



Summer 2012

NETWORK

CONNECTING YOU TO THE GOLD STANDARD



IN THIS ISSUE

The Results are in! Marketing Efforts Move Forward.....Page 2

News from the IFDA Educational Foundation.....Page 3

Arizona Chapter: Deep Purple Décor: Hollywood Vintage-GlamPage 4

Carolinas Chapter Visits Historic Reynolda House & Museum, Showcasing Premier Collection Of American Art.....Page 5

Illinois Chapter: The iPad for Design Pros 2.0 ..Page 6

Illinois Chapter: NeoCon Products Continue Focus on Technology and CollaborationPage 7

Japan Chapter's Award WinnersPage 8

Minnesota Chapter: Midwest Home Show in MinneapolisPage 9

Minnesota Chapter: Student Interior Design Expo Held in MinneapolisPage 9

Southern California Chapter: Lions, Tigers and Elephants, Oh My!Page 10

IFDA Spotlight on Leadership: Laura Davis.....Page 11

IFDA Welcomes 18 New MembersPage 11

IFDA NETWORK SUMMER 2012 EDITION



Editor in Chief
Susan Slotkis
Phone: 212-533-5044
Email: sslotkis@nyc.rr.com

President's Message



The "dog days of summer" really take on true meaning as many of our IFDA members have found themselves battling record-breaking heat! Though summer months bring fun and fellowship, especially in the great outdoors, it has been a challenge to many to brave the elements. The lack of rain has scorched many a yard!

The IFDA consulting marketing firm, Communications Solutions Group, recently sent a survey to our membership. We are all extremely pleased not only with the number of you who took the time to complete the questionnaire, but by the information garnered from this survey. We realize now that the marketing direction we were hoping to go in through this campaign was indeed going in the right direction... in the direction our membership wants us to go! How wonderful to have a plan implemented that will help to not only grow IFDA membership, but the tools to help our individual members and their businesses!

In September we convene in-person meetings with the Council of Presidents, Chapter Presidents-elect, and the International Board of Directors. This very important yearly meeting helps to solidify our leadership. It also allows us to discuss and implement important steps for the future direction of IFDA. If any of you have suggestions or questions, this is the time to contact your Chapter President and engage them with your thoughts, concerns, challenges, and questions.

Input from our membership is extremely important. This is the best time to do so!

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



The Results Are In! Marketing Efforts Move Forward

By Laura Davis, AIA IFDA, Texas Chapter President, International Marketing Committee Chair

At the 2011 IFDA Symposium, a task force was formed to initiate steps needed to create a long-needed marketing plan for IFDA at the international level. Following a RFP selection process, The Communications Solutions Group, Inc. (TCSG) in Philadelphia, PA was voted by the Board of Directors to be the PR/marketing firm to lead the charge.

The team at TCSG hit the ground running with a membership-wide survey to discover the wants and needs of current IFDA members. With an impressive rate of 32% of IFDA members completing the survey, the information received and opinions gleaned from the responses were tremendously helpful in focusing the next actions taken by the Marketing Committee and TCSG. Based on the data received, new marketing activities will focus on three areas:

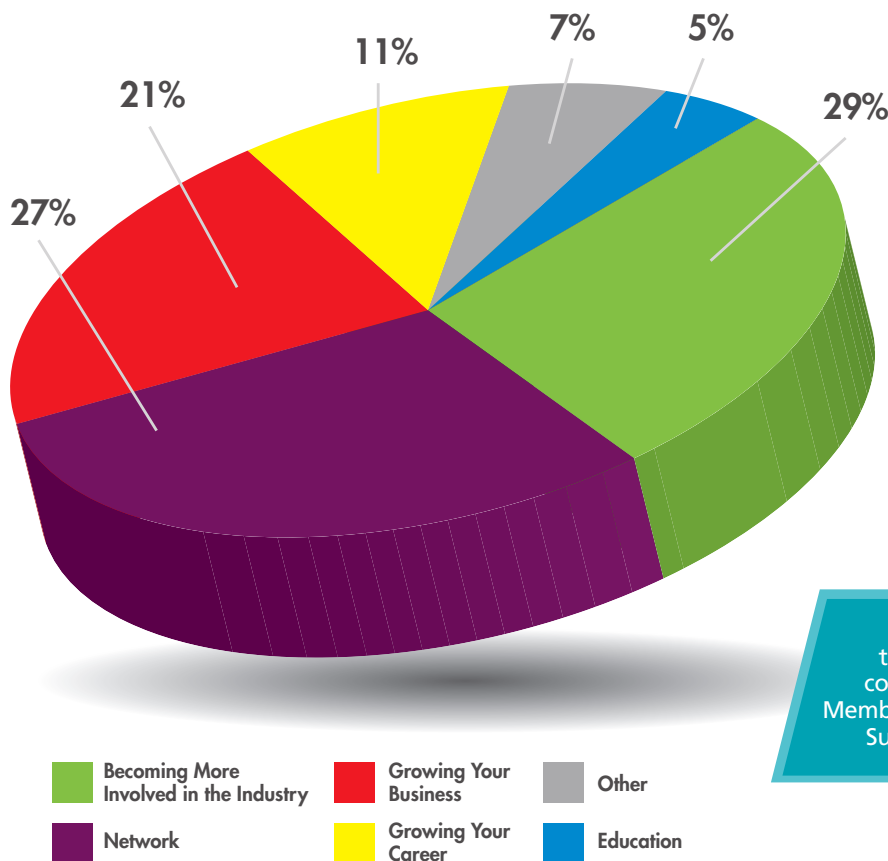
Supporting IFDA members in growing their businesses through marketing education

Work has started on creating a “Proud to be an IFDA Member” toolkit, which will include items such as a sample customizable press release, one-sided leave-behind for members to give to clients, IFDA-related text to be added to LinkedIn, Facebook and Twitter, “Why you need to join IFDA” benefit overview (as a leave behind and email document for colleagues), and step-by-step advice on growing your business through marketing.

Another educational benefit will come in the form of a workshop called “Mega Marketing on a Shoestring Budget.” The workshop will be video recorded for online access and sharing within chapters.

Spotlighting the talents, resources, and collaborative successes found within IFDA

It was clear from the survey results that IFDA members value the networking found within their local chapters. Respondents voiced a strong interest in hearing stories of successful member collaborations. TCSG will be



[CLICK HERE](#) to review the complete IFDA Member Feedback Survey Report.

reaching out to members to collect their IFDA Collaboration Success Stories. The stories are a wonderful way to show the unique relationships IFDA members have with each other that equally benefit us personally and professionally.

Bringing national attention to IFDA and the prestige of being a member

The survey brought to light the consensus that IFDA needs to do a better job branding itself and marketing what it does so that membership can grow and existing members can leverage their connection to IFDA. This lack of awareness was presented as IFDA's greatest weakness by the majority of respondents.

In response to this, TCSG will be launching a national public relations program that will include expert source article writing,

pitching and placement in multiple places in the media, and the creation of an annual IFDA awards program.

In the months to come, IFDA members will begin to see the advantages and rewards of this strong, coordinated marketing program. Chapter leadership who attend the fall business meeting will get to meet the TCSG team, gain a firsthand look at the marketing efforts, and learn valuable take-away tips on marketing their chapters and their businesses. In the meantime, start collecting your collaboration success stories, participate in the IFDA social media channels on Facebook, Twitter, and LinkedIn to strengthen your and IFDA's online presence. Stay tuned... this is a great time to be an IFDA member!

News from the IFDA Educational Foundation

By Maureen Klein, IFDA/EF Director of Communications

Barbara Daher, President of the IFDA/EF Board of Directors is pleased to announce the awarding of two 2012 Chapter Partnership Grants as follows:

- Southern California Chapter, for their June 2012 event - *3-P's Photography, Portfolios and Presentations*.
- Illinois Chapter for their follow-up, in-depth workshops on their very popular March program - *The IPAD for the Design Pros*.

The review of each of these informative

IFDA | Educational Foundation
International Furnishings and Design Association

programs was detailed in the last issue of *IFDA Network*. If you missed it or want to copy the concept for your own chapter event, see the spring 2012 issue. Go to www.ifda.com, click on the News & Events tab, use the drop-down menu and click on *Network* Newsletter. There you will find a listing of all the archived

national newsletters. Or, simply click here: http://ifda.com/webfm_send/139.

If your chapter would like to apply for a chapter partnership grant, the information can be found at ifdaef.org under the GRANTS tab. We are also pleased to say that starting in 2013, there will be an additional grant that addresses chapter marketing needs, the new Claire Coleman Founder's Grant.

There is still one more Chapter Partnership Grant available for the second half of 2012

Sue Williams, EF Director of Scholarships & Grants, has sent copies of all the Scholarship and Grant applications to all the judges and they are busy pouring through all the wonderful entries that were received this year. Watch for announcements before the summer is out on who the worthy winners are.

Maureen Klein, EF Director of Communications has been busy setting up an on-line data base of all IFDA/EF grant, scholarship and design competition past winners in the hopes to reach out to them and find out where their scholarships, grants and life after the awards has taken them. These personal stories will form the basis for an on-going series for our EF newsletters and website and hopefully give them and IFDA some interesting publicity. If you are a past winner of an IFDA/EF grant or scholarship or know the names of anyone who is, or can help us track down a few of the past winners, please contact Maureen at getklein@optonline.net.

**It could take days to read through the new best-seller.
Fortunately, it only takes 15 minutes to see how much
YOU COULD SAVE WITH GEICO.**

Tell us you're a member of **IFDA** and you could get an additional discount on car insurance. Call **1-800-368-2734** today for free quote.

GEICO
geico.com



Some discounts, coverages, payment plans and features are not available in all states or all GEICO companies. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko image © 1999-2012. © 2012 GEICO.

Chapter News

Arizona Chapter Deep Purple Décor: Hollywood Vintage-Glam

Adapted by Susan Slotkis from a press release from *The Republic*, by Kara G. Morrison

IFDA AZ Chapter Member, **Tina Mellino**, owner of **Zia Interior Design**, Phoenix, AZ, transformed a master bedroom in Buckeye into Glam Deep Purple Décor. There were already hints of the color purple (among neutrals) that the prospective client apparently enjoyed. Mellino knew that if she combined different tones of purple, from deep eggplant to soft violets, tempered with neutrals, the effect would be one of both elegance and drama.

On a modest budget, she was able to take one of the most important rooms in the house you use every day into a dramatic space. Here's how Mellino accomplished this:

- **Add dramatic carpeting**

The beige Berber had to go. A dark eggplant wall-to-wall carpet would add drama and ground the room.

- **Plaster one wall**

Rather than paint a builder-grade spackled wall, a plaster treatment similar to Venetian plaster in a rich, dark purple was chosen. It concealed the dimpled wall surface and gave this feature wall behind the bed a rich, suede-like finish.

- **Pick one dramatic piece**

The master bedroom's 10 foot ceiling cried out for a dramatic headboard. Mellino chose a large, graphic fabric. The shade of the fabric, a violet that was so versatile to be either warm or cool was chosen, to pair equally well with black, white, and gray. A custom made, upholstered, and trimmed with chrome nail heads headboard was created for this creative DIY-type client, on a tight budget. Yet, it stands out as a focal point and WOW factor.



Dino Tonn Photography Inc.

- **Glam up the existing furniture**

Two existing white IKEA nightstands, great for storage, were enhanced with chrome drawer handles and custom fitted mirrored tops from an automotive glass store for a big dose of sparkle.

Carolinas Chapter

Visits Historic Reynolda House & Museum, Showcasing Premier Collection Of American Art

By Bonnie Peterson, Carolinas Chapter VP of Communications



Reynolda House Exterior: Completed in 1917, Reynolda House is one of the country's premier examples of the American Country House just becoming popular following the Victorian Age.

On a Saturday in May, 13 Carolinas Chapter members and guests received a docent guided tour of **Reynolda House** in Winston-Salem, NC, an American country home built in 1917 that has become a repository for American art ranging from the colonial period to the present day.

Katherine Smith Reynolds, the young wife of Richard Joshua Reynolds, founder of the R.J. Reynolds Tobacco Company, guided the creation of the architecturally unique house which occupied the center of a 1,067 acre estate. Her vision encompassed an entire village for the staff of 30 buildings with a church, post office, school, farm, and dairy...28 remain and have been converted to shops, boutiques and restaurants popular with residents throughout the Triad area. A portion of the land was donated for the establishment of Wake Forest University.

Reynolda House remained in the Reynolds family for nearly 50 years. It opened to the public as an institution dedicated to the arts and education in 1965 and as an art museum in 1967. On display are works by such noted artists as Albert Bierstadt, Frederic Church, Mary Cassatt, John Singleton Copley, Thomas Eakins, Jacob Lawrence, Georgia O'Keeffe, Frederic Remington and Grant Wood.

The collection of painting and sculpture provided IFDA members with a survey of major development in American art over three centuries. They also had an opportunity to see the costume collection of apparel and gowns from Paris worn by Katherine Reynolds Babcock.

Guided by old photographs, the museum has restored interior rooms and furnishings to reflect periods when the family lived there. Special features are a Reception Hall with balcony leading to upstairs rooms, sleep porches that let in summer breezes, floors of cork, wood and tile in various patterns, a huge sun room overlooking elegant formal gardens, a shooting gallery and bowling alley. Many furnishings are original to the house. Reynolda is one of the first homes to have electricity, central air and plumbing.

The Carolinas group then enjoyed lunch at River Birch restaurant. The outing was organized by Jennifer Coats Linnell, Co-Chairman of chapter programs.



Reynolda House Reception Hall: The multi-story reception hall greeted guests from around the world for more than 50 years. It is now one of the main galleries exhibiting some of the finest works of American artists.

Illinois Chapter

The iPad for Design Pros 2.0

By Joan Scheib, Illinois Chapter President

Social media and the internet are transforming and redefining the design world. Illinois Chapter VPs of Programs, Dee Schlagel and Penny Homscheid wanted to offer iPad training to the members to help us keep abreast of the technology and fast-paced business world. And, IFDA Illinois Chapter has IFDA Educational Foundation to thank for making this goal a reality through the Chapter Partnership Grant Award! This Grant award has made it possible for the Chapter to offer our members and trade professionals the iPad classes in June, July and August.

Deb Barrett, a nationally known and award winning designer is founder of Window Dressings, and an accomplished speaker, editor, and author. Deb has built a reputation for cutting edge couture treatments and soft furnishings speaking at Vision12 in Chicago, 2012. She has developed two training sessions for tablets, smart phones, and laptops to show how the cloud offer endless possibilities for business, marketing and managing a design business.

Chapter members and trade professionals signed up for one of the four small group interactive sessions offered. It began with the "how-to" primer to get everyone off to a quick start, integrating the tablet into the business, then a tour through the use of native apps on the iPad, and finally explored



Illinois IFDA Chapter Members at iPad Seminar.

the must - have utilities - Sugar Sync, Dropbox, Evernote, Zapd, Pinterest and more. Attendees received an iPad hand gestures, Status icons, and a list of apps for designers, and vendor apps to help them after the class. A more advanced class is being offered in July to continue with the apps.

In August the workshop will show how social platforms like Facebook and Pinterest, blogs, online resources like Houzz, apps, QR codes, etc. will help with the design process. The attendees will discover how to tap into the web to engage clients, generate buzz,

and leverage its influence to transcend the old school ways of doing business. This workshop will be a road map to harnessing the power of the internet to build your brand and cultivate your online reputation.

These 5 sessions have been made possible through the IFDA/EF Grant Award. Thank you to all in IFDA/EF who voted to make this a reality! Our chapter members benefited, and we have been able to attract new members with these wonderful class offers.



IFDA WANTS TO HEAR FROM YOU!

You've heard from us - now it's your turn. We love feedback, so please let us know your thoughts on this issue of the IFDA's *Network*. Did you like it? Were the articles of interest and value to you? Is the newsletter too long, too short, or just about right? Do you have any suggestions on articles or issues you'd like to hear more about? We're already planning the next issues, so please let us incorporate your ideas. Just like the IFDA and its members, *Network* is getting better all the time. Direct your comments or questions to Susan Slotkis, IFDA International Director at Large and volunteer editor of *Network* at sslotkis@nyc.rr.com.

Attention VP's of Communication: Submission deadline for the fall issue of *Network* is October 16th.

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 Executive Director Martha Heinze, martha@ifda.com.

Illinois Chapter

NeoCon Products Continue Focus on Technology and Collaboration

By Joan Scheib, ILL Chapter President

NeoCon, held June 11-13, 2012 at Chicago's Merchandise Mart illustrated that technology continues to change the way we look at workspace configurations and the use of conference and multi-media rooms. The leading manufacturers of office systems furniture gave high-tech solutions for data-sharing with innovative designs as well as functionality with audio and video conferencing. Many of the showrooms we contacted received positive feedback on these new product offerings from the convention attendees.

Here's a highlight of some of the top items.

SIMO Corporation worked collaboratively with technology companies such as Samsung, Sharp, Crestron, Polycom, LifeSize, and Smart, to make conferencing simple with the IMC – Interactive Conferencing Center and the IMX – The Interactive Meeting Xchange, The Team Player. These units come ready to "Plug and Play" making installation easy. This company is using leading technology in water based finishes, hand wiped stains, adhesives, and UV cured lacquer to achieve sustainability benchmarks. You can read more about this innovative company, their technology integrated products and their high quality case goods, boardroom tables and complements, and soft seating online.

<http://www.simocorp.com/products/technology/techmain.php>

Nucraft's Passport won Best of Gold and Best of Competition for conference room tables, combining flexibility and fine aesthetics. The tabletop slides to alter configurations or joins two separate tables to create an even larger conference table. See the Passport video here:

<http://www.nucraft.com/conference/detail/passport/>

The **Nucraft Dialogue Conference Table** with castors can easily be converted into a V-shaped table to provide everyone present at the meeting to be viewed on camera. Casual conference seating is available for less formal meetings in common spaces

with seating around a large display screen, allowing for real time visual interaction from outside partners to data sharing from the meeting attendees.

<http://www.nucraft.com/conference/detail/dialogue>

Every major showroom among them Steelcase, HON, Herman Miller, Allsteel, Knoll, Hayworth, and Global, presented systems, called **Benching/Desking Units**. Desks are offered with low panels and an open bookcase for storage on top of the desk. There are no high panels and no flip-up door storage units. In just 50 sq. ft. can be configured a desk, bench with storage, and decorative storage on desk.

http://www.globaltotaloffice.com/gi_2009/control.php?ref=featured

Davis' Perch: Easily recognized with its slanted shape and bright colors, the Perch stool provides a unique option that is sculptural and functional. The Perch won Best of Gold for office accessories.

<http://www.davisfurniture.com/product-details/Perch/22/1>

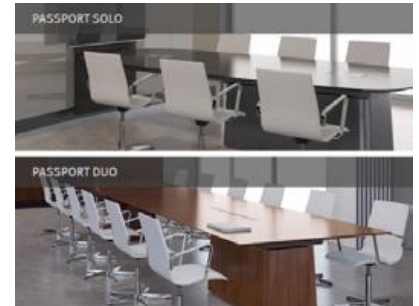
Mesh back chairs are offered in a rainbow of colors. Mesh chairs with their breathable backs and lumbar technology to automatically adjust to one's posture and body weight is the answer to the uncomfortable desk chair.

http://www.globaltotaloffice.com/gi_2009/control.php?record_id=877

Izzy Nemo Bar and Trellis won Best of Gold for innovative furniture system.

The bar offers a hub for connection and collaboration, where ideas may be freely shared. The trellis provides a sense of enclosure and privacy for one individual to several people at a time, along with options for power and technology. Using recyclable materials, both the bar and trellis strive for a balanced, organic pureness of form that elegantly fulfill the desired function of each.

<http://www.izzyplus.com/news/neocon-2012/izzy-nemo-bar-and-trellis-bon-gold.aspx>



NuCraft Passport series



NuCraft Dialogue series



Benching/Desking example



Davis Perch

Japan Chapter

Japan Chapter's Award Winners

By Maureen Klein, NY Chapter and Yasue Ishikawa, Japan Chapter



Jiro Fujiwara, award-winning photographer, IFDA Japan Chapter Member

Japan members have been winning awards and bringing much praise to their chapter and IFDA. Founder and past president of IFDA Japan, **Yasue Ishikawa**, recently won First Place, Wonderful Walls category in the *Window Fashion VISION* competition, presented at the International Window Coverings Expo, (IWCE), in Chicago. Yasue and her design firm, Risa Braire Co., Ltd. also won Second Place in the Curtains & Draperies category. In the former, she was given the challenge to renovate a chapel in a boutique bridal hotel. Feeling that the long walls looked too empty, she thought "How dramatic would it be if the couple walks down the aisle under a canopy of crystal trees?" The second award was for her transformation of a salon for facials and body massages. She created a flowing drapery divider, hung from a curved, ceiling-mounted rod. Depending on the privacy needs, the fabric



Nutrition author, Jo-Ann Heslein, left, arranged attendance at a press event for IFDA members Akari Kioke and Maureen Klein— one of the highlights of Akari's whirlwind visit. Chef Emeril Lagasse is between Akira and Jo-Ann.

weight and transparency changed where needed. To see images of these remarkable settings and read more about the redo's, see <http://WF-Vision.com/> and click on the May/June 2012 issue, pages 52 and 53.

Cinematographer **Jiro Fujiwara**, award winning cinematographer and IFDA Japan member entered the WorldMediaFestival, a global competition for modern media, which honors and celebrates excellence in Corporate Film, Television, Web and Print productions on an international scale. Founded in 2000 the WorldMediaFestival is an initiative by the Hamburg, Germany based communications and marketing solution group, Intermedia. Jiro's video, Church of the Wind which won a Silver category award for Public Relations, captures the transitional view of the church as the day and evening progress because of the changes in the sun's shadow and wind. The architect wanted to record his work not only by a picture image, but how it looks differently depending on the time of the day. To read more about the competition, go to <http://www.worldmediafestival.org/> You can see some of the still images of the church in one of Jiro's albums:

<http://www.facebook.com/media/set/?set=a.3200796772398.139636.1040400477&type=3&l=10d0613ab1>

While there, why not "friend" him too!

One of the newest members and rising stars

N.Y. テーブルコーディネート フォトセミナー

6月15日(金) 講師: 藤原伯母野山デザイン クリエイティブディレクター コイケアカリ



Poster announcing a presentation by Akari planned for the upcoming IFDA Designer Show House in Osaka, Japan.

of the Japan chapter is **Akari Koike** who came to the US specifically to see *DIFFA, Dining by Design*. When she left 10 days later she was armed with slides and materials for colorful seminars to show and tell famous Japanese chefs about the entertaining and tabletop styles she saw on her trip. IFDA Japan members and guests will see this presentation in preparation for the Third IFDA Japan Show House, which will now also include a tablescape section. It takes place from October 13 through November 4, 2012 in Himmachi, Osaka. This year's Show House theme is called *FUNDamentals of Work*.

Congratulations to IFDA Japan for such mastery in your fields.

Minnesota Chapter

Midwest Home Show in Minneapolis

By Sheran Neumann, Minnesota Chapter VP of Communications/Newsletter

The Minnesota Chapter is busy planning its involvement in *Midwest Home* magazine's Fall Home Show to be held at the Minneapolis Convention Center in downtown Minneapolis. The Home Show attracts approximately 15,000 attendees who view and interact with leading home industry vendors who offer an array of interior and exterior products and services.

The Minnesota IFDA Chapter has had a long-standing presence at the Home Show. For years they have been an anchor attraction for show-goers. Whether the focus is a basement recreation room, condos built on the showroom floor, or elaborate holiday-themed tabletops, or special vignettes depicting masterfully-designed rooms, IFDA commands a prominent Home Show presence.

This year, IFDA will present six different vignettes with a theme determined by the

individual designer or design team. Each vignette will be created in a ten-foot space and will include a tabletop setting for dining for two or more, representing either an interior space or an outdoor setting. The designer's imagination will be their best guide for each area. Perhaps the vignette will be a traditional living room ready for high tea. Or it could be a playroom decked out for seven-year-olds celebrating a special friend's birthday. Or it could be an inviting backyard terrace with lemonade and cookies waiting for garden visitors.

Last year's vignettes may serve as inspiration for the 2012 Show. Our participants created a tailored study, a French Country parlor, a relaxed bedroom suite, a retro family room, an Asian-inspired patio, and a luxurious dining room. Home Show attendees voted for their favorite. Last year's winner was **Fifties Fusion**, the retro family room designed by Sheran Neumann of NeuDesigns



Award-winning vignette by IFDA member Sheran Neumann and Patti Anderson.

and Patti Anderson of A Touch of Style.

Neumann says the inspiration for their winning design was authentic 1950s fabric that was actually used for drapery in her mid-century modern childhood home. "The fabric determined our color palette, and the rest of the vignette design evolved from there." Neumann and Anderson added a retro pub table, stylized leather chairs and a sleek starburst mirror to their space. "We wanted to fuse a bit of nostalgia into an affordable and trendy family room setting," Neumann and Anderson added. "We think we accomplished that."

Student Interior Design Expo Held in Minneapolis

By Sheran Neumann, Minnesota Chapter VP of Communications/Newsletter

Recently, the Minnesota IFDA Chapter along with other design organizations served as an organizer and host of the **Student Interior Design Expo** held at International Market Square, Minneapolis, a premier Midwest design center. This venue gave over 550 attendees from 15 regional colleges the opportunity to attend a full day of seminars which covered a wide array of topics covering residential design, commercial design, kitchen and bath design and the "business of design". The business topics included how to manage a small interior design business, how to best market specific design skills and services to potential employers, and keeping abreast of the latest in products and technology. It also offered the students a great opportunity for resource-building, networking with fellow students and practicing design professionals, and familiarizing themselves with numerous International Market Square design showrooms.

Attendees also had the opportunity to meet with design and trade professionals in an informal luncheon roundtable setting. Students at various levels in their education could openly communicate with their table hosts about the industry itself or about any concerns they may have or about specific design questions. Oftentimes, table hosts shared their personal experiences and journey in the design field. Table hosts included interior designers, manufacturer representatives, craftsmen, showroom managers, artisans, and specialists.

During open time between seminars, students visited the trade fair and met with various vendors. Our vendors represented a wide array of design businesses. They included window treatment fabricators, upholsterers, furniture and lighting representatives, contractors and remodelers, and business support and office supply vendors.

To conclude the day, the IMS design center



Sue Palmquist presents a breakout session on Kitchen Design.

showrooms offered tours of their various spaces. This gave the showroom personnel an opportunity to meet future interior designers as well as offering attendees an overview of the local resources available to them.

One student summed up her experience aptly, "What a full day! I now have some insight about what's really behind the scenes of the interior design industry. Plus I met so many knowledgeable and helpful people in the business."

Southern California Chapter

Lions, Tigers and Elephants, Oh My! IFDA's Southern California Chapter Tours the World Renowned San Diego Zoo

By Kristin Kostamo-McNeil, IFDA, Southern California Chapter President

On June 22, the IFDA Southern California Chapter had the unique opportunity to tour the world renowned San Diego Zoo, led by accomplished exhibit-architect Robyn Badger along with artist and sculptor Jeri Deneen. The group was led through the most recent exhibit at the Zoo, the **Elephant Odyssey** which takes its visitors on an educational journey back in time to when mammoths and large beasts roamed Southern California, bringing us also to present day. We learned of the evolution of not only elephants but our Earth, including a reflection on waste... demonstrated by a re-creation of the contents of a pack rat's nest throughout several decades.

Robyn gave the group unique insight as to how the exhibit was shaped and the concepts behind it. The exhibit kicks off with a re-creation of the Le Brea Tar Pits and its findings of many fossils, educating archeologists of the existence of mammoths or elephants roaming Southern California. The architects felt that showcasing the Tar Pits demonstrates the impact of elephants roaming our own backyard at one time.

Jeri and Robyn pointed out along the tour the many details that went into creating a cohesive Odyssey experience, such as the signage held by giant metal slabs cast from elephant skin showing its beauty and texture. Jeri was involved with developing many of the sculptural elements of the exhibit including the Le Brea Tar Pits re-creation.

The tour took a very unexpected and surprising detour into the impressive elephant clinic,



Rita Orland, founder of So. Cal IFDA Chapter and her husband Rees



Elephant Topiary

which is part of the housing compound. The group was allowed to get behind the scenes and meet with a keeper for some Q & A and a very special up close look at the facility. They were also granted access to a bird's eye view of the elephant yards by touring the catwalk that winds above the many gated care spaces the elephants call home.



View from the Elephant Catwalk



Jeri Deneen, artist and sculptor with an example of her work

During the break Robyn shared with the group her journey through architecture school to designing exhibits at the San Diego Zoo. Originally from Australia, Robyn wrote her thesis on zoo exhibits and in doing so called on several zoos throughout the world. Singapore found her work impressive and asked her to come and work with them there. After a short time in Singapore, Robyn landed in San Diego, at the Zoo, where she has been since the late 1980s.

Robyn and Jeri concluded the tour and the attendees wandered to a treetop restaurant for bites and beverages. This evening in particular launched the summer nights at the zoo and IFDA guests had until 9 pm to wander the zoo and explore.

Spotlight on IFDA Leadership

Laura Davis

Adapted from a press release by Susan Morrow

Our very own IFDA member, current IFDA Texas Chapter President, and Chair, IFDA Marketing Committee, has received a wonderful professional acknowledgment.

HPD Architecture's principal Laura Davis, AIA, IFDA was selected by *Dallas Business Journal* as **40 Under Forty Honoree for 2012**. She was honored with other recipients at an award reception, held on August 23, 2012 at the Granada Theater in Dallas, Texas and featured in a special issue of the publication on August 24.

The *Dallas Business Journal's* annual 40 Under Forty awards honor executives and entrepreneurs who demonstrate "top of the line" excellence in their respective professions and personally demonstrate a commitment to the North Texas community. The winners are selected by judges representing the publication's editorial staff and a panel of previous 40 Under Forty honorees.



Davis currently serves as Vice President and Director of Marketing for HPD Architecture. As a principal, registered architect, and registered interior designer, she leads the way in which the firm approaches new

projects, cultivates clients, and presents to and involves itself with the community. The latter is particularly reflective of Davis's marketing role the position to which she was appointed at the age of 33 just after her first year of business ownership with HPD's other principals, Holly Hall, AIA, CAPS and Larry Paschall, AIA.

"We are thrilled that Laura has been recognized for her efforts at HPD as well as within the community," said Paschall. "She has been the driving force behind increasing our visibility and instrumental in the success of our firm."

"Her strong engagement with the community has provided HPD with unique residential and commercial design opportunities," added Paschall.

IFDA Welcomes Our 18 New Members

ARIZONA

Professional

Ron Kessler
The Pullout Shelf Company

ILLINOIS

Professional

Corinne Arntzen
Arntzen Design

Susan Bertram
Susan Bertram Designs

JAPAN

Professional

Hitomi Fujimoto
Acorns Flower Design Studio

Yoshiaki Ikegami
ARTSTAGE. Inc.

N. CALIFORNIA

Professional

Sandra Griswold
Sandra Griswold Design

Catherine LeBlanc
Catherine LeBlanc Interiors

NEW ENGLAND

Professional

Lynne Elfland
Metropolitan Cabinets &
Countertops

Barbara Elza Hirsch
Elza B. Design, Inc.

Michael Greene
Restoration Hardware

NEW ENGLAND

Professional

Maria Monaco
Monaco Designs, LLC

Dianne Ramponi
Dianne Ramponi Interiors

NEW YORK

Professional

Dwayne Clark
RDYC Interior Design &
Architectural Development

Janet Gorgone
Hearst

Janette Greenberg
VM Creative Consultant

PHILADELPHIA

Professional

Katie Connor
Tague Design Showroom
& Tague Lumber

Pearl H. Mintzer
Art For Interiors

WASHINGTON

Professional

Mickael Fonteneau
Atelier Fonteneau

2012 Board of Directors

President

Janet Stevenson, FIFDA
Philadelphia
janets@closetcity.com

President-elect

Diane Fairburn
Richmond
diane@decorativeglasssolutions.com

Immediate Past President

Susan Hirsh
New York
susan.hirsh@benjaminmoore.com

Treasurer

Sheila Cole, FIFDA
Minnesota
sheila@shecole.com

Treasurer-elect

Athena Charis
N. California
athenacharis@comcast.net

Immediate Past Treasurer

Diane Nicolson, FIFDA
N. California
dnicolson@sbcglobal.net

Director at Large

Rand Kehler
Philadelphia
rkehler@pindlercorp.com

Director at Large

Dede Radford
Arizona
dede@cox.net

Director at Large

Dawn Brinson, FIFDA
Carolinas
dbrinson@themediamatters.com

Director at Large

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

Director at Large

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

Educational Foundation Chair

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

Executive Director

Martha Heinze, CMP
IFDA Headquarters
martha@ifda.com

Account Executive

Jennifer Jones, MPA
IFDA Headquarters
jjones@ifda.com

2012 Council of Presidents

Arizona Chapter

Karen Egan
karen.egan@cox.net

N. California Chapter

Diane Nicolson, FIFDA
dnicolson@sbcglobal.net

S. California Chapter

Kristin Kostamo McNeil
kostamo_kristin@yahoo.com

Carolinas Chapter

Robin Gainey
robin@gatecitykitchens.com

Florida Chapter

Beverly Stewart
bevs@bellsouth.net

Georgia Chapter

Bryan Marquardt
bryan2design@gmail.com

Illinois Chapter

Joan Scheib
joan@joanscheibinteriors.com

Japan Chapter

Shinya Nakao
shinya_nakao@lighting-daiko.co.jp

Michigan Chapter

Linda Axe
lindaaxe@att.net

Minnesota Chapter

Gail Jacobson
gsjdesign@yahoo.com

New England Chapter

Rob Henry
rhenry@avdesigns.com

New York Chapter

Claudia Giselle Tejada
claudia@claudiagiselle.com

Philadelphia Chapter

Kat Robbins
krobbinsinteriors@comcast.net

Richmond Chapter

John Magor
john@johnmagor.com

Texas Chapter

Laura Davis
laura@hpdarch.com

Washington Chapter

Jacqueline Passaro
jacqueline.passaro@benjaminmoore.com

2012 Committees

Bylaws

Paula Ross, FIFDA, Chair
Susan Hirsh
Diane Nicolson, FIFDA

Finance

Sheila Cole, FIFDA, Chair
Athena Charis
Diane Fairburn
Diane Nicolson, FIFDA
Kat Robbins
Janet Stevenson, FIFDA

Marketing

Laura Davis, Chair
Dawn Brinson, FIFDA
Diane Fairburn
Janet Stevenson, FIFDA

Membership

Paula Ross, FIFDA, Chair
Diane Fairburn
Janet Stevenson, FIFDA
Jennifer Jones, MPA

Marketing Proposal Review Committee

Laura Davis, Chair
Dawn Brinson, FIFDA
Dr. Judith Clark, FIFDA
Diane Fairburn
Rand Kehler
Maureen Klein
John Magor
Janet Stevenson, FIFDA

New Chapter Formation Outreach Committee

Janet Stevenson, FIFDA, Chair
Susan Hirsh
Rand Kehler
Martha Heinze, CMP

Speakers Bureau

Susan Hirsh, Chair
Dr. Judith Clark, FIFDA
Dede Radford

Sponsorship

Rand Kehler, Chair
Dede Radford
Janet Stevenson, FIFDA
Jennifer Jones, MPA

IFDA INTERNATIONAL HEADQUARTERS

HAS MOVED

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

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, 2012 and September 30, 2012 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
- The opportunity to network with other industry professionals
- Opportunity to join IFDA's Speakers Bureau
- Access to members' only website content
- Membership in the IFDA Educational Foundation
- Network, IFDA's quarterly newsletter which also profiles Chapter news
- Industry Pass & Buyers pass to the semi-annual High Point Markets
- Use of the IFDA official logo and window stickers
- Leadership opportunities
- Discounts on GEICO auto, homeowner, condo and other insurance policies
- Complimentary subscription to Window Fashion Vision magazine
- Discounts on car rental services through Hertz
- Discounts at Office Depot

Rather wait until autumn?

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

With either option, you will enjoy the perks of IFDA membership until December 31, 2012 - after which time IFDA's annual membership fee of \$350 will go into effect for all mid-calendar joiners.



Don't wait another day to join IFDA!

Follow this link to your membership application now!

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

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