



**IFDA**  
INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

Spring 2011

# NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

## IFDA Announces 2011 Symposium Keynote Speaker Nancy Glass



The 2011 Symposium Committee is pleased to announce that Nancy Glass, six-time Emmy Award winning television host, writer, producer and award winning home furnishings designer, will kick off the Symposium at the opening breakfast on Thursday, September 15, 2011. Ms. Glass, one of the most credible and creative names in the television industry, established Nancy Glass Productions (NGP) in 1999. NGP has produced over 1,500 hours of television programming with shows that can be seen on HGTV, DIY, A&E, TLC, WE, Nat Geo Wild, Animal Plant, Discovery Health, and FearNet.

## President's Message

by Janet Stevenson, IFDA President



I am very excited to see how our Symposium is shaping up for all of our members!!

Our keynote speaker, Nancy Glass, a long-time Philadelphia native...six-time

Emmy Award winning TV Host, writer and producer will set the stage for our 3-day symposium, packed full of wonderful speakers, exciting off-site excursions, and culminating on Saturday with our awards dinner, honoring Joe Ruggiero as our 2011 Trailblazer Award Winner. Members who have earned Fellows will also be recognized at the dinner, and our Honorary Recognition Award will be bestowed.

The Symposium Committee has worked hard to ensure that the Symposium speakers and events will be interesting and educational for all our members. Our membership is composed of a diverse group in the home furnishings industry...interior designers, manufacturers, suppliers, publicists, writers and many other talented and creative people. We believe that everyone will benefit. We hope many of you will take advantage

of this opportunity to come together under one roof for a few days and share information, ideas and fun, no matter what you do in the furnishings and design industry.

I look forward to meeting all of you who come to Symposium. The wonderful Sofitel Hotel is ready and waiting to hear from all who will be attending. We already have rooms being reserved, and the "early bird" deadline for Symposium registration is a great savings for everyone. Sign up as soon as you receive your brochure!!

I continue to hear of many chapter programs that provide our members with great education, networking and fellowship. The creativity of the programs certainly are evident, and I applaud all of the efforts that I know go in to putting on these wonderful events. I encourage the Council of Presidents to continue sharing their experiences with each other during the monthly conference calls, as a unique tip or positive experience can help another chapter to create their own successful program.



**SYMPOSIUM**  
SEPTEMBER 15-17, 2011  
PHILADELPHIA, PA  
THE POWER OF **IF**

## Your IFDA/EF Dollars at Work

By Maureen Klein, Director of Communications, IFDA Educational Foundation



March was “Merry Month” ... that is, the month-long mailbox fill-up for our Portland, Oregon EF board member, Merry Mabbett Dean, FIFDA, who is the recipient and expeditor of all the IFDA/EF undergraduate and graduate student scholarship applications. By now, Merry has checked them all in and distributed copies to the judges across the country: EF Chair, Ann Unal; EF Vice Chair, Barbara Daher, FIFDA; EF Director of Grants, Merry Mabbett Dean, FIFDA; and Director of Resources, Mark Vonnahme, FIFDA. They in turn are diligently reviewing the responses against the criteria and making the hard choices as to who the winners might be for 2011. The whole process takes place through the spring and early summer so that the announcements can be made on July 31st, in time for the student’s fall semester budgeting strategies.

**Remember:** June 30, 2011 is the deadline for most of the **grant** applications. See the website [www.ifdaef.org](http://www.ifdaef.org) for details.

Elsewhere in EF, committee members Wilma Hammett, FIFDA and Linda Mariani, FIFDA were busy conferring with the Philadelphia

Symposium Committee to help bring one of the most dynamic international conference events to IFDA we have seen in years. With a \$5,000 sponsorship commitment to the 2011 Symposium plus underwriting the Friday events through the Harriet Schoenthal Grant, the EF board feels confident that our EF dollars will be put to good use. Our committee’s goals were to provide in-depth knowledge and skills that could be applied immediately to one’s business. Friday’s programs are helping to do just that— Designing for Boomers and Beyond, will be addressed at the morning session and feature Dr. Hammett, PhD. a leading authority on the topic. At the afternoon session, members will learn and have fun through the interactive Leadership Workshop Embrace Your Personal Power for Success. Dr. Liles and Dr. Owen will conduct a thought-provoking, interactive session where you will discover your dominant communication style and practice adjusting your style to improve business interactions. We can’t wait to see you there!

## Looking for a Few Good Fellows

By Linda Kulla, FIFDA, National Fellows Chair



A Fellow is an IFDA member who is recognized for service both in the Association and to the community, and for contributions to education and service to our industry. This is the highest honor that can be bestowed upon a member.

The IFDA Fellow has served in many board positions, assisted on committees, and possibly served as a Chapter President and/or in a position on the National Board. Community service is also a component for completing the necessary criteria to qualify for Fellows. All of these positions and activities accumulate points that contribute to the awarding of the Fellows designation.

A few of our members work such long and tireless hours to achieve great goals in our chapters and our communities that they

deserve an award. If you feel that you may have achieved this level, I encourage you to enlist the assistance of your local Chapter’s Fellows Chair or Historian and start compiling your application. You will be surprised at how much you have accomplished. Your application should be submitted to your Chapter’s Fellow Chair or President, if your chapter does not have a Fellows Chair, who will review it and forward it to National. The applications must be received at National for review by July 1st, but don’t wait until the last minute.

Once the National Fellows Committee has reviewed all the applications, we will inform those that have met the requirements allowing enough time to plan for travel to Philadelphia for the September National Symposium where the new Fellows will be honored.

For further information visit [www.ifda.com/fellows](http://www.ifda.com/fellows)

# Email Solicitations: Are You Complying with CAN-SPAM Act?

By Jeanne M. Hamburg, IFDA NY Chapter



The use of email in your business and to generate new business is likely pervasive. For example, you may regularly send emails to prospective clients concerning design consultation incentives, sales on goods, or event invitations. Therefore, it is wise to be aware of federal legislation designed to protect consumers from unwanted solicitations.

Unsolicited commercial email (“UCE” or “spam”) has proliferated as have text messaging, instant messaging (“spim”) and voice over internet protocol communications (“spit”). As a result the government stepped in to regulate this area, enacting legislation known as the CAN-SPAM Act. (This is the acronym commonly used for this legislation, whose full title is “Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003”). This legislation outlaws the use of the following: (i) a false email address to mask the true source of email; (ii) the use of certain false, misleading or deceptive information; (iii) “dictionary attacks” that generate email by combining common names, letters and numbers; and (iv) electronic harvests of email addresses. Additionally the CAN-SPAM Act requires the inclusion of “opt-out” information in commercial emails along with the removal of email addresses from recipient lists for those who have opted out.

The CAN-SPAM Act applies to all messages whose primary purpose is promotional, and is not limited to unsolicited messages. There is no exception for emails to recipients with whom the sender has a pre-existing business relationship. However, there is an exception for emails relating to an existing commercial transaction (e.g. confirmation of purchase or shipping).

No false or misleading transmission may be sent and the subject line of an email must accurately describe its content. So if the subject line says “From an old friend” and the sender never met the recipient, then that would violate the law.

Additionally, there must be an opt-out mechanism that works for 30 days after the email is sent; does not require the recipient to do more than reply or visit a single page to opt-out; and does

not require any payment or information other than the recipient’s email address. The opt-out page may give a menu of options as long as one is an opt-out from all commercial email. Opt-out requests must be honored within 10 days after they are received, do not expire and do not subject the person opting out to the sharing of his/her email address with others, except to comply with the opt-out request.

Though this has not been the subject of any court ruling, the CAN-SPAM Act also likely applies to messages sent to users’ inboxes for social networks such as Facebook, MySpace and Twitter. Facebook has won default judgments against spammers who posted to users’ walls; tweets and wall postings could fall within the Act’s broad definition of an email address which includes “a destination, commonly expressed as a string of characters, consisting of a unique user name or mailbox”, and “a reference to an Internet domain...whether or not displayed, to which an electronic mail message can be sent or delivered”. Tweets and postings are received at the recipient’s unique URL which includes these elements. While the FTC has stated it will not police social media for compliance with CAN-SPAM, the sites themselves will continue to enforce the law in their communities as spam can make them unattractive to current and prospective users. Additionally, social media sites have their own terms of use which typically contain strong anti-spam provisions.

In view of the regulation of these business communications, it behooves every business using emails—including yours—to be sure it is CAN-SPAM compliant.

*Jeanne M. Hamburg, a Member of Norris, McLaughlin & Marcus, P.A., has expertise in all aspects of copyright and trademark law, both in litigation and in the transactional area. In 2009, 2010 and 2011, Jeanne was recognized as a New York Superlawyer® for Intellectual Property and Intellectual Property Litigation. She may be reached at [jhamburg@nmmlaw.com](mailto:jhamburg@nmmlaw.com) or 212-8-08-0700.*



# Chapter News

## Arizona Chapter IFDA-AZ Chapter President Nominated for 99.9 KEZ Woman of the Year

By Karen C. Wirrig, FIFDA

The Arizona Chapter of IFDA was proud to learn that their President, Sue Ann Aronson, was selected as a candidate for the 99.9 KEZ Woman of the Year contest by being chosen as the December recipient of Woman of the Month. The honor was announced on 12/10/10 and the Woman of the Year banquet was held on March 23, 2011. The following is the text submitted with her nomination. IFDA-AZ was proud to donate \$21,000 to Ryan House as a result of Tableau 2010 and pleased that both Sue Ann and the chapter received the recognition for this great event.

“Sue Ann Aronson just spent the last year of her life organizing the IFDA Tableau event to benefit Ryan House. She took an average gala and turned it into an extraordinary theatrical production, completely raised the bar, and the money, for a very worthy cause. Without her energy, enthusiasm, effort, and extra large heart, this would not have happened.”

As a result, IFDA raised more money than ever before for this “unique to Phoenix” charity. Ryan House is the ONLY pediatric respite and palliative care home in the USA. Modeled on similar places in the UK, Ryan House provides respite for children with life-threatening illnesses and their families. It gives the child a truly playful experience; it gives the parents an opportunity to sleep through the night, or take their well child on a special activity with the confidence that the sick child will have a 24/7 team of professionals on hand.

Imagine that you are the parent of a child with a life-threatening condition. How can you leave, how can you sleep if meds need to be administered around the clock, how do you find time for all the other priorities in life? Ryan House is now available for those families. Ability to pay is never an issue at Ryan House, so meeting the annual operating expenses of \$1.6 million is up to our community.

IFDA has supported Ryan House for the past three years but Sue Ann Aronson ROCKED this event and now we can contribute a substantial donation to help defray these costs. Sue Ann allowed her own business to languish in order to make this event a success. She roped her husband and other family members into participating while inspiring a core group of IFDA volunteers. IFDA Tableau 2010 is a success because of her efforts. We applaud her and hope you will too!



**Top Photo:** Sue Ann with Beth McDonald during the presentation of Woman of the Month in December, 2010

**Second Photo:** Karen Wirrig, FIFDA, Margie McLemore (Sue's mother), Beth McDonald of 99.9 KEZ radio, Sue Ann Aronson

**Bottom Photo:** Karen Wirrig, FIFDA, Marty Aronson (Sue's husband), Sue Ann Aronson

## Japan Chapter Author! Author!

By Maureen Klein, IFDA EF VP Communications

Yasue Ishikawa, of Risa Braire Co., Ltd., founder and first President of IFDA Japan Chapter, has recently completed another book—*Simple Chic Interiors*. The full-color, 80-page soft-cover guide is full of inspirational window treatments, pillows and other stylish accessories for the home and patio. A short DIY section has very clear, easy-to-follow illustrations for several of the projects shown, even for those who do not understand the Japanese language instructions.

Known for her window treatment designs, Yasue just received an award at **VISION11: International Window Coverings EXPO** in a new category this year, given for Overall Creativity in Window Treatment Design. Her winning entry will be featured in *Window Fashion Vision* magazine and the VISION website at [www.wf-vision.com](http://www.wf-vision.com). Way to go Yasue!



## New England Chapter

### A Strategy for Events: Networking and Technology: Home Automation Technology Meets Great Design

By Ray Bachand, VP of Communications, NE IFDA

Addressing the wishes of our members, IFDA New England's event strategy for 2011 is twofold: a desire for members to network and a need to create opportunities to stay current with the latest style trends and technologies affecting the design community. Following Chapter President Jacqui Becker's lead, and overseen by VP of Programming Diana James, the board laid out a schedule of events throughout the year addressing these two key concepts.

We wanted to share with others some highlights of what we learned through these wonderful events:

**A Seminar on LED Lighting** at our Silver Corporate Sponsor Wolfer's Lighting was our first event for 2011. The extraordinary pace of change in lighting technology, and its effect on design, was beautifully illustrated and explained in their state of the art showroom.

**Architects, Builders and Designers: the Power of a Winning Design Team** was an overview of how architects, builders and designers can work together to bring their clients a better product at a greater value than working separately. The panel consisted of an esteemed group of industry professionals moderated by Bruce Irving, former producer of This Old House. An interesting concept was proposed by architect Treff LeFleche suggesting that the team look upon clients as "old world patrons" and try to build that type of trust. The event was hosted by Medallion Gallery, our newest Bronze Corporate Sponsor.

**A CAD Roundup...What's Right for You.** Jorge Colon & Greg Conyngnam covered the latest CAD technology considering the designer's special needs. A PowerPoint overview of several programs included Sketch Up, ArchiCAD, Artlantis Render, Piranesi, Vectorworks, and 3D Studio Max among others. Topics included an explanation of the differences of rendering and modeling and the advantages to a designer of the uses of each. Jorge Colon made the point that clients of different age groups communicated differently and that designers need to be on the same wave length as their clients in how they present projects. The event was hosted by 60nobscot Home Furnishings at their custom furniture showroom located in a restored 1820's era barn.

The third event hosted by Audio Video Designs, with additional sponsorship by Trufig, was **Home Automation Technology Meets Great Design** a panel discussion looking at the latest trends in home automation. Many issues were addressed as to how a designer can keep up with the advances of this fast moving technology. Panelist Lucy Dearborn of Lucia Lighting made the point that if a designer overlooks discussing the latest automation technologies with a client there could be unpleasant consequences when their friends or neighbors complete a project incorporating these new automation features.

Upcoming events include a tour of a fully LEED certified home on the north shore, an inspirational Master Class on what contributes to success in Boston's design community, and our always popular June New Member Soiree evening garden party in Milton, at the estate of FBN Construction owner John DeShazo, another Bronze Corporate Sponsor.



**Top Photo:** The Panel: Bruce Irving, Moderator, Bob Augustine, Brian Anderson, Mark Landry, John Kelsey, Michael McClosky, Rosemary Porto, Bob Ernst, Treff LeFleche

**Second Photo:** Steve Brand, Host, Susan Arnold, Presenter, Jacqui Becker, Chapter President, Bonnie Forbes, Host

**Third Photo:** Rob Henry Chapter President-elect, Host, Jacqui Becker, Chapter President

**Bottom Photo:** Jorge Colon, Presenter Greg Conyngnam, Presenter Ray Bachand, VP Communications, Host Jacqui Becker, Chapter President

## New York Chapter

### Designing for the “A” Word: A Dialogue on Practice & Profitability; the Silver Lining of the Aging Market

By Susan J. Slotkis, NY IFDA Chapter, Director of Branding

March 17, 2011 might be remembered for most of us in NY as the 250th St. Patrick's Day Parade. But, for almost 100 of us, we will remember it as Trade Day at the Architectural Digest Home Design Show where we held our first event celebrating **Aging in Place**. We saw this as an opportunity to begin the preface to our story of an active involvement with this encompassing topic. Spearheaded by Florence Perchuk, IFDA NY Chapter VP of Seasonal Events and our Special Events Committee our objective for this single hour was to attract a diverse panel and audience who would engage in a lively, conscious-raising discussion. The panel was moderated by Florence who was instrumental in gathering together a group of four articulate, passionate, and expert advocates, each with a different vantage point but all sharing a common vision. To sum up their collective goal: to encourage beautiful and healthy living throughout our lifetime, through the environment.

Our experts...

Florence Perchuk, IFDA, NKBA, CAPS, CKD co-authored *The Complete Book of Kitchen Design for Consumer Reports*.

Eric Cohen, IDEC, NCIDQ, AIA helped develop the Master's Program at NYSID and was a co-editor/author of *Building Type Basics for Senior Living*.

Rosemary Bakker, MS, ASID, gerontology expert is affiliated with Weill Cornell Medical College and author of AARP Guide to *Revitalizing Your Home: Beautiful Living for the Second Half of Life*.

Louis Tenenbaum, CAPS, works with developers, builders, and nonprofits and wrote *MetLife Report on Aging in Place 2.0: Rethinking Solutions to the Home Care Challenge*.

Mary Jo Peterson, CKD, CBD, CAPS, NKBA Hall of Fame inductee and national speaker authored books on universal design and contributed to the *Inclusive Design Guidelines, NYC*.

Introducing the topic, Florence reminded us that aging still carries a stigma; it's not a particularly sexy topic. Yet, with 68 million baby boomers in the world, it should be looked at as a wonderful opportunity. Each panelist introduced their involvement with the topic at hand by way of a personal story that engaged them as advocates. Personal involvement included



**Top Photo:** Designing for the “A” Word, Panel of Experts: Rosemary Bakker, Eric Cohen, Mary Jo Peterson, Louis Tenenbaum with Florence.

**Bottom Photo:** Florence Perchuk, IFDA NY Director of Seasonal Events serves as Moderator



*Continued from previous page*

a mother dealing with an unhelpful home after a broken hip, a family legacy of early stroke victims whose spirit for life enabled them not be victims, and a paraplegic client needing major accommodations to his home after a gunshot wound.

It should not be much of a stretch for any of us to recall either a firsthand or second hand experience where our functionality or ability to negotiate the built environment was compromised on some level. It may have a temporary impairment...losing one's contact lenses, or something more disabling, or even a gradual change in our abilities. If you are over 40 you need much more light to see colors and read than a 20 year old does and to safely ambulate in a space; if you are over 60...you know how geometric progression works. How about standing on a concrete floor or walking on a slippery street? I imagine each audience member had their personal reflections as the presentation progressed. I know I did, but I knew that I would.

What follows are some takeaway thoughts from the session which I hope will resonate with our membership. Food for thought:

- We are part of the A&D community and we need to be advocates for livability.
- We have a role in the improvement of life.
- Manufacturers need to be supported by designer and consumer demand to create products with flexible functionality.
- Continue to raise the question: Why shouldn't our homes take us through our lifetime?
- Aging in place should be as seamless a continuum as possible.
- Recognize that the ADA (Americans with Disabilities Act) that passed three decades ago was a Civil Rights Act. It established only minimum requirements in response to primarily the needs of wounded veterans.
- Through collaboration of disciplines, among them

Photo credit for **Aging in Place**: Cathy Guterman, IFDA NY VP of PR



**Top Photo:** Designing for the "A" Word, Panel of Experts: Rosemary Bakker, Eric Cohen, Mary Jo Peterson, Louis Tenenbaum with Florence.

**Bottom Photo:** A large audience convened at the ADHDS for the panel on Aging in Place

architects, designers, manufacturers, builders, healthcare providers, and the behavioral and environmental sectors, we can do so much more.

Are we at IFDA ready for the challenge? We better be!

Special thanks to the IFDA Educational Foundation for their support in helping to underwrite this event and to our event patrons: 7W New York, NKBA and to Electrolux for hosting our dessert reception. And, of course, gratitude and appreciation goes out to our panel.

## New York Chapter

# IFDA NY and SAFAVIEH Announce Winner of International Rug Design Competition

by Cathy Guterman and Christine Abbatte, VPs of Public Relations and Carol Tisch, Safavieh Home



Deirdre Cimino, IFDA Philadelphia Chapter, interior designer and winner of the 2011 IFDA-Safavieh Rug Design Competition

The NY IFDA Chapter and renowned area rug manufacturer Safavieh announced the winner of the 2011 rug design competition sponsored by the company. First place winner of the contest, which was open to all IFDA members worldwide, was Deirdre M. Cimino, a member of the IFDA Philadelphia Chapter. She will receive a check for \$500 from Safavieh and will be presented with a 6' x 9' rug fabricated in her design.

Judges for the contest were celebrity designer Jamie Drake, IFDA NY Chapter, and Arash Yaraghi, a Safavieh principal. Drake, a member of the Interior Design

Hall of Fame, has been a licensing partner of the home furnishings company since 2009 and his rug designs are marketed under the Safavieh Couture label. Cimino's design, Konichiwa Spring, stood out for several reasons, Drake says.

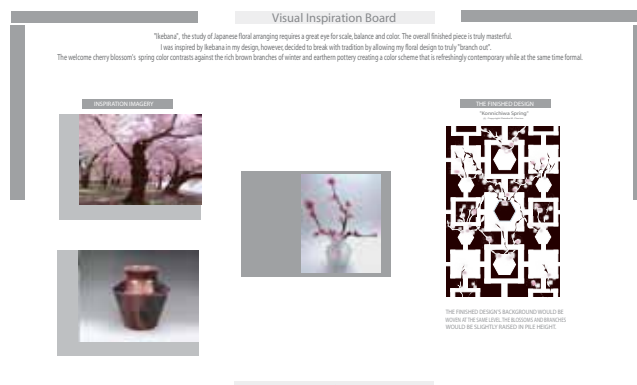
"The design enchanted me from the moment I saw it...classical motifs of cherry blossoms and fretwork are charmingly updated with a soft yet mod mood that seems right for today and will mix well with updated classics as well as mid-century modern," Drake explains, noting, "the palette of brown, white and pinks is especially chic and timely."

Cimino, presently a full time graduate student at Drexel University is working toward a Master's of Science degree in Interior Architecture and credits the uniqueness of her design in part to one of her instructors. "She teaches you to see things in new ways, and to develop a sense of mystery by taking what is predictable and then breaking it out of that routine," Cimino explains.

With Konichiwa Spring the predictable elements were cherry blossoms, fretwork and ikebana baskets. "I tried to push the envelope to create something that would be unexpected. I think that every time you enter a room you should see a rug in a different way—that creates interest. Chocolate browns are always contemporary and elegant. To achieve that with the addition of pinks is bold, but hard to do because I wanted to be sensitive to everyone in the home, not just females," she says.

"One of the criteria for judging the entries was the designer's ability to use the ancient craft of rug-weaving to express his or her own unique aesthetic. But the design also had to represent current trends in color and pattern," explains Arash Yaraghi. "Also critical

was the originality of the design, its production potential and its marketability to a broad base of consumers. Deirdre's design best met all of the contest's objectives," he adds. The idea for the rug design competition came to Yaraghi during IFDA's 2010 Rising Stars of Interior Design Event, an annual program of the New York Chapter which has been hosted by Jamie Drake for the past four years. Held on November 16 at the Safavieh Home Furnishings flagship retail showroom on Broadway, the event



celebrated Drake's picks of three young designers (Rising Stars recognized for their professional work, style and vision) and four "Starlets" selected from New York City design schools. "We were so impressed with the work IFDA and Jamie were doing on behalf of young talent and future designers, that we wanted to do our part—hopefully to interest more young people in product design," Yaraghi says. Indeed, that dedication is what attracted Cimino to the organization and later to the contest. "I am fulfilling a lifelong dream to earn a Master's degree in Interior Architecture, but I have been a designer for almost 20 years as well as a professor of interior design. IFDA has always had a place in my heart because of their work with students, and I've always had a passion for product design. When I learned of the competition, I thought I had nothing to lose and decided to throw my design in the hat. It was a great challenge," she concludes.



**Top Photo:** Konichiwa Spring Inspiration Board for rug design

**Bottom Photo:** Jamie Drake, IFDA NY Chapter, Master of Ceremonies, center, is flanked by Safavieh's principals Cyrus, left, and Arash Yaraghi, right.



## Southern California Chapter

### Southern California is Getting the Word out about IFDA... Our Membership Drive

by Rita Orland, VP Communication, IFDA SoCal



Kathy Mays, IFDA So CAL Chapter

This year IFDA SoCal is focusing on increasing membership throughout southern California. The Chapter is holding events and planning programs throughout the year in areas outside metro San Diego. We are getting the word out about IFDA and reaching prospective members from new industry contacts not familiar with us. Our sponsors and hosts assist our marketing efforts by sending out our invitations to their mailing lists of designers, clients, companies, and showrooms.

#### February – Rancho Mirage, CA

A Friday afternoon luncheon was sponsored by Fixtures at their newly opened showroom in the desert.

#### March – Los Angeles, CA

A Wednesday evening soiree hosted by the Christopher Guy showroom in Beverly Hills was held in conjunction with Westweek – the annual spring market at the Pacific Design Center.

#### April – Las Vegas, NV

At Vision '11 – International Window Coverings Expo in Las Vegas IFDA member, Grace McNamara graciously offered a complimentary booth to IFDA to promote membership, as well as the September Symposium. Rita Orland organized staffing for the booth and obtained the IFDA pop-up sign from Accolade. Thanks to Susan Hirsh, IFDA Past President, for supplying the promotional flyers and helping at the booth. And thanks to others IFDA chapter members who helped at the booth: Judith Clark, No Cal; Dede Radford, AZ; and a new Philadelphia member, JoAnne Lenart-Weary.

We met many attendees at the show who were interested in learning more about and joining IFDA. There were also a few people who are interested in starting chapters in their areas.



**Left Photo:** IFDA So CAL Booth at Vision '11

**Right Photo:** Marian Michela and Chirs Arnold of So CAL Chapter



## North California Chapter

### Sonoma Proves to be the Perfect Setting for IFDA NCAL Retreat

By Timothy D. Manning, VP Communications, IFDA Northern California Chapter

Inspiration, motivation and relaxation highlighted the IFDA NCAL weekend in Sonoma, California this past April. The concept of a working mini-vacation paid off as IFDA members and non-members gathered for overnight stays at a local inn and a full day of sharpening our business-selling skills with an interactive seminar administered by business coach Heidi BK Sloss, [www.heidisloss.com](http://www.heidisloss.com).

Many seminar participants arrived the Friday evening prior to the Saturday all-day program and woke to the mellow Sonoma morning, enjoyed a delicious hotel breakfast spread and then moved into the seminar room, all in a patio/garden setting befitting the wine-country atmosphere.

During the course of the highly interactive presentation, Heidi Sloss passed out bouncy balls, candy, and gold medals for good answers and even honest answers. There was never a dull moment as we changed seats several times to become grouped with like personalities, took preference quizzes and learned as much about ourselves as we did about others.

Lunch was a leisurely stroll through downtown Sonoma to a local Mexican cuisine restaurant where the group bonded over more food.

The point of this pleasant and informative weekend -- to become more confident in ourselves as design professionals and salespersons and to get to know our fellow participants a little, if not a lot, better. And it worked.

On Sunday, eight of the weekend attendees extended their stay and participated in a hands-on, fabric painting workshop at Barbara Beckmann's Sonoma studio. Barbara reflected the enjoyment of the group activity with a simple comment, "I'm having so much fun."



**Top Photo:** Heidi Sloss presides over the pop quizzes and seat changing at the Retreat

**Second Photo:** A stroll to lunch in downtown Sonoma made for a nice break in the day's activities and had participants Jacqueline Guevarra, Lea Bartneck, IFDA and Nan Walz, IFDA all smiles for a little Mexican food and libation

**Third Photo:** The Sonoma cadre included Speaker Heidi Sloss, Dianne Hynes, IFDA, Gail Belz, FIFDA and IFDA NCAL President-elect Diane Nicolson, FIFDA

**Bottom Photo:** The closest thing to a group hug is a group photo after the full-day proceedings at the *IFDA NCAL Sonoma Retreat*



## Texas Chapter

### Connecting the Dots in Dallas

### Texas Chapter hosts Susan J. Slotkis, IFDA Director-at-Large

By Laura Davis, AIA, IFDA Texas Chapter, VP Public Relations

On a warm spring afternoon in Dallas sixty designers congregated at the beautiful light-filled F. Schumacher & Co. showroom. Did they know of the time travel journey upon which they were about to embark?

Over the course of two hours, their intrepid guide and knowledgeable instructor, Susan J. Slotkis, led them through a sampling of furniture, fashion, and style spanning 6,000 years. It was a fascinating look at the origins of styles from different civilizations and different times.

The CEU program called **Connect the Dots... Design Styles in Context** was the first of two presentations that Susan offered during the Grow! and Spring Thing events held at the Dallas Design Center on April 12 and 13, 2011. The second session was hosted by JH Minassian, a fine rug gallery.

Throughout the presentation, Susan showed familiar shapes, patterns, and colors used in today's trendiest designs. Many of the elements, such as a particular Egyptian inspired chair leg, an open back chair reminiscent of Chinese wood work, or contemporary fabric patterns interpreted from Victorian designs have true historical roots.

Susan's audiences were very pleased with the depth and detail presented in her **Connect the Dots... Design Styles in Context** seminar. They also supported Susan through the purchase of her book, *Foundations of Interior Design*, a textbook published by Fairchild Books.

The IFDA Texas Chapter was proud to sponsor and host Susan Slotkis who is a New York-based interior designer, educator and author as well as an IFDA Director-at-Large, and IFDA NY Chapter Branding Director. Her trip to Dallas was also made possible by a Barbara Brock Grant through the IFDA Educational Foundation.

In the Special Edition, January 2011, of *Network*, IFDA President Janet Stevenson shared her goal to "strengthen our Association" through support and collaboration between chapter presidents, adding "communication and connection are both key to the success of IFDA." Texas Chapter President Becky Pipka and President-Elect Laura Davis worked closely with Susan in preparation for her arrival. The three spent an afternoon together and had the special opportunity to discuss current challenges and strategies in chapter leadership and connecting with members – a meeting that was beneficial to all.

The Texas Chapter Board Members would like to extend a special thank you to Susan Slotkis for taking several days out of her busy schedule to come to Dallas and share her extensive knowledge of historical design styles. Susan also generously donated an autographed copy of her book to the Texas Chapter Silent Auction to be held this fall benefitting the IFDA Educational Foundation.



**Top Photo:** Connect the Dots seminar with Susan Slotkis, IFDA Director at Large, Speaker at the F. Schumacher showroom (Photo credit: Magnus Media)

**Second Photo:** IFDA Texas Chapter with Susan at Schumacher: Laura Davis, President – elect, Susan Slotkis, Becky Pipka, President, and Anne Marie Haynes

**Third Photo:** IFDA Texas Chapter with Susan at Minassian showroom: Gary Beam, Recording Sec'ty, Charles Beard, Education Chair, Mark Vonnahme, FIFDA, Educational Foundation Board, Paula Ross, FIFDA, Educational Foundation Chair, Becky Pipka, President, Susan Slotkis (Photo credit: Paula Ross)

**Bottom Photo:** Becky Pipka, Susan Slotkis with Jonathan Minassian, owner of Minassian, host of the program (Photo credit: Paula Ross)



# IFDA Member Benefit Spotlight: Symposium Members' Only Registration Fee

By Jennifer M. Jones, IFDA Account Executive

IFDA is pleased to offer a members only registration fee to attend the 2011 Symposium scheduled for September 15-17th at the Sofitel in Philadelphia, PA. IFDA Members who register for the Symposium by Thursday, June 30, 2011 will pay a registration fee of \$375.00 compared to the non-member registration fee of \$475.00 for 3 days of continuing education, tours and networking with fellow furnishings and design industry professionals. Registration fees after June 30th are \$475.00 for IFDA members and \$575.00 for non-members respectively.

IFDA's members only registration fee is one of the many valuable benefits offered to IFDA members including:

- **New!** Discounts on GEICO insurance policies including auto, home, condo and other insurance policies.
- A listing in the Find an Expert Directory on [ifda.com](http://ifda.com) where professionals and consumers can locate you and obtain information about the products and services that you provide to the furnishings and design industry. (Available only to Professional and New Professional Members)
- Access to the exclusive members' only website content.
- Health, life, disability, long-term care and business insurance policies offered through Association Health Programs.
- Membership in the IFDA Educational Foundation, the philanthropic arm of IFDA.
- Access to *Network*, IFDA's Association wide quarterly newsletter and your IFDA chapter newsletter.
- Use of the IFDA official logo and window stickers.
- Opportunities for leadership within the international board of directors, your chapter and committees.
- The opportunity to be recognized as an IFDA Fellow (FIFDA), a program which recognizes members' commitment to IFDA as well as civil, educational and industry contributions.
- A 10% discount on all flower and gift orders purchased through FTD, the Floral Experts TM.
- Discounts on car rental services through the Hertz Membership Program
- Discounts on in-store and online purchases at Office Depot.

For more information on IFDA member benefits, please contact IFDA Headquarters at 610-535-6422 or [info@ifda.com](mailto:info@ifda.com).

## IFDA 2011 Membership Recruitment Contest January 1, 2011-July 1, 2011

**1st Place Individual: \$100.00 American Express gift card**  
**2nd Place Individual: \$50.00 American Express gift card**  
**3rd Place Individual: \$25.00 American Express gift card**

Do you know a co-worker, industry colleague or student who would benefit from IFDA membership? Invite them to join! Visit [www.ifda.com](http://www.ifda.com) or contact IFDA headquarters at [info@ifda.com](mailto:info@ifda.com) for complete contest details.

# IFDA Welcomes Our 62 New Members

## ARIZONA

**Professional**  
Tina L. Mellino  
ZIA Interiors

Ryan S. O'Meara  
Palavela Home, LLC

Celia C. Schauble  
In the Pursuit of WOW!  
Design Studio

Kim Shira  
Robb & Stucky

## FLORIDA

**Professional**  
Kerry Miller  
Florida Furniture Packages

**Student**  
Melissa Torres

## GEORGIA

**Professional**  
Barbara J. McGinity  
Ink House Portraits

Ed Torrenc  
Carpet Direct

**Student**  
Vivian Cumbess

## ILLINOIS

**Professional**  
Karen B. Fischer  
Design Details

Sally Ann Rose  
Not Vanilla Interiors LLC

## MICHIGAN

**Professional**  
Alan R. Marschke  
Alan Marschke's Oriental Rug  
Gallery Inc

William Witkowski  
Michigan Antique  
Preservation Co Inc

## MINNESOTA

**Professional**  
Mary Bodkins  
Moving Impressions

Jean E. Hoffmann  
Geniebelle Art, Design &  
Photography

Heather M. Tripp  
3 Sons Installation

**Student**  
Kimberly Scanlon

Alyssa T. Ambroz

## N CALIFORNIA

**Professional**  
Lorraine Carlson  
Alorisa Enterprises, LLC

Justin B. Johnston  
Twilight Solutions Inc

Linda Lenore  
Green Chi Designs

Spencer Moran  
NEX Systems

Christ C. Surunis  
Charles Lester Associates

**Student**  
Brice Guyer  
Peggy S. Roof

## NEW ENGLAND

**Professional**  
Chet Flynn  
Trufig

Mahmud Jafri  
Dover Rug Co.

Margaret Kantrowitz  
Merrill Lynch

Matt Remeika  
Audio Concepts

Von Salmi  
Von Salmi & Associates Inc

## NEW YORK

**Professional**  
Jay Sethi  
J & S International

**Student**  
Corianne Burrell

Heather C. Lieber

Emily A. Mitchell

Rita-Marie Nyland

Joyce A. Troy

## PHILADELPHIA

**Professional**  
Amy Barrickman  
Amy Barrickman Design

Rosa Cucchia  
RCI Interiors LLC

Hope Hoffman  
Perennial Pleasures, LLC.

John Ignao  
Kieffer's Appliances

Shawn Koberg  
Hearth & Home

Jill Martin  
Kravet Inc.

Sanford Wallach  
Kravet Inc.

Frank Yocum  
Shutters & Blinds

**Student**  
Lorraine Fioravanti

## RICHMOND

**Professional**  
Alan Colker  
ALCO Lighting Sales Inc

Cathy Green  
Cathy Green Interiors

Eva Mallory  
Mosaic Tile Company

## S CALIFORNIA

**Professional**  
Marena Downs  
Green Group

Dieter Raabe  
MGuard Coatings, Inc.

Judith Thomas  
GCThomas

## TEXAS

**Professional**  
Jim E. Fields  
Enso Fabrication

Gaylynn McBrayer  
La Montage

Audrey D. Wilkerson  
Revitalized Habitat

## WASHINGTON

**Professional**  
Evelyn K. Avery  
Avery Studios

Alitia Cross  
Benjamin Moore & Co.

Alison Geare  
Mosaic Tile Company

Suzanne Price  
Suzanne Price Design, LLC

Duval Reynolds  
Duval Design, LLC

**Student**  
Karen Acosta

Linda Potrafke

Christine F. Vincent

## MEMBERS AT LARGE

**Professional**  
Kristen Watter  
Interiors By Kristen LL

# 2011 Board of Directors

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[janets@closetcity.com](mailto:janets@closetcity.com)

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[susan.hirsh@benjaminmoore.com](mailto:susan.hirsh@benjaminmoore.com)

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[sheila@shecole.com](mailto:sheila@shecole.com)

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N. California  
[athenacharis@comcast.net](mailto:athenacharis@comcast.net)

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## Director at Large

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## Account Executive

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# 2011 Council of Presidents

## Arizona Chapter

**Sue Ann Aronson**  
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## N. California Chapter

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## S. California Chapter

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## Carolinas Chapter

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## Illinois Chapter

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## Minnesota Chapter

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## Washington Chapter

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[jacqueline.passaro@benjaminmoore.com](mailto:jacqueline.passaro@benjaminmoore.com)

## 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, *Network* is getting better all the time. Direct your comments or questions to Susan Slotkis, IFDA National Director at Large and volunteer editor of *Network* at [sslotkis@nyc.rr.com](mailto:sslotkis@nyc.rr.com)

**ATTENTION: Chapter Communications Directors - Deadline for the summer issue submission is: July 22, 2011**

The IFDA Network is a publication of the International Furnishings & Design Association, 150 South Warner Road, Suite 156, King of Prussia, PA 19406; 610-535-6422 (o); 610-535-6423 (f). Please contact Executive Director Martha Heinze, [martha@ifda.com](mailto:martha@ifda.com)

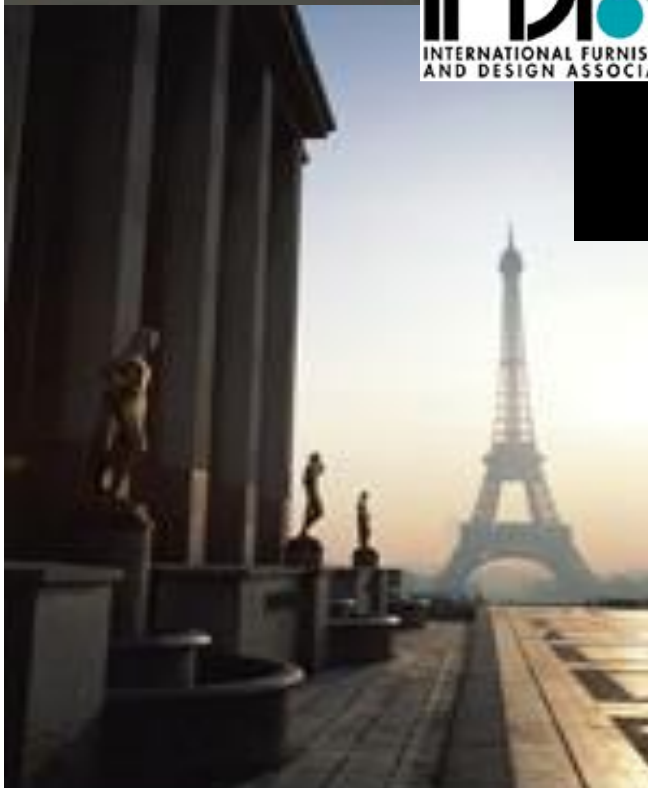




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