

■ PRESIDENT'S ADDRESS



On behalf of our board, I would like to wish all of you a very happy new year. With the New Year brings hopefulness for a change in the economy and all of us can get back to work on the projects we love.

We had a wonderful turnout last night for our monthly meeting at Porcelanosa, a global leader in the innovation, design, manufacture and distribution of Tile, Kitchen and Bath products providing cutting-edge designs of unparalleled beauty. Our sincere thanks to Mike Gordon for providing their wonderful venue, great wine and snacks. Visit them at 391 E. Brokaw Road, San Jose or online, www.porcelanosa-usa.com.

A giant shout-out to our program committee and Barbara Jacobs, FASID for their very informative and valuable program on "The Inside Secrets of Winning Design Competitions" which was a panel moderated by Mary Jo Bowling, contributing editor at California Home+Design. Our panelists, Pamela Pennington ASID, Patricia McDonald ASID, Diane Hurd, ASID, Barbara Jacobs FASID and Brian Kimura were very open in sharing their information. One of the major points that came across was that you can't win unless you enter again and again. Go to our website, www.asidcapen.org for more information on our upcoming competition where you'll also find some information from last night's meeting and panel discussion.

Speaking of our design competition, our Design Awards Gala (DAG) will be held this year on June 22nd, again at the Tech Museum. It's a fabulous venue so mark your calendars and we hope you'll join us for lots of fun, food and fellowship.

Speaking of last year's event, we had a hard working group of volunteers who made it the lovely event that it was. Our sincere thanks to the following volunteers:

Design Competition Pre & Judging Day Volunteers

Venue: Ruth Jacobsen, Jacobsen & Balla Showroom

Judges:

Stefanie Lingle Beasley, Editor Gentry Magazine

Linda Newton, FASID

Dennis Haworth, FASID

Marian Wheeler, ASID

JoAnn Masaoka Van Atta, Editor Sunset Books

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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 4
- FEB 03**
Interior Designers and Contractors: Working Together to Create Great Projects at Ferguson in Seaside. See page 3
- FEB 11, 12, & 13**
STEP class at Gensler San Jose. See page 5
- FEB 16 & 18**
Turn More Prospects Into Clients Lunch and Learn at Windows and Beyond in Fremont. See page 4
- MAR 03**
Lighting Techniques for High-Impact Design at Purcell Murray in Burlingame. See page 5
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■ 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.

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Volunteers:

Barbara Jacobs, FASID - Chair

Fred Sarkissian, Volunteer

Katjia Diegelmann, Student Member ASID

Debra Duetsch, Student Member ASID

Diane Smith, Student Member ASID

Anna Sarkissian, Allied Member ASID

Patty McDonald, ASID

Meera Chawla, Allied Member ASID

Jim Schwandt, Industry Volunteer

Mary French, Allied Member ASID

Design Competition Committee

Barbara Jacobs, FASID - Chair

Anna Sarkissian, Allied Member ASID

Meera Chawla, Allied Member ASID

Jim Schwandt, Industry Volunteer

Mary French, Allied Member ASID

Design Awards Gala Committee

Co-Chair: Bethe Cohen, ASID

Co-Chair: Masumi Blair, Allied Member ASID

M. Dolores Ayala, Student Member ASID

Meera Chawla, Allied Member ASID

Louise Crawford, Volunteer

Jane Higo, Allied Member ASID

Aletha Mann, Student Member ASID

Kate Puvogel, Volunteer

Anna Sarkissian, Allied Member ASID

Vivian Soliemani, ASID

Don't miss a great recent addition to our chapter calendar: we have a **Roundtable Meeting On Fees** at Valet Organizers in Campbell on Monday, the 24th of January, from 6:00 to 8:00 pm.

Remember our "Lunch and Learn" for January is on the 25th at McRoskey, 220 Hamilton Ave., Palo Alto from 11:30 to 1:00 p.m, it's titled

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.

Our February meeting on the 3rd will be in Seaside (near Monterey) at Ferguson's Bath, Kitchen and Lighting.

Interior Designers and Contractors Working Together to Create Great Projects

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 feature Interior Designer Rise Krag, General Contractors Randy Strong and Jim Carroll of Carroll and Strong Builders, Inc.

NOTE CHANGES: this event is FREE for both members and non-members; event start time has changed to 5:30 pm.

Optional donations accepted to help defray ongoing programs costs.

This event is an opportunity to network and invite potential ASID chapter members.

Best Regard,



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

■ Upcoming Events

January Roundtable: Fees

Bring your questions on how to set fees to the next Chapter Roundtable!

WHEN: Monday, January 24, 2011, 6:00 - 8:00 PM

WHERE: **Valet Organizers**

1190 Dell Avenue, Campbell

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

COST: Free for members. \$20 for non-members

RSVP: by Friday, January 21 to admin@asidcapen.org or 650.323.6791

February: Interior Designers and Contractors: Working Together to Create Great Projects

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 panel of speakers will discuss how to approach a project, how to collaborate and improve every project. Our informative panel includes Interior Designer Rise Krag, and Randy Strong and Jim Carroll of Carroll and Strong Builders, Inc.

Have fun networking! Meet designers, contractors and building trade specialists.

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

WHEN: Thursday, February 3, 2011, 5:30-7:30 PM

WHERE: **Fergusons Bath & Kitchen Gallery**

1144 Fremont Boulevard, Seaside, CA 93955

(831) 394-7469

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

COST: Free for both members and non-members; Optional donations accepted to help defray ongoing programs costs.

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



■ 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: Wed., February 16 and Thurs., February 18, 11:30 am - 1:00 pm (same session offered twice)

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, in time for the spring NCIDQ exam; spaces are limited.

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: online by January 28 at <http://www.asid.org/career/step/stepworkshops.htm>, and select date and place.

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

March Roundtable

Topic: to be determined.

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

WHERE: **Flegels**
870 Santa Cruz Avenue, Menlo Park
Directions: <http://tinyurl.com/flegelsmp>

COST: Free for members. \$20 for non-members

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

■ **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**

Garcia Teague Architecture + Interiors wins AIASCV Design Award

Please join me in congratulating Chapter Member Wendy Teague, ASID, and her firm Garcia Teague Architecture + Interiors, for winning an Honor Award in 2010 AIA Santa Clara Valley Design Awards for their 865 The Alameda project, which also won our chapter’s 2010 Adaptive Reuse Gold Award.

WELCOME NEW CHAPTER MEMBERS!

- Melinda Jane Foster, Industry Partner, Century Stereo
- Julie Lloyd, Industry Partner, Lloyds Luxury Home Design
- Christine McKinlay, ASID
- Bill Westrum, Industry Partner, Century Stereo
- Steve Woods, Industry Partner, Century Stereo

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.

■ Insider Secrets of Winning Design Competitions



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Top Left: Panelist Diane Hurd, ASID, Panelist and Design Competition Chair Barbara Jacobs, FASID, Moderator and Contributing Editor for CA Home + Design Mary Jo Bowling, Membership Director Rise Krag, Panelist Patricia McDonald, ASID, Panelist and San Jose State Instructor Brian Kimura, and Panelist Pamela Pennington, ASID. Center Left: Donna Pierce of Buena Vista Faux and Allied Member Debra Ryan. Bottom Left: Co-Professional Development Director Meera Chawla, Allied Member Lisa Womach, Debbie Norris, and Allied Member Sanchali Srivastava. Top Right: Host Mike Gordon of Porcelanosa and Chapter President Carol Spence Carr. Above: SRB Janine Arietta and Student Member Susan Gordon.

Thank You to **Porcelanosa** for hosting our January Chapter Meeting in their newly renovated showroom, and to **Barbara Jacobs, FASID,** and **Mary French, ASID,** for organizing the event!

■ STATE NEWS

Legislative Update

SB 294 was chaptered into law on September 30, 2010. This bill amended Section 5810 to extend the Certified Interior Designer law until January 1, 2014.

2011 Deadlines to Register for IDEX California

March 1, 2011 is the deadline to register for the May IDEX and apply for certification.

Spring IDEX is given May 1-31, 2011.

Designers must register by midnight March 1, 2011.

August 1, 2011 is the deadline to register for the October IDEX and apply for certification.

Fall IDEX is given October 1-31, 2011

Designers must register by midnight August 1, 2011.

What will Designers need to know about CAL Green?

CALGreen became effective as of January 1, 2011

Very little will affect interior designers. That said, interior designers will still need to know some of the code.

Be aware of:

- * Changes in plumbing fixtures and water-saving devices.
- * "R"-value standards for interior partitions on nonresidential buildings.
- * VOCs in paint and finishes.

To become familiar with CALGreen and how it will affect your interior design projects, download the code here (193 pp, 6.26 MB):

www.documents.dgs.ca.gov/bsc/CALGreen/2010_CA_Green_Bldg.pdf.

Appliance Efficiency Regulations - Effective January 1, 2011

Learn about the new appliance regulations from the California Energy Commission.

Download the 2010 Appliance Efficiency Regulations (PDF, 226 pgs, 1.1 MB) at

<http://www.energy.ca.gov/2010publications/CEC-400-2010-012/CEC-400-2010-012.PDF>

■ 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: Tues, January 18 or Thurs, January 20

WHERE: Rebarts Interiors

247 California Drive, Burlingame, CA 94010

650-348-1268 www.rebarts.com

RSVP: becky@rebarts.com Space is limited!

Woodshanti Open House

Industry networking event, co-hosted by designed-Collective. Guest speaker: Greg Clayton of Restoration Finishing

WHEN: Thursday, January 20, 6:00 - 9:00 pm

WHERE: 909 Palou Avenue, SF

RSVP: to curtis@woodshanti.com

■ AROUND OUR DESIGN COMMUNITY

NARI Silicon Valley

Effective & Practical Business Planning for 2011

with Eamon Rooney, ActionCOACH Business Coach

Also: Brief Update on Lead Paint Compliance from Gio Fanelli of ERT, Inc. Compliance products will also be available AND Ken Sorensen from Clear Channel will be available to talk to our members about radio advertising opportunities from 6:00 to 6:45 PM.

WHEN: Wednesday, January 19, 2011, 6:00-8:30 PM

WHERE: Key Point Credit Union—Community Room
2805 Bowers Ave., Santa Clara, 95051

COST: \$45 for Non-Members if reserved by Jan. 17th; \$50 after that. First-time prospective members are free, but only if reserved ahead (limit 2 per company)

RSVP: online at www.narisv.org, under “Monthly Meeting Info” by Jan. 17th

Sustainable Furnishings Council

Free Sustainability Essentials Webinar!

This webinar is intended to give participants useful information you can begin using in your business immediately as well as answer any questions you may have about getting the most out of SFC membership and participating in the full exam program to receive your credentials as a local expert in green furnishings. Content also includes a synopsis of GREENleaders, the industry first certified sustainability training course.

WHEN: Monday, January 17th at 10 am

RSVP: <http://tinyurl.com/Jan172011webinar>

GREENLeaders Renewal

If you completed GREENleaders more than 10 months ago, sign up for GREENleaders reNEWal to maintain your Green AP status.

WHEN: January 26th live at Las Vegas Market OR
January 31 via Webinar

COST: \$99

REGISTER: 919-967-1137

Designer Day at Merchandise Mart & The Chicago Market

The Merchandise Mart and The Chicago Market invites you to their Designer Day, January 24, 2011, dedicated to designers everywhere.

For information on travel, events, and product highlights, please go to www.ShopChicagoMarket.com.

DOE Commercial Lighting Solutions Overview Webinar

Commercial Lighting Solutions is a free online tool that arms lighting practitioners, contractors and owners with time-saving and credible strategies to reduce energy use and qualify for incentives. Learn about the tool’s capabilities and how the tool applies to a wide range of audiences and lighting projects. The webinar is also available for on-demand viewing for everyone who registers. Presented by Carol Jones, LC, Associate IALD

WHEN: Tuesday, January 25, 11:00 am –12:00 pm

REGISTER: Advanced Registration is required.
<http://tinyurl.com/Jan2511DOEwebinar>

SFDC’s Designers of Distinction

The San Francisco Design Center showrooms are pleased to present the first ever Designers of Distinction Awards gala luncheon as part of Design San Francisco 2011. Over 200 designers were nominated by the SFDC showrooms in eight different categories and winners will be announced at the luncheon. The SFDC is proud to celebrate the best in the interior design industry!

WHEN: Thursday, February 03, 12:00 - 1:30 pm

WHERE: San Francisco Design Center
101 Henry Adams Street, San Francisco, CA 94103

COST: \$50

RSVP: online at

<http://www.brownpapertickets.com/event/140749>

■ AROUND OUR DESIGN COMMUNITY

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.

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

TIME: 1:00 - 4:30 pm; Registration starts 12:30

WHEN: Wed., February 12

WHERE: Doubletree Hotel San Jose, Donner Room
2050 Gateway Place, San Jose, CA 95110

RSVP: <http://www.rsvpbook.com/event.php?492932>

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

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

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>

The 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

Passive Thermal Design for Energy Efficiency and Indoor Comfort

Learn to incorporate passive design principles into your architectural and mechanical practice.

WHEN: Thursday, February 10, 2011, 8:00 - 4:00

WHERE: Metropolitan Chicago Healthcare Council
Chicago, Illinois

COST: \$169, includes continental breakfast and lunch.

REGISTER online at <http://tinyurl.com/Feb10passtherm>

■ **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

■ AROUND OUR DESIGN COMMUNITY

Water Conservation Showcase 2011

Northern California’s only water conference that brings together research, technology, policy, and consumers. More information coming soon!

WHEN: March 22nd, 2011

WHERE: Pacific Energy Center, 851 Howard St, SF

USGBC

LEED AP Bldg 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

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

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

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@paweeekly.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 (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.

Lifestyle Resource Guide

Published in June and December, Lifestyle Resource Guide is a high quality comprehensive guide for residents and visitors alike, showing the best products, services and world renowned attractions the Bay Area and the Monterey Peninsula have to offer. An affordable option for clients 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%

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