

# NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

## Thoughts and Facts on The Bottom Line

The interior design industry has historically mirrored the rest of the economy and society at large. While the close of the 20th century saw Wall Street and dot-com excesses dominate our cultural and business landscapes, the new realities of our 21st century include the stock market correction, a slower economy, the dot-com bubble burst, and the Sept. 11 tragedy. These events have now impacted the interior design profession in a profound manner. Some industry watchers perceive a return to simpler and more sophisticated design, away from the flashy and trendy styles of the late 1990s.

Regardless of where we are in the roller coaster of economic cycles, interior design has been around since human beings created or designed the first home, be it cave or igloo. The vital, highly innovative industry that has evolved to meet our interior design needs will, like the rest of the economy, evolve even further in its pursuit of growth and financial stability. While money is so much on everyone's mind, here are some interesting statistics about earnings in the interior design field, according to the US Bureau of Labor Statistics, based on data from spring 2008:

- There are about 54,000 Americans employed in the Interior Design field, planning, designing, and furnishing interiors of residential, commercial and industrial spaces.

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## President's Message



Summer is officially over; school has started and soon, the leaves will turn

all their glorious colors. I cannot believe that my year as President is almost over. I feel that there are still many things to be done, but I know that the new Board of Directors under the leadership of Susan Hirsh will forge ahead.

I want to take this opportunity to thank all of the Board Of Directors and the Council of Presidents for their dedication to IFDA and their advice. I had the joy of meeting and working with members from across the country and, of course, a bit of aggravation that comes with the job. This is a year I will always remember and I recommend to all of you that have the opportunity to run for any position on the National Board, or your Chapter Board, to do

so. You will get so much more from it for the amount of time you give.

As to the business portion of my message, IFDA is sound financially and we're discussing future conferences and starting full steam ahead with our National Sponsorship Program. Thanks to all of you that have sent in names to contact and to those who haven't, please take a moment to think of all the vendors and service companies you work with that may be interested. With the economy showing a small improvement, this is a good time for them to put their name out to as many potential clients as possible.

Remember, if you have any questions or suggestions, please contact me or Martha at Accolade, as we are here to assist you. Have a great Holiday Season.

*Gail Belz, President IFDA  
2009 International Board of Directors*

## Success of 'Walk for Design Education' Prompts Increase In 2010 IFDA Educational Foundation's Scholarships, Grants

### Chapters Put Best Foot Forward (Sometimes, Best Four Feet) To Up the Ante for Education

Celebrating its highly successful "Walk for Design Education," the Educational Foundation of IFDA is planning to increase most of its scholarships and grant awards in 2010.

Already the source of more scholarships and grants than any other organization in the design industry, IFDA EF raised a total of more

than \$30,000 from Walks held by ten IFDA chapters across the country. The project was the first of its kind in the design industry and also attracted the support of local and national partners.

"We are pleased to be able to provide additional financial support next year to students, educators, and organizations," said Bonnie Peterson, IFDA EF Chair. "At a time

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# Thoughts and Facts on The Bottom Line

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- Their mean average wage as of 2008 is \$51,000.\* Wages have risen since 2006, when the median annual earnings for wage and salary interior designers was \$42,260.
- The majority are employed doing specialized design services. Others work in the architectural field, in furniture stores, building supply companies or in residential building construction.
- The highest concentration of workers in the interior design industry are in Florida, Massachusetts, Colorado, Utah and the District of Columbia, in descending order.
- The top paying states for interior design services are, again in descending order, Nevada (\$67,000 annual mean wages), New York, District of Columbia, Alaska and Hawaii (\$61,000 annual mean wages).
- The metropolitan area with the highest US concentration of interior design workers is Salt Lake City, Utah.

• The top paying metropolitan areas for interior design are Grand Rapids, Wyoming, followed by San Jose, CA, Las Vegas, NV, Santa Barbara, CA and Metropolitan New York City.

\*The median wage is the 50th percentile wage estimate--50 percent of design workers earn less than the median and 50 percent of workers earn more than the median.

Regardless of the bare facts, interior design salaries vary widely with the specialty, type of employer, number of years of experience, and reputation of the individuals. Among salaried interior designers, those in large specialized design and architectural firms tend to earn higher and more stable salaries. Interior designers working in retail stores usually earn a commission, which can be irregular.

Regarding how we are paid, for residential design projects, self-employed interior designers and those working in smaller firms usually earn a per-hour consulting fee, plus a percentage of the total cost of furniture, lighting,

artwork, and other design elements. For commercial projects, they might charge a per-hour consulting fee, charge by the square footage, or charge a flat fee for the whole project. Also, designers who use specialty contractors usually earn a percentage of the contractor's earnings on the project in return for hiring the contractor. Self-employed designers must provide their own benefits.

The International Furnishings and Design Association exists to support our members in times of expansion and times of economic challenge. Through programs and services, IFDA provides opportunities for sharing, education, industry partnerships and growth. This is your organization. Participate. Thrive.

*Jacqui Becker  
Network Editor  
IFDA Director at Large and  
New England Board Member*

## Success of 'Walk for Design Education' Prompts Increase In 2010 IFDA Educational Foundation's Scholarships, Grants

*Continued from front page*

when many foundations are reducing funding, the increased awards are especially needed."

National Walk partners included 3M, Benjamin Moore, Hunter Douglas, Market Square of High Point, Technology Ventures, Inc. and EJ Victor. Local industry partners provided a huge boost: at least three chapters received funds from more than 60 local partners.

They walked on the East Coast, West Coast, and in between, in New England, New York, Philadelphia, Carolinas, Georgia, Northern and Southern California, Minneapolis, Illinois, and Texas. They walked with their friends, families, industry colleagues, even with their dogs, as

chapters went creative in planning events that were fun, effective, and even learning experiences for the participants.

Most chapter Walks involved the home furnishings industry, from walking the streets around High Point Furniture Market buildings, where furniture and design interconnect, to exploring the International Contemporary Furniture Fair in New York, and showrooms in Chicago, Boston, and San Francisco. Other Walkers focused on art galleries, or went back in time to walk the gardens of an historic mansion in Buckhead, near Atlanta.

The Texas chapter captured the fun and heart of it all by walking with their four-footed "best friends."



IFDA members are "so pleased with the project and its success that a number of chapters are already planning to make 'Walk for Design Education' even bigger next year," reports Wilma Hammett, Walk Chair. For more information: [www.ifdaef.org](http://www.ifdaef.org).

*Rose Gilbert*

# IFDA Educational Foundation News

Unable to attend the October International Home Furnishings Market in North Carolina? Not to worry! You can get cutting-edge trend insights and style observations from interior furnishings industry expert and forecaster, Ellen Gefen, during the next Webinar sponsored by the Educational Foundation. "High Point: a Kaleidoscope of Design Trends," is set for November 5th. Further details about how IFDA members can participate in the EF Webinar will be announced.

With beautiful visuals of innovative products and unique showroom vignettes, Ellen is presenting an overview of the huge fall show in High Point. As a long time insider with access to industry leaders, she has firsthand information about emerging trends seen in case goods and upholstered introductions, color and fabric palettes, new lighting and accessory themes, plus merchandising and display ideas that can be adapted by designers and professionals in the field.

Ellen has been reporting on the High Point Market for over 25 years. As host and producer of her ground-breaking television show, "Home Fashion Report," she has interviewed high profile designers and celebrities, from Oscar de la Renta to Jaclyn Smith, as well as

established a web site newsletter, [www.thehome.com](http://www.thehome.com) that provides interior fashion and furniture trends to the furnishings industry as well as consumers.

Ellen Gefen has received awards for her leadership, industry advocacy and willingness to share her knowledge freely with others, including the WithIt WOW Award for Education in 2002, and the "Women in Business Award" from Triad Business News. Many other

## IFDA | Educational Foundation International Furnishings and Design Association

hundreds of top manufacturers and retailers.

Her insider knowledge of the home fashions business, uncanny ability to predict trends and her well-honed fashion sense have made her a favored guest on "CBS News," "NBC's Weekend Today," and Canadian radio.

Ellen saw a need to increase consumer awareness and interest in furnishing a more attractive and comfortable home. In 1995, she

awards line the walls of Gefen Productions, a media production studio launched by Ellen and her husband, Mark Caudill in the early 1980s.

She is a member of the Carolinas Chapter, IFDA, as well as WithIt (Women in the Home Industries Today), and served on boards of the Triad Leadership Network and Piedmont Entrepreneurs Network. Ellen has been on numerous committees and held many leadership roles in the High Point community.

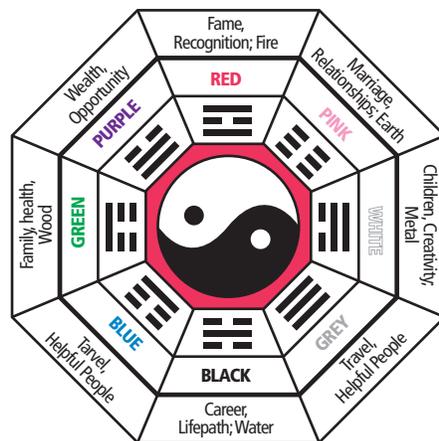
## Ancient Traditions and Green Building

The modern "green building" movement has roots, or at least spiritual kinship, with the ancient traditions of architecture and building around the world. Two of particular interest, come from India and China—Vastu Shastra and Feng Shui.

Vastu Shastra, also Vastu Veda, (the science of construction) is a traditional Hindu system of design based on directional alignments. It is primarily applied in Hindu architecture, especially for Hindu temples, although it covers other applications, including poetry, dance, sculpture, etc. The foundation of Vastu is traditionally ascribed to the mythical sage Mamuni Mayan.

Beginning in the late 1990s, a number of Western publications aiming at the esotericism market appeared, offering Vastu as an alternative to Chinese Feng Shui.

Feng Shui is probably the more familiar to design and building professionals working in the Bay Area. No doubt due to its large Chinese immigrant population, the Bay Area has witnessed a tremendous interest in Feng Shui. Decades ago, Thomas Lin Yun began to teach the "Black Hat" school of Feng Shui



locally. Americans such as my Feng Shui expert and teacher, Steven Post, were trained and certified by Master Lin Yun. Among other things, they took many trips to China to gain first hand knowledge of Chinese culture and traditions.

Feng Shui, usually translated as "wind and water", is a traditional system of building design that incorporates knowledge of the natural flow of energy (chi) in the environment. Application of the principals of Feng Shui is reported to do everything from improving

relationships, to promoting peace and harmony, to improving finance. Trivialized, it is nothing more than knowledge of furniture arrangement. Investigated more deeply, Feng Shui is a universal knowledge of proper arrangement of architectural space, including the objects in that space. Unlike Vastu Shastra, it has many means to "rectify" harmful spaces through the use of various devices such as mirrors, crystals, as well as furniture arrangement.

From my own experience, I can tell you that Feng Shui works. One anecdote convinced me of its power and common sense. When Steven Post first met me, he noticed that my desk was near the front of the loft in my office. He cautiously asked if I would ever consider moving it to get a better effect. When I said "yes", he recommended I move into the conference room (which was behind my desk). On the one hand it would eliminate the conference room as a separate space, but, he explained, it would have a great benefit in giving me more mastery over my space and, ultimately, my business. He said the principle could be called, "the general is always in the rear", meaning that you don't *Continued on next page*

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# Ancient Traditions and Green Building

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want the general on the front lines in a battle. The general's energy and knowledge are too precious to be risked. Also, the general needs to maintain some separation from the heat of the moment, so his judgment is based on the widest and most useful set of facts. Bottom line—immediately after moving my desk, I felt better, in command, less distracted, and more productive as the business leader.

Steven made many other “small” changes to improve the energy flow in our office. He placed a large mirror behind the reception area to create more psychological space for the receptionist. He moved some desks to give the occupant more control over their space.

As a biology grad (UC Berkeley 1973), one way I understand the powerful effects of these subtle changes is to realize we are all driven, or at least heavily influenced, by our “primitive” or subconscious minds. Primitive survival instincts still exist within all of us, inherited, not just from our human ancestors, but from all living creatures, and particularly other primates (to which we are most closely related). Any creature wants to be secure and to feel protected on all sides. Any creature wants to have early warning of danger. Why do you suppose monkeys go to high places such as trees? This gives them a secure vantage point to protect themselves while they rest.

As humans, we have these same “primitive” instincts. That is why facing your desk away from the door leads to a subtle psychological vulnerability we may not be consciously aware of. The Chinese, through Feng Shui, have codified these simple, time-tested principles for improving energy flow and reducing subtle sources of hidden, debilitating psychological distress.

What does this have to do with green building? Green building is concerned with the arrangement and design of spaces, including orientation to traffic patterns, sunlight, water, etc. It concerns itself with longevity, which has everything to do with the suitability of the design and the arrangement of

objects in the space as well as the choice of materials. Feng Shui and Vastu Shastra (along with other traditional design and building disciplines) address the same fundamental question as green building—How can we live in harmony on this Earth?

We can look to the ancient traditions of building and architecture to learn what our ancestors knew about living in harmony with nature. Remember, they were forced to operate without fossil fuels and electricity. How did they do that? We can learn from them. Ancient knowledge is largely “common sense” but the problem is, it has become “uncommon”. We have forgotten most of it. For the short term, we can get away with it, because we can overcome bad site orientation, bad design, and bad choices of materials by the power of our machines—at least until we run out of energy. In the long run, we must learn to live in harmony with nature and one another. Traditional disciplines can help us lead greener and more sustainable lives.

*McCutcheon Construction*



# Japan Chapter News



Two wonderful events centered on teaching children the joys of both creativity and helping others were recently held by the Japan Chapter.

Entrepreneurial IFDA Japan members, Naoko Tsuchiya and Masami Seguchi, held a "KIDS DESIGN" seminar in August 2009 at the Hotel Setre, [www.hotelsetre.com](http://www.hotelsetre.com), in Kobe, Japan. The two created an educational workshop to develop children's budding interest in interior design and decoration. Along with some general design guidelines, they supplied an array of fabric and flooring swatches as well as photos and magazine images so that each child could create his own design board. Naoko said that the kids loved pouring through the samples and picking the ones that inspired and excited them. "Plans are in the works for more workshops", says Masami. "The programs have given us such joy and the children have loved this experience that fosters their creativity."

"Barter Bazaar and Child Chemo House" took place recently and IFDA Japan member Naoko Tsuchiya was on hand here too to help raise

money and fun for this worthwhile cause. She prepared cardboard photo frames so children could decorate the frames by using wallpapers and textiles. The activity was a big hit with the kids. The clever barter bazaar concept works this way: kids bring in their old toys that are traded for points. The children then barter their points for toys or activities they want to participate in, like the frame making workshop that Naoko ran. The event was part of the "Water City Osaka 2009" <http://www.suito-osaka2009.jp> local arts and culture civil projects which are helping to raise money and awareness for the Child Chemo House (<http://www.kemohouse.jp>), a non-profit organization which is building a hospital for children and their families suffering with cancer. Naoko was delighted to get a jump-start in helping this charity, as it will also be the beneficiary of the IFDA Japan Designer Showhouse, which will be held next February (2010). The upcoming showhouse will feature at least 10 IFDA Japan designer participants. Watch for more details!

**In other Japan Chapter News:** Want to catch and compare a glimpse of country life in Japan and Finland? Now you can with the release of IFDA Japan's Jiro Fujiwara's collaborative work with Finland's video artist Maija Lehtonen. To celebrate the friendship of Japan and Finland, these two award-winning visual artists spent a year capturing the imagery of life and language of these two different cultures. Filmed in Takeno, Japan and Hauho, Finland, Every Day's Scenery recently premiered in Toyooka, Kyoto and Osaka to commemorate the 90th anniversary of these two countries long standing friendship. You can see some of the video by [clicking here](#). Congratulations Jiro!

*Yasue Ishikawa and Maureen Klein*

[View Jiro's work by clicking here.](#)



## THE IFDA WANTS TO HEAR FROM YOU!

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

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## Arizona Chapter News

In late September the Arizona Chapter hosted "Hacienda de Cappele" Partner Appreciation Tex/Mex Night, when their industry partners were invited to socialize at the lovely home of their chapter Holiday Event VP, Nicholas Cappele, owner of H2EDesign. With no fewer than twenty-three industry partners, the Arizona chapter is helping to solidify the continued mutually beneficial relationships between IFDA and the industry.

On November 14th the Arizona Chapter will host "Tableau '09", a fantasy tablescaping competition featuring the Valley's best interior designers competing for honors with lavish, over-the-top tables that can be viewed and voted on by the general public.

"By day, the general public can kick off the holiday season by viewing and voting on some 30 extraordinary tablescapes. By night, attend-

ees will literally become part of a dining fantasy," explains Karen Sugarman, chairwoman of the IFDA Arizona chapter's Tableau event. "They will dine with interior designers at truly unique and breathtaking tables, then travel – at least for a few hours – to Monte Carlo for casino-style gaming and the chance to win fabulous prizes."

Proceeds from the event will benefit Ryan House, a pediatric healthcare resource that will provide quality short-term respite and palliative care, as well as appropriate therapies, activities and support to children with life-limiting conditions and their families. Ryan House, the first facility of its kind in the Southwest, is scheduled to open in Phoenix in 2010.

## Carolinas Chapter News



The Carolinas Chapter is hosting a fall dinner event on Wednesday, November 4, featuring noted industry spokeswoman and long time IFDA member, Ellen Gefen. It will be held at the High Point Country Club.

The audience will include members, prospective members and industry friends. Also being invited are recipients of several educational gifts from the Carolinas Chapter.

Her program, "Fall Market: A Kaleidoscope of Design Trends" will be a shorter preview version of the national Webinar being held the following day and sponsored by the IFDA Educational Foundation.

## Georgia Chapter News

The Georgia Chapter kicks off its fall season with "2010 Design & Lighting Trends: Marketing and Business Seminar" jointly presented by the IFDA Educational Foundation, the IFDA Georgia Chapter and Americas Mart.

Presentations included:

- "Design Trends & Color: An International Perspective", presented by Patricia Bouley, an international designer whose clients in Tokyo, Paris, London and New York have included Isetan Department stores, the Earnest Hemingway collection and Oscar de la Renta.

- "Current Trends in Lighting", presented by Leslie Killingworth, a Certified Lighting Consultant who currently works for Progressive Lighting, and serves on the American Lighting Association Education Committee and Showroom Steering Committee.

- "Setting the Deal: How to Land the Offer You Want", presented by John Moores, a practitioner, educator and promoter of architecture and interior design through his employment at the Johnson Studio, teaching at American Intercontinental University, and serving as Director of Emerging Professionals for the Atlanta American Institute of Architecture.

- "The Business Side of Design Business", presented by Lee Coggin, ASID and FIFDA, former Georgia IFDA chapter president, and recipient of the prestigious IFDA "Peach Award" for outstanding service to IFDA and the design industry.

- "Networking in Today's Market", by Amy Achenbacher, a graduate of American Intercontinental University

## Illinois Chapter News

### Would You Hire You?

Have you ever considered hiring a consultant? Where would you begin your search? IFDA Illinois helped to take the guess work out of that question when they hosted a Dialogue Consulting Seminar by presenter Deborah Flate, a designer who loves the creative side as much as the business side of our trade.

Stop! A designer who likes business planning! Who is this person and how did she turn up at Camenitti Associates in the Arlington Design Center? All I ever want to do is create beautiful spaces, without the paperwork, computers, and a budget.

Deborah brought me back to reality by her questioning: Who's your target market? What value do you bring to your client? Do you have a brand that looks like the clients you wish to attract? Have you analyzed your business and removed what is not giving ROI (Return On Investment)? The answers to these questions have a profound impact on how much business you are generating and the results you are getting.

Newsflash! We are not selling design. That is a given. We are selling our companies and our value, thus we have to identify our target market (baby boomers, young professionals, green jobs, etc) before we even leave the house. The key is hitting them in their heart, so they only want us, and we can accomplish this by solving problems that they can't do on their own. Flate's advice is to present the value in why they need that unique and expensive product in their home. Remember it is never about price. That is a convenient excuse.

To illustrate her point she referenced Starbucks. It's not about the coffee. It's about the status symbol the coffee represents. The experience of walking around with the mermaid cup makes their customers feel special. Starbucks has hit them in their heart, and thus, their customers have to have it.

We are fortunate to have such a valuable resource in Deborah at our disposal. It is not often we can tap into the brain of a designer who understands our business needs. She

knows what makes us tick, and what it takes to make our businesses profitable, and that's a resource we can't afford to live without.

*Kim Eggert*

**In other news from IFDA Illinois**, the chapter is in the initial planning stages for an interior design competition, the 2009 IFDA Best in Design Competition. The winner will be announced at their December 3rd IFDA Holiday Luncheon, and have their 2010 IFDA membership paid for by their chapter.

## New England Chapter News

**Speed Networking:** think speed dating, but in the service of your business! The New England chapter continues this highly interactive program when IFDA members introduce their businesses to one another and to members of complimentary trade associations including The Boston Society of Architects, the Builders Association of Greater Boston and the National Association of the Remodeling Industry. Implemented by our indefatigable VP of Programming, Karl Ivester, these programs are going into their second year, with two planned for the fall season alone.

October 29th brings our annual Membership Dinner, when vendor members exhibit their goods and services and everyone enjoys an evening of discovering new resources, dinner and cocktails. This year a Designer Showcase and Recognition Award, as well as a Community Service Award, have been added to the program. Our prestigious media sponsor, Design New England, will judge designer showcase awards to be granted in five project categories, and winners will be publicized in an up coming issue of the magazine.



*left to right, Cathy Schaeffer, Susan Shulman, Susan Tata Fitzgerald, rear Nancy Snyder at the New England Chapter Membership Dinner*

Plans are afoot for repeating our very popular summer program "The 411 on Web 2.0". Presented by our VP of Communications, Linda Merrill, with guest speaker Diane Danielson,

the summer program covered topics including how to harness the business development powers of social networking sites and how to optimize the effectiveness of your website.

# New York Chapter News



Penny Sikalis with Veranda Editor, Deborah Sanders and staff

"The Influence of Color", held on August 17 at the New York International Gift Fair and Textiles Market Week at the Jacob Javits Center, featured two leaders in the field of home furnishings. Deborah Sanders, managing editor of *Veranda* magazine, addressed the use of color in the home and provided insight into how new directions and trends are used



Merv Kaufman, Maureen Klein, Elaine Seigel, Melabee Miller, Michelle Slovak at Color Forecast - Javits

by consumers to style their homes and influence products they purchase. Jeff Letter of Design Options, an LA-based color consulting company, discussed color and fashion's key influences and how the two are deeply integrated into the home furnishings market.

On September 10, IFDA members packed brown bag breakfasts and headed over to the New York Design Center where they attended the second part of the "Better Business Boot Camp Series" presented by attorney Jeanne Hamburg. Jeanne, an IFDA member and an expert in copyright and trademark law, talked about "Trademarks in Design, Product Shapes, Logos and Brands".

An evening cocktail party for new and potential IFDA members was held September 10 at the very trendy Toto Gallery - located on

Mercer Street in the heart of SoHo. With wine flowing and gorgeous sushi platters passed, Chris Ehlers, the manager of business development for the Northeast region, welcomed our group to this space - which houses the most innovative 'smart water-saving' toilets, faucets and showers. We all enjoyed the eclectic atmosphere, beautifully designed products and wonderful food!

"What's New, What's Next" held on September 23 at the New York Design Center celebrated the companies that occupy this major epicenter of home furnishings by teaming up with every major shelter magazine and presenting special events throughout the building. As companies showed off their designs, materials and products, members of



Michelle Slovak at Grange

IFDA, whose chapter office is located on the 4th floor at the NYDC, were in full force to hand out information about our group and invite potential members to our programs. We were also proud that our member, Michelle Slovak, was selected by Grange to be one of five top New York interior designers to recreate a 'country French' space within the showroom for their event.

Also in September, New York Chapter member Mervyn Kaufman published "Store It, Where to Put all the Things you Need to Keep", packed with information from gifted designers focused on one goal: to make your home comfortable and uncluttered, so everything has its own accessible place.



Winner of Merv's "Store It, Where to Put all the Things you Need to Keep" Book.

Wrapping up a busy, information-packed month, IFDA presented "Design Dialogue: Global Trends for Tomorrow, Today" on September 30 at the New York Design Center. Board members Hermine Mariaux and Patricia Bouley shared their insights on the latest home furnishings trends for 2010 from Milan, Paris and New York. Hermine and Patty are known internationally as two of the top forecasting experts in the business and we're thrilled to have them as part of our team!

In November, IFDA will present its third annual "Jamie Drake Picks His Rising Stars of Interior Design" - and we'll be back to share all the details with you soon.



And on November 17th, IFDA member Barbara Tober will be presented with a Lifetime Achievement Award for her fifteen years as Chairman of the Museum of Arts and Design in New York City. A cocktail reception at the Museum will be followed by an award ceremony and dinner at the Mandarin Hotel.

*Cathy Guterman, Wendy Silverstein, Public Relations for IFDA, New York Chapter*

## New York Chapter News



New York Chapter Student Member Malena Georgieva recently showed her photographs in two exhibits in Columbia, SC and at Bo Concept in the Dumbo neighborhood of Brooklyn, NY.



NY Student Member Malena Georgia, 2nd from left, and friends at her NY opening.

## Southern California Chapter News



At the end of October the Southern California Chapter will join forces with the National Kitchen and Bath Association at Aja Rugs in La Jolla for an event featuring a speaker from the furnishings company Palecek and a discussion of "organic design". An exotic dinner of Persian food will follow.

**On August 31st IFDA Southern California held their Educational Foundation Walk.**

## Washington Chapter News

Trophies from a safari with the Duke of Windsor and a walnut and satinwood finish French armoire from the estate of F.W. Woolworth are just a taste of what awaits IFDA Washington chapter members this fall when they visit Elway Hall, the marvelous Virginia hunt country manse of renowned interior designer Barry Dixon. Built by the 19th century industrialist and U. S. Senator Johnson Newlon Camden, for his son-in-law and daughter, Elway Hall stands on fifteen rolling wooded acres. When

completed in 1907, it was the largest private residence in the area.

Looking forward to the holiday season, the Washington Chapter is planning on continuing its tradition of more than twenty years when they hold their Kennedy Institute Christmas Party, supporting the Kennedy Institutes work to further dignity and freedom in the lives of those with disabilities.



Interior Designer Barry Dixon

# Northern California Chapter News



From left to right are: Dee DeSilva, Judith Clark, FIFDA, Gail Belz, FIFDA, Mike Weddington, Hunter Douglas, Beverly Lovell, Claudia Hacker

## Resource Fair

Networking, meeting, greeting, eating, drinking and learning. That pretty much sums up our Resource Fair held on September 25th at the San Ramon Marriott in Contra Costa, California, just east of San Francisco. IFDA and ASID joined forces for an event that the local industry looks forward to every other year. There were 44 vendors that participated with wonderful products from floor coverings to fabrics, workrooms, furniture reps, paint companies and hard window coverings. Our valuable IFDA members that showed were Cathy Cornette with Classic Elegance a workroom for headboards, lambrequins and much more; Lisa McKenzie showing Carol's Roman Shades with their innovative styles; Nancy Butler who represents workroom supplies, Conso Trim and lining; and Joshua's Rugs with his hand tufted rugs and creative designs. California Art and Frame Source displayed their art and framing and also provided free caricatures. Music was provided by The Music Exchange and their computerized grand piano.

There were raffle prize drawings throughout the day with wonderful gifts from Billie Huckaby, FIFDA, Judith Clark, FIFDA, Rohl Plumbing Supplies, Dunn Edwards Paints, Barbara Beckman Designs, TGC, Pratt Lambert Paints, Nancy's Supplies, IFDA, and Vicki Solada with Wildwood Lamps.

We also provided free tables for NARI, and CCIDC (California Council on Interior Design Certification). We also had an information table for IFDA where it appears that we may be accepting three new members. In another incident, one vendor offered to sponsor a dinner for IFDA after an upcoming event.

This event was graciously sponsored by Hunter Douglas who showed their new roman shade division with fabulous, opulent fabrics of all kinds and colors. Hunter Douglas also provided us with four CEUs. For those procrastinating with achieving CEUs, the attendees were able to pick up six continuing education units all provided free by Hunter Douglas.

*Judith Clark, FIFDA*

## NETWORK

### Editor

Jacqueline Becker, Director at Large and New England Chapter Board Member

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Accolade Management

Editorial assistance on this issue furnished by Maureen Klein, Past President, IFDA New York, Bonnie Peterson, Chairman of the Board, IFDA Educational Foundation, and Rose Gilbert, Director of Communications, IFDA Educational Foundation. Contributing writers for this issue include: Yasue Ishikawa, Maureen Klein, Cathy Guterman, Bonnie Peterson, Wendy Silverman, Judith Clark, Rose Gilbert, Kim Eggert

The committee that made things happen to put on this valuable program included Claudia Hacker, Dee DaSilva and Judith Clark, FIFDA. This could not have happened without the fabulous efforts of our member volunteers: Joan Croft, FIFDA, Beverly Lovell, Gail Belz, FIFDA, Roxanna DeHayden, Toni Berry and Deborah Ogden.

# House Beautiful Lends Prestige To IFDA EF Raymond Waites Design Competition

Breaking news! House Beautiful, the leading upscale fashion-forward shelter magazine, has agreed to help promote the competition and lend its prestige to the national Raymond Waites Design Competition sponsored by the IFDA Educational Foundation.

Bonnie Peterson, IFDA, EF Chair, commented "We all are thrilled with this wonderful news! Having the involvement of House Beautiful, a respected and widely read shelter magazine, will add an exciting high profile element to this unique project and encourage more talented young people to enter the competition."

College professors and undergraduate design students across the country can find details about the Raymond Waites Design Competition at ifdaef.org. The challenge for students is to design a traditional/eclectic living room with dining, perhaps as a class project, for extra credit, or on their own during the holiday break. The deadline for entries is February 1st, 2010. Late entries will not be considered.

The prize will be \$5000, plus a trip to the April High Point Market where the winner will tour top company showrooms, attend informative seminars and Carolinas Chapter, IFDA/IHFC designer luncheons. They will also be guest of honor and their winning entry on display at an event hosted by Raymond Waites with guests from IFDA, EF, House Beautiful, members of the press and industry.

Raymond Waites is recognized as an industry icon and leading force in interior fashion trends. For the October High Point Market, he designed a major upholstered introduction for Lane Venture, and he is also developing 23 Raymond Waites galleries in Russia.

Commenting about the competition, he said "The principles of the Raymond Waites Design Competition are to foster creative spirit, visual inspiration and rooms that have an emotional warmth, rooms that are comfortable, friendly...and display an ageless mix of design influences reflecting various cultures."

The criteria includes: a 200-500 word essay discussing the student's vision of the design and describing the "fantasy" client who would live in the space; an "inspiration page" show-

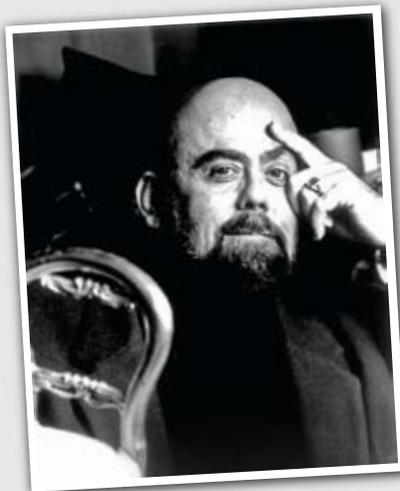
ing elements that inspired and helped the student focus; a living room design with dining, up to 1200 sq. ft. including architectural elements such as fireplace, columns, etc; a floor plan in ¼ inch scale showing furniture placement and lighting/outlets; 3-5 elevations in ½ inch scale, perspective views, color renderings, can be drawn or CAD generated; and the selection of fabrics, furniture, colors, materials, etc.

One product in the living/dining concept must be an original design the student creates,

drawn separately in detail--suitable for current manufacturing and marketing practices.

All entry materials are to be color copied or digitally photographed and arranged in three separate 11 by 14 inch spiral or ring binder "Presentation Portfolios" for the three judges.

More detailed information and the application are available at ifdaef.org where students can learn about the seven IFDA/EF scholarships also available.



**ATTENTION  
INTERIOR DESIGN  
STUDENTS!**

**ENTER THE NATIONAL  
RAYMOND WAITES  
DESIGN COMPETITION**

**Sponsored by the  
IFDA  
EDUCATIONAL FOUNDATION**

**With the Participation of  
House Beautiful**

**CREATE YOUR VISION OF A TRADITIONAL / ECLECTIC  
LIVING ROOM WITH DINING**

**\$5000 PRIZE, PLUS A TRIP TO THE EXCITING APRIL INTERNATIONAL  
HOME FURNISHINGS MARKET IN HIGH POINT, NC.**

The winner will tour beautiful showrooms, attend seminars, be honored at an event hosted by designer Raymond Waites, a leading arbiter of style trends in home fashions, furniture and accessories.

**IFDA** | Educational  
Foundation  
International Furnishings and Design Association

**COMPETITION CRITERIA, APPLICATION  
& ENTRY DETAILS AVAILABLE AT  
[www.ifdaef.org](http://www.ifdaef.org)**

**DEADLINE, FEBRUARY 1, 2010**

Late or incomplete entries will NOT be considered.

More information about IFDA/EF Scholarships and Grants at ifdaef.org.

# IFDA Welcomes Our 47 New Members!

## Florida

Professional Member

Kimberly J. Kratz  
KJK, Inc.

Professional Member

Sherman Postal  
Furniture Sales Agency /  
Designer's Choice  
Hospitality Furniture

Professional Member

Garrett Yebernetzky  
GYI, Inc.

## Georgia

New Professional Member

Jennifer W. Mitchell  
J Mitchell Interiors

Professional Member

Cassie Dixson Shipskie  
CDS Interior Design

Professional Member

Rick Pleva  
Gotcha Covered  
Window Fashions

Student Member

Lorraine Hill-Reichert

Student Member

Patti Paddock

Student Member

Wongalee B. Waller

Student Member

Gail Y. Williams

## Illinois

New Professional Member

Tina Dann-Fenwick  
Tina Dann-Fenwick Interiors

Professional Member

Julia Buckingham Edelmann  
Buckingham ID

## Illinois

Professional Member

Victoria Engle  
Worth Interiors, Inc.

Professional Member

Grace Langlee  
Marilynn Marr Designs

Professional Member

Carly Purcell  
Kinsley Design Group

Professional Member

Julie Shaver  
Interior Innovations By Julie

Student Member

Samantha J. Getzinger

## Japan

Professional Member

Atsuko Miyachi  
HE System Co., Ltd.

## Minnesota

Professional Member

Gloria Hilker  
La Flame Fireplaces & Mantels

## Northern California

Student Member

Jessica Quiroga

Student Member

Marilena Williams

## New England

New Professional Member

Sandi Hammond  
Merida Meridian

Professional Member

Simonne Duval  
Classic Imported Designs

Professional Member

Richard Irwin  
Patriot Electric

## New England

Professional Member

Diana James  
The Boston Shade Company

Professional Member

Joyce Kohn  
Interiors By Design

Professional Member

Holly Markham  
European Home

Professional Member

Rosanne Palazola  
Tuttle & Co.

Professional Member

Eileen Patterson  
Patterson & Group LLC

Professional Member

Bob Riddle  
Audio Video Design

Professional Member

Joan Shafnacker  
Thibaut / Anna French

Professional Member

Stephen D. Twombly  
Design New England Magazine -  
Boston Globe Media

## New York

New Professional Member

Tyrrell Masse  
Move N Art

Professional Member

Christine Baumann  
Christine Baumann Interiors, LLC.

Professional Member

Erica Regueiro  
Erica L. Regueiro

Student Member

Laura Calarco

## New York

Student Member

Jennifer Esquibel

## Philadelphia

Professional Member

Jacqueline Epstein  
Jacqueline's Interior  
Design Studio, Inc.

Professional Member

Simon Katan  
StoneMar Natural  
Stone Company LLC

Professional Member

Dana Kobolak  
Kobolak & Son Inc.

Professional Member

Peggy Levin  
Pegs Custom Interiors

Professional Member

Janice E. Onsa  
D'Town Interiors

Professional Member

Estee Solar  
Estee Solar Designs

## Richmond

Professional Member

Michael Turkovich  
Berkeley Design Group, LLC.

## Southern California

Professional Member

Terence C. Foster  
TVO SoGno Bisazza

Professional Member

Darryl Kuder  
Red Dot Audio Video, Inc.

Student Member

Michelle Valenzuela