



IFDA
INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

Spring 2013

NETWORK

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Sunbrella® fabrics debuted in 1961 as an alternative to the most popular awning fabric at that time, cotton. Sunbrella offered the rich look and feel of cotton, but did not fade or degrade, even in the brightest sun, and offered years of care free service. In the mid 70's boaters soon discovered the good looks and durability of Sunbrella fabrics for boat tops and sail covers. Around the world today, Sunbrella is the No. 1 fabric choice for power boaters and sailors, enjoying universal name recognition synonymous with quality and durability.

Glen Raven Custom Fabrics, the makers of Sunbrella fabrics, took this winning formula - high-performance fabric with the look and feel of cotton - to the outdoor furniture industry. Marketing umbrellas and furniture cushions made with Sunbrella fabrics as fast drying, durable, easy to clean and beautiful. Over the years, all of the nation's leading casual furniture manufacturers have adopted Sunbrella fabrics for their premium furniture lines. Fade resistance, durability and popular colors have made Sunbrella a leader in these markets. While Sunbrella was gaining recognition in the great outdoors, Glen Raven was preparing Sunbrella to come inside the home. Thanks to intricate jacquard weaving, innovative yarn constructions and advanced fabric finishes, the design and manufacturing teams at Glen Raven created Sunbrella fabrics that match the look and feel of fine interior fabrics.

Today you will find Sunbrella throughout the home, from decks, patios and poolside, to dining rooms, family rooms and even kitchen and bath. Sunbrella delivers a complete package of color, design, durability, fade resistance and ease of cleaning. Design and performance creativity will continue to be the focus for Sunbrella fabrics. Wherever people demand fabrics that are beautiful, comfortable and dependable, Sunbrella will be there with fashion, right colors, designs and textures.

President's Message



As I enter my 2-year term as International President of IFDA, I am delighted to be a part of an organization of people with so much creativity and support for IFDA. I want to thank Janet Stevenson for her fabulous leadership through 2011 and 2012 - I have big shoes to fill! Also to Susan Slotkis for she has completed her International Board position and has stepped down from serving as editor of Network. Paula Ross must be commended as well for her term on the International Board which ended December of 2012 but agreed to stay on in Rand Kehler's position in membership and has offered to prepare an "Events Binder" to send to the COP.

My goal in my two-year term is to strengthen our Association. We can accomplish this as a team in a number of ways.

We implemented our "getting acquainted" phone calls in February between myself and the Chapter Presidents. I am learning first hand their struggles and wonderful accomplishments in programs and membership recruitment. This is a great opportunity for the Presidents to open up to me about anything they need and in return I am suggesting programs, events and helpful information to grow their chapters. Communication is vital to the health of an organization such as ours for it is the only way to grow.

Our "Marketing on a Shoestring Budget" Webinar in January was a big success in terms of the number of members participating and the exciting information from our Marketing expert. Our Member Marketing Toolkit was released last fall which has been very helpful to our members, just another "perk" of being a member. These marketing tools show the value our members receive from this organization. Several chapters have published a coupon book for the use of members only to obtain discounts from local vendors.

Our presence on Facebook, LinkedIn and Twitter are all complete and I invite you to participate as much as possible on these social media sites. It is a critical part of branding IFDA, even though it is not a widely recognized organization, we strive that it will be very soon.

A Committee has formed to begin the task of building a new website. They are preparing the RFP to go out very soon and we are anticipating a large response from the talented folks wanting to build our new website. We appreciate your patience with this endeavor for it is not something that be accomplished quickly, however, I will assure you that the new site will be user friendly and something we will be proud of.

Lastly, a Corporate Task Force has convened to make a determination to add "Corporate Membership" to our tier of memberships available. This is something that could bring IFDA closer to the name recognition we seek and add a new dimension to our membership roster. While we have some challenges in our goals we have an organization of fabulous people with determination to continue to make IFDA the best it can be.

The very best in the year ahead to all of you, new construction and home buying is on the rise which in turn helps all of our designers and design vendors!

To Your Success,

Diane Fairburn

Diane Fairburn



2013 Calendar of Industry Events

MAY

- May 7-9
National Hardware Show
Las Vegas, NV
<http://www.nationalhardwareshow.com>
- May 7-9
Proposte Fabric Show
Como, Italy
<http://www.propostefair.it/en>
- May 15-17
Hospitality Design Expo + Conference
Las Vegas, NV
<http://www.hdexpo.com/hde/>
- May 18-21
International Contemporary Furniture Fair
New York, NY
<http://www.icff.com>
- May 19-21
Surtex
New York, NY
<http://www.surtex.com>

JUNE

- June 2-5
Showtime Fabric Market
High Point, NC
<http://www.showtime-market.com>
- June 5-7
IFFT Interior Lifestyles Show
Tokyo, Japan
<http://www.iffit-interiorlifestyleliving.com/en/top.php>
- June 10-12
NeoCon
Chicago, IL
<http://www.neocon.com>
- June 19-25
Dallas Total Home & Gift Show
Dallas, TX
<http://www.dallasmarketcenter.com>
- June 26-29
New Designers
London, England
<http://www.newdesigners.com>

JULY

- July 3-6
New Designers
London, England
<http://www.newdesigners.com>

JULY

- July 10-17
Atlanta International Gift & Home Furnishings Market
Atlanta, GA
<http://www.americasmart.com>
- July 11-14
Atlanta International Area Rug Market
Atlanta, GA
<http://www.americasmart.com>
- July 17-22
Los Angeles Gift & Home Market
Los Angeles, CA
<http://lamart.com/springfall-markets/>
- July 18-21
Furnitex Australia
Melbourne, Australia
<http://www.furnitex.com.au>
- July 29-8/2
Las Vegas Furniture Market
Las Vegas, NV
<http://www.lasvegasmarket.com>

AUGUST

- August 15-18
Tupelo Furniture Market
Tupelo, MS
<http://tupelofurnituremarket.com>
- August 17-21
New York International Gift Fair
New York, NY
<http://www.nyigf.com>
- August 17-21
New York Home Textiles Market Week
New York, NY
<http://www.nyigf.com>
- August 23-27
Messe Frankfurt
Frankfurt, Germany
<http://tendence.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html>

SEPTEMBER

- September 6-10
Maison & Object
Paris, France
<http://www.maison-objet.com>
- September 17-20
International Casual Furniture & Accessories Market
Chicago, IL
<http://www.casualmarket.com>

Member Benefit Spotlight

Mega Marketing on a Shoestring Budget Webinar

Are you doing everything you can to attract new clients to your business? Do you have sufficient funds for marketing? If you are rolling your eyes right now, your IFDA can help. Our members-only webinar, Mega Marketing on a Shoestring Budget is available to you 24/7 on our website, ifda.com.

Learn how to:

- Set realistic marketing goals
- Develop and promote your unique selling point and your distinction as an IFDA member
- Define and access your target market
- Maximize your message through public relations and speaking opportunities
- Cut costs from your direct mail and advertising budgets while maintaining or increasing your visibility
- Use your website and social media to support your marketing efforts
- Track your success

What are you waiting for?
Build a better business.

IT'S ALL HERE



SEPTEMBER

- September 23-26
New York Home Fashions Market
New York, NY
<http://www.homefashionproducts.com/index.php>

OCTOBER

- October 19-24
High Point Furniture Market
High Point, NC
<http://highpointmarket.org>

NOVEMBER

To be announced

DECEMBER

- December 8-12
Showtime Fabric Market
High Point, NC
<http://www.showtime-market.com>

Chapter News

Southern California Chapter Southern California Brings Diverse Programs from Far and Wide

By Karen Wirrig, IFDA - Co-President, Southern California Chapter

We've journeyed to Japan, spun the color wheel and embarked on our first-ever international design exhibition with three other IFDA chapters! Whew...we'd better sit down... which reminds us of the upcoming TAKE A SEAT event!

When Maureen Klein and I had the opportunity to travel to the Japan chapter last fall we were inspired by their dedication and hard work. In addition to creating a memorable show house, they salvaged two dozen chairs that had been slated for the landfill. They learned how to refinish and reupholster these chairs which gave us the idea for an international and simultaneous chair design exhibition. Now that inspiration has become IFDA TAKE A SEAT which will feature up-cycled chairs designed or decorated by industry professionals and exhibited simultaneously in New York, San Francisco, San Diego, and Osaka, Japan from May 7-16, 2013. A closing gala will be held in each location and all the chairs will be auctioned to the highest bidder. Proceeds will benefit Hurricane Sandy Relief, Japan Tsunami Relief, and chapter professional development.

It's a big project but totally worth the effort and gives us a great platform to showcase the talents and products of our members and sponsors and emphasize the "international" side of IFDA.

IFDA-SoCal is a small but active chapter. Our first program was a photo journey through the 2012 Japan chapter show house. We held it at a wonderful Japanese restaurant with a patio overlooking the ocean. In March, we offered our 4th annual color and design event which was to feature a Farrow & Ball color expert and designer Paul Scott Silvera who owns Scout @ Quarters D showroom. This is a wonderful new retail and design center located on the grounds of the formal Naval Training Center in the historic home of the former commandant. On March 8, the day of our event, I awoke to hail in Carlsbad, CA when a storm front moved in. Other forces converged too when, at 7:30am on the morning of our event, I found out that the Farrow & Ball rep had a medical emergency and was hospitalized and Paul was really sick and in the ER! With no speaker available but lots of people scheduled to attend, the regional F&B office sent me their program notes and I researched the internet for current info on color trends and we managed to pull together a pretty good program. Luckily, everyone was very understanding when it turned out that I was the "expert" (NOT!) but thank goodness for online research!

April put us on the road to the Pasadena Show House to see the latest and greatest in southern California style. We are working hard to offer programs that are interesting and add value to IFDA membership and our involvement with TAKE A SEAT is introducing IFDA to lots of new people and we hope to grow our membership through these efforts.



Chapter founder and current VP-EF Rita Orland, 2013 chapter Co-Presidents Karen Wirrig, FIFDA and Lisa Davis



The event was held at Scout at Quarters D in the former Naval Training Center. It was the home of the NTC commander and only recently reopened to the public after 89 years.



Lisa Davis is our own Vanna White with F&B color samples

Carolinas Chapter

Libby Langdon, Design Student Stars Shine at Carolinas Chapter, IFDA "Night Of Luminaries"

By Bonnie Peterson, FIFDA

The stars were bright at the Carolinas Chapter, IFDA "Night of Luminaries," highlighted by designer, author and TV room makeover expert, Libby Langdon. She was joined by eight senior student design starlets from area colleges and universities.

Libby was presented with an engraved crystal vase as the Carolinas IFDA 2012 Design Industry Luminary.

The evening began with the students' projects on display, reflecting a variety of design themes...from furniture, restaurant and room designs to sustainable furnishings and architecture. Each student was selected by their school as the top senior designer. They were: Cassandra Bradfield, University of North Carolina at Greensboro; Allison Carithers, Forsyth Tech Community College, Shannon Clinton, Salem College; Rachel Harris, Randolph Community College; Jessica Rose, High Point University; Ariel Shockley, Appalachian State University; Dana Skelton, North Carolina State University; and Amber Rogers Woody, Meredith College. Each received a certificate and a book from the Furniture Library.

Libby Langdon was born and raised in High Point, NC, moving to New York City and attending The Professional Children's School and FIT where she studied Fashion. Her career as a designer began with La Mass restaurant, a comprehensive learning experience.

After auditioning for *Trading Places*, she was contacted to do a FOX makeover show called *Design Invasion*. With \$6000, 12 hours, one handyman and a painter, her challenge was to completely transform one room. With five pictures of the room beforehand, she had 24 hours to create a design, room plan and shopping list.

The home owner had no idea they were coming and were shocked when she knocked on the door at 7 a.m. A friend or family member would nominate the owner for a room makeover, and sometimes folks wouldn't let her in. "I became an expert at setting my foot in the door so they couldn't close it," she said. "The best part of this entire shooting process was how much I enjoyed working with real people on camera...they were so thankful and appreciative it was incredible." My goal was to create the room they always wanted but didn't know how to make it happen.

Meanwhile Libby was crafting her own personal style. And, she had an opportunity to design an upscale retail clothing store, Massimo, located in a 1900s stable in the hip meat packing district. She experienced opposite ends of the design spectrum, from a high-end project in the Hampton's to a quick makeover of a Pittsburgh ranch house.

Libby began writing about her design choices and projects, everything from how to layer bed linens to hosting the perfect New Year's Eve party. She found her niche in Small Space, Big Style on HGTV, creating



Left to right are: Amber Woody, Dana Skelton, Rachel Harris, Allison Carithers, Libby Langdon, Shannon Clinton, Ariel Shockley, Jessica Rose and Cassie Bradfield.



Some of the Carolinas Chapter members in attendance. Left to right: Kathleen Koch, Joanne Hoover, FIFDA, Susan Connor, FIFDA, Libby Langdon, Design Industry Luminary recipient, IFDA member, Bonnie Peterson, FIFDA and Carolinas Chapter President Robin Gainey.

stylish decorating ideas for small space living. Eventually 40 pages of ideas became 70 pages... and ultimately her book, Libby Langdon's *Small Space Solutions*. It offers innovative and inexpensive ideas to help small space dwellers live large.

Libby designs her own line home furnishings with Braxton Culler, creating fresh silhouettes and sleeker styles for their line of upholstery. She also designs for Tiger Rug.

She's recently started shooting a half hour makeover show that will launch later in 2013.

Carolinas Chapter

Clearing the Clutter, Finding the Comfort - What our Customers Think and Your Customers Want

Carolinas Chapter IFDA Co-Sponsored Luncheon at High Point Market



Armed with fresh research, *Better Homes and Gardens* editor Eddie Ross brought the new home consumer mindset to life in this presentation. This latest research from BH&G is shaping content in the pages of their magazine and website, and we learned how it can shape what you do for maximum customer response. Designers, stylists, buyers, and merchandisers benefited from Eddie's insights on how consumers want to live

in their homes, where they are most willing to spend money, and top motivators for change.

Prior to joining BH&G Eddie was a design, decorating, and food editor at *Martha Stewart Living*, *House Beautiful*, and the Food Network, as well as a contributing editor to *Southern Living* and *Woman's Day* magazines. In addition to his print work, which has been featured in *Elle Décor*, *Country Living*, *Domino*, *Lonny*, and *The New York Times*, Eddie is well versed in broadcast, appearing in numerous TV specials for Martha Stewart, HGTV, and Bravo. Most recently, Eddie was Editorial Director of *Rue La La*.

Minnesota Chapter

Universal Design in Mind

By Sheran Neumann, VP of Communications

Over 40 million U.S. citizens are over 65. Nearly 38 million have some physical limitation. In today's society, the need for the interior design industry to address the importance for home and business design adaptations is critical.

The Minnesota Chapter's February program, "Design and Construction for Universal Design" covered this integral facet of our business. Mark Mackmiller, owner of mackmiller design+build and a specialist in universal design, was the evening's guest speaker. Mackmiller shared his extensive knowledge and passion about universal design. He detailed how and why he specializes in this area and outlined what points to consider in designing and building accessible spaces such as: What are the client's current needs? Will those change over time? How will the design solution address current and future physical limitations? Will the design be aesthetically pleasing? Is the budget for incorporating specific adaptations realistic?

Will the design appeal to consumers without limitations?

Mackmiller shared photos of various universal design projects as well as highlighting the unique challenges and rewards of this specialty. Our attendees left with a fresh insight into the numerous characteristics of universal design.



Minnesota Chapter members take notes and ask questions of universal design expert, Mark Mackmiller.



Mark Mackmiller, speaker and universal design specialist.

New England Chapter

New England's Members Dinner & Designer Showcase

By Matt Remeika, VP Communications

One of the most popular events of the year, the annual Member's Dinner did not disappoint. IFDA gathered at the Metropolitan Cabinet showroom in Norwood for dinner, discussion, and plenty of great vendor tables. In addition, a design competition was held where both designers and vendors submitted their works for judging. Congratulations to Donna Venegas, Kathy Chrisicos, Linda Merrill, Michael Kim, and Jaqui Becker for taking home the awards!

Award winners, Donna Venegas, Kathy Chrisicos, Linda Merrill, Michael Kim, and Jaqui Becker along with Gail Ravgiala, Editor Design New England Magazine, and Rob Henry, 2012 IFDA New England Chapter President



New York Chapter

'Emeritas' Hardly Means 'Retired'

By Rose Gilbert, VP of Publications

IFDA International is honoring New York Chapter member Elaine Siegel as a "Member Emeritas," celebrating her long years of service to IFDA. But if you think "Emeritas" means "retired," *fuggeddaboudit*. Not for a New York minute.

"IFDA has been a large part of my life," Elaine says. "And not just professionally. It's where I've met many long-time personal friends. And I expect to go on bringing in more new members -- and making more new friends."

Both are guaranteed. She is a vital member of the Chapter's official Bar-Hopping Committee that scouts out interesting bar scenes for the Chapter's monthly networking events, "Cocktails, Conversation & Connections." (Read more in "IFDA Idea Exchange.")

It may be the only post Elaine hasn't already held at IFDA-New York: Chapter President in the mid-80s; Special Events and Holiday Party Chair several times over (she once served hot dogs at a Waldorf luncheon and snagged star guests like Philip Johnson, Jack Lenor Larsen, and Faith Popcorn); Co-chair of the famously successful New York Conference, where 1998 Trailblazer Philippe Starck crowned himself with the engraved crystal ice bucket. The media loved it!

So did Elaine: "I want that everything should be fun."

And so it has been, since she joined what was then the National Home Fashions League after her foray into home furnishings, first at Herculon Fibers, then at other bold-face names in the industry's history, among them, American Enka and furnishings giant Mohasco Corp. (think Mohawk Carpets and Barcaloungers).

Those were the "Mad Men" days of PR...Lunching at Sardi's...Pitching kitchen carpet to Julia Child ("She laughed and laughed because, she



50-year member, Elaine Siegel, thanks her lucky stars for IFDA

said, 'I'm the world's biggest slob!')...Sharing an office with a dog named Lady (at Hayes-Williams, the agency run by Phyllis and Milt Williams, both avid IFDA supporters).

Wood-Mode Custom Cabinetry, Elaine's evergreen client for the past two decades, and IFDA are her current loves, professionally speaking, Elaine says. *So there!*

New York Chapter

Everything you Need to Know About Design... Just Ask Susan New Mega-Book by New Yorker Susan J. Slotkis

By Rose Gilbert, VP of Publications



What weighs five pounds, holds all the secrets of successful design, and just might send New York Chapter member Susan J. Slotkis off on another exotic ocean voyage?

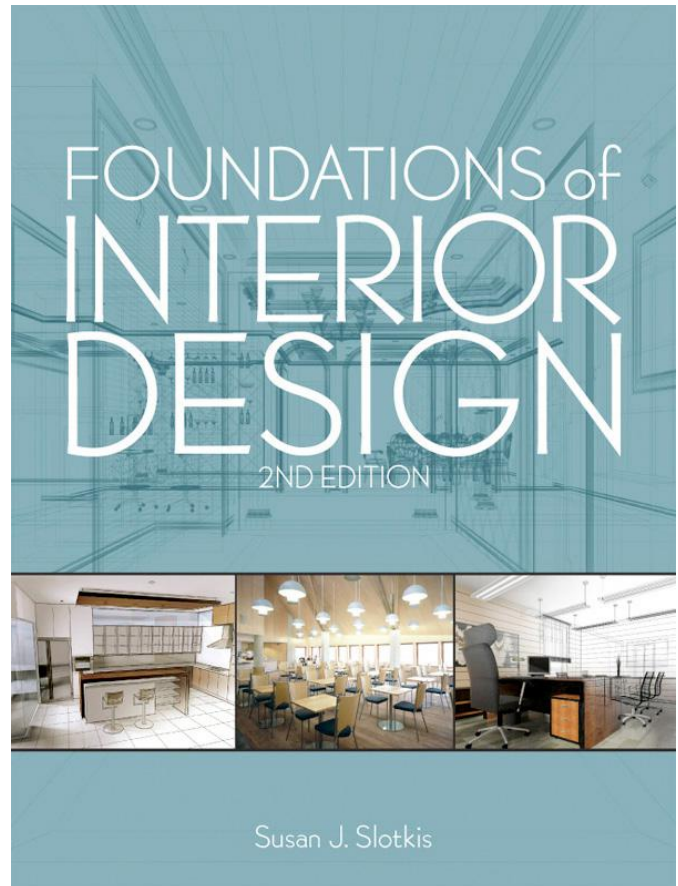
The answer: ***The Second Edition of Foundations of Interior Design***, Susan's comprehensive introduction to the creative, technical, and business knowledge required by the interior design profession.

Just out from Fairchild Books, (imprint of Bloomsbury), the 552-page tome updates the first edition, expanding on current concerns like human factors' role in design and design's role in social responsibility for future generations and resources.

A labor of love and long, long months of research and rewriting, the new edition includes 900 color illustrations and an interactive CD-ROM. It has already won applause from the design and academic communities - Susan is an adjunct assistant professor at the Fashion Institute of Technology, and New York University. She holds honors degrees from FIT, Albany State University, and Boston University School of Social Work, and served on the International IFDA Board as editor of the *IFDA Network*.

Susan is also a popular lecturer to diverse audiences, including guests on luxury cruise ships, where she's often invited to teach design classes on the bounding main.

The book is available through Fairchild, Amazon, and Barnes & Noble websites. Learn more at www.susanslotkis.com.



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New York Chapter

Looking For New Members? Step Up To The Bar!

By Rose Gilbert, VP of Publications

Hate Mondays? Head for New York and the Chapter's surefire new member-raising event, "Cocktails, Conversation & Connections."

Aka the "CCC," it happens every first Monday night of the month, an informal get-together at a design-forward and intriguing bar venue somewhere in the City. Invited by e-mail, Chapter members and potential new members drop in after the work day and spend a couple of festive hours exchanging news, ideas, and - most important - business cards.

The cost? whatever your personal bar tab. The follow-up: may be

priceless. There has been a steady flow of new members for the Chapter... new symbiosis on individuals' projects... new deals and new business done.

"We picked up the idea from the Richmond Chapter and ran with it," reports co-chair Elaine Siegel, FIFDA. Good news travels fast: now there's talk that Northern California is also thinking of saying, "Si, Si" to CCCs as a new Chapter development project.

Mondays have never been more promising.

Texas Chapter

Connect + Mentor + Celebrate = Success!

By Laura Davis, AIA, IFDA, Texas Chapter President

We, as members in individual chapters and in an international organization, have an incredibly valuable network of talented professionals built into our membership. We have a challenge, though: We are not making the most of the opportunities immediately in front of us.

Each one of us has amazing skills, insight and experience to share. I guarantee that at least one (and I suspect many) of our fellow members would benefit from knowing what service or product we each offer. It's not good enough to have your name on the list of members, but to have never seen your face at an event. Your fellow members deserve the benefit of your involvement. You have so much to gain by putting your IFDA membership higher on your priority list.

In Texas we tend to take the bull by the horns, so to speak. And so, this year's theme for our IFDA Texas Chapter is:

Connect + Mentor + Celebrate

I know you will join me in enthusiastically pursuing our Chapter Goals for 2013. Feel free to adopt these goals into your own chapter or even into your own business network.

Let's join together. Each of us will:

Connect:

- Get to know each of my fellow members by name, face, and expertise
- Build a trusted network of experts within our membership that I will call when I need help or when there is an opportunity for another member

- Actively offer/accept referrals to/from my fellow IFDA members to help create value for my clients and be a resource to others

Mentor:

- Participate in "Coaching 'n Cocktails" events to share professional advice and life experience with others
- Volunteer to host or help organize at least one event because I value the time I have together with my fellow members
- Reach out to a fellow member to foster a mentor/mentee relationship

Celebrate:

- Proudly invite guests to IFDA events who will be friendly, generous, and professional additions to our membership network
- Help spread the word about IFDA membership and the amazing services and products that I have at my fingertips through my fellow members
- Celebrate my achievements in my business in 2013 by sharing the news with my IFDA network and in turn, celebrate and learn from the success of others

Just imagine how successful a project could be if we all worked together and utilized one another's specialties. Just think of the business that is waiting to be developed between us all! Business is always more rewarding when you know, like, and trust those with whom you are working. Connect + Mentor + Celebrate = Success for everyone! Why wait any longer? Let's do it!

Remembering Kay Degenhardt

By Rose Gilbert, NY Chapter VP of Publications

She was the consummate professional: quick smile, quicker Irish wit, always there with the right, bright idea, whether you were a client, colleague, or member of the media.

I knew Kay Degenhardt from the latter two perspectives. As a journalist, I trusted her leads. Kay had the rare ability to dig out the legitimate story behind the boiler plate and hand it to you as a package that always made sense...and news. She never asked favors; only that you entertain her idea "If it works for you, Toots."

It almost always did. When I covered one of Kay's many impressive clients - among them, GLM/SURTEX, La-Z-Boy, Glidden Paints, ASID, Ace Hardware, York Wallcoverings, Electrolux - I felt I was doing my readers a real service. *Myself, too:* we always had fun cobbling a piece together, together. We laughed a long time over our impromptu coat exchange one night after a client dinner at Un Deux Tois, New York. At the hat check counter, I admired the Italian designer coat being handed over to Kay. She liked my French topper. So we traded on the spot, under the wide eyes of the coat checker.

We worked together in other ways, too. Kay was a major league member of IFDA, on the Board, head of membership, a shoulder to whatever wheel needed her. We went to *Maison et Objet* Paris together on the IFDA-sponsored trip. Her much adored daughter Jane came, too. And so did James Allan, still a secret then, who would be Kay's first grandchild when he was born in 2003, and a major reason Kay decided four years later to relocate to Easthampton, MA. To be near the children, according to Jane, "She and James shared countless lunches at Friendly's, and many an inside joke."

Now, there are three more equally cherished grandchildren. Kay's son Peter Degenhardt and his wife also live in Massachusetts, not far from Jane and husband James Serhant II.

The family was with Kay when she died March 19 at home in Easthampton after a long struggle against breast cancer.



Kay Degenhardt

Being a really great Grandmother was the latest in the series of Kay's brilliant careers. Born in Cleveland, raised in western New York State, she studied speech and drama at Ithaca College and was graduated from Rosary Hill College in Buffalo, with a BA in English literature. Her first triumph was in design licensing, an idea just getting off the ground in 1978, when she and a friend founded a company called Rdesigns that quickly became a leader in textile and product designs for the home.

The Smithsonian's Cooper-Hewitt National Design Museum tapped her to work on the National Design Awards, and she also served on the steering committee for Voices from Inside, an organization that uses writing workshops and public performances to empower women who have been incarcerated.

After 10 successful years of Rdesigns, Kay founded her eponymous public relations firm, Kay Degenhardt, Inc.(KDI), specifically to bring new life to a century-old company, York Wallcoverings. Then, in the early 1990s, L.C. Williams & Assocs., the Chicago public relations agency, asked her to be their senior consultant, working with media from the LCWA office in New York.

She loved the City, and relished her new role. The ultimate "linked-in" publicist, she knew just about everyone in the media (and their back stories). And they, too, knew where to go for solid copy, hard news, and a great laugh, even after her "defection" to Massachusetts.

"Happily for me," Kay told an interviewer for the SURTEX newsletter, "business brings me back to New York many times a year. But I find myself as thrilled with my first sighting of the Holyoke Mountain range as I always was when I spotted the Chrysler Building on each return flight to New York City. *Lucky me.*"

Lucky us to have known her.

The family asks that any contributions be sent to the Bay State Hospice in Springfield, MA, baystatehealth.com.



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 Dawn Brinson, IFDA, IFDA Director at Large and volunteer editor of *Network* at dbrinson@northstate.net.

The submission deadline for the summer 2013 issue of *Network* is June 7, 2013. Submissions are welcome from each Chapter's VP for Communications/Public Relations, President and the membership at large. All submissions are subject to review and edit for content and newsworthiness. Do you have an idea for an article? Please contact Dawn Brinson at dbrinson@northstate.net.

The IFDA *Network* is a publication of the International Furnishings & Design Association, 610 Freedom Business Center, Suite 110, King of Prussia, PA 19406; (o) 610-992-0011; (f) 610-992-0021. Please contact Jennifer Jones, Account Executive at jjones@ifda.com.

IFDA Welcomes Our 92 New Members

CAROLINAS

Professional

Leslie Gunter
Gunter Custom
Homes & Design

Libby Langdon
Libby Interiors Inc.

Student

Cassandra Bradford

Allison Carithers

Shannon Clinton

Rachel Harris

Jessica Rose

Ariel Shockley

Dana Skelton

Amber Woody

FLORIDA

Professional

David Ashkenazi
Tuachi

Self Employed/Interior
Designer

Martha Evans

Evans Design
Associates, Inc.

Lisa Posin

Lisa Loren Design Inc.

GEORGIA

Professional

Kate Lawes
Kudzu and Company

Deborah Mahtook
Mahtook Interiors

Student

Jennifer Cannon

Lubomira Dimitrova

ILLINOIS

Professional

Anita Kirtley
GE Appliances

Sherrie Magnini
Interior Expertise, Inc.

JAPAN

Professional

Tsubasa Kono
Gallery Sojiro

JAPAN

Professional

Nobuyuki Masahra
Nobuyuki Design Office

Akemi Toguchi

Ashiya Salon De
La Vie En Rose

MEMBER-AT-LARGE

Student

Carol Himanga

Jean Ross

Carol Spatarella

MICHIGAN

Professional

Kristen Armstrong
KCIO, LLC

Valerie Leebove

Val Designs

Marla Millar

Doodle Home

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