

IFDA
INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

NETWORK
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Everyone Zoomed into the kitchen to watch NY Co-President David Santiago whip up his vegan specialty.

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

Contents Fall 2020

Editor: Rose Gilbert, FIFDA

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President's Message



And they said it wouldn't last! *The virus - not my marriage!*

Who could imagine that we would still be in limbo six months later? But, even as it may appear that we are standing still, there is a lot of current flowing beneath the surface. In fact, many in our industries are busier than ever.

It really does seem that all that time spent in our own homes has spurred a boom in renovation and restoration projects. Everything from lighting and light control, HVAC, sound proofing and creating better sound quality, new technologies, landscaping, furniture, and accessories. There is a move afoot to make our abodes more accommodating to our work/life balance and our comfort and aesthetics. What didn't bother us too much before has become such a thorn in our sides that we are willing to deal with it. And the biggest take-away is that the concept that design impacts health and wellness has gone mainstream. We don't have to try to convince folks anymore: they get it!

And, not only on the residential side. Although trade shows are retooling their way of showcasing products, the events are still going on! The High Point Market is planning an extended show with specific days open to different parts of the country. Other markets are relying on virtual-only tours – at your convenience.

With travel for events all but eliminated, you can “attend” 10 times as many events as before. The opportunities for education and connecting with our colleagues virtually have exploded, literally.

As we continue to explore new ways of working and networking with each other, let's remember to go out of our way to be kind and patient to ourselves, as well as others. A kind word or action will go far in alleviating stress and bringing a smile – not only to the other person but also to you.

Stay safe, stay healthy, stay sane!

Ida McCausland, IFDA

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NEED A JOB? WANT TO MOVE UP? Here To Help: IFDA Goes Global With Career Advancement Initiative

Spurred by the Covid crisis and its ongoing effect on the world's economy, IFDA International has taken over the Career Advancement initiative originated by the New York Chapter and is making its job listings, professional help and networking programs available to all members, world-wide.

IFDA Executive Director Linda Kulla is soliciting job listings from companies in various segments of the design/furnishing industry. In addition, IFDA is creating career advancement webinars to help

members with job-search skills and job-getting techniques. The first in the free webinar series is planned for this month. Presenters will review resume-writing skills, offer tips on how to sharpen LinkedIn profiles, and ace in-person skills. Watch the IFDA site for details.

Observes a pleased Rose Hittmeyer, IFDA NY administrator who created the Career Advancement initiative, “I am very proud to have spearheaded something I think will benefit so many.”



Arizona Chapter

Longing For The Old Days Of Wine And Appetizers

Arizona Chapter Copes With Lockdown; Looking Ahead To Holiday Party, 2021 Events

Submitted by Don Judd



During these extraordinary months, our industry thrives. Designers and suppliers here in Arizona are busy for this time of year. The public has been spending more time in their homes and realizing they need to change it. Real estate is active; the number of available homes barely out numbers the buyers.

The one thing that everyone agrees upon: they miss social contact with their friends and colleagues at the networking events around the Valley. The restrictions on gatherings and

the masking requirements have pretty much taken social intercourse

out of our lives. The hug from a good friend could sometimes be the best thing about that day. It is a difficult time for all organizations and chapters to provide a valuable experience for our members.

Members are getting zoomed out, chomping at the bit for the old days of wine and appetizers. The AZ Chapter Board has been focusing on being ready for the future. We are planning our Holiday Party and have already set in motion plans for events in the spring of 2021.

We are also calling our members regularly and working with sponsors to make sure when this unprecedented era is over, we'll be ready to provide that hug that makes the day better.

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What is important to you? Keeping your current doctor? Having a low deductible? Ensuring your Premiums are affordable? No matter what is important to you or your team, DesignersHealthCare.com is here to help navigate the world of healthcare coverage. We have representative available to chat, email or talk (888) 272-1513 and assist you with questions you might have. We are here for you!

The DesignersHealthCare.com marketplace empowers you as an IFDA member to be able to choose the healthcare you want and need. One way we empower members is by offering a one-of-a-kind marketplace and ongoing education regarding healthcare related topics by answering FAQs that matter most to you as an IFDA member. Below is an FAQ about your Doctor and your Insurance network.

Finding out if your doctor is in Network with your insurance carrier is very simple. All you need to do is call your doctor's office and ask. Simple as that! It is good to note that not all doctors at the same medical practice accept all the same plans offered by your insurance carrier. With that said, when you call into the doctor's office you should have the name of your health plan, and the specific doctor you are inquiring about. This will make the inquiry a smooth process and can almost guarantee accurate information.

Another efficient way to find out if your doctor is in your network is by verifying their Tax ID number. All you have to do is call your doctor's office, ask for your doctor's specific tax ID number, call your insurance carrier's general line, give them the specifics and they will then be able to tell you if your doctor is in network. Knowing if your doctor is in network is key to knowing how much services will cost you out of pocket and how much your insurance will cover.

CLICK HERE TO SAVE TODAY!

Is your Doctor in-network?



DesignersHealthCare.com

Carolinas Chapter

High Point Market Update

The Industry's Most Important Show Must Go On

Submitted by Dawn Brinson, FIFDA

The High Point Market Authority has announced a revised plan for the October High Point Market. What does that mean for designers?

- (1) As of this writing, **there will be a real-life Market from Oct. 13 -21;**
- (2) Extraordinary measures are being taken to provide the greatest **assurance of health and safety** for all attendees. A detailed description of all the measures and requirements being enacted can be found [here](#) and by following #HPMKTSafe;
- (3) Market is **expanded from five days to nine days** so that we can all spread out and stay safer and further apart;
- (4) **Transportation to/from all the normal points is still happening**, albeit with many smaller vehicles to accommodate single riders or individual groups; larger buses and trolleys will roll with no more than 50% capacity;
- (5) **This is a shopping and buying Market.** That means you will be asked to make appointments prior to your showroom visits. Exhibitors are handling this in several ways: offering online scheduling, booking appointments directly with your account rep, or having you call a special number to arrange your private visit;
- (6) **The good news for designers?** You'll be able to see all of your vendors without feeling the squeeze of so many others vying for time and showroom space;



Still Rolling: High Point Market's Go-Anywhere Shuttles
Photo Courtesy High Point Market Authority

- (7) **The bad news for designers?** Few, if any, live educational and social programs are planned, in order to maintain social distancing and group size requirements;
- (8) **But even the bad news is good news.** Whether you come to Market in person or sit this one out, there are tons of live and taped showroom tours, educational programs, and other events to take in. Watch the Events page on the HighPointMarket.org website for all the goings-on.

Carolinas Chapter Honors Furniture Today with

10th Anniversary Luminary Award

Submitted by Dawn Brinson, FIFDA

Marking the 10th anniversary of its esteemed Luminary Award gala honoring professionals of esteem and creativity, the Carolinas Chapter is pleased to announce that *Furniture Today* and its sister publications have been named the Luminary Award winner for 2020. Normally feted at our Night of Luminaries and Rising Stars each November, this year's gala has been moved to April 28, 2021.

Launched in 1976, *Furniture Today* rose to prominence covering all aspects of the furnishings and décor industries. Its success spawned numerous other publications, including *Home Accents Today*, *Designers Today*, *Casual Living*, *Kids Today*, and *Home Textiles Today*. These publications have reported on every major change and industry innovation over the last 44 years, riding out the industry's ups and downs, always remaining the stalwart voices of the home furnishings world.

Today, *Furniture Today* is owned by BridgeTower Media, part of the Gannett media holding company. It remains based in the Piedmont Triad of North Carolina, where it maintains its headquarters and primary editorial offices in Greensboro. Helmed by editor-in-chief, Bill

Furniture Today

McLoughlin, *Furniture Today* now encompasses print, online, podcast, video, and social platforms. The editors create custom content as well as daily e-news feeds, a weekly print magazine, and live events across the country. Its reporters quite literally travel the globe to keep its followers abreast of everything important to the home industries.

During our Night of Luminaries and Rising Stars, we will celebrate everyone who has worked for *Furniture Today* and all its associated publications. The Chapter will also bestow the Rising Star appellation on the most gifted senior design students from colleges and universities across the Carolinas and southern Virginia.

Details on the Night of Luminaries and Rising Stars will be available soon.

Carolinas Chapter

Steelyard Surveys Covid's Impact, Designers' Responses To New Challenges

Highlights: Significant Shift to Business On-Line; Designers Want Samples, Touchless Shipping, Product Reviews

Submitted by Dawn Brinson, FIFDA

Steelyard, the largest digital sourcing platform for designers, surveyed interior design professionals from all size businesses and buying strengths to learn how they felt about their business, given the state of the world in 2020.

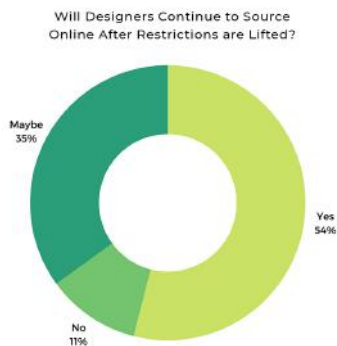
Entitled *Impact of COVID and How We Do Business Going Forward* the survey is part of Steelyard's ongoing initiative to better align the needs of design professionals and brands that serve that market. While "challenging" was an often heard word, the survey highlighted the resilience of the design industry.

According to Steelyard CEO Shawn Hughes, "All respondents said some portion of their business has shifted online during the pandemic: for 30 percent, 50 -100 percent of their business with

designer offered a unique idea relating to the hybrid online/IRL needs of designers: a "sit kit" ... (something) with tied springs so you could try on different cushions and send to clients to experiment with. With no showrooms nearby, giving clients a concept of how the upholstery feels is often an issue."

It was noted that designers regularly give their business to vendors whose online sites provide greater product detail and visual imagery.

Shipping was another hot topic. Varied shipping options that address social distancing averaged a 7.3 on the sliding scale. As one designer summed it up: "...more drop ship/white glove options. I tend to have an older clientele, and they are quite concerned about the virus. The fewer hands on an item, the more comfortable they feel."



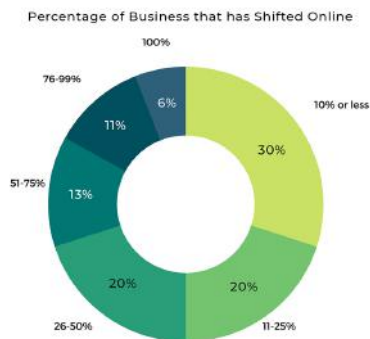
clients is now conducted online."

However, designers stressed their continuing reliance on physical samples of finishes, fabrics, and such. Samples "will always be important to us, regardless of how much we do on line," as one designer said. On a scale of 1-10, "finish/color/fabric samples" rated a 9.2. In fact, 70 per cent the respondents gave samples a 10.

"If we must shop online or by catalog, we need samples to touch and feel and romance to our client," one designer said. Many others said they need two sets of samples: for virtual presentations and to comply with distancing guidelines. "One set for me and one sent to the client/job site."

A surprising result from the survey: virtual appointments with sales reps were ranked as the least important tool on the list.

More than half (54 percent) said they plan to do more of their product research and sourcing online even after restrictions are lifted. One



The Steelyard survey also found that transparency is key in shipping. One designer stressed the need for "honesty about supply chain disruptions and lead times." Another said, "let us know when ship dates change rather than making us call."

The need for transparency and communication extended to other areas as well. Said one designer who had 50% of her business move online, "If there is a shift of reps due to COVID...let us know. Also let us know what to expect with delays. We are still designing and servicing our clients and delays can be frustrating, especially when companies are not letting us know."

One final idea mentioned was the desire for product reviews from other designers.

"Our goal is that this survey will give all of us the knowledge and understanding to do more and better together," Hughes concluded.

To see the full results, [click here](#).

Carolinas Chapter

Custom Designs & Coffee To Go With

Carolinas Chapter Meets Young Maker

Submitted by Dawn Brinson, FIFDA

There's been a lot of buzz in the local design world about a young designer and fabricator who seems to be able to pull off an amazing variety of products in an array of mediums. So, we sought out this design unicorn, Justin Stabb of [Stabb Designs, High Point](#).

Partnering with the International Society of Furniture Designers (ISFD), our June meeting featured Justin via video conference, sharing his background, his company's capabilities and some of his design work. From custom stairs and railings to whimsical, overscaled lighting to tables and even a coffee truck (more on that in a moment), four-year-old Stabb Designs is the go-to company for others who want to see, first, if it can be made, and then to have it made, with beauty, functionality, and intricacy. Stabb has worked with high-end designers on a wide variety of custom creations and installations, including restaurants and other commercial entities; even a professional baseball team.

Just to show how unusually gifted he is – and what an impression he makes -- one of Stabb's former design professors in Rochester, NY, attended our video presentation to hear what Justin is up to now.



Justin Stabb, Dream Maker and Owner, Stabb Designs

The young maker is also making his mark in the High Point community and the industry as one of the driving forces behind the Prototype Manufacturing Center at the soon-to-open Congdon Yards. This space will permit makers to have access to manufacturing tools and space they otherwise could not afford. For this effort, he and his friend, designer Taylor West, were presented with the President's Award from the High Point Chamber of Commerce.

Now, back to that coffee truck. Justin's other passion is great coffee and the conversation that goes along with it. Using his fabrication skills, he built and outfitted a custom coffee truck and created yet another business, 83 Custom Coffee, which has been one of our city's major successes. So much so that the coffee truck now has a permanent home beside the building space Justin has renovated so coffee lovers have both inside and outside options for enjoying beverages, fresh-baked pastries, and community connections.



Custom Coffee Truck, High Point, NC

Florida Chapter

Florida Chapter Redefines 'Hot Spot' with Covid-Inspired New Initiatives

Submitted by Michelle Castagna

Florida has always been considered a vacation destination, but lately we have been considered a hot spot of a different kind....a COVID kind, which comes with a lot of restrictions on social gatherings. With these rules in place, we are acting responsibly and have not created any in-person events. It has been disheartening at times, as we all want to interact, but we know that this crazy time we are living in will pass.

In the meantime, our members report being extremely busy and seem to be thriving. We could not be happier to hear this news. We want to keep things light and fun during these challenging times, realizing that all of our members are experiencing changes in the way they conduct business and juggle things at home.

Figuring out a new way to navigate sometimes requires a little bit of thinking- outside-the- box, but our Board is always up for a challenge!

So...our most recent offerings have been:

- A fun virtual Bingo night that consisted of game cards using words directly tied to our industry and prizes donated by our wonderful sponsors.
- Virtual Charity/Volunteering opportunities were offered to our members. There are always ways to give back, even during a pandemic. See the attached if you are interested in doing something kind for others.
- We started an IFDA Florida YouTube channel where members are able to send us videos on their businesses, products they sell, something educational they have to offer, whatever they want (business- related, of course), and we can post them to YouTube so any member can access this info at any time. The channel has not yet gained the traction we hoped, but it is still a great offering with long-term potential if we continue to upload videos. Here is a link for anyone who wants to subscribe: https://www.youtube.com/channel/UCR8Wg9v3BEB6kolLfJ67x-Q?view_as=subscriber We would love to have your videos so please email any to MichelleC@ifdaflorida.com
- We have also started a new initiative called *IFDA Connects*. This is newly under development but we are encouraging our members to alert us when they refer business or do business with another IFDA member. We feel such connections should be acknowledged and utilized as proof of a member benefit: that we are actively doing business together. We also believe *IFDA Connects* can adjust the way we think about sourcing services and inspire us to think within the organization first before going elsewhere. It has been nice to see the connections that have been happening within our group! Our next Virtual Event will likely share this same name as we are creating a speed- dating type networking event via Zoom. Will let you know how it goes!

Overall, our social media platforms continue to grow. We have new prospects on the horizon for joining our wonderful organization



SEALING THE DEAL WITH A (PRE-COVID) HANDSHAKE:
Anthony Grant (left) and Florida Board member Ted Perella teamed up through the Chapter's new 'IFDA CONNECTS' sourcing initiative.

in the coming months. As we speak to people, we emphasize the importance of industry connections now more than ever. We all have a positive outlook on the future and feel grateful to be part of an industry that appears to be thriving right now despite all that is going on in our world. Stay Safe, Stay Healthy!

~ Love IFDA Florida

Florida Chapter

Been Wanting To Give Back?

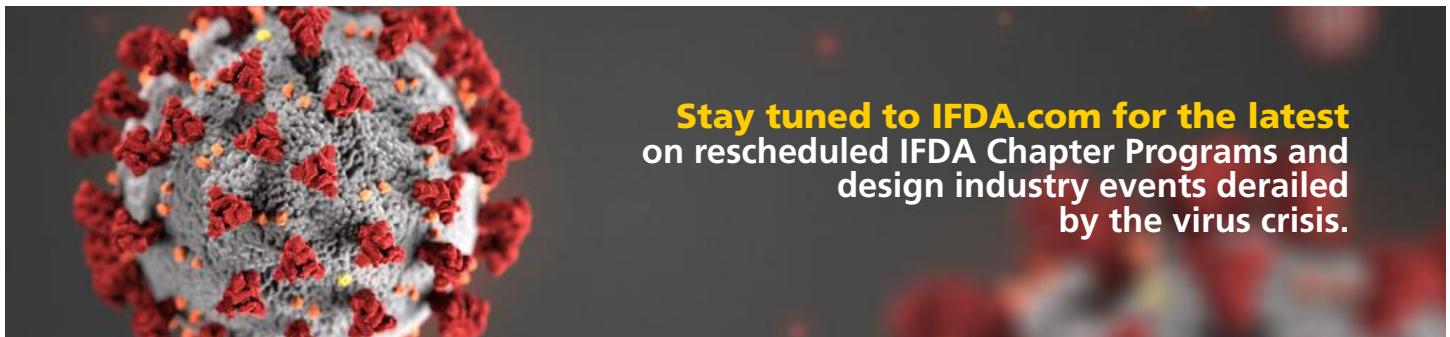
Florida Chapter Offers Options

Submitted by Michelle Castagna

- (1) Have your child read a book to an isolated senior through StoriiTime. (<https://www.storitime.com>)
- (2) Scan or edit books for people with reading disabilities through Bookshare. (<https://www.bookshare.org/cms/get-involved/volunteer>)
- (3) If you have a LinkedIn account, you can help answer career questions for students interested in your field. Learn more at Career Village. (<https://www.careervillage.org/about/mission/#become-a-mentor>)
- (4) Provide tutoring and/or advice to low-income high school students to help them succeed through UPchieve. (<https://upchieve.org/volunteer>)
- (5) Send online messages or mail letters of encouragement to nursing home residents and staff through the Adopt a Nursing Home Program. (<https://www.hireheroesusa.org/volunteer/>)
- (6) You can adopt a grandparent in London and have virtual video calls and keep their spirits high while in isolation through CHD Living. (<https://chdliving.co.uk>)
- (7) Sew emotional support blankets for Binky Patrol. (<https://binkypatrol.org>)
- (8) Help kids in need when you organize an online fundraiser for Operation Warm. (<https://www.operationwarm.org/start-a-fundraiser-2/>)
- (9) Send a card, letter or note once a week to someone undergoing chemotherapy. Apply at Chemo Angels. (<https://www.chemoangels.com/angel-pre-app>)
- (10) Identify New York Wildlife, map our galaxy or assist researchers in many other ways with Zooniverse. (<https://www.zooniverse.org>)



GIVING BACK: Florida Chapter member Leslie Excell, Excell Design Group, turns her talents to making masks.



Stay tuned to IFDA.com for the latest on rescheduled IFDA Chapter Programs and design industry events derailed by the virus crisis.

Illinois Chapter To Demystify Virtual Shopping Illinois Chapter Goes Virtual

Submitted by C. Beth Arntzen

What do you do when the virus won't let you visit a fave design resource? IFDA Illinois simply Zoomed instead to CAIDesigns Showroom and spent an hour or so this past July checking out the new on-line shopping tools that virtually bring the CAI showroom to the designers.

Thanks to technology, virtual members could take a 360-degree tour of the showroom to see what was on the floor, then access an online catalog affording easy product researches and price checks. There's also instant access to showroom personnel who can answer further questions. The tools are all geared to help designers work remotely and compete better with online vendors. Although the showroom is now open, with restrictions, it's a great time-saver, being able to do more from home before going into the showroom itself.

More than 30 people attended the event and attendees confirmed that the session was informative and agreed that the new tools will make their jobs easier. Plus, technology offered a great opportunity for us to showcase IFDA International and the Illinois Chapter, and promote membership.



Demystifying
Virtual Shopping
with Philip Chavez, Creative Director for C.A.I. Designs, and IFDA - IL

360 Virtual Showroom Tour
Shop Online Catalogs 24/7
Instant Chat Support

You're Invited
Wednesday, July 22
9:30am CST | Zoom Event

Learn how to shop for your clients 24/7 without leaving home using C.A.I. Designs' interactive online shopping tools.

You Can Go Home Again Illinois IFDA Welcomes Former Member's Return

Submitted by C. Beth Arntzen



IFDA Illinois is pleased to welcome Moanna Mower back to our chapter. Moanna has over 20 years of design and Staging experience and is an ASP (Accredited Staging Professional). She's also a Board member of the Greater Chicago Chapter of the International Association of Staging Professionals (IAHSP).

In February of this year, Moanna joined PAXEM, Inc. and is heading up a brand new Staging and Design division called PAXEM STUDIO. She is excited that Camille Sullivan, IFDA-IL Board Member, is working at PAXEM STUDIO as the lead designer.

Moanna is an inspirational person who really enjoys her job, her family, including four children, a grandchild and a beautiful "polar bear" dog, and her life! Helping people is her passion.



THE SHADE STORE

Transform your windows into works of art with a curated assortment of trims and tapes from the industry leader in fine passementerie, Samuel & Sons, now available in stock at The Shade Store.

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New England Chapter

New Decade, New Challenges

New England Tackles Key 2020 Issues

Submitted by Jacqui Becker

A veritable vanguard of design leaders will come together – virtually – Oct. 13 to consider strategies and seek solutions to two of the world's most challenging problems when IFDA New England takes an on-line look at "Sustainability in the Time of Climate Change."

Subtitled "New Decade, New Solutions for New England," the panel will include designer Lisa Tharp; architect JB Clancy of Albert Righter Tittman Architects; Bob LaFond of Terrene of New England and Boston Green Design, and Rachel White, CEO of Byggmeister Design Build. To be moderated by Jacqui Becker of Jacqueline Becker Fine Arts, the panel will discuss how they manage to stay at the vanguard of sustainability and innovation in New England.

However, their insider advice promises to be well-worth sharing beyond the borders of New England, so, thanks to modern technology, the virtual event will be open to other IFDA Chapter



New England panelists (from left): Lisa Tharp; Rachel White; moderator Jacqui Becker; JB Clancy; Bob LaFond.

members and design professionals. *Watch for the link, to be announced.*

The 3 p.m. event is supported by an Educational Grant from the IFDA Educational Foundation.

Announcing the NEW IFDA PerksMarketPlace



New! ADP Payroll Processing starting at as little as \$99/month!
Members with 15 or fewer employees can receive ADP wholesale payroll services pricing for as low as \$99/month. Members with greater than 15 employees can choose a lifetime 25% discount on ADP's payroll services, plus ADP waives your setup fee (\$200 value)! ADP offers Payroll Services, HR Support, Workers Compensation & Employee Benefits. You will also receive:

- Personalized support from a dedicated team of experienced associates who specialize in smoothly implementing payroll, compliance and HR tools or services.
- Timely Covid-19 services such as help with the PPP.

Give ADP the opportunity to perform an apples-to-apples comparison to determine improvements over your current setup.

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New Programs for Large and Small Members! Even sole proprietors and micro-businesses can enjoy these two new programs – Batteries + Bulbs and Ace Hardware!

Batteries + Bulbs - 60,000 Varieties of Batteries and Bulbs, Smart Phone and Tablet Repair

Save up to 73% off Regular Retail Pricing on approximately 85 core items; Access an assortment of 60,000 quality batteries, light bulbs, accessories and more! Commercial discounted rate on all items plus:

- Special Device Repair Program keeps your critical devices up and running
- Recycling services for your spent batteries & bulbs
- Facility Lighting Site-Walks help identify energy company rebate programs available to you
- 700 locations nationwide open 7 days a week plus online store

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Announcing: Savings with ACE Hardware! 10% off your purchase online & participating retail stores

- 10% off tools, including premium brands like Milwaukee
- As a member, you get exclusive discounts on paint, cleaning supplies, hand and power tools, HVAC, etc.
- Key cutting and screen & window repair to paint, machine rental and more
 - Easy in-store pickup and delivery

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Announcing - new, lower shipping rates with UPS!

- 50% on Domestic Next Day / Deferred
- 30% on Ground Commercial / Residential
- International: 50% on Export / 40% on Import / 25% Canada Standard
- Savings begin at 75%* on UPS Freight® shipments over 150 lbs.
- In addition, members can take advantage of UPS Smart Pickup® service for free

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HP Labor Day Sale! Save up to 60% on select products plus get free shipping and easy returns. Regular discounts as high as 35% with free shipping on a wide range of HP products.

SHOP 1-800-888-6039 and reference company discount code EP18684

▶ [SHOP ONLINE](#)



Sterling sets an elegant table – and a healthy one. A tablescape in the Alden Parkes showroom at High Point Market features place settings from Reproductions, Inc.

NY Chapter Red Alert Re/ The Corona Crisis Banish Stainless Steel; Bring Out The Sterling

Submitted by Mary Knackstedt, IFDA New York

COVID-19 is changing many things, including the materials we use in our work and our own daily lives.

With our heightened concern about pathogens, viruses, bacteria, and all forms of contaminants, we need to look beyond the current pandemic to anticipate what may be coming next. In mid-summer I watched a Metropolis magazine-sponsored session on the science behind designing healthy spaces. It brought together participants from across the US and Scandinavia, including architects, scientists, and hygienists -- the first time that I realized that architectural firms are hiring hygienists as part of their team.

One of the major concerns that we in the design business must constantly deal with are *touch surfaces*, things constantly being touched, often by many people. Here's a red alert: stainless steel, a highly regarded material we've long been using in many ways, is now suspect. Stainless steel harbors bacteria and viruses, and the experts are encouraging us to not use it for any touch surfaces. Instead, they're suggesting chrome, copper, and, of course, silver,

which has long been known to be antimicrobial. Hospitals use silver-infused dressings on wounds, and silver threads woven into textiles – including socks – are said to have inherent bactericidal properties.

It makes me want to celebrate silver flatware. Learning long ago that stainless steel can support bacteria, I have always used my sterling silver for every day, not just special occasions. If you use it, you really don't need to polish it very often. I also put it in the dishwasher. Even my Tiffany silver (yes, I'm careful to avoid detergents that contain lemon or other damaging chemicals).

So I encourage you to encourage your clients to bring out the silver they received as a wedding present, or perhaps inherited from their mothers or grandmothers. Use it, enjoy it. Silver sets a beautiful table and will make every meal extra special (as well as healthy).

NY Chapter NY Adds Another 'C' -- For Cooking'-- To Popular Networking Gig

Submitted by Rose Hittmeyer

It was a natural: what with Covid confining everyone to home – and kitchen – the New York Chapter decided to crowd us all in there (virtually) to drool together as Co-President David Santiago zipped off one of his famed vegan specialties.

It was our latest variation on the popular **Cocktails, Conversations & Connections** (CCC) networking event the Chapter has been throwing on first-Mondays for the past decade to party with our members and entice new ones. In Real Life, we used to converge on whatever bar was new and hottest in NY town.

But then came Covid. And instead of clipping our wings, it has made our imaginations soar on the wings of Zoom technology. We added another 'C' -- for Covid -- to our CCC invitation and staged fun nights like a "Mask-Q-Rade" (Q for quarantine) and a laugh-a-thon (sharing fave Covid funnies).

So there we were in August, watching cool David saute portobellos and steam broccoli a la any other famed TV chef. And since every chef has a cookbook, we published one ourselves – recipes and photos from Chapter members and guests, like Ellen Kravet, who shared **"Grandma Sarah's Old World Chicken Soup"** recipe, and Fisher & Paykel's Chef Ambassador Ludo Lefebvre, who offered a golden **"Summer Gaspacho."**

There's talk of expanding our opus and turning it into a fundraiser, perhaps for the Educational Foundation. We'll CCC what happens. Stay tuned. Stay safe. Stay hungry.



THE IFDA NY CCC + C COOKBOOK

(COCKTAILS, CONVERSATIONS, AND CONNECTIONS + COVID)

Quarantine 2020

GRANDMA SARAH'S OLD WORLD CHICKEN SOUP

INGREDIENTS

6 chicken breasts, washed, with skin left on
6 sweet onions
12 carrots, washed and sliced
12 celery stalks, washed and sliced
2 bouquets of fresh dill, rinsed, then each bouquet tied together with white thread
6 parsnips, washed and sliced
3 turnips, washed and cubed

DIRECTIONS

Fill a large pot with water, approximately 2/3 of the way to the top. Place 6 chicken breasts in water and let boil for approximately 25 minutes. A light foam may rise to the top of the pot. Skim the foam off with a large fork and discard foam. Add onions, carrots, celery, dill, parsnips and turnips. Turn down stove to a low boil. Let cook for approximately 1 hour. Remove chicken pieces with tongs. Let chicken cool on counter. Remove the dill bouquets from the pot and discard. Turn pot to simmer, for approximately 2.5 more hours, until all ingredients are soft. Serve the same day/evening. There will be enough for several days. Serve the chicken with the soup, or add the chicken to the soup before serving. For enjoying soup the next day or two, place all in refrigerator. There may be some fat that rises to the top after refrigeration, so merely skim this off and discard. Enjoy it all!

From the kitchen of Ellen Kravet ~
Bethpage, NY An IFDA NY Sponsor!



"Our grandmother used to make this soup every week for the Sabbath. When we walked out of the elevator in her Brooklyn apartment building, we could smell the soup, leading to her door. It meant family, warmth, and comfort."



Su Hilly in her kitchen with her best cooking utensil, a glass of wine!

ROAST SALMON FILET WITH GINGER AND SOY

The secret to this salmon recipe is in the roasting. Just a few minutes in a hot oven creates a moist fillet with a delectable crusty exterior.

Serves 4 to 6

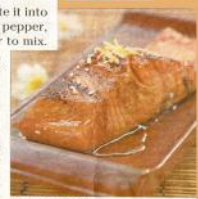
- 1 1/2 to 2 pounds center-cut salmon fillet, skin removed
- 1 to 2 shallots, finely chopped
- 1 to 2 tablespoons freshly grated ginger
- 1 tablespoon fresh lime or lemon juice
- 1 to 2 teaspoons kosher salt
- Freshly ground pepper to taste
- 2 to 3 teaspoons brown sugar
- 1 1/2 tablespoons extra-virgin olive oil
- 1 to 2 tablespoons light soy sauce

Preheat oven to 425°F.

1. Cut fillet into 4 to 6, 1 1/2-inch widths
2. Peel a 1 to 1 1/2-inch knob of ginger and grate it into a small bowl. Add chopped shallots, salt, pepper, brown sugar, olive oil and soy sauce and stir to mix.

Place fillets on a parchment-lined baking sheet and spoon the mixture equally over each fillet. Marinate for up to 20 minutes at room temperature.

3. Roast salmon in preheated oven about 8 minutes. Fish will be slightly pink to rare in the center. If you prefer to cook your salmon to medium doneness roast 2 to 3 minutes longer.



Rose's Chicken Fresh-Tomato Parm

- 4 Chicken cutlets: Sliced thin or pounded thin
- Container of cherry or grape tomatoes
- Garlic chopped
- 2 Tbsps Olive oil
- Basil (fresh is better, dried is fine)
- Salt and pepper
- Sliced Mozzarella cheese



- Slice tomatoes in half (see Rose's quickie way to slice them)
- Put Olive oil in sauté pan with garlic, add tomatoes, basil and S&P
- Cook until they are soft and sort of a lumpy sauce
- Pound chicken thin or use thin sliced chicken cutlets
- Put Cutlets on your grill/broiler/sauté pan/ grill pan. When you flip the cutlet to the second side put warm tomatoes on top of each portion, and add the sliced mozzarella on top.
- Cook until cheese is melted

Serve with tossed green salad or grilled veggies, and Wine!



Philadelphia Chapter

Philly Chapter 'STIRs' Up Students' Interest In Design

Submitted by Rene Schleicher

Seizing on an opportunity to engage and inspire the student community during the Covid lockdown, IFDA Philadelphia utilized Zoom to present a series of summer events designed to STIR (Socialize, Teach, Inspire and Reconnect) their interest in design careers.

Launched in mid-June, the first STIR for students featured award-winning interior designer and fellow IFDA member Kathleen Penney, Kathleen L. Penney Interiors, Inc. Kathleen shared her industry journey during the past 20 years, from her own design education to the growth of her successful design business.

Guest speaker for the Chapter's second STIR for students in late July was Christopher Hansen, a co-founder of CRiSCO & FRiSCO, a residential design firm in Philadelphia, and also a faculty member at Moore College of Art.

Christopher shared his experiences during 18 years in the interior design industry, which included coping with the 2008 financial crisis, and his decision to start his residential design firm, CRiSCO & FRiSCO. He also pointed out that the COVID-19 pandemic has left a lot of students with anxiety about how they will enter the workforce or set up their own businesses as freelancers. He further discussed tools and strategies, as well as occupations within the industry that go



Speakers Kathleen Penney and Christopher Hansen

beyond internships, becoming a draftsman or designer per se.

Organized by Chandini Mathur, Student Liaison member on the Philly Board, STIR events have been a great success, engaging more than 50 attendees, including a mix of students from design schools, IFDA members and guests.

Philadelphia Chapter Mourns Loss Of Bill Muller, 28-Year Member

Submitted by Rene Schleicher

It is with heavy hearts that we report the passing of a dear friend and valued IFDA member, Bill Muller. Bill, a manufacturer's representative, started his career as a partner in Webster Carpet with his brother Kurt. From there, he branched out to represent multiple lines, including furniture, fabric and wallpaper for such companies as McKinley Leather Furniture, Vallahan, Burton James, Maxwell Fabrics, Sarreid, Webster Carpet and Rugs, Fremarc, and Alden Park.

Bill was a member of the IFDA Philadelphia chapter for 28 years, during many of which he also served as a Chapter sponsor. His unparalleled knowledge, expertise, and numerous connections in the interior design field were a great benefit to the Chapter and its members.

We will never forget the energy Bill brought everywhere he went, and the dedication he portrayed in every endeavor, as he truly loved his job. His



Not to be forgotten: Bill Muller

presence and welcoming smile would light up the room, and he was always looking for opportunities to help others succeed in their design businesses.

Outside of work, Bill loved fixing up his 111-year-old house, swimming, bike riding, singing along to music videos, and cooking. Often, we would hear him telling stories about his cats! He was a big family man, supporting his three daughters by attending and helping out with their extracurricular activities in their schools' marching band and color guard.

Bill was truly an asset to IFDA. He will surely be missed but never forgotten.

Philadelphia Chapter

Client Wants A Smart Home? New Technology Integrator To The Rescue

Submitted By Dave Gilbert, FIFDA, General Manager BRAVAS Philadelphia (formerly Hi-Fi Sales) IFDA National Treasurer/ Past National President.

To a large extent, home automation and technology are inevitable in the modern home. When poorly designed or deployed, technology can be frustrating for both the designer and their clients. For a designer, there can be few more exasperating experiences than having carefully crafted designs spoiled by aesthetically incompatible technology. Automation promises ease for the homeowner, but too many times the experience is less than enjoyable. While some problems may be minor, they can have a disproportionate effect on the luxury home experience.

Achieving the balance right takes skill and experience.

In 2019, a new company, called Bravas, was formed, bringing together 15 of the nation's top luxury home technology integrators (including Hi-Fi Sales in Philadelphia). While Bravas is the first real national company in the field, we have not lost our local touch. In each of the cities where we have locations (Atlanta, Austin, Baltimore, Boca Raton, Colorado, Dallas-Fort Worth, Houston, Indianapolis, Kansas City, Little Rock, Minneapolis, Nashville, Oklahoma City, San Francisco, and Philadelphia) we also have active local teams, more than 300 professionals who complete more than 3,500 projects a year.

Even though we are a nationwide company, our branches think locally first. As the HiFi Sales team transitioned to become Bravas Philadelphia, our purpose was to increase our reach and expand the

range, while continuing to provide designers a local team backed by a larger organization, with access to resources, products, solutions, and anything else a designer may need, including education regarding residential technology. We believe education is a crucial factor in growing our trade partner relationships.

Bravas knows that residential technology that is too difficult for the homeowner to use is also a problem for the builder, the designer, or architect. As residential technology designers, we become an integral asset of the design/build team. As our Technology Integration Specialist Kyra Winsky put it, "it is our job to work with the design/build team to construct a technology experience that includes a comprehensive understanding of the design of the space, and its use, a thoughtfully designed system, comprehensive engineering, efficient installations, custom programming and calibration, and around-the-clock post-installation client support."

Give us a call and a Bravas Outreach Specialist can introduce you to all the opportunities to add value to your services.

Richmond Chapter

Unmasked and Merry

Submitted by Paul Lamborn

Happy hour was especially happy last month for Richmond IFDA members who turned out for the Chapter's popular "Design Chat." For the first time since the virus crisis took over our lives months ago, they could actually see each other smile!

"It was our first face-to-face event since last winter. No masks," reports Chapter President Paul Lamborn. Held at a destination restaurant, Bartizan, in the chic little community of Short Pump, the bare-visage event attracted a score of members and first-time guests, who celebrated over cocktails and dinner. The Chapter's "Design Chats," a regular monthly event since the Richmond Chapter was launched, have proved to be an effective tool for recruiting new members, Paul points out.



At a pre-Covid 'Design Chat:' Richmond President Paul Lamborn (left) and former Chapter President Guy Gazzilli.

Washington DC Chapter

Washington Chapter Convenes 'Knowledge College' on Zoom

Submitted by Jeanne Blackburn

The world may have gone virtual, but one design reality still holds true: Good photography matters in today's market.

Two seasoned professionals underscored that reality when the Washington Chapter offered its first virtual Knowledge College in early May, a well-received program presented by Stylish Productions, the innovative photography business founded by national magazine writer/stylist Charlotte Safavi, along with widely published photographer Robert Radifera.

The duo shared their respective backgrounds and expertise, and explained their approach to obtaining memorable imagery. So when anyone can take pictures with a phone, why does good photography matter in today's marketplace? Because, as the speakers pointed out, good photography feeds appetites for visual media, including Instagram and Facebook, and provides content offered on Houzz and Pinterest, and branding via websites.

The speakers also updated Chapter members on the state of publishing today, and fielded inquiries in the Q&A that followed (which attracted both DC members and at least one IFDAer from the Florida Chapter!)

July's virtual Knowledge College, presented by Design Manager, featured the Designer CPA Peter Lang and Lindsay Paoli offering "Steps for Businesses to Recover from the COVID-19 Pandemic." The two presenters offered sound and sensible advice to help small business owners start to recover from the business challenges everyone has faced during the pandemic.

Acknowledging that every year business owners spend time listing short and long term goals they would like the business to achieve, they pointed out that last January the New Year ushered in a new decade, "and 2020 had promised to be the best year yet. We could have never envisioned how quickly the COVID-19 pandemic would jeopardize these goals and leave business owners hoping their business would still be in existence by the end of the year."

With more and more states gradually reopening in the United States, business owners now have to focus on recovery. Design Manager urged every business owner to start focusing on new goals for the rest of 2020.

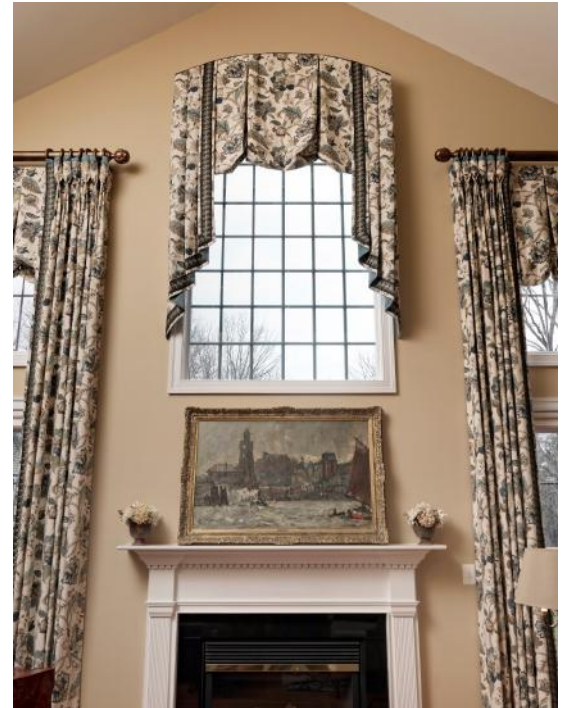
ReThinking a McKenzie Child's Chair for Chair-ity. DC Member Jennifer Schweikert, principal of JMS reDesigns in Burke, VA, recently redesigned a chair from the famed New York company to be auctioned off to "provide the comforts of home to those in need."

The auction was held by The Nest Collective, which provides furniture and household goods to communities across northern Virginia. Nest clients include families and individuals who are overcoming homelessness, escaping domestic violence or recovering from crisis or disaster. For the design challenge – repurposing a chair with a new inspired design – Jennifer chose a chair by the company whose



Linda Bassert of
Masterworks Window
Fashions & Design, LLC

Challenging windows,
prize-winning solution.



intricate and colorful designs have graced their eponymous pottery for decades.

"It was a pleasure to contribute to the worthy cause of the Nest Collective, and pretty much sums up my reason for being an interior designer in the first place", Jennifer said.

DC's Linda Bassert takes first place in 'Vision' award. Presented by Window Fashion VISION magazine, the one-of-a-kind international competition is the "Academy Awards" of the window covering industry. It recognizes window treatment workrooms and interior designers who submit their best in draperies, top treatments, shade installation, and other window fashions in a variety of categories.

Linda's winning project was a cohesive Great Room custom window treatment design for a combination of a large arched window above a fireplace, and four two-story windows flanking the sides of the fireplace. The fabric and trim choices were selected to complement the client's art collection in a home in Vienna, VA. Light control was provided by automated Hunter Douglas Solera shades.

"It is a real honor to recognize the hardworking people who contribute so much to our small but mighty industry," said Sophia Bennett, editor-in-chief of Window Fashion VISION. Linda is the driving talent behind Masterworks Window Fashions & Design, LLC, located in Fairfax, VA.

Knowledge College Presenters



Good marketing needs good photos:
Charlotte Safavi



Well-known photographer
Robert Radifera



How to recover after lockdown:
Peter Lang, CPA



Set new goals, post-Covid:
Lindsay Paoli



Jennifer Schweikert's chair-ity chair 'before'



All spiffed up, 'After' Jennifer's magic

Educational Foundation

Hats Off To IFDA Educational Foundation Design Student Scholarship Winners For 2020

Students Committed to Enhancing the Quality of Life Through Interior Design

Submitted by Sarah Fletcher

The Educational Foundation (EF) of IFDA announced its design nine student scholarship winners for 2020 who received a total of \$18,000.

"Congratulations to the winners! We are delighted to award scholarships to these talented individuals who are emerging in the design and furnishings industry," said Gail Belz, IFDA, Chairman of the Board of the Educational Foundation of IFDA. "We continue to be committed to improving our industry by supporting students and enhancing awareness through educational and philanthropic programs."

The winners share a passion for creating interior environments that are healthy, sustainable and enhance the quality of life. They are as follows:

Alexander Nguyen of University of North Carolina, Greensboro won the **IFDA Leaders Commemorative Scholarship** for \$1,500 open to undergraduate students. Nguyen, a first-generation Vietnamese American, is committed to quality of life issues in interior design. At university, he learned the principles of interior design that benefit both people and the natural environment. As a student leader, Nguyen enjoys making connections with his classmates to share the path to becoming a professional designer. In the 2019-20 school year, he served as IIDA Chapter President and increased the membership rates by hosting multiple professional events. Nguyen is currently finishing his Bachelor of Fine Arts in Interior Architecture.

The **Part-Time Student Scholarship** for \$1,500 open to undergraduate students was awarded to **Rebecca Covarrubias** of Woodbury University in Burbank, CA. Born in Chicago, IL, she moved with her family several times before settling down in Rancho Cucamonga, CA. She is currently working to complete her BFA in Interior Design with a minor in Marketing. Covarrubias would like to pursue a master's in Interior Architecture after working in the field.



Alexander Nguyen



Rebecca Covarrubias



Molly Taylor



Samantha Fonseca



Daniela Mujica



Elizabeth Goebel



Lenna Keshishian



Cary Reynolds



Lauren Smothers

Through her Mexican heritage, passion for socio-cultural aspects and protecting the environment, Covarrubias is dedicated to the spatial experience, historic preservation and sustainability.

Molly Taylor of Mississippi State University (MSU) was the winner of the **IFDA Student Member Scholarship** for \$2,000 open to undergraduate students. Although originally from Memphis, TN, Taylor is currently pursuing her Bachelor of Science in Interior Design

at MSU and belongs to IFDA's Virtual Chapter, where she is able to connect with various industry leaders from across the globe. After graduating, Taylor intends to enter the healthcare design industry where she aspires to take part in planning a children's hospital while practicing evidence-based design. Taylor is passionate about using her talents to create inclusive spaces for all groups of people.

Samantha Fonseca of Appalachian State University in Boone, NC, won the **Ruth Clark Furniture Design Scholarship** for \$3,000 open to undergraduate or graduate students. She is a senior studying Industrial Design with a concentration in Furniture Design. Fonseca has always had an interest in the arts, from digital drawing to baking to painting, but didn't think she could explore those creative interest within a college degree. She discovered Furniture Design by chance on the schools list of majors and "instantly fell in love with it." She is amazed at being able to weld, construct tables and lamps or to use 3D modeling programs. After graduation, Fonseca hopes to work in the residential market, and to be able to not only design her work but to fabricate it as well!

Daniela Mujica of the University of Florida was the winner of the Verceille Voss **IFDA Graduate Student Scholarship** for \$2,000. An international student from Bogotá, Colombia, she graduated with a Bachelor of Arts in International Studies and Political Science from University of North Florida and later on at the University of Florida she was offered the opportunity to apply her background in research to a design-related field. She has successfully completed her first year of her master's in Sustainable Interior Design. "I believe that good interior design must be supported with research; it is the best way to assure our final product has a positive impact on people's experience in the interior space." Mujica's long-term goal is to have her own design firm that will successfully provide healthy, safe and aesthetically pleasing spaces for people, particularly students.

Elizabeth Goebel of North Dakota State University won the **Tricia LeVangie Green/Sustainable Design Scholarship** for \$1,500 open to undergraduate students. Goebel was born and raised in Williston, ND. Currently, she is a fourth-year student majoring in Interior Design while pursuing minors in Sociology and Natural Resource Management (NRM). Goebel says learning about NRM and taking other sustainability courses has taught her how important it is to create eco-friendly spaces. In the future she plans on completing NCIDQ testing, becoming LEED AP certified and working at a sustainability-focused firm. She enjoys outdoor activities such as traveling, hiking and camping so preservation is important to her.

Lenna Keshishian of The New School - Parsons School of Design in New York City was honored with the **Barbara Beckmann Textile Design Scholarship** for \$3,000 open to currently enrolled full- or part-time undergraduate and graduate students with course emphasis on textile design. Keshishian is an artist who studied Visual Studies at the Tyler School of Art at Temple University in Philadelphia, PA, and graduated with her BA in December 2016. Born and raised in Rockland County, NY, she began her artistic exploration at the

Art and Design Studio of Rockland. There, she learned traditional drawing and painting practices as a foundation of her skills. Working as an assistant art teacher at this studio throughout high school gave Keshishian confidence in her abilities as an artist. Going on to study fine arts in college, she explored and experimented with various mediums. From this exploration, she has developed a passion for silk-screen printmaking and textiles, specifically embroidery, beading and weaving. Her most recent work is inspired by her heritage as an American Armenian and her spiritual experiences growing up in the Armenian church. Keshishian is eager to return to school to obtain her MFA in textiles at Parsons School of Design in Fall of 2020.

Cary Reynolds of Mississippi State University (MSU) was named the winner of the **IFDA Philadelphia Scholarship** for Furniture Design for \$2,500, open to two- three- or four-year undergraduates. Hailing from Amory, MS, Reynolds received an Associate of Arts from Itawamba Community College in 2018 and he is currently working on his bachelor's at MSU. He is majoring in Interior Design and minoring in Landscape Architecture. He is a member of the ASID Student Chapter and the Fashion Board at MSU. He plans to begin his career in Interior Design and move towards product design in the future. Reynolds aspires to have a line of products of his own.

Lauren Smothers of Iowa State University (ISU) was awarded the **Window Fashion Certified Professionals Fast Track Scholarship** for \$1,000 (one full registration for the webinar series) that is open to undergraduates in a two- or three-year design school program. Smothers is a Cedar Falls, IA, native and will be starting her junior year as an Interior Design major in the College of Design at Iowa State. She has been interning with the Facilities, Planning, + Management Department at ISU where she works with designers on projects on buildings on campus. She is grateful to have the opportunity to participate in Window Fashions Certified Professionals Fast Track Certification to gain an in-depth appreciation of window treatments in the design process. Smothers is a member of the ISU Interior Design Student Association and Women Who Design Club. She will be expanding her education, gaining experience and exploring career interest through a summer 2021 internship and studying abroad in Italy for the fall 2021 semester.

Please join us in giving these promising design students a virtual round of applause!

MEMBERSHIP UPDATES

IFDA Welcomes Our 15 New Members

ARIZONA PROFESSIONAL

Danny Mejia
White Canvas

FLORIDA PROFESSIONAL

Kristen Golov
Cambria

Deborah Gregg
Deborah Gregg Interiors &
Staging

Jennifer Marino
Interiors By Brown

Kelly O'Neil
Kelly O'Neil Interior
Design, LLC

FLORIDA PROFESSIONAL

Andrea Stevens
Cambria

ILLINOIS PROFESSIONAL

Moanna Mower
Paxem dba Paxem Studio

Nicole Zdanow
Stevi Lily Designs

NEW YORK PROFESSIONAL

Joanne Douds
Weichert Realtors

NEW YORK PROFESSIONAL

Meg Estevez
Emerald Expositions /
NYNOW

Lorraine Meyer
Saks Fifth Avenue Flagship

Fernando Rodriguez
Stewart Rodriguez

Zahava Schwartz
Clear Eyes Imp. LLC

STUDENT

Brittany Iadanza
Kent State University

PHILADELPHIA PROFESSIONAL

Michele Plachter
Michele Plachter Design

RICHMOND PROFESSIONAL

Liz Hart
Liz Hart Designs, LLC

VIRTUAL PROFESSIONAL

Jenna Baechele
Charmed House Interiors

Mark Campbell
Forged By the C

VIRTUAL STUDENT

Jacquelin Blegen
Rocky Mountain School of
Art & Design

Stephanie Fox-Dixon
Interior Design Institute

Leslie Longley
Interior Design Institute

WASHINGTON PROFESSIONAL

Angela Roy
Angela Newton Roy
Photography

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Janet Stevenson, FIFDA

Ida McCausland

Linda Kulla, FIFDA

Fellows Committee

Gail Belz, FIFDA, Chair

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Editor in Chief

Linda Kulla, FIFDA, Exec. Dir.

Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair

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Sponsorship Committee

Janet Stevenson, FIFDA, Chair

Linda Kulla, FIFDA, Exec. Dir.



All members of the International Furnishings and Design Association are members of the Educational Foundation. IFDA-EF is the philanthropic arm of the Association. IFDA-EF offer grants to our members to help them expand their knowledge and strengthen their careers. The student scholarships assist those that are studying to be future leaders in our industries. IFDA-EF's funding comes primarily from Chapter donations but more is needed. When you are planning your end of year charity donations, please keep the IFDA Educational Foundation in mind. As members of IFDA, we feel strongly about our industries and our Association. We should support the IFDA Educational Foundation with the same zest.

IFDA Educational Foundation is a non-profit, tax exempt, 501©(3) organization. Its nine scholarships support both full and part-time undergraduate and graduate students in the areas of interior, green/ sustainable, product and textile design. In addition, 13 grants support professional development opportunities for IFDA members and other design industry professionals, as well as needed resources for design schools. Visit [instagram.com/ifdaef/](https://www.instagram.com/ifdaef/) and [facebook.com/ifda.educational.foundation/](https://www.facebook.com/ifda.educational.foundation/)