

■ PRESIDENT'S ADDRESS



Welcome to a new ASID year. I'm looking forward to serving as your President and feel very honored and humbled. Thank you to those of you who convinced me this was a good idea. I now look at it as a new challenge for which in retrospect I was quite ready.

One of my major goals is to inform our members about what ASID has to offer and why their membership is worth every penny. I'm gleaning a lot of these from my experience before I became involved because frankly I didn't know a quarter of what I know now. Speaking about becoming involved, when I joined my local Morgan Hill Rotary I was immediately assigned to a committee. This was a good thing. Why? Because it's what joining an organization is all about for any of us. If we just join and do nothing, we'll receive nothing. When we join and become involved we receive many-fold. As many of you mentioned in the membership survey back in February, you don't attend meetings if the program is of no interest to you. You know even when it's something you're not specifically interested in at the moment, you may in fact need that information down the road.

In your surveys the top 4 subjects you said you'd like programs about were

- Sustainability/Green design
- Lighting
- Marketing your business
- Aging in place

We have taken notice and plan to address these; in fact at our first meeting of the fiscal new year on October 7th we had a tour of the Green X-ray house located in South San Francisco which was very informative and worthwhile. If you missed it, here's the website, www.greenxray-house.com.

I hope we're on the right track to serving our members.

On behalf of the board I'd like to thank the following:

- The City of South San Francisco for opening the Green X-Ray House for our October 7 tour; Dunn-Edwards Paint for presenting and providing

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■ IMPORTANT DATES

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■ MISSION STATEMENT

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

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snacks and beverages. Rudolph's Interiors for presenting the window coverings they donated to the house and Woodshanti Cooperative, sustainable furniture and cabinetry makers for their presentation about the kitchen cabinets they donated to the house.

- AST (A. Sommer Textiles) for their wonderful Lunch and Learn on September 22nd. They gave us a fascinating tour of their manufacturing facility; their fabrics are gorgeous. Please visit them next time you need fabric, they're located in San Carlos.
- Chimere, The Impossible Fancy who hosted our September meeting on the 2nd which was my official swearing-in as President, please visit them when you need flooring; they're located in San Carlos.

I look forward to seeing all of you at our meetings which are the first Thursday of every month unless posted otherwise. If it's your first time at a meeting we endeavor to greet you and show you around, each Board member will have a red ribbon attached to his/her badge that says "Ambassador", come over and introduce yourself if we don't see you first. Our goal is to have every member, no matter their status to feel welcome and enjoy the event.

Sincerely,

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

■ Upcoming Events

ASID CA Peninsula Roundtable: Contracts

Let's meet and share what we do to protect ourselves legally. PLEASE RSVP: Spaces are limited!!

WHEN: Monday, October 18, 2010, 6:00 pm - 8:00 pm

WHERE: Martino Interiors, 630 University Avenue, Los Gatos, 95032

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

RSVP: admin@asidcapen.org, 650.323.6791

■ **Upcoming Events:**

November: Photography for Interior Designers IDCEC approval # 8369 .2 CEU

The Nuts and Bolts of Interior Photography that Help You Get Clients, Win Awards, and Get Published

This two-hour course will benefit interior designers of all experience levels. The guidelines and techniques discussed will be beneficial when applied to either a professional photo shoot or when designers photograph a project themselves.

Attendees will learn of compositional guidelines allowing them to better direct and control the outcome of their photo shoots, the logistics and principles of styling for an interior design photo shoot will be discussed and designers will be instructed in the evaluation and application of new photographic techniques helping them make informed decisions and gain greater control over their photo shoots.

Bay Area photographer Dean Birinyi creates beautiful architectural photographs that capture the emotional character of his clients' work and communicates their talents and design concepts. With more than twenty years of experience photographing architecture and interior design, Dean listens to his clients to integrate the solutions for many different but equally important needs into any image. Dean's talent for storytelling consistently helps his clients win design competitions.



WHERE: Stephen Miller Gallery
800 Santa Cruz Avenue
Menlo Park, CA 94025

Map & Directions:
<http://tinyurl.com/stephenmillergallerymp>

WHEN: Thursday, November 4
5:30 - 6:30 Networking & Dinner
6:40 - 8:40 CEU Seminar & Q&A

COST: \$45 for members
\$55 for non-members
\$12 filing fee with NCIDQ extra

RSVP: by October 29 with payment to the chapter office:
671 Oak Grove Avenue, Suite E
Menlo Park, 94025
- or -
online at the national website; instructions on paying with a credit card are at http://www.asidcapen.org/news_events/how_to_pay_for_events_online

Photo:
Alison Whittaker's 2010 Award-Winning Kitchen, photographed by Dean Birinyi

■ Upcoming Events

Lunch and Learn: Latest Window Fashion Trends

Update and increase your product knowledge on all the newest trends and innovations of window fashions... the latest in blinds, shades, sheers, shutters, draperies and roman shades. Introducing Hunter Douglas Design Studio Roman Shades and beautiful fabrics by the yard. Learn all about motorization, remote control and home automation for your window treatments. We'll help you to increase your expertise and increase your sales in selecting the right window treatments for your client. Please note that the same material is offered each session.

WHEN: Tuesday, November 9 OR Thursday, November 11, 11:30 am - 1:00 pm

WHERE: Rebarts Interiors
247 California Drive, Burlingame
Directions: <http://tinyurl.com/rebarts>

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

RSVP: by Friday, November 05: admin@asidcapen.org or 650.323.6791

Lunch and Learn: Who is 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, Llumiar 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

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: Weaving Facility Tour at A. Sommer Textiles



Top Left: This machine is collecting black warp threads for a fabric. Top Right: Phil Baker, Director of Design and a Principle in the Weaving Division, shows a “blanket”, a sample of a woven chenille design. Different warp and weft thread color combinations are tested, and from this blanket, colorways are selected and cut out. Bottom Left: Phil Baker shows us a chenille being woven; the threads are cut just after the fabric is woven. Bottom Right: Phil shows the inspection area, where fabrics are checked for skips and other flaws.

■ “Create Winning Designs for Your Clients on Any Budget” Student Mixer



Design Mart Silicon Valley hosted an ASID Student Mixer for over 30 students from West Valley, Canada and San Jose State. Furniture reps Kieran Bux talked about what sets Maria Yee, Inc. apart, Preston Mitchell shows what distinguishes top quality custom furniture, and host Kevin Daroca gave tips on how to work with a showroom. Top Left: Kieran Bux of Maria Yee, Inc. Top Center: Preston Mitchell of Burton James Upholstery. Top Right: Hostess Sharon Daroca and Chapter President Carol Spence Carr.

Green X-Ray House, South San Francisco



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Top Left: Chapter President Carol Spence Carr and IP Rose Garrison from Dunn-Edwards, who contributed low-VOC exterior paint to the Green X-Ray House; **Top Right:** SRB Janine Arietta, Director of Finance Debbie Snider, and Student Member Dolores Ayala. **Center Left:** Lloyd Eakes of Dunn-Edwards; **Center Right:** IPs Claudia Hacker and Jackie Alonzo of Tilesshop. **Bottom Left:** Rick Espinoza of Woodshanti, a local, sustainable furniture and cabinet maker collective who donated the kitchen cabinets of the Green X-Ray House. **Bottom Right:** Joy Adams, from the City of South San Francisco, who collaborated with local, sustainable companies in this model house project.

MEMBERSHIP SPOTLIGHT

Thank You to **AST** for hosting our September Lunch & Learns!

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 and let us know: admin@asidcapen.org.

WELCOME NEW CHAPTER MEMBERS!

- Mrs. Marit Amit, Student Member ASID
Laurie Catalano, Student Member ASID
Ms. Emily Louise Finch, Allied Member ASID
Siobhan McDonnell, Student Member ASID
Michelle Valde, Student Member ASID
Ms. maria vasapollo, Student Member ASID

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

NATIONAL NEWS

ASID Supports Florida Legislation

For press release, go to www.asidcapen.org/files/ASIDLegSupportFLA.pdf

INDUSTRY PARTNER TESTIMONIALS:

Graystone Glassworks

I like working with Paul Estrade of Graystone Glassworks because of his versatility. He is one of the few local glass artists who is equally versed in carved, stained, or slumped glass: most artists specialize in one of the first two mediums, few own kilns to create the third.

Glasswork is a technical as well as artistic endeavor, and Paul is always happy to create mock ups to minimize surprises during fabrication. His enthusiasm and willingness to push the envelope is refreshing and I always leave our brainstorming sessions excited about the outcome of our collaboration.

Marie Chan, ASID, CID Interspace Design

Contact: Paul Estrade
Greystone Glassworks
18401 Graystone Lane, San Jose, 95120
ph 408.268.3418
fax 408.268.3116
paulestrade@comcast.net

RealWorld DesignWeek

ASID RealWorld DesignWeek, November 7-13, 2010, needs Professional, Allied, Educator and Industry Partner reps to host shadow days to expose and enlighten students to the real world of interior design professional practices.

Professionals can make a positive change in an aspiring designer's life in just one day, and may even find a skilled intern or entry level designer to alleviate some of your work load!

Practitioners: Registering automatically enters you a raffle for an iPad! For info/registration, visit www.asid.org/rwdw

■ AROUND OUR DESIGN COMMUNITY

AIA SF Upcoming Events

Rediscover the City: Northern California Modernism

presented by Pierluigi Serraino

WHEN: October 18, 5:00 - 8:00 pm

WHERE: AIASF, 130 Sutter, Suite 600 SF 94104

COST: \$25

RSVP to info@aiasf.org

Bay Area Women Architects: Julia Morgan's San Francisco Cohorts Retired city planner and author of the upcoming book Early Women Architects of the San Francisco Bay Area Inge Schaefer Horton, talks about late 19th and early 20th century women architects.

WHEN: October 21, 6:00 pm;

WHERE: Bayside Conference Rm, Pier 1, SF

COST: \$12

RSVP: http://www.sfheritage.org/upcoming_events/

Have a Heart Masquerade Gala

Join **Philanthropy By Design** for fundraising and revelry.

"Threeocracy" Jazz band! The Paper Dolls group!
Halloween inspired food & wine!

- * Fashion show of recycled garments and costumes
- * Bring a fabulous mask or pillow you've created with recycled materials for our auction
- * Highest bid and most artistic pieces will win fabulous prizes!

Help PBD continue its mission in transforming environments of worthy nonprofits through creative reuse!

WHEN: October 28, 5:30 - 8:30 pm

WHERE: AllSteel Showroom, Four Maritime Plaza, San Francisco; Convenient parking in building or next door at Embarcadero 2

RSVP and info on the Philanthropy By Design website: <http://www.pbd.org/>

Build It Green Networking Event

Woodshanti, local, sustainable cabinet and furniture makers, and guest speaker at our Green X-Ray House event, will be hosting Build It Green's October Networking event. All involved in sustainable construction are welcome to meet like-minded professionals and help shape the guild and its 2011 calendar.

WHEN: October 20, 5:30 - 8:00 pm

WHERE: Woodshanti, 909 Palou Ave., SF

COST: Free!

RSVP at Build It Green's website:
<http://www.builditgreen.org/en/cev/176>

USGBC Upcoming Events

LEED Green Associate Exam Prep

WHEN: Friday, November 5, 8:30 am - 5:00 pm

WHERE: Bently Reserve, 301 Battery Street, SF

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

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

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

■ AROUND OUR DESIGN COMMUNITY

Culinarium 2010 at SFDC

The SFDC will celebrate the center of every home, the kitchen. It's become the new American living room, the social heart of the home where families and friends gather to nurture and celebrate their relationships.

Christopher Peacock Home (Christopher Peacock, in partnership with House Beautiful, built the 2008 Kitchen of the Year in Rockefeller Plaza and built the kitchen for Oprah's television stage set in 2009) will build out a fully functioning kitchen in the Galleria Atrium. Join us and experience the ways kitchens can be made more personal, comfortable and technologically advanced – from exquisite custom cabinetry, to beautiful tile countertops and backsplash, to cutting-edge appliances and high-tech home control systems.

The kitchen will be surrounded by outdoor dining and living spaces featuring beautiful and provocative custom furnishings, flooring, fine art, and antiques. There will be inspiring kitchen design keynotes and seminars by renowned designers along with cooking demonstrations with celebrity chefs, Master chef dinners with wine pairings, Designer and chef competitions and Festive cocktail receptions - all in an entertaining and interactive forum.

Proceeds from the event will provide scholarships to Bay Area interior design students. Scholarships will be awarded through the Design Trade Resources Association, a showroom-based trade organization comprised of San Francisco Design District showrooms.

WHEN: October 19, 20, & 21

WHERE: SFDC, Galleria Atrium, SF

REGISTER at

<http://sfdesigncenter.com/events/events.html>, and scroll down to event

Nesting Newbies will host a reception on Wed Oct 20 at 3:30; RSVP to join: jodi@nestingnewbies.com.

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>

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

OR

Weekly Webinars, starting in November

REGISTER by contacting

admin@sustainablefurnishings.org

For info, please go to: [http://www.sustainablefurnishings.org/sites/sustainablefurnishings.org/files/sfc-images/](http://www.sustainablefurnishings.org/sites/sustainablefurnishings.org/files/sfc-images/documents/GREENleaders.pdf)

[documents/GREENleaders.pdf](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

NARI Silicon Valley Monthly Mtg

Remodelers' Mixer & Networking Event

Invite prospective NARI members!

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

WHEN: Wed., October 20, 6:00 pm - 8:30 pm

COST: free!

RSVP by October 15 to info@narisv.org or 408 559-4996

Lunch and Learn: Employment Law Issues: Do's & Don'ts

Speaker: Greg Simonian, Attorney with Casas Riley & Simonian, LLP in Los Altos. (www.legalteam.com)

WHERE: Denny's, 1140 Hillsdale Ave., San Jose 95118

WHEN: Wed, October 27, 11:30 am - 1:00 pm

COST: Meeting is free; lunch is on your own.

RSVP by Oct. 26th to Karen Ali at (650) 565-9036

Visit www.narisv.org for details. Feel free to invite a colleague to attend with you!

The SF Fall Antiques Show

October 28 to October 31, 2010

Thursday - Saturday, 10:30 a.m. to 7 p.m.

Sunday, Noon to 5 p.m.

The San Francisco Fall Antiques Show, the oldest continuously operating international antiques show on the West Coast, is vetted in cooperation with the Antiques Dealers Association of California to ensure the highest quality merchandise. This year's theme is Chinoiserie: Rococo to Eco. All proceeds benefit Enterprise for High School Students, a non-profit job referral and career development agency for San Francisco high school students.

For information, please go to www.sffas.org.

IIDA Student Portfolio Workshop

Learn real, practical information about the industry, get answers to all your professional development questions, learn the do's and don'ts of developing a professional portfolio, and receive candid feedback and constructive criticism on your own body of work

Bring your completed or in-progress portfolio or work for discussion. Lunch and refreshments will be served

WHEN: Saturday November 6, 10:00 am - 2:30 pm

WHERE: Huntsman Architectural Group
50 California Street, SF

COST: Student members, FREE
Non-members, \$20

Please RSVP by Nov 1 to student.rsvp@iida-nc.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>

Monterey Bay Green Bldg Expo

The Monterey Green Building Collaboration will host the 2010 Monterey Bay Green Building Expo. Learn about locally available and environmentally-sustainable building practices, materials and more. Interactive booths, specialized topical seminars, trainings and a keynote address are also featured.

WHEN: Wed, November 10, 2:00 - 7:00 pm

COST: Registration is free, at the door.

WHERE: Monterey Conference Center
One Portola Plaza, Monterey, CA 93940

Alternative transportation to the event is encouraged, and The Ghost Tree Racing Club will provide free bicycle valet service. Parking is available in the adjacent parking garages, as well as in close proximity to public transportation.

Chimère



Carpet
Hardwood
Carpet Workroom
Custom Area Rugs
Viny, Tile, and Stone

Chimère is constantly enhancing our products and services for ASID Designers. We have two exciting announcements that will take your designs to the next level . . .

Services:

Ben Tower has joined Chimère as an Outside Sales / Designer Liaison professional. With over 20 years of experience in all facets of the flooring industry, Ben is an ideal flooring partner for your design projects.

Ben favors Chimère’s “Whole Floor” approach to the business, focusing on all aspects of flooring that delivers a more integrated solution for the designer, the contractor, and the client.

Ben started in the flooring industry working for a company that specialized in multi-family housing renovations. He then opened his own flooring store growing it into a fully integrated construction and flooring company. Prior to his career in flooring, Ben played professional basketball in Europe and Australia.

His fabulous product knowledge and understanding of installation requirements will provide you with an advantage when planning your projects – from carpet to hardwood to vinyl to tile. All of which are available at Chimère.

Feel free to stop by the San Carlos showroom to meet Ben. Of course, we will be introducing him at upcoming ASID functions. And, you will have a chance to meet him at our annual Crab Feast on Wednesday, December 8, 2010.

Products:

Chimère is launching a new line of Luxury Vinyl Tiles to give you more flooring options. When neither tile, hardwood, nor carpet is the right floor for your project, Luxury Vinyl is a fantastic answer.

Luxury Vinyl comes in many sizes and patterns, represented in an amazing array of wood and stone patterns. With product choices that range from the look of contemporary urban flooring to a rustic traditional feel, finding the right pattern and color just got easier.

There is also an exciting line of specialty tiles that reflect the look and feel of nature — shimmering metallics, translucent glass, and vivid gemstones. Materials that let your design imagination soar.

With the integration of Luxury Vinyl Tiles into the residential market, Chimère is pleased to provide one more way to incorporate flooring into your designs.



Thank you to our IP Year-Long Sponsors:

