

# IFDN

INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

# NETWORK

CONNECTING YOU TO THE GOLD STANDARD

## IN THIS ISSUE

- Chapter News
- DesignEDGE at Las Vegas Summer Market

INTERNATIONAL  
PLATINUM SPONSORS

THE  
SHADE  
STORE

INTERNATIONAL  
SILVER SPONSOR

Mitchell Gold  
+ Bob Williams





## BOARD OF DIRECTORS

### President

Penny Sikalis  
[ifda2017pres@gmail.com](mailto:ifda2017pres@gmail.com)

### Treasurer

Linda Kulla, FIFDA  
[lskulla@optonline.net](mailto:lskulla@optonline.net)

### Treasurer Elect

Vacant

### Directors at Large

Susan Slotkis, FIFDA  
[sslotkis@nyc.rr.com](mailto:sslotkis@nyc.rr.com)

Sue Williams, FIFDA

[colleaguesinc@earthlink.net](mailto:colleaguesinc@earthlink.net)

### Educational Foundation Chair

Caroline Baer Rogow  
[crogrow@clivedaniel.com](mailto:crogrow@clivedaniel.com)

### Account Manager

Linda Kulla, FIFDA  
[linda@ifda.com](mailto:linda@ifda.com)

## COUNCIL OF PRESIDENTS

### ARIZONA CHAPTER

Shanti Rose, [shanti@modascapes.com](mailto:shanti@modascapes.com)

### N. CALIFORNIA CHAPTER

Gail Belz, FIFDA, [gailbelz@comcast.net](mailto:gailbelz@comcast.net)

### CAROLINAS CHAPTER

Holly Barker Woodward, [hollydbarker@aol.com](mailto:hollydbarker@aol.com)

### FLORIDA CHAPTER

Marsha Koch, [pictureprettyint@aol.com](mailto:pictureprettyint@aol.com)

### ILLINOIS CHAPTER

Karen Fischer (Co-President),  
[karen.designdetails@gmail.com](mailto:karen.designdetails@gmail.com)

Mr. Loren Reid Seaman (Co-President),  
[lrs@lrsinteriors.com](mailto:lrs@lrsinteriors.com)

### JAPAN CHAPTER

Akari Koike, [akarikoike@kobe.zaqq.jp](mailto:akarikoike@kobe.zaqq.jp)

### NEW ENGLAND CHAPTER

Christopher Magliozzi,  
[cmagliozzi@fbnconstruction.com](mailto:cmagliozzi@fbnconstruction.com)

### NEW YORK CHAPTER

Richard Segal,  
[richard@metropolitanhomehardware.com](mailto:richard@metropolitanhomehardware.com)

### PHILADELPHIA CHAPTER

Stephanie Graham,  
[stephaniegraham50@yahoo.com](mailto:stephaniegraham50@yahoo.com)

### RICHMOND CHAPTER

Holly Kidwell, [holy@hollykidwellinteriors.com](mailto:holy@hollykidwellinteriors.com)

### WASHINGTON D.C. CHAPTER

David Jorgenson, [davidj@kruperflooring.com](mailto:davidj@kruperflooring.com)



Photo Credit: John Stillman Photography

Captive audience at Mitchell Gold-Bob Williams showroom  
for Juan Carlos' CEU on RED, Page 5

## THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

# Contents Summer 2018

Editor: Sue Williams, FIFDA

## CONTENTS

President's Message..... 1

## CHAPTER NEWS

Arizona Chapter..... 3

Carolinas Chapter..... 4

Florida Chapter..... 5

Illinois Chapter..... 9

New England Chapter..... 10

New York Chapter..... 10

Richmond Chapter..... 14

Washington DC Chapter..... 15

## RESOURCES

Education Foundation..... 17

Membership Updates..... 18

## BOARD PROFILE - SUSAN J. SLOTKIS



**Susan J. Slotkis** is an interior designer, educator and author grounded by a background in human services and communication. For over 20 years Susan has provided interior design services through her firm Profiles – Personalized Interiors, where she is known for client involvement in the design process. Her unique background and education frame her abilities to be a good listener, a sensitive and insightful designer, speaker, and teacher. While her firm is based in NYC, projects have included homes for clients in Florida and California. In 2006 her text *Foundations of Interior Design* was published by Fairchild Books; the second edition is to be released in 2012. An often requested expert in the world of home fashion and interior design, she regularly contributes to trade and shelter publications. Her own newsletter *Design for the Rest of Us* in 2010 has a circulation of 2000. An alumna of the highly regarded Fashion Institute of Technology in NYC, Susan continues her connection as Adjunct Assistant Professor teaching interior design and home fashion courses since 1997. She is also an adjunct at New York University. The design seminars she develops and delivers on a national level are well-received by design professionals and enthusiasts alike.

# President's Message



Summer has arrived! And I'm thrilled with the long sunshine-filled days, warm breezes, casual BBQ's and relaxed gatherings with family and friends. Summer is a time when we feel we can kick back and smell the roses. Well, almost....

We in the home furnishings and design biz know better! Summer also means a hectic schedule of travel to multiple markets or getting on the

road to sell products/services, throttling into high-gear on construction/building projects, starting new design projects while culminating others, and soaking up all the energy from nature to pour into whatever our businesses demand to survive and thrive. Summer is actually an invigorating season!

For IFDA members across the USA, there's a plethora of local and national activities to indulge in! From summer socials and networking events to educational programs and museum visits, there's much to enjoy. Check your Chapter listings for nearby programs, and also make plans to join your fellow members at our first IFDA Summer Summit in Las Vegas from July 27th –29th – open to all members! Read more about this fabulous weekend on page 2 of this Network, and be sure to register ASAP if you haven't already. All registration links are provided.

Our newest Board Member, Director-at-Large, Susan Slotkis will be busy at work researching and developing a professional development initiative to help Chapters enhance their offerings, while also providing insight for programming across the country, either virtually or at tradeshows/markets. An author, educator and interior designer, Susan brings much expertise to her role as Education and Professional Development Chair, but also hopes to get your input to ensure we're delivering what's needed. You'll be receiving an e-survey in the next few days, so be sure to click on it and reply!

Also mark your calendars for the City of Lights in early September. A special package is available to IFDA members to visit Paris, attend the Maison & Objet fair from Sept 7-11, 2018, and partake in other cultural activities around town. Having been to Paris and the fair many times, I can say it's a superb deal, and one uniquely developed for furnishings and design professionals! See details on page 7.

So kick off your shoes ... but don't sit back.

Hope to see you at one of our events this summer!

Best,  
Penny Sikalis  
International President, IFDA  
[IFDA2017pres@gmail.com](mailto:IFDA2017pres@gmail.com)

## Get Your Business Edge in Vegas! July 27- 29, 2018

Submitted by Penny Sikalis, International President, IFDA

Join IFDA colleagues and industry friends at the first **IFDA Summer Summit from July 27–29**, timed to coincide with the **Summer Las Vegas Market** this July/August. For those of you who regularly attend Summer Markets – whether Atlanta, Vegas, Dallas or New York – you know how stimulating and inspiring these important industry gatherings are, not to mention how important they are for many businesses. Our goal for this Summer Summit is to bring more value to your membership with special programming via social, educational, and business-building events, all while providing an opportunity for our global members to connect, engage, learn, and have some fun, too!

After several strategic meetings for the Board of Directors and Council of Presidents, the general programming opens with a powerhouse of a presenter – Mike Peterson, president of Vision Marketing. His background includes executive positions in the media world (*LUXE Interiors + Design*, *House Beautiful*, *Country Living*), as well as home furnishings manufacturers wearing marketing and management

*Continued on next page*



**Register Now!**  
**July 28-Aug 2**

The **IFDA Education Foundation Design Edge** and **IFDA Council of Presidents and Board Meetings** will be held in **2018** in **Las Vegas** timed around their Las Vegas Summer Market.

**Everyone is invited!**

Continued from previous page

hats. He's a true marketing guru and fantastic 'teacher' who will have us captivated during his two workshop-style sessions Saturday afternoon: **"The Power of Personal Branding"** and **"Marketing Your Brand."** He promises an action-packed, inspiring afternoon with a clear direction and action plan for growing your brand!



You'll end your Saturday in Vegas at the famed **Stratosphere, also known as Top of the World** because of the commanding panoramic views of Vegas and vast desert beyond, from **6:30-9:00pm**. Our **Gala Reception and Dinner** on this eve of DesignEdge and opening of Summer Market includes a free-flowing open bar, yummy hors d'oeuvres and three-course delicious dinner while surrounded by those breathtaking views of sunset through the sparkling lit skyline equal to none other in the world. Come kick off your shoes, laugh, dance, talk, eat and drink with business colleagues and friends in the industry. No doubt, we'll have a night to remember .... And as they say: What happens in Vegas, stays in Vegas!



The excitement continues on Sunday, from 10:00am – 3:00pm with **DesignEdge: The Edge of Possibilities**, a special day hosted by the IFDA Educational Foundation, and with the support from the Las Vegas Market Center. The morning starts with **Keynote Presentation: "Designing Your Own Future"** presented by **Nolen Niu**, an internationally recognized and award-winning American

industrial designer, who designs and manufactures his own furniture in America. Lunch will be preceded by **"First Look-Summer 2018"** by **Julie Smith Vincenti**, Editorial and Creative Director of Nine Muses Media, LLC, a Chicago-based media firm that specializes in home furnishings product reporting and trend forecasting. And the afternoon program, **"From Creation to Consumer: Everything You Should Know"** promises to be dynamic and interactive with a panel of luminaries sharing their insights and strategies, and moderated by **Nick May**, host of the #1 interior design podcast, *The Chaise Lounge*.

With the market only less than a month away, be sure to register TODAY! Use these easy links to get more details and to book your space!

**Saturday:** Keynote presentation and/or Gala at Stratosphere (includes Reception and Dinner) [Click here to register](#)

**Sunday:** [DesignEdge Industry Summit](#)

**Discounted hotel rooms** are available through the Las Vegas Market hotel block. [Click here](#) to take advantage of them – and do so now before they sell out!

**Las Vegas Market Registration:** You must be registered as a Las Vegas Market attendee (complimentary to IFDA members and industry professionals) to gain access to the IFDA events (meetings, keynote and DesignEdge) on the Market campus. [Click here](#), if you haven't registered yet.

## AGENDA OVERVIEW

### Friday, July 27th

2:00 - 5:00pm IFDA Board of Directors Meeting (by invitation)

### Saturday, July 28th

8:30am-12:30pm Council of Presidents Meeting (by invitation)

1:00 -2:00pm Lunch – Board of Directors and Council of Presidents (by invitation)

1:00-2:00 pm IFDA Keynote Registration for members and non-member guests

2:00-4:00pm Keynote Speaker (open to all IFDA members and guests)

4:00 -6:00pm IFDA Educational Foundation Board Meeting (by invitation)

6:30-9:30 pm Evening Gala at Stratosphere's Top of the World (open to all)

### Sunday, July 29th

10:00 am – 3pm DesignEdge, EF's design educational seminar (open to all)



# Arizona Chapter

## 2018 Take A Seat

Submitted by TaMeki K Njuguna, IFDA Arizona | VP of Communications and Social Media Communications

The 4th Annual participation of the Arizona Chapter in Take A Seat was another huge success! We were able to donate \$11,000 to the Military Assistance Mission (MAM), which helps support our local Arizona military families. We would like to thank all of the chair designers that participated and donated their time for this great



Nick Tsontakis at the 4th Annual TAS Arizona Chapter

cause, and a big thank you also to our patrons, Gina Mathis, our committee chair, and the committee members that helped to bring it all together!

### Nick Tsontakis

Nick Tsontakis AIA, NCARB, MRAIC, and graduate with distinction, founded Arizona Residential Architects (ARA) and serves as Director and Publisher. Nick is also publisher of Arizona Forum (AzF) and served on the Board of Directors of AIA Arizona. Just recently he was recognized as Design Icon for Architecture in 2017 and is the 2018 recipient of the Masters of the Southwest Award. We were very pleased to have Nick as one of our talented chair designers for our 4th Annual Arizona Chapter Take A Seat Charity Gala + Fundraiser.



Chair design by Nick Tsontakis



Nicole Crites of AZ Family Channel 3TV, J. Levine's Auction and Appraisal, and TAS Chair Person Gina Mathis



Nick Tsontakis at the 4th Annual TAS Arizona Chapter



Nicole Crites of AZ Family Channel 3TV, J. Levine's Auction and Appraisal, Chair designer, Karen Mandarino

## DesignEDGE

Delighted to be the nearest IFDA chapter to the 2nd Annual Design Edge Conference this year in Las Vegas - Arizona will be hosting the welcome reception!



## Carolinas Chapter

### Carolinas Chapter IFDA tours Julian Price Designer Show House

Submitted by Dawn Brinson, FIFDA, Carolinas Chapter, VP Communications /Marketing

Members of the Carolinas Chapter IFDA had a special tour of the recently renovated Julian Price designer show house, located in the historic Linley Park neighborhood of downtown Greensboro, NC. Originally built in 1929 in the Tudor-Revival style, includes 31 rooms, servant's quarters and auto court and sprawling gardens.

24 designers/design firms worked to bring the show home to life. Proceeds from ticket sales support Preservation Greensboro. The home will be featured in an upcoming issue of *Southern Home* magazine.

## High Point Discovered helps Marketgoers and others find the very best in the Home Furnishings Capital of the World

High Point Discovered helps Marketgoers and others find the very best in the Home Furnishings Capital of the World

Hidden gems. Hot spots. How to ship your market goods home. Where to get the best blow-out. Not to miss happenings. Those and dozens of other insider tips and tricks can be found at the new blog, **High Point Discovered** and its companion Instagram feed of the same name. For marketgoers and others, it is a trove of smartly curated information and imagery that helps you cut through the ho-hum and get to the must-have and must-know. High Point Discovered is the brainchild of professional



designer, Christi Barbour, co-founder of Barbour Spangle Design and her discerning perspective is evident in every picture and post. As a long-time resident of High Point with a unique business serving the furniture industry, residential, commercial and education clients, Barbour shares the best of everything about High Point, the Market, and the amazing renaissance of the city's downtown culture and much more. Businesses cannot buy their way onto the coveted "best" lists

nor is the content sponsored or presented by any business or other entity, allowing High Point Discovered to feel like you are listening to treasured advice from your best in-the-know friend.



# Florida Chapter

## Florida Chapter Tours Historic Home as Fundraiser for EF

Submitted by Melissa Blanchenay, VP of Communications, Florida Chapter IFDA

This year, the IFDA Florida Chapter took a different approach to fundraising for the Education Foundation. Beverly Stewart, chapter VP of events, arranged for a tour of the locally historic Bonnet House on April 28, 2018. Paired with a delicious luncheon just after a wonderful day of fundraising and touring was in the works.

[The Bonnet House](#), created in 1920 by a Chicago-born artist of note, [Frederic Clay Bartlett](#), sits on land gifted to his second wife by her prominent attorney father, Hugh Taylor Birch. The ocean-side estate is an expression of pared-down genteel living. Located in the heart of Fort Lauderdale, the family wintered there for several decades despite some initially wild and primitive conditions.

Bartlett, one of the most successful working artists of his time, went on to design the interiors. He curated interesting objects from journeys abroad as well as prodigious amounts of art. His third wife, Evelyn Fortune Lily, was an artist in her own right, specializing in portraiture.

Guiding us through the grounds was an enthusiastic docent who shared extensive knowledge as well as a deep understanding of the family's life. A favorite stop was the orchid and seashell cottage, complete with its own bamboo barroom, which Bartlett had commissioned as a birthday gift to Evelyn. The well-attended tour and raffle held at the luncheon that followed at [Doc B's Fresh](#)



[Kitchen](#) helped raise additional funds for EF. Cupcakes in the signature "Bonnet House yellow" were lovingly donated to the cause as well.

On July 5, 1984, the site was added to the U.S. Register of Historic Places. The Florida Chapter will explore applying for a Historic Preservation grant through EF to help Bonnet House with its ongoing preservation efforts. The Bonnet House is named after the native Florida bonnet lily that grows in the ponds surrounding the estate.





# Florida Chapter

## Florida Represents IFDA at the International Window Coverings Expo in Tampa

Submitted by Marsha Koch, President, Florida Chapter

Thanks to the generosity of Grace McNamara of Window Fashion Visions Magazine, show organizer, IFDA was offered a free booth at this 2018 international event. We were excited to be able to spread the word about IFDA to over 2,000 attendees and 1,000 exhibitors and raise our visibility in the industry.



There was a fun opening night cocktail reception on the water. Above is Grace McNamara, her assistant Amie Holsten, Marsha Koch, President IFDA Florida, Lynn Sciarrone VP of Membership for Florida and member Susan Heller. We met so many great people in our industry from as far away as Canada!

With the enthusiastic help of Tampa member Interior Designer Sara Chiarilli and her assistant, Shawna, we staged our booth with the IFDA and Florida banners, our new IFDA tablecloth, IFDA tape measures, handouts for EF and pretty accessories provided by Sara, including an 8 x 10 rug!



We were all set to welcome passers-by! Above Marsha Koch plays Vanna White.

Marsha Koch and Sara Chiarilli welcome the first new member Tami Docherty, an Interior Designer specializing in custom draperies, who signed up at the event. Tami lives in Virginia and joined the DC Chapter! While Marsha was signing up another new member on her iPad, Dr. Jeanne Cheryl Lewis, President of Jeanne Cheryl Design in Phenix, who



joined the Arizona Chapter, Sara was signing up Tami on her laptop. Lynn Sciarrone and Susan Heller were speaking with several others at our booth. What great teamwork.

Susan had another approach for reaching out to expo attendees. She circulated through the exhibit hall stopping at various booths to introduce herself and IFDA. That is how she met Ravneet Bagga, owner of Creative Threads USA, an international fabrics, trims, drapery company and bedding company. We all fell in love with his beautiful products and he loved the idea of being part of our great organization so much that he joined too. We are delighted to announce that Creative Threads USA is our newest Florida Chapter Sponsor!

Susan welcomes Ravneet Bagga, from Creative Threads USA our new Florida Chapter member and Chapter Sponsor. We were so impressed with their drapery line we all bought a sample package and



Sara is going to display his panels in her showroom. (We think he would have joined even if we hadn't bought his samples.)

Our location was off to one side and not everyone passed by us. When we asked people if they knew about IFDA, most had not, which was the perfect segway to opening a conversation. We did sign up three new members, raised the profile of IFDA and came away with good amount of business cards for following up.

An added bonus we got to know one of our Tampa members, Sara, and attended some informative seminars (another opportunity to promote IFDA), plus we had a great time. We even met a member from the New England Chapter.

We would also like to thank our Educational Foundation for awarding the Florida Chapter the Claire Coleman Grant which helped cover the costs of the booth, hotel and travel for those who drove across the state to be on the staff. Thanks to IFDA National for their support as well.

A big thank you also goes to Sara Chiarilli who, in addition to staging our space, added a wonderful energetic vibe to our booth staff. Sara also hosted a book signing and donated a portion of the sales of her book *Decorating You* to the IFDA Educational Foundation!





# Florida Chapter

## A Day of Design at the Miami Design District

Submitted by Susan Slotkis, NY Chapter and International IFDA Member at Large, On behalf of IFDA Florida Chapter

How often does an IFDA member get to meet so many IFDA colleagues from miles away and partner with them for their local events? I've been an active local member and board member for IFDA NY Chapter, and served on the International board for many years, including as Editor of Network. In that capacity I encouraged (and urged) articles from all chapters. So, here I am, an IFDA NY Chapter member submitting an article on behalf of IFDA Florida Chapter while enjoying the glorious weather. Life is grand!

Forward-thinking Marsha Koch, IFDA FL Chapter President, had a vision to involve IFDA sponsors and the IFDA Speakers Bureau to provide a full day of exciting and enlightening programs. As fate would have it, Hurricane Irma interrupted those plans in September 2017. But with Marsha's fortitude and dedication, she didn't let Irma stop her for pursuing this dream. Along with IFDA Sponsors and speakers, she persevered, and the program went forward, moving ahead from September to February, to bring this event to fruition. IFDA's invaluable sponsors Mitchell Gold-Bob Williams and the Shade Store were her partners and staunch supporters.

The day began at the spectacular showroom of MG-BW our International Silver Sponsor. Guest Speaker Juan Carlos Rosas, Associate Member AIA, Architectural and Design Representative Benjamin Moore & Co. stirred our senses with his tribute to the color RED, a .1 CEU. As a colorist myself I was struck with the imagery and details of his presentation, and his passion for color. In addition to this .1 CEU, Andrew Terrat, Director of Design and Trade Development shared his enthusiasm for MG-BW and explained how interior designers can benefit from the company's trade policies. We



then lined up for a savory buffet luncheon, which was beautifully presented. It was held in their spacious, sunlit showroom.

Next, we ventured to the new Shade Store showroom, an IFDA International Platinum Sponsor. New to the Miami Design District, our sponsor welcomed its IFDA colleagues. I was pleased to be their first guest speaker, representing IFDA Speakers Bureau. I was also glad to present the inauguration of my newly approved IDCEC .1 CEU course, Design Directions and Trends. This presentation highlighted significant overriding themes impacting design and lifestyle. Four trends were covered: Beyond Green; Blended, Blurred & Borderless; Curiosities; and Nordic Lights.

Looking forward, the IFDA FL Chapter hopes to spread its wings to garner membership both north and south, and east and west of Florida. This event took a clear path in that direction.

## MAISON&OBJET PARIS

### SEPTEMBER 2018

## 4 NIGHT PACKAGES IN

### PARIS 7-11 SEPTEMBER

[CLICK HERE FOR MORE INFORMATION](#)



# Florida Chapter

## Mitchell Gold-Bob Williams Showroom



Photo Credit: John Stillman Photography

Mike Peterson, Carla Blancas, Vicki Kirsner, IFDA FL Chapter, Recording Secretary and VP of Communications. Susan Slotkis, IFDA National Board of Directors, Director at Large, Lynn Sciarone, IFDA FL Chapter, President-Elect, Juan Carlos Rosas, Guest Speaker, Benjamin Moore



Photo Credit: John Stillman Photography

Captive audience at Mitchell Gold-Bob Williams showroom for Juan Carlos' CEU on RED.

## Mitchell Gold-Bob Williams staff accept IFDA FL Chapter Sponsorship Award



Photo Credit: John Stillman Photography

(l to r) Juan Carlos Rosas, Benjamin Moore guest speaker; Joanne Amend, Showroom Manager, MG-BW; Andrew Terrat, Director of Design and Development, MG-BW; Rose Arevalo, IFDA FL Chapter VP of Sponsorship, Marsha Koch, IFDA FL Chapter President

## Shade Store Showroom hosts receive IFDA Sponsorship Award from Marsha Koch



Lorenzo Forteleoni, Jason Henry, Israel Justiniano, Pamela Grow, Marsha Koch

## IFDA members and guest at the Shade Store Showroom



Vicki Kirsner, Lynne Sciarone, Bev Stewart, Susan Slotkis, Sandra Diaz-Velasco, Antonina DeMarco, Marsha Koch, Rose Arevalo



# Illinois Chapter

Submitted by Beth Arntzen and Kim Eggert, Illinois Chapter, VP's Communication/Marketing

As designers we're always looking for exciting new resources for products that nobody knows about. IFDA/Illinois was lucky to discover such a place in Ashley & Sloane, a warehouse full of French and English antiques and accessories. Owner Betsy Karp is one of the early pioneers in introducing antiques into other genres, melding old with new interiors seamlessly. More than 15 designers listened attentively to her experiences and tips in sourcing and importing antiques into the American market while enjoying the wonderful lunch she provided. Many of the attendees found items to purchase for themselves and their clients and will surely return to this "diamond in the rough" for more.



Host and Presenter, Betsy Karp, Ashley and Sloane



Karen Fischer, IFDA Co-President, pictured on right with a guest.



Some of the designers who attended the event.



One section of the Ashley & Sloane Warehouse



# New England Chapter

## Designer Bath and Salem Plumbing Event

Submitted by Chris Magliozi, New England Chapter, President

Photos from IFDA-New England's April event, held at Designer Bath and Salem Plumbing Supply's showroom in Watertown, MA. The evening included a lively panel discussion about the complexity of relationships between clients and designers. Images courtesy of Elaine Fredrick.



From left to right: Jason Sevinor, President of Designer Bath and Salem Plumbing Supply; Jessica Chabot, Design Director of Hawthorn Builders; Dane Austin, Principal of Dane Austin Design; Shelley Cates, Principal of Shelley Cates Design; Vivian Robins, Principal of Vivian Robins Design; and Matthew Doyle, LICSW, Founding Director of Castle Hill Counseling.



From left to right: Jessica Chabot, Design Director of Hawthorn Builders; Dane Austin, Principal of Dane Austin Design; Shelley Cates, Principal of Shelley Cates Design; Vivian Robins, Principal of Vivian Robins Design; and Matthew Doyle, LICSW, Founding Director of Castle Hill Counseling.

# New York Chapter

## David Santiago: Designer Con Brio

Submitted by Rose Gilbert, IFDA, New York Chapter

### Tenor of the Times

They may have called Pavarotti "the King of the High C's," but they hadn't met David Santiago yet.

A vice president of the New York IFDA Chapter, David is high-energy, high-style, and a highly regarded lyric tenor who's sung on such stages as Lincoln Center, New York City Opera, and Carnegie Hall. His vocal range, please note, goes even above High C.

Already known as "Prince of Wallpaper" -- he's in the process of developing a line of wallcoverings under his Strictly Santi brand -- David hit a high note, concertizing during the High Point Furniture Market in April. He presented a gala night of song at the showroom of Italian furniture manufacturer Conarte America with colleagues Stacy Dove, noted soprano, and Benjamin Blozan, pianist for the Greensboro Opera.

You could call it an "overture." After that, David took his high C's overseas on an audition/operatic tour of Italy, Germany, and Spain.





# New York Chapter

## New York Chapter Extolls *IFDA Selects*

Submitted by Rose Gilbert, FIFDA, New York Chapter

Awarding awards reaps rewards for the awarders, too. Just ask the New York Chapter, where the *IFDA Selects* project was launched some two years ago as an image-maker for IFDA itself at key trade shows in the design business.

"We know '*IFDA Selects*' makes an important impression," says Vanessa Despot,

VP Vandespot Architects and Chapter VP of Trade Awareness. Vanessa and co-chair Kelley deBetta of Geberit North America have already organized three successful *IFDA Selects* this spring: The Architectural Digest Home Show in March, Brooklyn Designs and the International Contemporary Furniture Fair (ICFF), both in the month of May.

Set for August 12 at the Javits Center in Manhattan, NY Now will become the fourth trade show on the line-up, making this a banner year New York's *IFDA Selects*. And a major reputation-raiser globally for IFDA, thanks to the award winners who brag about their Best in Show awards in their show booths, store windows and studios, on websites, blogs, and other social media outlets.

"Some winners have no idea of IFDA. Others are really emotional," Vanessa reports. "They say, 'OMG! I'm getting an award! Is this really happening!'"



**AWAITING JUDGMENT DAY:** IFDA Selects gold-framed awards are pure PR gold for winning exhibitors at the International Contemporary Furniture Fair (ICFF) in late May.

It is, and it could happen all across the country. Several IFDA chapters have already begun to produce *IFDA Selects* events in their locales. Vanessa is willing to coach other chapters through the process: reach her at [vanessa@vandespot.com](mailto:vanessa@vandespot.com).



**HERE COME THE ICFF JUDGES:** (back row, l to r) Richard Segal, Susan Tucker, Dennis Scully, Aakash Patel, Christina Suarez. (front row, from left) Vanessa Despot, Irena Skoda, Layla Feder.



**FOR CRYIN' OUT LOUD!** ICFF Judge Aakash Patel gets a great reaction from Wallcoverings winner Susan Paisley of Newton Paisley, Kent, UK.



**THE SOUND OF EXCELLENCE:** A for Ara hardwood speakers, handcrafted in Catskill, NY, took IFDA Selects honors for Decorative Accessories at the AD Show. Judge LaMar Wright presented the award to Robert (who uses one name only).

# New York Chapter

## New York Chapter Extolls *IFDA Selects*

Submitted by Rose Gilbert, FIFDA, New York Chapter



**SET TO SCOPE OUT THE BEST:** IFDA Selects judges at the Architectural Digest Design Show in March: (back row, l to r) LaMar Wright, Rose Ott, Michele Quan, Marian Piedra, Richard Segal, Aakash Patel, Kelley DeBetta. (front row) Virginia Toledo (left) and Celia Kuperszmid-Lerrman



**BRIGHTEST IDEA IN LIGHTING:** From Rhode Island to the winner's circle at the AD Home Show, Tracy Glover took top honors in lighting, awarded by NY Chapter President Richard Segal.



**WINNING WAY WITH WALLCOVERINGS:** Rose Ott (left), the NY Chapter member who originated the IFDA Selects project, named JQLYN & Co. of Brooklyn best in show, much to the delight of winner Jacquelyn Moore-Hill.



**ABOUT TO WAX JUDGMENTAL:** IFDA Selects judges (from left) Christina Suarez, Kelley DeBetta, Vanessa Despot, Sandra Tobar, and Courtney Ferguson are revved and ready to go to work at Brooklyn Designs in early May, held at the Brooklyn Museum



# New York Chapter

## New York Chapter Extolls *IFDA Selects*

Submitted by Rose Gilbert, FIFDA, New York Chapter



**FROM BROOKLYN, WITH STYLE:** Top prize for Furniture at Brooklyn Designs went to designer-craftsman Evan Z. Crane, who accepts the award from IFDA Selects judge Christina Suarez.



**FROM AFRICA, WITH TRADITION:** Five / Six Textiles, collaborating with the Dyula weavers of Waraniene, Cote d'Ivoire, scooped up IFDA Selects Best in Textiles award for Emma Wingfield and Laine Henry, founders of the Brooklyn-based company. Vanessa Despot (right) was the awarding judge.



**AWARD FOR ART'S SAKE:** Judge Susan Tucker lays the honors for Best in ICFF Show on Ryan Dart of Bones Studio by Ryan Art, Raleigh, NC.



# Richmond Chapter

Submitted by Holly Kidwell, Richmond Chapter President

## Richmond IFDA Design Chats

The May Design Chat for Richmond IFDA was held on the first Thursday in May at Tavern 19, a popular location. The evening coincided with the opening night of Tavern 19's summer concert series, so it was a packed house! We had many prospective members join us for the evening, some old friends we had not seen in a while, and it was a great networking opportunity for everyone.



## Color & Light by Benjamin Moore Event

Our second educational presentation by Benjamin Moore was a Lunch & Learn for the Richmond IFDA Chapter with lunch generously provided by Benjamin Moore. Lauryn Preller once again amazed us with her knowledge of color and how different types of lighting, from florescent and incandescent to halogen and LED, can completely change the look of your paint.

Games and demonstrations made it an interactive and fun-filled hour! Our chapter is so lucky to have access to such amazing resources.





# Washington DC Chapter

## Our Fifth Annual Masquerade Ball Benefitted 'Ellie's Hats'

Submitted by Jeanne Blackburn, Ariel Publications, Photo Credit Bob Narod

Our Fifth Annual Masquerade Ball was held this year on Saturday, March 10 at St. Yves in DC - one of the most popular clubs in the city. Members and friends of IFDA-DC shared a glamorous, fun-filled evening and each other's company to raise awareness and money for a good cause. As usual, masks were a must, and some were worth the price of the ticket to be there!

The beneficiary of this year's Ball was Ellie's Hats, a charity which supplies hats of all varieties and styles to children fighting childhood cancer, and Ellie (for whom the charity was named) was there, along with her family, to greet guests. Chaired by Rebecca Penno, the evening included a fabulous silent auction, good food and very danceable music. Based on the amount raised - over \$6,000 - and the number of hats collected - over 200 - it's no surprise that it was declared the 'best ever'.



The "A List" of attendees at the Masquerade Ball included (left to right) Laura Fox, Debbie Harp, Michele Fick, Ellie of "Ellie's Hats", Jay Coakley also of Ellie's Hats, and Rebecca Penno, chair of the event.



Some of the bidding at the Masquerade Ball silent auction

## IFDA-DC Received The 'Caritas' Award From Catholic Charities

At the annual reception for volunteers on April 4, The Catholic Archdiocese of Washington, DC presented the DC chapter of IFDA with their Father John O'Connor "Caritas" Award for Empowerment. It was in recognition of over 30 years of our providing a Christmas party for the developmentally challenged students and adults served by the Joseph P. Kennedy Institute in DC.

Chapter members who have participated in the annual December event feel that it is one of the most rewarding things they do for the community all year, because for some of them it is the only Christmas they have. Seeing the excitement on the faces of children and adults alike during Santa's entrance is always evidence of the real meaning of 'Christmas spirit' for all of us.

We are grateful to have received this award.



Receiving the award on behalf of IFDA-DC are, left to right, chapter members Sarah Boyer Jenkins, Marlies Venute and Jeanne Blackburn, joined in back by Father John Enzler of Catholic Charities and Ken Huntsman, our Santa for the Christmas parties.

## Industry Award



Congratulations to June Shea, of Shea Studio Interiors, who was named among the Top of the Trades 2018, in the March issue of *Virginia Living* Magazine, and among the Top Home Improvement Professionals 2018 by *Northern Virginia* magazine.

Contact her at:  
[www.sheastudio.com](http://www.sheastudio.com)  
[june@sheastudio.com](mailto:june@sheastudio.com)

703-891-1570 office  
 703-891-1575 fax  
 703-624-0989 mobile

## IFDA Product Offerings



### Cyber and Data Breach Insurance

The Data Breach and Cyber Liability Insurance Program is designed to provide critical insurance coverage to companies to protect them from the high cost and effects of a cyber or other types of data breaches.

### Business Owner's Policy

Business Owner's Policy is a comprehensive package of property and liability insurance provided to a business owner and can include coverage for buildings, business income, business personal property, computer equipment and other business assets.

### Professional Liability Insurance

The IFDA Professional Liability program can be tailored to the specific exposures of your business and has competitive group rates. Protecting your business from claims alleging real or perceived negligence, errors, omissions or failure to perform, this critical insurance also provides coverage for IFDA members who perform services for clients or have the potential to be named in a 3<sup>rd</sup> party lawsuit.



### Home Business Insurance

The Home Business Insurance Program is a comprehensive package specifically tailored to the needs of independent contractors, sole proprietors and others working from their home. This affordable package includes the most common protections required by home based businesses.

### InfoSafe® Risk Assessment

The InfoSafe Risk & Compliance Assessment helps members to evaluate their organization's current level of compliance with all major federal, state and industry information security standards and requirements including HIPAA, HITECH, GLBA, Red Flags Rule, state laws, PCI-DSS, SOC2 and ISO27001. The assessment also helps the member find their current level of risk and the potential financial impact of a breach for their organization. A full assessment review and compliance consultation with an advisor from the InfoSafe team is also included.

### InfoSafe® Certification Program

The InfoSafe® Certification program provides members with a simple and affordable cyber compliance management system to help them prevent a data breach and comply with the requirements of federal, state and industry data security and privacy regulations including HIPAA, HITECH, GLBA, Red Flags, FACTA, and PCI-DSS.

**Learn more at:**

[www.360CoveragePros.com/infda](http://www.360CoveragePros.com/infda)

Customer Care: 866-389-0024



# Educational Foundation

## EF Assembles Design-World Stars in a Full Day of Events for 2018's DesignEDGE at Las Vegas Summer Market

Submitted by Mervyn Kaufman, FIFDA, Director of Publications, IFDA Educational Foundation

Heralded by its theme, "The New Edge of Possibilities," IFDA's Educational Foundation has announced plans for its 2018 DesignEDGE Industry Summit, on tap for Sunday, July 29th, opening day of the Las Vegas Summer Market, a principal sponsor. This industry-wide event has been approved by the Interior Design Continuing Education Council (IDCEC) for 3.5 CEU's.

DesignEDGE will open with a keynote address by **Nolen Niu**, founder of the Southern California-based industrial-design firm Nolen Niu, Inc. Its slogan, "Made in America," points up the fact that the company deals only with American suppliers, and its products are fully manufactured in the Los Angeles area.

### A Compelling Keynoter

"Nolen Niu's philosophy is that the nature of design is problem solving—creating an experience and producing timeless designs with craftsmanship and quality," says Wilma Hammett, FIFDA, co-chair of EF's DesignEDGE committee. "The Nolen Niu brand is a testament to that philosophy," she adds. Tapping Mr. Niu as keynoter reflects EF's recognition not only of his design achievements but also of his success in conducting his company's complete carpentry and upholstery services within its own production facility.



Nolen Niu, Inc., was established in 2005 as a custom furniture design and fabrication company. By 2011, it had developed the capacity to manufacture as well as design its output competitively, thus becoming one of a handful of American furniture-design firms to be vertically integrated—completely.

As the lead-off speaker at DesignEDGE 2018, Mr. Niu will stress his conviction that "the key to success in the world of design is self-promotion, whether it involves designing interiors, architecture, lighting or, in my case, furniture." Further, he believes in the strength and validity of strong communication skills—"mainly how well you interact with people, which means building the proper story around who you are and what you're trying to achieve with your life and career."

Following the keynoter, a visual rundown of what we can expect to see and experience at the five-day Las Vegas Summer Market, will be presented by marketing director Julie Smith Vicenti.

### A Very Prescient Panel

After lunch, DesignEDGE attendees will be treated to a panel of industry elites, moderated by **Nick May**, an expert on the ins and outs of product design. In creating The Chaise Lounge Interior Design Podcast ([www.thechaiseloungepodcast.com](http://www.thechaiseloungepodcast.com)), he became the first podcaster to devote his entire platform to exploring the business of interior design. His trailblazing site is now downloaded regularly in 100 countries.



"We plan to discuss how brands collaborate with designers to create

new lines—and what values the designer brings to the brand," says Mr. May, who calls the designer-brand collaboration a "win-win situation." His panelists will explain the pluses of committing to a partnership, "focusing on designers and what they get out of working with the brand."

The afternoon's panel will include designers and brand reps, says Mr. May, "plus an expert from the licensing and branding side who will describe, in general, how she works with designers and brands to make those connections happen." Here are the panelists who were asked to participate:

• **Julia Buckingham**, who recently opened her high-end Modernique boutique in Phoenix, Arizona, is the author of a recent book, *Modernique: Inspiring Interiors, Mixing Modern and Vintage Style*. Her collection for Global Views includes lighting, rugs, pillows, furniture accents and decorative accessories.



• **Kelli Ellis**, an internationally recognized designer, artist, licensee and speaker, is a founding partner of Design Campus, The Design MasterMind, and author of *Do I Look Skinny in This House?*, which is described as a design-psychology coaching book. Her design work includes collections of furniture, fabrics, lighting, rugs, tile and art plus a new collection, for Sunpan, introduced last spring at the High Point Market.



• **Katherine Kalen**, known for managing various brands in the home fashions and furnishings industry, is currently marketing director for Sunpan, a global firm specializing in the design and manufacture of transitional and contemporary furnishings. Tapping into her knowledge of analytics and consumer behavior, she is recognized for her ability to drive brand exposure through the development of integrated marketing campaigns and consistent brand messaging.



• **Angela Pickens**, who, as a branding consultant for Innovative Brands Partnerships, was key to building the Tommy Bahama Home Retail power brand. Her instincts in buying for the home helped establish a highly profitable division for this lifestyle brand. On her own, she recently joined a new alliance—it's labeled "develop Innovative Branding Partnerships"—which was established to work with both designers and brands on broadening their labels' reach and recognition.



• **Joshua Rose & Rafael Kalichstein**, a unique partnership of two creative pros whose early career emphasis was in creating movie visual effects (Joshua) and practicing Eastern healing and Chinese medicine (Rafael). Their Sherman Oaks, California, firm, FORM Design Studio, is currently developing commercial, hospitality and residential projects worldwide and also creating its own product lines. The secret of their success as partners: "When neither suffers the role of leader or follower, the relationship becomes harmonious, cyclical and seamless."



For details about DesignEDGE and how to attend, plus highlights of the Las Vegas Summer Market, please check our website, [www.ifdaef.org/designedge](http://www.ifdaef.org/designedge).

# MEMBERSHIP UPDATES

## IFDA Welcomes Our 25 New Members

### ARIZONA

#### Professional

Cheryl Lewis  
Jeanne Cheryl Designs

#### Student

Rita Drain  
American Institute of  
Interior Design

Joanna Wayt  
American Institute of  
Interior Design

Katherine Schatzberg

### CAROLINAS

#### Professional

Karla Webb  
Bienstock Furniture Library

### FLORIDA

#### Professional

Gloria Darin  
Boca Kitchens

### FLORIDA

#### Professional

Luba King  
LK Design

Ravneet Bagga  
Creative Thread Inc.

Ken Berke  
Action Supply Co.

Krystyna Marini  
ProSource of Pompano

### MEMBER AT LARGE

#### Student

Ashtyn Perlatti  
Washington State  
University Interior Design

### NEW ENGLAND

#### Professional

Ellen Fador  
Spectacular Spaces

### NEW ENGLAND

#### Professional

Angus Davis  
Ushers Cove Management

Sabrina DaLomba  
Supply New England

Jason Sawtelle  
BlackBeak Studios

Jennifer Bardsley  
Jennifer Bardsley Interior  
Design

Mitchell Kiluk  
84 Lumber

Joe Bertola  
Bertola Custom Homes

### NEW YORK

#### Professional

Elizabeth Mitolo  
Hunter Public Relations

### NEW YORK

#### Professional

Howard Levinger  
Levinger Custom Booths &  
Banquettes

Casey Keeler  
Toto USA

Meaghan Larrabee  
Meaghan Larrabee Design

Catherine Schmetter  
Russell Sutter

Randi Mohr  
Emerald Expositions

### PHILADELPHIA

#### Professional

Dawn Mitchell  
Dawn Mitchell Designs

Isabel Sakiewicz  
Design By Isabel, LLC

Tyler Keith  
Comfortex

### PHILADELPHIA

#### Professional

Holly Harrington  
Hadwell, Inc.

Sherri Jurgens  
SRDesigns

Betsey Kloss  
Avalon Flooring

### WASHINGTON

#### Professional

Tom Meehan  
MSI

Sarita Simpson  
Sarita Simpson Design

Tami Wiggins  
Madison Interior

Nadia Galushko  
Gray Galushko Interior  
Design Studio, LLC

Milena Diez  
The Art of Creating, LLC

## 2018 Committees

### Chapter Assistance Committee

Caroline Baer Rogow  
Linda Kulla, FIFDA  
Penny Sikalis

### Fellows Committee

Gail Belz, FIFDA, Chair  
Leah Keitz, FIFDA  
Susan Connor, FIFDA

### Finance Committee

Linda Kulla, FIFDA, Chair  
Chris Magliozzi  
Penny Sikalis

### Marketing Committee

Sarah Fletcher  
Jeanne Blackburn  
Jennifer Driscoll  
Penny Sikalis

### Network Committee

Sue Williams, FIFDA,  
Editor in Chief  
Linda Kulla, FIFDA, Exec. Dir.  
Penny Sikalis

### Professional Development Committee

Susan J. Slotkis, Chair  
Linda Kulla, FIFDA, Exec. Dir.  
Penny Sikalis

### Speakers Bureau Committee

Susan J. Slotkis, Chair  
Linda Kulla, FIFDA, Exec. Dir.  
Susan Hirsh, FIFDA  
Penny Sikalis

### Sponsorship Committee

Linda Kulla, FIFDA, Exec. Dir.  
Penny Sikalis

## Upcoming Events

### July 10-15

Atlanta International Area  
Rug Market  
Atlanta

### July 10-17

Atlanta International Gift &  
Home Furnishings Market  
Atlanta

### July 23-25

Home Textiles  
Sourcing Expo  
New York

### July 28th

IFDA Summer Summit  
Las Vegas

### July 29th

IFDA Educational  
Foundation  
DesignEdge  
Las Vegas

### July 29-August 2

Las Vegas Market  
Las Vegas

### August 18-22

NY Now  
New York

### September 7-11

Maison & Objet  
Paris, France

### September 24-27

New York Home Fashions  
Market  
New York