

■ PRESIDENT'S ADDRESS



Everyone I talk to says they can't believe it's almost Christmas! Time does fly by very quickly it seems. On that note, don't miss out on the Design Competition this year. The committee is finalizing the entry forms and guidelines which will be on our Chapter website later this month or in early January.

Our Thursday, January 13 program is designed just for the competition. A moderator and 5 person panel representing former design competition judges, winners, committee chairpersons and the publishing industry will attempt to answer all of your questions. If you plan to enter, you must have this information because if there's just one thing missing, your entry will not be judged. The location is Porcelanosa, 391 Brokaw, San Jose at 6 p.m. to 8:30 p.m.; it's free for members and \$20 for non members.

Our January 25 Lunch and Learn is "The Soul of Design". Learn what are ethical consumption and social responsibility and how to integrate more 'soul' into the spaces you design. Chapter Allied Member Lisa Staprans of Staprans Design will describe her experiences that reflect her conscious decision to support local village workshops, ateliers, artisans and women in business. And joining Lisa will be Kathleen Redmond from Magnolia Lane, manufacturer of organic fabric bedding and Dana Greason from Odegard who will talk about her line of carpets. Manufacturing in San Francisco, host McRoskey is a family owned and operated business and part of our local community. McRoskey is located at 220 Hamilton Ave., Palo Alto. The event runs from 11:30 a.m. to 1:00 p.m. and is free for members and \$20 for non members.

Our chapter would like to thank Staprans Design for hosting our recent Lunch and Learn where all of us learned about Transparent Glass and Coating, located at 2521 S. Rodeo Gulch Road, Suite A, Soquel.

You should have received your Membership Directory, if not, please contact our office and request one. The directory is actually more than just a directory; it's full of very valuable information about your membership as well as resources and references. For instance our advertisers and Industry Partners are looking for your business, so please check your directory when in need.

On behalf of our Chapter, I'd like to wish you a wonderful holiday season and fabulous New Year.

Carol Spence Carr, ASID, CID
ASID CA Peninsula Chapter President

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■ IMPORTANT DATES

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- JAN 25**
The Soul of Design Lunch and Learn at McRoskey Mattress in Palo Alto. See page 3
- FEB 3**
Does Your Contractor Speak "Interior Design?" at Ferguson in Seaside. See page 4
- FEB 16**
Turn More Prospects Into Clients Lunch and Learn at Windows and Beyond in Fre-
- MAR 03**
Lighting Techniques for High-Impact Design at Purcell Murray in Burlingame. See page 4

■ MISSION STATEMENT

The California Peninsula Chapter of the American Society of Interior Designers (ASID) will promote awareness of ASID to the public and help our members maximize their marketing efforts. It strives to create a collegiate atmosphere and facilitate collaboration by and between all its members and the allied professions.

■ 2011 ASID DESIGN COMPETITION - NEW PUBLISHING ALLIANCE

The ASID California Peninsula Chapter is pleased to announce a new partnership for our 2011 Design Competition.

California Home + Design Magazine will publish 2011 competition winners in their July/August, Kitchen & Bath issue. In addition to publishing our winners, this new alliance will give ASID and ASID Competition winners a greater online presence. We are all looking forward to the new opportunities that this alliance will present to our members.

Please be aware that we will be pushing up the deadline dates for submitting project entries. Mark your calendar for these deadlines:

- **Tuesday, February 15** Last day to send in your application
- **Monday, March 14** Binders due by 4:00 PM

Applications and other materials will be available online in December.

Please note: due to an unfortunate incident last year, we ask that no binders left unattended! Please put your valuable entries into the hands of a live human being!

Plan to attend our informative panel:

Insider Secrets of Winning Design Competitions

As told by a panel of former judges, serial winners and competition chairs

In addition to the answers to all your burning questions, you will have an opportunity to view, live...the forms that the judges use to score each project in every category. Also available for your viewing, will be numerous binders of winning entries in all categories. You will be able to flip through the pages and learn any secrets that might make an entry stand out to the judges. An opportunity will be available to chat with these competition winners during the informal social after the formal presentation.

“Wonder what it is all about - what it takes - is it too difficult -? -? Seeking questions to place before our guest panelists - please send your question to ASID Admin. The more, the merrier!”



WHERE: Porcelanosa
391 E. Brokaw, San Jose
Map & Directions: <http://tinyurl.com/porcelanosasj>

WHEN: Thursday, January 13
6:00 - 6:30 pm Networking & Dinner
6:40 - 8:40 pm Panel Discussion

COST: free for members
\$20 for non-members

RSVP: by Friday, January 7 to the chapter
admin@asidcapen.org, 650.323.6791

Photo:

Beth Cohen’s 2010 Platinum Award Winner, and Gold Winner of Single Family Residence over 3000 sf
Photographed by Ken Probst

california
HOME+DESIGN

■ Upcoming Events

January Lunch and Learn: The Soul of Design

What are ethical consumption and social responsibility? How can designers make the world a better place through beauty, good design, and healthy business practices? We create environments driven by our love of beauty, but we also have a responsibility to consume with intention. If we practice our professions with companies and artisans who have a social and ethical awareness, we will integrate more soul in the environments we create.

Chapter Allied Member Lisa Staprans of Staprans Design will describe her experiences that reflect her conscious decision to support local village workshops, ateliers, artisans and women in business. Her travels include sourcing items in India, Venice, and Paris; helping a group of women and children in India receive financing for a buffalo; and supporting the "Save the Venice" Foundation. Let's discuss how to practice design in this ever-changing world and economy. Joining Lisa will be Kathleen Redmond from Magnolia Lane, manufacturer of organic fabrics bedding, will talk about her line of organic textiles and bedding, and Dana Greason from Odegard, who will talk about Odegard Carpets and furnishings. Manufacturing in San Francisco, host McRoskey is a family owned and operated business, and part of our local community.

WHEN: Tuesday, January 25, 2011, 11:30 am - 1:00 pm

WHERE: **McRoskey Mattress Company**
220 Hamilton Avenue, Palo Alto, CA 94301
www.McRoskey.com
Map & Directions: <http://tinyurl.com/mcroskeypa>

COST: FREE for members, \$20 for non-members

RSVP: by Friday, January 28, admin@asidcapen.org or 650.323.6791

February Lunch and Learn:

Turn More Prospects into Clients: The Fortune is in the Follow Up!

A follow up system that connects you to your prospects meaningfully will make the difference between "knowing someone" and becoming their service provider. Heidi demystifies the benefits and barriers of how to create a follow up system that will grow your business. You will leave with information to help you create a successful follow-up system that turns prospects into clients!

Heidi BK Sloss Bio: Heidi BK Sloss has been leading and inspiring people for over two decades helping people improve their lives personally and professionally. As a serial entrepreneur, Heidi has run successful businesses in the fields of marketing, manufacturing, direct sales, real estate and more. Heidi specializes in helping business professionals think entrepreneurially so that they can achieve more powerful results through private sessions, group sessions, full day seminars and Learn @ Lunch programs. Heidi's focus is on helping entrepreneurs create marketing and sales strategies that lead to success.

WHEN: February 16 and 18, 2011, 11:30 am - 1:00 pm

WHERE: **Windows and Beyond**
155 Anza Street, Fremont (510) 623-8822
Directions: <http://tinyurl.com/windowsandbeyond>

COST: FREE/members, \$20/non-members

RSVP: by February 11: admin@asidcapen.org or 650.323.6791

■ Upcoming Events

February: STEP

ASID's STEP Workshop provides experiences and information essential to the exam preparation process, guiding participants through self testing exercises patterned after the NCIDQ exam and the opportunity to identify their strengths and weaknesses, analyze their skills and develop a study plan for areas that require further preparation. Gensler is hosting a STEP workshop in February which will be on the national website soon.

WHEN: Friday - Sunday, February 11, 12, and 13

WHERE: **Gensler**, 225 W Santa Clara St, San Jose, CA 95113

COST: \$325 for ASID members, \$445 for non-members

REGISTER: on the national website: <http://www.asid.org/events/#/?i=19>, and select date and place.

February: Does Your Contractor Speak "Interior Design?"

Many design projects have a component of construction; whether it be remodeling, adding a room, or building a new home. Working with a general contractor and their subcontractors requires excellent communication and good timing. Our featured speakers will discuss how to approach a project and how best to collaborate. Our informative panel will highlight Randy Strong of Carroll and Strong Builders, Inc.

Organized by: Membership Director and Allied Member Risë Krag, RKI Interior Design

WHEN: Thursday, February 3, 2011

WHERE: **Ferguson Bath Kitchen and Lighting Gallery**

1144 Fremont Blvd., Seaside, CA, 93955

Maps and Directions: <http://tinyurl.com/fergusonseaside>

COST: \$15 for members, \$25 for non-members

RSVP: by Friday, January 25: admin@asidcapen.org or 650.323.6791

March: Lighting Techniques for High-Impact Design

When in the design process do you think about lighting? How do you think about the 3D space initially and include light? You know about layering, and once you have an idea - how do you do it? Lighting Designer Linda Sanford will give many examples of what kinds of solutions a designer could use in various types of spaces. In the course of this discussion, she will talk about LED products and how to evaluate when to use them.

Sanford Lighting Design provides innovative lighting solutions in residential and commercial spaces, with energy efficiency and sustainability as drivers in the lighting concept and development. SLD works as a team with clients, architects, engineers, interior designers and others to ensure a collaborative and effective set of solutions, to envision design results so we can provide the best quality lighting environment.

WHEN: Thursday, March 3, 2011

WHERE: **Purcell Murray**

185 Park Lane, Brisbane

Map & Directions: <http://tinyurl.com/purcellmurraybrisbane>

COST: \$15 for members, \$25 for non-members

■ Upcoming Events

April: Creating Value: Do You Offer What Clients Want?

A Distinguished Speakers Series CEU, IDCEC #8229, presented by Christine Piotrowski, FASID, IIDA

In good times and bad, creating value for clients is a critical component to achieving success for the designer. However, many clients do not value interior design services resulting in lower compensation levels. The fee a client is willing to pay for design services reflects the value the client places on the service. The greater the perceived value, the higher the fee they are likely to pay. Value-based compensation recognizes fees for professional design services as an alternative to other methods of compensation. Residential and commercial designers will learn how to focus on value as the basis for their professional fees. Topics discussed: The concepts of value in design services; client perceptions of value; identifying the designer’s value; and shaping your fee.



Christine M. Piotrowski, FASID, IIDA, is the author of ***Professional Practice for Interior Designers*** and ***Becoming an Interior Designer*** -- both ASID Foundation Polsky Prize-winning books, and co-author of ***Designing Commercial Interiors***--an honorable mention for the Polsky Prize. She combines her experience in interior design, interest in professional practice, and teaching experience as a former professor to provide information, guidance, and coaching to designers who seek to effectively organize and manage their practice. She has presented at NeoCon, ASID INTERIORS 05, and to ASID chapters. Christine is a 2006-2007 member of the Distinguished Speakers Series. She is an NCIDQ certificate holder, a past-president of the ASID Arizona North Chapter, an ASID Chapter Medalist and has

served as a chair of two NCIDQ committees.

WHEN: Thursday, April 7, 2011

WHERE: **Design Mart Silicon Valley**
 23 Las Colinas Lane, Suite 104
 San Jose, CA 95119
 Map and Directions: www.tinyurl.com/designmartsv

COST: \$45 for members, \$55 for non-members

RSVP: Please RSVP by April 1 with payment to the chapter office:

671 Oak Grove Avenue, Suite E, Menlo Park, CA 94025 OR pay with a credit card at the national website. Instructions are at <http://www.asidcapen.org/files/HowtoPayForEventsOnline.pdf>

■ MEMBERSHIP SPOTLIGHT

WELCOME NEW CHAPTER MEMBERS!

- Melissa Fanucchi, Student Member ASID
- Cindy L. Steele, Allied Member ASID
- Susan Subbotin Riviello, Allied Member ASID

Seeking Future Chapter Leaders

Make great contacts while contributing to the chapter by serving on the Board or a Chapter Committee - it’s a win-win! Email the office: admin@asidcapen.org.

Want Free Advertising?

Hey chapter members! Write an article for the chapter’s **Design Chronicles**, and reach hundreds of designers, students and vendors! While sharing your expertise, you get your name out there on the chapter website and internet!

Send submissions to admin@asidcapen.org. No informercials/advertorials please. Copy is subject to approval and editing.

Next issue is out in January, and copy due New Year’s Eve. Please send to admin@asidcapen.org.

■ Lunch and Learn: Who is Transparent Glass Coatings?



Top Left: Transparent Glass Coatings' Marc Chambers, Hostess Lisa Staprans of Staprans Design, TGC's Derek Hansen, and Staprans Design's Valeria Bressan. Top Right: Derek presenting. Bottom Left: IP Tiffany Birchfiel of Peninsulators and TGC's Marc Chambers

Thank You to **Staprans Design** for hosting our December Lunch & Learn, and **Transparent Glass Coatings** for presenting!

■ STATE NEWS

Current CIDs Can Get LEED Discounts

CCIDC holds a corporate membership in the "U.S. Green Building Council" and CIDs can get free access to this membership for discounted study materials and USGBC events.

As California is moving quickly on green energy and sustainability, this benefit will help CIDs should they desire to become LEED Certified.

Instructions for using CCIDC's USGBC corporate membership:

1. Contact CCIDC to get the corporate access number. This is available to current CIDs only.

2. Go to USGBC.org and register for a class; you must first create a "Site User Account" to gain full access to USGBC.org

3. When you are on the Site User Registration page indicate "Yes" when it asks:

"Is your company a USGBC National Member?" Then enter CCIDC's corporate access id #

4. Enter your own phone, mailing address, etc., and CCIDC, Inc. as the company.

After that, you should be able to sign up to take the courses and order the study guides for which you will get member discounts.

■ STATE NEWS

CALBO's New Licensing Guide Includes Certified Interior Designers

California Building Officials (CALBO) have recently published a guide for their members and their staff such as over-the-counter plan checkers, and for design and construction professionals and the general public.

This new guide, entitled "The California Building Official's Guide to Licensing Requirements" includes information regarding the practice and requirements of Certified Interior Designers along with licensed design and construction professionals (architects, engineers, general contractors, and landscape architects) and other certified professionals, the Certified Access Specialists.

The Guide clearly delineates what CID's can and cannot do in order to pull a permit. It references only Certified Interior Designers (not designers who are not Certified).

As it relates to CIDs, it is the primary goal of this guide to provide building officials with a summary of the rules and regulations governing CIDs and define how they are applicable in the administration of a building department. The guide includes CID legislative sections that expounds on the relationship between the CID requirements and how they relate to what local enforcing agencies should check for during the plan review, permit and inspection processes.

It is CCIDC's desire that this reference manual be placed on the desktop of every California Building Official, plans examiner, inspector and counter technician. If you are a CID who submits plans for permit, be sure to tell your plan checker about this CALBO guide to help them understand the professional practice of a CID and what they should look for when permitting your nonstructural, non seismic plans.

The guide can also be used as a marketing tool for CIDs to show to their prospective clients as further evidence of the CID professional credential.

This guide is also available for purchase by the general public - non CALBO members \$50

CALBO Publication Order form:

www.calbo.org/documents/CALBOPubOrderForm.pdf

■ NATIONAL NEWS

Electronic Data discounts credit card services to ASID members

Electronic Data Payment Systems (EDPS), a leading provider of comprehensive payment processing solutions, is now an affinity partner of the American Society of Interior Designers (ASID). Through ASID, EDPS will offer the ASID member credit card processing program, check conversion and guarantee, business cash advance services and Internet payment gateway solutions to ASID members at wholesale prices, "ASID strives to provide interior design professionals with the right tools to be successful in this industry," said Rick Peluso, assistant executive director of finance, administration and technology for ASID. "Superior value and outstanding service are important to our members and EDPS excels at both."

For more information, please contact Kelsey Miller of Electronic Data Payment Systems at (866) 578-9740 or kmiller@edpaymentsystems.com.

■ AROUND OUR DESIGN COMMUNITY

IIDA: 2011 Student Design Award Workshop

Learn how to prepare your project for IIDA Northern California's Honor Awards Student Design Award!

- * Lecture by Llisa Demetrios, granddaughter of Charles Eames, discussing the power of constraints in design
- * Learn the do's and don'ts of submitting a project for an award competition
- * Meet with designers for individual reviews of your work

When: Wednesday January 5, 2011, 4:30 - 6:30 pm

Where: Herman Miller Showroom
1700 Montgomery Suite #100. San Francisco, CA

Cost: FREE

RSVP: student.rsvp@iida-nc.org

■ AROUND OUR DESIGN COMMUNITY: World's Leed Hotels by Wen-I Chang

Wen-I Chang, developer of the LEED Certified Gaia hotels in collaboration with Ling Ling Chang created the **World's LEED Hotels – Innovation, Renovation and Development**. This book features 23 green hotels, 21 of which were one of the first to pioneer the path of LEED Certification for Hotels. The stories in this book gives insight into their journey, challenges and obstacles they overcame to create a business not just for profit but to lead the industry into a more sustainable future. Tim Cole of the USGBC Board of Directors says in his foreword, "Environmental responsibility is represented for these projects. They believe that being environmentally responsible is both the right thing to do as a corporate citizen and the right thing to do for their business. We all should not look at investments to improve our environmental performance as a 'cost of doing business,' but rather an 'investment for our future.'"

The stories are told from the perspective of owners, developers, architects and employees of the hotels and describes the impact that it has had on the business and in addition, into their own personal lives. The interviews and articles written for this book demonstrate the passion and dedication of each individual involved in the LEED Certification process. "My hope is that this book will educate, inspire and illumine a path for those who want to join this green mission," Wen-I Chang says.

Wen-I Chang has graciously provided a discount to ASID members through the end of the year! Chapter members can purchase the book for \$19.95 plus \$5 shipping & handling at http://www.worldleedhotels.com/Site/ASID_Discount.html (not a typo; the site is case-sensitive). For bulk purchases, books are \$17.45 each when purchased in quantities of 5 or more plus S&H; please contact co-author Ling Ling Chang at info@worldleedhotels.com. Books are normally \$34.95 each.

For any further questions/comments regarding the book, please email, info@worldleedhotels.com

WORLD'S LEED HOTELS INNOVATION, RENOVATION AND DEVELOPMENT



■ AROUND OUR DESIGN COMMUNITY

Valuable Tax Information for the Interior Designer

9:30 am – 12:00 pm: **What you need to know about Sales Tax Regulations and Income Tax Preparation, presented by Ward Wise, Senior Tax Auditor, State of California Board of Equalization**

- Current regulations as it applies to the Interior Designer
- How to determine what is taxable
- E-filing

1:30 pm – 4:00 pm: **Income tax preparation and record keeping for your business, presented by Gordon L. Dito, EA - Dito & Associates, LLC www.ditoassociates.com**

- What form of business is best for you – Sole Proprietor, Partnership, S or C Corporation or LLC (Limited Liability Company)
- How do you determine profit or loss from your business
- When can you deduct your vehicle and your office in your home
- Bookkeeping tips and techniques and what programs are available

Lunch is included

WHEN: Tuesday, January 18 or Thursday, January 20

WHERE: Rebarts Interiors Window Fashions Gallery
247 California Drive, Burlingame, CA 94010
650-348-1268 www.rebarts.com

RSVP: becky@rebarts.com Sign up now as space is limited!

Benjamin Moore: Color Pulse 2012

Earn 1.0 CEU credit by attending Benjamin Moore's award-winning Color Pulse forecast webinars for 2012. For webinar dates and registration, please go to <http://www.tinyurl.com/colorpulse2012>

CalGREEN

Mandatory on January 1, 2011, California's green building code affects all new commercial and residential construction, addressing site development planning and design; water efficiency and conservation; energy efficiency; material conservation and resource efficiency; construction waste reduction, disposal and recycling; building maintenance and operation; pollutant control; indoor moisture control; indoor and outdoor air quality; and environmental comfort.

These regional half-day workshops will provide an overview of the new mandatory standards, voluntary tier structure, compliance checklists and code publication dates. In addition, speakers will provide answers to your specific code questions.

COST: \$95 for private sector, \$65 public sector:

WHERE: exact addresses provided at a later date

TIME: 1:00 - 4:30 pm; registration at 12:30 pm

WHEN: Los Angeles: Wednesday, December 15

Oakland: Wednesday, January 12

Ventura: Wednesday, January 26

San Jose: Wednesday, February 12

REGISTER: www.green-technology.org/calgreen/

GREENLeaders

The most comprehensive training program available in green home furnishings, providing manufacturers, reps, retailers and designers with the knowledge and credentials to become experts in sustainability (6 ceu).

WHEN: January 27, 2011, 9:00 am – 5:00 PM

WHERE: Las Vegas Market

EMAIL TO REGISTER:
admin@sustainablefurnishings.org

For info, please go to: <http://www.sustainablefurnishings.org/sites/sustainablefurnishings.org/files/sfc-images/documents/GREENleaders.pdf>

■ **AROUND OUR DESIGN**
COMMUNITY



The ORIGINAL IDEX California PREP CLASS

Sponsored by California Legislative Coalition for Interior Design

Prepare for the **California Interior Design Exam (IDEX-CA)** with a concise, 8-hour class that focuses on the exam contents. Included are over 80 pages of handout information.

You will **GAIN**:

- knowledge on the current **California Standard Building Codes**
- applicable review of **business practices and processes**
- an overview of **professional ethics** that protect the you, your clients, the public, and colleagues
- targeted essential **interior design fundamentals**
- **.8 CEUs** approved for CID, NKBA, ASID, and/or IIDA

CLASS INSTRUCTOR:

Carol Lamkins, CID, CMKBD, principal of Design Vision, LLC, shares her knowledge and skills in helping interior designers pass the IDEX-CA. Carol's style of teaching is continuously rated high for instruction techniques, knowledge of interior design and a "voice of experience". With over thirty years of practice in interior design, public speaking and as an educator of in-person and on-line courses at the adult, college, trade and professional levels, Carol provides you with a functional grasp of challenging materials.

As an instrumental member of the team that developed the current IDEX-CA, Carol has extensively researched and documented the questions and answers for the exam. Over 90% of her students who have taken the CLCID IDEX CA Prep Class have passed the exam giving testimony to the effectiveness of this one-day class.

TUITION: \$326 Regular or "Early Bird" for \$296; see cut-off dates for each class below

San Diego: Saturday, March 5, 2011 8:00 am – 5:00 pm
The Five Elements, 7098 Miratech Drive, Ste 170

Irvine: Saturday, March 12, 2011 8:00 am – 5:00 pm
Hosted by Rohl, LLC, 3 Parker

Sacramento: Saturday, March 19, 2011 8:00 am – 5:00 pm
Art Institute of California, 2850 Gateway Oaks Drive

Brisbane (San Francisco & Bay Area): Saturday, April 2, 2011 8:00 am – 5:00 pm
Purcell Murray, 185 Park Lane

North Hollywood: Saturday, April 16, 2011 8:00 am – 5:00 pm
ProSource, 12625 Sherman Way

Register TODAY at www.clcid.org; for questions, contact Carol Lamkins at clamkins@usa.net

■ **AROUND OUR DESIGN COMMUNITY**

S2: Surfaces / StonExpo

Learn the latest products, marketing trends, and application techniques in flooring surfaces. Designer Day is January 26.

WHEN: January 24-28, 2010

WHERE: Mandalay Bay Convention Center, Las Vegas

COST: \$50 exhibit only, \$140 exhibit with education; early registration discount ends 12/16/2010 (tomorrow)

REGISTER at www-surfaces.com or www.StonExpo.com

Water Conservation Showcase 2011

Northern California’s only water conference that brings together research, technology, policy, and consumers.

WHEN: March 22nd, 2011

WHERE: Pacific Energy Center, 851 Howard St, San Francisco

More information coming soon! Read about the 2010 Showcase.

Home + Garden Design 2011

PA Weekly, Los Altos Voice, and The Almanac, whose readers intend to spend \$10K in home improvements next year, include a glossy four times a year, called Home + Garden Design. If you want to advertise to reach these readers, please contact Janice Hoogner at jhoogner@paweb.com or (650) 223-6576.

Copy for the next issue is due January 3, and goes out January 26 (in the Almanac) and 28 in the Palo Alto Weekly and Mountain View Voice, and will be online January 31 - February 27.

Copy for the Spring issue is due March 10, and the issue goes out April 6/8 and will be available online April 11-May 8.

USGBC

LEED Green Associate Exam Prep

WHEN: Thursday, January 13, 8:30 am - 5:00 pm

WHERE: Bently Reserve

301 Battery Street, Farallon Room, SF, 94111

COST: \$245 for early bird USGBC member, \$295 after December 24; \$345/non-USGBC member

REGISTER at www.usgbc-ncc.org, and click on date

LEED AP Building Design & Construction Exam Prep

WHEN: Tuesday, February 15, 8:30 am - 5:00 pm

WHERE: Rudolph and Sletten

1600 Seaport Boulevard, Suite 350

Redwood City, CA 94063

COST: \$245 for early bird USGBC member, \$295 after December 24; \$345/non-USGBC member

REGISTER at www.usgbc-ncc.org, and click on date

LEED AP Existing Buildings: Operations & Maintenance Exam Prep

WHEN: Thursday, April 7, 8:30 am - 5:00 pm

WHERE: USGBC-NCC / AIA SF Offices

130 Sutter Street, Suite 600, SF

COST: \$245 for early bird USGBC member, \$295 after December 24; \$345/non-USGBC member

REGISTER at www.usgbc-ncc.org, and click on date

Ad size	Ad dimensions (wxh)	Number of insertions			
		1x	2x	3x	4x
		multi insertion discount:			
		10%	15%	20%	
1/4 page	3 1/8" x 4 7/8"	\$900	\$810	\$765	\$720
1/2 page vertical	3 1/8" x 10"	\$1,500	\$1,350	\$1,275	\$1,200
1/2 page horizontal	6 1/2" x 4 7/8"	\$1,500	\$1,350	\$1,275	\$1,200
Full page	6 1/2" x 10"	\$2,600	\$2,340	\$2,210	\$2,080
Back Cover	7" x 10 1/2" + 1/4" bleed	\$2,990	\$2,691	\$2,542	\$2,392
Inside Back Cover	7" x 10 1/2" + 1/4" bleed	\$2,750	\$2,475	\$2,338	\$2,200
Inside Front Cover	7" x 10 1/2" + 1/4" bleed	\$2,850	\$2,565	\$2,423	\$2,280

All rates are based on a per-ad insertion. All print ads include full color and are on glossy paper.

Thank you to our IP Year-Long Sponsors:

