

SUMMER 2008

# NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

## NEW SOUTHERN CALIFORNIA CHAPTER DEBUTS IN SOLANA BEACH

The Southern California Chapter of IFDA, the second new chapter to be formed in as many years, is up and running in Southern California, with its kick-off event set for August 20 at the San Diego Convention Center.

IFDA president Dave Gilbert, who announced the new chapter after it was authorized at the Board of Directors meeting in May, points out, "In a slowing economy, it is more important than ever to belong to a professional organization that specializes in reaching out to colleagues and members of the broad range of the furnishings and design industry."

Rita Orland of Wings, Inc. Design has been designated as chapter coordinator, and Designcorp, International, of Solana Beach will serve as the SoCal Chapter center for meetings. Owner Chris Jordan, herself a new IFDA member, has also offered to provide a discounted purchasing program as an added benefit to new IFDA - So Cal members. Designcorp is located at 444 S.Cedros Ave., Ste. 100, in Solana Beach. Rita Orland can be reached at 858-759-4923 or at: [rita@wingsincdesign.com](mailto:rita@wingsincdesign.com).

Guest speaker at the August 20 debut event will be Grace McNamara, publisher of the Window Fashions Magazine, and a recipient of IFDA's Trailblazer award, and will give members insight in "Upcoming Trends and How Our Industry is Changing." The event was sponsored by Danmer Custom Shutters, Wings, Inc. Design, and Designcorp Intl. Attendees will also receive complimentary passes to the Interior Expo trade show at the convention center.

So Cal brings to 17 the number of IFDA chapters around the U.S. The Richmond, Virginia, chapter came on board in 2006, and another new chapter - the first in Japan -- is the final stages of formation (see related article on page 3).



## PRESIDENT'S MESSAGE

Conference 2008 is a wrap - that's Hollywood talk...it comes naturally after our fantastic three-days of inspiration, stimulation, information,

and, yes, recreation in Los Angeles.

The energy, excitement, and enthusiasm were at the highest level I've ever experienced at an IFDA Conference. Our meeting site, the Omni at California Plaza, was smack in the lively center of downtown LA, steps away from the new Museum of Modern Art...a scant block from Frank Gehry's gleaming Disney Concert Hall...a bus ride from the fabled back lot of Warner Bros studios.

If you missed Conference, you missed a lot. My one wish: that more of you could profit from the speakers and experts, whose advice and insights will help us work through these hard economic times and be ready when the upswing returns.

IFDA's own Hollywood "movie" starred the Council of Presidents and the Board of Directors, who put in two days' hard work leading up to Conference. We worked together to continue developing IFDA and the benefits you'll be hearing more about as they



unfold. I was especially proud to see the chapter presidents take on and tackle together some of the issues they themselves had identified. Great teamwork and camaraderie.

On to Conference 2009. On to Philadelphia! The City of Brotherly Love is within easy reach of many chapters on the East Coast; you who'll be coming across the country will find the Philadelphia airport convenient, with service from many airlines. The Conference committee is already making plans. I hope you'll start planning now to be there, too. Meanwhile, stay tuned to the IFDA Website [www.ifda.com](http://www.ifda.com) for the latest updates.

Speaking of the Website, Conference-goers got to preview its look and feel. The finished site is almost ready to go "live," many thanks to chair Judith Clark-Janofsky, and her computer maven son Jason, who led us through the maze of proposals and preparation at no charge to us.

As you'll soon see, the new site will better reflect the design industry we all represent. Make good use of it...in your own work, in introducing prospective new members, in staying on board and on top as IFDA becomes the Gold Standard of the furnishings and design industry.

My very best,

*Dave*

David Gilbert, IFDA



IFDA 2008 Conference keynote speaker Kenneth Brown, of the HGTV network's "ReDesign" program, wasted no time in "getting to know" some of the IFDA's finest a little better. "Sharing the love" with IFDA member Helen Wagner after the session capped off an outstanding presentation.

# HIGHLIGHTS FROM CONFERENCE 2008

## The stars shone on IFDA - and within IFDA - during May Conference in Los Angeles.

So close to Hollywood, the action-packed program naturally included TV and movie celebs -- HGTV's Kenneth Brown of "reDesign" was the Conference opener and everyone went star-struck on the Warner Bros back lot tour. IFDA members also took on starring roles, leading workshops, educational seminars, and extra-curricular fun junkets to local attractions, like the extraordinary Greene & Greene Gamble House and the Pasadena Designer Showhouse, at 44, the mother of all showhouses everywhere.

Here, from IFDA reporters and paparazzi are highlights from three highly successful days.

**How to Say It to Sell It:** With the positive outlook of Norman Vincent Peale and the energy of a chihuahua, comedic motivational "SpeakerSue" Hershkowitz-Coore warned that our challenging times call for new and different thinking and acting.

Don't rely on "default thinking," said Sue. Instead, look for a second or third "right" answer to a problem. And be wary of the cost of expertise, that is, of becoming so good at what you do that you fail to learn new things.

Insight: Know what you are really selling and what the client is really buying.

Craft your core message (the "elevator description") so the other person has to ask, "How?" Example: the designer whose messages is "I help people get over their fear of furniture."

Action points: Call different past and potential



clients each day. Create strategic alliances. Keynote speaker Kenneth Brown seconded that one: He said his own design business took off when he partnered with a realtor who had Brown stage the houses he was buying and flipping. For more about Sue, go to [www.speakersue.com](http://www.speakersue.com).

*Reported by Karen Wirrig, FIFDA*

### Interior design can change the world:

Author/designer/consultant Mary Knackstedt reiterated the critical role design plays in 2008. "Design is both wonderful, and it's dangerous. I've seen good design help build a corporation and make it successful...and I've seen bad design destroy it!

"Clients want a designer to add safety, security, and health, to give them a better environment in which to carry on their lives... and they are willing to pay for (such) creativity. Be sure your clients know and appreciate what design brings to their family lives.



"Design is powerful. My advice to today's young: 'Don't get an MBA, get a design degree!'" Reach Mary at [maryknackstedt@aol.com](mailto:maryknackstedt@aol.com).

*Reported by Rose Gilbert, FIFDA*

## 2008 TRAILBLAZER AWARD



*IFDA President, Dave Gilbert and Trailblazer, Barbara Beckmann*

### Color Her Outstanding: Fabric Artist Barbara Beckmann Is Our 2008 Trailblazer

Acknowledging her extraordinary hand with colors and deluxe hand-painted fabrics,

Napa-based textile designer Barbara Beckmann has been named IFDA Trailblazer of the year.

The prestigious award is presented annually to an innovator who meaningfully alters some aspect of the furnishings and design industry. Beckmann, best known for exceptional hand-woven silks and exclusive hand-painted/printed designs, joins a select group of previous Trailblazers, including First Lady Lady Bird Johnson, designer Raymond Waites, designer-architects Michael Graves and Philippe Starck, developer Tramell Crow, textile designer Jack Lenor Larsen, and publisher Grace McNamara.

Now represented in 14 showrooms nationwide, Beckmann's 23-year-old company Barbara Beckmann Designs ([www.barbabeckmannndesigns.com](http://www.barbabeckmannndesigns.com)) has developed ground-breaking and experimental effects for dyeing/painting fabrics that have made her designs into trendsetters recognized from coast-to-coast. At the personal request of developer Steve Wynn, Beckmann custom-designed fabrics for the swank Bellagio Hotel in Las Vegas.

The award presentation was a highlight of the recent IFDA Industry Forum and Conference in Los Angeles.

## HELP 1UP: WE NEED TO ACT... NOW

The Conference experience was heightened with our having Jeff Hay, the newly appointed Executive Director of the NFBA (National Furniture Bank Association) as our keynote speaker for Friday's luncheon. His message is a powerful one. There are 250,000 children in this country who sleep on the floor at night. Hence, the Help1up slogan, "No child in American should have to sleep on the floor."

He related the phone call he received after arriving from the Biltmore Hotel down the street who called him with, 1,000 mattresses to donate to the NFBA. I can only imagine the frustration Jeff feels, as this is a call he receives often from hotels across the country... frustration because there is no furniture bank close enough to the Biltmore to accept the mattresses and get them to qualifying recipients.

He spoke about the "Designing Divas" who work with the Houston Furniture Bank, a group of designers who have found a respectful way to let the furniture recipients know they matter. These designers go to the recipient's home to clean up and arrange the furniture. Because they are poor, Jeff reminds us, does not mean they shouldn't be treated with respect and dignity.

One of the slides in Jeff's presentation showed what he referred to as the "alpha-



Ellen Cohen (left), Kenneth Brown and Jeff Hay

bet soup" - all the acronyms of organizations and companies endorsing the NFBA. Later in the day I asked Jeff the level of involvement of these companies. He said our Association is the first to want to act, not just endorse the NFBA. We can take pride in our being the first to act... and now we must act.

Flying in a day earlier afforded Jeff the opportunity to connect first-hand with so many of our members. He sensed the enthusiasm from our members attending conference interested in furthering the NFBA program. As I spoke with IFDA members and their Chapter Presidents while in LA, many wonderful ideas were formulated.

While at Conference Jeff Hay had an opportunity to connect with Kenneth Brown following Kenneth's presentation earlier the same day. Kenneth had not heard of the NFBA and seemed interested in follow-up

with Jeff Hay. A week after Conference Jeff forwarded an email written by Kenneth Brown.

On Saturday Jeff Hay left us to fly back to Columbus, OH, to his wife and their seven-year old son, their pride and joy. Let's now show our pride in being the first to step up to help the NFBA by acting on our ideas and planning ways to make a difference. The NFBA is our National Charity. Thanks to all of you who had wonderful ideas at Conference and to all our members with ideas yet to come that will increase the exposure and capability of the NFBA across the nation. I am continuing my calls to all Chapter Presidents. I ask all IFDA members to keep thinking of how we can best serve the NFBA and to contact me with your suggestions. You can visit [www.help1up.org](http://www.help1up.org), the charitable arm of the NFBA, or contact me to learn more about this worthwhile cause.

There is a manual available to those Chapters interested in starting a furniture bank in your area. The NFBA will assist in this process to insure a successful outcome. Please contact me at [interiorp@comcast.net](mailto:interiorp@comcast.net) if you are interested in receiving this manual.

*Ellen Cohen, National Director at Large*



## PHILADELPHIA, HERE WE COME! '09 Conference Set For September

Revolutions? Maybe not, but revelations are definitely in store for IFDAers who converge on historic Philadelphia for a fact - and fun - filled Conference Sept. 24-26, 2009.

The Conference committee is already at work, recruiting presenters and planning events guaranteed to sharpen your professional skills. Count on having fun, too.

The City of Brotherly Love is known for its hospitality, as well as its history.

**Mark your calendars and watch for further details.**

## IFDA JAPAN ON THE WAY!



Designer Yasue Ishikawa is working with New York Chapter member Maureen Klein to design IFDA's Japan Chapter



One of Yasue's designs brings together a harmonious blend of style, comfort and elegance.

What started as a glint in designer Yasue Ishikawa's eye now looks like a new IFDA chapter, the first ever in Japan, with a membership drive under way and a schedule of events - maybe including a designer showhouse - already laid out for the fall.

The chapter began to coalesce last April, when NY Chapter president Maureen Klein traveled to Japan to meet with the Interior Coordinators Assn. (ICA) of Osaka, and speak to design students at Mukogawa University. Yasue, who heads a design firm in Tokyo and Kobe and is both a long-time friend and member of the NY Chapter,

wanted to tap Maureen's special expertise in organizing and promoting a designer showhouse, a totally new concept in Japan. She also asked Maureen to discuss IFDA and the possibility of starting a chapter there.

"Since then, Yasu and a small steering committee have spread the word on IFDA," Maureen reports. "They've

met with other design and business groups, applied for and received a start up grant from the American Chamber of Commerce in Japan, and are lining up potential sponsors."

First event on the new chapter's calendar is a September seminar and celebration at the stunning Osaka headquarters of the design and architectural firm, Decorative Mode NO.3. Mr. Hattori, who heads the design division, Graf ([www.graf-d3.com](http://www.graf-d3.com)) is well-known as an important guru to young Japanese designers and artists.

## IFDA EDUCATIONAL FOUNDATION: HONORING CHAPTER MEMBERS

A number of IFDA chapters sponsor scholarships or grants in honor of longtime dedicated members or in memory of IFDA leaders. Current EF scholarships include: The Carolinas Chapter Ruth Clark Scholarship for Furniture Design; the EF Part Time Student Scholarship; the IFDA Leaders Commemorative Scholarship sponsored by the Georgia Chapter; the IFDA Student Member Scholarship; the Marketing Internship Scholarship conceived by Jeanne Byington; the Vercille Voss Scholarship for Graduate Study; and the Raymond Waites Fund for Traditional Design.

EF Grants include: the Arizona Barbara Brock Memorial Grant; Northern California Tony Torrice Professional Development Grant; the Texas Chapter Elizabeth Brown Grant for Interior Design Programs; the Washington Chapter Irma Dobkin Universal Design Grant as well as the Ina Mae Kaplan Grant for Historic Preservation; the Schoenthal Leadership Forum, along with four Chapter Partnership Grants and a new Chapter Development Grant.

Chaired by Dr. Wilma Hammett, FIFDA, past EF Chair, and Sarah Jenkins, FIFDA, past IFDA National President, the EF "March to a Million" financial initiative is designed to increase not only EF scholarship and grant funds, but also help the Foundation reach its philanthropic goals that benefit worthy charitable endeavors, as well as educational programs for students, IFDA chapters, and the public at large.

All members of IFDA, as well as chapters, are encouraged to make a tax deductible donation or pledge to the EF March on a monthly or annual basis. Members are also encouraged to include EF in trusts and legacy planning. One such donation has enabled EF to sponsor annual leadership seminars at no cost and with conference expense rebates for attendees. They are designed to engender leadership skills that enhance the association, the business community and the industry as a whole. For information on how to contribute to the EF March to a Million, go to ifdaef.org.

Chairman Linda Marinai reports that a number of pledges have already been received from IFDA members. "Building on a good start for this ambitious project, we look forward to seeing the 'March to a Million' and the IFDA/EF March-A-Thon reach out to tens of thousands in this country who are interested in helping advance opportunities for the students who are the future of our industry. "

## IFDA CHAPTER NEWS

### Arizona Chapter President Presents Check To EF For New Barbara Brock Memorial Grant

Karen Sugarman, Arizona Chapter President, presented an oversized check for \$10,000 to Linda Mariani, Educational Foundation Chair for a new Barbara Brock Memorial Grant. It will establish a fund to pay travel expenses for "IFDA Experts" to speak at various industry venues such as Market Week, Design Center events, educational conferences, Home Shows, etc. This special fund will provide sponsoring groups an incentive to use IFDA member experts for their programs and generate greater exposure for the speaker as well as IFDA. All chapters will be asked to provide EF with contact information about members with CEU or consultant credentials as well as industry venues in their area.

### Richmond Chapter Presents A Day of Design - October 7, 2008

by Jennifer Stoner

The Richmond Chapter of the IFDA is delighted to announce it's first, hopefully annual, Day of Design event to be held on October 7, 2008. The event will include visits to some of Richmond's most beautiful historic treasures.

The morning session will take place at the historic Bolling Haxall House, home to The Woman's Club of Richmond. A lecture series will be moderated by Candace Ord Manroe, Senior Interior Design Editor of Traditional Home Magazine. Ms. Manroe will discuss the importance of getting your work published in this competitive industry. Our feature speakers



Agecroft Hall

will be Barry Dixon of Barry Dixon Interiors and Jared Miller of Jared Miller, LLC. Barry Dixon is a widely published and highly successful interior designer who has worked with clients throughout the world and has designed furniture for several high end furniture companies. Jared Miller is a business consultant who has worked with a variety of interior designers and architects, including Charlotte Moss and David Easton. Mr. Dixon and Mr. Miller will discuss the keys to managing a successful business in today's market.

An IFDA luncheon to welcome our out of town visitors will be held at Agecroft Hall on the rolling banks of the James River. This Tudor estate was actually built in Lancashire, England in the late 15th Century. For hundreds of years, Agecroft Hall was the distinguished home of England's Langley and Dauntsey families. In 1925 it was sold at auction to Richmonder Thomas C. Williams, Jr. Mr. Williams had it dismantled, crated, and shipped across the Atlantic, and then painstakingly reassembled in a Richmond neighborhood known as Windsor Farms.

Following lunch, the afternoon session will begin with a tour of the 2008 Richmond Symphony Designer Showhouse. The beautiful historic greek revival home is located on fashionable West Cary Street in the heart of Richmond. Enjoy an arpeggio of some of Richmond's finest design professionals. It will be followed by a wine and hors d'oeuvres reception with Barry Dixon. Mr. Dixon will share his inspirations for his new book and discuss some of his favorite projects. The book will be available for purchase at advance ticket locations and at the reception. Mr. Dixon has graciously offered to sign copies of his book and donate partial proceeds to benefit Embrace Richmond, the Richmond IFDA Chapter's charitable partner.

For ticket information, please visit [www.ifdarichmond.com](http://www.ifdarichmond.com). Travel and hotel information will also be provided.

## SPREAD THE WORD! SUMMER SAVINGS!

### SUMMER SAVINGS FOR **NEW\*** MEMBERS

**Good news for budget-minded friends and colleagues who've been holding back on IFDA membership: between now and September 30, irresistible new rates will apply:**

- Professional Members: \$150.
- New Professional Members (recently entering the furnishings and Design industry; eligible for two years only): \$150.
- Student Member: \$45 (membership term is one year).

Applications are available on the IFDA Website, [www.ifda.com](http://www.ifda.com).

*\*This offer is open to new IFDA members or those who have not been a member for 2 years or more.*

# IFDA UPDATES

## Exclusive Member Benefit: IFDA Insurance Program



The International Furnishing and Design Association (IFDA) has partnered with Fox Point Programs to provide its membership with Errors & Omissions insurance (E&O) specifically tailored to meet the needs of design professionals. The Association selected Fox Point because of its underwriting expertise, legal status, and commitment to customer service.

The purchase of adequate E&O insurance is a critical element of any business professional's overall risk mitigation strategy. Errors and Omissions is a coverage designed to protect an insured against allegations of mistakes made while performing the duties associated with his/her business. This policy includes coverage for both defense costs (e.g., attorney fees, court costs, etc.) and settlements or judgments. Intentional wrongful acts are specifically excluded.

Think you don't need Errors and Omissions insurance? Think again. The average cost of legal defense for a professional liability suit is over \$35,000 – an expense that must be incurred even if the action is found to be groundless. And if the verdict goes against you, the financial impact of the judgment award could be devastating.

The premium for E&O insurance is as little as \$850 per year. IFDA members also receive up to \$25,000 of Identity Theft protection at no additional cost to them. This valuable coverage provides reimbursement for the expenses related to the recovery of one's identity, including defense costs for certain civil suits and re-filing for loans. Coverage is provided for lost wages if time off work is related to a covered stolen identity event. The product also provides access to trained specialists on call to guide individuals through the process of restoring their identity profiles and credit records. Certain restrictions apply.

Interested in learning more? Visit Fox Point's website at [www.foxpointprg.com](http://www.foxpointprg.com) for product fact sheets, downloadable applications, and more. You can also speak to one of their insurance professionals by calling them toll-free at 800-499-7242.

## By-Law Changes

As a result of the Council of Presidents and the Board of Directors Meetings in May, 3 changes to the IFDA By-Laws were proposed and voted upon by the 15 IFDA Chapter Boards.

### Change #1: Elimination of Article 13:

Previously Article 13 was titled "Advocacy/Influence" and referred to the prohibition of any political or legislative stand on any issue by the Association. This Article has been eliminated entirely. In theory, the IFDA and its Chapters may now undertake those activities as allowed by the IRS rules for non-profit.

### Change #2: Change in New Professional Member Description

In an attempt to clarify the requirements of the New Professional Member category, the wording was changed from having "recently" entered active business in the industry to having entered the industry "for the first time."

### Change #3: Reduction in the number of members on the Board of Directors

Previously the National Board of Directors consisted of nine members including six Directors at Large. In an effort to streamline the Board and reduce costs the number of Directors at Large have been reduced to five.

To view the most current copy of the IFDA By-Laws on the IFDA website click here. or paste the following in your browser...

[http://www.ifda.com/doc/IFDA\\_Bylaws\\_2006.pdf](http://www.ifda.com/doc/IFDA_Bylaws_2006.pdf)

## Website Update

The IFDA is proud to have a tremendous number of talented and gifted members. When it comes to volunteering their time and abilities for the greater good of all members, the result is spectacular.

This is evident in the extraordinary efforts of former IFDA President Judith Clark Janofsky and her son Jason, who are spearheading the redesign and launch of the IFDA's new website. Jason has been working tirelessly with a web design team and each day brings us closer to getting the new site up on the web. The new capabilities of the website are nothing short of brilliant. Attendees at the IFDA Annual Conference were able to get a sneak peak at the new design and how to navigate its many attributes.

Stay tuned – the IFDA's new website will be on-line soon. In the meantime, our thanks to Judith, the IFDA website committee and to Jason for all their efforts.

# DESIGNER LICENSING PANEL AND DISCUSSION



IFDA's National Conference featured a lively debate and interactive discussion on one of our industry's most controversial topics: Whether designers should be licensed by the state.

The panel consisted of Robert Lashua, from our Arizona chapter, who has been instrumental in spearheading "Design Freedom", and the push for information and involvement amongst IFDA members; Doug Stead, a lawyer with CCIDC, California Council for Interior Design Certification, and Jennifer Perkins, an attorney with the Institute for Justice.

A resource page was handed out to all who attended the panel discussion, with Resources, Information and Assistance for organizing Grassroots Initiatives in Opposition to Interior Designer Licensing, with a well-rounded list of councils, organizations and publications/articles to research, read or contact for further information.

Attending in the audience were a few designers who were both IFDA and ASID members, two of which were also NCIDQ certified, which created some "devils' advocate" back and forth discussions, both interesting and informative.

All who attended came away with a lot of good information from the panel.

*Janet Stevenson*

# IFDA GUIDE TO USING E-NEWSLETTERS AND BLAST E-MAILS

## The New CAN-SPAM Rules

You might not consider your e-newsletters and marketing emails to be "spam," but the FTC's regulations stemming from the CAN-SPAM Act do apply to you, nonetheless. The latest regulations issued in May clarify who must follow the rules (yes, even you), plus how to handle opt-ins, sender addresses, and joint marketing campaigns.

The recently released CAN-SPAM rules don't free you or your IFDA Chapter from the regulations that have governed email campaigns for the past few years. But, the latest guidelines do make it clearer how you can stay out of trouble over email opt-outs, return addresses, and more.

On May 12, the Federal Trade Commission (FTC) issued new rules for Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act of 2003. Congress passed CAN-SPAM to provide direction on how to manage messages subject to requirements for "commercial" email. The new rules reinforce the FTC's position that the act's requirements apply even to promotional messages sent by Chapters, Associations and other tax-exempt nonprofits.

The rules and related FTC commentary can help by providing helpful guidance on a number of issues, including how to manage joint email marketing initiatives and forward-to-a-friend features.

### The 4 New Rules

The FTC has adopted new rules on four out of five topics that it proposed in May 2005.

**1. The act's coverage.** The rules dictate that CAN-SPAM applies to emails that are primarily intended to advertise or promote a commercial product or service sent by any individual, group, unincorporated association, limited or general partnership, corporation, or other business entity. The FTC rejected arguments from several organizations that there should be a blanket exemption for all messages sent by unincorporated nonprofit entities, such as associations.

So, if you send emails to promote membership in your Chapter or advertise the sale of services, the FTC believes those are "commercial" messages subject to the act's requirements.

**2. The definition of "valid physical postal address."** CAN-SPAM requires all commercial email messages to include a "valid physical postal address" for the message sender. The rule spells out that this requirement can be met

with post-office boxes and private mailboxes, provided that they are accurately registered, as well as by street addresses.

**3. A prohibition against barriers to "opting out" of future email.** CAN-SPAM requires emailers to provide recipients with a clear opportunity to opt out of further mailings. According to the FTC, some marketers have been using the opt-out mechanism as a means to collect additional personal information about the message recipient or to subject them to advertising. Now, you may only require that a message recipient send a reply email or visit a single web page to opt out.

**4. A test to determine who is the "sender" of joint marketing email.** This rule allows you to designate a single "sender" and thus include only one opt-out mechanism and one valid physical postal address when sending email that features the products and services of multiple organizations. Such messages could include, for example, promotions for services, seminars or publications even if you cosponsor them with another organization.



Under this test, you can designate one sender if that person

1. Meets the act's definition of "sender";
2. Is uniquely identified in the "from" line of the email; and
3. Complies with certain email transmission requirements already included in the act.

The act defines "sender" as "a person who initiates a [commercial electronic mail message] and whose product, service, or internet website is advertised or promoted by the message."

The FTC clarified that the "from" line could include the designated sender's name, trade name, product, or service, provided that the line is not deceptive.

The email transmission requirements that the designated sender must comply with include:

- Ensure that the email does not contain false or misleading transmission information or a deceptive "subject" heading.

- Offer a functioning return email address or other web-based mechanism, clearly and conspicuously displayed, that the recipient can use to make an opt-out request.
- Provide clear and conspicuous identification of the message as an advertisement or solicitation and of the recipient's right to opt out of receiving future commercial messages from the sender.
- Provide a valid physical postal address for the sender.

The new rule on designating a sender also states that if the sender does not comply with all of these transmission responsibilities, then all of the marketers whose products or services are advertised in the message will be liable as "senders." In effect, this provision requires you to make sure that you carefully outline the designated sender's responsibilities in contracts or other joint marketing arrangements.

The fifth topic the FTC raised in 2005 was whether to reduce the amount of time you have to process opt-out requests from 10 business days to three. The FTC declined to adopt this rule, and the timeframe remains at 10 business days after you receive the request.

### Forward-to-a-Friend Messages

In addition to the new rules, the FTC issued guidance on a number of other email marketing issues raised by CAN-SPAM.

The FTC reviewed how CAN-SPAM affects "forward-to-a-friend" marketing tactics, in which a recipient is induced to forward a commercial message to another person. These programs usually involve either an original recipient forwarding the email to others or a website that enables a visitor to provide email addresses for other potential recipients.

The FTC concluded that if you offer money, coupons, discounts, awards, additional entries in a sweepstakes, or other inducements to encourage a person to forward a commercial email message, you are responsible for ensuring that the forwarded email complies with the act's opt-out and disclosure requirements. However, if you merely provide a mechanism by which someone can forward a message without an inducement, then you're involved in the routine conveyance of an email and not responsible for transmission requirements with respect to the forwarded email.

Complex? Perhaps – but IFDA Headquarters is here to help. Let us know if you have any questions or would like additional information on what you can and cannot do under the new federal rules.

## SOUND BITES



IFDA Network Editor in Chief Rose Gilbert (left) and Lisa McGee in Ireland

### Craic-ing Up In Ireland

A touring IFDAer spied a familiar by-line in The Limerick Leader this spring: that of NY-chapter member Lisa McGee, late of House Beautiful, now of her husband's hometown, Nenagh, County Tipperary.

Lisa writes and produces The Leader's bi-monthly interiors supplement, Your Home Today. Next, watch for her name on a new design business ...although Lisa also writes for Tourism Ireland, NY, and is a crackerjack tour guide. Spell that "craic," the Irish way of saying "good fellowship."



IFDA member Larry Laslo

### Laslo Wins Big In Las Vegas

Never mind his protest, "I'm too young to be an icon," Larry Laslo, New York, is the latest honoree in the Design Icon Series, held July 31 at the World Market Center. The celebrated designer left 'em laughing at tales recounted from his career "as part psychiatrist, part lover, part husband, and part designer. The families I work for become my

family," Larry says. "I am doing third and fourth house for them. The first house is hard, just like the first marriage."

His core message: "Beauty is skin deep, but ugly goes straight to the bone."

### Like Mother, Like Son

Directing runs in the Dobkin family, at least, to hear Irma Dobkin's son David tell it. Acknowledging EF's Universal Design Grant, now named after his late mother, Dobkin the film producer/director ("The Wedding Crashers") told Conference-goers about his intractable mother who even directed her own funeral. "She had it all planned out," David said. "And you know there was a lot of laughter."

### What's In A Name?

A perfect fit, in the case of another newly renamed EF grant. The Schoenthal Executive Leadership Development Grant appropriately honors its conceptualist and driving force, Harriet Schoenthal, long-time New York Chapter shaker and mover.

### Luck Of The Draw

It was a jolly good stroke for both EF and Lynn Daley, Arizona, when her ticket came out the winner of the EF fund-raiser auction.

Lynn spends a week in a London flat in mid-October with \$2000 for expenses, and EF chalked up \$2,320 in ticket sales for future scholarships and grants.



N. CA Chapter President Dana Walsh

### Always the Dedicated Public Servant

Our vote for IFDA's bravest goes to Dana Walsh, Northern California Chapter president and ranking Republican in a district that's famously – and overwhelmingly – Democratic. Her opponent in the November race for a US Senate seat: none other than House Speaker and long-time incumbent Nancy Pelosi.

Dana's cheerful about her chances, though, and still stumping like a trooper.

## IRMA DOBKIN REMEMBERED



Merry Mabbett Dean (left) and David Dobkin

Longtime Washington Chapter member, Irma Dobkin, FIFDA, was honored during the Conference EF luncheon. She served on the Educational Foundation Board and was also EF Chairman. The Irma Dobkin Universal Design Grant has been renamed in her memory. She was co-author of "Gracious Spaces--Universal Interiors by Design" and was committed to the everyday living needs of aging and disabled segments of the population. Her son, David Dobkin, a successful Hollywood movie producer and director, accepted a special award in her honor from EF Chair, Linda Mariani, FIFDA and EF Advisor, Merry Mabbett Dean, FIFDA.

**MARK YOUR  
CALENDARS!  
2009  
CONFERENCE**

**SEPT. 24-26, 2009  
PHILADELPHIA, PA**

**Details coming soon!**

# IFDA WELCOMES OUR 127 NEW MEMBERS!

## ARIZONA

### New Professional

Ann Siner  
Eco-Chic Consignments, Inc.

### New Professional

Cindy Lewton  
AZ Design Group

### New Professional

Debbie Conforti  
Waterleaf Designs

### New Professional

Lisa Cline  
Clines Natural Stone

### New Professional

Lisa Martin  
Divine Design Interiors LLC

### New Professional

Pamela Piccolo  
Designs By Pamela

### New Professional

Valerie Hopkins  
Hopkins' Fine Art and Furnishings

### Professional Member

Joan Linscott  
Partner Construction, Inc.

### Professional Member

Mary Yates  
M.A.Y. Interior Design

### Student Member

Bonnie Lewis

### Student Member

Christy Narsi

### Student Member

Gwenyth Lance

## BALTIMORE

### New Professional

Tammie Eckels  
CF Interiors / The Art Institute of  
Pittsburgh - Online Division

## N CALIFORNIA

### Professional Member

Anna Jacoby  
Anna Jacoby Interiors

### Professional Member

Michelle De Putron  
Executive Home Management

### Professional Member

Peter Weedvick  
Danmer Custom Shutters

## S. CALIFORNIA

### Professional Member

Christine Jordan  
Design Corp International

### Professional Member

Quinn Farrar Wilson  
Design Corp International

## FLORIDA

### Professional Member

Caroline Baer Rogow  
Panache Designs

### Professional Member

Michael White  
Inspired Spaces By Michael White

### Professional Member

Shelly Apel  
Decorating Decisions

### Professional Member

Stacy Canino  
The Tamarind Group

## GEORGIA

### New Professional

Bryan Marquardt  
Cucine Lube of Atlanta

### New Professional

Kellie H. Clem  
KHC Interiors

### New Professional

Rebecca A. White  
White Fitts Interiors

### Professional Member

Albert Lynch  
Tuxedo Road Home

### Professional Member

Anita Beyer  
Beyers Design, Inc.

### Professional Member

Frank A. Wickstead, LEED Ap  
WicksteadWorks

### Professional Member

Jenny McKimmy  
Living Spaces

### Professional Member

Jessie La Falce  
Vanguard School of Interior  
Design

### Professional Member

Mike Estes  
Regency House

## GEORGIA

### Professional Member

Virginia Torres  
NJD Designs, LLC

### Student Member

Myra Burge

### Student Member

Patti Drane

### Student Member

Valeria M. Johnson

### Student Member

Vanessa R. Braithwaite

## ILLINOIS

### New Professional

Michael Del Piero  
Michael Del Piero Good Design

### Professional Member

Ellen Brink  
Bionic Products of America

## INTERNATIONAL

### Professional Member

Ghada H. Al Alawi  
Al Ala Gallery

## MEMBER-AT-LARGE

### Professional Member

Moises Esquenazi  
Le Oob, LLC

## MINNESOTA

### New Professional

Jeannine Riche  
French Touch Framing LLC

### New Professional

Jessica Doody  
Design Sophisticate

### Professional Member

Carrie Rodman  
Martha O'Hara Interiors, Inc.

### Professional Member

Debra Riley  
Room Revival for Rooms  
You Love To Live In

### Professional Member

Mary Adams  
Martha O'Hara Interiors, Inc.

### Professional Member

Mary J. Imhoff  
Imhoff Painting Co.

## MINNESOTA

### Student Member

Anne Dahlstrom

### Student Member

Candy Vogel

### Student Member

Christine Pierce

### Student Member

Elizabeth Randall

### Student Member

Jessica Christensen

### Student Member

Kelly Johnson

### Student Member

Nancy Binger

### Student Member

Terry Gustafson

## NEW ENGLAND

### New Professional

Barbara Akey  
Barbara Akey Interiors

### New Professional

Debra Skelley  
Van Millwork

### New Professional

Hilary Sidman  
Shoosmine

### New Professional

Jennifer Lozada  
Jennifer Lozada  
Interior Decorating

### New Professional

Karen Walsh  
All American Concierge - Home  
Staging & Redesign

### New Professional

Kim M. Roberts  
Showcase Interiors

### New Professional

Lisa Renee Roberts  
Lisa Renee Roberts

### New Professional

Margaret Furlong  
Margaret Furlong Design

### Professional Member

Barry Gano  
Lifestyle Designs

# IFDA WELCOMES OUR 127 NEW MEMBERS!

## NEW ENGLAND

Professional Member  
Cynthia Driscoll  
Driscoll Associates

Professional Member  
David Jalbert  
Creations Architectural  
Woodworking

Professional Member  
Dawn Oliveira  
Oliveira Textiles

Professional Member  
Desa Facey  
Shoomine

Professional Member  
Gina Samarotto

Professional Member  
Julia Lizza  
Lizza Interiors

Professional Member  
Kandis MacKay  
Cabot House Furniture

Professional Member  
Kara Butterfield

Professional Member  
Katie L. McLain  
Davison Custom

Professional Member  
Lisa Jensen  
Lisa Jensen Interior Design

Professional Member  
Lori Glaser Korn  
Korn Interiors

Professional Member  
Lydia Costa  
Lydia Costa INTERIORS

Professional Member  
Madeleine Lyons  
Su Casa Designs

Professional Member  
Petra Hausberger  
Somerton Park Interiors

Professional Member  
Ramona Rodger  
Lifestyle Designs

Professional Member  
Shari Pellows  
Shari Pellows Interiors

## NEW ENGLAND

Professional Member  
Sharon Perillo  
Sharon Perillo Interiors

Student Member  
Ann Neumann

Student Member  
Michelle Libby

## NEW YORK

New Professional  
Carol Trance

New Professional  
Liberty Howell  
David Howell & Company

Professional Member  
Alissa Adler  
GLM

Professional Member  
Audra Hession  
Gibbs & Soell Inc.

Professional Member  
Danielle Johnson  
GLM

Professional Member  
Elena Fernandez  
Shaw Living

Professional Member  
Esther Sadowsky  
Charm & Whimsy

Professional Member  
Honey Mannix, C.I.D.  
Honey Mannix Interior Design

Professional Member  
Jeanne Hamburg  
Norris McLaughlin & Marcus, PA

Professional Member  
Jennifer Quail  
HFN Magazine

Professional Member  
Ron Barth  
Resource Furniture LLC

Student Member  
Juliette Ozkalfayan

Student Member  
Michal Maayani

Student Member  
Tak Yun Lui

## PHILADELPHIA

New Professional  
Anne M. Brainbridge  
Foxwood Interiors

New Professional  
Donna Hoffman  
Interiors By Donna Hoffman

New Professional  
Marianne Gassman  
MG Designs, Inc.

New Professional  
Tamra Jones  
Azure Interior Designer

New Professional  
Tara Enloe

Professional Member  
Chris McCloud  
Design 6

Professional Member  
Ginger Lawton Hudson  
Ginger & Associates, Inc.

Professional Member  
Hal Selditch  
Hal Selditch Interiors, Inc.

Professional Member  
Jack McDaniel  
McDaniel Furniture Services

Professional Member  
Joan Conroy  
Joan Conroy Interiors, Inc.

Professional Member  
Mari Dolby  
Ash Hill Designs / Mari Dolby  
Interiors

Professional Member  
Sabrina L. Cobb  
B. Zari Interiors, LLC

Professional Member  
Stella Bost  
Stella Bost Interiors

Professional Member  
Suzanne J. Lacroix  
Design Studio Interiors

Professional Member  
Tae Seangpeoam  
Catherine's

Professional Member  
Theresa Barlow  
Chester County Paint & Design Co.

## RICHMOND

Professional Member  
Alitia Cross  
Benjamin Moore & Co.

Professional Member  
Carolyn Forbes  
Stark Carpet, Stark Fabric, Stark  
Wallcovering & Stark Furniture

Professional Member  
Jay Rue  
JayRue.com

Professional Member  
Mark Nedervelt  
Wateredge

Professional Member  
Mary Hopcroft  
Bon Air Better Living Products

Professional Member  
Susan Fleming  
Kitchen Crafters, Inc.

## TEXAS

New Professional  
Beverly Archer Miears  
Abbiante Design

New Professional  
Dennis Waters  
Dennis Waters Design, Inc.

New Professional  
Samantha Crook  
Samantha, Jordan & Company

Professional Member  
Cindy Wright  
EF-LM

## WASHINGTON

New Professional  
Cheri Coulter  
Cheri Coulter ArtWorks

New Professional  
Michaela Clancy  
Space Werks Studio

New Professional  
Roberta Alberding  
EyeOnTheWorld Photography

Professional Member  
Denise Willard  
Decor By Denise

Professional Member  
Linda H. Bassert  
Masterworks Window Fashions  
& Design LLC

# 2008 NATIONAL CONFERENCE

## The Kindness of Strangers; Now Friends by Jean Gallagher

Like you, I received an invitation to the May 2008 annual conference in Los Angeles. As a new IFDA member and business owner, I carefully considered the cost of time and money to attend. My new interior design firm is just me, my husband Dan—our chief IT officer—and our dog Barley, who is in charge of Naps and Belly Rubs. Would attending be worth it? Perhaps unlike you, I took a chance and went to LA.

I didn't know what I was in for, and I mean that in all the best ways: the opportunities to learn new information, meet new people and experience a few surprises along the way. If you've never attended, you should know the IFDA annual conference is a wonderful mix of timely seminars about the furnishings and design industries, colorful speakers, and plentiful networking time—all wrapped in a delicious candy shell of social time. We packed a lot into three days, and I'd like to share some of my favorite moments and reasons why I'll keep going to conference.

### Reason #1. The kindness of strangers.

At the opening cocktail reception, I was warmly greeted by the group—even though I had met just a few members only once before, and most people there were strangers to me. But right away, I was made to feel like a welcome part of the group. There's nothing like the feeling of going from anxious outsider to comfortable constituent—in less than a half an hour.

### Reason #2. Great speakers.

The opening morning keynote speaker was the very entertaining Kenneth Brown, host of HGTV's *ReDesign*. Kenneth shared many hilarious anecdotes from the world of TV ID. Like, to accommodate *ReDesign*'s very aggressive production schedule, the design and production teams worked on as many as 17 projects at once. I dream of being that busy one day.

At another mealtime session, we heard about Help1Up, IFDA's national charity from the very passionate Jeff Hay, NFBA Executive Director. Help1Up is a socially and environmentally oriented organization that provides home furnishings for people who are victims of natural disasters, of domestic violence, and working families below the poverty line through a national series of furniture banks. I had never heard of a furniture bank before



Jean Gallagher

Jeff's inspiring presentation and was moved to find out how we IFDA members can help. With money, certainly, but also through donations of used furniture from the clients we work with. What could be easier: people who need furniture get it and we all keep bulky items out of landfills and incinerators. Everybody wins, right? Perhaps more important, some members are interested in helping to start new furniture banks in underserved areas. Ellen Cohen, director at large on the national board of directors, is interested in starting one in the Philadelphia area. If you're interested in helping the start-up efforts, contact Ellen at (215-752-1966).

### Reason #3. Getting a clue.

There were several small group sessions at the conference too, and I attended the panel discussion on designer licensing. IFDA invited speakers from both pro-licensing and freedom of licensing points of view to attend, though the pro-licensing representative declined. Still, I learned a lot about the current lobbying efforts to limit who may call themselves interior designers and about the history of legislature and professional practices of all kinds. In particular, did you know that there have been trade groups promoting legislation to limit the people practicing certain professions since just after the Civil War? I was impressed by the sharp minds working on the side of freedom to practice, and realize that staying informed and involved is the most powerful thing any of us can do, no matter where you stand on the issue. Knowledge is power.

Mary Knackstedt, renowned Interior Designer and business consultant, presented at break-fast one morning and also held small group sessions. I didn't make either group session, but was later charmed by Mary when I explained that I'm new to the business and she offered that she thought she could help because I haven't had time to develop too many bad habits. I loved her confidence and candor.

### Reason #4. Happy circumstances.

One of the entertainment options was to tour the Pasadena Show House. I had a great time seeing the house—with proceeds of ticket sales going to local arts programs—with members of the DC and Richmond Chapters. But, I was having dinner with folks from my home chapter—Philadelphia—and had to find my way back to LA. It was a complicated affair to get to the Show House—by taxi and shuttle—and I wasn't sure how to get back. I was lucky to be in the shuttle line behind Ron, who had just finished his shift as one of the house guides. He offered me a ride to the Del Mar Metro Rail station in downtown Pasadena. That alone would have been great, but it got even better. Turned out that Ron was affiliated with the National Trust for Historic Preservation - helping to save the Friendship Baptist Church in Pasadena, among others. Ron is still passionate about preservation, and gave me a brief tour of great Pasadena architecture. This included the gates of La Miniatura, a privately-owned house built by Frank Lloyd Wright in 1923, the exterior of The Gamble House—one of the great Greene & Greene Arts and Crafts masterpieces, other Greene and Greene built homes in the area, and downtown Pasadena before safely depositing me at the rail station. An unusual happy circumstance that could not have been more tailored to my interests, and you'll find your own happy circumstance when you go to conference.

### Reason #5. Strangers to Friends.

My biggest take away from conference, though, was spending time with new colleagues and friends—both nationally and in the Philadelphia chapter. I've found that when IFDA members say "if there's anything I can do to help," they mean it. Because of conference, I now know many, experienced trustworthy colleagues in the furnishings and design businesses, and a whole new set of friends.

So, was it worth it to me? You bet! Going to the national conference was the best investment I've made in my young business.

Next year, come to conference. We'll be in Philadelphia (September 24 - 26, 2009). In the meantime, attend your local chapter meetings and events. You could make your own stranger-to-friend connection sooner than you think.

*Jean Gallagher is a residential interior designer practicing in the metropolitan Philadelphia area.*

# MARKETING AND SELLING IN TODAY'S ECONOMY

*"To me, consensus seems to be the process of abandoning all beliefs, principles, values, and policies. So it is something in which no one believes and to which no one objects."*  
—British Prime Minister Margaret Thatcher

Like everyone in today's marketplace, the economy has hit furnishing and design professionals...and it has hit us hard. Past and prospective customers are taking a "wait and see" attitude, electing not to fund certain projects, or even think about them until the economy has become more stable, until the presidential election has been held, or until their mortgage has been refinanced.

So, if you are having trouble encouraging customers getting to "yes", we offer some suggestions to the plight we are all facing at the moment.

Realize that we are in a "moment." Economic phases are cyclical. This is an "event" – not an eventuality. As all things it is a temporary situation – and not a permanent one. Most importantly, we can all be emboldened by the fact that we had nothing to do with the current cost of gas, the fall of financial brokering houses or the sub-prime mortgage crisis. The bad news is that we are in the thick of things. The good news is that it is going to get better.

Have we hit bottom yet? Who knows. Who cares! As we like to say here at IFDA Headquarters, "it is what it is." The current state is similar to the old adage that "you play the cards you are dealt." So fellow IFDA-ers, how do we deal with this? How do we continue to make sales in this conundrum of uncertainty?

## Building a Consensus to Selling

As anyone can tell you who has encountered the tense conditions consensus building often has more to do with politics than with the validity of the ideas presented. Bending the ear of the prospective buyer or vendor can work wonders.

The likelihood of successfully using the exact same technique in two different situations is quite low. It depends on the person who we are presenting to and the area of the country we are in. For example, selling a design idea to an empty nest formerly "yuppie" couple who just bought a condo in New York City will require an entirely different approach when presenting exactly the same idea to newlyweds whose parents put the down payment on their new home while simultaneously working on their Blackberries. What's the new reality? Ready? Here it is:

Don't "sell." The new reality is to build a consensus by listening more and presenting less. It enables the prospective buyer to tell us their wants and needs and, through our respective areas of expertise, allows the buyer to accept new ideas and opportunities as though they came up with them. Consensus building is an art, one whose techniques are constantly being developed, tested, refined, and discarded.

## Why consensus?

- First, few people in decision-making roles enjoy being told what to think. And in any sales call or presentation, we're pushing our ideas, designs, furnishings, payment plans, etc. If you've got the best design or product in the world and you tell people that it is, in fact, the best design or product in the world, the instinct for many will be to look for reasons why the design or product isn't so great after all.
- When you're building consensus, an intelligent question is infinitely more valuable than a brilliant statement. If you want to bring minds together, gentle, facilitative leading works better than vigorous prodding. Ask. Suggest. Consider. These are the methods that can lead us to consensus decisions worth making.
- It's important to remember Newton's Third Law of Motion: Every action has an equal

and opposite reaction. If you push a decision vigorously, the natural reaction is what Newton predicts: to push back with equal vigor. This can mean failing to reach consensus or ensuring that no one will get exactly what they want or need, so that everyone is equally displeased.

Not exactly ideal situations. They can be avoided, however.

## The Secret: Get Buy-In First

The easiest and best consensus decisions are facilitated by

1. Doing some forensic due diligence in advance on your customer prospects and on the vendors to be recommended provides the respect every customer likes to be given
2. Be totally, 100% prepared. Again, it is a sign of respect of knowing and anticipating where the information and questions will be coming from.
3. Prepare a set of questions to really get at the root of what the customer is looking for. Spending the time at first to learn the decision makers' views of the goals and objectives will get significant support for a project or decision before you even start discussing it.

The quickest way to get stuck with a bad decision-making experience is to come up with a plan based on ideas that are only inside your own head. Without external validation and an attachment to the needs of others, the barriers are very high.

## Here's a simplified way to success:

1. Never, never start the discussion by proposing a solution—any solution. First, decision makers and influencers must agree on the nature and importance of the problem or opportunity. Without consensus on the problem/opportunity and its parameters, you are wasting your time discussing solutions.
2. Forge agreement on the definition of success. Develop criteria against which every proposed solution will be measured. Put together benchmarks, whether by timeline or funding triggers, it will advance through performance management a successful outcome. Do this before any analysis or research on solutions begins.
3. Set up a comprehensive, two-way communication channel with everyone whose assent you need in order to decide. Be as transparent as possible. Make sure

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there's a way for the customer to express their concerns and to have a voice at the table. And good heavens, be flexible. You have been in this business for a while and know that the one constant is change. It won't be your fault, but changed minds and other ideas are those of our customer. As difficult as it may be, embrace them (the ideas and changes – not the customer), see if you can make them work or counsel the customer to appreciate your understanding of the change request, but also understanding why it may not be the best decision.

4. Be sure to include in your discussions all whose responsibilities are connected with the project or item under discussion, and treat them as valued participants. You'd be surprised how influential others can be in helping the decision maker make the decision. These same employees, when given respect within the process, can be your strongest advocates for the project's success.

5. Get as close to an either/or decision as possible. To obtain a majority decision, it is far easier to vote "yes" or "no" than it is to select from options 1 through 10.

6. In presenting the "finalist" option(s) for discussion, describe the options considered, the roads not taken, and the reasons why. Reasons should refer clearly to the criteria and view of success developed in Step 2. Again, be free with information. Transparency builds trust; even well-meant opacity reduces it. Without trust, no positive decisions can be made.

7. Once the decision has been made, be generous with praise (and, as appropriate, rewards) for everyone's efforts. Appreciation builds satisfaction almost as surely as results do.

Many people believe that knowledge is power and that hoarding knowledge can lead to great things. At the IFDA Educational Foundation, we take the position that while "knowledge is power, applied and shared knowledge is powerful." When it comes to building consensus, the one who holds the most information closest to the vest loses.

Yes, times are difficult. And it may take some time to get through all the current difficulties. But the need for design and furnishing expertise, services and advice are omnipresent. It is

those who stick by their business partners during difficult times who enjoy the fruits of those labors when the cycle has turned toward greater prosperity. Maintaining contact with customers to discuss the weather, summer vacations, and other non-business related issues goes a long way to fostering and deepening the strength of a business relationship.

So when someone tells you how hard it is to make a "sale" these days, remind them about fostering a relationship through consensus building; through listening and asking more questions and by talking less. You – and they – may be surprised at how profitable one can be in times of economic downturn. A customer may well need or appreciate our advice on something entirely unrelated to what we sell. Value those opportunities and give the counsel freely. It is hard to forget a member of the IFDA. Customers also know that in times of difficulty, good friends seem to scatter. But those who stick together to ride out the storm form a trusted partnership that manifests its full potential in the good times as well.

## JACQUELINE COUSER: AN IFDA LEGACY

I know you don't know who Jacquie was, but she kept the Northern California Chapter together for many years. It has never been as organized since she left due to Alzheimer's. Jacquie was the National President in 1973-1974. When I joined IFDA in 1991 she called and interviewed me to ascertain my professionalism in the industry. I don't know that we shouldn't be doing this today in some local manner. At least that way we can get to know the new member and let them know that this is indeed a professional organization.

When I was chapter president, Jacquie was our Parliamentarian. She said very little, but would always pass me a little note at the beginning of the meeting to remind me what I had to cover. The meetings have never been as smooth since she left the board proceedings. She attended every National Conference, drove a Mercedes sports car with an "IFDA" license plate, and to us out in the west exemplified what IFDA stood for. If memory holds, her last conference was Washington D.C. Although not on the National Board, Jacqui would generally attend, sit and listen from the side lines. Our members should all realize that they are all welcome to attend the board meetings both locally and nationally.



Jacquie knew that communication and support can only improve IFDA.

She started her profession as a Designer when her husband was stationed in Pearl Harbor during WWII by working for a design firm in Honolulu. When her husband was transferred to Washington DC she worked for a firm that

designed for the likes of Sen. Richard Nixon and Sen. Kefauver. Eventually she and her National Guard husband Chris, ended up in Sausalito (just over the bay from S.F.) where IFDA had many meetings with a gorgeous view of San Francisco.

After Chris passed on, Jacquie and her IFDA pal, Rita Dake, moved to Sonoma, which is in the wine country north of S.F. IFDA makes for lasting friendships as Rita cared for Jacquie until her passing. Rita was also a passed National President in 1970 and still has her Mercedes sports car that has her "IFDA" plate as well. These two ladies are IFDA's Grand Dame's of The Northern California Chapter.

Upon Jacquie's passing a few months ago, we found that she bequeathed to the Northern California Chapter \$10,000. The Chapter feels both pleased and blessed and will be furthering her legacy by funding the Jacqueline Couser Scholarship.

Jacquie will always be missed by many of us, but now the future of many students will be enhanced by her generosity.

*Judith Clark Janofsky, IFDA,  
Immediate Past President*

# EF "MARCH TO A MILLION" TO INVOLVE CHAPTERS IN NATION-WIDE MARCH-A-THON



The IFDA Educational Foundation has announced a plan to involve each IFDA chapter in "March to a Million," the bold new fundraising initiative unveiled during the Los Angeles Conference. With the goal of raising \$1 million by EF's 40th Anniversary in 2010, the project will feature a nation-wide March-A-Thon in 2009.

The plan is to enlist each chapter to stage a local March for EF scholarships, grants and educational programs. Members, students, teachers, and consumers will be invited to participate in the event.

As Linda Mariani, FIFDA, EF Chair, explains, "Every chapter will be invited to get involved in this exciting project, which will be national in scope, and will create great PR opportunities, stimulate local support, and draw broad positive media attention to our association."

To increase interest and maximize publicity, chapters will be encouraged to hold their March-a-Thon during a common time frame. Sponsors are being solicited to provide seed money to underwrite project packets, signs, banners, T shirts, and press releases. Details of the project will be announced in the next newsletter.

Chapters may designate the money they raise to support a specific EF scholarship or grant, the goal being to build funds to endowment levels and increase award amounts. Currently, EF awards more than \$32,000 annually in amounts from \$1000 to \$2500.

*By Bonnie L. Peterson, FIFDA,  
IFDA Educational Foundation  
Vice Chair and Treasurer*

## ATTENTION IFDA CHAPTERS

### IRS Issues New Form 990 Regulations

IRS Exempt Organizations Division advises that a "no" answer to some of the new policy questions on the newly revised Form 990 would not automatically trigger an audit, but it will help the Service form a more complete picture about a group's compliance with not-for-profit rules.

The revamped Form 990, released in December, requests more detailed information about compensation, governance and political activities, among other things. Though it admittedly lacks explicit statutory authority to scrutinize a tax-exempt organization's governance, the IRS has said firmly that it believes good governance practices lead to greater compliance. The IRS is still determining how it will use new data in areas such as compensation and gover-

nance when the new form is in use next year (returns filed for the 2008 tax year).

According to The Bureau of National Affairs (BNA), an organization's "no" answer to the question of whether it had a conflict of interest policy in place would not be an automatic trigger for an audit. But the Service will look at all those answers to governance questions in conjunction with other information on the form to determine whether follow-up is needed. The IRS could use information reported on the new form to begin new compliance check projects.

The IRS has recently gathered public comment on the draft instructions for filing the new Form 990, and is expected to release final instructions before the end of the year. Chapters with questions on the new forms and filing requirements are invited to contact IFDA Headquarters for additional information and assistance.



Karen Wirrig, IFDA Director at large (left), joins Quinn Wilson, Chapter President Rita Orland, and Chris Jordan in announcing the new IFDA Southern California Chapter. Wilson and Jordan are with Designcorp, which will serve as the Chapter's formal headquarters.

## IFDA NETWORK FALL ISSUE DEADLINE

**SEPTEMBER 15, 2008**

Please send all articles, photographs, etc. to Rose Gilbert at [gilbert.rose@gmail.com](mailto:gilbert.rose@gmail.com)



## IN THE SPOTLIGHT

- Want to be featured in an upcoming issue of the Network?
- Do you have a member you would like to highlight?
- Have an event that you'd like to share the outcome of?

Send all information to Rose Gilbert at [gilbert.rose@gmail.com](mailto:gilbert.rose@gmail.com) and watch for your Chapter Profile to be published in an upcoming issue of the IFDA Network.

## WHAT'S THE STORY IN THE CHAPTERS? SPOTLIGHT ON THE IFDA PHILADELPHIA CHAPTER

In each coming Network Newsletter, we'll be profiling one of the IFDA's 17 national Chapters. There is no better place to network with your peers, make new friends, secure marketing opportunities, learn about new developments in the industry and maximize the value of your membership than in the most established professional trade association dedicated to the design and furnishings industry.

**This month, we check in on what IFDA members in the Philadelphia Chapter have been up to. These photos from Chapter president Janet Stevenson of Closet City, Ltd., show just some of the events that members have not only been able to take advantage of, but also had have fun in the process.**



**Marketing guru**, celebrated author and sought after speaker Michael Port shares his secrets with IFDA members at the vendor show. The inspiring presentation was slightly irreverent, very funny, amazingly knowledgeable, compassionate and passionate. Michael Port hit his mark every time and left members a little smarter, much more alive, and thinking a heck of a lot bigger about who they are and what they offer the world. Chapter members Ellen Cohen and David Ashe (right) got some "up close and personal" time with Michael and his assistant after the session. We'll be watching to see if any of the extra time rubbed off on Ellen and David!



**Alan and Norka Kagel** opened one of their amazing Inkas Hands showrooms in Philadelphia to IFDA Chapter members. The design, creation and commercialization of decorative accessories, artwork, jewelry and textiles came to life as members learned how to incorporate these many qualitative lines of items into residential and commercial settings.

## WHAT'S THE STORY IN THE CHAPTERS? SPOTLIGHT ON THE IFDA PHILADELPHIA CHAPTER



**Since the launching** of the Moshulu (pronounced Mo-shoe'-loo) in 1904, she has had a long and exciting career on the seas working the ports of Europe, South America, Australia, America and Africa. She was confiscated by the Americans in one war and by the Germans in the next. She has traveled around Cape Horn 54 times. In lesser days, she has served as a floating warehouse. In grander days, she won the last great grain race in 1939. Today, the Moshulu is the largest four-masted sailing ship in the world still afloat. But perhaps her greatest day was when she was graced with the presence of the Philadelphia Chapter's Dessert event, meeting and social networking party!



**Networking, wine, friendship,** wine, hamburgers, wine...all were in rare form – or “medium well” if you’d prefer – as IFDA National President Dave Gilbert and First Lady Hiroko Gilbert opened their home a few weeks ago to Philadelphia Chapter members for a barbeque to beat all barbeques. Dave’s next door neighbor is a nationally recognized grill master. Between the fellowship, food and drink, the event was an epicurean delight.



### So what's your Chapter been up to?

Send us any stories, photos, member profiles and updates for inclusion in upcoming issues of the IFDA's Network. There's no better way to share your success and ideas with other IFDA members. Send all information to IFDA Executive Director Martha Heinze at: [martha@ifda.com](mailto:martha@ifda.com) today!

A large quill pen with a dark feather and a brass nib lies vertically on the left side of the page. To its right, a small, dark, octagonal inkwell with a cork stopper sits on the parchment. The background is a textured, aged parchment with torn edges and some staining.

# *We the Furnishers and Designers*

*of the International Furnishings and Design Association, in order to form a more perfect union, establish mutually beneficial business partnerships and friendships, insure the ability to network among one another and to share common challenges and opportunities, foster domestic tranquility and the promotion of the IFDA'S 17 Chapters across our Nation, provide for the common education and sharing of knowledge, experiences, scholarships and grants to advance the sustainability of our profession, promote the general welfare, declare our "inter-dependence" and secure the blessings of liberty to ourselves and our prosperity, do ordain and establish this Constitution... and provide advance notice of the IFDA'S 62nd National Conference in the City of Philadelphia, in the Commonwealth of Pennsylvania, September 24 - 26, 2009.*

*Don't miss being part of this "historic" event!  
Mark your calendars today.*

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## SUGGESTIONS?

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 Fall and Winter issues, so please let us incorporate your ideas into the upcoming issues. Just like the IFDA and its members, the "Network" is getting better all the time. Please email us your comments to **martha@ifda.com**.

