



**IFDA**  
INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

*Fall 2011*

# NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

## President's Message

By Janet Stevenson, FIFDA, IFDA President



Good autumn to everyone! I love the changes in the leaves, the smell of a fire burning in a fireplace, and the crisp air all around us. How about you all?

Symposium was a huge success, by all accounts! The educational presentations got rave reviews from all who attended. The off-site excursions were wonderful, and the Saturday Awards Dinner far exceeded everyone's expectations! The fellowship and camaraderie of all in attendance was electric. I for one walked away from Symposium re-energized by the vitality of our members and humbled to be a part of this wonderful association! Thank you once again to the Symposium committee members who worked so hard. It was a labor of love, and very evident!! And many thanks to our management team who handled every minute behind the scenes, each detail, and more...great job one and all!

Our board has a new committee based on the Board of Directors and Council of Presidents in-person meetings held directly before Symposium. The Marketing Committee is chaired by Laura Davis, President-elect of the Texas Chapter. The committee members are: Rand Kehler, Philadelphia Chapter, John Magor, Richmond Chapter, Denise Willard, Washington Chapter, Dawn Brinson, Carolinas Chapter, and Maureen Klein, New York Chapter. The team is already working hard to bring new and diverse ways to present IFDA to the public as a great source for expertise in the furnishings and design industry. They are exploring new and creative ways to educate those in our field about what IFDA is – the perfect organization to join and become a part of! It is an exciting, new direction that IFDA will be going, and I can't wait to share more with you. **Stay tuned for more on BOD/COP meetings and Symposium!**

## IFDA 2011 Symposium Silver Sponsors



Glen Raven revolutionized the way the world thinks about how beautiful fabrics perform with the introduction of the Sunbrella® brand in 1961. Today, durable, easy-care Sunbrella fabrics are available in thousands of sophisticated styles, patterns and colors for wherever people live, work and play. Please visit our web site at [www.sunbrella.com](http://www.sunbrella.com) for additional information about Sunbrella Performance Fabrics.

## IFDA | Educational Foundation

International Furnishings and Design Association

IFDA's Educational Foundation organized and underwrote Day Two of Symposium 2011. Additionally, EF was a Silver Sponsor of the event.

During Friday's full program of meaningful learning and personal/professional growth opportunities, CEU credits of .3 hours were available with the dynamic presentation "Designing for Boomers and Beyond" by Dr. Wilma Hammett.

An in-depth, interactive workshop by Dr. Richard Liles and Dr. Mitch Owen on "Embracing Your Personal Power for Success" helped attendees tap into their personal core and benefit from increased confidence and leadership skills.

The luncheon recognized Chapter Contributions to EF, and individuals who have contributed significantly. Gratefully thanked are Gold Sponsor 3M, Bronze Sponsor French Brown, Bronze Sponsor E.J. Victor, and the Carolinas Chapter. The new scholarship and grant winners were also recognized.

For more information on the IFDA Educational Foundation, please visit [www.ifdaef.org](http://www.ifdaef.org).

# The Crystal Ball Results Are In... 20/20: IFDA's Vision for the Future

By Cathy Guterman and Chris Abbate, IFDA NY Chapter Public Relations

First of all, thanks to all our members across the U.S. and Japan for participating in our survey. Our aim was to update of an earlier survey taken at the beginning of the Millennium. This current report both confirms and disputes those earlier findings.

Susan Hirsh, former IFDA National President who directed the Crystal Ball study, agrees: "American home life changed dramatically soon after we conducted our first survey in 2000. We were hit with a decade of circumstances we couldn't have foreseen."

## Bottom Line Predictions: AMERICAN HOMES SHRINK FAMILIES RETHINKING LIFESTYLES

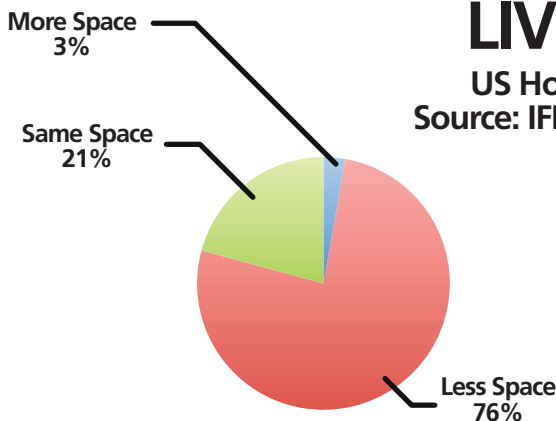
Forget Mc Mansions – they're so last century. The smart money of the future is on smaller, more eco-savvy homes with fewer rooms, less formality, and more space for both private pursuits and family get-togethers, including aging parents and grown children returning to the nest.

In the American home of 2020, family rooms and kitchens will be bigger. Less attention will be paid to formal living rooms. And dining rooms – instead of disappearing completely as so often predicted – will morph into multi-purpose spaces, incorporating home offices, study areas for the kids, and entertainment centers.

- Formal living rooms are going extinct, according to an increasing majority of the design professionals (64+ percent, up from 51 percent in 2000).



Photo Courtesy of Hunter Douglas



## LIVING SPACES US Home Sizes Are Shrinking Source: IFDA 2020 Crystal Ball Survey

- Kiss your dining room goodbye, too: nearly three-quarters of the respondents (71 percent) doubt that there will even be a separate dining room in most homes by 2020. The space will be put to multiple other uses.

- Separate rooms are disappearing; they are blending into spaces that serve many different purposes, believe 91.5 percent of the design experts – which is exactly what they foresaw back in 2000.

- Furniture also goes multi-purpose, say the IFDA forecasters (65.7 percent). They see modular, moveable, and smaller-scaled furniture overtaking built-ins and big pieces. There will be more interest in ergonomic designs – designed to fit the human body -- and almost none in furniture designed to be disposable.



Photo Courtesy of Jason Landau for Amazing Spaces LLC.

- Eat-in kitchens are voted most likely to succeed in 2020. More than half of us said it is "likely or very likely" that eat-in kitchens



Photo Courtesy of Axor Stark Collection

would replace dining rooms, and nearly 65 percent believe future kitchens will grow larger, thanks to Americans' escalating interest in home cooking.

- Spa baths draw hot interest. Although the trend towards larger bath space has slowed down, 83% of the design industry pros feel that luxurious products such as spa showers and high-tech fixtures/TVs are on the rise.

- Master bedroom suites won't be bigger, just busier. Although 52.2 percent of the surveyed members think the master suite will stay about the same size as now, they see it sharing space with the home office, and media center.

Continued on next page

## The Crystal Ball Results Are In... 20/20: IFDA's Vision for the Future, Cont'd.



Photo Courtesy of Hi-Fi Sales

*Continued from previous page*

- Everyone's working at home. A home office is a given, say more than three-quarters of the respondents, but here's the news: nearly 40 percent (37.3) of the forecasters see more than one home office under every roof.
- High-Tech is here to stay. A whopping 97



High Tech with Motorized Shades  
Photo Courtesy of Hunter Douglas

percent believe that by 2020 more home equipment and furnishings will be activated, not by touch, but by other means, such as voice and sensor. Top candidates for remote control are lighting, entertainment gear and environmental controls (heating/cooling), and

window coverings - 75.8 percent of the IFDA members believe that window treatments like shades, blinds and draperies will be motorized by 2020. Growth in other energy-saving devices drew 83.3 percent of the forecast vote.

- Outdoor living is still in for 2020, but low-maintenance is a must. The 2010 survey showed 69 percent expecting outdoor living spaces to expand by 2020. About half the number stills think so (36.2 percent). It's thumbs-down on swimming pools and hot tubs; thumbs-up on more low-maintenance landscaping and "functional" gardens (herb/vegetable) - 44.9 percent and 48.5 percent, respectively. That's because about one-fourth of the IFDA members believe we'll be spending more time gardening (26.9 percent) and entertaining outdoors (25.8 percent).

## IFDA Mourns Pat Gannon-Smith; PR Pro was New York Member for 44 Years

By Rose Gilbert, IFDA, NY Chapter VP of Membership

A consummate public relations professional who suffered no fools gladly -- but whose inspired tomfoolery was legendary in the industry -- Patricia Gannon-Smith, 80, had been a member of IFDA-New York for 44 years when she passed away last May 15.

Cause of death was pneumonia and a broken heart, according to Peter Smith, her husband of 48 years. She was grieving the death of her only child, Scott, 44, who had died just a few months earlier of juvenile diabetes.

Long active in IFDA, Pat had been a member of the Chapter Board and served on a multitude of committees, most notably persuading top New York City restaurants to donate dinners as fund-raisers for Chapter events. She was well-known in international "foodie" circles as a major player at the James Beard Foundation, the organization formed after Beard's death by Julia Child and such culinary world luminaries as Peter Kump and Jacques Pepin. A personal friend of Beard himself, Pat headed the committee that seeks out new restaurants, then convinces their chefs to come and cook - at their own expense - at the Beard House in Greenwich Village.

It was a role she relished, even when she and Peter were on their frequent world travels.

He tells how she once tracked down famed



Japanese chef Tetsuya Wakuda in his Sydney, Australia, restaurant and urged him to make the trek to New York. Tetsuya finally gave in -- after an up-and-comer named Charlie Trotter agreed to be his sous chef for the event.

A graduate of Simmons College in Boston, Pat found her public relations element in New York, first at the renowned Rowland Company, later at Gannon & Smith, the company she and husband Peter formed 17 years ago after Rowland was bought by Saatchi & Saatchi. During the "Mad Men" days at Rowland, Pat imagineered newsmaking events for such clients as Black & Decker (her baseball umpire used a DustBuster to brush off home plate) and The Scotch Whisky Association (her "Scotch and Water" yachting parties

enlivened harbors from New York and Boston to LA and San Francisco).

Other top-shelf clients included the British Motor Corporation, Paul Masson Wines, Scotchgard, Union Carbide, and Funk & Wagnalls encyclopedias -- then sold in supermarkets, where Pat staged a series of classical concerts in the aisles and passed out buttons: "Look It Up in Your Funk & Wagnalls." There was also Vista Window Film, a client that inspired her to "Vista" windows in homes like Theodore Roosevelt's Sagamore Hill and Regis Philbin's Manhattan high-rise.

But not every PR caper was a keeper: Peter recalls the time they landed a *Newsweek* interview for Blue Mountain Greeting Cards, only to have the interviewer critique not the company but the owner's poetry -- as "schmaltz." They were fired the moment the magazine hit the stands.

Nonetheless, Peter said simply, "Pat was the best PR lady ever!"

In her honor -- and in recognition of Peter's long-time support of IFDA events, trips, and projects -- the New York Chapter is planning a memorial gift to the Educational Foundation.



# The Team Approach

By Maureen Klein, Director Communications IFDA/EF

Getting students psyched about careers is easy...getting them to find the time to hear the inside scoop is hard...with all those school activities and organizations vying for their attention. New England professionals came up with a solution years ago. Every fall, ASID, IFDA, IIDA, NKBA, and the Boston Design Center join forces and present one major educational event, the idcd, Interior Design Career Day. This year they held their annual rally at the Hilton Boston and logged in over 100 students. Besides hearing the keynote speaker, award - winning designer Bruce Rhoades, the students rotated through various workshops and took on-site tours at

nearby facilities. Of course, eating is always an important part of a student's life, so the day included a continental breakfast and a sit-down lunch where there was time for students to have one-on-one exchanges with the many home furnishings and design pros that attended. At the closing reception students learned more about each organization and picked up take-home materials.

Joining forces with other professional organizations whether to promote a Career Day, run an industry wide event, or simply having a summer social is a great way to

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lessen the workload, bring down the costs and broaden the event's exposure. Be sure you are prepared and have IFDA membership applications available and IFDA/EF handouts or posters listing the scholarships and grants that are available. You will not only impress the students, but also your colleagues when they learn of all the offerings IFDA/EF has to promote education for the home furnishings and design industry leaders of today and tomorrow.



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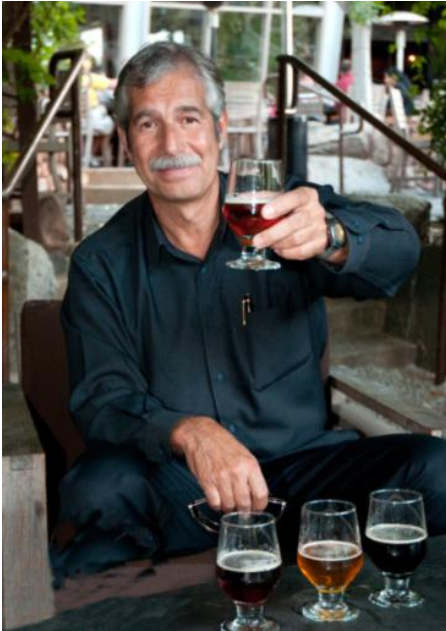
B

- A) Traveling from all over the area, the attendees appreciated the warm welcome of coffee and muffins.
- B) Students and faculty await the start of the event. Linda Mariani, IFDA who helped at the registration desk noted how professionally dressed the students looked this year.
- C) Andrew Paraskos, ASID, IFDA, one of the chairs of Career Day 2011 and a professor at Newbury College talks shop with one of the attendees.

# Chapter News

## Southern California Chapter Rocktoberfest

By Rita Orland, IFDA SoCal VP Communications



James Vallejo, with a 'flight of beers', Executive Director of Sales Marketing for IKDD, kitchen distributor to the trade of fine Italian made cabinetry, guest and potential new member.



Nathan Padilla Bowen, Architecture Photographer (left, background), guest and potential member with Rita Orland, Founder of IFDA SoCal Chapter and husband Rees Orland. The 'boulder garden' is in the background.

IFDA SoCal members and guests enjoyed a lovely Friday Fall evening on October 14, 2011 at Stone Brewing - World Bistro and Gardens. For our quarterly IFD&A's we choose venues at local establishments throughout the San Diego metropolitan area. These venues are of design interest - new and/or uniquely designed hotels or restaurants.

The "Rocktoberfest" venue, World Bistro, has a dynamic and expansive interior, and a beautiful open-air patio and one-acre organic beer garden. The indoor-outdoor setting features an "escape-from-reality" boulder garden (more than 250 boulders ranging from 1-ton to 35 tons) and native and exotic plants. [www.stoneworldbistro.com](http://www.stoneworldbistro.com). Stone Brewing Co. specializes in locally grown, small-farm ingredients and features an eclectic menu, with 32 craft and specialty beers on tap, and an extensive wine list. [www.stonebrew.com](http://www.stonebrew.com).

The concept for our IFD&A brand - "It's Friday - Drinks and Appetizers" - was created by Chris Jordan, Chapter President. These casual gatherings give our colleagues in the industry an opportunity to meet fellow IFDA SoCal members and learn more about IFDA. Some business takes place during or following these networking events, which reinforces our chapter tag line "Designing Good Business!"

Guest, James Vallejo, stated: *"Thank you also for visiting our showroom and for introducing me to a great group of people and brewery."* Nathan Padillo wrote: *"Thanks for introducing me to IFD&A, I really enjoyed the Friday get together, and got along very well with everyone. I am sure you can count me in to join the group."*

We have found IFD&A to be a very successful complement to our chapter meetings and

education programs. The venue selections attract current IFDA members and guests, as well as potential members. Of course, we hope that a few of these guests will soon join IFDA.

The photos for this event were taken by IFDA SoCal guest and local professional architecture photographer, Patricia Bean, Principal of Briscoe Productions. She has expressed an interest in joining IFDA in the near future, and we hope that day will be here soon! [www.briscoeproductions.com/index.html](http://www.briscoeproductions.com/index.html).



## Illinois Chapter Design Chicago

By Joan Scheib, IFDA Illinois Chapter President

Design Chicago - was a fabulous three day event filled with keynote speakers and CEU courses held at the Merchandise Mart, Chicago from October 12 - 14. Keynote speaker **Juan Montoya** presented his projects that span the world employing local artisans for those exquisite pieces of furniture to complete each space. **Kathryn Ireland**, star of *Bravo's Millions Dollar Decorators*, entertained us with anecdotes from her career and showed how adding antiques and giving new life to old things brings a space to life. **Roger Thomas** took us through the creative process and execution of some of the world's finest interiors, the Wynn hotels, where the sky is truly the limit when luxury is involved in hospitality projects. The wrap up seminar on Friday, *Building a Brand, Building a Business* was given by **Holly Hunt**. Holly Hunt, of Holly Hunt Chicago, began her career in 1984 at the Mart adding her line of furniture in 1994. She inspired a room of designers with her energetic attitude, her focus on the client first

and foremost, and her words "it's not what you know; it's what you can imagine!" She truly inspires one to live with good design.

CEU classes were offered from many speakers and I was able to attend two presentations on the topic of color, with speakers Mary Hoffman and Susan Slotkis. **Mary Hoffman**, of Benjamin Moore Paints walked us through *Three Centuries of Color*. Each period of history has a personality of color defined by the social climate, influence of world events, and cultural choices. Benjamin Moore looked at the major events of the decades from 1880 - 2000 to see how events shaped the color palette. This is a worthwhile course to review online or at a local presentation offered.

**Susan Slotkis**, IFDA Director at Large presented the *Psychology of Color* defining human behavioral and emotional responses to color. Color can promote harmony and healing, and has its own language. Did you realize that 70% of consumer decisions are



based on color? Primarily speaking...red stimulates appetites and raises blood pressure and heartbeat. And so, it goes without saying that it represents energy, strength, passion and love.

Blue can calm the system and moods, but if too dull can be somber and depressing. Yellow eases the mind and stimulates the brain and nervous system. Susan took the seminar attendees through the rainbow of colors, plus neutrals and metallics, and touched on current trends and cultural influences. It's powerful and complex, but the bottom line is "color is choice". Grange Furniture hosted a lovely, lively reception and book signing of Susan's text *Foundations of Interior Design* after the presentation.

These three days inspired me, helped me to reevaluate my activities, set new priorities and reconfirmed for me my love and passion for design!

## Japan Chapter IFDA Japan Exhibits at the Living and Design Fair in Osaka

By Yasue Ishikawa, IFDA Japan Past President and Maureen Klein, IFDA NY, VP of Communications

With plans underway to produce a Designer Show House in fall 2012, the IFDA Japan planning committee felt what better way to get publicity, add to their membership, and recruit designers than to exhibit at this year's *Living & Design Total Interior Trade Fair* which was held recently in Osaka.

To help bring their plan to fruition, two exhibiting companies that are also part of IFDA Japan, Risa Braire and Creation Baumann, used their bargaining skills to negotiate with the Fair organizers to provide a courtesy booth for the IFDA Chapter. It is the Chapter's hope that next year, the L&D Trade Fair will act as a satellite of the IFDA Show House, each bringing attention to the other and providing cross-marketing opportunities for both entities.

Certainly how they set up their booth space



The IFDA Japan booth at the Osaka Living and Design Fair showcased members and brought early publicity to their 2012 Show House. Photo credit: Jiro Fujiwara, IFDA Japan Chapter.

helped market their members now. Full color photos along with bios of each member wrapped the side walls. In the rear, additional room design photos enticed viewers to come see more. Courtesy spot lighting provided by IFDA President Shinya Nakao's company, Daiko, helped keep costs to a minimum.

They tied the theme together with oversized graphics that also acted as a visual link to their beautiful website <http://www.ifdajapan.com/>.

The L&D Fair has grown dramatically over the past three years thanks in part to the organizers who hired the famous product designer Toshiyuki Kita, who has been involved in developing everything from the striking red and white logo to the layout of the exhibition space. The Osaka International Trade Fair Commission is committed to revitalizing the Kansai area and making Osaka a destination for design. With the continued activities of IFDA Japan in that area and their upcoming show house, it will sure to be a big win for all. To find out more about the fair see <http://living-and-design.com/>. For the English version, click *Eng* below the logo and date on the left.

# New England Chapter

## Strategies for Program Happenings Continue to Succeed

By Ray Bachand, VP Communications

IFDA New England's tried and true event strategy for the second half of 2011 has remained twofold: a desire for members to network and a need to create opportunities to stay current with the latest style trends and technologies affecting the design community. Led by Chapter President Jacqui Becker the board's event committee including Rob Henry, Nicole Hogarty, Mark Landry, and Ray Bachand produced a continued series of events that held true to these two concepts.

At our July event, flappers were seen mingling within the manicured English gardens of the spectacular DeShazo Estate, secretly sipping 1920s cocktails as the sound of jazz could be heard wafting through the air. The 1925-era Great Gatsby themed event hosted by FBN Construction with additional sponsorship by Dover Rug & Home was the setting for our annual **New Members Celebration**, an occasion when new members are introduced and welcomed into the Chapter.

In August the Chapter boarded a state of the art a/v-equipped "Green Mobile" bus funded by a generous grant from the IFDA Educational Foundation and took a trip to Cape Cod for a day submersed in **Green Design**. Hosted by the "g" Green Design Center in Mashpee, MA. Nicole Goldman and Paula Smith presented the latest and most efficient design industry products including a Cradle to Cradle talk en route on the bus.

September brings us all back to the nest and a more introspective mood. To IFDA New England it brought a very unusual and thought provoking evening hosted by Venegas and Company at the Boston Design Center entitled **Success, How it's Done - A Design Master Class**. A panel of long standing industry professionals, skillfully guided by host Paula Bodah, Senior Editor of *New England Home Magazine* and consisting of Paul MacNeely of Eck MacNeely Architects, Leslie Fine of Leslie Fine Interiors and Robin



New Members Welcoming: Kelli Webber



Green Design: The Chapter at the "g" Green Design Center



Success, How it's Done; Leslie Fine, Donna Venegas (Host), Paula Bodah, Jacqui Becker (President), Robin Brenner, Paul MacNeely



Members Dinner: Scott Gregorian, Susan Slotkis, Linda Merrill, Kris Shaffer

Brenner of Billie Brenner Ltd. generously and openly shared their wisdom, successes, failures, leaps of faith and just plain luck stories that got them to where they are today.

In October our **Annual Member's Dinner**, hosted by Delia Inc. -The Viking Center gave our design industry vendors the opportunity to showcase their newest products and services in a table top trade show setting. The beautiful "rooms" of the Viking Showroom allowed many intimate one to one conversations between vendors and new resource hungry designers. The highlight of the evening was an inspiring presentation by IFDA's own Susan Slotkis entitled **Color**

**Trends and New Directions.** Susan's spirited and practical talk covered many exciting and somewhat surprising new trends in color, style, and design in the worlds of interior design and fashion.

2011 wraps up with two upcoming events. In November M. Steinert & Sons will be showcasing their brand new showroom in the Natick Galleria with an **Enriching the Home with Music** design competition. In December our most popular annual tradition, the **Holiday Party**, will be held at The Castle, a Victorian mansion now part of the Boston University Campus.



## Richmond Chapter Matches Made In Precisely 4 Minutes, Richmond Reverses Trade Shows - Fast!

By Sue Williams, IFDA Richmond Chapter VP Communications

IFDA Richmond turned the tables on local vendors again during their second annual Reverse Trade Show last month.

In a design industry version of "speed dating," the designers sat tight while some 30 local vendors rotated from table to table, offering four-minute presentations of their brand and their business. No overtime allowed! A clanging bell signaled the shift to the next table.

Time was also money: vendors paid \$100 to do their fast-talking, and also offered a door prize which might be a professional service valued at \$100 or more. Before and after the program itself there was networking time around a catered buffet of elegant libations and comestibles. MARVA, the Galleria of Stone, hosted the event in its Midlothian showroom, just outside Richmond.

Observed Chapter President Diane Fairburn about the Reverse Trade Show, "For a designer, this is a paramount way to create relationships and discover new products and vendors in a very small period of time."



WAITING FOR THE NEXT FOUR-MINUTE PITCH

Designers include Richmond Chapter members Kathy Corbett (second from left) Linda Chinn and David Allan Ballas. Non-members were also invited to participate.



IFDA Member Linda Chinn

## IFDA Member Benefit Spotlight: Window Fashion Vision Magazine

By Jennifer Jones, IFDA Account Executive

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

[Click here](#) to access the online subscription page. Don't forget to check the IFDA box on the subscription page to take advantage of this valuable member benefit. Special thanks to IFDA member Grace McNamara, President and CEO of Grace McNamara, Inc. for offering this benefit to members.

For more information about IFDA member benefits, please visit the benefits page in the Members Only area of the IFDA website.





# Texas Chapter Business in Motion

By Anne Marie Hynes, IFDA Texas Chapter

It was a full house for the IFDA Texas Chapter *Business in Motion* seminar held on October 14 at Maggiano's Northpark. A full day of inspiration from great speakers (plus fabulous fare prepared by Maggiano's) deserves a very big Texas-size THANK YOU. It was a wonderful day of learning, sharing, fun, and laughter with all our members and guests!

**Minette Riordan** began the morning with her high-spirited personality! As the founder and president of Scissortail Publishing, Dr. Minette Riordan has learned that communication and passion are the keys to success in life and business. Her passion and enthusiasm for helping others has led to a fulfilling and successful career as a business owner, speaker, trainer and mentor.

Are you a bulldozer, a border collie, or maybe a ringmaster or a detective? This informative, humorous and educational talk was based on understanding personality styles, which influence how people interact and react to other people, tasks, stress and the environment. Minette taught us how to identify our own style to be able to learn how to *style-shift* in order to communicate more effectively with people who are very different from ourselves. The big take-away: when you learn to talk to people in a way that is meaningful to them, you build trust and credibility and they are more likely to do business with you.

**Mitch Milby** is an accomplished trial attorney and trusted advisor for over a decade representing foreign and domestic corporations, Dallas area businesses, municipal government, and individuals for over a decade. He has tried over 80 cases to verdict during his career.

Negotiation and drafting of contracts, including buy-sell agreements, trade secrets/non-disclosure agreements and sales contracts were the topics that engaged the audience. His program is a "Top 10 List" for architects when negotiating contracts and covered simple topics such as what happens when you fail to include the correct name of your

**How to Interact and Connect with the People who Matter**

**Negotiation and Drafting of Contracts**

**The Renaissance of Communication**

**The Inspiration for Innovation**

**"Business in Motion"**

**October 14, 2011**  
8:30am – 2pm

IFDA members – FREE  
Non IFDA members - \$250  
(Membership \$350; includes 2011/2012 seminars – minimum \$500 value)

Maggianos Northpark –  
Breakfast & Lunch provided

Sponsored by the IFDA Texas Chapter - for more information & registration:  
[www.ifdatexas.com](http://www.ifdatexas.com) or [ifdatexas@gmail.com](mailto:ifdatexas@gmail.com)

client in the contract, and why a description of what you are not doing on a project can be just as important as describing what you are doing.

**John Lymberopoulos** from Bespoke Advisors said "our job is to take good people and organizations and make them great! Take great people and organizations and make them exceptional! "

John's seminar focused on how to improve business relationship building and entertaining skills; etiquette, manners, and style; skills in presentation, communication, interviewing, and networking; dress for success; and *The Renaissance of Communication*. Today we have every possible piece of technology to improve communication. However our communication is less effective not because we speak less but because we allow technology to hinder, rather than help. John shared with the audience a key model we can embrace to better communicate with each other. Whether it is with a co-worker, spouse, adversary or friend, a renaissance of communication is upon us.

**Mindy Audlin** brings inspiration for innovation and collaboration to people around the world. The author of *What If It All Goes Right*, Mindy helps groups and organizations access their creative potential to accelerate growth both personally and professionally.

Currently, as the CEO of Network on Purpose, Mindy brings her collaborative mastermind processes to purpose-driven entrepreneurs across the nation, providing the connections, the mindset, and the resources to build a more productive, prosperous, and peace-filled world.

In a world where everyone is trying to do more with less, Mindy's program focused on *inspiration for innovation* and how we can find the keys necessary to unleash our creative abilities to find solutions to our most pressing challenges. Her warmth and passion for possibility engaged mind, body and spirit. Highlights of the "how to: list we learned:

- Harness the elements of the Creative Cycle to play out in your business
- Get unstuck by shifting to a discipline of Conscious Creation
- Activate your imagination to create infinite possibilities for moving forward
- Tap into your inner wisdom to discern appropriate action and inaction.
- Leverage collaborative environments to accelerate your growth.

# Member Milestones

## Arizona Chapter

### Linda Tully Big Winner at Visions in Vegas for Workroom of the Year

Celebrating 25 years of window fashion design and fabrication excellence, *Window Fashion Vision* magazine announced the winners of this year's Ingenuity Workroom Awards at VISION11: International Window Coverings EXPO™, held April 26-28, 2011, at the Las Vegas Convention Center.

The winners were judged by experienced industry professionals and instructors for their attention to clients' needs, creativity, design excellence, construction perfection and elements and materials used. Winners were chosen from nearly 100 entries nationwide of the best window fashion designers and

workrooms. Competitors were judged in 15 specific categories including type of window treatment, room, commercial or residential and overall excellence.

Linda Tully of Custom Coverings was awarded the following prestigious recognitions:

"Workroom of the Year", First Place in "Top Treatments" and Second Place in "Curtains and Draperies". Linda Tully will be featured in *Window Fashion Vision* magazine and the VISION website at [www.wf-vision.com](http://www.wf-vision.com).



Linda Tully, IFDA receives award from Grace McNamara, publisher of WF Visions.

## New York Chapter

### Susan J. Slotkis, IFDA Director at Large, and NY Chapter Board Director Received ASID Chapter Medalist Award

Susan J. Slotkis, Allied Member ASID NY Metro Chapter received the ASID Chapter Medalist Award, the highest award bestowed by ASID on Society members at the chapter level in recognition of outstanding service and significant contributions to their chapter and to the body of knowledge that supports the profession of interior design.

The medal is granted on the basis of fulfilling all of the three following criteria:

- Outstanding and significant service to

interior design education and/or an ASID chapter.

- Significant local, regional or national contributions to interior design education.
- Outstanding, significant and continued contributions that have enriched the human experience.

The award was bestowed at the ASID Chapter Annual Meeting held at the Gracie Mansion, residence of the Mayor of New York City.



Maggie Cohen, ASID NY Metro Chapter President awarding the ASID Chapter Medal to Susan Slotkis.



# It's Time to Renew Your Membership

[Click Here to Renew Your Membership Today!](#)



# Philadelphia Chapter Interior Design Awards

This year's Interior Design Awards (IDA'S) took place at XIX on the 19th floor of the Bellevue Hotel in Philadelphia. The IDA's are the Philadelphia regions ONLY interior design competition open to ALL involved in the design community including interior designers, decorators and furniture designers, both residential and commercial.



(From left) Craig Stevenson, Nancy Wildermuth, Janet Stevenson, Nancy Glass and Cyndi Haaz. Nancy Glass served as master of ceremonies.

pictures courtesy of Susan Scovill Photography



Janet Stevenson, IFDA International President was presented with a Second Place/Honorable Mention Award in the category of Furniture Design, and Kat Robbins, IFDA Philadelphia Chapter President won First Place for the category of Singular Space. Philadelphia Chapter member Ida McCausland (not pictured) was awarded First Place for Model Home/Showhouse.



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We use all national "A" rated carriers with every choice of plan.

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# IFDA Welcomes Our 51 New Members

## ARIZONA

### Professional

Naomi U. Anderson  
Anderson & Company

Karen A. Mandarino  
Bella More Interior Design LLC

Ronna Nitzky  
Pentimento Lighting  
and Furnishings

Alysoun Wolfe  
Ardent Interiors

### Student

Lucinda Dickerson

Amanda Hastie

Shanti Rose

## FLORIDA

### Professional

Blondine F. Blox Diaz  
KREISS

Nina Marco  
Casa De Marco

Samuel Pampenella  
Unique Wholesale Distributors

## GEORGIA

### Professional

Ric Markle

Samira J. Robinson  
Twist Priss Pillow Co

## ILLINOIS

### Professional

Amy Karatz  
Natural Order

MaryKay Romanchuk  
MKR Interiors

## MEMBER-AT-LARGE

### Honorary

Joe Ruggiero  
Joe Ruggiero & Associates

## MICHIGAN

### Professional

Stephen M. Knollenberg  
Stephen Knollenberg

Krista Nye Schwartz  
Cloth & Kind Design

## MINNESOTA

### Professional

Bud Cleator  
International Market Square

Anita Kealey  
Institute of Design &  
Technology of SD

Peg Malanaphy  
Interiors of Stillwater

### Student

Beata Fleischmann

Jessica Wood

## N CALIFORNIA

### Professional

Shelley Anderson  
Shelley Anderson Interiors LLC

Mary French  
Simple Space Solutions

Martha Rosellini  
Martha Rosellini

Amalie Nan Walz  
Nan Walz Interiors

### Student

Christina Anne Peterson

## NEW ENGLAND

### Professional

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Alan Babitts Workroom

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### Professional

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## NEW YORK

### Professional

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GE Monogram Design Center

Maria A. Malpica  
Studio Malpica

Julie McCrary  
White Good

Noelle Newell  
Noelle Newell Residential  
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Charles Pavarini III Design  
Assoc., Inc.

Andrea L. Topper  
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Superior Interiors

## PHILADELPHIA

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Closet Gallery

### Professional

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Casual Elegance,  
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Carly Jean Home

Susan J. Putman  
Philips Lightolier

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### Professional

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Signature Millwork

Julie Rine  
JCR Design Group

### Student

Lauren McDaniel

## WASHINGTON

### Student

Ann Goodhart



# 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, *Network* is getting better all the time. Direct your comments or questions to Susan Slotkis, IFDA National Director at Large and volunteer editor of *Network* at [sslotkis@nyc.rr.com](mailto:sslotkis@nyc.rr.com)

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