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President's Message

Susan Hirsh, President



the buds of future success.

The IFDA is a reflection of our members. We are looking at the past successes and trying to build upon this to position ourselves as the premier organization for our industry. We can only achieve this with your help. We need to hear from each of you on the projects you are working on that are important in your community and among your peers. Let your chapters know. Have you gotten a promotion at work? Have you won an award? Have you started or completed a major project? Have you been a participant in a show house? Give your Chapter the information to include in the articles they submit to Teresa Burnett, our Director at Large for Publicity, and Susan Slotkis, our Director at Large for Communications. We want to applaud your work in our newsletter, the IFDA *NETWORK*. If we don't promote ourselves then who will? When you are interviewed mention that you are an IFDA member. Use the

Winter gives us time to reflect before the spring brings to us renewal. We need to use this time to reflect on our past triumphs, areas that need to be looked at more carefully and

initials on your business cards. Each of you was sent an IFDA decal for your office; use it.

Very shortly we will have our new website up and running. Each Chapter will be selecting a person who will be available as a consultant for help on website issues. If you need help, you will be able to contact your Chapter person who will either help you with your question or guide you to the appropriate person for answers. There will be a recorded webinar available on the site and detailed instructions to help you complete your new profile. We have a Website Committee co-chaired by Dave Gilbert (Past National President) and Rand Kehler (Philadelphia), with Michele Keifert (Georgia) and Janet Stevenson (President Elect) also serving. If you have suggestions for the website, send them to your website liaison person who will forward them to the Committee.

We are off to a good start of 2010. We have a lot to do, but with your help much can be accomplished. This organization is built on the individual and group efforts of our members. Make the most of your membership. Be an active member. Join a committee. Attend events. Invite 2 other persons in our industry to an event. You are our best promoters. Help us to grow and be a force in our industry.

Educational Foundation

Wilma Hammett, Director of Resources, Educational Foundation, National Chair, EF Walk for Design Education.



Based on the recommendations from all of you, the 2010 Walk for Design Education can be held anytime during the year. You can design it to suit your chapter's programming. It can be a traditional walk along a street of market buildings or accessory boutiques, a walk in a park or campus or through a design center, showrooms or museum. You can even add an educational twist to it by making it a "Knowledge Quest" as the New England Chapter did last year. You may have other ideas as well. Make it your own!

Last year the WALK raised over \$32,000 with 11 chapters participating, making it possible to increase award amounts of several scholarships and grants in 2010 as well as build most all the scholarship and grant funds closer toward endowment levels. Plus, this national WALK project attracted valuable PR exposure in the trade press, enhancing the image and visibility of IFDA as well as EF.

The WALK committee is working now to get national partners to financially support our efforts. If you have a good source who would be interested in this project and the national recognition, please send it to me -

wshammett@aol.com

Please discuss the 2010 Walk for Design Education with your Chapter Board and make plans to support this fun and worthwhile fundraising project. Select a Chapter Walk Chair; set a date to have your Walk and let me know your plans and the name and email of the Chapter Walk Chair so I can start communicating with that person.

The IFDA/ EF Board is excited about this year's WALK. We look forward to working with you and your Chapter Walk Chair.



Boards Meet in Philadelphia

The National Board of the IFDA, along with the Council of Presidents met in Philadelphia in October 2009 for a series of planning meetings for the coming year. Also at the meeting, Gail Belz, FIFDA was presented with a gift in recognition of her service as 2009 IFDA National President. Dave Gilbert, FIFDA leaves the Board after many years of service to the IFDA and most recently as 2008 National President.

Top Photo: 2009 IFDA Board of Directors

Back row: Dave Gilbert, FIFDA; Ellen Cohen; Teresa Burnett; Claudette Grayson Front row: Diane Nicolson, FIFDA; Susan Hirsh; Gail Belz, FIFDA; Resa Farmer, FIFDA

Bottom Photo: 2010 IFDA Board of Directors

Back Row: Diane Nicolson, FIFDA, Treasurer; Ellen Cohen, DAL; Teresa Burnett, DAL Front Row: Gail Belz, FIFDA, Past Pres.; Susan Hirsh, President; Janet Stevenson, President Elect; Claudette Grayson, DAL

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Valerie Buckner-Holzer
vbhdesign@verizon.net

National Board Spotlight



Susan J. Slotkis Director at Large (New York)

Susan is an interior designer, educator and author. Her residential interior design firm Profiles -

Personalized Interiors, is known for its client involvement in the design process. Her mantra is "begin where the client is and take them further". To that end, her style is not merely modern or traditional but educated and adaptable so that it informs any type of project.

Susan currently serves on the Board of both ASID and IFDA's NY chapters and has received numerous citations for her service. She is also an Educational Affiliate of IDEC.

Her book *Foundations of Interior Design* published by Fairchild in 2006 is being used by thousands of students internationally and has been well received as a source book for seasoned practitioners and industry partners.

Over the past decade she has developed and taught seminars and courses focused on topics of design and color, history of

design styles, decorative arts, and business practices. She is an adjunct assistant professor at F.I.T. and also teaches at NYU and Metropolitan Institute and delivers seminars to the industry.

Susan will be editing the IFDA *NETWORK* and invites submissions through your Chapter's communications representative of photos, articles and chapter event information. Please send all of the above to Susan at sslotkis@nyc.rr.com.

Illinois Chapter News

How to Build a Successful Business

Joan Scheib, President

For 2010 we are going to focus on powerful strategies to help our members regain a sense of satisfaction and fulfillment in their work and life. Strategies to become the best sales person, to differentiate yourself from your competitors, and become a magnet were the themes for two events in January. I'd like to share some of the key points.

Jan 12 Event: Success in Selling

- Selling products or services can be fun and rewarding, as well as stressful.
- Great sales people have great beliefs about sales!
- Great sales people believe that "by closing a sale, I am helping my client make a decision that is good for them." or "objections are not brick walls, they



Kyle Keith, Import Manager, Terrazzo and Marble

are just speed bumps."

- Think about this and how you might change your beliefs. Roger Bannister, in 1954, trained and beat the odds breaking the 4 minute mile when doctors said it was impossible. All Roger did was change one belief and he literally changed the results for runners all over the world. What negative belief is holding you back?!

Jan 26 Event: Become a Magnet

- Your magnetism is your ability to attract people to you.
- Your approachability or the extent to which others perceive you as being open to their advances is critical.
- Three easy steps to take are:

Determine if you are attracting the right people as well as how approachable you are.

Be ready to engage in a conversation when you go to any networking meeting.

Wear your nametag and find out what you have in common with others, or what your common point of interest is.

Thanks to our sponsor Terrazzo & Marble Supply for hosting!

New England Chapter News

New England Chapter Design Competition

Submitted by Linda Merrill, IFDA

In 2009, IFDA New England created the first annual "Designer Showcase & Recognition Awards". Sixteen designers entered over thirty designs in one of five categories: Living Spaces, Kitchen & Bath, Dining Rooms, Bedrooms and Decorator Showhouse. Designers could submit one "before" photograph and up to five "after" photos that best illustrated their work. Our media sponsor was *Design New England* magazine, a Boston Globe publication. DNE convened an esteemed panel of judges to select the designs they felt were the best of the best in each category. They also created a Community Service award as well. This award was open to any chapter member who had provided exceptional work for the greater community on a volunteer basis. This year's award went to past IFDA New England President Teresa Burnett.



Left to Right: Steve Twombly; Susan Shulman; Beverly Rivkind; Teresa Burnett; Wayne Southworth; Rebecca Wilson; Edwina Drummond; Donna Terry; Gail Ravgiala.

For more photos, see page 5 of the NETWORK

Congratulations to the winners of the 1st Annual IFDA Designer Showcase Awards.

Sponsored by IFDA and Design New England Magazine,
this award celebrates exceptional interior design by an individual or firm.



TERESA BURNETT
Willow Designs, Inc.
*Community
Service Award*



1. EDWINA DRUMMOND
Edwina Drummond
Interiors
Showhouse



2. BEVERLY RIVKIND
Beverly Rivkind
Interior Design
Living Room



3. SUSAN SHULMAN
Susan Shulman
Interiors
Kitchen



4. DONNA TERRY
Interiors By
Donna Terry
Dining Room

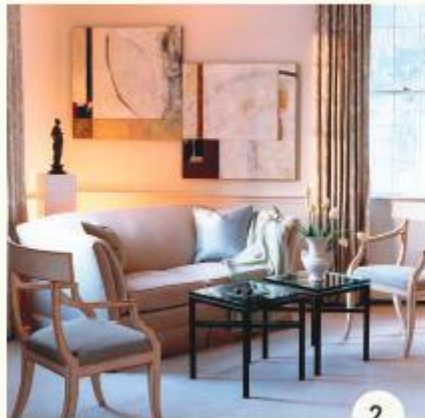


5. REBECCA WILSON
RW Interiors
Bedroom

To view before and after photos of all the entries, go to http://www.flickr.com/photos/ifda_newengland/collections/



1.



2.



3.



4.



5.

JUDGES:

Gail Ravgiola, Editor
Design New England

Estelle Bond Guralnick, Contributing Editor
Design New England and Traditional Home

Peter Wheeler, President
Sara Campbell, Ltd.

Nancy Hackett, Co-Director
New England School of Art & Design, Suffolk University
Principal, Hackett Interior Design Consultants

SPONSORS:



New York Chapter News

Rising Stars of Interior Design Event at 7W

By Christine Abbate, VP Publications

On the evening of November 10, 7W New York partnered with IFDA NY Chapter for a very special Designer Day led by interior designer extraordinaire and Jamie Drake, IFDA. Since 2007, IFDA New York has recognized up and coming designers through its annual "Rising Stars of Interior Design" events. IFDA's 2009 Rising Stars: John Willey, Sara Story and Shawn Henderson took center stage on 7 W's 11th floor as they shared their inspirations, aspirations and discussed the future of interior design.

The evening kicked off with a buzzing cocktail reception during which Rising Stars, both past and present, mingled with design industry devotees, experts and students. Former honorees, Vanessa De Leon, Brad Ford, and Kristen McGinnis came to support their colleagues and hear from 2009's stars. At the very start, panel moderator Jamie Drake rhetorically asked, "What makes a rising star?" His answer was simply "timelessness and sparkle." These characteristics were clearly exhibited in the portfolios of the rising stars who presented their work to a rapt audience. A lively discussion and Q + A session followed.

The presentations and discussion offered attendees a look into the Stars' rich and distinctive design worlds. John Willey's motto, "Life's too short for an all-beige room" was evidenced in the projects he showed, which were infused with light and subtle pops of color. Born in Japan and raised in Texas, Sara Story spoke of her love for both cultures, using touches of each in her work. With a penchant for embellished walls, she plans to one day start her own line of wall coverings. Fellow star Shawn Henderson shared his signature aesthetic and vivacious personality in a video of his portfolio synched to



Our 3 Honorees with moderator Jamie Drake, IFDA.



Our 3 Honorees – John Willey, Sara Story and Shawn Henderson.



Jamie with past honorees Vanessa De Leon, Kristen McGinnis and Brad Ford.

music. During the discussion that followed, Henderson noted that his clients often want to recapture special moments they have had in special places, like requesting "Tuscan kitchens" and "Parisian boudoirs."

The trio agreed that a "good" client is one who lets the designer go with their vision. Toward the end, an audience

member inquired about the future of the industry. John Willey's response seemed to poignantly sum up the event. "We are looking at a big question mark at the moment. We are not sure what's next, but we must focus on moments like this. Coming together as we are now as a design community is encouraging and inspiring."

In Memorium, Mr. Jeff Hay

Ellen Cohen - 2008-2010 Director at Large, Charity/Sponsorship

Anyone lucky enough to have met him would quickly note his presence in a room. To then have an opportunity to speak with him, he'd impress with his humbleness, his big heart and generous spirit, a compelling combination. Such was the man, Jeff Hay. It is important for me in the words that follow to give a background and sense of this man to those of you who never knew him.

Over the last two years it was my distinct pleasure and honor to develop a professional friendship with Jeff Hay, and I have IFDA to thank for my good fortune. The road to Mr. Hay was paved for me by my National Board predecessor, Joan Croft. I had just come on as Director at Large for Charity. During Joan's term, IFDA needed to find a National charity worthy of our support. She did the legwork and discovered Help1Up, the charitable arm of the National Furniture Bank Association, thereby opening the door for me to meet Jeff Hay, their newly-appointed Executive Director. Briefly, for those unfamiliar with the NFBA, their goal is two-fold: providing donated furniture to those in need and working towards opening new furniture banks across the country.

When I first contacted Jeff early in 2008 he was so pleased to hear IFDA wanted to get involved with the NFBA and of our inviting him to join us at our 2008 Conference in Los Angeles. As it turned out Jeff arrived in LA a day early having the opportunity to connect first-hand with so many of our members. You knew when you spoke with Jeff he was truly engaged, listening to what you had to say.



As our Conference Association Luncheon Keynote Speaker that year, Jeff gave a most compelling and moving address. He described the work being accomplished by the NFBA and the reality of its future challenges, such as hotels calling him to donate 1,000 mattresses and there not being a local furniture bank to receive them. He said our Association was the first to want to act, not just endorse the NFBA, and it meant a lot to him. Jeff said because people are poor does not mean they shouldn't be treated with respect and dignity. He saw himself as an in-the-trenches kind of guy who felt meaning and purpose in life using the hands-on approach to make a difference.

In an early 2009 conversation with Jeff he gave me the surprising news he'd decided to begin his own furniture bank association, the National Furniture Donation Organization, and was awaiting approval from the IRS. He envisioned a proactive, non-profit organization devoted to the cause, furthering the formation of new banks and working as he preferred, hands-on with existing furniture banks. He typically would end our conversations with his favorite expression for the ideal he envisioned, "Keep your eye on the prize!"

Towards the end of summer in 2009 my attempts to contact Jeff were not returned, so unlike him. You can imagine my shock at receiving the news; Jeff passed away unexpectedly on Friday, September 11th, 2009 at age 48. Jeff is survived by his wife Laura and nine-year old son, Jarrod, their pride and joy. Jeff once told me how grateful he was to his wife, Laura who understood his

passion and made it possible for him to pursue it. Many times I would call Jeff's cell phone and he would be on his way to pick up his son or participate in an activity with his son; his son was his world.

Those of you who knew him share this sense of loss and more so for our Country's people in need. What this man could have accomplished because of his positive energy, charitable spirit, enthusiasm, desire and commitment to help others. I determinedly focus otherwise, on our world being a better and brighter place for what he was able to accomplish and being grateful for having known the fine character of this man.



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Stuart Pase, President

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Sefra Maples Interior Design
and Consulting

Professional Member

Teresa Taylor

Professional Member

Linda Tully
Custom Coverings

Baltimore

Professional Member
Brenda Twigg
Arica Consulting and Contracting

Carolinas

Professional Member
Joann Owings

Professional Member

Beth Smith
200 Steele

Florida

New Professional Member
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Rena K. Interiors

Georgia

New Professional Member
Susan Center
Susan Center Interiors

New Professional Member

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New Professional Member

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Professional Member

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Professional Member
Jen Bruno
Hangrohe

Professional Member

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International Arts

Student Member

Dawn White

Illinois

New Professional Member
Renee Page
Simply Design

Professional Member

Barbara Berthold
Barbara Berthold Interior Design

Professional Member

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Bretag Floor Source

Professional Member

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Illinois

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N California

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Professional Member

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IFDA Welcomes Our 101 New Members

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Student Member

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Student Member

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Professional Member

Lisa Cope
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Professional Member

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Professional Member

Elizabeth Kelleher
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Professional Member

Laurie Hero
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Professional Member

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Habitat Studio

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Leia McKenna Zeitlin

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Cherry Hill

Kira Krumm

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Sandra Golightly

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Robert Ernst

John Gambell

Pamela Hatcher

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Andrea Wald

Ellen Wallack

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Charley Elofer

Mary Jo Gallagher

Rand Kehler

Arlene Ruth Kite

Andrea Wilson

Sandi Young

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Serena Cole

Washington

Gloria E. Capron

Ross Hunter

Steven Schreck

Karen Weschler

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Sherene Lamb

Paula Schulman

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Patricia Simmons Mickey

Illinois

Allene Mangone

Loren Reid Seaman

Michigan

Joan E. Engle

Minnesota

Shellie R. Rindal-Haack

Minnesota

Kimberly Wahl

N California

Nancy A. Butler

Mai Kai Lee

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Paula Brown

Deborah Farrand

Kris Shaffer

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Susan Hirsh

Philadelphia

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Jay Cipriani

Eileen Devine

Cynthia Fisher

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Kathleen L. Penney

Washington

Marjorie Barnett

Hope Bass

Jeanne Blackburn

Joan Polk

15 YEARS

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Phillip L. Coleman

Georgia

Resa Farmer, FIFDA

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Sharon Dunn Rudy

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Catherine B. Simon-Vobornik

Michigan

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Minnesota

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Ruth Lecy

N California

Marie Antoinette "Toni" Berry

New England

Susan Maier

New York

Marcia Brandwein

Maureen Klein

Philadelphia

Adrienne Franciosi

Betty Jane Kutz

Linda Sinicropi

Janet B. Stevenson

Texas

Paula Ross, FIFDA

Washington

Carole Aronheim

Ronna R. Cohen

Susan Holtzman

Deborah J. Wiener

20 YEARS

Carolinas

Gaye McCraw Outlaw, FIFDA

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Cathy L. Fountaine

Minnesota

Jeanette I. Croatt

Judy M. Gauvin

N California

Miriam Crowder-Chase

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Marcia Geoghan, FIFDA

Joan M. Hurson

IFDA Celebrates Our Member Anniversaries

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Minnesota

Bonnie Swenson Folkerts, FIFDA

Kathleen D. Saterbak, FIFDA

Eileen H. Hinkson

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Michele Carney

Mervyn D. Kaufman, FIFDA

David North

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Jeffrey Petersen

Jo-Anne Pier

S California

Andrea Fairbrother

Audrey P. Smith

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Nancy Sutton

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Mary Lane Zell

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New York

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New England

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New York

Harriet G. Schoenthal, FIFDA

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New York

Cynthia Richter

56 YEARS

N California

Gloria Mae Campbell

63 YEARS

New York

Claire K. Coleman



THE IFDA WANTS TO HEAR FROM YOU!

You've heard from us - now it's your turn. We love feedback, so please let us know your thoughts on this issue of the IFDA's "Network." Did you like it? Were the articles of interest and value to you? Is the newsletter too long, too short, or just about right? Do you have any suggestions on articles or issues you'd like to hear more about? We're already planning the next issues, so please let us incorporate your ideas. Just like the IFDA and its members, the "Network" is getting better all the time. Please email us your comments to Susan Slotkis sslotkis@nyc.rr.com