

Newsflash

ASID CA Peninsula
Newsletter

December 2011



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



CALIFORNIA PENINSULA

ASID CALIFORNIA PENINSULA

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Happy Holidays!

Every year I vow that Christmas will not catch me by surprise. Once again, it has. I still have presents to buy and send, baking to do, and special meals to plan in addition to all those things we do every day, like work. Sometimes it's hard to stop and enjoy the moment. I read something inspirational every morning and today's is a quote from Eleanor Roosevelt: "Yesterday is history, tomorrow is mystery.... today is a gift." So hopefully I will pay attention and enjoy the gift that today has brought. When you are so stressed by everything you need to do to prepare for Christmas, stop for a moment and enjoy the gift.

I want to thank all the members that joined me at the Holiday Party. I had a great time and I hope you did too. Not only did we have a good time, we did something good. We collected about 40 gifts and \$140 that were donated to Toys for Tots. Some children will have a better holiday as a result of our efforts.

I'm looking forward to the start of the new year. We open the year with a program on January 12th about creating a professional image. We can all use some pointers on how to better present ourselves. The February meeting will consist of a panel; an architect, interior design instructor (you all love her) and attorney that will enlighten us about how to better conduct our business. Bring your questions. It looks like the theme for the year is Getting Better. Not a bad way to start the year.

I wish you all a joyous Christmas and prosperous New Year.

Jeanette Loretz, ASID, CAPS
President, ASID California Peninsula Chapter 2011/2012



ON THE COVER:

Healthcare Gold Award
 Designer: Patricia McDonald, ASID
 Patricia Borba McDonald
 (408) 292-6997
 info@pbmcdonald.com
 www.pbmcdonald.com
 Photographer: Chris Conroy

Table of
Contents

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PRESIDENT’S LETTER 2

CHAPTER CALENDAR OF EVENTS 4
 Call for Entries

MEMBER NEWS 7
 Photos from recent Chapter Events
 IP Testimonials
 New Chapter Members

STUDENT NEWS 11
 ASID National Student Design Competition

NATIONAL NEWS 12
 Changes in Membership starting January 2012
 Share the Love Campaign has been extended
 Modernizing STEP
 NCIDQ Sunsets Eligibility for Graduates in Programs with fewer than 60 Semester Hours

DESIGN COMMUNITY CALENDAR 14

CHAPTER SPONSORS 15

December

20 **Designer Challenge Committee Meeting**

Join Designer Challenge Chair Janine Arietta and past Host Kevin Daroca and others to make the 2012 Designer Challenge better than ever.

WHERE: Design Mart, Silicon Valley

TIME: 9:00 am - ?

NOTE: the Chapter office will be closed December 26 - January 9.

January

12 **Dressing with the Flair of an Interior Designer:**

Learn the Difference Between Dressing with Flair and Dressing over the Top

Past President Carol Spence Carr will speak, drawing from many years of experience as both a flight attendant as well as a wardrobe consultant for Doncaster Apparel, fine women's clothing, on what makes a great first impression, and what little details can enhance or derail a polished image.

WHERE: Rebarts Interiors, 247 California Avenue, Burlingame

TIME: 6:00 pm - 9:00 pm

COST: Free for chapter members, \$20 for non-members

RSVP by January 6: admin@asidcapen.org, 650.323.6791

17 **Professional Development Committee Meeting**

Volunteers welcome! Meet other members while helping make the chapter calendar great!

TIME: 12:00 pm - ~1:30 pm

WHERE: ASID CA Peninsula Chapter Office, 671 Oak Grove Avenue, Suite E, Menlo Park

February

2 **Panel Discussion: Contracts, How to Charge, and Ethics**

With Past President Richard Morrison, AIA, ASID, Instructor and Chapter Member and Canada College Interior Design Instructor Sharon Kasser, ASID

WHERE: University Electric, 1500 Martin Ave, Santa Clara, CA 95050

TIME: 6:00 pm - 9:00 pm

COST: TBD

RSVP by January 27 to the chapter office: admin@asidcapen.org, 650.323.6791

17 **Design Competition Entry Forms Due, 5 pm**

WHERE: ASID CA Peninsula Chapter Office, 671 Oak Grove Avenue, Suite E, Menlo Park

21 **Professional Development Committee Meeting**

TIME: 12:00 pm - ~1:30 pm

WHERE: ASID CA Peninsula Chapter Office, 671 Oak Grove Avenue, Suite E, Menlo Park

27 **Chapter Roundtable**

TIME: 6:00 - 8:00 pm; Topic and venue to be determined

Meetings and events are subject to change. Please check News & Events at www.asidcapen.org for latest event info.

March

1 **Speed Networking**

Fine-tune your 30-second elevator pitch! Set up similar to speed-dating, practitioners and students switch tables every few minutes to meet our Industry Partners. See how they can benefit you and enhance your next project, while you dazzle them with your specialty niche. Bring your business cards!

WHERE: Design Mart Silicon Valley, 23 Las Colinas, Suite 104, San Jose

TIME: 6:00 am - 9:00 pm

COST: TBD

RSVP by February 24: admin@asidcapen.org, 650.323.6791

20 **Professional Development Committee Meeting**

Volunteers welcome! Meet other members while helping make the chapter calendar great!

TIME: 12:00 pm - ~1:30 pm

WHERE: ASID CA Peninsula Chapter Office, 671 Oak Grove Avenue, Suite E, Menlo Park

26 **Design Competition Binders DUE, 5 pm**

Student Volunteers Welcome! This is a great opportunity to learn what makes an award-winning entry.

WHERE: AS Designs, 14107 Winchester Blvd., Suite P, Los Gatos

28 **Design Competition Pre-Judging**

Student Volunteers Welcome! This is a great opportunity to learn what makes an award-winning entry.

WHERE: AS Designs, 14107 Winchester Blvd., Suite P, Los Gatos

If interested, please contact chapter office by March 24: admin@asidcapen.org, 650.323.6791

31 **Design Competition Judging**

Student Volunteers Welcome! This is a great opportunity to learn what makes an award-winning entry.

WHERE: TBD

If interested, please contact chapter office by March 24: admin@asidcapen.org, 650.323.6791

April

17 **Professional Development Committee Meeting**

Volunteers welcome! Meet other members while helping make the chapter calendar great!

TIME: 12:00 pm - ~1:30 pm

WHERE: ASID CA Peninsula Chapter Office, 671 Oak Grove Avenue, Suite E, Menlo Park

19 **SAVE THE (tentative) DATE: Designer Challenge**

Mark your calendars for this popular event! Sign up to be on a Team by March 01 (sign up forms coming soon).

WHERE: TBD

TIME: 6:00 am - 9:00 pm (Teams need to be there 4:00 to 4:30)



CALL FOR ENTRIES

ASID CA Peninsula Chapter's 2012 Design Competition starts NOW!

- You must be a chapter member in good standing to enter.
- Entry Form and Packet will be available at the start of the new year.
- Entry Forms are due at the Chapter Office by 5:00 pm, Friday, February 17, 2012
- Entry Binders are due at AS Designs by 5 pm, Monday, March 26, 2012.
- Winners will be announced at the chapter's Annual Design Awards Celebration.
- Winners will be published in the July issue of CA H+D.
- For details, please go to the chapter website: www.asidcapen.org.



CALIFORNIA PENINSULA

Christmas at Our House

at the Wimmers' Residence, Los Altos Hills

Photo Highlights of our Chapter Event



Christmas at Our House is Saint Francis High School's Women's Club's annual house tour fund raiser. This year, Chapter President and Saint Francis High School supporter and alum Jeanette Loretz lead a team of students and chapter member volunteers to decorate a house for the house tour. Pictured top row center: President-Elect Mary French, ASID, and center row right: Chapter President Jeanette Loretz.



Gingerbread Houses

at Dacor Showroom, South San Francisco

Photo Highlights of our Chapter Event



THIS PAGE: Top Left: Teri Pollard, ASID, unidentified guest, President-Elect Mary French, ASID, and Allied Member Edie Sanford. Top Right: Past President Carol Spence Carr, ASID, Student Member Dolores Ayala, and Lilley Yee, ASID. Bottom: Almost everyone in a single photo! Our gracious hostess Charlene Rouspil is standing at top right.

NEXT PAGE: Top Left: SRB Anu Vinayak and Allied Member Oscar Erazo; Top Right: Communications Director Denise Carey and Finance Director Win Dell'Ario. Center Left: Student Members Nicole Reyes and Sakiko Ueno, Vicky Tsai, ASID, and Adele Zajac; Center Right: At-Large Director James Stout. Bottom Left: Allied Member and IP Karin Parodi (Valet Custom Closets & Cabinets) and IPs Eddy Gonzales and Cheryl Gorham of Finishes Unlimited; Bottom Right: Allied Member Connie Sloma.

Holiday Open House

at Chapter President Jeanette's House

Photo Highlights of our Chapter Event



Member News

IP Testimonials: All Natural Stone

I thoroughly enjoy working with All Natural Stone. They are always helpful and attentive when needed. The products they carry give my clients a wide variety of quality stone and tile at multiple price points to keep them on budget. Quite a few times they've gone the extra mile in finding product that I needed immediately. With that kind of service why go anywhere else?

Denise Carey, ASID

Contact Info:

All Natural Stone
www.allnaturalstone.com

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2504 Seaboard Ave
San Jose, CA 95131-1025
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(408) 821-2929

Juan Vasquez
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juan@allnaturalstone.com
(650) 239-5200

WELCOME NEW CHAPTER MEMBERS!

Lucilene Alves Boucher, Student ASID

Jim Heintz, Industry Partner, University Electric

Danielle Holdt, Student ASID

**Wishing you and yours
Happy Holidays and
a safe and Happy New Year!**

Student News

2012 ASID Annual Student Design Competition

THE CHALLENGE

CELEBRATE. EXPLORE. DESIGN FORWARD. CHALLENGE. INSPIRE. OVERCOME. MEDIATE. MEDITATE. EXPAND. TRANSCEND. This competition is about everything we haven't seen yet. Close your eyes and imagine how you are living, working or playing in 2025. Take that mental inspiration and educate our panel of jurors on what's possible. Build a design proposal that doesn't just get outside-of-the-box, but redefines "the box" entirely.

Your design can span commercial and/or residential interior design, and focus on any category such as corporate, hospitality, residence, retail, education, healthcare, government or institutional (just to name a few). You are encouraged to research additional sectors and choose one that is of interest to you. Once you have selected a direction, explore what the future of design means to your chosen space by identifying an issue or set of issues that face a user group within the space. You are encouraged to tackle emerging issues and engaging future thought champions, keeping in mind that what defines the future of design in your space may be based on a number of variables – some of those seemingly obvious, and others less direct. Ultimately the goal of the competition is to recognize a forward-thinking approach.

A rapid diffusion of innovation will be required – new technologies and building materials will make a contribution, but the fundamental innovations will come from designers learning to rethink the way we design buildings. Rethink Design by searching for synthesis and new design solutions!

ASID is committed to the best practices of interior design, sustainability and the leading issues impacting the profession. Your project should:

Explore and communicate the definition of 'rethinking design' as it pertains to your space, user group and context

Clearly define the issues your design will address in order to promote your definition of 'rethinking design'

Follow a concept that best guides your design decisions

Convey your complete design intent solely through written and graphic communication

Showcase innovative thought and creativity

Project Code Requirements:

Your design must comply with all applicable codes for the building type and context you develop. These codes may include, but should not be limited to: IBC, UBC, NFPA, ADA, NEC.

Recommended resources to integrate into your project:

LEED Rating System

2030 Challenge

Living Building Challenge

Project Parameters:

We encourage you to consider your overall project environmental impact and footprint

The space you design is not restricted by any square footage limitation; either single floored or multi-floored

Your project must be located within the US

You determine the type of space and the functions that take place in it- (examples may include but should not be limited to: residence, office, hospitality/restaurant, institutional, government, healthcare, corporate, etc.)

You determine the context and location of your space. Is it a stand-alone space? Or part of a larger entity?

You determine all interior and exterior structural parameters for the space and all other related components

ELIGIBILITY

Must be a current ASID Student Member

The competition opens December 1 and closes January 15

The cost to participate is \$25 and limited to one entry/student

Info: www.asid.org/awards/competitions/student_comp

DUE: January 15, 2012

AWARD

Winning entry receives a \$2000 cash prize, and media coverage in ASID ICON, ASID ACCESS Student Magazine, on asid.org, all social media outlets, and will also be honoured at the annual ASID Celebration awards ceremony at NeoCon in Chicago, June 2012.

Honorable mention receives media coverage in ASID ICON, ASID ACCESS Student Magazine, on asid.org, and all social media outlets.

Changes to Remember for January 2012

Allied Inactive:

Allied Leave of Absence will be deactivated as a membership subclass as of January 1, 2012. Subclass “Allied Inactive” will take its place and dues will be \$240 (same as Professional Inactive). All Allied Leave of Absence members have been communicated with, alerting them of the status name change to Allied Inactive and providing them with all information about the type of membership. All members who elect to renew come January as an Allied Leave of Absence will automatically be changed to Allied Inactive in our systems.

Associate Membership:

For individuals who can demonstrate six years of full time interior design experience and possess a minimum of an associate’s college degree in a subject other than interior design. To demonstrate their experience, those applying for Associate status must submit ASID Work Experience Forms completed by representatives from at least two of the following four categories:

- a. Existing interior designer member of ASID
- b. Existing Industry Partner representative member of ASID
- c. Current or Past Employer
- d. Current or Past Clients

Associate members will be required to adhere to the same CEU requirements as Professional and Allied members: .06 CEUs every two years. Additionally, they must take a prescribed course of online CEUs across the first 12 months of their membership. Members in this category will use the appellation “Associate ASID” and will pay a dues amount equal to Professional and new Allied members - \$430. Associate members will be able to apply for membership online beginning late December and you will be receiving Associate applications in your January kick off boxes along with the other applications and other “goodies”.

Educator Partner Membership:

This January, ASID will introduce a new Educator Partner membership category to accommodate full-time and adjunct interior design educators who have professional backgrounds in other fields (such as fine arts, industrial design, historic restoration, etc.). Members in this category will use the appellation “Educator Partner ASID” and will pay a dues amount equal to Professional and Allied Educator members—\$270. Educator Partners will be able to apply for membership online around January 23rd and you will be receiving Educator applications in your January kick off boxes along with the other applications and other “goodies”.

Dues Updates:

- As of the first of the year all NEW Allied members will pay \$445. There will no longer be a dues progression for Allied membership. Current Allied members or any designer who joins before December 31, 2011 will follow the current Allied dues progression. (Allied Student Advancement membership will continue to follow the same dues progression for their first 6 years of membership.)
- In addition to paying their application fee, as of January 1st all Professional, Allied, and Associate new members applying for membership via a mailed or online application will be responsible for paying their membership dues UPFRONT (or they may sign up for the monthly installment program). Members will not be considered active until their first year’s payment (or first month’s payment for those participating in the installment program) has been processed.

National News

from ASID Headquarters

Share the Love Campaign extended through 2012

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! BONUS: Tell your friends to including promotion code CHAPTER11 to waive the application fee.

After their membership is valid for four months, **you** will receive a voucher code for \$50 towards dues or anything in the ASID store. Those who get the most to join may win a trip to NeoCon 2012!

SHARE
THE LOVE
XOXO



Modernizing STEP

ASID is going to reorganize and refresh the STEP program in 2012. Over the years, STEP has been the most recognizable preparatory program for the NCIDQ however, even the best of things need an update now and then. To address the issues ASID is stepping back (so to speak) and researching what our options are including reaching out to companies that specialize in just this type of prep program for development and/or delivery. The content, learning objectives, and learning outcomes will continue to be developed by ASID. We will also look into the possibility of creating such a program in-house.

NCIDQ Sunsets Eligibility for Graduates in Programs With Fewer Than 60 Semester Hours

WASHINGTON, DC—The National Council for Interior Design Qualification, Inc. (NCIDQ) has officially announced that after December 31, 2018, it will no longer accept applicants for the NCIDQ Examination whose formal interior design education consists of a degree with fewer than 60 semester or 90 quarter-credit hours of interior-design-related coursework.

This route for those with a two-year associate's degree having 40-59 semester credits or 60-89 quarter credits in interior design coursework (colloquially known as "Route 5") will no longer meet the organization's education requirement. In July 2004, the NCIDQ Board of Directors announced that this phase-out was part of the long-term eligibility plan for the exam qualifications but did not set a firm date, pending research and discussions with the educational community. The seven-year sunset plan was developed to provide a year of notification time, plus additional time for a person to enroll in a two-year program, complete it and work for four years to meet the education requirement by the end of 2018.

"Interior design education is trending away from the two-year, 40-hour program as interior design practice becomes more complex," says NCIDQ President Patty Blaser, a professor at Brookdale Community College. "As an educator, I know how challenging it can be to prepare students to enter a dynamic profession that is growing in both complexity and demand. Interior design continues to evolve as consumers require more from their design professionals. All of us in the educational and professional community need to be ready to help these future designers meet those challenges--whether it's through education, mentorship or supervising their entry-level practice."

Blaser continued, "NCIDQ will continue to keep pace with education and practice in order to ensure that the NCIDQ Examination and resulting credential remain the gold standard for interior design professionals. We will look to partner with educators and professional organizations to help us advise those investigating interior design careers about the minimum acceptable education we will accept."

Calendar

December

- 16 Last Day for Early Bird Discount for Green California Summit and Exposition**
Register now and receive a 30% discount on the Summit education program. A full two day pass is currently \$165 and a one day pass for either April 26 or 27th is only \$95.
Attendance to the Keynote presentation and exposition floor is FREE with registration.
Register at
<http://www.rsvpbook.com/event.php?447081>
- 19 FREE Sustainability Essentials Webinar**
An introduction to environmental issues related to home furnishings and a synopsis of GREENleaders.
WHEN: Monday, December 19, 10:00 - 11:00 am PST
REGISTER online at
<https://www2.gotomeeting.com/register/663478098>

January

- 1 Students: Last Day to "Like" IIDA-NC Facebook page to possibly win a Via Proform chair!**
Go to
<http://www.facebook.com/pages/IIDA-Northern-California-Students/146356925459640>
- 5 IIDA Student Design Award Workshop**
Students: learn the do's and don'ts of design competitions
TIME: 5:30 pm
WHERE: Herman Miller Showroom
One Kearny Building, 23 Geary Street, Suite 900, SF
COST: free!
RSVP to studentaffairs@iidanc.org
- 5 LEED Professional Project Experience Program**
The LEED Professional Project Experience Program, from USGBC-NCC, GreenStep and Green-Buildings.com, provides the opportunity to actively work on a LEED registered project, and qualify for the LEED AP exam. This online program takes place over 4 weeks, Tuesdays from 6:00 to 7:30 pm via web conferencing.
COST: USGBC-NCC Members: \$375
Non-Members: \$400
REGISTER/INFO

http://www.usgbc-ncc.org//index.php?option=com_content&task=view&id=603&Itemid=349



See Finance Director Win Dell'Ario's beautiful quilts through mid February at the Bamboo Hair + Body, 799 Main St, Ste B, Half Moon Bay, or on her blog, <http://winifredsthreads.blogspot.com/>

February

- 7 LEED Professional Project Experience Program**
See info under January 5 description
- 9 IIDA-NC: The Windows Reveal Preview**
Be the first to view amazing window creations at IIDA-NC's Preview Party!
TIME: 6:00 pm
WHERE: San Francisco City Center
International Art Museum of America
1025 Market Street, San Francisco
Details coming soon at www.iida-nc.org
- 11 IIDA-NC: NCIDQ Exam Prep**
Details coming soon at www.iida-nc.org

March

- 20 SAVE THE DATE: 9th Annual Water Showcase**
TIME: 9:00 am - 6:00 pm
WHERE: Pacific Pacific Energy Center
851 Howard Street, San Francisco
REGISTER to attend at:

http://www.usgbc-ncc.org/index.php?option=com_content&task=view&id=638&Itemid=360

Our Chapter Sponsors

