



Spring 2015

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



Greetings, Fellow Industry Leaders and Colleagues,

Here we are closing out the first quarter of 2015, and launching into Spring! A wonderful season of rebirth and new beginnings.

Despite the weather challenges that have befallen many of our members around the country, I sense an optimism and renewed commitment to our businesses, professional development, growth of IFDA, and to making a positive difference in our communities.

I am very proud and inspired by our leaders who have stepped up to the plate to take on board and committee responsibilities, on both a chapter and international level.

In my experience with IFDA, participation is the key to maximizing the benefits of membership. If you have an interest, get involved on a committee. If you see a need, be part of the solution, either by joining or starting a committee. This is a great way to get to know your fellow members...both locally, and internationally, and to grow your leadership skills.

If you are looking for opportunities to get involved on a local level, check in with your local chapter board members for direction. *Take A Seat 2015* is ramping up once again, and there are many opportunities to participate there...and, have lots of fun in the process.

On an international level, we have the Marketing Committee, Network Newsletter Committee, Speakers Bureau Committee, Sponsorship Committee, Webinar Committee, Website Committee, Corporate Membership Task Force, Membership Growth Committee and the Strategic Marketing Committee...to name a few.

Talk to your local Chapter President or leaders to see what might be a good fit for you. And, as always, Jennifer Jones, IFDA Executive Director, is an amazing resource of information and support to all of our members.

With honor and deep respect, I look forward to working with all of you during the coming term.

Warm regards,
Diane Nicolson, IFDA

IFDA Fellows

2015 Call for Applications

Deadline for Application Submissions:
October 30, 2015

[Click here](#) to download the Fellows Application

2015 Fellows Committee

Judith Clark-Janofsky, IFDA, N.CA Chapter
Wilma Hammett, PhD, IFDA, Carolinas Chapter
Merry Mabbit Dean, IFDA, Texas Chapter



IFDA Selects

Submitted by Rose Ott, NY VP Social Media and Karen Wirrig, IFDA

IFDA Selects reviewed the two largest Winter 2015 home furnishings markets to find the best and most innovative products. The International Furnishings and Design Association (IFDA) supports and promotes the design industry by highlighting creative products in the following categories at Market: Furniture, Lighting, Textiles, Tabletop, Art, Gourmet Housewares, Gift, Green Sensibility, and Innovative Booth Design. Below are the top picks from Las Vegas and New York and what the judges had to say about them.

IFDA Selects: A 'Win-Win' For All IFDA Chapters

Submitted by Rose Gilbert, IFDA, VP – Communications and Publications

IFDA Selects, the new and highly visible initiative originally launched by the New York Chapter, is quickly gaining traction as other Chapters pick up the innovative event, which highlights Best-In-Show new products at various design industry trade shows.

"*IFDA Selects* has been a game changer for the NY Chapter," reported designer Rose Ott, NY VP Social Media, who imagined and implemented the first *IFDA Selects* judging last year. Since then, *IFDA Selects* has already thrilled winning exhibitors at two major industry shows in 2015, NY NOW in January and the Architectural Digest Home Show in March. Introduced to the Las Vegas Winter Market this year, *IFDA Selects* was "received with the same fervor," according to Rose.

The initiative supports and promotes the entire design industry, while raising the visibility of IFDA among various aspects of the industry, including the judges -- respected industry insiders -- and the winners in various categories, who are awarded a framed certificate to display at the trade show and then back in their showrooms.

"*IFDA Selects* elevates the visibility of our organization and encourages members to get involved," Rose pointed out. "There is new energy and enthusiasm for IFDA by all parties involved."

Social Media has played a big part in getting the word out about *IFDA Selects*, she said. "Everyone is tweeting, Instagramming and posting on Facebook.

"I encourage all chapters to adopt this new initiative – it is a win-win for everyone!"



Judges for *IFDA Selects* – NY Now (from left) Caleb Anderson, Tamara Stephenson, Andrea Algaze, Rose Ott, Nancy Fire, Julie Schuster, Dwayne Clarke, seated Hermine Mariaux



... and on the job at NY Now.

IFDA Selects

IFDA Selects Winners: New York

Furniture Winner – New York



Furniture – Tommy Mitchell “Brass Butterflies Console” Judge Andrea Algaze, Design Concepts

Textiles Winner – New York



Textiles– Rafael Velquez Judge Nancy Fire, Design Works Intl: “Innovative Products - pillows and ottomans. The ottomans are creative and commercial at the same time. All products are made in Miami and are clever in style, fabric and trim. Also love the pillows with the wood trim!”

Lighting Winner – New York

“Combining art and function, owner and designer Marty Mitchell was originally a furniture restorer. These pieces are made in America and would be a beautiful addition to make a statement in any room”



Lighting- Pablo Lighting “Circa Pendant” Judge Caleb Anderson, Caleb Anderson Design: “The clean, modern lines offer a versatile and striking silhouette with adjustable discs that can be adjusted in numerous positions. The warm glow of the LED provides a uniform light source. The fixture is available in various models for multiple application possibilities.”

Gourmet Housewares Winner – New York



Gourmet Housewares– Savora “Sid Ramnarance Products” Judge Hermine Mariaux, Hermine Mariaux, Inc: “Utility does not need to exclude beauty. This is a collection based on the same mindset of Apple and response is just as emotional.”

IFDA Selects

IFDA Selects Winners: New York

Innovative Booth Design Winner – New York



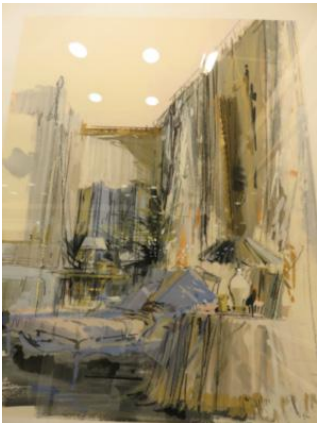
Innovative Booth Design– Emporium Home by Ashley Childers, Judge Dwayne Clark, Dwayne Clark, IDMG: “The curated design sensibility embodies fashion for interiors and is committed to creating unique and beautiful products that has a respectful nod to fine furniture.”

Green Sensibility Winner – New York



Green Sensibility– Pivot Encore “Recycled Instrument Art” Judge Julie Schuster, Julie Schuster Design Studio: “All product used is repurposed from old instruments; made locally upstate, employing previously incarcerated men they retrain to make their product.”

Art Winner – New York



Art– Dean Rhys-Morgan “Madam X” Judge Rose Ott, Rose Ott Interior Design: “Madam X was painted in by Jeremiah (Goodman) earlier in his career for a decorating magazine of Babe Pailey’s bedroom and reprinted on paper. Jeremiah wanted his pieces to be a personal statement of the client and Madam X reflects a serene, soft elegance with beautiful brush strokes.”

Table Top Winner – New York



Table Top– Rablabs “Gold Bowl Strainers” Judge Tamara Stephenson, Tamara Matthews-Stephenson Design: “The strainers are so beautiful and unique with veining and a handmade feel.”

The awards in New York were presented on February 2, 2015.

IFDA Selects

IFDA Selects Winners: Las Vegas

Furniture Winner – Las Vegas



Furniture - Arther Galerias for the Sea Crest hand-carved chest. Judge Adrienne Hart, ModaScapes: "The detail on this hand carved solid Rosewood chest is impeccable. Ignacio, son of the founder of the company, designed this piece to deceive the eye. I wasn't even sure what side of the cabinet opened because of its almost seamless construction. And when I did open it to find that it was outfitted to be a swanky bar, I was doubly impressed. I found the rhythm of the carved wood in the soft gray to be hypnotic and the two-toned finish to be sublime!"

Textiles Winner – Las Vegas



Textiles - Kravet Fabric Star of India, Naturals by Hunt Slonem. Judge Judith Clark, FIFDA, CID, Design Elements: "This fabric (GWF-3400, 611) was selected because, while it may appear to be busy, the use of color and embroidery create the perfect mix for an elegant touch for most rooms both contemporary and traditional alike. Not many fabrics can jump from elegant traditional to stark contemporary."

Lighting Winner – Las Vegas



Lighting - Saturn fixture designed by Nick Alain for Luna Bella. Judge Jan W. Herwick, FIFDA, Herworks Interior Design: "Selected for its cutting edge technology with the look of LED but using easily replaced mini bulbs, designed with an edge for contemporary and transitional settings. It is a beautiful use of metal with a lightweight feel and soft light. The designer, Nick Alain, brings a timeless aesthetic born of continental Parisian influences with a freedom of expression that the Miami cityscape encourages."

Gourmet Housewares Winner – Las Vegas



Gourmet Housewares - Parlor Ice Cream Mixing Set from Picnic Time, Inc. Judge Martha Rosellini, Martha Rosellini Designs: "Save a trip to your favorite ice cream chain store! The Parlor Ice Cream Mixing Set lets you create innovative customized flavors right at home. It features a marble slab that you keep in the freezer, plus two mixing spades, and three ceramic dishes that sit in a beautiful bamboo base. Fill the dishes with your favorite mix-ins and blend right on the cold stone slab."

IFDA Selects

IFDA Selects Winners: Las Vegas

Art Winner – Las Vegas



Art - Pheromone by Christopher Marley for "Elegans Prism". Judge Karen C. Wirrig, FIFDA, Karen Cole Designs: "This unique and beautiful artwork incorporates exquisite natural artifacts. In this piece, beetles and butterflies have never looked so good! Leading environmentalists and entomologists agree that insect collecting can actually aid in the preservation of insect species by offering an economic incentive to preserve the habitat in which this "sustainable rainforest crop" thrives."

Table Top Winner – Las Vegas



Tabletop - Pinecone Vase from Global Views, Judge Karen C. Wirrig, FIFDA, Karen Cole Designs: "The genius of the human hand is easily seen and felt in this hand-thrown Italian ceramic, multi-dimensional glazed pot with color that seems to glow from within. The textural pattern of the seeds is hand-applied creating the stylized pinecone details."

Green Sensibility Winner – Las Vegas



Green Sensibility - Antique Camel Cart Table from Studio A - A Global Views Company, Judge Shanti Rose, ModaScapes: "The camel cart platform originally had only two wheels in the center of the cart. One end was harnessed to the camel who pulled it through the desert and back roads of India. The wheels are long gone, so legs have been added to convert this rich conversation piece into a table or lounge. No two are alike."

Gift Winner – Las Vegas



Gift - Coconut Body Candles from Stone Candles, Judge Martha Rosellini - Martha Rosellini Designs: "An innovative new candle made with a unique coconut wax offering the cleanest burn on the market, wooden eco wicks, and perfect for body applications. COCO candles are available in 10 contemporary fragrances, they exude scent, never soot, and are ecologically responsible. Private label candles are also available."

Awards in Las Vegas were presented on January 22, 2015.

IFDA Chapter News

Northern California Chapter On February 19, IFDA Northern California Chapter Hosted a Member Appreciation Night at Arthaus Gallery

By Martha Roselini, IFDA Northern California Communications Coordinator

THE FINE ART of DESIGN

Inspiration to Installation

Arthaus Gallerists and Icons of Design, James Bacchi and Annette Schutz shared their expertise and outlined a strategic plan to this well attended event. They presented ways to enhance and expand businesses by introducing and placing fine art in new design projects, as well as with existing clients.

Their gallery upholds a striking presence at Bay Area Designer Showcases, and showrooms in the San Francisco Design Center.

Website: <http://www.arthaus-sf.com/>



IFDA 2015 Showcase House Tour and Dinner: Friday, May 15, 3:30PM, 3630 Jackson St., Presidio Heights in San Francisco

By Martha Roselini, IFDA Northern California Chapter VP of Communications/Marketing

For more information please contact Gail Belz, gailbelz@comcast.net or visit IFDA website, Northern California Chapter. Website: <http://decoratorshowcase.org/>

This years showcase house is a 1916 Elizabethan manor home designed by famed architect, Julia Morgan. Located along the Presidio Wall between Maple and Spruce streets, the elegant six bedroom home over four stories contains nearly 10,000 square feet entered via a gracious entry hall. The entrance appears much as Morgan originally designed it nearly a century ago, with a grand balustrade staircase and open sight lines to views of San Francisco Bay beyond a spacious backyard extending to the groves and green spaces of the Presidio.



IFDA Chapter News

Northern California Chapter Northern California Chapter's Second Annual Take A Seat Charity

By Martha Roselini, IFDA Northern California Chapter VP of Communications/Marketing

Launch October 1, 2015. Gala Auction, October 15, 2015. Detail updates on <http://ifdatakeaseat.com/>.

Our recipient this year is Variety, The Children's Charity, Northern California Chapter, <http://www.varietync.org/about>.

Carolinas Chapter Madcap Cottage

By Dawn Brinson, FIFDA, VP of Communications

The dynamic [Madcap Cottage](#) duo, Jason Oliver Nixon and John Loecke, have set up shop in the home furnishings capital of the world, High Point, and they recently invited the Carolinas Chapter to join them for an evening of madcap mischief and indulgent interior design ideas.

Their studio, lovingly referred to as the Madcap Design Laboratory, is an ever-changing mélange of finds from the gents' around-the-globe travels as well as locally sourced eccentricities. Chapter members were treated to libations and light noshes, along with a fabulous presentation about the Madcap design philosophy. "If you're looking for beige and boring, bark

up someone else's tree," laughs Jason. Apparently, plenty of sophisticates love the team's perfectly paired palettes, as evidenced by their inclusion in *House Beautiful*, *Architectural Digest*, *InStyle*, *Domino*, *New York*, and more. Coupled with the legion of followers to their blog, [Demystifying Design](#), Facebook page, and other social sites, the gents have truly made a name for themselves in the last few years.

Now that we have seen the world through Jason and John's multi-hued glasses, we've all become a bit madcap ourselves!



John Loecke and Jason Oliver Nixon, founders of Madcap Cottage



Jason and John with Carolinas Chapter president elect, Leslie Gunter



Chapter members, Susan Connor, vice president of programs, and Holly Barker Woodward, founder of House of Woodward, shopping at Madcap Cottage

IFDA Chapter News

Florida Chapter

Congratulations to our Florida Chapter, recipient of the Claire Coleman Founders Grant!

By Marsha Koch, VP of Communications

(Photo, left: left to right) IFDA members Michael Alexander, President Caroline Rogow, Beverly Stewart, Lynn Sciarone, Marti Evans, Carol Teti-Keesler, Jeannie Coppers, Elizabeth Zecca and Marsha Koch. Susan Slotkis is seated.

Members of IFDA Florida Chapter were thrilled to be awarded this prestigious grant to support the CEU, The Psychology and Perception of Color by Susan Slotkis, held on January 22, 2015 at The Design Center of the Americas (DCOTA). We are most grateful to the IFDA Educational Foundation for this funding.

The Claire Coleman Founder's Grant was initiated by the New York Chapter through the IFDA Educational Foundation in honor of Claire Coleman, who was one of the IFDA founding members in 1947 and past president of the national association.



Florida Chapter Color Psychology & Perception

By Marsha Koch, VP of Communications

IFDA Florida Chapter was pleased to have its first event ever at the DCOTA, The Design Center of the Americas, in Dania Beach, Florida. We are excited to expand our reach to the extensive design and furnishings community there.

The event held on January 22 was an IDCEC-approved CEU program entitled *Color Psychology & Perception*. The seminar was presented by

Susan J Slotkis, author of *Foundations of Interior Design, 2nd edition*. Susan is an IFDA Professional Member, NY Chapter, IFDA Speakers Bureau Member, and Adjunct Assistant Professor at FIT and Adjunct Instructor at NYU.

The event was sponsored by the IFDA-EF Claire Coleman Foundation Grant.



IFDA Florida President Caroline Rogow, IFDA Events Chairperson Lynn Sciarone and IFDA Secretary Elizabeth Zecca are welcomed by Dina Friedman (center), Marketing Director for DCOTA.



IFDA Membership Chair Jeannie Coppers welcomes attendees and tells them about the benefits of IFDA and EF.

IFDA Chapter News

Florida Chapter Color Psychology & Perception, continued

By Marsha Koch, VP of Communications



IFDA President Caroline Rogow introduces Susan Slotkis as guests begin to take their seats. Susan held the attention of a very engaged and interactive audience of 35 for a full two hours. Many interesting facets of color were explored, such as how we perceive color; how our eyes see color differently as we age; and the sociological and cultural conditions that influence our attitudes and feelings about color. We learned about chromatherapy; how color is processed physiologically; how it can set a mood; and divert or draw our attention or unify a space.



IFDA members Michael Alexander, Caroline Rogow, Beverly Stewart, Lynn Sciarone, Marti Evans, Carol Teti- Keesler, Jeannie Coppers, Elizabeth Zecca, Marsha Koch and Susan Slotkis (seated). We were so pleased to be able to offer this CEU as our kickoff event for 2015. We are grateful to all those who made it such a great success and to the IFDA Educational Foundation for their generous support.



Afterwards we were treated to a champagne reception at the beautiful showroom of Decorative Crafts, hosted by another enthusiastic supportive IFDA member, Carol Teti-Keesler. Carol Teti-Keesler speaks with Susan Slotkis about the newest edition of her comprehensive interior design book, *Foundations of Interior Design, 2nd ed.*



Claire Coleman

The Claire Coleman Founder's Grant, which is handed out each year, will support each of two IFDA chapters that are planning a marketing or communications event or project whose mission is to educate its members and the industry. The purpose of the IFDA Educational Foundation is to encourage the development of educational programs and projects that enhance the quality of life for individuals and the public at large, and to support students and professionals entering and re-entering the fields of furnishings and design.

IFDA Chapter News

Illinois Chapter Opportunities are Never Limited

By Joan Scheib, VP of Communications/Marketing

The Illinois Chapter's March presentation focused on developing new strategies for 2015 with both a personal and business orientation. It's time to look for opportunities all around, because opportunities are never limited to those who expect to receive them. Reflecting on what brings new opportunities can be as simple as changing focus and developing a positive outlook in one's personal life and in business' goals. Allow for daily personal time to create a balance to better handle the challenges and encourage the ability to follow the right path for career and life.

The new board for the Illinois Chapter believes in making those opportunities come true within our chapter; and our goal remains the same for 2015, to come together as a community of business professionals, to enjoy each other's company, as well as to learn from professionals in our industry and from each other at the Presentations, Round Table discussions, new product offerings at showrooms (such as Honquest Finishes Arlington Heights and Prosource Buffalo Grove), and to enjoy our exciting IFDA/EF fundraiser event - attending the Steve Harvey show with a back stage tour following.

The Presentation's focus in March on developing successful strategies for 2015 by Loren Seaman, owner of LRS Interiors, was dynamic and informative. One needs to evaluate a variety of areas for stability from a financial perspective, as well as determine what sets our business

apart from other businesses to assist in developing long-term goals and maintaining business viability. When the daily focus is on identified dreams and successes, then what occupies a person's time and his/her plans will ultimately help to see all the opportunities available.

From the Illinois Chapter Board members, we wish all IFDA members an abundance in personal happiness and business success for 2015!



2015 Illinois Chapter Board (left to right) Front Row: Lindsay Dingmann, Joan Scheib, Karen Fischer, Jeri Solomon. Back Row (left to right): Cathy Fountaine, Tina Dann-Fenwick, Dee Schlagel, Kim Eggert, Penny Homscheid, Julie Shaver. Missing: Jean Addante, Cindy Frenzer, Mollee Johnson, Mary Kay Romanchuk.



IFDA WEBINAR

Time Management and Sustainable High Performance for the New Year

Presented by: Elaine Betts, Go Far Consulting

Recorded: January 14, 2015

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

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

IFDA Chapter News

Minnesota Chapter Minnesota Chapter's 2014 Fundraiser, *Deco Indulgence*, Is Huge Success

By Linda Hersom, IFDA Chapter Administrator,
VP of Communications/Marketing

On September 11th, IFDA members and friends had a unique opportunity to step back in time as they toured 2615 Park Avenue, a Manhattan-style 1929 Art Deco co-op that has been meticulously returned to its historic beauty. Over one hundred people attended our IFDA "Deco Indulgence" fundraiser! Following socializing, complete with tantalizing hors d' oeuvres and refreshing beverages, we were treated to guided tours of public spaces and private residences. The tour included a history of the building and details of the design process that transformed each area into the functional and beautiful spaces of today.

Local businesses and IFDA members and friends donated enticing raffle items and some of the evening's refreshments. Many attendees participated in a fun "wine pull" where each ticket holder pulled a cork to receive a mystery bottle of wine donated by our Past Presidents.

Much thanks to everyone involved who helped make this event a success, especially to the "Deco Indulgence" committee – Dianna Sether, Maureen Olofson, Jennifer Kondor, and Ruth Lecy.

Of course, we would not have had the ability to tour the residences without the cooperation and generosity of property manager Larry Moore and the homeowners themselves including those residents who volunteered to be tour guides. It was a wonderful opportunity to connect with old friends and to meet new ones. In fact, many newer members and IFDA family members were part of our volunteer crew including Mandy Bauer, Carol Seiler, Stephanie Weber, Ashley Flanagan, Fred Erickson, Justin Savageau and Marlene Buchner.

Our IFDA leadership team took an active part in the event as well. Their support included donating raffle items and wine, inviting guests, tending to numerous details and working at the event itself. We extend our appreciation to each of them with a special thank you to our on-site volunteers Gail Jacobson, Michael Wines, Tarry Johnson, Michelle Savageau and Linda Hersom.

Great fun, camaraderie, and a peek into the past best describe this special fundraising event. "Deco Indulgence" opened the doors to a bygone era with today's functional style. IFDA congratulates Sheran Neumann, Project Chairman, for coordinating this fabulous event.

Thank You So Much! We appreciate YOU.



IFDA Chapter News

Minnesota Chapter New Member Bobbie McMonagle

By Linda Hersom, IFDA Chapter Administrator, VP of Communications/Marketing



Bobbie McMonagle

Welcome to our newest member, Bobbie McMonagle. Bobbie is excited to be a new member of IFDA as of January 2015. She is an artist and has a business, McMonagle Fine Art, featuring her paintings.

Bobbie graduated from the University of Minnesota with a BA in Studio Art and a minor in Art History. She is a life long student of art and continues taking abstract painting classes from Ellen

Richman at The Minnetonka Center for the Arts.

Her artwork was a sideline for many years as she worked as the Vice President of Sales and Marketing for The Blue Pages. Bobbie has worked

as a makeup artist for Clinique Cosmetics and currently is working as a makeup artist for Chanel. She enjoys this work along with her painting, and has also done makeup for pageant contestants and bridal parties.

The past two years Bobbie has devoted herself to her painting and is currently painting in a non-representational style. She was trained in traditional drawing, painting and printmaking techniques at the University of Minnesota but prefers the freedom and expressive qualities of non-representational images at this time. She represents creative images which are convincing without depending on a readily identifiable subject.

To quote Arthur Dove,

"I would like to make something that is real in itself, that does not remind anyone of any other things, and that does not have to be explained, like the letter 'A', for instance."

Philadelphia Chapter Get Noticed

By Deanna Lorenti, IFDA ,VP of Communications

That is exactly what happened to IFDA-Philadelphia VP of Communications, Deanna Lorenti, of Concept 2 Design Interiors. Deanna was found (noticed) on the IFDA-Philadelphia website by the Show Manager for the Philadelphia Home Show. The Philadelphia Home Show has been around for years and draws thousands of homeowners from the tri-state area. One of their biggest features is the design challenge. Each year they ask a small, select group of local designers to transform a 12'x8' space into a beautifully designed room. The challenge this year, for the five chosen designers, was to think "on top of the table."

Since offered the challenge, Deanna thought it would be a great opportunity to work with other IFDA-Philadelphia members and vendors to help with Concept 2 Design Interiors' vision. Gold Sponsors, [Bright Light Design Center](#) donated the wall sconces and mirrors, and [Avalon Flooring](#) contributed the flooring and area rug. Another IFDA-Philadelphia member, [Oskar Huber Furniture & Design](#) supplied the beautiful furniture and custom upholstered dining chairs.

This wonderful collaboration was such a success for all involved because everyone had the opportunity to have their marketing material available to all visitors and to meet and greet them throughout the show. The Philadelphia Home Show also added contributing vendors' logos and contact information on their website.

Did we mention...Concept 2 Design Interiors won the challenge!! They won based on the votes from the 50,000+ Home Show visitors that viewed the designer rooms.

This entire experience was a great example of how the IFDA community works together and supports each other.



IFDA Chapter News

Philadelphia Chapter

Neither Rain nor Snow, nor Sleet nor Dark of Night...

By Deanna Lorenti, IFDA, VP of Communications

This was surely IFDA-Philadelphia's unforeseen motto for their 2015 Kick-Off Event in January. IFDA-Philadelphia originally had their event scheduled for January 21st but due to inclement weather it was cancelled that day. All of the Chapter VP's rallied to get the word out, via Email Blast, Facebook, LinkedIn, Twitter and personal emails, that the event was postponed until January 28th.

No bad weather could keep them from having one of the best turnouts for a kick-off event! Close to 50 current members, vendors and guests came to the event. The event was hosted and sponsored by IFDA-Philadelphia Gold Sponsor, Avalon Flooring, at their huge King of Prussia

showroom. The event's theme was geared towards a Member-Vendor Trade Show and social networking with light fare and wine. In addition, a photographer was there to take professional headshot photos for all new and current IFDA members. A make-up artist was even on hand for any last minute touch ups before the photos were taken.

There were over ten vendor-members that set up tables to hand out promotional product and talk with all members and guests. Guests enjoyed meeting the vendors and learning more about the IFDA from current members. Four new members joined IFDA-Philadelphia that evening!



Co-VP of Sponsorship, Stephanie Graham & VP of Communications, Deanna Lorenti checking people in at the Kick-Off Event. Hosted by Gold Sponsor, Avalon Flooring.



IFDA-Philadelphia members Marie Weaverling, Jill Kearny & Joanna Dallas checking out the member-vendor tables at the Kick-Off Event.



VP of Communications, Deanna Lorenti mingling with event guests and potential new members.

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IFDA Chapter News

Richmond Chapter Spring 'Members Only' Event

By Sue Williams, VP of Public Relations

Richmond IFDA celebrated springtime with a flowery 'Members Only' social event at the Virginia Museum of Fine Arts. The event included a tour of the current exhibition: *Van Gogh, Manet, and Matisse: 'The Art of the Flower'*, followed by a purely social gathering in VMFA's elegant Amuse Restaurant. The restaurant's glass wall allows views into both the museum's Sculpture Garden and the Atrium.



(from left) Jenni Kirby, Chuck Larivey (guest), Sue Williams, Diane Williams, Jill Erwin, Michael Maszaros, Anita Williams, John Magor, Holly Kidwell, Muffy Barden, RJ Landin Loderick, Linda Chinn, Diane Fairburn, Jonathan Williams, Ben Duggan, Sue LeGrand.



Michael Maszaros, VP – Hospitality



New member Ben Duggan with Jill Erwin, VP of Charitable Partners and Financial Resources, entering the Virginia Museum of Fine Arts exhibition for the tour of over 60 paintings by over 30 artists, including Van Gogh, Manet and Matisse. VMFA's website noted that it is "...the first major American exhibition to consider the French floral still life across the 19th century". The exhibition closes June 21, 2015.

Discount on Teleflora Purchases!

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

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

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IFDA Chapter News

Richmond Chapter Raymond Waites/Charlie Woods Scholarships

By Muffy Barden, Chapter President

Because there is a wealth of talent and potential in our city due to Virginia Commonwealth University's top art and design reputation, the Richmond Chapter has been actively pursuing Student Members at VCU's School of the Arts, which is accredited by the Council for Interior Design Accreditation. VCUarts was also ranked the #1 public university and #4 overall school of arts and design in the country by U.S. News & World Report.

In addition to making presentations at the school, providing lunch and panel discussions for students in the design classroom, and extending invitations to our events, we have recently printed and placed 2 different posters in various locations on campus near the School of the Arts building.

One poster introduces the Raymond Waites Scholarship from the IFDA Educational Foundation. The second poster announces a \$1,000

scholarship, which the Richmond Chapter developed to honor one of our long time members, Charlie Woods, after his passing in 2012.



Washington, DC Chapter IFDA-DC Is There at the Opening of the New Washington, DC Design Center

By Jeanne Blackburn, Immediate Past President, Washington, DC Chapter

One of the first things visitors to the grand opening of the new Washington Design Center saw was the IFDA logo! Members of our chapter were asked to help welcome attendees to the day-long program of speakers, showroom events, vendor displays, and book signings.

At a table in the main lobby, we handed out membership information and actively promoted our Take A Seat charity event scheduled for this May with "Save the Date" postcards and a 'business card drawing' of free tickets to the auction on May 28th.

The day drew hundreds of designers from the District, Maryland and Virginia with a program, which included a keynote presentation by Hearst Design Group Editorial Director, Newell Turner, on the Concourse Level. Famed designer and author Charlotte Moss presented the inspirational sources for her latest book "Garden Inspirations", also on the Concourse Level, followed by a book signing and luncheon in the Century Furniture Showroom.

Other presentations, hands-on demonstrations, product launches and book signings followed throughout the day including informative and

entertaining ones in the J Lambeth Showroom, AmericanEye, and Holland & Sherry, among others. Every showroom offered refreshments throughout the day in addition to the special events and presentations.

The day ended with a couple of cocktail receptions - one, by invitation only, in the stunning, two-level Holly Hunt showroom, and another at the equally stunning-in-a-different way Romo showroom.

Visitors to Washington seriously should not miss the new design center! It's gorgeous!



Members of the DC chapter of IFDA welcoming guests at the grand opening of the new Washington Design Center include (left to right) past president Jeanne Blackburn, current president David Jorgenson, and website administrator Julianne Yurek.

News for and About IFDA Members

Calling All Experts!

By Susan Hirsh, Chairperson of the Speakers Bureau Committee, International Past President



IFDA has a Speakers Bureau, which lists experts who are available to give talks on their field.

Have you given talks on related topics in furnishing and the design industry? If yes, and you would like more information on how to be listed in our Speakers Bureau go to IFDA.com, click the [Speakers Bureau tab](#) to download the Speakers Bureau Application.

You will find the application as well as the list of our current speakers and their topics. You must be an IFDA member. Our committee will review your application.

Many of our speakers have had exciting engagements across the country. If you have questions, call me at 973-334-5470.

Hertz®

IFDA MEMBERS - DOWNLOAD YOUR 2015 HERTZ DISCOUNT CARD TODAY!

With spring and summer vacations on the horizons, 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 5% (Min. 2 day rental)
- Free Upgrade (Weekly/Weekend Rental)
- \$10 off Your Neighborhood (Weekly/Weekend Rental)

[Click here](#) to download your 2015 IFDA Member Discount Savings Card.

For more information, please visit www.hertz.com.

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

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

News Supporting IFDA Educational Foundation

Education Foundation News

By Michael Wines, Director of Communications for IFDA Education Foundation

EF would like to thank the following Chapters for their donations for 2015. Your support is appreciated and makes it possible to offer financial support to future Designers and Industry leaders.

- \$2045.00 from the Carolinas Chapter for the Ruth Clark Scholarship.
- \$1500.00 from the New England Chapter for the newly named Tricia LeVangie Green Sustainable Scholarship. They have agreed to fund the Scholarship for three years in honor of their member.
- \$3000.00 from the New York Chapter for the Valerie Moran Grant.
- \$2000.00 from the Richmond Chapter from an EF fundraiser, which will go towards the General Fund.

We would like to also thank all renewing members who included a

donation to EF. Your support of EF allows us to continue to award these Scholarships & Grants.

Raymond Waites Design Competition applications will be accepted from April 15th – June 1st, 2015. Go to www.ifdaef.org for details and Get Your Design On!!!

Judging for Scholarship applications is ongoing and recipients will be announced by July 31, 2015.

Contributions and donations expand support for worthy endeavors that benefit members, students, and the public at large. For more information on how you can help support the IFDA Education Foundation, Please visit www.ifdaef.org.

EDUCATION...“THE GOAL OF ALL”



CONGRATULATIONS TO THE WINNERS OF THE 2015 PROFESSIONAL MEMBER RENEWAL CONTEST



1ST
PLACE

iPAD MINI

Cheryl Maiorano,
Illinois Chapter

2ND
PLACE

**\$100 AMERICAN
EXPRESS GIFT CARD**

Vicki Kirsner,
Florida Chapter

3RD
PLACE

**\$50 AMERICAN
EXPRESS GIFT CARD**

Melanie Lark,
Philadelphia Chapter

IFDA 2015 Network Submission Guidelines

NETWORK EDITORIAL TEAM

Sue Williams, Richmond Chapter, Network Editor in Chief

Judith Clark-Janofsky, FIFDA, IFDA Past President, N. California Chapter Immediate Past President

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

Comments may be directed to Sue Williams at ifda-network@earthlink.net.

Submissions are due to Sue Williams at ifda-network@earthlink.net in accordance with the following production schedule:

ISSUE	SUBMISSIONS TO SUE WILLIAMS	SUBMISSIONS TO ACCOLADE	PUBLICATION
Summer	June 2, 2015	June 12, 2015	June 29, 2015
Fall	September 4, 2015	September 15, 2015	September 30, 2015
Winter	November 19, 2015	December 3, 2015	December 17, 2015

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 Sue Williams at 804-644-3946 or ifda-network@earthlink.net. Sue 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. • Photos from 72 to 150 dpi up to 10MB per email can be accepted. Please do not submit out of focus photos or photos less than 4"x5" in size. • Caption people from left to right. Include appellations, such as FIFDA. • Photo credit as appropriate

New Associate Members

Congratulations to the following student members who have graduated from their degree/certificate programs and transitioned to Associate Membership:

ARIZONA

Mitch Chernow
Traci Goure
Sophia Greenberg
Sara Howland
Kathleen Syring

CAROLINAS

Mary Katherine Snow

NORTHERN CALIFORNIA

Amber Style

NEW ENGLAND

Krys Niklarz Epstein

WASHINGTON

Rebecca Subbian

IFDA Welcomes Our 101 New Members

ARIZONA

Professional

Jennifer Beget
Facings of America

Sam Kreckman
Q.D.I.- Quarries Direct
International

Curtis Lutz
The French Quarry

Lisa Olsen
Villagio

Judy Phillips

Robin Phillips

CAROLINAS

Professional

Holly Barker-
Woodward
House of Woodward

Student

Krista Cox
Terry Hyland
Kolby Ingram
Carla Lunday
Morgan Rigsbee
Rachel Whitaker

FLORIDA

Professional

Wanda Gozdz
Golden Age Living LLC

Matt Jorgensen
Foundation Flooring

Talin Lyman
Talin Tropic Co.

Scott Milligan
Heartland Wood
Flooring, Inc.

Andy Perez
Capitol Lighting

Laurie Planamento

Student

Julie Emminger

GEORGIA

Professional

Elizabeth Ralls
Atlanta Homes &
Lifestyles

Victoria Willis
Victoria Willis Designs

GEORGIA

Student

Caroline Kasmiskie

ILLINOIS

Professional

Elizabeth Scott-Lisk
ESL Design Group

Kathy Simon
ProSource Buffalo Grove

Student

Lindsay Dingmann
Sarah Gerdes

JAPAN

Professional

Akihisa Morishita
Moris Kog

Takahiro Yamanaka
Chillout Creative Space

MINNESOTA

Professional

Linda Hersom
SHO Inc.

Roberta McMonagle
McMonagle Fine Art

Jane Schluter
International Market
Square/Greywolf
Partners Inc.

N CALIFORNIA

Professional

Madina Aryeh
Madina Aryeh
Custom Sewing

Scott Burmeister
Classic Elegance

Susan Dunn
Susan Dunn Inc.

Student

Barbara LaVigna
Aurora Morris
Jen Rich

NEW ENGLAND

Professional

Marion Beaulieu

Edwina Drummond
Boose
Edwina Drummond
Interiors

NEW ENGLAND

Professional

Elaine Fredrick

Shannon Gillmour
Grace Interiors

Constance Kolman
Kolman Artisan Glass

Brittany Shellington
Allstate Glass

Heather Vaughan
Heather Vaughan
Design

Student

Myriam Jacopille
Elina Passou

NEW YORK

Professional

Sonia Anand
DADA Goldberg

Caleb Anderson
Caleb Anderson Design

Peggy Berk
Area Aesthetics Interior
Design

Elle Chong
Madison Wren Design
Concepts

Carolyn Cirillo
Cirillo MarketSense

Scott Cook
Lapicida LLC

Keith Davis
International Market
Center

Joseph Jankoski
Hunter Douglas

Scott Kramer
Emerald Expositions

Babureddy Mareddy
H.G. Stones

Jeanine Pedersen
Takasago

James Rixner
James Rixner Inc.

Richard Segal
Metroplitan Home
Hardware & Bath LLC

NEW YORK

Professional

Darrin Varden
Darrin Varden Design

Michele Varian
Michele Varian

Debbie Viola
Custom Art Finishes &
Murals By Debbie Viola

Student

Esmeralda Askenas
Sylvia Citko
Frances Digiovanni
Amanda Foran
Elaina Hon
Shameka Newkirk
Vivian Rosenberg
Christopher Santiago
Anne-Elizabeth
Spittler
Alexandra
Voukitchevitch

PHILADELPHIA

Professional

Suzanne Baker
Suzanne Baker
Photography

Robert Belchic
A Room With a View

Hilary Brennan
AAA Carpet &
Upholstery

Ralph Cerino
Stark Carpet Corp.

Linda Cipriano
Benjamin Moore

Debi Friedmann
Blue Dog Printing &
Design

Jim Greim
Knots & Weaves
Decorative Rugs

Mary Hastings
Mary Hastings Interiors

Laura Hawley
Ambiance Design

Sallie Keller Smith
Sallie Smith Decor and
Decorating

PHILADELPHIA

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Holley Pokora
IDEA Design, LLC

Heather Rabold

John Seyler
J.P. Seyler Interiors
Workroom

Donna
Weaverling Daley
Daley & Associates

Student

Laura Desrocher

RICHMOND

Professional

Georgia Kukoski
Closet Factory

TEXAS

Professional

Paula Greenroy
Benjamin Moore

Student

Teresa Gray

WASHINGTON

Professional

Jamie Baer

Caron Broadway
Moody

Tim Cohen
Stark Carpet

Michele Fick
B & F Ceramics Design
Showroom, Inc.

Laura Fox
Kristn Peake Interiors

Perry Henderson
Anchor Property Services

Nick Holmquist
Benjamin Moore

Robert Meyers
More Space Place

Rebecca Penno
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Erica Riggio
Green Owl Design

TAKE A CLOSER LOOK AT THE IFDA CAREER CENTER



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

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

All services are **FREE** to Job Seekers

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

IFDA Employer Features

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



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

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

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