

NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

PRESIDENT'S MESSAGE



Happy New Year! Yes, I know it's February, but I'm choosing to look forward to a new year, a new way of doing business, and a new commitment to the IFDA.

I'm Gail Belz and I'm your new National President. I

know that the downturn in the economy has hit some of us harder than others; I've heard your stories and I've read your letters. But, I also know that it's now more important than ever to maintain an edge over the competition, to network and to keep abreast of what's going on in the industry. We've heard so many stories about IFDA members who did work for another member and then, in turn, were referred for another job based on that member contact. This is the time to work together and use the contacts

you've made through the IFDA.

This year, I hope to capitalize on the momentum of Dave's last year. Last year we offered you liability insurance for your business and this year we're adding a full array of health insurance products and discounts for online shopping at Staples. Dave worked tirelessly on the new IFDA website and I'm pleased to say that we will launch it in March. Please send me your ideas and suggestions! Is there another member benefit you'd like to see? We will look into it and try to make it happen!

Join us in an investment in your future. Be a part of what's happening or better yet, help make things happen. The IFDA is the **ONLY** furnishings and design association for all facets of the industry. We are here not only in times of prosperity, but we're here to support you **ALL** the time. Email me. I'd like to hear from you! gailbelz@att.net

PAST PRESIDENT'S MESSAGE

MAKING CHANGE IS NEVER EASY UNLESS YOU ARE THE CASHIER



Dear IFDA members,

Time flies. It's an old and often used cliché but I can't find any more succinct way of putting it. My term serving as your 2008 president has come to a close. It's been a year of great progress for IFDA even under circumstances no one could have anticipated one year ago.

The creativity of the chapters and members continues to amaze me. Programs and events for existing members and prospective members are truly inspiring. I have had the opportunity to attend some of them and come away with a great sense of pride. We have had many new members join IFDA this year and we've also had some not renew. The good news is that those that rejoin or

join for the first time are realizing that now, more than ever, is the time to belong to an organization that provides tangible benefits during these stressful economic times. Networking and relationship building is always one of the first things members respond with when asked why they belong to IFDA. Designer and vendor members alike benefit from this and by belonging to IFDA this gives you an advantage.

The newly unveiled insurance program is another great benefit and by taking advantage of it the savings alone could justify the cost of membership. But, it's so much more. So too is the Staples program that exceeds their rewards program that anyone can get. The information in our quarterly newsletter, *Network*, the unbelievable features of the new website, the press releases available for

Continued on page 2



SAME PLACE... NEW TIME

CONFERENCE RESCHEDULED FOR PHILADELPHIA, 2010 UNCERTAIN ECONOMY PROMPTS POSTPONEMENT

Expressing optimism that the economic climate will be better in 2010, the 2009 Executive Committee rescheduled the IFDA Conference originally planned for Philadelphia. Instead, Conference is expected to take place a year later, also in Philadelphia in the fall.

"We felt it would be in the best interest of IFDA to put Conference on hold in these uncertain times," said 2008 President Dave Gilbert, who announced the decision at the October Council of Presidents meeting in Philadelphia. Dave also cited immediate pressures for prepayment from Conference hotels and other venues.

"Since we can't get an advance guarantee of attendance from our membership, we couldn't take the risk of incurring penalties by not fulfilling our contractual obligations," Dave explained. "There is great optimism that 2010 will be a much better year."

PAST PRESIDENT'S MESSAGE...CONTINUED

MAKING CHANGE IS NEVER EASY UNLESS YOU ARE THE CASHIER

Continued from page 1

your accolades and achievements, scholarships and grants from our Educational Foundation, charitable efforts and respect from the IFDA appellation just can't be beat for the cost of membership. Most likely you know all of this since you are reading this and therefore a member. However you may be a prospective member and reading this online to find out what the IFDA buzz is all about. If that is the case I encourage you to go to our website, www.ifda.com and find the chapter nearest you to experience what I'm referring to first hand.

Another thing recently accomplished are two new chapters, the Southern California and the Japan Chapter. These were the direct result of the efforts of Rita Orelund and Yasue Ishikawa.

Gail Belz, your 2009 president, will continue what we started a few years ago when the "new" IFDA was launched. The "new" IFDA I refer to is the one that has emerged since we partnered up with our management company, Accolade Management Inc., and our Executive Director, Martha Heinze. They are the ones that do all the behind-the-scenes work for us that we as unpaid volunteers just don't have the time to do.

If you'll stay with me just a bit more I'm almost done. You know when I get in front of an audience I can't shut up and this is no different. There are three of my National Board Members that I just have to thank for their tireless service to IFDA. They are Karen Wirrig of the Arizona Chapter, and Rose Gilbert of the New York Chapter, and Judith Clark-Janofsky of the Northern California Chapter.

Karen has been writing press releases this year and getting IFDA a lot of FREE publicity. If you have seen us in any form of media it's most likely due to her efforts. Karen has also agreed to chair the Fellows Committee next year to review and update the requirements and qualifications for this prestigious honor. Please be sure to look into what it takes to become a Fellow (FIFDA) in our organization. It's a most satisfying achievement. In addition to all of the above Karen has always been the voice of reason when I come up with some off-the-wall idea. Hey, someone has to come up with wacky ideas and someone else has to rein me in. So, here's to Karen and her contribution to IFDA.

Another member of my board that is leaving after three years is the unforgettable Rose Gilbert. Whenever I refer to her I always add "not related" as she isn't but wish she were. Rose is the most well spoken person I know. I marvel not only at what she says but how she says it in that Southern



Dave Gilbert with Barbara Beckman, Trailblazer



Dave Gilbert with Wilma and Sarah Jenkins



Dave Gilbert with Penny Sikalis



Committee meeting at IFDA International Headquarters

drawl. It even comes across when she sends an email. Her expertise is writing and we have been fortunate to have her as the editor of our newsletter the past three years. The dynamic combination of Rose with Bernie Heinze and Mark Stackhouse back at HQ has resulted in a world class publication that has now gone completely electronic. This initiative has made the newsletter timelier and definitely "green." I applaud Rose for the time and commitment she has made to IFDA.

The third member going off the National Board is our Immediate Past President and my advisor, Judith Clark-Janofsky. Judith's calm approach and wisdom has provided great guidance to me this year. I can't imagine being able to do this job without her assistance. Thank you from the bottom of my heart, Judith.

The two new National Board members that fill the vacant positions left by Karen and Rose are Ross Hunter of the Washington Chapter and Claudette Grayson of the Atlanta Chapter. Congratulations to you both and thank you for continuing your commitment to IFDA.

The Council of Presidents, the presidents of the chapters, have done an impressive job this year. When challenged to provide input and innovative solutions during the two in-person meetings we had this year the results were huge. Much of what you will see are a result of their brainstorming. We should all be thankful not only for the

service your chapter president has provided but for that of all the chapter presidents.

This missive wouldn't be complete without recognizing the other members of my board that continue on in 2009. They are named in the Board of Directors listing elsewhere in this newsletter. Without their input we would not be where we are today.

So, does time fly? Yes it does. Just look at all that we've accomplished and the short amount of time it's gotten done. There's more to come and it only gets better....with your commitment and support. Join a committee, get on the local board, speak up and have a say in this, your organization. You'll be glad you did.

Thanks for allowing me to have served as your president this past year. It was a year I will cherish for a long time.

Respectfully,

Dave Gilbert, FIFDA
2008 National President

NEW IFDA WEBSITE PROMISES CUTTING-EDGE CAPABILITIES OFFERS MEMBERS PERSONAL PAGES, BLOG-ABILITY, EASY INFO POSTING



Familiar with personal or networking Websites like MySpace, Facebook, or LinkedIn?

Then you already have an idea of what the new IFDA Website will be able to do when it's up and running (which will be soon, promises past president Dave Gilbert, a major player in the developmental process).

Among other features, Dave points out that each member has a personal page where you can

create your own profile with photo, list your business Website, upload images of projects and products - or almost anything else.

Members will also be able to link to other members to build their network, and have their own blogs where others can respond and comment. These blogs will "bubble up" to the home page.

Chapters will continue to have their own pages on the new Website, now enhanced by easily posted full graphics of events and future events. All chapter and national events will appear on the home page, accessible even to non-members who may want to attend.

The Board of Directors and Council of Presidents have been beta testing the site to identify the kinks before it goes live, Dave reports. "Watch your inbox for the official announcement," he says. "The development process has been protracted, but we think you will realize that it was worth the wait."

NEW NATIONAL SPONSORS PROGRAM READYING FOR ROLL-OUT A' WIN/ WIN' PROJECT TO RAISE REVENUE AND IFDA PROFILE

A reactivated National Sponsor Program committee has been at work this fall and winter, hammering out details of a new program that will generate needed revenue and enhance vendor involvement with IFDA on a national level.

The National Sponsor Program is designed to balance IFDA's own interests with the interests of potential sponsors, assures Director-at-Large Teresa Burnett, New England Chapter, who chaired the development committee. She has now passed the baton to new Director Ross Hunter of the Washington Chapter, a member of the development committee. Ross will implement the program, which has been under discussion for several years. The team at Accolade Management is developing collateral materials and will handle such details as contractual agreements.

Key to the success of the new program will be offering "added value at a time when companies are watching their budgets closely," Teresa emphasizes. Although IFDA's membership may currently be less than other industry organizations, she says, "We believe that (our) members are an audience the industry needs to reach -- professionals who have constant access to and influence with end-user clients (who are) the target of most prospective National Sponsors.



"Our long history should help to reinforce the idea of our staying power and understanding of the market place."

The nation-wide program has been carefully developed to protect the interests of individual chapters that already have local sponsors in place, Teresa points out. "There are 'buy-ins' needed at a chapter level, mainly regarding communications issues and potential revenue splits," she explains.

In addition to Ross Hunter, the 2008 committee that grappled with such issues included Janet Stevenson, Philadelphia; Maureen Klein, New York, and Wayne Southworth, New England.

IFDA 2009 BOARD OF DIRECTORS

President

Gail Belz
N. CALIFORNIA
Lenoir Associates
gailbelz@att.net

President Elect

Susan Hirsh
NEW YORK
Benjamin Moore
susan.hirsh@benjaminmoore.com

Immediate Past President

Dave Gilbert, IFDA
PHILADELPHIA
Hi-Fi Sales Company
dave@hifisales.com

Treasurer

Resa Farmer
GEORGIA
Southeast Interiors
resa@southeastinteriors.com

Treasurer Elect

Diane Nicolson
N. CALIFORNIA
dnicolson@sbcglobal.net

Director at Large

Jacqueline Becker
NEW ENGLAND
Jacqueline Becker Fine
Arts Consulting Services
jacqui@beckerfinearts.com

Director at Large

Teresa Burnett
NEW ENGLAND
Willow Designs, Inc.
tburnett@willowdesignsinc.com

Director at Large

Ellen Cohen
PHILADELPHIA
Interior Possibilities
interiorp@comcast.net

Director at Large

Ross Hunter
WASHINGTON
Eclectic Interiors
ifdaresources@yahoo.com

Director at Large

M. Claudette Grayson
G4G Consulting
Cgr4444@bellsouth.net

Educational Foundation Chair

Bonnie Peterson, IFDA
CAROLINAS
Marketing Communications
blpeterwriter@aol.com

Executive Director

Martha Heinze
IFDA National Headquarters
martha@ifda.com

EF URGES CHAPTERS TO WALK FOR FUN & FUNDS

MAY EVENT CAN RAISE \$100,000 FOR SCHOLARSHIPS AND GRANTS AND ATTRACT 100 NEW MEMBERS

Like all important journeys, the Educational Foundation's fundraiser starts with the first step, reminds Dr. Wilma Hammett, IFDA, Co-Chair of EF Resource Development. And the first step all IFDA chapters should take is to organize a local "Walk for Design Education" to take place in May.

Nothing strenuous, just fun, invigorating, and attention-getting, she says, an easy mile or so stroll to a design center or other design-oriented destination in your local area.

A half-dozen chapters are already making plans to take part in the Walk, a first for the design industry and a guaranteed newsmaker for local chapters, Wilma points out. "They're thinking of creative themes for their Walks...a Moonlight Walk, a Pajama or Pillow Walk, even a 'Take Your Lamp on a Walk' Walk!"

No other furnishing or design association has ever held this kind of event, she emphasizes, so it promises to give IFDA lots of visibility, publicity, and impact in the design community...not to mention new funds for IFDA/EF scholarships and grants.

The goal is for all chapters to participate on or about the same day in May, naming a Walk Chair (or co-chairs) and enlisting colleagues, family, friends, clients, and vendors, as well as students and educators. "Solicit everyone you know. Get them to walk and donate...or, at least to donate if they can't walk," says Wilma. "If all IFDA members do that, we can meet our goals of \$100,000 for IFDA/EF, and 100 new members for IFDA."

EF is adding a "DesignWalk" page to its Website (www.ifdaef.org) to make it easy for walkers to



sign up and donors to make contributions on line, Wilma says. You can also virtual-shop on line: "Just wait until you see the Walk T-shirts," she warns. "They are a must-have for your spring wardrobe!"

EF WINNER IN ENGLAND

ENGLAND STILL SWINGS

Ask Lynn Daley of the Arizona Chapter, who won "London, Your Way," the Educational Foundation's 2008 fund-raiser: a week in London town with spending money on the side. All cold cash had been the alternative prize, but Lynn warmed to the idea of exploring London last October, basing in a charming flat in upscale South Kensington. 'Up' was the operative word, Lynn reported: the flat was at the top of five steep flights of stairs –

not unusual for the ancient city but surprising for someone coming from Phoenix "where no one ever walks anywhere." The London landmarks and English scenery also left Lynn and Co. breathless. They saw it all, cruising the Thames, visiting Big Ben and the Houses of Parliament, Buckingham Palace, St Paul's, Kensington Palace, the V & A, and Hyde Park...not to mention Harrods, Stonehenge, Windsor Castle (that's Lynn in the

foreground), and Bath. There was also a night at the London Theatre with "Billy Elliot" and its young English star, both now moved to Broadway. In between, Lynn reports, "We had the London underground and bus system down to an art."



Lynn Daley, of the Arizona Chapter, winner of the EF "London Your Way or Cash" fundraiser.



Stonehenge



Flat in South Kensington

EF'S FIRST WEBINAR FEATURES INDUSTRY EXPERT JERRY EPPERSON HOW TO MOVE UP IN THE DOWNTURN



Jerry Epperson

The IFDA Educational Foundation is out to brighten the economic climate with its first-ever webinar, designed to help members build, maintain, and grow business despite the challenging times.

Leading the way through the gray outlook, industry icon and business trend

expert Jerry Epperson will discuss ways to "Maintain/Gain Business," and offer economic insights, industry forecasts, and cutting-edge info

that will be accessible to any member with a computer. Epperson is Managing Director of Mann, Armistead & Epperson, Ltd., Richmond, VA, and well known for both his humor and insights into industry and business trends. He also produces a monthly newsletter, *Furnishings Digest*, which every IFDA member will receive prior to the webinar.

Beginning with Epperson's presentation, which will run from February into May (dates to be announced), webinars (aka seminars on the Web) are part of EF's expanded educational program, designed to enlighten and enhance members' business skills, says EF Chair Bonnie L. Peterson, FIFDA.

IFDA/EF DONATIONS DONATING TO THE FOUNDATION JUST GOT EASIER



The IFDA Educational Foundation has moved into the 21st Century! Now donating to the Foundation is as easy as a click of your mouse.

You can donate on a one-time basis using your credit card online or print off the donation form and mail a check. Or you can choose to give the Foundation a small amount each month for a year using your credit card or set up online payment through your bank. It can be a little as \$10/monthly...about the cost of three lattes at your favorite coffee house. Thus, you can reduce the calories and the caffeine and increase the

good works the Foundation can do.

You have the option of supporting any grant or scholarship. All the grants and scholarships are listed. If you choose, the option "where it is needed most", your contribution will be used to support marketing, public relations efforts, printed materials, expanded communications through e-blasts and newsletters, and new educational programs such as Webinars by industry experts on topics that enlighten and enhance business skills...available online anytime, at the office or at home.

Go to www.ifdaef.org/contributions to support the IFDA Educational Foundation now. Your contribution will support and promote the industry you love.

HELP 1UP AND NATIONAL FURNITURE BANK DISSOLVED

Help1Up and the National Furniture Bank (NFBA), named IFDA's national charities last spring after a long search, have since been dissolved, reports Director at Large Ellen Cohen, Philadelphia.

Jeff Hay, executive director of the NFBA, who was a speaker at the May Conference, is working to reorganize and develop a new furniture bank association. Ellen says this will be restructured as a foundation, accepting donations in the form of grants or needed items. Meanwhile, he asks that IFDA chapters continue to support local furniture banks with donations from clients, vendors, and other resources. The furniture goes to furnish

living spaces for formerly homeless and other needy local families.

For information on reaching local banks, contact Jeff at jhay@columbus.rr.com or Ellen at interiorp@comcast.net.

Ellen suggests that chapters keep a detailed account of any program that benefits an area furniture bank. Such documentation will insure that IFDA is "prepared to move forward when Jeff contacts us with the exciting news of a new country-wide furniture bank association," she says.

IFDA 2009 COUNCIL OF PRESIDENTS

ARIZONA CHAPTER

DeDe Radford
Dunn-Edwards
dede@cox.net

BALTIMORE CHAPTER

Sonny Glassner
ag@mazordesign.com

N. CALIFORNIA CHAPTER

Beverly Lovell
Beverly's Designs
beverlysdsgns@comcast.net

S. CALIFORNIA CHAPTER

Rita Orland
Wings Inc., Design
rita@wingsincdesign.com

CAROLINAS CHAPTER

Joyce Poynton
Interiors by Joyce, Inc.
poyn207@nc.rr.com

FLORIDA CHAPTER

Gordana Smileska
Allied Kitchen and Bath
smileskag@gmail.com

GEORGIA CHAPTER

Shirley Ebert
Design Concepts International
s.shirleyebert@comcast.net

ILLINOIS CHAPTER

Pam Pettrone
Pam's Perfect Papering
pamspapering@aol.com

MICHIGAN CHAPTER CO-PRESIDENT

Susan Arnold
Sue Arnold Interiors
Suarnint@aol.com

MICHIGAN CHAPTER CO-PRESIDENT

Joan Engle
Designs By Joan, LLC
Jee2327@aol.com

MINNESOTA CHAPTER

Marie Saterbak, FIFDA
Prism Interiors
mcsaterbak@aol.com

NEW ENGLAND CHAPTER

Wayne Southworth
MWI Enterprises Fiber Shield
Wayne_Southworth@yahoo.com

NEW YORK CHAPTER

Penny Sikalis
George Little Management LLC
Penny_sikalis@glmshows.com

PHILADELPHIA CHAPTER

Janet Stevenson
Closet City Ltd.
janets@closetcity.com

RICHMOND CHAPTER

Helen Grace O'Ferrall
H.P. Grace and Company
Grace4Design@aol.com

TEXAS CHAPTER

Sharlyn Martin
Charles Ray & Assoc. of Dallas, Inc.
Sharlynr6@aol.com

WASHINGTON CHAPTER

Valerie Buckner-Holzer
VBH Interior Designs
vbhdesign@verizon.net

IFDA CHAPTERS CELEBRATED THE SEASON

PARTYING FOR GOOD CAUSES...AND JUST BECAUSE

ARIZONA: DINING TABLES AND GAMING TABLES AT 'TABLEAU'

When IFDA designers turned the tables on ordinary table settings, more than 200 guests turned out for the Chapter's second annual 'Tableau' designing, dining, and gaming event. Held at Chaparral Suites Resort in Scottsdale, the glittering evening benefited Arizona's first children's palliative care home, Ryan House, scheduled to open this year.

Top honors for table fantasies went to Celia Schauble of In Pursuit of WOW Decorators; Dana George of Cielo Interiors; Adrienne Hart and Maggie Anderson of H2Originals; Christine Norris of Your Home-Your Sanctuary; Karen Wirrig of Karen Cole Designs, and Leslie Colvin of Room with a View. A click on www.ifdatableau.com takes you there.



Lisa Gildar and Dana George at Tableau



Karen Sugarman, 2008 Arizona President; Karen Wirrig, former National Director-at-Large



'Arizona at 55 Degrees' won Most Entertaining Tableau honors for designer Leslie Colvin.



Karen Wirrig's 'Dinner at Versailles' was named Most Elegant table of all.



Celia Schauble and Marie Antoinette claimed the Most Creative Award for 'Let Them Eat Cake'

CAROLINAS: DESIGNER RAYMOND WAITES HOSTS THE HOLIDAY BASH

Gifts under the glowing, golden tree in the center hall of Raymond's carefully restored 1949 Neoclassical home included lots of gold, indeed. Bonnie Peterson, 2008 Vice Chair of the IFDA Educational Foundation, announced a \$500 donation to the national EF Raymond Waites Design Competition Scholarship Fund, which will provide a \$5000 scholarship to a designer living in the area.

To be launched in September 2009 and announced during the April 2010 High Point Market, the award includes a chance to work with Raymond on a High Point showroom and see one of the winner's designs adapted for a Raymond Waites collection (with royalties going back to the fund).

Meanwhile, the holiday gala included a tour of the designer's festively lit five-acre estate and ribbon-decked home in the posh Old Emerywood section of High Point. As Bonnie summed it up, that fortnight before Christmas was a "shimmering, shining success."



EF Chair Bonnie Peterson admires the one-of-a-kind vase designed and donated by party host Raymond Waites, held aloft by raffle winner Fran Marshall.



Two 'turtle doves': Uber-designer Ruth Clark, FIFDA, and Dr. Wilma Hammett, FIFDA, Director of Resources of the Educational Foundation.



Holiday dazzle: Ruth Clark, FIFDA, left; Joyce Poynton, FIFDA, 2009 President of the Carolinas Chapter, and Susan Connor, 2008 VP Membership, take in the sparkle and glow at designer Raymond Waites' festive home.



Russ Berge hoists Ashley for a better view of the IFDA guests who came to celebrate the holidays with host Raymond Waites.

IFDA CHAPTERS CELEBRATED THE SEASON... CONTINUED

SOUTHERN CALIFORNIA: BEACH, BRATS, BEVERAGES & ROCK 'N' ROLL

Never mind the sun and fun: the members of the Southern California Chapter really were at Solano Beach to mind their business. The "Rocktober-Fest" promised that attendees would "Meet Industry Thought Leaders, Build New Relationships, Advance Your Business, Your Reputation and Your Bottom Line." Also on the agenda: the introduction of a buying service for designers, called 'Profit Center to the Trade.' And that's not to mention the chance to see host Paul Luther wearing lederhosen. Paul's the husband of new chapter president Christine Jordan, owner of Designcorp International Showroom, which hosted the open house and provided the prize for the evening's drawing, a 'Sitting Fit' Pilates stool.



Chapter founder and past president of the Southern California Chapter, Rita Orland sit-tests the door prize Pilates stool.



RocktoberFest fashion plate, Paul Luther dressed for his part as chief bratwurst chef.



Chapter haunchos at the Fest: Kamala Borello, 2008 VP/EF, left, and Terri Parsons, former treasurer, line up for brats and beverages.

NEW ENGLAND: HAIL TO THE CHIEFS AT HOLIDAY PARTY TIME

The top brass shone through the crowd at the Union Club overlooking historic Boston Common, when the New England Chapter gathered to celebrate the holidays. An intrepid party photographer managed to herd nine past chapter presidents together long enough for a group portrait, making a bit of chapter history on the spot.



Spirits of IFDA's past: Former presidents of the New England Chapter include (from left, back row) Kathleen Elliott, Rosemary Porto, Carol O'Brien, Leslie Fine, Carolyn Meek, Linda Mariani. (Front row) Teresa Burnett, Wayne Southworth, Kathie Chrisicos.

PHILADELPHIA: FUN IN FULL BLOOM AT LONGWOOD GARDENS FETE

What do you get when you take one famous, historic garden in Pennsylvania's Brandwine Valley, add 500,000 twinkling lights, 74 decorated trees, and dozens of partying IFDAers? Answer: the Philadelphia Chapter's Holiday Gala, a mid-winter's night of magic and music...not to mention dancing fountains, ice skaters, and festive chimes wafting over the elegant estate that once belonged to the DuPont family.



Caught in the holiday glow: Renee Tamanini, left, Richard Smalley, and Amy Katzeff.



Trio of revellers: Douglas Wanamaker, left, Ellen Cohen, and Ken Davis.



Enjoying the fruits of her labors, Chapter president Janet Stevenson relaxes with Rand Kehler.

IFDA CHAPTERS CELEBRATED THE SEASON... CONTINUED

TEXAS: LONE STAR STATE CELEBRATES IN A FOUR-STAR RESTAURANT

IFDA's Big D Chapter made the scene at Suze, the boutique-style restaurant rated one of the tops in town by the Dallas Morning News. Another newsmaker at the event was Lisa Garza, sometimes star of The Next Food Network, wife and co-owner of Suze's executive chef Gilbert Garza. In the famously warm, clubby, candle-lit restaurant, Lisa taught chapter members insider tips on making treats for the holidays. Members also brought gifts in holiday wrappings, the chapter's annual giving project for patients at the VA Medical Center.



Three stars of the show (from left): Serena Cole, 2008 chapter president; Lisa Garza of the Food Network and Suze restaurant co-owner; Sharlyn Martin, president of the chapter for 2009.



Tabula rasa: Four-star Dallas restaurant Suze is reserved for Texas Chapter members coming to party.

HISTORIC MANSION COMES WITH CAVEATS NEW CHAPTER PRESENTING JAPAN'S FIRST-EVER DESIGNER SHOW HOUSE



Berrick Hall, designed by an American architect for a British businessman in Yokohama City, is the site of Japan's first designer show house, staged by IFDA



TWO US IFDAERS DESIGNING ROOMS LONG-DISTANCE

Drawing much attention in a nation that's never seen one before, the first designer show house ever staged in Japan will open with fanfare in Yokohama City early next month. The venture has been organized by the new Japan Chapter, inspired by New York chapter member Maureen Klein when she delivered a presentation in Japan last April on how to go about developing a show house. (Past president of the New York chapter, Maureen had been instrumental in setting up the first-ever designer show house held on the North Shore of Long Island two years earlier.)

Groundwork for the venture was laid soon after Maureen's talk, when Chiho Tsuruta persuaded the mayor of Yokohama City to make the show house a part of the city's celebration of its 150 years as a major seaport. The chosen site is historic Berrick Hall, designed by American Architect J.H. Morgan Hall in 1930 for the London-born owner of Berrick trading and later purchased by the city. Because it is a public historic site, the house offers unusual challenges to its designers: the furniture and lighting must stay; no changing wall colors; no nails nor screws in the walls, either. Small problems compared to the challenges taken on by the two US IFDA members invited to participate "long distance." Spec sheets and

swatch scans are flying via the internet, Maureen reports, as designers Raymond Waites and Eileen Kathryn Boyd develop plans here for installation there. Japanese workrooms will handle the hands-on phase of the project.

The show house runs from Feb. 27 – Mar. 4, but it promises to inspire a legacy of successors. "We intend to build on this in the years to come," reports IFDA chapter president Yasue Ishikawa.

For more information, visit
<http://yokohamadsh.web.fc2.com/>,
 or Contact Yasue herself at
risabraire@aol.com.



IFDA LOSES TWO LEADERS

LORNA OPATOW, MARKETING ICON & DOROTHY KNEEDLER LAWENDA, KNEEDLER-FAUCHERE FOUNDER

IFDA is mourning two former leaders, both pioneers in their respective fields, who died in December, 2008.

Dorothy Kneedler Lawenda, 94, founded Kneedler/Fauchere in 1948, joining forces with the late Lucienne Fauchere.

A pioneer of the design industry in San Francisco, Kneedler/Fauchere "spearheaded the creation of the nation's first cohesive design district, Jackson Square, turning a blighted, forgotten area into a thriving design community," according to a joint announcement of her death by today's Kneedler/Fauchere executives, George Massar, CEO, and Doug Kinsley, President. The company was also among the first to establish a showroom in the Pacific Design Center, Los Angeles.

Dorothy supported many rising talents who were to become design industry icons, among them Jack Lenor Larsen, Sam Maloof, and Angelo Donghia. At the same time she was establishing the company that remains a cornerstone in the interior design industry, Dorothy was also active in the founding of what was then called The National Home Fashions League, now IFDA.

New Yorker **Lorna Opatow**, a pioneering businesswoman in market research, packaging, and design, and a former president of IFDA, attended the Wharton School of Business before Wharton conferred degrees on women. She was graduated from the University of Pennsylvania and took an MBA in Industrial Psychology from Temple University.

After a stint early in her career as research director for Hearst magazines, in 1963 she founded Opatow Associates, a nationally known market research firm that counted many major corporations among its clients.



DOROTHY KNEEDLER LAWENDA
Former IFDA leader was 94

Lorna was past president and member of the Hall of Fame of the Market Research Council, past president and honorary lifetime member of the New York American Association of Public Opinion Research, and served on the boards of the Advertising Research Foundation, the New York American Market Association, and the Institute of Packaging Professionals, Society of Consumer Affairs Professionals in Business, and Advertising Women in New York.

A frequent public speaker who taught at area universities and was frequently published in professional and trade journals, she was named the Consumer Affairs Professional Member of the Year. Lorna also served as an executive of the Daniele Agostino Derossi Foundation, which



LORNA OPATOW
Pioneering businesswoman, IFDA President

funds projects to improve the lives of indigenous women and children in Latin America.

A member of the Cosmopolitan Club, the Coffee House, and Penn Club, she was passionate about the arts, especially opera, and nearly every night found her in the theatre. She was also treasurer of New Paths in Music and administrator of Parliamo Italiano, the Italian language school in Manhattan.

As her niece Sandy Opatow observed, "Lorna will be dearly missed for her dry wit, her good counsel, her caring concern for friends and family, and her enthusiasm to live life fully."

ATLANTA STUDENTS FIND ANSWERS AT IFDA 'ASK EXPERTS' SEMINAR

Some 75 students from seven different Georgia colleges turned out last month for the seminar and luncheon sponsored by the Georgia Chapter IFDA Educational Foundation at AmericasMart, Atlanta. Invited to "Ask the Experts," students heard from a brain trust of speakers who addressed Website marketing (Drew Barton of the Southern Web Group), business development (Jorge Valentin-Stone of the Small Business Development), personal wealth (Bobbie Munroe

of Fraser Financial, and marketing through the media (TaraTuschinski of AmericasMart Public Relations).

Mallory Mathison, named one of the "Top Ten Young Designers of 2008," updated the student audience on "Traditional Interiors for Today."

Free to the students, the event was "a great success," Beamed Earline Feldman, Georgia VP/EF.



Tara Tuschinski, AmericasMart Public Relations, shares insider info with students at the Georgia Chapter 'Ask the Experts' seminar.

VENICE AND MURANO GLASS, 'A VANISHING WORLD'

A vanishing world is how Steve Jensen described the centuries-old craft of Murano glass to IFDA members gathered recently in the Arizona Design Center.

Steve and his wife Johanna Schenke are the owners of the Steve Jensen Collection of Murano glass table lamps, chandeliers, and accessories of exceptional beauty and quality. IFDA welcomed them at a program hosted by Sylvia Lorts and the staff of Alexander-Sinclair showroom, the exclusive trade resource for the collection in Arizona.

A graduate of the Rhode Island School of Design, with experience in both fashion and interior design, Steve is most passionate about Murano glass. Before presenting his collection, he shares some of the rich history of Venice and Murano.

Built on marshland and waterways that created a natural barrier to invasion, Venice – the “serene republic” – was the original home of the glass works that became famous throughout the world because Venice was a major trade center. To create the magical pieces, the glass furnaces ran day and night, posing a constant threat of fire. So eventually, the works were moved to the nearby island of Murano. Moving the factories also protected the techniques and methods of this special craft. In fact, the artisans who were trained to create the glass were literally prisoners on Murano. Once trained, they could not leave the island – at least, not alive!

This certainly helped them focus on their craft and inspired great artistic competition among the glass blowers. Artisans were allowed to marry the daughters of Venetian nobles as “compensation” for this imprisonment, and those noble names are still the dominant ones on the island today. Steve said that it is still difficult for foreigners to infiltrate the industry, and Murano remains a very closed community.

The earliest Venetian glass dates to 980 A.D. with the creation of basic vessels and simple oil lamps.



Steve Jensen, Sylvia Lorts (owner of showroom) and Karen Sugarman (IFDA-AZ chapter president) along with several pieces from the Collection.

By the 16th century, very sophisticated shapes and many colors were the hallmark of Murano glass. Favorite images included dragons, dolphins, and seahorses. In the early 19th century, Napoleon occupied Venice, and the Austrians sought to make Bohemian glass the preferred product. Extreme taxes and tariffs were imposed on Murano glass, to such an extent that, in order to survive, the Italian glass industry was reduced to making glass beads.

In the 1850s, a small group of far-sighted Italians collected fine examples of the old designs and helped revive the trade. These examples are on display at the museum in Murano today. In the 1920's - 40s, there was a strong revival and artistic exchange worldwide, which allowed the Murano star to rise once again.

Steve and Johanna travel to, and stay in Murano during each production period to insure quality and design control of his collection. His goal is to revive and perpetuate the old designs while making them applicable to today's interiors.

Pieces are made by a team of three or four artisans. One candlestick might take the team an hour to make; it can be comprised of several pieces, and must cool for 24 hours. The collection includes lamps, chandeliers, candlesticks, and accessories. Lamps may also feature handmade parchment shades that are gilded and scribed by hand.

Today, Murano faces many economic challenges. To fire the factory furnaces, the fuel charge alone runs \$250,000 a month. There are fewer people who are interested in learning and perfecting this craft. Ten years ago, 6,000 people worked in the glass production. Today, there are about 1,500 artisans. The exchange rate with the U.S. dollar is also a factor as the United States is the primary importer of Murano glass.

For more information about products or showroom locations, please visit www.stevejensencollection.com.



IFDA NETWORK WINTER 2009 EDITION

Editor in Chief..... Rose Gilbert
2008 President / Contributor...Dave Gilbert
Executive Director Martha Heinze
Graphic Designer..... Mark Stackhouse
Counsel Bernd G. Heinze, Esq.

SUGGESTIONS?

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, the "Network" is getting better all the time. Please email us your comments to martha@ifda.com.



IFDA SOUNDBITES

NATURAL HABITATS FOR TEENS - Watch for reruns of 'Cribs,' MTV'S popular design show for teens, starring rooms by Arizona's Adrienne Hart and designer Maggie Anderson. Tipped off by chapter president Karen Sugarman, Adrienne auditioned some for their rooms-in-progress, MTV producers liked the problem-solving ideas (designs to keep the kids happy enough to stay close to home), and sent out a "pleasant, charming crew...that bought lunch and even brought bags for cleanup." Aired, beginning in December, the shoot included his and her teens' bedroom, and the play room for the whole family



PRO-KIDS, PRO BONO - One look at the drab, dingy office that was to serve as the interview room for young victims of abuse, and Paula Halewski-Zarnick, Washington, says she had to sign on to help beautify the Child Advocacy Center (CAC) in Loudoun County, VA. "There was no money for office furniture...no art, no windows... mismatched storage, and inappropri-

ate furnishings." The CAC serves children ages 2 to 17, Paula explains, "and everything had to be very specific to accommodate them and the professionals...So I went to work." Her solutions include office furniture (some donated by her firm, Paula Grace Designs), works of art, and magnetic wall paint and magnets (the room was too small to hold the easel essential for young children

during abuse interviews). Paula even had her artist paint windows with outdoor scenes, for which her carpenter supplied actual window sills. Her work merited a Certificate of Appreciation from CAC, coverage in the Washington Post, and a seat on the Board of Directors of the parent organization, Loudon Citizens for Social Justice/Laws (Loudon Abused Women's Shelter).

IFDAer IN THE LIMELIGHT - Stone Glidden Assocs. walked off with the "2008 Home of the Year Award" from Electronic House magazine, which published the project last year. With showrooms in King of Prussia and Doylestown, Stone Glidden specializes in the integration of audio video, lighting control, automation, security, and media room design. Earlier this month, the company issued a special invitation for IFDAers to attend a free educational event at the Lutron Center in Coopersburg, PA. Touch base with Tom Stone, Philadelphia, for more information on the "fully integrated house," tom@stoneglidden.com.

CLICK FOR TRENDS INFO - Reporting from High Point, N.C., home furnishing's Ground Zero, Ellen Gefen, Carolinas, has launched a Website for designers, retailers, consumers, and "anyone interested in 'home' to learn about trends for the home," she explains. There will be videos, stories, and info from guest experts, Q and A's about home, furniture, flooring and more. Backed by years of experience producing Industry Update's Home Fashion Report for TV, www.thehome.com promises a trove of solid info from The Source. Hint, hint -- Ellen says she's also looking for experts to connect with the consumer.

CHIP OFF THE BLOCK - Jeanne Blackburn, Washington, has a not-so-secret source for terrific, hand-crafted furniture: son Chris and his wife, Hannah, are the talents behind 10-year-old Blackburn Woodworking in Providence, RI. Both RISDI grads, the artisans' recent oeuvre includes a handsome teak coffee table from Chris' bench and a cabinet Hannah wrought from walnut and linen.

SHE ALSO SERVES WHO BLOGS - Bullied by a waiter? Well-served by the flight attendant on your last journey? Tell it to Jeanne Byington, New York, who's blogging about "The Importance of Earnest Service," <http://blog.jmbyington.com/>. Out to create awareness, not to "bash brands," she says, Jeanne want to hear your experiences, bad and good: jeanne@jmbington.com.

KITCHEN COUP - Where would the winter issue of Better Homes & Gardens' Beautiful Kitchens be without Beverly Ellsley, New York? Skinnier, for sure. The magazine features a whopping 18 pages of Beverly's work, covering a log home she designed in Vermont and a huge, French-flavored kitchen that shows pieces from her Villa Collection of wood carvings from the Enkeboll Co.



Hannah and Chris Blackburn



See more at
www.blackburnwoodworking.com.



IFDA SOUNDBITES...CONTINUED

FIE-FI-FAUX FACTS - Kathleen A. Sakry of Kathleen Decorative & Faux Finishes/The K Group, Minnesota, is writing a six-part series called "It's Only Paint" for Builder/Architect magazine. Starting with the December '08 issue, the decorative artist is covering the history of decorative painting, gilding, glazes, plasters, murals, and painted furniture - "The next generation's heirlooms," she believes.



Who says 'It's Only Paint?' It's taking artist Kathleen Sakry a series of six articles to plumb the intricacies of faux painting.

INDUSTRY ICON (and FAMILY MEMBER?) - It's never too late to express admiration, believes Susan Slotkis, New York, who finally met her "true icon, inspiration, and idol," famed industrial designer Eva Zeisel. Now 101 years old and still going strong enough to attend the Big Apple Gala at the new Museum of Art and Design (MAD) late last year, Eva is still involved with her craft, still inspiring designers like Susan. "I used a favorite photo of a series of her sensuous white vases as the backdrop for the IFDA seminar I did this year," Susan explains. Not only that, it was "uncanny how much she resembles my mother. I sent the photo of the two of us to some close family members. They were astonished, and warmed."



My Icon, my Mother? Susan Slotkin met industry legend Eva Zeisel and detected a family resemblance.

TRIUMPH AT JAPANTEX - A unique way with fabrics has won an award of excellence for Yasue Ishikawa, Japan, at an interior design competition sponsored by the Fabric Assn. in Japan. Yasue printed a Japanese garden on a sheer lace and hung it over a mirror film applied to the wall of her room display, virtually transporting the people inside out into the garden itself. The awards were presented during Japantex, the country's largest interior design and textiles exposition; www.japantex.jp/highlight/compe.html.



FOCUS GROUP - Award-winning photo pro Melabee Miller, New York, showed and told interior designers "How to Take Great Window Fashion Photos" at a recent seminar held in the North Plainfield, N.J., showroom of Metropolitan Window Fashions, a New York chapter sponsor. Melabee practices what she teaches: she's the co-creator (with designer Nancee Brown) of a handsome new book, "Can't Fail Window Treatments."



Checking all the angles, photographer/author Melabee Miller shows decorators at Metropolitan Window Fashions store how to take terrific images of their window creations.

SURPRISE PRIZE - The man who almost wasn't there, Kerry Touchette, Washington, was tipped off by a phone call a week before the ASID chapter's awards gala at historic Union Station. "ASID doesn't advise you of an award, but if you don't pre-pay, they get nervous," Kerry explains. Never mind that it "rained casts and dogs that night and the traffic as usual was appalling," he took the hint and showed up to bring home the Medalist Award, the highest award the ASID chapter bestows for volunteerism, leadership, and service to the design community. Also a past president of the Washington chapters of both IFDA and ASID, Kerry had IFDA companions in the limelight: Ronna Cohen received an ASID Industry Partner Award and Susan Gulick, a Designer of Distinction Award.

TABLE-TOP HONORS - IFDA members took center stage at the second annual Tabletop Competition during the Midwest Home & Garden Show last fall at the Minneapolis Convention Center. Voted in by show-goers, the three top honors went to two chapter members: Lana Barbarossa copped both first and second places. Karen Brown won third. The chapter's Community Outreach Committee also decorated three holiday trees, each with a theme: U.S. service personnel; hats and mittens, and all-angels. Attendees bought and decorated ornaments to be sent to local nursing homes, raising funds to buy outerwear for needy Twin City residents and to send an IFDA "care package" to a Minnesota military unit.

IFDA DUES REMINDER

It's not too late...

to invest in your future! Don't forget to renew your membership for 2009 to the IFDA. Now more than ever membership in an association focused on you and your business is essential. Nowhere else will you find the diversity of members in the furnishings and design industry who's goals are to support each other through networking. We also have listened to your requests for health insurance and to that end we've partnered with Association Health Programs, one of the largest brokers of health programs in the industry!

Renew online at www.ifda.com
or call 610-535-6422.

WHAT WON'T YOU DO IN 2009?

OK IFDA'ers...we are now officially almost 3 months in to the New Year. How are you making out with all those New Year's Resolutions? Have you lost weight? Stopped that nasty habit? Kept up that exercise regimen? Achieved fame and fortune? Remained true to start doing those things that will undoubtedly make you happier in life?

I know, I know...me too. But then New Year's has always been a time that we all look to as a 'start date' to do new things. We go through it when we find a new home, get a new job, start a new project. After all – it is a "New" year...right? But if you've had the same success I've had this year (so far), let me clue you in to something that will work. Guaranteed. You can take this one to the bank...uh, better yet, given the issues with the federal bank bailout at the moment, let's just say you can bet the farm on it.

Ready? OK...here we go. Rather than constantly pressuring ourselves to identifying new things, may I suggest we consider a different perspective; one that is more "lean" and that focuses on removing instead of adding and improving the fundamental value.

Let's look at what WON'T you do in the New Year? What can and should we stop doing?

As we each reflect on the ritual of making annual resolutions, I reflect back to an article I read on creativity and innovation from Rochelle Myers and Michael Ray at the Stanford Graduate School of Business. The challenge, they say, forces us to see that while we have all remained fairly energetic, we may have done so while centered or focused on the wrong things. Indeed, we may well find ourselves on an entirely wrong path.

The article speaks about the idea of "making your life a creative work of art." A great piece of art is composed not just of what is in the final piece, but equally important, what is not. It is the discipline to discard what does not fit – to cut out what might have already cost days or even years of effort -- that distinguishes the truly exceptional artist, the designer or the furnishing professional and marks the ideal piece of work, be it a symphony, a novel, a painting, a design, a company or, most important of all, a life.

It is interesting to note this philosophy has also been adopted by Toyota and its "stop-doing" philosophy. By the way, was Toyota one of the automotive manufacturers who asked for a federal bailout? Hmmmm, maybe there is something to be said for this idea.

In today's fast paced, Blackberry craving, entitlement mentality world of immediate gratification, we often default to looking at problems and

opportunities in the wrong way. As is natural and intuitive, we often look at what to do, rather than what to not do. But once the perspective is shifted we can examine more clearly how and what to stop doing and, thereby, dedicate ourselves with a cleaner plate to that which must be done. The singular thought that what isn't there can often be as or more powerful than what is presents us with a completely different view of the world. In fact, it can offer an altogether unique reality—and a life-changing one, at that.

So what doesn't fit in your life? What is sucking up energy that could be better used elsewhere? What is taking away from the efficient, calm elegance that your life could be?

Forget about the weight scale, running shoes, and roof-shingle tasting granola bars as a substitute for lunch, for a moment; and focus on what there is in your life and business that doesn't belong, what doesn't bring positive value, what weighs you down like an anchor, or doesn't position you to take advantage of those opportunities that will sustain the momentum and reputation you have worked so hard to build? See... one already sprang immediately to mind, didn't it? What others are there? Write them down and then start eliminating them.

Can I tell you something? There have even been clients and vendors I have fired because they are just not worth it. I know it's not easy. But in the long run, shedding this other "weight" will allow you to feel better, run farther and faster, and become far more productive.

Now, doesn't that feel better? Happy New Year.



IFDA WELCOMES OUR 153 NEW MEMBERS!

ARIZONA

Professional Member
Cynthia Almas
CA Designs LLC

Student Member
Carolyn Bliss

Student Member
Debbie English

Professional Member
Nancy Hugo
Nancy Hugo, CKD

New Professional Member
Joseph E. Jefferson
J.E.J. Painting Inc.

Professional Member
Theresa Jilek
Pillars of Design LLC

Professional Member
Clare Marie Kronemeyer
The Zivney Group

Professional Member
Maria Larkin
Pillars of Design

New Professional Member
Jude Luth

Student Member
Pat Scheurich

Professional Member
Ingrid Trott
ITV/SCC

New Professional Member
Diane Weightman
Di's Creative Edge

AUSTRALIA

Professional Member
Thomas Hamel
Thos Hamel Pty Ltd

BALTIMORE

Professional Member
Lissa Bounds Stolte
Trinity Quality Homes, Inc.

Professional Member
Maria Brooks
Simply Beautiful Home
and Garden Design

Professional Member
Joyce Hadley Hoelzer
InnerSpace Solutions, Inc.

Professional Member
Carol Lombardo Weil
CLW Designs, Inc.

CAROLINAS

Student Member
Bev Gunter

Professional Member
Susan Pyle Dickenson
Home Accents Today

FLORIDA

Professional Member
Noel Keyes
Corsair Imports, LLC

Student Member
Tammy Kollinger

GEORGIA

Professional Member
Amy N. Aenchbacher
Living Spaces

Professional Member
Bob Bachmann
Bob Bachmann
Custom Paperhanging

Professional Member
Bill Bingham

Student Member
Donna Bufford

Student Member
Mary Jo Cooper

GEORGIA

Professional Member
Henry (Bud) Edie
Lafayette Interior Fashions

Professional Member
Aimee Parscale
The Design Loft, Inc.

ILLINOIS

Student Member
Ashley Avery

New Professional Member
Anne-Marie Haynes
AMH & Co., Home Interiors, Inc.

Professional Member
Erin Rose Laffey
JT's Frames

Professional Member
Mara Pedersen
Patina Design, Inc.

Professional Member
Joan Scheib
Joan Scheib Interiors

JAPAN

Professional Member
Mayumi Adachi
Grand Decor

Professional Member
Yukiko Kozaki
Aquent, Inc.

Professional Member
Fuminori Minohara
Interior Times Co., LTD

Professional Member
Akiyoshi Mohri
Amtrec Inc.

Professional Member
Minori Nakamoto
AIC Tax Co.

JAPAN

Professional Member
Shinya Nakao
Daiko Electric Co., LTD

Professional Member
Emi Nakayama
Sada Kenbi Co., LTD

Professional Member
Katsumi Ohmoto
Suiho Shoji Co., LTD

Professional Member
Kaoru Okeya
Blan Plan LLC

Professional Member
Masami Seguchi
Mori's I

Professional Member
Yuko Tominaga
Work Station Co., LTD

Professional Member
Naoko Tsuchiya
Bikentec Co., LTD

Professional Member
Norihiko Yamawaki
NJF Co., LTD

Professional Member
Akiko Yamazaki
Risa Braire Co., LTD

MEMBER-AT-LARGE

Professional Member
Steven Fiedler
Gorgeous Homes, Inc.
Seattle, Washington

MINNESOTA

Professional Member
Karen Arcand Johnson
Arcand Johnson Design

Professional Member
Alma Garza
The Art Institutes
International MN

IFDA WELCOMES OUR 153 NEW MEMBERS!

MINNESOTA

Student Member
Darwin Lindblom

Professional Member
Cris Lund
Fresh Focus Home Staging

Student Member
Tracey Malone

Professional Member
Mark McDonald
McPete Drafting & Design

Student Member
Lolita Nikolai

Professional Member
Kathleen A. Sakry
Kathleen Decorative / K Group
Decorative Finishes

New Professional Member
Elizabeth Schlotfeldt
Target

Professional Member
Michele Thompson
Southern Lights

Student Member
Rebekah Todd

N CALIFORNIA

Professional Member
Yuko Matsumoto
Altera Design & Remodeling

Student Member
Adela McDonald

NEW ENGLAND

New Professional Member
Deborah F. Berger
Maven Design

Professional Member
Bart Bettencourt
Eco Supply

NEW ENGLAND

Professional Member
Tamara L. Candage
Ann Sacks

Professional Member
Jennifer Connolly
Commonwealth Design Group

Professional Member
Rosemary Fletcher
Rosemary Fletcher Photography

Professional Member
Kurt Hakansson
Haddad Hakansson, LLC

Professional Member
Shelly Harrison
Shelly Harrison Photography

Professional Member
Nicole Hogarty
Nicole A. Hogarty Designs

Professional Member
Thad Kallas
Window Imagination, Inc.

Professional Member
Thomas Lienhard
Black Lab Alarm, Inc.

New Professional Member
Cathy J. Little
Little Interiors

Student Member
Jennifer Moskowitz

Professional Member
Jane Scammon
Yale Appliance & Lighting

New Professional Member
James W. Schuyler, III

Professional Member
Jane Wallace
V2K Window Decor & More

NEW ENGLAND

Professional Member
Lynn Weinstein
LMW Designs, LLC

NEW YORK

Professional Member
Marina Alario
The Red Shutters
Decorating and Design

Professional Member
Eileen Boyd
Eileen Kathryn Boyd Interiors

Professional Member
Laurie Burns
41 Madison, The New York
Merchandise Mart

Professional Member
Lynndel Cassin
24 Seven, Inc.

Student Member
Leyna Chiang

Professional Member
Phyllis Chin
Officeworx

Professional Member
Katherine De Sousa
De Sousa Design

Professional Member
Lisa Goldmeer
24 Seven, Inc.

Professional Member
T. Daniel Johnson
Cornerstone USA LTD

Professional Member
Debra Lundy
D Lundy Design Inc.

Professional Member
Eleanor McGovern
Springs Global

NEW YORK

Professional Member
Luky Ng
Toto USA, Inc.

Professional Member
Joyce Post
Post Impressions

Professional Member
Nicole Rainone Martino
Cole Rain Designs, Inc.

Professional Member
Bette Rothstein
Swan Galleries

Student Member
Kayne Rourke

Professional Member
Robert J. Upton
Benjamin Moore & Co.

PHILADELPHIA

Professional Member
Deborah Bettcher
DB Design

Professional Member
Neda Couzens
Neda Couzens Interiors

Professional Member
Michelle Geiger Kennedy
Superior Woodcraft

Professional Member
Henrietta Heisler
Henrietta Heisler Interiors, Inc.

Professional Member
Pamela Kenney
Uncommon Threads
Interior Design

Professional Member
Donald E. Larkin
Lark Interiors

Professional Member
Nancy A. Pageau
Pageau Art Planning

IFDA WELCOMES OUR 153 NEW MEMBERS!

PHILADELPHIA

Professional Member

Jayne Rosen
J R Design Coordinates, LLC

New Professional Member

Jami Sovinski
Avant Garde Window Treatments

Professional Member

Tom Stone
Stone Glidden

Professional Member

Vita Vygovska
V2K Window Decor & More

RICHMOND

Professional Member

Catherine Baldwin
Kitchen Crafters

Professional Member

David Ballas
David Allan Ballas Interior Design

Professional Member

Jennifer Bendheim
Bendheim Design

Professional Member

John Blekicki
Mountain Lumber Company

Professional Member

Kelly Brown
Kelly Brown Interiors, LLC

Professional Member

Jonathan Burnett
Home & Garden Masonry, LLC

New Professional Member

Holly Chasan
Maison James Interior Design

Professional Member

Andrew Chasen
Chasen Galleries

Professional Member

Shannon Dugan
Charles Luck Stone Center

RICHMOND

Professional Member

Mamie Hinckle
Sofa Creations

Professional Member

Lawrence C. Kind
Vangarde Woodworks, Inc.

Professional Member

Megan Lowden
Lowden Design Consulting

Professional Member

Sue Radossevich
Razzmatazz Decorative
Finishes LLC

Professional Member

Charles Robins
City Publications Richmond

Professional Member

Jeremy Satterlund
Satterlund Fine Carpentry, LLC

New Professional Member

Nicholai J. Smith
Spartan Metalwerks

Professional Member

Ashley Stinnett
Charles Luck Stone Center

Professional Member

Alyson Stinson
Design Solutions

Professional Member

Deborah Suter
Owen Suter's Fine Furniture Inc.

Professional Member

Carmela Wengraitis
Kitchens ETC

Professional Member

Jonathan A. Williams
Summer Classics

S CALIFORNIA

New Professional Member

Kamala Boretto
Kamala Design, Inc.

S CALIFORNIA

Professional Member

Cathy Brettman
Cathy Brettman Interiors

Professional Member

Marlene Maher
Maher & Associates

New Professional Member

Susan Shepardson
Susan Shepardson Design

TEXAS

Professional Member

Robert Algieri
Algieri Construction Services, Inc.

Professional Member

Gary T. Beam
Thurston & David Interiors

Professional Member

Charles Beard
Thurston & David Interiors

Professional Member

Glen Boudreaux
Glen Boudreaux & Associates

Professional Member

Kenneth Craighead
Craighead Designs

Professional Member

Paul Donahue
Robert Allen

Professional Member

Nan Duncan
D Interiors

Professional Member

Sharon Flatley
Flatley & Associates

Professional Member

Ann Freeze Carruth
Concepts By Carruth's Company

Student Member

Cassandra Livingston

TEXAS

Professional Member

Becky Pipka
Lalique Interiors

Professional Member

Michele Renault-Ruit
M. Renault-Design

Professional Member

Patricia Ridnour
Patricia Ridnour

Student Member

Debbie Slavin

Professional Member

Marshall K. Sligar
Plasti Fab Incorporated

Professional Member

Rhonda Vandiver
RSVP Design Services

New Professional Member

Kristina Vasquez
Charles Ray & Assoc.

Professional Member

Amy Vicknair
Sassafras Furniture and Design

WASHINGTON

Student Member

Heather Davis

Professional Member

Amanda Kaufman
Charles Luck

Professional Member

Melissa Malakoff
Lighthouse Electric, Inc. dba
Lighthouse Construction
Services, LLC

Professional Member

Lee Odess
Integrated Media Systems

Professional Member

Sherry Ways
Design Scheme Interiors, LLC