



# NETWORK

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## National Sponsors

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IFDA would like to give a big 'Thank You' to our 1st National Sponsor: Benjamin Moore & Co. As an IFDA National Sponsor, they will be receiving marketing benefits at the local and national level. For over 125 years, Benjamin Moore & Co. remains committed to producing the highest-quality paints and finishes in the industry. Benjamin Moore's product innovation has consistently changed the face of the paint industry. They are committed to developing premium new paints and stains to suit the changing needs of design professionals. Throughout their extensive history, Benjamin Moore has been recognized as an expert and leader in color, with a palette of over 3400 hues, an array of color tools, and a reliable resource for the architecture and design community. IFDA is excited about working with Benjamin Moore & Co. in helping them achieve their marketing goals.

[www.benjaminmoore.com](http://www.benjaminmoore.com)

## President's Message

Susan Hirsh, President



I think that it is important to review the history of our association both for new members and to help us focus on our goals.

April 22, 1947 National Home Fashions League

was founded in New York City with a goal of encouraging, supporting, and promoting women in the home furnishing industry. Claire (Kohn) Coleman was the one who had the vision to see the value of a forum for exchanging ideas and information.

1948 - Incorporated in New York State

1948 -1958 - Chapters were being formed in Florida, Illinois, New England, Northern California, Ohio, Philadelphia and Washington DC during the first ten years. Members joined from a wide range of companies and professions in the furnishings and design industries. Today we have 17 Chapters and continue to explore forming new chapters to extend our reach.

1959 - The original bylaws were revised. National officers and representatives from each Chapter formed a National Board of Directors.

1966 - National headquarters were moved from New York City to Dallas, Texas.

1970 - Educational Foundation was incorporated to help direct the educational and philanthropic activities of the organization.

1982 - the organization's structure was changed for better chapter communications.

Each Chapter President became the Chapter

Representative on the National Board of Directors.

1986 - Recognizing that men in the industry were long standing supporters of chapter programs and projects, the Board voted to invite men to become members.

1988 - The name was changed to International Furnishings and Design Association (IFDA).

1996 - A professional management company was hired to manage IFDA. Changes were made to ensure continuity from administration to the next administration when the governing structure was changed to include President, President-Elect, Past President and six Directors at Large.

2010 - Bylaw change to increase the terms of office for the National President, National President Elect, National Past President, National Treasurer, National Past Treasurer and National Treasurer Elect to two years. An Emeritus Member category was added for members who have been members for 50 years or more.

From its inception, imaginative and constructive programs fulfill our goals. Be proud that you belong to the only all-inclusive organization which encompasses all aspects in the home furnishings industry. Our members are leaders in our field. We are 60 years old and counting. Help us to reach out to emerging leaders in our field to become members of IFDA. Help us to form new chapters by suggesting potential leaders. Become an active member who invests their talents to enhance the skills and connections that bring benefits to our members.

# IFDA Launches New Website

By Jennifer Jones, MPA, Account Executive and Caitlin Skelton, Director of Meetings & Projects

IFDA is proud to unveil the Association's re-designed website, [www.ifda.com](http://www.ifda.com). The IFDA Website Committee including Co-Chairs Dave Gilbert, FIFDA and Rand Kehler, President Elect Janet Stevenson and Georgia Chapter President Michele Kiefert have been working with IFDA Headquarters and Inforest Communications on designing the new and improved [www.ifda.com](http://www.ifda.com). Although the location is the same, there are many exciting changes on the website including:

- An enhanced **Find An Expert** directory featuring Google Maps where you can add photos and a description of your business.

- A **Member Profile** page located in the **Members' Only** section which allows other members to access your contact information.

- A brand new page for each of the 17 IFDA Chapters featuring a redesigned Calendar of Events and Chapter Board Roster.

To update your **Member Profile** and **Find An Expert** listings, please enter your member ID number (without leading zeros) and website password on the homepage of [www.ifda.com](http://www.ifda.com). **Your membership ID number can be found on the front of your IFDA membership card. Your password is ifda (entered in lower case).** Instructions for

**How to Update Your Info** can be located in the **Member Tools** section of the **Members' Only** area on the IFDA website.

The **Find An Expert** directory and **Member Profile** sections of the new website have been designed to increase your professional visibility and assist you in networking with other IFDA Members. As an IFDA member benefit, the **Find An Expert** directory is an opportunity to generate new business and raise your profile in today's competitive market. To maximize your prospects for new business, the IFDA Board of Directors, Website Committee and Staff recommend that you personalize your profile by selecting the industry categories you represent and uploading photos.

The following are a few tips for enhancing your **Find An Expert** directory listing:

- Upload professional photos or your company logo.
- Check your phone number, fax number and email address: Is all of your contact information current?
- Craft a description of your business. Let prospective clients know about your specific skills and services.

Special thanks to the Philadelphia Chapter for underwriting this project. IFDA Headquarters will continue to enhance the website to ensure that it is THE resource for your continued development as a furnishings and design professional. Please contact IFDA Headquarters if you have any problems accessing the **Members' Only** section. Comments or suggestions regarding the new website should be directed to the Website Committee.

## IFDA 2010 Website Committee

Dave Gilbert, FIFDA

Co-Chair

[dave@hifisales.com](mailto:dave@hifisales.com)

Rand Kehler

Co-Chair

[randjk@verizon.net](mailto:randjk@verizon.net)

Janet Stevenson

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[info@ifda.com](mailto:info@ifda.com) or 610-535-6422



# Spotlight on IFDA Leaders - Laura Davis, AIA, IFDA

Vice President of Public Relations, IFDA Texas Chapter



**“Building rapport and strong relationships will always serve you well.”**

Laura Davis, principal at HPD Architecture, Dallas, Texas, adheres to this mantra in every aspect of her firm's activities and her industry initiatives. From new projects to cultivating clients and, ultimately, HPD's outreach to the community, Ms. Davis has been a guiding force in taking HPD to the next level. A registered architect and interior designer, Ms. Davis is using her

creative skills and ability to think beyond the status quo of marketing and business development.

In January 2009, Ms. Davis assumed the position of Director of Marketing for HPD Architecture. Although this was a new area of responsibility for her, she thought that by branding and promoting her firm in novel ways, these would enhance the firm's business development efforts. For the last year and a half, Ms. Davis has “made a difference” both for HPD and by establishing herself as a leader in marketing and networking for architects and design professionals.

What are the ingredients to Ms. Davis' marketing strategies? She has been instrumental in creating a broad web presence for HPD via social media outlets. She uses her company's website, Facebook, Twitter, and LinkedIn pages to build relationships with current and prospective clients, consultants, and vendors. She is the co-host of the audio podcast The Architecture Happy Hour and author of the Dallas Architect blog. These various venues allow her to offer valuable content as well as a place to promote events.

In addition, Ms. Davis is the founder of The Architecture Happy Hour networking group on [www.meetup.com](http://www.meetup.com). Designed as a way to bring

together local design professionals and related industries, the members build strategic alliances, discuss what's happening in the community, and create referral networks to help grow their businesses. The networking group, which started in January 2010, has already grown to over 400 members in the Dallas-Fort Worth area.

Her experience and success has resulted in not only a measurable increase in business for her firm, but also multiple speaking invitations on the subject of marketing and social media for the design industry. This fall she will be speaking at the American Institute of Architects conventions in Texas and Minnesota about new and creative marketing strategies for architects.

In her current role with the IFDA Texas Chapter, Ms. Davis saw the need to increase chapter membership and reach out to prospective students and new professional members. She focused on building a better way to “get the word out” and along with her fellow board members, they actively use Facebook and Twitter profiles, LinkedIn status updates, the IFDA Texas Chapter LinkedIn group, and enhanced event promotion through Meetup.com and Constant Contact to reach a broader audience. Technology changes quickly but some things always stay the same, most notably, the importance of building relationships.

“People do business with people they know, like, and trust,” says Ms. Davis. “You must give first and the rewards will naturally follow.”

## Connect with Laura Davis, AIA, IFDA

<http://www.TheArchitectureHappyHour.com>

<http://www.hpdarch.com>

<http://www.facebook.com/ifdatexas>

<http://twitter.com/ifdatexas>

<http://www.ifdatexas.com>



## IFDA 2011 Symposium

### Save the Date

September 14-16, 2011

Sofitel Hotel  
Philadelphia, PA

# Specializing Makes for Higher Design Standards

By Mary Knackstedt, NY Chapter

*Editor's Note: I am very pleased to introduce guest columnist Mary Knackstedt. Mary is an active member of our IFDA community and a renowned author, lecturer and business consultant in the interior design field. As a reader of her books and attendee at several of her presentations, I personally attest to her industry and business acumen and her articulation of important issues that challenge us today. Susan J. Slotkis, Director at Large, IFDA National.*



After spending considerable time reading Matt Ridley's *The Rational Optimist: How Prosperity Evolves*, I realized the book relates to my views about the growth of the design field.

It has been proven throughout history that we grow through specialization. People don't get very far when they do everything themselves. When a person becomes an expert at something, that person provides his or her product or services to another, who in turn trades his or her specialized product or services. This is key for the development of the interior design field.

Our field has grown substantially in the past fifty or sixty years. It is now a very complex and detailed profession. A designer who does kitchen design is most likely not qualified to do a hospital project and vice versa. Even within a residential project, there are many types of specialties required.

When I work in New York City doing various apartment conversions, the codes and the process require a completely different structure than a home in a rural or suburban area. There are many types of buildings and standards, each requiring a different process. Fortunately, I have experienced professionals who assist me skillfully with these projects. I would not consider doing any of them alone.

We need to revise our educational system as well as the way we accredit professionals. We

need to prepare them to perform at a high level in a certain area rather than be a generalist in many areas and master of none. We need to train new designers entering the field in a specialty or two to give them strong abilities and credentials when they walk out of school so they are prepared to fill a professional role and earn an appropriate income.

Other professions have moved in this direction. We would never think of going to a general practitioner for plastic surgery, or to a plastic surgeon for orthopedic surgery. When it comes to any part of our medical system - from nutrition to physical therapy or any advanced specialty - we want the professional who has done that test or procedure hundreds of times. We want a master who can do it quickly, smoothly and with great excellence. Such mastery comes only through extensive specialization.

How wonderful it would be if our academic institutions started additional specialty programs. Many of us in the field would love to go back for an additional year or more of education to become a top specialist in our areas of interest. Schools are looking for students, designers are looking for work, and clients are looking for those who can handle their projects with excellence and efficiency. All this requires specialization.

Let's grow the design field to a higher level by taking specialization seriously to meet today's demands. Long ago, the field of interior design was simpler. We didn't need the technical expertise required today. We didn't have the materials or equipment available today, nor did we have the codes or requirements. Today the field is much more refined and complex. Circumstances present a compelling reason to lift the level of design - starting with the educational format to create a qualifying structure to develop appropriately specialized practitioners.

## IFDA HQ Announces New Benefit for Members: Hertz Membership Program

By Jennifer Jones, MPA, Account Executive



IFDA HQ is pleased to announce the Association's participation in the Hertz Membership Program. IFDA members will experience savings available through the Hertz Member Benefits Program including:

- 10% discount on Hertz daily member benefit rates (car classes A through F compact 2 door through full-sized 4 door)
- 10% discount on Hertz standard daily, weekend, weekly and monthly rates (all car classes)
- 5% or greater discount on Hertz Leisure daily, weekend, weekly and monthly rates (all car classes).

All IFDA members in good standing are invited to participate in this program by downloading the printable Hertz CDP Membership Discount Card located in the Members' Only section of the IFDA website, [www.ifda.com](http://www.ifda.com).

In addition to the Hertz Member Benefit Program, IFDA offers a variety of other valuable member benefits:

- A listing in the Find An Expert directory on [www.ifda.com](http://www.ifda.com).
- Access to the exclusive members' only website content.
- Health, life, disability, long-term care and business insurance policies offered through Association Health Programs.
- Discounted registration fee for the Symposium scheduled for September 14-16, 2011 at the Sofitel Hotel in Philadelphia, PA.
- Membership in the IFDA Educational Foundation.
- Access to Network, IFDA's Association wide quarterly newsletter and your IFDA chapter newsletter.
- Use of the IFDA official logo and window stickers.
- Opportunities for leadership within the international board of directors, your chapter and committees.
- The opportunity to be recognized as an IFDA Fellow (FIFDA).
- A 10% discount on all flower and gift orders purchased through FTD, the Floral Experts™

For more information on the Hertz Membership Program or any of the other valuable IFDA member benefits, please contact IFDA Headquarters at 610-535-6422 or [info@ifda.com](mailto:info@ifda.com).

# IFDA Chapter News

## Southern California Chapter Industry Knowledge Event...A Guest's Perspective

By Rita Orland, VP Communications

I couldn't have asked for a better way to tell you all about the quality of SoCal's events. Laura Wireman, Innerspace Design, a prospective member, was a guest at our IP event on July 16th hosted by Coast Highway Photography. Here's what she had to say about it:

"I just attended my first IFDA SoCal meeting in Solana Beach, CA and was very impressed with the entire affair.

The location sponsor Kevin Connors (of Coast Highway Photography) provided a lovely studio setting surrounded by his incredible art photography. He is a very affable gentleman and an extremely talented photographer. I look forward to doing some projects together in the future.

His idea of 'creating family heirlooms' makes a great deal of sense, and is something that most all my clients could be interested in. It made me realize that there's another beautiful way to gain artwork for my clients while giving them something for posterity.

It was a real pleasure meeting architectural (interiors and exteriors) photographer Doyle Terry.

His work credo is just what designers need in these tough times....very good quality images of our work, at a very affordable price point. I was very impressed with his work, and how fast he can shoot, and still get great images.

Teri Rider was very illuminating as well. Her talk "Branding and Your Logo" was eye-opening.

She discussed the importance of color and message in our logos. Now I look at logos with a much more trained eye. She will be a perfect co-creator when it comes time for my logo creation!

All in all, a very well rounded, information - packed afternoon...plus I loved the time frame.

I was still able to get some work done afterward. And the catered lunch was outstanding too!

Thank you IFDA SoCal!"



Kevin Connors, Doyle Terry & Laura Wireman



Members Marty Joyce and Lisa Davis



Cynthia Burke, Deborah Grady, IFDA SoCal Treasurer, Marty Joyce



Kevin Connors



Teri Rider, "Branding and Your Logo"



# Carolinas Chapter

## Carolinas Chapter Salutes 50-year member, Ruth Clark

By Dawn W. Brinson, FIFDA, Carolinas President-Elect/VP Communications

The High Point Museum's History of Furniture in High Point exhibit was the backdrop for the Chapter's celebration honoring one of its most beloved members, Ruth Clark, for 50 years of membership in IFDA.

Friends, family, colleagues, former and current IFDA members gathered June 1st to toast and roast Clark who helped found the Carolinas Chapter in 1969. Up until that time Clark was a member of the New York Chapter, then known as the National Home Fashions League. Speakers regaled the audience with stories of Ruth's exploits and triumphs as a pioneering female furniture design executive with such companies as Heritage (now Drexel

Heritage), and Pearson where she served as Vice President of Design. Many of Ruth's iconic upholstered designs are regarded as industry classics, often reinterpreted by well-known, upper-end manufacturers.

In honor of Ruth's contributions to the furniture industry, the Carolinas Chapter established and supports the Ruth Clark Scholarship for furniture design, administered by the IFDA Educational Foundation. Through the years this scholarship has provided much needed support to exceptional furniture design majors throughout the United States.

To mark the occasion of her 50th anniversary the Chapter presented Clark with a commemorative memory book filled with clippings, photos and congratulatory messages from IFDA comrades and other admirers. A celebration luncheon and tour of the museum furniture exhibit, including video interviews with Clark, completed the day's festivities.

Clark now semi-retired still creates inspired designs for a short list of prestigious clients including Dapha and remains involved in every aspect of the Carolinas Chapter.

Kudos Ruth!

## Carolinas Chapter Raises Scholarship Funds with "Backyard Bazaar"

By Dawn W. Brinson, FIFDA, Carolinas President-Elect/VP Communications

While many people kick off the summer season with a Memorial Day holiday vacation, the members of the Carolinas Chapter have made it an annual tradition to host their now almost-famous "Backyard Bazaar and Sale" to benefit educational scholarships including the Ruth Clark Scholarship. This year's sale raised approximately \$4,000 in just 5 short hours.

Chapter members solicit product donations year-round from manufacturers, retailers, designers, workrooms, and suppliers, many of whom have contributed to the sales for years as a way to give back to the industry. One

intrepid group of Chapter members takes on the task of pricing products, while others add their expertise to set-up, merchandise, advertise, or help coordinate the event. But, by far, the most fun is "actually working the sale," noted Dawn Brinson, FIFDA, at whose home the event has been held for the last several years. "There is an enthusiasm and camaraderie that is palpable, mixed with helping a customer find a fabulous piece at an amazing price; well, that's just a joyous experience."

"People from all around the area anticipate the sale now," said Chapter President, Susan Connor, FIFDA. "They never know what they will find but they always seem to find something!" This year's contributions ranged from glassware and novelty rabbits to custom-crafted headboards, a four-piece living room group and high-end case pieces. "When we say we have something for everyone, we really mean it," laughed Connor.



## THE IFDA WANTS TO HEAR FROM YOU!

You've heard from us - now it's your turn. We love feedback, so please let us know your thoughts on this issue of the IFDA's "Network." Did you like it? Were the articles of interest and value to you? Is the newsletter too long, too short, or just about right? Do you have any suggestions on articles or issues you'd like to hear more about? We're already planning the next issues, so please let us incorporate your ideas. Just like the IFDA and its members, the "Network" is getting better all the time. Direct your comments or questions to Susan Slotkis, IFDA National Director at Large and volunteer editor of *Network* at [sslotkis@nyc.rr.com](mailto:sslotkis@nyc.rr.com)

**ATTENTION:** Chapter Communications Directors - Deadline for entries for consideration in next *Network* is Tuesday, November 2, 2010.

## Illinois Chapter

### IFDA Antique Discovery Day

By Kimberly Eggert, VP of Communications

Chicago is a city famous for its architecture, so with the help of Dee Schlagel, IFDA members took on summer at one of the city's best architectural finds—Architectural Artifacts located at 4325 N. Ravenswood, Chicago, IL. Our guide Iris transported us through three floors of architectural antiques. Lighting, mantels, doors, windows, and just plain ole out of the ordinary are on display, and calling out for someone to take them home. This warehouse is chockfull of ideas sure to lend a bit of quirkiness to one of your designs.

Iris informed us that most of the finds are bought locally, but they have inventory from across the USA and most recently South America. Every object is just waiting in the



Happy Shoppers

wings for someone to use it again on another assignment. Architectural Artifacts is the ultimate recycler of craftsmanship that once graced the halls of homes and businesses around the world. For something just a bit different that has a history to tell, you want to venture out to Architectural Artifacts.

Our next stop was a bit farther east at 5219 W. Clark Street called Brimfield's. This little surprise hosts a plethora of cast offs that fit so comfortably in this shop. Old glassware, lamps, trunks, pillows, and furniture brought me back to my childhood, but with a touch of chic. Everything seems to have been re-invented to a new fresh usefulness. When you visit be sure you go to the very back, and down the stairs to the basement. Every square inch from top to bottom has an item that brings back memories of grandma. They also carry exceptional plaids and resource upholstery. Brimfield - another Chicago gem sponsored by IFDA Illinois.

## Minnesota Chapter

### Notable Designer Thomas O'Brien Presentation Hosted by Hickory Chair Showroom, IFDA Trade Partner

By Lana Barbarossa, VP Communications / Newsletter Minnesota Chapter

HICKORY CHAIR

made to order  MADE TO LAST

Interior Designer Thomas O'Brien gave a design presentation and signed copies of his book at Hickory Chair Showroom, IMS, on Friday morning, June 4th. Hickory Chair hosted a large gathering of enthusiastic design trade professionals who came to hear O'Brien's inspiring presentation and view a variety of furniture pieces from the Thomas O'Brien Collection for Hickory Chair. In his presentation, O'Brien shared slides of his own homes and environments and talked about his personal style and design philosophies which are reflected in his signature interiors and furniture designs. The entire Thomas O'Brien Collection for Hickory Chair can be viewed on their website at [www.hickorychair.com](http://www.hickorychair.com). Guests were served a delicious buffet lunch following the presentation.



Interior Designer Thomas O'Brien



Hickory Chair Showroom Manager Fran Kraft,  
Hickory Chair President /CEO Jay Reardon



Fran Kraft, Showroom Manager &  
Susan Thayer, Sales Representative



## Minnesota Chapter

### Designing With Taste Event at All, Inc.

By Lana Barbarossa, VP Communications / Newsletter Minnesota Chapter



Eileen Ziegler (All, Inc. Sales Manager), Pat Erickson, Deb Riley, Sheran Neumann



Kim Wahl at her table setting design

On May 25th, IFDA members and guests attended a fun-filled event at Saint Paul's appliance leader and IFDA Trade Partner, All, Inc. This was Part I of our two-part Designing with Taste series. (Part II will be at the November Fall Home Show.)

Following an introduction to the All, Inc. showroom by Eileen Zeigler, Sales Manager, along with delicious wine, everyone was

treated to fabulous food prepared on Miele appliances by Miele representative, Andrea Daniel. Perfectly prepared beef tenderloin, grilled asparagus, baby red potatoes and melt-in-your-mouth chocolate cake were enjoyed by all.

Wonderful raffle items were donated by IFDA members, Trade Partners and local businesses. Two beautifully staged tabletops were on

display for viewing and inspiration. Everyone was treated to a special entertainment segment. Katie Couric (a/k/a Sheran Neumann) interviewed our very own Sarah Palin (Jacqui Tretsven) who shared her unique Alaskan entertaining tips.

A special thank you to All, Inc. and Miele whose generosity helped make this a great fundraiser for IFDA!

## Philadelphia Chapter

### Meeting and Event at Nemours Mansion & Gardens

By Rand Kehler, Philadelphia Chapter VP Communications/PR

IFDA's Philadelphia Chapter held its annual General Meeting on June 2, 2010 at the duPont family estate, Nemours Mansion & Gardens in Wilmington, Delaware. Members from New York and Washington, D.C. Chapters joined the Philadelphia Chapter for an hour and a half long tour of the estate.

IFDA's design industry professionals enjoyed the architecture and interiors of this late 18th century French style mansion, designed for Alfred I. duPont by the architectural firm of Carrere and Hastings of New York. A three year long restoration of the mansion was recently completed at a cost of \$39 million.

Sixty-five IFDA members and guests were in attendance for the tour of the Nemours estate and a dinner that followed, held at the Greenville Country Club. IFDA and country club member, Lee Kallos, hosted the dinner, which was enjoyed on the club's terrace.



Chapter members and guests arrive



Luncheon on the Terrace



Our tour group members



# Washington Chapter

## Mount Vernon Private Estate & Garden Tour

by Jackie Passaro, Washington Chapter President

On June 29th members and guests of the Washington Chapter of IFDA toured the private estate and gardens at George Washington's estate. The heat of the day did not deter the 54 members and guests from enjoying a wonderful evening event.

The group met at 6:00 pm and had time to visit the gift shops before embarking on a private tour of the mansion (including the normally closed third floor) and gardens. We then met back at the Mount Vernon Inn where we dined on a choice of grilled salmon or herb crusted beef medallions. The "Veranda Room" provided a wonderful atmosphere for networking and enjoying each other's company. The monies collected for this event will go directly to the IFDA Educational Foundation "Walk for Design Education".



View of the Estate Greenhouse



Jackie Passaro, Washington Chapter President

## President Lincoln's Cottage Garden Party

By Valerie Buckner-Holzer, Past President, Washington Chapter



Group at President Lincoln's Cottage



Mary Lincoln Room restored



Valerie Buckner-Holzer  
Washington Chapter  
Past President  
presenting gift of  
appreciation to  
Marcia Geoghan, FIFDA

On May 17th on a picturesque hilltop in Washington, DC, the National Trust for Historic Preservation hosted a Garden Party to celebrate the completion of Mary Lincoln's Room at President Lincoln's Cottage. Members of the Washington Chapter of IFDA as well as the many contributors to the project were honored by the National Trust for Historic Preservation. The renovation took almost a year to complete, but it was well worth the wait to see the finished project. Although the evening was cool with a steady downpour of

rain it did not dampen the spirits of the many guests who attended the event.

Marcia Geoghan, FIFDA served as chairperson for this project, and along with her committee members, did an outstanding job with finding contributors to donate either their time and/or products. Marcia and her committee selected the best craftsmen to hang the wallpaper, restore the furniture, install lighting, and fabricate the window valances. The attention to every detail in the room was executed to

perfection and reflected the 1860s time period.

Over the past two years the Washington Chapter has been involved with the renovation of the Lincoln Parlor and Mary Lincoln's Room and we are very excited that many visitors will see these rooms restored to their original glory. President Lincoln's Cottage is considered to be the most significant historic site directly associated with Lincoln's presidency, aside from the White House.

# Fresh Faces

## Meet Toni Torenó, IFDA NY Chapter New Member

Interview by Rodger Lippman, Architectural Representative, IFDA National Silver Sponsor Benjamin Moore

*Editor's Note: Thanks to Rodger for his offer to enliven our Fresh Faces column.*

Toni Torenó is a relatively new face to the wholesale home industry, but in the 4 ½ years she has been working at 7 W New York®, she has managed to learn and grow in the trade. Located in Midtown Manhattan, 7 W, a division of MMPI (Merchandise Mart Properties Inc.), is a wholesale trade mart dedicated to home accents featuring products from a variety of categories, including home décor, tabletop, giftware, textiles and decorative accessories. Toni started as Marketing Coordinator in 2006 and from there was promoted to Marketing Manager. Toni managed, created, and executed more than 20 events a year.

Recently Toni took a new role at 7 W as the Director of Trade Show Sales. Going from planning in house events to selling and assisting in the promotion and execution of all outside shows, such as the Affordable Art Fair and VOLTA NY, was a natural fit.

Toni, a "California Girl", received her Bachelor's Degree in 2004 from Cal Poly, San Luis Obispo, CA in Journalism, concentrating in Public Relations. She also received a minor in art/photography. She has expanded her awareness into not only the wholesale home industry, but interior design, events, art and much more. To top it all off she is an advocate for adventure. Whether it's skiing, camping, biking, or hiking, she loves traveling and exploration in her life...and is sure to photograph it all.

RL: Besides aircraft, what brought you, a "California Girl" to New York?

TT: It's New York! I sought out to learn from the best at the best location available. New York is the marketing capital of the world and was a perfect choice for my desire for adventure.



RL: What are the biggest differences between your first role as Marketing Coordinator, your next role as Marketing Manager, and then your current position as Director of Trade Show Sales?

TT: As a Marketing Coordinator, I first got acquainted with marketing to the home industry. When I received my promotion to Marketing Manager, I took on more of the event planning aspect of marketing, managing our 20 events a year in the building. Now being promoted to the Director of Trade Show Sales, I went from planning events for 7 W to prospecting outside shows and selling our 11th Floor Event Space. It's definitely interesting going from planning to selling, but I'm starting to get the hang of it.

RL: Out of the 20 events promoted, which one stands out as the most memorable for you?

TT: It was when I managed one of my first big Gift Shows. We had a "Broadway Night" theme with Broadway singers and themed music throughout the floors. I helped come up with this fun theme, which in turn increased interest...and traffic to the building. We also raffled off 75 pairs of Broadway tickets to 10 different plays! It was a lot of fun and proved to be very successful.

RL: How have you adjusted to selling trade show sales given our current economy?

TT: It's definitely more challenging, but knowing what we have to offer (and with the knowledge of my previous positions) gives me a niche in marketing our 11th Floor Event Space. Thank goodness things are going well so far.

RL: How do you see the future of trade buildings such as 7 W?

TT: The companies within the design and gift buildings need to expand how they market what they are selling to adapt to the current economy. They need to get creative.

RL: When did you join IFDA NY Chapter and what was your main reason for joining?

TT: I've worked with the IFDA for more than four years along with Su Hilty, the current IFDA NY Chapter President, an active member and VP of Marketing for 7 W, but just recently became an official card-carrying member in my own right!. Throughout the years, IFDA has introduced me to many great contacts within the industry.

RL: Upon finding a magic genie's lamp on the beach, you are granted one wish. What would that wish be?

TT: I'd wish to travel around the world and experience all the different aspects of different cultures, then come back and apply what I've learned to my daily life.

## IFDA 2010 4th Quarter Membership Offer

Join IFDA from October 1, 2010 through December 1, 2010 and receive the balance of the 2010 membership year and the entire 2011 membership year for the price of a 1 year membership! New and former IFDA members who have not been a member of IFDA since December 31, 2008 are invited to participate in this limited time offer. Visit [www.ifda.com](http://www.ifda.com) and join today!



# IFDA Educational Foundation Names 2010 Scholarship Winners

By Rose Gilbert, IFDA, IFDA Educational Foundation Director of Communications

Five outstanding students will be going back to their studies in various aspects of design this year, supported by scholarships awarded by the IFDA Educational Foundation (IFDA/EF).

The philanthropic arm of IFDA, EF offers more student scholarships and professional grants than any other organization in the design industry. The 2010 scholarships are the richest ever awarded by IFDA/EF, thanks to the unique series of fund-raising "Walk for Design Education" events staged across the U.S. by the organization's chapters in 2009-10 to mark EF's 40th anniversary.

The 2010 winners, announced this summer by Merry Mabbett Dean, EF Director of Grants/Scholarships, include two students who graduated magna cum laude, two who have already studied abroad, one of whom handcrafts her own custom furniture; a former film industry professional, and an award-winning artist who, as a high school senior, placed first in the Popsicle Bridge-Building Competition sponsored by the American Society of Civil Engineers.

Drawn from across the U.S., the winners were chosen from a total of 86 applicants, Dean reports. "Many applicants are pursuing the interior furnishing and architectural field as a second profession," she said. "They are going back to school after working for a time in another, very different profession."

The five 2010 scholarships and winners are:

## IFDA Leaders Commemorative Scholarship (\$1500)

Won by **Marcela Laverde, University of Florida, Gainesville**. Supported by the Georgia Chapter to honor IFDA leaders, past and present, the 2010 scholarship salutes the late John Camp, FIFDA, past chapter leader, 1996 Educational Foundation Chair, and IFDA national president in 1998.

A native of Colombia who has lived in the US since 1998, Marcela spent the summer in London as a student in the American Intercontinental University program. She will pursue a master's degree in architecture, focusing on sustainable practices and service for underprivileged communities.

## IFDA Educational Foundation International Furnishings and Design Association

### Part-Time Student Scholarship (\$1500)

Won by **Katie Armbruster of Milan, MI, Eastern Michigan University, Ypsilanti**. The scholarship is supported by the IFDA Educational Foundation.

Graduated magna cum laude in April from Eastern Michigan University with a BA in Interior design, Katie currently works as a junior designer in the Housing Planning and Design Department at the University of Michigan, and plans to return to Eastern Michigan University this fall to pursue a master's degree in Interior Design.

### Ruth Clark Furniture Design Scholarship (\$3000)

Won by **Erika Cross of Dundee, MI, University of Michigan School of Art and Design, Ann Arbor**. The scholarship was established and is supported by the Carolinas Chapter to honor one of their founding members, the internationally known furniture designer, Ruth Clark.

A full-time student at the University of Michigan School of Art and Design (pursuing a BFA with emphasis on furniture design), Erika simultaneously studied interior design part-time at Eastern Michigan University. She has studied abroad (in France and Italy) through international summer programs, and is already producing her own minimalist-style custom furniture.

### Vercille Voss Graduate Student Scholarship (\$2000)

Won by **Addy Madorsky, New York, NY, Pratt Institute, Brooklyn**. The scholarship was initiated by the Illinois Chapter in memory of long-time member and mentor to new members and students, Vercille Voss.

Graduating from New York University with a BFA in film and television production, Addy worked on several high-profile films for six years before realizing that she wanted to create "designs that function on a more personal and permanent level." She's now at Pratt, pursuing a master's degree in interior design.

### Green/Sustainable Design Scholarship

Won by **Garrett Lumens, Port Angeles, WA, University of Idaho, Moscow, ID**. The scholarship was established by the Educational Foundation to focus on the evolving green/sustainable field of design study.

A magna cum laude graduate of the University of Idaho, Garrett holds a BS degree in Architecture with a minor in art. He has studied architecture in Rome and will return to the University of Idaho in fall, 2011, to work toward a master's degree. A recognized artist since high school, Garrett has won numerous awards, among them the Popsicle Bridge-Building competition sponsored by the American Society of Civil Engineers, and an Earth Day Poster Competition. His application for the EF grant concerned revitalization / sustainable projects, including details on such sustainable practices as building density, building reuse, and choice of materials.

In addition to the student scholarships, IFDA/EF annually awards a series of grants to professionals already working in various aspects of the design industry. Winners of these awards will be announced later this month (August). For more information: [www.ifdaef.org](http://www.ifdaef.org).

# IFDA Welcomes Our 39 New Members

## Arizona

### Student Member

Regina Clark

## Carolinas

### Professional

Judy Abrams  
Judy Abrams Designer

## Georgia

### New Professional

Danielle J. Bramwell  
Danielle's D'tails

### Student Member

Johnette Tillman

## Member-At-Large

### Professional

Elyza Yong  
Elyza's Home

## Minnesota

### Professional

Marsha P. Anderson  
Shasha Interiors, LLC

Jill Sandquist  
Creating Your Comfort

Molly Yim  
Ethan Allen Design Center

### Student Member

Kalina Petrova

## Northern California

### Professional

Lea Bartneck  
Design Concepts

## Northern California

### Professional

Toni Gomes  
T.Gomes Interiors

Ania Omski-Talwar

Mike Weddington  
Hunter Douglas

### Student Member

Judy Johnson

Justina White

## New England

### Professional

John Altobello  
GettingHome Design

Barbara K. Cheney  
Barbara K. Cheney Design  
Consultant

Sheri Edsall  
Sheri Edsall Interior Design

## New York

### New Professional

Frederique Beccari  
Nova Studio

Constance S. Harris  
Miya Shoji and Interiors

### Professional

Shelley Antecol  
Shelley Antecol LLC

Corinne Von Nordmann  
Von Nordmann Home Styling LLC

### Student Member

Randall P. Harmon

## Philadelphia

### New Professional

Andrea Mihalik  
Wild Chairy

### Professional

Bernadette Forese  
The Faux Pro, LLC

Jason Smith  
J/AVV Integrated Systems, LLC

Robin Stellwagen  
Stellwagen Design Company LLC

Bonnie Sunday  
Sherwin-Williams

### Student Member

Melissa Zavala

## Richmond

### Professional

Jerold Allen  
Ijeroldlighting

## Southern California

### New Professional

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Battalions of Beauty LLC

### Professional

Tricia Murray  
The Art Institute - CA, San Diego

## Texas

### Professional

Geneva Clark  
Casaneva

Daryle Gibbs  
Southern Enterprises Inc.

## Texas

### Professional

Betty Glaspy  
Interior Ideas, Inc.

Mary Ann Young  
Curtain Couture

## Washington

### Professional

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A.Houck Designs, Inc.

Susan J. Houser  
Interior Impressions, LLC

Denise Willard  
Decor By Denise

## IFDA National Sponsorship Opportunities

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

The IFDA national 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 610-535-6422 or [jjones@ifda.com](mailto:jjones@ifda.com).



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## Do you have 2020 Vision?

IFDA HQ recently emailed a survey to members requesting their opinions on the future of the furnishings and design industry. The deadline to complete the survey is Tuesday, August 31, 2010. If you need another copy of the survey, please contact IFDA HQ at 610-535-6422 or [info@ifda.com](mailto:info@ifda.com). Thank you to all of the members who have completed the survey.

The IFDA Network is a publication of the International Furnishings & Design Association, 150 South Warner Road, Suite 156, King of Prussia, PA 19406; 610-535-6422 (o); 610-535-6423 (f). Please contact Executive Director Martha Heinze, [martha@ifda.com](mailto:martha@ifda.com).



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