



Fall 2014

NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

International Silver Sponsor



Sunbrella® fabrics debuted in 1961 as an alternative to the most popular awning fabric at that time, cotton. Sunbrella offered the rich look and feel of cotton, but did not fade or degrade, even in the brightest sun, and offered years of care free service. In the mid 70's boaters soon discovered the good looks and durability of Sunbrella fabrics for boat tops and sail covers. Around the world today, Sunbrella is the No.1 fabric choice for power boaters and sailors, enjoying universal name recognition synonymous with quality and durability.

Glen Raven Custom Fabrics, the makers of Sunbrella fabrics, took this winning formula - high-performance fabric with the look and feel of cotton - to the outdoor furniture industry. Marketing umbrellas and furniture cushions made with Sunbrella fabrics as fast drying, durable, easy to clean and beautiful. Over the years, all of the nation's leading casual furniture manufacturers have adopted Sunbrella fabrics for their premium furniture lines. Fade resistance, durability and popular colors have made Sunbrella a leader in these markets. While Sunbrella was gaining recognition in the great outdoors, Glen Raven was preparing Sunbrella to come inside the home. Thanks to intricate jacquard weaving, innovative yarn constructions and advanced fabric finishes, the design and manufacturing teams at Glen Raven created Sunbrella fabrics that match the look and feel of fine interior fabrics.

Today you will find Sunbrella throughout the home, from decks, patios and poolside, to dining rooms, family rooms and even kitchen and bath. Sunbrella delivers a complete package of color, design, durability, fade resistance and ease of cleaning. Design and performance creativity will continue to be the focus for Sunbrella fabrics. Wherever people demand fabrics that are beautiful, comfortable and dependable, Sunbrella will be there with fashion, right colors, designs and textures.

President's Message



Hello IFDA members! I hope you had a fabulous summer and are ready for the change of seasons as we approach the busy fall season. I want to welcome all our new members and am glad you took advantage of our discounted membership promotion. I encourage all IFDA members to attend a Chapter social or event whenever they can. It's so nice to network with other creative people and spread the word about your business.

I also encourage everyone to step up and volunteer on the Chapter level. They would love to have you jump on board and help out anyway you can! Congratulations to the DC, Northern California, Philly, Arizona, Florida and New York Chapters for their spring and fall Take a Seat events! I would like to thank the Take a Seat Committee for their hard work and a job well done.

For the Chapters that did not have a chance to participate with their own "Take a Seat" please consider for 2015. Your fellow COP and VP of Programs as well as Committee members are available to answer all your questions.

If you missed our Motography Webinar please call HQ to order the recording which is chock full of great information.

By the time you read this, we will have concluded our Fall Meeting in Philadelphia. This is where we get together once a year for our National Board of Directors meeting, the Chapter Presidents meeting and our Chapter Presidents-Elect training. It is a full-on two-and-a-half days of work to make your IFDA a better organization.

Happy Fall!

Diane Fairburn

All the best,
Diane Fairburn

News for and About IFDA Members

New Idea up for Adoption

By Rose Bennett Gilbert, FIFDA, New York Chapter VP of Publications

IFDA SELECTS: NY Chapter Launches New Newsmaker

It's a real win-win, IFDA New York's new initiative called *IFDA SELECTS*, a profile-raising idea New York hopes other chapters will adopt for trade events in their areas.

Brainchild of Board members Rose Ott and Andrea Algaze, *IFDA SELECTS* is designed to involve members and create recognition and publicity for IFDA at trade shows in New York and elsewhere, starting with NY NOW in August.

How *IFDA SELECTS* Works: A group of targeted IFDA-appointed judges selects products deemed "Best In Show," based on demonstration of innovation and creativity of the product in the following categories:

1. Furniture
2. Lighting
3. Textiles
4. Tabletop
5. Green Sensibility
6. Art
7. Gourmet Housewares
8. Innovative Booth Design

IFDA SELECTS made a newsworthy debut at NY Now in August,

sending eight industry savants into the aisles to discover, evaluate, and spotlight our first recipients:

TEXTILES: Aviva Stanoff – Two-Tone Mermaid Skin Pillow

TABLE TOP: Zen Zulu - Giant Green Vase

GOURMET HOUSEWARES: Lifefactory – Mobile Food Storage Containers

LIGHTING: Michael Aram – Cocoon

GREEN SENSIBILITY: Essent'ial - Sacchetto Bag

FURNITURE: Mr. Brown - Tito Tall Cabinet

INNOVATIVE BOOTH DESIGN: Finell

IFDA judges at NY Now were:

Chris Abbate, Novita PR; **Scott Hohl**, Hohl Home; **Leslie Young**, Cliff Young, Ltd.; **Charles Pavarini III**, Charles Pavarini III Designs; **Stacy Garcia**, Stacy Garcia, Inc.; **Lisa McMahon**, Lisa McMahon Communications; **Jay Sethi**, J&S International; **Paula Cecere**, GE Monogram Design Center; **Patricia Des Vallons**, Maison&Objet Paris.

For details on launching IFDA SELECTS in your Chapter, contact Rose Ott, roseott@roseottinteriors.com, or Andrea Algaze, gazer5@aol.com.

IFDA Included in the Editor at Large

From Dawn Brinson, FIFDA, Director at Large, Network Editor in Chief

In the August 6th edition of *The Editor At Large*, IFDA was in good company with other premier industry organizations as the highly regarded online publication "decoded" six top associations.

The inclusion afforded IFDA some well-deserved publicity and cast a positive spotlight on our efforts. To read *The Editor At Large* article, click [here](#).

Discount on Teleflora Purchases!

IFDA members can receive a 15% discount on teleflora.com purchases. Members will receive a discount when purchases are made through the Teleflora/IFDA partner's web link. [Click here](#) to access the Teleflora/IFDA partner's page.

For more information, please contact IFDA Headquarters at 610-992-0011 or info@ifda.com.

teleflora®

Fall for IFDA with Special Membership Opportunities for Industry Professionals

Eager to grow and expand your professional horizons?

Joining the International Furnishings and Design Association (IFDA) this fall has just gotten easier! Industry professionals who join the Association between October 1, 2014 and December 31, 2014 can now finish the calendar year as members for **\$150**.

As a Professional Member, you will benefit from IFDA's comprehensive range of benefits including...

- Listing in the Find An Expert directory on ifda.com
- Access to IFDA's Member Marketing Toolkit
- Discount on IFDA webinar registration fees
- The opportunity to network with other industry professionals
- Leadership opportunities at the international and chapter levels
- Chapter events and educational programs
- Access to members' only website content
- Membership in the IFDA Educational Foundation
- The opportunity to join IFDA's Speakers Bureau
- Network, IFDA's quarterly newsletter which also profiles chapter news
- Industry Pass & Buyers Pass to the Semi-Annual High Point Markets
- Use of the IFDA appellation
- Use of the IFDA official logo
- IFDA window sticker
- Discounts on GEICO Auto, homeowner, condo and other insurance policies
- Complimentary Subscription to *Window Fashions Visions Magazine*
- 15% discount on Teleflora.com purchases
- Discounts on Hertz car rental services

With the fall membership opportunity, you will enjoy the perks of IFDA membership until December 31, 2014 - after which time IFDA's annual membership fee of \$350 will go into effect for all fall membership opportunity joiners.

\$150.00 membership opportunity is available to individuals joining as new members in the professional membership category.



Follow this link or scan the QR code to get your membership application today!

<http://www.ifda.com/join>



is now available!
Visit ifda.com/join for details.



News for and About IFDA Members

IFDA Members Enjoy Much-Deserved Recognition on HOUZZ

We are excited to announce that IFDA is participating in the Houzz Affiliation Badge Program. With more than 20 million homeowners using Houzz every month, Houzz offers you the opportunity to build your brand and grow your furnishings and design business. The Affiliation Badge Program will let you showcase your IFDA membership on your Houzz profile.

[Click here](#) to learn how to add the IFDA badge to your Houzz profile today!

[Click here](#) to see the list of members who have added the IFDA badge to their Houzz profiles.



One Member's HOUZZ Success

From Adrienne Hart, Arizona Chapter President

Are you on Houzz yet?

When I first came in contact with Houzz in 2012, I thought, "Oh Boy, another website that is going to diminish the value of what I do for a living." I was a reluctant participant, at first, but then slowly came to realize that not only could I showcase my work, but I could use it as a tool of communication and efficiency.

I set up my professional profile in December of 2012 and have participated in their Sponsored pages for the last two years. This means that I pay a monthly fee to have my company on the first page of results when searching for a Pro in my area- since there are over 250,000 professionals across 60 categories listed. I have consistently landed clients that pay for the entire year within the first two months, so to me, it is well worth the expense.

In addition to the added exposure, Houzz allows me a brilliant collaboration tool to work with clients and other professionals to come up with the complete picture of a space before any time is invested in drawing and material searches. The comment section allows everyone to be very specific about what they like in the picture and clients can truly see what it might look like.

Recently, I completed a kitchen remodel for a client whose primary residence is in Iowa- all on Houzz. My client set up an Idea Book and invited me to collaborate. We both added pictures and comments. She came to AZ for three days so we could select her slab and backsplash material and since I had keys to her house, I had a cabinet and bid and finish sample ready for approval. We spent a sum total of 4 hours together in person and maybe that many on-line and in emails. When she came back for Christmas, everything was done and exceeded her expectations. It was the easiest kitchen remodel for both of us.

I'm currently working on a new construction home for a family and she really wants to pretend that her house is NOT in Arizona, so architectural details and exterior finishes

that we can't find driving around neighborhoods are all available on Houzz. The Idea Book that she set up is very specific as to what she is looking for- what a time saver!!!

If you're not on Houzz yet, what are you waiting for? I'm sure you've seen the emails recently that you can now add an IFDA badge to your Houzz profile, adding credibility to your professional status. This is a new membership benefit, so please take advantage.

Members in the News

Zerby wins Tony Torrice Professional Development Grant

By Jeanne Blackburn, Washington Chapter President

Major kudos go out to DC Chapter member, [REBECCA ZERBY](#) for being awarded the 2014 IFDA Educational Foundation **Tony Torrice Professional Development Grant!** This grant is open to professionals in design and furnishings seeking to enhance skills with advanced study. The award of \$1,500 will go a long way to helping offset the costs of tuition as Rebecca attends the Savannah College of Art and Design in Savannah, Georgia this fall to pursue a Masters Degree in Fibers.

Rebecca graduated from the University of Delaware with a Bachelor of Fine Arts degree with a concentration in printmaking. Upon graduation, she started an interior painting business, but wished to expand her business to include other aspects of interior design. It was then she returned to school to obtain an Associates Degree in Interior Design from Montgomery College. During her

schooling, Rebecca continued to apply her fine arts talents creating murals and other decorative finishes for local interiors, both commercial and residential. You can see some of Rebecca's wonderful work by clicking [here](#).

During her recent studies, Rebecca found herself drawn to textile arts as a way to express her love of color, form, and pattern through yet a different medium. This led her to the Savannah School of Art and Design where she will be attending this fall.

Last month, while visiting her new school, Rebecca became aware of a call for IFDA Educational Foundation candidates. As the due date for grant submissions was just a few short days from that notice, Rebecca did what Rebecca always does....she set her mind to meeting the deadline and did it with gusto! Looks like her hard work really paid off!



Tony Torrice Professional Development Grant winner, Rebecca Zerby

Window Imagination Relocates to Better Serve Clients

By Dawn Brinson, FIFDA, Director at Large, Network Editor in Chief

New England chapter member, Ted Kallas, has moved his custom drapery hardware manufacturing business, Window Imagination, back to Massachusetts. Now located in the Everett Mills in Lawrence, MA, Kallas reports the company will open a showroom at the same location in the fall. They also have a showroom in the Antiques and Design for Home and Garden building in Stamford, CT.

To contact Window Imagination, IFDA members can email jayne@windowimagination.com or call 978-655-4394.

Nancy Fire featured in NY Moves magazine

By Dawn Brinson, FIFDA, Director at Large, Network Editor in Chief

Design Works International creative director, Nancy Fire, was featured in the Spring issue of *New York Moves* magazine. The article featured Fire, who is also the curator for the HGTV HOME brand and a member of the New York Chapter, sharing her thoughts on design and impact of women in the design industry. Nicknamed the Velvet Hammer, Fire has spends a considerable amount of time mentoring creative business women and students. To read the complete story, visit the Design Works blog, [here](#).

Members in the News

Brinson tapped to co-host webinar for High Point Market Authority

By Dawn Brinson, FIFDA, Director at Large, Network Editor in Chief

Carolinas Chapter member, Dawn Brinson, FIFDA, recently co-presented a webinar entitled, *Using A Press Kit to Grab Media Attention*. A veteran marketing, communications and public relations executive, Brinson used data gathered from a High Point Market Authority-sponsored survey of consumer, trade, and business editors as well as influential design bloggers, to illustrate the power and ROI that can be achieved via an effective press kit. 117 webinar participants learned exactly what editors think is important, and what is totally useless, in product press materials.

The webinar was sponsored by the High Point Market Authority, the not-for-profit organization that oversees the semi-annual High Point Markets. To view the webinar, [click here](#) and then scroll to the bottom of the page to find the "Watch Press Kit Webinar" button.



Dawn Brinson, FIFDA

MOTOGRAPHY

BUSINESS MOTOGRAPHY WEBINAR (Mobile Photography) Available on Demand

Learn How to Take Great Business Photos with Your Smart Phone

Presented by: Charlene Kingston of Social Media DIY

Recorded: April 30, 2014

[Click here](#) to order the webinar recording today!

Questions? Contact Jennifer Jones, MPA, Executive Director
at 610-992-0008 or jjones@ifda.com.

Members in the News

Las Vegas World Market

By Judith Clark, IFDA, CID, Northern California Chapter President

It is always fun to get together with my IFDA friends to check out the good, bad and the different of the largest furniture show of the west. My traveling buddies were, Dana Walsh, Barbara Beckmann and International President-elect, Diane Nicolson; all staying at the beautiful Aria Hotel in the newer City Center.

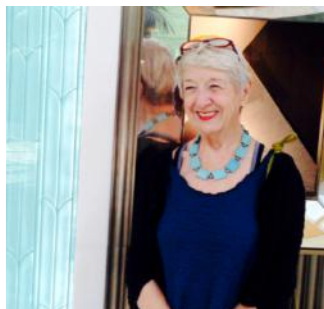


A view of building A at World Market Center Las Vegas with the world-famous Strip in the background



IFDA International President-Elect Diane Nicolson, IFDA, Judith Clark, IFDA, CID and IFDA Past Trailblazer Winner, Barbara Beckmann

GLOBAL VIEWS: We would all say that Global Views has the most beautiful showroom as always. This is a line of transitional furnishings, lighting and accessories to blend in to any decor. The showroom is sectioned into color concepts. There is a blue area, a red/orange area, beige/taupe area etc. The best place for an afternoon snack is Global Views with their smoked salmon and hibiscus martinis.



Barbara Beckmann, fabric designer getting inspiration from this beautiful aqua glass at the Crystal Shopping Mall.

GUILD MASTER: You can always look to Guild Master for unique furniture. I know, it has been burning in your head....what can I do with my old pop and beer bottle tops? This Guild Master chest of drawers will answer this question. I would be interested to know how many actually purchased this piece!



Bottle Cap Cabinet

DANIEL STUART DESIGN: This is a wonderful bedding line out of Toronto Canada. There was a Bed and Breakfast class on how to make a bed. They remarked that fewer bed skirts are being sold these days as the consumer is drawn more to the fully upholstered bed, including the sides. For those hot summer nights there is nothing better than cotton

sateen sheets and a Daniel Stuart cotton knit throw. It is still the belief that there are never too many throw pillows!

Donnie Osmond and wife were presenting their new furniture line. T-Shirts with Donnie's picture on it along with all of his future appearances on the back were given to all. The upholstery line I found to be quite attractive, however I felt that the quality was not up to the level that it should be. This upholstered furniture is all shipped in from China all using neutral fabrics. I really can't imagine why all of these attendees would like a size 3X shirt with Donnie's picture on it!



Donny Osmond's new furniture line. Glad they didn't call it "Puppy Love"



TOILECHIC: All around the escalators are new products that conceivably entice you to a showroom to view more of the smashing new concepts. Toilechic was on display hoping for attendees to take a closer look. As I kept thinking about this, I did a Google search which lead me to a You Tube presentation by a California Interior Designer who created this You Tube to show to the ABC TV show, "Shark Tank". I wish her all the luck.



Talk about a "throne"! Here's the... ummm...interesting Toilechic.

So now you know the good, bad and different from the Las Vegas Furniture Show. IFDA Members Dana Walsh and Michelle Eaton attended Design Camp where for two days many speakers were assembled by Kelli Ellis and Lori Dennis of HGTV to show where the industry is going and to fine tune the attendees' businesses. There are also many free classes going on all day. I attended one on Driving Sales with the Secrets of Social Sharing presented by Suzy Teele of Snap Retail. She impressed upon the attendees that 80% of those that use a computer shop on line; therefore we all need to be there through the various social outlets.

Members in the News

Around the Markets

By Dawn Brinson, FIFDA, Director at Large, *Network* Editor in Chief

New York Chapter member and industry entrepreneur, Stacy Garcia, certainly gets around. For her eponymous blog, Stacy scours markets around the country to bring back her picks for the latest and greatest industry products. You can read her reports by clicking on the markets to the right:

[NeoCon 2014](#)

[ICFF 2014](#)

[New York Tabletop Show 2014](#)

[HI Connect 2014](#)

A Top Designer Champions Eco Awareness

By Merv Kaufman, FIFDA, New York Chapter

Widely published New York interior designer **Campion Platt** celebrated Earth Day 2014 by delivering a lecture, "Interior Designs in an Eco Palette," at Astra, in the D&D Building, last spring. "As we learned from a recent article in *The New York Times*," he began, "we have basically 15 years to deal with the environmental problems brought on by global warming." Over time, Platt has become passionate about eco-friendly living, pointing out that he had come to the day's event from his Lower Manhattan home not by taxi, car, subway or bus but by riding a rented City Bike.

In a talk similar to one given to students at the New York School of Interior Design, Platt stressed the need to select products and services that help shrink our carbon footprint. For example, he urged designers

to favor VOC paint, low-E glass, double-glazed windows, Energy Star appliances, cork flooring, reclaimed glass tiles, furniture made from reclaimed wood and skylights that capture the sun.

Bamboo flooring, though a sustainable product, is no longer so desirable, he explained, because it's not a domestic product; shipment from East Asia fattens, rather than shrinks, carbon use. In that vein, he urged designers to consider products manufactured within a 500-mile radius of their clients' homes.

Stressing that saving energy ultimately saves money, Platt insisted that it is up to designers to direct their clients to sustainable and energy-saving alternatives. Over all, he concluded, "good design helps the environment."

IFDA Member Benefit Spotlight

GEICO Insurance Discounts

By Jennifer Jones, MPA, Executive Director

America's favorite gecko is a member of the IFDA family. IFDA is pleased to offer members discounts on GEICO insurance policies including:

- Automobile
- Homeowner
- Powersport: including boats, RV, ATV and personal watercraft
- Renter's Insurance
- Condo
- Umbrella Coverage

Discounts on GEICO policies will vary depending on location. To obtain a quote for a GEICO insurance policy, please call 1-800-368-2734 or [click here](#) to access the IFDA GEICO landing page. When calling, don't forget to mention that you are an IFDA member to see how

much your membership can qualify you for additional savings. IFDA members with an existing GEICO policy can also contact GEICO about adding the IFDA member discount to their GEICO policy. For more information, contact IFDA headquarters at 610-992-0011 or jjones@ifda.com.



IFDA Chapter News

Florida Chapter "Meet the Artist" Events

By Marsha Koch, Chapter VP of Communications and Marketing

IFDA Florida Chapter members were privileged to participate in a series of events Florida called "Meet the Artist" at the beautiful Decorative Crafts showroom in DCOTA (Design Center of the Americas) in Dania Beach. Showroom manager Carol Teti-Keesler is a new IFDA member and suggested we become part of this series as a way to promote IFDA and Take a Seat. What a fabulous idea!

She has the IFDA Trip to Paris lined up for Sept. 5th through the 9th. Let's all sign up! It is for the Maison & Objet show in Paris.

We were able to introduce IFDA to all Carol's guests. Our TAS committee also invited those attending to participate in Take a Seat. We had a drawing for one Chair Designer registration and the winner was thrilled! She can't wait to get started on her chair. And we can't wait to see it!

At another "Meet the Artist" event Carol introduced Miami artist Andres Conde and his wife, author, Stacy Conde. Andres welcomed us and gave us a brief synopsis of his work and answered questions from the audience. Stacy talked about her new book, *The Red Speck*, which was recently published.

It was wonderful to see Andres' passion for his art and describe the inspiration behind his work. He had many pieces on display such as these which were done in a Pop Art style.

Carol offered an opportunity for our President Caroline Rogow to say a few words about IFDA and Take a Seat.

As we socialized with other designers and artists there began to be a buzz going on about Take a Seat. Artist Andres Conde is excited about creating a chair and loved the idea of helping our veterans! And two other artists are also ready to get on board!

We also met the new Marketing Director at DCOTA who offered the Resource Center as a place for IFDA to hold our meetings! What a fabulous way to have fun and promote IFDA and Take a Seat. It just goes to show all you have to do is get out there and get talking!



Carol Teti-Keesler with a framed Take A Seat Flyer on display in the Decorative Crafts showroom



A special guest, with Chapter President Caroline Rogow and Susan Heller, was (center) Patricia Desvallons-Mentor from Maison & Objet in New York



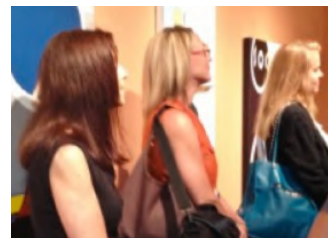
Miami artist Andres Conde and his wife, author, Stacy Conde



Florida Members: New member Jeanne Coppers, Susan Heller, Vicki Kirsner, Carol Teti-Keelsler, Lynn Sciarone and Caroline Baer-Rogow



Some had a Social Issue theme or were done as covers for a Cuban magazine "Social".



Florida Chapter Secretary Elizabeth Zecca (center) enjoys the gallery tour



Chapter President Caroline Rogow, Showroom manager and IFDA member Carol Teti-Keesler and Chapter VP of Financial Resources Vicki Kirsner



Caroline Rogow, Elizabeth Zecca, Michael Alexander and Vicki Kirsner



Caroline Rogow joins the group photo (seen first on the left with Carol Teti-Keesler in the center with Andres and Stacy Conde.)

IFDA Chapter News

Richmond Chapter

The Richmond IFDA Charlie Woods Memorial Scholarship

By John Magor, Richmond Chapter Immediate Past President

The Richmond IFDA had made a few overtures to connect with the students of the design school at VCU (Virginia Commonwealth University, in Richmond) since the chapter's inception, but had not been able to make any headway. Following the installation of a new department head at VCU, we were finally allowed to make a presentation to the VCU design students in early 2013. The presentation was successful in that it created an awareness of our Chapter and IFDA. In our next Board meeting we had a follow-up discussion on how to further this relationship, and the idea of a grant was discussed.

Our Chapter had also recently suffered a major loss when one of our earliest and most dedicated members, Charlie Woods, had suddenly passed away on Christmas Day of 2012. Charlie's loss deeply affected us all - Charlie was at almost every event, always willing to volunteer his help in any way, and beyond that, Charlie was a magnificent and beautiful person. Charlie also was a master cabinetmaker, and he, with his son Seth, ran Woods Refinishing, a very successful antique restoration and fine woodworking firm. At the same meeting our Board was also trying to figure out an appropriate way to honor Charlie's memory.

It did not take long to put two and two together, and the idea of the Charlie Woods Memorial Scholarship was born. After years of dwindling

resources our Chapter was once again on firm financial ground, the funding of the \$1000 scholarship was not a problem, and at that level it seemed that it would not be a problem in the years to come. Our idea was to create a scholarship that would help bring awareness of the benefits of IFDA to the VCU design students, that would be financially helpful to the winning recipient, and equally important, to create a lasting memorial to Charlie. The vote was unanimous, and the Charlie Woods Memorial Scholarship was established in May 2013.

Since then we have awarded two scholarships, the first to student Lo Kim for the 2013-14 school year, and the second one was recently awarded to student Miriam Weirich for the 2014-15 school year. Our Chapter is also pleased to note that Charlie's son Seth, along with current Board member Anita Williams will become the new Richmond IFDA-VCU Design School liaisons. Seth took over Woods Refinishing after Charlie died, and he also continued the relationship with Richmond IFDA, becoming a member in early 2013.

In this endeavor, our Chapter's continuing goals are to strengthen our ties with the VCU design students, to bring young and creative minds into IFDA, and to continue to honor Charlie's memory in a tangible and beneficial fashion.

Richmond Chapter

Interior Design Expert and TV Host Headlined Richmond Chapter's IFDA's Day of Design at Dover Hall

By Sue Williams, Chapter VP of IFDA Educational Foundation

Thom Filicia, renowned American designer, author, and TV Style Network host, headlined the Richmond Chapter's **IFDA 2014 Day of Design** event, which was held at Dover Hall, a 33,000 sq. ft. English Tudor mansion (built in 1998) in nearby Goochland County. Following a champagne luncheon and presentation by Mr. Filicia, a lively and informative panel discussion session entertained attendees. Mr. Filicia was joined by Haskell Harris, Style Editor of *Garden & Gun* Magazine, and Jessica Haddad, Editor at *Richmond Magazine's* "R.HOME" for the Q&A. Mark Spangler, the architect for Dover Hall and Dennis Pryor, the estate's owner, also joined the panel discussion.

Over 150 attendees, including visitors from the New York and Washington Chapters, were invited to tour the many -- over 30 -- luxurious rooms of Dover Hall and meet Mr. Filicia as he signed copies of his best-selling book, *AMERICAN BEAUTY: Renovating and Decorating a Beloved Retreat*. - published by Clarkson Potter, a division of Random House, Inc. At the conclusion of the day's activities, IFDA members present were also invited to a late-day cocktail gathering with the special guest speaker in another of the mansion's grand rooms.

continued on next page...

IFDA Chapter News

Interior Design Expert and TV Host Headlined Richmond Chapter's IFDA's Day of Design at Dover Hall, Cont'd

...continued from previous page

Filicia's design sensibility has earned him countless accolades from the design world including being named by *House Beautiful* as one of their "Top 100 Designers," *House & Garden* dubbed him an "International Taste Maker" and *Elle Décor* regaled him as an "A-List Designer." His recognition expanded beyond the design world when he was cast as the interior design expert in the Emmy-Award winning hit show, 'Queer Eye for the Straight Guy'. His personality and design acumen led to numerous TV appearances including The Oprah Winfrey Show, Good Morning America, The Tonight Show with Jay Leno, The View, Rachael Ray, The Today Show, Ellen, Late Night with Jimmy Fallon and many more.

Attendees were also invited to cast a vote for the Design Competition,

sponsored by IFDA and Ferguson - a Richmond Chapter Sponsor. Design boards, submitted by regional interior designers, featured creative use of Thom Filicia's collections of fabrics and furnishings. The winning designer, Debbie Brooks, received a \$500 Ferguson gift certificate.

Proceeds from book sales supported the Richmond IFDA's charitable partner, CARITAS, the largest provider of homeless services in the Metro Richmond area. Year-round, Richmond Chapter IFDA members regularly volunteer at CARITAS's unique Furniture Bank.

Open to the public, the Richmond 2014 IFDA Day of Design event <http://www.ifdadayofdesign.com> was organized by Board Members: Jennifer Stoner, Chapter VP / Programs - Muffy Barden, Chapter President - and Cathy Green, Chapter VP / Communications.



Seated champagne lunch in Dover Hill's ballroom with speaker and panel participants on stage



Haskell Harris, Style Editor Garden and Gun Magazine; Jessica Haddad, Editor R.HOME Magazine; Thom Filicia, Guest Speaker; Mark Spangler, Dover Hall Architect; Dennis Pryor, Dover Hall owner.



Attendees vote on the entries in the Design Competition



Richmond Chapter's President, Muffy Barden and Jennifer Stoner, VP Programs, with Jeanne Blackburn, President of the Washington, DC Chapter

IFDA Chapter News

Washington, DC Chapter Our July Happy Hour was So Much More

By Jeanne Blackburn, Washington Chapter President

The only thing better than happy hour with friends and colleagues in a very cool place on a very hot day in July is the fact that it started in a quirky-wonderful home accessories shop with a preface about the backstory (with juicy details) of the design of that very cool place from the guys who know - the designers!

Nicole Porell, our program chair, did an awesome job of combining design insights with an animated social hour in Olde Town Alexandria, VA. Starting at Decorium (you have to see it to believe it!) we were treated not only to the shop owners' latest finds in the market, but also some of the design details and pitfalls of restoring and redesigning our next stop - the very hip Virtue Feed & Grain restaurant right around the corner. Jeffrey Albert did a great job of keeping us interested in the design process for Virtue - rather than wandering all over the shop and admiring the 'goodies' he and his business partner/designer David Anthony Chenault found in their travels.

Just out the door and around the corner was Virtue, where our large and lively group enjoyed cold beverages and great food, while trying to imagine what kind of a happy hour program for next month could top this!



Washington, DC chapter members enjoying their July program at Decorium and Virtue Feed & Grain

It's not always possible to blend two great locations, and a design story with a social - but it was an inspired program by Nicole and one that other chapters might want to copy if at all possible. She promises not to be offended!

Washington, DC Chapter IFDA's Washington Chapter is Staying Connected Through a Google Group

By Jeanne Blackburn, Washington Chapter President

One of our newest members, Janet Schiesl, brought an idea to our chapter that's too good not to pass along: a Google group to share sources and information similar to the one that she had participated with in a previous professional organization. Janet is an organizational consultant, so leave it to her to find an efficient way to do anything - in this case, share information.

Once the group is set up it's a simple thing to post a question on line (for instance "Who has a source for barn wood siding?") then just wait for the responses to come pouring in. It's worked so well for our group that, now, the entire chapter is signed up!

For more information, contact Janet Schiesl at:
janet@basicorganization.com

Memorium

Remembering Valerie Moran

By Rose Bennett Gilbert, IFDA, New York Chapter VP of Publications

She was blonde, beautiful, brilliant at business, and beneficial to IFDA in so many ways.

Valerie Moran, home furnishings developer, product designer, management executive and former Director of Groupe Grange, the France-based global luxury home furnishings company, lost her long and heroic battle with cancer on June 26.

And the furnishings and design industry lost a great talent, generous spirit, and dazzling, thousand-watt smile.

A graduate of the State University of New York at Geneseo, Valerie started her prolific career as an interior designer. In 1985, she began a longtime affiliation with Grange, rising to become CEO North America. She also served for a short period as chairman of B&B Italia, America.

A visionary in the design industry, Valerie drew on her three decades' experience and began professional consulting in product development, space design, and business, marketing and merchandising for several brands. She also presented popular seminars, here and abroad.

IFDA benefited directly from her business acumen: she served as president of the New York Chapter and chairman of the Past Presidents Council, and was instrumental in leading the national organization safely through a tumultuous period that threatened to alter IFDA's very structure and jeopardize its future. She was



IFDA and industry leader, Valerie Moran

a leader of the team that created and publicized IFDA's "Crystal Ball" survey in 2000, which projected the state of the American home in 2020 and attracted widespread media attention.

In 1998, IFDA New York honored her with its "Circle of Excellence" award for marketing, sales, and research. Other industry honors include the SPEC and ROSCOE awards, and recognition as a member of Metropolitan Home's Design 100, once gracing its cover.

Always concerned with the less fortunate, Valerie served as chairman of the Advisory Board for Furnish-A-Future, Partnership for the Homeless. She was a member of Fashion Group International, the French-American Chamber of Commerce, Color Marketing Group, Industry Foundation ASID, WithIt, and NKBA.

Valerie is survived by her husband Kenneth Meyers, a merger and acquisitions executive, and her large extended family.

She will be widely remembered as a gracious, generous, joyful, and compassionate woman, whose big beautiful smile lit up the lives of all who shared her company and enthusiasm for life. She will also be remembered by future generations in the design industry: IFDA New York is establishing an EF Scholarship in her memory, and Leslie Young, president of Cliff Young, Ltd., has created the Tribute Mentorship Program, honoring Valerie by mentoring design students and young design professionals.

IFDA 2014 Network Submission Guidelines

NETWORK EDITORIAL TEAM

Dawn Brinson, IFDA, Editor in Chief

Judith Clark-Janofsky, IFDA, N. California Chapter President

The goal of the quarterly IFDA *Network* is to inform membership, industry partners, potential members, and the public (potential customers and colleagues) on what IFDA membership is about. Information should be interesting, topical, relevant, timely, concise, and reader-friendly. These are tall orders for a volunteer organization, but vital. We look to feature our members, their contributions to the field, their milestones, and areas of expertise. IFDA *Network* as well as individual chapter newsletters and publications strive to inform, educate, and inspire. Selection of content, both text and photos, are reviewed and may be edited.

Comments may be directed to Dawn Brinson, IFDA at dbrinson@northstate.net.

Submissions are due to Dawn Brinson, IFDA dbrinson@northstate.net in accordance with the following production schedule:

ISSUE	SUBMISSIONS TO DAWN BRINSON	SUBMISSIONS TO ACCOLADE	PUBLICATION
Winter	November 19, 2014	December 3, 2014	December 17, 2014

Local Chapter submissions for consideration: Local Event Summary; Profile of a Fresh Face Member, Chapter Officer, or A Member's Achievement.

Articles of general interest relating to the furnishings and design industry may also be considered. Do you have an idea for an article? Please contact Dawn Brinson at (336) 870-4066 or dbrinson@northstate.net. Dawn will be happy to discuss your idea with you.

Of particular interest this year—please submit your photos and impressions from the various markets/tradeshows you attend. These may be great new products, innovations, notable observations, group shots of you and other IFDA members at the show and even selfies. If you see something astounding, unusual or just plain horrible, include that as well! Send photos with your name, chapter, at which market they were taken and any short personal observations.

Submissions are welcome from each Chapter's VP for Communications/Public Relations, President and the membership at large. All submissions are subject to review and edit for content and newsworthiness.

Submission Criteria

TEXT	PHOTOS
<ul style="list-style-type: none"> • Microsoft doc. or docx, editable form • Universal font e.g. Arial or New Times Roman in 11-12 pt. • Limit formatting enhancements • May use bullet points, paragraphs, etc. • Italicize names of publications, e.g. your newsletter name, magazine articles, and books. • Include appellations as required, such as IFDA and titles such as Chapter Board President. • Provide url or hyperlinks to websites. The determination of appropriateness of adding a link feature is at the discretion of the Editor and Accolade staff. 	<ul style="list-style-type: none"> • Send via email: photos should be included with the text submission. • JPEG or TIFF files are acceptable. • High resolution photos (300 dpi) of up to 10 MB per email can be accepted. Please do not submit out of focus photos, low resolution or photos less than 4"x5" in size. • Caption people from left to right. Include appellations, such as IFDA. • Photo credit as appropriate

IFDA INTERNATIONAL SPONSORSHIP OPPORTUNITIES

Are you looking to connect with leaders in the furnishings and design industry?

The IFDA international sponsorship program offers a variety of sponsorship levels. For more information on the benefits of becoming an IFDA sponsor, including your company name and website listed on the front page of *Network*, please contact Jennifer Jones at 610-992-0011 or jjones@ifda.com.



IFDA Welcomes Our 42 New Members

ARIZONA

Associate

Kristen Manning
Closet Factory

Professional

Larry Smith
Fashionline Window
Coverings LLC

Dale Kendall
KendallWood Design, Inc.

Caroline Wylie
Dean Warren

Mark Erwin
Pacific Furniture

Diane Jacobs
Sundrella Outdoor
Furnishings

Laura Pace
Pace Art Collective Ent Inc.

Student

Andrea Eggers

Traci Goure

Sophia Greenberg

ARIZONA

Student

Kathleen Syring

FLORIDA

Professional

Carol Teti-Keesler
Decorative Crafts

Student

Cynthia Archer

GEORGIA

Professional

Jason McNeely
Hansgrohe USA

Shelly Smith

Gayla Walker
Hermosa Design Studios

ILLINOIS

Professional

Rachel Gregersen
Beyond Shades

MINNESOTA

Professional

Anne Dahlstrom

N CALIFORNIA

Professional

Michelle Eaton
Eaton Interior

NEW ENGLAND

Professional

Louis Postel
Mr. Postal Ink

Eric Adams
Adams & Beasley, Inc.

Elizabeth Swartz
Elizabeth Swartz Interiors

Beezee Honan
Designer Bath

Allison Ducharme
Design Loft

Student

William Brothie

NEW YORK

Professional

Anthony Baratta
Anthony Baratta LLC

Jonathan Bressler
Jonathan Bressler Studios

Leslie Young Zarra
Cliff Young Ltd.

Young Huh
Young Huh LLC

Valerie Rennert
Styles Design

Vanessa Deleon
Vanessa Deleon Associates

Student

Justyn Ceruti

PHILADELPHIA

Professional

Lara Breuche
Everafter Inc.

Cynthia Johnson

Terry Rogal Picker
Terry Rogal Designs

RICHMOND

Professional

RJ Landin Loderick
Have a Ball Limited

TEXAS

Professional

Greg Wyers
LHI Designer

Cindy Newlin
Cindy Newlin Design &
Decor

WASHINGTON

Professional

Sherry Burton Ways
Kreative Ways &
Solutions, LLC

Adrian Small
Small Bernal Inc.

Julia Mitchell
Marchten Interiors

Amanda Needham
Tradition Homes

It could take days to read through the new best-seller.
Fortunately, it only takes 15 minutes to see how much
YOU COULD SAVE WITH GEICO.

Tell us you're a member of IFDA and you could get an additional discount on
car insurance. Call 1-800-368-2734 today for free quote.

GEICO
geico.com



Some discounts, coverages, payment plans and features are not available in all states or all GEICO companies. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko image © 1999-2012. © 2012 GEICO.

TAKE A CLOSER LOOK AT THE IFDA CAREER CENTER



The International Furnishings and Design Association (IFDA) provides you with the most comprehensive online career center and recruitment site for the furnishing and design industry.

IFDA is dedicated to the furnishings and design industry and its professionals. We provide the best, high-profile and even niche openings locally and nationwide from the industry's leading institutions.

All services are **FREE** to Job Seekers

- Build your own in-depth profile to market your skills & talent
- Upload your resume and update it as often as you want (confidentially, if you prefer)
- Set up a personal Job Agent and be alerted when new jobs are posted
- Review career-search tips and advice from recruiting experts

IFDA Employer Features

- Find the best products and rates to meet your staffing needs
- Use Resume Search to find qualified candidates based on job specific qualifications
- Create an online Resume Agent to email qualified candidates right to your inbox daily
- Use Employer Resources to get help with government compliance, job posting tips and other resources.



Use Promo Code TRYIFDA for 25% off any job posting package!
Visit *CAREERCENTER.IFDA.COM* to get started.

Questions? Contact IFDA Headquarters at 610.992.0011 or info@ifda.com

2014 Board of Directors

President

Diane Fairburn

Richmond

diane@decorativeglasssolutions.com

President-Elect

Diane Nicolson, FIFDA

N. California

diane@nicolsondesign.com

Immediate Past President

Janet Stevenson, FIFDA

Philadelphia

janets@closetcity.com

Treasurer

Athena Charis

N. California

athenacharis@comcast.net

Treasurer-Elect

Linda Kulla, FIFDA

New York

lkulla@lkeeco.com

Immediate Past Treasurer

Sheila Cole, FIFDA

Minnesota

sheila@shecole.com

Director at Large

Dawn Brinson, FIFDA

Carolinas

dbrinson@themediamatters.com

Director at Large

Barbara Daher, FIFDA

N. California

bdaher4935@aol.com

Director at Large

Kat Robbins

Philadelphia

krobbinsinteriors@comcast.net

Director at Large

Claudia Giselle Tejeda

New York

claudia@claudiagiselle.com

Director at Large

Jane Toland

New England

jutoland@comcast.net

Educational

Foundation Chair

Susan Hirsch

New York

susanhirsh@optonline.net

Executive Director

Jennifer Jones, MPA

IFDA Headquarters

jjones@ifda.com

2014 Council of Presidents

Arizona Chapter

Adrienne Hart

adrienne@modascapes.com

N. California Chapter

Judith Clark-Janofsky, FIFDA

judith@delements.com

Carolinas Chapter

Kathleen Koch

kkoch@jk-gallery.com

Florida Chapter

Caroline Baer Rogow

caroline@panachegirl.com

Georgia Chapter

Susan Arnold

sarnold@gwinnettTech.edu

Illinois Chapter

Cindy Frenzer

cindy@interiors4u.net

Japan Chapter

Norihiko Yamawaki

yamawaki@e-ynf.com

Japan Chapter Contact

Yasue Ishikawa

risabraire@aol.com

Michigan Chapter

Joan Engle

jee2327@aol.com

Minnesota Chapter

Candy Weisenberger

candy@house2homedesignstudio.com

New England Chapter

Karen Dzendolek

karen@kdzdesigns.com

New York Chapter

Kara Marmion

kmarmion@hlgrp.com

Philadelphia Chapter

Kathleen Penney

kathleen@klpinteriors.com

Richmond Chapter

Muffy Barden

muffy@bardensdecorating.com

Texas Chapter

Paula Ross, FIFDA

perdesigns@tx.rr.com

Washington Chapter

Jeanne Blackburn

arielijb@aol.com

2014 Committees

Bylaw Committee

Paula Ross, FIFDA, Chair

Karen Dzendolek

Susan Hirsh

Diane Nicolson, FIFDA

Corporate Membership Task Force

Diane Nicolson, FIFDA, Chair

Patrick Kennedy

Linda Kulla, FIFDA

Elizabeth Salas

Janet Stevenson, FIFDA

Finance Committee

Athena Chairs, Chair

Sheila Cole, FIFDA

Diane Fairburn

Linda Kulla, FIFDA

Diane Nicolson, FIFDA

Finance Committee

Candy Weisenberger

Membership/Student Clubs Committee

Paula Ross, FIFDA, Chair

Rob Henry

Marketing Committee

Dawn Brinson, FIFDA

Diane Fairburn

Janet Stevenson, FIFDA

Network Committee

Dawn Brinson, FIFDA,

Editor in Chief

Judith Clark-Janofsky, FIFDA

Speakers Bureau Committee

Susan Hirsh, Chair

Judith Clark-Janofsky, FIFDA

Dede Radford

Sponsorship Committee

Janet Stevenson, FIFDA, Chair

Dede Radford

Jennifer Jones, MPA

Webinar Committee

Claudia Giselle Tejeda, Chair

Jane Toland, Co-Chair

Athena Charis

Adrienne Hart

Carol Himanga

Julie Schuster

Website Committee

Janet Stevenson, FIFDA, Chair

Kat Robbins, Co-Chair

Dave Gilbert, FIFDA

Maureen Klein

Joan Scheib