

ATTENTION: This newsletter is interactive. Click on any website address in the newsletter and you will be linked to that website. For more information about advertisers, simply click on the ad and you will be linked to their website.



Designer is Tim Schelfe from Schelfe and Associates.

ASID CAROLINAS

Summer 2006

CAROLINAS EYE ON design

WHAT A SUCCESS!

2006 Spring Conference

2005-2006 OFFICERS

President

Duval Acker, ASID, CMKBD
843.849.6890
kitchensbydesign@comcast.net

Past President

Richard Stutts, ASID
704.529.0579
rsinteriors@carolina.rr.com

President Elect

Jane Jilich, ASID
843.853.9622
jjilich@bellsouth.net

Financial Oversight

Emily Walsler, ASID
919.782.5542
ewalsler@fstfinteriors.com

Communications

Ashley Lane, Allied Member, ASID
919.852.0570
alane@designlinesltd.com

Member-At-Large

Jeannie Laffodoy
704.543.0903
njlaff@aol.com

Professional Development

Tim Schelfe, ASID
919.832.8013
tim@schelfeassociates.com

Membership

Emmy Knott-Williams, ASID
336.765.1111
ewilliams@isidesigns.com

Student Representative

Kara Cook
803.631.4000
volleyball83@hotmail.com

Chapter Administrator

Debora Steenson

ASID Carolinas

605 Poole Drive
Garner, NC 27529
800-276-0070
919.861.084
919.779.5642 Fax
ccasid@mgmt4u.com

By Mark Little, Operations Manager, Floorco Raleigh

All who attended the April 7th Spring Conference will agree that **Jeannie Laffodoy** did a terrific job of assembling speakers. Each speaker represented a different trade and each offered valuable insight about current design trends and possibilities. Lots of ideas were given to the conference participants - new and exciting options for floor coverings and wall finishes - new fabrics for indoor and outdoor use that are soft and stylish as they are durable - and plumbing fixtures that are chic and technologically advanced. Everyone seemed to enjoy the presentations, especially the hands on presentation of antiquing metals.

There were several companies which talked about current flooring options. As designers are already aware, there is a real push in flooring at this time for products that are "green" and "sustainable". With a society that is becoming more eco sensitive both in end user preference and building codes, today's designer must be familiar with options that meet "green" design requirements.

In carpet, the standard is still wool. Wool is naturally sustainable and has the best wear characteristics of any carpet fiber. As a completely natural fiber, chemically sensitive people will not be bothered by out-gassing. Until recently, wool carpets were thought to be a luxury reserved for the rich and elite but recent price increases in the synthetic fiber market make wool more reasonable than ever. Floorco showed an entry level 100% wool product that was priced the same as an ordinary nylon cut pile.

Polyester is another fiber that is gaining market share. The new polyesters have greatly improved in their durability, and they are made from recycled Coke bottles. People that particularly enjoy recycled products will also appreciate that polyester carpets are completely recyclable after their use.

In hard surfacing, two emerging players are bamboo and cork. Both products are naturally sustainable. Bamboo grows very fast and only the bark of the cork tree is harvested leaving the cork forests in tact. **Frank Lloyd Wright** favored cork in many of his designs - and for good reason. Aside from having a great texture and a very unique look, cork deadens sound, is naturally fire retardant, is naturally anti-microbial, self repairing, and durable. Cork is available in a wide variety of textures, stain colors, and installation options.

Bamboo is available in many grades and at many different price points. Strand oriented bamboo is generally the most expensive and the most durable and is well suited for high traffic commercial applications. When selecting a bamboo floor for a residential application, density and finish are the most important factors to consider for overall wear and service. Choose a bamboo with a thick satin finish containing aluminum oxide, and the highest density the customer can afford.

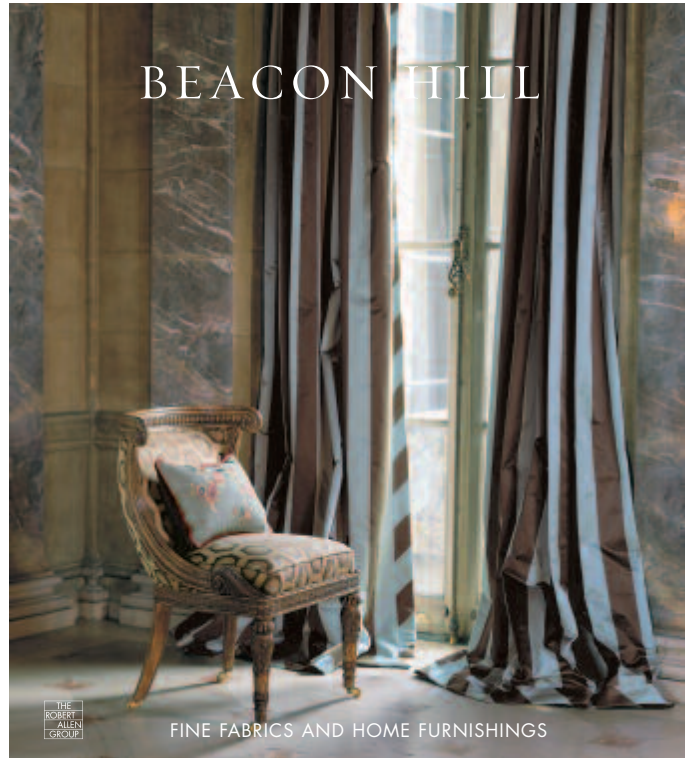
While "green" design is important, it is still pattern and texture that capture the eye of the client. In soft surfacing patterned carpets are rapidly gaining market share. Both Stark and Floorco showed several samples of these which piqued the interest of the crowd. Cut and

cont. on page 9

Click on ad for more information on this company.



A. H O K E L T D



725 SOUTH CEDAR STREET
CHARLOTTE, NC 28202
704.358.0277

To The Trade
www.ahokeltd.com

1405 CAPITAL BOULEVARD
RALEIGH, NC 27603
919.832.5555

President's Message



Dear Chapter and Prospective Members,

Spring in the Carolinas is exciting, with business re-energized, and a variety of Trade opportunities such as ASID Interiors, the Kitchen & Bath Show/Conference, NeoCon, Builder's Show, etc. all offering new products, innovation and options in sustainability and accessibility to us that have never been seen before. We in the Carolinas are excited, too, for these are some of the events around us:

- Showhouses open, close, seek homes for the next season; several report record numbers of visitors viewing our Members' work, and follow up with contact and work;
- The Spring Meeting infects everyone with new ideas, challenges us on areas of students' needs unmet thus far (as new opportunities!), and fresh connections with schools, interns and peers;
- Your next year's Board Members will join the current Board for the Work Plan meeting in mid-June, where budgets are matched with the Strategic Plan. Early on, your new Board is in training!
- Our leadership for next year will further their training in July in Washington, DC at National ASID headquarters – the entire Board travels and trains together! There is nothing better for team building than this ASID experience!
 - We are continuing our tradition, begun last year, of more in-depth Orientation for new Board Members, Committee Chairs and Design Community Chairs, which is scheduled for August in Charlotte, NC. **Jane Jilich, ASID**, President Elect, and I are working to further train leadership in all levels of the Chapter, in advance of their assuming their duties for 10/1/06 – 9/30/07.
- Searches are on for powerful programs, classes for NCIDQ credit, speakers and social events to round out the powerful Fall Meeting in ASID Carolinas. This will be the richest and fullest meeting on record – PLAN NOW to attend in Greenville, SC, for September 29, 30 and October 1st, 2006!!!
- Remember: The ASID Carolinas Design Contest Awards will be proudly given there! The Contest is open until July 7, 2006! Request your Entry Binder for \$40 at Design Specialty Awards, #101, 1611 Jones Franklin Rd., Raleigh, NC 27606. you'll receive an email asking for the Category for your entry.
- If you have an interest in serving your Chapter, please contact me! We are looking for dedicated members in every category, for each level. You will be richly rewarded in a variety of ways!
- Enjoy this Issue of the ASID Carolinas Chapter Newsletter, and visit us online, at www.asidcarolinas.org, as well. Many thanks to our talented Communications Committee for their powerful work to make both of these venues superb!

Thank you all! May the summer be a joy for you, your business successful and truly rewarding, and your outside time both a pleasure and of long-lasting value.

Warmly,

A handwritten signature in black ink, appearing to read "Duval B. Acker". The signature is fluid and cursive.

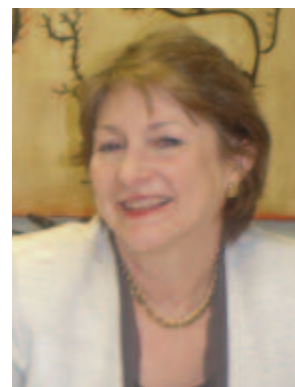
Duval B. Acker, ASID, CMKBD
ASID Carolinas Chapter President

President-Elect's Message

Dear Fellow Members,

I hope you all read Duval's wonderful letter. She covers so many things and really gets you energized.

With all of the wonderful things happening in our chapter, I thought you might be interested in how the financial side of the chapter works. Presently, your president, **Duval Acker, ASID** and your Director of Financial Oversight, **Emily Walsler, ASID** and I, with input from all of the other directors are preparing next year's budget for presentation and voting at Work Plan.



Budgets and financials are not my favorite activities, but they are so necessary to protect your money and to give you, the members, the programs and educational opportunities you have requested. The chapter is here for the purpose of helping our members.

ASID Carolinas chapter income comes from basically two major sources, dues from both practitioners and Industry Partner members and the payments from Showhouses. The chapter is now also promoting product sales as a means to increase funding. Dues represent approximately 56% of income and fundraising 30% the other 14% comes from registration and fees from conferences and CEU's, as well as advertising in the newsletter. We underwrite the conferences, CEU's, and newsletter so the 14% revenue is just a drop in the bucket.

How do we spend the money? We spend it on Education, Chapter Conferences, Design Communities, newsletter, and website. There are also some smaller expenses for Industry Partners, general membership, and fundraising that use a little over 38% of our money. Office and administrative costs including printing, postage, fax, phone, the administrator, stationary, pencils, etc. cost another 38%. The training of the board, board meetings, and presidential discretionary funds add up to another 22.5%.

The Chapter maintains three additional money market accounts. Two are restricted to legislation and scholarships and the third is a reserve account to insure our future.

Please all of you take advantage of the resources the chapter offers. I constantly hear members complaining that all their money goes to national and that they don't get anything in return. That is just not true. The chapter board and its committee chairs work constantly to bring you the best possible CEU's, the most exciting meetings and instant communications so you will always know about the latest happenings.

Join us at the Fall conference in Greenville, SC and take advantage of your money!

Best wishes,

Jane Jilich, ASID

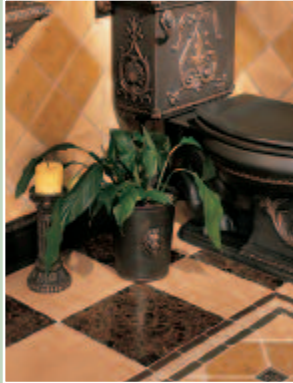
Jane Jilich, ASID
President-Elect

Click on ad for more information on this company.



Creative Floor Coverings & Design

FINE WOODS • SINCE 1980 • FINE CARPETS



Crossville Tile



Bruce Hardwood



Masland Carpet

The areas most unique collections of:

**Wool & Nylon Carpets, Prefinished, Unfinished, Exotic Hardwoods, Custom Designer Area Rugs
Traditional & European Tile & Stone • Skilled Installation**

Creative Floor Coverings & Design

704.847.3080 • 10931 E. Independence Blvd., Matthews, NC

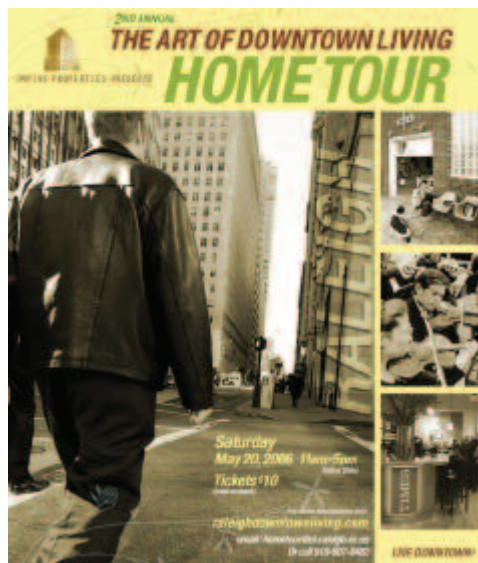
www.1creativefloorcovering.com



2nd Annual Downtown Raleigh Home Tour Held May 20, 2006

The City of Raleigh Urban Design Center was proud to host the 2nd Annual Art of Downtown Living Home Tour on Saturday, May 20, highlighting more than a dozen residential properties in the heart of the city. Held the same weekend as Artsposure, the self-guided tour was focused on the wide variety of housing options available in Downtown, featuring historic properties and single-family homes, as well as affordable rental units and luxury condominiums.

Proceeds from ticket sales will go towards a future educational series coordinated by the Urban Design Center highlighting emerging downtown issues.



Destinations planned for the tour included a mixed residential/work space in the Raleigh Times Building, historic downtown rentals in the Capital Apartments and Prairie Building, a large scale historic rehab in the Cotton Mill, luxury condominiums such as Park Devereaux, Founder's Row, the Hudson, and the Dawson on Morgan, single-family homes, and much more. Information on residential projects that are planned or under construction was also available at the Urban Design Center the day of the event.

For more information call (919) 807-8482, email hometour@ci.raleigh.nc.us, or visit www.raleighdowntownliving.com

2005 - 2006 Calendar of Events

July

- 1 4th Quarter Fiscal Year 2006 begins
- 27-30 **ASID National Leadership Training**,
Location: Washington, DC
- 31 "Budget vs. Actual" 3rd Quarter Report due at ASID Headquarters

August

- 26 Incoming Board Training & orientation

September

- 28-30 **ASID Carolinas Board Meeting #5
Fall Meeting/Trade Show/Conference/Gala**
Location: Greenville, SC
Board Reports due to Chapter Office by September 15, 2006
Committee Reports due to Directors by September 8, 2006
- 30 **Fiscal Year 2006 ends**

October

- 1 **Fiscal Year 2007 begins**

November

- 10 **Newsletter Editorial and Mailing Addresses due at Chapter Office**
- 17 - 18 **Chapter Administrator Training**, Location: Washington, DC

Carolinas ASID STEP class

is scheduled for September 15-17 at Queens College in Charlotte, NC. Register early because class size is limited. Go to www.asid.org and search "step" for registration information.

Please check our website for updates and additions throughout the quarter. www.asidcarolinas.org

LIGHTING THAT TRULY ILLUMINATES



Convenient SouthEnd location featuring a display of the most notable European and American manufacturers of low-voltage cable and rail systems, hand-blown glass pendants, chandeliers, pendants, ceiling fans, wall sconces, and table and floor lamps.

1447 South Tryon Street • Suite 202 • Charlotte NC 28203 • 704.332.0109
Trade and package discounts available.

**MODERN LIGHTING
DESIGN SHOWROOM**
www.modernlightingdesign.com

Click on ad for more information on this company.



- Closets • Pantries • Garages
- Laundry Rooms
- Home Offices
- Entertainment Centers

Call us about our Designer Referral Program



635 Pressley Road, Suite N, Charlotte, NC
704-525-6515 www.closetandstorageconcepts.com 888-THE CLOSET

Click on ad for more information on this company.

ASID Announces Programs and Special Events at NeoCon® World's Trade Fair

ASID is pleased to announce its roster of educational offerings and special events as part of NeoCon® World's Trade Fair to take place on June 12 – 14 at The Merchandise Mart in Chicago. Among the highlights, ASID will sponsor the association forum “Dreaming Out Loud – What the Design Specialties Can Learn from Each Other;” four continuing education courses on vital business and office design topics; the ASID Student Day Career Exchange, a opportunity for students to connect with more than 25 top A&D firms; and “Paint the Town Red,” a party in the Steelcase showroom.

The Society also will host the ASID Lounge, a place for NeoCon attendees to learn more about the Society while “taking a breather” on furniture graciously donated by Steelcase, Industry Partner of ASID,. The ASID Lounge, to be located on the eighth floor of the Mart (8-9074A), will be open from 9 a.m. – 5 p.m. on June 12 – 14.

Monday, June 12

ASID NeoCon Networking Reception

11 a.m. – 1 p.m., William Switzer & Associates Showroom 1850

Building Codes for Interiors – A Primer

1 – 2 p.m., Location TBD

All the Right Moves – How to Avoid Costly Relocation Problems

2:30 – 3:30 p.m., Location TBD

Tuesday, June 13

Dreaming Out Loud – What the Design Specialties Can Learn from Each Other

10 a.m. – noon, Location TBD

Your Connection to Industry – Building a Network for Success

4 – 5 p.m., Location TBD

Paint the Town Red with ASID

5:30 – 7 p.m., Steelcase Showroom 1032

Wednesday, June 14

ASID Student Day Career Exchange

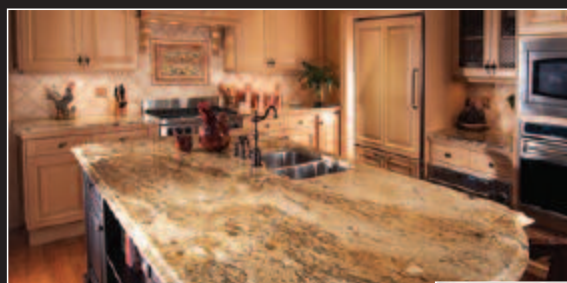
2 – 3:30 p.m., Location TBD

Environment + Psychology = The Office Experience

1 – 2 p.m., Location TBD

For more information on ASID educational initiatives, visit www.asid.org or e-mail education@asid.org. For information on NeoCon, visit www.merchandisemart.com.

*Fabricator and supplier of
marble, granite, and natural stone*



Photos courtesy of Jim McGuire Photography



Harkey

TILE AND STONE, LLC

Custom countertops • Kitchens • Baths • Backsplashes
Foyers • Tabletops • Granite • Marble • Onyx
Slate • Mosaics • Ceramic and Porcelain Tile

Visit Our New Showroom
1226 Central Avenue • Charlotte, NC 28204
704-358-9119 • office 704-334-0512

9:00 - 5:00 Mon.-Fri. • Appointments Available



Furniture for Where You Live

Fri, Sat, Mon 10-5;
Sun 1-5; or by appt.

704-837-7492
2517 Distribution St
Charlotte, NC 28203
Off Remount between
Tryon & South Blvd.

globalvillagefurnishings.com

WHETHER FOR A MOUNTAIN,
BEACH OR LAKE HOUSE,
GLOBAL VILLAGE'S BEAUTIFUL
SOLID TEAK FURNITURE IS AT
HOME IN ANY SETTING.

Click on ad for more information on this company.

ASID Foundation Announces New Trustees

The ASID Foundation, Inc., is pleased to announce new members of its board of trustees for fiscal 2007: **Penny Bonda, FASID, LEED AP**; **Nila Leiserowitz, FASID, Associate AIA**; and **Judy Pickett, FASID**. All will serve two-year terms beginning Oct. 1, 2006. **H. Don Bowden, FASID, AIA**, and **BJ Peterson, FASID**, will be chair and chair-elect, respectively. Both have served on the board for two years.

The new ASID Foundation trustees join members **Ray C. Anderson** of Interface, Inc.; **Tama Duffy Day, ASID, IIDA, LEED AP**, of Perkins+Will; **Odette Lueck, FASID**, of Odette Lueck Interiors; **Barbara Schlattman, FASID**, of Barbara Schlattman Interiors; **Steven G. Sonet, Hon. FASID**, of Levy, Sonet & Siegel, LLP; **Teresa Sowell, ASID, IIDA**, of Raytheon Missile Systems; and **Gary E. Wheeler, FASID, FIIDA, Associate AIA**, of Gensler. The Foundation's emeritus members are **Norman Polsky, Hon. FASID**, and **Jerrold Sonet, Esq., Hon. FASID**.

To learn more about the ASID Foundation or how to contribute cash or legacy gifts, please visit www.asidfoundation.org or call (202) 546-3480.

Charlotte's Trade Resource For Framed Art
The Most Extensive Selection of
Art and Frames in the Area
All Custom Framing Professionally Done On-Site



1950 Abbott St. • Suite 604
Charlotte, NC 28203
In Camden Square Village • Historic South End

704-344-9736
Call for Directions

thank
Support
our
Advertisers
you

dsa 
Publishing & Design Inc.

**Industry Partner and Publisher
for ASID Chapters**

CALIFORNIA NORTH	NEW JERSEY
CAROLINAS	ORANGE COUNTY
COLORADO	PASADENA
GULF COAST	PENNSYLVANIA EAST
ILLINOIS	SAN DIEGO
MARYLAND	TAID
MINNESOTA	TEXAS
MISSOURI-WEST KANSAS	WASHINGTON STATE

T O T H E T R A D E

For Advertising Information

972-562-6966 • adinfo@dsapubs.com

Click on ad for more information on this company.

InformeDesign® Releases Implications on Collaborative Design

InformeDesign® (www.informedesign.umn.edu) has released a new issue of the monthly newsletter, *Implications*, that addresses the collaborative approach necessary to undertake today's complex building projects. The edition is authored by **Beth Harmon-Vaughn, AIA, FIIDA**, practice leader at Gensler in Phoenix.

Today's clients demand high-performance buildings that are both beautiful and functional. Projects must meet customer, employee and stockholder needs, and be capable of changing to meet new needs. Design projects also must be delivered on time and on budget and provide great value for capital invested. The old adage of "quality, time and budget—the best you can achieve is two out of three"—is now obsolete. Clients want it all and they want it fast. Rapid development in technology, construction methods, delivery systems and project financing necessitate a high degree of collaboration among a team of diverse professionals. In addition, the design team faces the demands of a multifaceted client: one where the owner and the end user often have very different ideas of what constitutes success.

In the issue, Harmon-Vaughn discusses collaboration in terms of building trends, the changing roles and goals of members of the design team, innovative models for design teams, and the means to best lead diverse teams to achieve success in the designers' and clients' eyes.

Harmon-Vaughn specializes in the design of large public and private sector projects. Recently, she completed the new Sprint world headquarters and sports and entertainment facilities, and is the lead designer of the new two-million-square-foot Phoenix Convention Center. She is on the board of the Council for Interior Design Accreditation and chairs the Missouri Licensing Board for Interior Design.


cont. from page 1

loop, print, and woven patterns are available in wool carpets (keeping with the "green" theme) as well as several synthetic alternatives. In residential design, patterned carpets are becoming the standard for theatre rooms.

New options in tile also garnered the attention of the group. Never before have so many options been readily available in stone mosaics. Interesting shapes, sizes, patterns, and textures make a stunning backsplash or shower wall. The hand painted and hand crafted tiles offer a fresh approach to a traditional look. Great colors with high shade variance from tile to tile, crazed finishes, and natural imperfections in hand cast products create an understated yet very upscale elegance.

Click on ad for more information on this company.

*The fine art resource for interior designers
in the Carolinas for over 20 years*



JERALD MELBERG
GALLERY
625 South Sharon Amity Road
Charlotte, NC 28211
704.365.3000
gallery@jeraldmelberg.com
www.jeraldmelberg.com

Fine Art To Complement
Great Designs

Original Paintings & Museum Quality Giclées



A new resource for designers featuring the works
of more than two dozen talented Carolina artists

Discounts to
the trade

b.brown gallery 704-321-0999
131-C Matthews Station Street
Matthews, North Carolina 28105

Take a virtual tour at
www.bbrowngallery.com

Hours:
Tues.- Fri. 10:30-5:00 Sat. 11:00-5:00

Click on ad for more information on this company.

ASID Foundation's First Fundraiser Raises More than \$100,000

Monies Raised at "Jubilation" to Support Interior Design Research, Education Initiatives

The ASID Foundation, Inc., is thrilled to announce its first fundraiser, "Jubilation," raised more than \$100,000 in contributions and far exceeded initial expectations. The fundraiser, a highlight of INTERIORS 06: The ASID Conference on Design was held Friday, March 17, at the Country Music Hall of Fame & Museum in Nashville, Tenn.

The monies raised will help advance the Foundation's mission: to enhance the interior design profession by backing innovative and imaginative research and education initiatives, providing financial assistance to interior design students, and offering grants to colleges and universities with a curriculum in interior design. Donations were secured via a profitable silent auction and live auction. Guests bid on stays at vacation homes and world-class resorts, luxury furniture and accessories, autographed books by

esteemed interior designers and architects, beautiful works of art and much more. In addition, guests enjoyed an evening filled with the music of a renowned bluegrass band, tours of the museum and southern hospitality.

"The ASID Foundation Board of Trustees is extremely thankful for the generosity, good will and stewardship exhibited by ASID members, friends of the Foundation and the design community at Jubilation.," said Juliana Catlin, FASID, ASID Foundation chair. "The funds raised surpassed all preliminary expectations, and with the money raised, the Foundation can thoughtfully develop a path to pursuing its mission of promoting education and research, particularly in the area of sustainability."

Grand-Prize Winner Announced in *Southern Accents*/ASID Design Contest

The American Society of Interior Designers and *Southern Accents* magazine are pleased to announce that **Barbara Howard, ASID**, an Atlanta-based interior designer, was named grand-prize winner of the sixth annual National Residential Interior Design Contest. Howard, the top honoree in the living room category, was presented a check for \$10,000 during a special ceremony at INTERIORS 06: The ASID Conference on Design, held March 15 – 19 in Nashville, Tenn.

The other finalists in the competition were

- Kitchen Category: **Sandra Chancey, ASID**, and **Catherine Christie, ASID**, of Sandra B. Chancey Interior Design in Tampa, Fla.
- Bathroom Category: **Rozanne Jackson**, of Rozanne Jackson Interiors in Nashville, Tenn.

Each project was judged on its successful integration of utility, comfort, and originality. Judges for the 2005 competition were **Grant Eric Gribble, ASID**, of Gribble Interior Group in Orlando, Fla., and **Judy Pickett, ASID**, of Design Lines, Ltd., in Raleigh, N.C., along with *Southern Accents* editors.



The 2005 winners were featured in the September-October 2005 issue of *Southern Accents* magazine. Visit www.SouthernAccents.com and www.asid.org for information about the 2006 National Residential Interior Design Contest.



Click on ad for more information on this company.

O'NEIL RUPPEL
INTRODUCES

nest™




"Today, when information must be processed quickly, design that is rooted in tradition is recognizable and easily understood. It reassures and soothes our senses. Blending the familiar with current design influences further comforts us. This is Nest."

David O'Neil, O'Neil Ruppel

ATLANTA • CHARLOTTE • NASHVILLE • WASHINGTON DC
1.800.275.1822 WWW.RENAISSANCETILEANDBATH.COM

LAUREN
RALPH LAUREN
FLOORCOVERING

INTRODUCING LAUREN FLOORCOVERING

HALL'S FLOORING

CHARLOTTE HOME OF QUALITY FLOORS SINCE 1947 **MOORESVILLE**
3300 MONROE RD 704.376.8501 • 704.662.6060 132 JOE V. KNOX AVE.

Not using 3M™ Scotchtint™ Window Film can leave quite an impression.



Sunlight can make a timeless design look old fast. 3M Scotchtint Window Film helps protect a room and its furnishings from the sun's harsh ultraviolet rays and intense heat. By using Scotchtint Window Film, your home will continue to look beautiful for years to come.

Ask about our designer referral program

Charlotte Glass Tinting
3M Authorized Dealer

3M Innovation

THE PAN CANCER FOUNDATION
RECOMMENDED

BBB
A+

Call today for a FREE estimate
704-333-3636

Click on ad for more information on this company.

Brilliant

- Charlotte's largest selection of art glass, fine craft and southern folk art
- Custom orders are our speciality
- Discount pricing to the trade



TOP 100 RETAILER
OF AMERICAN ART
WINNER

"Best Gallery"
Charlotte Magazine 2005

1530 East Boulevard
704-332-0007

Birkdale Village, Huntersville
704-987-7777

maddisgallery.com

Maddi's
GALLERY

The art of ooohs and ahhs.

Click on ad for more information on this company.

Letter to The New York Times

Concerning the article “The Secret Source Is Out”



May 18, 2006

Ms. Kimberly Stevens
Reporter
The New York Times
229 West 43rd Street
New York, NY 10036

Dear Kimberly:

On behalf of the 38,000-member American Society of Interior Designers (ASID), I am writing to express concerns about your article, “The Secret Source Is Out,” in the May 11th edition of The New York Times. ASID believes that the article’s content is confusing to your readers and makes inappropriate generalizations about the practice of interior design.

First, within the article, you use the terms “interior designer” and “decorator” interchangeably. Interior designers and decorators actually are quite different. Interior designers possess education and experience in the field, and many have passed a stringent professional qualifying examination. The practice of interior design also is regulated in 26 U.S. states and jurisdictions—including the state of New York. Because no license is required, individuals who believe that they possess a “flair” for design can call themselves a “decorator.”

Secondly, the examples of alleged “price gauging” throughout the article were done by decorators not interior designers. However, the article also portrays interior designers in the same negative light—particularly by incorporating my comments in “defense” of design professionals. Your article also doesn’t explain the time-consuming process of specifying product. Instead it portrays the service as merely involving “a single 30-second phone call that ended up costing them [the client] \$30,000 in commissions.” Interior designers or decorators who use the cost-plus method for their services incorporate the cost of their time during the programming (client meetings and research) and installation (client and vendor relations) phases of a project, which can be considerable, as well as their level of expertise or seniority in determining the marked-up price of the products specified. This type of price arrangement for services is similar to that for any other type of commission-based business relationship.

In addition, the types of services offered by interior designers go well beyond specifying furniture and fixtures. Interior designers specialize in project management and space planning, and have specialized training in lighting and acoustics; flame spread ratings, smoke, toxicity, and fire rating classifications and materials; national, state and local building codes; dimensional design, construction documents and ergonomics. They are educated on how to develop design solutions that meet the needs of special populations and that incorporate eco-friendly principles, and that consider the health, safety and welfare of their clients. In other words, interior designers’ services expand way beyond aesthetics, whereas decorators are only concerned about aesthetics.

One more note: ASID headquarters is based in Washington, D.C., not New York City as you reported. My studio, Bast/Wright Interiors, is located in San Diego, Calif.

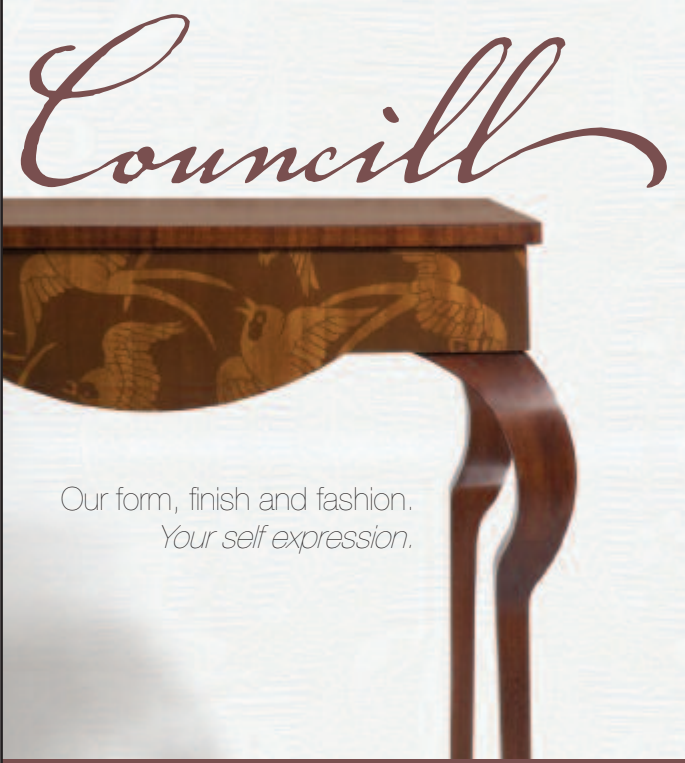
In closing, please let me state my thanks for contacting ASID and including my comments at the end of your article, as they add some balance to an otherwise one-sided article. In the future, I hope that you will provide your readers with greater balance in your reporting of the interior design profession. Consider ASID a resource to you in this valuable service to your readers.

Sincerely,

Robert Wright, FASID
President
American Society of Interior Designers

cc: Michael Cannell, home director, The New York Times
ASID Board of Directors
Michael Alin, Hon. FASID, executive director, ASID

Click on ad for more information on this company.



Councill

Our form, finish and fashion.
Your self expression.

www.councill.com • 336.859.2155

EXCLUSIVELY THROUGH INTERIOR DESIGNERS IN NORTH CAROLINA
AND NATIONWIDE AT BAKER KNAPP & TUBBS SHOWROOMS.

Click on ad for more information on this company.



Classic Attic

ATTENTION DESIGNERS!

Classic Attic is a resource for your clients to bring their Furniture and home accessories they are replacing.

If a designer purchases or consigns something to Classic Attic for his or her client, we will put 10% of the profit on that item in the designer's account.



In the Back Court of Park Road Shopping Center
4301-C Park Rd
WWW.CLASSICATTIC.BIZ 704.521.3750

Plantation Shutters & Blinds



Highest Quality • Fast Delivery
Locally Manufactured

**Call us today
about increasing
your profits with
little or no hassle.
WE DO ALL THE
WORK FOR YOU!!**



Shutter Source Inc.

704-634-0244

InformeDesign® Releases *Implications* Providing Answers to Research FAQs

InformeDesign® (www.informedesign.umn.edu) has released a new issue of the monthly newsletter, *Implications*, that provides answers to most frequently asked questions about research and the Web site to help visitors evolve into "power users."

Implications is written by leading experts in the featured subject matter. This edition is authored by **Caren S. Martin, Ph.D., CID, ASID, IFMA, IIDA**, director of InformeDesign, and **Emily Utoft Durand**, associate director of InformeDesign.

In addition to providing answers to InformeDesign users' most important questions, this issue of *Implications* also suggests strategies to make the most of one's time when using the Web site's core feature: its library of Research Summaries. As the collection of Research Summaries expands each week, this new knowledge will guarantee more efficient and effective searching so visitors can take their work to the next level by infusing their designs with research-based knowledge.

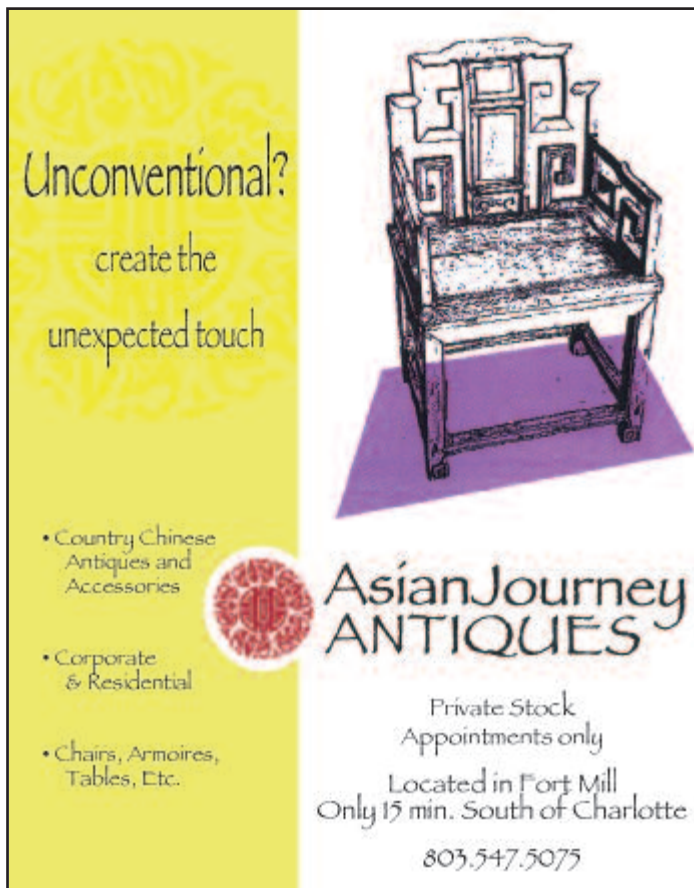
In addition to serving as director of InformeDesign, which she co-created with **Denise Guerin, Ph.D., ASID, FIDEC**, Martin is an assistant professor of interior design at the University of Minnesota. She practiced commercial interior design and project management for 17 years in the Twin Cities. As a governor-appointed member of the Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience and Interior Design (2000-2008), Martin is the Board's delegate to NCIDQ (2000 - present). In partnership with Guerin, Martin co-authored the seminal report, *The Interior Design Profession's Body of Knowledge: Its Definition and Documentation*, as commissioned by ARIDO ((c) 2001, United States and Canada). The Interior Design Profession's Body of Knowledge, 2005 Edition was completed in August for funders ASID, FIDER, IDC, IIDA and NCIDQ.

As associate director and editor with InformeDesign, Durand manages the process of identifying literature to be included on the site, oversees the production of webcasts, directs the training and development of InformeDesign staff, and guides promotion of the project through media outreach and at research-related conferences and events.

InformeDesign is the first searchable database of design and human behavior research on the Web. The site currently contains more than 1,300 "practitioner-friendly" Research Summaries of findings from research literature transformed from more than 150 scholarly journals related to design and human behavior. All services on the InformeDesign Web site are available at no cost to visitors. In addition to the searchable database of Research Summaries, the site features a calendar of research-related events and a glossary of terms. The Web site is interactive, allowing visitors to provide comments about specific Research Summaries or other site issues.

Visitors may register with InformeDesign and receive automated e-mail notifications about Research Summaries pertaining to their areas of interest or practice. Once registered, users have access to MyInformeDesign, a tool to catalogue and store Research Summaries of interest in a personal cache, available anywhere there is access to the Internet. Registered users also will be notified by e-mail when a new issue of *Implications* is published.

The staff of InformeDesign recommend that registered users who are not receiving requested notifications check with their information technology administrators to ensure that e-mails from informedesign@umn.edu are on a "safe" list and not considered spam.



Unconventional?
create the
unexpected touch

- Country Chinese Antiques and Accessories
- Corporate & Residential
- Chairs, Armoires, Tables, Etc.

**Asian Journey
ANTIQUES**

Private Stock
Appointments only

Located in Fort Mill
Only 15 min. South of Charlotte

803.547.5075

Click on ad for more information on this company.

Organization

Simple, Elegant, Affordable.

**Designed
To Fit
Your
Needs**

Closets By Design understands that each part of your home has unique organizational requirements. We custom design each system to fit your specific needs and maximize your space. This is why our superior quality storage solutions have made us the leader in the industry.



ClosetsbyDesign®

Please call and ask about our designer referral programs.

Charlotte 704-588-7272

Raleigh 919-850-9030

www.closetsbydesign.com

Otto Zenke Student Competition



Debora and Pam catch up during an exciting Chapter Meeting.



Right, President, Duval Acker, exchanges words with a fellow ASID member.



Debora, Pam, and Kara talk about upcoming ASID events.



Otto Zenke Presentation during Spring Conference.



Duval speaks about the upcoming Spring Conference .



One of many wonderful speakers during Spring Conference.



Otto Zenke Winners with President, Duval Acker



Congratulations!

Vision Statement: ASID will be the definitive source regarding the interior built environment.

Mission Statement: ASID inspires and enriches its members and the interior design profession by providing indispensable knowledge, experiences, and relationships.

Values Statement: ASID is a community of people committed to interior design. The success of our Society is proven in our vast membership of interior designers, from the brightest newcomers to the wisest pioneers. We are driven by our love for design in the service of people. We have the courage to intentionally examine our failures as well as celebrate our successes, and in the process demonstrate the power design has to positively change peoples' lives.



Get to Know Your Fellow Spokespeople

Each issue of the Spoken Word includes a profile of a prolific ASID spokesperson so you can get to know your colleagues better and to put a face to a name you might recognize.

This month, we are pleased to introduce Deborah Burnett, ASID. Deborah is principal with Design Services, Inc., in Springfield, Tenn.

Years serving as an ASID spokesperson

Since the late 80s I have made it a point to spread the word about ASID, so I guess you can say that I’ve been a spokesperson for several decades now ... gee and to think I’m only 26!

Area(s) of design expertise

Over the years I have worn several “hats”: the hard hat of a licensed contractor and builder of smaller homes designed with upscale finishes; a large felt fedora filled with design talent and decorating tricks geared for the average homeowner to use in their own homes; and my feathered hat that I wear to spread the word to the media about major home fashion manufacturers and their products. Let’s not forget the authoritative cap of a professional presenter and educator. But my well-worn and ever present beret is the one I treasure the most. It’s the hat I wear when I work with clients in designing a comfortable place to call home.

Media training undertaken

Since the world is a stage, count my media training as beginning with my parents who taught me to ALWAYS stand up straight, tell the truth and smile like you mean it. Years later when I was modeling, I came to realize that the same was true for selling style, clothing or yourself! Since 1984, I have appeared regularly before TV cameras dishing up design and decorating ideas and the only thing that has changed is that in addition to standing straight, telling the truth and smiling is to always know where the camera is and which angle shows your best side.

Favorite memory as ASID spokesperson

Several years ago on the set of an HGTV show, another guest noticed the ASID appellation after my name as it appeared on the monitor. When we had completed taping the outdoor entertaining segment, she approached me and began asking questions about garden bugs. She pressed me for pesticide information because she thought I was a garden designer specializing in the control of a bug by the name of APHID!

If you could offer a word (or two) of advice to your fellow spokespeople, what would it be? Consider first and foremost the demographics of the target audience for the journalist’s article. So many times, we as professional designers, fail to realize that not everyone has unlimited budgets, generous square footages and access to trades personnel. So even though we’d love to share the latest in what only the wealthy can afford, and high-end design trends and techniques, for most readers, a designer look without the designer price tag is the only answer to a journalist’s question.



**Deborah Burnett, ASID, NSA
Principal, Design Services, Inc.**



©2004 California Closet Company, Inc. All rights reserved. Each franchise independently owned and operated.

CALIFORNIA CLOSETS®

Because when you’re organized,
inspiration is never hard to find.

CALL TODAY FOR YOUR FREE CONSULTATION
704.527.5505 | calclosets.com

[Click on ad for more information on this company.](#)

Charleston Showhouse



Buy the world's most beautiful floorcovering...

...at wholesale prices. (We won't tell.)

Whether you're looking for sisals or shags, hand painted ceramic tiles, exquisite hardwood, or designer styles from countries like Italy, Spain, Belgium and Mexico just to name a few, you'll find it at ProSource. Our trade professionals-only Showroom displays the largest selection of virtually every type of brand name flooring—over 20,000 flooring choices organized by style, color and price point so it's easy to make your selections.

ProSource[®]
Wholesale Floorcoverings

ProSource of Charleston
7318 Pepperdam Drive
North Charleston, SC 29418
Tel: (843) 552-4590
Fax: (843) 552-4569

ProSource of Greenville
640 Congaree Road
Greenville, SC 29607
Tel: (864) 286-6644
Fax: (864) 286-6002

ProSource of Charlotte
2500 Distribution St.
Charlotte, NC 28203
Tel: (704) 347-5970
Fax: (704) 521-2905

ProSource of Raleigh
2409 Alwin Ct.
Raleigh, NC 27604
Tel: (919) 834-2525
Fax: (919) 834-2627

ProSource of Greensboro
3408-J West Wendover Ave.
Greensboro-Highpoint, NC 27407
Tel: (336) 834-8100
Fax: (336) 834-0880

Click on ad for more information on this company.

Click on ad for more information on this company.



Pino

Antika Galleria is a full service art gallery, and is pleased to be the only Authorized Dealer in the Charlotte, NC area for Master Artist Pino.

We hold special artist receptions for collectors, special meetings for clubs & organizations, and provide on-site art consultations to ensure customer satisfaction.



125-A Remount Rd. Charlotte, NC 28203
Phone: 704-523-7220 Fax: 704-523-7218
fiorella@antikagalleria.com www.antikagalleria.com

Instyle

Commercial and Residential Modeling
Fireplaces Columns Accessories



At Instyle, we manufacture and install granite, marble, and limestone counter tops, vanities and backsplashes as well as natural stone and cast stone fireplace surrounds, columns, and other unique architectural products, residential and commercial.



Whether your project is a tumbled stone and mosaic backsplash or a hotel lobby floor in marble or granite tile, Instyle has the expertise and commitment to help you achieve the results you are looking for.



Instyle Charlotte Inc.
801 Pressley Road, Suite 107 • Charlotte, NC 28217
phone: 704-665-8880 • fax: 704-665-8182
lennart@instylecharlotte.com • www.instylecharlotte.com

Pack Your Portfolio

Tips for Successful Interviews – Talking Points

When those who agreed to serve as an ASID spokesperson, a list of talking points on a variety of vital interior design and Society issues was sent out. In the next several issues of *Spoken Word*, we will review some of the most important of these talking points by subject category.

In this issue, we will cover talking points answering the questions

- **What Is Interior Design?**
- **What Do Interior Designers Do?**
- **What Is Sustainable Design?**

What Is Interior Design?

- Interior design involves the conceptual research and planning and applied solutions to achieve a client’s desired result in a space.
- Interior design is more than aesthetic enhancement of a space. Design optimizes and harmonizes the uses of the built environment.
- Interior design affects the health, safety and welfare of the occupants of the interior environments.
- Interior designers consider many factors when formulating a design solution: desired use; health, safety and welfare concerns; special needs of occupants; space dimensions; lighting and acoustics; and ergonomics
- In interior design, there are two major subcategories: commercial and residential.
- Many interior designers specialize in both commercial and residential design. Some designers specialize in one area or the other.
- The specialties of interior design that exist under the two main categories are residential, office, health care, government/institutional, hospitality/restaurant, entertainment, retail/store planning, historic preservation and facilities management.

What Do Interior Designers Do?

- An interior designer identifies, researches and solves problems related to the function and quality of interior environments to ensure that occupant health, safety and welfare is enhanced and protected.
- In addition to aesthetics, an interior designer creates spaces that are functional and efficient, safe, and enhance the quality of life.
- Designers do not dictate design without input from clients. They work with clients to ensure the final designs meet client needs and exceed expectations.

- Interior designers possess and utilize research-based knowledge. They take into consideration research about human behavior and other factors in the development of their design solutions.
- Interior designers are specially trained in project management.
- Interior designers adhere to strict professional standards. ASID members adhere to a stringent professional code of ethics.

What Is Sustainable Design?

- Sustainable or “green” design involves the environmental, economic, ethical and social aspects and impacts of design.
- A sustainable approach to the built environment involves the creation of spaces that are healthier for people, conserve natural resources and energy, and are resource efficient.
- Sustainable design takes into account the relationship among the health of the natural environment, the built environment and humans.
- Sustainable design involves the use of design and construction methods and materials that will not compromise the health of the environment or the health and welfare of the occupants of a space.

Insights and Ideas from “Around the Table” at INTERIORS 06

About 20 spokespeople attended our special roundtable session during INTERIORS 06. The discussion was highly informative and fun. Thanks for all of your great input and insight on what has worked (and not worked) in regard to the Society’s media outreach and new ideas for ASID to consider in enhancing its media relations. The following are some of the ideas generated during our discussion in Nashville:

- ASID headquarters should share its database of national spokespeople with chapters for their use in media outreach.
- New types of media that should be targeted include on-flight magazines and association publications servicing professions interested in interior design services.
- Before ASID can be more proactive with the business media, we need to learn to speak in the language that they and their audience understand.
- ASID has to “jump on” the healthy home as a media “pitch.” Healing environments may be the next “big” thing in residential design. ASID needs to get information out to the media before anyone else does.
- More information needs to be provided to spokespeople so you can remain up to date on ASID news, developments and research.

Click on ad for more information on this company.



UNMATCHED ELEGANCE. UNPARALLELED LOOK.

Satisfy your clients with the richest, smoothest wall finish available and add elegance and sophistication to your design vision.

Cashmere's low stipple appearance gives walls a rich, silky, even finish not possible with conventional paints. Plus it's scrubbable and durable. Your painting contractors will love Cashmere too with its easy application, high-hide and easy glide off the brush or roller. Available in flat enamel, low lustre and medium lustre. You will see and feel the difference.



©2004 The Sherwin-Williams Company

Architect and Designer Answer Line

1-800-321-8194

Local Architectural Account Executive

Lisa Jenkins

704-504-8709

lisa.s.jenkins@sherwin.com



Ask How. Ask Now. **Ask Sherwin-Williams.™**
Visit us at sherwin-williams.com

For a store near you **1-800-4-SHERWIN** (1-800-474-3794)

ASID in the News

The following is a sampling of the media that ASID recently has been working with (during late winter – spring 2006) and their queries. Some of these queries are sure to be familiar to you.

<u>Media Outlet</u>	<u>Query</u>
Austin American-Statesman	Rates for interior design services
Best Life	How to find, hire and work with an interior designer
Bravo and Lifestyle TV (IPITV (production company)	Top interior designers in the U.S. Recent ASID workplace research
Building Design and Construction	Recent research on workplace design
Bucks County Courier Times (PA)	National interior design trends
BuilderNEWS	Molding and millwork expert for interview
Chesapeake Home	Design style trends in the home CEUs Design of secondary and elementary schools ASID award winners
Contract.	Contact info for John Berry (INTERIORS 06 speaker)
Décor & Style	Use of Designing Your Space content
Decorating Spaces	Color experts
Electrical Contractor	“Green” design 101
Executive Housekeeping Today	What's new in hospital, institutional, hotel, educational design?
Garden Chic	What's hot in interior design right now
Hartford (CT) Courant	Unique office designs
HGTV "Generation Renovation"	Renovated homes in Charleston, S.C.
Home Advantage	Timeless v. trendy interior design
Hospitality Journal	Interior design of historic hotels
House & Garden Inc.	How to find, hire and work with an ASID designer Office design -- how to design for less How to work with a designer in bath designs Mistakes in bath design (and how to fix them)
Kohler.com.	Mistakes in kitchen design (and how to fix them)
Loews for Pros	Minimalist interior design for kitchens and baths
Martha Stewart	Living Use of leather in residential design
Miami Herald	Staging homes for resale
MSNMoney.com	Remodeling to get the greatest bang for the buck in resale.
Orlando Business Journal	Workplace research & office trends, design jargon, what's hot/not
Orlando Leisure magazine	Judges for “Orlando Home of the Year” contest
Pure Contemporary	Designer projects to feature in magazine
San Antonio Express	Latest trends in home interior design
The Green Guide	Guidelines for reupholstering chairs and sofas
Tile Dealer	Ceramic v. stone tile
Ultimate Home Design	How designers work with clients How the Web has changed the way designers practice
Wall Street Journal	Use of orchids in home décor

Click on ad for more information on this company.



8916 South Boulevard • Charlotte, NC 28273

704.553.1341

www.uniqueshowplace.com

Hours: Monday • Wednesday • Friday 8:00 am - 5:00 pm / Tuesday & Thursday 8:00 am - 7:00pm

Click on ad for more information on this company.

LATHER. RINSE. REPEAT.



*Linger longer in the Revival™ Iron Works clawfoot tub by Kohler®.
Available from Ferguson Bath, Kitchen and Lighting Galleries.*

Asheville, NC, (828) 274-0001
Boone, NC, (828) 265-1555
Carrboro, NC, (919) 933-6994
Charlotte, NC, (704) 372-8840
Charlotte, NC, (704) 814-7989
Forest City, NC, (828) 247-1661
Gastonia, NC, (704) 865-2100
Greensboro, NC, (336) 664-6509

Greenville, NC, (252) 756-6101
Hendersonville, NC, (828) 692-8285
Hickory, NC, (828) 324-8006
 Mooresville, NC, (704) 799-7999
New Bern, NC, (252) 634-2755
Raleigh, NC, (919) 828-7300
Wilmington, NC, (910) 343-1510
Winston-Salem, NC, (336) 759-0253

Bluffton, SC, (843) 815-6080
Charleston, SC, (843) 747-6301
Columbia, SC, (803) 256-2386
Florence, SC, (843) 662-5241
Greenville, SC, (864) 288-0281
Myrtle Beach, SC, (843) 448-8465
Rock Hill, SC, (803) 329-5271
Spartanburg, SC, (864) 582-2388

 **FERGUSON**
Bath, Kitchen & Lighting Gallery

THE BOLD LOOK
OF **KOHLER**

WOS
LISTED
NYSE - WOLSELEY company

www.ferguson.com

 Official Sponsor of
Habitat for Humanity
International