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## INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION

# NETWORK

June 2005

### ***A MESSAGE FROM OUR INTERNATIONAL PRESIDENT***

Greetings,

It is said that “time passes by quickly when you are having fun”. I may have a perverse sense of fun, but regret to say that my year as President of our great association is half over. I have a great board to work with and that makes the job, while challenging, fun.

The International Board has many items on the agenda and we are proud to say that we have completed several at this time. We have designed a classy new Public Service Announcement and a new application for membership. There are other items either begun or nearing completion. I can't extend my gratitude enough to those who are working so diligently to make this association better for us all.

With summer just around the corner, it is a time of home tours and garden tours and I am visiting my fair share of them. It is great to be rejuvenated by the creative ideas of the many talented people in our field. It is also time to make your plans for our annual conference in Boston scheduled for the last week in September. Be on the lookout for your conference brochure that will be arriving in your mailbox soon. You will want to register early to take advantage of the “early

Bird” rate and also to book your hotel rooms early as well. New England is the place to be in the fall so these rooms will go quickly.

We now have a new executive director Lynn McCullough, but still the same management company. We look forward to working with her and wish great success to our former director Maura Middleton on her new endeavor.

As Garrison Keeler would say “Do good work” and I would add take time to “smell the roses” this summer. I am only an email away and I hope to see a good number of our members at conference this fall. I know if you come, you will be glad that you did.



Lee Coggin, FIFDA  
President

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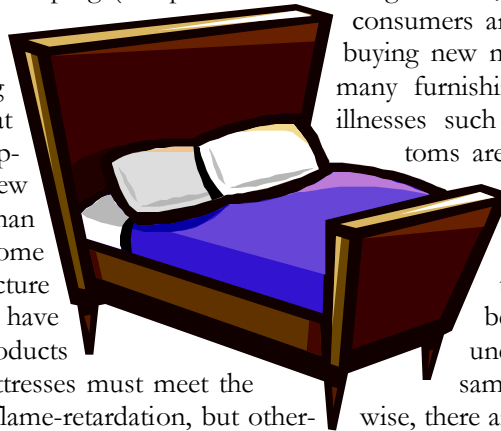
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## *DO YOU KNOW WHAT YOU'RE SLEEPING ON?*

As industry professionals, either as designers, marketers, fabricators or product suppliers, we are expected by the consuming public to keep abreast of product information that would affect the buying decisions of our clients. Product manufacturers are usually the best source of product information. As a rule, manufacturers are charged with the responsibility of testing their products for safety and for providing information to those in our industry who market those products at the wholesale and retail levels. But too often, this is not being done.

In recent years, we have become more aware of the out-gassing issues posed by textiles, paints and other products that are routinely specified for today's residential and commercial interiors. It has been documented that many consumers become seriously ill from the out-gassing of chemicals used in the manufacture of interior products. So it is imperative that designers, manufacturers and sales people in the interior furnishings industry keep abreast of these types of issues.

We reputedly spend 1/3 of our lives sleeping (except for night falls!). In the past few years, complain about becoming ill after our industry to have clients replacing design, it may not be apparent that breathing problems and other symptoms are entirely probable that any of the new these issues as well. In fact, more than called since 2001 because of what some batch of chemicals" used to manufacture products. Further, foam mattresses have manufacturers providing these products these foam and "memory foam" mattresses must meet the for spring-type mattresses regarding flame-retardation, but otherwise standards regarding chemicals used in the manufacture of these or other mattresses. That means that these mattresses are impregnated with heavy chemicals such as formaldehyde, pesticides, arsenic and the like in order to control bacteria and mold. While studies have shown that these chemicals are stored in human fatty tissue, including the brain, researchers don't know how these chemicals affect humans over the long term.



teenagers who, some parents feel, only arise as consumers around the country have started to buying new mattresses. Since it is common in many furnishings in the course of interior re-illnesses such as nausea, dizziness, headaches, toms are coming from the mattress. It is textiles may be contributing to 30,000 mattresses have been re-manufacturers have called "a bad the foam that is used in these become quite popular, with several under a variety of trade names. All of same government safety standards as otherwise, there are no industry or government standards regarding chemicals used in the manufacture of these or other mattresses. That means that these mattresses are impregnated with heavy chemicals such as formaldehyde, pesticides, arsenic and the like in order to control bacteria and mold. While studies have shown that these chemicals are stored in human fatty tissue, including the brain, researchers don't know how these chemicals affect humans over the long term.

Of even more concern, our most vulnerable citizens- babies- are being exposed on a daily basis to highly toxic mattresses. According to the website for Crib Life 2000, a site dedicated to helping parents select healthy sleeping environments for their babies, the chemicals used in crib mattresses have been found in 50% of tissue samples from babies who died from suddenly unidentified causes. It has also been found that a high percentage of children who have been diagnosed with autism and other developmental disorders have arsenic and antimony, chemicals used in the manufacture of crib mattresses, in their systems. How did these chemicals get there? Researchers say that these chemicals do not enter the system through the intestinal tract. Rather, the likely path is through the skin or breathing the out-gassed fumes.

So how do we help our clients in creating a healthier sleeping environment for babies and children? And for adults, as well? These issues are covered on the website, [www.criblife2000.com](http://www.criblife2000.com). And if it is healthier for kids, it's got to be healthier for adults, too. If you routinely specify or sell products that have used chemicals in the manufacturing process, you can be sure that product out-gasses. As the professionals we all try to be, we need to be sure that our clients are not allergic to such chemical out-gassing. Learning this information should be a routine part of the initial interview with clients. Even if the clients aren't allergic, we must provide healthier environments whenever possible.

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## ***PRESERVING YESTERDAY – ENVISIONING TOMORROW*** ***IFDA INDUSTRY FORUM & CONFERENCE BOSTON - SEPTEMBER 2005***

### **Will we see you in Boston?**

Mark your calendars right now to join your IFDA colleagues in Boston – in less than four months—Wednesday, September 28<sup>th</sup> through Friday, September 30<sup>th</sup> at the four-diamond, four-star luxury hotel, the Omni Parker House. This is a hotel that has recently been completely “renovated in honor of its original splendor,” as they describe it, representing a \$70 million restoration. It is situated only three miles from the airport and in the heart of Boston on the Freedom Trail.

The conference committee has designed two days of thought-provoking educational sessions consisting of a balance of history and trends. Renowned speakers from retail, product design, the media, market research, licensing, architecture, interior design and the auction world will cover subjects ranging from current opinions about preservation and restoration to antiques—which are in demand today and will be in the future. Hear highlights of studies that unlock the mysteries of consumer’s minds and learn what the role of status plays in purchasing decisions.

Tour “Gore Place,” a 45-acre estate known as “Monticello of the East,” one of the finest examples of 19<sup>th</sup> century architecture in New England. Celebrate IFDA and each other at an elegant reception in the Grand Hall of Gore Place .

Look forward to a glamorous VIP Gala and Art Auction on Friday evening to benefit the IFDA Educational Foundation. Then plan to stay for a fascinating post-conference tour to historic Salem on Saturday, October 1<sup>st</sup>.

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## ***DREAM PROJECT BY A NEW YORK LICENSING PRO***

Althorp is a dot on the English tourist map, but Kerry Glasser saw it as an opportunity. A licensing agent with his own firm (Concept Marketing Group), protégé of licensing guru Hermine Mariaux, and a New York IFDA Chapter member since 1992, Glasser was looking for something “meaningfully British” to follow his arranged marriage between Harrod’s and Highland House. His research turned up Althorp, a 500-year-old Northamptonshire house whose current resident is Charles Spencer, the ninth earl and elder brother of the late Princess Diana. The Spencers are one of England’s most distinguished aristocratic families, with ties to Winston Churchill and the ancestors of George Washington.

Glasser got in touch with Spencer to suggest that a fabulous collection be reproduced from Althorp’s 17<sup>th</sup>-, 18<sup>th</sup>- and 19<sup>th</sup>-century furnishings. When the earl acquiesced, Glasser turned to Paul Maitland-Smith, chairman of Theodore Alexander, who agreed to manufacture the collection. Maitland-Smith enlisted Dan Carithers, a top Atlanta interior designer, to select the fabrics.

Now, four years later, "Althorp: Living History" has emerged: a 200-piece collection featuring 16 different upholstery frames and 60 fabrics. Many of the case goods, including occasional items, chairs and accessories, are Althorp replicas. The balance is drawn mostly from design elements in the house, or is inspired by Althorp designs such as the family crest.

At Glasser’s urging, the earl himself introduced "Althorp: Living History" at ABC Carpet & Home in New York on May 26 and was scheduled to make similar introductions at the following locations: Louis George Design, Montreal (May 27); Boyles Furniture, Charlotte, NC, and Bradford Furniture, Nashville, TN (May 28); McElheran’s, Edmonton, Alberta (May 29); Masin’s, Seattle, and Bella Casa, Portland (May 30); Mitchell Little Fine Furniture, Sherman Oaks, CA, and Treasures, San Diego (May 31); Englishman’s Antiques, Dallas, TX, and Louis Shanks, Ausin (June 1); Marshall Field, Chicago (June 2); and Marshall Field, Minneapolis (June 3).

“What’s important here is the future,” says Glasser. “No manufacturer is interested in a one-market line. I envision Althorp introductions if not every market, then every second market. We haven’t even tapped the archives, or the pieces that have been crated and stored. We haven’t touched rugs or the dinnerware catatory; they should be next. And I’d love to do a fashion bedding program with Althorp. What’s key is finding the right partners.”

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## ***CHAPTER NEWS***

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### ***New England Chapter Announces Winners of the Luxury Living Awards***

This spring, hundreds of New England design professionals participated in the first annual Luxury Living awards. The Luxury Living Awards are a juried home design competition that showcases exceptional New England living spaces and the talented design professionals who created them.

Over 200 entries were submitted and 50 entries were selected as finalists – 5 in each of the 10 living space categories. The Platinum, Gold and Silver award winners were announced on April 6<sup>th</sup> at a gala awards dinner. Three hundred sixty design professionals attended the awards dinner, held at the Seaport Hotel in Boston. The awards dinner was held in conjunction with Build Boston's Residential Trade Show ([www.buildboston.com](http://www.buildboston.com)).

The jury was comprised of some of New England's most well respected design and building professionals. The award program was also supported by the following trade organizations:

IFDA, ASID, BAGB (Builder's Association of Greater Boston), NKBA, BSLA (Boston Society of Landscape Architects) & NARI (National Association of the Remodeling Industry).

Corporate sponsors for the Luxury Living awards included two of IFDA's own corporate sponsors – Wolfer's Lighting, and K. Powers & Company as well as three New England members: C 2 Paints, Gerrity Stone and New England Silks. A portion of the proceeds from the dinner was donated to a number of local and national charities.

IFDA's New England Chapter is proud to recognize those winners who are IFDA members:

#### **Platinum Winners:**

Edwina Drummond Interiors – Dining Room  
Pamela Copeman Design Group – Living Room  
The Robert Allen Group – Living Room  
Jacqueline Becker Fine Arts Consulting – Master Suite

#### **Gold Winners:**

F. H. Perry Builders – Landscape  
Landry & Acari – Home Theaters  
Marion Glasgow Interiors – Master Suite  
K. Powers & Company – Master Suite

#### **Silver Winners:**

Wolfer's Lighting – Dining Room

The Luxury Living Awards idea was conceived, developed and produced by HomeWorks Media Group, publisher of The HomeWorks Sourcebook, a regional directory of pre-qualified design professionals. More information about the awards, including photographs of all of the winning designs can be seen at [www.HomeWorksSourcebook.com](http://www.HomeWorksSourcebook.com).

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### ***New York IFDA Member Honored***

ROBERT ALMER HERRING was awarded the Honorary Degree of Doctor of Fine Arts from the New York School of Interior Design on May 15th at their Commencement Program. Dr. Herring is an IFDA Fellow. Renowned Interior Designer Bunny Williams was also recognized with an Honorary Doctorate Degree of Fine Arts along with Dr. Herring.

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## *Northern California News Corner*

### June 23<sup>rd</sup>

The Chapter is planning a Design Resource Fair. This will be a joint event with ASID held in the San Ramon Marriott Hotel, 2600 Bishop Drive. Connect with an entire ballroom filled with vendors, resources, trades people, craftsmen and artisans. Network with fellow designers from other organizations and enjoy sumptuous appetizers and wine. Win raffle prizes. Entry \$15 IFDA/ASID Members - \$20 non-affiliated. NOT OPEN TO THE PUBLIC

### July 27<sup>th</sup> – 30<sup>th</sup>

Las Vegas Market. We will plan to arrive on Wednesday, July 27<sup>th</sup> in the evening and return Saturday morning, July 30<sup>th</sup>. Come and see for yourself the new World Market Center, Las Vegas. Come socialize and sightsee with our IFDA Northern California Chapter Members. Contact Suzanne at [suelape@aol.com](mailto:suelape@aol.com).

### August 10<sup>th</sup>

Cruise San Francisco Bay while dining and dancing on our own private yacht.. Our “New Members” and student members will be invited to join the Chapter on the Chardonnay Commodore for an evening of fellowship and fine food.

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## *Philadelphia Chapter News*



**Philadelphia Past Presidents honored at the 2005 General Meeting.**

The Philadelphia Chapter experienced its annual General Membership Meeting at the Historic Glen Foerd Mansion on the Delaware on June 1st. One of the last of Philadelphia’s beautiful Riverfront Estates, this location is a turn of the century beauty with an art gallery of significant works, antiques, furniture, rare books, grand staircase, ornate Tiffany-style skylights, ornamental plaster ceilings, rose garden, vineyard and more! This evening event offered a rare opportunity for our members, guests, and prospective members to network, interact and be involved with the exciting new directions our organization is taking, including the introduction of the “all new” Membership Application form. As we revisited a by-gone era with our contemporaries, we introduced our Board of Directors. Each explained their jobs and contributions to functioning as “Team -IFDA, Philadelphia”. One of our members, Anna Maria Vona of Carmana Designs, LTD. gave a presentation on “Marketing and Garnering Free Publicity.” We were all very excited to join the celebration!

Our August Board-of-Director’s meeting will be followed by a social/ dinner at the home of Linda Barnes in West Chester. A pleasant night under the stars will definitely help us complete our plans for future meetings. The immediate past president, Deb Ferrier, will chair and host the nominating committee for our new 2006 board.

The “Always Exciting” and well attended VENDOR show at the Philadelphia Marketplace Design Center will occur on September 20<sup>th</sup>, 2005. Here, vendors and artists of the local area get the opportunity to display and entice designers with their materials and services. This is always a FABULOUS interaction of members and friends; designers discover new sources and vendors and artists connect with new designers. If you happen to be in the Philadelphia area on this date, please plan on attending. The location is within walking distance to the Philadelphia 30<sup>th</sup> Street Train Station.

We are looking forward to new opportunities as the year progresses; to reunite with old friends and meet new friends at the IFDA Industry Forum and Conference in Boston.