

AMERICAN SOCIETY OF INTERIOR DESIGNERS

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WINTER 2007/08 NEWSLETTER

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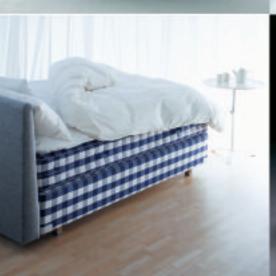














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0 nthe Cover



Jamie Myers, Aimee Nemeckay & Jase Frederick, Allied Members ASID, with Susan Fredman Design Group, were awarded First Place - Residential Green Design at the 2007 ASID Design Excellence Awards Competition.

Newsletter Staff

CHAPTER ADMINISTRATOR

Elizabeth Boaden

1647 Merchandise Mart

Chicago IL 60654 Tel: 312-467-5080

Fax: 312-467-0888 asidil@sbcglobal.net www.asidillinois.com

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Dawn Lyon, Art Director

6900 Edge Water Drive

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972-562-6966

972-562-7218 fax

adinfo@dsapubs.com

www.dsapubs.com

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President's Message



2007-08 Board of Directors

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Travis N. Huffhine
Student Member ASID

Dear Illinois ASID Chapter Members:

I will save you the inspiration of new resolutions, etc., and get to issues I believe ASID designers need to focus on. Some will sound like resolutions, but they will hopefully be good business sense. These are many of the issues that I am dealing with at my business, Aquaworks.

Have you looked at your mission statement? Large or small businesses all need one. Short, sweet and to the point. What do you do and how do you do it? Do you evaluate yourself and your employees? Do you evaluate your selling and marketing strategies? Do you evaluate your competition? And, of course, do you evaluate your finances?

These are all issues we often do not want to discuss, investigate, or evaluate. I have found that a small business with ten employees must take on most of the business attributes of a large corporation. They are continually evaluating all of these important components as they fold into the success and profit of the company. Are you making a profit?

Many ASID designers are sole proprietors or have small staffs. It works, its fits your lifestyle, and allows convenience for change. This does, however, make it harder to share ideas, be collaborative, take on larger projects, and to sometimes grow. The Chapter is promoting events where members from every practice can share problems and successes. The "Think and Drink" programs provide an unstructured event to meet, gain knowledge, and to share. The Design Summit, the annual education and trade show event, 28 February, will be a full day of seminars and vendor displays for ASID designers, students, and the entire design community.

Green Design is the focus of Design Summit, with fantastic speakers. The main event, at lunch, will be a panel discussion of green projects in the Chicago area and specifically highlighting Mayor Daley's initiatives. Registration for attendees and vendors is available on-line or by calling the ASID office 312.467.5080.

Remember the most successful enterprises are those that review the past, look to the future, and learn along the way. After all the "bad news" we heard in 2007, clients are ready for good news, how to improve their lives and business and ASID designers are certainly the best to do the job.

Have a great and prosperous 2008.

anon Tanas

James Landa, ASID

2007-2008 Illinois Chapter President

Events Calendar

Feb 14th **Board Meeting**

> ASID Illinois Chapter Office 1647 Merchandise Mart 312-467-5080

Feb 22-24th NCIDQ, STEP class

> 2nd Floor Merchandise Mart To register www.asid.org

Feb 28th **Design Summit**

The Merchandise Mart 8th Fl.

312-467-5080

March 12 **Board Meeting**

> ASID Illinois Chapter Office 1647 Merchandise Mart

312-467-5080

March 13-16 **Interiors 08**

> ASID Conference on Design New Orleans Marriott

To register go to www.asid.org.

April 3 Mini Masters Golf Event, Benefiting IIDC

> The Merchandise Mart For more information

Jessica Henn, 312.642.1600, or Cheryle Rome 312.951.5867 x 13

Spring NCIDQ Exam April 4-5

> For more information www.ncidq.org

April 17th 2008 Spirit Awards

Salvage One 1840 W. Hubbard, Chicago

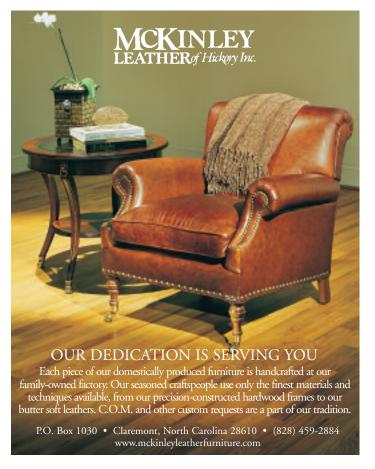
Tickets: \$150

www.heartlandalliance.org/events

312-660-1313

lune 10 Deadline for fall 2008 NCIDO exam

> For more information www.ncidq.org





2007 Design Excellence Awards

On Thursday October 18th. The ASID Illinois Chapter announced the winners for the 2007 Design Excellence awards. This marks the fourth year for the annual celebration and the event theme was A Royal Affair which took place at the Drake Hotel Grand Ballroom. The ASID Design Excellence Awards provide a venue for Illinois Designers to

enter their best work. The scope of entries is wide ranging from a single room to major corporate installations and 20 awards were presented this year. We wish to congratulate all of our winners and hope to see many more great entries in 2008. Below is the list of winners for 2007.

Best in Show Richard F. Tomlinson II, IIDA

First Place Winners:

Residential over 3,000 sf..... Leslie Jones, ASID

Residential Green Design..... Jamie Myers, Aimee Nemeckay, Jase Frederick, Allied Members, ASID

Showhouse Room..... Frank Ponterio, ASID, IIDA

Retail Design Eva Maddox, FIIDA
Residential under 3,000 sf. Deborah Reinhart, ASID
Contract over 10,000 sf. Eva Maddox, FIIDA

Residential Universal Design Jordan Guide, Allied Member ASID

Hospitality..... Richard Tomlinson II, IIDA

Product Design-Furniture...... Jill Salisbury, IIDA
Institutional Eva Maddox, FIIDA
Historic Restoration Frank Ponterio, ASID, IIDA

Contract Green Design..... Eva Maddox, FIIDA

Honorable Mention:

Product Design - Furnishings Scott Arthur Yerkey, ASID
Residential Under 3.000 sf...... Evalyn Ashmore, ASID
Special Function Room Adele Lampert, ASID
Kitchen Design..... Barbara Ince, ASID
Residential Over 3,000 sf.... Frank Ponterio, ASID, IIDA
Contract Under 10.000 SF..... John Burcher, IIDA

Contract Under 10,000 SF..... John Burcher, IIDA Retail Design.... Charles Sparks, IIDA

ASID Illinois announces STEP Workshop

The National Council for Interior Design Qualification (NCIDQ) serves to identify to the public those interior designers who have met the minimum standards for professional practice by passing the NCIDQ examination. NCIDQ's research shows that at least six years combined of college-level interior design education and interior design work experience are essential to prepare you for the examination and professional practice. For more information about the NCIDQ exam visit them on the web at www.ncidq.org Here you can find a lot of information about the exam, including eligibility requirements, application and registration procedures, and different publications NCIDQ provides to help designers study for the exam.

The American Society of Interiors Designers (ASID) offers the Self-Testing Exercises for Pre-Preparation (STEP) workshop to help designers who qualify to sit for the NCIDQ exam. The STEP workshop is comprised of 20 hours of instruction over a 2 ½ day period. Participants have the

opportunity to experience practice exams patterned after the newest NCIDQ exam and, with the guidance of experienced instructors, determine which areas require further preparation. Workshop participants are provided with a comprehensive workbook that includes practicum exercises and multiple choice sections similar to those found in the NCIDQ exam. These practice tests are administered and thoroughly reviewed during the workshop. The workbook also includes helpful practice exams that participants may take home with them

The Illinois Chapter STEP workshop will be held: February 22-24, 2008 at The Merchandise Mart, Chicago, 2nd floor conference room

Download the registration form at www.asid.org.

Please note space is filled on a first come first serve basis, so to ensure a spot you should register early.

Celebration of Design



The Drake Hotel Grand ballroom was aglow in anticipation for our Royal Affair.



Hilary Sopata, ASID, President Elect, James Landa, ASID, President, Joan Kaufman, ASID, Director at Large and Deborah Zimmer, Allied Member ASID, our event chairs and mc's helped to make the event a spectacular evening for all who attended.



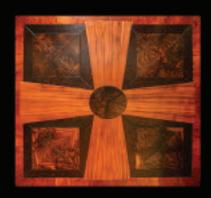
Many guests enjoyed the evening that started with a cocktail reception that included period dressed actors and a string quartet.



Scott Arthur Yerkey, Allied Member ASID, Carey Filsinger, Frank Ponterio, ASID, IIDA, and Rebecca Ponterio. Both Scott Arthur and Frank took home awards at the ceremony this evening.



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One Minute Interview with...



Jessica Henn, ASID, IIDA

Home town: : Cincinnati, OH

Design Specialty: Residential Interior Design Specialties: Model Merchandising, Design Centers, and Selections for New Home Construction. Commercial Interior Design Specialties: Schools, Offices, and Hospitality.

Secret Talent: Impeccable Material and Color Selection.

The biggest challenge facing me as a designer today is: Successfully managing the business of Crusiét while seamlessly balancing my passion for Interior Design. As Interior Designers, I find we each face the challenge of discernment; knowing when to take or release opportunities from the curious client or project, to a new direction in our business, or even a reality design show.

Accomplishment I am most proud of: We are all accomplishing so many great things in this field, but I would say my most proud accomplishment is yet to come. Stay tuned...

The best piece of advice someone has given to me: Life is a journey. To live by Rudyard Kipling's, "If".

Favorite thing to do in my spare time: Workout for rejuvenation with those few, fleeting moments. Travel for inspiration with my more intentional spare time.

My favorite thing to eat for breakfast when no one is looking: Mimosa. What else is there?.

Something I can't live without: Interior Design, Fine Art, and the Performing Arts.

My strongest personality trait: Enthusiasm. There just isn't time to be apathetic.

Last terrific movie I saw or book I read: The River of Doubt: Theodore Roosevelt's Darkest Journey by Candice Millard, an amazing look at adversity, courage, preparedness, accomplishment, and personal satisfaction.

My favorite "secret source": Donghia. I'm attracted to Donghia's exceptional shapes and forms and its superb use of materials; a beautiful example of art in furnishings form.

The value of ASID membership to me is: Leadership and the ability to make a difference in a field I'm passionate about.

Want clients to come to YOU?

Let us show you how...

FIND a DESIGNER

www.asidillinois.com

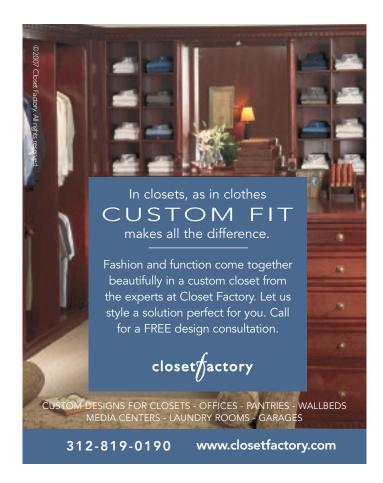
Find A Designer is a great, user-friendly service consumers and business professionals use to preview profiles of ASID Illinois designers at www.asidillinois.com before contacting them for a project interview. Our goal is to get all of our Professional and Allied members listed in the online referral program so consumers will know that ASID represents the most comprehensive, professional group of interior designers that cross all disciplines. We want Find A Designer to be recognized as the single most important resource for people to locate and contact our members for their upcoming projects.

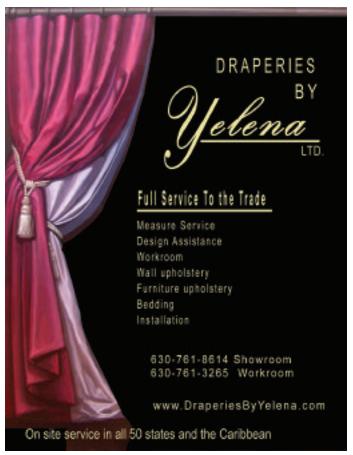
Current Find A Designer "Basic" and "Designer Profile" members will automatically receive an email reminder allowing them to renew their listing online. Each participant will be given the opportunity to edit and update their information during the renewal process. Please review all information carefully, verifying that your email address is current and that you comply with the IL State Title Act regulations. Payment for a "Designer Profile" page may be made online with credit card. Those who do not re-subscribe will automatically be removed from the site on November 15.

If you are not taking advantage of this member benefit, we highly encourage you to do so. To get listed, there are two simple Find A Designer registration choices www.asidillinois.com/advertising_designers.php available to ASID-IL members: (1) the free Basic Listing, or (2) the upgraded Designer Profile Page.

- The free Basic Listing allows professional and allied members to be listed by specialty in the online database.
 This service costs you nothing and adds value to your membership.
- For greater impact, individual ASID-IL members can consider upgrading to a personal Designer Profile Page for a nominal fee of \$200 annually (prorated from the date of registration to Sept. 30, 2008). With all the features, this is a low-cost alternative to a Web site.

Remember, you may register for the Find A Designer program at any time. The billing cycle is from October 1 through September 30.





Designs For Dignity

SUMMARY

esigns for Dignity is a program of Heartlan



Alliance. Formerly known as Supporting the Spirit, Designs for Dignity provides pro bono design services to Heartland program sites as well as other area nonprofits in order to create interiors that reflect dignity, hope, and comfort.

SERVICES

Designs for Dignity works with an ever-expanding network of designers, manufacturers, and suppliers to provide each project site with the materials and expertise specific to the needs of that project.

ORGANIZATION

Heartland Alliance for Human Needs & Human Rights champions the human rights and improves the lives of men, women and children who are threatened by poverty or danger. For more than 100 years we have been providing solutions—both through services and policy—that moves individuals form crisis to stability and on to success. Our work in housing, healthcare, legal protections, and economic security helps people build better lives.

STAFF AND VOLUNTEERS

With the coordination and support of the director, professional interior designers provide expert interior design services so that nonprofits can work to improve the lives of the people they serve in an environment that supports that effort.

HISTORY

Founded in 2000 by **Susan Fredman, ASID**, a Chicago interior designer, Designs for Dignity has already improved the interior spaces of numerous Chicago area nonprofits.



The Neon Youth Program is in the Uptown neighborhood in Chicago. This home serves formerly homeless teenage youth ages 18 to 21.



The counseling center room located at Gilda's Club in Chicago.

FUNDING

Funding is provided through the generous contributions of individuals, civic groups, foundations, and corporations.

CONTACT

Jennifer Sobecki, Director of Designs for Dignity, 312.660.1346

Julie Turner, Design Coordinator, 312.660.1349

Designs for Dignity of Heartland Alliance is announcing the expansion of its recycling program for the design industry throughout Chicago. With the innate amount of excess in the design industry, there is a need to recycle these goods into other project sites, Designs for Dignity has the sustainable answer: Donate your excess product to one of our projects! We are currently partnering with Elite Designer Services to provide transportation and storage of recycled product donations for Designs for Dignity projects. We are very excited about this initiative and look forward to working with all of you in the industry to make a difference! We are looking for items such as sofas, tables, chairs, office furniture such as desks, chairs, meeting tables, etc. If you have a client that is remodeling and replacing furniture that is still in useable condition, give us a call!

If you have a donation, please contact our Design Coordinator, **Julie Turner at 312-660-1349** to coordinate your pick up.

Designs for Dignity provides pro bono interior design services to area non profits in order to create interiors that reflect dignity, hope, and comfort. For more information, visit us at www.heartlandalliance.org/designsfordignity.

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May 16-18 2008



September 12-December 22, 2008



Welcome New Members

Professional

Melina Garza, ASID

American Hotel Furnishings 4164 Russell Ave Gurnee, IL 60031-3312 (224) 381-1516 (847) 743-3411 fax melina.garza@hotmail.com

Lisa Ann Peterson, ASID

836 Valley Ln Geneva, IL 60134-2444 (847) 951-6008 laap8272@yahoo.com

Andrea M Sims, ASID

3725 N Greenview Ave Chicago, IL 60613-3609 (614) 581-5165 andreamsims@hotmail.com

Dick R. Whittington, ASID

Whittington & Assoc. 2030 Knollwood Rd Lake Forest, IL 60045-1137 (941) 346-1188 (941) 346-1188fax

Amy L. Wilson, ASID

635 N Dearborn St, Apt 1101 Chicago, IL 60610-6742 (559) 355-2861 artcrazy2001@aol.com

Allied Members

Jennifer Buckman, Allied Member ASID

3000 N Sheridan Rd, Apt 9C Chicago, IL 60657-5539 (608) 213-1866 jlbuckman@uwalumni.com

Kolleen Nichole Elmer, Allied Member ASID

339 W North Ave Lombard, IL 60148-1206 (630) 268-8278 kolleen@keevansadock.com

Hendrie Designs

Meredyth Hendrie, Allied Member ASID 1810 N Fremont St, Apt 6 Chicago, IL 60614-5073 (317) 496-0771

Victoria G. Hollister, Allied Member ASID

1427 Valley Lake Dr, Apt 542 Schaumburg, IL 60195-3694 (517) 410-3678

Tracy Holmes, Allied Member ASID

5423 N Linder Ave Chicago, IL 60630-1328 (773) 631-5258 tracy@studiohdesigns.com

Jennifer L. Maddock, Allied Member ASID

1302 Appaloosa Trl McHenry, IL 60051-7801 (815) 385-2850 **designer121583@yahoo.com**

Jolene Kay McMorran, Allied Member ASID

227 5th St Libertyville, IL 60048-2315 (847) 573-0992 mcmorran@sbcglobal.net

Allison Prosch, Allied Member ASID

2440 N Lakeview Ave, Ste 8B Chicago, IL 60614-2872 (703) 201-7832 allie.prosch@yahoo.com

Dana A. Ricciardi, Allied Member ASID

333 W Hubbard St, Apt 5A Chicago, IL 60610-4437 (847) 917-7733 danaaricciardidesign@gmail.com

New Thing Design, Inc

Sherri L. Robinson, Allied Member ASID 4423 W Gladys Ave Chicago, IL 60624-3021 (773) 417-4251 tbyrdwings@aol.com

Kahler Slater Architects Inc.

Yen Yawen, Allied Member ASID 430 Elder Ct Glenview, IL 60025-4514 (414) 290-3779 yyen@kahlerslater.com

Melinda Yoo. Allied Member ASID

1727 S Indiana Ave, Apt 214 Chicago, IL 60616-1346 (847) 691-0627

Industry Partners

Daltile Tile & Stone Gallery Karen M. Filliater

316 W Hubbard St Chicago, IL 60610-4407 (312) 467-0642 (312) 467-0679 fax karen.filliater@daltile.com

Daltile Tile & Stone Gallery Hilary Frank

316 W Hubbard St Chicago, IL 60610-4407 (312) 467-0642 (312) 467-0679 fax hilary.frank@daltile.com

Daltile Tile & Stone Gallery Kierstin A. Thorson

316 W Hubbard St Chicago, IL 60610-4407 (312) 467-0642 (312) 467-0679 fax kierstin.thorson@daltile.com

Decorative Crafts Inc Charlene Raimondi

#1589 Merchandise Mart Chicago, IL 60654 (312) 337-1530 (312) 337-1521 fax info@decorativecrafts.com

Design Manager, Inc.

Joe Vangsness 833 West Chicago Ave., Suite 204 Chicago, IL 60622 (312) 455-1126 jv@vangsness.com

Flexco Jeff Tolle

541 South Street Barrington, IL 60010 (800) 633-3151 (800) 346-9075 fax itolle@flexcofloors.com

Kingsdown Sharon Forrest

1817 Bull Run Ct Greensboro, NC 27407-6314 (336) 210-4230 (336) 547-1912 fax sforrest@kingsdown.com

Legacy Decorative Concrete Systems, Inc. Ronald Cottingham

3421 Lumber Ln Springfield, IL 62707-8847 (217) 522-6737 (866) 684-9395 fax rcottingham@legacycolor.com

MDC Wallcoverings Kathy Kennedy

1200 Arthur Ave Elk Grove Village, IL 60007-5706 (847) 437-4000 (847) 437-0652 fax kkennedy@mdcwall.com

MDC Wallcoverings Vicki Kloppenburg

1200 Arthur Ave Elk Grove Village, IL 60007-5706 (847) 437-4000 (847) 437-0652 fax

Palarkin Anne Larkin

118 W Kinzie St Chicago, IL 60610-4508 (312) 527-1217 (312) 527-1182 fax anne@palarkin.com

Restoration Hardware-Trade Anne Adelsberger

2015 Silver Court East Urbana, IL 61801 (217) 369-4503 sillyface20@hotmail.com

Restoration Hardware-Trade Julie Sanford

938 W. North Ave Chicago, IL 60622 (312) 475-9116 (312) 475-9124 fax

Classifieds

Design Office available

Established Interior Design office has comfortable and ver convenient, furnished office space to share. Located just off Sheridan Road in Lincoln Park. Built-in desks, work and conference area. Small kitchen. Street level entrance. Great bus and taxi service. Very reasonable rent. Long term lease available. 773-929-2295

Workstations for Rent

Naperville design firm in brand new offices has spacious workstations to rent. \$250.00 per month includes utilities, high speed internet, use of conference room and large design sample room. Please call Debbie at 630-718-1800.

New IP Partners Cont.

Roppe Corporation Roseanne Kubalanza

13030 Sioux Lane Palos Heights, IL 60463 (708) 807-3516 rekubalanza@roppe.com

Roppe Corporation Mike Tierney

865 Longview Court Sugar Grove, IL 60554 (419) 619-9169 mtierney@roppe.com

Roppe Corporation Joseph M. Tuffner

9535 Harding Avenue Evanston, IL 60203 (630) 947-2803 (630) 225-5209 fax jmtuffner@roppe.com

Sicis The Art Gallery Judi LaPatin

470 Broome St New York, NY 10013-5309 (212) 965-4100 (212) 343-7065 fax judi@sicisna.com

Sietto Andrew Kates

2730 N Greenview Avenue, Suite J Chicago, IL 60614-1131 (312) 513-6968 (773) 549-0089 fax andrew@sietto.com



growinggreen

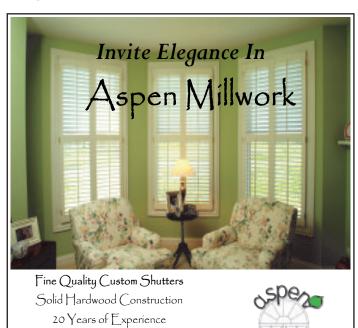
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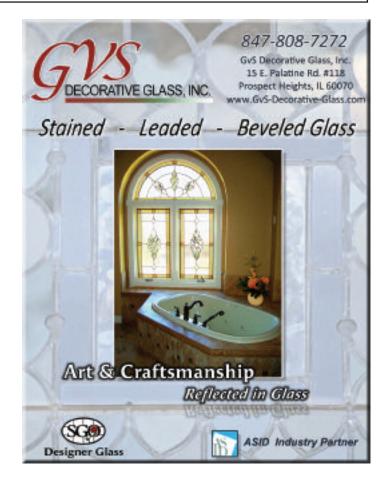


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ASID to require CEU's

Overview

In April, a new membership bylaw was enacted by the ASID Board of Directors which requires practitioner members of ASID to engage in regular, ongoing continuing education. This new member requirement strengthens the interior design profession by improving individual attitudes, competencies, knowledge and skills in subject areas essential to the growth and success of the industry.

6 Hours Every Two Years

Practitioner members of the Society are required to complete 6 contact hours of continuing education coursework (equal to 0.6 CEUs) every two years. To qualify, coursework must be taken from an approved provider.

Biyearly Self-Reporting

Practitioner members of the Society will certify compliance through an online self-reporting mechanism. The first two-year reporting period will begin on January 1, 2008, with 0.6 CEUs due before December 31, 2009. The second two-year reporting period will begin on January 1, 2010, and so on. Online self-reporting begins January 2008.

Random Audits

All members who fail to self-report their compliance with the policy will be automatically audited. Additionally, approximately 3 percent of members will be randomly selected for audit during each reporting period.

Failure to Comply

Any member who fails to comply with the continuing education requirements will be subject to a termination of Society membership in accordance with the requirements of the policy.

Frequently Asked Questions

Does this requirement apply to me?

Every practitioner member of ASID must take continuing education. This includes every ASID member in the Allied or Professional Membership categories. Note that members in the following categories are not required to fulfill the continuing education requirement: Professional Inactive, Professional Life Member, Professional Retired, Industry Partner, Student Member.

What if there are special circumstances that prevent me from earning my CEUs?

The ASID Board of Directors may grant an adjustment to the requirement for poor health, certified by a physician; a specific physical or mental disability, certified by an appropriate health care professional; extended duty with the armed forces; or for extreme hardship, which, in the board's judgment, makes it impossible for the member to comply. Requests for an adjustment to the continuing education requirement must be made no less than three months before the end of the current reporting period.

How much continuing education must I take?

The policy requires successful completion of at least 0.6 Continuing Education Units (CEUs), equal to 6 contact hours of approved continuing education coursework, during each two-year reporting period.

May I count continuing education hours I've already taken?

Members may not "bank" CEUs from one reporting period to the next. You may only count those hours taken during the specified two-year reporting period. For the first reporting period, only CEUs earned between January 1, 2008, and December 31, 2009, will fulfill the requirement.

I just joined ASID as an Allied or Professional Member and am in my first reporting period. Do I immediately need to begin taking continuing education?

Yes. However, the number of CEUs required during your first reporting period will vary, depending on the time of year your membership status changed.

- 8 24 Months before the end of the reporting period = 0.6 CEUs required
- 7 17 Months before the end of the reporting period = 0.3 CEUs required
- O 6 Months before the end of the reporting period = No CEUs required

Who are approved CEU providers?

ASID will recognize continuing education coursework (courses, workshops, distance learning programs, telecourses, conferences, seminars, etc.) as successfully fulfilling your CEU requirements only if the coursework is "approved" by one of the following entities:

- IDCEC Approval System
- State Regulatory Board
- Colleges, universities, and other degree-granting institutions offering degrees (e.g., B.S., M.S., Ph.D.) and creditbearing certificate and diploma programs in interior design that are accredited by the Council for Interior Design Accreditation (CIDA, formerly FIDER).

Is there any limitation on the subject matter of the courses I take?

No. ASID is not imposing any CEU mandates for health, safety and welfare coursework at this time. We encourage you to select coursework that supports your own professional development plan and advances your professionalism as an interior designer.

What records will I have to keep?

It is the responsibility of each ASID practitioner member to maintain personal files documenting successful completion of your continuing education coursework. This documentation/file for each course or program should be kept for four years from the date of course completion. If you are selected for an audit, you must present ASID with your verification of attendance or the completion certificate for all coursework.

Do I have to submit my records for each continuing education course to ASID?

ASID wants to make reporting as easy as possible for members. You will be asked to certify only that you have or have not successfully completed your CEU requirements as required during that two-year reporting period but most will not need to submit records for each course. The only exception will be in the event you are one of the members selected for an audit, in which case more detailed records will be requested.

What will I have to provide if there is an audit of my continuing education records?

If you are selected for an audit, you must present ASID with a copy of the certificate of completion or a letter of verification that was issued by the sponsor of each continuing education course completed during the reporting period being audited. Please note that a summary report of your continuing education activities provided by NCIDQ or your state's regulatory board is also acceptable.

What if a course I've taken wasn't approved for CEUs and I want to use it to fulfill my requirement?

If the course is not pre-approved for CEUs, you may submit it for evaluation using the "Individual CEU Approval Form." ASID will submit the course to IDCEC for approval on your behalf. If the course is approved, you will receive confirmation in approximately six weeks. If the course is not approved, you will also be notified. All such decisions are final.

What if I fail to report my successful completion of the CEU requirement to ASID upon request?

Failure to report your compliance with this policy will result in an automatic audit at the end of the reporting period.

What if I fail to complete the required number of continuing education hours or CEUs by the end of the reporting period?

The ASID Board of Directors, at its discretion, may issue you a conditional extension (probationary period) during which you will be required to remedy the continuing education deficiency. If the requirement remains unmet during the next reporting period, your membership in ASID will be terminated.



Industry Partner Spotlight

The Rewards of Using Custom Storage In Design

by Iris Kapp of The Closet Factory

Today's changing real estate climate provides the opportunity for generating additional revenue and client service in renovations. Enlarging a space without doing an entire addition adds value and creates happy clients. Whether redoing the family room storage space to accommodate the new flat screen TV, upgrading the master walk-in closet, doubling the pantry storage, or organizing the garage, the opportunity for personalizing spaces and enlarging existing areas can provide not only real satisfaction for your clients but a healthy addition to your bottom line. This entire specialty of design could be the hidden asset in your portfolio mix.

Beautiful functional storage that fits the client's budget, works within the space limitations, and complements the existing surroundings should be more of a possibility than pipe dream. Let's explore how the need for functional storage has merged with the desire for upscale design, color coordination, and elegant finishes that define today's custom storage solutions.

Closets Magazine, the industry trade publication, reports that individual manufacturer's total gross sales in 2006 for all home storage/organization systems exceeded \$1.7 million on average. The

\$3 billion home organization and storage industry is poised for more growth according to Editorial Director Helen Kuhl. Over half of the respondents surveyed reported an almost 30 percent rise in sales from the previous year. With the average sale for a custom closet installation hitting \$4,368 for a 50 square foot space, being clothesminded takes on new meaning in today's economy. For client's wardrobes, living space is the new financial place. Interior designers are a shoe- in for that revenue stream and who better to coordinate and translate their style?

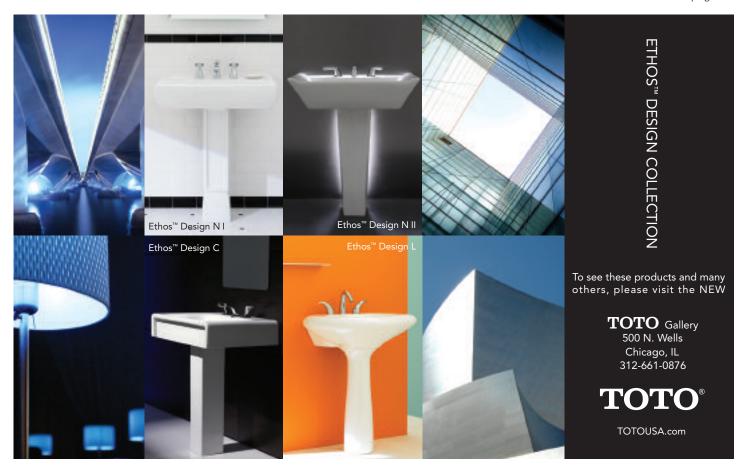
Executive Director Janet Svazas of the Association of Closet and Storage Professionals indicated a new category of membership has even been created for interior designers, architects and professional organizers.

Three Elements of the Product:

1. Structure

The biggest structural difference is determining if the unit will be wall hung or floor based. Long expanses of double hung clothing can be comparable in weight to a refrigerator so floor-based is often recommended.

cont. on page 17



Floor-based systems are similar in design to furniture and by having the system built from the floor up, the weight is evenly distributed. The floor –based system has a distinct advantage over a wall system for supporting the weight. Since the unit stands on the floor, it projects a substantial look and feel and can include features like baseboards, doors and/or drawers. Wall systems leave the bottom of clothing exposed to the floor. Many clients consider the exposure a nuisance for maintenance.

Wall systems are often designed with long rod spans. A secure floorbased system will generally be designed in sections no wider than 36" to maintain structural integrity and strength.

2. Material

There are several types of materials used for storage and they vary in quality and pricing.

Coated wire shelving is the most common and least expensive product. While it can be effective in certain applications, it is wall based and offers limited aesthetic appeal.

Carpenter's closets generally consist of a wood rod, fixed shelves and cleats for wall support. Wood rods and shelves can sag with time and do not offer much, if any, flexibility for adjustment.

Custom floor-based systems come in a variety of materials and are assembled with a combination of vertical panels, shelves and rods. The product is then layered with design elements such as doors, glass inserts, crown molding, baseboards, edge banding and accessories. By mixing the elements and finishes, the end result can

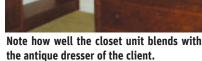
resemble as styles as diverse as Shaker, Traditional, Country, Modern Contemporary, or an eclectic mix. This evolves into a unique, very personalized design statement that reflects the client's preferences and style.

Storage construction can vary among vendors in terms of quality and thickness. 3/4" industrial grade high density particleboard is the preferred substrate for structural integrity. Custom floor-based units often incorporate the European style 32 mm system with holes for

shelf pegs, drawer glides, hinges, and rod cups. Allowing total flexibility for shelf and rod adjustment, it is a simple, durable concept that provides very flexible design. Long hang can easily be converted to double hang if needs change. More shelves can be added and/or rods can be removed.

For apartment living in the city, there is total flexibility in height requirements as well. Industry height standards are 84

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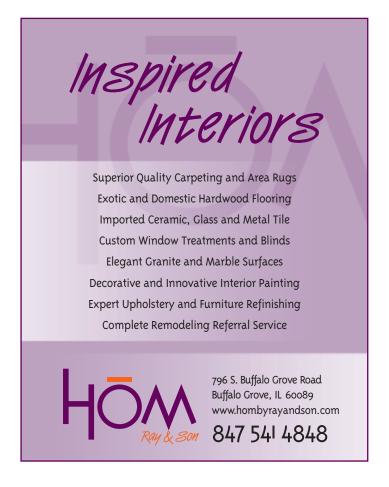


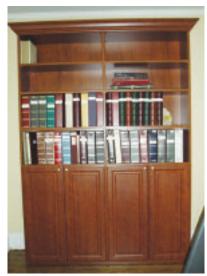




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This custom bookcase has a traditional feel and was especially created to store photo albums for a guest bedroom niche.

inches and 96 inches. In loft situations where space is at a premium, storage units can be stacked for higher configurations. Depth is an important aspect of custom design. While a man's folded shirts might require 14 inch or 16 inch deep shelves, women's or children's folded tops might only need 12 inches. This is where taking an inventory becomes a critical due diligence component of design. Determining what the client wants to store often will alter the design. The space might be configured in several

ways and the actual inventory dictates what will work best to maximize space utilization.

3. Finish

Panolam® melamine comes in over 30 different finishes from solid colors to a variety of wood tones that are readily available. More finishes are available (including exotic tones like brushed stainless and faux granite) by special order. Today's melamine offers wood tones that are widely accepted in upscale designs.

Solid wood and wood veneer offer options based on availability and design trends but usually include oak, beech, birch, cherry, maple, and walnut and can be custom stained to the client's specifications. Solid wood is rarely used in the storage industry due to its high cost, limited availability, and potential for warping.

Medium-density fiberboard is a durable product that can be custom painted to the client's preferences. This product offers flexible design capability and can be matched to existing decor.

Material combinations are used for budget purposes and/or design emphasis. Clients can mix melamine side panels with custom stained wood doors. This creates more price point options for clients with strict budget parameters who want the look and warmth of wood or wood veneer.

Rigid thermofoil (RTF) doors offer a companion finish to Panolam® panels for traditional style door frames. These can also be fitted with decorative glass inserts.

The Process

Every company approaches the process a bit differently, but most will not charge for the initial consultation. Some companies require that you supply measurements to their location and they will prepare a quote. Others will come out, take measurements, and then have a CAD drawing sent to you by the technical staff. Still other

companies utilize design consultants that serve as project managers and handle the design process from beginning until installation. Designs usually are hand drawn in perspective with overhead and front views. The initial visit begins with an overview of the project; the client needs to allow time for:

- examining the existing space or potential space (blueprints)
- · measuring the space
- · analyzing the inventory and special needs of the client
- selecting design preferences -- decorative doors, accessories, color swatches, hardware options, choice of finish (wood, Panolam® or MDF)

Once that initial visit is complete, the design consultant will return for design presentation, inventory strategy, order completion, and paperwork sign off. At that time, a 50 percent deposit is required. If the project is not extensive, this can all be done in one visit.

The client is expected to begin preparing the space for removal of existing storage, wall patching and painting, and when possible, baseboard removal. Unless it is an elaborate design, installation can generally be done the same day. Installation can require 4-6 weeks lead time for Panolam®. Wood and wood veneers can take between 8-12 weeks. Final payment is expected at the conclusion of installation.

The Design Consultant's Role

The design consultant is your custom storage specialist who will provide the creativity, the communication, and the design. Whether it is for a closet or a family room, the finished piece should reflect the client's goals and translate into the functional, beautiful housing unit they envisioned.

What began as a need for closet storage over 20 years ago has developed into a specialized marketplace with broad potential. Laundry rooms, garages, media rooms, offices, and bars are new ways to generate client interest. When you have a relationship with a design

consultant, you can collaborate, create and close it!

Even Hollywood has discovered the hidden asset of closets. The New York Daily News reported August, Ashton last Kutcher was in Long Island, shadowing a Closet Factory installer preparing for a movie role. The October 2007 issue of Closet Magazine reported the movie is scheduled to be released in 2008 tentatively titled, "What Happens in Las Vegas?" This is sure to inspire even more buzz



This city condo owner likes to cook and wanted to create a reach-in pantry where her hall closet existed. Note the double pot rack and the pullout spice drawers.



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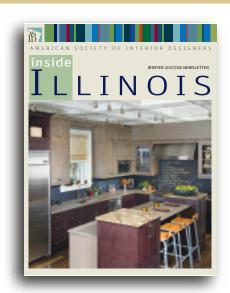


WomanCraft, Inc., a social enterprise of Deborah's Place, is emerging as one of Chicago's most recognized fair trade and green businesses for the conscious consumer. In 2006, WomanCraft, won Mayor Dalev's Inc GreenWorks Award, which supports environmentally sustainable businesses in Chicago. Using shredded office paper reclaimed flowers that might otherwise end up in a landfill, the

artisans of WomanCraft create unique, sustainable paper products, such as wedding and corporate invitations, note cards and memory books. In addition to being a leader in environmental consciousness, WomanCraft, Inc. provides a supportive, authentic workplace where women who are experiencing homelessness or are no longer homeless can earn a living wage, engage in meaningful work, improve job skills, build a work history and improve or maintain housing stability.

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From your Student Representative



ASID is moving forward, and is gearing toward the next generation of Interior Designers. At CLC'07 in Chicago, ASID National announced its very first student career week, RealWorld DesignWeek, to be held October 19-25, 2008; by each chapter simultaneously nationwide. RealWorld DesignWeek will begin in September with a special online instructional seminar to prepare students for their one-day job shadow; then end in November with a position, to help reinforce the experience you've gained and to assist you in maintaining contacts. Students who participate could win \$150-cash or a one-day shadow experience with the RealWorld DesignWeek

National Spokesperson **Matt Lorenz**. Each school should have received information on RealWorld DesignWeek back in December 2007, if your school did not please contact us.

The Illinois Chapter is also working to improve student relations. We are looking to better communicate with the student members in Illinois, by hosting events, to build professional experiences, gain interaction with design practitioners and industry partners, and develop business etiquette; all the while, expanding our knowledge of design, and having fun.

Let's get started...

Come join us for Design Summit '08, February 28, 2008 at the Merchandise Mart. For a day of, inspirational speakers, career building, and networking.

I look forward to meeting you,

Travis N. Huffhine, Student Member ASID
Student Representative to the Illinois ASID Board

We need your help to improve Student Commutation!

Each school needs to send contact information for their Student Chapters Officers and School Advisors to the ASID-IL Office.

By E-mail: studentsasidil@yahoo.com

By Phone: **Elizabeth Boaden**, Chapter Administrator

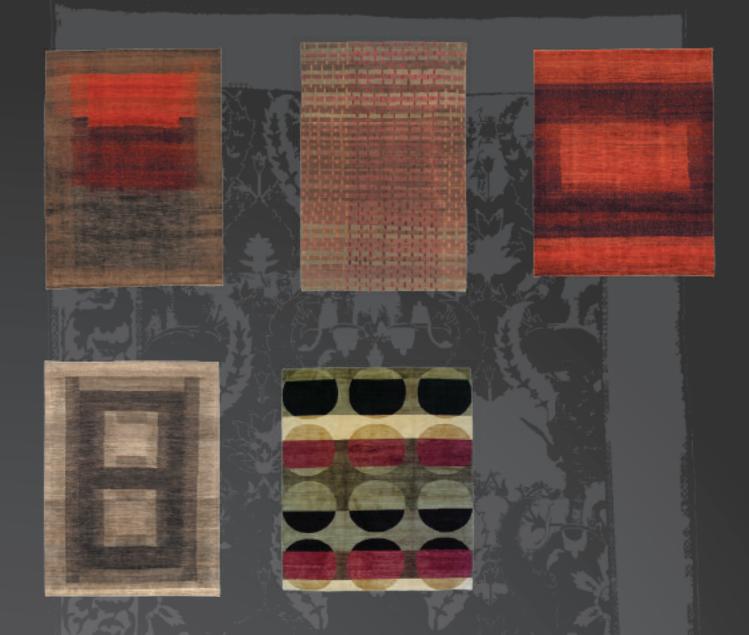
312.467.5080



Congrats to...

...the winners of the Richard R. Smith Memorial Scholarship 2007; Tyson Schrock, Illinois Institute of Art-Chicago; Megan Lopez and Jennifer Jemenez, Harrington College of Design.

Pictured with ASID-IL Chapter President and President-Elect; **James Landa, ASID** and **Hilary Sopata, ASID** at the 2007 Celebration of Design Gala, that was held on October 18 at The Drake Hotel, Chicago.



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