

# IFDN

INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

# NETWORK

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## THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

# Contents Fall 2017

Editor: Sue Williams, FIFDA

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# President's Message



Dear Members,

Autumn...my head is still in summer mode with the weather partly to blame. Maybe also because the months flew by--filled with non-stop work, entertaining, family issues, and barely enough time to stop, breathe and soak up the sun.

As I ponder the past few months, I'm happy to report that much occurred behind-the-scenes for IFDA--setting the course for growth in our every-changing business landscape. Of course, there's much more to do, and with our dedicated Boards at the international and chapter levels, and a new Executive Director at Accolade Management, I'm confident we'll continue to move in the right direction. We've laid a solid foundation for the future.

All that said, I'm proud of what we have accomplished so far this year, and there are three more months to go in this 70th anniversary year!

1. Chapters have produced a myriad of successful events in the form of educational programs, social gatherings, fundraisers, and the like. Some have contributed to this issue of Network.
2. New members and sponsors continue to join the ranks of existing.
3. We've nurtured relationships with market centers and trade show organizers, and are starting to build collaborative programs with them for 2018 and beyond.
4. Through a new social media initiative led by the International Marketing Committee, there's much more awareness of IFDA within the industries we serve.
5. Many EF awards, grants and scholarships were issued to deserving individuals. Read more in the Educational section of Network.

6. IFDA's new website development is near completion--after unexpected hiccups along the way.
7. Our very first international exchange is taking place this month (October 5-12th) -- IFDA on the Go: Destination Japan - with 10 travelers connecting with our Japan Chapter colleagues!
8. And most recently, a new (and familiar) Executive Director has been appointed at Accolade Management, someone who will be very organized, efficient and pro-active to help move IFDA into the future. Read more about Linda Kulla's appointment below.

All this as we celebrate IFDA's 70th anniversary! So it's only fitting that we're adapting the annual Board of Directors and Council of Presidents Meeting into a weekend long experience for ALL members to connect, learn, be inspired, and have some fun. Taking place November 3-5, 2017 in Richmond, VA, "Design Inspiration" promises to be a unique experience. I encourage everyone to attend, particularly members of Chapter Boards (Presidents are required) to meet and learn from colleagues across the country, as well from the International Board. I look forward to sharing insights and plans for IFDA's future, and hearing your feedback to ensure our initiatives are meeting the majority's needs.

I'll also be thrilled to share news from our Japan Chapter, including the Destination Japan tour! I'm packing my bags as I write and getting ready to meet with our colleagues across the Pacific...to share ideas, trends, knowledge, cultural experiences and so much more with a great group of professionals. This is the essence of IFDA...connecting, learning and enjoying every minute of the journey!

Hope to see you in Richmond!

Best,

Penny Sikalis  
International President, IFDA  
[IFDA2017pres@gmail.com](mailto:IFDA2017pres@gmail.com)

# Design Inspiration 2017



Carleton Varney

IFDA will be celebrating 70 years as the “Voice of the Furnishings & Design Industry” at *Design Inspiration 2017*. Ring in a new era for IFDA in Richmond, Virginia, November 3-5, 2017 with a weekend filled with learning experiences, celebrations and networking events to connect members from across the US. This wonderful celebration of 70 years is wrapped around the annual Council of Presidents and Board of Directors meetings to encourage more members to attend these meetings and learn more about the inner workings of their Association. During these meetings the Association leadership discusses their needs and concerns and makes strategic plans for the following year and beyond. All members are invited to these meetings to learn about the future plans for IFDA, while enjoying the southern hospitality of Richmond.

Kicking off the event will be a reception at the home of Richmond Chapter President R.J. Landin Loderick on Friday evening, November 3. Saturday’s Keynote Presenter will be world-renowned designer and businessman, Carleton Varney, who has created designs for Dorothy Draper Fabrics & Wallcoverings for over 50 years. Author of numerous books on design and decor as well as novels, Mr. Varney was awarded by the Las Vegas Market the Design Icon of 2015. He is a member of the Interior Design magazine Hall of Fame and has received the Tommy Award, Shelby Williams Adams Award and the Restaurant and Hotel Design Platinum Circle Award for his interior designs, to name a few.

Mary Miller Brooks will be our Saturday Luncheon Speaker. Her signature programs allow people to find the root cause of fatigue and feeling run down in both their personal and professional lives. She has her Master’s Degree in Health Education and has worked in the health and wellness field for over 25 years. As the owner of Sustainable Nutrition, she helps 100’s of clients create optimal health and performance through whole foods, digestive health and dealing with stress and sleep issues.

Saturday evening will be a celebration of the 70th Anniversary of IFDA. The private Country Club of Virginia will be the setting for *The Artful Plate!* Cocktails, dinner and an evening of fun celebrating 70 years of “The Voice of the Furnishings & Design Industry.”

Registration is open and information can be found on the IFDA website under the “News & Events” tab at the top of the homepage. Click on [Design Inspiration 2017](#) for the weekend agenda and registration information.

# Member News

## Linda Kulla Appointed IFDA Director



Linda Kulla, FIFDA, our International Treasurer and long-time active member of IFDA has accepted the appointment from Accolade Management Company to be the new Executive Director of IFDA. Linda will work exclusively on the IFDA account and report directly to Penny Sikalis of IFDA and Martha Heinze of Accolade.

Linda comes to the position as a Fellow with over 20 years of membership in IFDA. She joined the industry shortly after receiving her degree in psychology from Brown University. Linda has worked in the home furnishings field for over 30 years in sourcing, product development, marketing, merchandising and sales. Linda served on the NY Chapter Board in numerous positions before serving as President of the NY Chapter in 2000 and 2001. Linda then spent a couple of years as International Vice President of Membership before returning to the NY Board as Treasurer and Financial Director for 10 years. Linda has spent the past 4 years on the International Board and is presently finishing her third year as Treasurer.

Linda is thrilled to be taking on this role and is confident that with her knowledge and commitment to IFDA, she will be able to assist the International Board and the Chapters to grow their membership and to expand the influence of IFDA in the marketplace. Linda welcomes your calls and emails and hopes to meet many of you at the Fall International Meeting, Design Inspiration, in Richmond next month.

## Diane Williams becomes President of International Decorative Artisans League

Submitted by Diane Williams, Richmond Chapter and Sue Williams, FIFDA, Richmond Chapter.



Diane Williams (Richmond Chapter) is a decorative artist and owner of Art to Di for in Richmond, VA.

In October Diane also became President of International Decorative Artisans League (IDAL) during its 2017 Convention at the Grandover Resort and Spa in Greensboro, NC. The 3-day event included educational programs and attending the High Point Home Furnishings Market.

Diane described IDAL ([www.DecorativeArtisans.org](http://www.DecorativeArtisans.org)) as a non-profit organization of diverse artisans from all over the world who share a passion for the decorative arts. Since 1983, "IDAL has been the hub for inspiration, education, and networking within the world of decorative artistry", she said.

## What's Next? Q4 Trade Shows and Events

Event	Location	Date	Information
High Point Market	High Point, NC	October 14 – 18	<a href="http://www.highpointmarket.org">http://www.highpointmarket.org</a>
Boutique Design New York	New York, NY	November 12 – 13	<a href="http://www.bdny.com">http://www.bdny.com</a>

**While at High Point Market, many festivities and meetups will take place for IFDA members.**



# Member News

## IFDA Welcomes Our 25 New Members

### ARIZONA

**Student**  
Karen Clothier  
AIID

Maegan Blau  
American Institute  
of Design

### CAROLINAS

**Professional**  
Jane Nichols  
High Point University

### FLORIDA

**Professional**  
Shana Heisel  
Capital Administrative  
Group, LLC

### ILLINOIS

**Professional**  
Lisa Monoson  
LSM Interiors Inc.

### N CALIFORNIA

**Professional**  
Kevin Tibbets  
Classic Elegance

### NEW ENGLAND

**Professional**  
Sarah Hiser  
Sarah Hiser Designs/  
VAVainteriors

### NEW YORK

**Professional**  
Jennifer Minsky  
Hansgrohe

Kim Depole  
Kim Depole  
Design Inc

Susan Gross Rapp  
All RAPPEd Up Interior  
Rearrangements

Shreya Shah  
MarigoldStyle

LiLi Jackson  
Rockler Co/studioR/  
Woodworkers Journal

Jenny Dina Kirschner  
JDK Interiors

Alan Rada  
DecoRada Wallpaper  
Installation

Kristen McLaughlin  
Kristen McLaughlin  
Interiors

**Student**  
Marguerite Bailey  
Pacific Northwest College  
of Art

### PHILADELPHIA

**Professional**  
Kate Greenawalt  
STOUT BROTHERS

Stephen Vecchio  
Designers Choice

### RICHMOND

**Professional**  
Lori Loomis  
Lori Loomis Interiors

Bron Hansboro  
The Flower Guy Bron

Andre Pecht  
SolarFilm

Pamela May  
Shenandoah  
Shutters, LLC

Barbara Meyer

### WASHINGTON D.C.

**Professional**  
Lisa Tureson  
Studio Artistica

Tamara Schumer  
Budget Blinds of Arlington  
& Alexandria

## In Memoriam: John Petro



It is with great sadness that the DC chapter of IFDA announces the passing of John J. Petro, an active member of the chapter for over 25 years. During that time John served as treasurer, founded the annual Kennedy Institute Christmas Party, and was a friend and mentor to countless past and present members of IFDADC.

John was also an active board member of several state and local historical and preservation associations giving of his time to those issues that were of concern to him. Personally, John and his wife Kathleen Litchfield, owned Petro Design Build in Mitchellville Maryland. His warmth and energy will be greatly missed by friends and colleagues alike.

Our heartfelt sympathy goes out to Kathleen and John's entire family.

- David Jorgenson, Chapter President

## 2017 Committees

### Chapter Assistance Committee

Robin Gainey, Chair  
Karen Dzendolet  
Caroline Baer Rogow  
Kathleen Penney  
Penny Sikalis

### Fellows Committee

Susan Hirsh, FIFDA, Chair  
Gail Belz, FIFDA  
Joyce Poynton, FIFDA

### Finance Committee

Linda Kulla, FIFDA, Chair  
Penny Sikalis  
Chris Magliozzi

### Marketing Committee

Kathleen Penney, Chair  
Jeanne Blackburn  
Jennifer Driscoll  
Adrienne Hart, FIFDA  
Sarah Fletcher  
Penny Sikalis

### Network Committee

Sue Williams, FIFDA,  
Editor-in-Chief/Chair  
Judith Cark-Janofsky, FIFDA  
Penny Sikalis

### Professional Development Committee

Diane Nicolson, FIFDA, Chair  
Penny Sikalis

### Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair  
Judith Clark-Janofsky, FIFDA  
Penny Sikalis

### Sponsorship Committee

Diane Fairburn, FIFDA, Chair  
Penny Sikalis

### Website Committee

Adrienne Hart, FIFDA, Chair  
Caroline Baer Rogow  
Diane Nicolson, FIFDA  
Kathleen Penney  
Chris Saad  
Penny Sikalis

# Arizona Chapter

Submitted by TaMeki K Njuguna, IFDA Arizona, VP of Communications and Social Media

## Arizona Chapter amps up its Annual Ice Cream Social with Cupcakes and Creativity!

Every year the Arizona chapter beats the heat with an Ice Cream Social. This year was especially fun and exciting with the added Cupcakes and Paint Party, hosted by Arizona's Gold Sponsor Monterrey Tile Company!



Flyer designed by TaMeki Njuguna

## Always a great turn out at Arizona Chapter's ReJUNEvention!

This year Arizona's Annual ReJUNEvention was another huge success! With record attendance for the fourth year in a row they also registered a new professional member and two new student members!



(Photos courtesy of IFDA Arizona)

## In true Arizona style 'Gardening for Autism' at Southwest Research & Resource Center brings the community together with IFDA for a great cause!

SARRC is committed to transforming the lives of individuals with autism and it is their mission to advance research and provide a lifetime of support for individuals with autism and their families. IFDA Arizona participated in their Garden Program that trains adults with autism on the spectrum through their intern program, as they work in the garden they created.



(Photos courtesy of IFDA Arizona)

# Florida Chapter

## "Are you a brand? Thriving in a World of Brands"

Submitted by Marsha Koch, President, Florida Chapter



Mike Peterson

Two of our Florida Chapter Sponsors - Luxe Interiors+ Design and Clive Daniel Home-joined forces to bring us an inspiring presentation by Member Mike Peterson, Publisher of Luxe Magazine.

This interactive, motivational and transformative seminar had a sense of self-discovery about it. We learned we are much more than a product or service provider. We sell satisfaction, joy and fulfillment of our customers' needs. We (You) are a BRAND!

Who are you? What value do you bring? What makes you different? What is your Mission Statement? What is your Vision Statement? How are they the foundation for success for your business? It makes you think, doesn't it?

Member Marla Jaffe, Director of Design and Business Development welcomed the attendees and also shared a little about a summer event called Hopping for a Cure on July 16th at Clive Daniel Home. This fun event was for the whole family and raised funds for those suffering with MS (Multiple Sclerosis). IFDA Florida was pleased to be a sponsor of the event.

Mike told the enthusiastic audience how they might take steps to position themselves/company as a brand leader in their marketplace. A packed house of members and guests learned how to identify their company's brand essence and how they can utilize it to improve their marketing and company positioning.

We are grateful to Mike Peterson for his wisdom and wit and to Clive Daniel Home for hosting us in their amazing facility and to our Member, Professional Photographer John Stillman for his photography skills. It was great to see the audience of over 50 attendees including Members, Chapter Sponsors and many guests enjoying our event! Mike gave us great information and inspiration.



Guest Tom Daugherty from T-Square Construction, President Marsha Koch, Member Marla Jaffe representing Chapter Sponsor Clive Daniel Home, VP of Sponsorship Rose Arevalo owner of Chapter Sponsor T-Square Construction, and VP of Hospitality Sylvia Wallace present Marla with a Florida Chapter Sponsorship Certificate for Clive Daniel Home.



Guests and members were welcomed at our sign-in station by VP of Events Beverly Stewart, President Marsha Koch, Member and host of our event Marla Jaffe of Clive Daniel Home and VP of Hospitality Sylvia Wallace.



In the foreground left side, Members Beverly Stewart, Susan Heller, second table, Member Lynn Sciarrone, third table Member Rose Arevalo.



# New England Chapter

## IFDA New England Chapter Board Retreat - September 2017

Submitted by Karen Dzendolet, Immediate Past President New England Chapter

The IFDA New England Chapter Board held its second annual retreat on September 7th. IFDA NE Chapter sponsor Herrick and White, Architectural Woodworkers, hosted our day-long meeting at their offices and manufacturing location in Cumberland, Rhode Island. Gary Rousseau, our chapter treasurer, is their Executive VP of Sales and Marketing and one of three partners in the firm.

Chapter President, Chris Magliozzi, moderated our discussion. Topics discussed included a review of the latest Take A Seat 2017 series of events, event planning for the remainder of 2017 and 2018, philanthropy and sweat equity projects with the Women's Institute for Housing and Economic Development, open board positions for 2018, annual and event sponsorship opportunities, new member recruitment, reaching out to existing members and more!



Left to right:

Front row, seated: Allyson Forrister, Recording Secretary; Vivian Robins, VP of Membership Ambassador Program; Chris Magliozzi, Chapter President, Deborah Matook, VP of Membership Retention.

Back row: Gary Rousseau, Treasurer and meeting host; Laurie Gorelick, VP of Hospitality; Rob Henry, VP of Membership; John Trifone, VP of Event Sponsorship; Karen Dzendolet, Immediate Past Chapter President; Jason Clairday, VP of Programming; and Jacqui Becker, VP of Community Service.

Board members unable to attend: Bob Grossman, Industry Liason/VP of Annual Sponsorship; Chris Saad, VP of Communications; Al Lagueux, VP of Awards.

# New York Chapter NY'S Gala 70th Celebration: Mayor's Proclamation, Anniversary Cake, Cold Showers!

Submitted by Rose Gilbert, FIFDA, New York Chapter VP of Membership Retention

Three score and 10 -- 70 years -- used to be the measure of the average lifetime. Not for IFDA New York! We zoomed past 70 this year, picking up speed, racing into the future. But Chapter members managed to pause for a New York minute in early October to celebrate IFDA's impressive past and toast Our Founder, Claire Coleman, who created IFDA three score and 10 years ago and is still an active member of our Board.

The gala celebration attracted a bevy of past Chapter presidents and inspired a proclamation from New York Mayor Bill de Blasio, who cited Claire Coleman's 1947 "vision on behalf of women in the decorative arts" and applauded the work of the IFDA Educational Foundation.

Not even a cold shower could dampen the fun, hosted by Chapter Sponsor Toto USA in its gleaming showroom, where motion-sensitive toilets saluted the guests and walk-in shower stalls featured -- surprise! -- plumbing that actually worked!



'CHEERS FOR 70 YEARS!' IFDA Founder Claire Coleman and past Chapter president Debby Brown cut the banner year under the arch at Toto USA.

SALUTING PAST & FUTURE: IFDA NY President Richard Segal; Toto USA host Cheryl Tursi; Barbara Haberman, IFDA Membership Committee.

THEY ALSO SERVED: Past NY Chapter Presidents flocked to the 70th Anniversary party.



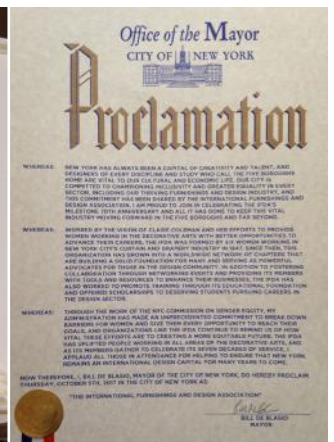
DAMP BEHIND THE EARS? Surprised by Toto's working product display: Chapter members Randall Tarasuk and Charles Pavarini III; Lori Sheldon Lenis, Aspire Home & Design; Pierre Lenis, of Dolce & Gabbana; Lisa McMahon, Lisa McMahon PR.



OBSERVING IT ALL DRYLY: Michelle Slovak, chair of the NY 70th Anniversary fete at Toto USA.



THE ICING ON THE CAKE proclaims the IFDA milestone anniversary.



OFFICIAL PROCLAMATION: Hizzoner Mayor Bill de Blasio declared October Fifth 'IFDA DAY' in New York City.



# EDUCATION & TRAINING

## Educational Foundation

### IFDA Educational Foundation Funds Scholarships for High-Achieving Design Students

Submitted by Mervyn Kaufman, IFDA, New York Chapter

New Bern, NC—Late last spring, IFDA's Educational Foundation awarded 2017 scholarships to seven high-achieving design students. In announcing the winners, EF Chairman Linda Hunt expressed pride that "we could assist the development of these individuals and look forward to seeing what they and other designers on the cutting edge will contribute to the field of design." Here are this year's winners:

- **IFDA Leaders Commemorative Scholarship (\$1,500)**, open to full-time students engaged in volunteer or community service projects and have held leadership posts during the past five years. It was won by Taylor Thormahlen of the Rochester (N.Y.) Institute of Technology, who hopes that "winning this scholarship would allow me the benefit of continuing my education and help me achieve my goal of helping others achieve their dreams through interior design."
- **Part-Time Student Scholarship (\$1,500)**, for a degree-seeking undergrad in an interior design or related program, was awarded to Tova Tropp of the New York School of Interior Design, Manhattan. Tova's stated short-term goals "are to gain experience in as many facets of design as possible, so that I can find a place where I can really make a difference."
- **IFDA Student Member Scholarship (\$2,000)**, designed for an IFDA student member who has completed at least four interior-design or related courses, was won by Maggi Feldman, of Manhattan's Fashion Institute of Technology, who plans to become a design consultant. Her goal, she says, "is to create spaces and products that benefit society."
- **Vercille Voss IFDA Graduate Student Scholarship (\$2,000)**, conceived for a full- or part-time grad student who has completed four design courses and is majoring in interior design or a related field, was awarded to Aisha Coats of Harrington College of Design, Chicago. Her interests, she says, include "furniture design, hospitality, branded environments, lighting and sustainability," adding that she hopes to create "designs for interior spaces that will elevate the human spirit and provide an indelible benefit to our society."
- **Ruth Clark Furniture Design Scholarship (\$3,000)**, available to full- or part-time undergraduate or grad students specializing in residential wood- or upholstered-furniture design, was won by Hannim Song, of the Rhode Island School of Design, Providence. "There is a deep interconnection between furniture and our lives that we often overlook," she says, in explaining her "focus on the context, the form, the materials, the building process and the end user experience" of designing furniture.
- **Tricia LeVangie Green/Sustainable Design Scholarship (\$1,500)**, established for full- or part-time undergrads who have completed

four or more design courses and plan to be part of the green movement, was awarded to Megan York, of Ball State University, Muncie, IN. "I want to integrate my passion for environmental architecture into innovative design," she says. "I hope to practice regenerative design."

- **Window Fashion Certified Professionals Fast Track Scholarship (\$1,000)**, open to students enrolled in interior-design programs who seek workroom or design certification, was won by Christina Anastasio, of High Point (NC) University. She says she hopes to continue gaining experience in multiple internships before graduating, and upon graduation, as well.



Aisha Coats



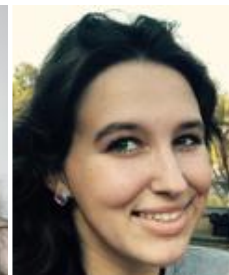
Christina Anastasio



Hannim Song



Maggi Feldman



Megan York



Taylor Thomahlen



Aisha Coats

# EDUCATION & TRAINING

## Educational Foundation Ryerson Student Wins 2017 Contemporary-Modern Furniture Design Competition

New Bern, NC—A design student at Toronto's Ryerson University won the 2017 Contemporary Modern Student Design competition, co-sponsored by the Educational Foundation and Cliff Young, Ltd. The award winner, Karunadhipathi Lihin Weera, received his \$3,000 first-prize check during a presentation ceremony conducted at the Cliff Young showroom on September 14th, during the New York Design Center's annual "What's New, What's Next" event.

"I have a passion for the world of design and its unique ability to manipulate space," says the competition winner soon to begin his third year studying interior design at Ryerson. "I have a keen interest in finding intricate solutions to design challenges, pushing boundaries while utilizing new forms of technology to do so."

Hailing from Sri Lanka before moving to Canada in 2008, Lihin describes his winning design as the "interlocking of two stools that form into a table," which means it's essentially a triple-purpose project. Each stool, to be made of molded polymer hollowed out to lighten its bulk, would weigh just over six pounds, thus could be moved about easily or combined, creating a table.

The 21-year-old student calls his winning project "dual" and looks forward to displaying it next September at the Cliff Young gallery in the New York Design Center, along with submissions from these honorable-mention winners:

- John Barton and Ben Bridges, from Appalachian State University, Boone, NC.
- Ornella Gorgees, from the College for Creative Studies, Detroit, MI.
- \* Bryan Haberstroh, from the New Jersey Institute of Technology, Newark, NJ.

"Cliff Young is thrilled to support the next generation of furniture designers through this exciting competition," says Leslie Zarra, president of the competition's co-sponsor. "Congratulations to all the finalists, especially grand-prize winner Karunadhipathi Lihin Weera for his innovative and forward-thinking design."

"We had 65 entries from 24 schools and universities all over the world," reports Linda Mariani, IFDA Educational Foundation director of scholarships and grants. "So this was truly an international competition."



Karunadhipathi Lihin Weera, winner of the 2017 design competition co-sponsored by Cliff Young, Ltd., and the IFDA Educational Foundation.

## IFDA INTERNATIONAL SPONSORSHIP OPPORTUNITIES

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

The IFDA international sponsorship program offers a variety of sponsorship levels. For more information on the benefits of becoming an IFDA sponsor, including your company name and website listed on the front page of Network, please contact us at [info@ifda.com](mailto:info@ifda.com).