

CHAPTER NEWS



CALIFORNIA
PENINSULA

ASID: Where Design Comes to Life

June 2011

■ PRESIDENT'S ADDRESS



Dear Fellow Members:
Our Student Design Awards celebration was last Wednesday at the Galleria in San Francisco and our chapter was delighted to have 20 entrants. We'd like to congratulate the winners, 1st Place – Sayaka Honke of SF State University, 2nd Place – Jessica Osburn of SF State University, 3rd Place – Sophie Cunningham also of SF State University. Jessica Bary and Sally Forsch, both of SF State University, were Honorable Mentions.

The student competition was for a Contemporary Art Gallery which included the Reception Area, Cafe and Gift Shop. The Gallery houses a private art collection located in the Valley of the Moon in Sonoma County. The competition required an advanced level of competency in space planning, presentation and innovation. It also required adherence to ADA standards for a public use facility, including the appropriateness and suitability of finishes.

We'd also like to congratulate West Valley College Student Chapter for winning the Community Service Project of the Year award from ASID National under the Student and Emerging Professional Programs. Congratulations also to Janine Arietta, the national winner of Student Rep to the Board. Janine has been such a valuable board member this year that always seemed willing to step up when needed and she successfully chaired the Designer Challenge Fashion Show in May. Congratulations also to Marianne Bauer, the President of the Student Chapter who showed exemplary leadership.

Have you purchased your ticket for the Design Awards Gala on June 22nd yet? This event will be fabulous again this year, don't miss out. Just click the link on our chapter website homepage to purchase your ticket.

Also, we are in need of raffle items for the event; items must be worth at least \$350. The proceeds go to our chapter to defray the costs of all the great programs we offer as well as the CEU's. Please email the office if you can help us out, admin@asidcapen.org.

We're having another CEU event on July 14th about social media and we know how most of us can benefit from this subject. We each need .6 CEU's in a 2-year period to maintain our membership. This year is year two (2) of the 2-year cycle. Hunter Douglas will be hosting this CEU at their Milpitas location and just to remind you Hunter Douglas is our Platinum sponsor again this year.

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■ IMPORTANT DATES

- JUN 22 Design Celebration** at The Tech Museum in San Jose. See page 2
- JUL 12 Environmental Flooring Lunch and Learn** at Sun Marble, Santa Clara. See page 4
- JUL 14 What Every Designer Should Know about Social Media and E-Marketing CEU** at Hunter Douglas, Milpitas. See page 5
- JUL 18 Legislation Roundtable** at Dunn-Edwards, Mountain View. See page 4
- AUG 8 Legislation Roundtable** at Dunn-Edwards, Mountain View. See page 5
- SEP 1 Installation** At Pejman Carpets at Allied Arts in Menlo Park. See page 6.
- SEP 13 Installation** At Pejman Carpets at Allied Arts in Menlo Park. See page 6.
- SEP 19 Chapter Roundtable** At Comstock's in San Jose. Topic coming soon. See page 6.

■ MISSION STATEMENT

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

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Sun Marble will be hosting a Lunch and Learn on July 12th, The Integrated Lifestyle will host one in August, and Finishes Unlimited will host one in September; these are fun and very informative events.

We're going to have a new and somewhat unique event on August 4th. It'll be a designer/industry partner/contractor speed networking event. It'll give each of us an opportunity to meet more IPs/vendors/contractors while sharing what we have to offer as well as hearing what they can offer us. More details to follow.

Sincerely,



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

■ Upcoming Events

Design Awards Gala

The binders have been entered, the judges have met, and the winners have been selected.

Come and see the work of your colleagues and see who wins. It promises to be a wonderful evening. If you missed it last year, you have another chance to experience the Tech Museum of Innovation in San Jose. That is the place, \$80.00 per ticket is the price, and Wednesday, June 22 is the date.

The Tech Museum has again graciously opened their doors to us for our gala evening. Cocktails will be served, and you are invited to take your drink and stroll through the museum and experience the exhibits, or check out the TV monitor to see all the wonderful projects entered. While in the hall, you will be able to view the items on display to be raffled off at the end of the evening. Don't miss a chance to win one of these beautiful items.

Our evening continues, as we convene in front of the large screen as the winners are revealed and the awards presented. Bloomsters of San Jose will again create the floral decorations and it promises to be as fabulous as last year. After the presentation, you will be invited back downstairs to enjoy the multi-ethnic buffet. You may also view all of the entry binders at this time, and experience the originality of the work submitted. At the end of the evening, winners will be drawn for all raffle items.

An invitation will be coming in the mail to you shortly. If you have entered the competition, remember that the fee for your first entry also included a ticket to this gala evening. But, in order to be included on the guest list, you must RSVP to the Chapter office. At the end of the evening you may take your binder home with you.

Mark your calendar for Wednesday, June 22 at the San Jose Tech Museum. Be there or be square!

■ Upcoming Events

**THE 27TH ANNUAL
DESIGN AWARDS CELEBRATION**



WEDNESDAY JUNE 22ND 2011

201 SOUTH MARKET STREET, SAN JOSE CA 95113

THE ASID CALIFORNIA PENINSULA CHAPTER INVITES YOU AND
YOUR GUESTS TO JOIN US AT THE TECH MUSEUM OF INNOVATION

6:00 PM - 7:00 PM WINE & APPETIZERS

7:00 PM - 8:00 PM AWARDS CEREMONY
IN NEW VENTURE HALL

8:00 PM- 9:30 PM DINNER BY THE BITE
CELEBRATION

COMPLIMENTARY WINE, CASH BAR AVAILABLE
BLACK TIE OPTIONAL

**\$80 GENERAL ADMISSION
\$50 ADMISSION ASID STUDENT MEMBERS**

RSVP BY JUNE 16, 2011

PURCHASE TICKETS AT WWW.ASIDCAPEN.ORG OR SEND A CHECK TO THE CHAPTER OFFICE:
ASID CA PENINSULA, 671 OAK GROVE AVE., SUITE E, MENLO PARK, CA 94025

You can buy tickets online at <http://www.acteva.com/booking.cfm?bevaaid=218695>

■ Upcoming Events

July Lunch and Learn: New Environmentally Friendly Flooring Products

SUN MARBLE, a direct importer and distributor of natural stones from around the world, was founded in 2000 by a handful of stone industry veterans. Our core philosophy is to focus on excellence in the quality of stone and service we provide to our clients. Our team of professionals is available to service the multifaceted needs of developers, architects, designers and contractors with all stages of the project, from planning to development to final delivery.

Our buyer seeks the world for the best stone sources and finding the latest trends in the stone industry. You won't find more selection in stone types, colors, and sizes under one roof, Sun Marble is a destination for your natural stone needs.

Sign up for Sun Marble's Lunch & Learn on July 12th and learn about our new environmentally friendly products:

- * Sun Quartz – contemporary looking, maintenance free.
- * Zen Wall – Diatomite Earth from Japan is a naturally occurring substance, which can greatly improve our health and quality of life.
- * Eco Cork Floor – Swiss-made
- * Eco Luxurious Leather Floors – Swiss-made
 - * Hand-painted wall coverings, repairable, durable, washable and easily install on wall.
- * Porcelain tiles – the new 4mm thick porcelain tiles, Anti-bacterial tiles and green products

Hear our guest speakers talk about:

- * Du Chateau Floors - beautiful FSC wood floors with a 0 VOC finish.
- * Energy Saving systems and products – Solar PV and Solar hot water system, LED lighting.

Visit <http://www.sunmarble.com> to learn more about Sun Marble.

WHEN: Tuesday, July 12, 11:30 am - 1:00 pm

WHERE: **Sun Marble**, 1300 Norman Avenue, Santa Clara, 95054

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

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

July Roundtable: Legislation

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

■ Upcoming Events

What Every Designer Should Know about Social Media and E-Marketing (IDCEC # 8570, .3 CEU)

This seminar integrates real-world experience with established business concepts and principals to guide the designer on the path to sales, more design projects. We cover all elements of social networking including LinkedIn, YouTube, Facebook, Twitter, Podcast, and other social networking sites and tools. The web and social networking sites and tools have opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big budget advertising costs. This low cost marketing tool can be the key to driving sales for the interior design community. Learn how to take advantage of this exploding phenomena.

Social media and e-marketing continues to change the way specialized marketing is delivered. Free marketing tools like Facebook, LinkedIn, Twitter, YouTube, and Google Analytics can be used to their best advantage once you know how. Susan is excited to add what she has learned about this vital marketing strategy to her services that are helping businesses grow.

WHEN: Thursday, July 14, 4:30 pm - 8:30 pm (NOTE earlier time...)

WHERE: **Hunter Douglas**, 1870 Milmont Dr, Milpitas, CA
Map & Directions: <http://tinyurl.com/yd8rhs2>

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

REGISTER online through Acteva: <http://www.acteva.com/booking.cfm?bevaaid=220805> OR

Mail a check to the chapter office: 671 Oak Grove Avenue, Suite E, Menlo Park, CA 94025

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

■ Upcoming Events

Installation - and - New Member Night

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

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

Designer Challenge, DC 2.0, Part 2 By Marie Chan, ASID, CID

Project Funway (Team 3)

Team Sponsor: Brimar, Maria Flora, Maxwell. **Team Leader:** Agnes Moser; **Model:** Anu Vinayak; **Members:** Cynthia Campanile, Debbie Snider, Sandra Yie.

For a second year, Project Funway took on the Designer Challenge. This time the emphasis was on a spontaneous and creative approach - they wanted to have fun while letting the fabrics take center stage. The team initially turned to the Royal Wedding and Fashion Week for inspiration, but ultimately it was 'luck of the draw' that drove the design: in the box they got were an earth tone leafy print, a pretty chartreuse chenille and a bold yellow & white floral matelasse.

The elegant leafy print quickly became the focal point and the team decided to turn it into a long train to showcase the fabric's design. To capitalize on their svelte model, they opted to turn the stiff chenille into a sleeveless bodice and skirt - instead of a one piece dress - to give the garment more movement. Additionally they decided to cut along the leaf pattern to reveal more of the short skirt, thereby taking the 'organic' concept to a new level!

Glass tiles from Artistic Tile and Stone helped pull everything together. The team used round glass mosaic tiles with a splash of red in the front to provide a punch of contrasting color. The tiles were also deployed in the back for visual interest, and more importantly, to hide the seam of the bodice!

The matelasse fabric proved a bit more challenging to integrate into the design. Eventually the flowers in it were cut out and used as accessories. Anu wore a few around her wrist as a bracelet, and another cutout was combined with some peacock feathers for her stylish headpiece. Ultimately, by paring the design down to its elements and allowing the fabric to speak for itself, less was indeed more...



Images above, L-R: Project Funway as they unfurled the striking trio of fabrics they got by luck of the draw; Agnes cutting up the flamboyant print to create the bracelets and hair decoration; Agnes adding the finishing touches to Anu's makeup while Debbie tended to the long train. Anu was given an up-do with the peacock feather headpiece. The resulting silhouette complemented the design from head to toe.

Designer Challenge, DC 2.0, continued

Project Chic (Team 4)

Team Sponsor: Burton James. **Team leader:** Eve-Marie Olimpo; **Model:** Lisa Womach; **Members:** Debra Deutsch, Nancy Raynaud, Marita Zweifler.

Despite a late start, Project Chic managed to meet before the event to brainstorm for a design concept. Excited by the glam makeup and fashion rags, the team decided to go for the 'Goddess Look' which is inspired by the draping, flowing gowns of the ancient Greeks. Sketches were made with the intent to finalize the design once they opened the box of materials.

As it turned out, none of the fabrics were light enough to create the soft, billowy silhouette they wanted. Faced with yards of aqua fabric, the team also recognized that the color was more evocative of the sea. So what started out as a classic gown for Athena, the Greek goddess of war, eventually morphed into a stylish dress for a mermaid! The team still wanted to incorporate their original idea of royalty and elegance into the revised concept. To symbolize this, a circular structure was made by wrapping the aqua fabric and brown trim around some window shades and attached to the dress. The overall design featured an asymmetric look, using layers of material and overlapping them on a diagonal. The main aqua fabric was turned into a long gown, while the batik print became a stylish short dress, jazzed up with gold accents at the hem and waist. Color coordinated tiles were used as ear rings and trim around the edges of the gown.

The team's design process was a good exercise in honing communication skills, with everyone taking turns leading and listening to other member's opinions. After taking 15 minutes to get organized, each member quickly found a task and the resulting dress was a testament to the great team work!



Images above, Clockwise starting with top left: Marita sketching the revised design; Lisa getting the final touches for her face; Lisa in a moment of repose with her 'glam' makeup; Project Chic on the runway.

MEMBERSHIP SPOTLIGHT: Dreams Happens, Stanford Shopping Center



ASID CA Peninsula helps the community: Chapter Members volunteered at Rebuilding Together’s Dreams Happen, an gala and auction night where amazing, fanciful playhouses created by architects and contractors are auctioned to fund Rebuilding Together Peninsula. Top Row, L-R: Past President Marie Chan, President-Elect Jeanette Loretz, Communications Director and President-Elect-Elect Mary French, Membership Director Rise Krag; Bottom Left: Student Member Gina Gold, Allied Member Magdalena Bogart, Rise Krag, and Chapter President Carol Spence Carr. Bottom Right: Communications Director-Elect Denise Carey, Marie Chan, and Jeanette Loretz.

West Valley College Interior Design Club wins ASID Student Chapter Honors!

Please join me in congratulating:

West Valley College Interior Design Club for winning ASID Community Service Project of the Year Award, which gives \$250 to the club,

SRB Janine Arietta, who won ASID Student Representative to the Board of the Year and a \$250 check, and

Student Member Marianne Bauer, who won ASID Student Chapter Leader of the Year plus a \$250 check.

MEMBERSHIP SPOTLIGHT

INDUSTRY PARTNER TESTIMONIALS:

Carlisle Wide Plank Flooring

My clients told me the wide plank flooring was a must when we started working on the interior design of their home. On one of his business trips, Harry had seen a house with such stunning flooring, that he inquired about the manufacturer and found out that it was Carlisle.

Working with the Carlisle sales rep was a pleasure. He responded quickly to all my questions and the company was very generous with samples. The contractor was pleased with the order and shipping process.

The design concept for the home was Contemporary Cottage. The overall flooring was to say: "Country flooring". We used wide planks of Eastern White Pine, stained to a warm amber finish. The planks showing the wood grain and the satiny sheen made the floor feel like it was worn down to a smooth finish through many years of use.

Juxtaposing the floor with slick minimalist kitchen cabinetry with glass and steel made the concept of "Contemporary Cottage" come alive. The homeowners have been very happy with the outcome.

Magdalena Bogart, Allied Member ASID
Magdalena Bogart Interiors

Contact:
Lauri Buffum
Carlisle Wide Plank Floors, Inc.
1676 Route 9, Stoddard, NH 03464-4342
lauri@wideplankflooring.com
(603) 446-6105
http://www.wideplankflooring.com/



WELCOME NEW CHAPTER MEMBERS!

- Esther C. Iyer, Student Member ASID
Sarah Gruber, Allied Member ASID
Ryan Walsh, Industry Partner, Design Within Reach

ASID CA Peninsula awarded winners of its annual Student Design Competition at ASID CA North's Design Excellence Awards Gala on June 8. L-R: Membership Director Rise Krag, Chapter President Carol Spence Carr, SRB Janine Arietta, President-Elect Jeanette Loretz, and Incoming Director-at-Large James Stout.



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■ NATIONAL NEWS

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.

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

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

BE A MENTOR!

Helping tomorrow's designers learn from today's pros.
WHAT CAN YOU BRING TO THE REAL WORLD?

NOVEMBER 6 – 12, 2011
www.asid.org/rwdw

REALWORLD DESIGNWEEK
 The ASID Student Career Project

AMERICAN SOCIETY OF INTERIOR DESIGNERS **ASID** / *students*

■ NATIONAL NEWS

Upcoming ASID Webinars

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

“Interviews that Land the Offer” led by Shira Harrington

WHEN: Tuesday, June 21, 10:00 - 11:30 am PDT

“Conducting Post-Occupancy Evaluations in Senior Facilities” led by Valerie Thiel, AIA, LEED AP

WHEN: Thurs, June 30, 10:00 am - 11:30 am PDT

“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

FREE Member Benefit Webinars for Industry Partners

How to Best Work with Chapters

June 28, 2011, 10 am - 11:30 am, Pacific Daylight Time

■ AROUND OUR DESIGN COMMUNITY

Dunn-Edwards 2011 Color Forecast

A Dunn-Edwards Designer Event

This presentation/networking event covers Color Trends 2011 and the New Dunn-Edwards Travel Kit

WHEN: Wednesday, June 15, 11:30 am - 1 pm

WHERE: Dunn-Edwards Blossom Hill Store
1029 Blossom Hill Road, San Jose, CA 95123
(408) 979-0160

RSVP to rose.garrison@dunnedwards.com

Rebarts: Upcoming Events

Motorized Basics: Window Coverings CEU

IDCEC# 8373 (.3 units)

Learn how to plan and implement the installation of motorized window coverings and the necessary skills to incorporate this growing market into your business!

WHEN: Wednesday, June 15, 9 - 12 or 1 - 4

COST: \$10, includes materials and lunch

WHERE: Rebarts Interiors
247 California Drive, Burlingame

RSVP: RebartsDesignCenter@gmail.com, 650.348.1268

NARI

“An Evening with the Pros”

If you missed the ProExpo you have another opportunity to network with an estimated 80-100 contractors, wholesalers and distributors. Come find out more about the latest industry products and services.

WHEN: Wednesday, June 15, 2011, 5:30 - 8:30 pm

COST: \$45

WHERE: Lawson-Hawks Insurance
1091 N. Shoreline Blvd., Suite 250, Mountain View

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

Kreiss Collection at Santana Row Grand Opening

Kreiss Collection's newest showroom is now open in Santana Row! We are located between Crate & Barrel and The Container Store. Please join us on Thursday, June 16th, from 5 - 8 p.m. for our Grand Opening Party. We will serve wine and food, have entertainment, and raffles for one \$1,000 and two \$500 gift certificates to be used toward the purchase of our fine furnishings. Kreiss family members will be joining us to meet our guests. Please see our newly updated website at www.kreiss.com.

WHEN: June 16, 5:00 - 8:00 pm

WHERE: 3080 Stevens Creek Blvd., Ste B, San Jose

■ AROUND OUR DESIGN COMMUNITY

LA Design Festival/Dwell on Design

Celebrate LA Design. Whether it is world class architecture, the design studios of major auto brands, the creative forces behind entertainment and communications or a boutique studio focused on fashion or product – the design economy in Los Angeles is significant, enhancing our society and culture.

WHEN: June 16-30

WHERE: LA Convention Center, plus others

COST: Expo is FREE for design professionals, \$30 for non-verifiable; conference and tours additional

REGISTER: online at
<http://dod.dwell.com/registration-page>

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:

June 22 - San Francisco

July 13, 2011 - San Diego

July 20, 2011 Sacramento

August 10 - San Jose

September 7 - Oakland

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

Canstruction

San Francisco's First Canstruction is open to the public free-of-charge this June!

Canstruction is a charitable event aimed at putting a spotlight on the Architecture, Engineering and Construction industry doing something tangible to help in the Fight Against Hunger. It is similar to a sand castle contest, but these sculptures are giant and made of 3,000 - 5,000 cans of food.

After the exhibit closes, the structures are dismantled and all of the cans are donated to the San Francisco Food Bank.

Attendees are encouraged to bring a few cans of food for donation.

Please come out and support our industry doing something good for the community!

<http://www.sfcanstruction.org>

WHEN: June 23-26, 2011

WHERE: Metreon, 101 Fourth Street, 4th Floor, SF

Sustainability Essentials Webinar

Learn environmental issues related to home furnishings, including the factual basis for climate change, problems with indoor air quality, toxic waste, and water conservation. Source documents are public records such as the U.N. IPCC 4th Assessment Report and the U.S. EPA, translated from technical jargon into easily understood concepts with common references all explicitly linked to the interior design industry as it relates to product selection. 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: Mon, Jun 20, 2011 10:00 AM - 11:00 AM PDT

REGISTER

<https://www2.gotomeeting.com/register/625157098>

■ AROUND OUR DESIGN COMMUNITY

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 Tip-pin, 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.

LEED Professional Project Experience Program

Get the professional experience on a LEED project that you need to become a LEED AP! USGBC-NCC is partnering with GreenStep and Green-Buildings.com to provide LEED AP exam candidates with an opportunity to actively work on a LEED registered project, thus qualifying participants to take the LEED AP exam while gaining real-world, hands-on experience.

This online program takes place over 4 weeks, every Tuesday evening from 6:00 pm to 7:30 pm Pacific Standard Time via web conferencing.

Upcoming Program Start Date: July 5

COST: \$400/non-members, \$375/USGBC-NCC Members.

REGISTER:

<http://www.tinyurl.com/leedprojexpprog>

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/>

Mindstream Healthcare Events

Best Practices in Healthcare Engineering and Facilities Management

WHEN: June 30 - July 1, 2011

WHERE: Cleveland, OH

Healthcare Technology Centers of Excellence

WHEN: July 14-15, 2011

WHERE: Boston, Massachusetts

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)

■ **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

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

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

INFO: Lina Parness, Director of Sales, 650.576.8540,
f: 408.493.4650, Lina@mmagazinebayarea.com

JOB OPPORTUNITIES/ANNOUNCEMENTS

Kreiss Collection

Kreiss Collection's newest showroom in beautiful Santana Row is expanding its sales staff. After 75 years in business, we can proudly boast that we are still a family-owned and run company based in Southern California with 21 showrooms across the country. We are seeking an experienced sales associate to join our staff. Design experience is a plus. The ideal candidate will be a seasoned and polished professional, and must have availability for evenings, weekends and many holidays. For further information about our company, please visit our website, www.kreiss.com.

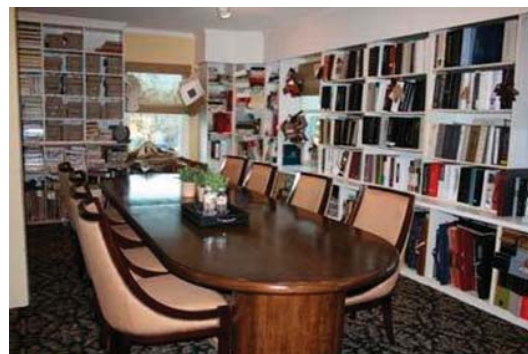
We offer:

- Draw against commission
- Commissions paid on written sales
- Medical and dental benefits
- Vacation and holiday pay
- A beautiful working environment

Please submit your cover letter and resume to mgrow@kreissshowrooms.com. Only qualified candidates will be contacted, and we thank you for your interest.

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:

