

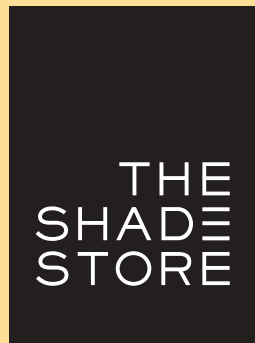


Fall/Winter 2015

# NETWORK

CONNECTING YOU TO THE GOLD STANDARD

International Platinum Sponsors



## In This Issue

Fellows Chair Judith Clark-Janofsky, IFDA Wants you to be a member of the In Crowd

Chapter News

And the winner is...IFDA's Educational Foundation Announces the Winner of the Raymond Waites Design Competition

IFDA Welcomes 49 New Members

Member Benefit Spotlight: IFDA Logo

## President's Message



As we move from fall to the beauty of the winter season, we have much to be grateful for and to be inspired by.

I am grateful and inspired by our members, every day. All of you are out there serving others and making this world a brighter, more beautiful place.

I am so proud of the great strides all of the Take A Seat Committees are making this year! These events, being held around the country, promise to be bigger and better than in past years. Thanks to all the committee chairs and members for their commitment and dedication in raising the bar and raising awareness about IFDA in your local communities.

The Shade Store has taken notice and has stepped up to become an IFDA International Platinum Sponsor, joining the ranks with our other Platinum Sponsor, Sunbrella. Please acknowledge and support these noble companies, and be sure to thank them for their support.

The third Raymond Waites Design Competition, sponsored by IFDA Educational Foundation, has been awarded to the highly talented Joseph Danielsen, a junior at Iowa State University of Science and Technology. For his elegant vision of a traditional/eclectic Indoor Gourmet Kitchen with Attached Outdoor Entertainment Area and Pool, Joseph won \$5000 and a trip to the High Point Market in October. Congratulations, Joseph! We look forward to your continued success!

May the cranberries, apples, and pumpkins, and grapes of the season bring you continued delight and inspiration.

With warm regards,

*Diane Nicolson*

Diane Nicolson, IFDA



# News from IFDA's International Platinum Sponsors

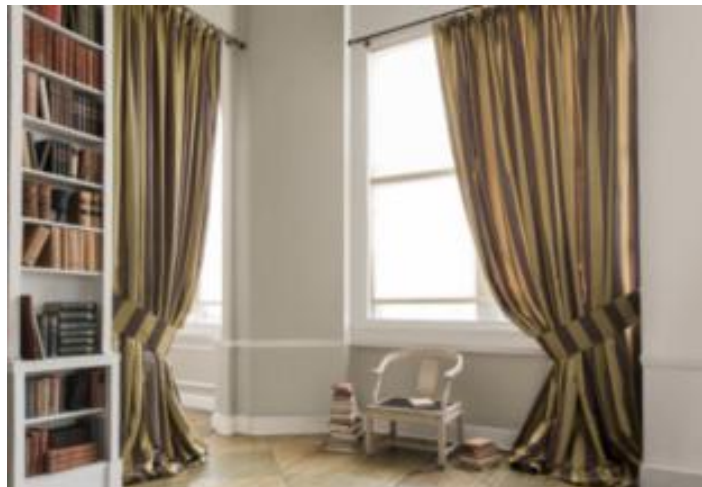
## The Shade Store's New Trade Program

Submitted by: Adam Skalman, Trade Program Director – The Shade Store

We understand the challenges that designers face: scheduling, budgeting, and coordinating multiple vendors— these tasks become even more difficult without the right partners. When it comes to window treatments, we want to give you one less thing to worry about. The Shade Store offers a tiered discount model, C.O.M. program, nationwide showrooms, measure and install services, and lightning-fast lead times to guarantee your clients get their window treatments when they need them.

Skilled artisans in our US workrooms handcraft all shades, blinds and draperies to be one-of-a-kind. Every window treatment is hung and tested for quality assurance prior to shipment. No detail goes unnoticed. This ensures only the finest window treatments will be in your clients' homes.

To learn more about our trade program, contact us by phone at 866.505.5827 or by email at [trade@theshadestore.com](mailto:trade@theshadestore.com).



## Sunbrella Hosted IFDA Members during Fall 2015 High Point Market

International Platinum Sponsor Sunbrella welcomed IFDA members to its showroom on Sunday October 18th. Members had an opportunity to meet Greg Rosendale, Market Manager for Glen Raven (Sunbrella).

[Click here](#) for more information on Sunbrella products.



Pictured: Alli Cross with members Richmond Chapter President-elect Michael Mazaros, Director-at-Large Robin Gainey and member Greg Rosendale of Sunbrella.



Greg Rosendale talks with Director-at-Large Kat Robbins

# THE IN CROWD

Submitted by: Judith Clark, FIFDA, CID, 2015 Fellows Committee Chair, International Past President, Immediate Past N. California Chapter President

Are you kidding me? IFDA has an IN CROWD? Sure we do, and I am a member, along with many other cool members! Who is in THE IN CROWD? All IFDA Fellows are members of THE IN CROWD! This is an elite group of IFDA members who have contributed the most to IFDA and their local community and industry.

Some of you have the points to become a Fellow and don't even know that you too can be elite. To become a Fellow, it takes 450 points. Points are gained by holding Chapter Board positions, participating on Chapter Committees, holding a position on the International Board of Directors, or on one of the many Committees that keeps IFDA rolling in support of our members.

Being a Fellow requires its members to be well rounded. Points also must be in the arena of community service and can also be derived from various industry certifications.

Perhaps you have enough points and don't even know that you do! Click here to access the Fellows page on the IFDA website where you will find the Fellows Application and qualifications information. Quickly get out your pocket calculator and do a little quick figuring. WOW...all of that Committee and Board participation really adds up. Now you can get assistance from your chapter Fellows Chair. This person is a Fellow and has a wealth of knowledge on how to submit your application. It is always fun to hold a Fellows Application Party where you can get together with other members working on Fellow applications and your Chair. You can all help each other and have fun at the same time.

I find that having the FIFDA appellation on my business card starts conversations and shows my professionalism. You too can be a member of THE IN CROWD and further your professionalism.

The 2015 Fellows Committee will announce the names of the members who have achieved the FIFDA designation this year in mid-December. Check your email in box for the announcement!

## In Memoriam: George Earl Moore, Jr.

A life-long resident of Atlanta, George Moore enjoyed a successful career in the fabric and furniture industry. He was a member of the International Furnishing and Design Association (IFDA) and 1993 Georgia Chapter President. He passed away in August after a short illness.

Earlier this year, as published in the recent EF NewsNet, The Georgia IFDA Chapter has announced that, in his honor, it has named the EF scholarship, which it provides, the IFDA Leaders Commemorative Scholarship in memory of George Moore.

He joined IFDA in 1989 and served as President of the Georgia Chapter in 1993 and in many chapter positions throughout his twenty-five year membership. He served on the National IFDA Board in 1995-1996.



George Earl Moore, Jr.

His impact on the Atlanta design community was significant and he served as a mentor and friend to many individuals throughout his life.

From his August 21, 2015 obituary in the Atlanta Journal-Constitution it was suggested that memorial contributions can be sent to IFDA Leaders Commemorative Scholarship Fund, 2401 Harbor Island Road, New Bern, NC 28562 or online at [IFDAEF.org/contributions-menu](http://IFDAEF.org/contributions-menu).

He is survived by long-time friends, Jay Skinner & Linda Parish, a cousin, Wadetta Bennett, and his beloved canine, Mr. Wiggles. A celebration of his life will be held later.

# IFDA Chapter News

## Arizona Chapter Karen Wirrig, FIFDA Wins Educational Foundation's Valerie Moran Professional Grant

Submitted by TaMeki K Njugunav, VP of Communications/Marketing



Karen Cole Wirrig, FIFDA  
Photo credit: Charlie Neuman

Looking for odds better than Las Vegas or playing the Lotto?

How about applying for a Grant or Scholarship from IFDA Educational Foundation?

The International Furnishings and Design Association Educational Foundation is the philanthropic and educational arm of the association and offers more than \$20,000 each year in grants and scholarships to individuals.

A huge round of applause and congratulations goes to AZ member, Karen Wirrig, FIFDA, for winning the Valerie Moran Professional Grant from the IFDA Educational Fund. She's getting \$3,000 to go toward traveling to the Maison & Objet show in Paris with a large group of IFDA members.

"I am thrilled to be the 2015 recipient of the Valerie Moran Professional Grant. First, because I knew and respected Valerie Moran, an IFDA-New York Chapter member whose leadership at Grange Furniture and IFDA were an inspiration. Secondly, this grant will allow me to travel to Maison & Objet in September so I can view the new furniture collections and offer cutting-edge information and design services to my clients. This experience has been on my professional bucket list for a long time! And I have IFDA-EF to thank for making it possible!

If you qualify, consider submitting your application and all the required documents and you too could be a lucky recipient! You may not receive it on your first try (I didn't either) but chances are in your favor.

So what are you waiting for? You can't win if you don't apply!"

Check out their website [www.ifdaef.org](http://www.ifdaef.org) for all the information.

## Arizona Re-June Venation 2015

Submitted by TaMeki K Njugunav, VP of Communications/Marketing

Our second annual Re-June-Venation was met with rave reviews and brought in three new members! Attendees learned how to use their strengths to create their own unique brand, as well as all about each other! A great big thank you to Silver Sponsor, Pacific Manufacturing for allowing us to use their beautiful new showroom for this educational seminar. Owner Mark Erwin gave us the low-down on the legacy of his company and what's happening at the design centers.

Thank you also goes out to Janice Roetman of Robert Allen for the morning and afternoon snacks, beautiful flowers and gift bags, and compliments to our chef Mahala for a tasteful lunch!

Re-june-venation is reportedly becoming one of our best annual events of the year!

Check out the blog for more information and pictures! <http://ifdaaz.com/event-news/re-june-venation-2015-creating-the-brand-of-you/>



120 Industry professionals mixing and mingling at IFDA AZ's collaborative event.  
Photo credit: Chad Ulam



AZ Chapter of IFDA goes down in the books! It was a well-attended Collaborative Happy Hour event with ASID, the American Society of Interior Designers and NEWH, The Hospitality Industry Network. The event was hosted at the fabulous Jade Bar at Sanctuary on Camelback Mountain Resort and Spa in Paradise Valley, Arizona.



Arizona 2015 Re-june-venation attendees  
Photo credit: Mark Erwin



Jewell Blair & Janet Jackson (Allied ASID), Shanti Rose (IFDA), Mary Blanchard & Shannon Vance (NEWH)  
Photo credit: Chad Ulam

# IFDA Chapter News

## Florida Chapter

### The Baby Boomer: Your Potential New Client

Submitted by Wanda E. Gozdz, CAPS, ALLIED ASID, VP of Education

Did you know that there will be 78 Million Baby Boomers retired by 2025, according to AARP, and that 10,000 people per day are retiring. This staggering number tells us that by 2017 half of our population in the US will be over the age of 50. The three largest states with retirees are California, Texas and Florida, with pods of heavy retirees in the Northeast, Midwest and South. Polls show that most adults want to retire and remain in their homes for as long as possible.

So what does that mean to designers? If you designed a client's home 20, 15, or 10 years ago that client has aged. Has their home been modified to meet their physical changes? According to the National Association of Home Builders, homeowners remodel every 7-10 year. What does that mean for you and me?

Everyone wants their home to remain beautiful, functional and safe and as a design professional do you have the skills, knowledge and expertise to determine what modifications, products and services your client will need in order to successfully age in place? The National Association of Home Builders (NAHB) has a Designation called, "Certified Aging in Place Specialist", CAPS which provides the training needed to understand the market, design for the market and how to successfully grow your business in the exploding retiring market.

To get the designation three courses are required: Marketing & Communication Strategies for Aging & Accessibility (CAPS I), Design Build/Solutions for Aging and Accessibility (CAPS II) and Business Management for Building Professionals, BMBP. (Active ASID members can apply for an exemption from BMBP). This national designation adds credibility to the services you provide to the aging client.

The courses are taught all over the country. To learn about locations, times, and more about the designation go to <http://NAHB.org/CAPSinfo> or call NAHB Professional Designation Help Line at (800-368-5242 EXT 8154). The courses are also approved by IDCEC.

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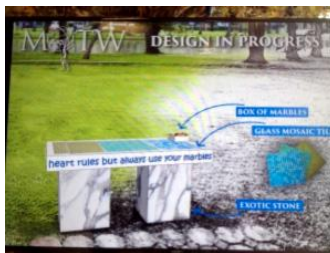
# IFDA Chapter News

## Florida Chapter Marble of the World Event

Submitted by Wanda E. Gozdz, CAPS, ALLIED ASID, VP of Education

Florida Sponsor, the fabulous Marble of the World, hosted a chapter wide event to welcome IFDA members, Take a Seat Designers, Media Sponsor Luxe.Interiors + Design.

Thank you, Marble of the World, Hillary Reynolds and Peg Richardson of Polin PR, and all who were involved in a most successful IFDA Florida event.



And then we got a glimpse of their entry in the works for Take A Seat.



Michael Peterson, owner of Luxe.Interiors +Design, unveiled their special advertising section for our 2015 Take A Seat to Caroline Rogow, Elizabeth Zecca, Wanda Gozdz and Shea Zecca.



We met Kirstopher Nino and his wife Danielle of JL Closets, who are excited about becoming IFDA members!



Caroline Rogow thanks Harvey Dana of Luxe.Interiors + Design for all they are doing to support Take a Seat as our Media Sponsor.



Marble of the World products on display



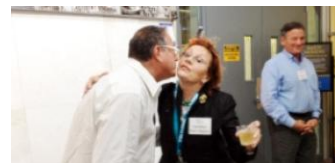
Member and Take A Seat event chairperson, Lynn Sciarone, Chapter Treasurer Vicki Kirsner, Member and Co-Chair of Take a Seat 2015, Beverly Stewart, Member and Seat Designer Tom Daugherty, Member and VP of Communications Marsha Koch, and Member and President-elect Elizabeth Zecca.



Chapter President, Caroline Rogow, shares her enthusiasm and gratitude with Marble of the World owner, Charles Urso, for opening his incredible showroom for such an amazing event.



Member Lynn Sciarone, Member Sponsors Sylvia Wallace of Wallace Style, and Jeffrey Rogow of Rogow Upholstery. Both Sylvia and Jeffrey have joined our list of talented Seat Designers.



Bill Feinberg of Allied Kitchen and Baths, a new Florida Member Sponsor, and Caroline Rogow share a mutual admiration moment. Allied will be hosting another event in a few weeks.

# IFDA Chapter News

## Minnesota Chapter CEU Credited Class, 'Specifying Glass Tile with Confidence' by Kira Ibsen, Oceanside Glasstile at RBC Tile & Stone, Plymouth, MN

Submitted by Linda Hersom, Chapter Administrator, VP of Communications/Marketing and Chapter Sponsors

There are many types of glass on the market produced in various ways. 34 members and guests were educated on the history of glass tile, quality standards in place to help protect the consumers, manufacturing methods, mounting methods, sustainability and installation methods. At the end of the presentation, the audience had the confidence to specify the right products for the right applications. Thank you to Tarry Johnson and RBC Tile & Stone for hosting this very informative class.



Kim Wahl and Gail Jacobson. Co-VP's of Programs at RBC Tile & Stone



Kira Ibsen, Oceanside Glasstile, and Tarry Johnson, RBC Tile & Stone

## Historic Fort Road/W. 7<sup>th</sup> Walking Tour, St. Paul, MN

Submitted by Linda Hersom, Chapter Administrator, VP of Communications/Marketing and Chapter Sponsors

10 Members of Minnesota Chapter of IFDA enjoyed a summer walking tour of the Historic St. Paul Fort Road/West 7th neighborhood, hosted by neighborhood expert/guide Dave Bredemus. Dave is a local historian and has been a tour guide for the past 30 years. The tour highlighted architecturally significant buildings and social history of this vibrant area of the Twin Cities. Many thanks to Dave Bredemus for this excellent and informative tour.



Irvine Park, St. Paul, Minnesota Walking Tour

## Kravet Showroom Tour

Submitted by Linda Hersom, Chapter Administrator, VP of Communications/Marketing and Chapter Sponsors

Bud Cleator and the associates of Kravet Showroom, Minneapolis hosted an informative tour of the new Kravet showroom on 2nd Floor of IMS. Members enjoyed continental breakfast and mimosas as Kravet shared their offerings of fabrics, furniture, carpets, drapery hardware, and an introduction to CuratedKravet.com. Thank you to Bud Cleator and Kravet Associates for this informative showroom tour.

# IFDA Chapter News

## Northern California Chapter Take A Seat Charity Fund Raiser

Submitted by Martha Rosellini, VP of Communications/Marketing

The Northern California Chapter held its second Take a Seat on October 8 at ARKITEKTURA's B&B Italia, 2211 Alameda Street - 94103 San Francisco. We are proud to have Variety Children's Charity of Northern California as our charity beneficiary. <http://www.varietync.org/>

Our honorary Designer is Darin Geise, owner of COUP D'ETAT in the San Francisco Design District. Our VIP kick-off party was held in his showroom on September 29.

Our One of a Kind Chairs were on display at the Galleria (San Francisco Design Center, 101 Henry Adams St., San Francisco), September 21 - October 6.

Our TAS designers:

Amber Style, Amy Weaver, Barbara Beckmann, Benjamin Dhong, Bruce Andrews, Catherine Macfee, Eche Martinez, Ed Lobrano, Eric Henderson, Eugene Nahemow, Evars + Anderson, Geoffrey De Sousa, Gioi Tran, Heather Hilliard, James Woodard, Jean Lurette, Jeff Holt, John K Anderson, Jiun Ho, Justine Macfee, Kimberly Larzelere, Kendall Wilkinson, Kriste Micheline, Maria Tenaglia, Studio Schicketanz, Phillip

Silve, Regan Baker, Classic Elegance, Sindhu Peruri, and Tineke Triggs.

Our Chapter was proud to support the Fall into Fabrics event at the SFDC, September 17. We had 350 bites donated from Cheshire cat catering. Our Chapter donated \$200 gift certificate to Postrio and \$200 gift certificate to the San Francisco Theater.



Our Committee hard at work.

## New England Chapter IFDA New England Announces its Quarterly Magazine

Submitted by Karen Dzendolet, IFDA New England Chapter President

IFDA New England's Quarterly Newsletter is now an on-line magazine!

The first issue was published this summer: IFDA New England Summer 2015 News!

[Click here](#) to access the New England Chapter's Quarterly Newsletter.

In the first three weeks after the publication of the magazine on-line, we have collected the following statistics: it has been seen 587 times, and of those visits, 211 have clicked through the magazine. The average time a reader has spent on viewing the magazine is 4 minutes, adding up to a total of 14 hours and 38 minutes.

Articles include upcoming events, both for members and for IFDA New England, our non-profit work highlighting the Take A Seat events in late spring and early summer and upcoming projects, member news and more. We would love feedback from other Chapters and their members on our new publication!



A page from the New England Newsletter





# IFDA Chapter News

## New York Chapter

### Chapter Sponsor Stacy Garcia Looks Ahead to 2016 Trends

Submitted by Rose Bennett Gilbert, VP of Publications

Color yourself alert to what's going on in the world around you if you want to keep ahead of trends, says mega-successful designer/entrepreneur/trend forecaster Stacy Garcia.

"In today's society, technology, politics, the environment, and the economy all spur new trends," she told the NYNow color forum sponsored by the IFDA NY Chapter and Pratt & Lambert last month. Other trend "drivers" include art, fashion, media, and entertainment, Stacy said.

At Stacy Garcia (one of two thriving design houses she's built since her 26th birthday, LebaTex and Stacy Garcia, Inc.), the product development process always begins with trend forecasting, she said.

"As designers, it is our job to edit these color trends and create an updated color palette for consumers...."

#### Six Trends Stacy Foresees for 2016--

**1. Blush + Plush:** Recognizing a growing movement to disconnect from technology and unwind, Stacy cites neutral colors and soft materials that emphasize simplicity, harmony, and nature.

Key colors include organic shades like oatmeal, buttery creams, blush, chalky and toasted almond.

Trending materials are those that muffle sound, like sand, fur, sponge, Neoprene, and felt. Look for braiding, weaving, macrame and crochet, chunky knits and feathers, fringe, suede, felts, and chiffon.

**2. Gentlemen:** With the luxury menswear market outpacing women's wear, Stacy cited "handsome-but-roughed-up" interior decor and an emphasis on thorough craftsmanship, building materials openly displayed and furnishings that are as much about function as style.

Key colors are a nostalgic, mid-tone palette with pops of color. Look for neutrals like taupe, camel, and teal, leather, tobacco, and cognac.

Trending materials include layered textures, tweeds, herringbone, and other menswear-inspired textiles; industrial elements and metals, reclaimed and torched woods.

**3. Art-Inspired:** A "bright, bold, and flamboyantly playful" trend that appeals to social, gregarious consumers. Its hyper-color and surreal sensibility are popular in new products and art installations.

Key colors are "bright, optimistic, unapologetic: hyper-neons, saturated jewel tones, and black and titanium.

Trending materials include such painterly techniques as watercolors, heavy brush strokes, splatters and lacquered finishes, block prints, and color blocking.

**4. Classic Revival:** Greco-Roman classicism offers a new direction for Traditional and for luxury, with an educated, high-end, well-traveled appeal.

Key colors include black, white, gold, red, and Santorini blue -- "a stress-reducer in time of economic and social unrest."

Trending materials are marble, stone, and silk; graphic patterns, and classics, like Greek keys, urns, columns, and acanthus leaves.

**5. Surfaces:** A hyper customization and personalized trend, all about new and futuristic surfaces in a new blend of architecture and nature.

Trending colors are less about colors than the surfaces.

Trending Materials: Construction is pertinent. Every pixel counts. Expect iridescent, highly polished and reflective surfaces.

**6. Urban Nomad:** A festival-inspired trend that draws ideas from global influences and nomadic expeditions, and speaks to the untethered, independent, and creative with vintage ideas like wallpaper, wood-paneled walls, and shag rugs.

Trending colors include indigo and natural dyes, spice tones, jewels against tones of cement and cashmere, and splashy, bold tones.

Trending materials include overall pattern-on-pattern overall: henna-inspired patterns, paisleys, ornamental medallions. Look for suede, leather and tooled leather, fringe, feathers, and wicker.

For more information: twitter:@stacygarciainc; instagram: @stacygarciainc.



**COLOR HER FAR-SIGHTED:** Designer/entrepreneur Stacy Garcia (center) discusses upcoming trends in colors and materials with NY Chapter VP Su Hilty (right) and Amy Nercessian, Creative Director of Stacy Garcia. A highlight of NY Now at the Javits Center, the program was sponsored by IFDA NY and Pratt & Lambert.

# IFDA Chapter News

## Illinois Chapter Sourcing Products

Submitted by Joan Scheib, Co-VP of Communications/Marketing, Chapter Past President

The Illinois Chapter attended an event at the beginning of the summer at ProSource of Buffalo Grove, which had recently remodeled its showroom. This wholesale showroom serves trade professional members with all products for bathroom and kitchen projects. Two guest speakers came to present their products to the group. Nathan Wheeler from Terrazzo & Marble Supply presented natural stone products – from granite, a commonly used product to soapstone, not so commonly used. Did you know that soapstone is a mineral talc rich in magnesium and scratches can be rubbed out with sandpaper? Dee Schlager of our chapter has it installed in her home and specifies it for many of her projects because of the ease of use! It is commonly known that you should not spill wine on any of the following products: marble, travertine, onyx and limestone. But did you also know that you shouldn't clean those projects with acidic cleaners, because they are made of calcium carbonate, and it takes away the sealer and then absorbs the acidic cleaner. It is worth checking the cleaning product's contents before using. Quartz has been shown to be both resistant to scratches and staining, comprised of 90% natural stone and 10% resin.

We also heard from Dan Held, representative for Schluter Systems, an innovative installation system for tile and stone to ensure waterproof

and vapor tight enclosures for tiled showers, team showers, and bathtub surrounds. For those of us who live in very humid locations, this is something to consider for that future client or personal home project! Check out [www.schluer.com](http://www.schluer.com) for a completely waterproof bathroom option!



Nathan Wheeler from T&M



ProSource event with Dan Heid presenting. Attendees: First row: Cathy Fountaine, Second Row from left: Kim Eggert, Joan Scheib, Mary Kay Romanchuk, Third Row from left: Renee Page, Jeri Solomon, Penny Homscheid, Back: Julie Shaver, not shown: Dee Schlager.

## Richmond Chapter July Summer Social at Richmond Country Club

Submitted by Sue Williams, VP Public Relations

Michael Maszaros, VP- Hospitality and President-elect for the Richmond Chapter, organized a well-attended, thoroughly delightful, summer social. It was billed as a "Cocktail Reception, Poolside, at the Richmond Country Club" to celebrate summer for members with the option to invite and entertain potential members – one per member.



Michael Maszaros, VP – Hospitality welcomes members and their guests at RCC event.



IFDA RVA members and guests at summer social

# IFDA Chapter News

## Richmond Chapter The Richmond Chapter's August Event

Submitted by Sue Williams, VP Public Relations

The Richmond Chapter's August Event was an IFDA & ASID Joint Social Event, held in the Gallery of our Gold Sponsor, Crossroads Art Center. held in the Gallery of our Gold Sponsor, Crossroads Art Center.

It was announced to be a casual networking event with an exciting new twist -- a scavenger hunt. Attendees were given a list of details to find in paintings throughout the gallery. Diane Williams, VP-Membership, won the \$50 Crossroads Art Center Gift Certificate for correctly locating all of the paintings.

The August event also featured a special presentation on giclee by fine artist Chuck Larivey. He stressed the potential in offering moderately priced, high-quality giclee prints of much higher priced original fine art works.

He described the curated Giclee Fine Art, -- capturing every detail and nuance of the original art-work. Each image is meticulously hand-edited, proofed, and colour-matched to the original using the finest archival papers, canvas and inks available.

There are several types offered, including texture and brushwork enhanced offerings, limited editions of 100, and open editions -- some framed, some canvas wrapped. He shows both originals and giclees at Crossroads and other fine galleries.



Jenni Kirby, owner of Crossroads Art Center and IFDA Richmond Chapter Gold Sponsor, introduces artist and guest speaker, Chuck Larivey.



Originals and Private Collection Giclees by Chuck Larivey at Crossroads Art Center

## IFDA Member Benefit Spotlight

### IFDA Logo

By Jennifer Jones, MPA, Executive Director

IFDA members in good standing can show their IFDA pride and let their customers know they are a member of the leading furnishings and design association by displaying the IFDA logo on their business marketing materials and company website. The IFDA logo is available to members in both print and electronic use formats. Members interested showcasing the IFDA logo should submit a request to [info@ifda.com](mailto:info@ifda.com). Headquarters will send the IFDA logos to members via email.

Please contact Jennifer Jones, MPA, IFDA Executive Director at [jjones@ifda.com](mailto:jjones@ifda.com) or 610-992-0008 if you have any questions about IFDA member benefits

# Educational Foundation

## Iowa State University Student Wins National IFDA Educational Foundation Raymond Waites Design Competition

Submitted by Joyce Poynton, FIFDA, Educational Foundation Chair

New Bern, NC: A junior at Iowa State University of Science and Technology, is the winner of the national 2015 Raymond Waites Design Competition. Joseph Danielsen entered his elegant vision of a traditional/eclectic Indoor Gourmet Kitchen with Attached Outdoor Entertainment Area and Pool, and received a \$5000 cash prize and a trip to the High Point International Furniture Market in October.

As the winner, Joseph was treated to exclusive tours of showrooms and events and was guest of honor at a reception on Monday, October 19, at the 200 Steele Building. It was hosted by Raymond Waites and co-sponsored by the Educational Foundation of the International Furnishings and Design Association (IFDA). The winning entry, along with others, were on display at the reception.

The competition was the third and final Raymond Waites Design Competition to be sponsored by the Educational Foundation of IFDA. Joyce Poynton, FIFDA, Foundation Chair and one of the judges, commented, "It was an honor to judge such bright and imaginative entries. These students bring great promise to the home furnishings industry." Other judges were trend-setting designer, Raymond Waites, and designer/professor, Dr. Wilma Hammett, FIFDA.

Raymond Waites commented, "All entries showed genuine merit. I applaud their efforts and congratulate Joseph Danielsen on being the top winner."

Each entry had to fulfill criteria requirements which included an essay that mentioned future goals, an inspiration page, floor plan, elevations/perspectives, color renderings, specifications, and one original product design suitable for today's manufacturing and

marketing. All had to be assembled in a Presentation Portfolio.

Aspects of Danielsen's creation included doric columns, Palladian windows and doors, relaxing pool and spa area, beautiful eating areas, and practical but stylish furniture. He included architectural details not only in the exterior but the interior as well, symmetrical balance, and modern conveniences combined with classic elegance.

Joseph always demonstrated a passion for drawing and residential architectural drafting and is fulfilling his hope of transforming his gift into a career. He uses advanced technologies and specialized rendering software as well as hand sketching and markers in his work.

He is the recipient of Iowa State University's Academic Recognition Scholarship and the Department of Interior Design's Janet Henrick Glaser Scholarship.

Joseph recently presented another one of his interior design projects in the Symposium on Undergraduate Research and Creative Expression hosted by the university honors program to share his research and studio work with the rest of the university community. In 2012, he received national recognition as a gold medalist when he entered a self-portrait drawing into the Scholastic Art & Writing Awards competition. His work was on display for two years at the Parsons New School for Design in Manhattan.

Joseph comes from a big family and is one of triplets with a brother and sister who are also artistic. He says he will use the money to pursue study in Paris, France, in the spring semester as he has a strong interest in eighteenth century French history with a focus on the early neoclassical period of architecture and interior design. He wishes to pursue a career in high-end residential interior design.



Raymond Waites

# IFDA 2016 Network Submission Guidelines

NETWORK EDITORIAL TEAM

Sue Williams, Richmond Chapter, Network Editor in Chief

Judith Clark-Janofsky, FIFDA, IFDA Past President, N. California Chapter Immediate Past President

The goal of the quarterly IFDA *Network* is to inform membership, industry partners, potential members, and the public (potential customers and colleagues) on what IFDA membership is about. Information should be interesting, topical, relevant, timely, concise, and reader-friendly. These are tall orders for a volunteer organization, but vital. We look to feature our members, their contributions to the field, their milestones, and areas of expertise. IFDA *Network* as well as individual chapter newsletters and publications strive to inform, educate, and inspire. Selection of content, both text and photos, are reviewed and may be edited.

**Comments may be directed to** Sue Williams at [ifda-network@earthlink.net](mailto:ifda-network@earthlink.net).

**Submissions are due to** Sue Williams at [ifda-network@earthlink.net](mailto:ifda-network@earthlink.net) in accordance with the following production schedule:

ISSUE	SUBMISSIONS TO SUE WILLIAMS	SUBMISSIONS TO ACCOLADE	PUBLICATION
2016 Network submission deadlines to be announced. Check your email inbox for details!			

**Local Chapter submissions for consideration:** Local Event Summary; Profile of a Fresh Face Member, Chapter Officer, or A Member's Achievement.

Articles of general interest relating to the furnishings and design industry may also be considered. Do you have an idea for an article? Please contact Sue Williams at 804-644-3946 or [ifda-network@earthlink.net](mailto:ifda-network@earthlink.net). Sue will be happy to discuss your idea with you.

Of particular interest this year—please submit your photos and impressions from the various markets/tradeshows you attend. These may be great new products, innovations, notable observations, group shots of you and other IFDA members at the show and even selfies. If you see something astounding, unusual or just plain horrible, include that as well! Send photos with your name, chapter, at which market they were taken and any short personal observations.

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.

## Submission Criteria

TEXT	PHOTOS
<ul style="list-style-type: none"> <li>• Microsoft doc. or docx, editable form</li> <li>• Universal font e.g. Arial or New Times Roman in 11-12 pt.</li> <li>• Limit formatting enhancements</li> <li>• May use bullet points, paragraphs, etc.</li> <li>• Italicize names of publications, e.g. your newsletter name, magazine articles, and books.</li> <li>• Include appellations as required, such as FIFDA and titles such as Chapter Board President.</li> <li>• Provide url or hyperlinks to websites. The determination of appropriateness of adding a link feature is at the discretion of the Editor and Accolade staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Send via email: photos should be included with the text submission.</li> <li>• JPEG or TIFF files are acceptable.</li> <li>• Photos from 72 to 150 dpi up to 10MB per email can be accepted. Please do not submit out of focus photos or photos less than 4"x5" in size.</li> <li>• Caption people from left to right. Include appellations, such as FIFDA.</li> <li>• Photo credit as appropriate</li> </ul>

## 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](mailto:jjones@ifda.com).



# IFDA Welcomes Our 49 New Members

## ARIZONA

**Professional**  
Robert Bisetti  
Think Art Gallery

**Randy Bultsma**  
Unique Building  
Concepts

**Marsha Cain**  
Marsha Cain Designs

**Suzanne Daley**  
Alyshaan Fine Rugs

**Jackie Funkhouser**  
FMF Compagnie

**Gil Olachea**  
Ceramica

**Shannon Van Zutphen**  
Van Zutphen Design, Inc.

**Student**  
Heather Ahearn

## FLORIDA

**Professional**  
Bill Feinberg  
Allied Kitchen and Bath

**Alexandra Karram**  
Alexandra Karram  
Interiors Inc.

**Jenny Khol**  
The Sherwin Williams  
Company

## FLORIDA

**Professional**  
Tessa Macaulay

**Robert Rionda**  
Peeples Rionda Interiors

**Lauren Roberts**  
Good Sounds Home  
Theater

**Charles Urso**  
Marble of the World

## GEORGIA

**Student**  
Cheryl Johnson

## ILLINOIS

**Professional**  
Karen Pflanz  
Creative Design  
Concepts, Inc.

**Student**  
Elena Moraru

## MINNESOTA

**Professional**  
Marta Koepke  
ROAM Interiors

**Student**  
Linda Haglund

## N CALIFORNIA

**Professional**  
Greta Carlstrom

**Justine Macfee**  
Catherine Macfee  
Interior Design

**Karen McMullen**  
Khrome Studios

**Janice Vicain**  
Vicain & Associates

**Student**  
Annette Mackin

## NEW ENGLAND

**Professional**  
Peter Alfe'  
World Depot / Design  
Group 47

**Susan Corrado**  
Susan Corrado  
Designs LLC

**Steven Favreau**

**Cicely Hall**  
Cicely Hall Design

## NEW ENGLAND

**Professional**  
John Nicholas  
Oasis Shower Doors

## NEW ENGLAND

**Professional**  
Lee Webster  
Qilin

**Student**  
Karen Connors

## NEW YORK

**Professional**  
Shari Chamish

**Roberta Gottlieb**  
Roberta Gottlieb  
Interiors Inc.

**Christine Jacobs**  
Hudson Tile Supply

**Catherine LaMarca**  
Catherine LaMarca  
Interiors

**Adam Skalman**  
The Shade Store

**Susan Tucker**  
BYDYZNE Consulting

## PHILADELPHIA

**Professional**  
Mike Irby  
Mike Irby Photography

**Richard Sherman**  
TousJour Photography

## RICHMOND

**Professional**  
Sarah Childress  
Sarah Tinsley Childress  
Interiors LLC

**Casey Fabling**  
FEBLING BUILT

**Liz Hart**  
Liz Hart Designs

## TEXAS

**Professional**  
Serena Cole  
Serena Inc

**Karen Dawson**

## WASHINGTON

**Associate**  
Margarita Roldos  
Margarita Roldos  
Designs LLC

**Professional**  
Stephanie Fulop  
Rockville Interiors

**Debbie Harp**  
Sheffield Furniture  
and Interiors

**Eddie Shapiro**  
SmartTouchUSA

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For more information, please contact IFDA Headquarters at 610-992-0011 or [info@ifda.com](mailto:info@ifda.com).

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## 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.

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- Build your own in-depth profile to market your skills & talent
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Questions? Contact IFDA Headquarters at 610.992.0011 or [info@ifda.com](mailto:info@ifda.com)

# 2015 Board of Directors

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**Diane Nicolson, FIFDA**  
N. California  
[diane@nicolsondesign.com](mailto:diane@nicolsondesign.com)

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Richmond  
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[lskulla@optonline.net](mailto:lskulla@optonline.net)

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## Arizona Chapter

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## Carolinas Chapter

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## Richmond Chapter

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## Texas Chapter

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## Washington Chapter

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# 2015 Committees

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Linda Kulla, FIFDA  
Elizabeth Salas  
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Dawn Brinson, FIFDA

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