

NETWORK

CONNECTING YOU TO THE GOLD STANDARD

SCHEDULED SPEAKERS FOR THE 2008 CONFERENCE



KENNETH BROWN
HG-TV Host
Keynote Speaker

From his hit TV show, to appearances on "Oprah," Kenneth Brown lives what he believes: good design can change lives. Join us for a fun morning look into the TV world of Kenneth Brown and how he puts his ideas to work.



SUE HERSHKOWITZ - COORE
Author

"How to Say It to Sell It." Noted author and speaker Sue Hershkowitz-Coore will lead a session on closing the sale. Based on a customer-centric approach to selling, "Speaker Sue" will provide you with practical, real world strategies to significantly increase sales results for both the solo practitioner and the business owner.



MARY KNACKSTEDT
Author

Breakfast with Mary Knackstedt. Acclaimed speaker, prolific author and a sought after consultant, Mary believes that this is a time of opportunity for today's designers and those involved in our industry. She will share practical advice for doing business in today's marketplace.

LIGHTS... CAMERA... ACTION! JOIN US IN LOS ANGELES FOR THE 2008 IFDA INDUSTRY FORUM & CONFERENCE, MAY 1-3

Who said a business lesson can't be fun? Join us in the City of Angels for a Conference designed specifically to focus on impacting your bottom lines with a little "star power" thrown in for good measure! The Omni Hotel at California Plaza will be our home for the conference. Located in downtown Los Angeles, it's 2 blocks from the Dorothy Chandler Pavilion and adjacent to the Museum of Contemporary Art. At \$199 per night, it's an unheard of rate for this amazing city!

Doing business in today's marketplace can be challenging, but it can also be an opportunity; and it's all about marketing. We've put together a program which will offer practical, "take it with you" advice, so that once you are back home you can hit the ground running.

Sue Hershkowitz-Coore, author of "How to Say It To Sell It" will offer tips on a "customer centric" approach to selling in one of 3 of our Educational Sessions on Monday.

Technology challenged? Ever wanted to create a flyer, advertisement or blast email but can't figure out how to insert a text box? Join us in Education Session #2 for "Computers, Internet & Excel for the Technologically Challenged!"

Mary Knackstedt, acclaimed speaker and author believes that this is a time of opportunity for today's designers and those in the industry. She'll send you away with an arsenal of practical tools and techniques that will not only help you survive in these turbulent times, but help you grow your business as well.

You'll also want to make time to join our discussion on **Designer Licensing**. It's one of the hottest topics facing our industry today. Is it the end of the small businessperson or is it the only way to control quality and encourage ethical behavior? We'll have a panel – both pro

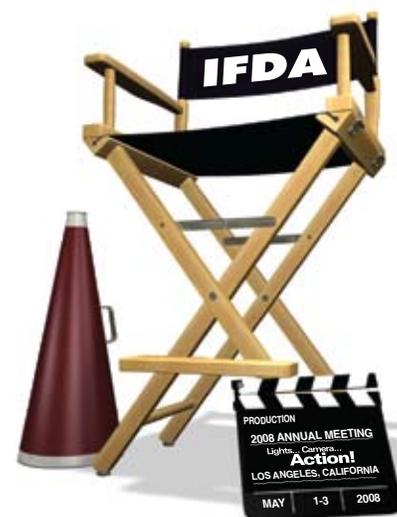
and con- and look to you for discussion!

We're also going to have some fun and add a little "glitz and glamour" to the event! **Kenneth Brown**, host of his hit HG-TV show "reDesign" will open our 2008 Meeting. Join us for breakfast and a look into his world where "good design can change lives!"

No, we can't bring Howie Mandel to the meeting, but we can take you to a taping of "Deal or No Deal." Be a part of the NBC studio audience and see just how long "Howie's girls" have to stand on their stilettos with those briefcases!

Join us in honoring our newly designated Fellows, enjoy the Gala Banquet introducing our 2008 Trailblazer, and say "Hello" to the new members. Come see what all the excitement is about! It's Lights! Camera! Action! at the 2008 IFDA Industry Forum & Conference!

Go to www.ifda.com for full registration details!



PRESIDENT'S MESSAGE DAVE GILBERT, IFDA PRESIDENT

It's hard to believe that one-quarter of the year is behind us. Things sure have changed since this time last year. The shaky economy, for example. But it's not as bad as the media would have us believe (bad news sells). Those with money still have it. Those who appreciate the finer things in life still do. And those who rely on professionals to assist them in areas where they are not experts, still rely on experts. It may take a little more work to get to these people, but if you've been in business long enough, you know we're in a cycle, a temporary thing. In the meantime, we all have to work smarter.

That's where our **2008 INDUSTRY FORUM and CONFERENCE** come into play. The theme of Conference is **Lights!... Camera!... Action!**

To reiterate what headlines our Network newsletter this quarter, here's a sample of the action: Ken Brown of HGTV fame opens Conference, sharing his own success story. Actor and speaker **Sue Hershkowitz-Coore** tells us "How to Say It to Sell It," based on a customer-centric approach to selling... selling ourselves, our ideas, our products.

The latest technology: Are you using it to your advantage? Attend this session and I promise you'll take back tips you can put to immediate use.

Designer licensing: It's a hot topic that can impact everyone in our trade. Come hear both sides of the issue.

"Charitable:" A word I use to describe IFDA to friends and prospective members. As you may know, **Help1Up** is IFDA's national charity. This fantastic operation gets pre-owned



furniture into homes of families who need it. We'll hear more about our partnership with **Help1Up**, and how we can all get further involved.

Fun? Oh, yeah, we're planning fun, Hollywood-style. Take a behind-the-scenes **studio tour**, or attend a taping of **NBC's hit show, "Deal or no Deal."** But reserve your tickets now; they're very limited!

Got a question about the industry and never knew whom to ask? Get expert answers from experienced designer/ author/ consultant Mary Knackstedt at her Saturday morning seminar. **Query her in advance: maryknackstedt@aol.com.**

Looking for free publicity? A panel of PR pros will tell how to find it.

Need new ideas for your Chapter? Share ideas at a small roundtable discussion. Plus, get to know your colleagues better.

Saturday's luncheon is hosted by **The IFDA Educational Foundation**, our philanthropic

arm. Learn about EF's work, the grants and scholarships they've awarded, and take a chance on winning a **trip to London** (or cash). It's EF's 2008 educational fund-raiser, and **you can start buying tickets now. See the back page of this newsletter for more details.**

Meanwhile, thanks to our diligent **IFDA Website Committee**, we hope to roll out our new, state-of-the-art site, also during Conference. (See the report from Website Committee Chair/ Immediate Past President Judith Clark below.

Watch for updates on the Conference via the Website and **our new blog.** Now I'll be able to let you know what's happening in a timely manner...and you can talk back!

Things are happening, as you see. If you're reading this and have yet to **renew your membership**, please do it today. Your chapter, the national organization, and the Educational Foundation are depending on you. And on new members. **If you know anyone who should be in IFDA**, please invite them to a chapter event so they can see firsthand what IFDA is all about. **132 new members have joined since January 2008!**

Tough times? Maybe. But if you keep your eye on the ball, be your best, passionate and dedicated, everything else will fall into place.

Tough times don't last, but IFDA, tough (smart) people do.

See you in Los Angeles.

Dave

NEW WEB SITE SET TO DEBUT DURING MAY CONFERENCE

ADDED ATTRACTION: BLOGGING

Set to roll out during the Conference in May, IFDA's new Website promises to "enable members to do what we do best, network," reports Judith Clark, immediate past president, who chaired the revision committee.

"For the first time, the new Website will afford blogging capabilities, "connecting IFDA members throughout the world," Judith promises. In addition, www.ifda.com will offer enhanced graphics and "extremely accessible" chapter pages, so the site can be kept current and vital, Judith says. "We expect

the home page to be updated on a monthly – perhaps a weekly – basis, with new articles and pictures." The new coding will allow membersto accomplish updates easily without assistance from a Web host, she says.

More than a year in the making, the site was created with hands-on help from Jason Janofsky, a systems engineer and also Judith's son. "Jason was able to connect us with brilliant Web coders and graphic designers who took the committee into the Land of Oz!" she says. Committee members on the journey were 2008 President Dave Gilbert and Ellen Cohen (both Philadelphia), and Grace McNamara (Minnesota).



A SUPER GOAL WEEKEND: THE IFDA IN JAPAN

Exploratory talks about the possibility of starting an IFDA chapter in Japan took place earlier this year when Yasue Ishikawa, a New York Chapter member who lives in Japan met with National President Dave Gilbert at his home in Pennsylvania. Yasue who is an accomplished interior designer and business-woman owns Risa Braire Co., Ltd. and was visiting New York for the annual winter gift and home textile markets.

On Super Bowl Sunday, NY Chapter President Maureen Klein planned a field trip with their first stop—the Philadelphia Museum of Art. With “Rocky” theme music pumping in their minds, they spent several hours enjoying the museum, especially the furnishings and window treatments on view. Next on to dine with Dave and his wife, Hiroko, who also knows Japan quite well.

With initial questions answered, Maureen will continue the exploration when she visits Japan in April when she will be officially speaking to a design group in Osaka about How to Develop a Designer Showhouse and in Kobe to students enrolled in the Department of Human Environmental Services at Mukogawa University, about how an Ameri-



L TO R: Yasue Ishikawa, NY Chapter member from Japan; Dave Gilbert, (IFDA National President); Chiho Tsuruta; and Maureen Klein.
Photo by Hiroko Gilbert

can interior designer works and often juggles family and career.

Of course, along with these specified topics, Maureen will be introducing IFDA and having taken advantage of the networking opportunities that IFDA offers, will be talking about the business styles and practices of several IFDA interior design members and showing off their work as well.

Another highlight of the IFDA “pitch” will be the first international screening of “0 to 60... and still counting” a history of IFDA. This video project was produced by Maureen, written by Rose Gilbert, FIFDA, and researched by Claire Coleman, FIFDA,

and Rose Gerace Mancusi, FIFDA, and with the help of a chapter grant from IFDAEF.

The “voice of IFDA” and the one responsible for turning the slide program into a video was Daniel Klein, who made his Carnegie Hall Debut on March 29th as one of the winners in the Liederkrantz Foundation Vocal Competition. And knowing how IFDA utilizes family ties networking too, the script has already been sent to Yasue who is working with her daughter to add the Japanese subtitles.

Their ride back to New York coincided with the final minute of the Super Bowl. As they came out of the tunnel and drove across Manhattan, Maureen (while also tooting her horn) explained that the honking and shouting and hanging out the car windows is not usually quite this intense, though close. It was indeed a super night all around!

For more information on IFDA Events and industry developments, check out the IFDA's “Extended Network” always available on-line at www.ifda.com.

ALL THE ANSWERS AT CONFERENCE GOT A QUESTION? E-MAIL AN INDUSTRY GURU

Designer, consultant and author of nine books, including *The Interior Design Business Handbook*, Mary V. Knackstedt already has the answers to many aspects of the design industry. Now she's looking for your individual questions to be explored in her Saturday morning (May 3) seminar during Conference.

We'll tell you how to e-mail Mary directly in just a moment, but first, the expert has a question for you:

“What is the most important element in business relations today?” Hint: It's beyond branding, says Mary, who promises to explain during her talk.

Meanwhile, she offers thoughts to ponder:

- What is the meaning of luxury today? Good design is never a luxury
- What changes are occurring in the field of interior design? How have clients changed? How can we build relationships with them today?

- Take your profession seriously. It's as important as law and medicine. We direct human behavior through design.

Got a personal or professional question for the expert? Mary will answer individual questions at Conference: e-mail inquiries before April 26 to maryknackstedt@aol.com

SEE IFDA GO FROM 0 TO 60 IN SIX MINUTES

Just out and available to each Chapter at Conference, the history of our association is retold – with music, memories, and a Macy's parade! – on a CD written and produced by the New York Chapter, where it all started six decades ago. See founding member Claire Coleman as a girl reporter...Learn what the initials NHFL stood for... See our distinguished Trailblazers through the years...Celebrate our 60th and share our story with members and wannabes.

Financed with help from an Educational Foundation grant, ‘From 0 to 60’ was produced by NY President Maureen Klein, written by Rose Gilbert, and narrated by singer/actor Daniel Klein, with invaluable input from Rose Gerace Mancusi and eyewitness Claire Coleman.

NEW MEMBERSHIP CATEGORY AIMS AT STARTER PROFESSIONALS

Created to attract professionals just joining the furnishings and design industry, a new category of IFDA membership, “The New Professional,” has been established, reports Karen C. Wirrig, FIFDA and IFDA Director at Large.

“The category is expressly for those individuals who have just entered the industry, regardless of age,” she explains. Members who join as “New Professionals” will enjoy full membership privileges at reduced dues fees for two years, according to Karen.

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CAROLINA CHAPTER HIGH POINT MARKET ACTIVITIES

The Carolinas Chapter will again host a hospitality area in the Café at 200 Steele for IFDA members attending the International High Point Home Furnishings Market, April 6-11, 2008.

You are also invited to two designer luncheons co-hosted by Carolinas and the International Home Furnishings Center. On Tuesday, April 8, the speaker will be Suzanne Kasler, an award winning designer who will speak on her "Signature Mix in Design—Fresh and Uncluttered." She has developed lines of fabric and lighting, and designed a new collection for Hickory Chair debuting this market. On Wednesday, Jamie Drake will discuss "Bold Strokes: Using Art in Glamorous Interiors." He has designed many notable interiors including a lavish residence for Madonna and a restoration of New York's Gracie Mansion. Following the luncheon he will sign copies of his book, "New American Glamour." Space is limited. Contact Celeste Payne, cpayne@ihfc.com for reservations.

HIGHLIGHTING "GREEN" PROGRAMS IN 2008

The Carolinas Chapter is featuring special programs this year in tune with the current interest in "green" topics and how they affect us as individuals and as an industry.

The March meeting was held at Wayne Industries, a leading maker of cushions for upper

and upholstered furniture manufacturers, which has installed an eco pond at their new facility. Instead of the usual retention pond, owner Doug Connor researched this emerging technology which handles typical runoff in an environmentally friendly way. In addition, the completed "bio retention cell" appears to be an attractive hardwood mulched area with various drought and moisture tolerant plantings... deciduous and evergreen trees, shrubs, perennials, ornamental grasses, sedges and rushes. Several drain pipes allow for periodic cleaning.

The concept was engineered and developed to drain off typical pollutants from a large parking lot into the eco pond. Here they would be naturally filtered and removed before emptying into a nearby creek feeding into a new lake created by the Randleman Dam, which will provide a needed source of drinking water for surrounding Triad communities.

Designed by Glenn White of Davis-Martin-Powell & Associates, Inc., the eco pond required extensive excavation in a long narrow trench area behind the graded parking lot followed by layers of stone, sand, filters, soil and plant material.

Another special Carolina program in the works will be a visit and tour of the new Proximity Hotel in Greensboro, NC. It has been designed and constructed as a "green" building with roof solar panels and an array of environmentally friendly features.

NEW YORK CHAPTER THE POWER OF THE PRESS

It was an article in NEWSDAY as a result of our fall event "Circle of Excellence" Awards press coverage and the nudging of one of our long time members, Rose Gerace Mancusi, FIFDA, that got a whole new project going for IFDANY. Rose explained to Denis Sheahan, of Sheahan Communications Corp., www.Sheahanpub.com, that IFDA would be a good source of materials and interesting features for both their cable television show and their regional magazine. He recalled seeing that NEWSDAY article and as a result, a three page spread and mention in the editor's letter graced the March/April issue of HOUSE magazine. All the New York chapter members could see it for themselves too, as each received a 1 year subscription along with each IFDA chapter president.

The article told of incoming NY chapter president, Maureen Klein and the recent Holiday Gala that took place in the Grange Showroom in the New York Design Center as



well as the history of IFDA throughout the years. As if that wasn't enough, Sheahan also arranged that IFDA would be featured on his cable television show that has the potential to reach 3.5 million cable viewers in the New York, CT and NJ region. A five-minute interview with Klein and Anne Feldstein, Director of Marketing Communications at Kravet, was taped at the Kravet headquarters

Continued on next page...

New York Chapter
The Power of the Press

Continued from previous page...

on Long Island. And that is just the start.

This month HOUSE Television will be taping segments of more IFDA members: Interior Designer Betsy Nichol, www.betsynichol.com, showing her design skills in a Hamptons home, another segment featuring the floral themed floor cloths designed and captured by photographer Melabee Miller, (www.melabeeMiller.com), and in another segment member Adam Levine, (www.protectyourfurniture.com) will be describing how to care and protect your furnishings. Tapping into one of our May 14th "Thinking Green" panelists and new IFDA member, Maggie Wood, (www.maggiewood.com), HOUSE TV taped a segment for the TV program and will also be featuring her in the May issue of HOUSE which will be telling about her business and expertise as a consultant to designers and architects of green design and building. A sister publication, Networking Magazine which has been doing an on-going series on GREEN, will also be telling about Maggie and our May IFDA event.

More IFDA members are slated for future episodes including interior designers Jamie Drake, drakedesignassociates.com, and Eric Cohler, (www.ericcoehler.com), marketing specialist Kerry Glasser, (www.conceptmarketinggroupinc.com), and trends expert Hermine Mariaux. We've also had interesting events starting with the standing-room-only Color Forecast at Javits Center in conjunction with George Little Management's International Gift Fair and Home Textiles Market. Featured speakers were Samantha Nestor, Special Projects Editor for Metropolitan Home magazine who reviewed "Color in the Home" and Doty Horn, Director of Color and Design, Benjamin Moore, who presented their outstanding audio visual program "Color Pulse 2009: Simplicity".

Calling on more experts, in February we learned about the latest trends shown at HEIMTEX, Frankfurt— from Wanda Jankowski, editor in chief of LDB Interior Textiles and MAISON&OBJET, Paris— from NY Board member, Hermine Mariaux. Another member, Susan Slotkis, interior designer, educator and author will present

Accessories ...Style & Substance, A Journey into the Essential World of "Non-Essentials" on April 4th in the early evening at the Apropos Showroom, NYDC. As part of our Business Improvement Zone, designer coach, Neil Gordon presented Developing Your Career, Ways to Create Strategic Vision and Achieve Your Business Potential and new member B. Harry Zupnik is developing another new project for our Business Improvement Zone. He's sending out a needs assessment survey to our chapter so he can determine what to include in Tech Time. During some of these sessions we hope to entice younger tech savvy students and members to team up with some of their career experienced colleagues to do some cross mentoring,

Our PR team has been doing an incredible job of getting out before and after notices that have given us national exposure in the trade journals as well as mentions in national shelter publications this past year. The Power of the Press is showing, and so is the POWER OF IFDA!



Northern California Chapter Student Career Forum

NORTHERN CALIFORNIA CHAPTER SAN FRANCISCO MART TO CLOSE, BUT NOT THE STUDENT CAREER FORUM

After a 20-year run at the San Francisco Mart, the highly popular Student Career Forum sponsored by IFDA Northern California Chapter and two other industry organizations is looking for a new host for 2009.

The San Francisco Mart, a major resource for the Bay Area for many years, will close its

doors to the design industry at the end of 2008. Citing a down-turn in business and increasing competition from the market in Las Vegas, Mart executives say the 1937 Art Deco building will be renovated into office and retail space. The move means that the 2008 Student Career Forum, which was held March 7 -8, will be the last in a two - decades - long annual series that has attracted more than 450 participants from Northern California and neighboring states, Washington, Oregon, Utah, and Nevada. In the past, the entry fee has been kept "relatively low" at \$85 per student..

"The financial support and the special relationship the Forum has enjoyed through the years at the Mart will be greatly missed," says Joan Long, FIFDA, Northern California.

However, she promises, "The very successful event, which IFDA has championed from its beginning, will continue its annual program, promoting interior design education, albeit in a new location."

Other sponsors are three ASID chapters (North Peninsula, Central Valley, and

Nevada), and two chapters of NKBA (National Kitchen and Bath Assn.). Ten months in the planning, the Forums have required a \$1,500 contribution from each sponsor, and involved some 40 speakers. This year's keynote speaker was Stephen Leone, the high-end designer from Las Vegas, who spoke on the "Sustainability of Life and Careers."

There are also six student competitions, among them, designing for aging in place, designing rugs, and the IFDA Chapter's competition for residential lighting design incorporating California's Title 24 regulations.

The closing of the Mart is a loss to design professionals in the Bay Area, but, Joan reports, "Undaunted, we are all committed to continuing this worthwhile educational event next year."

Lights... Camera... Action!

**2008 IFDA Industry
Forum & Conference**
May 1-3, 2008
Omni Los Angeles Hotel
at California Plaza

Visit www.ifda.com
for complete details
and registration materials!



HAVE ANY NEWS ABOUT YOUR CHAPTER?

E-mail any stories or photos you might have to bernie@ifda.com for inclusion in the next IFDA Network newsletter.



PHILADELPHIA CHAPTER CERTIFICATE PRESENTATION

The Philadelphia Chapter board was recently presented with certificates of appreciation at our Pearl Buck House holiday event.



The Pearl S. Buck House



First Lady Laura Bush

WASHINGTON CHAPTER PROTOCOL PAYS OFF WASHINGTON CHAPTER HONORS FIRST LADY, MRS. LAURA BUSH

When Laura Bush finally said "Yes," it was a first for a First Lady and for the Washington Chapter.

They'd spent weeks getting to "Yes" after the Chapter decided to bestow their 2008 Capitol Award on Mrs. Bush in recognition of her work to highlight preservation and her efforts across the country to encourage Americans to get more involved in preserving

main streets, parks, and community heritage treasures.

It wasn't easy, according to Washington Chapter President Ross Hunter. "We had to send multiple copies of everything, including the program for the 'Night of Stars,'" the gala event at which the award is traditionally presented to an individual who resides in the Washington metropolitan area.

Mrs. Bush qualified there, of course, but her handlers required more information. E-mails flew back and forth for weeks, Ross recalls, as they revised and re-revised details in copy and the program's contents.

The "Yes" – Mrs. Bush would be the first First Lady to accept such an IFDA award – finally came at 10 o'clock on Tuesday night before the Thursday night gala, he reports. "I was at the printer with the final program at 7:30 the next morning!"

Although the "Night of Stars" had to sparkle at the Doubletree Hotel without the guest of honor, the Chapter hopes to make the official presentation at the White House itself. Says Ross, "Now we're just waiting for that phone call."

IFDA EDUCATIONAL FOUNDATION ON THE MARCH EXCITING OPPORTUNITIES FOR CHAPTERS, MEMBERS, STUDENTS

The Educational Foundation of IFDA is on the move, offering an array of programs designed to enhance chapter growth, member expertise, and educational options for young students and those re-entering the work force.

Linda Mariani, FIFDA, EF Chair, commented "We have refined existing programs and undertaken new initiatives to make the IFDA Educational Foundation a viable tool for our members as well as students who are the future of the furnishings and design industry. EF is definitely marching ahead with more exciting announcements coming in Los Angeles. Stay tuned!"

Our EF fundraiser is always a highlight at the IFDA Industry Forum & Conference. Last year's diamond was a gem, but this one should be a ball! **The 2008 fundraiser, "Winner's Choice... London Your Way or Cash."** The lucky winner has the option of a \$3500 cash prize or week at a London flat in upscale South Kensington, plus the benefits of American Membership for two with the Royal Oak Foundation, which allows free entry to National Trust properties throughout the United Kingdom. Tickets are available NOW by completing the order form on the back of this newsletter, or downloading the ticket order form at www.ifda.com, and you don't have to be present at the drawing on

May 2nd to win. Tickets range from \$15 for one to \$100 for 12, cheaper by the dozen!

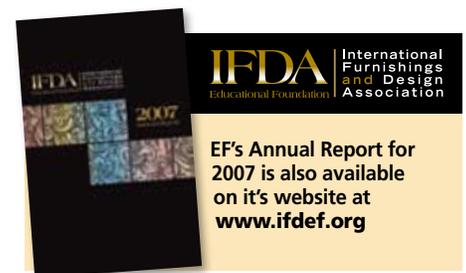
The **Executive Leadership Development Workshop** sponsored by EF is again coinciding with conference and all Chapters are encouraged to send their "bright lights" as well as President Elects and VPs of Education who are rebated \$250 toward their conference registration. The workshop, led by the renowned team of Dr. Richard Liles and Dr. Mitchell Owen will be held on May 1 from 9 a.m. until 4 p.m. Sign up now as space is limited.

To stay in closer touch with IFDA chapters, EF has established Chapter Liaisons this year. Members of the board are in regular communication with the VP of EF/Education in their designated chapters. EF Liaisons and their chapters are: **Linda Mariani, FIFDA** - New England, Illinois; **Bonnie Peterson, FIFDA** - Baltimore, Michigan, Washington; **Earline Feldman** - Carolinas, Minnesota, Richmond; **Christine V. Ness** - New York, Philadelphia, Florida; **Merry Mabbett Dean, FIFDA** - Northern California, Arizona; **Shirley Ebert** - Georgia, Texas. They will discuss EF news, answer questions and provide information. Chapters are encouraged to contact their EF Liaisons at any time.

Chapters are also encouraged to take advantage of **Chapter Partnership Grants** which will provide \$1000 toward programs during 2008 with an educational theme and focus. For more information, go to www.ifdaef.org or discuss ideas with your Chapter Liaison.

The deadline for IFDA/EF grants is June 30. they include: Irma Dobkin Universal Design Grant, \$1500; Ina Mae Kaplan for Historic Preservation, \$1500; Tony Torrice for Professional Development, \$1000; and the Elizabeth Brown Grant to Interior Design Programs, \$1000. EF encourages members to "get the word out" on these opportunities for enhanced education.

The Foundation Board Scholarship Committee is currently reviewing the largest number of scholarship applications ever received, and will make an announcement of scholarship recipients shortly.



IFDA International
Educational Foundation Furnishings
and Design Association

EF's Annual Report for
2007 is also available
on it's website at
www.ifdef.org

SOUND BITES



Legal or Not, Habana, Here We Come!

Cuba is alive, well, and (never mind Castro's health), filled with beautiful color and happy, fun-loving people, reports an IFDAer who discreetly slipped into Havana – or Habana, as the natives call it -- from her newly bought hacienda in San Miguel de Allende, Mexico. (Cuba's not off-limits to Mexicans, just Americans, but who's telling?).

"Although many of the buildings are crumbling, the architecture is an interesting mix of Spanish colonial, older Art Deco and newer, tall buildings built since the '50s," says our intrepid traveler. Havana has been a UNESCO historic-heritage area since 1962 and is endeavoring to keep that status, renovating some dilapidated buildings while others, she says, "are just collapsing from neglect."

Not so, public morale. "The Habaneros are a strikingly handsome people...well dressed, in great shape, and children are filled with song and laughter," she reports. "Above all, they are courteous, helpful (many speak English and are very well-educated). And nary an armed police person was to be seen."



The Lincoln Cottage

D.C. Chapter Decorates for the Lincolns -

Even with a seven-year, \$15-million renovation, the Gothic Revival cottage Abraham Lincoln once called home still needed a designer's touch. The Washington Chapter came to the rescue with Marcia Geoghan, FIFDA, leading the way. Now visitors to the

National Monument can admire IFDA-custom-made wooden cornices over windows curtained in sheers that Marcia herself sewed by hand, and the period furniture Anne Unal persuaded a redecorating client to donate.

From June to November of 1862, 63 and 64, the President commuted by horseback while his family lived in the 34-room cottage, located on a Washington hilltop three miles north of the White House. Today's visitors can learn more at www.lincolncottage.org.

IFDA in the Window World: Trolling for new members among the 8000 attendees, IFDAers (wo)manned an informational table during the International Window Fashions Expo in Atlanta last month. IFDA was also credited as a show sponsor, along with industry biggies like Hunter Douglas and Sherwin Williams, courtesy of Trailblazer Grace McNamara, Minnesota, publisher of Window Fashions magazine and producer of the popular annual expo.



Make It Work! Karen C. Wirrig, FIFDA recently had a chance to interview fashion guru Tim Gunn. See the IFDA's "Extended Network" on-line newsletter for the full article to read about Tim's insights into the fashion and design world.

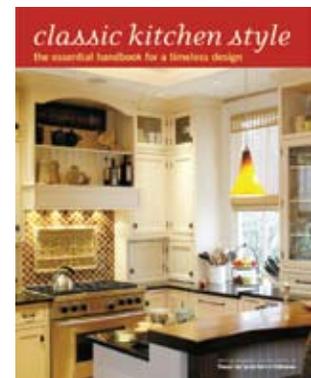
Nothing Could Be Finer than to be in Carolina – on North Main Street in High Point to be exact -- surrounded by the fruits of a 30-plus-year career that's just taken a new turn in a new venue. The NEW Vintage Gallery is the latest brainwave from "design revolutionary" Raymond Waites, New York, who pioneered the Country Movement in the early 1980s, then moved on to explore whatever is new, edgy and sensual in design.

Next, according to Raymond, is the "Remix Revolution" in which artworks, furniture, and memorabilia converge in a multi-

faceted, multimedia experience. The collection, including Raymond's own artworks, designs and writings, is open Wednesday - Sunday and by appointment (call curator Russell Berge: 917-327-2871).



IFDA members from N. California (including former national president Judith Clark Janofsky) and Arizona took time after manning the trade show booth at the Interior Design Expo to sample the menu at Oceanaire Restaurant in San Diego whose executive chef, Brian Malarkey, was a contestant on Bravo network's Top Chef competition.



Merv, the Bookmaker – Not that kind, although Mervyn Kaufman, FIFDA, New York, certainly knows what makes horse races (he wrote the book, literally, on Hall of Fame uber-jockey Gary Stevens). Merv's latest oeuvre is "Classic Kitchen Style," his third for Filipacchi Publishing in two years. The first, "Organize It," was published in 2006, followed by "Easy Home Makeovers," released last fall.

Now comes "Classic Kitchen Style," a large-size, 128-page paperback with 250 color images and more than two dozen full-scale kitchen remodelings. Merv compiled the contents from features that first appeared in Woman's Day Special Interest Publications.

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