take the order, collect money, and be responsible for delivering the product that was ordered. Because I had this experience, I started thinking of new ways to accomplish the same goal in an easier fashion. In this new age of technology most everything you can buy in stores you can now buy online. That is where Gift of Green shines."

The purchases, which are handled online on a webpage personalized for IFDA Texas, benefit the chapter by returning \$7 out of every \$15 purchase to support chapter programs and contributions to the IFDA

Educational Foundation. Additionally, every tree seedling planted goes towards the efforts to replenish trees lost in the devastating Texas forest fires of summer 2011.

The campaign ran from January 25 through February 15 with a goal of purchasing 500 trees. The announcement was broadcast using email blasts and social media outreach to members, friends, family, clients, vendors, and colleagues.

We are excited to participate in the Gift of Green program because it aligns with the design industry. After all, many of the products and furniture we specify and install would be non-existent if our wood resources were endangered. Pairing fundraising for design education and planting trees is a win-win for all.

For more information on Gift of Green, please visit www.giveaGiftofGreen.com.

Washington Chapter

Kennedy Institute Annual Party - Christmas Cheer With a Heart

By Jeanne Blackburn, VP of Communications

For the 27th year in a row, the Washington DC chapter of IFDA has financially sponsored and supplied volunteer time and effort to provide a much anticipated and fun filled Christmas Party for the students and residents of The Robert F. Kennedy Institute in Washington, DC. The Institute, which was established in memory of President Kennedy's older brother, educates and trains the developmentally disabled of the metropolitan area. Currently there are over 59 students enrolled in classes and over 49 residents in group homes sponsored by the Institute. John Petro, of Petro Design/Build in Maryland has been the driving force behind the Christmas Party for over ten years.

It is a day-long event featuring two parties: one from 11 am to 3 pm with cookies and punch for children, and an evening pizza party from 5 – 8 pm for adults. Festivities also include music for dancing, sing-along caroling, and a visit from Santa. Each

attendee gets a chance to visit one-on-one with Santa, who for the past 12 years has been there through the generosity and warm spirit of Ken Huntsman. From him they receive a photo with Santa, and a big gift-filled Christmas stocking, too. "For many of them, this is the only Christmas celebration they will have", says Petro.

The success of the event always relies on the generosity of volunteers from the Washington, DC chapter of IFDA. Those who have graciously given their time planning for, setting up, and serving refreshments during the parties are universally enthusiastic about the joy they receive in the giving of their time and effort, and the sharing of the true spirit of Christmas.

Karen Davis, a member of the Kennedy Institute's Advisory Council, said that her most memorable highlight of the evening party was "when the dancing started and

when Santa arrived. It was wonderful to see the warmth of the connections between some IFDA volunteers and the folks who live in JPKI's homes and apartments. And it was great to see a number of the volunteers who have been doing the party since the 80's like Donna Ralston-Latham and DeeDee Cummins."

Unfortunately, fewer students attended this year, but only because enrollment at the Institute has decreased, but more adults attended the party than ever before. "This year donations were down because of the economy", according to John Petro but there are plans to improve the party, so that the 2012 Christmas party will be bigger and better. "Our plan is to include family members and other group homes, and move it to a Saturday", Petro added. And once again the volunteers from IFDA will be plentiful.



IFDA Welcomes Our 65 New Members

ARIZONA

Professional

David Beckstrand
Feathers Custom Furnishings

Charlene Kingston
Crow Communications, LLC

Loyd Parker
Loyd Parker Design

N. CALIFORNIA

Professional

Bill Bates
BTicino/Vantage Controls

Marshall F. Crisman
Tomkat Fabric & Carpet
Protection

Laurie Furber
Greenhouse Design Studio

Kathleen Poppingo
Savoy Real Estate Services Inc.

S. CALIFORNIA

Associate

Tatiana de Nes
Desired Design

Professional
Angela LuMaye
MDC

Nathan Padilla Bowen
Padilla Bowen Photography

Student

Megan Saison

CAROLINAS

Professional

Jayne Siegel
Jayne P Siegel Design, LLC

Student

Jennifer Bendeck

Annie Beuker

Jeff Linn

CAROLINAS

Student

Breanne Lutz

Karsen Pack

Janell Voigt

FLORIDA

Professional

Adalia D'Orazio
Goldensun 8 LLC

Vicki L. Kirsner
Infinity Designs LLC

Beverly Faye Pino
Bang and Olufsen

GEORGIA

Professional

Kelly M. Logue
Ambella Home Collection

Mallory Mathison Glenn
Mallory Mathison Inc.

Student

Glen Hodges

ILLINOIS

Professional

Kristy Nichols
KN Interiors

Student

Phil Rybarczyk

MICHIGAN

Professional

Judy Frankel
Judy Frankel Antiques

MINNESOTA

Professional

Mary Baude
Bellarae Designs, LLC

Student

Kirstin Adolfson

Amelia Mae Blakeley

MINNESOTA

Student

Vickie Eliason

Amy Evans

Jenna Hartmann

Lori Limoges

Marina Teresa Magallon

Kathryn Mehlhaff

Kathleen Morris

Ruth Rosamond

Karen Veurink

Nancy Wegleitner

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Eliza Jones
Boston Magazine

Hilary J. Repa
The Rug Merchant LLC

Alison Weidner
SieMatic Mobelwerke USA

Stephen D. Winterson
The Rug Merchant LLC

NEW YORK

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Mary Carey
3D Launch!

Nicole Koenig Passman
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Lana Lawrence
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Victoria Pace
Victoria Pace Public Relations

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Kim Price
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Mariana Savage
Mariana Savage Design

Lauren Stern
Lauren Stern Design

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Lauren Miele

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Bailey Design Group

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Upholstery

Katie Micciolo
Timeless Dwellings

Rebecca Stanton
Bright Light Design Center

Jamie Vogt
Stark Carpet

RICHMOND

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history, what and the public has considered "newsworthy" has met different definitions. For example, mid-twenty-first century news media

JOB POSTING

Martin Home Furnishings Creative Design Director

A leading international designer, manufacturer and distributor of case good furniture – office, bedroom and entertainment – with more than 700 employees worldwide has an immediate opening for a Creative Design Director.

The successful candidate will have a minimum of 5-years direct experience in the furniture industry. The position is responsible for all phases of product development, from the initial design, approval of CAD drawings, material selection, and sample approval. The position requires an ideal candidate to possess excellent communication, presentation and organizational skills, a strong understanding of manufacturing processes, and knowledge of a wide variety of materials; responsible for developing innovative furniture designs. The director will also manage a design team with three subordinates and will report to the CEO. Prior work or history in manufacturing is considered a major plus.

The position works from our corporate offices located in San Diego, but travel outside the country to oversee new product development and production is required. Salary is commensurate with experience. Position is currently available. Please email resumes to Lydia Hobbs at lydiahobbs@martinfurniture.com.



Coming in the Spring 2012 Issue of Network

IS THERE AN APP FOR THAT?

Northern California Chapter
President-elect, Dr. Judith Clark, FIFDA
shares key apps for furnishings and
design industry professionals.



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40%

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insurance protection 100%

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