

■ PRESIDENT'S ADDRESS



It's hard to believe that it's almost Thanksgiving. Don't you love the feel and smells in the air during the fall months?

We just completed our first of three CEU events on November 4. Dean Birinyi presented a fabulous program on Photography for Interior Designers which was well attended. It was hosted by Stephen Miller Gallery in Menlo Park where we were surrounded by absolutely gorgeous carpets and wine and dined on scrumptious fare. He is an Industry Partner (IP) so please remember to visit his gallery when your client or you are in need of a beautiful carpet. The gallery has been involved with ASID for some time now. A heartfelt thank you for hosting this event.

I'd also like to thank Rebarts Interiors in Burlingame for hosting a Lunch and Learn event on the latest in window coverings moderated by Andy Smith of Hunter Douglas. This was presented on two days in order to accommodate more designers and students. Please remember to visit Rebarts when you're in need of window coverings.

Speaking of Lunch and Learns, our next one is "Who is Transparent Glass Coatings?" on December 7 at Staprans Design in Menlo Park where you'll learn how the newest window coatings can protect your clients' furnishings and finishes and improve comfort.

Mark your calendars, we have two wonderful programs in store for you in January. They are "Insider Secrets of Winning Design Competitions" which will be on January 13, as well as "The Soul of Design" which will be a Lunch and Learn on January 25.

Please be aware of the modest \$5 increase in our annual dues and that the legislative fee is mandatory bringing the total to \$440; **this is a mere \$36.66 per month.** There hasn't been an increase in over two years. In case you didn't know, you can pay your dues in monthly installments which incurs a \$25 annual processing fee.

Have a wonderful Thanksgiving!

Best Regards,

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

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■ IMPORTANT DATES

- DEC 7**
Who is Transparent Glass Coatings? Lunch and Learn at Staprans Design in Menlo Park. See page 3
- JAN 13**
Insider Secrets of Winning Design Competitions at Porcelanosa in San Jose. See page 2
- JAN 25**
The Soul of Design Lunch and Learn at McRoskey Mattress in Palo Alto. See page 3

■ MISSION STATEMENT

The California Peninsula Chapter of the American Society of Interior Designers (ASID) will promote awareness of ASID to the public and help our members maximize their marketing efforts. It strives to create a collegiate atmosphere and facilitate collaboration by and between all its members and the allied professions.

■ Upcoming Events:

January: Insider Secrets of Winning Design Competitions

As told by a panel of former judges, serial winners and competition chairs

Wonder what tips and pointers former design competition winners could share that will help you with your competition entries? What do the judges have to say? What are they really looking for? How do the competition chair people keep the contest fair and see that there is no favoritism? How is a design competition run?

Afraid to enter in design competitions - is it worth the effort? What is there to learn before entering? What have you always wanted to know but were afraid to ask?

Wonder no more and come to this event!

A moderator and a five person panel representing former design competition judges, winners, committee chairpersons and the publishing industry will attempt to answer these very questions and more! LIVE! Before your very own eyes!

Have burning questions you want addressed at this event? Send them in ahead of time to Jane Higo, our chapter administrator, who will then forward these questions to the Panel Committee. Keep the questions flowing! We want to hear from you! Not once, not twice, but several times – the more questions – the merrier!



- WHERE:** Porcelanosa
391 E. Brokaw, San Jose
Map & Directions:
<http://tinyurl.com/porcelanosasj>
- WHEN:** Thursday, January 13
5:30 - 6:30 Networking & Dinner
6:40 - 8:40 Panel Discussion
- COST:** free for members
\$20 for non-members
- RSVP:** by Friday, January 7 to the chapter
admin@asidcapen.org, 650.323.6791

Photo:

Beth Cohen's 2010 Platinum Award Winner, and Gold Winner of Single Family Residence over 3000 sf
Photographed by Ken Probst

■ Upcoming Events

Lunch and Learn: Who is Transparent Glass Coatings?

Transparent Glass Coatings (TGC) has been a leader in the window film industry since 1975. They specialize in innovative installation methods of cutting edge products. TGC focuses on sustainable products that prolong the life of their customer's investments. Providing glare and fade reduction without diminishing the interior and exterior aesthetics of the home.

TGC has factory trained installers and maintains exclusive relationships with industry leaders, such as Vista, Llumar and Huper Optik. Learn about new rebates and tax incentives available for installation of the new energy efficient films.

Sign up for TGC's Lunch and Learn on December 7th and hear Derek Hansen speak about the new and exciting window film products now available. These films can provide your customers with the protection they need for the valuable services you provide.

Visit www.transparentglasscoatings.com for more information about TGC.

WHEN: Tuesday, December 7, 11:30 am - 1:00 pm

WHERE: Staprans Design (not a typo; TGC will present at the lovely studios of Staprans Design)
75 Arbor Road at Cambridge Avenue, Menlo Park (Allied Arts)
Map & Directions: <http://tinyurl.com/AlliedArts>

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

RSVP: by Friday, December 3: admin@asidcapen.org or 650.323.6791

Lunch and Learn: The Soul of Design

What are ethical consumption and social responsibility? How can designers make the world a better place through beauty, good design, and healthy business practices? We create environments driven by our love of beauty, but we also have a responsibility to consume with intention. If we practice our professions with companies and artisans who have a social and ethical awareness, we will integrate more soul in the environments we create.

Chapter Allied Member Lisa Staprans of Staprans Design will describe her experiences that reflect her conscious decision to support local village workshops, ateliers, artisans and women in business. Her travels include sourcing items in India, Venice, and Paris; helping a group of women and children in India receive financing for a buffalo; and supporting the "Save the Venice" Foundation. Let's discuss how to practice design in this ever-changing world and economy. Joining Lisa will be Kathleen Redmond from Magnolia Lane, manufacturer of organic fabrics bedding, will talk about her line of organic textiles and bedding, and Dana Greason from Odegard, who will talk about Odegard Carpets and furnishings. Manufacturing in San Francisco, host McRoskey is a family owned and operated business, and part of our local community.

WHEN: Tuesday, January 25, 2011, 11:30 am - 1:00 pm

WHERE: McRoskey Mattress Company
220 Hamilton Avenue, Palo Alto, CA 94301
www.McRoskey.com
Map & Directions: <http://tinyurl.com/mcroskeypa>

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

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

■ Lunch and Learn: Who is Somfy?



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Thank You to Somfy for hosting our October Lunch & Learns!

Left: Vicki Billings, IP Tiffany Birchfiel of Peninsulators, Co-Director-at-Large IP James Stout of Bay Area Gadgets, and Ratna Khilnani. Right: IP and hostess Brittney Brown of Somfy, Carol Woodard, ASID, Allied Member Asmita Deshpande, and Dawn Herron-Siegel, ASID.

■ Chapter Roundtables: Contracts



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Thank You to Ron Martino for hosting our October Roundtable!

L-R: President-Elect Jeanette Loretz, Allied Member Alia Akyzbekova, Professional Development Director Anna Sarkissian, Allied Member Jolene Jones, Student Member Julie DeMarchi Park, Allied Member Ratna Khilnani, and Professional Development Director Meera Chawla.

■ Photography for Interior Designers CEU at Stephen Miller Gallery

■ Latest Window Fashion Trends Lunch & Learn, Rebarts Interiors



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Thank You to Stephen Miller Gallery for hosting our November Chapter Meeting!

LEFT COLUMN: From our Photography for Interior Designers CEU. TOP: Allied Members Lynette Culbert and Aletha Mann. CENTER: Our gracious Hosts Virginia Attala, Stephen Miller, and Jaime from Stephen Miller Gallery. BOTTOM: Director-at-Large and Industry Partner Dean Birinyi during his presentation.

Thank You to Rebarts for hosting our November Lunch and Learns!

ABOVE: Hostess Becky San Diego with Industry Partner Rep and Presenter Andy Smith of Hunter Douglas.

MEMBERSHIP SPOTLIGHT

WELCOME NEW CHAPTER MEMBERS!

Mrs. Karin Erica Detrick, Student Member ASID
 Gina A. Gold, Student Member ASID
 Victoria P. Kelso, Allied Member ASID
 Yuliya Krupnik, Student Member ASID
 Pearl Masuyana, Industry Partner, Flegel's
 Ms. Birgit Cornely Merian, Student Member ASID
 Maria C. Mezzetta, Allied Member ASID
 Bardia Nozad, Industry Partner, Pejman Carpet

Seeking Future Chapter Leaders

Make great contacts while contributing to the chapter by serving on the Board or a Chapter Committee - it's a win-win! Email the office: admin@asidcapen.org.

INDUSTRY PARTNER TESTIMONIALS: Segale Bros. Wood Products, Inc.

I have been working with Don Segale from Segale Brothers for years. He builds the cabinets for my very best projects. He and his staff are very easy to work with and they always do the most beautiful work without problems.

They have a beautiful showroom in Hayward. The shop is totally automated, very clean and fascinating to see. I always like to bring my clients to their showroom to see their project in process. This seems to personalize their cabinets and provides them with a "story". They are better able to appreciate the quality of their cabinets, and they really enjoy this extra effort.

**Carol Woodard, ASID, CID
 Woodard and Associates**

Contact: David Hansen
 Segale Bros Wood Products, Inc.
 1705 Sabre Street, Hayward, CA 94545-1015
 (510) 300-1181
david@segalebros.com
www.segalebros.com

STATE NEWS

The CAL Green Code Goes into Effect on 1/1/11:

If you think this only affects architects, builders and contractors, think again. Published in 2007 as part of its usual three year cycle by the California Building Standards Commission, the California Green Building Standards Code is also referred to as Title 24, Part 11. Some jurisdictions in the state adopted the voluntary measures as early as 2008. By January 1, 2011, cities and counties in California must adopt the Mandatory standards (as a minimum standard) for new commercial and residential construction. The Water Efficiency and Conservation portion of the code will go into effect on July 1, 2011. Additions, remodels, and high-rise residential will be addressed in the next adoption cycle, in about 18 months.

How the code affects Interior Designers:

The new Cal Green Code is structured in tiers. Each building department has the opportunity to adopt the minimum Mandatory Standards, Tier 1, or Tier 2, or portions of each. Check with each building department that you work with to see which level of compliance your clients will have to meet.

Traditionally, many of the design decisions for the interiors of projects have been made well after the permits for construction have been issued. This new code will affect the timeline of a design project, requiring the inclusion of the Interior Designer as part of the design team much earlier in the process. Experts estimate that planning stages of a project or development will be anywhere from 3 to 12 months longer than in the past, due to the mandatory inclusion of specific finishes, fixtures and appliances in the "blueprinted" plans for permits. The method of measuring and documenting compliance will vary for each jurisdiction, so the involvement of the Interior Designer well after the installation of the products specified will vary also.

Interior Designers may be called upon to provide information for the prodigious amount of paperwork that will be required for the permit application. They will have to be familiar with the results of tests performed on the products, the factors calculated, and the correct documentation to show compliance to the code and installation verification. This additional involvement may affect the design fee charged to the client, so prepare yourself to explain the increased cost of the project. Anecdotal

■ STATE NEWS

The CAL Green Code Goes into Effect on 1/1/11, continued

evidence also shows an increase in the number of hours spent on researching and specifying products that will meet the performance criteria, in addition to the cost of the products themselves.

Interior Designers, in addition to developers, builders, architects, and others should take advantage of the plethora of Cal Green seminars being offered by State agencies, Code Officials, professional organizations, and private lecturers. Be sure that the training material covered is relevant to the geographic area of your practice. Definitely check with each building department that you work with, to see if they intend to sponsor any informational sessions open to the public.

Inform your colleagues and clients:

The Cal Green code will have some impact on other professions and related occupations such as: waste management, horticulturists and landscape designers, building maintenance workers, furniture and fixture designers, manufacturers, and suppliers and other persons involved in the business of Real Estate, building and housing. They should all be advised to investigate how the code will affect their way of doing business.

Please make your clients aware of the impact of the Cal Green code. Added costs and time for planning can affect their budget and some of the products they may have seen in ads or on the internet may not be an option for their situation. Prioritizing and compromise will become more important than ever before.

Clarifying a misconception:

There are voters and elected officials that may be under the impression that passage of Prop 23 (suspends the implementation of AB 32 until there is a reduction in unemployment), will affect the implementation of the CAL Green code scheduled for January 1, 2011. IT WILL NOT. Voting for Prop 23 may postpone the development and implementation of future measures to limit energy use in our buildings and the imposition of restrictions slated to take effect after upcoming code adoption cycles.

For additional information, go to: www.bsc.ca.gov and www.hcd.ca.gov

Carbon Monoxide Poisoning Prevention Act of 2010 is signed into California law:

SB 183 requires a CO device that has been approved by the State Fire Marshall to be installed in all existing single family dwelling units intended for human occupancy on or before July 1, 2011; and for all other dwellings intended for human occupancy on or before January 1, 2013. This Act will more than likely be enforced similarly to the requirement for smoke detectors.

Following California's lead:

In July 2010, President Obama signed into law the new **federal Formaldehyde Standards for Composite Wood Act.** The law follows the lead of the strict California law limiting the formaldehyde content in plywood and particleboard products. It effectively sets the national emissions standards at 0.09 PPM by Jan. 1, 2013. Manufacturers of plywood, particleboard and MDF are projecting a price increase of up to 15%, to cover the more costly adhesives that will comply with the minimum standards. It will be up to the designers that are specifying cabinets, substrates, and underlayment to explain the various claims on product labels to their clients. References to formaldehyde will range from "formaldehyde-free", and "no-formaldehyde-added" to "no added urea-formaldehyde", leaving open the possibility that phenol formaldehyde was used instead. Interpreting the language used in product brochures and marketing literature distributed by cabinet manufacturers may be a challenge.

The International Code Council Adopts Home Fire Sprinkler requirements for its 2009 and 2012 versions of the IRC:

California is the leader in residential fire sprinkler protection since the state passed the 2009 IRC and nearly 150 local jurisdictions have adopted ordinances outlining the requirements. The 2009 International Residential Code will require all new one- and two-family homes and townhomes be equipped with fire sprinklers beginning January 1, 2011.

■ AROUND OUR DESIGN COMMUNITY

Dining by Design SF2010

DIFFA: Design Industries Foundation Fighting AIDS brings its national tabletop high design showcase back to the SFDC for its 10-year anniversary in San Francisco. Don't miss the inspiring and innovative table environments along with wines from Foster's wine group, cocktails by Kettel One vodka, savory and sweet hors d'oeuvres from top San Francisco restaurants and food purveyors and, at the Thursday night gala, a full course dinner prepared by Taste Catering. You'll also be able to participate in the exclusive Silent Auction on both evenings.

TABLE HOP & TASTE Preview Cocktail Party

Wednesday, November 17, 6 – 10 PM

GALA DINNER

Thursday, November 18,

Reception: 6 – 8 PM

Dinner: 8–11 PM

Both at SFDC Galleria Atrium, 101 Henry Adams St, SF

For tickets and info, please go to
<http://www.sfdesigncenter.com/events/events.html>

USGBC Upcoming Events

LEED Green Associate Exam Prep

WHEN: Thurs, December 2, 8:30 am - 5:00 pm

WHERE: Bishop Ranch Conference Center
2623 Camino Ramon, Suite 175, San Ramon, 94583

COST \$295 USGBC-NCC member/\$345 non-member

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

LEED AP Existing Buildings: Operations & Maintenance Exam Prep

WHEN: Fri, December 10, 8:30 - 5:00

WHERE: StopWaste.Org,
1537 Webster Street, Oakland, 94612

COST \$295 USGBC-NCC member/\$345 non-member

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

CalGREEN

Mandatory on January 1, 2011, California's green building code affects all new commercial and residential construction, addressing site development planning and design; water efficiency and conservation; energy efficiency; material conservation and resource efficiency; construction waste reduction, disposal and recycling; building maintenance and operation; pollutant control; indoor moisture control; indoor and outdoor air quality; and environmental comfort.

These regional half-day workshops will provide an overview of the new mandatory standards, voluntary tier structure, compliance checklists and code publication dates. In addition, speakers will provide answers to your specific code questions.

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

WHERE: exact addresses provided at a later date

TIME: 1:00 - 4:30 pm; registration starts at 12:30 pm

WHEN: Los Angeles: Wednesday, December 15

Oakland: Wednesday, January 12

Ventura: Wednesday, January 26

San Jose: Wednesday, February 12

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

GREENLeaders

The most comprehensive training program available in green home furnishings, providing manufacturers, reps, retailers and designers with the knowledge and credentials to become experts in sustainability (6 ceu).

WHEN: January 27, 2011, 9:00 am – 5:00 PM

WHERE: Las Vegas Market

REGISTER by contacting
admin@sustainablefurnishings.org

For info, please go to: <http://www.sustainablefurnishings.org/sites/sustainablefurnishings.org/files/sfc-images/documents/GREENleaders.pdf>

■ AROUND OUR DESIGN COMMUNITY: World's Leed Hotels by Wen-I Chang

Wen-I Chang, developer of the LEED Certified Gaia hotels in collaboration with Ling Ling Chang created the **World's LEED Hotels – Innovation, Renovation and Development**. This book features 23 green hotels, 21 of which were one of the first to pioneer the path of LEED Certification for Hotels. The stories in this book gives insight into their journey, challenges and obstacles they overcame to create a business not just for profit but to lead the industry into a more sustainable future. Tim Cole of the USGBC Board of Directors says in his foreword, "Environmental responsibility is represented for these projects. They believe that being environmentally responsible is both the right thing to do as a corporate citizen and the right thing to do for their business. We all should not look at investments to improve our environmental performance as a 'cost of doing business,' but rather an 'investment for our future.'"

The stories are told from the perspective of owners, developers, architects and employees of the hotels and describes the impact that it has had on the business and in addition, into their own personal lives. The interviews and articles written for this book demonstrate the passion and dedication of each individual involved in the LEED Certification process. "My hope is that this book will educate, inspire and illumine a path for those who want to join this green mission," Wen-I Chang says.

Wen-I Chang has graciously provided a discount to ASID members through the end of the year! Chapter members can purchase the book for \$19.95 plus \$5 shipping & handling at http://www.worldleedhotels.com/Site/ASID_Discount.html (not a typo; the site is case-sensitive). For bulk purchases, books are \$17.45 each when purchased in quantities of 5 or more plus S&H; please contact co-author Ling Ling Chang at info@worldleedhotels.com. Books are normally \$34.95 each.

For any further questions/comments regarding the book, please email, info@worldleedhotels.com

WORLD'S LEED HOTELS INNOVATION, RENOVATION AND DEVELOPMENT



■ AROUND OUR DESIGN COMMUNITY



AIA SF Upcoming Events

Designing for a European Client - The Bulgari Flagship Store Case Study

This program will discuss the international design process, the resolution of differences of various client expectations, communications, and design and construction delivery techniques. It will further discuss important aspects of scope definition and project delivery scheduling that could lead to greater efficiency for future similar projects.

WHERE: AIA San Francisco, 130 Sutter, Ste 600

WHEN: November 19, 2010, 12:00 pm

COST: free

RSVP rsvp@iasf.org

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>

AST now has Closeout Room

AST has now added a "Closeout Room" to their San Carlos showroom, featuring outstanding pricing on closeout items—mill overruns, off dye lots, etc. 10 to 200 yards of an item, all in stock in San Carlos, all first quality. Pricing is \$10 to \$20 per yard, regular wholesale of \$50 to \$100 per yard.

Showroom hours are 9 am to 3 pm Monday through Friday, or by appointment.

AST, 1379 Old County Road, San Carlos, 94070
(650) 592-1350, (650) 592-9435 Fax, mail@ast-fabrics.com

■ JOB OPPORTUNITIES/ANNOUNCEMENTS

Canada College seeks FT ID Instructor

Great news—there is a new Interior Design full-time tenured track position at Cañada College now posted on the San Mateo County Community College District website:

<http://jobs.smccd.edu/applicants/Central?quickFind=50936>

Please, if you believe you are qualified—don't hesitate apply ASAP—first review date of applications is 11/23/10. If you know of anyone that meets the minimum qualifications, please help us by spreading the word of this new position.

If you have any questions, please contact H.R. Director Debbie Carrington at Carrington@smccd.edu or 358-6804.

Thank you to our IP Year-Long Sponsors:

