



Fall/Winter 2013

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Glen Raven Custom Fabrics, the makers of Sunbrella fabrics, took this winning formula - high-performance fabric with the look and feel of cotton - to the outdoor furniture industry. Marketing umbrellas and furniture cushions made with Sunbrella fabrics as fast drying, durable, easy to clean and beautiful. Over the years, all of the nation's leading casual furniture manufacturers have adopted Sunbrella fabrics for their premium furniture lines. Fade resistance, durability and popular colors have made Sunbrella a leader in these markets. While Sunbrella was gaining recognition in the great outdoors, Glen Raven was preparing Sunbrella to come inside the home. Thanks to intricate jacquard weaving, innovative yarn constructions and advanced fabric finishes, the design and manufacturing teams at Glen Raven created Sunbrella fabrics that match the look and feel of fine interior fabrics.

Today you will find Sunbrella throughout the home, from decks, patios and poolside, to dining rooms, family rooms and even kitchen and bath. Sunbrella delivers a complete package of color, design, durability, fade resistance and ease of cleaning. Design and performance creativity will continue to be the focus for Sunbrella fabrics. Wherever people demand fabrics that are beautiful, comfortable and dependable, Sunbrella will be there with fashion, right colors, designs and textures.

President's Message



Hello My Fellow IFDA Members,

This fall we held our annual Board of Directors and Council of Presidents meeting in Philadelphia. I was very excited to once again gather together with our chapter leaders to share ideas and creativity. We heard from a great speaker, Mr. Kent McKamy from Atlantic Leadership Group in New York City, thanks to the Educational Foundation's Harriet Schoenthal Leadership Grant. Maureen Klein of the New York Chapter presented a program on the recent Take a Seat event.

If you have never attended our annual fall Board of Directors and Council of Presidents' meeting, I highly recommend you consider joining us next year. My favorite part is the round table discussions. So much valuable information is offered during these all-day sessions that can be brought back to share with your chapter board and members. We are a team and it is so important to meet all the other chapter leaders and feel their energy! Our members who serve on the board of their chapters will realize other members are only a phone call away from getting advice if need be or a sounding board for a new idea.

I'm pleased to announce we have received proposals for the construction of our new web site and the website committee is in the process of vetting those agencies. Our Corporate Membership Task Force is in the process of deciding whether this addition to our tier of memberships is a viable decision.

We are in the process of gathering information for the new Program Binder. We were able to gather lots of good ideas for chapter events and programs from the previously mentioned round table discussions. If Chapter leaders have not done so, please contact Paula Ross with your submissions.

Enjoy the New Year!

All the best,

Diane Fairburn

Diane Fairburn

IFDA Congratulates the 2013 Fellows Class

Mauriece Claudette Grayson, IFDA, Georgia Chapter
Su Hilty, IFDA, New York Chapter
Myra Schwartz, IFDA, Florida Chapter
Sharron Zimmerman, IFDA, Georgia Chapter

2013 Fellows Committee

Linda Kulla, IFDA, Chair, New York Chapter
Judith Clark-Janofsky, IFDA, N. California Chapter
Susan Connor, IFDA, Carolinas Chapter

IFDA Spotlight On...

Celebrating Helen Wagner

She Heads up 3M's PR; Her Thumb's up for IFDA

By Rose Bennett Gilbert, FIFDA, NY Chapter VP of Communications and Publications

It may be 1,010 air miles from St. Paul, MN, to Manhattan -- a long-way, but not a far stretch for New York Chapter stalwart Helen Wagner.

An active IFDA member since 1993, now head of Public Relations at 3M's corporate headquarters in St. Paul, Helen's years in IFDA sparkle with accomplishments: twice named to New York's "Circle of Excellence," the Chapter's highest honor; serving on IFDA's international Board of Directors; chairing the IFDA Educational Foundation.

And that's just the bold-face stuff: never mind how many teleconferences it takes, Helen has always been quick to jump on Chapter committee work, such as the committee behind the Big Apple Awards gala celebrating Brooklyn Bridge Park Oct. 1.

Earlier this year, Helen and 3M were supporters of the unique "Take a Seat" venture, spanning three IFDA chapters, New York, Southern California, and Japan. And she and 3M also lent a hand to New York's 2012 smash hit "Circle of Excellence."

It's no stretch at all, supporting IFDA, Helen says, because "IFDA and 3M are an excellent fit. 3M touches everyone's lives. We go across many markets, just like IFDA, which is open to all aspects of design. Our products are used in many areas -- everything from furniture to fabrics to electrical products and adhesives..."

"Everybody wants 3M's attention," she points out. "We are constantly approached by groups looking for our support. But when I first learned about IFDA, I knew this is different from other organizations."

That was back in 1993. Minnesota-native Helen had been promoted to manager at 3M's Public Relations Department in New York City, in charge of publicity for the consumer, apparel and home textile businesses, as well as corporate business and financial media relations. Busy, yes, but not too busy to accept a lunch date with IFDA's Harriet Schoenthal, organized by the late David Smith, who was then handling 3M's PR for consumer products.

"David had told me that IFDA played a special role in the home design industry... and Harriet told me **how** and **why**," Helen recalls. The rest is IFDA history -- and "a great tribute to both Harriet and David," she says. David served on the NY Board; Harriet endowed the Educational Foundation's Schoenthal IFDA Leadership Forum, and she and Helen remained great friends until Harriet's death in 2011.

Helen prefers to remember birth dates. She's legendary for it, in fact. "Tell me your birthday and I never forget it," she smiles. Once, famously, she went around a party of 30-some people, naming birthdays for each, even one guest's *mother's* birthday.

"I think it's important to celebrate people," Helen explains. She herself has been celebrated throughout her career. She was a recipient of the Platinum International Public Relations Award for 3M's 100th Anniversary

global initiative. *PR News Magazine* named her one of America's top three corporate PR people. The Public Relations Society of America gave her a top award for cause-related public relations, and their Silver Anvil Award of Excellence for the Scotch brand campaign, "The World's Most Gifted Wrapper" competition, which takes place in New York every December. Imagine having to gift-wrap a life-sized sailboat!

Then there's Helen's involvement in community service -- "involvement" is the operative word. Among the many who have benefitted from Helen's wise counsel and helping hand are homeless children, AIDS patients, St. Paul theatre-goers (she's on the Board of Landmark Center and Park Square Theatre), elementary and middle-school children (she was named Junior Achievement's Midwest "Volunteer of the Year" in 2011).

Earlier this month, Helen was appointed chair of St. Catherine University's Alumnae Council. Located in St. Paul, St. Catherine is the nation's largest university for women.

Helen's four godchildren, ages 7 to 15, also rate her fond devotion. Last year, she took two of her kids on a tour of London; this month, they're all off to Disney World's Animal Kingdom.

"Celebrating people" of all ages is a life-long mantra. "I'm lucky to have a position in a major world corporation that values people."

"From a business point of view, I have many strong reasons to justify supporting IFDA," Helen says. "But there's more, a deeper reason: core values shared by 3M and IFDA -- ethical practices, community involvement, an emphasis on collaboration, and recognizing and celebrating people."



'CELEBRATING PEOPLE' at 3M, IFDA's Helen Wagner, 20-Year NY Chapter Member

International Board of Directors, Council of Presidents Chart Next Steps for IFDA

By Dawn Brinson, IFDA, *Network* Editor in Chief, Director at Large

Two-and-a-half days of intense work punctuated by laughter, networking, great food, and spirited camaraderie - that, in a nutshell, is the annual Board of Directors and Council of Presidents meeting, held this year at the Sonesta Hotel in downtown Philadelphia, September 25-27.

With the warmth expected from the City of Brotherly Love, the members of the Board, CoP and Educational Foundation were welcomed to the meeting with a cocktail reception followed by a networking dinner. Imagine the opportunity to share ideas over dinner with a professional photographer, a homebuilder, a marketing professional, a leading wallcoverings expert and two extraordinary design professionals. That's the essence of the annual meeting, and of IFDA itself.

Thursday's agenda was packed with a morning of meetings, an afternoon of great roundtables discussing important topics including membership recruitment and retention, programming, communications and more, and an evening filled with fun and fellowship.

Chapter Presidents-Elect participated in an exclusive leadership training seminar designed to propel them forward in their roles as chapter leaders and professionals in business and industry.

Through the generosity of the Harriet Schoenthal Leadership Grand, our own IFDA Educational Foundation sponsored Friday's executive presentation by Kent McKamy, managing director, Atlantic Leadership Group. And, mentioning Educational Foundation, it was a shower of riches for the Foundation as chapters presented contributions to help fund specific scholarships and grants as well as gifts supporting the operations of our philanthropic arm. Contributions were presented from the following Chapters: Arizona, Carolinas, Georgia New England, New York, Philadelphia, Richmond and Texas.

Each Chapter and indeed each member will soon see the benefits of many of the decisions made at this meeting. Each will be announced in the coming weeks and months as your IFDA charts a focused course for a richer, more productive future.



Rebecca Stanton, Philadelphia Chapter Secretary (left), Gary Hart, husband of Arizona Chapter President-elect Adrienne Hart (center) and Kat Robbins, Director-At-Large (right) celebrating together at our cocktail reception.



Adrienne Hart, Arizona Chapter President-elect (left), Arizona Chapter President Karen Egan and Kathleen Penney, Philadelphia Chapter President (right)



Board Members and Chapter Leaders participating in a discussion group session.



Educational Foundation's Director of Scholarships & Grants, Sue Williams, guest speaker and leadership coach, Kent McKamy, and EF Board Chair, Myra Schwartz

Claudia Giselle Tejeda takes 2013 Envision Award; Maureen Klein provides workroom services

By Dawn Brinson, FIFDA, Network Editor in Chief, Director at Large

Kudos to two of our members - Claudia Giselle Tejeda of the New York Chapter was recently lauded with the 2013 Envision Award, First Place, Whole Room Integration, for her work on a vanity room that marries classic glamour with contemporary design. Maureen Klein, FIFDA, also of the New York Chapter and owner of Creative Design Services, was the workroom of note and installer. The 2013 Envision Design Competition sponsored by *Window Fashion Vision Magazine*, and Claudia's work is highlighted in the May/June issue. Read the entire story [here](#).



New York Chapter member and International Board Director-At-Large, Claudia Giselle Tejeda

Yasue Ishikawa's Space at IFDA Showhouse Osaka wins First Place

By Dawn Brinson, FIFDA, Network Editor in Chief, Director at Large

Imagining a glamorous party planner's office, Japan Chapter member Yasue Ishikawa wowed visitors to the IFDA Showhouse Osaka, with her dramatic and feminine spin on the traditional office/meeting space. Her creativity won her First Place for Top Treatment in the 2013 Envision Awards from *Window Fashion Vision* magazine. Yasue hand illustrated and photo printed the design on the valance that spans one wall.

Yasue's award-winning work can be found in the July/August issue of [Window Fashion Vision Magazine](#).



Imagine your office looking this glam. Yasue Ishikawa's winning design.



Japan Chapter member, Yasue Ishikawa created this eye-catching space for the IFDA Showhouse Osaka.

IFDA Designer Included in Williams Sonoma Publication

By Dawn Brinson, IFDA, Network Editor in Chief, Director at Large

Susan Slotkis, designer, writer, educator and a member of the New York Chapter, is featured in a recent Williams-Sonoma, Inc. online article entitled, The Four Branding Guidelines for Interior Designers. Written by Jay Johnson, the article outlines the need for designers to have a clear and concise brand vision and message. Slotkis is noted for her interior design company's direct, easy-to-understand website. She's in great company, too. Other designers mentioned in the article include Kelly Wearstler and Jamie Drake. To read the article, [click here](#). Kudos to Susan for this great coverage!



Editor, book author, designer, and educator Susan Slotkis receives a bit of well-deserved recognition from Williams-Sonoma

LEICHT Opens First "To The Trade Showroom"

By Dawn Brinson, IFDA, Network Editor in Chief, Director at Large

This September, LEICHT New York, opened its doors to the design trade in its first exclusive "To the Trade" showroom in New York City. The showroom is located at 36 West 25th Street in the Chelsea kitchen design district. The 5,000 square foot showroom space is being called "THE LOFT" because of its spacious layout and 10-foot tall windows, rustic décor of exposed rod iron beams and unfinished cement floor. This second floor destination showroom features a replica of "Germany's most beautiful kitchen" and displays many new European kitchen design trends. Paris Brown, IFDA, and member of the New York Chapter, develops LEICHT's to the trade marketing and educational programs for architects and interior designers. For showroom visits or to hold events in the Architect's Loft, contact Paris at paris@leichtnewyork.com.

The showroom functions as an atelier and workspace for architects and designers' use to meet with their clients working through design details of their respective projects. LEICHT kitchen designers and technical staff are on hand to discuss any questions about the cabinetry and appliance selection. The company uses state of the art kitchen design software and provides complimentary design services to the trade. Additionally, the company uses the "Join. Me" meeting option to review projects and designs with their kitchen design experts via computer, iPad or iPhone.

In addition, their Learning Center offers a variety of continuing education courses to architects through the American Institute of Architects (AIA) Continuing Education System (CES), as well as to designers through its IDCEC approved course, Modern Kitchen Design I.

LEICHT also has a showroom in the Boston Design Center.

More information can be found at www.leichtnewyork.com.



New York Chapter member, Paris Brown, welcoming members of the trade to her new showroom



A view of the Architect's Loft in the new LEICHT showroom.

Chapter News

Carolinas Chapter

The Carolinas Chapter gets hands-on lesson at The Chair Library

By Dawn Brinson, FIFDA, *Network* Editor in Chief, Director at Large

From Mackintosh to Eames to Thonet, all great 20th Century design icons associated with singular visions of their time and the future. These and more than 40 others are now represented in The Chair Library, a collaborative effort between Salem College and the Sutton Initiative for Design Education (SIDE). Many of the pieces were donated from the private collection of Charles and Martha Sutton, others acquired via a rigorous vetting process that determines a design's historical significance, design innovation and singular style. Along with the chairs, on display for students, professionals and the public to enjoy and learn from, are more than 1000 books on furniture and interior design.

Members of the Carolinas Chapter visited The Chair Library recently and were treated to a private tour conducted by Dr. Rosa Otera, Director of the Interior Design Department at Salem. Unique among most rarified collections, The Chair Library encourages visitors to touch, feel, and even sit their way to a better design education. The Library is now culling through the next phase of their chair "wish list" as they prepare to add even more stellar seats to SIDE.



Carolinas Chapter members and guests start their tour of The Chair Library.
Back row: Leslie Gunter, Jennifer Linnell, Jo Ann Owings, Anne Carroll, Joanne Hoover, FIFDA, Susan Connor, FIFDA Beth Smith, Ruth Clark, FIFDA, Annette Lane, Kathleen Koch.
Front row: Robin Gainey and Trish Mickey.



Chapter President, Robin Gainey, shows the proper way to sit in a classically contemporary seat.



IFDA Headquarters Announces New Member Benefit: Discount on Telflora Purchases!

By Jennifer M. Jones, MPA, Account Executive

telflora®

IFDA is pleased to announce a new benefit for members. Just in time for the holiday season, members can receive a 15% discount on telflora.com purchases. Members will receive a discount when purchases are made through the Telflora/IFDA partner's web link. [Click here](#) to access the Telflora/IFDA partner's page.

For more information, please contact IFDA Headquarters at 610-992-0011 or info@ifda.com.

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Florida Chapter

By Kim Roberts, IFDA New England Chapter

In June Florida members traveled to the Miromar Design Center on the Florida west coast at Estero. A full day of seminars entitled "What's New", introduced new trends for 2014 from 13 innovative and interactive displays of new collections from Henredon, Ralph Lauren Home, Ligne Roset and more.

We discovered the new beige is "greige". This new neutral is a good choice for wall color. Spending time with our west coast members and trade associates is always enlightening and a great day trip across Alligator Alley.



Bev Stewart, President; Marti Evans, IFDA Member; Caroline Rogow, President-Elect & VP Membership; Elizabeth Zecca, Secretary & VP Communications; Lynn Sciarone, VP Programs, at The Miromar Design Center



Ralph Lauren Showroom



Lynn Sciarone viewing the Atrium Displays



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 Dawn Brinson, IFDA, IFDA Director at Large and volunteer editor of *Network* at dbrinson@northstate.net.

The submission deadline for the next issue will be announced in January 2014. Submissions are welcome from each Chapter's VP for Communications/Public Relations, President and the membership at large. All submissions are subject to review and edit for content and newsworthiness. Do you have an idea for an article? Please contact Dawn Brinson at dbrinson@northstate.net.

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Please contact Jennifer Jones, Account Executive at jjones@ifda.com with questions.

Minnesota Chapter

By Sheran Neumann, VP of Communication

At a recent Minnesota Chapter monthly program, members and guests were “enlightened” by the latest information about ambient, task and accent lighting. All met at Creative Lighting, a Saint Paul lighting showroom where IFDA chapter member Michelle Savageau shared her expertise and the latest news about LED lighting, warm and cool fluorescent lighting, incandescent bulbs, and halogen and xenon lighting. Michelle included tips on how to weigh the benefits of energy efficiency versus finding the appropriate light for the right application. Additionally, David Mann, president of Northland Sight and Sound, shared timely information of how we can offer clients integrated sight and sound systems to bring them the latest in entertainment technology as well as additional security to home and businesses through automated lighting, alarm systems and motion-activated camera coverage.



Presenter and IFDA member, Michelle Savageau



Minnesota Chapter members learning from David Mann, lighting, sound and security expert.

Don't Skimp on Design

By Doug Hanna, IFDA New England Chapter, Principal, S+H Construction, Inc.

The residential construction industry is on the rise, which is great news. But lately we've noticed a tendency of owners trying to build or renovate without good, solid design plans. This is not anything new, but seems to be more prevalent these days. Perhaps it's a side effect of the recession, or, as one architect recently said to me “the commoditizing of our industry.” I'm not quite sure the reason, but what I do know is that undertaking a home building or home remodeling project without a complete set of architectural plans is penny-wise and pound-foolish.

Think about it. Would you take a trip through a mysterious and confusing country without a map, a guide or a GPS? Well, home building and renovation can be a mysterious and confusing place as well, not only to the homeowner, but to the builder who is trying to navigate his or her way through a project without a well-defined set of plans and specs.

I didn't always think this way. In fact, when we first started in this business, we'd pride ourselves on being able to build off the back of a napkin. As my former-father-in-law used to say “When you're young, you're stupid!” But whether it was these blunt words of wisdom or most likely the first-hand experience of trying to build without a solid set of plans, we at S+H are now complete converts to the “religion of design.”

If you are going to build new or remodel and are looking for accurate, competitive estimates that are “apples to apples,” it is critical to invest

in good, thorough construction documents. These documents give real definition to the project and help you understand what you expect will be built and what the finished product will look like.

Of course there are other factors to be considered when hiring a design professional. You need to be comfortable with the design sense of your architect, have a good feeling that you will be able to develop a good working relationship, and decide on the involvement of the design team throughout the course of the job. There is also cost, of course, but cost should be one of the last considerations (did I mention yet that this is not a good place to save money)?

Make no mistake - this requires work on your end - interviewing a few architect / designers, the same way that you would interview builders. It is time consuming and it requires patience and thought, but it pays off many times over in the long run. Design is not simply another line item in your construction budget. It's the headlight illuminating the way. You turn it off or dim it down at your own peril.

S+H Construction is a multi-award winning general contractor specializing in renewable energy, new construction, residential renovation, historical restoration, kitchen and bath remodel and landscaping, serving the Greater Boston area since 1979.

New England Chapter

New England Chapter Members Transform a Boy's Room and a Corner of His Life

By Kim Roberts, IFDA New England Chapter

This past spring, interior designers Kim Roberts (IFDA) and Maureen Grace (IFDA), contacted The Boston Homeless Coalition to volunteer to make over a room for a family that was in need.

They met with the Coalition and were assigned a nine-year-old boy's room. Anthony has a severe case of asthma and the flow of the room did not work for his needs. When Kim and Maureen first saw the room, drapes and torn shades covered the window and a large dresser was in front of one window blocking all of the light. A full size bed took up most of the small 9' x 9' room, leaving no room for a much-desired desk. All of his medications were also on a small cluttered table, making organization difficult. In addition, the room did not have a true closet. The space used for the closet was completely open with no doors or shelves.

Kim and Maureen came up with a new floor plan for the room. They decided to give it a fun new paint application and fit in that desired desk. They also did away with the drapes and other items which might collect dust and provoke asthma attacks. Most of the furniture was

obtained from the Homeless Coalition Furniture Bank and repainted by Kim and Maureen. Other objects were donated or purchased for the project.

To help tackle the open closet issue, Kim contacted Bob Ernst (IFDA) of FBN Construction. FBN framed in the closet and installed new bi-fold doors.

Congratulations to Anthony on his new room and kudos to Kim, Maureen and Bob!

If you'd like more information about this project or the Boston Homeless Coalition, reach out to your IFDA colleagues:

Kim Roberts, Showcase Interiors, www.kimroberts.net, 617-285-6228

Maureen Grace, www.mgraceinteriors.com, 617-530-0771

Bob Ernst, FBN Construction, www.fbnconstruction.com, 617-333-6821



Anthony's room in the BEFORE stage



And now the AFTER... Transformation complete.

The 2013 IFDA NY Big Apple Award Gala Honors the Brooklyn Bridge Park

By Tamara Matthews-Stephenson, VP of Communications and Programs, with Su Hilty, Big Apple Co-Chair. Photos: Dan D'errico

Blare of Trumpets... Roll of Drums... the October 1 Big Apple Award ceremony was a magical evening spent in Brooklyn!

Held at the candlelit and cool Galapagos Art Space in DUMBO, the celebration represented what Brooklyn is all about these days... art, design and innovation!

Periodically, the IFDA New York Chapter gives its Big Apple Award to a local business or institution that impacts and influences the cultural and commercial life of New Yorkers. Over the years, 17 recipients have been honored. Co-Chairs Paul Thomas and Su Hilty worked diligently this year to create a spectacular award ceremony, which honored the Brooklyn Bridge Park and Regina Myer, President.

Master of Ceremonies, Carlo A. Scissura, Esq., President & CEO of the Brooklyn Chamber of Commerce, presided and began the evening on a festive note to an enthusiastic audience.

We heard from distinguished speakers, including Doug Blonsky, President & CEO, Central Park Conservancy; Susan Chin, Executive Director, Design Trust for Public Space; Paul Seck, Principal of Michael Van Valkenburgh Associates Inc., and The Honorable Robert K. Steel, Deputy Mayor for Economic Development, NYC.

Much praise was bestowed upon Honoree Regina Myer, President of Brooklyn Bridge Park, who oversees a hard-working team for the creation and construction of Brooklyn Bridge Park. The ribbon-cutting ceremony in 2010 marked the beginning stages of building and restoring this beautiful park which runs 1.3 miles of the East River edge and now includes an 85-acre waterfront site.

Co-Chair Su Hilty summed up the evening:

"What a Park! So well-planned and the images that were shown in the presentation got it just right. Many of them were taken by my Co-Chair, Paul Thomas, on a beautiful you-can-see-forever kind of day.

What a Party! A crush of design and furnishings professionals mingled with city, park, industry & education dignitaries. Many design industry big names were there too, including Jim Brett, President of West Elm; Kate Kelly Smith, Hearst Design Group; Dr. Thomas Schutte, Pratt Institute; and Alexa Hampton, to name just a few, and of course, our speakers, Emcee and Regina Myer, the most gracious honoree. A special shout out goes to Event Sponsors, 3M and GE Monogram, who helped make this evening memorable!"

For more pictures of that fabulous evening, click on [IFDA NY Blog!](#)



A view of the Brooklyn Bridge from the Brooklyn Bridge Park



Paul Thomas & Su Hilty, Big Apple Co-Chairs



Lori Raphael, VP, Special Events & Strategic Partnerships, Brooklyn Chamber of Commerce; Denise Arbesu, Chair, Brooklyn Chamber of Commerce and Sr. VP, Citibank; Carlo A. Scissura, Esq., President & CEO Brooklyn Chamber of Commerce; Regina Myer, President, Brooklyn Bridge Park and Peter Meyer, Market President, TD Bank.

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Are you looking to connect with leaders in the furnishings and design industry?

The IFDA international sponsorship program offers a variety of sponsorship levels. For more information on the benefits of becoming an IFDA sponsor, including your company name and website listed on the front page of Network, please contact Jennifer Jones at 610-992-0011 or jjones@ifda.com.



A Few Words From The Wise...

Color Blocking - The On-Trend Rug Choice

By Mahmud Jafri, IFDA New England Chapter, CEO, Dover Rug & Home

The runway not only inspires outfits, but believe it or not, many home trends originate on the catwalk.. Knowing this, it comes as no surprise that the bold trend, color blocking, which many of us wear, is now rolling into our homes. The super modern, contemporary fad allows homeowners to add a pop of color and intrigue to any room.

One of the easiest ways to bring this trend home is with a rug or carpet, and there are two ways to do so:

First, you can get the complete look by buying a color-blocked rug or carpet, making it the simplest way to incorporate color blocking. If you decide a color-blocked rug is what your room has been lacking, it's important that you keep it simple. For example, the Tufenkian stone collection stays true to the color-blocking frenzy, boasting simple shapes and colors within the same family.

Second, you can use monotone rugs and carpets to color block with other colors in your room. Requiring a little more coordination than a color-blocked rug, this look can be achieved with throw pillows, an accent wall, or really anything else in your room. But, whatever you choose to color block with, you want to make sure it complements your rug and is in the same color family as your rug.

However you decide to bring this look home, color blocking is a quick way to bring new life and style to your home.

For more great information and design inspiration, visit the company's website at www.doverrug.com, follow them on Facebook at www.facebook.com/doverrug, Twitter @DoverRug or Houzz at www.houzz.com/pro/doverrug/.

IFDA Welcomes Our 33 New Members

ARIZONA

Professional

Gina Mathis
Modascapes

Student

Melba Crosby
Terri Jimenez
Lanley Prather

FLORIDA

Professional

Marsha Koch
Picture Pretty Interiors
Steve Young
Capitol Lighting

GEORGIA

Student

Sheena A. Deramgozin

GEORGIA

Student

Teresa L. Marsh

MEMBER-AT-LARGE

Professional

Swann Van Delden
HDV Enterprises, LLC

N CALIFORNIA

Professional

Terri Ashton
Kelly-Moore Paints

NEW ENGLAND

Professional

Kerri Anastas
Manager

NEW ENGLAND

Professional

Gerard Arcari
Landry and Arcari

Polly Corn
Polly Corn Design

Thad Kallas
Window
Imagination, Inc.

Sean Reynolds
Woodmeister
Master Builders

Student

Mary Ryan
Michele Zajkowski

NEW YORK

Professional

Audrey Bennett
Departures Magazine

NEW YORK

Professional

Barbara Haberman
Bloomingdale's

Lisa McMahon
Lisa McMahon
Communications

Sarah Smith
ELLE DECOR

Bonnie Sonnenschein
Kellen Communications

James Stanley
James Stanley Design

Terry Stewart
Terry Stewart Interior
Design Associates

Student

Amanda Clark
Jahni Stasil

PHILADELPHIA

Professional

Joan Conroy
Joan Conroy
Interiors, Inc.

Stephanie Graham
SS Graham Interior

Carla Moore
Kushner Draperies

Michele Plachter
Michele Plachter Design

RICHMOND

Student

Sarah K. Bernier

WASHINGTON

Professional

Victoria Sanchez
Victoria At Home

Student

Rebecca Subbian

TAKE A CLOSER LOOK AT THE IFDA CAREER CENTER



The International Furnishings and Design Association (IFDA) provides you with the most comprehensive online career center and recruitment site for the furnishing and design industry.

IFDA is dedicated to the furnishings and design industry and its professionals. We provide the best, high-profile and even niche openings locally and nationwide from the industry's leading institutions.

All services are **FREE** to Job Seekers

- Build your own in-depth profile to market your skills & talent
- Upload your resume and update it as often as you want (confidentially, if you prefer)
- Set up a personal Job Agent and be alerted when new jobs are posted
- Review career-search tips and advice from recruiting experts

IFDA Employer Features

- Find the best products and rates to meet your staffing needs
- Use Resume Search to find qualified candidates based on job specific qualifications
- Create an online Resume Agent to email qualified candidates right to your inbox daily
- Use Employer Resources to get help with government compliance, job posting tips and other resources.



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Questions? Contact IFDA Headquarters at 610.992.0011 or info@ifda.com

2013 Board of Directors

President

Diane Fairburn

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