

NETWORK

CONNECTING YOU TO THE GOLD STANDARD

"ACCOLADES" FOR IFDA & EF

The management of the IFDA and the Educational Foundation have been transferred to a new management company, which has taken over the back office operations of both entities. Following an extensive RFP and due diligence process, the ad hoc IFDA Committee led by Past President Mark Jeross, Royal Crest Blinds, and complemented by President Judith Clark, of Judith Clark Design, Past Treasurer Sheila Cole, of Shecole, Inc.; Lana Seagren, Verve Interiors; and President-Elect Dave Gilbert, Hi-Fi Sales, numerous proposals were evaluated and meetings held with prospects.

The decision of the committee was unanimous in entrusting the on-going and future work of the IFDA to Accolade Management in King of Prussia, PA, near Philadelphia. With extensive experience in advertising and marketing and the professional management of trade associations and non-profit foundations, the IFDA's new executive director Martha Heinze has been working with the Board, Chapters and Chapter of Presidents to transition all the work and activities in 2007. Soon thereafter, the Educational Foundation also moved its headquarters to Accolade, where Martha's husband, Bernd G. Heinze, Esq., is managing the Foundation's valuable efforts.

The new staff at IFDA and EF Headquarters includes: Caitlin Skelton, Assistant Director of Meetings & Projects; Marty Bair, Chief Financial Officer; Sarah Selverian, Controller; Kaye West, Receptionist and Mark Stackhouse, Creative Director and Graphic Design. Please contact the new Headquarters with any questions, requests or ideas you have. The main number is: 610-535-6422; fax: 610-535-6423; or via e-mail at: martha@ifda.com. We welcome Accolade to the IFDA and EF family, and look forward in partnering with them to raise the Association's and Foundation's visibility and in taking us to the next level.

PRESIDENT'S MESSAGE



There's a change happening in this country that is affecting our industry, along with others: fewer people are joining organizations. So much time these days is devoted to family, to school and driving kids to soccer, to music lessons.... People are simply finding fewer hours in the day for organizations.

Yet, my Google search confirms that organizations like IFDA are still extremely valuable in helping members get ahead in their professions. Article after article showed that belonging to professional organizations increases the credibility of the member within his/her industry. People still need – and want – to become part of a professional family, but, too often, they just don't know how.

We must show them how, and not for their sakes alone. To keep IFDA rolling along, to offer more networking, educational and career-advancing opportunities, we need to recruit new members and get them involved. We sometimes forget all that IFDA has to offer on both a personal advancement level, as well as on a philanthropic and professional development level. Let's each take a new member under our

wing. Call and extend a personal invitation to chapter events. Help them climb the professional ladder.

When you give, you get back ten-fold. I know this to be true. As IFDA President, I was invited by the Senior Trade Attaché in New York to attend Maison & Objet in Paris. That led to writing articles for publications like "Furniture and Interiors Magazine," and I feel sure, to increasing my credibility in the industry. Why? Because I got involved.

Thank you all for allowing me to gain so much in my career by serving as IFDA President. It has been an absolute pleasure getting to know so many wonderful people throughout this organization, to work with a Board and Chapter Presidents who care so much about IFDA and the industry at large. You should always know that at any time, you can pick up the phone or e-mail any IFDA member for assistance, and they will always be there for you.

Next year, watch for the unveiling of our exciting new Website. Plan to go Hollywood with us for Conference in May. With President-Elect Dave Gilbert at the helm. it's going to be a wonderful 2008!

Best wishes,



Judith Clark, FIFDA, CID

A WORD FROM DAVE GILBERT, NATIONAL PRESIDENT ELECT

As we get ready to start the new year here at the IFDA, I thought it appropriate to provide you some background on myself. I am certain many of us will have the chance to meet at the various IFDA and Chapter functions but, in the meantime, allow me to introduce myself.

I have been a member of the IFDA Philadelphia Chapter since 1997, and along with holding several positions in the Chapter, I served as Chapter President. I am the vice president of Hi-Fi Sales, a custom audio and video design and installation firm with a retail showroom in Cherry Hill, New Jersey, just across the river from Philadelphia. We've been around for over 27 years and do work in New Jersey, Pennsylvania and Delaware with a few projects a year in other locations. The 25 people within our company have been working with designers and other professionals on jobsites for many years and learned early on that it is teamwork that ultimately produces the best job for our client.

It is with that philosophy that I am approaching my upcoming year at the IFDA's helm.



I am fortunate to follow in the footsteps of National President Judith Clark-Janofsky. I've known Judith for many years and have learned a lot from her this past year. It's been a transition year and a lot of work has been going on behind-the-scenes to further strengthen IFDA for our members and promote our organization amongst the public and our professional trades.

My wife Hiroko and I have been married for 21 years. She's originally from Japan and has been a



great source of inspiration to me. We have no children or pets. I like long walks on the beach.....wait a minute....this isn't a listing for an internet dating service!!

We have some new board members joining us next year along with dedicated board members that still have a year or two remaining on their term. I am grateful to all that serve at the Chapter and national level and encourage anyone that wants to get all they can out of belonging to IFDA to get involved. It's like a slot machine; you will never get anything from it unless you put something in to it. The difference is that unlike slot machines, there will always be a positive return on the investment of your time and talent within the IFDA and our Chapters.

I look forward to continuing the forward momentum next year, and trust you will not hesitate to contact me if you have any questions, ideas or feedback. I can be reached by phone at: 856-751-1100; or via e-mail at: dave@hifisales.com.

PURCHASE ADVANTAGE PROGRAM

UP, RUNNING, READY TO GROW

Many months in the making, the IFDA Purchase Advantage Program has rolled out in four chapters on the East Coast, offering members "great lines and great pricing," says Ann Unal, Washington, DC Director-at-Large, who helped push the pilot program into place for

Baltimore, Philadelphia, Richmond, and Washington.

The Purchase Advantage Program allows members to enjoy the enhanced buying power of four chapters, opening new resources and sharpening prices.

"The goal is to expand into other geographic areas and benefit all our members," Ann says. For more information, contact her at: annu@msn.com.

SCHOENTHAL RECEIVES IFDA'S HIGHEST MEMBERSHIP AWARD

Harriet Schoenthal, a top home furnishings PR executive and long-time New York Chapter member who has held a myriad of IFDA positions at both the local and international levels, has received the 2007 Honorary Recognition Award at the Annual Conference in Atlanta, GA. The highest honor that can be bestowed on a member of the Association, the Award was initiated in 1971 to acknowledge outstanding contributions to furnishings, design, education, or related fields.

Growing up in her native Albany, N.Y., this year's honoree continued her education in Manhattan (at Hunter College and the New School of Social Research). She entered the home furnishings industry in the late 1950s, handling advertising, public relations, and marketing for other firms until she



founded her own, HSI, Inc. in 1971. Clients have included Hickory Furniture Co., Syroco, Heywood-Wakefield Furniture, Baldwin Pianos, the Southern Furniture Market Center, and the Hardwood Information Center.

She joined IFDA (then the National Home Fashions League) in 1960 and has held a range of major positions, including the presidency of the New York Chapter, Chair of the Northeast Regional Conference (1993), and Co-Chair of the New York National Conference in 1998.

An oft-told Harriet anecdote: "My first boss told me that I had to create a press kit. I didn't even know what that was until The Home Fashions League friends sat me down at lunch and told me exactly what to do." The driving force behind the founding of the Carolinas Chapter in the late 1960s, Harriet has in recent years focused her considerable energies on the Educational Foundation, which she continues to serve – with distinction and typical enthusiasm -- as an honorary trustee on the EF Board.

Congratulations Harriett!

IFDA ALIGNS WITH HELP1UP, RECYCLING FURNITURE TO NEEDY U.S. FAMILIES

'250,000 children will sleep on the floor tonight'

IFDA and Help1UP: it's a match that might have been made in heaven, except that credit must go to Board member Joan Croft, FIFDA, of California.

Joan's determination to find a unified national charity focus for IFDA led her – "quite naturally," she says – to Help1UP, the industry's furniture removal service sponsored by the National Furniture Bank Association (NFBA). Headquartered in Decatur, GA, NFBA is a nationwide network of more than 60 local furniture banks that collect used home furnishings



and give them directly to families in need from natural or domestic disasters, or living below the poverty line.

Last year, the Furniture Bank helped make homes for some 100,000 American families who received at least a million pieces of furniture, Joan points out.

"By endorsing this charity, we are aligning ourselves with an organization that not only helps families in need, it also keeps 250,000 tons of perfectly usable furniture out of incinerators and landfills every year," Joan adds.

It's a win-win situation, confirms NFBA Executive Director Don Lawrence: "If you or your client has used furniture, you can either

drag it out to the curb, or you can call your local furniture bank and a uniformed driver will come pick it up. You get a tax deductible receipt, a family gets needed furnishings, and the landfills get a break."

Moreover, Don suggests, "IFDA members can point out the alliance with the NFBA as a value-added (and free) service to their clients."

Bottom line, however, remains the families, Don says. "Some 250,000 children will sleep on the floor tonight. No child in America should have to sleep on the floor."

To find or start a furniture bank in your area: www.help1up.org.

2007 IFDA BOARD OF DIRECTORS

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IFDA OFFICE OPEN IN WORLD MARKET CENTER

JOINING OTHER KEY INDUSTRY ORGANIZATIONS IN LAS VEGAS

Las Vegas – A home-away-from-home is open for IFDA members' use on the 16th floor of the new Building B at the World Market here.

Courtesy of the World Market Center, IFDA is one of nine home furnishings and design trade associations invited to enjoy spacious, fully outfitted, state-of-the-art office facilities that will serve their members year-round, as well as during the semi-annual Las Vegas markets.

The gratis offices are "an indication of our support for the many membership organizations who provide ongoing networking, education, and development for industry professionals," according to a spokesman for World Market Center.

Other trade associations that are IFDA's neighbors on the 16th floor are The American Home Furnishings Alliance (AHFA); American Society of



Interior Designers (ASID); Home Furnishings International Association (HFIA); International Home Furnishings Representatives Association. (IHFRA); International Interior Design Association (IIDA); Network of Executive Women in Hospitality (NEWH); Women in the Home Furnishings Industry (WithIt); and the Western Home Furnishings Association (WHFA), in conjunction with National Home Furnishings Association (NHFA).

IFDA members already enjoy the use of a dedicated office in the Steele Building during markets in High Point, N.C.

A NEW DESIGN!

The IFDA Network quarterly newsletter has a new format and a new commitment. The "Network" has always been a way in which to share news and information about our Chapters and Association, as well as on developments within our industry. We will follow that pledge and provide you with content relevant to your daily operations, as well as information of general interest.

You may have noticed a change in appearance on the front page. The IFDA is privileged to have the strength of 15 Chapters to drive the many fine efforts that further define the Association from others.

Networking, educational events, relationships and valuable meetings are all held within the Chapters to provide additional benefits to IFDA members. In order to highlight the importance of the Chapters to all recipients of the newsletter – as well as non-IFDA members who may read it on the IFDA's website, photographs have been added to the masthead, each depicting a scene indigenous to the Chapter's region or location. They are all part of the "Network," that comprise and make the IFDA the "gold standard" within our industry.

WELCOME TO OUR NEW IFDA NATIONAL BOARD MEMBERS

By Dave Gilbert, 2008 President-Elect

As chair of the Nominating Committee, I'd like to extend my sincere thanks to Kathy Corbet (Richmond), Sonny Glassner (Baltimore), Carole Lauren (N. California), Susan Hirsh (New York), Catherine Simon-Vobornik (Illinois) and Wilma Hammett (Carolinas), all of whose help in evaluating and selecting candidates for the open positions on the National Board was invaluable.

The following is a brief introduction to the new board members joining us in 2008:

Gail Belz – President Elect: Gail is a member of the Northern California chapter, and has been an IFDA member since 1988 where she has held many positions including Chapter President. It is the diversity of IFDA that impresses her and she sees the future of the organization grounded with an increasing membership. Welcome Gail.

Peggy Koskiniemi – Treasurer Elect: For those that have been members for a while, you'll recognize Peggy's name. She was National President in 2001. I had the pleasure of meeting her in 2000 when she was President Elect. She joined the Northern California Chapter in 1992 and was President of that Chapter in 1998. She currently resides in Dallas and is a member of the Texas Chapter. She had her own business in California and managed the Donghia showroom in Dallas. Presently she owns Laliue Interiors in Texas. Peggy studied Business Management at Portland State University and has experience in the banking and credit industry. It's great to have Peggy back on board...on the Board!

Ellen Cohen – Director-at-Large: Ellen is currently the President of the Philadelphia Chapter. As such, I've come to know her quite well and know her as one that thinks big and gets things done. She has been a member of IFDA since 2001 and immediately got involved while a student at Moore College of Art in Philadelphia. She, too, has served many positions in the chapter. She is a designer with her own business, Interior Possibilities, LLC. In 2004 she applied for and received the IFDA-EF Leadership Training Award. I look forward to your enthusiasm and ideas Ellen, as you take them from the Chapter to the National Board.

Teresa Burnett – Director-at-Large: Teresa is currently the President of the New England Chapter. She said that her first experience in attending an IFDA-sponsored event got her "hooked." She felt a real sense of belonging and it quickly became clear that becoming actively involved was the best way to further both the Association and her place in the industry. Teresa is a graduate of the Rhode Island School of Design's Interior Design Program. This was after a corporate career in high tech sales. She opened her own business, Willow Designs Inc., a full service residential design firm. Her experience in the corporate world provides her with invaluable training and team-centered projects. You'll get a chance to use your team skills as Director-at-Large, Teresa.

I am so grateful to those that have decided to give their time as volunteers to the organization. Whether at the Chapter or national level, it is a team that makes it work. We are fortunate to have great teams, and I very much look forward to working with you all.

2008 IFDA BOARD OF DIRECTORS

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President Elect

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Immediate Past President

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Director at Large

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A LOOK BACK - AND FORWARD

AT IFDA CONFERENCES



Another awesome time was had by all IFDA attendees at the 60th Annual Conference in Atlanta, GA

New Board Member and Philadelphia Chapter President Ellen Cohen shares a memo she wrote on the way home from IFDA's 2007 Conference in Atlanta:

As I sit here on the plane leaving Atlanta, having just attended our annual Conference, I am filled with new vision and energy. There is also a sense of longing. How do I convey this experience in such a way that you will want to join me next May in Los Angeles? Can I put the Conference experience into words?

First, wasn't it fun to be able to put faces with names from the other Chapters? Isn't Shirley Ebert delightful? She and her committee did such a great job choosing the Conference speakers (See Editor's Note). They were entertaining, and their topics were interesting, informative and invaluable. The food was good, too. That luncheon IFDA's Educational Foundation sponsored also gave us meaningful insight into the great

work EF does. And the Gala Saturday evening -- fabulous! What a beautiful presentation by this year's Trailblazer Award Winner, Bobbie Greene McCarthy, Director of Save America's Treasures at the National Trust for Historic Preservation. Bobbie showcased the many projects throughout the country where our IFDA support is making a difference, saving many of America's valuable treasures for future generations. Didn't you feel proud?

The evening couldn't have ended better... that moment when Arizona's Karen Wirrig won the diamond EF auctioned to celebrate IFDA's 60th Anniversary and raise funds for future projects. It was brilliant all around!

Then there are the side trips. The Atlanta Show House we toured with two New England Chapter women ... and the WOW! neighborhood it was in! The trips to the Atlanta Aquarium, the CNN Tour,

the High Museum, America's Mart and ADeck; the great restaurants we shared with our colleagues, now our new friends?

This Association has so much to offer beyond the initials you place after your name. Yes, it is wonderful if you experience growth in your business with the connections you make in IFDA. But for me there's a larger picture. Perhaps it's the growth in ideas that will improve your business practices? The growth in knowledge? How about the growth in support? How about your growth in experience learned through the stories told by others? It is here for all of us, and it is what you make of it. Joining IFDA continues to be one of the best decisions I have made, both personally and professionally. Reaching that level is easy if you choose to become involved. Come with me to Conference next year, make some memories, and feel the difference.

*Ellen Cohen
Philadelphia Chapter President*

EDITOR'S NOTE:

Organized with grace, good humor, and keen focus by Atlanta Chapter member Shirely Ebert, the 2007 Conference -- "Today's Vision Tomorrow's Reality" -- attracted more than 100 IFDA'ers and guests, who heard top speakers like eco-advocate Josh Dorfman (www.lazyenvironmentalist.com), and John Wells, president/CEO of Interface America (www.interfaceinc.com), renowned as a leading force in sustainability.

SAVE THE DATE...

- ... If You Want To Increase Your Client Base
- ... If You Want To Increase Your Productivity
- ... If You Want To Impact Your Bottom Line!

Join us for in Los Angeles, California for
the 2008 IFDA Industry Forum & Conference
 May 1-3, 2008
 Omni Los Angeles Hotel at California Plaza

NEW ORLEANS MUSICAL SPIRIT AT SPECIAL CONCERT

IFDA/EF DONATION SUPPORTS NOMHF RESTORATION EFFORT

Music is the heart and soul of New Orleans... and it is alive and well this holiday season with a unique concert this week featuring the collaboration of Troy "Trombone Shorty" Andrews, the Louisiana Philharmonic Orchestra, the 65 Shades of Praise gospel choir and other headliners. Being held at the First Baptist Church, the concert is a shout of joy for the American birthplace of jazz, a city that was devastated by hurricane Katrina... its New Orleans Music Hall of Fame in shambles.

Bobbie Greene McCarthy, Director of Save America's Treasures at the National Trust for Historic Preservation, reported the plight of the NOMHF to the Educational Foundation of International Furnishings and Design Association which was seeking an avenue to support the post Katrina rebuilding effort. IFDA members and the IFDA-EF were among the first to contribute to the restoration of this musical landmark where jazz greats first performed. Bobbie reported on the progress of the project when she appeared as the IFDA Trailblazer during the 2006 annual Industry Forum and Conference in Boston, discussing the restoration of The



Eagle Saloon, the heart of the project, where the dream of revitalizing South Rampart Street is becoming a reality.

City and state funding, contributions, corporate sponsorships, fund raising programs, pro bono architects and strategic partnerships have joined forces to ensure that the site will be restored as the epicenter of jazz.

Manager of the project is Jerome "Popagee" Johnson, NOMFH's founder, who organized the free concert saying "We want this to be a night of healing... we want the picture on stage to show how music can be a force to being us together." With his infectious enthusiasm, he assembled some of the city's busiest musicians at the last minute, including trumpet player Irvin Mayfield. The Louisiana Philharmonic Orchestra scrambled to do the event in the middle of a busy 50 concert season. The LPO lost its main venue during Hurricane Katrina and saw its 65 players scatter... most have returned, eager to continue their musical tradition.

"Trombone Shorty" Andrews stepped away from a recording project and is reprising his nationally televised performance of "O



Holy Night." "I've dreamed about working with the orchestra but to do it at the holidays in this kind of setting, is even better. It will be like the old days – no microphones – a warm sound – and a big sound."

Bobbie Greene reports these are busy days at the New Orleans Music Hall of Fame project as well as other designated sites. Save America's Treasures at the National Trust for Historic Preservation, is a public-private partnership developed in 1998 as the centerpiece of the White House Millennium program and is now operated as a joint initiative between the National Trust and the National Park Service. Established to address this country's enormous unmet preservation needs, over the past seven years, Save America's Treasures has generated over \$55 million for some 1500 projects across the United States. These funds compliment \$264.5 million in Save America's Treasure challenge matching grants administered through the National Park Service.

Bobbie previously served as Deputy Chief of Staff to Hillary Rodham Clinton when she was First Lady.

Trading Places in Paris: Since she and husband Bob decided to change their lives radically and move to Paris last year, “we’ve thought we might be turning into our children, and they were becoming us,” writes former NY Chapter President Vicki Enteen. While their mid-twenties daughters are dealing with grown-up issues like jobs, graduate school, rent, and health insurance, “We feel like adolescents, having eliminated much of the baggage of adulthood,” she confides. Yes, they both work and have an apartment to furnish (in the Fifth Arrondissement), but they’re shopping on line, at IKEA, and among friends’ hand-me-downs. Still, standards apply, Vicki asserts. “We’ve drawn the line at cinder-block bookshelves and orange-crate tables.”

Color Her A Winner: It was “now-you-see-her-now-you-don’t” for Sheila Cole, FIFDA, Minnesota, who disappeared overnight from the IFDA Board meeting in Las Vegas last fall, but was back in a blink at her Treasurer’s post with a HUE Award in hand the next day. She’d nipped over to a gala bash in San Francisco to pick up honors as

a regional winner of Benjamin Moore’s second HUE Competition. Italian architect/designer Ettore Sottsass also won a Lifetime Achievement award.

Al Gore Gives Out Green, and **Sue Williams,** Richmond, was in LA applauding as her filmmaker son Lucas Krost accepted the \$100,000 cash prize. His video “One Nation Under Guard” about the U.S. prison system beat out hundreds of other aspiring filmmakers from across the country to win the grand prize in the “Seeds of Tolerance” video competition sponsored by offered by Current TV and the Third Millennium Foundation. Current TV chair Al Gore presented the cash prize himself, plus \$15,000 for the winner’s charity of choice. Lucas’ wife and two-month-old son were also in the crowd. (“We had to take turns babysitting,” Sue reports)

Charity in the Bag: Notoriously mad about handbags, New Yorkers are feeding their habit and helping the homeless, too, thanks to NY Board member Rosemarie Hittmeyer and an innovative group called Urban Samaritan. They’ve set up an effective closed-loop

effort, turning outdated museum exhibition banners into one-off bags stitched up by homeless women who get paid for their work when the bags are sold – you guessed it – in the museum’s own gift shop. Players so far include The Whitney, Morgan Library and Museum, the Museum of the City of New York, and Museum of Natural History. Rose designs the bags by deciding just how to cut the heavy, weatherproof banners, which have colorful images ranging from a giant Freud face to butterflies and lizards. The haute totes run from \$35-\$45 (www.urbansamaritan.org).

Too Much TV? Not for Karen Wirrig, FIFDA, Arizona, who specialized in recognizing video celebs during the last Las Vegas market. First came Candice Olson, star of HGTV’s *Divine Design*, who explained what input homeowners have when their rooms are chosen for a TV redo (none). Then Karen happened on Sandra Lee, host of *Semi-Homemade* on the Food Network, who explained why she doesn’t gain weight for all that on-camera eating (they film during two months only and she doesn’t eat for the other 10!).

EF JAZZES UP OFFERINGS WITH NEW SCHOLARSHIPS

Part-time students and individual chapters, will benefit from the expanding awards program announced by the IFDA Educational Foundation (EF). All totaled, the EF will offer over \$30,000 in grants and scholarships in 2008; complementing the almost \$25,000 awarded in 2007.

Recognizing the need for continuing education, a scholarship is now available to a student who is enrolled only part-time in a design or related program at an accredited school. This is the first

time part-time students have been eligible for EF support.

EF has also announced an additional \$1,000 Chapter Partnership Grant, bringing the total to four grants that support educational programs at the Chapter level. Two grants will be

reserved for programs held between January and June and two will be awarded for events that take place in the July-December period. (Questions? Contact Earline Feldman, Director of Grants and Scholarships: tapis2@bellsouth.net.)

In all, EF is offering some 16 grants and scholarships, including the support offered to the historic Eagle Saloon in New Orleans. Located on South Rampart Street in the “back o’town.” One of the important neighborhoods in the early development of jazz, the three-story, 1875 Eagle Saloon is hallowed ground for jazz preservationists all over the world (see related article on the IFDA EF’s efforts; for more details, check out www.nomhf.org).