

# IFDA

INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

# NETWORK

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IFDA togetherness – coast to coast – at the official dinner closing the Strategic Planning meeting in Pennsylvania

## THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

# Contents Winter 2018

Editor: Sue Williams, FIFDA

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# President's Message



Dear IFDA members,  
and Chapter Leaders,

As I came back to the International Furnishings and Design Association as Interim President, my goal was to re-establish a good working relationship between the National leaders and our Chapter leadership; to re-ignite our commitment to problem solve those things that needed attention or a directional change; to re-commit to all members and leaders to have

transparent leadership and stronger working bonds amongst all of us. By doing so, management responsibilities have been re-defined and a strong and necessary directional working relationship has been re-formed and solidified. A large component to engage and begin that working relationship very much needed between national and the chapters was to oversee strategic planning that all chapters could work towards.

In November we held an all-day working National and Chapter leadership meeting dedicated to just that. We challenged ourselves

to work towards branding our International Furnishings and Design Association so potential members could understand who we are, where we are going, and to help them see the real value for themselves and their business to come and join us! We worked towards each chapter creating a 'Business Plan' and the goal is to have all chapters sharing their vision for their chapter with each other, working with all other chapters to support and strengthen our organization. The National Board is working on a Business Plan of action from the National Level to structure ourselves to assist and serve the chapters in a more interactive and positive way.

I look forward to January when I relinquish my responsibilities and become the Immediate Past International President who sits beside your new President, Ida McCausland, to assist her to continue our vision of change and growth for the International Furnishings and Design Association.

Janet Stevenson, FIFDA  
IFDA President  
[janets@closetcity.com](mailto:janets@closetcity.com)

## Ida McCausland



Ida graduated from Drexel University with a Bachelor of Science in Interior Design and started her business in 1980. Her tag line is "Innovative Ideas and Creative Solutions for Every Day Living". Ida always tell clients "This is your house, not my house. This is the one time it really is 'all about you'!"

In college Ida had a baking business and made gingerbread men and gingerbread houses for two bakeries. She hired her two sisters and paid her 8 year-old sister to put the Necco wafers 'shingles' on the gingerbread house roofs.

Along with Ida's interior design business, she also had a second staging company for 10 years, "Red -Letter Rooms", with a partner.

It was a lot of hard work and heavy lifting, but they had a blast and Ida says it is the most fun she ever had in a job!

Ida joined IFDA in 2010 and started on the Philadelphia Chapter board as VP of Hospitality. Later on, Ida was VP of Membership Retention, and three times the Co-Chair of TAS. In 2014 Ida was elected President-Elect of her Chapter which followed with two years of President, 2015 & 2016. For the past two years Ida has remained on her Chapter Board as Chapter Advisor.

This year Ida has taken the jump to International leadership and accepted the nomination of President-Elect. As the year ends, Janet Stevenson, FIFDA will step down as interim President and Ida will be ready to take the reins of the organization with a clear vision of the direction she wants to steer the Association.

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# IFDA Strategic Planning Meeting For 2019 And Beyond

## Who is the IFDA? What do we stand for? Where are we going?

Submitted by Mike Peterson, Vision Marketing, Florida Chapter Board Member

These were the questions asked and answered at the IFDA Strategic planning meeting held in King of Prussia in November. Presidents of local chapters and the national board met to blaze a path forward for the IFDA.

The session started with a reminder that the founders of the IFDA, particularly Claire Coleman, FIFDA, were trailblazers, pioneers and visionaries... and it was their standards that have built the IFDA, through 71 years, into the success it is today. All attendees agreed we should strive to maintain that forward thinking sense of vision.

Several important subjects were discussed during the day that will positively contribute to the future plans of our organization:

1. Who is the IFDA as a brand? A brand is a relationship; it's a connection of like-minded people. In many ways it is a tribe. The IFDA brand is recognized as warm, helpful, philanthropic, empowering, authoritative, proud professional, and a visionary.  
  
All decisions, communications, marketing, websites ... everything we do as an association should be born from these core values and brand personality traits. Everything!
2. Attitude. "A good attitude is not the result of success; Success is the result of a good attitude". All organizations have an ebb and a flow, especially one that has succeeded for more than 71 years! But, it's important that all members believe in and trust the commitment of our fellow members; that we all want and strive for growth and standards for which we can all be proud.
3. Leadership. Are we leaders? Or, are we a group of people that just likes to get together? Do we make a difference in the community we serve? Do we have clarity of values?

The subject of leadership was important to the group for many reasons, but most importantly because it's leadership at the national level, and the local level, which will propel us into the next 71 years. Being the standard bearer isn't an option for an organization with our pedigree, we must be. We were born pioneers and trailblazers and we must live up to the vision established many years ago.

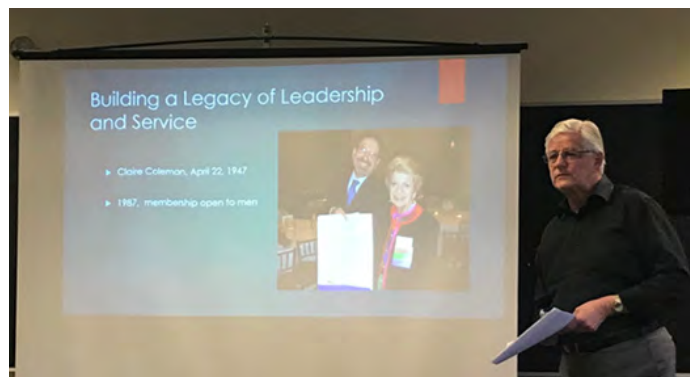
4. Where are we going? Here it is again...that word "vision"! Just as we did in King of Prussia, we should all be asking ourselves, "where do I want my IFDA chapter to be in 3 years or 5 years"? Our vision must be big, bold, exciting, filled with dreams and AUDACIOUS. Let's get excited about who we are and where we will be in the years to come!
5. Planning our success. The last part of the day was spent laying out the plans we have for 2019 and beyond. We identified needs, goals, strategies and actions steps required to fulfill the vision we all have for our chapters and for national. Each chapter President and the national board are tasked with helping each other build a plan that generates growth and new leadership opportunities for the organization as a whole.

The 2019 strategy meeting was quite a successful effort to take the IFDA to a new level...a level that incorporates the leadership and visionary abilities the organization has always had. It was impressive to see all members buy into the hopes and aspirations of the group.

You should be excited for 2019. I am!



Strategic Planning meeting attendees participate in the day-long event.  
L to R: Sue Williams FIFDA, Dave Gilbert, FIFDA, Ida McCausland, Janet Stevenson FIFDA, Judith Clark Janofsky, FIFDA.



During the recent IFDA Strategic Planning meeting, Mike Peterson facilitated a leadership presentation with an opening salute to Clare Coleman, founder of IFDA 71 years ago.



All chapters were represented including R to L : Marsh Koch, Florida, Wilma Hammett, Carolinas, Don Judd, Arizona, Andrea Warriner, New York and even Chris Magliozzi, New England "Zoomed" in on the computer.



# Arizona Chapter

## Botanical Gardens in Arizona

TaMeki K Njuguna, VP of Communications and Social Media

The beautiful Arizona at it's best this winter with the Electric Desert display at the Botanical Gardens! A Phoenix must see!



Photo courtesy of Gina Mathis



Photo courtesy of Gina Mathis

## Arizona Holiday Party

TaMeki K Njuguna, VP of Communications and Social Media

Arizona celebrates 2019 at the impressive Irish Cultural Center where promotion of international peace, friendship and goodwill resides while also providing a comprehensive and interactive cultural and learning experience linking the people of and visitors to Arizona with the people of Ireland and other Celtic cultures.



Shanti Rose (Piece by Peace Designs), Jeffery Bennett (Monterrey Tile), Jan Braden (All About Foliage), Lisa Giacomo (Monterrey Tile), Karen Mandrino (Bellamore Interiors)  
Photo courtesy of Gina Mathis



Arizona State University Jazz Trio.  
Photo courtesy of Gina Mathis

# Carolinas Chapter

## Carolinas Chapter IFDA Celebrates 8th annual Night of Luminaries

Submitted by Dawn Brinson, IFDA

On November 7, the Carolinas Chapter hosted its Night of Luminaries dinner gala. This year's Luminary Award recipient was Danny Davis, president of award-winning workplace furnishings manufacturer, Davis Furniture Industries. As the third-generation leader of the company, Danny not only follows the entrepreneurial spirit of his father and grandfather, but he has built the company into one widely recognized for its innovative ideas; a corporate culture based on respect, values and compassionate leadership; and established a firm base on which the next generations of his family can drive the company even further. Both of Davis' children, Ashley Davis Williams and Brian Davis, have embraced leadership positions within the company.

In the multimedia presentation to more than 100 attendees, the Davis team and Danny specifically, illustrated the Davis Furniture philosophy with, "design is a choice." This simple-sounding mantra exemplifies the company's overall strategy. "We have a saying here at Davis, 'It's

all about the product, and the product is about design.' At Davis, with every product we bring to the drawing table...the focus is always about design...the aesthetics of the design...the function of the design...and the value of the design. This is what our customers look to Davis to offer them," he noted.

16 Rising Stars were also honored. These are the best senior-level design students as chosen by their faculty from colleges and universities across North and South Carolina. Students displayed a favorite project and discussed their work with industry leaders at a cocktail party in their honor prior to the awards dinner. During the gala, each student was individually honored for their outstanding work and given a certificate conveying the Rising Star appellation. These exceptionally talented young men and women all plan careers in the home furnishings and décor industries. Their majors range from product design and interior design to industrial engineering and interior architecture.



The 2018 class of Rising Stars from universities across North and South Carolina were honored throughout the evening



Davis Williams, age 9, introducing his grandfather, Luminary Award recipient, Danny Davis, to the sold-out crowd of industry notables, university leaders, and student Rising Star honorees. His grandfather was unaware that young Davis had prepared this special tribute for the evening.



2018 Luminary Award recipient, Danny Davis, with Carolinas Chapter members (from left) Joanne Hoover, FIFDA, Susan Connor, FIFDA, and Chapter President, Holly Barker Woodward. Grandson, Davis Williams in the foreground.



Danny Davis, back row left, with his wife Karen (far left) represent the 3rd generation of Davis family members to helm their company. 4th generation leaders include Danny and Karen's son, Brian, daughter Ashley, and their spouses; and, the hit of the evening was Davis Williams, Danny's grandson, who plans to be the 5th generation to helm the family business.



# Florida Chapter

Submitted by Melissa Blanchenay, VP of Communications, Florida Chapter

Florida VP of Marketing Mike Peterson was the brainchild behind a successful event held on October 25, 2018. Co-sponsored by media partner Florida Design and hosted by The South Florida Design Park, Mike moderated two back-to-back panels tackling weighty subjects in the business of design.

The first panel, entitled "Solutions to the Online and Retail Invasion", included four leading Florida design professionals. They shared a host of experience-based pointers on how to work (or not work) with clients who shop the internet. Another tactic would be to educate the client about the value a relationship with a designer brings to a project that cannot be had with an internet entity like Amazon or Wayfair. The panelists were Fanny Haim, Alene Workman, Michael Volk, each from their eponymous companies and Marc Thee, co-founder and co-owner of Marc-Michaels Interiors. The session was held at the Jerry Pair showroom and live-streamed via Facebook.



L to R: Fanny Haim, Michael Volk, Mike Peterson, Alene Workman, Marc Thee

The second panel was held at Stark. Entitled "Design Therapy: Design's Influence on Health and Pleasure", it took a deep look at the intrinsic value that designers can bring to their clients' lives. The panelists, armed with many insightful references, included three design practitioners: Michelle Castagna of Muse Design, Nicole Baxter of Nicole Baxter Design and Bea Pila of B Pila Design Studio. They introduced the concept of biophilia and explored the scientifically proven and highly marketable emotional reward designers provide to clients.

The events attracted attendees from points north and south despite the rainy weather. The second panel was especially thought provoking to many and encouraged much discussion amongst the professionals afterwards.



L to R: Nicole Baxter, Mike Peterson, Michelle Castagna, Bea Pila

# Illinois Chapter

## To Paint or Not to Paint....a visit to Ragsdale, Inc.

Submitted by Beth Arntzen

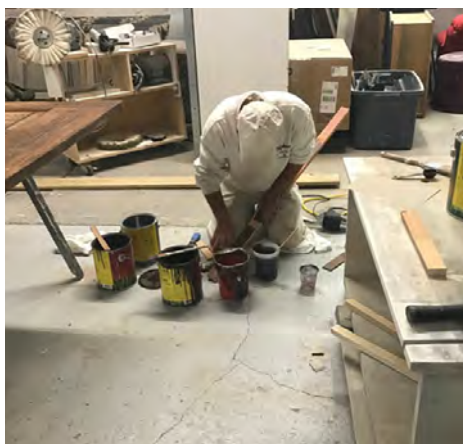
The Illinois Chapter of IFDA met at Ragsdale, Inc. in Lake Bluff in November for a tour of their facility and a discussion with the owner, Grace Ragsdale Janda, owner, about the power of paint to restore and update kitchens and baths as an alternative to gutting them.

Ragsdale, Inc., a family-owned and operated family business since 1977, has been known as one of the most reputable painting, decoration, and finishing firms along Chicago's north shore. In 2015,

Grace and her husband bought the business from her father and expanded to offer one-on-one design services and turnkey kitchen and bath renovations. Grace impressed us all with her knowledge, enthusiasm and fresh perspective. Grace spent two hours with us answering all our questions and making us all believers in the power of paint.



Our presenter-Grace Ragsdale Janda, President.



Painter at work in the workshop.



Continuing the discussion over lunch after the Ragsdale event. L to R: Jennifer Gibson, Karen Fischer, Camille Sullivan, Kathy Fountaine, Claire Golan, Lisa Monoson, Beth Arntzen, Kim Eggert.

## Staying in Front of your Clients - Online and In-Person

Submitted by Beth Arntzen

IFDA Illinois and the Arlington Design Center joined forces in September to offer a highly relevant CEU course, "Staying in Front of your Clients - Online and In-Person", presented by Jim Nowakowski. Jim is the president of Interline Creative Group, Inc. a design industry marketing guru and has been an IFDA Illinois member for a number of years. Jim's easy and engaging speaking style kept attendees on the edge of their seats and stimulated new insights and strategies for growing their business. If you'd like to know more about Jim and his group, check out his webpage at [www.interlinegroup.com](http://www.interlinegroup.com).

By every measure the event was a success. We drew the highest number of paid registrants at an event so far this year and attracted the interest of some new designers, two of whom have since joined the Illinois Chapter. Everyone we spoke to was energized by Jim's presentation and enjoyed the chance to hear Jim speak and to network with other designers afterwards at lunch.



Board Members with Jim after his presentation:  
L to R: Loren Seaman, Jeri Solomon, Camille Sullivan, Jim Nowakowski, Beth Arntzen, Karen Fischer, Kim Eggert



Jim Nowakowski,  
President of Interline Group  
and IFDA Member



# New England Chapter

## IFDA Gala List of Winners

Submitted by Larissa Cook

The winners are shown in the photo with our Modern Luxury Emcees, Jaci Conry and Shannon Pastuszak

- Commercial Corporate Award  
Jill Najnigier of JN Interior Space
- Show House Award/Laurie Gorelick of  
Laurie Gorelick Interiors
- Residential Single Space Award for  
Master Bedroom/Paula Daher of Paula  
Daher Interior Design
- Bathroom Award/Jessica Cabot  
of Hawthorn Builders
- Kitchen Award/Hutker Architects  
Mika Durrell
- Kitchen Award/David Stern,  
of Stern McCafferty Architect
- Student Design Award/Charles Argo  
student at Boston Architectural
- Honoree of the Evening- IFDA Member,  
Rosemary Porto



**Charity Window Challenge Winner**  
Dane Austin



Dane's Window



### Special Thanks to the Gala Committee

Left to Right: Jacqui Becker, Lauren Gifford, John Trifone, Vivian Robbins, Larissa Cook, Jen Bardsley, Shalini Sookar (Absent from photo)



### Our Media Sponsor

Modern Luxury Interiors Boston - This was the first event collaboration between the IFDA and Modern Luxury and what a success! Thanks to Jaci Conry and Shannon Pastuszek



Honoree of the Evening- IFDA Member, Rosemary Porto



### Proceeds to Benefit the Ellie Fund:

A big thanks to Hillary Harrelson from the Ellie Fund for participating in the event and bringing awareness of the impact of Breast Cancer and the need to help these patients and their families.

### Our Event Sponsors

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# New York Chapter

## IFDA To Present The “Rising Stars Of Design” 2018 Awards

Submitted by Sarah Fletcher

NEW YORK, Nov. 8, 2018 -- The New York Chapter of the International Furnishings and Design Association (IFDA NY) will hold its 12th annual “Rising Stars of Design” awards ceremony on Thursday evening, November 15th at the Tile Bar, 45 West 21st Street in New York City. The event runs from 5:30 to 8:00 p.m.

**George Oliphant of NBC’s “George to the Rescue”** will serve as MC and introduce the honorees:

- Anelle Gandelman and Arielle Duker, A-List Interiors
- Casey DeBois, DeBois Design
- Andrew Torrey, B.A. Torrey

as well as the product design honorees Adam and Sofia Zimmerman of Ot/tra by Zimmerman Workshop.

Each designer will share her inspirations and path to beginning her business and will be presented with the IFDA NY 2018 Rising Star Award.

Cost per ticket is \$20 for IFDA members and \$35 for guests; all students are free of charge. For more information and to purchase tickets, visit: <https://conta.cc/2JOxAFL>, the IFDA website at: <http://www.ifdany.com/> or call 212-686-6020.

### Anelle Gandelman and Ariella Duker of A-List Interiors:

A unique collaboration between two style-driven women, Anelle Gandelman, a former art dealer and Ariella Duker, a former fashion stylist, their work can currently be seen at Holiday House NYC through December 2. Based on Manhattan’s Upper East Side, their projects include new construction and large-scale residential projects throughout the U.S. and abroad.

In their words, they create “livable, luxury interiors. We re-imagine the classics, making them new and fresh for tailored, modern spaces with bespoke details.”

**Casey BeBois of DeBois Design:** With a discerning eye and flare for contemporary style, Casey specializes in translating sophisticated tastes into practical modern designs. Her timeless sensibility and adaptable approach have attracted a broad clientele base; from her Manhattan office, Casey has designed innovative office spaces for buzzed-about startup companies like Bark Box, Blue Apron, LearnVest and Citi Bike and residences ranging from pre-war brownstones in New York City and modern apartments in Miami to country estates in the Hamptons and beachfront cottages in Southern California. Casey



Photo credit: Marco Ricca



Photo credit: Christina Lilly Photography

credits traveling as a driving source of creativity, drawing inspiration from colors, textures and materials she encounters across the globe.

**Andrew Torrey of B.A. Torrey:** B.A. Torrey is a New York City-based interior design company focusing on both residential and corporate commissions. With an eye for superb craftsmanship and use of luxurious, tactile finishes and materials, this rapidly expanding boutique company creates spaces that reflect each client’s unique personality — and then elevates that vision into one-of-a-kind spaces and homes. Recent and current projects include private homes in Beverly Hills, New York City, the Hamptons, Mexico City and London, as well as customizing the Brooklyn Nets Players’ Lounge at The Barclays Center into a space worthy not only of world-class athletes, but also getting the seal of approval from superstar Beyoncé. Andrew participated in this year’s Kips Bay Decorator Show House in Manhattan.



Photo credit: Tim Kuratek

### Adam and Sofia Zimmerman of Ot/tra by Zimmerman Workshop:

Adam and Sofia Zimmerman are the husband-and-wife team behind Ot/tra, a Brooklyn-based furniture company creating sculptural yet functional pieces to complement a variety of interiors, from residential to hospitality to corporate. Adam and Sofia are also partners at Zimmerman Workshop Architecture + Design. Since 2010, they have worked on both residential and commercial projects in New York City, the surrounding area, and as far away as Toronto and Austin, Tex. Prior to this, Adam worked with firms including Kohn Pederson Fox and Renzo Piano. Sofia’s background is in publishing and communications, and includes time as an editor at *Contract Magazine* and Director of Public Relations at IA Interior Architects. Like the firm’s architectural projects, Ot/tra’s solid wood furniture reflects an attention to technical rigor, meticulous detailing and a softened contemporary aesthetic.



Photo credit: Michelle Guanica

The International Furnishings and Design Association (IFDA), founded in New York City in 1947 and now with 14 chapters worldwide, provides a professional forum for communication and interaction among its high-profile members. The IFDA, a not-for-profit volunteer-run association, also promotes career advancement and educational opportunities and is structured to increase public awareness of the furnishings and design industry through specialized programming, networking and service to the community.

IFDA NY thanks its **INTERNATIONAL Platinum Sponsor: The Shade Store** **INTERNATIONAL Silver Sponsor:** Mitchell Gold + Bob Williams and **Chapter GOLD Sponsors:** Benjamin Moore & Co. | Hunter Douglas | Kravet Inc. | New York Design Center | Resource Furniture | Stacy Garcia New York.



## Philadelphia Chapter

Submitted by Stephanie Graham, President, Philadelphia Chapter

### 2018 IFDA Vendor Showcase

September 26, 2018

10:00 am - 4:00 pm



Merion Tribute House  
625 Hazellhurst Ave  
Merion Station, PA 19066

#### Please join us for the 2018 IFDA Vendor Showcase

Want to stay on top of new industry trends, products and services? Then you will not want to miss our Vendor Showcase at the beautiful Merion Tribute House.

Philadelphia IFDA Vendor Members will be on hand to showcase their latest products and services. Our Vendor Showcase is a 1-stop shopping opportunity to meet IFDA Vendor and learn how they can add value to your business. It's also an opportunity see new products firsthand!

Continental breakfast & light lunch will be served.

Or

Do you have a product or service that you would love to showcase to the design trade? Are you a vendor, artist, craftsman, manufacturer, manufacturers rep, showroom etc that caters to the design industry? Would you love the opportunity to get in front of interior designers to show them your products or services? Then you do not want to miss IFDA's Vendor Showcase!

Please consider donating a raffle item for the event.  
(All proceeds going to the Philadelphia Scholarship)  
Attendees will receive 5 free raffle tickets with their registration.

To register to attend either as a designer or as a vendor  
please email Melodie Burkey at  
[mdesign@ptdprolog.net](mailto:mdesign@ptdprolog.net)

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# Richmond Chapter

Submitted by Holly Kidwell, President, Richmond Chapter



IFDA breakfast, hosted by Thibaut, at High Point Fall Market.  
L to R: Ali Cross, intern Corbin Orgain, Michael Maszaros, Gayatri Choudhary and Sarah Childress.



Member Natalie Reddell at High Point Fall Market speaking on the Chaise Lounge Design Panel hosted by Universal Furniture, called Passion Sucks.



Diane Williams, Richmond Chapter IFDA member and President of IDAL, presents a panel discussion at High Point Fall Market called Painted Design Solutions to Help Your Business



Annual Holiday Party at The Jefferson Hotel



Two IFDA members, both named Holly, meet up for a tour at Baker Furniture at High Point Fall Market. L to R: Holly Barker-Woodward, Carolinas Chapter President & Holly Kidwell, Richmond Chapter President



# Washington DC Chapter

## "Rally in The Alley" Raised Funds For EF

Submitted by Jeanne Blackburn, Washington DC IFDA Past President

On November 3rd, we reinstituted our "Night of Stars", a formerly-annual awards banquet which we had not been planned for several years - and it was a glittering success! Members of our chapter, and some very special folks from the design industry in the DC area received honors and certifications ranging from Member of Distinction and Lifetime Achievement Award to Unsung Hero and Heart and Soul Award, among others. Sincere congratulations to all, and kudos to Michele Fick and Debbie Harp for planning such a memorable evening that included a social hour, dinner, the awards presentations, and a live band for dancing. Chances are it won't be several more years before we do it again!

### IN PRINT

The stunning dark gray powder room of Sarita Simpson of Sarita Simpson Designs in Falls Church, Virginia was featured in the "Designer Digs" section of the August 2018 issue of NOVA Interiors a Northern Virginia regional publication. Congratulations, Sarita!

And the dramatically colorful, mostly turquoise kitchen of June Shea of Shea Studio Interiors, was featured in "Turquoise Transformations" in the "Designer Digs" section in the November 2018 issue of the same publication - NOVA Interiors.

### AWARDS

June Shea also received the Best Home Improvement Professional award for 2018 from Northern Virginia Magazine, and Top of the Trades 2018 award from Virginia Living Magazine.

Congratulations, June!



The gorgeous crystal 'Night of Stars' Awards and Certificates.



The DC chapter Board of Directors for 2018 (left to right) Barbara Polhemus, Rebecca Penno, Cathy Rinn, David Jorgenson, Michele Fick, Deb Harp, Marlies Venute, Mike Winn, Lauryn Holmquist, Tod Herbers, Debbie Cain, Jeanne Blackburn, Sherry Ways.



# Washington DC

## Chapter

### Lunch and Learn Event

Submitted by Jeanne Blackburn, Washington DC IFDA Past President

Our always well-attended Lunch and Learn events got started for the fall season on October 9 from 11:45 - 2pm. with an entertaining and informative program "Painted Design Solutions to Help your Business – How to collaborate with Decorative Painters". The mechanics of how Interior Designers and Decorative Painters can collaborate was hosted by B&F Ceramics, Fairfax, Virginia. Attendees learned about the types of decorative painting, language and vocabulary for ease of communication, and how new and potential applications and surfaces can be painted. Plus, a hands-on stenciling project to make and take. Guest Speakers were Cathy Rinn / KellyBelle Studios and Diane Williams / Art to Di For.

Our November 28 Lunch and Learn from 11:30 - 1pm focused on Today's Smart Home and was sponsored by Casaplex at Lutron Electronics Commercial Experience Center, in Washington DC. Steph Vaughn of Hill Residential took participants through the state of the industry, its growth trends, and where it is headed. Plus industry news about lighting control, shading, voice control and security.

Debbie Harp of Sheffield Furniture and Cathy Rinn of KellyBelle Studios work on the hands-on decorative project part of our October Lunch and Learn program on decorative painting. Good food, great information, and a craft project to take home!



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\* Prescription savings vary by prescription and by pharmacy, and may reach up to 80% off cash price. This is not insurance. So there are no premiums, no subscription fees, and no unexpected costs. Just the opportunity to save a lot of money.

# Educational Foundation

## IFDA's Educational Foundation Announces Additional Design-Student Scholarships

Submitted by Mervyn Kaufman, IFDA, Director of Communications, IFDA Educational Foundations

Two newly established scholarships have been added to the established lineup of design-focused awards from the Educational Foundation of IFDA, the International Furnishings and Design Association. Since the early years of this 71-year-old global design-industry alliance, EF has awarded scholarships to high-achieving students as well as grants to talented professionals, internationally. Until now, EF's seven annual scholarships totaled \$12,500, but the following additions—for students in either two- or four-year institutions—expand that number to \$18,000:

- **IFDA Philadelphia Scholarship (\$2,500)**, supported by the Philadelphia Chapter, will be available to current full-time undergraduates who have completed four design courses in post-secondary education. "We have created this scholarship to reflect the rich history of design education in Philadelphia and beyond," says Chapter Treasurer Robert Belchic, adding that "our scholarship will shift among four different disciplines annually, beginning with interior design and rotating to furniture, textile and graphic design, then back again, in each succeeding year."

As EF Director of Scholarships and Grants Karen Dzenolet explains, "Rotating this scholarship focus among four categories allows us to show that IFDA is eager to honor different disciplines within or under the overall umbrella of interior design." Note that each Philadelphia Scholarship awardee will also receive a complimentary IFDA Student Membership. "If the winner is local to any chapter," adds Dzenolet, "he or she will become affiliated with that group—if not, to a chapter nearby. If there is no local or nearby chapter, the winning student can become an IFDA member at large."

- **Barbara Beckmann Textile Design Scholarship (\$3,000 for 2019)** will be open to full- or part-time undergraduate as well as graduate students majoring in interior design, fashion design or a closely related field. Applicants must have completed at least four design courses in post-secondary education, with an emphasis on textile design or a closely related field.

This scholarship was established by IFDA's Northern California Chapter to honor the memory of Barbara Efting Beckmann, a textile designer celebrated for her vast knowledge of all aspects of fabric printing and styling processes that have shaped her career-long output of hand-painted fabrics and leathers. "Barbara Beckmann designs have graced the interiors of hotels, palaces, embassies, and yachts and private planes, along with the White House in Washington, D.C., and major properties around the world," explains Nancy L. Wolford, Vice President/Scholarships and Grants of the Northern California Chapter. "Barbara's expertise enabled her to adhere to the highest standards of quality in her work, while at the same time using environmentally friendly, all-natural fibers and non-toxic agents."

Applications for all 2019 EF scholarships will only be accepted during the month of March, with winners promised notification in July. For details, please consult the Educational Foundation website [www.ifdaef.org](http://www.ifdaef.org). Or for answers to specific questions about these or any of EF's other scholarships and grants, contact Director Karen Dzenolet at [karen@kdzdesigns.com](mailto:karen@kdzdesigns.com).



All members of the International Furnishings and Design Association are members of the Educational Foundation. IFDA-EF is the philanthropic arm of the Association. IFDA-EF offer grants to our members to help them expand their knowledge and strengthen their careers. The student scholarships assist those that are studying to be future leaders in our industries. IFDA-EF's funding comes primarily from Chapter donations but more is needed. When you are planning your end of year charity donations, please keep the IFDA Educational Foundation in mind. As members of IFDA, we feel strongly about our industries and our Association. We should support the IFDA Educational Foundation with the same zest.





## Fall High Point Market Insider's Tour

Submitted by Sara Chiarilli, Florida Chapter IFDA

This year's fall High Point Market was a fantastic market with lots of new releases and fun times with IFDA. On Saturday at the opening of the market we started with a great introduction to High Point with the Market Authority and breakfast. From there we were off on the Insider's Tour which consisted of 12 of us from all over the country and was a fun experience for me getting to show the group around to some of my favorite stops at market. Our first stop was at Stanley Furniture which had their largest release ever showing off 500 new pieces! Although many of us have known Stanley Furniture for years it was an eye-opening experience for many to see that they will sell directly to designers and that they are so on current trend. Gone with the nothing but medium toned wood and in with lots of mixed materials such as concrete, metal and even some outdoor options! They increased their youth line, added to the Havana collection and with two stories and more rooms than you can count we could have spent all day there. But we had so many more places to see!

Our second stop was at Sarreid Limited. This was a first time for some of the members of the tour to be introduced to Sarreid. We got to see so many different styles from leather sofas that fit in perfectly in a library to modern lucite pieces and Jupe tables that were a thrill for everyone. The amazing pieces are combinations of new, antique reproductions and custom Italian and English pieces.

We had an fun filled tour and lunch at Lexington. It started with some much needed time to sit and get to know everyone on the 15 minute

ride to the showroom that had been completely redone. In true southern hospitality we toured the showroom, all three levels, seeing pieces from Lexington, Sligh, Tommy Bahama and Artistica. We saw all of their fabrics, leathers and design options for so many of their pieces. And what a huge benefit to be able to sit in so many pieces so that we can tell our clients how the pieces will work for them. The showroom really took on some modern designs and what an amazing use of performance fabrics that don't look or feel like performance fabrics. And although there were still some of the West Indies feeling showroom pieces there was so much more. The Barclay Butera collection with the beautiful blues, whites and natural fibers felt like we had been transported to Newport Beach. I personally cannot get enough of the jute rugs, the woven textures and the really big hardware! After touring the beautiful showroom we were treated to a fantastic lunch that had everything from prime rib to a dessert bar!

Back at the main High Point Market showrooms we explored Showplace. This is the iconic building that almost everyone takes a picture of when they arrive at market. Inside showplace are suites on the first floor and showrooms on the next three levels. We started at Bramble Company and got to see the beautifully made case goods in tons of finishes! They have everything from painted to distressed, to chalk paint to hand painted designs. I have been using their pieces for ten years and it is amazing to see them having gone from a small space to taking over 6 suites! All those farmhouse pieces you



are looking for this is the company to find them at. And one of my favorite pieces is the cocktail table chess set! Available in all of their different finishes!

We headed to Surya after Bramble where we were able to grab a drink hear about the history and quality of the products but then just wander and enjoy the fantastic pieces. There were over 1,000 new pieces that were released at fall market this year at Surya and getting to just take in all the elements, accessories, lighting, rugs and pillows allowed so many of us to be creative! I personally bought so many pieces for clients and my showroom! And let's not forget the fact that they have such a wide variety and pride themselves on a truly global view point. No matter the design style they have a rug or accessory to go with it!

With some extra time before the Sunpan Garden party we headed to Rowe Furniture to see their new pieces and their new designer program. Rowe had lots of great priced custom upholstery and have become very designer friendly. You can now sign up and get a designer box of their small fabric swatches to start working with them right away. They had many small space pieces, so if you are looking for apartment/condo/den pieces they have all the right sofas and chairs.

We ended the night at the Sunpan Garden party a must do stop for every market. Sunpan has live music, multiple bars and tons of food stations. It is such a hot stop that it is restricted to buyers only (21 and

up) and you actually have to go through an ID check point! I think it is so important to not just see all the new releases but to also spend time getting to know people. We got to have an amazing bonding experience where we got to learn about each other's companies, design styles, families and visions for their lives. Saturday night is also the headliner for the Stars Under the Stars. So some of us went to go hear Jocelyn and Chris Arndt a retro rock group that has played at the Sundance Film Festival.

We went from morning to night and had a great time! We met new people, saw new lines, made friends and learned about new trends. Everyone got a better understanding of where to find things at market, learned about resources to help their business and made relationships that will last a lifetime! And I can't wait to do it again! That's right their will be another Insider's Tour for the spring market! It has not been released yet but I can't wait to take from this experience, add even more gifts, benefits and tips for a whole new group of people ready to experience High Point Market for the first time or for the first time in four markets! So get ready to get your hotel rooms, yes you want to book early, and experience all that you will ever need to grow your design business to the next level! Need help finding a hotel room check out the concierge service right on the High Point Market website. They will help you to find the right hotel, car service and transportation to and from market!



# MEMBERSHIP UPDATES

## IFDA Welcomes Our 22 New Members

### FLORIDA

#### Professional

Frances Herrera  
Frances Herrera  
Interior Design

#### Sherry Lee

Sherry Lee Interiors

#### Birgitta Lundin

Birgitta Design, Inc.

### ILLINOIS

#### Professional

Jennifer Gibson

JGIB Interiors

#### Moanna Mower

Moanna's Workroom  
Interiors & Staging

### N. California

#### Professional

Stacie Quiroga  
Strizek Design, LLC

### NEW ENGLAND

#### Professional

Boyd Rourke

Brinc Design

Ryan Wagner

Wagner Development

Samantha Elfland

Metropolitan Cabinets &  
Countertops

Lorelle Carlson

Aquarelle

### NEW ENGLAND

#### Professional

Julie Murphy  
Designer Draperies  
of Boston

Jill Najnigier

JN Interior Spaces

Diane McCafferty

Stern McCafferty

Nikki Dairymple

ACQUIRE, Inc

### NEW YORK

#### Retired

Annette Stramesi Kahn

#### Professional

Jonathan Baron

Jonathan Baron Collection

### PHILADELPHIA

#### Professional

Meg Burdick

Fiber ProTector of

Delaware Valley

Mike Bauwens

Fiber-Seal of the Northeast

### RICHMOND

#### Professional

Sandra Hall

University of Richmond

Marcia Biggers

Shenandoah Shutters

Kathy Geffen

Kathy Geffen Design

Brandon Cox

Stable Tables

## 2018 Committees

### By-Law Committee

Susan Hirsh, FIFDA, Chair

Janet Stevenson, FIFDA

Ida McCausland

Linda Kulla, FIFDA

### Chapter Assistance Committee

Caroline Baer Rogow

### Fellows Committee

Gail Belz, FIFDA, Chair

Susan Connor, FIFDA

Leah Keitz, FIFDA

### Finance Committee

Dave Gilbert, FIFDA

Chris Magliozzi

Janet Stevenson, FIFDA

### Marketing Committee

Jeanne Blackburn

Jennifer Driscoll

Sarah Fletcher

### Network Committee

Sue Williams, FIFDA,

Editor in Chief

Linda Kulla, FIFDA, Exec. Dir.

### Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair

Linda Kulla, FIFDA, Exec. Dir.

### Sponsorship Committee

Linda Kulla, FIFDA, Exec. Dir.

## Upcoming Events

### January 8-15, 2019

Atlanta International Gift & Home  
Furnishings Market  
Atlanta, Georgia

### January 8-11, 2019

Heimtextil  
Frankfurt, Germany

### January 9-13, 2019

Atlanta International Area Rug  
Market  
Atlanta, Georgia

### January 27-31, 2019

Las Vegas Market  
Las Vegas, Nevada

### February 3

Surtex  
New York, New York

### February 3-6, 2019

NY Now  
New York, NY

### March 18-21, 2019

New York Home Fashions Market  
New York