



spring 2011

# STUDIO 49

MAGAZINE

The Spirit of the ASID California Central/Nevada Chapter



The Power  
of a Mirror

Legislation:  
Myth vs. Fact

Magazine Saved!  
Back in Print

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The Spirit of the ASID California Central/Nevada Chapter

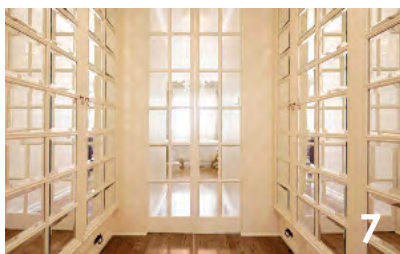


## ON THE COVER:

Designer: Bruce Benning, ASID | Project Details: Grey mirror was chosen for the back bar wall for this particular application to achieve a subdued reflective quality. | Location: El Dorado Hills, CA

## features

- 6 The Power of a Mirror
- 8 The Benefits of Blogging
- 10 Interior Design - Myths vs. Facts
- 12 CEU Requirements



## departments

- 4 President's Column/Board Members
- 5 Letter from the Editor
- 9 Calendar of Events
- 14 Industry Partner Directory
- 15 Design Community



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# californiahomedesign.com



## Acclaimed Bloggers

### **SHOSHANA BERGER, design**

Co-founder and former editor-in-chief of *ReadyMade* magazine, Shoshana has earned the respect of design communities on a global scale, with a devoted following and avid readership.

### **PHILIP FERRATO, real estate**

Founding editor and former editor-at-large of *Curbed SF*, Philip brings a depth of housing and property experience to his daily posts.

### **MARY JO BOWLING, design solutions and deals**

Mary Jo's posts include the very popular Estate Sale Report, and Design Dilemma.

### **ERIN FEHER, restaurant design**

Audiences devour Erin's Dining Design Diary, her intriguing take on the ambience of California restaurants

### **BRYAN ANTHONY, trends**

Bryan explores the latest buzz from regional to international circles.



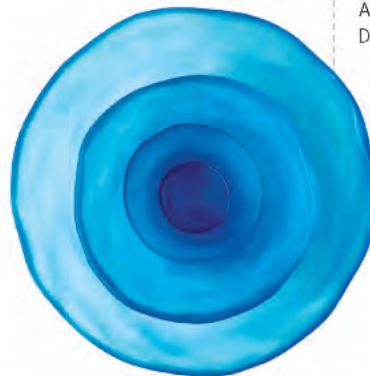
CLOCKWISE FROM TOP LEFT: MATTHEW WILLIAMS; COURTESY OF MAURICIO UMANSKY; COURTESY OF TINA FREY; KEVIN TREXLER

## Modern Makers:

Profiles of California's finest craftspeople in their creative spaces.

## Voice of the People

Revealing the results of our Design Democracy Polls and Readers Room Contests



## STATE of STYLE

Products, Designers, News and Ideas

**FINALIST**  
**Folio Award 2010:**  
Consumer,  
Shelter/Home,  
Website

# Spring 2011



As I drive out of the snowy mountains of Lake Tahoe, down into the Valley, it is with joy that I see the fresh growth of spring; a time of renewal and a time of growth. This is how I perceive our interior design businesses for the coming year. The last two years have been difficult ones for the majority of us. Spending time being patient and having our fingers crossed that these economic times turn around. Hopefully, we have used this time to organize our files of discontinued resources, make our office spaces fresh and new, and polished our skills with new information.

This is the ideal time to build up your marketing plan. Are you aware of the marketing options available to you, as a member, through our Chapter website? Resources for publicizing yourself in the Find a Designer program are only available to ASID members (Industry Partners too). Get your free listing on there, and learn about the other options available that would include a profile on you, your firm, portfolio images, and much more. The necessary step to make sure a consumer finds you when searching the internet has been implemented. Definitely an additional way to get your name out there in the internet world:

**[www.asidcanv.org/find\\_a\\_designer.php](http://www.asidcanv.org/find_a_designer.php)** If you have any questions or need assistance with this please contact Duff Tussing, our website manager, **[dtussing@dsapubs.com](mailto:dtussing@dsapubs.com)**.

Our own Chapter member, Shawn McNeace, Allied Member ASID, was the designer asked to assist the winners, of the Las Vegas Design Center Sweepstakes, spend their \$10,000 grand prize winnings. And a very big thank you to the Las Vegas Design Center, ASID members, and ASID student member interns for your continuous hours and talents at the Design Salon.

At this time the Chapter is looking for two volunteers in Nevada for the Design Community Coordinator positions. The Reno/Tahoe, as well as the Las Vegas area, is looking for a Professional, Allied, or Industry Partner with the commitment to the world of design. If you are interested in this position or have any questions please contact the Chapter's Professional Development Director, Jennifer Hilgardner, Allied Member ASID, at **[jennifer@timelessdesignandaccents.com](mailto:jennifer@timelessdesignandaccents.com)**.

As always I am interested in members' feedback, ideas, and questions. Please reach me by email: **[jwblackstone@sbcglobal.net](mailto:jwblackstone@sbcglobal.net)**.

Sincerely,  
Joyce W. Blackstone, ASID

**The votes are in! Meet the 2011/2012 Board of Directors:**  
**Jennifer Wood, ASID: President Elect**  
**Rebecca Ward, ASID: Professional Development Director**  
**Kimberly Joi McDonald, Allied Member ASID: Financial Director**  
**Laura Neumann, Allied Member ASID: Communications Director**

## ASID California Central/Nevada 2010-2011 Board of Directors



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President



Gail L. Diehl, ASID  
President-Elect



Allison M. Moren,  
Allied Member ASID  
Communications Director



Jennifer Christou-Wood, ASID  
Financial Director



Jennifer Hilgardner,  
Allied Member ASID  
Professional Development Director



Susan Rowland, Industry Partner  
Representative  
for Ferguson  
Membership Director



Shannon Schaeffer, Student  
Member ASID  
Student Representative  
to the Board



## Studio 49 - Back in Print!

Industry Partners are the backbone of our organization. If it were not for the Industry Partners who support the world of interior design, creativity, and learning, we would be aimlessly searching for CEUs, trends, and let's face it, funding. This is where the name Mike Weddington comes into play.

As many of you noticed the Chapter's beloved *Studio 49* magazine was in electronic form last month, because funding did not allow for the magazine to go to print. Prior to that, many did not even know our magazine had a fall 2009 issue because it was tucked away inside Sources + Design (another effort at reducing costs). Our new publisher, DSA Publishing, informed me of the commitment from Industry Partner, Hunter Douglas, and Industry Partner Representative, Mike Weddington, who graciously put forward the monies for a year of Studio 49. That is four issues being printed and mailed to all ASID California Central | Nevada Chapter members! As Editor of this magazine, you can imagine my excitement and anticipation for developing forthcoming quarterly issues!

So, my deepest thanks to Mike Weddington and Hunter Douglas for their commitment to our Chapter. It is a blessing to know that our Industry Partners see the value and necessity of our professional organization and its members. Mr. Weddington, you saved our magazine. Thank you.

Sincerely,

Allison M. Moren, Allied Member ASID  
Editor of *Studio 49*

*Thank you!*  
**Hunter Douglas**

## New Members

### Sacramento Design Community:

Ashley Morgan Runyan, Student Member ASID  
Deborah Green-Smith, Student Member ASID  
Candy Navarro, Student Member ASID  
Cloriza Guarin, Student Member ASID  
Deborah Green-Smith, Student Member ASID  
Katherine Elizabeth Ingelstrom, Student Member ASID  
Kelsey Flory Dunn, Student Member ASID  
Kristien A. Stevenson, Allied Member ASID  
Rachel Michele Ackley, Student Member ASID  
Sherry Joyce, Allied Member ASID  
Tayler Silva, Student Member ASID

### Las Vegas Design Community:

Brando Joe Zahursky, Student Member ASID  
Brittany Swingley, Student Member ASID  
Brook Irene Haller, Student Member ASID  
Charkita Trenell McGhee, Student Member ASID  
Felice Sacks, Student Member ASID  
Jamie Elizabeth Moss, ASID  
Jill C. Barteaux, Allied Member ASID  
Janelle Merriam, Student Member ASID  
Kelley Cozzolino, Allied Member ASID  
Leah Ann Branstetter, Student Member ASID  
Mary Powell, Student Member ASID  
Melanie B. Lemma, Student Member ASID  
Monashea Moore, Student Member ASID

Raymond M. Baubach, Student Member ASID  
Shayna Lorraine Scott, Student Member ASID  
Souman Kong, Student Member ASID  
Stacey Martin, Student Member ASID  
Wineva Joy Al-ag, Student Member ASID

### Fresno Design Community:

Geoffrey S. Becker, Student Member ASID  
Janelle Penner, Student Member ASID  
Maribeth Anna Belf, Student Member ASID  
Shelley Hoff, Student Member ASID

### Reno/Tahoe Design Community:

Ellen Davis, Student Member ASID

### Industry Partners:

Angela Swindells, Industry Partner Representative for LoKa Tile Group Inc.  
Bart M Jones, Industry Partner Representative for Merlin Contracting & Developing  
Bernard St. Croix, Industry Partner Representative for St. Croix Collection  
Cathy Moy, Industry Partner Representative for Hunter Douglas, Inc.  
Celeste Leonetti, Industry Partner Representative for Hunter Douglas, Inc.  
Dale Walker, Industry Partner Representative for Arto  
Dana Burnett, Industry Partner Representative for 3 Day Blinds  
DeAnne Clevenger, Industry Partner Representative for Hunter Douglas, Inc.  
Dustin Wadlow, Industry Partner Representative for Hunter Douglas, Inc.  
Glenn Ridenour, Industry Partner Representative for Villeroy & Boch  
Lauri Buffum, Industry Partner Representative for Carlisle Wide Plank Floors, Inc.  
Mark Mendoza, Industry Partner Representative for Hunter Douglas, Inc.  
Mario Grandinetti, Industry Partner Representative for Hall's Window Center, Inc.

Michelle Nasca, Industry Partner Representative for Garrett Leather Corp.  
Pam Robinson, Industry Partner Representative for Hunter Douglas, Inc.  
Paul Brown, Industry Partner Representative for Fortress, Inc.  
Scott Lindsay Industry Partner Representative for Dunn-Edwards Paint Corp.  
Sharon Muller, Industry Partner Representative for Danmer Custom Shutters Inc.  
Shelley DeVall, Industry Partner Representative for Hunter Douglas, Inc.  
Sheri Hoeger, Industry Partner Representative for Big Oak Arts  
Steve Barrow, Industry Partner Representative for Whirlpool Corporation  
Teng Vongpanya-Dante, Industry Partner Representative for Hunter Douglas, Inc.  
Teresa Caldwell, Industry Partner Representative for Hunter Douglas, Inc.  
Tony Sterns, Industry Partner Representative for Hunter Douglas, Inc.  
William Pinckard, Industry Partner Representative for MicroSeal International

New Members as of September 2010 to March 2011

# The Power of a Mirror

By Stephanie Catron, Allied Member ASID

**I**n my ten years of experience practicing interior design, I have found that mirrors can significantly enhance the beauty of any room, simply by using their light reflection properties. Mirrors can illuminate spaces more brightly, and the shine on them can make ordinary pieces look exotic. They can add depth to any closed space, like a small room, and focus on an object to create a unique aura.

According to some, the first mirrors used by people were likely pools of dark, still water, or water collected in a primitive vessel of some sort. Many believe that the earliest manufactured mirrors were pieces of polished stone such as obsidian, a naturally occurring volcanic glass. The earliest mirrors were thought to be made in areas of modern day Turkey and Central America but the true source of the original mirror is uncertain. It is understood that mirrors seem to be more of a growing evolution of sorts over time.

In modern times, wide selections of mirrors are available to us. Mirrors are used to the point that often no room is without one, especially bathrooms. Many homeowners want to update their home's interior. Unfortunately, a major remodeling job is often out of the question.



**Designer: Gail Diehl, ASID | Project Details: The mirror is in two pieces as was common when mirrors could not be fabricated in large pieces. This mirror reflects the hall table and accessories, all with a moody, dark attitude. | Location: Sacramento, CA**

Renovating can be costly. Owners can choose to give their homes' interiors a facelift in lieu of a major renovation. Thousands of small but impressionable interior design ideas cost less than a thousand dollars. These seemingly small facelifts can actually go a long way in improving the look of a client's space. One of these inexpensive interior design ideas involves incorporating the mirror.

Using mirrors is a superb way to stretch a client's design dollar. It may even do more than stretch. It may also pay back dollars if the homeowner is in the market to sell his or her home. This is known in the industry as "dressing up" a home. Homes on the market, which previously have languished for weeks and even months, sold within days of being dressed up. A few reasons to use mirrors for aesthetic and energizing purposes follow:

1) Utilizing mirrors is fairly inexpensive. A mirror can make a big difference when it comes to the space planning relationships of a room, as well as in the energy, or Feng Shui, of a room. (See box to the side regarding Mirrors and Feng Shui).



**Designer: Kerrie Kelly, ASID | Project Details: A fresh coat of silver paint gives new life to two repurposed oversized mirrors. | Location: Sacramento, CA**

“...mirrors let one pass through the surface of things”

-Claude Chabrol

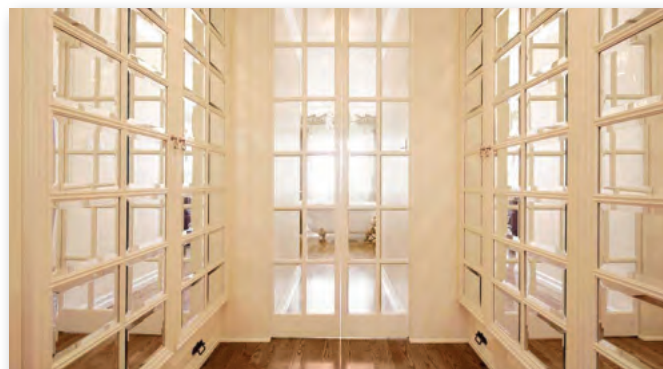
2) Decorative wall mirrors can make a space appear larger. This trick has long been used by interior design professionals. Small homes can benefit greatly since mirrors create the illusion of depth and height. Creating perceived space may be achieved by placing a large mirror or a row of small mirrors on a wall. Place mirrors along opposing walls for even more depth, or to accentuate a certain element of a room.

3) The use of mirrors improves interior lighting. A room that is painted in a dark color can seem smaller and even feel oppressive. Adding mirrors to one or more walls can offset the darkness and enhance the color. The best way to improve a room's lighting without using more electricity is to place mirrors opposite windows. The mirrors will reflect natural sunlight and brighten the entire space. According to internet resources, some homeowners even report a savings in energy costs by simply reflecting the free light from the sun.

Few interior design ideas compare to power of a mirror. It is one of the simplest and most economical ways to improve a client's interior space and bring interest to that space because no matter what the style, a mirror fits the décor.



*Designer: Bruce Benning, ASID | Project Details: Grey mirror was chosen for the back bar wall for this particular application to achieve a subdued reflective quality. | Location: El Dorado Hills, CA*



*Designer: Stephanie Catron, Allied Member ASID | Project Details: Wishon Residence | Project Details: In an enclosed space, mirrors reflect light and allow for a narrow hallway to appear bigger and brighter. | Location: Fresno, CA*

## Feng Shui & Mirrors

By Sherrie Swass, ASID

Mirrors are often referred to as the aspirin of Feng Shui. Do not underestimate the impact of mirrors in a space. They have the capability to energize a room.

Think about what you are reflecting when you hang a mirror in your client's space. Its placement can affect the end user's behavior. Whatever the mirror reflects you are drawing into the home. If the mirror is reflecting a busy road, you are drawing fast energy into your home, which in turn causes instability. Reflecting a beautiful garden will create a soft and calming energy in the home.

A few considerations about mirrors:

- In small areas such as a bathroom, mirrors can create a feeling of space.
- When selecting a mirror, the bigger the better. You should be able to see your whole head and at least five inches above it. We all have an energy field around us that reaches an arm's length. This should be reflected in the mirror or you subconsciously will feel cramped.
- Hanging a mirror opposite a window will draw in light and expand a room. It also makes it appear more square than rectangular, changing the room energetically by 100 percent.
- Always use clean, good quality mirrors. The frames may be antique, but should be in good shape. Stay away from tarnished or tinted mirrors because they will tarnish the energy in the room.
- Round mirrors are specifically recommended for bedrooms as they represent completion and wholeness in relationship.
- Mirrors are not recommended for use in dining rooms as they are thought to distract from intimate conversation as well as the digestive process.

# The Benefits of Blogging:

## An Interior Designer's Perspective



By Rebecca Ward, ASID  
Author of Design R Blog

I thought blogs were for online junkies. It was not until around 2008 that I even took a second look at a blog. I had heard the term thrown around in different circles, especially political, but had not paid much attention to it. When I realized a coworker authored a blog and was quite renowned for it in the design community, my interest was aroused. She mentioned she had been approached by advertisers and how lucrative some bloggers have found the niche to be. When I finally went to check her blog, I looked through many posts thinking, "Where have I been?" There was so much more to blogging than just blabbing about your opinions, especially in the world of design blogs. Our profession is such a visual one. It is also one that entails many changing trends from colors, to fabrics, to open spaces to well defined ones. I soon discovered what a gold mine design blogs were.

I took the plunge in December of 2008 and started the blog Design R (a play on words of "designer" and "R" being the first letter of my name). I followed my coworker's lead and opened my blog with blogger, powered by Google ([www.blogspot.com](http://www.blogspot.com)); it is complete with templates to help the novice blogger get on his or her feet. To come up with the subject of my posts, I would think, "If I was a reader of this blog, what would I want to hear about?" And with that, Design R was on its way to becoming a regular part of my life. The more I worked on Design R, the more I wanted to read other designers' blogs. I noticed my coworker

### Top Design Blogs

**Design Sponge:**  
[www.designspongeonline.com](http://www.designspongeonline.com)

**MoCo Loco:**  
[www.mocoloco.com](http://www.mocoloco.com)

**Apartment Therapy:**  
[www.apartmenttherapy.com](http://www.apartmenttherapy.com)

had something called a blogroll running down the side column of her blog. This is where a blogger lists links to their favorite blogs. That is always a great place to go when you come across a blog you love. There is usually a link to like minded bloggers. I eventually came across Holly Becker, the talented author of the famous Decor8 blog. She offered an online blogging class called Blogging Your Way. This class helped me narrow my focus, and find my voice for Design R. I learned that even when authoring a blog, you are still a writer.

While my blog is a professional one, I still try to maintain a semblance of my personality for my readers. I have found that in the blogs I read, the authors have become my friend due to the personalities that come through in their writing. Many discussions I have had with other designers on blogging have concluded that blogs provide a great medium for potential clients. It allows for the consumer to get to know the personality of the designer, prior to meeting them in person. Readers and potential clients do not mind seeing the occasional family photo or post about a vacation, because it makes that blog and author seem like a human not just a business.

# Calendar of Events 2011

## April 6:

- Dunn Edwards Luncheon | 11:30am-1:30pm  
6770 Folsom Blvd | Sacramento, CA

## May 2-6:

- California State University, Fresno: Interior Design Portfolio Show | Conley Art Building | Room 105  
Fresno, CA

## May 3:

- Carpet Reclamation 0.1 CEU | 3:00pm-4:00pm  
Prosource Wholesale Floorcoverings | 605 Glendale Ave  
Suite 106 | Sparks, NV

## May 14:

- Distinguished Speaker Series | Creating Value:  
Do You Offer What Your Clients Want? | 0.2 CEU  
2850 Gateway Oaks Dr. Suite 100, Sacramento, CA  
10:00am-12:00pm | \$45 member cost, \$20 student cost,  
\$75 non-member cost.

## May 18-20:

- Hospitality Design Expo & Conference | Las Vegas, NV

## May 31:

- Chapter Student Design Competition Deadline

## June 1:

- NCIDQ Fall 2011 Application Deadline

## June 8:

- ASID Design Resource Day  
San Francisco Design Center

## June 12-16:

- NeoCon World's Trades Fair | Chicago, IL

## August 1-5:

- Las Vegas World Market

## August 2:

- NCIDQ Registration Deadline

## August 16:

- NCIDQ Late Registration Deadline

## August 31:

- Membership Rewards Points Program Deadline

## September 30-October 1:

- NCIDQ Exam

## October 1:

- New Board of Directors term begins

## December 31:

- 0.8 CEU Reporting Deadline!

For more event details please visit [http://www.asidcanv.org/news\\_events.php](http://www.asidcanv.org/news_events.php)

Pictures say a thousand words. I try to remember that when I write my posts. Readers are reading my blog for design inspiration and trends which can only be illustrated with pictures. With this in mind, a blog is a great place to host your portfolio. The readers already like what you have to say; therefore they will want to see what you have done.

Another benefit from blogging is the online presence. Everything and everyone is online today. It is imperative that you have a website for your business. Once you are online, you will find that you need potential clients to find you. This is where search engine optimization (SEO) plays a huge role. It is advised that the more pages you have linking back to your website, the more likely you will drive traffic to your site. Design R contains a link to my website and my website features a link to my blog. My blog and website are also linked

to my Facebook page and Twitter account, both of which I will update when I have a new blog post.

Bottom line, I find the greatest benefit of having a blog is the additional outlet for sharing my passion of interior design. My blog keeps me accountable to stay current with design trends. I have developed friendships with my readers that I have come to count on as my sounding board for ideas and feedback. I look forward to updating my blog a few times a week. It has become a wonderful discipline and routine of my work week. I have found it to be a huge benefit that I recommend to all designers. It is a wonderful outlet for us creative types who cannot get enough of interior design.

Visit Rebecca's blog, Design R, at [www.rebeccawarddesign.blogspot.com](http://www.rebeccawarddesign.blogspot.com)

## Interior Design - Myths vs. Facts

**Background:** Since Puerto Rico first passed legislation to license interior designer in the late 1970s, many "myths" have developed about the purpose of interior design legislation. ASID believes that law, regulation and legislation that allow designers who demonstrate advanced education and code knowledge to open new practice opportunities should be supported. Designers who become registered, certified or licensed do not limit others from practicing but open new areas to the entire profession. This legal process is no different from state regulations for architects, engineers, accountants or the hundreds of other professions that are subject to professional licensure regulation.

### Myths and Facts:

**Myth:** Interior design legislation puts non-registered interiors designers out of business.

**Fact:** Interior design laws supported by ASID do not put anyone out of business, and designers may continue to perform current services regardless of any legislation. ASID supported interior design legislation allows designers to expand into areas (e.g., stamping, signing, and submitting plans for permitting) that they are barred from previously.

**Myth:** Interior design is purely aesthetic talent that deals with colors, fabrics, finishes, and furniture. There are no technical aspects of interior design.

**Fact:** Interior design is an evolving profession that includes many technical aspects. Individuals working in residential settings must comply with state and local building codes. While individuals working in more heavily regulated spaces such as office, hospitality, health, education and retail must comply with building and energy codes, indoor air quality and the American's with Disabilities Act requirements, among other health and safety issues.

**Myth:** Interior design registration, certification or licensure is an attempt by national associations to create monopolies for their members.

**Fact:** States set the criteria for licensure of interior designers and other professions. Any individual who meets the requirements set forth by the state may become licensed. No national association has the authority to restrict or limit licensure or that authority to issue credentials.

**Myth:** Other professions don't have "special" laws or licensing procedures or requirements.

**Fact:** Most professions require education, testing and licensing. Some in similar professions, for example landscape architects, become certified to expand practice opportunities. Testing and licensing simply allow any designer to expand the range of services offered by affirming specific knowledge, skills and abilities.

More information: [www.asidcanv.org/news\\_events/legislation](http://www.asidcanv.org/news_events/legislation)

## How Will You Promote Your Products to Designers in 2011?

Advertiser Benefits:

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- Reach every ASID chapter member, every quarter
- Extremely cost effective
- Upscale presentation in a 4-color, glossy format
- Consistent visibility and recognition in a well-respected, credible resource
- Form NEW relationships and recognition with designers to increase product awareness
- **Industry Partner listings on chapter website**
- **Full page profile available with website links**

*"We have been advertising in the local ASID publications and view it as one of our most valuable resources for reaching the designers in our community!"*

*M. Weddington, Hunter Douglas*



### Deadlines

ISSUE	AD COPY DUE
Summer 2011	June 10, 2011
Fall 2011	September 9, 2011
Winter 2011	December 9, 2011



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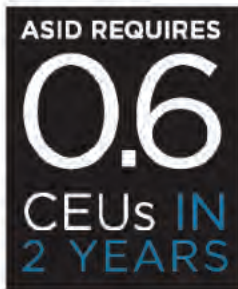
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AMERICAN SOCIETY OF  
INTERIOR DESIGNERS

**Continuing professional education strengthens  
the interior design profession!**

## OVERVIEW

ASID bylaws and policies require all practitioner members (professional and allied members) to earn a minimum of 0.6 approved CEUs every two years. This is a required condition of membership. The current reporting period began Jan. 1, 2010 and will end Dec. 31, 2011. Paying your dues indicates that you agree to remain in compliance. This member requirement strengthens the interior design profession by improving individual attitudes, competencies, knowledge and skills in subject areas essential to the growth and success of the industry.

### 6 Hours Every Two Years

Practitioner members (allied and professional) of the Society are required to complete six contact hours of continuing education coursework (equal to 0.6 CEUs) every two years. To qualify, coursework must be taken from an approved provider such as

- IDCEC
- State regulatory board
- CIDA-accredited college/university



### Reporting Period

The reporting period for all practitioner members (professional and allied members) began Jan. 1 2010 and will end Dec. 31, 2011. (Only CEUs earned between Jan. 1, 2010, and Dec. 31, 2011, will fulfill the requirement.)

### Random Audits

A percentage of members may be randomly selected for audit during each reporting period. If you are selected for an audit, you must present ASID with the certificate of completion, or a summary report provided by NCIDQ or your state's regulatory board.

### Failure to Comply

Any member who fails to comply with the continuing education requirement may eventually be subject to a termination of Society membership in accordance with the requirements of the policy.

For additional information, please visit [www.asid.org](http://www.asid.org) where a complete FAQ is available. If you have questions or comments, please e-mail your thoughts to [education@asid.org](mailto:education@asid.org).

## FREQUENTLY ASKED QUESTIONS

### Does this requirement apply to me?

Every practitioner member of ASID (allied and professional member) must take continuing education. This includes every ASID member in the Allied or Professional Membership categories. Note that members in the following categories are not required to fulfill the continuing education requirement: Professional Inactive, Professional Life Member, Professional Retired, Allied Retired, Industry Partner, Student Member.

### What if there are special circumstances that prevent me from earning my CEUs?

The ASID Board of Directors may grant an adjustment to the requirement for poor health, certified by a physician; a specific physical or mental disability, certified by an appropriate health care professional; extended duty with the armed forces; or for extreme hardship, which, in the board's judgment, makes it impossible for the member to comply. Requests for an adjustment to the continuing education requirement must be made no less than three months before the end of the current reporting period.

### How much continuing education must I take?

The policy requires successful completion of at least 0.6 Continuing Education Units (CEUs), equal to 6 contact hours of approved continuing education coursework, during each two-year reporting period.

### May I count continuing education hours I've already taken?

Members may not "bank" CEUs from one reporting period to the next. You may only count those hours taken during the specified two-year reporting period. For the first reporting period, only CEUs earned between January 1, 2010, and December 31, 2011, will fulfill the requirement.

### I just joined ASID as an Allied or Professional Member and am in my first reporting period. Do I immediately need to begin taking continuing education?

Yes. However, the number of CEUs required during your first reporting period will vary, depending on the time of year your membership status changed.

- 18 - 24 Months before the end of the reporting period = 0.6 CEUs required
- 7 - 17 Months before the end of the reporting period = 0.3 CEUs required
- 0 - 6 Months before the end of the reporting period = No CEUs required

### Who are approved CEU providers?

ASID will recognize continuing education coursework (courses, workshops, distance learning programs, telecourses, conferences, seminars, etc.) as successfully fulfilling your CEU requirements only if the coursework is "approved" by one of the following entities:

- IDCEC Approval System
- State Regulatory Board
- Colleges, universities, and other degree-granting institutions offering degrees (e.g., B.S., M.S., Ph.D.) and credit-bearing certificate and diploma programs in interior design that are accredited by the Council for Interior Design Accreditation (CIDA, formerly FIDER).

### Is there any limitation on the subject matter of the courses I take?

No. ASID is not imposing any CEU mandates for health, safety and welfare coursework at this time. We encourage you to select coursework that supports your own professional development plan and advances your professionalism as an interior designer.

### What records will I have to keep?

It is the responsibility of each ASID practitioner member to maintain personal files documenting successful completion of your continuing education coursework. This documentation/file for each course or program should be kept for four years from the date of course completion. If you are selected for an audit, you must present ASID with your verification of attendance or the completion certificate for all coursework.

### Do I have to submit my records for each continuing education course to ASID or report compliance online?

No. During the last reposting period we asked members to report their compliance through an online mechanism. ASID wants to make reporting as easy as possible for members therefore we have slightly changed this process. Now when you pay your dues it indicates that you agree to remain in compliance with the CEU requirement because it is a required condition of membership. Paying your dues indicates that you agree to remain in compliance. ASID does not need to know what courses you attended. The only exception will be in the event you are one of the members selected for an audit, in which case more detailed records will be requested.

### What will I have to provide if there is an audit of my continuing education records?

If you are selected for an audit, you must present ASID with a copy of the certificate of completion or a letter of verification that was issued by the sponsor of each continuing education course completed during the reporting period being audited. Please note that a summary report of your continuing education activities provided by NCIDQ or your state's regulatory board is also acceptable.

### What if a course I've taken wasn't approved for CEUs and I want to use it to fulfill my requirement?

If the course is not pre-approved for CEUs, you may submit it for evaluation using the "Self Reporting Submission Form." ASID will submit the course to IDCEC for approval on your behalf. If the course is approved, you will receive confirmation in approximately six-ten weeks. If the course is not approved, you will also be notified. All such decisions are final.

### What if I fail to complete the required number of continuing education hours or CEUs by the end of the reporting period?

The ASID Board of Directors, at its discretion, may issue you a conditional extension (probationary period) during which you will be required to remedy the continuing education deficiency. If the requirement remains unmet during the next reporting period, your membership in ASID will be terminated.

## california central/nevada chapter industry partners

<b>Allsteel, Inc.</b> Steve Kennedy KennedyS@allsteeloffice.com	(602) 290-0157	<b>Ferguson</b> Claire Reichenberger claire.reichenberger@ferguson.com	(916) 338-8300	<b>NW Rugs</b> James Crossley mgrlv@nwrugs.com	(702) 737-7847
<b>Arizona Tile, LLC</b> Sandy Diamond sdiamond@arizonatile.com	(702) 364-2199	<b>Ferguson</b> Elizabeth Thompson	(775) 688-5000	<b>ORG</b> Amanda Gregory	(702) 360-0903
<b>Arizona Tile, LLC</b> Emitt Isaacks eisaacks@arizonatile.com	(916) 853-0100	<b>Ferguson Bath, Kitchen &amp; Light</b> Jamie Mello jamie.mello@ferguson.com	(559) 253-2550	<b>Postcards Home, LLC</b> Kelly Shaw kellyshaw4@cableone.net	(208) 938-1507
<b>Arto</b> Dale Walker dale@artobrick.com	(310) 403-5837	<b>Ferguson Bath, Kitchen &amp; Light</b> Susan E Rowland susan.rowland@ferguson.com	(702) 280-2755	<b>ProSource Wholesale Floorcoverings</b> Sacramento California salesranchocordova@prosourcewest.com	(916) 638-2100
<b>Baldwin Door Hardware/BDHHI</b> Gregory H. Compton, CSI, CCPR gregory.compton@bdhhi.com	(702) 860-2406	<b>Fine Art Lamps</b> Doug Glassman douglassman@mac.com	(925) 406-4671	<b>ProSource Wholesale Floorcoverings</b> Las Vegas Nevada ncusumano@prosourcepros.com	(702) 798-9802
<b>Bellacor.com</b> Josephine Lowry josephine@bellacor.com	(651) 294-2563	<b>Flexco</b> Susan Eski deski@flexcofloors.com	(310) 844-8974	<b>ProSource Wholesale Floorcoverings</b> Reno Nevada shellyrileyshields@sbcglobal.net	(775) 358-2220
<b>Benjamin Moore &amp; Company</b> Gus Maseba gus.maseba@benjaminmoore.com	(925) 640-8101	<b>Formica Corp</b> Kate Kline kate.kline@formica.com	(702) 219-6729	<b>PTM Images</b> Lori Stearns loris@ptmimages.com	(818) 909-5900
<b>Best Solar Control Co.</b> Vicky Best info@bestsolarcontrol.net	(916) 939-7733	<b>Fortress, Inc.</b> Paul Brown brown@innovativeconsult.com	(480) 443-1134	<b>Restoration Hardware-Trade</b> Sandy Pilon SPilon@TeamResto.com	(415) 233-1556
<b>Big Oak Arts</b> Sheri Hoeger sheri@biggoart.com	(530) 344-0939	<b>Garrett Leather Corp.</b> Michelle Nasca mnasca@garrettleather.com	(800) 342-7738	<b>Robert Allen Group</b> Michael Smith msmith@robertalendesign.com	(702) 380-8582
<b>Blackout Window Tinting</b> Eric Lafranchi aasdetail@sbcglobal.net	(707) 789-0440	<b>Global Views</b> Janice Campbell jcampbell@globalviews.com	(702) 242-3542	<b>ROHL LLC</b> Brad King bking@bbmarketinginc.com	(623) 580-9316
<b>Broan NuTone</b> Craig La Fontaine clafontaine@broan.com	(770) 427-3070	<b>Hansgrohe, Inc.</b> Mathew Young mathew.young@hansgrohe.com	(714) 656-8990	<b>Roppe Corporation</b> Mike Turner mturner@roppe.com	(775) 721-2485
<b>BSH Home Appliances</b>		<b>HeavyLux Shower Doors</b> Candice Kinnaman candice@heavylux.com	(510) 667-0781	<b>Sherwin-Williams</b> Laurie E. Clark laurie.clark@sherwin.com	(602) 570-7146
<b>Thermador, Bosch, Gaggenau</b> Bob Eustice bob.eustice@bshg.com	(702) 321-2908	<b>Hi-Tech Home</b> Jay Cobb jay.cobb@hitechhome.net	(559) 521-1400	<b>Sherwin-Williams</b> Richard Condie richard.condie@sherwin.com	(916) 267-3232
<b>Carlisle Wide Plank Floors, Inc.</b> Lauri Buffum lauri@wideplankflooring.com	(603) 446-6105	<b>Hunter Douglas, Inc.</b> Mike Weddington mike.weddington@hunterdouglas.com	(201) 315-0791	<b>Smith + Noble Pro</b> Augusta Gohil agohil@smithnoble.com	(951) 898-5057
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<b>Cosentino USA</b> Patty Dominguez pattyd@cosentinousa.com	(281) 207-4402	<b>Inside Style</b> Jill Abelman info@insidestylehome.com	(702) 399-1100	<b>Sonance</b> Craig Childs craigc@sonance.com	(916) 714-0500
<b>Crestron Electronics</b> William T. Schafer	(201) 767-3400	<b>International Design Guild 1</b> Sacramento Design Source	(916) 638-5646	<b>Sonance</b> Bob Foppiano bobfoppiano@alrinc.com	(510) 638-3800
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<b>Dacor</b> Marvin Berry mberry@dacor.com	(916) 508-2098	<b>Kelly-Moore Paint Company, Inc</b> Mary Lawlor mlawlor@kellymoore.com	(209) 577-1739	<b>STAINMASTER Carpet</b> Janet Wood Janet.L.Wood@invista.com	(916) 966-1219
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<b>Dal-Tile Corporation</b> David Payne david.payne@daltille.com	(702) 591-2324	<b>Lighting Design by Light Bulbs Plus</b> Lisa Mace lisamace@sbcglobal.net	(916) 635-3219	<b>Tahoe Rug Studio</b> George Prostrzny george@tahoerugs.com	(530) 581-2555
<b>Danmer Custom Shutters Inc.</b> Sharon Muller sharon.muller@danmer.com	(775) 762-8164	<b>Loka Tile Group Inc.</b> Angela Swindells angela@lokatilegroupinc.com	(775) 359-4388	<b>The Floor Club Corporate</b> The Floor Club of Roseville #2506 info@rosevillefloorclub.com	(916) 782-2582
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<b>Extra Touch Upholstery</b> Bruce Steele	(775) 329-7311	<b>Mohawk Group</b> Ginger Walker ginger_walker@mohawkind.com	(702) 227-6750	<b>World Market Center</b> Dana Andrew dana.andrew@lasvegasmarket.com	(702) 599-3060
<b>Fabric Protection Solutions, LLC</b> D Robert Beal fabric@fabricdefend.com	(702) 804-1390				

## Fresno Design Community

By **Jamie Bishop**, Allied Member ASID, Fresno Design Community Coordinator

The Fresno Design Community has some exciting events in the works for spring and summer. The next member event will be with one of our Industry Partners, Huper Optik/US Tint of Clovis, and will be held April 1, 2011. Fresno will also be hosting the Board of Directors Meeting the following day.

The Fresno State Interior Design Department is hosting their annual Senior Portfolio Show the first week of May. The show is a big step for these students and would greatly appreciate seeing the faces of members and alumni.

Outside of ASID, we are looking forward to the Home and Garden show which is coming up in March. Cheers to making 2011 a great year for the Fresno Design Community.

## Sacramento Design Community

By **Rebecca Ward**, ASID, Sacramento Design Community Coordinator

The Sacramento area is looking forward to many exciting events this year. This spring, we will be attending a tour of the Eskaton Demo Home for senior living and a presentation from Dunn Edwards Paints. In May, we will welcome Christine Piotrowski for the Distinguished Speaker Series Event as she helps us answer the question: "Creating Value: Do You Offer What Your Clients Want?" in an informative CEU. We have formed a planning committee to help organize a student appreciation event for our student members, a vendor fair, and the return of the successful fundraiser, "Designer Day".

Sacramento will be hosting a STEP class in August for those wishing to take the NCIDQ exam. In addition to these events, we hope to set up more luncheons, evening socials and CEUs with our valued Industry Partners.

## Las Vegas Design Community:

By **Jennifer Hilgardner**, Allied Member ASID, Chapter Professional Development Director

The Las Vegas Design Community recently hosted a STEP workshop at the Art Institute of Las Vegas and had a great turnout. Thank you AI for making your venue possible to host this event for prospective members sitting for the NCIDQ. Also Market is coming up at the end of summer, so start planning ahead to attend the World Market Center, at Las Vegas. Those dates are August 1 through August 5, 2011.

If members in the Las Vegas Design Community are eager to see more events in their area, please contact Jennifer Hilgardner at [jennifer@timelessdesignandaccents.com](mailto:jennifer@timelessdesignandaccents.com). Currently the community of Las Vegas is looking for an enthusiastic, design community loving member to volunteer as the Design Community Coordinator.

## Reno/Tahoe Design Community

By **Jennifer Hilgardner**, Allied Member ASID, Chapter Professional Development Director

The Reno/Tahoe Design Community is planning an informative CEU in May by Gwen Lauridson, of Carpet Reclamation.

If members in the Reno/Tahoe Design Community are eager to see more events in their area, please contact Jennifer Hilgardner at [jennifer@timelessdesignandaccents.com](mailto:jennifer@timelessdesignandaccents.com). Currently the community of Reno/Tahoe is looking for an enthusiastic, design community loving member to volunteer as the Design Community Coordinator.

Please refer to the Chapter website: [www.asidcanv.org/news\\_events.php](http://www.asidcanv.org/news_events.php) for further details on the events provided.

## Student Design Competition: Website Banner

Our Chapter is very proud of our new website. It has a vast amount of resources available to our members, and we feel that the latest student design competition can center on this. On the top of the website, there is a header/banner with our logo. We are looking for a creative design by a student member to liven up this space.

### Criteria:

- Size of banner: 850px x 140px.
- Web resolution is 72dpi.
- Must include the provided logo for ASID California Central | Nevada Chapter.
  - Background image behind logo, is entirely up to your creative ideas.
- For reference the Chapter website is: [www.asidcanv.org](http://www.asidcanv.org)

### Are you eligible to participate?

- Must be a current Student Member of ASID in good standing.
  - Not a member? Sign up at: [www.asid.org/members/stumembers](http://www.asid.org/members/stumembers)
- There is no cost to enter this contest.

### Prize:

- \$100 cash prize, published design on Chapter website, and recognition in quarterly publication of *Studio 49*.

### Submittals:

Submit entry form and project to [studentsASID49@gmail.com](mailto:studentsASID49@gmail.com) by May 31, 2011. For more information visit the Chapter website: [www.asidcanv.org/students/competitions\\_scholarships](http://www.asidcanv.org/students/competitions_scholarships)

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