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And What Do They Want From
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Professional Grant Winners
For 2021

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Philadelphia Chapter - Amy Flurry tells how to capture the attention of the media.

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

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President's Message



IFDA President
Dawn Brinson, IFDA

Hello, Everyone, and welcome to 2022!

Last year... what can I say?... was so 2021. For a lot of us, business was fantastic; then it was trying; and frustrating; and invigorating. It demanded we open our eyes, our minds, and our creativity in ways we might never have done otherwise. For that, let's be grateful (with a small side dish of exhaustion.)

And now that Mother Earth has gone around the sun once again, we can turn our faces to the emerging light of a new year. And, thanks to literally thousands of industry professionals who preceded us, this journey around the sun - 22 - is a most auspicious one for IFDA. We are the IFDA generation that has the good fortune to celebrate this organization's 75th anniversary.

Think of it. How many companies make it for 75 years? Not many. How many partnerships last 75 years? Very few. How many industry associations have survived for 75 years? By all counts that I can find, only one: us. That means through all the ups and downs, the tough times and the salad days, we stood firm in our belief that collaboration, support, ethics, and professionalism win. We adjusted the sails numerous times, failed occasionally, and rallied often.

So, we should and **we will** party like it's 2022. Because you deserve it. Because those who founded our association deserve it. And all the thousands of designers, educators, executives, media professionals, suppliers, vendors, students, craftsmen, builders, artisans, business owners, and others who have been a part of IFDA for the last 75 years, deserve it. Cheers to 75 years!!

Keep the sunshine on your face, my friends.

Dawn

IFDA President
Dawn Brinson, IFDA

Color Us Tentative?

Submitted by Rose Gilbert, FIFDA

It may be just me and my love for energetic hues, but the Colors of the Year 2022 seem to document the world's maudlin mood two-plus years into this global malaise: scared, timid, gloomy. Never mind the positive spin the color companies try to put on their choices – there are a lot of lovely adjectives in the accompanying copy – but there's no zing and little joy. See for yourself.

Benjamin Moore's Color Trends 2022 Palette is highlighted by October Mist. They call it "harmonious yet diverse, reliable yet whimsical, and meditative yet eclectic." I call it Last Year...and the year before. Before that, remember, there was "Caliente," an exclamation mark! of a color.

Introducing Color Of The Year 2022
October Mist 1495

Sherwin Williams' headliner for 2022 is Evergreen Fog SW 9130. "A versatile and calming hue, a chameleon color of gorgeous green-meets-gray, with just a bit of blue. It's a simple but sophisticated wash of beautiful, organic color for spaces that crave a subtle yet stunning statement shade." So they say. Gray is gray.

Visualize Evergreen Fog in your space
Get a fresh start with a restorative shade that breathes freshness into modern interiors.

By contrast, **Pantone's Color of the Year 2022, Very Peri 17-39 38, is a virtual riot, a color** "whose courageous presence encourages personal inventiveness and creativity. We are living in transformative times. PANTONE 17-3938 Very Peri is a symbol of the global zeitgeist of the moment and the transition we are going through. As we emerge from an intense period of isolation, our notions and standards are changing, and our physical and digital lives have merged in new ways. Digital design helps us to stretch the limits of reality, opening the door to a dynamic virtual world where we can explore and create new color possibilities. With trends in gaming, the expanding popularity of the metaverse and rising artistic community in the digital space PANTONE 17-3938 Very Peri illustrates the fusion of modern life and how color trends in the digital world are being manifested in the physical world and vice versa."

Maybe, but timid is timid.

PANTONE 17-3938 Very Peri

Who Is the Modern-Day Employee ? And What Do They Want from a Company?

By Eileen Hahn, Leadership Consultant

REPRINTED FROM WINDOW FASHION VISION MAGAZINE, COURTESY IFDA DIRECTOR GRACE MCNAMARA

Characteristics, values and needs of the workforce of 2021 and beyond: There's been a significant shift in the workforce and workplace over the past 30 years. Today's employees have high expectations of working for a company with a positive culture, one that cares about the employee experience and is environmentally and socially responsible. Employees value the freedom to show up as their authentic selves, use their unique talents in an environment they enjoy and make a positive contribution to the community and the world at large. Employees want their personal values to align with their company and work.

Who is the modern-day employee? Today's workforce is 2 percent Silent/Traditionalists (born in 1945 or earlier), 25 percent baby

boomers, 33 percent Generation X, 35 percent millennials and 5 percent are Generation Z (just now entering our workforce). As you can see, the vast majority of our workforce is millennials and Generation X. And, more significantly, these two generations will make up approximately 75 percent of our global workforce by the year 2025.

While other generations remain in our workforce, it's important to understand the common characteristics and values of the two predominant generations that have the most profound impact. There are six key attributes of the modern-day employee that I feel are most compelling and representative of who they are, what they value and how they work.

What are those 6 keys?

1. TECH SAVVY

The modern-day employee is extremely tech savvy. They are comfortable using multiple devices, often at the same time. They understand and are familiar with technology - not only the devices themselves, but also skills such as coding and using various software programs and interfaces.

2. INDEPENDENT AND RESOURCEFUL

Modern-day employees look to get their own answers. They seek out solutions in a proactive and often highly independent manner online. Whether it's tying a tie, putting on makeup, changing the oil in their car or learning a new skill (like a new computer program), they seek to teach themselves. If they run into a problem, they simply broaden their search to find a solution.

3. WANTS TO HAVE A POSITIVE IMPACT ON THE WORLD

The modern-day employee, more than any other generation of employee, seeks to have a positive impact on the world - whether this is through personal recycling efforts, volunteering in their local community or branching out in a more global effort.

In a study commissioned by Microsoft with more than 1,000 U.S. respondents between the ages of 18 and 34, 94 percent said they want to benefit a cause, 89 percent expect employers to provide hands-on activities related to environmental responsibilities in the workplace, 83 percent wish their employers would provide volunteer opportunities that they could do with their families and friends, and 76 percent consider their company's social and environmental commitments when deciding where to work.

These characteristics are different than those of employees 20 or 30 years ago. And the reason is simply that younger people were raised this way. Once this segment of our workforce entered grade school, social and environmental efforts - contests to bring in the most aluminum cans, volunteering trips to pick up trash, science projects that focused on climate change and its effects on our oceans - were the norm.

4. LOOKS TO MAKE A MEANINGFUL CONTRIBUTION AT WORK

The modern-day employee wants to know how what they are doing in their work positively impacts the business and contributes to the mission and values. They want to do great work and to feel it's meaningful, not just to them personally but to the company.

5. FLEXIBLE

An environment of change (and the need to adapt to that change) is familiar to the modern-day employee. They are comfortable with company restructures, reorganizations, system upgrades and software changes. Unlike 20 years ago, when change-management classes were the norm to bridge the divides created by change, today's employee is highly adaptable and capable of making whatever strides are necessary to reset, regroup and succeed.

6. VALUES WORK-LIFE BALANCE

The ideal balance for the modern-day employee is to be part of a winning organization while still having the time to be involved in the community. They highly value family and friends, life experiences and travel. They seek a full life, not just a work life.

What does the modern-day employee want?

Awareness of these six characteristics is critical to organizations, but it's just the first step. Knowing how to adapt to and manage these employees is important to reduce employee turnover. Here are a few things you can do to better serve and retain younger staff.

1. POSITIVE CULTURE

Millennials and Gen Xers count a positive company culture as their most sought-after quality in an employer. They look for a place that cares about its employees and their experiences, that solicits employees' input, and listens and implements employees' ideas. They seek an atmosphere of collaboration and respect.

2. CLEAR GOALS AND EXPECTATIONS

The modern-day employee wants to know what specific goals are outlined for their position, as well as for the company, and what specific expectations there are for achieving these goals. They use this information as their guideline to fully understand their path. They also want challenging work that stretches them and best utilizes their technical and interpersonal skills. They enjoy meaningful challenge, equating it to a greater opportunity for growth and personal development.

3. PROFESSIONAL DEVELOPMENT

In order to grow and develop, the modern-day employee - especially the less-seasoned employee - needs professional development opportunities. They highly value opportunities to interact with the leaders of their company. Mentorship programs, where senior managers work one-on-one with junior employees to guide their job growth and progress and share their knowledge, can be especially effective.

4. FLEXIBLE SCHEDULES AND OTHER BENEFITS

Last, the modern-day employee looks for policies and perks that exemplify progressive thinking—flexible start and end times, the ability to adjust hours to accommodate specific activities and events, the ability to work remotely, etc. Other perks, like gym memberships, tuition reimbursement and gourmet coffee machines, are also valued.

However, it's important to note that it's not the perks that will retain an organization's top talent—it's how the organization treats their top talent. Treat your talent well, give them the tools they want and need to succeed, and you will be in a much better position to keep them and watch them continue to grow.

Eileen Hahn is a leadership consultant who partners with organizations to assist them in hiring and leading exceptional people. Using tested and proven methods, she helps them achieve high levels of performance, financial results, teamwork, employee work passion and joy.

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Time is Money, but We Give You Ours!

Healthcare coverage is confusing at best, understandably, you have questions! DesignersHealthcare.com has a team of licensed consultants who have the answers. The goal is to help small business owners solve the large financial burden of healthcare coverage.

In obtaining this goal DesignersHealthcare.com has created a streamlined enrollment process, with WOW customer service, all with plan options with \$0 contributions from the employer. Interested? We thought you might be. Schedule a call and have your questions, answered today for FREE!

Arizona Chapter

'A' Stands For Action

As Arizona Gears Up For The New Year

Submitted by Donald Judd

New President F. Christopher West, lighting designer and published author, has set about writing a bright new chapter for IFDA AZ in 2022. From January through May, the year's calendar is already packed with enticing events, starting with a membership drive launched at Joan Waters Fine Art, the well-known Arizona artist and blogger. The evening will feature an art presentation with a select design professional preview.

In February, plans call for members to gather at a mobile glass-blowing presentation. March will feature Desert Rock Winery for a wine tasting, a food truck, and instructions on how to construct a wine cellar. In March, Chapter members' attention will turn to a Desert Botanical Garden and a Q&A with a legal and business attorney. May takes the Chapter to Indus Furniture for a presentation on indigenous furniture designs and their application to the desert southwest aesthetic. In June, attention turns to a Juneteenth IFDA Celebration event at the fabled Sonoran Desert paradise of Canyon Lake in the foothills of the Superstition Mountains. The evening is scheduled to end with a dinner boat cruise that includes a speaker on board.

The new AZ IFDA President has been affiliated with the Arizona interior design community since 2012 when he relocated to Mesa for the custom lighting industry. Working with architects, interior designers and commercial entities, he designed lighting fixtures for high-end residential installations (and was published in Phoenix Home & Garden magazine). He also designed fixtures for the Old Navy flagship store on Rodeo Drive. Also working as an illustrator for Phoenix Home & Garden magazine, Chris filled in for the staff illustrator for their interior design focus, and contributed articles about the lighting industry.

Already equipped with a BFA in graphic design, he continued to take a degree in interior design (Summa cum Laude, please!), and now focuses on high-end staycation lease properties, a unique niche, and such commercial jobs as a winery in upstate Arizona.

Reviewing the 2022 menu of events, Chris offered an invitation to other IFDAers: "Hope some of you can come out and join us! You will have a lot of fun."



Designer, author, lighting expert, President IFDA AZ F. Christopher West



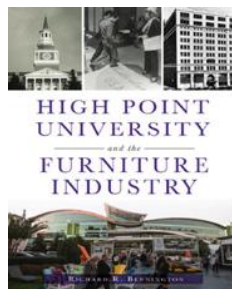
Carolinas Chapter

A Dynamic Partnership in the Furniture Capital of the World

Submitted by Wilma Hammett

Over the past century, the furniture industry and High Point University have developed an ongoing, mutually beneficial partnership that has impacted the university, its students, and the furniture industry, as well. Dr. Richard Bennington, (IFDA) retired professor and former chair of the Earl N. Phillips School of Business, has written about the history of that connection and its impact. His latest book, **High Point University and the Furniture Industry**, chronicles the beginnings of both.

As the furniture industry grew in the area, High Point College opened a chemical coatings center at the college to train chemists to work with the wood furniture manufacturers. Students were learning to solve actual problems to meet the needs of the business community. As the industry continued to grow and evolve, companies wanted furniture marketing professionals who had in-depth knowledge of not only marketing principles, but also of the products they were selling to retail stores and the consumer. Dr. Bennington developed the furniture marketing program at High Point University and authored the first furniture marketing textbook in 1985, **Furniture Marketing: From Product Development to Distribution**. It was a basic guide to home furnishings products, the home furnishings industry and the factors necessary to successfully market home furnishings products in



the US. A second edition of the book was published in 2004.

In 1994, High Point University added Interior Design to its curriculum; the Visual Merchandising degree program followed in 2010, providing a gamut of educational experiences to meet the evolving needs of the furniture industry. That direct connection to the Furniture Market has given students “real world” experiences in the industry before they

graduate and make connections for career opportunities.

High Point University has benefited from the connection to the industry in other ways. Many of the leaders in the industry have contributed large sums of money for building projects on campus and educational programs in other areas, as well. Dr. Bennington's new book is about more than just the history of the university and the furniture industry: it also cites examples of ways in which both entities are continuing to innovate to meet “real world” needs today.

Designing A Space That's Kind To Animals and Fun For Humans

Submitted by Earline Feldman

When can a simple thought inspire a space for our four-legged friends that makes two-legged observers break out in smiles! Answer: When Dr. Jane Nichols was asked to redesign the lobby of the Humane Society of the Piedmont in High Point, NC. Jane, a member of IFDA Carolinas Chapter and an Associate Professor, Chair of the Department of Home Furnishings and Interior Design at High Point University, was awarded the commission, but only a bare bones budget to go with it. So she had to put her ingenuity and design skills to work. For inspiration, she thought about the animals and what *they* might be thinking, perhaps something akin to “Maybe we were born to roam, but, baby, there is no place like home!”

Centering her design on the idea that new pet owners coming to the facility are providing a “forever home” for their new animals, she created a warm and inviting space for the patrons, along with the easy maintenance needed for the animals. One wall in the old space had three doors, opening into the three examining rooms. Jane transformed the wall, creating a faux brick “row house” design effect. Victoria Valentinas, owner of VLV Designs and a High Point University 2012 graduate, executed the custom faux painting. Then Jane added the finishing touch: painted architectural headers for each door.



Aware that functionality had to be the key for the floor and the furniture, she added a table near the registration desk to make it convenient for pet adopters to complete paperwork. She brought in the bright garden colors of an urban park and installed a “hedge” along the “row house” streetscape. The furniture is flexible and can be arranged in a variety of ways to accommodate clients. And, of course, the upholstery fabrics had to be durable and easy to clean. So Jane selected a bright, fun pattern, and bright solids to add pizzazz. The finished space is so inviting and so welcoming it just makes anyone who sees it smile! Bet if the animals could, they'd be smiling, too.

No wonder her design won Dr. Nichols a slew of awards: Honorable Mention for Corporate Design under 7,000 SF, Second Place for Singular Space, and First Place for Healthcare Design under SF by ASID.



Florida Chapter Good Advice From On High! FLA IFDA Designer Inspires Kids

Submitted by Michelle Castagna

Never mind Hollywood's recent movie, "Don't Look Up;" Michelle Castagna, IFDA Florida, has much better advice. Tapped to design an outdoor Reflection Patio for the KidSanctuary campus in Palm Beach, Michelle spelled out her maxim in bright neon writing some eight feet long: "Never Stop Looking Up."

"It is meant to be motivational and you literally can't see it unless you do Look UP!" she explains. "So that is kind of my mantra for these kids."

"These kids" are children who have been removed from their homes because of abuse, neglect, or abandonment and brought to stay at KidSanctuary, a charitable organization in Palm Beach County in Palm Beach County. The organization is continually building on land donated by the county, a five-acre residential facility with homes, an enrichment center, and play area. committed to assisting. The campus includes 24-hour care and housing for the children who are considered the most vulnerable in the foster care system.

KidSanctuary Campus brings in expert, professional foster parents who raise the children living in their homes. They provide comfort, security and consistency. It is often the first time these children are in such a safe, structured environment. They may stay until reunited with their parents or they are adopted by a family.

The most current project is the enrichment center, which will feature Michelle's overhead words of wisdom. "Working with donations and making it all work together is sometimes a challenge, but I am so grateful to the wonderful vendors who have contributed to help me create a space for these kids to utilize." remarked Michelle. The construction has been slightly delayed and they are now hoping to install this project before mid-January, She estimates.

Want to help out? Donations will be welcome: <https://www.kidsanctuarycampus.org/donate>.

Want to see more of Michelle's work? See her website at musedesign.studio.

Multitasking? Forget it!

"Great at your job you may be, but you are simply not capable of doing two attention-requiring activities at once and doing them both well... It takes an average of 23 minutes for someone to return to an original task after an interruption, according to research from Lifehacker."

Amber De La Garza, Aka The Productivity Specialist, Writing in wfv-vision.com

Illinois Chapter

Back to Class to Master New Technologies

Submitted by C. Beth Arntzen

Like so many of our kids and grandkids, September found us back in the classroom. We spent two days learning how to use SketchUp and Podium. SketchUp is an easy-to-use graphic software program for creating 3D drawings. Combined with Podium, the drawings become photo-realistic (as you can see in the photo above).

This event all came about after a conversation with a group of designers who lamented their clients' expectations of 3-D drawing of their "made over" rooms, as seen on HGTV. Lucky for us, Board Member, Jeri Solomon, a past instructor at a local junior college, had the solution. She contacted Carl DiWburner, head of the Architecture and Interior Design Department at Harper College, and persuaded him to teach a two-day introductory class for our members and fellow designers. He enthusiastically agreed and we were on our way.

The class quickly filled to capacity - and beyond. Harper College generously supplied the computer lab with software all set up. Carl explained the various licensing options, and had us work along with him as he demonstrated the various features of the software. IFDA Student Member Rebecca Bobroff joined a current design student of Carl's in supporting all of us as we struggled to keep up. By the end of the class we had rendered a 3-D room, furnished it and added lighting. We could save our work on a thumb drive to continue to practice at home. Some of us left with plans to download the software to our own computers and continue to develop our rendering skills; others decided they'd rather hire a student to do their renderings after all!



Rendering created using SketchUp and Podium Software Programs

Illinois Chapter

Exploring the River North Design District

Submitted by C. Beth Arntzen

Through the years, a number of designer showrooms have moved out of the Chicago Merchandise Mart and into the neighborhood around it. There are now more than 24 showrooms within walking distance of each other that carry everything from lighting and plumbing, to rugs, kitchens, furnishings, and more.

Our mission for this November event was to introduce our members to the many resources available to them in this area. We gave everyone a map with a list of showrooms but focused our day on two major ones, Cosentino Group and Theodore Alexander, IFDA's Gold Industry Partner.

Our first stop was Cosentino City Center, a newly opened 5,000 sq. ft. state-of-the-art showroom with a full product offering, including Dekton, Sensa, Silastone and natural stone, plus an expansive selection of globally locally sources textiles, tile, cabinetry, samples, and plumbing fixtures.

Nevine Roberts and Katherine Karine introduced us to their full product offering, using the website to show the process and applications for each product. Then we toured the beautifully designed showroom, a century-old combination of Old World charm and sleek modernism. We capped our visit with lunch and exchanged ideas in a space designed to be social, dynamic, and creative

The day's finale was a visit to Theodore Alexander. Helen Suhayda, Showroom Manager, greeted us at the door and invited us to enjoy desert-fancy cupcakes and a drink. She presented the history of the company and introduced us to the Theodore Alexander collection, which comprises several thousand designs representing casual, traditional and modern furniture, lighting, and accessories. Touring the showroom afterward we could see for ourselves how far they've branched from the traditional furniture that built their reputation. Such broad diversification was a welcome surprise.



Eying Outlying Resources (l to r): Nevin Roberts, Karen Morrison, Camille Sullivan, Beth Arntzen, Carol Novak



Camille Sullivan relaxes in one of Theodore Alexander's swivel chairs.



Helen Suhayda discovers highlights in the Theodore Alexander showroom.

New England Chapter Wearing Masks for the Fun of It!

New England Celebrates all the Seasons

Submitted by Larissa Cook

Winter, Summer, Autumn in-between: IFDA New England celebrated all around the calendar in 2021, wrapping up a year of fun (despite the pandemic) at our annual Holiday Party in early December at the Norfolk Golf Club in Westwood, MA. The glittering crowd of some 60 attendees happily wore masks, the festive kind, and we had a ball, literally.

Highlight of the night was a live auction of irresistible prizes with donations going to support the Chapter's 2021 charity, Horizons for the Homeless. Party-goers competed for items donated by Chapter sponsors, including a Yeti Cooler package, Wolf Counter Oven, and two week-long getaways at a Cape Cod vacation home. When the hammer fell for the final time, we were able to provide the charity with a \$4,000 donation.



Board members, unmasked:
(back row) John Trifone, Jessica Chabot, Larissa Cook, Lorelle Carlson, John Nicholas, Kyle Tripp; (front row) Bob Grossman, Lauren Hamilton, Jacqui Becker, Nicole DiFrancesco, John Speridakos.



'Twas the season and they were jolly: Michelle Southworth, Rob Henry, Deb Berger, Bob Ernst.

New England Home Hall of Fame



John Nicholas- Past President,
Kyle Tripp- VP of Member Retention,
Bob Grossman- VP of Financial Resources,
Larissa Cook- President 2022,
Jess Chabot- President 2021,
Lauren Hamilton- Hospitality,
Jacqui Becker- Community Relations,
Lorelle Carlson- VP Programming (Obstructed)

LIVE, and LIVELY in BOSTON'S SEAPORT

Submitted by Jacqui Becker

IFDA New England stayed connected with members via virtual events and zoom board meetings, but came out of Covid hibernation with a roar in June, with "Breaking the Ice" a social gathering in the center of downtown Boston, at the Cisco Brewery in the historic seaport area. We dusted off our social skills, and reconnected with colleagues at this lively Beer Garden.



'Breaking the Ice' at IFDA New England's first in-person event of 2021: John Speridakos, recording secretary; Lauren Hamilton, VP of programming; Peter Griffith of Chapter Sponsor FBN Construction.



Cruising through Hues of Blues at sunset: On a sparkling early fall evening in September our annual Boston Harbor cruise sailed back onto our calendar, giving New Englanders another chance to reconnect with friends and colleagues while raising funds for our 2021 Charitable Partner, Horizons for Homeless Children, to whom we presented cash and toy donations. Cruise sponsors, FBN Construction, Cosmos Painting and Oasis Shower Doors, stepped up to make it a particularly lovely event, with an additional last-minute, very generous contribution from New England Shutter Mills.



Ode to Autumn: There's no more beautiful season than Fall in New England, and chapter members celebrated it right in October with our Fall Festival at Lookout Farm. We feted our annual sponsors, FBN Construction, New England Home, MWI Fibershield, California Closets, Cosmos Painting Company and Audio Video Design while enjoying networking, pastoral scenery, fresh cider, and deep-dish pizza.

Watching that evening sun go down: (from left): Lauren Hamilton, Ellen McGovern, Bill O'Keefe, Peter Dolat, Larissa Cook, John Nichols, Kyle Tripp.



Four fellows at the Fall Festival: (from left) Jon Moss, Wayne Southworth, Peter Griffith, and John Speridakos.

New York Chapter

Getting to Know You

IFDA NY Zooms in on Individual Members

Submitted by Jennifer Munich and Erin Nova

It all started with the realization that IFDAers are multi-dimensional individuals. We may know them as design industry mavens, but scratch a bit deeper and you might discover, say, that this one also designs a line of sofas scaled for Little People, that one once interviewed Andy Warhol, another one is a lyric tenor with Carnegie Hall on his resume.

Eager to learn more despite Covid's isolation, we launched a new on-line initiative last summer called "Member Hall Mondays," giving our own people a chance to talk about themselves. More than 26 such Zoom events later, we are getting to know our own members better and learning about all the other intriguing things they do beyond IFDA's borders.

Mainly, what have we confirmed: that IFDA certainly has an impressive bunch of members whose interests and influences make for fascinating discoveries – and must-watch Monday afternoon Zooming.



WHAT WE LEARNED ABOUT...

GINA NOLAN I recently graduated from Marywood University with a Bachelors of Interior Architecture and an art history minor. I currently work at a furniture dealer in Berkeley Heights NJ as an interior designer. I enjoy traveling and seeing the local art and architecture of a place. I have an appreciation for ancient architecture, as well as older buildings. I believe each building has a story and a spirit. As I continue to design, I keep learning more about how I like to design, the connection I like to make, and the feelings that I want to create.

TRACY STEELE Growing up in a military family and moving every two years, gave Tracy the opportunity to help redesign the family home many times. She learned from her parents the arts of carpentry and sewing and went on to hone her skills by earning a BS degree in Interior Design from Virginia Tech. After college, she moved to NYC to design furniture for a retailer in SoHo before working directly for a furniture factory in LA. New York called her back and in 2000 she started her current company, Tracy Steele Designs, Inc. Continuing to design custom furniture (including a line scaled for Little People), Tracy applies her carpentry and designs skills to creating sets for independent films, and beautiful residential interiors.

When she is not designing or scouring the shops, you may find her skiing in VT or sailing with the Manhattan Yacht Club.



FERNANDO RODRIGUEZ Aaron Stewart and Fernando Rodriguez met 10 years ago in New York City, while separately working for world-renowned brands, including Martha Stewart, Tory Burch, SFERRA, Hickey Freeman, and Joseph Abboud. In 2013, they left behind the skyscrapers of Manhattan for the palms of Fernando's homeland, Puerto Rico, where they launched a high-end home retail store, Aaron Stewart Home (ASH). The brand won multiple recognitions and awards, including the ARTS Awards for Best International Retailer in both 2016 and 2017. ASH attracted recognition from global publishing companies including Travel & Leisure and Condé Nast Traveler, who touted ASH as a "must visit" destination while in Puerto Rico.

The brand also developed a consulting arm. In 2015, Caribbean Property Group chose ASH to brand and design the high-end residential development Bahia Plaza in San Juan, Puerto Rico. The project involved the creation of a fitness center, residents' lounge, lobby and concierge space, pool area, and nine model units.

ROSE BENNETT GILBERT, IFDA A long-time journalist and author covering design and lifestyle, Rose wrote a syndicated column, Décor Score, for newspapers across the country, back when there were newspapers across the country! Reviewing stories from her reporting, Rose recanted the time she interviewed Andy Warhol for the NY Daily News and he lifted his shirt to show a belly scarred from his near-fatal shooting by a radical feminist in 1968. Rose is also the author or co-author of seven books on design, and the editor of the IFDA Network for the past three years.

New York Chapter You Again?

Traditional Furniture Making A Return, Experts Affirm

Submitted by Rose Gilbert, FIFDA

Ready for the latest word on color from abroad? They're doing it up **brown**, reports Patti Carpenter, IFDA NY, international expert in color and trend forecasting. **Brown**, as in antique wood furniture, she assured the viewers of her international report to the New York Chapter last month. "Wondrous Wood" was the caption for one segment of her analysis of Maison et Objet trends (she's Global Trend Ambassador for the show here and in Paris, and for the AmericasMart in Atlanta).

"Antiques are booming. We're seeing a lot of the old and the new used together," Patti reports. One main reason for the renaissance of antiques: "They're readily available while today's supply chain is broken, making it hard to get new furnishings." Another reason:

"It's an extension of the Millennials' passion for thrifting, for buying furnishings that are sustainable, recyclable."

Brown has "been coming on for a few years," Patti reminds. "Consumers may not have been comfortable with browns, but they have been replacing the grays for a while, the browns and related neutrals, such as taupe and mushroom, oat colors, rolling on into chocolate." What makes the browns new? "They all have yellow undertones, they're warmer."

"We saw a lot of brown in Milan and London, especially new, dusty browns. It looks fresh, it's moving forward."

You Again?

Traditional Furniture Making A Return, Experts Affirm

By Mary Knackstedt, New York-based Designer, Author, Consultant

One of the many things that have come out of our pandemic experience is how we really value people, our families, friends, and our history.

This has created a great desire for traditional furnishings, i.e., for antiques. Items that were once treasured and then discarded have once again become special and desired. One reason might be that furnishings have been more difficult to acquire due to shortages, transportation problems, and such. But the real reason for the rediscovery is emotional desire.

Brown furniture is no longer being thrown out. Designers are now using an unusual antique or traditional reproduction to highlight even contemporary rooms. People are tired of having exactly what everybody else has. We are also seeing this in fashion. Clients don't want the basics, they want the exception.



Craftspeople who can repair or enhance these items are also in great demand. Restorations must be highly professional so they increase the value of the piece.

Clients are also demanding to know the history and background of these pieces. They want the story to share with their friends and to attest to their own artistic background. This provides additional challenges for professional designers, who need to acquire more knowledge of furnishings from the past, their market value, and proper restoration procedures. Designers need to be a bit of an historian, or have a research person available to assist them with the appropriate information, that is, the story.

**Being a Member
of the IFDA this year
has been more than engaging.**

I felt as if I was in a university class with the quality of speakers and topics relevant to design in the 21st century. Getting to know the members brought joy throughout a difficult year"

Joanne Douds, IFDA NY



Amy Flurry tells how to capture the attention of the media.

Philly Chapter

Stop the Presses! Philly Chapter Gets the Scoop On the Media

Submitted By Rene Schleicher

Any time Design Trade Resources, our Gold Sponsor, hosts an event, it's always special and the day we met Amy Flurry, the well-regarded communications strategist, was no exception. We were treated to a great presentation by Amy, whose latest book is *Recipe For Press*, Designer Edition.

Amy provided insight as to what media editors are looking for and best practices to get press. As a former editor who now operates a communications studio in Athens, GA, Amy has two decades of editorial experience. She shared the inside scoop on how to develop and implement focused communication plans, expand marketing strategies to connect to the interior design trade and apply trend direction to product development. Amy has the inside scoop and knows the protocol to get press. In *Recipe for Press* (Designer Edition), she lays out the tools interior designers need to take advantage of the press opportunities available to creative professionals. The book took shape after two years as creative director of the first-of-its kind project management app for interior design professionals.

Amy is also co-founder of Paper-Cut-Project, a company that conceives highly crafted installations for fashion houses, including Hermes, Kate Spade, Valentino, Christies and the Victoria & Albert Museum.

Our Silver Sponsor, The FabricShield, donated three copies of Amy's book as raffle prizes. Everyone else can find it on Amazon.



Gold Sponsor member Becky Wein with IFDA Philadelphia president Laura Hawley



Ann Decker, A winner of The FabricShield Amy Flurry book giveaway.

Richmond Chapter

IFDA Richmond Salutes Founder Kathy Corbet

Submitted by Stephanie Theofanos

As IFDA is gearing up to celebrate its 75th Anniversary, the Richmond Chapter would like to celebrate our founder, Kathy Corbet of Kathy Corbet Interiors.

After working in the textile industry and garment district in New York, Kathy began her interior design business in 2001 in the Northeast and initially joined the New England Chapter. She was invited to prepare the newsletter with the understanding that she would not be required to attend all of the meetings. However, Kathy says she found herself attending all of the meetings anyway because she really enjoyed the educational opportunities offered through IFDA.

Moving to Richmond, VA, in 2005, and finding nothing like IFDA, she decided to start a chapter herself. In order to reach the requisite 15-member quota,

Kathy recruited area designers. It took investments of time and their own money, but the Richmond IFDA Chapter was launched in 2006.

Meanwhile, Kathy's own business has grown tremendously in the past 20+ years, gathering several awards and accolades from several publications, including the 2021 book, *Inspired Interiors*, which features her work on the cover and several of her projects in the publication.

As the president of the Richmond Chapter, I was happy to be able to catch up with Kathy upon her return from BDNY/ICFF. Here are some highlights from our conversation:

Q: What does IFDA mean to you?

KC: From my start in IFDA I have made lifelong friends and colleagues that I can call on for anything.

Q: What has been your favorite IFDA activity?

KC: Richmond IFDA Day of Design where Barry Dixon led a panel with other professionals speaking about getting published and best business practices for creatives managing a business. It was amazing, but I like all of the educational opportunities so I can do things such as talk to the plumber about design based on the new codes.

Q: What is your best advice for a new designer?

KC: Do everything! Upholster something, sew something, learn how things work so you can explain to your client the value of something. Also, keep up with technology and learn whatever you can.



OUR FOUNDER - Kathy Corbet of IFDA Richmond

Q: What has been the most interesting project you have worked on?

KC: I had a great time customizing a client's SUV. I love any project where I am doing something totally brand new. My dream project would be to design the interior of a private jet, or I would like to turn a church into a private residence, the way you could carve up a space and use the ceiling and windows would be so interesting.

Q: Where do you see IFDA in the future?

KC: I was really happy to see IFDA's presence at BDNY/IFCC in November. I like that IFDA is accessible to all trades and does not require certification. It is great to see it getting some recognition. While I'm extremely busy these days, I appreciate the networking opportunities IFDA offers. Networking is always important; even now, as I am in hiring mode (to continue expanding her business, Kathy says she has posted job listings locally and nationally).

To see more of Kathy Corbet's work, visit her website: www.kathycorbetinteriors.com. There are links to follow her on Instagram and Facebook and to subscribe to her blog.

Washington DC Chapter

LIVE and LIVELY

IFDA DC Goes Outdoors to Play, Indoors to Study Tile, One-Off Garages

Submitted by Jeanne Blackburn

'BIZ UNPLUGGED' – An outdoor, in-person event was a fun way to start the season, a day of food trucks, live music, yard games - and oh, yes, networking. Summer-like and sunny, a mid-September Saturday was tailor-made for an afternoon gathering outside B&F Ceramics in Fairfax, VA, where chapter members and non-members, adults and kids gathered for this much anticipated in-person event.

In addition to the food trucks -- AC Slider Bistro, Captain Cookie and the Milkman -- there was music by Laura Farrell, a wine tasting by Paradise Springs, and door prizes, too. It was such fun, in fact, that we may factor a similar festival into next year's schedule.

OUR STUDENT EVENT – Telling the tile and stone story from the ground up. B&F Ceramics, one of the largest importers/distributors of tile and stone on the East Coast, invited us to bring area interior design students to their showroom in Fredericksburg, VA, about 50 miles south of Washington. We journeyed down by bus and enjoyed lunch courtesy of our hosts before touring their showroom, corporate headquarters, and warehouse. Students also had a chance to see the sample and production departments in action. We all came away with new insights on upcoming trends, as well as an insider understanding of the current state of the tile and stone industry.

KNOWLEDGE COLLEGE – Let's hear it for a custom-designed garage! Our October Knowledge College showcased Premier Garage storage solutions powered by Tailored Living. Attendees learned from Danielle Rodgers that by working with the company's designers they can offer innovative garage storage solutions tailored to individual needs and spaces. The secret: take time with each client to understand a family's unique requirements, style preferences and such, then devise an organizational solution that is completely custom-fit to that client and the way they live.



The new showroom in Chantilly, VA, is not only beautiful but interactive, and offers a hands-on way to see special product features. For example, the company is now able to build their own drawer boxes on site, a demonstration we got to witness during our visit.

NOTE: PremierGarage powered by Tailored Living makes garage flooring, storage cabinets and organization systems that transform cluttered garages into clean, efficient spaces. The company's designers have completed over 75,000 installations throughout the USA and Canada and are considered the leaders in whole home organization.



Michele Fick of B&F Ceramics welcomes students to their Fredericksburg, VA, location.



Guide leads students on a behind-the-scenes tour of their tile and stone business.

Educational Foundation

IFDA's Educational Foundation Announces Professional Grant Winners For 2021

From A Student Design Lab to Executive-Level Digital Marketing Courses, the Grant Recipients Advance the Interior Design Profession

Submitted by Sarah Fletcher



Gisèle Taylor Wells



Dr. Susan Bullers



Liz Hart



Jennifer Munich

The Educational Foundation (EF) of IFDA has announced the winners of four of its professional grants. Since the early years of this 74-year-old global design industry alliance, arguably the most diverse organization of its kind with membership that includes designers, media, marketers and manufacturers, EF has awarded grants to talented professionals, as well as scholarships to high-achieving design students, internationally. This year, the funds awarded totaled \$28,000.

"Congratulations to the winners; their skills and initiative in undertaking new challenges are impressive and they are an outstanding group of people we are proud to have in our profession" said Karen Dzendolet, IFDA, Chairman of the EF Board. "Each winner exemplified the goals of the award they were granted, whether universal design, professional development or the advancement of interior design programs." Joyce Poynton, IFDA, Director of Scholarships and Grants, echoed the sentiment. "Though the judges were challenged in selecting winners, each one was very deserving of the award."

IFDA Educational Foundation Grants are offered to all professionals working in the interior design or furnishings related fields, but not to undergraduate students. Winners were notified earlier in the month. For more information, visit: www.ifdaef.org.

The four grants awarded are as follows:



Elizabeth Brown Grant to Interior Design Programs — \$2,500

Gisèle Taylor Wells, ASID, LEED AP, Department Chair, Forsyth Technical Community College, Winston-Salem, NC. In 2021, the Living Design Lab at Forsyth Tech Community College became a reality after years of planning. The interactive space, currently under construction, features

a mix of cabinetry and lighting to provide hands-on experiences for design students. The Elizabeth Brown Grant will allow Wells to expand the learning opportunities within the space to include a variety of interactive documentation tools for the students to gain additional "real world" experiences. The awarded funds will be used to purchase a variety of analog and digital measurement tools, a digital light measure, and tablet for design and space documentation. The tools and technology will provide opportunities for the students to learn basic to advanced design documentation and visualization methods.

<https://facebook.com/interiordesignatforsythtech/>


Irma Dobkin Universal Design Grant— \$2,000

Dr. Susan Bullers' professional life includes a 25-year career as a Sociology professor, focusing on social research methods and data analysis, social psychology, medical sociology and gender. In 2018 she decided to return to school to pursue a master's in Industrial Design from North Carolina

State University in Raleigh, allowing her to combine her sociological perspective with her lifelong passion for design, building, and human-environment interaction. Dr. Bullers is currently pursuing independent product development and human-centered design research for products, systems and space configurations. In response to users' challenges regarding bath and shower configurations, Dr. Bullers is working on Every Body Bath, an attractive spa-style configuration towards which her grant money will be used. It addresses the user challenges with traditional bath/shower arrangements and allows stable access to the shower from a wheelchair, walker or standing position and can accommodate an assistant. This solution provides attractive and convenient seating for all tub/shower users. <https://veryoutside.com>.


Tony Torrice Professional Development Grant — \$1,500

Liz Hart began her full-service consultation and home staging business, Liz Hart Designs, LLC, in 2004 with an emphasis on repurposing and personalization. Having experienced moving 19 times, living in three different countries and extensive travel, she has insight across many different design

perspectives. In 2016 Hart developed a certification course in Interior Decorating at the School of Continuing Studies at The University of

Richmond and is currently the lead instructor in the program. Her grant project will go towards continuing education through The New York Institute of Art and Design's Interior Design course. The course gives students the training they'll need to become an expert in the skills needed to succeed as a professional interior designer. Said Hart, "I am taking the course to enrich my skills and enhance the education of my students enrolled in the certificate program I developed at University of Richmond's School of Continuing Studies." <http://www.lizhartdesignsva.com/>


Valerie Moran Memorial Grant — \$3,000 for IFDA members

Jennifer Munich of the IFDA New York Chapter has 20 years' experience on both the vendor and retail side of home fashions – for such iconic brands as Ralph Lauren and Martha Stewart and key retailers like Kohl's and Bed, Bath & Beyond. From her current position at P/Kaufmann Home,

she can foresee new, imaginative, and highly effective avenues of engagement with both suppliers and consumers. She will apply the Valerie Moran to an online course entitled "Digital Marketing: Customer Engagement, Social Media, Planning & Analytics," created by Emeritus in collaboration with Columbia Business School Executive Education. The program will provide the practical and enduring strategies needed to build strong relationships with customers in the digital age.



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(c)(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/)

MEMBERSHIP UPDATES

IFDA Welcomes Our 46 New Members

ARIZONA

PROFESSIONAL

Michelle Bigler
MBDesignz

Kristin Merck
Kristin Merck Interiors

STUDENT

Bryce Carter
BMC Design Creations, Inc.

CAROLINAS

PROFESSIONAL

Sydney Wells
Theodore Alexander

ILLINOIS

PROFESSIONAL

Carol Novak
Carol Novak Interiors

Helen Suhayda
Theodore Alexander

Christine Zamec
The Shade Store

NEW ENGLAND

PROFESSIONAL

Patrick Bryson
Bryson Electric

Melissa Bunis
Boston Stone Restoration

Michael Greene
Circle Furniture

Heather Guerriero
Dans Monogram Appliances

NEW ENGLAND

PROFESSIONAL

Cheryl Savit
Sawvy Words

Vani Sayeed
Ani Sayeed Studios

Michelle Southworth
MWI Fiber-Shield

Brian Sprague
Elite Theater

Dan Wilson
Kevin Cradock Builders

Georgia Zikas
Georgia Zikas Design

NEW YORK

PROFESSIONAL

Pamela Maffei Toolan
PK LIFESTYLES - Divison of P
Kaufmann Inc.

Bette Rothstein
Bette Rothstein Design

Theresa Seabaugh Theresa
Seabaught Interiors

Ric Watts
Theodore Alexander

PHILADELPHIA

PROFESSIONAL

Elizabeth Aceret
Bright Light Design Center

Erica Baddley Jr.
Quigley Inc.

PHILADELPHIA

PROFESSIONAL

Gina Borges
Caesarstone

Olga Frit
Astula LLC

Heather Hill
Stout Textiles

Shannon Michaelson
Color & Crown Interior Design

Holley Pokora
Holley Pokora Interior Design

Jessica Thomsen

Rich Tomkins

RICHMOND

PROFESSIONAL

Sarah Caylor
Porter Street Purchasing

STUDENT

Amy Austell
University of Richmond

Susan Eliades
University of Richmond

Jennifer Ellsworth
University of Richmond

Robin Gahan
American Heart Association

Jennifer Hudgins
UR School of Professional Studies

Renee Montague
University of Richmond

RICHMOND

STUDENT

Bettina Pamplona
University of Richmond

Mitzi Van Der Veer
University of Richmond

VIRTUAL

PROFESSIONAL

Ginger Huffman
KBR

Student Nicole Johnson
Rocky Mountain College of
Art and Design

Alison Reuter
Heritage School of Interior Design

WASHINGTON, DC

PROFESSIONAL

Sami Garshoni
Lights of Venice

Andrew Owens
Kruper Flooring & Design

Kimberly Sims
Colonial Electric/
Annapolis Lighting

Debby Stehr
Stehr Enterprises

ASSOCIATE

Juana Baires
Penno Interiors

2022 Committees

By-Law Committee

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Janet Stevenson, FIFDA
Ida McCausland

Fellows Committee

Gail Belz, FIFDA, Chair

Finance Committee

Karen Fisher
Dave Gilbert, FIFDA
Ida McCausland

Industry Partnership Committee

Linda Kulla, FIFDA, Co-Chair
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Michelle Castagna
Sue Williams, FIFDA

Marketing Committee

Judith Clark Janofsky, FIFDA

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Grace McNamara, FIFDA

Network Committee

Rose Gilbert, FIFDA,
Editor in Chief

Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair

Website Committee

Maureen Klein
Janet Stevenson, FIFDA

2022 Events

JANUARY 11-18 ATLANTA MARKET

AmericasMart
Atlanta, GA

JANUARY 23-27 LAS VEGAS MARKET

Las Vegas Market Center
Las Vegas, NV

FEBRUARY 6-9 NY NOW

Jacob Javits
Convention Center
New York, NY

FEBRUARY 8-10 KBIS

Orange County
Convention Center
Orlando, FL

MARCH 2-6 IHGF DELHI FAIR

India Expo Centre & Mart
Greater Noida,
Delhi NCR, India

MARCH 5-8 INSPIRED HOME SHOW

McCormick Place
Chicago, IL

MARCH 21-24 NEW YORK HOME FASHIONS MARKET

New York home textiles
showrooms

APRIL 2-6 HIGH POINT MARKET

High Point, NC

APRIL 5-7 PROPOSTE

Villa Erba
Cernobbio, Como, Italy

APRIL 6-7 INTERNATIONAL WINDOW COVERINGS EXPO 2022

The Greater Fort Lauderdale/
Broward County
Convention Center
Fort Lauderdale, FL



High Point Market | Highpoint, NC