

■ PRESIDENT'S ADDRESS



Our February Lunch and Learn was held at Windows and Beyond in both their Fremont and their Mountain View showrooms on different days. The subject was "Turn More Prospects into Clients: The Fortune is in the Follow Up!" Many thanks to Doreen Yun for hosting this event on 2 separate days. Check out her 2 showrooms next time you're in need of window coverings.

Our March main event "Lighting Techniques for High-Impact Design" was well attended. A big thank you to Linda Sanford from Sanford Lighting Design in Palo Alto for being our speaker. SLD provides innovative lighting solutions in residential and commercial spaces with energy efficiency and sustainability as drivers in the lighting concept and development. Next time you have a lighting job, please contact Linda. Our thanks also to Purcell Murray for hosting at their beautiful showroom. Next time you're in need of appliances, please contact them. They also offer culinary classes.

As you probably know our chapter, California North and California Nevada chapters pulled our participation in the Student Career Forum (SCF) this year. It was a very, very difficult decision but one that had to be made because ASID was not allowed to be represented. Since this was a student event our chapters inform them about the NCIDQ exam which is valid in all 50 states, 10 provinces and 1 territory in Canada. NCIDQ is not an ASID test and one that you can carry with you throughout the USA and Canada should you move.

On June 8th we will have a Student Awards Ceremony in San Francisco at the Galleria and all of the entrants competitions will be displayed either on the screen or in reality. The details of this event have not been finalized; we will let you know when we have everything in place. This event will be combined with California North's annual Designer Resource event.

Best Regards,



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

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■ IMPORTANT DATES

- MAR 16** Design Competition Judging Prep at AS Designs, Los Gatos.
- MAR 19** Design Competition Judging at Jacobsen & Balla, San Carlos.
- MAR 21** Chapter Roundtable on Marketing at Da Vinci Marble in San Carlos. See page 2
- MAR 25** Services for Ruth Soforenko at The Unity Palo Alto Community Church in Palo Alto. See page 5
- APR 07** Creating Value: Do You Offer What Your Clients Want? DSS CEU, at All Natural Stone, Burlingame. See page 2
- APR 21** "Great Frame Design for All Budgets" Lunch and Learn at The Studio Shop in Burlingame. See page 3
- APR 30** Rebuilding Together at Pacifica Child Care Services Building. See page 3
- MAY 05** Designer Challenge at Design Mart Silicon Valley in SJ. See page 4
- MAY 12** Lunch and Learn at Valet Organizers in Campbell. See page 3
- JUN 08** Student Awards Ceremony at Design Resource Day Details coming soon
- JUN 22** Design Celebration at The Tech Museum in San Jose. Details coming soon.

■ MISSION STATEMENT

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

■ Upcoming Events

Design Competition Judging Prep and Judging Day

Judging Prep, Wednesday, March 16, 2011, 12:00 - 5:00 PM

WHERE: **AS Designs**, 14107 Winchester Boulevard, Los Gatos, CA
Directions: <http://tinyurl.com/ye6dbne>

Judging Day, Saturday, March 19, 2011, 9:30 - 6:30 PM (end time subject to change)

WHERE: **Jacobsen & Balla**, 854 Bransten Road, San Carlos
Directions: www.tinyurl.com/jacobsenandballa

RSVP: admin@asidcapen.org or 650.323.6791

March Roundtable: Marketing

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

WHERE: **** NOTE LOCATION CHANGE** Da Vinci Marble**, 1480 Industrial Road, San Carlos
Directions: <http://tinyurl.com/davincimarble>

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

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

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, wrote ***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. Christine is a 2006-2007 member of the Distinguished Speakers Series. She is an NCIDQ certificate holder, a past-president of the ASID Arizona North Chapter, an ASID Chapter Medalist and has served as a chair of two NCIDQ committees.

WHEN: Thursday, April 7, 2011, 6:00 to 9:00 pm

WHERE: ****NOTE LOCATION CHANGE** All Natural Stone**
1575 Adrian Road, Burlingame, CA 94010; <http://www.allnaturalstone.com/locations.html>

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

RSVP: by April 1 with payment: 671 Oak Grove Avenue, Suite E, Menlo Park, CA 94025 OR pay with a credit card (instructions: <http://www.asidcapen.org/files/HowtoPayForEventsOnline.pdf>)

■ Upcoming Events

April Lunch and Learn: Great Frame Design for all Budgets

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

WHEN: Thursday, April 21, 11:30 am - 1:00 pm
 WHERE: **The Studio Shop**, 244 Primrose Road, Burlingame
 Directions: <http://tinyurl.com/6xf2s3a>
 COST: FREE/members, \$20/non-members
 RSVP: by April 15, admin@asidcapen.org, 650.323.6791



Call for Volunteers: Rebuilding Together

The members of ASID are a generous and giving group. We have the opportunity to give our talents in helping those less fortunate. A Rebuilding Together team of ASID members will be working on the Pacifica Child Care Services Building. Our team has been assigned the play room. The actual installation will take place on April 30th but much work will need to be done beforehand.

If you are interested in donating your time and talents, please contact Jeanette Loretz at jeanette@jldesignsandinteriors.com, 650-533-3449 or Mary French at mtfrench@pacbell.net, 408-242-8130. Thank you all for your generosity.

May Lunch and Learn: Learn about Valet and Shinnoki

Is a closet just a closet? Are all wall beds created equal? We can tell you emphatically No! Valet Custom Cabinets and Closets a 35 year veteran in the marketplace is hosting this lunch and learn to share the inside track on what makes a great functional, flexible, and beautiful installation. Learn how Valet collaborates with you to increase your productivity and ultimately insure a happy customer. Valet is introducing Shinnoki - a brand new environmentally green wood veneer product that lends itself to beautiful contemporary designs. Come learn more about Valet and Shinnoki.

WHEN: Thursday, May 12, 11:30 am - 1:00 pm
 WHERE: **Valet Organizers**, 1190 Dell Avenue, Campbell
 Directions: <http://tinyurl.com/valetorganizerscamp>
 COST: FREE/members, \$20/non-members
 RSVP: by the Friday before, admin@asidcapen.org or 650.323.6791

Thank You Linda Sanford for being our guest speaker and Purcell Murray for hosting our March Chapter Event!

■ Upcoming Events

May: Designer Challenge

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

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

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

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

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



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

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

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

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

OR

for single attendee, pay with a credit card at the national website.

Instructions: <http://www.asidcapen.org/files/HowtoPayForEventsOnline.pdf>



MEMBERSHIP SPOTLIGHT

INDUSTRY PARTNER TESTIMONIALS:

Edelman Leather

Edelman Leather has been my favorite source for fine upholstery leather for almost 30 years. From their classic European full grain aniline dyed cowhide and their hand antiqued and textured leathers to their seemingly endless collection of colors and metallics, Edelman Leathers continue to inspire me. I especially love to work with their Shagreen leathers as well as with several of the rich colors of the “Metallic Dream Cow” leather. We’re fortunate to now have the convenience of the beautiful Edelman showroom in the Galleria.

Ron Martino, ASID
Martino Interiors

Contacts:
 Naz Sadeghi, Outside Rep
 (415) 200-8009
 nazs@edelmanleather.com

Kelly McGrath, Showroom Rep
 101 Henry Adams Street, Suite 308
 San Francisco, CA 94103-5227
 (415) 861-8900
 kellym@edelmanleather.com

WELCOME NEW CHAPTER MEMBERS!

- Linda Margaret Brennan, Allied Member ASID
- Rhonda Cook, IP, 3 Day Blinds
- Mrs. Linda de Alba, Allied Member ASID
- Dina LaBossiere, IP, 3 Day Blinds
- Corinne Mar, IP, 3 Day Blinds
- Mrs. Kristy Lynn Rowland, Student Member ASID

In Memoriam:
 Ruth Soferenko



Ruth from last year’s Designer Challenge Fab Five Fabricators Team photo

Longtime Chapter Member Ruth Soforenko, ASID, passed peacefully with her daughter, Nancy, by her side on February 20, 2011. She founded a very successful interior design firm, Ruth Soforenko Associates, gained recognition among her peers and won numerous awards.

Her funeral service will be held Friday, March 25, 2011 at 11 am at The Unity Palo Alto Community Church, 3391 Middlefield Road, Palo Alto, between Charleston & Oregon Expressway. A reception will follow; any additional details will be forwarded as received.

Chapter is now on Twitter

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

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

MEMBERSHIP SPOTLIGHT



ASID CA Peninsula Members win NKBA Design Awards

Congratulations to the Chapter Members below for winning 2011 NKBA Northern California Chapter Design Competition. You can see their winning entries in the March/April issue of CA Home + Design.

Allied Member Jamieson D. Simpson, AKBD, Harrell Remodeling, Inc.

- 1st Place, Small Kitchens (top photo)
- 1st Place, Medium Kitchens
- 3rd Place, Small Bathroom

Allied Member Carol Swanson-Petterson, CKD, Kitchens, Baths and Cabinets

- 2nd Place & 3rd Place, Small Kitchens (2nd pl left)
- 2nd place, Open Plan Kitchens

Lilley E. Yee, CKD, CBD, CID, ASID, Lilley Yee Interiors

- 2nd Place, Medium Kitchens
- 3rd Place, Open Plan Kitchens
- 2nd Place, Master Bathroom (below)

Allied Member Deganit Albalak, Alno San Francisco by European Kitchen Design

- 3rd Place, Medium Kitchens (bottom left)

Industry Partner Ilona Lindauer, CBD, IKB

- 1st Place, Powder Room



■ NATIONAL NEWS

Circuit Court Upholds Florida's Interior Design Licensure

ASID Declares *Locke vs. Shore* Decision a Victory for Florida Businesses and Interior Design Community

WASHINGTON, D.C. (March 7, 2011) | The American Society of Interior Designers (ASID) and its members support the United States Court of Appeals Eleventh Circuit on its decision this week to uphold the State of Florida's interior design statute.

The Court unanimously affirmed last year's District Court decision that Florida's licensing requirement for interior designers practicing in commercial settings is constitutional. The statute does not prevent any designer from performing the work they currently do but expands the scope of work for those who meet additional requirements. Interior designers practicing in residential settings in Florida may do so without a license.

"We are very pleased that the Court upheld the state's interior design statute," said Director of Government and Public Affairs at ASID, Don Davis. "This decision ensures Floridians will continue to benefit from the high quality of services the interior design community provides."

The Court rejected, among other things, the Appellants' contention that the Florida legislature's safety concern does not provide a rational basis for the license requirement.

Believing in Florida's right to maintain and enforce legislation that serves to protect the public safety and consumers, ASID filed an Amicus Curiae Brief with the Court in support of the proposition that Florida had a rational basis for regulating commercial interior designers. The National Council for Interior Design Qualification, which administers the national qualifying examination recognized by the state, also submitted an Amicus Curiae Brief in support of the state's position.

Share the Love Campaign is ON

Practitioner and IP Members: Get your designer friends and almost Industry Partner pals join ASID AND make sure they include your member ID number on their application or when they apply online. For joining, your friend will get a gift AND be entered for a drawing for a prize worth \$500! After their membership is valid for four months, you will receive a voucher code for \$50 that can be used towards membership dues or anything in the ASID store.

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

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

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

**SHARE
THE LOVE**
XOXO



ASID@NeoCon: Save the date

ASID@NeoCon provides countless opportunities and events to suit your passion and practice. Registration is coming soon. Members are encouraged to stay at the official ASID host hotel, The Hotel Allegro, just steps from the Merchandise Mart.

WHEN: June 13-15

INFO:

www.asid.org/custom/asidatneocon/index.asp

■ NATIONAL NEWS: Upcoming ASID Web Events

These Upcoming ASID Web Events are just \$24.99 for ASID members when you use the coupon code: f4pOy

Healthier Homes...Science and Style under One Roof

Led by Leslie Gage, GREENGUARD Environmental Institute

March 15, 2011, 1-2:30 p.m. ET

0.1 CEUs

Designing for Choice in Senior Facilities

Led by Carol Reitter Elia, ASID, LEED-AP and Melinda Sechrist, FASID

April 7, 2011

1-2:30 p.m. ET

0.1 CEUs

“Managing Your Design Business: Time, Client Concerns, Closing Contract”

Led by Jody Seivert, M.Ed.

April 12, 2011

1-2:30 p.m. ET

0.1 CEUs

Upcoming ASID Web Events for Industry Partners

Selling Has Nothing to do With Selling

March 17, 2011

1 – 2:30 p.m. ET

How Designers are Pricing

May 10, 2011

1 – 2:30 p.m. ET

FREE Member Benefit Webinars for Industry Partners

Maximizing Industry Partner Membership in ASID

April 18, 2011

1 – 2:30 p.m. ET

What Designers Want: Using ASID Research to Better Understand Your Market

May 23, 2011,

1 – 2:30 p.m. ET

For a full listing of upcoming webinars and registration go to <http://asid.webex.com> and select the “Upcoming” tab to view the upcoming webinars.

■ AROUND OUR DESIGN COMMUNITY

Design Trends: Fashion, Light and Color CEU (IDCEC #7557)

This seminar is to refresh American Society of Interior Designers (ASID) and those in the Design Trade on the Color and Fashion trends for 2011 and Beyond. At this seminar you will learn how Color and Light effects and Influences window covering decisions and so much more.

Lunch will be served and prizes will be drawn for those with the most St. Patrick's Day Spirit.

So wear some **GREEN**, come enjoy yourself and earn some CEU credits as well. Who said learning couldn't be fun?

WHEN: Thursday March 17, 1:00 to 3:00 pm

WHERE: National Blinds, San Francisco Design Center
2 Henry Adams Street Showplace #484, SF

COST: \$15

REGISTER: at <http://events.r20.constantcontact.com/register/event?oeidk=a07e3fkjdjwsc78ddb22&llr=cmu9asdab>

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>

Water Conservation Showcase 2011

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

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

WHERE: Pacific Energy Center, 851 Howard St, SF

Green CA Summit & Expo

An annual forum for innovations in policy, technology and practice, Green California Summit provides opportunities to learn about programs and initiatives that keep the Golden State at the leading edge of environmental preservation. Registration for the Keynote sessions & Expo (April 19-20) are FREE

WHEN: April 19-20, 2011

WHERE: Sacramento Convention Center

REGISTER at

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

Today's Presentation for Tomorrow's Clients CEU

You won't want to miss this energetic and interactive workshop! Shelley DeVall will take you through the essential steps needed to develop and grow a successful design practice, all founded on solid business principles and the importance of have a Business Plan, Sales Plan, Marketing Plan, Business Strategies and Tactics.

Rebarts Interiors is proud to offer a 2 FREE CEU Credits with our upcoming seminar, Design Practice Management and Marketing I: Today's Presentation for Tomorrow's Clients by Shelley DeVall, Manager of Business Development, Hunter Douglas.

WHEN: Wednesday, March 23
10:00 am - 12:00 pm OR
1:00 pm - 3:00 pm

WHERE: Rebarts Interiors
247 California Drive, Burlingame, CA 94010

COST: free!

RSVP to Pamela Sevilla at (650) 348-1268 or rebartsdesigncenter@gmail.com OR register online at <http://rebartsinteriors.com/> and click on "Seminar Registration"

Space is limited. Reserve your spot today! Lunch is included.

■ AROUND OUR DESIGN COMMUNITY

USGBC

Greening Existing Buildings: Energy Retrofit Strategies

A team of experts provide real life examples of energy retrofits from the first benchmarking process to the final ROI based results. emphasis will be placed on lighting, HVAC and plug load strategies.

WHEN: Tuesday, April 5, 2011 (09:00 AM - 03:00 PM)

WHERE: PG&E Pacific Energy Center

851 Howard Street, SF 94103

COST: \$75.00

REGISTER: at www.usgbc-ncc.org and click on date.

LEED AP Existing Bldgs: O & M Exam Prep

WHEN: Thursday, April 7, 8:30 am - 5:00 pm

WHERE: USGBC-NCC / AIA SF Offices

130 Sutter Street, Suite 600, SF

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

LEED Green Associate Exam Prep

WHEN: Monday, April 18, 8:30 am - 5:00 pm

WHERE: The Ferry Building

One Ferry Building

Port Commission Hearing Room, Second Floor
San Francisco, CA 94111

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

“Made in the Shade” Fabric Design Contest

Design an award-winning fabric for Lutron’s vertical drapery system, Kirbe, and your design will be showcased at Dwell on Design, on dwell.com, and become a featured selection in Lutron’s standard fabric collection and you can win \$4,000 in Lutron product. Get details at www.dwell.com/lutron.

Submissions are due March 31.

Energy Center University Webinar

Daylighting Fundamentals

Daylighting is the technique of bringing natural light into a space and using it to enhance the space’s visual quality as well as energy performance. Quality daylighting design practices had fallen out of favor, but are experiencing a resurgence as energy costs increase and the sustainability movement gains momentum. The best daylight design begins early and integrates many aspects of building design, from building massing to fenestration attributes to lighting controls.

WHEN: Tuesday, April 19, 1:00–2:30 pm Central

COST: \$89

REGISTER at

<https://registration.ecw.org/index.php?q=civicrm/event/register&id=212&reset=1>

NARI Chapter Event

Two topics:

“Creative Marketing Strategies for 2011” and “Training the Next Generation of Remodelers”

WHEN: Wednesday, March 16, 6:00 to 8:30 PM

WHERE: Camden Community Center, 3369 Union Ave.,
San Jose, CA 95124
(near corner of Union and Camden)

Sponsored by Bozzuto Insurance Services and S.R. Freeman.

Cost: \$45/ea for anyone who has attended a NARI meeting before.

First-time prospective members are free if reserved ahead. (Limit of 2 free per company; this offer is only for those who have never attended before.)

Please RSVP no later than March 14th.

If you would like more information about how to join NARI of Silicon Valley, please visit www.narisv.org or call (408) 559-4996 or email: info@narisv.org

■ AROUND OUR DESIGN COMMUNITY

NKBA Chapter Meeting

As the Colors Turn: 2011-2012 Kitchen and Bath Color Forecast Trend

Learn why certain colors magically appear everywhere in the market place and in a blink of an eye disappear. For fashion-forward kitchen and bath design professionals who stay ahead of the curve, this seminar gives groundbreaking insight on future trends and sales and marketing practices that will make your company more financially successful.

Review the fundamentals of Color Theory and Color Psychology and use them to gain insight into your client's color preference. . . Learn how Color Forecasters track colors and trends; see how they turn their knowledge into sellable goods. See examples of upcoming kitchen and bath color trends so you don't spend valuable time, creating designs or products out of discontinued colors.

WHEN: Thursday, April 21, 5:30-8:30PM

WHERE: Caesarstone

2500 Teagarden Street, Unit A, San Leandro, CA

Save the Date – 2011 Industry Showcase

Seal the Deal...With Confidence

CEU IDCEC # 40136

The sales process can intimidate and induce anxiety in creative types. Learn how to connect with prospects by learning about different perspectives/preferences people have when receiving and processing information through a series of fun and interactive assessment tools. Learn common sales barriers and how to build rapport by asking the right kinds of questions. This CEU is presented by Heidi Sloss and organized by IFDA.

WHEN & WHERE: April 16-17, Sonoma Valley Inn, Sonoma (Mention IFDA to get special event rate)

COST: \$95/IFDA Members, \$110/non-IFDA members

REGISTER by 3/31 to reserve your spot; pls mail a check payable to "IFDA" to:

Gail Belz,

45 Ora Way, A303, SF, CA 94131

2011 SF Decorator Showcase

The 2011 San Francisco Decorator Showcase is back! This year's event features 25 of our local top interior and landscape designers who will undoubtedly transform the chosen San Francisco mansion into anyone's design dream. Be sure to make a visit, take some pics (no drooling, please) and prepare to once again be captivated by your surroundings.

The San Francisco Decorator Showcase is a benefit for San Francisco University High School's financial aid program. Over the past 34 years, Showcase has raised over \$11 million and benefited hundreds of Bay Area students.

WHEN: Tuesdays – Fridays, April 30 – May 30

(Check www.decoratorshowcase.org for times)

WHERE: 2950 Vallejo Street, San Francisco

COST: Admission: \$25-30

Discarded to Divine

Discarded to Divine features a collection of one-of-a-kind fashion creations and exquisite home décor created from discarded clothing and materials, benefitting the St. Vincent de Paul Society's services to people battling poverty, homelessness and domestic violence.

WHEN: Thursday, April 28th
6:00 pm Cocktail and Hors d'oeuvres
Reception, Silent Auction

8:00 pm Live Show & Auction

WHERE: The Hall at St. Mary's Cathedral
1111 Gough Street, San Francisco

TICKETS \$75-\$250, www.discardedtodivine.org or 415-977-1270, x3079

DISCARDED TO DIVINE PREVIEW EVENT, April 15 at the de Young Museum

■ 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

Sacramento: Saturday, March 19, 2011 8:00 am – 5:00 pm
Art Institute of California, 2850 Gateway Oaks Drive

Brisbane (San Francisco & Bay Area): Saturday, April 2, 2011 8:00 am – 5:00 pm
Purcell Murray, 185 Park Lane

North Hollywood: Saturday, April 16, 2011 8:00 am – 5:00 pm
ProSource, 12625 Sherman Way

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

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

■ JOB OPPORTUNITIES/ANNOUNCEMENTS

Job Opportunity

Part Time Interior Design Assistant

Small interior design firm in Menlo Park, specializing in high end residential design, seeking design assistant to designer for specific client project. Time requirements based on client and scope of project. Requirements include assisting in all phases of interior design i.e. auto cad drawings – space planning & elevations, some sketching, furniture design as well as follow up aspects of pricing, invoicing & purchase orders, expediting, and AP/AR.

Job Qualifications:

- o Minimum experience of 4 years with interior design firm
- o Excellent auto CAD drafting skills required
- o Proficiency with Microsoft word, Excel, and Adobe Acrobat
- o Experience with Illustrator and Photoshop
- o Independent contractor, contracted on an individual client basis
- o Strong communications skills necessary for client and vendor interaction

Please email resume to anne@anneleardesign.com with cover letter specifically indicating how your experience relates to the above, salary requirements, and availability.

No phone calls are accepted at this time. Thank you!

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:

