



Summer 2013

NETWORK

CONNECTING YOU TO THE **GOLD** STANDARD

International Silver Sponsor



Sunbrella® fabrics debuted in 1961 as an alternative to the most popular awning fabric at that time, cotton. Sunbrella offered the rich look and feel of cotton, but did not fade or degrade, even in the brightest sun, and offered years of care free service. In the mid 70's boaters soon discovered the good looks and durability of Sunbrella fabrics for boat tops and sail covers. Around the world today, Sunbrella is the No.1 fabric choice for power boaters and sailors, enjoying universal name recognition synonymous with quality and durability.

Glen Raven Custom Fabrics, the makers of Sunbrella fabrics, took this winning formula - high-performance fabric with the look and feel of cotton - to the outdoor furniture industry. Marketing umbrellas and furniture cushions made with Sunbrella fabrics as fast drying, durable, easy to clean and beautiful. Over the years, all of the nation's leading casual furniture manufacturers have adopted Sunbrella fabrics for their premium furniture lines. Fade resistance, durability and popular colors have made Sunbrella a leader in these markets. While Sunbrella was gaining recognition in the great outdoors, Glen Raven was preparing Sunbrella to come inside the home. Thanks to intricate jacquard weaving, innovative yarn constructions and advanced fabric finishes, the design and manufacturing teams at Glen Raven created Sunbrella fabrics that match the look and feel of fine interior fabrics.

Today you will find Sunbrella throughout the home, from decks, patios and poolside, to dining rooms, family rooms and even kitchen and bath. Sunbrella delivers a complete package of color, design, durability, fade resistance and ease of cleaning. Design and performance creativity will continue to be the focus for Sunbrella fabrics. Wherever people demand fabrics that are beautiful, comfortable and dependable, Sunbrella will be there with fashion, right colors, designs and textures.

President's Message



As the warm spring days turn to fun summer months IFDA is in full swing.

New York, Japan, and California Chapter held their Take A Seat A Gala and Charity Auction on Thursday, May 16 to much success. What a wonderful idea to collaborate together especially with Japan! The Richmond Chapter headed to DC on a bus trip to the beautiful DC designer house - lots of design ideas and fun had by all.

With the housing market on the rise we are all excited about the new business coming our way. We have made it through the challenging times and now it's time to reap the benefits of a better economy. Our phone is definitely ringing more and email inquiries are coming in more often. It's a good time to refresh your marketing plans and web site. People shop the web now more than ever to compare pricing and companies. It's important to be the one to stand out over the rest.

Plans are underway for the 2013 Board of Directors and Council of Presidents meeting scheduled for September 25-27th at the Sonesta Hotel in Philadelphia, PA. We are in the midst of planning a full agenda for the Board of Directors, Council of Presidents and Chapter Presidents-elect.

This is a not-to-miss meeting for all our Presidents and Presidents-elect and it is open for all members to attend. There is so much pertinent information to grow your chapters and IFDA as a whole. I am looking forward to seeing all your smiling faces! Please make sure your travel plans are set for September 25 Wednesday afternoon to Sept 27 Friday afternoon.

All the best,

Diane Fairburn

Diane Fairburn

2013 CALENDAR OF INDUSTRY EVENTS

AUGUST

August 15-18
Tupelo Furniture Market
Tupelo, MS
<http://tupelofurnituremarket.com>

August 17-21
New York International
Gift Fair
New York, NY
<http://www.nyigf.com>

August 17-21
New York Home Textiles
Market Week
New York, NY
<http://www.nyigf.com>

August 23-27
Messe Frankfurt
Frankfurt, Germany
<http://tendence.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html>

SEPTEMBER

September 6-10
Maison & Object
Paris, France
<http://www.maison-objet.com>

September 17-20
International Casual
Furniture & Accessories
Market
Chicago, IL
<http://www.casualmarket.com>

September 23-26
New York Home Fashions
Market
New York, NY
<http://www.homefashionproducts.com/index.php>

OCTOBER

October 19-24
High Point Furniture Market
High Point, NC
<http://highpointmarket.org>

NOVEMBER

To be announced

DECEMBER

December 8-12
Showtime Fabric Market
High Point, NC
<http://www.showtime-market.com>

Take a Seat Brings International Collaboration and Success to Three IFDA Chapters

by Karen Wirrig, IFDA, President, SoCal Chapter; Maureen Klein, NY Chapter; Yasue Ishikawa, Past President, Japan Chapter



Toasting the celebratory kick-off of Take A Seat via Skype.



An example of the beautifully crafted, innovative designs showcased through Take A Seat.

"I've got a great idea! Let's go think it up!" was something my little brother used to say. And that's exactly what Maureen Klein and I did after an inspiring trip to meet with our Japan chapter last fall at their show house. They had refurbished some old office chairs that were slated for the dump. This was the seed that grew to become Take a Seat, IFDA's first international and simultaneous design exhibition.

Chapters in New York, San Diego and Japan participated by challenging local design professionals to recycle old chairs or take existing materials to create unique creations that may be a chair or may be an art piece. These were displayed in Osaka, San Diego and New York City after an international kick-off event with all three chapters on a live Skype call to view the chairs, meet the designers, introduce dignitaries, and raise a glass to all. New Yorkers went to the event kicking- How can you start an event at 9 or 10PM? Soon they were caught up in the fever as they met their colleagues on the big screen, partying at 7PM and 11AM in the morning- real time! The event concluded with gala auctions where all the chairs were sold to the highest bidders. Proceeds from the event will benefit Hometown Heroes (now serving NY as well as NJ), Tsunami Restoration Relief, and local IFDA chapter professional development.

Because this was the inaugural event, it required creating all the structure for the event. The mission had to be determined so presentations could be made to each chapter board. Once each chapter agreed to participate, forms for registration were developed and sponsorship parameters were set. Next, emails were sent to area professionals to develop interest in participating and potential international and local

sponsors were contacted. It is always hard to sell something new so we had to be enthusiastic and creative in our approach. We were so fortunate to have the Take a Seat eye-catching logo created by a friend of IFDA Japan, graphic designer Erina Takeichi.

Once these wheels were turning, we had to create a system for cataloging information so Maureen set up a Dropbox file for all documents from each chapter. We also set up a Facebook page just for the event so we could use social media as a marketing tool. As always, lots of work went into creating the event in each location. Some chapters had large committees while others ran on just a few people. Signage was designed, photographers were brought on board who generously donated their professional services to us and press releases were written. Now we have great photographs for use in future media.

Each chapter had to find an exhibition location in addition to planning two events, the kick off party for participants and sponsors and the public gala to sell the chairs. The hard work really started to pay off when the Japan chapter got Asahi, a Japanese daily newspaper whose daily paid circulation is 6 million interested in writing an article. They featured chairs from all three locations. The columnist even came to the kick-off party, so we could all meet her ([click here for online article](#))! The San Diego chapter got three TV spots on a local morning show. And New York had two design superstars involved. Jamie Drake was the celebrity MC and Karim Rashid donated a chair for the exhibition and sale.

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Take a Seat, Cont'd

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Our participants all loved the live Skype kick off party. It was truly exciting to “meet” everyone and see the creations for the first time. It also made the international aspect of the event come to life.

In the end, we raised a good amount of money for two very worthy relief efforts as well as chapters and found a way to work together even though we were thousands of miles apart. Look for the exact amount of proceeds raised to be noted in the next Network after all the tabulations are done in the three locations. We raised the profile of IFDA in our communities and around the world. We also introduced our association to industry professionals who were not familiar with us which will help bring in new members.



The Nest Chair, one of the public's favorite pieces.



Our New York City window display.



The Japan chapter showing off the Take A Seat logo.



An example of the beautifully crafted, innovative designs showcased through Take A Seat.

Looking for a Few Good Fellows

by Linda Kulla, IFDA, 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 and is only awarded to the most deserving few among us.

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 International Board. Community service is also a component for completing the necessary criteria to qualify for Fellows. Civic points can be obtained by volunteering in many capacities in your child's school, scouts, church, temple or community. Helping a political candidate run for office, walking or running in a charity event, collecting for a charity, helping beautify your town, or volunteering in a nursing home are other ways of adding points. Industry points can be obtained by involvement in Design Show Houses and serving on the Board or event volunteering within IIDA, ASID, EWHT, and With-It. 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



2013 Fellows Chair, Linda Kulla, IFDA

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 the International office. The applications must be received at the International office for

review by September 30th, but don't wait until the last minute. Follow this link to download all the necessary information: <http://www.ifda.com/fellows>

Once the International Fellows Committee has reviewed all the applications, we will inform those that have met the requirements by early December allowing enough time for the local Chapter to recognize the recipients at Chapter holiday parties. The new Fellows will also be recognized by the Association at the next International Symposium.

A Winner, Outdoors and In: Success Rains on Sunbrella Fabrics

IFDA's 'Different Dynamic' Attracts Silver Sponsor

By Rose Bennett Gilbert, IFDA, VP of Publications, NY Chapter

Greg Rosendale has it made in the shade... and in the bright sunshine, not to mention wet, rainy weather outdoors and indoor rooms filled with kids and pets and all the slings and arrows of busy family living.

Greg is the Market Manager of Residential Furniture Fabrics for Glen Raven Custom Fabrics, the manufacturer of Sunbrella, the high-performance fabric that makes designers believe in modern-day miracles. What started off outdoors 50-plus years ago with the looks - and hand - of sturdy canvas awnings and boat sails has long-since gone posh enough for the most genteel indoor furnishings.

"It's amazing what has happened to Sunbrella in the last 10 years," Greg observes. He's watched it evolve from awning to armchair, with new novelty yarns, like boucles and chenilles, and elegant embellishments like decorative tassels, braids, and trims.

Sunbrella's new soft, subtle hand and chic styling, along with what Greg calls

"the desire to make the outdoors look more like the indoors," have combined in a burst of enthusiasm for Sunbrella fabrics all through the house and garden.

The secret, Greg explains, is in the solution-dye technology that



Greg Rosendale, Glen Raven Custom Fabric's Market Manager of Residential Furniture Fabrics

produces tough-but-touch-me-soft fabrics that shrug off rain, UV rays, and pizza stains with equal ease. He's not telling how, of course, but the pigments are embedded in the fabric itself so the color goes all the way through. As Greg explains it, Sunbrella fabrics are like a "carrot, as opposed to a radish, where the color is only surface-deep."

His garden metaphor has helped cultivate the designer market, beginning with spokesman/designer/IFDA Trail Blazer (2011) Joe Ruggiero of the Southern California Chapter. It was Joe who brought Greg and Sunbrella on board this year as IFDA's International Silver Sponsor.

Greg was there, front and center, to see Joe honored at the Philadelphia Symposium awards dinner. "I was in a great position to see the diversity of the organization," Greg recalls. "I was struck by the friendliness of the members - there was a different dynamic to this group.

"It's important to support a design organization like IFDA. We are proud to be a Silver Sponsor."

A Design Student's Perspective to High Point Market | Spring 2013

By Dana Skelton, Student Member, Carolinas Chapter

Furniture. Opportunity. Excitement. This is what I experienced as a recent college graduate attending High Point Market this spring. My name is Dana Skelton, I have just graduated in Industrial Design at NC State, and I am pursuing a career in furniture design. This wasn't the first time I attended Market, but I wouldn't call myself an 'old pro' just yet. As a Celia Moh Scholar I have been fortunate to be able to go to High Point for two seasons and integrate myself fully into the culture of home furnishings. I have seen the progression of design trends over the past two years and can see firsthand where the furniture industry is going. These experiences have informed what I should focus on as a home furnishings designer. My assignment as a trend spotter this spring was to photograph progressive, clever, and successful design. I truly enjoyed diving into this experience, seeing new showrooms, networking with designers and drawing inspiration from all types of design.

Traversing through the IHFC and hundreds of other showrooms around High Point can be overwhelming yet exciting and unforgettable at the same time! High Point is bustling with energy and activity at this time of year as sales reps, buyers, and designers sell, appreciate, and celebrate an innovative wave of this season's home furnishings. Exploring new showrooms and absorbing the range of products, I was thoroughly inspired and excited to be a part of this event. From my own experiences I've learned that there's no wrong way to do Market. Discovering a new showroom or asking questions can reveal and stimulate new thoughts and opinions that have been integral to my personal development. As a fresh designer, it is cool to see what others have done and how a new technique or material may be used in a different application.

I was particularly impressed by a company called Shiner International from Atlanta, Georgia. After discussing technique, construction methods, and materials with designer Joe Manus, I detected his playful and experimental style expressed through his designs, pushing the limits in materiality and form. Natural and reclaimed wood was used in many of his designs, a huge trend I saw being utilized by countless others this spring. Keeping the natural wood integrity is beautiful, like a well-crafted piece of art, and I really appreciated his attention to detail and craft through intricate joinery and beautiful finishes. The rocking bed was one of the pieces I was especially drawn to, whimsical and



Rocking bed from Shiner International



Dana Skelton, IFDA (left) meets up with HGTV Design Star Winner, Danielle Colding

carefully crafted through contrasting material combination and surface finishes. The concept, while not for the typical home, brings a fresh light to what a bed is, creating a new perception and way of thinking about what furniture can be.

Meeting and networking with designers has been another great opportunity afforded to me in High Point, to be inspired but also to learn. After meeting interior designer and fellow IFDA member Libby Langdon at an event in the fall, I met up with her again to discuss current trends.

Continued on next page

A Design Student's Perspective to High Point Market | Spring 2013, Cont'd



Pops of color prevalent in the new HGTV HOME Furniture showroom

Continued from previous page

Partnered with Braxton Culler, Langdon is really user-centered. We talked about really understanding your client and creating something that best fits the client's lifestyle and interests. Furniture should not only supply aesthetic desires; it should be functional and fit to a user's needs and various lifestyles. Slate gray tones with pops of orange as accent pieces were a few trends Langdon saw that may have a lasting effect. Iridescent finishes and accent pieces in emerald green and orange were also prevalent design directions I observed. Most people tend to desire neutral tones to complement their spaces, but by including patterned pieces and accent colors, furniture can bring life to a room. For example, the HGTV HOME Furniture showroom exemplifies this by incorporating orange pillows and lamps to highlight an otherwise neutral-toned room. By balancing complexity and simplicity, bright and subdued colors, a sense of comfort and vitality emanates in the space.

The designers did a great job creating collections that were versatile and interchangeable for a number of different lifestyles. Whether it was using wood in a unique way to frame a mirror or introducing different colors in movable pieces, HGTV HOME made a strong statement reflecting current trends.

In conclusion, I have really enjoyed my time in High Point, and I am excited to see what the future brings for the furniture industry. Making connections with the world's top designers and being involved in Market activities has made a strong impact on me. I will continue to be curious, to design, and to learn, always looking forward to grow and develop my skills in furniture design.

Did You Know?

Each April and October the High Point Market Authority scours the more than 3,000 market exhibitors culling the newest ideas and trends. They create a trend report that's packed with useful information and resources. The [April 2013 Fashion Trends Report](#) is available for review and download. Previous High Point Market's reports are also archived on the [market's website](#).

KBIS 2013, New Orleans, LA

By Barbara Hirsch, New England Chapter



Barbara "Elza" Hirsch, founder of the blog Chez Elza

IFDA member, designer and blogger Barbara Hirsch reported on her recent trip to New Orleans for both KBIS 2013 and BlogtourNOLA. Below is the introduction to her KBIS report. Click through to her blog, [Chez Elza](#) to read her the full posting and see the great photos.

Of course, my trip to New Orleans for our fabulous [BlogtourNOLA](#) adventure was not just about touring the city and discovering its charms. We were invited to visit and report back from KBIS 2013, the Kitchen and Bath Industry Show. Many of our sponsors had fantastic new products and great

booths to flaunt and I very much enjoyed my visit and learning about these. I should also mention the hospitable Press lounge hosted by the NKBA, thank God for their snack station and their inviting and gigantic white sofas and chairs!

For starters, I was extremely impressed by the [Cosentino Group](#). Cosentino, a large Spanish Company, is famously know for its **Silestone Brand**, but I also discovered their Eco brand, and learned that they make sinks!

Through superior strength, incredible beauty and an unparalleled distribution network, Silestone is rapidly becoming the choice for discerning consumers. There are many advantages to using Silestone: since it is a **surface** that is manufactured from natural quartz, it's highly resistant to stains and scratches, and has a low level of fluid absorption. Silestone comes in over 60 quartz colors for countertops, two textures (**polished** and **suede**) and several different formats, which make it extremely versatile, and can even be used in large pieces without requiring any joins. Silestone is perfect for use in a great many applications in the kitchen and bathroom.

IFDA Spotlight on...

Ellen Gefen, TV Host, Owner, Gefen Productions

By: Dawn Brinson, IFDA, Network Editor in Chief, Director at Large, International Board of Directors



For 30 years Ellen Gefen and her film producer husband, Mark Caudill have literally shined the spotlight on the home furnishings industry with their film and video company, [Gefen Productions](#). Ellen's passion for the global furnishings world is evident as she trend-spots for national broadcasts including *Today*, *Good Morning America*, and *CBS This Morning*, or when she shares her insights at leading home, floral, and fashion industry conferences or on international radio broadcasts. But where she is most well-known is through her own TV show, *Home Fashion Report*, which brings the global home furnishings world to life via live and videotaped reports from the world's top markets.

Gefen, a native of Savannah, began her career at Neiman-Marcus in Dallas. Eventually she joined a public relations firm in the city that tasked her to work in a completely new and unfamiliar environment - home fashions. "I was completely lost at the first markets I attended," laughs Gefen. "In an industry built on relationships, I didn't know anyone." Clearly those days are far in Ellen's rearview mirror as she is now one of the most well-connected and iconic figures in our industry.

Marrying their professional talents the couple founded Gefen Productions, bringing together Mark's expertise as a film producer and Ellen's background in marketing and fashion for what they expected would be primarily consumer-facing infomercial-type videos for furniture and accessory companies. Based in High Point, NC, the company immediately skyrocketed from their initial vision to include creation, production and direction for TV commercials, corporate

and retail training videos, product and brand videos, and video press materials.

Realizing the potential power of the emerging online landscape, Gefen launched [TheHome.com](#), 18 years ago. With video features, design content and a slew of insider knowledge, TheHome.com has become a go-to place for designers, product merchandisers and, more importantly, consumers. Using her own website as a case study, Gefen now markets and produces web and mobile enabled content for her company's clients, helping them leverage social sites and platforms to reach their varied audiences. It's a sea change for our industry but one that Gefen saw long before most others. Just another trend she spotted seemingly first.

Working the major home markets is an arduous task for almost all of us. Now imagine hoofing it through the streets and hallways with a film crew in tow, hoisting cameras and lighting equipment, dashing from showroom to showroom interviewing executives, designers, celebrities and others all while looking impeccably composed. Add to that 5 to 7 new product tours each day - because companies know that if Gefen showcases you, buyers will pay attention and your showroom gets noticeably busier. That's more than enough for most mortals but that's just a start for the woman who is affectionately known around the office as "The Tornado." Evenings are for editing, sound mixing, and all the other production elements required to hand over a fully produced 30-minute TV show to air first thing in the morning. Repeat that for 5 days straight and you'll get a taste of what a typical market week is like for Gefen and her team. "It's fun because this is our passion. We love it and that's what keeps us going," Gefen notes.

IFDA Spotlight on...

Nancy Fire, Design Director, HGTV Home

by Rose Bennett Gilbert, FIFDA

New member Nancy Fire is known for her eclectic taste. For 25 years, eclecticism has been her signature at Design Works International, the innovative design studio she founded in New York in 1988.

"We work really hard to be so diversified in our design offerings that we are a one-stop-shop," Nancy explains. "Whatever look you are looking for, we have it!"

Eclecticism also distinguishes the home furnishings collection she oversees as Design Director for HGTV HOME, the retail spin-off from HGTV, the mega-hit TV channel that reaches some 94 million households in the US, Canada, Japan, and beyond.

Developed under her direction, Nancy says of the collection, "Forget matchy-matchy." Look instead for what she calls "a refreshing mix" of styles and attitudes, as well as finishes, fabrics, hardware and woods.

For example, the new "Caravan Collection" of furniture, which debuted at the April High Point Market, made industry news with its remarkable variety of choices.

"It ain't your Grandma's case goods any more!" Nancy confirms.

No wonder then that it is IFDA's "eclectic" membership that has attracted Nancy to our ranks.

While other design organizations are open only to designers, Nancy explains, "I wanted the collaboration of talents that IFDA offers." She came aboard in April and since then, she says, "I have been meeting people from all walks of life, not just textile designers -- not just designers, *period* -- but professionals in many areas of design.

"I find that refreshing!"

She's also finding out that IFDA can be great fun, jumping right into the New York Chapter's *Take A Seat* chair make-over project in May. Her "Heavy Metal" antique metal chair, repurposed in metal-esque woven



Designer and trend guru, Nancy Fire



Nancy Fire, right, with rapper, TV personality and passionate home renovator Vanilla Ice.

fabrics and finishes from the HGTV HOME collection, was a standout at the *Take A Seat* gala auction in the Lillian August showroom.

But then, stardom comes easily to Nancy. She may have worked on the HGTV HOME collections *behind the scenes* for more than two years before its 2012 debut, but she's also had her share of the spotlight. In April, for example, she was front-and-center on camera, appearing with HGTV HOME brand partners on the popular HGTV HOME Makeover show. The show was partially shot in her Design Works International studio.

Now in its second generation, the HGTV HOME collections include fabrics manufactured by PK Lifestyles; an HGTV HOME floor-to-ceiling lighting line by Elk Lighting, and both the HGTV HOME Furniture Collections, sold through independent furniture retailers, and the HGTV HOME Custom Collection, available only through the HGTV HOME Design Studio located within Bassett stores.

More than 1,000 fabrics are available in the Design Studios, Nancy reports. And of course, there's only one word for the myriad choices offered under her direction: **eclectic**.

IFDA Spotlight on...

Dave Gilbert, FIFDA, Owner, Hi-Fi Sales

By: Jennifer Assetto, VP of Publications, Philadelphia Chapter



Former International & Philadelphia Chapter President of IFDA, Dave Gilbert, FIFDA of Hi-Fi Sales, is once again on the Philadelphia Board, as well as one of the chapter's Gold Level Sponsors

Currently serving as the Philadelphia Chapter Treasurer, Dave is a welcome addition to the Philadelphia "team"! Board and chapter members note their interactions with Dave have always been professional and positive. He has a calm, solution-

oriented manner, is always willing to offer an opinion, and is open to feedback from those around him. As a business owner, he strives for excellence in his product offerings and installations, and often exceeds the expectations of his customers.

This year Dave offered to be the Sponsor for the chapter's iPad Training for the Design Professional event, which was sold out! The chapter was able to offer this very comprehensive training program to members for only \$25 with the generous support of Dave and Hi-Fi Sales! A huge thank you to Dave, and his company, for this continued support of the Philadelphia Chapter and its members.

Owner of Hi-Fi Sales, Dave's company specializes in the design, engineering, integration and installation of electronic systems in residential and commercial environments. He and his team have been serving area homeowners, architects, designers, cabinet craftsmen, and home builders for over 31 years. For more information, visit <http://hifisales.com/>.

IFDA Spotlight on...

Claudia Giselle Tejeda, Principal, Claudia Giselle Design LLC

by David Macaluso, New York Chapter

Claudia Giselle Tejeda is an award-winning NY Certified and NCIDQ certified Interior Designer.

Since joining IFDA•NY Chapter in 2009, Claudia's professional development has sky rocketed. She began volunteering in the Special Events committee; and shortly thereafter, in 2010, she was nominated to be VP of Special Events.

During this exciting period, Claudia also won first place in a 2009 Lobby Design Competition; and this momentum accelerated in 2010 when she was awarded a Tony Torrice Professional Development Grant from IFDA's Educational Foundation.

Also in 2010, then IFDA•NY President-Elect, Wendy Silverstein, asked Claudia to succeed her as President of the NY Chapter. Despite lengthy deliberations about how to balance the demands of her growing business with her volunteer work, in 2011, Claudia moved into the role of President-Elect.

Claudia had been practicing interior design for 7 years by then. In 2011 she officially founded her own design firm, Claudia Giselle Design LLC



Claudia Giselle Tejeda

- specializing in residential and hospitality design.

On January 1st, 2012, Claudia Giselle Tejeda became the youngest Chapter President in IFDA's then 65-year history. Claudia's dynamic tenure admitted an enthusiastic crop of new members; a vibrant social media initiative; high profile, stature-building events, such as the Circle of Excellence Awards (chaired by Su Hilty); and finally concluded in a budget surplus for the Chapter.

Part of 2012's excitement included Claudia's participation in Holiday House 2012, a designer's showhouse in New York City, where her room went on to win first place in the 2013 Envision Design Competition Awards. You can view this project on her website: www.claudiagiselle.com.

Currently, Claudia serves as Advisor to the President and Treasurer-Elect for the IFDA•NY Chapter, as well as a Director at Large for the

IFDA International Board of Directors.

Claudia's current interior design projects include a 70,000 sq. ft. entertainment venue in Las Vegas.

The Importance of Partnering

by Judith Clark-Janofsky, FIFDA, CID, President, N. California Chapter

My father always told me never to form a business partnership with anyone. I have always found that to be very sound advice. We can always benefit from the assistance and advice of others in more beneficial ways. If you enjoyed Coffee Talk with Linda Richmond on "Saturday Night Live", you will remember the wonderful information that was always exchanged. Not to digress, but only good can come out of coffee talk. It may sometimes enter your mind that few would want to spend a half hour with you at Starbucks. The surprising realization is that is wrong. In your travels, you will run into realtors, architects and contractors with whom great partnering fodder can occur. If you meet them at a chamber or other community networking event, ask them for coffee. At this coffee talk start with casual talk about the community or the like. Branch into the kind of partnering that may be beneficial to both parties. They have clients that may benefit from your expertise as well as your clients that can benefit from the expertise from this coffee partner. Make sure your coffee partner is a professional prior to subjecting your valuable customer to their business practices however. Partnering or networking is one of the few marketing concepts that is working in this recession. If you can become a friend through coffee with these related fields they will learn to rely on you as their go to for interior concepts. There is nothing more valuable than a friend they can rely on.

RETAILING

Partner with your local paint store. Ask if you could assist their customers with color selection. Most paint store owners will jump at the chance of you taking this task off their hands. You may provide this service for a small fee, or for free. You are now in the position of meeting clients at the start of a redecorating project. When the paint store sees how helpful you are, the referrals will flow when you are not assisting in the store.

KEEPING IN TOUCH

Every time you meet a new contact, be it a partner or client, immediately email them to say thank you for the visit, tell them how wonderful they are and a way to get in touch again. Remember, you must re-email every week or so to stay in the forefront of their mind. You don't want to be forgotten. When you re-email give them some free thoughts about designing, or a new product that you thought they would be interested. People really love for you to think kindly of them. They love to think that you had a new concept that made you think of them. The upshot of all of this is don't be a loner. This is no way to get new clients in a soft economy or even to retain the old ones. Remember, out of sight, out of mind! Get out in the community and shake someone's hand. They need you as much as you need them.

Chapter News

Carolinas Chapter

Creating Custom Fabrics Sparks Creativity and Big Ideas

by Dawn Brinson, FIFDA, *Network* Editor in Chief, Director at Large, International Board of Directors

Carolinas Chapter members traveled from our home base in the Triad, NC-area to Durham for a tour at Spoonflower (spoonflower.com), an incredibly creative, collaborative company that helps individuals, designers and others produce custom-designed fabrics, wallpaper, decals and gift wrap. It was founded in May 2008 by two Internet geeks who had crafty wives but who knew nothing about textiles. The company came about because Stephen's wife, Kim, persuaded him that being able to print her own fabric for curtains was a really cool idea. She wasn't alone. The Spoonflower community now numbers over half a million individuals who use their own fabric to make curtains, quilts, clothes, bags, furniture, dolls, pillows, framed artwork, costumes, banners and much, much more. The Spoonflower marketplace offers the largest collection of independent fabric designers in the world. Best of all, there's no minimum yardage requirements and everything is done online! No need to learn CAD as Spoonflower accepts designs scanned from hand-drawn art, illustrations, photos, and virtually any other sort of original artwork. If you think that didn't get this interested group's attention, you are so wrong. We had more ideas for projects than we could spit out.

We visited the digital textile printing area, saw numerous examples of their weekly design contests, reviewed their color charts, looked over the shoulders of the great men and women in their administrative, customer service, and shipping departments, and spent more time than you can imagine snooping through rolls of wallpaper, playing with decals, and being inspired by their community-centric approach to business. Designers, crafters, quilters, needle artists, educators and the community are encouraged to use their "Greenhouse" workshop space. Besides IFDA joining them, Spoonflower was prepping for an Etsy crafts event in the Greenhouse in addition to weekly classes and get-togethers. For more information on Spoonflower, visit spoonflower.com.



Susan Connor, FIFDA, reviews color charts with Spoonflower's Allie Tate



Robin Gainey, Trish Mickey, Dawn Brinson, FIFDA, Susan Connor, FIFDA, Joanne Hoover, FIFDA, and Ruth Clark, FIFDA, visiting Spoonflower for the first, but certainly not the last, time.



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.

The submission deadline for the fall 2013 issue of *Network* is September 20, 2013. Submissions are welcome from each Chapter's VP for Communications/Public Relations, President and the membership at large. All submissions are subject to review and edit for content and newsworthiness. Do you have an idea for an article? Please contact Dawn Brinson at dbrinson@northstate.net.

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.

Florida Chapter

A Taste of Tuscany to Support IFDA's Educational Foundation

by Vicki Kirsner, Treasurer and VP of Financial Resources, Florida Chapter

The Florida Chapter held a Fundraiser to Benefit the IFDA Education Foundation in May. At Sur La Table we all enjoyed a great evening of laughs, fine food and wine as we learned to prepare a Tuscan dinner and then devoured it too! The big surprise was when Chef Terrence Aloysious Daley demonstrated the two-finger method of preparing homemade pasta dough. Then we all had to prepare our very own ravioli with sweet potato filling. Another surprise was the result when adding sherry to the pan when the burner is still on. Big Hint - turn

off the heat before adding the sherry to your recipe or FLAMES WILL ENGULF THE AREA! Alas the fire department was not needed. We had a nice turnout, and made \$300.00 for EF. For a small Chapter, we were very proud! We are looking forward to attending more cooking classes which are offered frequently at Sur La Table.

More about the Florida Chapter can be viewed on our web site at www.ifdaflorida.com



Attendees from front left to back: Caroline Rogow, IFDA President - elect and VP Membership; Doreen Konopka; Beverly Stewart, President of Florida Chapter, Myra Schwartz, Chairman of the Board for IFDA Education Foundation; Lou Sciarone partially hidden. Attendees from front right to back: Elizabeth Zecca, VP Communications and Recording Secretary; Teresa Gottes; Susan Heller, VP of Hospitality and Membership; Vicki Kirsner, Treasurer and VP Financial Resources; David Gottes; Chris Bennett



Left to right: Elizabeth Zecca, IFDA; Chef Terrence Aloysious Daley; Caroline Rogow, IFDA

Minnesota Chapter

The Minnesota Chapter Celebrates 42 Years!

by Sheran Neumann, VP of Communications, Minnesota Chapter

On June 4th, old and new members plus industry trade partners gathered at International Market Square, Minneapolis, to celebrate the chapter's 42nd year. As members entered the concourse level outside the chapter office, they were welcomed by beautiful decorations that adorned the space, all color coordinated with IFDA's teal logo. They toured the recently updated Minnesota Chapter office and had an opportunity to review memorabilia that spanned four decades. All were treated to delicious hors d' oeuvres and beverages. Most importantly, this special event offered everyone a wonderful opportunity to mingle with many IFDA members who were instrumental in the very formation of the chapter or who diligently served the chapter in past years. This anniversary celebration was also a special opportunity to thank everyone for their service to IFDA whether they had been a longstanding member or a recent addition to the Chapter. Each member brings a unique background, perspective and skill set to the membership - all which the Minnesota Chapter values and celebrates.



Dorothy Collins, FIFDA, Founding President of the Minnesota Chapter



Maureen Olofson, FIFDA, 42nd Anniversary Chair



Lana Barbarossa, 42nd Anniversary Decorations Chair

New England Chapter

New England Chapter Partners with Boston Architectural College to Strengthen Ties with Students

by Matt Remeika, VP of Communications/Marketing, New England Chapter

In an effort to establish a strong student network in New England, we have partnered with the Boston Architectural College to develop student members in a school which offers related courses to our own professions.

The BAC offers bachelor and masters' degrees in architecture, interior design, landscape architecture and Design Studies. One of its schools offers programs in Design History, Historic Preservation and Sustainable Design.

The school's large continuing education program offers certificates in Architectural Rendering, Kitchen and Bath Design, Planting Design and Sustainable Design.

This broad scope of studies are allied to our own categories of membership, bringing these post-graduation students into our professional membership.

Chairing this effort is Karen Dzendolet, Chapter President-Elect, aided by Carolyn Baker Meek, FIFDA, also a BAC Faculty Member and Jane Toland, BAC Director of Professional Continuing Education and an IFDA member.

Students have attended the past few IFDA programs as well meetings designed for their objectives. Their enthusiasm is obvious, so much so that we anticipate more of their number to join as the fall semester begins.



IFDA New England student members



Karen Dzendolet, Chapter President-Elect and Carolyn Baker Meek, FIFDA, a BAC Faculty Member

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New York Chapter

And Coming Up...

IFDA New York Chapter will Honor Brooklyn Bridge Park with Big Apple Award

by Su Hilty, VP of Special Events, NY Chapter

In a long-standing tradition, IFDA New York recognizes and honors New York businesses and institutions that have had a positive impact on the cultural and commercial life of the city with its Big Apple Award. Over the years it has paid tribute to 17 worthy recipients. This year the New York Chapter will honor the Brooklyn Bridge Park with its 2013 Big Apple Award at a special ceremony on October 1, 2013.

revenue through carefully placed development within the project's boundaries. These development projects are a critical element of the park's maintenance plan and will guarantee a stable financial footing for the park for generations to come.

Serving as Master of Ceremonies for the Big Apple Award ceremony



"We are so honored," says Regina Myer, President of Brooklyn Bridge Park. "The IFDA is a leader in highlighting the creativity and innovation of the design field and we are thrilled that such an esteemed organization is recognizing Brooklyn Bridge Park's renowned sustainable design. We are especially proud to be included among such past honorees as MoMA and Grand Central Station."

Stretching 1.3 miles along Brooklyn's East River edge, Brooklyn Bridge Park is an 85 - acre waterfront site sustainably designed by award-winning firm Michael Van Valkenburgh Associates. It features expansive lawns, waterfront promenades, innovative playgrounds, a greenway and sports facilities, as well as a calm water area for kayaking and canoeing. Completed portions of the park include Piers 1, 5 and 6, Squibb Park and Bridge, Empire Fulton Ferry and Main Street. Two historic properties, the Civil War-era Empire Stores and the Tobacco Warehouse, are prominently featured in the Park along with the restored 1922 Jane's Carousel, housed in an all-glass pavilion designed by Pritzker-prize winning architect Jean Nouvel.

Besides its sustainable design, Brooklyn Bridge Park's financial model is also notable. BBP receives no public funds for park maintenance or operations as part of a 2002 agreement between the city and state that it be financially self-sustaining. As a result, the park generates

is Carlo A. Scissura, Esq., President and CEO, Brooklyn Chamber of Commerce and life-long Brooklyn resident. The following distinguished speakers will join Scissura to pay tribute to Brooklyn Bridge Park:

- Doug Blonsky, President & CEO, Central Park Conservancy
- Susan Chin, Executive Director, Design Trust for Public Space
- Paul Seck, Partner, Michael Van Valkenburgh Associates, Inc.
- The Honorable Robert K. Steel, Deputy Mayor for Economic Development, NYC

The ceremony will take place on Tuesday, October 1, 2013 from 6 p.m. to 8 p.m. at Galapagos Art Space, 16 Main Street, Brooklyn, NY 11201.

- To purchase tickets to the Big Apple Event, [click here](#).

NOTE: IFDA MEMBERS - Save the date and order your ticket now and for your spouse, significant other or friend - BOTH tickets at the IFDA Member price of \$100.00 each.

Use the code MEMBERGUEST in the promotional code section to get to the member and member guest pricing.

- For information about being a Big Apple Patron, [click here](#).
- For information about advertising in the Big Apple Journal, [click here](#).

Philadelphia Chapter

iPad Program Keeps Philadelphia Chapter Members Connected and Informed

by Jennifer Assetto, VP of Publications, Philadelphia Chapter

May was a busy month for our industry and our organization. Our recent iPad training was a huge hit! A special "Thank You" to Dave Gilbert for hosting at his space in Cherry Hill, NJ and to all those who turned out for this "hot topic" class. Stay tuned for more details as there have been requests to run this class again soon!

We also came together for an IFDA social networking event at the White Dog Café in Wayne, PA. Despite the wet weather, many members turned out to socialize and network at this classic Wayne venue with amazing decor! We even welcomed a few newcomers to our chapter.



Sold out iPad training event hosted by the Philadelphia Chapter

TAKE A CLOSER LOOK AT THE IFDA CAREER CENTER



The International Furnishings and Design Association (IFDA) provides you with the most comprehensive online career center and recruitment site for the furnishing and design industry.

IFDA is dedicated to the furnishings and design industry and its professionals. We provide the best, high-profile and even niche openings locally and nationwide from the industry's leading institutions.

All services are **FREE** to Job Seekers

- Build your own in-depth profile to market your skills & talent
- Upload your resume and update it as often as you want (confidentially, if you prefer)
- Set up a personal Job Agent and be alerted when new jobs are posted
- Review career-search tips and advice from recruiting experts

IFDA Employer Features

- Find the best products and rates to meet your staffing needs
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Use Promo Code TRYIFDA for 25% off any job posting package!
Visit *CAREERCENTER.IFDA.COM* to get started.

Questions? Contact IFDA Headquarters at 610.992.0011 or info@ifda.com

IFDA Welcomes Our 58 New Members

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Associate

Christina Kenny
Change By Design
Interiors

Student

Ellie McMillan
Desislava Velinova

GEORGIA

Professional

Marsha Hughes
Marsha B Interiors

ILLINOIS

Professional

Kim Pesavento
Collaborate
Design Studio

Stacy Wynne

Ethan Allen

MEMBER-AT-LARGE

Professional

Morgann Paull
Morgann Paull Studio

MINNESOTA

Associate

Margie Kampf
Metropolitan Interiors

Professional

Alicia Britton
Beyond DetaileDesign

MINNESOTA

Professional

Carrie Kirby Rodman
Martha O'Hara
Interiors, Inc.

Jennifer Palmen
Branstad-Palmen
Interiors

N CALIFORNIA

Professional

Nelly Saliba
SFDC (San Francisco
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Glenn Vanderbrugge
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Automation, Inc.

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Thread

Nicole Dolan
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Lou Whitney
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Lisa Merritt

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Linda Weisberg

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Nemo Tile

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Departures Magazine

Paris Brown
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Design Works
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Carol Gladstone
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Christine Jeanquier

Karen Maher
KMID LLC

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Mimi Malamud-
Levitan

Rose Mello
Christopher Guy/
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Student

Amanda Clark

Megan McGing

Dahni Stasil

PHILADELPHIA

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Suburban Marble

Eric Fried

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Design Manager, Inc.

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Professional

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Posh Home

Marc Cates
DeCOR

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IFDA INTERNATIONAL SPONSORSHIP OPPORTUNITIES

Are you looking to connect with leaders in the furnishings and design industry?

The IFDA international sponsorship program offers a variety of sponsorship levels. For more information on the benefits of becoming an IFDA sponsor including your company name and website listed on the front page of Network, please contact Jennifer Jones at 610-992-0011 or jjones@ifda.com.

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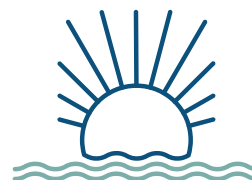
IFDA is Making It Easier to Complete Your Summer Checklist

New "Join Mid-Calendar Year" Dues Structure is Now Available

Eager to grow and expand your professional horizons this summer? Joining the International Furnishings and Design Association (IFDA) mid-calendar year has just gotten easier! Industry professionals who join the Association between June 1, 2013 and September 30, 2013 can now finish the calendar year as members for \$225.

As mid-year members, you will benefit from IFDA's comprehensive range of benefits which include:

- Listing in the Find An Expert directory on ifda.com
- Access to IFDA's Member Marketing Toolkit
- Access to "Mega Marketing on a Shoestring Budget" Webinar
- The opportunity to network with other industry professionals
- Chapter events and educational programs
- Access to members' only website content
- Membership in the IFDA Educational Foundation
- The opportunity to join IFDA's Speakers Bureau
- *Network*, IFDA's quarterly newsletter which also profiles chapter news
- Use of the IFDA official logo
- An IFDA window sticker
- Leadership opportunities at the international and chapter levels
- Discounted job posting rates on IFDA's Career Center
- Industry Pass & Buyers Pass to the Semi-Annual High Point Markets
- Discounts on GEICO auto, homeowner, condo and other insurance policies
- Complimentary Subscription to *Window Fashion Vision Magazine*
- Discounts on Hertz car rental services



Summer Checklist

✓ MAKE MORE INDUSTRY CONNECTIONS

✓ GROW MY BUSINESS / CAREER

✓ BUILD MY KNOWLEDGE BANK

✓ JOIN IFDA!

Rather wait until autumn?

No problem; finish the calendar year as an IFDA member between October 1 and December 31, 2013 for \$150.

With either option, you will enjoy the perks of IFDA membership until December 31, 2013 - after which time IFDA's annual membership fee of \$350 will go into effect for all mid-calendar and autumn joiners.



Don't wait another day to join IFDA! »

Follow this link or scan the QR code to get your membership application now!

<http://www.ifda.com/join>

