



Spring 2014

NETWORK

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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



I want to welcome all our new and renewed members of IFDA to this spring edition of Network. Our chapters have put together some very exciting events including Richmond's "Day of Design;" multiple seminars, parties and presentations at the High Point Market; the second "Take A Seat" spectacular collaboration between the Washington, DC and Northern California chapters as well as others; and the New York chapter's "Color Trends" coinciding with the NY Gift Show.

These great programs touch on the value of an IFDA membership. It reminds me that consistency is the key in a networking organization. You must continue year after year with your membership to reap the value of it, such as referrals for your work and the all the exciting events that we are invited to attend. If you join only for a year and wonder why you didn't get the work you expected or the value it is because you didn't stick with it long enough. With new membership in any organization like IFDA, relationships are formed over many years because you'll meet different people at different times, developing trust and consistency to appreciate and share your work and to know you personally.

Interior designers may question the value of IFDA membership, however, there is a very significant value. They can confidently present themselves as the ultimate professional to their clients supported by a bevy of creative professional colleagues with a host of talents - decorative painter, furniture maker, professional wallpaper hanger, contractor, and more. All of these relationships that designers and others forge as a result of their IFDA membership is priceless.

And remember, relationships formed by IFDA are not just professional. Many wonderful personal connections are created as well which is such a joy, especially in today's busy society where close ties are hard to come by. So remind your friends whose membership has lapsed or invite new colleagues to come join us. I promise, it will be a rewarding experience both professionally and personally.

All the best,

Diane Fairburn

Diane Fairburn

Members in the News

By Dawn Brinson, FIFDA

New York chapter member, **Susan Slotkis**, recently presented "Accessories: Style & Substance" and "Design Directions & Trends" at the International Window Coverings Expo, Vision IWCE 2014, in Las Vegas. These two CEU-approved seminars were lauded for their content and timeliness.

Susan was also featured in the 01/02 issue of *Vision* magazine. Her article "I'm Obsessed with Warm Metals" can be viewed [here](#).

Our own international president, **Diane Fairburn's** company, Decorative Glass Solutions, has been named a "Best of Houzz 2014" award winner. The Best of Houzz award is given in two categories; customer satisfaction and design. Decorative Glass Solutions was recognized as one of the "Best Of" professionals for customer satisfaction as judged by Houzz's online community of more than 16 million monthly users. Winners receive a "Best of Houzz 2014" badge to add to their online profiles, showing the Houzz community their commitment to excellence.

Decorative Glass Solutions specializes in custom beveled, leaded and pattern privacy glass for home, commercial and contract applications.

Judith Clark-Janofsky, FIFDA, recently presented a CEU-approved program entitled, "iPad 101: Creating Paperless Workspaces" for the Northern California chapter of the National Kitchen and Bath Association (NKBA). The two-hour program provides design professionals with the tools and knowledge needed to effectively migrate much of their work to the iPad. Judith has taught literally hundreds of designers how to take advantage of available technology through her lectures and seminars for the past two years. Judith was IFDA's international president in 2007.

The Bucks-Mont chapter of NARI (National Association of the Remodeling Industry) celebrated its' Evening of Excellence Awards recently.



One of the Awards presented was for Interior Design/Space Planning. **Janet Stevenson, FIFDA** (third from Left) Immediate past international president of IFDA and Philadelphia chapter member, won a CotY (Contractor of the Year) award in that category. Janet had partners in her entry, **Linda Doughty** (left), a fellow Philadelphia chapter member, who provided the granite in the entry, and **Chris McGuire** (right) from McGuire Electric, who worked with Janet to create the beautiful mood lighting accent lights for the project. Presenting the award is **Scott Hill** (second from left), a representative of Rev-A-Shelf, the sponsor of the CotY category.



IFDA Takes Paris

Sue Williams sent us this photo of she and other IFDA members soaking in the Parisian culture as part of their visit to Maison & Objet earlier this year.

Pictured from right to left: Elaine Siegel, IFDA (New York Chapter), Rose Gilbert, IFDA (New York Chapter), Marjorie Barnett (Washington Chapter), Rebecca Rigert, Monica Mertens-Ortiz, Vani Sayeed (New England Chapter) and Sue Williams (Richmond Chapter).



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IFDA MEMBERS - DOWNLOAD YOUR 2014 HERTZ DISCOUNT CARD TODAY!

With spring and summer vacations on the horizon, IFDA members will want to take advantage of the valuable member discounts offered by Hertz. IFDA members enjoy the following discounts on Hertz car rental services:

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- \$30.00 off 3 Day Weekend/ Rentals
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[Click here](#) to download your 2014 IFDA Member Discount Savings Card.
For more information, please visit www.hertz.com.

For a complete list of IFDA member benefits, please [click here](#).

Do you have a question about IFDA member benefits, please contact Jennifer Jones, MPA, IFDA Account Executive at 610-992-0008 or jjones@ifda.com.

Chapter News

Arizona Chapter

AZ Chapter's First Annual Vegas Market Road Trip

By Adrienne Hart, Arizona Chapter President



Judith Clark-Janofsky, FIFDA (NoCal), Karen Mandarino (AZ), Jan Braden (AZ), Karen Wirrig, FIFDA (AZ), Yasue Ishikawa (Japan), Adrienne Hart (AZ), Michael Hutchings (AZ), Leann Fernald (AZ), Maureen Klein (NY), Janice Costanzo (AZ).

In January, the Arizona Chapter offered their first annual trek to the World Market Center in Las Vegas, NV. Working with the staff at World Market Center, we were able to offer IFDA member attendees a \$200 American Express Gift Card, which more than paid for transportation there.

It's about a five-hour excursion through winding roads surrounded by mountains and desert flora- one that I find quite beautiful. That's only 45 minutes longer than if you fly there from Phoenix, factoring check-in times, baggage claim and cab lines, and the best part is that we spent that time connecting with other members on a more meaningful level. We passed the time with some fun and entertaining road trip games, where we learned all kinds of interesting tidbits about each other, which evoked some very entertaining conversations. I almost can't wait for next year's trip to finish where we left off!

Once at the show, we were inspired by all of the new colors and textures and finishes, of course. Still prevalent were watery hues ranging from pale aqua to indigo, with punctuations from acid green, persimmon and fuchsia. Gray and taupe finishes were still present but were starting to be replaced with raw and unfinished beauties, as well as heavily

burnished or pickled finishes.

Aside from exploring the vast offerings of furniture, home décor and gift showrooms, our group attended some great continuing education classes including the Icon Achievement Award presentation to Barbara Barry. If you've ever had the privilege of hearing her inspirational story, than you can agree with me when I say, "Wow!" Even though, we have different personal tastes, her passion and conviction commands that she always maintains a trueness to herself and that, to me, is inspirational.

One of the nights, we had an off-site happy hour with IFDA members from around the world, where our chapter was proud to welcome Yasue from Japan. Karen Wirrig, FIFDA, shared slides from Japan's show house and Maureen Klein of NY showed us some behind the scenes action from last year's Take A Seat event. It was really great to connect with everyone and I hope next year, we'll have double this in the photo!

If you are planning on attending the Winter Las Vegas Market in 2015, please contact Adrienne Hart directly at adrienne@modscapes.com so we can include you in our activities.

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.

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Arizona Chapter

AZ Chapter Sponsors Lymphoma Research Foundation's Second Annual Kitchen and Tasting Tour

By Adrienne Hart, Arizona Chapter President

On February 22, 2014, the Lymphoma Research Foundation held their Second Annual Kitchen and Tasting Tour proudly sponsored by IFDA AZ Chapter. Seven homes were opened up for a self-driving tour where visitors enjoyed tasty treats presented by seven top chefs and tablescapes designed by local interior designers and event planners. Attendees were then charged with voting for their favorite kitchen, food tasting and tablescapes.



Tickets showing IFDA sponsorship.



Lymphoma Foundation Event Table



The Asian inspired "Lunch at the Pagoda", done by Adrienne Hart, won the People's Choice Award for best Tablescapes. Way to go! Adrienne had the privilege to accept her award at the annual luncheon for Lymphoma Research Foundation on March 8th, further elevating the recognition of the IFDA.



A selfie of our group on the tour from left to right- Gary Hart (AZ Chapter, First Husband), Chris West (Sponsor), Adrienne Hart (Chapter President), Charlene Kingston (VP Social Media) and front L to R: Mahala Rainbow (favored caterer), Lorna West (soon to be Member), Shanti Rose (VP Programs).

Florida Chapter

Habitat for Humanity Build in Boynton Beach

By Marsha Koch, VP of Communications

One sunny breezy Saturday afternoon, ten Florida IFDA members and friends had the opportunity to participate in a [Habitat for Humanity](#) "build" in Boynton Beach, Florida. We noticed that a company that one of our members, Steven Young, works for, Capitol Lighting, was sponsoring the house we were working on! We arrived ready to give our best effort. Caroline even wore her overalls!

As part of our Community Outreach program we were delighted to be able to lend a hand to help build a new home for a very deserving family. We learned so much about just what a wonderful organization Habitat for Humanity is but also got real life construction experience too.

It was interesting to find out that the homeowner must make a down payment but their mortgage is provided directly from Habitat for Humanity and is interest free.

At the end of our shift we were all tired but filled with a sense that we served our community in a small way... one nail, brushstroke or slice of the saw at a time.

We are hoping to be able to work directly with a Habitat family to decorate their new home after they move in.

Looking to be part of a worthwhile organization, learn skills and have fun at the same time? Habitat for Humanity has opportunities all over the world! To learn more please go to their [website](#).



Seen here is a friend of Susan Heller's, Beverly Stewart, IFDA, Susan Heller, IFDA, and organizer of this event, Susan's daughter, Michelle Heller. Jeff Rogow, husband of our esteemed President, Caroline Rogow, and Lynn Sciarone.



This was one of many houses being constructed in a local community. Habitat even fixes up the exterior of the surrounding homes so that everyone feels like they live in a new neighborhood.



Caroline and Bev with Lynn looking on get ready to tackle the job!



We file downstairs ready to meet the construction supervisors and find out what tasks we will be tackling.



Our supervisor, Helen, shows us her work gloves! She is a retired DEA agent and volunteers full time.



Marsha and Vicki were not daunted by the nail gun....except that it kept jamming. But Vicki quickly learned how to fix that!



Susan and Caroline take on the miter saw challenge.



We are introduced to the Habitat organization and some of the future homeowners. All future recipients of Habitat homes go through extensive interviewing and must qualify before they can be approved. They must put in 400 hours working on not just their home but any Habitat project.



Susan became an expert at dropping a plum line.



Bev and Lynn applied their talents, and paint, to the shutters. Luckily they dressed to match the paint color so if they wore some paint home no one would notice.



It was a rewarding day!

New England Chapter

New England Chapter Hosts Social Media Event

By Karen Dzendolet, New England Chapter President



Leslie Fine, IFDA New England Member and former Chapter President (2003)
Photo credit: Ray Bachand

On March 5th, IFDA New England Silver Sponsor, Wolfers Lighting, in Allston, MA, hosted "Using Social Media as a Megaphone for your Business." It was a great evening of learning, networking and noshing, with over 50 IFDA New England members and guests, welcomed by Chapter President, Karen Dzendolet, and Wolfers Lighting's President, Steve Brand.

Furniture maker, Ray Bachand, of 60nobscoot opened the evening with a social media refresher. Since social media is ever-changing, Ray highlighted different social sites that our members would benefit from as well as how to use those sites to post images and direct traffic back to our members.

Popular blogger and award-winning interior designer, Leslie Fine, followed Ray with a presentation on her professional use of social media. She used social media as a marketing tool to build a following and gain attention for her work from the media and to connect with her target audience.

Leslie is an IFDA member and past chapter president (2003). She shared her experience in using Twitter, Facebook, and other social media outlets, including her [blog](#).

The evening offered key takeaways that members could apply to their own businesses, immediately.



Steve Brand, IFDA New England Member and Silver Sponsor (Wolfers Lighting)
Karen Dzendolet, IFDA New England Member and current Chapter President
Leslie Fine, IFDA New England Member and former Chapter President (2003).
Ray Bachand, IFDA New England Member



Right, Marie Chaput, IFDA New England Member and business owner of Thread, with two of her staff members, Ed Cavallo and Charlene Frechette.

IFDA 2014 Network Submission Guidelines

NETWORK EDITORIAL TEAM

Dawn Brinson, IFDA, Editor in Chief
Judith Clark-Janofsky, IFDA, N. California Chapter President
Jessica Tolliver, New York Chapter Immediate Past 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
Summer	June 2, 2014	June 13, 2014	June 26, 2014
Fall	August 11, 2014	August 22, 2014	September 30, 2014
Winter	October 20, 2014	November 3, 2014	November 20, 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 134 New Members

ARIZONA

Associate

Kevin Sprague
Change By Design

Professional

Karen Barnes
The Elegant Window

Sherri Briles
Hinkleys Custom Lighting

Michael Clare
Clare Frame & Art

Laurie Clark
Sherwin-Williams

Paul Connolly
Sundrea Landscape Center

Laurie Friedman
Pindler & Pindler

Patrice M. Hill
Floor Styles

Susan Lemire
Myomi Designs, LLC

Shelly Lester
Underfoot

Cisco Miranda
Miranda Delivery Service

Jose Molina
Biltmore Shutters, Inc.

Linda Palm
Shuttersandco

Catherine A. Trevigne
Inside/Out
Showrooms.com

Student

Mitch Chernow

Janice Costanzo

Lindsay Duval

Nicole Ford

Pranvera Gorenca

ARIZONA

Student

Sara Howland

Dominique Maggetti

CAROLINAS

Greg Rosendale
Glen Raven Custom
Fabrics, LLC

Student

Vanessa Fleming

Brianna Germond

Kayla Kucerik

Gina Simmons

Student

Mary Katherine Snow

Addie Welch

FLORIDA

Thomas Daugherty

John Eckhardt
Petal Pushers

Bryna F. Pinsky
Office Furniture Solutions

Student

Pauline Lapierre

GEORGIA

Student

Saima Ahmad

Melanie Morris

ILLINOIS

Karen Fischer
Design Details

Mollee Johnson
Style 1519

Student

Joyce Zydlo

JAPAN

Professional

Kazuaki Kato
Grand Decor

MICHIGAN

Professional
Jennifer Gilbert
Doodle Home

MINNESOTA

Professional
Mandy Bauer
ALL, Inc.

Steve Eckelman
Bob's Wood Specialties

Bridgete Frye
Fabricators Unlimited

Jennifer Kondor
Kondor Interiors

Rick Lyrek
Closets For Life

Anna Vignetti
Surface Restoration
& Design

Student

Carol Seiler

Kazoua Yang

N. CALIFORNIA

Associate
Heather Aldi

Professional

Gary Falcon
Home Source Co. (DBA Bay
Home & Window)

Izalina Pegler
Final Touch Interiors

Dana Walsh
Dana Walsh Design

Student

Martina Lo

Xuan Quynh

N. CALIFORNIA

Student

Thi Tran

NEW ENGLAND

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Renee Albano
Jewett Farms + Co.

Roldo Cesaroni
Mr. Sandless Boston

Jennifer Driscoll
Broadview Marketing

Laurie Gorelick
Laurie Gorelick Interiors

Michael Hoban
Audio Concepts

Brian McSharry
Closets & Storage Concepts

Tom Mitchell
Mitchell
Construction Group

Lee Reid
Payne/Bouchier Inc.

Tala Safai
Broadview Marketing

Kris Shaffer
Kris Shaffer Interiors

Jon Shellington
Allstate Glass

Student
Diane Burcz
Boston
Architectural College

Eileen Fitzgibbons
Boston Architectural
College

NEW YORK

Professional
Jaclyn Acker
Chelsea Frames/
Galerie Protege

Sarah Boyd
Calvin Klein

NEW YORK

Professional

Frank Cassata
Frank Cassata Designs

Gregory A. Cramer
Gregory Allan Cramer &
Co., Inc.

Jan Girard
Contract Workroom

Susan Hayes
Moen, Inc.

Tina Koch
Specialty Lighting
Industries, Inc.

Andrew S. McGukin
Drew McGukin Interiors

Catherine Nanda
Nanco Interiors

Daryle Preminger
Daryle Preminger &
Associates Ltd.

Janet Rossman
IDesign, Intl.

Marie Seide
East Egg Interiors, LLC

Tracy Steele
Tracy Steele Designs

Sherrell Watson
Big Ass Fans

Student

Saly Antoun

Carolina Galvao

Catarine Rossi

PHILADELPHIA

Professional

Kristen Cossa
Kieffer's Appliances

Charlie Elofer
Window Concepts

New Members Continued...

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Professional

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Provenance Interiors

Bob Huber
Oskar Huber Furniture
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Brian Kaufmann
Renaissance Marble &
Granite Corp.

Melanie Lark
Melanie Lark Design

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Deanna Lorenti
Concept 2 Design Interiors

Susan Mazzarelli
Senior Moves By Design

Nancy Pageau
Inkling For Art, LLC

Jeff Rizzi
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Denise Haag

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Professional

Jill Erwin
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Ashley Goodstein
Creative Staging Concepts

Susan Jamieson
Bridget Beari Designs

Cheryl Jarvis
Designs By Cheryl

Holly Kidwell
Holly Kidwell Interiors

WASHINGTON

Professional

Linda Bassert
Masterworks Window

WASHINGTON

Professional

Fashions & Design, LLC

James Bateman
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Construction, LLC

Catherine Jordan
Connon
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LLC

Sabrina Davis
Berkley Design Group

Syntha Harris-Wendel
StoryBook Rooms, LLC

Sayeed Hasanzadah
Merrifield Oriental
Rug, Inc.

Marilyn Jenkinson

David Jorgenson
Coleman Floor Company

Julie Keyton
Julie Keyton Interiors

Deanne Kuzmic
Premier Design Resources

WASHINGTON

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Diana Margonie
Jerry's Paint &
Wallpaper Ctr., Inc.

Bob Narod
Bob Narod, Photographer,
LLC

Dave Neumaier
Ihome Integration

Andrea Olsen

Barbara Polhemus
Barbara Polhemus Interiors

Sue Rosenbaum
Sue Rosenbaum Designs/A
Room With A View

Victoria Sanchez
Victoria At Home

Janet Schiesl
Basic Organization

Jennifer Schweikert
Just My Style By JMS, LLC

Rebecca Scott
Thurston Scott
Interiors, LLC

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Shea Studio Interiors

June Stanich

Mary A. Sullivan
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Econize Closets

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

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