

Your 2003 IFDA National Board is ready to help you

**President**

*Lynne Forde Breyer*  
Arizona Chapter

**President-elect**

*Constance E. Blair*  
Michigan Chapter

**Treasurer**

*Frank E. Denzer*  
Baltimore Chapter

**Treasurer-elect**

*Sheila M. Cole, FIFDA*  
North Central Chapter

**Immediate Past President**

*Kathleen D. Saterbak, FIFDA*  
North Central Chapter

**Directors-At-Large**

*Janet Brown, FIFDA*  
New England Chapter  
National Secretary  
Fellows Chair

*Vicki Enteen*

New York Chapter  
Professional Development

*Dave Gilbert*

Philadelphia Chapter  
Programs Development Chair

*Barbara Holme*

Southwest Chapter  
Membership

*Jeanne C. Matlock*

North Central Chapter  
Marketing and Public Relations

*Julia A. Ohman*

Arizona Chapter  
Liaison Coordinator

*Sarah Warnick, FIFDA*

Northern California Chapter  
Newsletter and Website

**Educational Foundation Chair**

*Shirley Ebert*  
Georgia Chapter

**Educational Foundation Advisor**

*Helen Wagner*  
New York Chapter

***A Message from National President Lynne Forde Breyer***

2003 promises to be another challenging year for those of us in small businesses. Although the economy seems to be struggling to permanently turn to the upside, we are faced with daunting political issues around the world. And while these events may not seem to impact our lives directly, there is no doubt that an unsettled atmosphere has the power to shape our present as well as our future.

So, how do we make the long range plans that our businesses require when we have no idea what tomorrow will bring? It's quite a challenge. It seems a perfect time for each of us to turn to one another for support, for the exchange of ideas, for a different outlook that might spark our imagination and inspire us toward a more positive outlook.

Maybe it's time to stretch beyond our usual reach to try something new. A broader business plan, a new marketing approach, getting outside our comfort zone and going after business that seems just beyond our grasp! If not now, when?

This is when our membership in IFDA can serve us well. You've heard it and said it....our diversity is our strength. Do you take maximum advantage of that diversity? Take some time to look through our National Directory and make note of the many types of businesses within our industry that are represented among our membership. When you are ready to stretch your wings and move to the next business level, there is no doubt that you will find someone in some chapter that can help with advice, direction or resources. IFDA is unique in that regard. And if diversity is our strength, then that diversity is embodied in the size of our membership.

Which brings me to my point (were you wondering if I would ever get to it?). We need to build our membership in order to maintain not only our diversity but also to retain our place in the industry. We are working to raise the visibility of IFDA in markets throughout the country. Please make it your personal mission to use that increase in visibility to encourage your associates to join one of the most desirable organizations in the interior furnishings industry. Membership building will be the key to our success in 2003. We have a great new Membership Brochure for use in that endeavor. Let's take the lead in supporting the industry that supports us! Together, let's make it a happy and productive 2003.

*"Life is not a journey to the grave with the intention of arriving safely in one pretty and well preserved piece, but to skid broadside, thoroughly used up and worn out shouting 'Geronimo.'" (Author unknown)*

**INSIDE**

**Conference, [pg 2;](#)**

**Global Business, [pg 3-5;](#)**

**Symposium photos, [pg 6;](#)**

**IFDA Annoucement, [pg 7;](#)**

**In Memoriam, [pg 8;](#)**

**Chapter news, [pg 8-11](#)**

## IFDA Conference 2003 Scheduled November 6-8 in Arizona

Real education in a resort setting - that's a great combination. Join the leaders of the furnishings and design industry for an outstanding educational experience you won't want to miss November 6-8 at the Scottsdale Radisson Resort and Spa in Scottsdale, AZ

Themed "21st Century Business: Consumers, Connections and Communication," this important industry event will feature speakers, panels and exhibits to help you improve your business, prepare you for market trends that your customers will want, offer you specific consumer group target marketing information, equip you to meet the needs of underserved customers, introduce you to some 'Jewels of the Desert' and enchant you Arizona style.

We will talk about: who are the new customers, how we find them and how to best meet their needs so they will do business with us.



Scottsdale at twilight (Photo courtesy of Scottsdale Convention and Visitors Bureau)

### Featured speakers include:



Cochise Gold Course at Desert Mountain  
(Photo courtesy of Scottsdale Convention and Visitors Bureau)

**Emmanuelle Linard** from Trend Union Paris, managing director North America division. As one of the most prestigious forecasters in Europe, she offers a sophisticated, cutting edge, informative presentation of lifestyle and color trends.

**Charla Lawton**, managing editor of *In Style* magazine. You all know this magazine and in this program you will find out the inside scoop on why Americans are obsessed with celebrities and how they live, dress and play and how that influences all aspects of our industry.

**Michael Savoie**, president of Tailored Knowledge. If public speaking makes you uncomfortable, join the crowd. This session will focus on improving your presentation skills to improve your sales and set you apart from your competitors.

### Panel discussions include:

**Multicultural Marketing Panel** offering important marketing insights from professionals in the Latino, Asian and African-American communities as well as a multicultural retailer to connect with the changing face of the U.S. consumer.

**Universal Design Panels** . Aging in place, accessible living - call it what you will, the need to modify living and working spaces is growing and presents new challenges. Are you prepared to serve this market? Several panels will address these issues from different viewpoints - the consumer, the contractor, the manufacturer, the designer, the architect. Attend these sessions to hear about this 'new frontier' in building and design.

We will continue to add to this distinguished and exciting slate of speakers as we get closer to the date of Conference. Mark your calendars now and plan to attend.

## **SMOOTH SAILING ON THE GLOBAL SEAS**

### *How to Do Business Successfully in Other Countries*

by Vicki Enteen and Sarah Smith, New York Chapter

This article is designed to enhance your professional development. We encourage you to print and save this article for future reference.

As business developments continue to be more globalized, there is no doubt that for many companies, and the people who work for them, dealing with foreign countries is more important than ever. In the U.S. in particular, on-shore manufacturing continues to shrink, and the opportunities offered by foreign countries for sourcing production abroad expand every day. In addition, the opportunity of selling US products to a potentially huge untapped foreign market carries a great deal of appeal for American marketers.

These factors are especially true in the home furnishings and design industry, in which the global nature of our business is a given. The origins of home products available in this country span every continent. In addition, foreign markets are often receptive to the exports of the US home design industry.

There is no doubt that for many of us, the future of our business lies in working amicably with people from other countries for mutual benefit. But different cultural attitudes, different historical perspectives, different customs comes into play, resulting in the necessity of learning, adapting and occasionally embracing a different way of behaving for the sake of doing business abroad. As Montaigne put it, back in 1580, "The most universal quality is diversity," and this global approach to doing business allows us to celebrate our diversity.

We've culled some expert advice from successful professionals in our industry who do business regularly with people from one or more countries, as well as such resource books as *Kiss, Bow or Shake Hands: How to Do Business in Sixty Countries* (Terri Morrison, Wayne A. Conaway and George A. Borden, Ph.D., Adams Media Corp.). We have arranged their advice into sections covering some of the more popular countries in which to do business.

### **CHINA**

China is crucial for our industry, both in terms of their tremendous production capabilities, but also for their huge market for US products. It is very important to be punctual for both business and social appointments, since lateness or cancellation is a serious affront.

- Most Chinese will not make an important decision without first consulting astrological charts for an auspicious time.
- They tend to be very cautious in business matters and require that a strong relationship be built over time before they close a deal. The written Chinese language doesn't use tenses (e.g. future or past tense), so be specific about times and dates, for example, in setting up appointments or specifying contracts. They tend to be very cautious in business matters and require that a strong relationship be built over time before they close a deal.
- The written Chinese language doesn't use tenses (e.g., future or past tense), so be specific about times and dates, for example, in setting up appointments or specifying contracts.
- They expect that business conversations will be conducted by senior officials of each side, and that subordinates should not interrupt.
- If you are a guest at a business banquet, arrive on time or a little early.
- Business is not usually discussed during a meal.
- Never begin to eat or drink before your host does.
- Visitors to factories, schools, theaters, etc., may; be greeted with applause. A good response is to applaud back.
- Avoid giving valuable gifts in front of others as it could cause embarrassment.
- Use an open hand instead of one finger to point.
- Personal connections are important, so if you want to do business, find a local agent with good contacts to make introductions for you, rather than cold calling.

(continued on page 4)

[\[FrontPage\]](#) [\[pg-2\]](#) [\[pg-3\]](#) [\[pg-4\]](#) [\[pg-5\]](#) [\[pg-6\]](#) [\[pg-7\]](#) [\[pg-8\]](#) [\[pg-9\]](#) [\[pg-10\]](#) [\[pg-11\]](#)

## **INDIA**

Jill Cohen, director of design for ExCell Home Fashions, has been sourcing products from India for several years. Here are some of her tips for working with Indians.

- Be prepared for all of the possibilities entailed by traveling in a third-world country and, especially, bring the things you will need to get the job done. These range from medicines for possible stomach troubles to simple tools of your job - even things like scissors, tape, colored markers, a calculator, or a stapler may not be easily obtained.
- Long-term relationships are important to Indians and you should work at building them. They tend to give priority to doing business with people with whom they have a longer history of working together. Treat the people with whom you are doing business as valuable business partners.
- It is crucial that you hire a local agent, even if you will be working with Indians who speak English. It is extremely difficult to go it alone. Not only will they make connections for you, they can provide you with an understanding of the culture and norms.
- Indians don't like to say no, and will sometimes say yes to everything, even if they know they can't deliver. This is where the local agent will be invaluable, since they can help determine the real circumstances.
- There will be inevitable delays that will be beyond your control - political upheaval, weather problems, breakdowns of equipment, holidays, etc. Learn as much as you can about the business processes so you can build in enough extra time. Communications within India are often difficult, so be patient and realistic as to how long something will take to get done. Try to understand the manufacturing process so you can develop shortcuts when delays are inevitable. For example, some aspects of production can be done in advance to facilitate more efficiency following the delay.
- Nodding 'yes' as it is done in the US actually means 'no' in India, as is the reverse. Keep in mind that body language - including simple gestures - can be different wherever you go.
- Make appointments allowing for plenty of lead time - mail, phone and fax service in India may be very slow.
- You may be invited to social occasions such as dinners after work. If you do not want to socialize, honesty is the best policy. Here is another situation in which your agent can help by making sure a refusal is not taken as an insult.
- When negotiating a deal, be upfront about the costs. If you are able to give a firm commitment, you may be able to negotiate an additional 10-15%. Emphasize your flexibility and openness.
- Eat only with the right hand, since the left is considered unclean.
- Wearing leather may be considered as offensive since Hindus revere cows and do not use leather products.

## **TURKEY**

Barbara Petroske of BP Marketing, a marketing consultant/new business development company, has worked extensively with many countries, including Turkey, France, Brazil, Portugal, and others. She offers tips for working with the Turks.

- Even if you are dealing with people who seem fluent in English, don't assume that they fully understand everything that you have said. Their English may not be adequate to comprehend all the nuances of their speech. Get feedback from them by asking pointed questions to make sure you have agreed to the same things.
- Be careful when expressing interest in ordering something - they may "jump the gun" and assume you are giving them an order rather than merely enquiring about the possibilities. They do not always comprehend that there may be several steps before you are ready to commit to an order. Rather, they expect quick decisions without comprehending the lengthy time it may take for you or your company to commit.

*(Continued on page 5)*

- Negotiating prices is a strong part of the Turkish culture and you should keep in mind that the cost structures quoted to you may be fluid.
- If they tell you something can't be done, they may not automatically offer an alternative or compromise but just give you a flat "no."
- Saving face is incredibly important, and they may not be comfortable admitting mistakes, possibly blaming others instead of accepting responsibility.
- Hospitality is very important in Turkey and they are very gracious hosts, so it is important to be a gracious guest.
- Personal relationships are very important and they should be built up first before jumping into business deals.

## **THAILAND**

- Punctuality is a sign of courtesy and one is expected to be on time.
- Arrange for a letter of introduction and an intermediary before trying to establish contact.
- Initial meetings are often over lunch or dinner so they can get to know you. It is unlikely that any business will be discussed at the first meeting.
- Being overly assertive is considered rude.
- Thais avoid confrontation at all costs - they will never say so but will instead make implausible excuses. And they may find it difficult to accept a direct negative answer.
- Never touch anyone - especially children - on the head.

## **MEXICO**

- Do not refer to yourself or others from the US as "Americans" since Mexicans consider themselves Americans, too.
- Punctuality is not strictly adhered to.
- Use a well-connected person to make initial introductions and contacts for you.
- The business atmosphere is friendly, gracious, and easy-going, so accommodate your business style accordingly.
- The pace of life is slower than in the US, so be calm and patient with delays and build them into your time expectations.
- Long-term relationships and personal friendships are important in doing business in Mexico. Mutual trust and reliability take time, as does building relationships. Maintain contacts after your trips.
- Get all agreements in writing since they avoid saying "no." "Maybe" or "we'll see" may actually mean "no." "Yes" may have been said only out of politeness and the agreement can be reversed later.
- Emphasize the emotional benefits of doing business - trust and mutual compatibility over the bottom line.
- Mexicans are status-conscious. At least one member of the team should be from higher-level management.
- Conversations take place at a much closer physical distance than in the US. To withdraw may be considered unfriendly and insulting. There is more physical contact in general such as grasping arms or patting shoulders.

*Vicki Enteen is the Director of Public Relations/Creative Services for Stroheim & Romann in New York, and is also a freelance PR consultant, writer, and editor. She serves on the National Board as Director of Professional Development. She was the President of the New York Chapter in 1999. Sarah Smith is the Home Furnishings Director for Town & Country Magazine. She served on the New York Chapter board in 2002 as Vice President for Publications.*

## Scenes from a Symposium

### ***Ladies Who Lunched and Launched***

Claire Coleman, FIFDA, (from left), Shirley Ebert, Rose Gilbert, FIFDA, Jeanne Byington, FIFDA, Helen Wagner and Elizabeth Brown, FIFDA entertain the membership at the EF Symposium in New Orleans with *The Ladies Who Lunched and Launched*, a skit about the founding of IFDA.



***Masking It***  
Members of Northern California Chapter, left, share camera space with Jan Grudzen and Joan Engle of Michigan chapter.



### ***Meet Your New Fellows***

Many members received their Fellows honors at the Educational Foundation Symposium in New Orleans last November.

The list included, from 2001, Washington DC chapter members: Jeanne Barnhart, Jim Fusting, Margot Heckman, Veda Levy and Kerry Touchette; and Gaye McCraw Outlaw and Joyce Poynton from the Carolinas. The 2002 honorees included: Ann Birt, Sheila Cole, Dolores Dawley, Sharon Hartman, Mary Kinney, Nancy Kloehn, Marjorie Kugler, Ruth McCarthy, Maureen Olofson, Alice Spika-Olson, Kathleen Saterbak, Ilene Saunders and Gloria Williamson, all from North Central Chapter; Joan Summers Croft, Judith Clark-Janofsky, Diane Nicolson and Sarah Warnick, Northern California Chapter; Rose Bennett Gilbert and Linda Kulla of New York Chapter; DeeDee Cummins of Washington DC Chapter; Susan M-Geough of New England Chapter; and Mark Vonnahme of Southwest Chapter.



(Please note: not all Fellows recipients were available for this picture)

## IFDA Announcement to Appear in National Magazines

A brand-new public service announcement (PSA) extolling the benefits of belonging to IFDA has been sent to publishers of several major national magazines in hopes it will be featured in their publications. Director-at-Large Vicki Enteen, noted wordsmith Rose Gilbert (2002 New York Chapter president) and graphics designer Ted Dawson of Ted Dawson Studio put together the ad.

The PSA appeared in the December 2002 issue of *House Beautiful* full sized on page 100, and in the center of the magazine in the February 2003 issue. Another popular magazine, *Victoria*, ran in the March 2003 issue.

Grace McNamara gave space to the ad in the December issue of *Window Fashions* and November/December *FFI (Fine Furniture International)*.

Contact Jeanne Matlock, Director-at-Large for Marketing, for possible placement of this ad in a publication in your area, [jmatlock@pro-ns.net](mailto:jmatlock@pro-ns.net).

INTERNATIONAL  
FURNISHINGS  
AND  
DESIGN  
ASSOCIATION  
THE  
VOICE  
OF THE  
FURNISHINGS  
AND  
DESIGN  
INDUSTRY

**IFDA.** The initials stand for excellence in furnishings and design.

For nearly 60 years, IFDA has been the premier professional association representing all facets of the furnishings and design industry, in chapters across the U.S. and as far away as the People's Republic of China.

Our members are executives in interior design, product design and development, the design media, education, advertising, public relations, sales, marketing, and production.

Our mission: to provide a wide range of services and programs to benefit individual professionals while promoting excellence throughout the entire industry. On both the local and national levels, IFDA events focus on education and information. We offer valuable reports on trends and markets, provide networking opportunities, and seek to enhance communications across geographic, industry, and market boundaries.

If you are involved in any aspect of the furnishings and design industry, you should be involved in IFDA.



To learn more about IFDA and its benefits to industry professionals, contact us:

Phone: 609-799-3423

E-mail: [info@ifda.com](mailto:info@ifda.com)

Web site: [www.ifda.com](http://www.ifda.com)

### ***In Memoriam: Loretta Camera***

Washington Chapter was saddened to learn of the January 28, 2003 passing of member Loretta Camera in Miami, FL. A longtime IFDA member, she was born in New Castle, PA and came to the Washington D.C. area in 1950. She had worked for the US Navy Budget Office and was a manufacturers representative as well as a landscape architect, having a passion for landscaping.

She was also a member of Ikebang, Camelot Garden Club and International Mustang Club.

Washington Chapter president Daphne Bloomberg recalls when she signed up for an IFDA trip she always expected to find Loretta wearing her signature hat and high heels ready for the adventure ahead. She said Loretta also served as the chapter's official photographer at the Joseph P. Kennedy Institute Christmas Party.

The family has requested donations in Loretta's memory be sent to the IFDA Educational Foundation for the Loretta Camera Landscape Design/Architecture Scholarship Fund. Mail to: IFDA Educational Foundation, c/o Shirley Ebert, Design Concepts International, 330 Ferry Landing, Atlanta, GA 30328.

*(Information courtesy of Daphne Bloomberg FIFDA and The Washington Post)*

### ***Did You Hear About***

**Washington Chapter's** Night of Stars gala awards included Jim Fusting FIFDA receiving the chapter's most prestigious Commitment Award for his contributions and continued service to the chapter, and for his leadership as National President in 1996. Also honored were Ronna Cohen as the 2002 Member of Distinction and Dee Dee Cummins for her new fellows status. Ann Unal, 2002 chapter president, also presented many citations. Tudor Place received the 2002 Capital Award.

In January, the chapter launched its June 5 Resources 2003 Table Top Trade Show, an event brought back after a member survey. The event is also a membership drive.

Tentatively slated for April is a Professional Development Program in Media Training with representatives from *Interior* and *Home Design* magazines, *The Washington Post* weekly Home section, and a public relations person. A newspaper editor and publisher will moderate and breakfast will be served. IFDA members will pay \$10-15, non-members will pay \$25-30; profits will benefit the Educational Foundation in support of the chapter's initiated grants: Universal Design and Ina Mae Kaplin Historic Preservation.

In February, the chapter attended *Saving Mount Vernon – The Birth of Preservation in America* at the National Building Museum; March features a visit to Cadys Alley designer showrooms along the C&O Canal in Georgetown with Mark McInturff FAIA.

In this anniversary year, the chapter will honor its past presidents at a tea and reception in a Chevy Chase home designed and built to house a private art collection. A \$25 tax deductible contribution to the Educational Foundation is requested.

**Southwest Chapter's** own Glen Boudreaux, immediate past president, was the speaker for the first program of the new year. His presentation, *Strategic Planning and Goal Setting*, told how to set priorities and organize your life. Attendees received an outline on how to create a plan for one's business and personal lives. The program was at Glen's design studio, "The Design Collection," located in Deep Ellum in Dallas.

Glen, a nationally known speaker on design and business topics, as well as an educator and award-winning designer, is affiliated with IFDA and ASID. He is the owner of The Metal Tile Collection.

**Philadelphia Chapter** held a daylong membership event that started with brunch and ended with a wine and cheese party and door prize. Featuring the Second Art Studio Tour, the event included time for networking with IFDA members and artists who shared their crafts.

Guest speaker Howard Buck addressed the ABC's of Financial Planning in February, Mary Knackstedt focused on client and designer relationships in March: two professional development programs for members.

*(continued on page 9)*

continued from page 8

The Philadelphia chapter and the Philadelphia Design Center have paired in an exciting membership contest. The showroom signing the greatest number of new IFDA members between February and May will receive a \$500 gift certificate to the famous Morimoto Restaurant, complete with a chauffeur-driven limousine ride. The membership event will be celebrated Mardi Gras style with an IFDA open house in late March.

**North Central Chapter** has a new cookbook. Entitled "Let's Entertain!" the cookbook is a compilation of chapter members' recipes and tips for entertaining you won't want to miss. To order a copy, at only \$10, send your name, address, phone and credit card information to: Let's Entertain, International Market Square, 275 Market Street, #C-7, Minneapolis, MN 55405 or fax: 612.332.4791.

**Northern California Chapter's** holiday luncheon featured a collection for Toys for Tots.

Members held their annual Student Career Forum drawing approximately 500 attendees from five western states. The event included tours of notable projects, lectures and panel discussions focusing on this year's theme, Design Integrity: Believe in What You Do.

Besides four scheduled Breakfast Workshops, the chapter plans to visit: the renovated Ferry Building in San Francisco; Berkeley Mills furniture manufacturer; Copia, the new Mondavi Art Center in Napa; and, an antique importer's showroom. Workshop topics include how to become a Certified Interior Designer in California, general business practices, contracts and risk management, and keeping informed about taxes.

**New York Chapter's** Circle of Excellence Awards Gala was held in mid-March. Honorees were industry achievers in six categories: advertising, editorial/media, interior design, product design and development, public relations and sales/marketing management. Winners were selected based on nominations received from chapter members. In a dramatic departure from previous Circle of Excellence awards, in which three nominees were chosen in each category with the winner selected by a vote of the membership and announced at the event, this year the winners were decided by a direct membership vote and named prior to the event.

Awardees include: Jeffrey Petersen, associate publisher of *Architectural Digest*, in the advertising category; Margaret Russell, editor-in-chief of *Elle Décor* magazine, editorial/media category; leading New York interior designer Jamie Drake, interior design category; Sheri Donghia of Donghia Furniture/Textiles, Ltd., product design and development; the chapter's own Helen Wagner, manager of public relations for 3M Corporation, public relations; and, Hunter Douglas' Marv Hopkins, president and CEO, for sales/marketing management.

Three special awards include the Laurel Award presented to HGTV (Home and Garden Television), honoring an individual or organization which has dramatically increased the visibility of our industry to a broader public for its pioneering work in creating a high standard of home furnishings television programming. Producer/host Nancy Glass accepted the award. Christina Manca of Holly Hunt, Inc., who co-chaired the Education Committee last year and is program co-chair this year, received the Rising Star Award. The chapter presented the Revolutionary Retailer Award to Gordon Segal, founder and CEO of Crate & Barrel, whose vision created the lifestyle merchandising concept, now a standard by which home furnishings retailing at the highest level is measured.

One of the chapter's most anticipated and festive events, this bi-annual celebration of accomplishment and talent is celebrating its 10<sup>th</sup> anniversary. In 2001, nominations were opened to include people from throughout the industry, not only IFDA members. Previous winners included: Clodagh; Larry Laslo for product design and development; Warren Shoulberg, editor-in-chief of *HFN Magazine*, for editorial; Kate Kelly Smith, publisher of *CHILD Magazine* for advertising; Penny Sikalis, vice president of George Little Management for sales/marketing management; Colleen Brewer, home design editor of *BRIDAL GUIDE Magazine*; and the chapter's own Jeanne Byington of J.M. Byington Associates.

The star-studded event was held at the Hudson Theater at the Millennium Hotel on West 44<sup>th</sup> Street.

(continued on page 10)

[\[FrontPage\]](#) [\[pg-2\]](#) [\[pg-3\]](#) [\[pg-4\]](#) [\[pg-5\]](#) [\[pg-6\]](#) [\[pg-7\]](#) [\[pg-8\]](#) [\[pg-9\]](#) [\[pg-10\]](#) [\[pg-11\]](#)

continued from page 9

## New England Chapter's



New England Chapter President Leslie Fine holds a raffle item for President-elect Kathleen Alberini

(photo by Jacqueline Becker IFDA)

holiday event was at Max's Ultimate Foods in Boston. The evening included dinner, a raffle and gavel passing from Rosemary Porto to 2003 President Leslie Fine. Members recalled many 2002 highlights including the addition of **49** new members, a bus trip to Kips Bay in New York, a wine tasting at Poggenpohl's showroom and a dinner with guest speaker then national president Kathy Saterbak FIFDA.



New England Chapter's Past President Carol O'Brien, current President Leslie Fine and outgoing President Rosemary Porto

(photo by Jacqueline Becker IFDA)

**Illinois Chapter's** inauguration of Loren Reid Seaman as president was held at the Natalie Salmon House, one of two residences operated by HOME (Housing Opportunities and Maintenance for the Elderly) for lower-income seniors in Chicago. HOME also collects furniture and household items for those in need, making it an ideal fit for IFDA as members frequently know clients wishing to dispose of such used items as light fixtures, upholstery, case goods, bedding and even kitchen cabinets. HOME picks up the items, places them as needed and provides clients with a charitable tax-deduction.

The chapter has welcomed a new sponsor, Peter Straaton, located at the Merchandise Mart. This accessory and art showroom has opened a special account for IFDA members, allowing them to place new orders without a minimum purchase amount. Board members also 'Walked the Mart' in February to find additional showrooms wishing to develop partnerships.

**Georgia Chapter's** membership drive featured a progressive dinner, with each course hosted by a different IFDA member showroom at the Atlanta Decorative Arts Center (ADAC). The Evening in Tuscany began with delectable appetizers at Dogwood Fabrics (hosted by Laura Monk and George Moore with assistance of new member Kent Fawcett).

Chapter President Barbara Ivie welcomed guests and new members. Kravet/Lee Jofa showroom manager/IFDA member Peggy Flanagan and staff supplied a delicious Italian entrée and salad as well as a drawing for Echo scarves and pillows. The evening concluded with Italian-style desserts at Julia Gray showroom and another drawing for \$120 fine dining certificates for those qualifying with paid new memberships or renewals. Conversation, networking and just plain fun ended only when everyone left.

Credits went to: VP of Programs, Diana Perkins; VP of Membership John Craft and alternate Gloria Ventura. Prior to the dinner, the chapter had added 16 new members in just two months.

(continued on page 11)

*continued from page 10*

**Carolinas Chapter** has planned two designer luncheons with the International Home Furnishings Center during High Point. Chris Madden will present 'A Designers Journey Continues from Oprah's Grounding Room to a Vermont Getaway' at noon on April 4, Susan Sargent will discuss the Comfort of Color at noon on April 5. To register for High Point Market go to [www.ihfc.com](http://www.ihfc.com) or phone 336.888.3736.

**Baltimore Chapter.** Good morning Baltimore – well, if you have not had a chance to see the hit Broadway play Hairspray – at least rent the film. And see Baltimore in a whole new light....Just remember, the play and the film represent Baltimore in the 20<sup>th</sup> Century – And IFDA represents Baltimore in the 21<sup>st</sup>...in the Design Industry.

The Chapter is as strong as ever with an increasing membership much thanks to its tireless membership VP. And the Sponsorship Program, now underway, offers the trade a great way to interact and network on a higher level with the design industry.

There have been many exciting programs: monthly networking events throughout the Chesapeake Region, as well as special events in downtown Baltimore. The annual Table Talk Show is slated for May 15; in June, the chapter will do a Junking Tour to find all those out-of-the-way antique stores. Join us for these and other chapter events.

We eagerly await the Window Coverings Expo, April 2-5. Baltimore was chosen again in which to hold this great industry event; the Restoration and Renovation Baltimore in March is another must.

**Arizona Chapter's** Designer Clearance Sale was such a success in 2002 members plan to make it an annual tradition. All the hard work paid off, not only for the chapter but for the participants and buyers.

The Sale is a great opportunity for members, designers, manufacturers' reps and showrooms to 'spring clean' and sell merchandise as well as encourage that special match between the unique seller and the unique buyer.

Slated for Fall, the Sale will be highly publicized in local newspapers as well as in industry magazines and newsletters. If schedules do not allow people to participate, the chapter will accept donations to sell at an IFDA booth. Last year's Sale featured accessories, fabrics, drapery treatments, fixtures, furniture, antiques, carpet remnants, silk plants and fine art – one vendor even sold out before noon!

---

### ***Window Coverings Expo Now Includes CEUs, Certification***

Design professionals seeking to earn education units and develop their skills can do both at the International Window Coverings Expo (IWCE) scheduled April 2-5 at the Baltimore Convention Center. Programs and seminars provided by IWCE have been authorized by the International Association for Continuing Education (IACET) to grant the continuing education units. IWCE will provide about 60 industry-related seminars, including three new specialized Skills Workshops in Design, Workroom and Installation.

Special events include: keynote speaker Clodagh of Clodagh Design highlighting Total Design, April 2; a motivational luncheon with Fred Berns of Power Promotion Inc., April 3; and, a fun luncheon presentation by Louise Kurzeka of Everything's Together, April 4.

Attended by buyers from 50 states and 55 countries, IWCE is the largest and most comprehensive show of its kind worldwide, exhibiting all aspects of window coverings. In addition, IWCE offers a large selection of related decorating products such as paint, fabric and accessories as well as wallcoverings. For more information visit [www.expoquestions.com](http://www.expoquestions.com) or phone Window Fashions magazine at 651.293.1544.