

■ PRESIDENT'S ADDRESS



I've just returned from Long Beach where all of the California and Central Nevada presidents and presidents-elect met to discuss California legislation and other pertinent issues. Did you know that we are the largest group of ASID designers in the country? I did not know this interesting statistic. There will be some information disseminated in the very near future from those meetings.

We would like to acknowledge Bethe Cohen and Anna Sarkissian whose advertising in California Home + Design allowed us to move forward and enhance our relationship with California Home + Design magazine.

They will be the exclusive magazine for our design awards printing. Mark your calendars for June 22nd so that you can attend the Design Awards at the Tech Museum.

Many thanks to Lisa Staprans for her enlightening talk on "The Soul of Design" at our January Lunch and Learn. Thanks also to McRoskey's in Palo Alto for hosting this event. They have a beautiful showroom in downtown Palo Alto, stop by and learn about how they can help you on your next project.

We had a wonderful event at our regular monthly meeting on "Interior Designers and Contractors Working Together to Create Great Projects" facilitated by our own board member, Rise Krag. Randy Strong and Jim Carroll from Carroll and Strong Builders spoke about the whole process and how the designer is involved. This was followed by a lively question and answer session. A big shout out to Ferguson Bath, Kitchen and Lighting Gallery in Seaside for hosting our event. They had a very special chef friend of theirs cooking for us and it was over the top. Next time you're doing kitchens and bathrooms, give them a call or visit them in Seaside. They are one of our sponsors this year for which we are very grateful.

Our chapter is now on Twitter, thanks to Staci Giovino. Send Staci your tweets at capen.twitter@gmail.com.

- No more than 160 characters or it won't work on Twitter
- Must be related to your business.

There's a change of date for submissions of Design Competition Entry Forms, they are now DUE at our chapter office on Tuesday, February 22nd. You can find the entry form on our chapter website, www.asidcapen.org.

Best Regard,



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

■ WHAT'S INSIDE

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■ IMPORTANT DATES

- FEB 16 & 18** "Turn More Prospects Into Clients" Lunch and Learn at Windows and Beyond in Fremont. See page 3
- FEB 22** Design Competition Entry Forms DUE at Chapter Office
- FEB 25** Photographing Projects for Your Professional Portfolio Student Lunch and Learn at West Valley College. See page 4
- MAR 03** Lighting Techniques for High-Impact Design at Purcell Murray in Burlingame. See page 2
- MAR 14** Design Competition Binders DUE at AS Designs, Los Gatos.
- MAR 21** Chapter Roundtable on Marketing at Da Vinci Marble in San Carlos. See page 5
- MAR** (topic & date to be determined) Lunch and Learn at AS Designs in Los Gatos.
- APR 07** Creating Value: Do You Offer What Your Clients Want? DSS CEU at Hunter Douglas in Milpitas. See page 2
- APR 21** "Great Frame Design for All Budgets" Lunch and Learn at The Studio Shop in Burlingame. See page 5
- MAY 05** Designer Challenge at Design Mart Silicon Valley in SJ. See page 6

■ MISSION STATEMENT

- Expand and advance the visibility and awareness of ASID and our membership.
- Inspire and enrich membership through value added events.

■ **Upcoming Events**

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, 6:00 - 8:30 pm
- WHERE: **Purcell Murray**
185 Park Lane, Brisbane
Map & Directions: <http://tinyurl.com/purcellmurraybrisbane>
- COST: \$15 for members, \$25 for non-members
- RSVP: Please RSVP by Friday, February 25 with payment to the chapter office *SPACES ARE LIMITED*

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, 6:00 to 9:00 pm
- WHERE: **Hunter Douglas **NOTE LOCATION CHANGE****
1870 Milmont Drive, Milpitas
Map & Directions: <http://tinyurl.com/yd8rhs2>
- 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>

■ Upcoming Events: Lunch and Learns

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!

PLEASE NOTE LOCATION CHANGE: Wednesday’s session is offered in Windows and Beyond in Mountain View and is limited to 15; Friday’s is offered in Windows and Beyond in Fremont.

WHEN: Wed., February 16, 11:30 am - 1:00 pm, in Mountain View

WHERE: **Windows and Beyond**

633 W. Dana Street, x Street Hope, Mountain View

Directions: <http://tinyurl.com/windowsandbeyondmv>

OR (same session offered twice)

WHEN: Friday, February 18, 11:30 am - 1:00 pm, in Fremont

WHERE: **Windows and Beyond**

155 Anza Street, Fremont

Directions: <http://tinyurl.com/windowsandbeyond>

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

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

SAVE THE DATE: March Lunch and Learn

Topic and exact date coming soon!

WHERE: **AS Designs**

14107 Winchester Boulevard, Los Gatos, CA

Directions: <http://tinyurl.com/ye6dbne>

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

RSVP: by the Friday before, admin@asidcapen.org or 650.323.6791

SAVE THE DATE: May Lunch and Learn

Topic and date coming soon!

WHERE: **Valet Organizers**

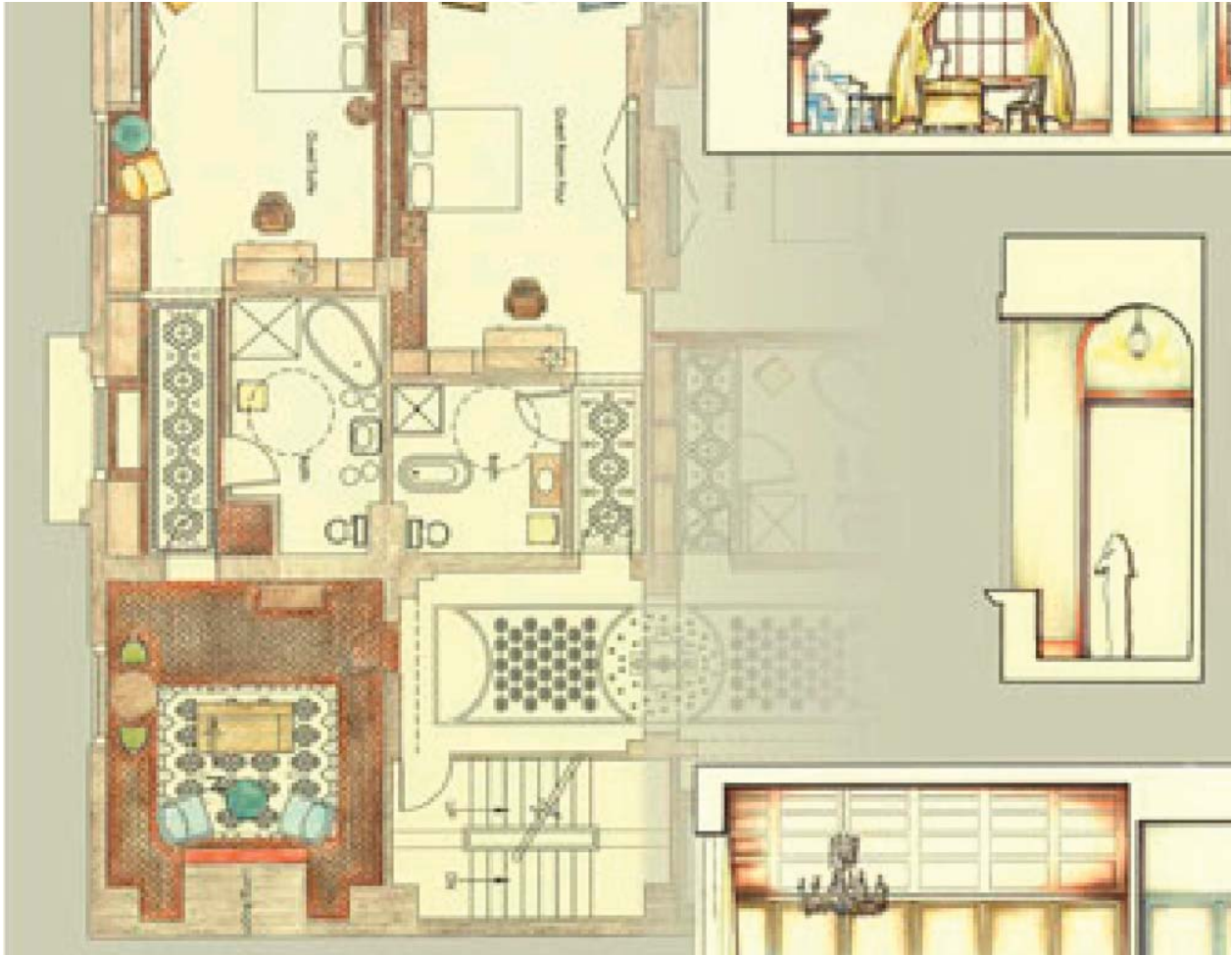
1190 Dell Avenue, Campbell

Directions: <http://tinyurl.com/valetorganizerscamp>

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

RSVP: by the Friday before, admin@asidcapen.org or 650.323.6791

■ Upcoming Events: Student Lunch and Learn



Photographing Projects for Your Professional Portfolio

RSVP to jsarietta@yahoo.com by February 21

Free for ASID and WVCIDC Members; \$15 for non-members

- Learn strategies for creating your portfolio
- Learn simple photo solutions for professional looking results
- Learn when it is necessary to hire a professional photographer
- View real design portfolios

ASID Student Lunch and Learn

Friday, February 25, 2011

11:30 am - 1:30 pm, Room AAS 8

■ Upcoming Events

April Lunch and Learn: Great Frame Design for all Budgets

Established in 1915 and Burlingame's oldest business, the Studio Shop we take you through step by step transformations of basic designs all the way through upscale frames with hand wrapped mats. Whether you are framing a Picasso, family photos, or your child's art, The Studio Shop's staff of designers & framers will provide you with a crisp, elegant frame design to satisfy any taste and budget. With the largest selection of mouldings in Northern California, we guarantee a flawless framing job that will be cherished for generations.

WHEN: Thursday, April 21, 11:30 am - 1:00 pm

WHERE: **The Studio Shop**
244 Primrose Road, Burlingame, CA 94010-4208
Directions: <http://tinyurl.com/6xf2s3a>

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

RSVP: by Friday, April 15: admin@asidcapen.org or 650.323.6791



March Roundtable: Marketing

WHEN: Monday, March 21, 2011, 6:00 - 8:00 PM

WHERE: **Da Vinci Marble** **** NOTE LOCATION CHANGE****

1480 Industrial Road, San Carlos
Directions: <http://tinyurl.com/davincimarble>

COST: Free for members; Please note change: we are limiting attendance to members only.

RSVP: by Friday, March 18 to admin@asidcapen.org or 650.323.6791

ASID CA North Lunch and Learns

Lunch & Learn with Judy Hallberg, ASID | Tuesday, February 22, 2011, 12:00 - 1:00 PM

Come and hear Judy Hallberg, an award winning designer from San Diego demonstrating the "Designer's Insight Toolkit". The "toolkit" is constructed to assist interior designers obtain a concept of their client's distinctive sense of style while building trust and rapport.

Clients enjoy the process and the designer gets an informational gathering system to launch the design process. For more information about Judy and the toolkit, see designersinsight.com

Lunch & Learn: Robin McRoskey Azevedo | March 01, 2011, 12:00 - 1:00 pm.

This lunch & Learn offers designers an education in mattresses and box springs...the center of any bedroom. Hear why McRoskey Mattress Company has introduced a new mattress line composed of a combination of natural wool and natural latex. Bring your questions and you'll get answers!

For Both Events:

WHERE: ASID CA North Chapter Office
SFDC Showplace Suite 301
2 Henry Adams Street, San Francisco, CA

COST: ASID Members: Free Nonmembers: \$10 Lunch is included.

RSVP: to asidcan@earthlink.net or by calling 415-622-2743.

■ Upcoming Events

May: Designer Challenge

Want to see what outfits interior designers can create from upholstery fabric, tile, wallcoverings, and the like in 90 minutes? Want to see what **you** can do?

Want to join a team? Your payment and completed form confirms your place on a team; NOTE: you must be a current member to join. Please find the form at <http://www.asidcapen.org/files/DesignerChallengeTeamForm.pdf>

Have materials to donate for the challenge? Complete and send IP Team Form (<http://www.asidcapen.org/files/DesignerChallengeIPTeamForm.pdf>) to the chapter: admin@asidcapen.org, and drop off materials at Design Mart Silicon Valley.

Want to help make it fun? We welcome event sponsorships and raffle prize donations. Contact the chapter office: admin@asidcapen.org.

Want to help make a difference? We are accepting donations for Career Closet, a local non-profit dedicated to empowering women to re-enter the workplace equipped with everything they need to make a great first impression, land the job they want, and improve their lives. Please bring clean, gently worn, interview-ready career clothes on hangers. Belts, scarves, shoes and handbags are welcome as well. They cannot accept items requiring repair or cleaning.



WHEN: Thursday, May 05, 6:00 - 9:00 pm

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

COST: \$20 Early Birds (Payment received at chapter office or online by April 22)
 \$30 after April 22
 \$40 at the door

RSVP: To pay for more than one attendee, please RSVP by sending a check to the chapter office:
 671 Oak Grove Avenue, Suite E
 Menlo Park, CA 94025
 OR

for single attendee, pay with a credit card at the national website.
 Instructions: <http://www.asidcapen.org/files/HowtoPayForEventsOnline.pdf>



■ Fees Roundtable at Valet Organizers, Campbell

Clockwise from lower left: Professional Development Co-Director Anna Sarkissian, Debra Ryan (face turned the other way), Adriana Porter, Ruth Rodriguez, Jolene Jones, Diana Josephson, Meghan Hood-Hills, Cindy Steele, Debra Deutsch, President-Elect Jeanette Loretz, Catherine Canfield, Jane Higo, and Valerie Sanders.

Thank You Valet Organizers for hosting our January Roundtable!



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■ “Soul of Design” Lunch and Learn at McRoskey Mattress, Palo Alto



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Top Left: Hostess Jill Bibo of McRoskey. Top Right: Ruth Rodriguez, Adriana Porter, Jamieson Simpson, and SRB Janine Arietta. Left: Speaker and Allied Member Lisa Staprans of Staprans Design, Chapter President Carol Spence Carr, ASID, CID, and Scene Magazine and San Jose Mercury Style Writer Donna Kato, who attended to learn more about Social Responsibility and Ethical Consumption.

Thank You McRoskey for hosting our January Lunch and Learn!

■ Interior Designers & Contractors: Working Together to Create Great Projects



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Top Left: Our Panel of Speakers: Randy Strong, and Membership Director Rise Krag, and Jim Carroll. Top Center Left: Student Member Maria Vasapollo, SRB Janine Arietta, and Allied Member Adriana Porter. Bottom Left: Allied Member Lorri Kershner, and Industry Partners Nan and Mark Lesnick of Mark Concrete. Top Right: Kim Caneer, ASID, Jenny Shelton, and Chapter President Carol Spence Carr. Above: NARI Monterey Chapter President Rob Nicely, Paula McChesney, ASID, and David Kazansky.

Thank You to **Ferguson** for hosting our February Chapter Meeting in their beautiful showroom, and to Membership Director **Rise Krag** for organizing the event!

MEMBERSHIP SPOTLIGHT

INDUSTRY PARTNER TESTIMONIALS:

Benjamin Moore

Benjamin Moore's historical palette is timeless and inspiring for the 21st century designer.

Wendy Teague, ASID
Garcia Teague Arch + Interiors

Contacts:

Gus Maseba

Architect/Design Services

California / Hawaii / Northern NV

V: (800) 642-5678 Ext. 2221

C: (925) 640-8101

F: (415) 552-2751

Gus.Maseba@Benjaminmoore.com

Rachel Elliott, Designer Showroom Representative
 Benjamin Moore Paints - A Berkshire Hathaway
 Company

101 Henry Adams Street - Suite 407

San Francisco, CA 94103

Ph: (415) 552-2778

Fx: (415) 552-2751

BenjaminMooreShowroom@benjaminmoore.com

Showroom Hours: M-F 9:00am- 5:00pm

WELCOME NEW CHAPTER MEMBERS!

Mrs. Alisa M. Allgood, Allied Member ASID

Ms. Tami Lynn Codianne-Miller, Allied Member ASID

Eddy Gonzales, Industry Partner, Finishes Unlimited

Hilda Moattar, Student Member ASID

Robin Sussillo, Allied Member ASID

Seeking Future Chapter Leaders

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

Kay Heizman Designer Collections

2009 Gold Charles H. Falls Award New Product Design Winner Kay Heizman, ASID, received so much attention for the beautifully beaded tassels on her drop panel trunks that her Designer Collections now offer jewelry and accessories, including napkin rings, key chains, purse charms, and wine bottle charms. Check them out at

www.kayheizmandesign.com

For product, pricing and shipping information, please contact Kay at

kayheizman@comcast.net

831.662.8108 ph

831.662.8109 fax

Many items can be customized: don't hesitate to ask!

As a Valentine's Day Special, Kay is offering 10% off any purchase through the month of February.

Share the Love Campaign is ON

Practitioner and IP Members: Get your designer friends and almost Industry Partner pals join ASID AND include your member ID number on their application or when they apply online. After their membership is valid for four months, you will receive a voucher code for \$50 that can be used towards membership dues or anything in the ASID store.

BONUS: Have your friends include the promotion code **CHAPTER11** to waive the application fee.

Your new-member friends will automatically be entered in a drawing for prizes valued up to \$500!

Those who get the most to join may win a trip to NeoCon 2012!

Chapter is now on Twitter

Chapter Members are welcome to send submissions for Tweets to capen.twitter@gmail.com. Note:

- 1) the Tweet must be related to your business
- 2) note the limit to 160 characters (if you do not, it won't go through)
- 3) tweets improve **your** search engine optimization

■ STATE NEWS

We Have The Answers

Did you know?

- ASID and IDEC no longer support the certification body CCIDC here in California?

Was it new information?

- California has no state regulated credential for the field of interior design?

Are you Curious?

- What you should be doing to establish yourself as a registered interior designer in California?

We have a new website!



Visit us at idc-ca.org for information www.idc-ca.org

E-mail us if you have more questions info@idc-ca.org

Help us spread the word and become a member
<http://idc-ca.org/membership>

■ AROUND OUR DESIGN COMMUNITY

NKBA Chapter Meeting

Staying Ahead of the Competition Through Technology with NKBA Vice President John K. Morgan

Now is the time for kitchen and bath professionals to develop their businesses through technology. From more cost-effective marketing and increased options for timely communication, to more convenient meeting methods and greater capabilities in delivering presentations; new technologies are available to better your business & shorten your sales cycle.

John will offer an overview of the state-of-the-art technology that forward-thinking creative professionals are employing to build today's foundation for tomorrow's success.

WHEN: Thursday, February 17, 5:30 am -8:30 pm

WHERE: Zephyr

2277 Alameda Street, SF 94103

415-552-8033

COST: \$36 for NKBA members, \$42 for non-members \$10/Student Members, \$20/non-member students

REGISTER: online at <http://tinyurl.com/67u6b5f>

Save the Date – 2011 Industry Showcase

The NKBA Northern California Chapter together with the NKBA California Capital Chapter and CLCID present the 2011 Industry Showcase.

WHEN: Tuesday, May 17, 2011

WHERE: Dunsmuir Hellman Historic Estate, Oakland

Chimere has moved

Longtime chapter supporter and friend Chimere has moved its San Carlos location:

1409 Industrial Road, San Carlos
(between American and Center,
across the street from Da Vinci Marble)

Same Telephone Numbers:

650-591-1100 ~ Fax 650-591-1122

Same Email: inbox@echimere.com

NARI Pro Expo

NARI of Silicon Valley invites you to the PRO EXPO Presented by Pella, the building industry's premier invitation-only event!

- Learn about the latest products & services!
- Free food, entertainment & prizes!
- Valuable networking opportunities & much more!

WHEN: Thursday, February 17, 2011 12:30 to 7:00 PM

12:30-2:30 PM Stop by the NARI room at the Event Center to get your VIP ticket to the PRO EXPO and to learn more about NARI membership benefits. Plus hear a talk on "Marketing with Social Media".

3:00 PM Doors Open for EXPO (registration & ticket is required to enter) Tour the EXPO floor: featuring exhibits, food, beverages, products & entertainment!

4:00-5:00 PM 1st Educational Breakout Session

5:00-5:10 PM Prize Drawing #1

5:15-6:15 PM 2nd Educational Breakout Session

6:15-6:25 PM Prize Drawing #2

6:30-7:00 PM Keynote Speaker: Strategies for Success

7:00 PM Grand Prize Drawing

3 Ways to Get Your FREE Ticket (\$150 value)

1. Visit the NARI room at the SJSU Event Center on Feb. 17th between 12:30 and 2:30 PM. Learn more about the great benefits of membership in the National Association of the Remodeling Industry while you're there, plus see a presentation on "Marketing with Social Media".

2. Attend the NARI of Silicon Valley Chapter Meeting on 2/16/11. (email info@narisv.org or call 408-559-4996 for details; RSVP is REQUIRED).

3. Contact ProExpo@pellawest.com and request a ticket. You will need to provide your name, business name, and business address, then you will receive ticket information via email.

■ AROUND OUR DESIGN COMMUNITY

AIA SF

Consultative Approach to Selling Professional Services

WHEN: February 16, 2011, 12:00 - 1:00 pm

WHERE: AIA SF Office, 130 Sutter St, Suite 600, SF

COST: Free!

RSVP: rsvp@aiasf.org

Landscape Architects and the Burgeoning Field of Environmental Restoration

A panel will discuss the emerging field of environmental restoration and the expanding role of the landscape architect. Moderator: Drew Goetting, Principal, Restoration Design Group

WHEN: February 24, 2011, 6:30 - 8:00 pm

WHERE: AIA San Francisco, 130 Sutter St, Ste 600, SF

COST: \$8/ASLA & AIA members with advance RSVP, \$15 for non-members and all at the door

RSVP: ASLA, admin@asla-ncc.org

CalGREEN

Starting 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 half-day workshops provide an overview of the new mandatory standards, voluntary tier structure, compliance checklists and code publication dates.

WHEN: Wed., Feb 23 in Sacramento

WHERE: Garden Pavilion, Grand Ballroom B
5640 Dudley Blvd., Sacramento (McClellan), CA 95652

RSVP: <http://www.rsvpbook.com/event.php?474835>

WHEN: Wed., March 09 in San Francisco; venue to be announced

RSVP: <http://www.rsvpbook.com/event.php?496199>

Floor Focus 2011 Vision Awards

Celebrating the dynamic integration of flooring and architecture.

Enter for the chance to win thousands of dollars in prize money and exposure in the April 2011 issue of Floor Focus Magazine, a leading national publication, and on the FloorDaily website. Open to all designers and architects.

All interior design projects entered must have been completed between January 1, 2009 and December 31, 2010 and cannot have been previously submitted to the Vision Awards Contest. The contest is only open to projects in North America.

Entries will be judged based on the creative use of flooring and how the flooring integrates with the overall space design.

Sponsored by Bentley Prince Street, Centiva, Crossville, Floor Focus, and Johnsonite.

Download entry forms at

<http://www.crossvilleinc.com/visionawards/VisionAwards2011.pdf>

Deadline for entry is February 18, 2011.

If you need more information or have questions contact Anne Harr at Floor Focus Magazine 423-752-0400 ext. 114 anne@floorfocus.com

Daylighting Fundamentals Webinar

Daylighting brings natural light into a space and uses it to enhance the space's visual quality as well as energy performance. The best daylight design begins early and integrates many aspects of building design, from building massing to fenestration attributes to lighting controls. This webinar will touch on climate considerations; how the building type affects the design; building orientation; lighting controls; fenestration size, location and attributes; and shading conditions.

Presented by: Tate Walker and Scott Schuetter, Energy Center of Wisconsin

WHEN: Wednesday, February 23, 11:00 am – 12:30 pm

COST: \$89

REGISTER: Advance registration is required
<http://www.ecw.org/university/eventregistration.php?ecuid=367>

■ AROUND OUR DESIGN COMMUNITY

IIDA Honor Awards: March 02

Attend IIDA Northern California's Design Awards to see some of the best design in the country.

WHEN: March 2, doors open 5:30, program starts at 6

WHERE: The Fox Theater

1807 Telegraph Ave, Oakland CA 94612

COST: \$85 for members and non-members who submitted projects; \$185 for non-members, \$25 for students

BUY TICKETS: online at

<http://www.brownpapertickets.com/event/140491>

Water Conservation Showcase 2011

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

WHEN: March 22nd, 2011, 10:00 am - 7:00 pm

WHERE: Pacific Energy Center, 851 Howard St, SF

Green CA Summit & Expo

An annual forum for innovations in policy, technology and practice, Green California Summit provides opportunities to learn about programs and initiatives that keep the Golden State at the leading edge of environmental preservation.

WHEN: April 19-20, 2011

WHERE: Sacramento Convention Center

REGISTER at <http://www.rsvpbook.com/event.php?464564>

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>

USGBC

LEED Green Associate Exam Prep

WHEN: Friday, March 4, 2011, 8:30 am - 5:00 pm

WHERE: Wendel, Rosen, Black & Dean, LLP
1111 Broadway, 19th Floor Conference Center
Oakland, CA 94607

COST: \$295 for USGBC member; \$345/non-USGBC member; REGISTER at www.usgbc-ncc.org, and click on date

CALGreen, LEED and You

A quick primer on CALGreen and how it changes Title 24 for site, water, indoor air quality (IAQ), energy, and materials. Buildings in California account for one-quarter of the state's greenhouse gas emissions, CALGreen will take huge strides toward the state's greenhouse gas emissions reduction goals.

WHEN: Tuesday, March 8, 5:30 pm - 8:00 pm

WHERE: Oshman Family Jewish Community Center
Albert & Janet Schultz Cultural Arts Hall, Bldg. F, 3921
Fabian Way, Palo Alto, CA 94303

COST: \$15 for USGBC members, \$30 non-members

LEED AP Existing Bldgs: O & M 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: \$295 for USGBC member; \$345/non-USGBC member; REGISTER at www.usgbc-ncc.org, and click on date

LEED Green Associate Exam Prep

WHEN: Tuesday, April 19, 8:30 am - 5:00 pm

WHERE: The Ferry Building
One Ferry Building
Port Commission Hearing Room, Second Floor
San Francisco, CA 94111

COST: \$295 for USGBC member; \$345/non-USGBC member; REGISTER at www.usgbc-ncc.org, and click on date

■ **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

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

Class is subject to minimum enrollment. Confirmation of enrollment and class details will be emailed to you.

AROUND OUR DESIGN COMMUNITY

Lifestyle Resource Guide

Published in June and December, Lifestyle Resource Guide shows both residents and visitors the best products, services and world renowned attractions the Bay Area and the Monterey Peninsula have to offer. An affordable option to reach an active, affluent audience, Lifestyle Resource Guide includes sections such as At Home, Dining + Hotels, Retail, Things to Do, even the wheels to get you there, Spinning Your Wheels – Luxury Automobiles. Home delivery includes Pebble Beach, Los Gatos, Monte Sereno, Saratoga, Rose Garden, Willow Glen, Los Altos, Hillsborough and Nob Hill. Key locations include hotels, real estate offices, wineries, retail locations and other points of interest and activity.

summer/fall edition 2011

Close date: April 10, 2011; Distribution - June 5, 2011

winter/spring 2012

Close date: October 15, 2011; Distribution – Dec. 5, 2011

Advertising Rates (Rates are Net)

2-pg 1x: 2,100; 2x: 1,800; Cover: IFC + 25%

Full pg 1x: 1,500; 2x: 1,200; Cover: IBC + 20%; BC + 30%

Contact publisher Linda Almini at linda@sfmpmedia.com or San Francisco 415.837.8145; Monterey 831.402.3915; East Bay 925.216.9366; www.lifestyleresourceguide.com

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@paweekly.com or (650) 223-6576.

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.

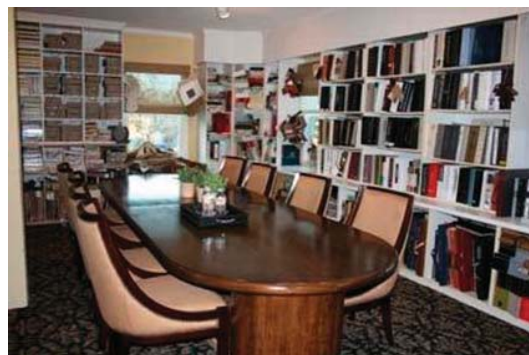
Ad size	Ad dimensions (w x h)	Number of insertions				
		1x	2x	3x	4x	
		multi insertion discount:				
				10%	15%	20%
1/4 page	3 1/8" x 4 7/8"	\$900	\$810	\$765	\$720	
1/2 page vertical	3 1/8" x 10"	\$1,500	\$1,350	\$1,275	\$1,200	
1/2 page horizontal	6 1/2" x 4 7/8"	\$1,500	\$1,350	\$1,275	\$1,200	
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.

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