

■ PRESIDENT'S ADDRESS



Don't confuse Motion with Action" Hemmingway once admonished Marlene Dietrich. How often do you catch yourself mired in ineffective "busy work"? Are you waiting for the economy to recover so you can do business as usual, or are you taking concrete steps to find new clients?

Convergence of the economic crisis, demographics, and technology have affected the priorities and spending habits of the consumer. In demand are cost effective homes that cater to the aging population, designed "green" from the start. Great strategies will be to:

- Market "green" through industry certification, such as becoming a LEED AP, or a GREEN AP through GREENLeaders training
- Be a Universal Design expert to help baby boomers age in place
- Take the statewide CASp exam and become a Certified Access Specialist

The highlight of the Technical Green Tour in February is a presentation created especially for our Chapter by Iris Harrell. You will get practical insights and resources for the design/build of green homes. As a bonus, the project is also an elegant showcase for aging in place. The Early Bird deadline is Feb 19, so sign up ASAP!

Our Distinguished Speaker Series CEU in July will focus on how lighting and sound affect the human body, revealing interior design's impact on healthcare – a hot topic you won't want to miss.

California Home+Design, as the exclusive chapter website sponsor, is providing print advertising totaling \$20,000 to promote the ASID brand. This will drive consumer traffic to our site and materially increase your business. Act now, check out the different levels of marketing available through the website and capitalize on this great marketing opportunity!



Marie Chan, ASID, CID
President
ASID California Peninsula Chapter

■ WHAT'S INSIDE

- 2 Upcoming Events
- 11 Membership Spotlight
- 14 State News
- 15 National News
- 15 Around Our Design Community

■ IMPORTANT DATES

- FEB 26**
Technical Green House Tour and Seminar.
See page 2.
- MAR 04**
ASID CA Peninsula's first Designer Challenge. At South Bay Design Center, see page 3
- MAR 05**
Student Career Forum At the SF Design Center. See page 4.
- MAR 12**
Design Competition Entry Forms DUE. At the chapter office. Form on page 7.
- MAR 19**
Concrete Lunch and Learn. At Mark Concrete, Moss Landing. See page 5.
- APR 01**
Social Media Marketing for Design Professionals. Design Mart Silicon Valley, SJ. Page 6
- APR 07**
Full Spectrum Colors Lunch and Learn. At Jacobsen and Balla, San Carlos. See page 5
- MAY 01**
GAIA Napa Valley Hotel & Spa Project Tour in American Canyon. See page 8

■ 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.

■ UPCOMING EVENTS

February 2010: Technical Green Tour for Designers

Get ideas on how to achieve that balance of comfort and sustainability at the private tour of the home of well-known CEO, Iris Harrell of the award winning design + build company, Harrell Remodeling. After the tour will be a presentation, **“What a green builder would like a green designer to know and think about”**, addressing how to market “green”, what gives the most bang for the buck for LEED points, and a resource list will be available. LEED point requirements from the City will be provided. Spaces are limited, and carpooling is encouraged.

WHEN: February 26, 2010, 2:45 – 4:30 PM
2:45 pm Registration
3:00 pm Tour
3:45 pm Presentation
4:30 pm Q&A and refreshment

COST: Early Bird Discount is \$15 for members (through 2/19); \$25 for nonmembers and members after 2/19



■ UPCOMING EVENTS

ASID CA Peninsula’s FIRST Designer Challenge Fashion Show!

A cross between Project Runway and NASCAR Pit Crew Challenge, this “reality fashion show” will stretch the teams’ creativity and improvisational skills. Randomly drawn materials will be transformed into a “couture garment” by the teams, using anything but a sewing machine, in 90 minutes before the show!

Sip Prosecco champagne & nosh on hors d’oeuvres while the ASID Super Models strut their stuff. Be entertained by the dressing room intrigue on the big screen and take home Goodie Bags of fun stuff including Ancient Stones Mineral Makeup sample kits (limited quantities)!

So come one, come all, to cheer the teams on! After some friendly competition, the winning team’s model will be crowned with a fashion statement befitting this wild and woolly show.

It’s an event you don’t want to miss!

WHEN: Thursday, March 4, 2010
6:00 pm - 9:00 pm

WHERE: **South Bay Design Center**
6276 San Ignacio Ave., Ste E,
San Jose, CA 95119

Map: <http://tinyurl.com/southbaydesigncenter>

COST: \$ 25.00 members
\$ 35.00 for non-members

RSVP: to the chapter office, admin@asidcapen.org,
650.323.6791; payment secures your spot

IP Donations: We welcome non-fabric, non-trim items from our Industry Partners that can be used in the fashion show. Please:

- 1) clearly label all donated materials as for use for ASID CA Peninsula’s Design Challenge
- 2) attach a business card so we can credit you for your donation, and
- 3) mail or drop off at the South Bay Design Center (address above) - Thank you!



Photo courtesy of ASID Orange County Designer Runway Show

2010

STUDENT CAREER FORUM

*Join us at the heart of
San Francisco's design district:*

The San Francisco Design Center

Students of Interior Design are invited to :

- ◆ *Participate in workshops on Sustainability, Color, Marketing, Business and much more*
- ◆ *Network with Designers and Industry Professionals*
 - ◆ *Participate in Student Competitions*
 - ◆ *Hear world-renowned designers speak*
- ◆ *Tour showrooms in the West Coast's premier destination for innovative interior design, at a Pre-Forum event on Thurs., March 4*

March 5, 2010

www.studentcareerforum.org

Online registration is open NOW!
Registration closes Feb. 28, 2010

Sponsored by IFDA (Northern CA), NKBA (Northern CA, CA Capital), ASID (CA North, CA Peninsula, CA Central/Nevada), San Francisco Design Center



■ **UPCOMING EVENTS Lunch and Learns**

Custom Glass Fiber Reinforced Concrete

Learn about the latest in concrete technology and how you can use Concrete in your design projects. Mark Lesnick will show you the manufacturing process of glass fiber reinforced concrete (GFRC), usable in many applications where conventional concrete cannot work because GFRC is thinner and lighter.

The only decorative concrete manufacturer in the area using a 99% recycled concrete that uses fly ash in place of cement, Mark Concrete is excited to bring this product to designers and architects who strive to use the greenest products available for the application. Mark Concrete was chosen by the materials supplier because of owner Mark Lesnick's extensive knowledge of the concrete industry.

This is a manufacturing facility, so dress accordingly.

- WHEN: March 19, 2010, 11:30 am - 1:00 pm
- WHERE: **Mark Concrete**
7532 Sandholdt Road, Moss Landing, CA
(831) 632-0845
map: <http://tinyurl.com/markconcrete>
- COST: FREE for members, \$20 for non-members
- RSVP by March 12 to the chapter office:
admin@asidcapen.org, 650.323.6791



Full Spectrum Color and Wallcoverings

Color expert Ruth Jacobsen of Jacobsen & Balla invites you to visit her expansive studio where she creates rich and luminous Full Spectrum Wallcoverings. Learn the value of Full Spectrum colors and how to specify and install her distinctive designs.

Award-winning Bay Area product designer Ruth Jacobsen teamed with artist Rosanne Balla to create exceptional, highly customized handpainted wallcoverings. Jacobsen & Balla's distinctive wallcoverings use hand mixed full spectrum paint, with products that focus on a fusion of artistic transitional styling, innovative materials and handcrafted production techniques.

- WHEN: Wed., April 7, 2010, 11:30 am - 1:00 pm
- WHERE: **Jacobsen & Balla**
854 Bransten Road, San Carlos, CA
<http://preview.tinyurl.com/jacobsenand-balla>
- COST: FREE for members, \$20 for non-members
- RSVP: To the chapter office by Friday, April 2,
admin@asidcapen.org or 650.323.6791



■ **UPCOMING EVENTS**

Are you getting business from your Social Network?

Learn how you can benefit from . . .

Social Media Marketing for Design Professionals

Featuring

Amos White

**Internet Marketing Specialist
For Web-based Strategies and Tactics**



Learn the business case for using Social Media Networking to accelerate your sales from Internet Marketing Expert and Master Trainer/Consultant, Amos White. Amos is the CEO of Amos White Internet Marketing and Training, a leading training and coaching company to small to mid-sized businesses and work teams.

Get the Latest Information from Amos on:

- Applications, examples and specifics directed to the Interior Design Professional
- Understanding the iCulture
- Web 2.0 and how will it can change the way you do business
- Core marketing strategies
- Tweet, Fan page, Blog, or Link-In
- Creating business metrics for success

An informative and dynamic motivational speaker, Amos presents with an energy and style that you will find both engaging and uplifting on many levels. Even if you are not yet a believer in the benefits of Social Media Networking for your business, don't you at least owe it to yourself to understand the potential from a true iCulture Professional?

Please join us on April 1st for a presentation that may very well change the way you perceive electronic media marketing. If nothing else, Amos's informative presentation will keep you from being the only one in the room who can't tell a tweet from a blog!

Bonus! Building Materials IP Spotlight

Our Industry Partners provide products that improve the comfort and performances of the spaces we design. See their products and learn more at our Building Materials Spotlight! The Building Materials Spotlight is the third of four IP Spotlights, "mini trade fairs" on varying business sectors like Kitchen and Bath, Green Design, Building Materials and Furnishings, held at our monthly meetings.

Spotlight Participants: To be determined

- WHEN:** Thursday, April 1, 2010
5:30 – 7:00 Registration and IP Spotlight
7:00 – 8:00 Social Networking Seminar
- WHERE:** **Design Mart Silicon Valley**
23 Las Colinas Lane, Suite 104
San Jose, CA 95119
(408) 229 6500
- COST:** Free to ASID members
\$20 for non-members
- RSVP:** by March 15 to the Chapter
(650) 323 6791 or admin@asidcapen.org

Meeting and Seminar Hosted by



Gold Sponsor, California Peninsula Chapter



ASID California Peninsula Design Competition

2010 OFFICIAL ENTRY FORM

Page 1 of 1

Design competition is open to current 2010 ASID California Peninsula Chapter Professional, Allied, Industry Partner, and Student Members. Professional and Allied Members may enter all categories **except Best Use of Product, and Student**. Industry Partner Members may enter **New Product Design: Charles H. Falls, ASID, Memorial Award** and **Best Use of Product** categories only. Student Members may enter **Student** category only.

RESIDENTIAL <ul style="list-style-type: none"> • Single Family Residence under 3,000 square feet • Single Family Residence over 3,000 square feet • Kitchen • Bath • Singular Space/ Show House 	COMMERCIAL <ul style="list-style-type: none"> • Retail • Hospitality • Corporate • Institutional • Healthcare SPECIALTY	HISTORIC <ul style="list-style-type: none"> • Adaptive Re-Use • Renovation • Restoration LIGHTING DESIGN COMMUNITY SERVICE	NEW PRODUCT DESIGN: Charles H. Falls, ASID, Memorial Award BEST USE OF PRODUCT STUDENT
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Winners will be published in the August issue of Gentry Magazine Peninsula and the July/August issue of Gentry Magazine South Bay

PLEASE SEND IN ONE FORM PER ENTRY

Please type in or hand print entry information. Print and mail to address below with the entry fee included.

NAME:	FIRM NAME:
TELEPHONE:	FAX:
ADDRESS:	EMAIL:
CATEGORY:	WEB SITE:
PHOTOGRAPHER NAME:	PHOTOGRAPHER PHONE:

IMAGES: **Binder Photos – 8” X 10” Glossy.** For publications purposes, both transparencies AND/OR digital images are being accepted this year. Digital images must be 300 dpi or larger – in .jpg or .tif format – stored on CD and easily transferable for publication. Professional photographs or professional quality photographs may be used. Note: Digital images (only) may result in smaller publication size.

ENTRY FEE: **\$160.00** first entry, **\$60.00** each additional entry – first entry fee includes one Design Award Gala Event ticket.

SEND TO: ASID California Peninsula Chapter
 671 Oak Grove Avenue, Suite E
 Menlo Park, CA 94025

Entry Forms and Checks must be received no later than Friday, March 12, 2010.

Entry Packets will be available online at www.asidcapen.org/2010DesignEntryPacket.pdf starting in January 2010.

Entry Binders will be due at AS Designs, 14104-P Winchester Blvd, Los Gatos CA 95032 by Monday, April 12, 2010 by 4:00 PM.

The entrant, for publication purposes, must clear all photographs with the photographer.

Awards will only be issued to winning California Peninsula Chapter ASID Members in good standing.

Winning entries will be notified in advance of the Design Award Gala Event.

For additional information please call the chapter office at 650.323.6791 or send an email to admin@asidcapen.org.

■ Project Tour: Gaia Napa Valley Hotel & Spa

Spend a Weekend in Fabled Napa Valley and Tour Eco-Friendly Hotel If life has been tugging hard and you just need a break, plan now to spend a restorative weekend among the green vineyards, rustic chic shops and fabulous restaurants in the world-class destination right at our doorstep: Napa Valley.

Join fellow ASID members at the Gaia Hotel and Spa for a special tour of this LEED Gold certified hotel. Stay at the hotel for the special discounted rate to our group and indulge in some of Napa Valley's finest: spa treatments, shopping, wineries and fantastic cuisine.

The Gaia Hotel and Spa is situated at the southern end of Napa Valley in American Canyon and is easily accessible from the Bay Area. After the afternoon reception, including complimentary refreshments and a no host bar, we'll have an exclusive presentation by Wen I-Cheng, founder and president of Atman Hospitality Group, who will discuss his philosophy behind the GAIA Hotels. Following this will be a project tour led by Yuan-Sing Chang, LEED AP, Atman's VP of Project Development, and Q&A session by Todd Jersey Architecture. You will see first hand all the incredible and innovative ways this hotel has earned its LEED elevated status! To cap it all, there will be fabulous raffle prize drawings, compliments of GAIA Hotel afterwards!

You are then free to explore all that Napa Valley has to offer...perhaps dinner in St. Helena or Yountville, shopping the fabulous design and other shops in St. Helena, and don't miss the wineries and the wonderful food shops like Dean & DeLuca. You might even indulge in spa treatments to help unwind from the stresses of today's hectic pace of living. Whatever you would like to do, this is a great chance to be in Napa Valley at a super lodge for a terrific bargain price.

But that's not all - a wonderful optional program is in the works for Sunday to round out your Napa Valley experience. Stay tuned for details. Get your summer relaxation off to a great start, bring your best friend or significant other along, and immerse yourself in the Wine Country culture for an unforgettable weekend.

WHERE: **Gaia Hotel**

3600 Broadway Street, American Canyon, CA 94503

(707) 674-2100

www.gaianapavalleyhotel.com

Map: www.tinyurl.com/gaiahotelnapa

WHEN: Saturday, May 1, 2010

Reception 2:30 PM - 3:00 PM

Presentation 3:00 PM - 3:45 PM

Hotel Tour 3:45 PM - 4:30 PM

Architect's Q&A 4:30 PM - 5:00 PM

COST: \$35/ASID members
\$45/non-members

RSVP: with payment 650.323.6791 or
admin@asidcapen.org

Please call the Gaia Hotel at 1-888-798-3777 or 707-674-2100 and, mention ASID Peninsula to receive the special \$89/night rate.

This tour would not be possible without the generous support of:

Atman Hospitality Group
www.atmanhospitalitygroup.com

Todd Jersey Architecture
www.toddjerseyarchitecture.com

For a list of green features, go to
<http://www.asidcapen.org/files/GaiaGreenFeatures.pdf>



Lunch and Learn: Value Engineering Custom Cabinet Solutions

Let's face it, every designer would rather specify custom designed and fabricated cabinets with each project, but budgets often hinder a custom approach.

Come learn how to value engineer cabinet projects while still finding custom solutions. Learn how to help your clients prioritize their projects with a variety of practical methods.

Segale Bros. has been in business since 1976. In the last 30+ years we have been helping designers delight their clients while offering a wide variety of products and services. We manufacture our own line of cabinets at our beautiful Hayward facility. We have been doing cabinet refacing longer than anyone in the Bay area and we fabricate closet and garage cabinets. We also sell two lines of factory cabinets which gives us an edge in offering different price points. We also help our clients design dream spaces that require cabinetry and storage.

We invite you to join us for lunch.

- WHEN: May 20, 2010, 11:30 am - 1:00 pm
- WHERE: Segale Bros. Wood Products
1705 Sabre Street, Hayward, CA 94545
800-286-2915, www.segalebros.com
Directions: www.tinyurl.com/segalebros
- COST: FREE for members, \$20 for non-members
- RSVP: To the chapter office by Friday, May 14,
admin@asidcapen.org or 650.323.6791

ARE YOU LEAVING \$20,000 WORTH OF ADVERTISING ON THE TABLE?

California Home+Design, as the exclusive chapter website sponsor, is providing print advertising totaling \$20,000 to promote the ASID brand. The ads will drive consumer traffic to our site and help you get clients.

Visit the chapter website www.asidcapen.org, log in, and choose the best level of exposure for your business. This is an invaluable benefit that comes with your ASID membership – capitalize on this incredible marketing opportunity NOW!



Now Showing on a Computer Near You!

www.asidcapen.org

Our new website will:

- Increase revenue to our designer members
- Give greater exposure to our Industry Partners and increase designer purchases
- Give student members representation as never before

We are in this together and together we will make 2010 a memorable year.

Go to www.asidcapen.org to see the new and much improved website!

To ensure your company is represented, please email dtussing@dsapubs.com or call 888-747-7865 x 311



Come take a look at the new updated site and the enhanced search engine that drives consumers and companies to your profile.

■ Kitchen and Bath IP Spotlight at Artistic Tile & Stone, Jan 14



Kitchen and Bath IP Spotlight participants showed designers and students their latest and greatest. TOP LEFT: Lloyd Eakes and Rose Garrison of Dunn-Edwards; TOP RIGHT: Joel Goodman and Bill Rogers of Sierra Select; CENTER LEFT: Joe Allen of Rohl; CENTER RIGHT: our gracious hosts of Artistic Tile and Stone: Cynthia Campanile, David Wraa, Norine Rosales, Daniel Garcia and Jennifer Pfaff. BOTTOM LEFT: Mark and Nan Lesnick of Mark Concrete; BOTTOM RIGHT: Chad Wold of Cosentino.

■ The Art of Glass at Artistic Tile & Stone, San Carlos

■ International Kitchen Trends, AS Designs, Los Gatos



TOP LEFT: Speaker Paul Estrade; CENTER LEFT: Student Member Marita Zweifler; BOTTOM LEFT: Paula McChesney, ASID and Hostess Cynthia Campanile.

TOP RIGHT: Siematic Rep Will Oostendorp and Speaker Mick Ricereto; CENTER RIGHT: IP Doreen Yun (Windows and Beyond) and Hostess Anna Sarkissian; BOTTOM RIGHT: Allied Member Oscar Erazo.

MEMBERSHIP SPOTLIGHT

Volunteer for Design Celebration

Volunteering for the Chapter’s Design Celebration provides a real opportunity to get to know and learn from fellow chapter members. Tasks range from raffle donations, decorations, set up and more. If interested, please contact the chapter at admin@asidcapen.org or 650.323.6791.

Raffle Donations Needed

Design Celebration raffle prizes stir up excitement and place your name and logo in front of Design Celebration attendees. If you have something to donate to the chapter’s next Design Celebration, please e-mail Jane at the Chapter office: admin@asidcapen.org.

Mark Lesnick on Dirty Jobs!

Look for Mark Lesnick, owner of Mark Concrete in Moss Landing, CA, will be featured this month on the Discovery Channel’s Dirty Jobs with Mike Rowe, the second most watched show on TV, airing in the US and 36 foreign countries!

Student Career Forum Needs You

Practicing Designers: We need your help with the day’s events & staff the ASID desk! Please contact Susan Broderick at Design4now@aol.com to coordinate when and where.

Students: Have you registered yet for the SCF? We would LOVE your help with clean up after the closing party! Please contact Lilley Yee at lilleyengyee@aol.com to let her know you will help.

WELCOME NEW CHAPTER MEMBERS!

- Meredith Holley, Student Member ASID
Natasha Hyndman, Student Member ASID
Diane Michele King, Student Member ASID
Henrietta Miller, Student Member ASID

Big Shout Out to AS Designs for hosting our February Chapter Event! Thank you!!

INDUSTRY PARTNER TESTIMONIALS:

Comstock’s of California

I first contacted Comstock’s after receiving a postcard introducing their new program, intriguingly called “Drapery Studio Collection: A Customized Drapery Program Priced with Reach” to take a look at the product. Comstock’s lovely showroom has many examples of high-end drapery treatments, as well as this new line for more budget-conscious projects. You can bring in your clients and show them firsthand the difference between the two price points. They can see that the Drapery Studio Collection has a wide variety of options which can emulate the more expensive look. Ron Comstock has a line of fabrics and hardware at a good price point, but C.O.M. is always an option, even for the Drapery Studio Collection. I’ve worked with Ron on several drapery projects over the last few years, and the customer service and attention to detail is very good. My clients have been very pleased with the finished product. Give Ron a call and be sure to congratulate him on his recent marriage!

Mary Ann McEwan, ASID, CID, MBA
REVIRESCO DESIGN

Many of our IPs are unsung heroes, helping ensure your projects’ success, from product specification to installation without a lot of fanfare. Did they make your life easier, the job smoother, or fix a problem with superior service? We’d love to hear from you!

Please share short testimonials of your great IP experiences and tell us: a) how you found the IPs, and b) what sets them apart from the rest of their industry. We will acknowledge these IPs by posting the testimonials in future Chapter Newsflashes.

Please e-mail testimonials to the chapter office: admin@asidcapen.org

Contact: Comstock’s of California

Ron and Diane Comstock
2180 Stone Avenue, San Jose, CA 95125-1451
(408) 286-5585, diane@comstocks.net

■ STATE NEWS **New State Regulations, excerpts from CLCID Direct Link!**

MANY REGULATIONS have gone (January 1st) and will go into affect this year. **Be aware, Be knowledgeable:** know how these Regulations will affect your design and the implementation of your Design.

The statutory changes and mandates will impact California consumers, households, retailers, and manufacturers, and arise from the following Legislative measures:

Title-24 Energy Code Summary of Changes-Effective 1-1-10

The new Title-24 residential lighting requirements divide the home into three distinct zones. The first zone is the kitchen. The kitchen lighting requirements retain the same compliance formula as in the 2005 standards known as the 50% rule: 50% of the total kitchen lighting watts must be high efficacy (compact fluorescent, LED, Linear fluorescent), and the balance of kitchen lighting can be low-efficacy. A new provision for lighting states that internal cabinets lighting for illuminating the inside of the cabinet up to 20 watts of low or high efficacy lighting power per linear foot of illuminated cabinet. These fixtures internal to the cabinets can be low efficacy if desired with no penalty.

The second zone, which includes bathrooms, garages, laundry rooms, and utility rooms, require either high efficacy fixtures or vacancy sensors controlling low efficacy fixtures. Note that these must be vacancy sensors, not occupancy sensors. A vacancy sensor is a variation of an occupancy sensor however instead of automatically turning on with someone enters a room you must manually operate the switch to turn the lights on. Then after you leave the room the sensor detects that the room is vacant and will automatically turn the lights off. The logic behind this manual-on function is that often you may want to quickly enter into a bathroom that is well-lit during the daytime to simply wash your hands or retrieve some toiletries and not need to turn on the lights at all, thus saving energy. If you need the light switched on then you have that option but the sensor won't turn them on for you but will turn them off automatically after you leave.

The third zone includes all the hallways, dining rooms, family rooms, home office, and bedrooms. These rooms have the most lenient requirements as they must have either high efficacy lighting or low efficacy fixtures controlled by a vacancy sensor or be controlled by a dimmer. The dimmer option allows the most cost effective way to comply while providing the most flexibility and options in allowable fixtures.

For the first time Title-24 compliance documentation must be electronically uploaded to a database registry which can be accessed by building department officials to verify compliance.

A good summary of Title 24 residential lighting can be found at:

http://cltc.ucdavis.edu/images/documents/presentations/20091207_title24_presentation.pdf

You can find more on legislation by logging on our legislation page on our chapter website at <http://www.asid-capen.org/files/LegislationFeb2010.pdf>. Some updates include:

- **California EPA Regulation: Lead Based Paint Rules for Remodelers Effective April, 2010**
- **California EPA Regulations: Lead in Lighting**
- **California EPA Regulations: Lead in Plumbing**
- **Senate Bill 1334, Calderon. Drinking water: pipes and fittings: lead content**
- **Senate Bill 1395, Corbett. Lead plumbing: monitoring and compliance testing.**
- **Bill Introduced To Limit Formaldehyde in Furniture**
- **California Establishes Energy-Efficient Standard for Televisions**

■ NATIONAL NEWS

ASID Recruitment Outreach and Dues Relief

To help recruit members during this economic downturn, ASID is continuing to waive the \$100 membership application fee in 2010. Additionally, non-members who took STEP will save the \$100 application fee for Professional or Allied membership, depending on passage of the NCIDQ. ASID will also forego the late fee for renewals to help our members stay in the organization – the monthly installment plan will also make payments easier.

There are more special dues incentives for our members in the following situations:

- Professional – Inactive & Retired
- Allied – NCIDQ, Leave of Absence, Allied Retired
- All Practitioners – Passage of LEED or AAHID Exams
- Faculty Advisor - Advisor to ASID Student Chapter

Please visit <http://www.asid.org/members/benefits/Special+Membership+Statuses+and+Incentives.htm> for details.

ASID 2010 Census

ASID will reward high chapter participation rate in this year's census:

* Every month, beginning in November 2009, there will be a drawing for a prize (worth approximately \$200 – e.g., Amex gift card, iPod, etc.). All members who have filled out the Census questionnaire that month would be eligible for the drawing.

* Chapters with 50% or more participation rate will earn DOUBLE its chapter administration training stipend (good for the chapter!)

* National will pay for the airfare, lodging, and admission to ASID-related events at NEOCON 2010 (no CEUs, tours) for every participating practitioner for Chapters with 70% or more participation rate!

■ AROUND OUR DESIGN COMMUNITY

NARI Monthly Events

“Asbestos and Lead and Mold—Oh, My! – Part II: Mold - Friend or Foe”

We will look at the issue of Mold, who is affected, here it is found within buildings/ structures, why should we test prior to renovation, repair and painting, and how to comply with Federal, State and Local agencies that regulate this issue. Plus Q & A time.

Speaker: Gio Fanelli, REA & HERS Rater

WHEN: Wed, February 17, 2010, 6:00 to 8:30 PM

WHERE: ERT Training Center

2189 Monterey Rd., San Jose, CA 95125

(in “The Plant” shopping center, cross street Curtner Ave.)

COST: \$35 for NARI members \$45 for Non-Members
First-time prospective members are free only if reserved ahead (limit 2 per company)

REGISTER online at www.narisv.org; under “Monthly Meeting Info” by February 15.

NKBA: Monthly Events

“What’s Hot & What’s Not”

Jim Kregel, CMKBD, will present a visually delighting discussion on all of the latest kitchen design trends as well as the changing social trends, from the latest in island designs and open plan kitchens, current trends in cabinets, counters and flooring to why the square footage of the kitchen is increasing while the average north American family spends less and less time in meal preparation. This program is fast paced, interactive and entertaining and leave you with a new perspective on kitchen design.

WHEN: Thurs, February 18, 5:30 PM to 8:30 PM

WHERE: The Gene Schick Company

30826 Santana Street, Hayward, CA

(510) 429-8200

REGISTER: online at <http://nocankba.org/>

■ AROUND OUR DESIGN COMMUNITY

FabMo.org

Non-Profit FabMo (www.FabMo.org) collects discontinued fabric, carpet, wallpaper, hardware samples, sample books, etc., to keep them from landfills and provide inexpensive resources to teachers, students, churches, artisans and craftspeople in monthly or so distributions in the Palo Alto area, charging nothing for most items, but strongly encouraging donations to keep the momentum going.

Projects made from these samples have contributed to the needs of autistic children, self-help programs in the Phillipines, and children's shelters.

FabMo welcomes donations; please e-mail them at fabrix@fabmo.org to schedule a drop off or pick up. To get on their e-mail list, please visit their website to join: <http://www.fabmo.org/fabmo/Home.html>.

The Heart of Safeway

Panel Discussion and Facility Tour

Why is a "Sustainability Mindset" important? Tour the Safeway "built to" LEED Silver Facility and healthful eating Café and learn what Safeway is doing regarding community enrichment, compassionate support of people in the community, meeting the demands of an evolving marketplace, while balancing the sustainability of business and environment.

When: February 25, 2010 5:30 – 8:00

Where: Safeway Canyon Way Facility
11555 Dublin Canyon Road, Pleasanton

Cost: IIDA and/or USGBC-NCC Members \$10
Non-Members \$20; Students \$5

Proceeds Support Ongoing Philanthropic Endeavors throughout Northern California.

Teknion will be providing transportation between San Francisco (location TBD) and Safeway HQ in Pleasanton on February 25. If you would like to reserve a seat on the bus, please RSVP by February 18 to Erin at ecadenasso@tekus.com or call the Teknion showroom at 415.486.6000. Space is limited!

USGBC Upcoming Events

LEED Green Associate Exam Prep Workshop

This workshop prepares you for the Green Associate credentialing exam as well as the first part of the LEED AP Specialty credential.

WHEN: Fri., April 9, 2010, 8:30 am - 5:00 pm

WHERE: The Bentley Reserve, 301 Battery Street, SF

REGISTER at http://www.usgbc-ncc.org/index.php?option=com_events&type=event&task=details&id=842

LEED AP Interior Design & Construction Exam Prep

WHEN: Thurs, May 13, 8:30 am - 5:00 pm

WHERE: Haworth Showroom
555 Mission Street, Ste 1950, SF

REGISTER at http://www.usgbc-ncc.org/index.php?option=com_events&type=event&task=details&id=838

■ JOB OPPORTUNITIES/ANNOUNCEMENTS

Interior Designer or Architect's Dream Space

- Downtown Campbell, walking distance to restaurants, post office, community center
- Ground Floor Private Parking
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- Kitchen & Restroom inside suite
- 165 sf of office space
- 287 sf of common area, with two conference areas
- \$700.00 - includes PG & E
- Desk top and printers available for use
- Does not include internet or phone services
- Commercial & Residential Library available for additional \$200.00 monthly

If interested, please contact:

Louise Crawford, Business Manager
Bethe Cohen Design Association, Inc.
150 East Campbell Avenue, Campbell, CA 95008
408-379-4051, Fax-408-379-3460

■ **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 questions and answers. Included are over 80 pages of handout information.

You will PROFIT with:

- knowledge on the necessary parts of the current California Building Codes
- insight into business practices and processes
- an overview of professional ethics that protect the public, your client and your colleagues
- and target the essential interior design fundamentals

CEU are recognized by CCIDC and NKBA at .8 CEUs. CCIDC also offers 2 additional bonus CEUs.

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.

IDEX California Spring 2010 Palo Alto Class

WHEN: Saturday, February 27, 2010 8:00 am – 5:00 pm

WHERE: Roche Palo Alto, 3431 Hillview Avenue, Palo Alto, CA 94304. Weekday phone: 650-354-7592.

COST: Early bird registration of \$295.00 ends February 7, 2010

Regular registration of \$325.00 ends February 14, 2010

2010 IDEX California Spring Sacramento Class

WHEN: Saturday, March 20, 2010 8:00 am – 5:00 pm

WHERE: Art Institute of California, 2850 Gateway Oaks Drive, Sacramento, 95833. Weekday : 800-477-1957.

COST: Early bird registration of \$295.00 ends February 21, 2010

Regular registration of \$325.00 ends March 7, 2010

REGISTER TODAY at www.clcid.org

CONTACT: Carol Lamkins at clamkins@usa.net or 714-738-7171 for info or to petition class after closing date
Class is subject to minimum enrollment. Confirmation of enrollment and class details will be emailed to you.

Thank you to our IP Year-Long Sponsors:

