

■ PRESIDENT'S ADDRESS



Dear Fellow Members:

It has been a wonderful year serving as your president and it went by very quickly. I have learned so much and have thoroughly enjoyed the experience. This year would not have been as smooth without our great board, Jeanette Loretz, President-Elect, Rise Krag, Membership Director, Ann Sarkissian and Meera Chawla, Professional Development Co-Directors, Debbie Snider, Financial Director, Mary French and Staci Giovino Co-Communications Directors, Dean Birinyi and James Stout, Co-Directors-at-large and Ja-

nine Arietta, Student Rep to the Board. I'm so grateful to each and every one of them. I'd like to also thank the nominating committee members, Marie Chan, Past-President, Sharon Kasser, Lilley Yee, Agnes Moser and Naz Saeed for their hard work in choosing new members for next year's board.

We're very grateful to our August Lunch and Learn host, Valet Custom Cabinets and Closets and to James Stout, Chief Concealment Officer at The Integrated Lifestyle for presenting a very informative talk on the latest in in-home entertainment. James and his team redefine the way discriminating families and professionals upgrade their home entertainment experience. Issues of cabling, hiding the components-speakers and avoiding early obsolescence are increasingly complex. Today's retailers are unable to help you create that personalized digital lifestyle.

Our September 1st meeting where we installed our President-Elect, Jeanette Loretz, was held at McRoskey Mattress Company in Palo Alto. Jill Bibo, the showroom manager graciously offered her showroom when we were unable to have it at the originally planned showroom.

McRoskey mattresses have been lovingly handcrafted in San Francisco since 1899 and shipped anywhere in the world. There are many different styles on their large showroom floor.

Please continue to support our chapter and our events. Make your membership work for you by checking out our national website www.asid.org. You'll be amazed at the many and diverse things offered to you as a member.

My best regards,



Carol Spence Carr, ASID
President, California Peninsula Chapter

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■ IMPORTANT DATES

- SEP 17** Funeral Mass and Reception for longtime member Joseph Beresford, ASID at St. Theresa of Avita in San Francisco. See page 6.
- SEP 19** Chapter Roundtable At Comstock's in San Jose. Topic coming soon. See page 2.
- SEP 20** Professional Development Committee Meeting at the chapter office in Menlo Park. See page 2.
- OCT 6** The Art of Communication: Practical and Powerful Techniques for Your Professional and Personal Life At Emser Tile in San Jose. See page 2.
- DEC 1** Gingerbread Houses at Dacor, South SF. See chapter website

■ MISSION STATEMENT

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

■ Upcoming Events

September Roundtable: How to Work in This Economy

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

September Professional Development Committee Meeting

Chapter members are welcome to attend the monthly Professional Development Committee Meetings. Come and meet other chapter members while creating a stellar set of programs for the chapter calendar! Never organized an event before? Learn from others' experiences and see how it is done. Love organizing events? Join us to make the year fun and valuable!

WHEN: Tuesday, September 20, 2011
 TIME: Noon - ~2:00 pm
 WHERE: ASID CA Peninsula Chapter Office
 671 Oak Grove Avenue, Suite E, Menlo Park

The Art of Communication: Practical and Powerful Techniques for Your Professional and Personal Life

presented by renowned Bay Area Lifestyle Coach, Penny Polayes

Penny Polayes is a Certified Performance Coach, Relationship Coach, Family and Leadership Coach, sought after Keynote speaker, and a member of the elite coaching organization, the International Coach Federation. She specializes in guiding her clients through discovering their true voice and message while achieving their long-desired goals. Penny's expertise in relational & leadership coaching helps clients to achieve true connections with themselves, others, and their purpose. Clients describe Penny as authentic, intuitive, rigorous and encouraging. Her ideal clients are those who know they can achieve more out of life, but don't know where to start or are overwhelmed with the idea of change. Her unique style of drive and accountability coupled with a deep caring for her clients and a storehouse of resources and information help her clients reach what seemed like impossible goals.

WHEN: Thursday, Oct 6, 2011
 TIME: 4:00 - 5:30 PM Board Meeting (Open to Chapter Members)
 5:30 - 6:00 PM Networking
 6:00 - 8:00 PM Presentation
 WHERE: **Emser Tile**, 550 Charcot Avenue, San Jose
 COST: Free for ASID members, \$20 for non-members
 RSVP: to the chapter office: admin@asidcapen.org, 650.323.6791

■ ASID CA Peninsula's Installation at McRoskey Mattress Company

Top: Outgoing President Carol Spence Carr swears in the FY2012 ASID CA Peninsula Chapter Board. From L-R: Director-at-Large James Stout, Professional Development Director Meera Chawla, Communications Director Denise Carey, SRB Anu Vinayak, Finance Director Win Dell'Ario, Outgoing Chapter President Carol Spence Carr, President-Elect Jeanette Loretz, and President-Elect-Elect Mary French. Bottom Left: Carol thanks Membership Director Rise Krag. Bottom Right: Outgoing Chapter President Carol Spence Carr hands the crown to Incoming President Jeanette Loretz.



■ ASID CA Peninsula's Installation at McRoskey Mattress Company

Top Left: President-Elect thanks Outgoing Chapter President Carol Spence Carr, and presents a memory book. Top Right: Co-Director-at-Large James Stout (also Industry Partner, The Integrated Lifestyle), Allied Member Karin Parodi (and Industry Partner rep for Valet Custom Closets), and Student Member Dolors Ayala. Center Left: Past Presidents Shirley Lo, Mary Ann McEwan, and Carol Woodard, Current President Carol Spence Carr, and President-Elect Jeanette Loretz. Center Right: Incoming SRB Anu Vinayak, Hostess Jill Bibo, and Outgoing SRB Janine Arietta. Bottom Left: Incoming SRB Anu Vinayak, Professional Development Director Meera Chawla, IP Bardia Nozad with Pejman Carpet, and Allied Member Lisa Staprans. Bottom Right: Chapter President Carol Spence Carr, Hostess Robin McRoskey Azevedo, and President-Elect Jeanette Loretz.



INDUSTRY PARTNER TESTIMONIALS: Dean J. Birinyi Photography

Like many professions that require focus, Dean Birinyi has a passion for photography and collaboration. Achieving my vision has always been his primary concern. I have a clear idea of which rooms and what angles I want to highlight, and Dean often offers a fresh way to interpret that, which is part of the collaboration.

The photo below was featured on the cover of the summer issue of Gentry Design. Dean's customary walk-through became a panicked "Real" photo shoot when we found out that the "punch-list" would start in the morning. Dean's ability to shoot fast and be flexible made the cover shoot possible.

**Rise Krag, Membership Director and Allied Member ASID
RKI Interiors**

Contact:

Dean J. Birinyi
Dean J. Birinyi Photography
1893 Villa Street
Mountain View, CA 94041-1050
dean@djbphoto.com
www.djbphoto.com



MEMBERSHIP SPOTLIGHT

Funeral Mass and Reception for Joseph Beresford, ASID

It is with great sadness that we inform you of the death of long time chapter member, Joseph Beresford, ASID.

Joe died on Monday, August 29th after a yearlong struggle with pancreatic cancer. Joe had served our chapter in numerous positions on the board and as committee chairs.

The funeral mass for Joe will be held at 10:00 AM. The reception will follow in the Parish Hall. Interment will be at Holy Cross Cemetery in Colma – the procession will leave St Teresa’s about 1:00 PM. Burial will follow at Holy Cross Cemetery.

St Teresa of Avita
390 Missouri St, San Francisco, CA 94107
Corner of Connecticut and 19th Street
Phone: 415-285-5272

WELCOME NEW CHAPTER MEMBERS!

- Sabrina J. Alfin, Allied Member ASID
Lily May CHANG, Student Member ASID
Ms. Nozomi Hirasawa Galloway, Student Member ASID
Kerry Beth Koerner, Student Member ASID
Karla J. Rodriguez, Industry Partner, HartmanBaldwin Design/Build
Catherine Smith, Industry Partner, Casa Smith Designs

NATIONAL NEWS

ASID Membership Cards

To support the ASID platform issue of sustainability, members can login to 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 and select “Go to My ASID”. Once in the My ASID section please select “Print Your ASID Membership card.”

REGISTER! RealWorld Design-Week

2011 marks our forth 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.

■ NATIONAL NEWS

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.

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

**SHARE
THE LOVE**
XOXO



ASID Webinars

The importance of keeping your clients active on a continuing basis, .1 CEU

WHEN: Wednesday, 9/21, 10:00 am (1.5 hrs)

Effective Communication: Tactics and Tools for reaching your desired audiences

WHEN: Wednesday, October 05, 10:00 am (1.5 hrs)

REGISTER for all events above and more online at <http://www.asid.org/events/>

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.

■ AROUND OUR DESIGN COMMUNITY

San Francisco Living: Home Tours Weekend

Sponsored by California Home + Design, CaesarStone, and Matarozzi Pelsinger Builders

WHEN: September 17–18, 10:00 am–4:00 pm

COST: \$60-\$70 AIA Members
 \$55 AIA Members Bicycle Tour
 \$75-\$85 General Admission
 \$70 General Admission Bicycle Tour

INFO: www.aiaf.org/hometours

Sherwin-Williams ColorMix 2012

Sherwin-Williams invites chapter members to ColorMix 2012, presented by Jackie Jordan, on Tuesday, Sept 20 at 11:00 am (luncheon to follow) at the Robert Allen/Beacon Hill Showroom, 101 Henry Adams Street, Ste 218, SF

WHEN: Tuesday, September 20, 11:00 am

WHERE: Robert Allen/Beacon Hill Showroom
 101 Henry Adams Street, Ste 218, SF

Please RSVP by 9/16 to stephanie.j.letsinger@sherwin.com or 415.861.1901

NARI Monthly Meeting

“21st Century Marketing for Remodelers”

NARI of Silicon Valley invites you to a special presentation by Professional Remodeler Editor-in-Chief Jonathan Sweet.

Strengthen your marketing efforts with innovative strategies and practical, effective applications.

WHEN: Wednesday, Sept. 21st, 5:30 to 9:00 pm

RSVP: by Sept. 16th online at
http://www.narisv.org/dinner_meeting.html

SFDC Designer Wednesdays

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.

Mindstream Healthcare Events

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

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

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 is Chef Tyler Florence, who will provide with a special amuse bouche recipe for the Preview Party gala, sponsored by 1stdibs.

WHEN: Thursday, October 27–Saturday, October 29

WHERE: Fort Mason Center's Festival Pavilion

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

Sustainability Essentials Webinar

This one-hour provides 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: Monday, September 19th at 10 am

REGISTER online at
<https://www2.gotomeeting.com/register/244250683>

Thank you to our IP Year-Long Sponsors:

