



Spring 2012

NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

President's Message



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IFDA NETWORK SPRING 2012 EDITION



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I am always amazed by spring. With just a little warm weather, a few rain showers, and everything is coming up green...and purple, pink, yellow, and I believe Wythe blue and Tango tangerine!

A quick report on our marketing company, Communications Solutions Group, who will create a questionnaire to insure that important feedback from our chapter leadership helps to drive our marketing efforts on our members'

behalf. We ask that the questionnaire be filled out and returned promptly so we can continue our marketing journey of IFDA! AND we are all very excited that we will have more of a social media presence on Facebook, Twitter, and LinkedIn which will also be handled by Communications Solutions Group. So let's all get more socially networked together!!

Since 1992, the New York Chapter's Circle of Excellence Awards has saluted outstanding leaders in the furnishings and design industry. The COE Awards recognize individual talent, corporate initiatives, and significant accomplishments within the design and furnishings community. This year one of the honorees was none other than IFDA's founder Claire Coleman as we celebrate 65 years of IFDA! I traveled to New York, along with Philadelphia Chapter President Kat Robbins, to personally honor Claire and to share in a wonderful New York Chapter bi-annual event. I was inspired and awed by the event. It was spectacular and the New York Chapter should be duly proud of their event! But, the most important time for me was to spend the evening with Claire and her family (and of course all of the other honorees, to be sure). Without Claire and her group of friends sitting over dinner, discussing what they could do to establish a more cohesive union among the furnishings and design industry women, I would not be here today! And all of you would not have this wonderful association that helps to educate you, helps you to grow personally and professionally, and allows networking and fun to also be a part of your membership!

Janet Stevenson, IFDA
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IFDA Partners with The Communications Solutions Group for Marketing and Public Relations Services

IFDA is pleased to announce a new partnership with The Communications Solutions Group a full service marketing and public relations company. IFDA volunteer leaders and staff will work with CSG to advance the public profile of IFDA through a variety of initiatives including social media, press releases and marketing campaigns. For more information on The Communications Solutions Group, please visit www.comsolutions.com.

iPad Technology and the Design Professional

By Dawn Brinson, IFDA Director at Large

Savvy design pros are adopting iPad technology, giving them the edge in increasing efficiency, bringing the vast resources of the Internet and vendors' online applications to bear, and going greener.

Both the Northern California and Illinois Chapters recently presented expert advice on using the iPad, Apps, and iCloud to businesses.

Judith Clark, FIFDA, reminded attendees at the Northern California Chapter's recent program that iPads do interface with PC/Microsoft systems so all designers can have easy access to emails, contacts, appointments and updates on both their Apple and PC products.

Clark went on to illustrate the array of Apps that offer designers enormous flexibility and creativity. These include:

- iBooks - in addition to purchasing books, iBooks, an App that comes pre-loaded on iPads allows you to store furniture catalogs, price lists and online articles for easy, at-your-fingertips access
- Reminders - never forget another appointment or project as each entry automatically pops up at the specified time
- You Tube - assemble videos of window treatments, installations, and other projects into folders to share with clients and vendors
- ABC Notes - an electronic bulletin board complete with multi-colored Post-It-style notes
- Good Notes - more convenient than hauling around client files, Good Notes allows you to take notes via a stylus, file them, add photos, catalogs, drawings, etc; your Good Notes files can be emailed so your assistant can follow up while you are in the field
- ACE Fabric Calculator - get quick and easy yardage requirements and widths needed for each drapery project



- Measures - Upload or take a photo, instantly add measurements and email it all to your fabricator, installer or cabinet maker
- Form Tools - load your blank contracts, invoices and other client forms into this smart App and have them handy for electronic signatures; they can then be emailed or moved to your client file in Good Notes
- Houzz - filled with thousands of gorgeous photos of interiors, furnishings, window treatments, tile and granite details and outdoor living spaces
- Mark on Call - A easy room layout App with simple to insert furniture pieces, along with color and finish options for all surfaces
- Home Design 3D by LiveCad - a more intricate room layout App with 3D graphics and finer final appearance quality

Award-winning designer, author, and blogger, Deb Barrett, known for her cutting-edge couture window treatments and soft furnishings spoke to the Illinois Chapter at the Arlington Design Center on the endless possibilities available using iPads and iPhones today. She provided how-to tips and spoke on the use of iCloud, voice recognition technology and project management. With so many Apps and programs created for design professionals, the Illinois Chapter is hosting additional sessions in June, July and August.

Both Judith and Deb reminded their audiences that literally hundreds of vendors have helpful Apps, many of them at no cost, available through iTunes and that more are being added each month. Further, each expert recommended purchasing an iPad with 3G capability, giving the user access to the Internet without needing Wi-Fi services.

Chapter News

Southern California Chapter 3-P's Photography, Portfolios and Presentations

By Kristin Kostamo-McNeil, Chapter President

On April 20th IFDA SoCal held an Industry Knowledge event on the 3-P's: Photography, Portfolios and Presentations. It was held by architectural and portrait photographer and all around imagery guru Nathan Padilla Bowen, IFDA SoCal VP of Communications.

This event was made possible in part by a grant from the IFDA Educational Foundation and we thank them for their continued support.

The presentation was hosted and sponsored by Numinus, a local cutting edge, owned and operated manufacturer and showroom that offers a wide array of locally designed and manufactured lighting products such as Star Domes® and Star Tiles®. These fixtures house LED lamps and fiber optic stars, bringing the outdoor world of a starry night to the interior through a multitude of applications. Numinus has also created a UL rated 2" mini-can LED fixture which can be mounted into drywall for task and general lighting. Its spectacular slim profile can is a 3.6 watt, 12 volt high color warm white LED.

Prior to the presentation Nathan ran a special promotion for professional head shots where he set up a mini-studio and captured

portraits for participants at a discounted rate. IFDA members were charged a mere \$40 and non-members \$60. For head shots that often cost upward of a few hundred dollars, this was quite an added value and people took advantage!

The presentation was a fascinating journey in the world of imagery. Nathan discussed such topics as file types and sizes; what it means for an image to be hi-res; the definition of compression file handling; how to best organize your image files; e-mailing images; working with imagery software such as Picasa and Photoshop; the best applications for designers; and even how to present your images on devices such as tablets. Nathan was a wealth of knowledge and there were questions flowing throughout the presentation. As design professionals we deal with imagery on a daily basis and not all fully



Nathan Padilla Bowen, IFDA SoCal VP of Communications taking a head shot of Angela LuMaye, IFDA SoCal Chapter Recording Secretary. Photo credit: Rita Orland, IFDA SoCal Chapter Founder and Past President.

grasp how to manage it properly.

The presentation was a tremendously valuable lecture and discussion. Attendees stayed long after to discuss topics with Nathan.



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 International Director at Large and volunteer editor of *Network* at sslotkis@nyc.rr.com.

Attention VP's of Communication: Submission deadline for the summer issue of *Network* is July 13th.

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

New York Chapter

IFDA Circle of Excellence: A Stellar Night Celebrating the Best of the Best

By Su Hilty, Chair, COE, and Jessica Tolliver, VP of Communications

More than 250 people from the New York furnishings and design industry gathered on the evening of May 8 at the Union League Club in Manhattan for a star-studded tribute to some of its leaders. The Circle of Excellence Awards, established by the IFDA New York Chapter in 1992, has honored many outstanding luminaries since that first event, and those celebrated this year were no exception.

Leaders in the fields of design, education, product development, and media were selected by members of the New York Chapter for their outstanding contributions to the industry.

Following a cocktail reception, masters of ceremonies Simon Doonan and Jonathan Adler led the presentation of awards with humor and grace, as those being honored were feted with moving introductions by their peers and videos showing career and company highlights. Honorees included:

- **Education** - Dr. Susan Weber, Director & Founder of The Bard Graduate Center
- **Industry Resource/Product Design** - Cary Kravet, President of Kravet Inc., on behalf of the Kravet Organization
- **Interior Design** - Charlotte Moss
- **Media** - The Hearst Design Group, including Michael Boodro and Barbara Friedmann of ELLE DÉCOR, Newell Turner and Kate Kelly Smith of HOUSE BEAUTIFUL; and Dara Caponigro and Jennifer Levene Bruno of VERANDA

"The Circle of Excellence Awards was created to celebrate the very best in our industry," said New York Chapter President Claudia Tejada. "This year's honorees have all made extraordinary contributions to the design industry and continue to do so. We are thrilled to be able to celebrate the achievements of these great leaders."

The evening concluded with two exciting announcements:

First, the City of New York honored the organization and IFDA founder Claire K.

Coleman by issuing a Mayoral Proclamation declaring May 8 in the City of New York as *International Furnishings and Design Association Day*. The proclamation feted the IFDA and Coleman, who launched the organization in 1947 as the "National Home Fashions League," a networking group for women in the home interiors industry.

Finally, IFDA International President Janet Stevenson, FIFDA stepped to the podium to announce the *Claire Coleman Founders' Grant*, a new IFDA Educational Foundation offering two \$1,000 grants yearly to IFDA chapters planning a marketing or promotional program or event that supports the IFDA mission.

The New York Chapter extends an enthusiastic "congratulations" to our founder, Claire K. Coleman, and to all of the evening's honorees!



Claire Coleman, FIFDA, Founder, IFDA



The capacity crowd during cocktails at the COE 2012

[More Pictures on Next Page...](#)

IFDA Circle of Excellence, Cont'd.



COE Honorees: (pictured left to right) Kate Kelly Smith, HOUSE BEAUTIFUL; Claire Coleman, FIFDA, Founder IFDA; Cary Kravet, Kravet Inc.; Barbara Friedmann, ELLE DECOR; Dara Caponigro, VERANDA; Michael Boodro, ELLE DECOR; Dr. Susan Weber, Bard Graduate Center; Jennifer Levene Bruno, VERANDA; Charlotte Moss; and David Carey, president of Hearst Magazines



Pictured left to right: Su Hilty, Chair COE; MC's Simon Doonan; Jonathan Adler; Claudia Tejeda, President, IFDA New York Chapter



Pictured left to right: Kat Robbins, IFDA Philadelphia Chapter President; Alexa Hampton, Mark Hampton LLC, COE Honoree for Interior Design; Charlotte Moss; Janet Stevenson, FIFDA, International President IFDA

Remembering Annette Sharkey Beavers



We want to express our sadness at the passing of Annette Sharkey Beavers, General Manager of Marketplace Design Center in Philadelphia. Annette devoted the past 22 years of her extensive real estate career to Marketplace Design Center, and the Center has grown and flourished under her direction. Mrs. Beavers was also longtime President of Design Centers International, Inc., an association representing the various trade design centers across North America. In addition Annette was a 20 year member of the IFDA Philadelphia Chapter and helped support the Association and Chapter. Annette's strong commitment to the interior design and home furnishings industry was done locally by promoting not only the IFDA, but also the NKBA, ASID, IDS, and IIDA events and seminars at the Marketplace Design Center during her tenure. She also played a role in the promotion of the annual *DesignPhiladelphia* symposium and the Interior Design Awards which both championed local design excellence.

She will certainly be missed and always remembered.

A Guided Tour: Your Find An Expert Directory Listing

By Jennifer Jones, MPA, IFDA Account Executive

IFDA is proud to offer members a host of member benefits. One of the benefits of IFDA membership is the Find An Expert directory listing on www.ifda.com. The Find An Expert directory serves as a resource for consumers, fellow IFDA members, and other industry professionals who are interested in learning more about the services provided by IFDA members. Each member's Find An Expert listing is initially populated with their basic contact information imported from the membership database.

Members have the opportunity to personalize their Expert listing with professional photos, a description of their business, and a link to their professional website. To access the Find An Expert directory area of the IFDA website, members must first log-in to the Members Only area of the IFDA website. Members will then click on the Find An Expert directory tab to start the process of adding information. To assist members in creating and updating their Expert listings, we offer the following as a guided tour of the various fields on the Find

An Expert page.

- **Title:** this field defaults to the individual member's name. Members can change the information in this field to include their company name.
- **Nature of Business and Area of Expertise:** offers an IFDA member the opportunity to categorize their business.
- **Website:** this is the section where members can add a link to their business website.
- **Body:** provides an area where members can add a description about the business services that they provide or other information about their profession.

- **Image Picker:** is the field where a member can upload photos to their Expert listing. This field offers room for personalization including subfields where members can add descriptions and titles for their photos.
- **Address:** this field offers members an area where they can add their business address.

For more information on editing your Find An Expert directory listing, please visit the Members Only area of the IFDA website or contact IFDA Headquarters at info@ifda.com

IFDA Welcomes Our 65 New Members

ARIZONA

Professional

Marsha Cain
Marsha Cain Designs LLC

Leann Fernald
Helser Brothers Inc.

Elizabeth Hernandez
Hernandez Contemporary
Fine Living

Kristi Salvesson
Design Business Resources

CAROLINAS

Professional

Chris Smith
Amici Development
Group, LLC d/b/a The Mill
At Gibsonville

FLORIDA

Professional

Javier Amato
Donner

Diane Goldberg Eisenstein
Diane Goldberg Interiors

Susan Heller
Interior Motifs By Susan Heller

Ted Perella
Perrella & Associates, P.A. CPA

GEORGIA

Student

Jennifer McKune

Darnell Reed, Sr.

Jennifer Schmidt

ILLINOIS

Professional

Veronica Devereaux
Devereaux Design

Victoria Engle
Worth Interiors

Debra Keck
Designer Studio

France Lefebvre
Renaissance Interior
Design of Chicago

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Ana Santos-Puga
Creative Homes By Ana

Yvonne M. Tunney
Vision Interiors

Student

Alisa Klein

Linda Niemczyk

Dorothy Zalewski

JAPAN

Professional

Akari Koike
Shinoharaobanoyama Design

MICHIGAN

Professional

Julia Knevels
Julia Knevels Interiors

Concetta Meconi
R.J. Thomas, Ltd.

Gail Urso
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Student

Kathleen Monson

N. CALIFORNIA

Student

Shirley Arington

Mirna Hernandez

Emily Monte

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Professional

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Debbie Bowen Associates

Daniel Frost
Frost Enterprises Group, LLC

Tracy Mullane
Moore Home Staging
and Design

Judy O'Neil Labins
Shafer O'Neil Interior Design

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Caroline Stone
Harding Castle Design

Shelley Weiss
Shelley Weiss Interiors

Tamara Wolfson
A+ Murals

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Brianna Souza

NEW YORK

Professional

Jaime Call
Takasago

Renee Carman
Mandeville Canyon Designs

Kerry Glasser
Concept Marketing Group

Barbara Kaslow
Barbara Kaslow Designs LLC

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Robin Lane
Takasago

Jaimie Lobovic
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ITP Inkjet Textile Printing, LLC

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Student

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Linda Phillips Design

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Dorothy Fagan Collection

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Solar Eclipse

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Amber Style

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