

A MESSAGE FROM INTERNATIONAL PRESIDENT

Summer is quickly approaching, and as always it will be just a memory before we know it! To that end, it is not too early to begin your plans to attend this year's IFDA International Conference. I hope that planning and execution is well underway in each chapter to promote conference attendance and to develop and employ strategies that will afford more members to participate in this year's outstanding High Point experience.

With the competition as intense as it is right now between airlines and each of them seeking more opportunities to capture travelers, we have never had more clout. I encourage each chapter to consider sending enough participants to this year's conference to qualify for group travel packages. If the members in each chapter can pool their resources, it will give attendees more buying power. The return for this advanced planning will benefit your chapters through higher participation and of course each member through lower overall costs.

I invite you all to visit our website for up to the minute information on our International Conference, *Designing Business for a Global Market*.

I hope that you all have been enjoying the MarketFax publication that you have been receiving. It is packed with up to the minute information and I would appreciate your feedback.



2004 IFDA International President
Constance Blair

Please keep up-to-the-minute information about your chapters and your calendar of events on our Chapter Events page at www.ifda.com. Many of our members who are traveling in or through other chapter's geographical areas view the events calendar to take advantage of what other chapters have to offer.

Have a safe and happy summer; I look forward to seeing as many of you as possible at the Grandover Resort in High Point at our Conference in October!

INSIDE THIS ISSUE:

<i>Fellows Information</i>	2
<i>International Board</i>	2
<i>Sales Tax on Services</i>	3
<i>NCIDQ/FIDER</i>	4
<i>Conference</i>	5
<i>IFDA EF</i>	6
<i>Chapter News</i>	7-12

IFDA FELLOWS: 450 Points.....Are You There Yet?

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
Membership Coordinator
Barbara Holme
Southwest Chapter

Secretary/Parliamentarian
Janet Brown FIFDA
New England Chapter

Chapter Leadership
Carolyn Meek FIFDA
New England Chapter

Strategic Planning
Jeanne Matlock
North Central Chapter

Marketing and PR
Mervyn Kaufman FIFDA
New York Chapter

Communications
Sarah Warnick FIFDA
Northern California

Educational Foundation
Chair
Katie Goldfarb FIFDA
Washington Chapter

Vice Chair
Nancy Kloehn
North Central Chapter

Advisor
Shirley Ebert
Georgia Chapter

To get the most out of any membership, you should participate in the organization and the International Furnishings and Design Association is no exception.

There is a potential reward at the end of all those hours of fun and work, apart from the satisfaction of jobs well done and invaluable networking and learning opportunities. You may be eligible to become a prestigious **IFDA Fellow**, an honor that recognizes service to IFDA, at the local and/or national level, as well as contributions to civic, educational or industry causes.

July 12 is the deadline for Daphne Bloomberg, FIFDA, to receive your application.
Send it to: Daphne Bloomberg, FIFDA, Iris Design Associates, 9904 Barstow Court, Potomac, MD 20854.

If you have been a member of IFDA for any length of time--you need to be a member for at least eight consecutive years to qualify to become a Fellow--you will appreciate the revised, streamlined application process today. It takes the place of what used to be an onerous and unwieldy chore.

Most Fellows have embraced a broad range of committees and board opportunities, possibly several in one year. To further simplify the process, keep a

file with evidence of your IFDA commitments--copies of symposium and conference registration forms or committee and board minutes with your name included--and the process will be even easier.

If you have not done this, and cannot capture the required evidence, there is a form on which all you need are two board members signatures to verify participation.

Everything you need to know is on the web site: an application form, standing rules and point verification form. There is also a list of all IFDA Fellows, so should you have a question, contact any one of them, or phone the Fellows Committee members: Daphne Bloomberg, FIFDA, chair, Washington Chapter; Jeanne Byington, FIFDA, New York Chapter; Dee Dee Cummins, FIFDA, Washington Chapter; and, Wilma Hammett, Ph.D. FIFDA, Carolinas Chapter.

Wilma Hammett says, "Being a Fellow in IFDA means that you have been recognized for your leadership in the organization at the local as well as the national level. It rewards everyone who is dedicated to the organization and its ideals over the long run. For me personally, it is recognition of my leadership and dedication by my colleagues in the furnishings industry. In the educational community, being named a 'Fellow' in one's professional organization is considered to be highly visible recognition of career accomplishments and achievements. Academic administration gives a lot of credibility and respect to that type of honor."

To accumulate all of this information will be time well spent. As an IFDA Fellow, you will achieve recognition for your extraordinary efforts on behalf of an industry you treasure and a community you hold dear.

How Washington Chapter IFDA Fellows Candidates Document Their Points

IFDA Washington Chapter's Fellows candidates work together to assist each other in their fellows application process. The chapter has a long standing tradition of bringing fellows candidates together to work on the applications.

A Saturday, including lunch, is set aside by Chapter Fellows VP, Dee Dee Cummings FIFDA, at the office of Donna Ralston Latham FIFDA. An atmosphere of sharing and camaraderie prevails all day as the candidates work to document their points and to assemble their applications. IFDA Fellows candidates from the Washington and Baltimore chapters gather to pour over years of chapter mailings, newsletters and minutes to help candidates document their IFDA activities. Many Washington Chapter Fellows also lend their applications for the candidates to review.

"In the daylong process, candidates pull information for prospective fellows candidates as well," says Dee Dee. "This gift of documentation has spurred many IFDA

A BEDTIME STORY FOR SMALL BUSINESS OWNERS



I want to tell you a story... a potentially important story for you and your small business. It's not a tale of horror, but it is a bit scary. But stay with me to the end of this little tale and decide for yourself.

Janice Easton is a long time interior designer with a very nice clientele. She likes her work, enjoys her clients and always does her best to serve their needs at reasonable costs to them.

She supports her local small business suppliers who she can count on to provide products and services to serve her clients. She understands that just about everyone has a budget and she does a good job of working within that budget while making sure she makes a fair profit on each project so that she can stay in business. She stays very busy with a satisfied client base.

The state in which Janice lives had been considering imposing sales tax on services. Janice read about this in her local paper, but didn't really give it much thought. After all, she already collected sales tax on much of what she sold to her clients so collecting sales tax on services rendered would have only a minor impact on her business practice. So Janice just kept on working with her clients without another thought to the sales tax issue and, eventually, the sales tax on service was enacted. At the end of the year, even though she had done business in the same volume as she had always done, she saw a decrease in her net profits! How could this be?

What Janice hadn't thought about or factored into her business planning was the impact the sales tax on service would have on her profits. This is how it all played out...

Janice normally billed about \$1.75 million dollars in business per year on average. Of that, she billed about 20% in fees for her services, about 12% for freight, receiving and deliveries, about 18% in tax-exempt services and 8% in sales taxes on taxable products and services which accounted for 46.3% of her total sales on which her profits were 30%.

In real numbers, it added up like this:

- \$1,750,000 in total billings
- \$ 350,000 in tax-exempt design fees
- \$ 210,000 in tax-exempt freight, receiving and deliveries
- \$ 315,000 in tax-exempt services
- \$ 810,200 in taxable merchandise (\$243,060 net after cost of goods sold)
- \$ 64,800 in sales tax

Janice's gross income in this scenario is \$593,060 assuming all other tax-exempt charges were billed at net to the client. If Janice's overhead is 23%, a reasonable percentage for a small business, she would pay \$402,500 for overhead leaving her with a net income of \$190,560. Not bad for a year's work, even after she pays her income tax! But after the sales tax on service was enacted, here's how Janice's \$1,750,000 played out:

- \$ 350,000 taxable design fees
- \$ 210,000 taxable freight, etc.
- \$ 315,000 taxable services
- \$ 70,000 sales tax at 8% on those services (the Piper must be paid!!)
- \$ 745,400 reduced amount left for merchandise, a reduction of \$64,800
- \$59,600 sales tax on merchandise

Janice's gross profit in this scenario is now only \$573,620 due to the extra sales tax that had to come out of the \$1,750,000 gross sales leaving her with \$171,120 in net income before income tax, nearly \$20,000 less! If Janice has a bad year and her gross sales are only \$1,000,000, without sales tax on services, net income would be \$108,889, but only \$97,555 with sales tax on services, a difference of a whopping \$11,334 reduction in pre-tax income! That's like taking a 10% pay cut.

When Janice realized what ignoring issues that would adversely affect her business cost her, she learned a very expensive, and exhausting, lesson. She now has to work nearly seven hours more per week, or nearly a whole extra day, to make up for her loss of income to sales taxes. And, of course, she also has to PAY more when a service person repairs, paints, cleans, etc. for her personally. It's impossible to calculate the REAL loss of discretionary income when you factor in these services she will be required to engage. And every service vendor now has to collect and pay sales tax on all services rendered to consumers as well, so this didn't just affect designers in our industry. Add to that the fact that Janice's clients now get less for their budgeted dollars because more of their budget goes to pay taxes (already approximately 40% of consumer dollars spent goes to some type of tax)... well, you can see why this is a bit scary.

Right now, several states are considering imposing sales tax on services and fees that are currently tax-exempt. If and when this idea surfaces in your state, are you going to be like Janice?

By Lynne Forde Breyer
IFDA Immediate Past International President

Position Papers Published Against Single Entry Method

Two new position papers have been published against the single entry (NCIDQ/FIDER only) method into the field of interior design by the Association of Independent Colleges of Art and Design and the National Association of Schools of Art and Design. That brings to seven the number of major industry organizations making statements against this type of highly restrictive licensing, with two in favor. Other developments on this issue are:

NEW YORK - Bill A8587 was introduced in the Assembly roughly a year ago to amend the existing title law by changing the regulated title from "Certified Interior Designer" to simply "Interior Designer." The head of the ASID chapter in the New York City metro area indicated in a N.Y. Times article that she wants required certification of all interior designers, noting that only 77 of the roughly 1000 eligible designers in her chapter were certified. Since it's hard to practice interior design without being able to call yourself an interior designer, the effect of this law is inevitable. A justification listed in the introduction of the bill is that there are people calling themselves interior designers who are not practicing interior design as defined in the existing title law.

A8587 was assigned to the Assembly's education committee, where it resides today. On first glance the law would change just the title covered by state law. However, AIA and some NASAD (non-FIDER) design schools in New York City are objecting to other provisions of the law having to do with grandfathering, and certain education and work requirements.

At this time there is no agreement among those concerned, so the law has not moved forward. Our indications are that the Assembly committee is looking favorably on the bill in general, but is quite uncomfortable with implications of some of the details being contested. **Source: Bill Barrett, Executive Director, AICAD (Association of Independent Colleges of Art and Design)**

Massachusetts - Bill HB 2592 was introduced in early 2003 to establish a practice act in MA. The bill proposes FIDER only, IDEP only, and NCIDQ only. A similar effort about a decade ago failed due to objections from architects. The new bill aims to get around those earlier opponents by exempting from regulation all decorators, furniture retailers, and designers of one and two family residences. A public hearing on the bill was held in November, 2003. Those speaking in favor of the bill indicated that designers are unable to gain work on state funded projects (though no one cared to explain why title law could not also cure that problem). Those speaking against the law focused mainly on the highly restrictive nature of the law - FIDER/IDEP/NCIDQ only - and on how many potential designers would be excluded from practice in the state if the bill were adopted as written (all those in the community college system, for example).

Interested parties are now talking - opponents seeking to open up the process and change to a title law, and supporters trying to give away as little as possible. A recent draft incorporated NASAD accreditation in addition to FIDER, but deleted the exemption for decorators. The bill is tied up in negotiations. The MA House seems to have no great interest in moving it forward at this time. **Source: Bill Barrett, Executive Director, AICAD (Association of Independent Colleges of Art and Design)**

Arizona - A bill was drafted proposing a Practice Act, which would have re-defined the title "Interior Designer" and requiring those in the practice of "interior design" under the new definition to be licensed. Although the bill did not specify the requirements for licensing, state officials are on record as saying they would only regulate a single entry method with the NCIDQ being the only qualifying test. Opponents of the bill were successful in preventing the bill from being heard during the 2004 session and the bill died for lack of a sponsor. That bill is being re-drafted with the hope that it will be heard during the 2005 legislative session. **Source: M. Bolton, NFIB**

*By Lynne Forde Breyer
IFDA Immediate Past International President*

Program, Tours Set for IFDA Industry Forum and Conference Coinciding with October High Point Market

An exciting roster is being developed for the 2004 IFDA Industry Forum and Conference, and post conference tours to Old Salem and the Biltmore Estate are in place, according to Chairman Bonnie L. Peterson, FIFDA. Based at the beautiful Grandover Resort and Conference Center, the conference will coincide with the second half of the fall High Point Market, October 18-22. The theme is "Designing Business for a Global Market." Noted international designer and originator of key style trends over the past 30 years, Raymond Waites, is the Honorary Chairman. He will provide the keynote presentation during a seated breakfast on Tuesday, October 19, Design Focus Day.



Chairman Peterson commented, "We're delighted with Raymond's participation and are pleased with the caliber of speakers who are accepting our invitation to participate in this unique conference. The program will be dynamic, enlightening and impact the way attendees conduct business in the years ahead. We are also able to report the two post conference tours are now in place and will be exceptional!"

The Educational Foundation of IFDA is organizing the conference program.

Two panels will be featured on Tuesday. Moderator will be Grace McNamara, president of Grace McNamara, Inc. and publisher of *Fine Furnishings International*, *Window Fashions*, *Wall Fashions* and *LOOP*. One panel will discuss cutting-edge trends, the other will explore new realities in design. The luncheon speaker that day will be Ellen Gefen of the Home Fashion Report, a morning TV show highlighting new products being introduced at Market. That afternoon, attendees can spend several hours visiting High Point showrooms before going to Market Square for a special reception.

On Business Focus Day, October 20, there will be two panels. The first will be moderated by Warren Shoulberg, Editor-in-Chief of *HFN* and *InFurniture*. The discussion will zero in on marketing to the eager-to-buy. The second will be moderated by Jerry Epperson, Managing Director of Mann, Armistead & Epperson, Ltd., an investment banking and advisory firm that specializes in home furnishings. This panel will delve into how the import/export enigma is impacting the industry.

The luncheon speaker that day will be Joe Carroll, publisher of *Furniture/Today* who will provide a business wrap-up of the concluding market. Also featured will be the July Showtime fabric fashion show, with IFDA members serving as models. That evening, there will be a tour and reception at Norton Hall, the handsome, newly dedicated furnishings building at High Point University.

On Friday, October 22, IFDA participants will tour Old Salem, a restored Moravian Village in nearby Winston-Salem. They will also receive an in-depth tour of the Museum of Early Southern Decorative Arts featuring 24 period rooms. Lunch will be at Old Salem Tavern. Late that afternoon, a bus will depart for the Biltmore Estate in Asheville, NC, a scenic trip as this will be high fall color weekend for the region. The fee for this excursion is \$55.

On Saturday, there will be a tour of the Biltmore mansion, a behind-the-scenes tour, time for lunch and to visit the lovely gardens, winery, etc. Later, attendees will tour the historic Grove Park Inn and enjoy their lavish Saturday night buffet. Cost for two nights lodging with continental breakfast, all tours and Saturday dinner will be \$345. Watch for details in the 2004 IFDA Industry Forum and Conference brochure that all members will receive in mid-July.

**WATCH FOR DETAILS
IN THE 2004 IFDA
INDUSTRY FORUM &
CONFERENCE
BROCHURE
IN MID-JULY**

Educational Foundation to Offer Leadership Development Seminar “Leading with Style” During October Conference

The IFDA Educational Foundation is initiating an all-day leadership development seminar during the upcoming IFDA Conference slated October 18-22 at the Grandover Resort in conjunction with the fall High Point International Home Furnishings Market. Titled “Leading with Style,” it will be led by Dr. Richard Liles and Dr. Mitch Owen of Liles & Associates, Inc., Raleigh, NC, who have developed and conducted leadership and communication workshops for major corporations and universities nationwide. Dr. Wilma Hammett, FIFDA, chairman of the seminar, said, “We are pleased to have people of this caliber leading our first leadership development seminar.”

Thanks to the commitment of longtime member Harriet Schoenthal FIFDA, a fund has been established that will provide financial support for a yearly seminar designed to enhance the leadership skills of bright young members who are the future of IFDA as well as the home furnishings industry.

Deadline is June 30 to seek financial support for Leadership Development Seminar

A former president of the New York Chapter, Harriet commented, “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.”

Dr. Liles and Dr. Owen have held leadership workshops for General Motors, Inc., Kellogg Foundation, Wachovia Bank and Delphi as well as for numerous universities and medical entities. They will provide insight and tools on how seminar participants can become leaders by increasing their leadership power through more effective communication, and learning how to better promote ideas and products to customers and clients. They will focus on processes that enhance professional and personal growth, team building skills.

Each chapter is encouraged to send at least one candidate. Financial support for 15 participants is available: \$1,000 per person includes the seminar, lunch, \$100 toward lodging, \$1000 conference rebate and economy coach airfare, 14 day advance purchase.

Candidates must be active IFDA members in good standing for up to seven consecutive years; an active participant in the local chapter one to two years, excluding serving as chapter president or president-elect; and have demonstrated leadership potential in his/her field and in IFDA.

The deadline is June 30. For more details visit www.ifdaef.org or contact Wilma Hammett at 919.847.3064 or wshammett@aol.com

IFDA EF Receives 115 Applications for Grants, Scholarships

The Educational Foundation of IFDA received a total of 115 applications for grants and scholarships this year. The increase in applicants over the past two years is due in large part to the user friendly EF web site now online.

Dr. Nancy Wolford, EF Director of Grants and Scholarships, said, “We are gratified that so many young students as well as those returning for further education are discovering the financial assistance available to them with the Educational Foundation. It is our hope to enhance these opportunities in the years ahead through the generous support of members, fund raising projects and industry contributions.”

Of the 155 received, 53 applications were appropriate to the scholarship or grant being sought, had been completed correctly and had all the necessary criteria such as letters of recommendation on school letterheads. Applicants include: one IFDA chapter partnership grant; three Ina Mae Kaplan Historic Preservation Grants; two Universal Design Grants; 10 IFDA student member candidates; and, 37 for the Charles D. Mayo Scholarship open to all students. Applications were received for the Vercille Voss and Ruth Clark scholarships, but did not meet required criteria.

Those receiving the IFDA EF grants and scholarships this year will be notified by the end of June.

Did You Hear This Chapter's News

Baltimore

Spring in the Baltimore Chapter has been a busy one. March found us networking at the studio of one of the top architectural iron artists in the city, The John Gutierrez Studios. Here, members of the design community learned about the services an artist's studio can provide from custom-created architectural iron pieces to stairs and railings, then on to delicate and interesting furniture pieces. IFDA members found it interesting to meet the artisans as well as taste a fine selection of Spanish wine and nibbles!

April got the chapter all charged up about window fashions when Baltimore was again the host city for the International Window Fashion Expo. Again this year, IFDA was fortunate enough to have a membership booth manned by IFDA Executive Director Maura Middleton and Lindsay Orr. Here, potential IFDA members met



Left, a scene from the IFDA Baltimore Trade Show. Above, Bea Kingsbury and Angela Cambouris greet guests to the chapter's membership table.



both IFDA members and staff and learned about the many benefits of IFDA membership. No matter where they hail from, IFDA membership was shown to benefit their business and them personally. To get that party started, IFDA Baltimore hosted a networking event called Getting to Know Antiques, at Gaines McHale, a local purveyor of fine continental antiques, just steps away from the convention center. We thank all the IFDA members from other chapters who came out to hang out with us Baltimoreans at one of our chapter's monthly networking events!

May brought members of the design community together at the IFDA Baltimore Market Resources Show, where 34 vendors highlighted their products and services to the interior and architectural community. This event is one of the jewels in the IFDA Baltimore Crown, where members get to know some of the top design sources and suppliers in the region. May also provided a special honor to IFDA Baltimore President William West Hopper, who was selected to participate in the United States of eBay representing entrepreneurs from all 50 states and the District of Columbia in Washington DC. This 2-day educational seminar and lobbying opportunity hosted by eBay president Meg Whitman, and various members of Congress, such as Jesse Jackson, Jr., John McCain and David Dreier. Association membership such as IFDA was represented as an important entrepreneurial asset for all small business people.

IFDA Baltimore looks forward to the summer and the upcoming IFDA Conference.

(continued on page 8)

C arolinas

The Carolinas Chapter is holding its 10th annual home furnishings benefit sale June 17-19 at the Radisson Hotel in downtown High Point, NC.

A by-invitation preview party is being held on Thursday evening, the 17th, with the public sale getting underway Friday and ending on Saturday afternoon or until everything is sold. The sale features donated wood and upholstered furniture, accessories, pictures, lamps, fabrics, bedding and more.

Each year, Carolinas Chapter members solicit donations of items such as market showroom samples and factory close-outs. More than \$150,000 has been raised at these annual sales in the past 10 years and contributed to various educational endeavors related to the home furnishing industry. Proceeds from this year's sale will support the Home Furnishings Program at High Point University, the Ruth Clark Scholarship for furniture design students, as well as additional scholarships and educational projects.

"This Carolinas Chapter IFDA Sale is a win-win-win situation. It provides an opportunity for companies to 'write-off' their product donation...consumers get a chance to purchase home furnishings at bargain prices...and it gives industry educational programs a boost.." commented Joanne Hoover, FIFDA, sale chairman. "Our chapter is grateful for the continued support of companies that generously support this sale each year."

The Carolinas Chapter is also gearing up to provide support for the upcoming 2004 IFDA Industry Forum and Conference that will be held, for the first time, in conjunction with a High Point International Home Furnishings Market. It will be based at the beautiful Grandover Resort & Conference Center, which features a spa and golf course. The conference has scheduled a number of key events in the High Point Market arena.

IFDA conference participants who arrive early can visit and shop the High Point Market over the weekend, October 16-17. On Saturday, they can attend a designer luncheon co-sponsored by the Carolinas Chapter and the International Home Furnishings Center. Carolinas member, Gaye Outlaw, FIFDA, secures top speakers and handles all arrangements for those luncheons which consistently attract sell-out crowds each April and October. On Sunday, there will be an Orientation Breakfast for early attendees in the Café at the 200 Steele showroom complex where the Carolinas Chapter has a hospitality space. Visiting the huge High Point show can be a daunting task. To help in this process, IFDA conference attendees will be provided maps, shuttle information, resource guides and other helpful information. Later that day, 4:30-8:30, they can enjoy Super Sunday at the IHFC when the accessory floors with 500,000 square feet of show space remain open and greet visitors with exotic foods and open bars.

On Monday, October 18, a tour and Welcome Reception will be held in the stunning atrium of 200 Steele. Coordinating this event will be Carolinas members Susan Connor and Ann Pickering. On Tuesday, a reception coordinated by Catherine Morsell will be held at Market Square, which was originally the historic Tomlinson furniture factory. On Wednesday, conference attendees will have a reception and tour of the 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. Dr. Richard Bennington of the Carolinas Chapter heads the program and will coordinate this event.

On Thursday, October 21, those not participating in the Leadership Development day or Council of Presidents meetings will have an opportunity to visit furniture factories and a major home furnishings photography studio. Carolinas member Dr. Wilma Hammett FIFDA is developing this behind-the-scenes tour.

"We are delighted that IFDA is holding this year's conference in the High Point area," commented Carolinas Chapter President Dawn Brinson. "Our chapter is working hard to make sure it is informative and memorable for all who attend."

(continued on page 9)

C hina

Compared to other chapters and divisions of IFDA, the China Chapter's business activities are still in its early development state. With the support from IFDA headquarters and brother chapters, the China Chapter has achieved continuous and stable progress as described below.

Accomplishments:

1. Participation in the establishment of DCB (Design Collaboration, Beijing) which has greatly facilitated the exchange of ideas and visions among our member architects and designers through monthly activities with different subjects.
2. Successful construction of IFDA China Chapter's website where IFDA is better presented, personnel and activities of the China Chapter systematically introduced and members' professional expertise and experiences fully introduced. The website has attracted growing attention from the society of Chinese architect and design professionals, many of whom have applied for IFDA membership.
3. To date, more than 10 liaison offices have been established in Dalian, Inner Mongolia, etc.
4. One training base has been established in Jiangxi for training of design professionals.

Future Plans:

1. We are currently developing IFDA China Chapter's liaison offices in Shenzhen and Zhu Hai in south China and expect to link with Hong Kong and Macao through offices to be set up there.
2. We are in preparation for the publishing of a *Namebook of International Architects and Interior Designers*, for promotion and advertisement of well-known architects and designers. IFDA members, architects, designers, real estate and construction professionals, furniture and decoration material manufacturers overseas are particularly welcome to apply and register. In collecting world-class professionals, support and help from IFDA headquarters and our brother chapters will be sincerely and highly appreciated.
3. We are also effectively developing the English version of the IFDA China Chapter website in order to better present the China market and its business opportunities to our friends around the world.
4. We would like to arrange for business delegations led by IFDA leaders and with visitors from IFDA members, its subsidiary chapters and the American architect and design society to tour China in the future for direct academic, technical and economic exchanges and cooperative negotiations. IFDA China Chapter is ready to provide all relevant services to make your tour fruitful.



China Chapter President Yu Yong

(continued on page 10)

N

orth Central

Chapter calls Minnesota's Interior Design Expo 2004: "The Best Ever." The chapter once again co-sponsored the annual Interior Design Expo with ASID and IIDA in February. There were 535 registered participants. Students and instructors numbered 368 - representing 19 colleges and universities from seven states. The balance was made up of professionals, vendors, volunteers and committee members from the three organizations. IFDA received more than \$2500 of the shared event proceeds.

Cheryl Seeman, IFDA co-chair, who has worked on the Interior Design Expo committee for the last three years commented, "I find myself saying after each show, 'This one has to be the best ever!' Well, for the 2004 event I found I was repeating myself once again." Maureen Olofson, FIFDA, was the other co-chair.

Participants attended a continental breakfast, keynote address, two out of eight breakout sessions and lunched with an interior design industry professional. After lunch, they viewed the student design competition entries, visited open showrooms, attended the vendor and career information fair, and heard the panel discussion. The breakout sessions that received the highest student ratings this year were Residential Design, Color Marketing Trends, and Hospitality /Restaurant Design. The Student Design Competition was added back this year. Its objective was to create a functional living space within a home designed by internationally known architect, Ralph Rapson. The response from the students was overwhelming. First place went to Jessica Krankkala from North Dakota State University, and Ann Roman from Northern Illinois University took second.



Ann Birt and Cheryl Seeman at the North Central Chapter Membership information table.

Participants attended a continental breakfast, keynote address, two out of eight breakout sessions and lunched with an interior design industry professional. After lunch, they viewed the student design competition entries, visited open showrooms, attended the vendor and career information fair, and heard the panel discussion. The breakout sessions that received the highest student ratings this year were Residential Design, Color Marketing Trends, and Hospitality /Restaurant Design. The Student Design Competition was added back this year. Its objective was to create a functional living space within a home designed by internationally known architect, Ralph Rapson. The response from the students was overwhelming. First place went to Jessica Krankkala from North Dakota State University, and Ann Roman from Northern Illinois University took second.



Student Design Competition Jessica Krankkala receives a check and plaque from Rob Edman.



North Central Chapter President Darrell Miller and longtime member Betty Tate were tow of many IFDA volunteers.



North Central Chapter members and volunteers, from left, Darrell Miller, Muriel Wirz, Mary Lou Rooney, Theresa Dodge, Maureen Olofson and Kathy Saterbak.



Scene at the Interior Design Expo 2004

New York

Contemporary Aesthetic Reaches across the Home

The IFDA/NY Spring U.S. Market Review touched upon design references spanning a century. This review covered the New York Textile Market, the New York Tabletop Market, and High Point International Home Furnishings Market, on May 20th, at 41 Madison in The New York Merchandise Mart.

Speaker, Karen Chambers, Editor in Chief, *LDB Interior Textiles Magazine* offered a virtual tour of the New York Textile Market, referencing her recent trips to Valencia, Paris, Frankfurt, Dallas and Atlanta. Noting that contemporary is showing up in bathroom, table and bed, Ms. Chambers also identified references to the 20s, 30s, 40s, 50s and 60s to the present. Her key observation included, "Trends are in the eye of the beholder."

Cynthia M. Edmunds, Associate Editor, *Brides Magazine*, deftly stepped in when Brides' Tabletop Director, Donna Ferrari was unable to attend the Review. A notable change was that color dominated the market rather than the usual muted tones and metallics. Rounder, more sensual shapes were offered, and seen as the new tabletop chic. She pointed to the role that bridal registries and purchasing for oneself (known oddly as "self-purchasing") now play in directing the tabletop market. Ms. Edmunds concluded, "It's all about Your Own Style today".

Hermine Mariaux, president /owner Hermine Mariaux, Inc. (a licensing and marketing firm) found this year's High Point cautiously optimistic, but with no single direction overwhelming the others. Among her many observations, Ms. Mariaux pointed out that florals are making a big comeback, product placement in film and television is seen more often as a marketing strategy, and we may be due for a reevaluation of American Design with a more modern look.



Pictured: Michelle Slovak, IFDA, Michelle Slovak Design; Linda Kulla, Sourcing Product Manager-Bath, Westpoint Stevens, IFDA/NY VP Communications & Technology; Elaine Siegel, IFDA, Elaine Siegel Associates, Public Relations; Christine McKenna, Product Manager Bath Merchandising, Westpoint Stevens



Speakers Hermine Mariaux, IFDA, Karen Chambers and Cynthia Edmunds with IFDA/NY Chapter President Nancy Chernoff White, Marketing Specialists Group LLC.



Membership's Kay Degenhardt, IFDA/NY, Kay Degenhardt, Inc.; Marcia Brandwein, Creative Director of Royal Sateen Home, Design Works Inc.



Hermine Mariaux, IFDA, speaker; Carol Dixon, Executive Director, 41 Madison-New York Merchandise Mart, IFDA/NY sponsor; Sue Hilty, 225 Fifth Ave., The Gift Bldg., IFDA, VP Education; Paul Thompson, IFDA, Director of Trend and Visual Merchandising, Pfaltzgraff.

N

orthern California

Chapter President Gail Belz received the Charlie Kalijian Award given by Northern California Home Furnishings Alumni to a person, who by their example, contribution and dedication, improved the Home Furnishings Industry.

President Gail announced a calendar of chapter events that include tours of the Four Seasons Hotel upscale residential units, the newly refurbished Ferry Building and Opera House in San Francisco. Also slated are a trip to Coppia/DiRosa Preserve/Domaine Carneros Art Museum in the wine country, a Professional Development weekend at Asilomar and updates on the interior design certification. Members recently participated in the San Francisco Mart Sample Sale, a fund raiser that benefits the many educational programs for the chapter including the Student Career Forum



Roberta Scott-Taik, IFDA, Gail Belz, Joan Croft FIFDA and Marci Chun congratulate Gail on her Charlie Kalijian Award.

Student Career Forum 2004

Photo top right, Former Northern California Chapter President Joan Long FIFDA and guest applaud Elaine McCune FIFDA accepting honors for being the "spine" of the Student Career Forum where she has been a longtime volunteer. In middle, Nancy Wolford Ph.D accepts the Richard Hilbert Award given annually to an individual specially involved in the Forum. Nancy has headed the student competition for many years. At bottom, the Galleria building at the San Francisco Design Center is a busy venue for Career Connections 2004, a special event at the Student Career Forum. The chapter will host the Forum in March 2005.

