

# Newsflash

ASID CA Peninsula  
Newsletter

October 2011



AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



CALIFORNIA PENINSULA

**ASID CALIFORNIA PENINSULA**

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Dear Members,

A new year begins on January 1. For others the start of the school year is the beginning of the year. ASID begins its new year on October 1st. With beginning of the new year comes a changing of the guard. I am very thrilled, excited and anxious about my new position as the president of the Chapter.

The Chapter Board of Directors has new members as well as some returning. Thank you all for stepping up to lead the Chapter.

President Elect – Mary French

Finance Director – Win Dell'Ario

Professional Development Director – Meera Chawla

Communications Director - Denise Carey

Membership Director – Jamie Gongwer

Co-Director at Large - James Stout

Co-Director at Large – Dean Birinyi

Student Rep to the Board – Anu Vinayak

The Board of Directors and I have many ideas about how to strengthen the chapter. When reflecting on how to strengthen the chapter, we need to consider “Why do people belong to ASID?” I belong to ASID because as professional interior designers we have an obligation to stay abreast of what is happening in the profession; as an independent interior designer, I often feel isolated; and my membership to a large, professional organization exposes me to opportunities that I would never be able to do alone.

My ASID membership keeps me informed about changes in laws, trends and best practices that affect interior design. ASID gives me the opportunity to network with other designers to celebrate and commiserate. I can call on many designers that I have met through ASID when I have questions or need resources. My membership in ASID provides tours, speakers or learning opportunities that as an individual I would never be able to arrange myself.

Are you making the most of your membership? Let us know what you need from the Chapter, and let's work together to make it happen.

Jeanette Loretz, ASID, CAPS

President, ASID

ASID California Peninsula President 2011/2012



**ON THE COVER:**

**Award Winner**  
 Designer: Bethe Cohen, ASID  
 Bethe Cohen Design Associates  
 (408) 379-4051  
 bethe@bethecohen.com  
 http://www.bethecohen.com/  
 Photographer: Mary Nichols

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## November

- 3     **Tour of XL Construction Headquarters**  
Tour a LEED-CI Silver Corporate office!  
WHERE: 851 Buckeye Ct, Milpitas, CA  
Directions: <http://www.xlconstruction.com/contact>  
TIME TBD  
COST: \$8/members, \$12 for non-members  
RSVP with payment to the chapter office:  
671 Oak Grove Avenue, Suite E, Menlo Park, CA 94025
- 6-12   **RealWorld DesignWeek**  
[www.asid.org/rwdw](http://www.asid.org/rwdw)

## December

- 1&2   **Gingerbread Houses at Dacor**  
Dacor invited NKBA and ASID CA Peninsula members to a day of making gingerbread houses. Includes a gourmet lunch.  
WHERE: Dacor, 871 Dubuque Avenue, South San Francisco, CA 94080  
TIME: 11:00 am - 3:00 pm  
COST: Free!  
RSVP by Tuesday, November 22 to the chapter office: [admin@asidcapen.org](mailto:admin@asidcapen.org), 650.323.6791
- 8     **Holiday Open House at Chapter President Jeanette's House!**  
Chapter President Jeanette Loretz invites chapter members to her house – meet the board and other chapter members! You are welcome to bring a favorite holiday treat.  
COST: an unwrapped toy to donate to Toys for Tots, or \$20  
TIME: 6:00 am - 9:00 pm  
RSVP by December 2 to get the address: [admin@asidcapen.org](mailto:admin@asidcapen.org), 650.323.6791

Meetings and events are subject to change. Please check News & Events at [www.asidcapen.org](http://www.asidcapen.org) for latest event info.

# The Art of Communication

at Emser, San Jose, October 6, 2011

Photo Highlights of our Chapter Event



From the October Chapter Event, clockwise from top left: Chapter President Jeanette Loretz and Host Brian Rogers of Emser Tile in San Jose; Guest Speaker and Life Coach Penny Polayes; Allied Member Noreen Maresca, Lila Levinson, ASID, and Chapter President Jeanette Loretz; Professional Development Director Meera Chawla, West Valley College Interior Design Club's Liaison to ASID Hilda Moattar, Allied Member Sabrina Alfin, Student Members Valerie Sanders and Dolores Ayala, Guest Speaker Penny Polayes, and Student Rep to the Board Anu Vinayak; Finance Director Win Dell'Ario, President-Elect Mary French, and Allied Member Sabrina Alfin.

# Member News

## **IP Testimonials: Waterworks**

Eliza Gould at Waterworks was wonderful to work with when I needed lighting for two baths. From signing up for a trade account to receiving my products, the process was smooth and hassle-free. And I didn't have to leave my office! For top notch products and service, consider using Waterworks for your next bath project.

Debbie Snider, Allied Member ASID

### **Contact Info:**

Eliza Gould  
Waterworks  
235 Kansas  
San Francisco, CA 94103  
(415) 431-7160  
egould@waterworks.com  
www.waterworks.com

## **WELCOME NEW CHAPTER MEMBERS!**

Suzy Allen, Student Member ASID

Mrs. Mary K Boice, Allied Member ASID

Mrs. Senalee Victoria Kapelevich, Student Member ASID

Ron Livesey, Industry Partner, Galaxy Lighting

Lisa Mayeda, Student Member ASID

Brittany Remiger, Industry Partner, Galaxy Lighting

# National News

from ASID Headquarters

## 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](http://www.asid.org/rwdw).

## ASID Membership Cards

To support the ASID platform issue of sustainability, members can login to [www.asid.org](http://www.asid.org) and print a membership card 24 hours a day, 365 days a year. Beginning September 1, 2011, ASID will no longer print and mail membership cards for Allied or Professional members. This process has already been in effect with great success for over three years with Student and Industry Partner members. To print your card login to [www.asid.org](http://www.asid.org) and select "Go to My ASID". Once in the My ASID section please select "Print Your ASID Membership card."

## Share the Love Campaign is ON

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

SHARE  
THE LOVE  
XOXO



## New: Associate Members

Effective January 1st, 2012, ASID will begin accepting applications for Associate members, for individuals who possess a minimum of an associate's college degree in a subject other than interior design and document six years of full time interior design work experience on ASID Work Experience Forms. The forms must be completed by representatives from at least two of the categories below:

- Existing interior designer member of ASID
- Existing Industry Partner representative member of ASID
- Current or Past Employer
- Current or Past Clients

Associate members will be required to adhere to the same CEU requirements as Professional and Allied members: .6 CEUs every two years, PLUS must take a prescribed course of online CEUs across the first 12 months of their membership. ASID believes that the entire profession is strengthened by having those who practice interior design continually exposed to ongoing education.

The Society's board believes ASID should represent the full scope of the profession as it is practiced. The new Associate membership category simply reflects the reality of the marketplace.

ASID will not seek to prohibit anyone from calling themselves an interior designer, and will continue to pursue and support legislation that permits state-qualified interior designers to practice to the full extent of their capabilities and use the title "registered," "certified" or "licensed" interior designer. Your fellow interior designers on the board believes in the strength of increased unity among all those who practice interior design, and that no other association has the same breadth of practice, depth of resources or connection to the pulse of the profession. We look forward to build both the public's appreciation of design and knowledge of the importance of working with an ASID interior designer.

## October

### 19 **NARI Silicon Valley Informational Meeting**

Come learn how belonging to NARI can help your business.

WHEN: 5:15 to 6:00 pm

WHERE: M. Designs Architects, 25 W. Portola Ave., Los Altos, 94022

### 19 **NARI Silicon Valley Monthly Dinner Meeting** “Cost-Effective Green Building” and “Heating Water Efficiently”

WHEN: 6 - 8:30 pm

WHERE: M. Designs Architects, 25 W. Portola Ave., Los Altos, 94022

COST: First-time prospective members are free (limit 2 people per company), Returning guests are \$45  
RSVP by Oct 14 at [www.narisv.org](http://www.narisv.org)



### 22 **The Maharaja Cocktail Party celebrating the Asian Art Museum’s exhibition of the Maharaja: The Splendor of India’s Royal Courts**

Our own SRB Anu Vinayak and Professional Development Director Meera Chawla and others organized a reception celebrating the gorgeous Maharaja: The Splendors of India’s Royal Courts exhibit.

WHEN: 7:00 pm - midnight

WHERE: Asian Art Museum, 200 Larkin Street, San Francisco

TICKETS can be purchased online at <http://tinyurl.com/maharajacocktail>

### 22 **FABMO Textile Arts Boutique**

Shop green for your holiday gifts at this unique creative reuse showcase. More than 40 local artisans who have an eye on both design and the environment will sell items ranging from the beautiful to the whimsical and include wearable art, pieces for the home, dolls, purses and bags and more.

FabMo is a totally volunteer run, non-profit organization whose purpose is to salvage from designer showrooms tons of exquisite discontinued materials originally destined for the landfill, and provide them to local artists and craftspersons, educators and organizations. Fabrics, trims, wallpapers, leather and tiles

are

just some of the materials salvaged and repurposed.

For information contact [fabmotab@gmail.com](mailto:fabmotab@gmail.com).

WHEN: 10:00 am - 4:00 pm

COST: free!

WHERE: Quadrus Conference Center, 2400 Sand Hill Road #101, Menlo Park

## October

### 27 **The Do's and Don'ts of Soft and Hard Window Treatments**

This seminar focuses on proper selection and design for soft and hard window treatments, including how to select fabrics and top treatments, measure, install, and how to maximize a great view.

WHEN: 12:00 - 3:00 pm

WHERE: National Blinds, SFDC Showroom #484

COST: Free!

RSVP online at <https://events.r20.constantcontact.com/register/eventReg?lr=cmu9asdab&oeidk=a07e50e297u07e1821&oseq=a0231tgekuvf75>

### 27-29 **San Francisco Fall Antiques Show**

The San Francisco Fall Antiques Show, benefiting Enterprise for High School Students, celebrates its 30th anniversary. Over 60 carefully-vetted new and returning dealers will present a superb array of thousands of best-in-class decorative and fine art objects. This year's theme, Hidden Treasures, is inspired by the pearl, the treasure hidden within an oyster shell, and the traditional 30th anniversary gift.

This year's Honorary Chair, Chef Tyler Florence, will provide with a special amuse bouche recipe for the Preview Party gala, sponsored by 1stdibs.

WHERE: Fort Mason Center's Festival Pavilion

TICKETS & INFO: <http://sffas.org/>

## November

### 2 **SFDC Designer Wednesday** **Home for the Holidays with Chef Lea McIntosh** **of Nesting Newbies and Jeannie Fraise of** **Lotus Bleu**

WHEN: 12:00 - 2:00 pm

WHERE: Baker Knapp & Tubbs, Showplace 410

Arrive 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](http://www.sfdesigncenter.com/designerswed/designers_seminar_middle.html)

## December

### **Doctors Without Borders Quilt Fundraiser**

Featuring the works of our own Win Dell'Ario.

Details coming soon!

