



Summer 2014

NETWORK

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International Silver Sponsor



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

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

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

President's Message



Hello and happy summer to everyone. The beauty of the flowers in bloom and trees leafing out always gives me joy. With the time of year in mind we have our mid calendar Professional Membership opportunity. Join June 1 - September 30 for \$225.00 or October 1 - December 31, 2014 for \$150.00. Please spread the word!!

Early spring brought me to Florida's Chapter and the April High Point Market. The Florida Chapter is mostly made up of interior designers with some design vendor members. I was invited to their board meeting and vendor presentation at a lighting store that hosted the event. It is so very important to me to reach out and get to know as many members as I can; I love to hear their testimonials. A group of designers from Florida that called themselves "The Designing Women" visited High Point years ago and were given an IFDA brochure - sure enough they all joined!

My second trip this spring was to the High Point Furniture Market. Even though I am not in the business of furniture and carpet sales it was a truly rewarding experience not only in viewing the array of creativity but to meet the board members of the Carolinas Chapter. I was invited to the Jamie Drake cocktail party on Saturday night where I met not only Mr. Drake, but also the Keno Brothers of Antiques Road Show. Their showrooms of stylish furniture were amazing.

No chapter is an island; we are all connected to one another. I answered lots of questions, especially about the serving IFDA on the National level. If any of you have a desire to serve on the chapter level, I cannot recommend it enough! On another note please make sure you read over the Program Booklet that has been uploaded to the secure section of our website. There are many opportunities there for membership drives and socials that can "kick up your chapter a notch."

In addition there are events to generate revenue for your chapters. Please be aware that our Educational Foundation has funding for certain events you can apply for.

Have a great summer and I'll be back in the fall.

P.S.: All members are welcome to attend the Board of Directors meeting on September 19th. Please contact IFDA Headquarters at info@ifda.com if you plan on attending the meeting.

Diane Fairburn

All the best,
Diane Fairburn

Accolade Management Promotes Jennifer Jones to Executive Director of IFDA

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

Not all IFDA members have had the pleasure to work with Jennifer Jones, MPA, our relentlessly cheerful and dedicated Account Executive from Accolade Management. But those of us who interact regularly with her know her as a tireless worker, an ardent cheerleader for IFDA, and an extraordinary diplomat (you have no idea how that's needed in her position!) So it with no surprise, only great pleasure, that Martha Heinze, COO of Accolade Management, announced on June 2nd, that Jennifer has been



promoted to Executive Director of IFDA. "Jennifer has worked tirelessly on IFDA and we have been most impressed in recent months as to what she has brought to the IFDA table. Her work with the various committees as well as with the Board of Directors made this an easy decision for us. She has been doing the work of an Executive Director and deserves the title," said Heinze.

Congratulations, Jennifer!

News for and About IFDA Members

Poggenpohl Launches Goldreif in the United States

Poggenpohl, one of the oldest and best-known luxury kitchen brands in the world, debuts goldreif by Poggenpohl to the US market. Achieving the highest possible rating by the demanding Stiftung Warentest, Germany's independent foundation for product quality, goldreif offers inspirational choice and excellence at an attainable price. "Goldreif's reputation for quality dates back to 1929, and is backed by the resources

and reputation of the Poggenpohl Group," states Neil Bailey, president of Poggenpohl US. "Our showrooms are thrilled to offer goldreif as an accessible entry point to the Poggenpohl brand." For more information or to find a to-the-trade showroom, visit poggenpohl.com.

Poggenpohl is a gold sponsor of the New England Chapter.



+EDITION from Poggenpohl

Goldreif is now available through Poggenpohl's to-the-trade showrooms

IFDA IS MAKING IT EASIER TO COMPLETE YOUR SUMMER CHECKLIST

JOIN NOW WITH THE MID-CALENDAR YEAR PROFESSIONAL MEMBERSHIP OPPORTUNITY

EAGER TO GROW AND EXPAND YOUR PROFESSIONAL HORIZONS THIS SUMMER?

Joining the International Furnishings and Design Association (IFDA) mid-calendar year has just gotten easier! Industry professionals who join the Association between June 1, 2014 and September 30, 2014 can now finish the calendar year as members for \$225.

AS MID-YEAR MEMBERS, YOU WILL BENEFIT FROM IFDA'S COMPREHENSIVE RANGE OF BENEFITS WHICH INCLUDE:

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



Summer Checklist

✓ MAKE MORE INDUSTRY CONNECTIONS

✓ GROW MY BUSINESS / CAREER

✓ BUILD MY KNOWLEDGE BANK

✓ JOIN IFDA!

RATHER WAIT UNTIL AUTUMN?

No problem; finish the calendar year as an IFDA member between October 1 and December 31, 2014 for \$150.

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



DON'T WAIT ANOTHER DAY TO JOIN IFDA!

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



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

✓ **BillMeLater**
a PayPal service

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

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News for and About IFDA Members

Bob Timberlake Teams up with Mohawk

From HFN

Bob Timberlake, IFDA's 2004 Trailblazer, and realist artist known for his Americana style, has inked an agreement for a licensing collection with Karastan. The initial five collections, which will debut in July at the Atlanta International Area Rug Market and the Las Vegas Market, will include a new construction for Karastan and Mohawk Home: braided rugs. The Bob Timberlake collections will be their own brand and will feature several styles including contemporary, traditional, transitional

and lodge. They will include woven rugs made of soft, renewably resourced SmartStrand, rugs crafted of Permastrand, printed nylon rugs and braided rugs. Karastan and Timberlake will celebrate the new partnership in Atlanta with a wine-and-cheese event on Wednesday, July 9 in Karastan's AmericasMart showroom, 3-A-1. Timberlake is a member of the Carolinas Chapter.

One Week, Endless Possibilities with Design and Construction Week

From IWCE

Top shows in one city together provide all the fun, education and creativity you can imagine in 2015. Las Vegas will again be home to Design and Construction Week, featuring the International Window Coverings Expo (IWCE), International Builders Show, Kitchen and Bath Industry Show, and Surfaces and Stone Expo. These top shows will all be accessible with your IWCE badge. If that's not enough, Las Vegas Market will also be taking place during Design and Construction Week showing there is no better place to be for the home industry.

Grace McNamara of the Minnesota Chapter, and IFDA's 2005 Trailblazer, invites you to learn and have fun with of the possibilities open to IWCE attendees:

- CEU credits from dozens of top-rated seminars offered on-site
- Design Tech Summit: Build a bridge between design and technology while becoming more efficient and profitable with the tools available
- Construction Zone: Get hands-on training from some of the top workroom experts showcasing their techniques and tips.

Grace McNamara has arranged for all IFDA members to receive a complimentary pass getting you access to all participating events. Details to follow in the fall.

Mark your calendars for January 20-22 at IWCE 2015, presented by Window Fashion *VISION* Magazine.

New England Home Magazine's Call for Design Hall of Fame

Do you know a talented professional that has made a lasting impact on the design field in New England?

Please help New England Home identify the most distinguished home-design professionals for the 2014 New England Design Hall of Fame by submitting nominations at www.nehomemag.com/NEDHOF

The New England Design Hall of Fame honors individuals who have had especially significant careers in residential design in New England. A small number of architects, interior designers, specialty designers (such as kitchen design, bath design or lighting design) and landscape architects whose work, influence and community involvement set them at the pinnacle of their profession are inducted into the Hall of Fame at an annual ceremony and gala each November.

Materials deadline: 8/1/14 | Awards and Gala: 11/5/14



NEW ENGLAND
DESIGN
HALL OF FAME

News for and About IFDA Members

Palavela Home Now Exclusively a Trade Showroom

By Ryan O'Meara

Palavela Home announces that they have transitioned to an exclusively to-the-trade showroom. Palavela Home works with independent design professionals and architects to provide access to many exclusive product lines, to satisfy the varied needs of professionals' clients.

Palavela Home brings the design industry some of the finest in fabrics, wall coverings, furniture, lighting, accessories and vintage objects. Their lines, Artifacts International Furniture, Thibaut Fine Furniture, Gretchen Bellinger Textiles, Arena Designs (fabric and wall covering), Cassaro Fabrics, SJW Studio (wall covering), Wallteriors (wall covering) offer a full range of styles and price points. In addition, a unique feature of their showroom is the ability for the design professional to purchase product off the floor for those last minute details. For more information, visit www.palavelahome.com.

5 Surprising Things That Clean Stainless Steel

By Kristen Kossa, Philadelphia Chapter / Photo: The Whirlpool Corporation

Many homeowners spend a small fortune on purchasing cleaning products for specific surfaces or objects. Don't make this mistake with your stainless steel appliances. Below are five common products that are fantastic for cleaning stainless steel. No matter which product you choose, always use a soft cloth, sponge, or another non-abrasive material when cleaning stainless steel.

Glass Cleaner

An ammonia-based glass cleaner, like Windex, not only removes streaks and grime from your windows, but it's perfect for stainless appliances. Spray directly onto any stainless steel surface or onto an application cloth and clean away.

Wood Cleaner

Stainless steel isn't wood, but a wood cleaner like Pledge is stainless' friend. Just like using a glass cleaner, spray directly onto the stainless or use a paper towel to apply. Lightly scrub the area and watch the fingerprints disappear.

Soap and Water

As obvious as soap and water sounds, many people don't even think to use it on their stainless steel appliances. Just realize that a little bit goes a long way. Two problems can occur with this method. The first arises if any soap stays on the steel. It won't hurt the metal, but any remaining soap dries to the steel and can cause streaking. The second potential problem depends on the hardness of the water. The harder the water, the more mineral deposits can dry on the steel. To avoid this problem, make sure to thoroughly dry any stainless steel when using soap and water.



Nail Polish Remover with Acetone

For any tough, sticky residue or brand new appliances that have some remaining adhesive stuck to them from the packaging materials, nail polish remover is the answer. Typically reserved for small areas on the appliance, dampen a cotton ball with nail polish remover and scrub the soiled area in a circular motion.

White Distilled Vinegar

Besides tasting delicious on French fries, white vinegar is a great cleaning solution for stainless steel. Mix one part white vinegar and one part water into a spray bottle. Apply liberally to any stainless surface either by spraying directly onto the metal or with an application cloth. Not only is white vinegar extremely cost effective, it's also environmentally safe.

Watch Out

Know what you can't use to clean stainless steel. Steel wool, scouring pads (like SOS), and wire brushes are all out as they will scratch the metal. Keep Comet and other abrasive, granular cleaners far away from steel as they will scratch the metal. Don't use bleach or any product that contains bleach or chlorine. If you're not sure if a particular product is safe for stainless steel, side with caution and do not use it.

Before you run out and purchase stainless steel cleaner, consider using one of the items above that you probably already have in your home. You'll be amazed at the results.

Kristen is a Sales Representative at Kieffer's Appliances and a member of the Philadelphia Chapter.

News for and About IFDA Members

Sherwin-Williams Publishes Three New Articles for Designers, Architects, Specifiers

From Laurie Clark, Arizona Chapter Member

IFDA member, and senior designer account executive for Sherwin-Williams, Laurie Clark, points to three new entries recently posted on the company's exclusive [for-design-professional-only site](#). The company, known for its extensive offerings for the design community including the publication, STIR, offers these new resources:

- *Jackie's Notebook: Indie Design, New Tech and Color at Milan Design Week*
- *Color Perception and the Aging Eye*
- *Textile and Color with Anna Maria Horner*

You can access these new posts, and others, by [clicking here](#).



MOTOGRAPHY

BUSINESS MOTOGRAPHY WEBINAR

(Mobile Photography)

Available on Demand

Learn How to Take Great Business Photos with Your Smart Phone

Presented by: Charlene Kingston of Social Media DIY

Recorded: April 30, 2014

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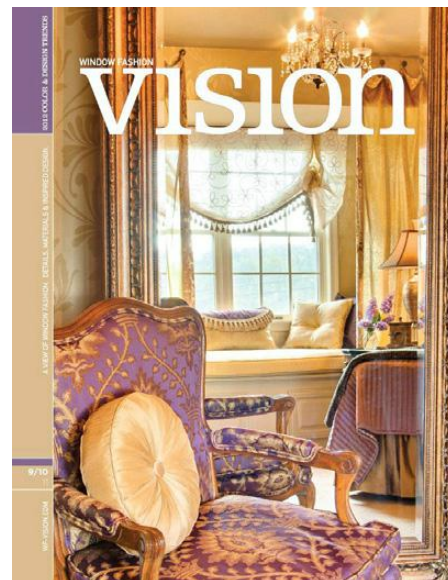
Questions? Contact Jennifer Jones, MPA, Executive Director
at 610-992-0008 or jjones@ifda.com.

IFDA Member Benefit Spotlight: *Window Fashion Vision Magazine*

By Jennifer Jones, MPA, Executive Director

IFDA members are eligible to receive a complementary subscription to *Window Fashion Vision* magazine. *Vision* magazine is the only window treatment industry magazine to focus on all aspects of the custom window treatment industry from inspiration to installation providing the details you need to finalize a design as well as to run a successful business.

[Click here](#) to access the online subscription page. Don't forget to check the IFDA box on the subscription page to take advantage of this valuable member benefit.



Hertz®

IFDA MEMBERS - DOWNLOAD YOUR 2014 HERTZ DISCOUNT CARD TODAY!

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

- Save up to \$25.00 on Weekly/Weekend Rentals
- \$30.00 off 3 Day Weekend/ Rentals
- Free Weekly/Weekend Rentals

[Click here](#) to download your 2014 IFDA Member Discount Savings Card.
For more information, please visit www.hertz.com.

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

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

IFDA Chapter News

Carolinas Chapter Bernice Bienenstock Furniture Library

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

Carolinas Chapter members gathered at the world renowned Bernice Bienenstock Furniture Library on a perfect May evening to hear from landscape architect and designer, Sally Pagliai, the visionary who created the gardens adjacent to the Library. The gardens, filled with well-known and rare regional plants, flowers, trees and shrubs, as well as original sculptures and water features, was dedicated just a month earlier and named for the Carolinas Chapter's 2011 Luminary Award winner, Pat Plaxico. Plaxico is a dedicated board member of the Furniture Library as well as being recognized as one of her generation's most innovative designers and preservationists. Best of all, Pat was on hand to add her wry remarks to the proceedings. IFDA member, Karla Webb, director of the Furniture Library, hosted the event that included a walking tour of the gardens led by Pagliai. Congratulations to the Furniture Library and to Pat Plaxico for this stellar and highly visible recognition.



Pat Plaxico, seated, surrounded by, from left, JoAnn Owings; Karla Webb; Sally Pagliai, landscape architect; Susan Connor; Joanne Hoover; Ruth Clark; Holly Barker; Trish Mickey, at the new Pat Plaxico Gardens at the Bernice Bienenstock Furniture Library.

Florida Chapter Florida IFDA Chapter participates in the 2014 American Red Cross Designers' Show House

By Marsha Koch, VP of Communications

Do you love touring designer show houses? Each year the American [Red Cross](#) sponsors a show house featuring local designers. It is always intriguing to see the work of other designers in person. Sometimes the house is an existing or historical home. Other times it is new construction. An older home with a sense of history is the favorite of many.

This year members of our Florida IFDA Chapter volunteered as hostesses at this amazing Designer Show House.

It was exciting to see how the designers transformed this beautiful Mizner home. This year over 15 designers came together to transform this elegant home. Designer Showcase Houses are a wealth of inspiration and this year's did not disappoint. Our Florida IFDA Chapter was privileged to be able to participate. There are show houses all over the country.

It would be wonderful if IFDA members would share their photos and inspirations!



Ville Delle Palme, 124 Churchill Rd, West Palm Beach, Florida, off beautiful Flagler Drive was built in 1925. This Mizner-Style villa is constructed of clay tile, wood frame and stucco. Elaborate renovations were done to the house in 1932.



Marsha Koch, President Caroline Rogow, Lynn Sciarone, Vicki Kirsner, Susan Heller and Elizabeth Zecca gather for a photo after volunteering at Ville delle Palme.

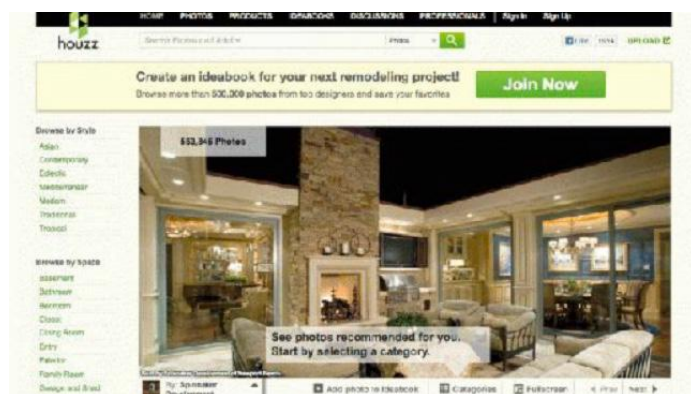
IFDA Chapter News

Florida Chapter The Hows of Houzz... or Ask Members Marti Evans, Tom Daugherty and John Eckardt.

By Marsha Koch, VP of Communications

Isn't Houzz just amazing? I recently attended a seminar put on by Houzz about how designers can showcase their business on Houzz.com.

For those of you who have yet to discover Houzz.com, it is a website dedicated to interiors, architecture, landscape and much, much more. There are millions of photos to search and a wealth of information.



Houzz was created by a couple who wanted to renovate their home but could not find a website that had all the information and inspiration they were looking for. There was no central source. It is like looking through piles of design magazines and cutting out pages and pages of photos and articles... but now it is all in one place on line!

When you go to Houzz.com you can search for literally anything to do with interior design. You can post photos into Idea Books. Then you can share Idea Books with clients. You can even get information on products, how much they cost and where to find them.

Designers can open an account with Houzz and showcase their projects and services. The photos will go into the library of photos that millions of people around the world can access. Designers can be recommended as a "Pro in your area". A designer's Houzz page is really like a website. It is amazing and Houzz will walk you through the process.



If you register and create your site be sure to get reviews from clients and vendors. When you get comments or questions, always respond. Upload photos... good photos with at least 1000 pixels... of your work and make sure you use popular keywords. It all helps you get recognition and makes you more "searchable". Link it to your website, Facebook page, Pinterest page, Twitter and LinkedIn. Oh, did I mention, having a profile on Houzz.com is amazingly free?



Just ask our member **Marti Evans**. Marti and I went to the seminar together and little did I know she has an amazing Houzz page for her design business.



<http://www.houzz.com/pro/evansdesign1/evans-design-associates-inc>

Our new member **Tom Dougherty** of **T Square Construction** also created a Houzz account after going to the seminar. Be sure to check it out. <http://www.houzz.com/pro/tsquareservices/t-square-construction-services-llc>

And guess who else is a Pro on Houzz, IFDA member **John Eckardt** of **Creative Collection by Petal Pushers**!

<http://www.houzz.com/pro/petalpusherscreativecollection/creative-collection-by-petal-pushers>

The seminar offered tips on how to create your account and how to make it "work" for you. They also talked about what most people who go to Houzz are looking for. What do you think it is? Bathrooms? Kitchens? No... It's Storage! They also like "going green" and technology at home.

How do you use Houzz in your business? Sometimes I create Idea Books specifically for a client and sometimes clients will send their Idea Books to me so I can see exactly what they like, and don't like. It's great! I must get to work on my own Houzz profile page.

Do you have a profile on Houzz.com? Are you a Pro on Houzz? Has Houzz generated business for you? Many designers and other industry professionals are finding Houzz is the place to be and be seen. What do you think?

IFDA Chapter News

Illinois Chapter May Social Event

By Cindy Frenzer, Illinois Chapter President

A special thank you to everyone who made it out for our May social event! The Illinois Chapter celebrated the contestants in this year's Design Competition, with a night at Cooper's Hawk Restaurant & Winery. All of the contestants displayed wonderful work, and a big congratulations to our winner, Penny Homsheid of Homsheid Interiors for her stunning Kitchen Remodel. It was a great night to take time away from our busy schedules and to visit with other designers and vendors as we continue to grow and strengthen our Illinois Chapter of IFDA.



Design Competition contestants - Penny Homsheid, winner, Tina Dann-Fenwick, Kim Eggert, Julie Shaver, Marietta Calas, and Jeri Solomon, VP of Membership and coordinator of design competition, and Cindy Frenzer, President of IFDA Illinois Chapter



What's better than wine and design? Sharing it with good friends from the Illinois Chapter

New York Chapter New York Chapter Kicks Off Take A Seat 2014

by Maureen Klein, co-founder IFDA *Take a Seat*

Take a Seat, the hit IFDA event that started last year in 3 chapters - Japan, New York and San Diego - has now doubled its reach with 6 participating chapters: Arizona, Florida, Washington, DC, Philadelphia, New York and Northern California. New York started the "chair roll call" on Wednesday May 14th in front of a crowd of over 250 enthusiastic, paddle raising attendees.

With the help of media partner *New York Cottages and Gardens*, (NYC&G), the chapter was able to secure a beautiful location at Room and Board SOHO retail store to hold the gala auction and also through the persuasion of NYC&G's Editor in Chief, Kendell Cronstrom, catering and wine were provided for the event as well, so expenses could be kept to a minimum.

Twenty-eight one-of-a-kind chairs were created or up-cycled by designers and artisans. Chairs were on display in storefront windows and on the floors of Room and Board for a week. The live auction followed with

TV personality Libby Langdon as MC, and with Auctioneer Harrie E. Copeland III, that resulted in bids totaling more than \$9,000 to benefit Habitat for Humanity, NYC and chapter professional development.

Each chair had a distinct personality. Fashion designer Betsey Johnson dressed hers in poufy pink, while prolific industrial designer Karim Rashid spent more than eight hours doodling vibrant symbols over one of his iconic OH chairs. NBC's *American Dream Builders* designer, Vanessa DeLeon, took light and flight to new heights with her electrified butterfly beauty. With names like *Miss Welty*, *Tango Indigo* and *Fit to be Tied*... you know they were all winners. And so all could see them from thought to finished product, there were blog and Facebook posts capturing the designers and their chairs at different stages of transformation.

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IFDA Chapter News

New York Chapter Kicks Off Take A Seat 2014, Cont'd

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So much of the buzz and excitement was created by the two enthusiastic event chairs, Lisa McMahon, a public relations specialist and Tamara Stephenson, designer and blogger. New this year was the dedicated website IFDAtakeaseat.com, which was created as a courtesy by Arizona IFDA member and social media specialist, Charlene Kingston. Adrienne Hart, AZ and Caroline Rogow, FL are leading the international Take a Seat teams with weekly conference calls that helped develop the patron packages, strategies and share files, formulas and encouragement. Karen Wirrig and Maureen Klein co-founders of the event along with Yasue Ishikawa, are advising each chapter along the way.

Additional auctions are taking place this October, preceded with a simultaneous Skype kick off party on Wednesday, October 1. All six chapters will be toasting the nationwide exhibits and thanking the designers and patrons that are part of this overall IFDA initiative that is Helping Heroes at Home.

See all the chairs and artists and find out about upcoming gala auctions at IFDAtakeaseat.com.

Read more about the New York May event at...

- IFDA NY [chapter blog](#)
- IFDA NY [Facebook page](#)
- IFDA NY [Twitter account](#)
- IFDA NY is on [Pinterest](#) and has a [2014 Take A Seat board](#)



Chairs sitting straight up, awaiting their call before flaunting their stuff for the waiting crowd



TAS co-chair Lisa McMahon, IFDA, plays Vanna White, showing off the spindle back chair created by Sara and Moncef Touijer, but does it with oh so much more muscle and oomph



Kara Marmion, IFDA NY Chapter President with designer Charles Pavarini III, IFDA, who promises a chair for both the AZ chapter's October exhibit (where he also has an office) and one for NY next round



Our NY TAS media partner, Kendell Cronstrom, Editor-in-Chief of NYC&G with TAS co-chair Tamara Stephenson, IFDA

IFDA Chapter News

New England Chapter The Importance of Styling

By Karen Dzendolet, New England Chapter President

IFDA New England hosted "The Importance of Styling" event on May 15, 2014. It showcased the talents of our member, photographer Greg Premru, as well as those of Stephanie Rossi, stylist and interior designer, and gave our members the knowledge to maximize their collaborations with photographers to create the best representations of their design work or products.

Greg Premru specializes in residential and commercial interiors and architecture, and has had his work featured regularly in *New England Home*, *Trends in Design*, and in books and additional magazines; he most recently published the book, *New England Icons*, with writer/producer Bruce Irving of *This Old House*, which explores the historical beauty of New England.

Stephanie Rossi is the principal designer of Spazio Rosso, Inc., which she founded in 2005. Her work has been featured in the *Boston Globe*, *Boston Common*, *Boston* magazine, *Boston Home* magazine, *Traditional Home* and *Racked*, among others, and she works both as a stylist and interior designer.

Greg and Stephanie demonstrated to our members how a professional photographer captures a three-dimensional, fluid space and recreates it

in a two-dimensional static photograph with a limited frame.

Greg set up his camera with a large screen to show the audience the difference between what the eye sees versus what the camera lens captures. Stephanie emphasized that eliminating or moving things for the benefit of the camera, regardless of function and finding angles that highlight the best presentation from the camera's view, create the best images. Smaller vignettes, as opposed to shots of the entire space, look more inviting.

The event was hosted by the Baker, Knapp and Tubbs Showroom, in the Boston Design Center. The 40-plus IFDA New England members in attendance complemented their networking by enjoying the open bar and appetizers at the start of the evening, provided by Baker. Flowers were donated by Fleuri Designs. Karen Dzendolet, Chapter President, and Jennifer Driscoll, VP of Programming, introduced the speakers and welcomed those attending.

At the event, everyone in attendance was entered into a raffle to win a ½ day photo shoot with Greg; member Marie Chaput of "Thread," and her team won!



Chapter President, Karen Dzendolet addressing the attendees prior to "The Importance of Styling" presentation



New England Chapter members enjoying the networking at "The Importance of Styling" event.



Stephanie Rossi, Karen Dzendolet and Greg Premru

Discount on Teleflora Purchases!

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

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

teleflora®

IFDA Chapter News

Philadelphia Chapter New Members Feted at Luncheon

By Pamela Kenney, Co-VP of Publications

The old saying by Groucho Marx "I don't want to belong to any club that would have me as a member" could not be less true at the Philadelphia Chapter of the IFDA.

We welcomed our newest members this year with a fabulous luncheon at a local restaurant, Season's 52, in King of Prussia on May 7. Almost every new member attended. Eleven new members enjoyed meeting with the board members before lunch in an informal networking session. They asked questions about membership benefits, volunteer positions, vendor members, and more. Before the lunch started, Kathleen Penney, the Chapter President, welcomed all the new members formally. The board members introduced themselves and their position on the board. After getting to attach a name and a



New members of the Philadelphia Chapter meet their board members at the Chapter's quarterly new member lunch.

face, lunch was served to everyone's delight!

The Philadelphia chapter hosts this event quarterly as a way to welcome all new members and have them get to know the board.

Washington DC Chapter Events Highlight Spring's Arrival

By Jeanne Blackburn, Washington Chapter President

Earlier this year the Washington, DC chapter met at "Victoria at Home", one of the DC area's newest, most talked-about shops and design studios. Owned by designer, Victoria Sanchez, and located in charming Old Town Alexandria, Virginia, it's been getting lots of buzz from the press since it opened last fall. In addition to some background on Victoria's dream-come-true shop, IFDA-DC members were treated to some tricks of the trade from Charlotte Safavi, professional photo stager.

While we sipped on champagne and nibbled hors d'oeuvres, she showed us how to change the look of any furniture grouping with the swift swapping of season-appropriate accessories. Guidelines that are applicable to our homes and those of our clients. With that we were ready for spring - even if it was a bit away.

Then we met at the J.Lambeth showroom in the DC Design Center - soon to be moving to new digs in Northwest DC closer to the center of town, for a color forecast presentation by Colleen Scully, the new area rep for C2 Paints. Among the Pantone colors of the year which she beautifully presented in a vibrant slideshow and tabletop displays are "Radiant Orchid", "Emerald". and "Tangerine Tango". She also introduced "The Naturals" collection of colors by Designer Barry Dixon, inspired by the land surrounding his estate in Middleburg, Virginia.



A world of inspiration from the Washington, DC Chapter's color forecast presentation by Colleen Scully of C2 Paints, hosted at the J. Lambeth showroom



DC Chapter members received a behind-the-scenes tour and talk at the buzzy new Victoria At Home shop

Memorium

Bonnie Peterson, FIFDA

1940-2014

It is with great sadness, we report that IFDA member Bonnie Peterson, FIFDA passed away on Monday, June 23, 2014. An IFDA member since 1976, Bonnie previously served on the International Board of Directors, was a past President of the Carolinas Chapter and a past Chair for two IFDA conferences. Bonnie served multiple leadership positions within the IFDA Educational Foundation including Chair in 2009. In addition to achieving the designation of Fellow, Bonnie received the IFDA Honorary Recognition Award in 2004. She was instrumental in developing the Educational Foundation's Raymond Waites Design Competition and the Foundation's Walk for Design Education.



covering missile and satellite launches at Cape Canaveral. Her career continued to flourish as creative copy chief at Alderman Studios and as an editor of several furnishings industry publications.

Bonnie was the wife of the late Bill Peterson, founding editor of Furniture/Today. Bonnie's contributions played a key role in establishing Furniture/Today as the largest furniture trade publication. Bonnie served as principal of a marketing and communications business for 35 years. She was recognized as a prolific writer of catalogs and brochures for furniture manufacturers and an authority on the casual/outdoor industry.

[Click here](#) to access Bonnie's obituary and memorial guest book.

Bonnie began her career as a reporter for the Orlando Sentinel Star

Donations may be made to: Bonnie and Bill Peterson Scholarship Fund
High Point University, 833 Montlieu Avenue High Point, NC 27262

Clarellen Adams

1921-2014

Early in 2014, the San Francisco Bay area lost an icon in the interior design community, and a long-time IFDA member. Clarellen Adams, who, along with her late husband Henry Adams, were the brains behind and the developers of the San Francisco Design Center. With its several blocks of buildings, they revitalized vacant warehouses in a run-down part of the city, creating a unique design center in the 1970s that filled a need and served as a model for others around the country. Even after Henry's untimely death in 1981, Clarellen continued on at the Design Center as the Vice President of Industry Relations. She was the champion and cheerleader for the design community with her endless energy and unwavering support of interior designers, the industry, design students, and design education programs that knew no limit. She was active in many professional design organizations, including IFDA, among others, both locally and nationally, serving on several schools design program advisory committees, as well as supporting multiple philanthropic efforts and foundations. A staunch believer in design students and their education,



she donated generously to the students and design programs in the San Francisco Bay area.

Clarellen's support of the San Francisco Student Career Forum for interior design students was also without limits. She was a fixture on the planning committee (since the 1980s) and at the networking party, securing a wide range of donations from SFDC showrooms for the student drawing, and promoting the event to all who would listen. Her love of color; be it her red boots or orange and purple outfits (her favorite colors), her bright presence, smile, and enthusiasm were evident to all who attended. The students loved and remember her, missing her at the event the last few years of her life as her health began to fail; she was 93.

A fixture at the SFDC no longer, but those of us who had the privilege to know and work with Clarellen will not forget her, we have all benefited from her generosity and knowing her.

IFDA 2014 Network Submission Guidelines

NETWORK EDITORIAL TEAM

Dawn Brinson, IFDA, Editor in Chief
Judith Clark-Janofsky, IFDA, N. California Chapter President

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

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

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

ISSUE	SUBMISSIONS TO DAWN BRINSON	SUBMISSIONS TO ACCOLADE	PUBLICATION
Fall	August 11, 2014	August 22, 2014	September 30, 2014
Winter	October 20, 2014	November 3, 2014	November 20, 2014

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

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

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

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

Submission Criteria

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

IFDA INTERNATIONAL SPONSORSHIP OPPORTUNITIES

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

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

IFDA Welcomes Our 50 New Members

ARIZONA

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Lisa Johnston
Residential Resource
Remedies

Laura Levenberg
The Buffalo Connection

Elizabeth D. Salas
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Kristine Stamatis
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CAROLINAS

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Rosa D. Otero

FLORIDA

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Melissa Torres
HoneyBee Designz

FLORIDA

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Jeannie Coppers
THAT'S IT-design By Jeannie

Yogeshwar Ramanand

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Nancy Mullins Designs

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Doug Hopeman
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Student

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Mark Johnson & Associates

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Stephanie Weber
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MINNESOTA

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N CALIFORNIA

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Liz Hause Interior Design

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TAKE A CLOSER LOOK AT THE IFDA CAREER CENTER



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

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

All services are **FREE** to Job Seekers

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

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