

■ PRESIDENT'S ADDRESS



Dear Fellow Members:

Now that summer has finally arrived it seems like it's flying by, don't you think? Fortunately our summer lingers into October some years; let's hope for that since we had such a late start.

Our Design Awards Gala (DAG) was a fun event again this year and well attended. The venue was the Tech Museum in downtown San Jose which lends itself very well for this type of event. The food was fabulous and very plentiful as was the wine and hors d'oeuvres.

First, this competition happened because Barbara Jacobs, FASID and her very able committee made it happen. Barbara chaired the event and the following members assisted, Anna Sarkissian, Allied Member ASID, Patty McDonald, ASID, Meera Chawla, Allied Member ASID, Jim Schwandt, Industry Volunteer, Mary French, ASID, and Debra M. Deutsch, Allied Member ASID. This is the second year for most of these volunteers. We are very appreciative of their efforts and honored to have had them again this year.

We can't have a design competition without judges; the following people were our judges and we are very grateful to them. Cliff Tuttle, ASID, Brian Kimura, MFA, Martha Miller Girdlestone, IDEC, Diane Tsukamoto Hurd, ASID and Linda Newton, FASID.

The celebration committee did a wonderful job of displaying the entries, making the room look festive and setting up the raffle table. The following are to be congratulated along with their chair, Bethe Cohen, ASID, and her 2 co-chairs Mary French, ASID and Louise Crawford, volunteer. Committee members were M. Dolores Ayala, Student Member ASID, Meera Chawla, Allied Member ASID, Jane Higo, Allied Member ASID, Aletha Mann, Allied Member ASID, Anna Sarkissian Allied Member ASID, and Barbara Jacobs, FASID

We are very grateful also to our event donors the Tech Museum and Dean Birinyi Photography as well as the many raffle donors.

The chapter also thanks Gloria You and Sun Marble for hosting our July Lunch and Learn, showcasing the new sustainable products they offer.

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■ IMPORTANT DATES

JUL 18 **Legislation Roundtable** at Dunn-Edwards, Mountain View. See page 2

AUG 10 **Home Entertainment Technology And Technologies – Creative Ideas For Concealing The Electronics That Will Delight Your Clients Lunch and Learn** at Valet Custom Cabinets and Closets, Campbell. See page 3

SEP 1 **Installation** At Pejman Carpets at Allied Arts in Menlo Park. See page 2.

SEP 13 **When to Refresh, Refinish or Replace Existing Cabinets and Furniture Lunch and Learn** At Finishes Unlimited in Campbell. See page 3.

SEP 19 **Chapter Roundtable** At Comstock's in San Jose. Topic coming soon. See page 3.

Note: the Chapter office will be closed July 16 - August 31. Have a safe and happy summer!

■ MISSION STATEMENT

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

continued from page 1

We will be dark for the month of August, thus the Speed Networking has been transferred to next fiscal year's calendar. Our next meeting will be on September 1st at Pejman Carpets in Menlo Park, which is located in the lovely Allied Arts facility. This meeting will be the installation of our new president, Jeanette Loretz. We hope you'll join us in welcoming her and wishing her well.

Check our website for upcoming programs such as the "Home Entertainment Technology" on August 10th in Campbell. Also our next Lunch and Learn will be September 13th addressing the issue of replacing, refinishing and refreshing cabinets at Finishes Unlimited.

Best regards,



Carol Spence Carr, ASID
President, California Peninsula Chapter

■ Upcoming Events

July Roundtable: Legislation

Learn current efforts toward states legislation from Suzanne Zurinaga, active with IDCC and Past President of ASID CA North.

WHEN: Monday, July 18, 6:00 - 8:00 pm

WHERE: **Dunn-Edwards**, 1949 West El Camino Real, Mountain View, CA 94040
Directions: <http://tinyurl.com/dunnedwardsmv>

COST: Free ** this event is limited to members only **

RSVP: to the chapter office: admin@asidcapen.org, 650.323.6791

Installation

Join Chapter President Carol Spence Carr as she welcomes the incoming board and thanks the outgoing board and everyone who contributed to the chapter during her presidency.

New members: Come and meet the incoming and outgoing board members and other active chapter members and learn more about how membership can benefit you.

WHEN: Thursday, September 01, 6:00 - 8:00 pm

WHERE: **Pejman Carpets**, Allied Arts Guild, 75 Arbor Road, Ste N, Menlo Park, CA 94025-5368

COST: Free!

RSVP: to the chapter office: admin@asidcapen.org, 650.323.6791

■ Upcoming Events

August Lunch and Learn: Home Entertainment Technology And Technologies – Creative Ideas For Concealing The Electronics That Will Delight Your Clients

More than ever, clients are placing multiple TVs in the homes and enhancing the sound beyond TV speakers. Does this mean technology and aesthetics are at odds? Quite the opposite is true.

This compelling workshop will share what you need to know to anticipate your client's needs and question. Best of all, this presentation will take place in the Bay Area's premier organizational cabinet showroom, Valet Custom Cabinet. You'll see and hear the latest tools for hiding those pesky speakers, components, and wiring nests. Smart Home Technologies and their relevance to you and clients will also be covered.

James Stout, Chief Concealment Office for The Integrated Lifestyle will share his 20 years of experience designing and installing home entertainment systems and his last 5 years collaborating with Interior Designers, Remodeling Specialists, and Architects. Register early as attendance is likely to exceed showroom capacity. To provide maximum benefit to the attendees, feel free to email any questions you'd like covered ahead of time. James' email is james@theintegratedlifestyle.com

WHEN: Wednesday, August 10, 11:30 am - 1:00 pm
 WHERE: **Valet Custom Cabinets & Closets**, 1190 Dell Avenue, Campbell
 Directions: <http://tinyurl.com/valetorganizerscamp>
 COST: Free for members, \$20 for non-members
 RSVP: to the chapter office: RSVP: admin@asidcapen.org, 650.323.6791

September Lunch and Learn: When to Refresh, Refinish or Replace Existing Cabinets and Furniture

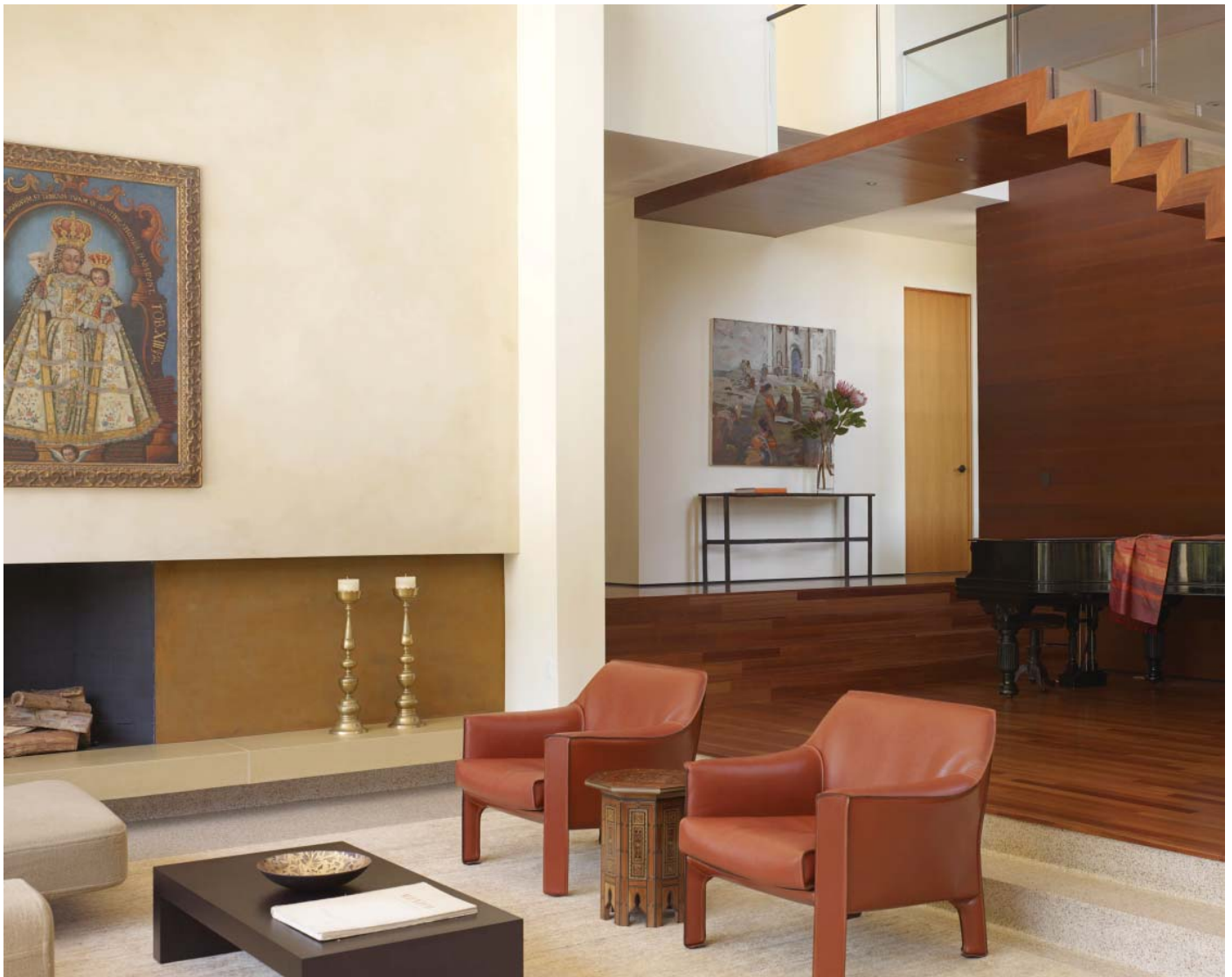
Does your client have cabinets that work functionally but are aesthetically unpleasing? Furniture with unintentional gauges, dings and worn areas? New cabinets that need painting or finishing? Such a wide variety of products are available and knowing when and where to use them is important to achieve a long-lasting finished product. Finishes Unlimited will help demystify the different finishes available so you are better able to explain them to your clients.

WHEN: September 13, 11:30 am - 1:00 pm
 WHERE: **Finishes Unlimited**, 1334 Dell Avenue, Ste A, Campbell, CA 95008-6618
 Directions: <http://tinyurl.com/finishesunlimited>
 COST: Free for members, \$20 for non-members
 RSVP: to the chapter office: RSVP: admin@asidcapen.org, 650.323.6791

September Roundtable: Topic TBD

WHEN: September 19, 2011, 6:00 pm - 8:00 pm
 WHERE: **Comstocks's of California**, 2180 Stone Ave, San Jose, CA
 Directions: <http://tinyurl.com/comstocks>
 COST: Free ** this event is limited to members only **
 RSVP: to the chapter office: admin@asidcapen.org, 650.323.6791

■ ASID CA Peninsula's 27th Annual Design Awards



PLATINUM (Judges' Choice) & Gold Winner of SINGLE FAMILY RESIDENCE, OVER 3000 SQ FT

Gold: Jorie Clark, Allied Member ASID
Jorie Clark Design

IP Inside: *The Hearth Shop*

SINGLE FAMILY RESIDENCE, OVER 3000 SQ FT

Gold: Bethe Cohen, ASID
Vivian Soliemani, ASID
Bethe Cohen Design Associates

Gold: Pamela Pennington, ASID
Amanda Morris, ASID
Pamela Pennington Studios

Silver: Jorie Clark, Allied Member ASID
Jorie Clark Design

■ ASID CA Peninsula's 27th Annual Design Awards

SINGLE FAMILY RESIDENCE, UNDER 3000 SQ FT

Gold: Pamela Pennington, ASID
Amanda Morris, ASID
Pamela Pennington Studios

Silver: Jennifer Hale, Allied Member ASID
Interiors for Modern Living

IP Inside: *Artistic Tile & Stone*
Benjamin Moore
Belmont Hardware
All Natural Stone
Chimere
Closet Factory
Hunter Douglas

KITCHEN

Silver: Marlynn Harwood, ASID
IDESIGN

Silver: Ramona Tan, Allied Member ASID

BATH

Gold: Pamela Pennington, ASID
Pamela Pennington Studios

SINGULAR SPACE

Gold: Winifred Dell'Ario, Allied Member ASID
Designs Dell'Ario Interiors

Silver: Rise Krag, Allied Member ASID
Emily Martin, Allied Member ASID
RKI Interior Design
IP Inside: *Dean J. Birinyi Photography*
Design Mart Silicon Valley
Expert Woodworking, Inc.

HOSPITALITY

Gold: Winifred Dell'Ario, Allied Member ASID
Designs Dell'Ario Interiors

INSTITUTIONAL

Gold: Shirley Lo, ASID
Shirley Lo Design
Loretta Spence, ASID
Spence Studio Interiors
IP Inside: *Dean J. Birinyi Photography*
Stephen Miller Gallery

HEALTHCARE

Gold: Patricia Borba McDonald, ASID

Silver: Linda Sullivan, ASID
Sullivan Design Studio

SPECIALTY

Gold: Winifred Dell'Ario, Allied Member ASID
Designs Dell'Ario Interiors

Gold: Jennifer Hale, Allied Member ASID
Interiors for Modern Living

Silver: Jennifer Hale, Allied Member ASID
Interiors for Modern Living
IP Inside: *Belmont Hardware*
Benjamin Moore

CHARLES H. FALLS, ASID MEMORIAL AWARD FOR NEW PRODUCT DESIGN and SPECIAL RECOGNITION FOR SUSTAINABILITY

Gold: Ruth Jacobsen, Industry Partner
Jacobsen & Balla

■ **ASID CA Peninsula's 27th Annual Design Awards**

Thank you Design Celebration Event Donors!

Bloomsters

Café Primavera

Dean J. Birinyi Photography

The Tech Museum

Thank You Raffle Donors!

Khrome Studios

Loggia

Marie Chan, ASID, Interspace Design

Carol Spence Carr, ASID, Carol Spence Interior Design

Dean Birinyi, Dean J. Birinyi Photography

Bethe Cohen and Louise Crawford, Bethe Cohen Design Associates

Magdalena Bogart, Allied Member ASID, Magdalena Bogart Interiors

Ron Martino & Martino Interiors

De Sousa Hughes Home

Wroolie

Sharon and Kevin Daroca, Design Mart Silicon Valley

Jim Berrens & Cypress Furniture

Anna Sarkissian, Allied Member ASID, AS Designs, Inc.



Designer Challenge, DC 2.0, Part 3 By Marie Chan, ASID, CID

Arriba Arriba (Team 4)

Team Sponsor: Hunter Douglas. **Team Leader:** Mary French; **Model:** Marianne Bauer; **Members:** Deborah Au, Magdalena Bogart, Teri Pollard, Edi Sanford.

The team met once and found its inspiration in Cinco de Mayo, the date of the show. The Mexican holiday conjured up images of festivity and exuberance, and the name Arriba Arriba was born. As the sole veteran and its lead designer, Magdalena remembered last year when she sketched ideas beforehand, only to be thwarted by the upholstery weight fabrics her team got for the show. This time she did not bother with pre-conceived drawings – the group decided their creation would be a celebration of Mexican culture through playful and bright colors. However that notion faded away when they saw the muted fabrics assigned to their room. They quickly came up with Plan B to express the concept of ‘bold’ and ‘fun’ through the design instead.

The team was a perfect division of labor: Mary was the head piece designer/maker, with assistance from Marianne, who aside from being the model, was able to dexterously gather the fabrics for the head piece as she was being dressed! Magdalena teamed up with Edi to design, cut and fit the ensemble, and Deborah multi-tasked as the purse designer, boot decorator, and jewelry maker!

Throughout the evening, the hot glue gun & double stick tape proved indispensable, but safety pins & floral ties worked wonders holding the fabric together and creating gathers to prevent ‘wardrobe malfunctions’. The exuberant head piece, which looked like an engineering marvel, was ingeniously supported by circular cutouts carefully perched on Marianne’s head. In the end, though the team made amazingly creative use of the pleated shades, wall coverings, tiles and tassels, it was the striking peacock blue eye lashes that distinctively personified the ‘bold’ and ‘fun’ theme!



Images above, clockwise starting with top left: Close up of pleated shade and fabrics for Arriba Arriba. Marianne being fitted by Edi. Marianne in Fiesta pose. Arriba Arriba Team.

Designer Challenge, DC 2.0 Part 3, continued

Pants on Fire (Team 6)

Team Sponsor: Duralee. **Team leader:** Noreen Maresca; **Model:** Catherine Canfield; **Members:** Kathleen Gretz, Victoria Pearce Keslo, Debra George Ryan, Gloria You.

Despite a late start, the team managed to meet on short notice to discuss potential themes, team names, and supplies for the show. After coming up with a couple names and themes (the Royal wedding and Kentucky Derby), they decided to table most design decisions till the night of the show when they could see the fabrics they had to work with. After further research by Noreen and Debra, the Kentucky Derby concept won with flying colors. Armed with sketches of potential design elements, the group met again just before the event to discuss fabrication ideas.

As luck would have it, the Duralee fabrics worked splendidly for their theme. After an initial assessment, the turquoise vinyl was turned into the bodice; the chocolate sateen fabric, being the largest piece, became the skirt, overskirt and one layer of the train; and the co-ordinating stripe was attached to the hat and also on top of the train for effect. Since no Kentucky Derby is complete without Derby hats, the team brought a plain hat and gave it an extreme makeover. They festooned it with feathers, ribbons and stylishly gathered fabrics, securing everything via the all-important glue gun and some needle & thread. Eye-catching brown tassel trim was applied to the hems of the skirt, train and underside of the hat to hide the raw edges. In a creative flourish, they cut two tie backs (brown and green) in half and decorated one boot with each.

After 2 rounds of voting, Pants on Fire won our 2nd Annual Designers Challenge among a very enthusiastic crowd. Julie Park, last year's winning team model, was on hand to bestow the sash on the Catherine and congratulate her on her team's wonderful achievement!



Images above, Clockwise starting with top left: 101 uses for the hot glue gun... Catherine on the runway with mint julep and riding crop. Pants on Fire Team. Julie Park presenting Catherine of Pants on Fire as the Winner of 2011 Designer Challenge.

■ Design Competition Satisfaction Survey

Because we want to please you, the member, and improve our programs, please take a moment to fill out the attached survey.

1. Have you ever entered the Design Competition? Yes___ No___

2.a Please rate your satisfaction from 1-5, with 1 being the least satisfied, and 5 being the most satisfied. ___

2.b If you have never entered, please check off the reason:

___ Don't see the value.

___ My projects are too small.

___ I don't feel it is fair.

___ The same people win all the time.

___ It is too expensive

_____Other Reason(s) for not entering

3. Are you currently aware of the member benefits that are derived from entering the competition? Yes___ No___

4. Are you familiar with the competition judging criteria? Yes___ No___

5.a Do you feel the Design Competition and judging criteria are fair? Yes___ No___

5.b If not, please list elements that you would like to see changed:

6.a Did you attend the workshop on entering Design Competitions? Yes___ No___

6.b If you did attend, did you find it valuable? Yes___ No___

6.c If not, what subjects were not addressed that you would like to have heard?

7.a Did you attend the Design Awards Gala this year? Yes___ No___

7.b If you didn't attend, please check off the reason:

___ Too expensive

___ Location

___ Don't know anybody to sit with

___ Not interested

___ Schedule conflict

_____Other reason(s) for not attending

7.c If you did attend, please rate the event from 1-5, with 1 being the least satisfied, and 5 being the most satisfied. ___

7.d If you did not enjoy the event, how can it be improved?

8. Do you think you might enter the competition at some time in the future? Yes___ No___

9. Do you think you might attend the Design Awards Gala in the future? Yes___ No___

10. Your comments are valuable to us, please share your ideas regarding any changes you would like to see incorporated in future design competitions:

Thank you for your participation!

MEMBERSHIP SPOTLIGHT

WELCOME NEW CHAPTER MEMBERS!

Ms. Kei Ri, Student Member ASID

Paiman Sadigh, Industry Partner, PKS Interiors

Chapter Directory

PRACTITIONER AND STUDENT MEMBERS: Please remember to check your contact information by the start of September on the national website to ensure that your information in the upcoming chapter directory is correct and up to date.

- 1) Log in at www.asid.org at the top right corner
- 2) user name, unless you changed it, is firstname.lastname.memberid#, and password is your member id#
- 3) when you successfully logged in, it will welcome you,
- 4) click on “Go to my ASID”
- 5) at the white menu, click on “Profile Update”
- 6) correct/update your contact info
- 7) click on “Update Here” or “Correct”
- 8) remember to log off

INDUSTRY PARTNERS: Advertising opportunities are now available in the ASID California Peninsula Chapter’s 2011-2012 Membership Directory. This resource puts members in touch with industry partners, as well as the vendors that provide product and service solutions and up-to-date contact and association information. Contact Drew Jasinski, Publication Director at Naylor, LLC at (352) 333-3434 to reserve your space today.

NATIONAL NEWS

Share the Love Campaign is ON

Practitioners and IPs: Designer friends and vendor pals get a gift AND be entered for a drawing for a prize worth \$500 when they apply online to join ASID and include your member ID! After their membership is valid for four months, **you** will receive a voucher code for \$50 towards dues or anything in the ASID store. BONUS: Tell your friends to including promotion code **CHAPTER11** to waive the application fee.

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

REGISTER! RealWorld DesignWeek

2011 marks our fourth annual Society-wide job shadowing program, encouraging relationships between interior design students and their role models in the industry.

Volunteers are needed to host students in the office or out in the field. There’s never been an easier way to mentor a rising ASID member—all it takes is a few hours! Sign up and spread the word to your colleagues so ASID can meet the needs of its many eager student members.

For additional information on registration, and for a list of FAQs, visit www.asid.org/rwdw.

Upcoming ASID Webinars

For upcoming webinars and registration go to <http://www.asid.org/webex>. Most webinars cost \$34.99, \$24.99 with discount; go to www.asid.org for discount code

“Networking: A Career Development Strategy” Led by Andrea Nierenberg, founder of the Nierenberg Group in New York, N.Y.

WHEN: Wed, July 20, 2011, 10:00 - 11:30 am PDT

“How to plan the transition from college to practice” Led by Donna P. Vining, FASID

WHEN: Tuesday, August 9, 2011, 10:00 - 11:30 am

■ AROUND OUR DESIGN COMMUNITY

NARI

“How to Handle Difficult Clients”, with David Lupberger and

“The New Mechanic’s Lien Law”, with David Bicknell, Bicknell Law Offices

Food drive: Please bring non-perishable food for Second Harvest

WHEN: Wednesday, July 20, 2011, 6:00 - 8:30 pm

COST: \$45

WHERE: University Electric Home Appliance Center
1500 Martin Ave., Santa Clara, 95050

RSVP to info@nariv.org or 408.559.4996 or online at http://www.nariv.org/dinner_meeting.html

SAVE THE DATE: Future NARI Lunch and Learns:

Wednesday, Aug. 3, 2011, 11:30 AM to 1:00 PM

Place: Coco’s Restaurant, 1206 Oakmead Parkway, Sunnyvale.

Wednesday, Sept. 7, 2011, 11:30 AM to 1:00 PM

Place: Coco’s Restaurant, 1206 Oakmead Parkway, Sunnyvale.

Mindstream Healthcare Events

Best Practices in Cancer Survivorship and Supportive Care

WHEN: July 28-29, 2011

WHERE: Baltimore, Maryland

Establishing A Comprehensive Breast Center of Excellence - Fall Session

WHEN: October 6-7, 2011

WHERE: Boston, Massachusetts

REGISTER for above events:

<https://www.mindstreamedu.com/registration.php>
(make sure you select the correct conference)

CalGreen

HOW do you comply with CalGreen, the New Green Building Standards Code? HOW is it enforced?

This series of regional half-day seminars, developed in cooperation with the California Building Standards Commission and the California Department of Housing and Community Development, provide an introduction and overview of the new building code requirements (mandatory and voluntary), as well the compliance checklists and the new code’s enforcement.

WHEN & WHERE:

July 20, 2011 Sacramento

August 10 - San Jose

September 7 - Oakland

REGISTER at

<http://www.green-technology.org/calgreen/#dates>

SFDC Designer Wednesdays

Aug 3: GREENleaders: Certified Sustainability Training by the Sustainable Furnishings Council, .2 CEU, at Loggia Showroom, Galleria 430

Sept 7: Matter of Law: Legal Insight w/ Elizabeth Tippin, at Henredon, Showplace 319

Oct 5: When Less is More: The Upside of Downsizing with Agnes Bourne and Paul Wiseman, moderated by Geoffrey De Sousa, at De Sousa Hughes, Showplace 220

Nov 2: Home for the Holidays with Chef Lea McIntosh of Nesting Newbies and Jeannie Fraise of Lotus Bleu, at Baker Knapp & Tubbs, Showplace 410

TIME: 12:00 - 2:00 pm; arrive at SFDC by 10 am and receive complimentary parking

COST: \$35/SFDC members, \$45/non-members OR Purchase the entire 2011 series, \$175/members, \$225/non-members; includes California Homes subscription

RSVP

http://www.sfdesigncenter.com/designerswed/designers_seminar_middle.html

NOTE: CEU seminars are subject to change.

■ AROUND OUR DESIGN COMMUNITY

Sustainability Essentials Webinar

This one-hour webinar provides a grounding in the environmental issues related to home furnishings, including the factual basis for climate change, problems with indoor air quality, toxic waste, and water conservation. Content also includes a synopsis of GREENleaders, the industry first certified sustainability training course.

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.

WHEN: Monday, July 18, 2011, 10 am PDT

REGISTER: online at
<https://www2.gotomeeting.com/register/824841699>

Understanding the Living Building Challenge

Learn the key components of the Living Building Challenge, discuss the rationale for restorative design principles, understand successful strategies for compliance with each performance area, recognize financial, regulatory and behavioral barriers and incentives related to high performance design, and more!

WHEN: Tuesday, August 30, 9:00 am - 3:30 pm

WHERE: Eco Center, 32 Jennings St. at Cargo Way

COST: \$395, \$325/Living Building Community members

REGISTER: online at
<http://lbcworkshop2011sf.eventbrite.com/>

2011 Green CA Community Colleges Summit

Community colleges are a focal point for state and national efforts to create a green economy and workforce in California. The summit is focused on all aspects of the dynamic evolution. It also encompasses green job training, the needs of industry and the challenges of developing curriculum that meets these needs.

WHEN: Monday, October 17, 2011 to Tuesday, October 18, 2011, 8:30 am PST to 4:00 pm PST

Sign-in Time: 7:30 am PST to 8:30 am PST

WHERE: Pasadena Convention Center
 Exhibit Hall "A" & Ballrooms
 300 East Green Street
 Pasadena, CA 91101

REGISTER at
<http://www.rsvpbook.com/event.php?459072>

Book: Nursery Decor

E. Ashley Rooney invites designers to be a part of her new coffee table book **Nursery Decor** for Schiffer Publishing to be published early 2013. She seeks approximately 50 leading designers in the country.

If you are interested, please send completed entries by November 1, midnight.

You are invited to check out her other work under Amazon or Barnes and Noble. Each selected designer can have from 1-3 projects with 4-7 (5 x 7 inch, 400 dpi, tiff, RGB) photographs of his/her work, detailed captions, and about 300 words on his/her philosophy and contact information.

E. Ashley Rooney
 20 Hancock Street
 Lexington, MA 02420
 781-861-9511
earooney@rcn.com

■ **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 California) with a concise, 8-hour class that focuses on the exam. Over 97% of the students who have taken The ORIGINAL IDEX CALIFORNIA Prep Class have passed the exam giving testimony to the effectiveness of this one-day class. Included are over 80 pages of hand-out information plus follow-up.

You will GAIN:

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

CLASS INSTRUCTORS:

Carol Lamkins, CID, CMKBD, principal of Design Vision, LLC, has over thirty years of practice in interior design and as a public speaker and educator. Her style of teaching is continuously rated high for instruction techniques, knowledge of interior design and a “voice of experience”. Carol provides you with a functional grasp of challenging materials.

An award-winning certified kitchen, bath, interior designer and green building professional with over 25 years of experience, **Mollyanne Sherman, CID, CKD, CBD**, has worked as an independent home designer and as part of a creative team with pedigreed design studios in Northern and Southern California. She has received recognition for contributions to the industry at the national level and is deeply committed to educating students and design professionals of interior design.

TUITION: \$326, Special “Early Bird Fee” \$296 ends 12 days prior to each class

North Hollywood: Saturday, August 6, 2011 8:00 am – 5:00 pm
Hosted by ProSource located at 12625 Sherman Way

Sacramento: Saturday, August 13, 2011 8:00 am – 5:00 pm
Hosted by The Art Institute of California located at 2850 Gateway Oaks Drive

South San Francisco: Saturday, August 27, 2011 8:00 am – 5:00 pm
Hosted by Dacor located at 871 Dubuque Avenue

Irvine: Saturday, September 10, 2011 8:00 am – 5:00 pm
Hosted by Rohl, LLC, located at 3 Parker

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

■ AROUND OUR DESIGN COMMUNITY

M Magazine

M Magazine's July Issue Has Shelf Life! It includes its annual Interior Design and Dining Guides. Its 82K+ readers will reference this issue all year. M Magazine Reaches Affluent Moms: M Magazine is published 8 issues a year and is the #1 local glossy magazine - 8X more readers than Cosmopolitan Magazine! See the new issue at www.mmagazinebayarea.com.

Affluent and Educated Audience

- 83% keep M magazine at least one month
- 52% keep M Magazine more than one month
- 95% are age 25 to 54 years old
- 71% have household incomes over \$100,000
- 47% have household incomes over \$150,000
- 74% have a four year degree or higher
- 25% have a post graduate degree or more

Self Selected at Affluent Locations

95% of copies are self selected at affluent locations like Whole Foods, Santana Row, Stanford Shopping, spas, Draegers, Roberts Market, Dr. Offices, etc. Self-selected Magazines are read longer, retained for future use, and shared with others. M's base of loyal readers will see your message again and again, critical to successful advertising.

INTERIOR DESIGN

M Magazine's Home Feature is interior design, which they want to fill with local designers. Buy a full page in the Interior Design section for \$495 zoned or \$695 full run.

This is not an ad! It is a great hi rez image designers can supply that can be cropped for a full page. The feature will also include the designer's photo, logo, and contact info, done elegantly and tastefully to allow readers to see the work of local designers.

You can buy more than one page...just multiply the rate by the number of pages.

Publish date - Reservation and copy deadline

6/29 - 6/03 * 8/17 - 7/22 * 9/28 - 9/02 * 11/16 - 10/14

M Magazine invoices each issue as they publish, and accepts checks, Visa, Mastercard, and American Express. The first ad is paid in full.

Ad Dimensions

Full page w/o bleed: 7.85"W x 10."H Full page w/bleed: 8.67"W x 11.25"H

1/2 square (H): 7.55"W x 4.68"H 1/2 page (V): 3.58"W x 10"H

1/4 page : 3.58"W x 4.68"H 1/9 page: 2.25" W X 3" H

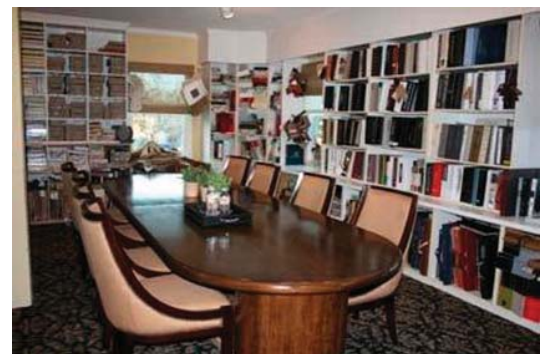
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■ JOB OPPORTUNITIES/ ANNOUNCEMENTS

RARE OPPORTUNITY for INTERIOR DESIGNER

to join co-op in downtown Saratoga.
I want to share my nice office space for \$ 425. This includes access to 400 sf resource library, conference room and more.
Please call: 408.781.2589



Thank you to our IP Year-Long Sponsors:

