

# IFDN | NETWORK

INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

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## IN THIS ISSUE

- Inaugural Message from President Penny Sikalis
- Educational Foundation Presents *Design Edge*
- And the winners of the 2017 Renewal Drawing are...

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DesignEDGE Keynote speaker Karim Rashid Photo Credit: © BANDO E&C Co., Ltd.

## THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

# Contents Spring 2017

Editor: Sue Williams, FIFDA

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# President's Message



Dear Members,

It's with great pleasure that I write my first Network letter as IFDA's International President 2017-2018, and share some of my hopes and vision for the future of our great organization. As with many professional organizations

(and businesses in general), there are ebbs and flows, ups and downs, good years and tough ones. IFDA has encountered a few rough years, however with numerous initiatives launched in 2016, I believe we're on a good path towards revitalization, re-growth and recommitment to IFDA's core mission. It's very exciting!

For starters, our 2017 International Board has been actively addressing IFDA's position in the industries we serve, developing and implementing plans to deliver more value to our members, sponsors and related constituencies. Key initiatives include website development (on an entirely new platform), branding and marketing strategy inclusive of PR and social media campaign, trade show/market center collaborations, professional development and educational programs, partnerships between Chapters, and other big picture initiatives. These are all designed to enhance IFDA's position in the marketplace, drive growth and support Chapter efforts. I feel confident that by the end of Q2 2017, you'll start seeing dramatic changes to all that IFDA has to offer from the top.

Take delight in some of the features in this Spring issue of

Network...I'm excited about the Educational Foundation's DesignEdge day-long conference on May 20th – timed to coincide with the ICFF and a plethora of NYCxDesign events. Do make plans to partake – learn, meet colleagues/industry players, and just enjoy a great time in the Big Apple! I'm also thrilled about the upcoming Fall travel tour through Japan – offering a real inside look at Japan design through the eyes of our IFDA-Japan Chapter members. This first tour will be limited to 12 participants, but we hope to expand travel programs in the future so that more members can take advantage of unique IFDA opportunities.

It's learning, networking, growing our businesses, and simply having fun that brings together individuals in our IFDA community. To increase the value of your membership, I encourage you to roll up your sleeves and join a committee – at either the Chapter or International level. Being actively involved will not only expand your personal horizons, but will also help IFDA grow in the direction that will benefit our all-inclusive community.

I look forward to meeting (or seeing) you throughout the year – whether at IFDA or other events – and getting more acquainted. And, in the meantime, please feel free to drop me a line with suggestions, desire to join a committee or anything else relevant to the future of IFDA.

Here's to a great 2017 and beyond!

Best,

Penny Sikalis

International President, IFDA  
[IFDA2017pres@gmail.com](mailto:IFDA2017pres@gmail.com)

## Committee News

### Speakers Bureau Committee News

Submitted by Susan Hirsh, FIFDA, VP Educational Foundation, New York Chapter, Past International President



Are you looking for a speaker at your next event?

Look at the IFDA Speakers Bureau, which has a list of our members who are experts. We have speakers who have spoken at our Chapters and at industry events. We have a broad list of topics on which our impressive Speakers will inform and entertain your audiences, including IPAD APPs, Marketing and Branding and Design ideas.

For a list of our speakers with their bios, their topics and contact information go to [ifda.com](http://ifda.com) to the Speakers Bureau tab.

If you would like to join the Speakers Bureau the application is in the [ifda.com](http://ifda.com) Speakers Bureau tab.

# Committee News

## Sponsorship Committee Welcomes .design as IFDA's Newest International Sponsor

Submitted by Jennifer M. Jones, MPA, Executive Director

IFDA is pleased to welcome .design as an IFDA international silver sponsor. Owned by Top Level Design a Portland, Oregon based company. .design is the only top level domain that explicitly identifies designers.



## Member News

### Susan Slotkis Launches 3rd Edition of *Foundations of Interior Design*



Susan Slotkis, IFDA Professional, Speakers Bureau, and former board member of both IFDA NY Chapter and IFDA International, just had the 3rd edition of her book, *Foundations of Interior Design* released by Bloomsbury on 2/9/17.

This edition offers a thorough update to the creative, technical, and business aspects of the interior design profession. By surveying design history, the elements and principles of design, professional practice, and more, the book provides a practical and comprehensive overview. This new edition provides a wide range of examples of design in different styles and applications.

Projects and applications designed by both individuals and as collaborative efforts locally and globally are featured, from rural America to modern Dubai. The contributions of many interior designers, including IFDA members, are demonstrated in the choice of illustrations and case studies. Projects represented include a balance of small and large, simple and complex, and residential and contract from throughout the U.S. and abroad.

In speaking with Susan, we learned that there is much that goes into a book revision, even more than she would have expected even though this is not her first revision. There is always much to refresh and update...content, case studies, and images. It is labor-intensive and subject to publisher's budget, other demands, changes in the industry, and what is expected from readers.

Susan emphasizes that a key element for the success of this edition was the generosity of her colleagues. Many of the wonderful full-color images of fantastic interiors were provided as a courtesy from her design friends and their photographers. This makes "FID3" a stand out in the category of interior design foundation books for students, faculty, practitioners, and design enthusiasts.

<http://www.bloomsbury.com/us/foundations-of-interior-design-9781501315909/>

Case Studies ("In the Spotlight" features) include:

- Biophilia and Evidenced-based Design in Healthcare
- Coming Together with Class: Collaboration, Charity, and a Cause
- Color Confidence
- The Design Process for a Residential Project
- Sustainability: An Education in "Green"
- Lighting on a Grand Scale: The Grand Mosque, Abu Dhabi, UAE
- A Collaboration of Technology, Design, and Biophilia
- The Passive House
- Resiliency and Rebuilding
- The Material World of Material ConneXion®
- A Fascination with Felt: Then and Now
- Non-Western Influences on Design: 1. China; 2. The Mughal Empire (India); 3. Design Colonialism; and 4. Japan on Modernism
- Women of the International Style
- Small, Tiny, and Affordable Spaces
- Tradition and Technology: David Adjaye, Selects

Fisher and Paykel, a new sponsor of the IFDA NY Chapter, is hosting a book launch/design industry presentation on March 29th from 6-8 pm at the A&D Building in NYC.

The invitation and book cover photos are below.



# Member News

## In Memoriam: Laurie Planamento



It is with great sadness we mourn the untimely sudden loss of our dear member and friend Laurie Planamento. Laurie was an asset to our board and incoming treasurer for IFDA National. She served as the Florida Chapter VP of Social Media and President-elect.

But today we also celebrate her life and the joy she brought wherever she went. She was a light that shined brightly on all those who knew her.

Laurie is survived by her loving husband Jim and two children Tony Jr. and Allie, a dog named Rocky and twin cats, Pumpkin and Prince, as well as a large family and many friends and colleagues whose lives she touched in such a positive way.

We are heartbroken and will miss our Laurie P., always upbeat, always with a funny remark or fun Jib Jab video to share at board meetings, a beautiful soul, gone way too young and far too soon.

The loss of someone as beloved as Laurie diminishes us all.

## Special Japan Tour

Submitted by Maureen Klein New York Chapter

Please note: Itineraries and pricing are subject to change. Watch for more details coming to your inbox.

**IFDA ON THE GO**  
**Destination: JAPAN!**

**START PACKING!**  
**WATCH YOUR IN-BOX FOR TRIP DETAILS**  
**AND HOW TO RESERVE YOUR SPOT**

ARRIVE JAPAN:	Thursday, October 5, 2017 Kansai Intl. Airport, Osaka, Japan
DEPART JAPAN:	Thursday, October 12, 2017 Kansai Intl. Airport, Osaka, Japan
CITIES:	Kyoto, Osaka, Kobe
	4 nights Kyoto— <a href="#">Hyatt Regency Kyoto</a>
	3 nights Osaka— <a href="#">Ritz Carlton Osaka</a>
INCLUDES:	7 nights luxury hotel (double occupancy, twin beds) 6 dinners, 7 breakfasts tours, admissions, ground rail and auto transportation
COST:	\$3,250.00 land package; airfare cost and arrangements on own \$250 non-refundable deposit
PARTICIPANTS:	12 (IFDA members given priority)

# Special Event Announcement

## DesignEDGE Promises an Activity-Packed Day With Star-Studded Appeal

Submitted by Mervyn Kaufman, IFDA IFDA-EF Communications Director

Everything needs to be designed," says **Karim Rashid**, the globally recognized interior and industrial designer. "I see a future of our aesthetic world crossing all the aesthetic disciplines, so that design, art, architecture, fashion, food and music fuse together to enhance our experiences and bring greater pleasure to our lives."

Karim will be the keynoter at DesignEDGE, an event produced by IFDA's Educational Foundation and scheduled to take the spotlight in New York City May 20, 2017, one day before the opening of ICFF, the International Contemporary Furniture Fair at Javits Center. ICFF is North America's premier showcase for contemporary design of up-to-the-moment offerings.

A day-long event at the Millennium Broadway hotel in NYC, EF's DesignEDGE will also feature an afternoon panel discussion by visionary design-industry stars. Its theme, says DesignEDGE Chairman Wilma Hammett, will be "'Leading by Innovating'—what you need to do to be successful in today's fast-paced and quick-changing world." Highlight of the morning session will be Karim Rashid's mesmerizing take on "The Future of Design."

A unique voice in design today, Karim has built a global career on his belief that "design is not about solving problems but about a rigorous beautification of our built environment." With more than 4,000 designs in production, 300 of them award winners, and client work in some 40 countries, he is convinced that "every business should be completely concerned with beauty—it is, after all, a collective human need."

With a full day of planned activities, DesignEDGE will begin with a continental breakfast, pause for a catered lunch featuring roundtable discussions of individual business needs, and end with "Leading by Innovating." That lively panel will probe how professional designers can build their brands, create new ways to re-establish leadership with consumers, harness the latest tools of social media, and create and expand their global business.

At press time, three top industry pros were confirmed as panelists:

**Jaime Derringer** is an artist and the founder and executive editor of Design Milk, a modern-design blog that's become a worldwide go-to site. Design Milk focuses on interior design ideas, home furnishings and decor, art and architecture, style and technology. Gifted in tracking design trends, Jaime Derringer speaks widely and often about design and the challenges of utilizing blogs and social media to achieve business success, and her blog and twitter feed reach millions of followers.

**Chad Stark** is the primary behind-the-scenes executive at the company bearing his family name. As its senior vice president, he is directly involved in managing Stark's technical challenges while remaining focused on providing trade clients a high level of customer service. He's also the founder of [doitfor.com](http://doitfor.com), a campaign dedicated to

advancing design-industry relevance and leadership, and to stressing the value of consumers' working directly with interior designers rather than with so-called "free" design services. With Stark's merger with Scalamandré, Chad became president of the new company, which continues to operate under the Scalamandré name.

**Kevin Greenberg** is the founder of Space Exploration, an integrated architecture and interior design firm specializing in homes, retail boutiques and hospitality venues, each focused on integrating historical elements with complementary modern design. Prior to establishing his company in 2008, Kevin worked for firms in Japan as well as New York City and Seattle. "Space Exploration has great reverence for history," he says, "but we also value innovative contemporary aesthetics and especially enjoy creating a harmonic, tactile juxtaposition between the two." Kevin's notable work includes the design of Maryam Nassir Zadeh, a fashion and lifestyle boutique on Manhattan's trendy Lower East Side, plus such notable Manhattan restaurants as Walter's and Glasserie—along with homes in New York City, Los Angeles, Miami Beach and Long Island.

As details about DesignEDGE continue to evolve, new information will be shared with each IFDA chapter, so members can stay informed of the expanding program, the schedule and the out-of-pocket costs. EF Chairman Linda Hunt explains that this event will be financed partly by EF, with speakers' fees drawn from the Barbara Brock Memorial Grant, the Harriet Schoenthal IFDA Leadership Forum, and one of EF's Chapter Partnership Grants.



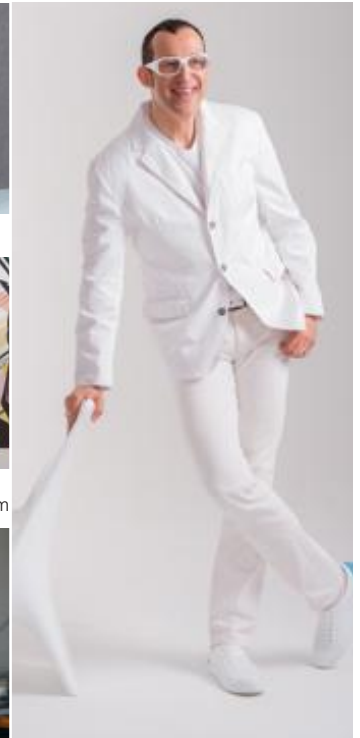
Chad Stark, founder of [doitfor.com](http://doitfor.com)



Jaime Derringer of Design Milk,  
Photo credit: Noa Azoulay/featherlove.com



Architect Kevin Greenberg



Keynote speaker Karim Rashid,  
Photo credit: © BANDO E&C Co., Ltd.

# Arizona Chapter 2017 Board Members

Submitted by TaMeki K Njuguna, IFDA Arizona VP of Communications and Social Media

Arizona Chapter welcomes their 2017 Board of Directors! The Board includes past, returning, and new members!

Shanti Rose is in her second year as Arizona's Chapter President serving her 5th year on the board.

Gina Mathis is a past Arizona board member and is expanding her skills within IFDA by taking on the position of VP of Membership.

Kim Monroe is new to the IFDA community. She works for BookkeepInc and has over 18 years of bookkeeping experience.

TaMeki Njuguna is a returning board member and continues to express herself through graphic design as VP of Communications/Social Media.

Tamra Anderson is Arizona's returning Secretary and is thankful for the opportunity the position has afforded her in the Arizona community.

Adrienne Hart is a returning board member and accepts new responsibilities as VP of Sponsors.

Jan Herwick continues to share her wisdom with the chapter by returning as VP of Fellows.

**\*\*The VP of Programs position is still available and being overseen by Shanti Rose, Arizona Chapter President / 2014 & 2015 VP of Programs**



Arizona Chapter 2017 Board of Directors, Photo collage by TaMeki Njuguna, IFDA Arizona VP of Communications and Social Media

## Phoenix Art Museum

Submitted by TaMeki K Njuguna, IFDA Arizona VP of Communications and Social Media

On view for the first time, IFDA Arizona Chapter took an exclusive docent guided tour of a comprehensive archive featuring Avant-Garde fashions & accessories by renowned designers! The collection celebrates the enormous creativity of fashion from 1963-2013 in a dynamic, multi-media installation.



Arizona Chapter 2017 January event at Phoenix Art Museum attendees  
Photo courtesy of the Arizona Chapter



Arizona Phoenix Art Museum Avant-Garde Fashion Exhibition, Photo by Shanti Rose

## 2016 Holiday Party

Submitted by TaMeki K Njuguna, IFDA Arizona VP of Communications and Social Media

Arizona Chapter celebrated the holidays at Coup Des Tartes in darling 1920's garb for a night of casino inspired fun and games. The highlight of the night was the video taping of the Mannequin Challenge! If you missed it you can view it on the Facebook page (@IFDAAZ).



Arizona 2016 Board of Directors at Coup Des Tartes Roaring 20's Holiday Party  
Photo courtesy of the Arizona Chapter

# Florida Chapter

## The Shade Store presented Florida Chapter Member Allison Paladino at the DCOTA Winter Market

Submitted by Marsha Koch, President Florida Chapter

Florida Chapter Member, celebrated Interior Designer Allison Paladino, along with Jay Britto and David Charette led an informative panel discussion, The Ins and Outs of Licensing, how to develop your own product line and create a successful partnership. When done correctly a licensing deal can help grow a brand and become an additional stream of revenue.

Since Allison frequently custom-designed her own furniture for clients it was a natural progression to create a furniture collection for EJ Victor. She also has a beautiful contemporary lighting collection for Fine Art Lighting. Both were labors of love. Where did she find the time? She worked with her private clients all day but inspiration (and lots of work) came after hours and weekends.

When asked which do you prefer, all three designers said that creating their own collections was the most fulfilling. What was the most surprising part of having your own product? All answered, it was much more work and time. From concept to completion took months, if not years, in finalizing.

While Allison had the backing of the manufacturers, Britto and Charette financed it all on their own. They designed and fabricated, tweaked and re-tweaked, until their product was ready for market and then it had to be sold!

A big thank you to The Shade Store for making our IFDA Florida Chapter part of this exciting event.



Florida Chapter President, Marsha Koch, Members Steve Grafton, and Allison Paladino, Moderator Arianne Nardo, David Charette, Jay Britto, and Members Beverly Stewart, Lynn Sciarone and Terri Chetek enjoyed the Key Note Presentation.



The Shade Store Chief Marketing Officer, Michael Crotty, introduced Moderator Arianne Nardo, Editor of the Business of Home, Interior Designers Jay Britto, Allison Paladino and David Charette.

Allison Paladino, David Charette, The Shade Store Consultant Judy Henry, Arianne Nardo, The Shade Store Consultant Anthony Paulino, Jay Britto and Chief Marketing Officer, Michael Crotty.

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Joan Schieb receives Fellow award



Professional Business Practices Seminar at LR Seaman Interiors Showroom

## Illinois Chapter IFDA Award Winner

Submitted by Kim Eggert, VP of Public Relations

Joan Schieb, owner of Joan Schieb Interiors, received the distinguished award of Fellow in recognition of her outstanding achievement, commitment, dedication, and service to IFDA. Joan held the office of Chapter President (2010—2012). She has continued to be an inspirational mentor to the Illinois Chapter and her enthusiasm and guidance have been pivotal in keeping our group robust.

Joan is very active in her community by opening her home several times for a holiday charity event. She also volunteers at her local consignment/resale shop in which proceeds go to helping the local Ronald McDonald House for Children. While Chapter President of IFDA (Illinois Chapter) she was instrumental in organizing IFDA Illinois Chapter's participation in HOME—a charity that helps with the housing needs of the elderly.

Joan has a knack for bringing people together and making them feel welcome. She is an inspiration to the design community and a great example of what a Fellow in IFDA should be.

## Visit To The Kashian Brothers Showroom

Submitted by Kim Eggert, VP of Public Relations

In January, the Illinois Chapter of IFDA started the program year with a visit to the Kashian Brothers Showroom, a design staple in the North Shore of Chicago since 1910. Starting out as a cleaning and repair business for owners of Oriental Rugs, it quickly grew into a reliable flooring source due to its commitment to customer service. It is refreshing to see that that philosophy has not changed. This is the place to come to get expert flooring advice and to have your questions answered by their friendly and helpful staff.

Owner Doug Stein assured us that his focus is on quality and customer service. If a problem arises Doug is "Johnny on the spot" to insure the job is completed to perfection. Wow, isn't that what designers love to hear? An added bonus is the fact that Kashian's knowledgeable staff

will advise designers on the proper floor application for installing rugs, tile, and hardwoods in price points that range from middle to high end.

Kashian is also very proud of his installers-- seasoned veterans mentoring new employees along the way. Other specialties include: Dust Free Refinishing, rug & cleaning services, and representing the TCS furniture line. Sales Rep Tami Gleason presented all the advantages of working with the Kashian Brothers and buying from TCS furniture line. Kashian has several TCS pieces on the floor giving clients the opportunity to 'test drive' a sofa and chairs. Several designers in the audience have used TCS in the past and sing Tami's praise for the line.

The day ended with a lovely lunch, which invited further discussion and questions to be answered.

## Topic of the Month - Professional Business Practices

Submitted by Karen Fischer, VP Membership, Illinois Chapter

On February 21st the Illinois chapter of IFDA presented an upbeat and informative program on *Professional Business Practices*. The seminar was given by Loren Reid Seaman at his company's showroom in Lake Zurich.

A 30+ year design professional, Loren shared many insightful suggestions as well as moderating a great idea exchange and group discussion. Topics ranged from: How to Maintain Your Professional Edge, Differentiating Yourself In Today's Competitive Environment and Economy and the ever popular discussion: Charging Fees Based On The Scope And Size of

Your Design Project. Loren's optimistic approach was well received by the attendees, which included student members anxious to understand the dynamics of a successful career in design. The program included an informal exchange of ideas and a Q & A.

Following the presentation Loren conducted a tour of his LR Seaman Interiors Showroom. Members and guests were then treated to a light dinner of pizza and beverages and the opportunity to network.

# New England Chapter

## IFDA New England Annual Design Showcase and Awards; Two Events in One!

Submitted by Karen Dzendolet, Immediate Past President New England Chapter  
Photographer: Ellysia Francovitch

At our Annual Design Showcase, we celebrated both our designers and vendor members.

The event, hosted by Silver Sponsor Landry and Arcari's Oriental Rug and Carpeting showroom in Natick, Massachusetts, hosted over 70 IFDA NE vendors, who displayed and informed us about their products services, as well as our members and members of our greater New England design community.

During this event, we also awarded our bi-annual IFDA NE Member Design Showcase awards. The categories were: Best Bath Design, won by Jessica Chabot; Best Kitchen Design, also won by Jessica Cabot; Best Specialty Space Design, won by Lucia Lighting and Design; Best Custom Design, won by Laurie Gorelick; and Best Living Space Design, won by Vani Sayeed. We also awarded our Community Service Award to Bob Ernst.

Our Design Showcase designs were evaluated and the winners chosen by judges without attribution, coordinated by Design New England Editor, Gail Ravgiala. The winners have photos of their winning designs posted on our [IFDA-NE website](#) included in our [Fourth Quarter IFDA New England Magazine](#), and in addition, the designers themselves are featured on page 45 of the 2017 January-February Design New England issue.



Left to right: Karen Dzendolet, 2016 IFDA NE Chapter President, 2017 Immediate Past President, Best Custom Design Award to Laurie Gorelick, 2016 Recording Sec'y, 2017 VP of Hospitality.



The Landry and Arcari Showroom, Natick Massachusetts



The professional team at IFDA NE Silver Sponsor Landry and Arcari, including, second from left, owner and IFDA member, Jerry Arcari, and third from right, Landry and Arcari marketing manager and IFDA member, Jon Cahill.

## Take A Seat with IFDA New England in 2017!

Submitted by Karen Dzendolet, Immediate Past President New England Chapter



We are looking forward to IFDA New England's third year of participation in the Fifth Annual International Take A Seat Series of Events!

For the first time, four Diamond Patrons will choose a chair designer with whom they will collaborate on the design of a chair to submit for this year's IFDA New England Take A Seat. These Patrons will have the opportunity to personally select a 501c3 charity to benefit from the proceeds of the auction.

The Diamond Patrons and their charities will be named at a Designer and Charity Debut celebration in March, 2017.

Following the Debut party, architects, builders, craftsmen, designers and students can create and submit their own Designer Chair for inclusion in the 2017 award-winning series of Take A Seat events. They also will be able to choose one of the four charities to benefit from the proceeds from the sale of their chair.

IFDA New England will host four traveling exhibits in May. The annual Champagne Kick-Off and a private press preview will be held at Mitchell Gold + Bob Williams' Boston showroom on May 2, 2017. The remaining three traveling exhibits will be announced shortly. The Gala, which will include a silent and live auction, will be hosted at the Royale in Downtown Boston on June 1, 2017.

For more details on sponsorship, chair submission and all other IFDA New England Take A Seat information, go to our IFDA NE TAS website: <http://takeaseat.ifdane.com>

# New England Chapter November 2016 Chef Bill Cooking Demo

Submitted by Karen Dzendolet, Immediate Past President New England Chapter  
Photographer: Ellysia Francovitch

On November 15, 2016, hosted by member *Design Group 47*, in Peabody, Massachusetts, Chef Bill Collins did a hands-on live cooking demonstration, emphasizing holiday entertaining. Members and guests sampled delicious food, while networking and viewing the latest in cabinetry design and flooring.

More details and photos are included in our Fourth Quarter IFDA New England Magazine: [https://issuu.com/ifdanewengland/docs/4q\\_cover/51](https://issuu.com/ifdanewengland/docs/4q_cover/51)



Chef Bill Collins demonstration in the *Design Group 47* Showroom



Left to Right: Jason Clairday, Design Group 47 Showroom Manager and IFDA Member, John Trifone, IFDA Member and VP of Event Sponsorships

# December 2016 Holiday Masquerade Party

Submitted by Karen Dzendolet, Immediate Past President New England Chapter  
Photographer: Ellysia Francovitch

On December 8, 2016, IFDA New England hosted our annual holiday party, this year with a Masquerade theme, at the historic Lenox Hotel, in Boston's Back Bay.

For the second year in a row, our 70 members and guests made generous donations to our affordable housing non-profit, the Women's Institute for Housing and Economic Development (WIHED), while enjoying great conversation and wonderful food! Member Patriot Electric was our mask sponsor, and New Dimension Cleaning and Protection (our annual Gold sponsor in 2016) was our gift sponsor.



Left to right: Members: Peter Dolat, Kathis Chrisicos (Past Chapter President), Teresa Burnett (Past Chapter President) and Al Lagueux, VP of Awards.



The 2016 IFDA New England Board:

Front row left to right: Al Lagueux, VP of Awards; Jacqui Becker, VP of Community Service; Vivian Robins, Membership Ambassador; Bob Grossman, VP of Annual Sponsorship; and Chris Saad, VP of Communications.

Back row left to right: Gary Rousseau, Treasurer; Karen Dzendolet, Chapter President; Laurie Gorelick, Recording Secretary; Chris Magliozzi, President-Elect; Dianne Ramponi, VP of Hospitality; Rob Henry, VP of Membership; John Trifone, VP of Event Sponsorship; and Deb Matook, VP of Membership Retention.

Missing from photo: Jennifer Driscoll, VP of Programming and Gloria Robertson, VP of Education.

# New England Chapter Spreading the Paint, Sharing the Love

Submitted by Jacqui Becker, IFDA NE VP of Community Service

Since 2015, IFDA New England has been partnering with the Women's Institute for Housing and Economic Development to support WIHED's mission of creating and maintaining affordable housing in Massachusetts and Connecticut. This relationship draws on the natural affinity between IFDA NE members, who frequently enhance the homes of the most blessed, and WIHED, which has created homes for some of our most vulnerable neighbors for over 30 years.

In 2015-16, our small, dedicated IFDA NE community service committee made improvements to WIHED's Grinnell Mansion, a former whaling captain's mansion in the historic town of New Bedford, Massachusetts, which WIHED turned into 17 apartments which house disabled and low income senior residents.

This year, we decided to invite the whole IFDA NE chapter to get in on the action. On January 21st, two dozen chapter members, including contractors, interior designers and vendors, rolled up their sleeves and painted the interior of WIHED's Acushnet Commons property, a former school that was transformed into 12 family-sized apartments, as well as the North Star Learning Center.

Drab, stained, yellow walls gave way to a palette of spring green, sea foam blue and gray lavender, as each of three floors was beautified. All labor, paint and materials were donated by chapter members, including our Benjamin Moore representative and National Lumber.

As VP of Community Service I can say with certainty that everyone who participated left on cloud nine! We are planning to replicate this sweat equity model in future community service endeavors!

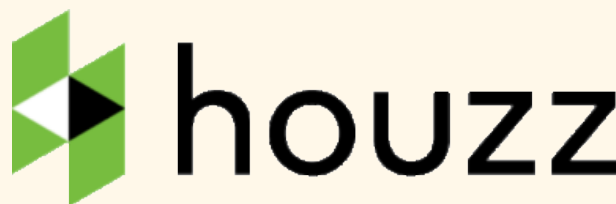


## IFDA Member Benefit Spotlight

### IFDA Members Enjoy Much-Deserved Recognition on Houzz

Submitted by Jennifer M. Jones, MPA, Executive Director

IFDA is pleased to participate 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. Featuring the newly redesigned IFDA logo, the IFDA badge offers you an exciting way to 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.

Visit [houzz.com](http://houzz.com) to set up your FREE profile today!

# New York Chapter

## 2017 Color Trend Predictions for the Home

Submitted by Rose Gilbert, FIFDA, New York Chapter VP of Membership Retention



The New York Chapter held a color trends presentation by Tamara Matthews-Stephenson, an IFDA NY board member for the past five years as well as an interior designer, freelance writer and product designer with Root Cellar Designs. She is also the talent behind the popular blog, Nest by Tamara. The event was held in conjunction with NY NOW at the Javits Center on February 6.

Tamara gleaned five design trends from her travels in January to the large design trade fair, **Heimtextil** in Frankfurt, Germany, and then to Paris. There she saw **Déco Off**, which is a variety of Parisian luxury ateliers debuting their new collections. This show takes place throughout the historic streets of Paris with lanterns lining the avenues in the latest fabrics. She also visited **Maison & Objet**, which pulls both high-end luxury design vendors as well as emerging brands together from all over the world.

The five trends Tamara cited are:

- **Planetary Bean**--Based on the idea "that the universe is stronger than we are;" juxtaposes cooler mineral-based colors with earthier natural hues. Think pear and pale pink, oxidized colors; and grays with sand.
- **Exotica**--Saturated, spicy, optimistic colors derived from many cultures. Think spice colors, indigo, clay.
- **Artisinal/Historian**--Rich historical colors celebrating "stellar" handwork. Think Prussian blue, French blue, plum, burnt sienna.
- **Moody and Sleepy**--The national preoccupation with sleep is making bedrooms more cocoon-like and darker and moodier with blackout shading and heavier drapery. A spectrum of dark hues creates a safe, cozy spot. Think aubergine, deep brown, and coffee, as well as black.
- **Techno Light Play**--Created by technological advances; light-infused and ethereal. Think simmer, embedded LEDs, 3D, laser cutting, iridescence, electric pink, foil, aqua, silver, and bright white.

# Richard Segal Makes NY History; Only 4th Guy

## President in 70 Years

Submitted by Rose Gilbert, FIFDA, New York Chapter VP of Membership Retention

Richard Segal is a rare bird, indeed. And not just because he sports royal purple plumage (Richard wears only purple/heliotrope/violet shirts). When he took over the gavel in January, Richard became only the fourth male president in the 70-year history of the Chapter.

(According to archives, the other three were Robert Herring, Mervyn Kaufman, FIFDA and Dan Bonini. Internationally, the guys have had more of a presence: since IFDA opened its ranks to them in 1986, six men have led the organization: Robert Herring, NYC, 1993; James Fusting, Washington, 1996; John Camp, GA, 1998; Ron Becker, Washington, 2000; Mark Jeross, Michigan, 2006; and Dave Gilbert, Philadelphia, 2008.)

Richard has his own list of significant dates. Start with the number 14, the age at which he entered the design trade, working in a tile warehouse. Just out of high school -- he grew up in Queens and Brooklyn -- he was already busy in New York's D&D Building, employed by Amaru Tile. "As the years passed, I added plumbing fittings and fixtures, then decorative, architectural, and door hardware to my repertoire," Richard relates.



Then, in late 2013, he launched his own company, Metropolitan Home Hardware & Bath LLC, and opened a first showroom space in DUMBO Brooklyn. Three-plus years later, he's doubled the size of the showroom, and says he's eyeing future expansions.

Along the way, as "I was growing the business, IFDA became important to me," attests Richard, who saw it as a "way to cultivate new business relationships, first through the CCC events (Cocktails, Conversation & Connections, monthly Monday night networking evenings held at new and smart NYC bars). In 2015, chapter president Andrea Brodfuehrer and I were talking about the state of the NY chapter and its future plans during the Baccarat Hotel CCC event, and she asked me to become president-elect. It took me about two seconds to say yes!

No secret why: As Richard says he firmly believes, "Of all the trade organizations IFDA has the highest upside, and offers the broadest range of opportunities, thanks to the fact that we're open to members in all aspects of the trade."

# Philadelphia Chapter

## IFDA's Philadelphia Chapter has invited designers to "Take A Seat" for Habitat for Humanity of Montgomery County (PA)

Submitted by Jen Holbrook Sells, VP of Newsletter Philadelphia Chapter

24 artists, designers, and craftsmen submitted design boards for lit benches, seating celebrating Mardi Gras, and wood-turned throne accent chairs – just to name a few! In April 2017, these amazing chair designs will be displayed at The King of Prussia Mall, one of the largest malls in the world! Chairs will be used in the windows for flagship retailers, such as Bloomingdale's and Ethan Allan, and in a very special large feature display set near the mall's busiest entrance. The gala party, including food, drink, entertainment, glamorous prizes, and the featured auctions, will be held on May 10th at the Merion Tribute House.

To watch the work in progress, purchase tickets, or become a patron, check out <https://ifdatakeaseat.com/about/ifda-philadelphia/>



## IFDA Headquarters is pleased to announce the winners of the 2017 professional membership renewal drawing:

1st Prize Amazon Echo: Kristy Nichols, Illinois Chapter

2nd Prize \$100 American Express Gift Card: Merrie Turney, Philadelphia Chapter

3rd Prize \$50 American Express Gift Card: Cindy Newlin, Texas Chapter

*Congratulations to all of the winners!*

# Philadelphia Chapter

## Government Contracts Business – Suggestions and Tips from Jen Sells of IFDA Philadelphia Sponsor, Paul Downs Custom Furniture

Submitted by Jen Holbrook Sells, VP of Newsletter Philadelphia Chapter

Paul Downs Custom Furniture has been in business for 31 years. We are very thankful to be a part of the IFDA Philadelphia Chapter. (Full Disclosure: I am a board member, VP of Newsletter). Like most businesses, 95%-ish of our clients come from classic sources; the Internet, word-of-mouth, networking (IFDA), and repeat business. 5% of our business comes from...(drumroll).... the Government!

I've learned procurement, (aka purchasing, supplier/vendor relations, partnering, or contracting), on the job. I am not, by any means, an expert in government contracting but I can share a few things I picked up along the way.

1. Don't be afraid of working with the government. Yes, they are big and have agencies on top of agencies on top of agencies but we've NEVER had a problem with them paying their bills. ACES!
2. Don't think you are too small to do government work. The government has programs to help enterprise, micro, small, and diverse (woman-owned, veteran, minority, etc.) businesses. Government programs offered by groups such as the SBA, PTAC, PTAP, and SCORE have been an amazing help. I've been to quite a few classes/webinars and receive a lot of assistance from my individual reps. (Want to know a secret? Just go to [SBA.gov](http://SBA.gov) and they'll connect you to the rest.)
3. Don't be scared of the process. Do you have a business name? Do you have a physical address? Do you have a phone number and email? Do you have a product or service you would like to sell for money? Then yes, you can work for the government.

Sorry, I haven't explained this one small thing. When I say working for "the government" I mean all of our armed forces, all of our infrastructure agencies, space agencies, security agencies, domestic services agencies, environmental and service agencies, library and banking agencies, state governments, international governments and agencies...and this is just scratching the surface. (Feeling defeated before you even begin? Remember #1)

Government contracts can take a LONG time. So, if you've got a bit of free time, why not consider it? Get a little advice. Check out a website. Bring up webinar and get used to the terminology.

BONUS TIP: If you want to actually get going, go ahead and register for a FREE D-U-N-S number. Administered by Dun and Bradstreet Credibility Corp., this FREE registration and FREE number is required for doing contracting with the government and some large commercial companies. FREE D-U-N-S numbers can be registered for at this address - <https://dandb.com/free-duns-number>

Jen Holbrook Sells is the VP of Newsletter for the IFDA Philadelphia Chapter, proud committee member for 2017 IFDA Philadelphia Take A Seat, and Head of Marketing/Procurement for Paul Downs Custom Furniture [www.pauldowns.com](http://www.pauldowns.com).

In the area? Paul Downs offers shop tours at their Bridgeport, PA woodshop and office on the 2nd Tuesday of every month. Jen is likely to be there.

[www.linkedin.com/in/jenholbrooksell1218](http://www.linkedin.com/in/jenholbrooksell1218)<http://www.linkedin.com/in/jenholbrooksell1218>

## What's Next? Upcoming Industry Trade Shows and Events

Event	Location	Date	Information
New York Home Fashions Market	New York, NY	March 27-30, 2017	<a href="http://www.homefashionproducts.com">www.homefashionproducts.com</a>
Tabletop Market	New York, NY	April 4-7, 2017	<a href="http://www.41madison.com">www.41madison.com</a>
High Point Market	High Point, NC	April 22-26, 2017	<a href="http://www.highpointmarket.org/">http://www.highpointmarket.org/</a>
Hospitality Design Show	Las Vegas, NV	May 3-5, 2017	<a href="http://www.hdexpo.com/">http://www.hdexpo.com/</a>
IFDA Educational Foundation DesignEDGE	New York, NY	May 20, 2017	<a href="http://www.ifdaef.org/">http://www.ifdaef.org/</a>
Surtex	New York, NY	May 21-23, 2017	<a href="http://www.surtex.com">http://www.surtex.com</a>
ICFF	New York, NY	May 21-24, 2017	<a href="http://www.icff.com/">http://www.icff.com/</a>
Licensing Expo	Las Vegas, NV	May 23-25, 2017	<a href="http://www.licensingexpo.com/">http://www.licensingexpo.com/</a>
NeoCon	Chicago, IL	June 12-14, 2017	<a href="http://www.neocon.com">www.neocon.com</a>
Dallas Gift & Home Market	Dallas, TX	June 21-24, 2017	<a href="http://dallasmarketcenter.com/">http://dallasmarketcenter.com/</a>

# Washington, D.C. Chapter

## December 2016 - Kennedy Institute Christmas Party

Submitted by Jeanne Blackburn, Chapter Past President

Even without any snow here this year, the DC chapter of IFDA has had a good and busy winter.

Our Lunch and Learn programs continue to be the glue that gets us together, and our special events have been the highlights.

Once again we hosted a Christmas Party for the students and recipients of services from the Kennedy Institute in Washington, DC. as we've done for almost 30 years. The institute serves the needs of mentally disabled children and adults, and this is our gift to them.

This year was a bit of a departure: the party on December 8 was only for children. As it has been in the past, it was held at the Institute with food, Christmas carols, and a visit from Santa himself to deliver a Christmas stocking for each attendee. Truly, it is a day that shares the spirit of Christmas - as much for the volunteers as for the participants.

David Jorgenson, DC chapter president, says, "We had more volunteers than we expected, so more of our members experienced this wonderful day." We're already looking forward to next year.



Kennedy Institute Christmas Party



## February - 2017 - Fourth Annual Masquerade Ball

Submitted by Jeanne Blackburn, Chapter Past President

This year, the ball was held on February 24, the Saturday before Mardi Gras, at the ever exciting Capitale in downtown DC. Masks are a 'must' and costumes are optional but always creative and the subject of comments and photos. The designated charity this year was the Education Foundation of IFDA. Co-chairs Debbie Harp, Michele Fick, David Jorgenson, and Rhonda Medina planned an evening of great food and music to fuel the silent auction and 50/50 raffle, both of which were so successful that they will undoubtedly be parts of future Masquerade Balls.

"In addition to it being a fun-filled evening, we raised over \$3,000.00 for EF," said Debbie. And by all accounts - and photos - everyone got into the spirit of the festival and of giving to the Education Foundation.



Fourth Annual Masquerade Ball to support The IFDA Educational Foundation

**Looking ahead... Resources 2017 is scheduled for May of this year. Watch the next edition of Network for the photos.**

# EDUCATION & TRAINING

## Educational Foundation

### Design Students to Get a Boost from EF Funding

Submitted by Mervyn Kaufman, FIFDA IFDA-EF Communications Director

The year began with the Educational Foundation's pledge of \$12,500 divided among seven individual scholarship programs—plus a partnership with Cliff Young, Ltd., to create a Contemporary-Modern Furniture Student Design Competition. (For details, check our website, [ifdaef.org](http://ifdaef.org).) In announcing this funding, EF Chairman Linda Hunt explained that “the foundation has recognized that education is central to developing and enhancing the careers of designers and students who will be on the leading edge of innovation and creativity.”

Five industry stars signed on to judge the students' submitted work: **Caleb Anderson**, partner in Drake Design, NYC; **Michel Smith Boyd**, president of SmithBoyd Interiors, Atlanta; **Tori Mellott**, Traditional Home market editor; **Leslie Young Zarra**, CEO of Cliff Young, Ltd., NYC; and **Nancy Wolford, Ph.D.**, EF adviser and past chairman.

Deadline for the Cliff Young co-sponsored competition was February 28. The winner—to be announced by June 30—will receive \$3,000 plus a paid trip to NYC, where his or her design will be presented at September's “What's New, What's Next?” event at the New York Design Center.

By July 31st, seven other collegiate design students will learn that they have received one of the following scholarship awards:

- **IFDA Leaders Commemorative Scholarship**—\$1,500 for a student enrolled in an interior design or related program who is engaged in volunteer or community service and has held leadership posts during the past five years.
- **Part-Time Student Scholarship**—\$1,500 for a degree-seeking part-time student in a continuing interior design or related program at an accredited institution.
- **IFDA Student Member Scholarship**—\$2,000 to a student member of an IFDA chapter who has completed at least four courses in a post-secondary interior design or related program.
- **Vercille Voss IFDA Graduate Student Scholarship**—\$2,000 for a graduate design student enrolled at an accredited institution who has completed at least four design courses and is pursuing a major in interior design or a related field.
- **Ruth Clark Furniture Design Scholarship**—\$3,000 for a full or part-time design major focused on residential wood and/or upholstered furniture design.
- **Tricia LeVangie Green/Sustainable Design Scholarship**—\$1,500 for a full- or part-time undergraduate who's completed four design courses and plans to become an educated participant in the green movement.
- **Window Fashion Certified Professionals Fast Track Scholarship**—one full \$1,000 registration for an interior design student seeking workroom or design certification.

“By providing these awards,” says Linda Mariani, EF's director of scholarships and grants, “we are giving serious, talented students the opportunity to fine-tune their organizational skills and have their work seen and evaluated by trend-setting industry professionals.”

## Valerie Moran Memorial Grant Sends IFDA Representative to Europe

Submitted for Dawn Brinson, FIFDA by Earline Feldman, Carolina's Chapter



Last month I had the privilege of attending two of the most prestigious international tradeshow—IMM Cologne and Maison & Objet—thanks to the IFDA Educational Foundation and the Valerie Moran Memorial Grant.

I applied for the grant on a whim. It caught my eye one day and I thought, “I don't qualify for this, I'm not a professional designer.” Then I read the qualifications a bit more closely, realizing that those who established the grant in memory of the dynamic and intrepid Valerie Moran, intended that it could benefit any professional IFDA member. And, I was selected. Strains of Tinkerbell singing, “When You Wish Upon a Star,” ran through my brain as I read the notification.

Part of my goal for the work I would do for the grant would be to share what I saw at the shows with any and all IFDA members as a way to stretch the dollars I was given to their maximum potential. Because the Cologne and Paris shows are all about trends that could eventually impact the US market, I determined to identify and illustrate some of those trends that are the most likely to translate to this side of the pond. Further, as e-commerce retailing of home goods is on a steep trajectory here in the US, I wanted to know what our European and international counterparts

# EDUCATION & TRAINING

## Valerie Moran Memorial Grant Sends IFDA Representative to Europe

Submitted for Dawn Brinson, IFDA by Earline Feldman, Carolina's Chapter

were experiencing and how they see this growing segment. Finally, I wanted to know how these tradeshow stack up to our markets in the eyes of attendees. I wanted to do this to help our markets continue to refine how they interact with buyers, suppliers, press and others.

Before proceeding, though, I have to make my pitch to you. Oftentimes, we gripe that IFDA doesn't seem to offer tangible benefits or resources we can use in our businesses. Where's the sizzle in return for our membership dollars? Those things are all but gifted to us through what the IFDA Educational Foundation offers in grants, scholarships and more. Beyond the extraordinary experience I received, my business will directly benefit from this grant. My colleagues and clients will benefit. And, maybe my clients' clients will benefit, too. So, if you want to grow, learn more, achieve more, look into what IFDA-EF can do to help you. 'Nuff said.

So, here's what I found:

- **E-commerce of home furnishings & home goods**—Although Europeans have access to many e-commerce sites, and they do shop online, it is not as prevalent or daunting as it seems to be here in the states; partly due to more significant freight costs as a percentage of the purchase price, and Europeans' preference for neighborhood shopping generally, e-commerce retailing seems to be moving at a slower pace there; several manufacturers I spoke with essentially said, "It just isn't a big issue."
- **Markets—Attendees** at the two shows had the same grumbles as we have about markets here: expensive to attend; hotels jack up their prices; it takes too long to get to-and-from the shows and transportation is expensive or slow; onsite food is mediocre, off-site food is too costly; exhibitors just want the order and don't care about my needs. Sound familiar? Based on casual conversations with our international brethren, the US markets are doing things pretty well. Congrats to us.
- **Trends**—I have created a PowerPoint that covers the eight trends that were most predominant – the brief version is:
  - o Trend 1—A Rose By Any Other Name—From dusty pink to burgundy, rosy colors are all the rage; shown on upholstered

furniture, lacquered case pieces, in rugs, accessories, soft goods and more, this is the new neutral; often shown with navy, dark mustard, grey and black

- o Trend 2—Brocade Brigade—Brocades, tapestries and bold florals abound, just as we are seeing on the fashion runways; some are subtle and refined, some are straight out of the 1970's; many of the large-scaled florals sported dark backgrounds making them eye-catching and sophisticated
- o Trend 3—Tied and True—Braided or woven synthetic cordage stretched to create seating frames for outdoor and indoor use
- o Trend 4—Undigitized—A conscious effort to unplug, power down in the form of return-to-natural elements paired with contemporary offerings; extremely low finishes (what finishers refer to as dead flat finishes of 5% or less); pecky or imperfect woods and faux woods; designs that harken back to earlier, less hectic, times
- o Trend 5—All About That Base—Interesting table bases, geometric, architectural or sculptural approaches to bases; no turned legs or traditional pedestals for this group; bases from wood, stone, metal or man-made materials
- o Trend 6—Morocco Calling—Lighting, accents, and accessories continue their Moroccan journey
- o Trend 7—Kitchen Reno—Trends in kitchens including natural or imperfect wood cabinetry; faux concrete cabinetry; metallic colors and finishes in cabinetry, faucets and sinks; large-scale door drawer hardware; black/grey/charcoal kitchens; narrow profile granite and stone tops; white or colorful appliances; and the best oven door ever
- o Trend 8—Personalized Comfort—Luxury upholstery that flexes, bends, articulates to suit your personal sitting, relaxing, sleeping preference

If you have any questions about my experience or the trends I noted, feel free to reach out to me. [dbrinson@northstate.net](mailto:dbrinson@northstate.net).

Have a great Spring.



# EDUCATION & TRAINING

## 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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- Set up a personal Job Agent and be alerted when new jobs are posted
- Review career-search tips and advice from recruiting experts

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- Find the best products and rates to meet your staffing needs
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- 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.



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Visit **CAREERCENTER.IFDA.COM** to get started.

Questions? Contact IFDA Headquarters at 610.992.0011 or [info@ifda.com](mailto:info@ifda.com)

# MEMBERSHIP UPDATES

## IFDA Welcomes Our 40 New Members

### ARIZONA

#### Professional

Carla Lancaster  
Monterrey Tile

Kim Monroe  
UniMode  
Woodworking Inc.

David Neishabori  
Azadi Fine Rugs

Patricia Thornham  
PT DESIGN.

#### Student

Raven Rush  
American Institute of  
Interior Design

### FLORIDA

#### Professional

Terri Chetek  
Terri Chetek Interiors

Marla Jaffe  
Clive Daniel Home

Michael Johnson  
Michael Johnson Designs

Gustavo Orlean  
Orlean USA

### FLORIDA

#### Professional

John Stillman  
John Stillman Photography

#### Student

Gianna DiBartolomeo  
Florida International  
University

### ILLINOIS

#### Professional

Jim Nowakowski  
Interline Creative Group

### JAPAN

#### Professional

Koji Sakai  
Siesta-International-  
Associates

Haruki Senda  
Hikosen Style Co., Ltd.

### N CALIFORNIA

#### Professional

Jordyn Barton  
Top Level Design

#### Student

Laura Hendershott  
San Diego Mesa College

### NEW ENGLAND

#### Professional

Barbara Bradlee  
Marvin At 7 Tide

Jonathan Cahill  
Landry & Arcari Rugs and  
Carpeting

Ellen Curran  
Ellen Curran Design  
Associates

Lisa Fabiano  
Roomscapes

Erin Kelleher  
Leslie Fine Interiors

#### Student

Hannah McGuirl  
Suffolk University

### NEW YORK

#### Professional

Gretchen Auer  
Obeetee, Inc.

Vanessa Despot  
Vandespot Inc.

Christopher Farra  
Michelangelo Designs

### NEW YORK

#### Professional

Aliza Hartman  
Hartman Design  
Group/New York  
Cloth Co.

Garette Johnson  
Garrott Designs

Steven Mandel  
Aspire Design and  
Home Magazine

Gillian Rose  
The Science of Color/Gillian  
C. Rose Interior Design

Jenifer Silberstein  
WETSTYLE

J. Randall Tarasuk  
Pavarini Design

#### Student

Renata Carvalho  
New York School of  
Interior Design

Maggi Feldman  
Fashion Institute of  
Technology

### PHILADELPHIA

#### Professional

Rebecca Ford  
Ford Design Studios

Fran Healy  
Sheffield Furniture  
& Interiors

Rachel Lucks-Hecht  
Flow Kitchen & Bath  
Design Studio

Terry O'Neill  
DiCarlo Construction  
Services, LLC

Liz Young  
Liz Young Interiors

### RICHMOND

#### Professional

Justin Ellis  
Wagner-Ellis Group

### WASHINGTON D.C.

#### Professional

David Cramer  
Annapolis Lighting

## 2017 Committees

### Chapter Assistance Committee

Robin Gainey, Chair  
Karen Dzendolet  
Caroline Baer Rogow  
Kathleen Penney  
Penny Sikalis

### Fellows Committee

Susan Hirsh, FIFDA, Chair  
Gail Belz, FIFDA  
Joyce Poynton, FIFDA

### Finance Committee

Linda Kulla, FIFDA, Chair  
Penny Sikalis

### Marketing Committee

Kathleen Penney, Chair  
Carolyn Bado  
Jeanne Blackburn  
Dawn Brinson  
Jennifer Driscoll  
Adrienne Hart, FIFDA  
Mike Irby  
Michael Maszaros  
Diane Nicolson, FIFDA  
Penny Sikalis

### Network Committee

Sue Williams, FIFDA,  
Editor-in-Chief/Chair  
Judith Clark-Janofsky, FIFDA  
Penny Sikalis

### Professional Development Committee

Diane Nicolson, FIFDA, Chair  
Jennifer Jones, MPA, Exec. Dir.  
Penny Sikalis

### Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair  
Judith Clark-Janofsky, FIFDA  
Penny Sikalis

### Sponsorship Committee

Diane Fairburn, FIFDA, Chair  
Jennifer Jones, MPA, Exec. Dir.  
Penny Sikalis

### Website Committee

Adrienne Hart, FIFDA, Chair  
Caroline Baer Rogow  
Diane Nicolson, FIFDA  
Kathleen Penney  
Chris Saad  
Penny Sikalis

# MEMBERSHIP UPDATES

## Take advantage of our new partnership



New clients receive special rates on ADP® Payroll Services as an IFDA member.\*

### Announcement

#### Give your business the ADP advantage

As an IFDA member and by working with ADP, you can choose from a range of right-sized payroll and employee management solutions to suit the needs of your business today and grow with you tomorrow. Select the right fit for your business with:

- Cash management tools that help you make smarter use of your financial resources
- Integrated solutions that help with compliance challenges
- Optional employee solutions that can help you boost productivity by attracting & engaging team members

Plus, **IFDA** members can receive special pricing and may also be eligible to take advantage of ADP's current promotions.

### Services

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- Payroll Services
- HR tools, including Employee handbooks, hiring, background checks & more
- Pay-By-Pay® Premium Payment Program\*\* for Workers' Compensation
- Retirement Services
- Administrative Services Organization (ASO)
- Professional Employer Organization (PEO)

**Contact your dedicated ADP Representative to learn more.**

**Tom Bell**

**973-510-0196**

**Thomas.Bell@adp.com**

\*Special rates for new ADP Clients with 1-49 employees on specified payroll products only.

\*\*This information covers only the offering of the Pay-by-Pay Premium Payment Program for Workers' Compensation payroll features of ADP's payroll processing services and does not involve the offer or sale of any insurance products. All insurance products will be offered and sold only through the licensed agents of Automatic Data Processing Insurance Agency, Inc. or its licensed insurance partners. Certain services may not be available in all states. Clients must be using ADP's tax filing service to take advantage of the Premium Payment program.

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