

### A MESSAGE FROM OUR INTERNATIONAL PRESIDENT

What's ahead for your industry?

As we are well into what we know as the "new millennium," the burning question seems to be what lies ahead. It would appear that there is one thing we can be certain of — continuous improvement is the only option for our competitive industries like furniture manufacturing and interior design where capacity exceeds demand and competition from global influences is increasing. Our industries are constantly being challenged to meet the dreams and ideals of our consumer markets. Is it any wonder that with all other segments of the global marketplace demanding that we do more with less, that the ripples are being felt in the home furnishings industry? Of course not! With all the talk of downsizing, right-sizing, process improvement, Six-sigma based analysis and, oh of course, total quality management, that we are besieged by a marketplace of savvy consumers who want to place the same (or greater) expectations on us that they are receiving in their own markets. The ripple effect has over taken us; and many sometimes feel that it is much more than a ripple—it might even seem like a tidal wave.

With shrinking margins and watchful consumers tugging at the very survival of our livelihoods, we must fall back and regroup to wage the economic war against these consumer revolutionaries.

Our markets have become much more segmented, making it tougher for medium sized firms to remain competitive. Some

large firms are better equipped to satisfy the diverse needs of the marketplace and seem to travel a more solid path toward fulfilling the consumer's needs and ideals. Smaller firms with niche goods and boutique services are prospering because they have a more flexible and agile business style.

Manufacturers, designers and specifiers are finding that value added services are increasing profitability by incorporating total project solutions like front-end services such as internet based e-commerce and back-end inventory and distribution services. These technologies are broadening the geographical market areas for all size firms.

If you are continually improving your business strategies to stay competitive in today's business climate, then your opportunity to decode the furnishing and design industry's path to the future awaits at this year's IFDA Industry Forum and Conference, October 16–21 coinciding with the Fall International Home Furnishings Market in High Point, NC. We look forward to seeing you at the pre-conference market events, the educational sessions, the post-conference tours and the beautiful Grandover Resort and Conference Center.



2004 IFDA International  
President Constance Blair

---

INSIDE THIS ISSUE:

<i>EF winners</i>	2
<i>International Board</i>	2
<i>Conference</i>	3-6
<i>Bob Timberlake</i>	4
<i>Raymond Waites</i>	5
<i>A Morality Take</i>	7
<i>Chapter News</i>	10-15

---

## **Educational Foundation; Awards Grants, Scholarships**

For decades, the IFDA Educational Foundation has supported talented young people entering the home furnishings industry through scholarships, grants and design competitions.

The EF Board of Trustees announced that for the 2004-05 academic year, a Universal Design Grant for \$2500 was awarded to Aira Loren Rogers, a senior in industrial Design at Auburn University, for research on developing ergonomic school furniture guidelines and prototype.

An Ida Mae Kaplan Historic Preservation Grant of \$1500 was given to Edith Wharton Restoration Inc. for a conservation study of historic wallpaper fragments at The Mount Estate and Gardens, the noted author's home, circa 1902, in Lenox, MA.

More than 100 applied for IFDA scholarships available to current students with majors in interior design or closely related fields. IFDA Student Scholarships of \$1500 were awarded to two students.

Rochelle Jane Letoureau, a junior at Arizona State University, is majoring in Industrial Design with an interest in furniture design,; and Angela C. Reed, a senior in Interior Design at the Art Institute—Miami International University of Art & Design, who has an interest in residential design and historic restoration. A Charles Mayo Scholarship for \$1000 was given to Jamie Lea Baum, a junior at Illinois State University, majoring in Interior & Environmental Design.

A Vercille Voss scholarship for IFDA graduate student members and the Ruth Clark Scholarship for furniture design are also available.

Students interested in IFDA/EF Scholarships and Grants should visit [www.ifdaef.org](http://www.ifdaef.org) for further information.

IFDA members wishing to make tax deductible donations to support any of these educational endeavors can visit the IFDA/EF [www.ifdaef.com](http://www.ifdaef.com) for details.

## **International Furnishings and Design Association Board of Directors**

### **President**

Constance Blair  
Michigan Chapter

### President-elect

Lee Coggin, FIFDA  
Georgia Chapter

### Immediate Past President

Lynne Forde Breyer  
Arizona Chapter

### Treasurer

Sheila Cole FIFDA  
North Central Chapter

### Treasurer-elect

Jennifer Wagner  
Arizona Chapter

### **Directors-at-Large**

Secretary  
Janet Brown FIFDA  
New England Chapter

Chapter Leadership  
Carolyn Meek FIFDA  
New England Chapter

Membership Coordinator  
Barbara Holme  
Southwest Chapter

Strategic Planning  
Jeanne Matlock  
North Central Chapter

Marketing and PR  
Mervyn Kaufman FIFDA  
New York Chapter

Communications  
Sarah Warnick  
Northern California

### **Educational Foundation**

Chair  
Katie Goldfarb FIFDA  
Washington Chapter

Vice Chair  
Nancy Kloehn  
North Central Chapter

Advisor  
Shirley Ebert  
Georgia Chapter

*Correction:* In the Summer 2004 edition of *Network* the FIFDA appellation was missing from the names of Linda Kulla and Elaine Siegel. We regret the error.

## **Speakers to Focus on Design, Marketing, Business at IFDA Industry Forum and Conference during High Point Market**

A full roster of respected speakers will address key issues in design, marketing and business at educational program sessions during the 2004 IFDA Industry Forum & Conference October 18-21 at the Grandover Resort and Conference Center. It is the first time in its 57-year history that IFDA has held its annual conference in conjunction with a High Point Market. The theme is Designing Business for a Global Market.

### **DESIGN FOCUS DAY**

The conference kicks off with a Welcome Reception hosted by 200 Steele on Monday, October 18. On Tuesday, Design Focus Day, Raymond Waites, honorary chairman, will present the Keynote address during a seated breakfast.

Grace McNamara, publisher of *Fine Furnishings International*, *Window Fashions*, *Wall Fashions* and *LOOP*, will lead two panel presentations. "Global Trends Impacting Design" will feature color expert, Leatrice Eiseman, prime consultant to Pantone, Inc. As head of the Eiseman Center for Color Information and Training, she is known for her expertise in the choice of color for product development, logos, brand imaging, websites, packaging, interior and exterior design. Emerging design trends will be discussed by Richard Frinier, noted designer of furnishings, accessories and textiles for home and garden. Principal of his own creative design and marketing consultancy, Frinier has garnered numerous design awards during his 25-year career. Award winning consultant and *HFN* columnist Joel Kaplan, will offer comments on the newest trends in merchandising. For three decades, he held home fashion coordinator and merchandising trend director positions with leading retailers.

"New Realities in Design" will feature comments on pertinent issues by two highly regarded experts. Dedicated to meeting lifespan needs, Dr. Patricia Moore is credited with founding the methodology, Universal Design. She does research, market analysis and product positioning for leading companies, lectures throughout the U.S. and abroad, and was named one of the 40 Most Socially Conscious Designers in the World. Dr. Katherine Warsco is Associate Professor & Chair, Department of Interior Design & Merchandising, College of Human Ecology, East Carolina University. She will discuss environmental quality.

At the end of the morning's educational sessions, the Membership Luncheon will begin with a brief IFDA update by president Constance Blair. New IFDA Fellows will be introduced as well as Unsung Heroes. The luncheon speaker will be Ellen Gefen, producer of the Home Fashion Report TV show. She will present a High Point Market—Style Forecast. The afternoon is free for relaxing at the

Grandover, or visiting Market via bus shuttles. A Market Square hosted reception will be held 5:30-7:30 p.m.

### **BUSINESS FOCUS DAY**

On Wednesday, Business Focus Day, Warren Shoulberg, Editor of *HFN*, will lead a panel discussing "Hot Marketing Niches." Presenting firsthand views on "Newlyweds" will be Millie Martini-Bratten, Editor in Chief, *BRIDE'S* Magazine. A spokesperson for the \$120 billion wedding industry, she is often interviewed by the media, speaks nationwide, and was instrumental in *BRIDE'S* "Little Book" series. Kerry Joyce, award winning Interior/Furniture Designer and Architect, will discuss the "Super Affluent." His furniture is in the homes of celebrity clients; his designs range from modern interiors to remodels, interior design and architecture for the rich and famous. Mitchell Gold, president, The Mitchell Gold Company, will talk about marketing to "Atypical Households." Since its start in 1989, his successful company with on-site daycare, gym and health-conscious café, has earned awards, while promoting a message of tolerance and diversity, embracing traditional and alternative families and lifestyles.

Jerry Epperson, managing director, Mann, Armistead & Epperson, Ltd., and an industry analyst, will lead a discussion on "Import/Export Paradigm Shifts." Tony Wilkerson, is senior vice president,



Marketing, Haverty Furniture Companies, which has 144 stores in 15 southern and central states. Approximately 60 percent of Havertys complete merchandise line is imported. Bill Sibbick, senior vice president, sales, for Pulaski Furniture, is a 26-year industry veteran who has held positions in product development, sales, marketing and management. About 70 percent of Pulaski's line is imported. John DeBono, president, The Asia Pacific Connection, Ltd., is an expert in sourcing, import and export of tabletop, household, gifts and accessories from the Asia Pacific region.

### **SHOWTIME FASHION SHOW**

Following morning educational sessions, attendees will gather for the Sponsor Appreciation Luncheon when conference sponsors will be recognized. Luncheon speaker, Joe Carroll, publisher of *Furniture/Today*, an industry spokesman and author of three *The Perfect Home* tabletop books, will discuss High Point Market-Business Indicators. He will also provide comments during a

(continued on page 4)

(continued from page 3)

re-staging of the July Showtime Fashion Show featuring newly introduced upholstery fabrics. Models will be IFDA members and students. The finale will be a wedding dress designed by Raymond Waites.

That evening, attendees will have a hosted reception and tour of newly dedicated Norton Hall at High Point University. This state-of-the-art facility is the only one of its kind dedicated to home furnishings marketing and interior design education. Katie Goldfarb, FIFDA, Educational Foundation Chair, will



offer brief comments.

On Thursday, October 21, there will be a tour of furniture factories and home furnishings photography

studios, the Council of Presidents meeting and a Leadership Development Seminar, "Leading with Style" with Dr. Richard Liles and Dr. Mitch Owen of Liles & Associates, Raleigh, NC.

#### **V.I.P. GALA, ART AUCTION AND TRAILBLAZER AWARD**

Thursday evening will be the glittering V.I.P. Reception and Gala. During the reception there will be a silent art auction, and later, a live auction of select items with all proceeds used to seed a new Raymond Waites Scholarship for Traditional Design.

Honored guest at the Gala will be the IFDA 2004 Trailblazer, Bob Timberlake. A renowned artist of American rural life and a philanthropist, he pioneered licensing programs for the home furnishings industry with The World of Bob Timberlake Collection presented in 1990 at Lexington Home Brands, which is sponsoring the Gala. This year's winner of the IFDA National Honorary Recognition Award will also be introduced.

The 2004 IFDA Industry Forum & Conference will be an ideal opportunity for members and guests to network, learn about the newest design and business trends, enjoy tours and receptions, as well as visit the largest trade show for home furnishings in the world in High Point, NC.

## **IFDAEF Launches New Raymond Waites Scholarship, Leadership Seminars, at Conference**

The Educational Foundation of IFDA is establishing a new Raymond Waites Scholarship for Traditional Design and is initiating a new Leadership Development Seminar at the 2004 Industry Forum & Conference during the fall High Point International Home Furnishings Market, October 18-21.

Based at the Grandover Resort and Conference Center, the conference theme is "Designing Business for a Global Market" and noted international designer, Raymond Waites, is the Honorary Chairman.

"We are pleased to announce the establishment of this important new scholarship in Raymond's name," said Katie Goldfarb, FIFDA, Educational Foundation Chair. "Typically design schools emphasize contemporary ideas in the styling and creation of various products for the home, from fabric and lighting to accessories and furniture. Raymond Waites believes it is equally important to study historical perspective and classic themes in design. We concur and wish to help fill the void by offering this new scholarship. It will be seeded with proceeds of an art auction at the conference V.I.P. Reception and Gala, on Thursday evening, October 21."



Raymond Waites

Each chapter is invited to contribute one or two pieces of art for the auction. The grand finale of the Gala will be a live auction of a weekend at Raymond's home in the Hamptons.

Earlier that day, the EF is offering its first IFDA Leadership Development Seminar for members with potential for leadership in their professions as well as the organization. The daylong seminar will be led by Dr. Richard Liles and Dr. Mitch Owen of Liles & Associations, Inc., Raleigh, NC. They have developed and conducted leadership and communication workshops for major corporations and universities throughout the country. Dr. Wilma Hammett, FIFDA, chairman of the seminar said, "We are pleased to have people of this caliber leading our first seminar."

An IFDA/EF Leadership Development Fund has been established with seed money from longtime new York Chapter member and industry public relations consultant, Harriet Schoenthal, FIFDA, who said, "IFDA membership played a vital role in furthering my business and professional career. I decided it was time to give something back to the organization. These seminars are designed to help young members gain the vision and skills necessary to become leaders in their professions as well as IFDA in the years ahead."

## **IFDA to Honor Bob Timberlake as Its 2004 IFDA Trailblazer**

The International Furnishings and Design Association has selected renowned American artist, furniture licensing pioneer, and philanthropist, Bob Timberlake, as its 2004 IFDA Trailblazer. He will receive his award during the VIP Reception, Gala and Art Auction on Thursday, October 21, at the Grandover Resort and Conference Center, site of this year's IFDA conference. The conference is the first ever held in conjunction with a High Point market. The Gala will be sponsored by Lexington Home Brands.



Bob Timberlake

IFDA International President Constance Blair said, "We are thrilled that Bob Timberlake as this year's Trailblazer. IFDA annually recognizes an individual who has been a true pathfinder and industry pioneer—made a lasting impact, a broad contribution and opened new avenues in the home furnishings field. Bob Timberlake eminently qualifies for this prestigious IFDA award."

Timberlake, an internationally known realist painter, extended his creative energy into the genre of furniture, revolutionizing the industry by introducing the concept of branding a furniture collection according to a famous personality or lifestyle. Recently, the collection was named the most significant introduction of furniture in the past 40 years by *Furniture/Today*. He has received a number of industry awards.

In 1990, The World of Bob Timberlake Collection was presented at Lexington Home Brands, and since then eight additional furniture lines have been released. His collections share a common aesthetic, as if collected over many years and encompassing a range of themes, from 18th century to arts and crafts and cottage.

Bob Timberlake Furniture has passed the \$1 billion mark in sales and he now has licensed products to 12 leading manufacturers of home textiles, accessories and apparel. Bob Timberlake, Inc. also has an exclusive retail partnership with Bass Pro Shops to create and distribute Bob Timberlake apparel, home furnishings and outdoor products. In 1997, he introduced a collection of 24 home plans and licensed building components to create complete Bob Timberlake homes. He also opened a 15,000 square foot Bob Timberlake Gallery in his hometown of Lexington, NC featuring his art, apparel, collectibles, gifts, furniture and accessories. A second opened in Blowing Rock in 2001. His product range is offered at [www.bobtimberlake.com](http://www.bobtimberlake.com)

In September, Chetola Resort in Blowing Rock will name its newly renovated manor house, a historic property he has sought to transform, the Bob Timberlake Inn. It will be furnished with Bob Timberlake furniture, lamps, wall décor and accessories.

He began his career as an artist in 1970 with a sold-out exhibition and went on to eight other highly successful exhibitions at Hammer Galleries, New York City. His depictions of simple rural life in his native North Carolina have been exhibited throughout the world and are appreciated by millions. Currently, a retrospective exhibition called Bob Timberlake, Across Time, will run from September 18 through November 13 at the Appalachian Cultural Museum on the campus of Appalachian State University in Boone, NC.

Bob Timberlake has released five books and he designed four stamps for the US Postal Service. He has been honored by presidents Jimmy Carter and Ronald Reagan in the White house for his work with Keep America Beautiful, Inc. and by Prince Charles in Buckingham Palace. Known for his charitable endeavors, he has received numerous awards in recognition of his service to the Boy Scouts of America, the Duke Comprehensive Cancer Center and the Cystic Fibrosis Foundation as well as Keep America Beautiful, Inc. He has also received the American Forestry Award and the Albert Schweitzer Medal for Artistry, the only artist to receive this esteemed award. His donation of a print entitled "Jonquils" and other limited editions have raised approximately \$2 million for Duke Children's Hospital and Duke University Comprehensive Cancer Center.

He is currently chairman of Bob Timberlake, Inc., which has two divisions: Bob Timberlake Licensing and The Bob Timberlake Gallery.

**Come Early, Stay Late....2004 IFDA Conference  
Packed with Market, Tours, Information**

From start to finish, the 2004 IFDA Industry Forum & Conference during the High Point Market is going to be a "really big show." Early arrivals can enjoy a noon Designer Luncheon on the Club Level, IHFC, Saturday, October 16 sponsored by the Carolinas Chapter, IFDA and the IHFC. It will feature Michelle Lamb of *The Trend Curve*, discussing "Ten Top Trends for the Home." Cost is \$15 and advance registrations are urged. Send a check ASAP made out to IHFC, indicating 10/16 Luncheon to Gaye Outlaw, Box 828, High Point, NC 27261.

On Sunday there will be an Orientation Breakfast at the 200 Steele Café, 8-10 a.m. You will receive helpful information on covering the giant High Point Market.... shuttle schedules, maps, a Sponsor Resource List of showrooms and information about showrooms that are open to designers year round. Later that day, you are invited to Super Sunday on accessory floors, one through four of the IHFC, with more than 350 lines remaining open until 8 p.m. Enjoy exotic foods, open bars and special entertainment.

On Friday, Oct. 22, you have an opportunity to step back in time during a visit to Old Salem, a restored Moravian Village, circa 1766, and receive an in-depth tour of the Museum of Early Southern Decorative Arts. MESDA is dedicated to exhibiting and researching the regional decorative arts of the early American South, 1680—1820. It includes 24 period rooms and seven galleries displaying furniture, paintings, textiles, ceramics, silver and other metals. It is a true gem for home furnishings professionals and antique lovers. Attendees will enjoy lunch at the Old Salem Tavern which features Moravian recipes. Total cost is \$60. Arrangements have been made to store your luggage for the day.

Late afternoon, a bus will depart from Old Salem for a two-night visit to Asheville, NC with a daylong tour of the Biltmore Estate on Saturday, plus a tour and buffet dinner at historic Grove Park Inn. Those unable to go to Asheville will be shuttled to the Piedmont Triad International Airport for evening departures. Those on the National Board who want to go to Asheville, will be shuttled from the hotel to join the group in Old Salem. You must indicate this information on your registration form so shuttle arrangements can be made. A minimum of 30 are necessary for the Biltmore trip. This is a fantastic tour for an excellent price...an experience to long remember.

**2004 Industry Forum & Conference Sponsors**

**GOLD SPONSORS**

**LA-Z-BOY INCORPORATED  
LEXINGTON HOME BRANDS**

**SILVER SPONSOR**

**High Point Showroom Association**

**BRONZE SPONSORS**

**Baker Furniture  
Carolinas Chapter, IFDA  
Constance E. Blair  
Costa Blanca Textile Industries  
Curry & Company  
Crypton Super Fabrics  
Duralee  
E.J. Victor, Inc.  
Grace McNamara, Inc.  
Hancock & Moore  
Henkel-Harris, Inc.  
Laneventure  
Sedgefield by Adams  
Selva Style International  
Sherrill Furniture  
Taylor King Furniture  
Woodland Furniture LLC**

**FRIENDS**

**Austin Horn Collection  
Council Furniture  
Decorative Magic Design Center  
Ernest Hemingway Collection  
Thief River Linen  
Whitecraft  
Baltimore Chapter, IFDA  
Philadelphia Chapter, IFDA**

**SUPPORTING SPONSORS**

**PLATINUM**

**200 STEELE—Welcome reception  
FURNITURE TODAY—Advertisements**

**DIAMOND**

**International Home Furnishings Center—Advertisements  
Home Accents Today—Advertisements**

**GOLD**

**HFN—Advertisement  
High Point University, Norton Hall—Reception  
Market Square—Reception**

**SILVER**

**Glen Raven Fabrics— Gift/Tote Bags  
Altelier Drilling-Ad Design**

**BRONZE**

**Fine Furnishings International-Advertisement  
Crypton Super Fabrics-Decorations**

## ***A Morality Tale for the Trade***

A while back, I got a call from a member in one of our chapters. She had a problem and I believe her experience is not uncommon and her solution was correct, so I want to relate her experience to you. For the sake of our story and to protect the unpleasant client, I'll call the designer "Susan" and the unpleasant client... well, "the client"! And I will only give you the short, Reader's Digest, version.

Susan's client wanted to do some remodeling in her kitchen. Along the way, the client wanted to replace some appliances and cabinetry, flooring and the usual items that go along with a kitchen remodel, no matter the size. After several consultations with her client to be sure she was aware of her client's goals and objectives, Susan prepared a layout and specifications for the new kitchen showing placement of all the necessary components. After some modifications, the client approved the plan for the new kitchen. She asked Susan for a list of the items and the costs to implement the plan as well as the name of a store where she could see the products recommended. Susan gave the client the name of the vendor Susan used frequently where the client could see all the components necessary to complete the project. At the same time, Susan prepared a list of the costs of each item for her client to consider, making it clear that the client was free to shop elsewhere, purchase from Susan or from any other source she chose.

All of us, vendors and designers alike, know one thing for sure. It's that our clients love to shop around. The other thing that we know is that designers often get preferred pricing not just from trade only showrooms, but from retail vendors as well. And that's where the trouble began. Apparently, there was a salesperson in the store recommended by Susan who just happened to know the client and was willing to give the client the same preferred pricing the store provided to Susan. Susan had added a small margin to the costs she gave to the client, enough to pay Susan for the time she spent working up the pricing, ordering and tracking the product through to delivery. This is a well-used practice in the industry and was employed by Susan. However, the client became so upset at the thought that Susan's price was a bit higher than the price she got from the vendor's sales person that she decided Susan was trying to cheat her! She then promptly fired Susan and threatened to sue her!

So, why am I telling you this tale? Because, there has long been talk among many in the industry about whether designers and vendors must reveal their financial arrangements to the client. Is a designer or vendor

obligated under all circumstances to tell the client how much they pay for products they sell? If so, does a retail shopper have the right to know how much the retailer pays for the clothing they purchase or the food they buy? Or for that matter, does the designer have the right to demand to know what the vendor paid for the items they sell to the trade? The decision is still out on that question. But, Susan was off the hook because she did everything by the book. First, and most importantly, she had a signed Letter of Agreement outlining just how she would work with the client, how she would price products ordered through her, the method of payment and so on.



*Lynne Forde Breyer*

She made it clear to the client that she could shop anywhere for what was needed, not just from Susan. And that is the point of this little morality tale. Susan didn't get to finish the project, but there were no grounds to sue her, either, because she had put the agreement in writing and followed the letter of the agreement. Susan had an unreasonable client.

She also has a reason to change vendors, since this vendor did not value her ongoing business enough to protect her pricing. Until this issue gets some resolution, vendors and designers, please take note!

### ***Licensure Update:***

An attempt recently in Minnesota to convert the Title Act to a Practice Act for interior designers on the usual basis of "Health, safety and welfare" was thwarted by both the Senate and House in the 2004 session.

According to Mary Mustonen in a recent newsletter for ASID, Minnesota Chapter, the bill will be back in 2005. Said Ms. Mustonen, "Will this affect your ability to practice if you are not licensed? Yes." Senate File 2868 and House File 3066 exempted designers of 1 or 2 family residential buildings....for now. According to Michelle Bolton, small business lobbyist for NFIB, getting a bill passed is not difficult if there is no opposition. Getting a bill amended is even easier. Getting a bill rescinded after it has been voted into law is very difficult indeed. According to [www.asidmn.org](http://www.asidmn.org) "this legislation is jointly sponsored by ASID and IIDA..." as these bills are in all other areas where licensing has been imposed. Go to the website to learn more.

*By Lynne Forde Breyer  
IFDA Immediate Past International President*

**Editor's Note: This is the first of a two-part article about dyeing rugs and carpets**

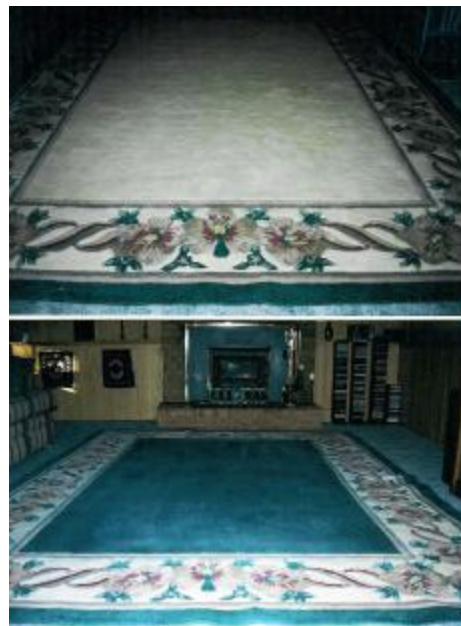
## ***Carpet Dyeing – A Solution for Homeowners***

Most existing carpeting in homes, including Oriental rugs, can be dyed. Many homeowners choose to spruce up their home each spring, whether to place it on the market for resale, to remodel, redecorate, or simply to do a thorough spring cleaning. The most noticeable casualty of a “lived-in” home is often the condition of the carpet. Eventually, ALL carpets develop problems, whether the issue is ugly matted traffic patterns, food stains or pet stains, sun fading, chemical spills, or bleach spots. Repeated cleaning often does not help. Even the best carpet cleaning may not remove stubborn stains, or the stains and high traffic patterns return soon after the carpet cleaners have gone. Carpet cleaning cannot successfully address the issue of fading, chemical spills, or bleach spots. Eventually, traffic patterns and matting just get worse. Many homeowners think that their carpet needs to be replaced simply because it’s matted down. New carpet seems to be the only solution. Only if the carpet is not functionally intact (threadbare or burnt in large areas, or torn in many places) is buying new carpet the only alternative.

Expert carpet dyeing can be an attractive alternative to premature carpet replacement. The average carpet will last for 15-20 years. But carpets are replaced 70 percent of the time for reasons other than wear. Those same carpets will be in good structural condition when discarded, but the appearance (color, discoloration, stains, fading, traffic areas, etc.) is unacceptable and not covered by any guarantee or warranty (as anyone knows who has ever tried to file a claim or pursue any recourse against the carpet retailer or manufacturer or a stain protectant company). Although a carpet should be cleaned properly on a regular schedule, (every 6 to 24 months depending on the carpet) improper cleaning or inadequate cleaning can actually harm the beauty and life of the carpet. Cheaper inferior carpet materials, such as polyester and olefin are not dyeable. If you are not sure what material your carpet is made from, a certified carpet dyeing technician can easily and quickly test the material to determine the fiber content.

### *Why Carpet is Dyed*

Some homeowners are dissatisfied with outdated colors, and prefer to dye their carpet to achieve a totally new color scheme. Others are unhappy because they are tired of the color, or it is incompatible with their décor. Many homeowners become frustrated with their attempts to keep their carpet clean (often a color choice which was recommended by a decorator or homebuilder, as a “safe neutral choice, good for resale value,” but which proves to be too light, and therefore nearly impossible to maintain). Others are convinced that their carpet appears to be worn out. Actually, most residential carpet does not wear out, it simply “uglies out.” Carpet dyeing can make your carpet look like new by restoring, protecting and preserving the beauty, color and life of your carpet. Professional carpet dyeing, done by a reputable company, can restore an existing color, achieve a slight color change, or achieve an exciting new color by color restoration, tone/tint, color matching, true dyeing via color change, or spot dyeing. Patterned, multicolored, or sculptured carpet can also be successfully dyed, as well as virtually all Oriental rugs.



*Top photo shows before dyeing; bottom photo indicates after dyeing. Photos supplied by author.*

### *Carpet Dyeing Saves Money For Homeowners*

Expert carpet dyeing can save a homeowner a great deal of money, as the cost is from 50 to 80 percent less expensive than the cost of premature carpet replacement, depending on the grade and condition of the carpet. In a home that has 1500 square feet of carpeted area, the cost of replacing the carpet with a medium grade, may cost \$8,000. Redyeing the existing carpet could cost \$2,000 or less, thus realizing a savings of \$6,000 (75 percent less than new carpet).

*(continued on page 9)*



(continued from page 8)

### *Questions to Ask Before Selecting a Carpet Dyer*

There are only a few dozen full-time carpet dyeing specialists in the USA, with only a handful who are Certified Dye Masters and Colorists. Carpet dyeing is an art and requires extensive technical training. Suffice it to say that "a savvy consumer would not take their car to a car wash to have it painted." When searching for companies who do carpet dyeing, it would be well to ask the following questions:

- Is carpet dyeing the main focus of their business?
- Do they have Certified Dye Technicians who will be performing the work?
- What kind of training and credentials does their technical staff have?
- Are the dyes guaranteed to be permanent and colorfast for the life of the carpet?
- Will the dyes leave any kind of residue?
- Do they have a portfolio of letters of reference and endorsements?
- Are Materials Safety Data Sheets available for inspection to prove non-toxicity of their solutions?
- Do they use liquid dyes as opposed to powder dyes? (Liquid dyes do not leave a powdery residue behind.)
- Are they willing to guarantee that newly dyed carpet will have even coloration?
- Are they willing to provide a written guarantee to attest to the results and the quality of their work?
- Are they able to achieve perfect color matching?

*This article was submitted by Chris Howell, a member of the Washington Chapter.*

*Next issue, Howell will discuss sun fading and Oriental rugs*

## BALTIMORE CHAPTER Learns, Parties and Plans!

Baltimore members spent the summer learning more about local sources and suppliers, preparing for the High Point Conference and lounging under the stars while listening to a local jazz quartet.



Baltimore Chapter members identified this photo as: Here No Evil—Connie Siegel; See No Evil—Wanda Matthews; and Speak No Evil—Angela Cambouris. The scene is the chapter's Summer Social at Historic Ladew Gardens.

In June IFDA Baltimore members attended a private tour at Niermann Weeks, one of Maryland's pre-eminent high end furniture manufacturers that distributes product around the world.

Here, members found out how the creative process goes into production and ends up in their customers' homes.

Getting to see firsthand how some of the most sought after pieces of furniture and lighting fixtures are made at the studio and factory of one of the areas best known furniture artisans proved very informative. A roundtable discussion further enlightened members that it is not just the creative talent of Niermann Weeks that devises the design, but often with the help of the designer who does the specifying. Trade clients can come with a design already in mind; the company will then work with them to

execute it using their vast production experience and skilled craftspeople. If the design has a universal appeal, Niermann Weeks will license it from the designer and market it through their showroom, providing the designer with royalty payments.

Out in the factory, members watched the many steps taken to produce fine furniture pieces from raw wood and metal, seeing the various preparation processes that it takes to become the finished beauty coveted worldwide as well as pictured on the pages of top shelter publications. Members also met the artisans as they toiled with their various skills.

Being summer, IFDA Baltimore members did not simply work, but took time to relax as well. And this summer it was under the stars at Ladew Gardens, a historic house and garden museum in the Maryland horse country. Here, amidst the topiary dolphins, fox hunters and swans—not to mention the vast variety of intimate garden settings—members attended an outdoor concert sharing among themselves much food and libation. Diane Replogle's cookies, Wanda Matthew's meatloaf and chocolate mousse were great hits as was the other fare brought and shared by other members as everyone relaxed to jazz and big band music.

On the business front, the Baltimore Board held a strategic planning retreat in July where next year's strategic plan was discussed while focusing on how to make the most out of the New Year. Members are also planning for this fall's High Point Conference, "Designing Business For a Global Market" and looking forward to seeing everyone there.

## N EW ENGLAND CHAPTER

Our membership continues to increase with our latest record being set at 212. I think the camaraderie of our members plays a significant roll in this, as well as the work of our superb membership V.P. Kathie Chrisicos.

Our recent workshops on Marketing and Internet Utilization and Sourcing and Source Library Organization were very informative, as well as a cocktail-buffet evening at Zen Gardens, Inc. where the topic was "Designing the Outdoor Room."

Our Ronald McDonald House committee was recently written up in *Banker and Tradesman* for its outstanding contribution to the Ronald McDonald House over the past six years. This dedicated group of designers is headed by our VP of Community Service (and former President) Kathleen Sullivan Elliott.

In August, our schedule slowed down a bit. However, we continued to provide our series of Best Practices workshops for interior designers.

In addition, we have many events coming in the fall, including a lecture and luncheon at Yale Appliance and Lighting, our annual IFDA New England membership dinner/table-top trade show, and a luncheon seminar on marketing and advertising your business put on by Boston Magazine and hosted by M-Geough Company, Inc. and MWI/Fibershield.

Other events are also in the works including a trip to Newport, RI and our Holiday Party.

# N

EW YORK CHAPTER'S  
ACADEMY AWARDS

On September 29, the chapter will present its coveted awards honoring the most outstanding talents and creativity of members of the residential and commercial product and design community in several categories. The chapter's "Academy Awards" of Residential and Commercial Product and Design Industries will take place in the Grand Ballroom of Manhattan's celebrated Yale Club.

This year, The Laurel Award for overall excellence and outstanding performance in the home furnishings field will be received by Alfred and Aminy Audi, co-owners of L. & J.G. Stickley, Inc., in Manlius NY. Honored as the Revolutionary Retailer, an award that spotlights innovative and creative merchandising concepts at the retail level will be Farooq Kathwari, chairman, president, and CEO of Ethan Allen Inc.

The Circle of Excellence Award in Advertising/Marketing will be presented to Chris Madden, of Chris Madden, Inc., who has brought a fresh and savvy persona to home design through licensing and merchandising. Donna Warner, editor-in-chief, *Metropolitan Home* magazine, will receive the Circle of Excellence Editorial/Award for her outstanding and continuous commitment and focus on contemporary design today's living.

Receiving the award for Interior Design, Eric Cohler of Eric Cohler Design, will be honored for his unique vision of contemporary style based on a strong foundation of classic decorative arts. One of the most distinguished practitioners of public relations in the home furnishings and other fields today, Lou Rena Hammond, Lou Hammond & Associates, Inc., will be the Circle's winner in the Public Relations category.

Nominations for Circle of Excellence Awards are conducted within the New York chapter by its members. Nominees need not be IFDA members but must be distinguished leaders and exceptional contributors to their area of expertise.

For more information, phone 212.686.6020.



*Donna Warner*



*Chris Madden*



*Farooq Kathwari*



*Eric Cohler*



*Lou Rena Hammond*



*Aminy and Alfred Audi*

## NORTHERN CALIFORNIA CHAPTER

The Family Stress Center received “much appreciated assistance” from the Northern California Chapter for its recent completion of a flooring project. The chapter oversaw replacement of carpeting and vinyl flooring for various rooms at the Center, which is dedicated to serving victims of abuse.

Ann Lowry of Modesto Junior College was selected to receive the chapter’s Carolyn Thomas Grant. Lowry will utilize the funds to develop a resource area and data base for the interior design program that she has recently taken over and revamped at the Modesto college.

The highly popular Sustainable Loft Home Design Competition will return as part of the Student Career Forum, which the chapter will chair in March 2005. The Forum, which the chapter initiated almost four decades ago, has drawn students from five western states. Because space is limited, attendance will be restricted to only students from colleges and universities in northern and central California as well as Nevada. Other participating organizations for the next Forum include ASID Peninsula, North and Central chapters as well as NKBA.

On the chapter agenda are tours of The American Center for Food, Wine & The Arts, a not-for-profit Center and museum in Napa, and the San Francisco Opera House as well as a holiday event. A General Membership Meeting is also slated for September , when the Carolyn Thomas Grant will be presented. Liz Jan, a practitioner of Vastu Shastra will also be featured. Vastu is the ancient Indian design principle of the organization of space that accords with the laws of the universe. It is a precursor of Feng Shui.



*Member Jan Vicain shared lighting data with members at the RJ Collections Showroom, recently.*



## PHILADELPHIA CHAPTER GEARS UP

for a busy fall. In appreciation of my board members diligent work, I am hosting our August Board Meeting and a dinner afterwards at my home and as a true 'foodie', I am really looking forward to cooking up a small feast for the occasion.

Invitations to our General Meeting, to be held October 6, are at the printers and we have planned quite an eventful evening. The meeting will be held at the Brandywine River Museum immediately followed by a private, guided tour of the museum. We will then move a mile down the road to the Gables Restaurant for networking, heavy hors d'oeuvres, and special presentations from our new sponsors. In the past, the General Meeting has acted as a catalyst for membership and we have often referred to it as our 'Fall Membership Drive'. Given the location and itinerary, I expect a tremendous turnout. At this meeting we are planning to hand out our long awaited and much anticipated Philadelphia Chapter Members' Directory that has been in the works since January. Kudos to Joan Schiff and her committee for making this dream our reality!

We are ecstatic and most appreciative of the EF Award that will help offset the costs of our "Decorative Arts and Architecture of Historic Newport Educational Program" set for November 12-14 in Newport, RI. Newport *will* be decked out for the holidays and we have fabulous accommodations reserved. A full weekend is planned including renowned speaker Anita Raphael who will give a talk at Sunday brunch. There will be a narrated bus tour of Ocean Dr, private tours of two Gilded Age Mansions, tours of Rough Point Mansion and the Isaac Bell House, and of course, free time for plenty of shopping. We extend an invitation to any IFDA member who may be able to join us; estimated cost of the trip will be \$400 for members, \$450 for non members. Invitations will be in the mail the beginning of October and information will be posted on the IFDA website.

The Clive Christian Showroom will host our Holiday Party and induction of new officers. In the spirit of Christmas, we have decided to take the focus off the party aspect and turn it into a fundraiser for our on-going community service project the Women's Domestic Violence Center of West Chester. We will be asking for donations of items needed or a monetary contribution. We found that last year's mailing that consisted of a note with information about the Domestic Center and a card with an envelope to mail a contribution back in to us, was a great way to get response and we will repeat that.

We have had two Nominating Committee meetings and are making headway with prospects for our 2005 VP Board positions. I am looking forward to new faces and think it is extremely important to be filling positions with some of our new members

Our VP Sponsorship, Eileen Devine has exerted tremendous effort on defining and clarifying the different levels of sponsorship for our chapter. She has made incredible strides towards taking our chapter to new levels of Sponsorship and she is developing new incentives. Eileen has been one of the first VP Sponsorships who have really brought in significant support and she is to be commended. We are all impressed with her many talents!

I have reserved premium space for an IFDA ad in the new Philadelphia Marketplace Design Directory. This should give our chapter a high profile and get our name out to the greater Philadelphia community resulting in new members.

Our Annual Student Roundtable Event is being headed up by VPs of Membership Ellen Cohen and Val Pogue; several dates in November are in consideration and local universities and colleges have been contacted to make sure the date will coincide with their busy schedules. Once again, this annual event will be hosted by Lee Jofa Showroom, which in the past has been extremely supportive of our chapter—much gratitude to Ted Miller. The Student Roundtable event has been a fabulous source of new members and both Ellen and Val have initially come to us through this event. Don't hesitate to contact me regarding how to set up this kind of event for your chapters!



Ellen Bartholomus of Blue Streak Gallery and Barry Remley from Washington Chapter at the Philadelphia Chapter VESPER event sponsored by the Sherwin William Company.



Sharon Houck, Barry Remley, Pam Lindvall with Philadelphia skyline in the background.



Lee Kallos, Ted Miller and guests with Philadelphia Art Museum in background.

## ***The Philadelphia Chapter and IFDA Educational Foundation Plan a Gilded Age Weekend of Education***

Here are the details:

Carpool up to New England on November 12 ( a 5 hour trip from Philadelphia)

Begin in Wickford, RI; a small, historic, architecturally-charming seaport town just minutes from Newport. It's a fun place to shop, eat, antique, and walk & gawk.

Cocktail reception/light supper at Linda Barnes' cottage (not gilded-age), then drive on to Newport over the twinkling Jamestown and Newport bridges.

Gracious evening accommodations at the Admiral Fitzroy Inn, a European-style hotel on the National Register of Historic Places and central to everything.

Catch a quick bite, hop aboard a motor coach, and experience a fantastic tour of Ocean Drive and Bellevue Avenue with an historic overview of Newport by renowned Historic Guide, Anita Rafael.

Visit the "Samuel Whitehorne House", a fully restored 1811 Newport Mansion of Federal period and home to the Doris Duke collection of Newport Furniture. It features an elegant hipped roof, classically inspired circular portico, and a formal garden.

"Do Lunch" at the La Forge Casino Restaurant overlooking the grass courts of the Tennis Hall of Fame.

Walk to the Isaac Bell House, for a "special" tour of the fully restored National Historic Landmark and one of the finest examples of shingle-style architecture in America; it was built in 1883.

Proceed to the "Elms," an elegant French Chateau built for a Philadelphia millionaire in 1901, with its elaborate sunken garden.

Free time to shop, antique, stroll the streets and take in the colonial architecture, or visit one of the other famed Gilded-age mansions.

Evening dining is on their own; fabulous suggestions provided!

Sunday morning early tour of the Breakers, an 1895 mansion built for Cornelius Vanderbilt. This 70-room Italian Renaissance-style house includes a 45-foot high central great hall.

Brunch at the White Horse Tavern; a haven for natives and travelers since 1687 serving sophisticated American cuisine and continental favorites. We will be joined, again, by Anita Rafael for a curator's talk between delicious courses.

This will conclude the organized event, but all may linger in the festive Holiday decorated Newport for more shopping, sightseeing, and tasting before heading home.