

A Message from International President Constance Blair

Inside this issue:

China Chapter	2
Board of Directors	2
Intellectual Property	3
Conference News	4
Shopping High Point	5-9
Chapter News	10-13
Industry Events	14

My warmest greetings to all the members of IFDA. The Year 2004 has begun with a rolling tide of enthusiasm from all the prognosticators who are spouting about everything from how well the economy will do...to who will win the White House later this year. It is in that spirit that I will go not too far out on a limb with a few predictions of my own.

IFDA is financially sound and poised for growth. In the present time of cautious economic optimism, organizations that carry a strong message to their members that they are not traveling alone through the jungle of economic adventure, can seize the opportunity to increase membership. Now is the perfect time for each chapter to excel at spreading the message of support and unity throughout their furnishings and design industry communities. I predict that in 2004 each chapter will take the lead in their regions and provide opportunities for education in all facets of the furnishings and design industry. It is through educational and career development programs that

IFDA serves the unique needs of a diverse membership. The visibility that programs like these bring to the presence of IFDA will surely be measured in increased membership.

IFDA is the voice of the industry. We have many challenges ahead as we seek to fulfill our core ideology as the "voice of the total furnishings and design industry." It is especially important that each chapter and each IFDA member work for the betterment of our industry as a whole. I predict that in 2004 chapters will seek and find optimum ways of identifying industry needs as they relate to our association's core values, and will fulfill these needs through programs, communication, and both member and consumer events.

IFDA members are proactive and fiscally responsible. I predict that IFDA members will overwhelmingly take advantage of the many exciting affinity programs that are available as a result of IFDA membership. This prediction is just good common sense. These programs which include rental car discounts, prepaid legal services, business insurance, as well as flo-

ral and gift services, all offer IFDA members attractive discounts while providing revenue to IFDA. This prediction is just good common sense.

IFDA is part of the digital world. Yes, as we travel through our busy day-to-day business lives, IFDA provides cyber information members waiting to serve you. Looking for employment/client opportunities, or do you want to list a vacancy you have? Just click on "Discussion Forum." Well, I'm sure you all get the message here, if you are not using www.ifda.com you are missing one of your best member benefits.



I am sure that each of these predictions will come true in 2004. I look forward to embracing new members, new chapters, new challenges, and new technology, all of which I am certain will lead to a great IFDA Year 2004!

China Chapter Officially Established with 15 Paid Members

The China chapter, organized in 1992 under the leadership of Yu yong, general manager of Beijing Jianda International Decoration, and president of World Decoration News, has been re-chartered. The chapter had been unable to sustain itself because of the internal political situation in China. Though a core group of its members, primarily from China, but including a Korean, continued as members-at-large, the group now has been reconstituted and re-chartered as a chapter. A contingent of its members visited the United States recently and met with the IFDA leadership, indicating their interest in reviving the relationship. The chapter is energized by China's new role in the world economy and stimulated by entry in the WTO and the up-coming 2008 Olympics as well as the developing living standards of the Chinese people. IFDA's Asian members currently represent a cross-section of professionals in

Industries related to the manufacture, distribution and promotion of China's home furnishings. Yu yong, noting that the difficulty of communications between China and the States had been a deterrent in maintaining the chapter, said that they are eager "to learn advanced experiences and technology of America so as to stimulate the bilateral communication and cooperation between furnishing and design industries of America and China." He stressed that, with China's new role, "the distance between China and the world is becoming shorter and shorter" and thus "more and more professional men want to join IFDA" He added that "as the economy of China is continually developing and the standard of people rising fast, people are putting more and more focus on the recognition of the outside world and giving more and more enthusiasms to various communications."



Baltimore Chapter President Bill Hopper and China Chapter president

The 2004 IFDA International Board of Directors

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Intellectual Property—Whose Is it

Editor's Note: This is the first in a series of articles for Network that will focus on industry issues.

By Lynne Forde Breyer

Immediate Past President

Much has been written and said over the issue of intellectual property in the past decade or so. The legal definition of intellectual property

rights is as follows: "intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time." , While this has been an issue in many fields such as literary writing, design, art, music, fashion and so on for a number of years and is a very complex issue, for the purpose of this article, we will deal primarily with the design and manufacture of home furnishings.



Protecting the design of furniture, fixtures and textiles has always been a bit of a fuzzy issue because of the issues surrounding copyright, patents and trademarks. Clearly, any design that has a copyright or trademark is off limits to all but the mark holders. But what of the individual product designer or interior designer or artist who creates a design for custom furniture for a small manufacturer for limited production or for an individual client? The process of protecting those designs through copyright or trademark can be onerous, expensive and time consuming, to say nothing of the process of enforcement. Some designs have been in the public domain for so many years that trademarks and/or copyrights no longer apply, such as early English or French furniture designs and textiles. Copyrights are good for a minimum of 50 years after the death of the creator. But that is not generally the issue we, in the home furnishings field, deal with on a day-to-day basis. We are more concerned with "knock-offs" where certain individuals all but copy the exact designs of others with the idea that "if we change just a few minor details, it's not really copying."

1. www.wto.org

If you have gone to trade shows or markets, you know that photographs are not permitted. That is an effort to protect the product design from being copied. How many of us are guilty of sketching out a design on our sketchpads or taking a manufacturer's catalogue photo to our local fabricator for reproduction? The justification for doing that is often that the original is too costly, is unavailable, doesn't come in the right size/finish/

material or that it's only a one-time incident. It is too easy to claim that it's not really theft of intellectual property if one can justify the action for any reason. But go back to the definition above of what intellectual property really is. We are in a creative field, the field of the design and manufacture of a wide array of home furnishings. As participants of the creative field, we are charged with the responsibility to actually "design and create," not to copy.

As more countries are being admitted to the World Trade Organization, more products are going to be made available to new markets. The World Trade Organization has language that specifically addresses the issue of intellectual property rights and all member countries and their citizens are required to respect and adhere to those rules. We as a society benefit from these rules through the encouragement of invention and creation of new product designs and uses.

IFDA is currently on a mission to broaden our membership base in other countries. We have the opportunity to be exposed to new ideas and designs from many home furnishings industry professionals in these other countries. Intellectual property is intangible and infringement is often easy to accomplish in our digital age. It is too easy to forget that the design belongs to the mind that conceived it and those who fail to understand the creative design process should not copy it. We must not be cavalier regarding the rules of intellectual property rights of those creative minds from abroad as well as those in our own back yards

***Carolinas Chapter, IFDA/IHFC
April High Point Market Luncheons to Feature Raymond Waites
and Nancy Lindemeyer***

Two designer luncheons jointly sponsored by the Carolinas Chapter IFDA and the International Home Furnishings Market in High Point, NC. Both will be held in the International Ballroom, Club Level, Green Wing, of the IHFC. Longtime IFDA member Raymond Waites will be featured on Friday, April 23, discussing "The First 30 Years," an overview of his noteworthy career. Regarded as an innovative leader in the field of lifestyle and interior design trends, he originated the American Country Movement in the 1970s and the Vintage Movement during the 1990s. Last October, he introduced his New America Collection inspired by his travels to Williamsburg, Monticello and other old American homes. Raymond will be introduced at the luncheon as the National Honorary Chairman of the 2004 IFDA Industry Forum and Conference to be held in conjunction with the October High Point Market. On Saturday, April 24, Nancy Lindemeyer, president and CEO of Lindemeyer Productions, will speak on "Follow Your Heart Home—A New Yearning for Intimacy." She was the founding editor of *Victoria* magazine, a Hearst publication and senior editor for Meredith Publications. She will discuss "the accumulated home...what we gather around us, the things that bring us comfort...the intimacy of home, the beauty of living." A book signing of *Intimate Home—Creating a Private World* will follow.

These designer luncheons often are sold out in advance. To secure a reservation, send a \$15 check per person to Gaye Outlaw, IHFC, Box 828, High Point, NC 27261. Phone 336.888.3754 for more information.

**Raymond Waites to be Honorary Conference Chairman
2004 IFDA Industry Forum/Conference
To Coincide with Fall High Point Market**

The 2004 IFDA Conference has been set for October 18-22, coinciding with the fall International Home Furnishings Market in High Point, NC. Because of the unique timing and location, it is being called the 2004 IFDA Industry Forum & Conference. The conference theme will be Designing Business for a Global Market. It will be held at the Grandover Resort and Conference Center, a beautiful complex that includes a golf course and spa.

Raymond Waites of the New York Chapter has been named Honorary Conference Chairman. Respected as a leading name in the industry for 30 years, he is credited with originating such design and lifestyle movements as Country and Vintage.



"The theme accurately reflects this conference which will enhance the image and presence of the International Furnishings and Design Association during the largest home furnishings market in the world. The exciting and enlightening roster of programs and events being

planned will appeal to market attendees as well as IFDA members and potential members," commented IFDA International President Constance Blair. "The Educational Foundation of IFDA is now responsible for the development of conference programming.

Constance announced Bonnie L. Peterson, FIFDA, of the Carolinas Chapter has been named Conference Chairman. She also is a Trustee of the IFDA Educational Foundation, responsible for PR/Communications. Assisting her are Dawn Brinson, also of the Carolinas. Serving on the Conference Committee are: Nancy Kloehn of North Central Chapter; Lee Coggin, FIFDA, Georgia Chapter; Claire Coleman FIFDA, New York Chapter; Nancy High and Gaye Outlaw, Carolinas; and Joan Croft, FIFDA, Northern California Chapter.

Current plans include: an early bird market orientation; cutting edge trend, marketing and import/export panels; tours and receptions; a factory tour and home furnishings photography tour; Showtime fashion show; and, optional post-conference tours to Old Salem, the Museum of Early Southern Decorative Arts, and the Biltmore Mansion in Asheville.

Some attendees may want to plan now to attend Market on Saturday, Oct. 16, and Sunday, Oct. 17, in advance of conference which will begin with a Monday evening reception. A glittering V.I.P. Gala will be held on Thursday evening.

GETTING READY TO GO TO MARKET WITH HELP FROM FELLOW IFDA MEMBERS!

*By William Hopper
Baltimore Chapter President*

Be it the antique markets of London, the flea markets of Paris, or the street vendors on New York City's Canal Street, we all want to know where to go to get the most out of our shopping trips. No matter if it is our first or our 57th time, having the inside track helps cut down wasted time, and makes us better at our job.

Because things are always changing, sometimes we just need to take a fresh look. And, it always helps to have a friend or colleague who is willing to share the little secrets about their success with us: where to find the right things, what to avoid. Knowing the proper etiquette always helps open doors! Whether we are buying or selling, knowing what to expect makes the difference between a good trip and a GREAT TRIP!

This Fall IFDA members are in for a real treat, as our IFDA National Conference **DESIGNING BUSINESS FOR A GLOBAL MARKET** will be held in High Point, NC just as the Fall 2004 Market ends. This will give IFDA members the chance to experience the Highpoint market, as they never have before. No matter if this is your first time, or if you go religiously twice a year, GO. Several IFDA members who have either shopped or sold at High Point offer valuable bits of advice to help you, a fellow IFDA member, expand your horizons.

BARRY REMLEY, WASHINGTON CHAPTER, Owner of Salvations Architectural Furnishings in Silver Spring MD. "I have been going to market for about 15 years to get an understanding to develop my business of making custom iron furniture incorporating antique architectural items. High Point is where the world comes to display their furniture offerings, and it gives me insight and sources to develop my own business even more. I think it was like the second or third trip that I found a supplier for European antique sadly is no longer there. But, with that source I was had something that could not be found from other years ago I decided to show the Salvations line at help and support of other IFDA members. They room compatible with my line. When the next mar-IFDA member helped me setup the showroom that I other IFDA member. In no time we were selling our That really was the turning point for Salvations. I one-woman business selling regionally to a company company, shipping product all around the world. Not only did we start selling more, but also interestingly enough, retailers and designers back at home took my furniture line more seriously after seeing it displayed at the High Point Market. One local DC retailer, who had bought from me once or twice, showed a renewed interest in Salvations because it appeared at market. High Point gives a level of credibility to a small company, that you do not have elsewhere.

'I went from being a small one-woman business selling regionally to a company that was a recognized company, shipping product all around the world.'

decorative Iron, that able to make pieces that manufacturers. About 6 Market Square, with the helped me find a show- ket time came, another was sharing with yet an- products at High Point. went from being a small that was a recognized

"If I were to give advice on the Highpoint Market, it would be:

- * Buy Advertising in the Market Directory. If you are showing a line at market, the market is so large, that to really shop, the wisest way is to shop is before you get there by scanning the directory. Your line will get a lot more exposure if you take ad space, and it will most surely be missed if you do not. If you are in a group showroom situation like we were, take advantage of group buying power, and put in a larger ad showing the different lines being carried in your showroom. Make sure that all your contact information, especially during the market week, is in the advertisement. Buyers often get lost and call to find you, and the directories do have a life beyond market."
- * On food – So that you do not wait for hours to be served, go to a family restaurant that does not serve alcohol, have an end of the day cocktail party in your showroom and dine at the family restaurants – there is almost never a line to get in.
- In general, make sure you have enough supplies to run your business from afar, your FedEx account number, gets a lot of use, as you send stuff back and forth to the office."

(Continued on page 6)

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HAL HAPPERSETT, BALTIMORE CHAPTER, owner of Interior Decisions in Ellicott City MD, Co-Owner of Old is New, New is Old, a furniture and home accessories retail store in Savage MD. Hal has shopped the markets for more than 14 years, first for clients then for his retail business. He spends at least four days, sometimes five, shopping the High Point market. "At first I was overwhelmed by the sheer size of the market. I would go along with a friend who guided me to the showrooms that had better quality offerings. And we bought as a group, because often if you are small potatoes, your order just gets lost in the shuffle. My first questions are, 'What are your opening orders? How do you handle reorders?'" "

He plans his route very carefully, so as place market after market. He al- with regularly to see what new items vendors so he makes sure he stops at tional Building, where new vendors And it is often where he spends the pages from magazines of products and looks for them in the market directory to see who is carrying them.

'Be well rested.—it's a long day. This is not a garden party; It is work!'

not to retrace his steps. Most vendors stay in one ways plans a stop at the vendors that he deals they are carrying. He constantly looks for new the Inner Hall on the first floor of the Interna- who have never shown at High Point start out. most of his time. Between the markets, he rips out new introductions that interest him. Then, he

Even though High Point has gotten larger, there is more of the same merchandise from the Far East being displayed. With that merchandise, know what of it you want, and look for the vendors that offer the best price on it. Some make it very easy for designers to buy in small quantities."

"My advice:

- * Set up all of your paperwork ahead of time. Get your registration done and have your badge before you go down. Depending on your badge, you do get treated differently if you are listed as a designer or a buyer. A buyer's badge is best!
- * Put together an information sheet with all of your business and credit information on it; have plenty of copies, this really speeds up your order time. You will need your business card, copies of invoices from companies you already do business with - accessory and furniture companies not just fabric companies. And to prove that you qualify for a buyers badge a copy of your lease, if you have a store front.
- * Be well rested – it's a long day. And shopping with someone can be a help, but it can be a hindrance if they are not focused on the same things you are. This is not a garden party – it is work!
- * Plan your day - Have specific categories for items you are looking for. I take a map of the city and draw lines across making quadrants, one section for each day. Get floor plans for each building; they are available in the directory. Highlight the vendors you want to see – and the tear sheets of the products you are interested in. Move from building to building so that you do not retrace your steps. Do venture out, though stuff in a showroom may be ugly there is often one gem in a corner that is very fairly priced and that you will not see again. Reserve the last half-day to go back and revisit showrooms that had products you were interested in but did not order. You may or may not still be interested after you have seen other items throughout the day."

MARGOT HECKMAN FIFDA, WASHINGTON CHAPTER. is the owner of Mulberry House in Bethesda MD, and has worn many hats in the industry. As a staff store owner, and a manufacturers represen- lines, Margot has seen the many different knows the High Point markets very well. of the support the association gave to a man's world. Her first Market experi- young female associate were sent to check they were working for then. The only ad- offers to buy your lunch or dinner, say Yes!"

'Do not say, 'Remember the chest of drawer in the corner under the picture of Versailles. Ask the company to send

designer for a large firm, a home accessories tative for a variety of accessory and furniture aspects of the home furnishings industry and She joined IFDA when it was NHFL because women in what was at the time, very much ence was in 1967 when she and another out what was new and different by the firm vice she got from her boss was, "If anyone

(continued on page 7)

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In 1985 Margot began working as a manufacturers rep and High Point meant arriving early for meetings to learn about the programs and opportunities that would be offered. She is always amazed that on Thursday morning everything is ready and everyone starts off running. "Sort of like Rip Van Winkle, the sleepy little town of High Point wakes up and becomes very much alive," she relates. "Though in those days it was not as traumatic, as the markets were in just a few buildings, no where near as widespread as it is today."

Today the buyer and seller are faced with a very international scene— people and companies from all over the world," Margot adds. "Market significantly affects peoples' wellbeing for an entire year, by what they buy or sell during that one week of the High Point market. For many, their livelihoods depend on what they buy or sell that week of market."

What reps look for when dealing with customers: "A documentation page on your business's printed letterhead, with the name of your company, a state tax resale number, a federal identification number, listing the principals names, and the companies you have purchased from in the past. This is what the credit department of a large company wants to see! We use the Lyons book," she points out, "and they will look your company up in the red book. It shows your company's profile and your credit experience reported by the companies that report to Lyons." Establishing credit for your business is vital before you even go to market, she adds.

Margo says when you talk to reps check the volume that they expect. If it is mass merchandise, they are more concerned with volume; the higher end companies tend to work better for smaller orders. Also, not all showrooms will let you take your own pictures. They want you to have the item number, the product name. It is very important when you order. Do not say, Remember the chest of drawers in the corner under the picture of Versailles. Ask the company to send you pictures. When you pop out the camera, it sends off the wrong message.

"Some companies protect larger buyers – and send designers to the wholesale distributor instead of selling to them directly. It is always a problem of minimums and volumes. It is best to show that you will be a loyal and consistent customer for the best consideration. Dating is an important business tool, net 30 net 60 or net 90; setting up your payment terms is only good business. Even if you have a customers deposit, using credit allows for float that can help your business," states Margot.

Further advice from a seasoned pro:

- * Always put the appellation of IFDA after your credit sheet and your orders, not just nies know that you are an IFDA member. members buy and buy well, It will pay off Association down the road as companies have buying power.
- Always put the IFDA appellation after your name on the badge, your credit sheet and your orders, not just to show it off, but to let companies know that you are an IFDA member.***
- * Ask when the product will be available; it may not be available for months. Just because you see it at market does not mean that it is ready to ship and, And, just because you place an order it does not mean the company will ship the product.
 - * Become friends with your rep; they have great input on the orders they place. They review each order, and determine who will be the best customer for their company. Also, they are aware of special programs, market specials. Always ask when you go into a showroom what market specials they are offering. Very often a showroom has some special benefit program set up for that market only.
 - * Find out which showrooms have the best food. The best lunch is the Decorative Arts Showroom. And the best for grazing is always Bradburn. (Note to reader: Margot represents both of these companies!)
 - * Most of all have a good time – you are there for work, and it is not an easy job, so enjoy it, because it really can be a lot of fun!
 - Stop in and visit with me, I always love to do business with another IFDA member."

(continued on page 8)

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MARCIA GEOGHAN, Washington Chapter, owner of Originals by Randolph in Kensington, MD. Marcia has attended High Point markets for 10 years, exhibiting a line of needlepoint pillows for the last five. "At first, I was enamored with it, though as time has gone on, I am a lot more jaded. As the markets have expanded, the number of high end lines have stayed about the same, but now there are more and more similar things coming from the middle and lower end lines. One of the best ways to find things you like is: if you like the lines one showroom is offering, other showrooms in that neighborhood are likely to also offer things that will interest you. Seek out the small high-end showrooms like King Ambler, Chelsea House, Wildwood Lamps and Harden Furniture. The nicer areas are the Hamilton Wrenn buildings; the ambiance of the Market Square area is very enticing though a bit confusing with the new extension suites.

High Point is not the only show where exhibitors display their product. They will do Atlanta, New York and San Francisco as well. No matter the show, it is very important to always qualify a customer first, making sure they are a bonafide trade buyer," she adds. "In the market showrooms, the designers do stand out! You will never see a store's buyer using the airline cases on wheels."

Trade customers who are serious about do-fully prepared credit sheet, though I must say ence in leveling the playing field for buyers. I posit, be it a check or credit card, submitted without dollars attached to it. Talk is cheap! money shopping High Point.

I could not go to Market without my IFDA house, often with people from other chap- have found Greensboro is the best place to go, but if you do eat in High Point, go to the smaller local places, not the huge chains, which are always packed.

'Once you get your buyer's pass, DO NOT LET it expire as it is very hard to get back.'

ing business with you will come in with a that the credit card has made a big differ- will not sell to a new person without a de- with the order. I never consider an order You will find some big talkers with no

connections. I always stay at an all IFDA ters. And, when it comes to meal time, I

Marcia's advice:

- * Once you get your buyer's pass, DO NOT LET it expire as it is very hard to get back.
- * Don't let the salespeople in the showrooms hold you up showing you things that you are not interested in. State that you are on a tight time budget and stay in control of the interaction.
- For the best successes go with your instinct. Your inner voice will tell you who and what is for real, and who and what is not.
- The more seasoned buyer does not pick up a ton of catalogs. Have them mailed to you—you do not want to be lugging all that extra weight around all day. And leave the bag on wheels at home!

FRANK DENZER, BALTIMORE CHAPTER, is a Regional Sales Manager for Duralee Fabrics. He has attended the markets for six years, primarily to find out what was happening in the marketplace—what furniture styles were being shown, especially in the bigger operations. "It is a great way to see the trends and colors, as well as meet people and make contacts that may develop into business at a later date," remarks Frank. For three years, he worked as a manufacturer's rep for a furniture line. Then, as a fabric rep, he found High Point a great opportunity to make appointments with some of the executives of the furniture com- he represented. "All the major executives and To Frank, who first attended without an agenda, him with its traffic and the number of companies learned that it is important to make individual industry. I have gotten lines to represent just by know people in higher places I would not have contact with otherwise," he says. "They know have your name out in the industry, High Point is the place to meet a lot of people and make the right contacts."

'If you have your name out in the industry, High Point is the place to meet people and make the right contacts.'

panies and get them to use the fabrics larger accounts are there," he says. it was chaotic madness that amazed displaying product. "But I soon contacts and to meet people in the meeting people at High Point. I now the opportunity to have day-to-day who I am through High Point. If you

(continued on page 9)

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Frank offers the following advice:

- * If you are thinking of going, GO! If you are in this industry, you should be at High Point. It is just good business to be there. There is really no excuse for not going! At least once. It is well worth the time you will spend."
- * Use the furniture market as a way to educate yourself about products you use in your business. See whatever is new. If it is new, it is there at High Point. It is the only way to really see what is upcoming in the industry, and as a trade professional, it pays for you to be up to date.
- * Use the High Point Market as a resource—it is truly a great one whether you are buying or selling, and the best way to get an education in this industry.

SHERRY GALVYDIS, BALTIMORE CHAPTER, owner of Impressive Interiors in Warrenton, VA. Sherry finds it critical for her design business to go to High Point at least once a year. Relying on websites, catalogs and CDs is not enough to purchase the correct merchandise, she notes. The best purchasing decisions are made at market when you can see and touch the product. "I find it advantageous to buy at wholesale instead of discounted retail, especially if you can also take advantage of show specials—further dis-joy my market experience." ordered at market," she says. "I thoroughly en-

'Make time to attend the seminars. Both IFDA and IDS offer very informative ones.'

Sherry's advice:

- Do not get a hotel room; find a house more people that way. Also, think about renting a lakefront house and bringing your family. I did it when my children were younger, my husband and kids loved the boating and exploring the North Carolina countryside during the day as I shopped the market.
- Try Noble's Restaurant by the main IFHC building though food is not something that you will be lacking, as buyers are pampered with caterers showing up in showrooms for breakfast, lunch, dinner and in-between snacks.
- Make time to attend the seminars. Both IFDA and IDS both offer very informative ones.
- Wear comfortable shoes and clothes—you will be on your feet and it is a long day

GAIL BELZ, NORTHERN CALIFORNIA CHAPTER, Kessler Showroom manager. Gail knows from experience that Highpoint is a huge resource. As a West Coast resident, she shopped High Point to see what was new, especially the East Coast lines. Gail thought she would be missing a lot if she didn't attend the biggest furniture show. "If you want to be in this business you need to be exposed to all of the lines."

'Wear comfortable shoes. This is not the place for your high heels.'

Gail's advice:

- Make reservations very much in advance and check out the Housing Authority for locales you might not even consider or know about.
- Fly into Charlotte and rent a car. It's a beautiful drive to Highpoint, especially those times of the year.
- Wear comfortable shoes. This is not the place to go in high heels!

IFDA members do find High Point a true resource whether they are buying or selling. And, no one felt Las Vegas would replace the High Point market. "Las Vegas was more of a West Coast regional show. There is too much invested in High Point for it to be replaced," states Frank Denzer. High Point makes good sense for finding out more about the industry, and October's IFDA International Conference will be a great opportunity to make this trip more pleasurable—and hopefully, more profitable.

Sarah Warnick contributed to this article.

DID YOU HEAR THIS CHAPTER NEWS?

Baltimore is off to a great start in 2004 with its January networking event held at a hot new antique store, Charlotte Elliott, in the trendy Baltimore neighborhood of Hamden. A group of Baltimore members attended the Wrecker's Ball held by Second Chance, a non-profit Architectural Salvage warehouse wearing some very chic construction attire, complete with the IFDA logo on hard hats. So chic that we kept getting offered real construction jobs!



Immediate Past President Hal Happersett does Nose to Nails.

January ended with the rescheduled 2003 IFDA Baltimore Holiday Party and installation of the Chapter Board at the home of past National IFDA Treasurer Frank Denzer and his delightful wife, Linda. February began with the IFDA Winter Board and Presidents meetings held in nearby Washington DC. What a great chance to meet with members from other chapters including Yu yong of the new China Chapter. Networking continued with an educational event, Getting Published, held at the REICO cabinet showroom. This offered members inside information from published IFDA member, Barbara Hawthorn, interiors photographer Geoffrey Hogdon, and *Chesapeake Home* Editor Dennis Hockman, all addressing getting information about you and your business into publications.

IFDA Baltimore has gotten into the IFDAEF fundraising spirit. At each 2004 event we hold a Nose 2 Nails Raffle where for 5 dollars you get a whole string of tickets from your nose to your nails – it encourages everyone to have a manicure, and educates all on the benefits of IFDA Education Foundation.

We are looking forward to the upcoming International Window Coverings Expo to be held April 14-17 at the Baltimore Convention Center. For those of you who do come, plan on stopping by the IFDA membership booth and saying hello. And if you want to see more than just the Convention Center and terrific Window Coverings, come to the IFDA Baltimore April Networking Meeting on 4/14 at Gaines McHale in historic Federal Hill, only blocks from the convention center and meet up with fellow IFDA members.

For more information log on to www.IFDABaltimore.com.

Carolinas Chapter expressed the spirit of the holiday season by donating a number of needed items to breast cancer patients in memory of members who died from the disease. Then President-elect June Anderson, who has dealt with the disease, presented the gifts that were distributed to outpatients of the Moses Cone Cancer Center. Included were such items as scarves, warm hats, books and stationary. Receiving the gifts on behalf of the Center was Kelly Johnson Waters, Outreach and Support Coordinator.

Anderson commented, "I know first hand how important it is to reach out to those who are facing and coping with this difficult disease. The Carolinas Chapter wanted to do something for others during the holiday season and to remember our own members who eventually passed away after battling breast cancer." Those members were: Barbara Barnett, Shirley Dreyer, Joyce Kupecki, Kay Lambeth and Kitty Pennington.

Waters said, "We were pleased to have these items to distribute to those who welcomed such thoughtful and appropriate gifts as they were going through a difficult time during the holiday season. I know the gifts were much appreciated."



Baltimore goes 'chic' at its Wrecker's Ball.

(continued on page 11)

IFDA Extends A Welcome to New China Chapter President Yu yong



Yu yong, left, with Georgia Chapter President elect Diane Hart Perkins, International President-elect Lee Coggin, FIFDA, and CMA Association Coordinator Lindsay Orr



Philadelphia Chapter President Debra Ferrier, left, Yu yong, Immediate Past President Lynne Forde Breyer, Director at Large Jeanne Matlock.

Northern California Chapter honored 11 longtime members at the chapter's holiday event at Scott's Seafood Restaurant in Oakland. The honorees received certificates, floral bouquets and many verbal tributes from President Joan Long, FIFDA.

Among the honorees were: Gloria Mae Campbell, a 49-year member; Rita Dake, FIFDA, onetime Association president and a 43-year member; Floma Brown, a 38-year member; Jacqueline Couser, FIFDA, also a onetime Association president and 38-year member; Jan Wyler, FIFDA, a 37-year member; Elaine McCune, 35-year member and longtime chapter treasurer; Helen Salley FIFDA, 35-year member; Judy Hay, 35-year member; Miriam Bennett, FIFDA, 35-year Member; Lois Wood, 33-year member; and Shirley Dieterich, a 32-year member.

President Joan Long recalled their many years of support and association with IFDA that began when the organization was named the National Home Furnishings League.



Jan Wyler, FIFDA, far left, takes a look at photos of early chapter events. Left, Elaine McCune and Joel Bennett share memories at the holiday luncheon.

Philadelphia Chapter is off and running! We had our first event—an educational and networking presentation, “Paris in Philadelphia: Connections of Architecture and History” presented by noted, local historian Rolf Charleston. Not only was his slide presentation fascinating but the facts and similarities between the ‘sister’ cities a most entertaining historian always enthusiastic Road, a brand new showroom at the Philadelphia Design Center graciously hosted the event to their wares while serving Dim Sum [the best I and two delicious wines. What a lovely introduction to the back for some serious shopping, says chapter president Debra



Rolf Charleston

entation fascinating but the facts and were uncanny. Rolf himself is a treat and to share his knowledge. Silk Philadelphia Market-introducing us have ever had] duction to the back for some Ferrier.



Pam Lindvall,
Beth Maffei

In March we will have our annual membership drive; Magic will be the theme for the evening and our “ice breaker” will be a strolling magician performing extraordinary stunts.....while walking on stilts? We will have a palm reader with all benefits from her services directly slated toward our community outreach recipient the Women’s and Children’s Domestic Violence Center of Chester County. With Valerie Pougé and Ellen Cohen, co-chairs of VP Membership in charge, we know that the food and drink served will also be top notch. The fee for this extravaganza? Free! Just bring a potential member as your guest. Val and Ellen will continue to host an IFDA Membership table at our design center’s “Breakfast Wednesdays” which proved to be a wonderful introduction to designers who attend the monthly lectures. In November, look for news of our annual Student Round Table Event which is most beneficial in our liaison with local colleges and universities, and by the way, where most of our student members join our chapter.



Shelby Levy

Sharon Houck, our 2003 Chapter President, chose the Center as our community outreach project. The Committee made great strides securing donations and fund raising to the tune of \$4638. With the help of many hands, we are on target to complete the center’s foyer by May. The Center is in need of our help for several other areas and we will continue this community service project during 2004. I would like to extend a special thanks to IFDA member Katie Micciolo, from Timeless Dwellings in West Chester, PA. Katie raised \$658 for the Women’s Shelter project by creating a beautiful holiday gift basket (value approximately \$200) for which she sold raffle tickets, \$2 each, in her store and at her children’s school. This effort was unexpected and very welcome!

Eileen Devine, our VP Sponsorship this year would like to take sponsorship to a new level. She has developed a creative and very professional presentation package of sponsorship benefits. Offering advertisement and special incentives in return for supporting IFDA, this proposal seeks to expand on previous sponsor recruitment efforts by incorporating more partnership oriented initiatives to secure sponsors as a means of financing events for our membership.

One such event for which we are actively seeking sponsorship is the Vesper’s Boat Club Networking Evening tentatively scheduled for early June. Located on Philadelphia’s famous Boat House Row, it promises to be a truly enchanted evening and we will be inviting IFDA members from NY, Baltimore, and Washington D.C. Chapters—as well as anyone else who may be in the area at the time—please ask!

Which brings me to my final thought: IFDA has been an enormous benefit not only to my business, but to my professional networking endeavors and personal life as well. When colleague Pam Lindvall encouraged me to become an active member of the board in 1998, I had no idea just how big a part of my life IFDA would become. Because of my involvement, I have made incredible liaisons with local craftsmen, workrooms and vendors who are truly the backbone of my business. I have had numerous opportunities to travel nationally—I try to attend every conference—as well as to Paris. I have made friends with people nationwide and most recently with Yu yong, a member from our China Chapter. I am so excited about the possibilities of the international expansion of IFDA and cannot stress enough the importance of your passport=*membership* in this extraordinary organization!

Submitted by Debra Ferrier., with special thanks to JVP Secretary Joan Schiff

(continued on page 13)

(continued from page 12)

Washington Chapter is looking forward to a great 2004 after a successful 2003 when we were proud to have welcomed 34 new members. We are poised to continue membership growth in 2004. Resources 2003 was a great financial success and we are working on resources 2004 scheduled for September. Resources 2004 has captured the interest of our members as well as the greater design and trade community.

The Lt. Joseph P. Kennedy Institute, Inc. recognized the Washington Chapter with its "PARTNER OF THE MONTH" award in appreciation for our commitment to creating opportunities for people with developmental disabilities. We were singled out for the Annual Holiday Party our Chapter has hosted for the past 15 years. We raise all the funds for the gifts and food. We organize the entire day's event, which also includes Santa and Music, for more than 200 children and adults.

In January, Ursula McCracken The Textile Museum Director, wrote a letter to our chapter complimenting us about the refurbishing project IFDA completed in 1991 and requesting the chapter's help once again. Her letter was placed in last month's mailing and we now have a committee and chair. It is an honor for our IFDA to be working closely with such a prestigious museum.

In March we will have a chapter event sponsored by Integrated Media Systems and *Home and Design Magazine* on the premises of IMS. Tom Wells, president and owner, will show us on location the latest Home Entertainment and Home Theater Technology. Again, we are looking forward to a great 2004.

Industry Events

International Window Coverings Expo

Meet Kathy Ireland when you attend the International Window Coverings Expo in Baltimore this April. Ireland, founder, CEO and chief designer of Kathy Ireland Worldwide as well as winner of the Good Housekeeping Seal, will be keynote speaker at the show on April 16.

Give yourself credit, too, when you select from more than 50 CEU-accredited seminars at 2004 Expo April 14-17.

Hundreds of exhibitors are also scheduled for the show floor which is structured into circuits to help visitors navigate.

For complete details about seminars, exhibits and special events, view the full brochure online at www.expoquestions.com or phone 651.293.1544.

And, finally, don't miss the member-manned IFDA booth at the show.

New York School of Design Provides Public Programs

The New York School of Interior Design provides a series of public programs for Spring 2004.

Louis Oliver Gropp, design journalist and former editor-in-chief of *House Beautiful*, will interview leading design professionals to probe how each approaches the design process in the series.

The last in Gropp's participation entitled Dialogues on Design will feature Jamie Drake on March 31. His roster of clients includes New York Mayor Michael Bloomberg. Drake most recently completed the renovation and restoration of Gracie Mansion and various rooms at City Hall.

A Special Green Design Workshop is slated for April 2. Entitled Timepiece House—A Model for Environmentally Conscious Design, the workshop will feature architects Carrie Meinberg Burke and Kevin Thomas Burke with an in-depth presentation of Timepiece, their home in Charlottesville, VA.

An open house at the school on April 27. Noon and 6 p.m. sessions will introduce prospective students to the study of interior design and its career opportunities.

The Albert Hadley Exhibition: Drawings and the Design Process and The Way We Lived: Illustrations by Max Walter for W&J Sloane will be on view through May 1.

For further information phone 212.472.1500.