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August 2010

The Newsletter for Members of ASID Indiana Chapter

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**President's Message**

August.....time for school to begin, the nights begin to get cooler but the days are still long and sunny. This is one of my very favorite times of the year. Gardens are giving us wonderful produce.....tomatoes, peppers, watermelon, cantaloupe and corn are just a part of the bounty. Sadly, before long, summer will be just a memory. But it's also the time your chapter plans the next year and wraps up the past year. It means a new work plan for the chapter and exciting new meetings and events. I hope you will get involved if only by attending meetings and showing your support for your board and our sponsors. Yet to come in this calendar year, our chapter has an exciting event planned for you with our Market showcase on September 23rd. Please plan to attend....there will be many vendors to show you what is new in the industry and there is a wonderful CEU planned. More information is in the newsletter and there will be other information coming to you soon. The Annual Meeting will be held on September 28th at the Indiana Design Center and will be the installation of your new board. We hope to see you there.....and invite someone you haven't seen for awhile. Make a call; tell them we miss them and their chapter needs them.

*Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world..... Bishop Desmond Tutu*

Donna Daniel, ASID

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**News from National**


Have you visited [www.ASID.org](http://www.ASID.org) lately? The national website has a new look! Check it out when you have a chance. You'll easily find, online classes, upcoming events, news, and much more. You will also be able to access your individual ASID account by logging in. Spend a few minutes looking around at all of the great new improvements.

At the top of the home page you will find an easy-to-navigate list of categories. The following is a brief snap shot at what you can expect to find when you click on them.

**Events:** You can easily find a list of national events with details regarding location and dates.

**Education:** This link provides comprehensive information on employment, (ASID Job Bank), career management, business tools, and professional development services.

**Knowledge Center** contains access to information pertaining to Codes and Standards, links to publications, and my favorite, links to design-related blogs and organizations.



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**Mission Statement**

The Indiana Chapter of the American Society of Interior Designers promotes ethical practice and design excellence through professional education, networking, public awareness and the advocacy of interior designers' right to practice.

**News Room:** Find the latest up-to-date news, including press releases, guides on how to get your work published, newsletters, and Industry Partner news.

Click on **Practice and Business** to find a variety of tools to support your design business. There are strategic reports for information regarding large-scale trends. Interior design professional facts and figures. As well as tips and tools for starting, marketing, managing, and planning your own business.

Don't forget to click on the **ASID Store tab**, located on the right hand side of the home page. There you will find the following:

**ASID UNI:** ASID UNI offers easy anytime access to a growing number of high quality on-line education and training courses aimed at some of interior design's most pressing issues. As well as residential and commercial contracts to help guide you through the designer client working relationship.

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## Upcoming Events

**9/14-16/2010: Healthcare Facilities Symposium and Expo**

Navy Pier in Chicago, IL

**9/23/2010: Bi-Annual Market Showcase**

Indiana State Fairgrounds, 1-6PM

**9/23/2010: Annual Meeting – Details to come!**

**11/7-13/2010: Real World Design Week**

[Sign up now!!!](#)

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## Market Showcase 2010

**ATTENTION ASID MEMBERS**

**Mark your calendars to attend our bi-annual  
 MARKET SHOWCASE**

**Thursday, September 23, 2010**

**Farm Bureau Building @ Indiana State Fairgrounds**

**Show opens: 1:00 pm - 6:00 pm**

**CEU and Lunch Program for Market Showcase 2010  
 September 23, 2010**

The program - ***Supersize Your Success: 7 Steps to Peak Profits in Challenging Economic Times*** will be presented by Fred Berns who is a leading authority on how to substantially increase sales and profits for interior designers. He has presented his programs for ASID, NKBA, and IFDA worldwide and was in Dubai last fall.

CEU registration begins at 8:30 a.m. The program will begin at 9:00 a.m. in the Farm Bureau Building at the Indiana State Fairgrounds and lunch will follow at 12:00.

The cost for the .2 CEU and lunch is \$105.00.

The committee has been working to ensure you receive a full day of learning and hopefully some fun along the way.

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## Real World Design Week

### RealWorld DesignWeek 2010: It's Easy to Host a Student Member for a Day!

ASID needs members to host shadow days during **RealWorld DesignWeek**, the Society's premier job shadowing program!

During **RealWorld DesignWeek, November 7 – 13, 2010\***, ASID student members nationwide will participate in one-day shadow experiences with ASID professional and allied members, as well as Industry Partner representatives, on site at work locations. The goal is for students to observe a typical day in the life of a design professional and experience the interior design practice outside of the classroom.

#### The benefits to professionals and chapters are numerous, including:

Designers and industry partners

- Make a positive change in an aspiring designer's life in just one day
  - Help to sustain and advance the interior design profession
- Find a skilled intern or entry level designer to alleviate some of your work load
  - Learn progressive design skills and approaches from your student

ASID chapters

- Increase student and emerging professional recruitment and retention rates
  - Improve relations between professionals and students in your chapter
- Invest in your students and ensure strong chapter leadership in the future

*"Something I think is important for practitioners to understand is how easy it is to work a student visit into your schedule. I've found that students just want to see and experience what you are doing on a minute-by-minute, day-to-day basis. They want to understand a little bit better what a firm accomplishes in a day or a week or a month, and any insight we can give them into that process is very welcome and appreciated. The nice thing is that being a mentor isn't a difficult thing. You don't have to plan every moment of an activity, it is really just giving students a window into your day as an interior designer"*

**-Deborah Lloyd Forrest, FASID, 2009 RealWorld DesignWeek Participant**

**Hosting a shadow day is easy! Here are some tips as to what you can share with a student:**

- Attend client meetings
- Attend team meetings
- Attend vendor meetings
  - Visit design center
  - Visit past projects
  - Explore library
- Explain bookkeeping
- Review client binders and/or contracts
  - Visit construction sites
- Review student's resume and/or portfolio
- Demo CAD, Revit, SketchUp or other software programs
  - Demo rendering

**Register Today!**

RealWorld DesignWeek registration for shadow day hosts is currently open online. For more information on this program and how to register, visit [www.asid.org/rwdw](http://www.asid.org/rwdw).

Thank you in advance for your support of RealWorld DesignWeek! Please contact [rwdw@asid.org](mailto:rwdw@asid.org) with any questions about this program.

*\*Members unable to commit time during RealWorld DesignWeek are encouraged to host shadow days between the grace period of October 1 – November 30, 2010.*

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## Healthcare Symposium

**September 14 – 16, 2010 - Navy Pier, Chicago, IL**

The Healthcare Facilities Symposium & Expo, now in its 23rd year, is the original event that brings together the entire team who designs, plans, constructs and manages healthcare facilities. HFSE has something for everyone who sits around a table to renovate or construct a new healthcare facility.

**ASID Indiana Members: Save 20% on your full conference pass or get your free expo pass! Use Source Code HCEG9R when registering at [www.hcarefacilites.com](http://www.hcarefacilites.com)**

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## ASID Students Study Abroad



On July 17th, a group of 5 students from Indiana University-Purdue University Indianapolis (IUPUI) on behalf of GDS (Global Design Students- a student organization) took off for Thailand. Two of those students, Stephanie Richard and Anthony White, are ASID members!

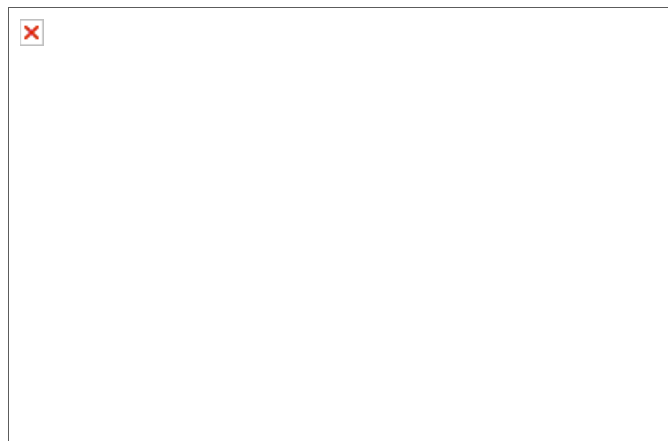
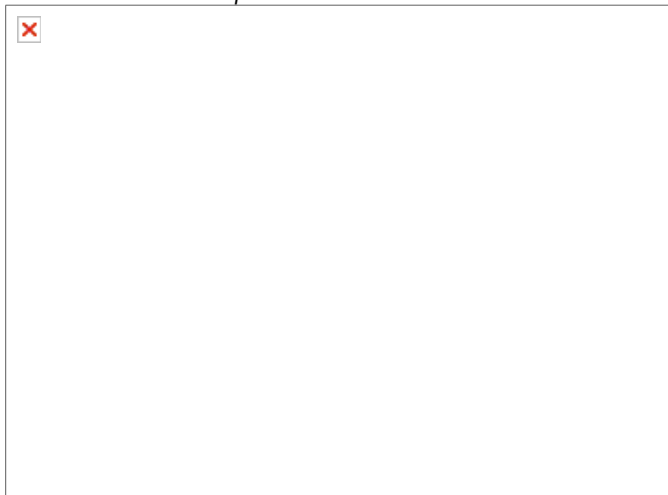
Part of the overall trip to Thailand was an interdisciplinary design workshop entitled (by MSU), "The 2nd Workshop IUPUI&MSU : Interdisciplinary for Design" This was a collaboration between IUPUI and Mahasarakham University (MSU). The disciplines of urban design, interior design, architecture and creative arts were all represented and the intent of the workshop was for each of the three groups to present a concept of a new way to use bamboo in order to add value to the lives of a local village. The group visited Kok Kong Village to learn from and observe the villagers that have been using bamboo in traditional ways for many years. The village leader hosted the group at her home where she explained what they currently use bamboo for, and also the problems the village faces. The students then convened to explore the properties of bamboo and brainstorm ways to use it. The next day, the students returned to Kok Kong to collect materials for models and ask additional questions of the villagers. At the end of the day, each group gave a preliminary presentation and received feedback from the Thai, American and Canadian instructors. After another day of collaboration between the Thai and American students, the final presentations were given. The proposed solutions included a portable hammock stand, a decorative panel to be used in walls, windows, ceilings, etc, and a lighted woven bench. Presentation materials included drawings, physical models, and computer models.

The program, which took place July 17-23, was at The Faculty of Architecture, Urban Design and Creative Arts at Mahasarakham University. MSU is located in the Isan, or Northeast, region of Thailand and is roughly 7 hours away from Bangkok by car. MSU has an official relationship with IUPUI in the form of a signed Memorandum of Understanding (MOU). The leading professor was Dr. Jan Cowan, head of the Architectural Technology Program at IUPUI. They were also joined by Professor Craig Greene from the College of the North Atlantic and worked with a group of 12 Thai students while there.

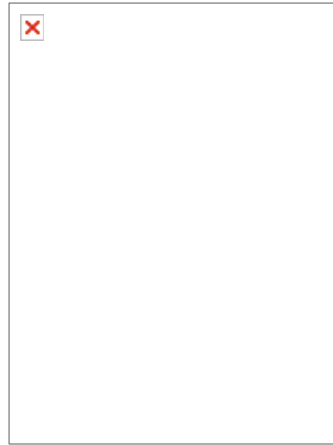
This program allowed both the American students and the Thai students to experience and appreciate the design process through the eyes of another culture. The villagers felt empowered by the experience after seeing that they were eager to come from so far away to learn from them and about how they live. The students provided value to them by lending fresh ideas on how to use bamboo for the good of the village.

Check out these great photos from their trip!

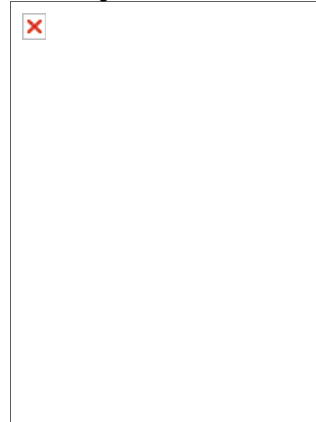
*Part of Group 2's Final Presentation Materials*



*Learning about woven baskets and fish traps*



*Tony White weaving a "Soom Gai" or chicken cage.*



*Leader of the village and another villager demonstrating how to weave with bamboo*



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## Foundation Donation

On behalf of the Indiana Chapter of ASID, the Board of Directors has made a \$1,000 donation to the ASID Foundation.

This gift, to the ASID Foundation, will support the work of the Foundation and the future strength of the interior design community. Gifts to the Foundation help provide research, scholarships, and educational programs for the design industry, students and public.

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## Welcome ASID Indiana New Members

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**Industry Partners**

Antex Designs, Inc.  
 Bellacor.com  
 Bernhardt Furniture Company  
 Broan NuTone  
 BSH Home Appliances - Thermador, Bosch,  
 Gaggenau  
 California Closets  
 Century Furniture/Heirloom Furniture  
 Christofle  
 Closet Factory  
 Contract Wallcoverings, Inc.  
 Cosentino USA  
 Crestron Electronics  
 Currey & Company  
 Delta Faucet Company  
 Designer Glass Solutions, Inc.  
 DR. Shower Door & Mirrors LLC  
 DSA Publishing & Design  
 Edelman Leather  
 Electrolux Major Appliances

Knoll  
 Kohler Interiors  
 LAMPS PLUS Professionals  
 Langenwaller Carpet Cleaning & Stain Removal  
 Louisville Tile Distributors, Inc.  
 Lutron Electronics Co., Inc.  
 Mohawk Floorscapes & Mohawk ColorCenter  
 Mohawk Floorscapes & Mohawk ColorCenter  
 Paoli, Inc.  
 Pittsburgh Paints/PPG Industries, Inc.  
 Poly-Wood Inc  
 ProSource Wholesale Floorcoverings  
 Robert Allen Group  
 ROHL LLC  
 Scott Group Custom Carpets  
 Shannon Sales Company, Inc.  
 Sherwin-Williams  
 Sonance  
 STAINMASTER Carpet  
 Stylmark

Ferguson  
Fine Art Lamps  
Flexco  
Habersham  
Hansgrohe, Inc.  
Insidesign, Inc  
InterfaceFLOR Commercial  
International Design Guild 1  
Kitchens & Interiors, Inc.

Sunbrella  
The Dixie Group  
The Floor Club  
Theodore Alexander  
Versteel  
Whirlpool Corporation  
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