



Fall 2012

NETWORK

CONNECTING YOU TO THE GOLD STANDARD



Member Benefit Spotlight

IFDA Member Marketing Toolkit

The IFDA Marketing Committee is pleased to offer as a member benefit to professional and associate members, the IFDA Member Marketing Toolkit. Your comprehensive go-to resource for marketing support and inspiration, the Member Marketing Toolkit includes a range of ready to print items developed to assist members in promoting their businesses and IFDA affiliation. Items included in the IFDA Member Marketing Toolkit are:



- A customizable leave-behind piece that you can provide to clients and prospects
- A promotional piece you can give to colleagues who could benefit from joining IFDA
- A customizable press release promoting your listing in IFDA's Find An Expert directory
- Guides for marketing yourself as a local media expert and promoting your IFDA membership on Facebook, LinkedIn and Twitter

Visit the member benefits page in the members' only area of the IFDA website and download your IFDA Member Marketing Toolkit today!

Questions? Contact IFDA Headquarters at 610-992-0011 or info@ifda.com.

President's Message



As I come to the end of my term as International President, I have reflected on the past two years and all that IFDA has accomplished. We have celebrated a milestone - the 65th anniversary of the founding of IFDA. We had a Symposium in the fall of 2011 where we came together in Philadelphia for education, renewed commitment, and camaraderie among our IFDA members. We have had in-person Board of Directors and Council of Presidents meetings that have been the impetus to initiate the formation of a Marketing Committee, and the hiring of The Communications Solutions Group, a marketing firm, to help take IFDA "to the people", using a broad range of social media, webinars and toolkits to not only better serve our members to grow their business, but to begin the implementation of making IFDA better known in the design community and in the marketplace in general. PLEASE, "like" us on Facebook, "follow" us on Twitter, and "join us" on LinkedIn! Every connection helps grow IFDA!

We are not without challenges these past two years - the economic climate still bears heavy burdens on many of our members, and whole chapters have been put to the test to remain viable and alive. Weather has recently devastated the whole Northeast and many of our members have had to deal with the suffering that comes with these devastations. We continue to pray for all that have been affected, not only IFDA members but all of the men and women who are struggling to get their lives back together and move forward.

As we move in to 2013, I know that the leadership of Diane Fairburn, our incoming International President, will continue the forward-thinking approach we on the International Board have for IFDA. I look forward to sitting as Past President to continue to work for all of you, and to assist Diane in any way I can for the betterment of our Association.

Janet Stevenson, IFDA
IFDA President
Philadelphia
janets@closetcity.com



Stay Informed: Where PA Design Legislation Stands Today

By Kathleen Penney, Philadelphia Chapter President-elect

After speaking with a fellow member, we realized we have been remiss in keeping our Chapter members informed as to the status of PA legislation concerning Interior Design regulation. While the IFDA is not a political organization, keeping our members informed of industry regulation that has the potential to affect your business is important. While the discussions concerning legislation are ongoing, no progress was made this year to date in the introduction of a new Bill.

The originally proposed regulation, Bill 807 (2007-2008), would have regulated the term, "Interior Designer", and regulated "Interior Design Services" by defining services provided by Interior Designers. After being declared "unconstitutional" by three state courts, and a number of attorney generals, this regulation did not pass.

In 2009-2010, Bill 1521 was introduced, which would have regulated the term, "Registered Interior Designer" and "Licensed Interior Designer". The term "Interior Designer" would have remained in the public domain, and would define someone offering "nonregulated interior design services". Under this definition, Interior Designers not registered/licensed would only have been able to offer "decorating assistance" such as selecting surface materials, window treatments, wall coverings, paint, floor coverings, surface-mounted lighting, surface-



mounted fixtures, and furnishings not subject to regulation under applicable building codes. This Bill defined "Regulated Interior Design Services", as services which are already regulated by abiding building and codes and laws in PA, such as designs, consultations, studies, drawings, specifications, space planning, furnishings, etc. If this Bill had passed, it would have been considered the most restrictive and anti-competitive design licensing law in the country.

This year the proposed Bill was a "Practice Act". Similar to Bill 1521, the term "Interior Designer" would remain in the public domain. According to the IDLCPA (Interior Design

Legislative Coalition of Pennsylvania) website, this Act was written to not regulate any interior design services currently practiced, but provided an opportunity for "Registered and Licensed" interior designers to expand their services related to "code-regulated" services, which are services currently offered only by registered architects. Everyone would be exempt from this Act, as the Act is optional. Only those wishing to practice the above specified design services would be required to meet the designated criteria.

This Bill so far has not been placed on the agenda for 2012, and will most likely not be, based on the time of year, and the upcoming election. Please note that the only information available about this Practice Act was to be found on a website which supports legislation, so verification as to the facts of this proposed Bill was not possible.

Each year, as you can see, the discussions concerning legislation and regulation continue, and vary in definition and content. We will do our best to keep you informed in a bi-partisan fashion, so that you can make the best decisions for your businesses going forward.

Sources: NKBA, IDPC, IDLCPA, www.legis.state.pa.us

Editor's Note:

Kathleen's article, while specific to the state of Pennsylvania, has relevancy to the design community elsewhere. Thank you for this submission. The issues and the legal definitions are complex. Additionally, there is a diversity of practitioners beyond interior designers potentially impacted by passage, defeat, or overturns of these various statutes, among them architects, interior decorators, kitchen and bath designers, and so forth. In researching this issue as an educator and author I came across this attempt by ASID to objectively define the various types of legislation:

Title Act: regulates the use of a title, such as "registered interior designer," and is enacted in order to raise public awareness of the qualifications of professional interior designers in a particular state. Title acts do not require individuals to become licensed in order to practice interior design, nor do they restrict an individual from providing the service of interior design. A person cannot, however, advertise nor represent themselves as a "registered" interior designer unless he or she meets the minimum education, experience and examination requirements established in that state and fully applies for use of the state-regulated title with the proper state board.

Practice Act: a type of law that requires an individual to have a license in order to practice a profession. Practice acts prohibit the performance of professional services by anyone not licensed by the state agency charged with the duty of regulating that profession.

Permitting Statute: Colorado's interior design law is classified as a permitting statute. There is no state board and there is no title that is regulated. The law is an amendment to the architectural statute, adding an exemption that allows interior designers who have met the education, experience and examination requirements to submit plans for a building permit.

Certified Interior Designer: a person who has met certain education, experience and examination requirements and is registered with the interior design board in his or her state. Usually this title is reserved for states with title acts.

Registered Interior Designer: a person who has met certain education, experience and examination requirements and is registered with the interior design board in his or her state. This title can be used with either a title act or a practice act.

Licensed Interior Designer: a person who has met certain education, experience and examination requirements and is registered with the interior design board in his or her state. Usually, this designation is reserved for states with practice acts.

Source: "Legislative Terms for Interior Designers," ASID, <http://www.asid.org>

Educational Foundation Update

By Maureen Klein, IFDA/EF Director of Communications

IFDA | Educational Foundation

International Furnishings and Design Association

The Educational Foundation directors have been busy judging Scholarships and Grants for 2012. In the meantime, Chapters have been raising money and awareness for IFDA Educational Foundation to keep the momentum going.

The New York Chapter held its annual Design Walk for Education this year. *An Architectural Walk of Greenwich Village* took place on a glorious Saturday morning in October. Members and guests explored NYC's Greenwich Village and its unique historic residential buildings from the 1800s to 1915. John Sanguilliano, a graduate of Pratt Institute and Columbia Graduate School with a Masters in Historic Preservation and a degree from NYU in Real Estate Appraisal and Analysis led the group. After the 2-hour guided tour, many joined in for the optional Dutch treat lunch at a local restaurant. Space was limited to 25 and it didn't take long to have a sold-out crowd take advantage of the offering. With a \$25 minimum donation requested, this event will surely help build the EF coffers.

In Richmond, on Thursday, September 27th, the Chapter held their *2012 Day of Design* featuring Tobi Fairley. This much awaited activity ties in with the Richmond Symphony Show House and gathers members and friends for a delicious champagne luncheon on the beautiful show house grounds. In order to accomplish this undertaking, the chapter applied for an EF Chapter Grant that helped them defray some of the costs. In return, their invitations, publicity, event announcements and follow-up press all mentioned the work of the Educational Foundation. Brochures about the scholarships and grants were also distributed and Sue Williams, Chapter Liaison and Trustee of the Educational Foundation, was there to answer any questions about the EF offerings. Sue reported back that it was a great day, with over 100 attendees and lots of interest in IFDA and the Educational Foundation.

If your Chapter has held an event that targeted EF, please let us know and remember to look for 2013 Chapter Partnership Grants and the new Claire Coleman Founders Grant so your chapter can plan and reap some of the rewards of creating fabulous events for IFDA.



New York Walk: Tour guide John Sanguilliano points out architectural gems along the Greenwich Village trail.



Richmond Day of Design: Incoming International President of IFDA, Diane Fairburn, left, with guest speaker Tobi Fairley under the Day of Design luncheon tent.

Chapter News

Southern California Chapter IFDA SoCal Rising Star Awards!

By Tatiana de Nes, VP Communication Co-Chair, IFDA Southern California Chapter

What can be better for us than to honor and give back to our schools and the design profession than to provide support for students entering various professions in our own field?

On September 14, 2012 IFDA Southern California Chapter held an incredible event to celebrate the design profession in all of its many forms by recognizing the outstanding students from our local diversified design schools and encouraging their future success.

Today, we are proud to announce our tomorrow's design industry leaders:

- Jafar Deno, nominated by Prof. Dr. Syrus Saghafi, Cuyamaca College
- Chad Sterud, nominated by Prof. Denise Homme, Design Institute of San Diego
- Lauren Pasion, nominated by Prof. Laura Wilson, New School of Architecture & Design
- Bridget O'Meara, nominated by Prof. Natalia Trepchina, San Diego State University
- Jason Wass, nominated by Prof. Holly Hodnick, San Diego Mesa College
- Irma Sofia Poeter, nominated by Prof. Bill Homyak, Southwestern College

Sponsored by numerous companies a celebration was hosted by Cosentino Center, a showroom and distribution center, which offers natural stone, quartz, and recycled surfacing. It is also known by its support and education of trade professionals by integrating its distribution facilities into exhibition areas, workspaces for designers and their clients, classrooms for continuing education, and by providing event spaces.

Following our showroom tour was much networking and mingling over delicious hors d'oeuvres and beverages by a local catering company. Cheerful background music by DJ was enhanced with changing light schemes by Susan Putman, of Philips Lightolier. The ceremony of the Rising Star was opened by Kristin Kostamo-McNeil, IFDA SoCal Chapter President who warmly welcomed members and guests, reached out to potential members, and introduced the mission and goals of IFDA.

Bailey Bishop, VP of the Educational Foundation and a Chair of the event, a recent graduate herself, touched hearts of students and guests with an inspiring speech, honoring professors who dedicated their time to the event, encouraging aspiring students, and motivating employers to keep energy and vitality on the rise. We thank her for tremendous

input while organizing and keeping fingers on the pulse of the venue!

IFDA SoCal Chapter hopes that this buzz and excitement over the event will energize and inspire everyone belonging to the design field to empower the whole industry through passion and hard work.

We also thank the IFDA Educational Foundation for their continued support.

Please see the link to press coverage for this great event! <http://www.modernluxury.com/riviera-interiors/scene/seeing-stars/img70738>



Board members and attending guests. Left to right: Susan Putman, Rita Orland, guest, Angela LuMaye, Kristin Kostamo-McNeil, Chris Jordan, Tatiana De Nes, guest, Nathan Padilla Bowen



Tatiana de Nes, IFDA SoCal VP of Communication co-chair, guest, Bailey Bishop, IFDA SoCal VP of Educational Foundation (Rising Star event's Chair)

Carolinas Chapter

"Modern Meets Traditional"

Discussed by Ann Maine, Candice Olson at High Point Market Luncheon

By Bonnie Peterson, FIFDA

A capacity crowd was spellbound during a luncheon presentation by Ann Maine, Editor in chief of *Traditional Home* and Candice Olson, noted designer and the creative force behind the TV show *Divine Design*. "Modern Meets Traditional," a highlight of the October High Point Home Furnishings Market, was co-sponsored by the IFDA Carolinas Chapter and the International Market Centers.

Bob Maricich, CEO of IMC, introduced the speakers. Ann Maine has directed the evolution of *Traditional Home* magazine since 2002, creating for readers a fresh, vibrant look and editorial content that is both appealingly classic and in tune with today's marketplace...inspiring millions to reinterpret classic elegance in a thoroughly modern, personal way. Candice Olson is known for her signature style and trademark sense of humor, offering viewers a behind-the-scenes look at the design process and styles that are sophisticated, accessible, youthful, classic and contemporary. She is the namesake and creator of multiple products lines, including fabrics for Kravet and a collection for Highland House introduced this Market.

The discussion was in a question and answer format.

Ann "How do you define your style and design aesthetic...including what influenced you early on and what does your current home look like?"

Candice "I grew up in Canada and my design roots are nature inspired...stormy sky hues, earth tones, shades of stone and metal. Natural materials are important in contemporary design, bringing warmth against man-made materials." The renovations on our home near Toronto have been a long laborious process...so over budget, and so over deadline, I would have fired us! My contractor husband and I worked around hectic schedules and two small children. We moved in before stairs were finished, imagine moving a king size



Candice Olson

bed to the upstairs bedroom. A house is never really done as we age and evolve.

Ann "Are there specific trends you see... is traditional less traditional, modern less modern?"

Candice "Traditional influences are important in every category... it's what clients ask for. They want interiors that are not cold, that meet contemporary needs, are comfortable and casual...rooted in classical scale, proportion and detailing. When contemporary melds with traditional, the silhouette is recognized and that familiarity makes it comfortable."

Ann "You say that 'The Olson Brand' is simultaneously inspirational, aspirational and accessible - how do you achieve that?"

Candice "I simply pare down to the basic essence, stylizing with new exciting materials... re-interpreting in a way that is fresh and current. Look at the recent trends in fashion which turns over quickly. Now we are seeing lots of shimmer, sheen and shine in home furnishings...10% of the look is sizzle."

Ann "How do you give consumers the confidence to create their own personal style in a sea of different designs?"

Candice "It's amazing how savvy consumers



Ann Maine

have become. The want to live with pieces they love...but one of the designer's responsibilities is to push people out of their comfort zone. Color is a great tool. Opposites attract so tradition relates to contemporary, like yin and yang."

Ann This Market, you're introducing a new collection for Highland House. In describing it, you explain it as "living with what we loved about the past but excited about what we'll discover tomorrow."

Candice "In this collection, I pared down tradition and interpreted it for contemporary living. There are classic forms with tight backs and deep button tufting...translated with trendy foils and super-sized modern geometrics. A new finish is Gliver... a mix of glitter and silver."

During the Q&A session, luncheon attendees asked about her TV makeover shows, "*Divine Design*" and now "*Candice Tells All*."

She said "We do 26 shows in 10 months, from low budget to high end projects. We want them to all be very smart and have maximum impact. The shows appear in over 100 million homes in North America as well as Latin America and many other world markets. Their popularity is a testament to good design."

Illinois Chapter

Accounting and Tax Principles for Interior Designers

By Joan Scheib, ILL Chapter President

IFDA Illinois Chapter invited Nancy Kukulski of Kukulski Tax Service to present to a group of 60 furnishings and design professionals on tax issues in the design business. Topics included business entity, location of business, accounting principles, and sub-contractor vs. employee status. Here is a summary by topic:

Business Entity and Tax Filing

The Limited Liability Company (LLC) business entity provides the benefits and characteristics of corporate entity with an umbrella protection for the individual, whether it is held by a sole owner or partnership. The LLC reduces potential liability with a liability insurance policy, but is not subject to corporate tax as reflected in an S Corporation entity. Also, an owner is legally required to pay him/herself with this business entity. A sole proprietor company benefits from a home office which can be claimed as a deduction when filing a personal tax return.

For federal tax classification purposes, an eligible entity must use Form 8832 (Entity Classification Election) to elect how it will be classified; as a corporation, a partnership, or a sole proprietorship entity, regarded as separate from its owner. The IRS will use the information entered on this form to establish the entity's filing and reporting requirements for federal tax purposes.

The home office... beast and/or burden

The office must be a separate room from the "family activities" and is the principle place where regular business activities are conducted. A separate room is considered just that, not the dining room table! If there are items of storage in the garage, a portion of the garage may be deducted. Umbrella insurance is highly recommended to protect from personally being held liable for some negligence or misunderstanding.

Independent Contractor vs. Employee

Even though an employer issues a 1099 to an independent contractor (sometimes referred to as a "freelancer", this subcontractor might be considered an employee by the IRS. Status of full-time, part-time employee and independent contractor has several ramifications including benefits, taxes, and so on. The guide entitled "IRS 20 factor test on Employment Status" aids in determining whether an individual is a subcontractor or an employee under common law. The 20 factors or elements indicate whether sufficient control is present to establish a relationship of employee-employer. These controls include behavior controls, financial controls, type of relationship, and payment of taxes. (For a complete list: <http://www.mdc.edu/hr/Operations/AFS/IRSFactorTest.pdf>) If 11 factors are answered "yes" then the person working for the employer is not an independent subcontractor, but an employee. An example is: "INSTRUCTION: A worker who is required to comply with other person's instructions about when, where, and how he or she is to work is ordinarily an employee." This control factor is present if the person or persons for whom the services are performed have the RIGHT to require compliance with instructions. This guide is a must read!



From Front Dee Schlagel, Co-VP of Programs, Presenter Nancy Kukulski, Penny Homscheid, Co-VP of Programs.



Nancy presenting.



Group and location CAI Warehouse in Arlington Heights.

Software / Sales Tax

Intuit Quick books 2013 was recently released in September 2012. It is unsure at this time how tax changes will affect business owners in 2013. The hottest topic was on the application of sales tax to commodities altered or completed prior to selling. If a product sold requires labor, such as drapery treatments, this cost is included in the product cost. This may affect sales tax that may be applicable on service.

A follow up session was requested by many attendees. Who would have that that taxes and accounting could be so interesting?

New York Chapter

Maison & Objet, Paris, France: Trend Report by Hermine Mariaux, IFDA NY Chapter

By Susan Slotkis, IFDA DAL and Su Hilty, NY Chapter, VP of Awards & Recognition



NY chapter members and guests were treated to an insider's view of the hugely important international home décor trade show held in Paris twice a year. Grange Furniture (a high end French furniture company) hosted this event at their New York Design Center showroom. Our very own home fashion guru and renowned blogger Hermine Mariaux engaged the large, attentive crowd by presenting her observations on key trends seen at the fall 2012 show. She was pleased to report that despite the economic situation, the crowds at M&O were larger than ever. As Hermine took to the streets of Paris (beyond the confines of the vast M&O) she felt the boom in luxury lines, and overall offered an optimistic view of the fashion and design arena. Good news for us all.

Speaking about color first

Hermine emphasized the importance of

the several important colors: fuchsia, teal, turquoise, true and deep blues. Somewhat surprisingly acid green remains prevalent. Gray predominates over brown, often with a silvery sheen or versions derived from menswear. Multi-color combinations were observed on the "street" in contemporary hairstyles – often color predictions as seen in contemporary hairstyles. Black on Black, Paris vogue style, is sort of combinations of blackened grey, green, and blue.

Overriding Themes

Chiaroscuro: faded glory was seen in crackle finishes, diffuse patterns, and faded ethnic rugs.

19th Century: features the return of the traditional. References to historical design styles including Victorian, Edwardian, and Art Nouveau were seen in the use of velvets,

damask, brocades, paisley, needlepoint, and pattern on pattern. (picture A)

- **Baroque & Bejeweled Luxe:** this style included metallic overtones, embroidery with pearls, plus lace, snakeskin, gems, tapestries, and over-scaled prints. (picture B)
- **Asian Persuasion:** Both ancient and modern styles are combined. (picture C)
- **Outdoor Revolution:** Europe's approach to the housing phenomenon that celebrates the outdoor lifestyle was seen in daring and fun exhibits. Tellingly, M&O expanded the exhibit space for these vendors in this season's show.

Wouldn't it be wonderful for IFDA to have a chapter in Paris? Do we have any volunteers to get this going?

Texas Chapter

Designing User-Friendly Interiors for Aging in Place

By Laura Davis, AIA, IFDA, Texas Chapter President

"Designers who want to get or keep this demanding group as clients must know how they think and be able to design interiors that meet their changing needs without sacrificing style," said Dr. Wilma Hammett speaking to an audience of interior designers in Dallas about characteristics of a growing Baby Boomer clientele.

The IFDA Texas Chapter was honored to host and sponsor Dr. Wilma Hammett, FIFDA in Dallas on October 10, 2012 as she presented "Designing User-Friendly Interiors for Aging in Place." The two hour seminar was featured during the Inspire! event, a continuing education seminar series at the Dallas Design Center. Dr. Hammett spoke to a packed crowd of over 75 attendees at the Baker Knapp & Tubbs showroom.

The topic of working with aging clients was very timely as evidenced by the personal stories shared by those in the audience during Q&A. The attendees were able to temporarily experience age-related changes in vision by donning different glasses while looking at fabric samples. The yellowing of the lens in the eye, for example might explain why an older client complains of a green tint in the paint sample selected. Safety in the home is of particular concern to older home owners. Dr. Hammett commented on specific elements of chair and table design that can affect the comfort and stability of the client.

"Special attention to design details of color, color contrasts, lighting and the selection of furniture, flooring and even window treatments can significantly improve how well baby boomers and the elderly live in their homes," stated Dr. Hammett.

Dr. Wilma Hammett, FIFDA is Professor Emeritus at North Carolina State University where she was an Extension Interior Design/Home Furnishings Specialist for 30 years. Her firm, Design Transitions, provides design-based education/information to design and healthcare professionals, the furniture industry and individual clients. Dr. Hammett is a member of the IFDA Carolinas Chapter and in September 2011 she received the IFDA National Honorary Recognition.



Laura Davis and Wilma Hammett



(LtoR) Paula Ross, FIFDA, National Board Member-at-Large; Dr. Wilma Hammett, FIFDA; Laura Davis, President Texas Chapter; Becky Pipka, Past President Texas Chapter



Laura Davis, Texas Chapter president uses glasses to simulate age-related vision changes



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, *Network* is getting better all the time. Direct your comments or questions to Dawn Brinson, FIFDA, IFDA Director at Large and volunteer editor of *Network* at dbrinson@northstate.net.

Susan J. Slotkis will be completing her three-year term as Director at Large and Editor of *Network* end of this month. Her editor's hat will be passed on to Dawn Brinson, FIFDA, Director at Large.

Attention VPs of Communications: Attention VPs of Communications, the submission deadline for the winter 2013 issue of *Network* is February 8, 2013.

The IFDA Network is a publication of the International Furnishings & Design Association, 610 Freedom Business Center, Suite 110, King of Prussia, PA 19406; (o) 610-992-0011; (f) 610-992-0021. Please contact Jennifer Jones, Account Executive at jjones@ifda.com.

IFDA Welcomes Our 31 New Members

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Student

Rosa Braswell

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MICHIGAN

Professional

Nancy Loper
The Accent Mark

Christine Seno

Christine Seno Interior
Design

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Professional

Zachary Stone
Garden Solutions and Design

N CALIFORNIA

Professional

Kathy Moreno
K Moreno Design

Student

Elizabeth Ingram

NEW ENGLAND

Professional

Cathy Journalist
Schumacher

John Kruse

SeaDar Construction

Michelle Markert

Michelle Markert Interiors

John Pompeii

Pompeii Design Group

Gary Rousseau

Herrick & White

Vani Sayeed

Vani Sayeed Studios

Donna Terry

Interiors By Donna Terry

NEW YORK

Professional

Bonnie MacKay
MoMA

Deborah Martin

Deborah Martin Designs

Kate Singer

Kate Singer Home

Lukasz Stryszowski

Cabinets By Stanley Inc

Student

Emily Green

Elaina Hon

Laura Schilling

PHILADELPHIA

Professional

MaryBeth Alvin
Lavender Hill Designs

Student

Eileen Hamilton

RICHMOND

Professional

Mary Hannon Packard
Posh Brands LLC

Angela Kinard Kane

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S CALIFORNIA

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janets@closetcity.com

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diane@decorativeglasssolutions.com

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susan.hirsh@benjaminmoore.com

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sheila@shecole.com

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athenacharis@comcast.net

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dnicolson@sbcglobal.net

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rkehler@pindlercorp.com

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Arizona
dede@cox.net

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Dawn Brinson, FIFDA
Carolinas
dbrinson@themediamatters.com

Director at Large

Paula Ross, FIFDA
Texas
perdesigns@tx.rr.com

Director at Large

Susan J. Slotkis
New York
sslotkis@nyc.rr.com

Educational Foundation Chair

Barbara Daher, FIFDA
N. California
bdaher4935@aol.com

Executive Director

Martha Heinze, CMP
IFDA Headquarters
martha@ifda.com

Account Executive

Jennifer Jones, MPA
IFDA Headquarters
jjones@ifda.com

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Karen Egan
karen.egan@cox.net

N. California Chapter

Diane Nicolson, FIFDA
dnicolson@sbcglobal.net

S. California Chapter

Kristin Kostamo McNeil
kostamo_kristin@yahoo.com

Carolinas Chapter

Robin Gainey
robin@gatecitykitchens.com

Florida Chapter

Beverly Stewart
bevs@bellsouth.net

Georgia Chapter

Bryan Marquardt
bryan2design@gmail.com

Illinois Chapter

Joan Scheib
joan@joanscheibinteriors.com

Japan Chapter

Shinya Nakao
shinya_nakao@lighting-daiko.co.jp

Michigan Chapter

Linda Axe
lindaaxe@att.net

Minnesota Chapter

Gail Jacobson
gsjdesign@yahoo.com

New England Chapter

Rob Henry
rhenry@avdesigns.com

New York Chapter

Claudia Giselle Tejada
claudia@claudiagiselle.com

Philadelphia Chapter

Kat Robbins
krobbinsinteriors@comcast.net

Richmond Chapter

John Magor
john@johnmagor.com

Texas Chapter

Laura Davis
laura@hpdarch.com

Washington Chapter

Jacqueline Passaro
jacqueline.passaro@benjaminmoore.com

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610 Freedom Business Center, Suite 110
King of Prussia, PA 19406
(ph) 610-992-0011
(fax) 610-992-0021