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NETWORK

Winter 2003

A Message from Our International President Lynne Forde Breyer

Did 2003 just zip by for you like it did for me? Of course, I say that every year and it always seems true until I look back over the year to see what was accomplished. Then I start to feel pretty good about things.

As this is my last contact with you as IFDA International President, I want to review the past year to make sure all of you are aware of some of the activities that made up the year, many of which will directly benefit all of our members in a visible way.

The most important news I can deliver to you is that we had a very nice increase in our membership for 2003. Organizations such as ours have been losing membership over the past three years as our economy struggled toward an upward swing. When the economy is slow, our industry is one of the first to feel the pinch as consumers put off buying home furnishings. Not unexpectedly, that makes it hard for small businesses, which make up the bulk of our association, to make the decision to pay dues to remain in the association. Each of our chapters made the commitment for 2003 to reverse that trend, to work to retain our current members as well as to add new members. In reality, when times are difficult is when we each need to align ourselves with others in our field for mutual support, networking and the exchange of ideas for marketing strategies. You all understood that and made growth our priority. Every member who participated in his or her chapters' events and activities benefited this year. And if you weren't involved, I hope you will make a commitment in 2004 to be more pro-active in your chapter and in your industry. You, your Chapter, your industry – a winning combination!

Our IFDA Educational Foundation entertained a record number of scholarship applications. EF answered the call by awarding seven scholarships to many deserving candidates. It also awarded three Chapter Partnership Grants, established a new scholarship through the Carolinas Chapter, the Ruth Clark Scholarship, and provided VP of Educational Foundation Training just before Conference 2003 in Scottsdale. In addition, Foundation announced that 15 IFDA members will be selected to receive the IFDAEF 2004 Executive Leadership Development Award. EF has broadened its visibility for its scholarships through various mailings and postings, and information may be obtained through its website, ifdaef.org, or through a link on the Association website. While on the website, you will be able to read the Foundation's online Newsletter, E-Focus, for a full report of its activities for 2003 and beyond. Educational Foundation depends on donations from our members to fund its Scholarships and Grants, so please remember to make your tax-deductible contribution when you send in your dues renewal or at any time during the year.



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In answer to many requests, we now have our official IFDA bag for sale. This is the best bag you will ever find for carrying all the items you might need for your daily rounds or for clients. With three pockets besides the roomy main compartment and at \$20 each, they are so affordable and so wonderful that I bought several so I can have one for each client project. I no longer have to spend any time at all gathering up the various pieces of a project before I get out the door for appointments...everything is all ready to go in the client's bag. You can buy your bags from your chapter or from the website: www.ifda.com. We only ordered a limited number so I suggest you order yours right away. Re-orders take a while, but if you don't get yours before they are sold out, don't worry. Your order will be filled as soon as a new shipment arrives. They are such a bargain that you can give them for client gifts, gifts to your committees and a myriad of other occasions.

And if you missed our 2003 Conference, *21st Century Business-Consumers, Connections and Communications* in November, you missed one of the most informative, educational and fun events we have had in years. There was so much great information flowing out of the speakers that I just couldn't write fast enough. While the programs focused on information that is timely and important for our industry now, there were also the fun events like the reception and Art Walk on Thursday evening, a tour of historic Taliesin West, which was a huge hit with everyone, and our Gala Celebration and Auction to round out a jam packed 2 ½ days. The silent and live auction, with Auctioneer d'jour Loren Seaman, Illinois Chapter, assisted by Vanna (aka Joan Engle, Michigan) was a wild and wooly event that raised a lot of money for the Jeanne Byington Scholarship Fund. Suffice it to say that a great time was had by all. In our serious moments, we awarded Fellows to three candidates, Honorary Recognition to two long time members, Recognition Certificates to all chapter Presidents and outgoing International Board of Directors. The 2003 Trailblazer went to Paola Soleri, renowned architect, designer and artist, for his forward thinking and influence on the built environment. Mr. Soleri began his career with Frank Lloyd Wright in 1947, the year that IFDA was founded. And finally, to round out a perfect Conference, we were thrilled to host a delegation of 12 members from our China Chapter along with their interpreter representing the first ever participation at a Conference from this Chapter.

The Council of Presidents and the Board of Directors made changes to Article III and Article XIII of our By-Laws to insure that IFDA remains a relevant voice on the issues in the industry. These changes will be posted soon on the website.

As I say farewell to you all, I can look back on a wonderful 56th year filled with new friendships, enriching experiences, a lot of meetings out of which ideas were developed to benefit our members and the amazing opportunity to lead the best organization in the home furnishings industry down a new path. I appreciate the support of all of our members. I look forward to the next 56 successful years beginning with our Board of Directors for 2004 led by incoming President, Constance Blair, who is poised to take our association to new levels. When she calls on you, please say YES. And if she doesn't call you, call her or your chapter to offer to get involved. You will enjoy the blessings and benefits of IFDA even more.

The Council of Presidents and the Board of Directors made changes to Article III and Article XIII of our By-Laws to insure that IFDA remains a relevant voice on the issues in the industry. These changes will be posted on our website: www.ifda.com.

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How To Market Yourself and Your Company Effectively During Challenging Times for Your Business

This article is the fourth in a series designed to enhance your professional development.

Written by: Leslie Fine, Leslie Fine Interiors, New England Chapter; Jennifer Wagner, The Foliage Factory, Arizona Chapter; Kerry Touchette, FIFDA, Kerry Touchette Interiors, Inc., Washington Chapter; and Vicki Enteen, Stroheim & Romann, New York Chapter
Edited by: Vicki Enteen

Regardless of which niche in the interior design and home furnishings industry that we occupy, continually marketing for ourselves and our businesses is a fact of life. This crucial function becomes even more significant during times of economic challenge and business downturns. Often, strategies that were successful during times of economic strength simply don't hold up when the economy takes a nose-dive.

The Professional Development Committee decided to explore some of the most effective strategies and tactics for marketing during a challenging business environment. We've selected four experts who offer practical and pinpointed suggestions for improving your marketing functions, no matter what your business. These experts include:

RONNA COHEN, IFDA, Residential Marketing Segment Manager for the mid-Atlantic region of Rexel Lighting Centers, Washington, DC. Ronna oversees the marketing for seven regional lighting showrooms from Annapolis, Md. to York, Pa. She has developed Rexel's marketing and sales plan for the residential market and has 16 years experience in retail and wholesale marketing. *Interviewed by Kerry Touchette, FIFDA.*

NADINE R. YATES, N.R. Yates and Associates, Maynard, MA Nadine is a strategic marketing and management consultant. She is a fellow in the Society for Marketing Professional Services [SMPS]. Her 16-year-old practice specializes in business development for growing companies in service industries, with a concentration on the design/construction industry. *Interviewed by Leslie Fine*

RON BLACK, The Mentor Group, Troutdale, OR. Ron is an author, business consultant and award-winning speaker, working with top managers who want to move their organizations to new levels of performance and entrepreneurs launching new products and services. *Interviewed by Jennifer Wagner.*

CATHY DELANO, NY, NY. Cathy is a marketing consultant and adjunct instructor in Home Product Development department at the Business & Technology School of Fashion Institute of Technology in New York, She was formerly Director of Marketing at the Waverly Division of F. Schumacher & Co., and Home Furnishing Market Manager at Wellman, Inc. *Interviewed by Vicki Enteen.*

Q. Large companies often operate with a very specific marketing plan. Should an individual practitioner or someone in a smaller company also use a marketing plan? What should it consist of? How do you determine the priorities of such a plan?

Absolutely. If you don't have a plan, stay in the car! It is mandatory to have a strategic marketing plan. You must know "determination of market," you must identify the entity you wish to service. The roadmap of where you go is totally dependent upon what segment of the perceived market you can capture and your decision as to what tactics will perform for you. Always lead with your strengths, not your weaknesses. My market is the professional interior designer and lighting designer, not the consumer. I advertise exclusively in to-the-trade publications. After reviewing my marketing budget I only spend where it does me the most good. I focus on this customer base that I have identified. *Ronna Cohen*

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All serious-minded professionals and business owners should plan. Through planning, you develop your focus and the strategy required to meet your goals. A plan includes how you conduct business, how you relate to prospects and clients, an analysis of your "uniqueness," and the benefit of your services/products for clients, as well as goals and strategies. With a well-thought out plan, the priorities become evident. *Nadine Yates*

It is important for all organizations - small, large, and even sole proprietors - to maintain an understanding of their markets and to maintain timely, systematic, and goal-driven communications with them. Remember, customers only make each purchase decision one time. Effective marketing communication places you first on their list and keeps you there until they buy. In marketing, there is no second place. Get ahead and stay ahead! At a minimum, your marketing plan should include a breakdown of your total available market (T.A.M) into succinct sub-markets (segments) by whatever categories make sense for your business. The more you segment, the more you can understand and adapt to the various characteristics exposed. I like to slice and dice markets with vigor - products used, geographic location, industry, size, potential profitability, average order, size, profitability, growth potential, ease of access, ability to service, etc. Vigorous segmenting improves the effectiveness of everything else you do when marketing your business such as segment evaluation, targeting, campaign development and implementation. The most appropriate prioritization is a careful analysis of your expected return on investment of money, time, and energy. There is no secret to this...just evaluate each segment and campaign in terms of potential volume, value, and velocity. Isn't that what you're after? Simply put, we'd all like larger sales volume, larger profit margins, and quicker returns on our investments (again: money, time, and effort). I like to create and post a large matrix on my office wall with the following columns: Market Segment; Total Size; Growth Trends; Average Order Size; Average Profit Margin; Competition; Sales Cycle; Priority; Possible Strategies and Tactics; Campaign A; Campaign B; Campaign C; Comments. *Ron Black*

No question. Everyone benefits from a marketing plan. Essentially it is a blueprint of where you want to take the business and how you are going to get there. It identifies obstacles and pathways around them. For smaller companies and independent operators it is a critical business tool. It keeps you focused and on track. The Marketing Plan should spell out all the marketing initiatives that the business will undertake. It should include all the elements in the marketing mix, such as, advertising, sales promotion, publicity and public relations, collateral materials, website, and insure that the mix is integrated and synergized so that each element supports the total brand image. In large operations, it should demonstrate support of the overall goals of the business. Buy-in should be secured from the CEO and by extension all operating unit managers, as it is critical to success. Of course a marketing plan is useless unless it is operation bible -- reviewed frequently and course corrections made according to changes in the operating business environment. *Cathy Delano*

Q. Often when business is slow, certain marketing expenditures are diminished or eliminated entirely. Which expenditures can be reasonably cut and which ones should be augmented or at least maintained?

Again, I always maintain my strategies focused only on the core customer base. The fringe market, a less tangible core group, is eliminated until things improve when it is picked up for re-evaluation, at which time the tactics outlined in the strategic plan are put into effect. *Ronna Cohen*

During slow periods you want to maintain expenditures related to client services and client relations - possibly even increase that part of your budget. *Nadine Yates*

Ideally, marketing expenditures should not be cut just because business is slow. You may want to reposition your efforts to a more suitable market segment, but, in as much as possible, crank marketing efforts up, not down, when times are slow. Here's two good reasons why: Your message will have fewer competitive messages to compete with and likely be far more effective; and during downturns, there is always a greater percentage of dissatisfied customers looking for a new provider. *Ron Black*

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When business is slow everyone works harder to *maintain* the business. During slow economic conditions it is very difficult to *grow* the business – the trick is not to lose business. This is when relationships that you have fostered overtime kick in. You must not take anything for granted. It's a time to be especially visible with your customer base, reinforce the business relationship, and ask directly for assurance of their continued support and business. The time to take a hard look at curtailing certain marketing activities is when business is not slow. In my experience, many marketing departments simply replicate the activities of the previous year without really examining the purpose and the payoff of each activity as measured against the overall strategy and objectives of the business. *Cathy Delano*

Q. Some people say that advertising becomes more crucial when business is slow. Do you agree?

Yes. *Ronna Cohen.*

The most crucial marketing at all times is strategic and related to client service. *Nadine Yates*

Advertising is always crucial if you want to expand your customer base or replace natural customer churn. When times are slow, we're naturally more aware of the need for cost-effective advertising. I encourage clients to use this new-found awareness and sense of urgency to their advantage...cut out marginal performers and get creative with what's left! *Ron Black*

No, advertising as a component of the total marketing mix is important at all times not just to be employed as a desperation move when business is slow. An effective advertising campaign is one that is consistent over time with a frequency that reinforces the brand image and creates an emotional connection with the end-user. However, when business is slow it is critical that you evaluate your costs and negotiate for better deals. This is the ideal time to ask for better rates, extended terms, and add-ons such as better placement in the media and/or more merchandising opportunities. You would be surprised how much more willing your vendors are to accommodating your business interests when you simply ask, "what else can you do for me?" *Cathy Delano*

Q. What about public relations? Are there simple and cost-effective strategies that can reap large benefits during times of slow business?

Yes, especially media contacts that will seek one's participation in providing articles for local writers. Another tactic is to put yourself out there frequently in uncharted waters, becoming associated with organized groups made up of your core customer market. Often this can be accomplished at a low or minimal cost. *Ronna Cohen*

Although we would all love it, there are no "magic bullets" when it comes to public relations. Your best public relations are "client" relations. During slow periods it is wise to pay close attention to clients, provide the very best in professional service, and evaluate your efforts regularly. *Nadine Yates*

Public relations can be monumentally cost effective, good times or bad. Stay alert for opportunities and don't be afraid to get creative. Any time you can tap into the local news media's need to maintain ratings with timely tie-in stories, odd angles, or interesting side-bars, you'll be on the road to publicity success. *Ron Black*

Once again, it is imperative to have well thought through public relations activities on an ongoing basis. In addition, this is a time to be as pro-active as possible. For example, consider the challenges that your downstream customers are facing and partner with them. If in-store traffic is off, join forces to create an event – one designed to drive business. Events can range from Designer/Editor appearances to educational seminars that excite customers and encourage purchases. Publish a newsletter: include real life examples of what customers are doing to advance business with your products. Spread the word in such a way that others will jump on the bandwagon. Feature customer successes on your website. Who doesn't like favorable publicity? Make your customers heroes - celebrities within their own companies - and you win their acceptance and create a favorable climate for business growth. *Cathy Delano*

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Q. What are some of the most effective marketing strategies for increasing business during a poor economy?

Offer services that others may not. Teach a class. Do service work. Contribute your time to a cause that rewards you with contacts, get yourself known for being available to worthy issues affecting your industry or inevitably your core customer base.
Ronna Cohen

First, one of the most effective strategies at all times is assessing client satisfaction. It identifies things you could do differently within the business and how you are best able to service clients. Second, you want to be clear about who are best clients for you. Then, engage them in repeat work and as a source of good referrals. *Nadine Yates*

For businesses that are highly service oriented, it's hard to beat the CALL, MAIL, CALL approach. CALL to confirm the prospect's name, address, or potential interest; MAIL an effective fact sheet, services brochure or mail piece; CALL to make yourself available, answer questions, and/or to pulse their awareness of you once more. If you do all of this with a genuine attitude not of selling, but rather of exploration for potential opportunities to serve the prospect, you'll be surprised at how quickly you rack up new friends and new clients. *Ron Black*

Never underestimate the power of incentives – not just for the sales staff but incentives at all levels of the food chain. Sales staff incentives, profit sharing initiatives and add-on end-user benefits are all strong motivators. If growth is your strategy you need to give a little to gain a lot. If you are under price pressure, ask for more volume opportunity. You also need to be constantly vigilant at differentiating your product. Think about what else the consumer of your product wants – especially psychographic motivations. This might be a perfect time for a lifestyle 'gift with purchase' or 'purchase with purchase'. An incentive gift with perceived value could be offered free with purchase of a threshold dollar amount encourages higher transaction sales. *Cathy Delano*

Q. Are there tips and techniques for identifying and reaching new or under- utilized markets and/or audiences?

Do research. Ask yourself again who is your market? Analyze what parts of your market group are doing, keep informed of their activities and where you could assist or contribute to its goals and how this ultimately could generate interest in what you provide or do. *Ronna Cohen*

The best approach is to have face-to-face contact with significant players to learn firsthand about specific market sectors. Probe which are good targets for you and how to most effectively approach them. *Nadine Yates*

There are certainly a lot of tips and techniques for finding new audiences in the popular press, but beware, most of them border on alchemy! Sales and marketing remains the issue of increasing VALUES, VOLUMES, and VELOCITIES ...how can I add value for someone; and, how can I contact, communicate, and close more business with greater volumes and greater velocities? Hence, my favorite business-building blitz is a combination of careful market segmenting and analysis (see above), combined with an aggressive call, mail, call tactic. *Ron Black*

Both broad-based and targeted audiences should be explored. It's no secret that traffic at malls and other retail outlets continues to slow as other channels grow in influence. The Internet is now an accepted method of shopping and investigating products whether the products are actually purchased through that medium. Make sure you have an Internet strategy and that your site is refreshed with current content. For specific targeted markets, explore cost effective regional buys in major magazines. In addition, many of these magazines have marketing departments that can fine-tune mailing lists from their subscriber base and align it with your target customer. These are often extremely valuable resources and often overlooked by the smaller companies as the province of major advertisers or big players when in fact they are often available to all for a nominal fee. *Cathy Delano*

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Q. Are there any increases in technology that can be especially effective when utilized as part of a marketing plan?

Use PhotoShop, Word, or other internet sources for developing brochures, ads, cards, literature, etc. Compare what your competition is doing with the same market. Think up email specials or promotional teasers. Garner interest by donating your business space for CEUs and professional meetings, and provide incentives for loyalty to you and your product and services.

Ronna Cohen

Tracking software can be very useful, even a program as simple as Microsoft Outlook. It aids in scheduling follow-up contact as well as maintaining essential data in one place. *Nadine Yates*

Technology has provided many awesome tools for the do-it-yourself marketer. From the ability to create and send effective direct mail pieces; to software that enables us to maintain and manage our customer relationships; to the democratization of self-published materials, to the indispensable Internet— opportunities to improve cost effective marketing strategies have exploded. Sadly, marketing effectively hasn't gotten any easier. Whatever you do, remember that segmenting your market is still the best tool for improving marketing results. *Ron Black*

Zip Code marketing and Prizm profiles based on demographic cluster in specific mapped areas allows you to zero in on your target customers. *Cathy Delano*

Q. What are the advantages and disadvantages of direct mail?

Direct mail is too expensive and has disappointing returns except to an already captured customer base. *Ronna Cohen*

The primary advantage is that it reaches a large audience. The disadvantages are: it must be well written, designed and printed to be effective (thus, a cost is attached), the "hit rates" are low, and it can distract you from taking time to make more personal contact with prospects and clients. *Nadine Yates*

One item often overlooked about direct mail is its scalability...when you're slow it's easy to dial it up a notch...when you're swamped it's easy to scale it down. For smaller organizations with limited resources, scalability is a nice feature. *Ron Black*

Direct mail is expensive. For the seller production, printing and postage costs are up. Database management is a critical and challenging component for successful targeting. One of the benefits of direct mail for the seller is that within two weeks of a mailing you can accurately forecast what items are hits and which are misses. This is invaluable in allowing you to orient your product offering, plan production and inventory levels, and turn product quicker. The other advantage of direct mail is that it allows the seller to call out the features and benefits of the product in a way that is educational and compelling. For the buyer, the shipping and handling costs can often cause sticker shock. Another downside is the overwhelming blitz of catalog clutter that consumers receive. Some that cut through and capture attention are beautifully photographed and lifestyle oriented. Direct mail can also be done on a smaller scale as an awareness campaign. Monthly post cards keep you and your products' position squarely in front of your customer. Keep them apprised of what's new with your products and invite action on their part. Likewise, a yearly calendar with your products and promotions artfully showcased for each month keeps your customers tuned into your agenda. *Cathy Delano*

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Q. Are there promotional strategies that can have a big payoff in increasing business?

Again, get to know who you are marketing to. Find out how you can form a niche that puts you in their mind when they think of what you are selling and how indispensable your particular brand or service is. *Ronna Cohen*

Yes! Stellar client service. *Nadine Yates*

The primary promotional strategy I recommend for most of my service-supplying clients is to dominate mind share in every market segment you want to own. This requires the willingness to create and maintain a long-term awareness in each targeted category. I feel strongly that we need to maintain 100% "mind share" in order to enjoy market share. Make sure you're there (at the top of the list inside their heads) when they are ready to buy. *Ron Black*

Establish your company as a leader in product and business trends. Be first and be strong in your analysis of what's new and what's next. Create roundtables to present trends to key customers and engage them in future business initiatives. Create cross-functional teams within the company including sales and product development to zero in on customer needs and work together to identify obstacles and create pathways to generate more business. This could involve anything from the sales promotion plan to signage, packaging and store fixtures. Use this as a forum to uncover what your customer needs most and work with them to create more sell-through for your products in their stores. *Cathy Delano*

Q. What about marketing partners and/or tie-ins? How can these programs be employed to maximize business?

Definitely, the more you are visibly a help-mate the more goodwill and associated rewards will come to you. It is always the payoff from your marketing research and efforts to join in endeavors that will in the long run prove most effective. *Ronna Cohen*

As with any marketing activity, you want to be careful, study the pro and con, and plan thoroughly. *Nadine Yates*

Marketing partners and tie-ins are always a good strategy to consider. These can leverage limited dollars, ride along on someone else's credibility, and make penetrating new markets easier. Unfortunately, partnering-up is usually a slow process; it isn't always as flexible as we'd like; and, it's rarely as lucrative as planned. In general, I'd rather send marketing messages that are "tight and bright" (with solid appeal to a select few), rather than "loud and large" (with a watered-down appeal to the masses). Of course if I can ride the tails of a giant, I'm more than happy to participate. *Ron Black*

Charity and environmental tie-ins can help create more than just awareness of your company/product. They can create an emotional as well as logical connection with your customer leading to solid business. Your company will be regarded as a good citizen and you can do very well by doing good! *Cathy Delano*

Q. Is there anything that can be done when business is good to help you and/or your company through times of economic challenge?

Always be visible as a help-mate, a source for assistance, and involved in the affairs and goals of your core customer base. People remember and will associate you with good deeds and that you are representing your business as an industry partner, a sponsor and a person to have as a business friend. *Ronna Cohen*

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Remember that business is cyclical. During good times start to prepare for the tough times by investing in sound marketing planning and marketing support tools. And, read an insightful book that will help to keep you inspired. I recommend *Good to Great* by Jim Collins. *Nadine Yates*

Three decades ago a mentor who was as old as I am now gave me advice that has withstood my subsequent business education, experiences, and adventures. He said, "Ron, always run your business with a tight belt - ESPECIALLY when times are good. On the upswings you'll do much better - on the downswings you'll sleep better." *Ron Black*

Yes. This is the time to position all facets of the marketing equation. Audit all promotional materials to update and refine them. Do a sanity check on timing. Consult with customers regarding their perception of your company services. Test your assumptions. Get feedback on your performance. Benchmark your competition. Engage in 'How am I doing' – consider an independent customers satisfaction survey. Independent surveys are an excellent way to determine how your company is really perceived and what your customers value most. Then you can adjust your marketing plan accordingly. *Cathy Delano*

Editor's Note:

This is the fourth in a series designed to enhance your professional development. We encourage you to print and save this information for future reference. Earlier topics covered: How to Do Business Successfully in Other Countries; How to Work with the Media; and, How to Harness Innovation to Help You Work Better, Smarter, More Efficiently. If you would like to read more articles of this nature in Network, please advise IFDA of other topics.

Send your suggestions to: ifda@ifda.com; IFDA, 191 Clarksville Road, Princeton Junction, NJ 08550; phone 609.799.3423 or fax 609.799.7032.

MISSING AN ISSUE OF NETWORK

**IT'S EASY TO ACQUIRE A BACK ISSUE OF NETWORK. SIMPLY VISIT OUR WEBSITE:
WWW.IFDA.COM AND CLICK ON MEMBERSHIP SERVICES.**

Katie Goldfarb, FIFDA, Incoming Chair, Received EF Award As Student

Katie Goldfarb, FIFDA, incoming chair of the Educational Foundation, knows firsthand the importance of support from organizations such as IFDA. She was the recipient of an EF award in 1987 when she was a student in a new interior design program at Montgomery College in Rockville, MA. She became the first student in the program to win an award.



Katie Goldfarb FIFDA incoming EF Chair

Interior design was a second career for Katie. "After receiving my masters degree in public health from John Hopkins University and being a nurse midwife for a number of years, I had a career epiphany. As a mother with a small daughter and older stepsons, I decided there was something else I wanted to do in life. I had always had a creative, artistic bent...and had become a serious collector of doll house miniatures, learning about the history of furniture. That led to a decision to go into the design field."

As a returning student, Katie noticed a sign on the college bulletin board about a Design Fellowship Award available through the Educational Foundation of a professional association then named the National Home Fashions League. She entered on her own, and developed a design for an entertainment unit. She won the Washington Chapter award, a \$500 cash prize, and was recognized at a ceremony held in the Washington Design Center, "a big thrill for me." Her entry was also judged nationally.

She became a full member of IFDA in 1989 and has been actively involved in IFDA ever since. "IFDA provided a network of colleagues who were enormously helpful, sharing sources, advice and help. When working as a single practitioner, you need a network, a support system," she said.

In the Washington Chapter, Katie has served as President-elect, President, Advisor, VP of Fellows, VP of Membership, and was very active in refurbishing the Textile Museum, a major Chapter undertaking. "I have formed very close bonds and working relationships with IFDA members in my chapter as well as

across the country. And, it all started with an award from the Educational Foundation," she said.

EF Gala Auction Raises More Than \$8500

for Educational Foundation



Irma Dobkin, FIFDA, Washington, and George Moore, FIFDA, Georgia check out the kimono modeled by Vanna, AKA Michigan Chapter President Joan Engle at the EF live auction at the Gala. Moore had the winning bid.

Photo by Bill Hartill

A silent and live auction held in conjunction with the IFDA Conference gala raised some \$8500 for the Educational Foundation. Auction Chairman and incoming EF Chair, Katie Goldfarb, FIFDA, commented, "We want to thank each IFDA chapter for its generous product donations as well as everyone who participated in the event. Through their support, we have now fully seeded the Jeanne Byington fund and can begin awarding grants next year in the field of marketing. This is one way the IFDA Educational Foundation is able to provide support to deserving and talented people entering our industry." A silent auction preceded the gala and a live auction held during the evening was led by Loren Seaman, president of the Illinois chapter. Vanna, expertly played by Joan Engle of the Michigan Chapter, brought a great spark of humor to the event.

Conference Addressed 21st Century Business - Consumers, Connections and Communications

Critical issues facing the home furnishings industry in meeting the economic realities of today's consumers was the focus of the IFDA 2003 conference. Held at the Radisson Resort and Spa in Scottsdale, Ariz, November 6-8, the conference addressed the needs and demands of a new kind of consumer and was designed to explore critical solutions to effectively meet the requirements of consumers who annually spend \$6 billion on home furnishings and modifications.

Understanding that there is a large market of under-served consumers, IFDA presented topics focused on identifying these markets, working with a wide range of industry professionals to develop products and services to answer their needs and to strengthen the ties between consumers and the industry.

One of the more immediate needs is designing for adaptive living spaces as our population ages. Often called "aging in place" or "transgenerational living," this concept for design of the space and the furniture needed to fill that space is finding its place across all phases of home furnishings. Panelists provided information on current thinking for space design so that people can continue to live in their homes even as their physical abilities change through the aging process. The concept goes beyond widening doorways to accommodate wheel chairs and eliminating steps. It means creating a built space to invisibly accommodate people with a range of physical abilities and others in the home without sacrificing the visual appeal of the space. An example is cabinetry that can move up for standing or down for sitting so that it serves all members of a household without looking institutional. Learning about these products that are quickly coming to market and how they are best used provides an important service to the end user. The panelists agreed that attitudes about the built space and its furnishings is a big obstacle that must change.

A Multi-Cultural Marketing panel addressed the changing face of the mainstream consumer. A blending of many cultures into everyday life has opened a new avenue of business opportunities for the home furnishings field. The panelists were clear that these are people who can afford more upscale furnishings and design services and that they want them. However, individual cultures wish to retain their own identities and the furnishings and design providers are charged with the responsibility of learning about those needs and finding ways to fulfill them.

Tying in with this concept, other speakers presented new ideas on how to make presentations to this changing market in effective language. Professionals seeking to improve their bottom line by expanding their services and products learned the importance of aligning with other professionals in the field to develop marketing strategies that speak to these changing circumstances.

The conference was not all serious business. Ms. Emmanuelle Linard of *Trends Union Paris Magazine*, one of the most prestigious forecasters in Europe, discussed the latest information on sophisticated lifestyle and color trends, issues of great importance in the furnishings industry and to the consuming public. Charla Lawhon of *InStyle Magazine*, discussed why Americans are obsessed with celebrities and how they live, dress and play and how that influences all aspects of the furnishings and design industry.

Paolo Soleri, renowned architect, designer and artist as well as the force behind the design and building of Arcosanti in Arizona, received the 2003 Trailblazer Award for his forward thinking and influence on the built environment.

Three Members Become Fellows

Three outstanding IFDA members were named Fellows at the Conference gala in Scottsdale. Lee Coggin of the Georgia Chapter along with Martha Stewart and Joanne Hoover of the Carolinas were presented with their awards by Janet Brown, FIFDA, Fellows Committee Chair. Serving on the Committee with Janet were Deborah Brown, FIFDA, of New York, Mercedes Dubin, FIFDA, of Florida and Diane Nicolson, FIFDA, of Northern California.

For more conference news and photos see page 19-20

IFDA Names Honorary Recognition Recipients

Two longtime members - Nancy High FIFDA of the Carolinas Chapter and Jean Bateman FIFDA of the Arizona Chapter - received Honorary Recognition at Conference Gala in Scottsdale.

Nancy was National President in 1982-83 and served as the Executive Director of the Furniture Market. Jean has been a longtime active member of IFDA.

Former National President Kathy Saterbak announced the honor at the event closing the conference.

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Did You Hear This Chapter News

Baltimore Snubs Hurricane Isabel

Summer left Baltimore like a lion as the chapter held the Great Baltimore Junk Hunt. Hurricane Isabel roared through the east coast just hours before Junk Hunters were to start their shopping expedition. But does a little 60-mph hurricane with major flooding stop a group of avid antique shoppers? Well, if they are IFDA members NO-WAY!

IFDA Members from the New York, Philadelphia and Washington Chapters joined Baltimoreans for this fun day. We started with breakfast at Baltimore Chapter President's Store: Old is New – New is Old. Served to us on fine china, which is always a treat, it got everyone revved up to shop to t



IFDA members from New York, Philadelphia and Washington joined Baltimore Chapter on its Great Baltimore Junk Hunt. A Hunt Redone was held in October.

what you buy but seeing what everyone else buys. So, fun we had comparing our purchases and sharing in the camaraderie of fellow IFDA members from other chapters.

Since not everyone who planned on attending could make it, we did the Great Baltimore Junk Hunt Redone on Halloween where even more Philadelphia & Baltimore Chapter Members joined us and again shopped up a storm! Though the weather was truly wonderful, it was topped off by a beautiful fall Chesapeake sunset.

In October, Brian Dermitt of Shofer's Furniture gave us a wrap-up of this Fall's High Point Market. Here we learned about whose names would be licensed and the color trends for the coming year. November found us heading to sunny Scottsdale for the IFDA International Conference. What fun to meet with everyone, and to see and hear all about what our fellow chapters are up to.

When in Baltimore, (check out our website www.IFDABaltimore.com to see what the Baltimore Chapter is up to) come join us; there is always something interesting to see or do in the Chesapeake Region.

heir hearts content. The route was adjusted so that we could shop the stores that were not under 5 feet of water. We hit the high ground, where the shops were more than happy to see a bus pull up to their front door, and shoppers disembark to seek wonderful treasures. Though our crowd was not as big as those lined up along the sidewalk for dry ice, and we were just as happy that they were not in the antique shops competing for our buys.

With the help of our bus driver, Howard, a design student and decorative painter in an earlier life, who showed us how to load a bus with all kinds of furniture and shopping bags filled with goodies – let me tell you, the belly of a bus can hold a lot of stuff – BIG STUFF! By the end of the day, we did get to the low-lands and we shopped one store that had been flooded, since it was an architectural antique store; 2 feet of water had only made our hunt that much more interesting, and sloshing our way through the store did not stop anyone from buying! Our day came to a delightful end as we had a wine and cheese party thanks to Duralee Fabrics, Frank Denzer and Chris Berry. Part of the fun of such an event is not

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New England Enjoys Educational, Philanthropic Sessions

The New England Chapter has enjoyed a wonderfully vital fall season. One highlight was its Membership Dinner, that featured a networking event before the meal. Members were introduced to exciting services and products, and entered raffle tickets into a drawing for prizes donated by exhibitors.

Educational presentations by the members have included topics ranging from Art Work the Essential Accessory and Fabulous Window Treatments and Sweet Treats to a tour of the Kravet Couture Studio. These fact-filled events have been combined with sumptuous dessert receptions giving members an opportunity to catch up with colleagues.

The ongoing seminar series continues, covering such topics as: Effective Presentations and Issue Resolutions; Computer Software, Hardware and Peripherals; Sourcing and Vendor Issues; and, Marketing and Internet Utilizations to Expand Your Client Base.



Above, Chapter President Leslie Fine displays a poster about the IFDA Angel Tree Gala to benefit Ronald McDonald House. Immediate Past President Rosemary Porto is at right. Left, Frances Davison, chapter member with the longest membership, is honored at the New England Chapter dinner. *Photos by Jacqueline Becker*

"We are very proud of our chapter members for their community service work with Ronald McDonald House, which offers home-like accommodations for families of children undergoing medical treatment at Children's Hospital and the Dana Farber Cancer Center," reports the chapter. "Recent contributions include reupholstered library furniture and new furniture and carpeting for apartments."

The chapter looks forward to its annual Angel Tree Gala in December to benefit Ronald McDonald House, raising funds for a new playground for one of the houses. Also on the horizon is the Holiday Celebration, when members celebrate the phenomenal growth of its chapter - 162 members at last count.



Gail Belz, Joan Long FIFDA, Jayne Bunce and Carole Lauren plan the lunch for Northern California honorees, longtime members of the chapter.

Northern California Chapter to Honor Longtime Members

Longtime members - more than 30 years each donating their support to IFDA and the Northern California Chapter - will be honored at a special holiday luncheon at Scott's Seafood Restaurant in Oakland this month. The honorees include: Gloria Mae Campbell, 49 years; Rita Dake FIFDA, 43 years; Floma Brown, 38 years; Jacquelyn Couser FIFDA, 38 years; Jan Wyler, FIFDA, 37 years; Elaine McCune FIFDA, 35 years; Helen Salley, 35 years; Judy Hay, 35 years; Miriam Bennett FIFDA, 35 years; Lois Wood, 33 years; and, Shirley Dietderich, 32 years.

Did You Hear This Chapter Newscontinued from page 13

Philadelphia Chapter Savors Education, Networking Programs

As the Philadelphia Chapter nears the end of another year, we are pleased with the progress we have made as a team. Our membership has grown substantially this past year, and most encouraging is the enthusiasm among the members.

The chapter has enjoyed fabulous events this year including both educational and networking programs. The success of these programs is based on two very important factors: first, to provide the membership will benefit from and get excited to attend, and secondly, to get their participation. We have learned, once a new member or even a longterm member attends an event, they are excited about attending the next one.

Early fall, we held our general membership event at the Abode Gallery in Philadelphia. The event was well attended; more than 80 members enjoyed a tour of the gallery, a short board meeting, networking, and of course, great food and wine. At the end of the program, a few members wanted to know how to get on the chapter board. I would say, that was a very successful event. The annual Student Round Table was hosted by the Kravet showroom at the Marketplace Design Center.

Our chapter has a strong commitment to our student members and believes IFDA is the cornerstone from education to the workplace. The last educational event for the year ws a wonderful architectural tour of Rittenhouse Square in Philadelphia followed by dinner and conversation. The venue selected for this year's Christmas Party promises to be spectacular: the Kimmel Center in Philadelphia. This is a fairly new facility for the performing arts of Philadelphia. The evening will begin with a guided tour, followed by a reception honoring our 2003 board and installation of the 2004 chapter board. In closing, I would like to thank my board for its tremendous support and dedication. It has been my honor serving the Philadelphia Chapter. *Sharon Houck, Chapter President*

Washington Chapter Tours New National Museum

Exciting design things are going on in Washington D.C. A fantastic new museum is being built on the National Mall - The National Museum of the American Indian, Smithsonian Institution. The Washington Chapter was treated to an exciting, 'hard hat' tour in September. With this article, the chapter will try to share that special experience.

The museum is scheduled to open to the public September 2004. It is justly called a 'proud' building, on the last available site on the National Mall, adjacent to the Nation's Capitol. Its mission is to educate the public "about the rich and diverse history, cultures, art, language and philosophies of the Western Hemisphere's first inhabitants."

It is difficult to capture the beauty of the building in words. One is first amazed by the sinuous exterior walls, made of golden-hued Kasota limestone rocks quarried in Minnesota. With the largest stones at the base, called "roughback blocks," the building appears to "emerge from the earth like a natural rock formation, sculpted over time by wind and water." The walls surround a central core, the museum's main gathering space, which is capped with a glass-topped dome 120 feet above the ground. The symbolic east entrance facing the Capitol is coverd with a huge cantilevered steel roof which serves as an outdoor terrace several stories high, with all of Washington at its feet. On the north side, a small stream meanders in and out of the building following its original course when the Capitol was a marshland.

The interior of the building is one amazing space after another and reflects Native contemporary and historical design. The large central core, public gathering space referred to above, is called the 'Potomac.' It pays homage to the Tepee, the glass dome skylight like a smoke hole and the center of the floor made of hand-quarried Pipestone (used to make peace pipes) to resemble a fire pit. Lakota artist, Travis Erickson, has hand-quarried four large clay slabs from the Pipestone National Monument and will install them later this year.

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The walls of the first and second floor museum shops will be made of hand-carved adzed cedar, and millwork of alder, from Port Orchard, WA. The millwork will be inlaid with purple-hued Quahog shells harvested, cut and polished by hand, from tribally-owned waterways by members of the Wampanoag Tribe, Martha's Vineyard, MA. Galleries and exhibit space are plentiful - some fixed, some changing. Prominent will be a retrospective of two of the most important Indian artists of the 20th century: Chiricahua Apache sculptor Allan Houser and Chippewa artist George Morrison. There are places for storytelling, boat building, theatres. Railings are woven copper and wrought iron; ceilings of the moon and stars. Everywhere, a tribute to the natural world - our universe.

There is much more to see and feel. Plan a visit to DC when the museum opens. One final highlight to share with you. There is an Honor Wall of dedicated bronze plaques, a money-raiser for the museum. Therein, the IFDA Washington Chapter will be immortalized.

In Memoriam

Mr. Jack Jenkins, husband of onetime IFDA National President Sarah Boyer Jenkins, FIFDA, AISD, has passed away. Services were held in Kensington, Maryland. The family has requested no flowers. The Washington Chapter suggests contributions in his memory to IFDA Educational Foundation.

Michigan Chapter Holds Event at Ferry Inn Collection

On December 5, the Michigan Chapter hosted its annual Installation Dinner for incoming President Colleen Wagner. The event was held at the Ferry Inn on Ferry Street in Detroit.

The Inn is a collection of four renovated houses and one carriage house from the early 1890s. The renovation cost of \$9 million was a private collaboration and not a city-funded project. The major contributor was Masco Corporation, one of Michigan Chapter's sponsors. One of our chapter's past presidents, Mark Jeross of Royal Crest Blinds, was involved with the window treatments of this project.

The Chapter viewed the completed houses while enjoying a sumptuous repast.



Michigan Chapter members installed its 2004 board after touring the Inn On Ferry Street, located in the East Ferry Street Historic District of midtown Detroit just steps from the state's finest museums, acclaimed Detroit Medical Center and Wayne State University.

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Katherine Anderson, Doug Carter and Diana Perkins at the Georgia Chapter luncheon.



promote our chapter to everyone I meet; I'm going to carry around a supply of applications. The Georgia Chapter now has a 20 percent increase in membership since the beginning of the year. That's a wonderful accomplishment in these difficult economic times. If you didn't attend the luncheon, you missed a wonderful opportunity to meet new chapter members and to network, one of the prime reasons we join. And, by the way, the food was very good too!!

Georgia Chapter Hosts Successful Luncheon

A new Georgia Chapter member attended the new member luncheon and wrote the following article in response. A little explanation first - the Wreath Challenge mentioned in the last paragraph refers to charitable work through Childkind that another new member - Sharron Zimmerman - brought to the chapter. More than 20 chapter members and associates are donating handmade holiday wreaths for sale at the Holiday House at Glenridge Hall in Atlanta, to benefit Childkind, a non-profit assisting children at risk. And, at the present time, the Chapter proudly is 193 members strong!

New Members Luncheon

by Lee Winters

I was excited about attending the IFDA Georgia Chapter New Members Luncheon at the Ashford Club. But going was a double-edged sword. On one hand, I was enthused at the prospect of meeting new people and being part of an organization that would launch my new career as an Interior Designer/Decorator. On the other hand, deep down a dread started to overtake me. I was going to meet my new peers - people who had been in the industry for

years, who knew all the ins and outs, who weren't intimidated going to ADAC. Would it be cliquish - kisses on both cheeks, that type of thing?

Let me tell you, I'm an outgoing person - confident, funny. I can start a conversation with a bump on a log. I've been in the television industry for 20 years, but I didn't like the feeling of being the 'new kid on the block.' To me, the design and furnishings industry is glamorous - beautiful people, beautiful furniture, beautiful homes. I knew I should have started my diet sooner. Would I fit in? I won't keep you in suspense any longer. It was FABULOUS, dahling! People were so friendly. The cross section of new members surprised and thrilled me. They weren't only interior designers. Wallpaper experts, publishers, storage and delivery companies and many others from the entire industry were represented. I found I already knew several members. In fact, my teacher at the Atlanta Art Institute was a new member. So, I decided to jump in with both feet. I signed up to help on the newsletter, I signed up for the Wreath Challenge, and I expect to get even more involved. I'm going to

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IFDA Interior Design Resource Center at the 2003 Fall Home & Garden Show

North Central Chapter interior designer members created eight stunning model rooms that featured design elements from around the world and reflected the personal style of local media celebrities.

Every year it seems an impossible task. This year 12 designers put together eight rooms in 36 hours. The bare walls and floors were there, and the rooms had to be complete with wall décor, floor covering, ceiling, baseboard, furniture and accessories. The Home and Garden Show is a wonderful opportunity for designers as well as industry members to get exposure to the public. This year we had great media coverage as the celebrities appeared at the show and talked about their rooms on television and radio. The Home and Garden committee meets all year, and we can use members to help behind the scene even if they are not interested in doing a room.



The winning room. Scandinavian bedroom designed by Beryl Weidenbach, Imagine That!, for Belinda Jensen, KARE-11. Photo by Barbara Ego.

The Rooms: *The Spanish Den* by Mark Kluempke, River Valley Interiors for B.T., Cities 97; *Caribbean Kitchen & Great Room* by Agnes Pomroy Interiors and Leslie Larsen, LSL Design, for Pat Evans, KARE-11; *Indian Guest Room* by Kim Wahl, Wedgewood Blue Design and Pam Kruschke Designs for Roxanne Battle, KARE-11; *English Sunroom* by Judi Weidauer and Sara Wienke of Planned Furnishings for Alix Kendall, FOX-9 News; *Italian Living Room* by Marie Saterbak, Prism Interiors, and Karen Arcand Johnson for Andy Dominianni, WCCO-TV; *Scandinavian Bedroom* by Beryl Weidenbach, Imagine That!, for Belinda Jensen, KARE-11; *Tahitian Bungalow* by Barbara Mackintosh, Mackintosh Kitchens & Bath, for Lee Valsvik, Cities 97; *French Dining Room* by Linda Kiltie, Emerald Interior Design, for Noelle Walker, WCCO-TV.

Visitors to the rooms had an opportunity to vote for their favorite celebrity room. This year they chose Beryl Weidenbach's Scandinavian Bedroom; as a result Belinda Jensen was able to donate \$500 to her favorite charity.

IFDA members also presented informational seminars on the Idea Stage: **Michele Eggert**, Florét, featured accessories in "Accenting Tips"; **Jane Friedman**, V2K Window Fashions, discussed "Defining Windows"; **Leslie Larsen**, LSL Design, provided insights on "Decoding Designers"; **Beverly Maddox**, California Closets, gave "Organizing Tips"; **Darrell Miller**, Great Reflections, showed the latest "Trends in Mirrors"; **Karibeth Miller**, Karibeth Creations, offered examples of "Decorative Painting & Trends in Walls"; and **Randy Nelson**, The Design Studio of Gabbert's presented "Color Trends."

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North Central Chapter Assists with Old Home Renovation

When the St. Paul Junior League bought an old home on Snelling Avenue, it asked IFDA to help with the renovation. A number of designer members agreed to work on the project. Here are the results.



The Outreach Committee continues to work on remodeling the playroom and tutoring room at St. Anne's Place. The tutoring room was recently painted and animal images were added. Committee members credited with the work are: Marilyn Nasts, Gail Danielski, Marlene Hernick and Michele Combs.

IFDA 2003 TRAILBLAZER, Dr. Paolo Soleri, Honored at Conference Gala

Dr. Paolo Soleri was honored at the IFDA Conference in Arizona as the recipient of the 2003 Trailblazer Award. This award is presented annually to recognize a uniquely creative individual with vision and foresight in an element of the design world. Receiving a doctorate in architecture at Torino Polytechnico in Italy he later studied under the master architect Frank Lloyd Wright. Dr. Soleri has made a life-long commitment to research and experimentation in urban planning, establishing the Cosanti Foundation, a not-for-profit educational foundation. This clarity of purpose and forward thinking has resulted in Arcosanti, a prototype town located near Cordes Junction in central Arizona. The project is based on Soleri's concept of "Arcology", architecture coherent with ecology, which in short is the reconstruction of the Earth's cities into ecologically sustainable urban systems, enabling conservation of land, energy and other resources.

Soleri's first major architectural work was a major ceramics factory in Italy. The project was enormously successful and Soleri ended up with enough experience in the ceramics business to start his own factory upon returning to Arizona. This is how the famous Cosanti bells were launched and they've become a fixture in the Arcosanti realm. Soleri is amazed at the popularity of the bells and acknowledges that their gentle gong remind us that decisive action is anxiously awaiting as a new generation continues the quest for better planned cities.

Soleri has been awarded 3 honorary doctorates, both Graham and Guggenheim fellowships, has written 10 books and had numerous articles published. He travels on the international lecture circuit and is a distinguished lecturer in the College of Architecture at Arizona State University.

The Trailblazer Award was presented to Dr. Soleri on Saturday, November 8th at the Conference Awards Gala. He was a gracious and delightful recipient of this most prestigious honor.



International President Lynne Forde Breyer, left, and former National President Kathy Saterbak present the Trailblazer Award to Dr. Paolo Soleri.

Photo by Bill Hartill



International President Lynne Forde Breyer thanks Honorary Members Nancy High FIFDA and Jean Bateman FIFDA for their long service to IFDA.

Photo by Bill Hartill

Scenes from a Scottsdale Conference



Illinois Chapter President Loren Seaman, Southwest Chapter President Cheryl Beenken and incoming Carolinas President June Anderson at the Taliesin West tour.
Photo by Bill Hartill



Conference Chair Karen Wirring takes a well deserved rest at the special tour of Taliesin West that she arranged.
Photo by Bill Hartill



Sharing a post Gala moment are, from left, Mercedes Dubin, FIFDA, Florida; Dave Gilbert, Philadelphia; Tracy Spath, Arizona; International President Lynne Forde Breyer; and, incoming EF President Katie Goldfarb.
Photo by Bill Hartill



From left, Bill Hartill, Arizona; Donald Nottingham, Arizona; Gerard Maddalena, Arizona; Tom Whelan, Arizona; and Mark Jeross Michigan.
Photo by Karen Wirrig



Yu Yong and another delegate from the China Chapter talk with, clockwise, incoming International President Constance Blair, current International President Lynne Forde Breyer and International Treasurer Frank Denzer.
Photo by Bill Hopper

Industry News and Events

The Gallery of New York School of Interior Design Presents "Albert Hadley: Drawings and the Design Process" February 6 through May 1, 2004

The exhibition, "ALBERT HADLEY: Drawings and the Design Process" on view from February 6 through May 1, will feature more than 75 original drawings and sketches by this renowned leader of American design. The event will provide inspiration to those unfamiliar with his work, as well as to members of the professional design community and students of interior design. The works, selected to demonstrate the importance of drawing in the design process, include Hadley's own student projects, as well as projects for his often notable clients.

"Some people make lists. I sketch," said Hadley. "The material in this show -- I'm tempted to call them scribbles -- are records of ideas, design shorthand. If one assumes clarity is key to good design, then my scribbles attempt to work it all out -- get rid of bad ideas, examine possibilities, and deal with space, proportion, line, shape and light. Sketching is an invaluable tool that helps me visualize the final product."



From the Albert Hadley exhibition on view February 6 through May 1.

The Gallery of New York School of Interior Design, located at 161 East 69 Street (between Lexington and Third Avenues), is open to the public, free of charge, Monday through Saturday, 10:00 a.m. to 5:00 p.m. Closed Sundays and holidays. Wheelchair accessible. For information, phone (212) 472-1500 Ext 9.

Founded in 1916, New York School of Interior Design is New York's only private, not-for-profit college devoted entirely to interior design education. www.nysid.edu