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# DESIGNER NOTES



INDIANA

October 2010

The Newsletter for Members of ASID Indiana Chapter

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## President's Message

This is my first monthly message as the president of the Indiana Chapter of ASID. The new board has been working hard to insure that this year's programs enhance the experience of all chapter members in the coming year. In addition to events the chapter has sponsored in the past, we are implementing new educational and community service projects to facilitate our growth professionally and to help others. Please let us know how we are doing as the year progresses to ensure we are meeting your needs.



As you know, starting last fall qualified interior designers in our state gained the right to become Registered Interior Designers (RID) under Indiana Code 25-20.7-2. Under this law, RIDs must obtain .12 (12 hours) continuing education units (CEUs) of IDCEC approved CEUs every two years in order to renew their registration - twice the .6 CEUs ASID requires to maintain ASID membership. To earn those credits, ASID Indiana will be presenting **CEU Saturday** on Saturday, November 13th. This weekend learning event is designed to make it easy to fulfill half of the required bi-annual CEUs in a single day. The six CEUs will be provided along with lunch for \$60. Location is at Kirby Risk, 1348 W. 16th St. More CEU details are being finalized. Please look for an email in the coming weeks with all the details. We will also continue to provide opportunities to earn CEUs at monthly meetings and lunch and learn events throughout the year.

The other event coming in November provides us all with an opportunity to help out the interior design students – who are our future colleagues. A big part of the success of any organization is the bringing in new members, and we hope to include the current student population as practicing members in the future. ASID Real World Design week offers job shadowing opportunities to expose students to the real world of interior design practices. During the week of November 7-13, 2010, ASID student members nationwide will be visiting the work locations of ASID designers and industry partners. Shadowing opportunities can be for half or full days and can be any aspect of the design practice. Registration closes on October 22 and we need more professional participants. To register and for more information, go to: <http://rwdw.asid.org/welcome>. All participants will be automatically entered to win an Apple iPad.

The board is also developing a new community service program to work with the refugee

**ASID Indiana Chapter  
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**Financial Director**

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**Professional Development  
Director**

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**Membership Director**

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**At-Large Board Member**

Robin Bradford, Allied Member,  
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Board**

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resettlement program headed by Catholic Charities in Indianapolis. This will allow our organization to be involved in a charitable event under our auspices and using our skills for the betterment of others. If you are interested in getting involved in the planning stages of this program please contact me.

The entire board is looking forward to the year ahead, and we hope to see you at our upcoming events.

Audrey Millar, ASID, RID  
President  
Indiana Chapter ASID

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## News from Nationals

### Have a Question? Let's Have a Chat!

ASID is pleased to announce that you can now chat live with staff on [www.asid.org](http://www.asid.org) for immediate answers to your questions. On the home page of the ASID website, you'll see a green button labeled "Live Support." Click the button between 8 a.m. and 5 p.m., EST, Monday through Friday to chat with a staff member. If a staff member is unavailable, a blue box will appear with a link to email staff at [membership@asid.org](mailto:membership@asid.org).

We continually strive to provide customer service that is timely, accessible and cutting edge. Come chat with us!

**Looking for some more CEUs** so you can fulfill ASID's continuing education requirement? Earn IDCEC approved CEUs that you need, the easy way, with online courses from ASID UNi. ASID UNi offers anytime, anywhere access to a number of high quality, on-line education and training courses aimed at some of interior design's most pressing issues; <http://www.asiduni.org/>.

### Featured Courses

- The Next Space Race
- You Can Do It! Sales Tips for Women!
- Understand the Importance of Environmental ROI
- Embracing LEED Specifications: Creating Healthcare Spaces with the Inspiration of LEED Principles
- Do You Know Your X, Y . . . Baby Boomers?
- Know Your Client

### Upcoming Webinars

See. Listen. Learn. Check out some of ASID's upcoming programs in the ASID Web Event series. Reserve your seat today! All from the convenience of your home or office.

The World of Green Certifications  
Sept 21  
1-2:30 PM ET

Other Upcoming Webinars specifically for Industry Partners:  
Improve Sales Performance

**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.

Sept. 14  
1-2:30 PM ET

To see a full calendar listing, go to [www.asid.org/events/webevents.htm](http://www.asid.org/events/webevents.htm)

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**Upcoming Events**

**10/17-19/2010**

Highpoint Market

**10/21/2010**

Indianapolis Museum of Art – Boston Furniture of the Eighteenth Century with speaker Brock Jobe

Lecture starts at 6PM and is free to all designers but requires a ticket, which can be picked up at the event up to one hour before it starts. See below for a bio on Brock Jobe.

**10/21/2010**

Indy Post Neocon

View a selection from 30 vendors at the Indiana Design Center in Carmel

**10/28/2010: ASID Coffee**

4PM at the Panera Bread on the south side, on Southport Road and 65 South, just east of the interstate in front of Meijers on the south side of Southport Road.

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

[Sign up now!!!](#)

**11/13/2010**

[Super Saturday](#)

A full day of CEUs

Kirby Risk, 1348 W. 16th ([Click for Map](#))

CEUs and lunch is \$60

[Register Now](#)

**12/01/2010**

Last day to register for the spring NCIDQ test!

**January**

ASID Indiana STEP Workshop

Important Dates:

**1/7/2011:** Registration Deadline

**1/21-23/2011:** Workshop

**4/1-2/2011:** Exam

sign up now at [www.asid.org/designer/step](http://www.asid.org/designer/step)

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**Coffee Meeting**

**MARK YOUR CALENDAR FOR OUR MONTHLY COFFEE**

[Thursday October 28th at 4PM](#)

[Panera Bread on the south side, on Southport Road and 65 South, just east of the interstate in front of Meijer on the south side of Southport Road.](#)

Our plan is to rotate locations around I-465 making it easier for everyone to attend.

*Remember our Coffee Meetings are open to all ASID Members...just another chance for us to have some real chat time!*

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## Annual Meeting and Incoming Board Members

This year's annual meeting was held at the newly opened Indiana Design Center, the perfect setting for this group of designers. J. Baker Interiors hosted a wonderful cocktail hour in their showroom and Blu Moon Cafe catered the delicious dinner.

The many changes in store for the Indiana chapter were announced. A new website, which is up and running, the new board members were inaugurated, and a representative from Catholic Charities, an organization the chapter plans to partner with this year spoke about their cause.

Take the time to read the biographies below and get to know the new additions to the board and also read a message from the president Audrey Millar who was unable to attend the meeting.



Dear chapter members,

I want to thank all of the chapter members who attended the annual meeting on September 28th. Due to a family emergency, I was on a flight early Tuesday morning and, was unable to be there that night to personally introduce to the incoming chapter board members, or to let you know what the new board has been planning for the

coming year.

We have welcomed some new board members who were elected this past spring:

*President Elect: Bruce Pollert*  
*Membership Director: Cynthia Walker*  
*At-Large Director: Robin Bradford*  
*Student Reps to the Board Stephanie Richard*  
*Stephanie Kueber*  
*Continuing on in the second year of a board term:*  
*Financial Director: Patrick Schmidt*

Sadly, two of our board members with terms running through next year, Amy Peltier (Communications Director) and Ashley Satterfield (Professional Development Director), discovered within the last month that they are relocating - Amy to California and Ashley to the Evansville area - and have had to resign their positions.

Amy and Ashley have worked hard over the last year and will be greatly missed. They have been instrumental in getting our new website together and worked with the rest of the new board to put together a strategic plan for the coming year. Our chapter has been extremely fortunate to find two members to fill those positions.

We are very happy to welcome Stacy Riley (Professional Development Director) and Diana Bryant (Communications Director) to the board.

The entire board is looking forward to the year ahead. Our goal is to provide statewide ASID members with programs that are educational, fun and that give back to the community. Those of you who were at the annual meeting had an opportunity to meet Gabrielle Campo and to learn a little about the refugee resettlement program we will be participating in this year. This should be an excellent way to provide community service while utilizing our design skills. We are also putting together "CEU Saturday" which will provide multiple CEU offerings on Saturday November 13th. We will be getting more information out to you on both of these events in the coming weeks.

Best regards,  
Audrey Millar, ASID, RID  
President  
Indiana Chapter, ASID



### **Membership Director – Cynthia Walker**

Cynthia Walker owns Walker Designs and has been practicing interior design since graduating from Purdue University. She has been married for 30 years to Tim and has three children and two cute grandchildren. Art, Pilates, the colors red and pink, swimming and cotton candy is among her favorites in life!

This is her third different term as an ASID board member and she looks forward to serving as the membership Director. She hopes to have a new membership drive this year as well as an industry partner appreciation event where we can share and help each of our businesses. She feels it is essential that all current and prospective members understand their membership benefits. She will continue to search for different ways to add value and meaning to those who have made the critical decision to become an ASID member. She would also like to continue the professional liaisons for student members who will soon emerge into professional interior designers and carry our organization into the future.

### **Communications Director - Diana Bryant**

Diana was born in Indianapolis, Indiana but spent most of her youth and adult life in Winter Haven, Florida. She is married to Mathew and has three children; Ashley, Lauren, and Nathan. Shipman Associates Architects & Planners formerly employed her for many years before the principal Architect retired and closed the business. After that closure she began to free lance design. In 1995 they relocated to Indianapolis, Indiana. Diana returned to college in 2004 and completed her Interior Design degree through IUPUI in 2007. In 2003, db interior, LLC, a full service interior design firm, was created. While a student at IUPUI she became a member of ASID and has thoroughly enjoyed the association with other designers this membership affords. 2010 will be her fourth year participating as an interior designer in the St. Margaret's Guild, Decorator Show House, and she is currently teaching Kitchen & Bath Design at Ivy Tech Community College, Columbus campus, as an online instructor. This is her first board position and she is looking forward to being the Communications Director.

### **Professional Development Director – Stacy Riley**

Stacy Riley is the owner of Compass Design, LLC and a graduate of Ball State University with a B.S. in Interior Design. Stacy is the VP of Membership for the Indiana Interior Design Coalition and has served on the Design Board for the St. Margaret's Guild Decorators' Show House. Stacy has been a professional Interior Designer for 10 years and has owned Compass Design, LLC for 7 years. Her firm specializes in residential interior design and remodeling. Her award-winning design work has been featured in several publications. Stacy hopes to bring her experience, as well as a fresh perspective to the ASID board.

***A HUGE thank you to our meeting sponsors, Knoll Furniture and The Trade Connection for making the evening a huge success!***



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## New ASID Indiana Chapter Website

### **ASID INDIANA HAS DEVELOPED A NEW WEBSITE!**

**The Indiana Chapter of ASID now has a new, fresh, and exciting [website](#).**

This will not only generate revenue for the chapter in the future, but it will put a professional face to the local organization and give our Indiana members a place to spotlight themselves and their portfolios.

The board has spent time researching other ASID websites across the country and has found a company who has experience working with chapters on a local level. They have created amazing websites for chapters such as Los Angeles ([www.asidla.org](http://www.asidla.org)) and Texas ([www.asidtx.org](http://www.asidtx.org)), and I encourage you to check out these chapter sites to see the future of the ASID Indiana website. This company has not only revamped the look of our site, but it also includes great features such as chapter information and links to other ASID resources, news and events. Members and the public can also view press listings with links to articles, an up-to-date local calendar, legislation information, resources, Industry

Partners and paid designer portfolios as well as free designer listings with their general contact information.

***The most exciting part of the website is how you can participate.***

You can now display your portfolio with the click of your mouse. This new site will allow you to register directly online, pay online, and update your portfolio from home. (It will include your name appellation, city, phone number, and email address.) When the public searches for a designer, they will also be able to easily email you by clicking on your email address. Each portfolio page will have a tracker to identify click through patterns allowing you to track traffic, and you will also be provided with, or have access to, ongoing statistics related to the ASID site and your portfolio page.

**For designer and Industry Partners wishing to post a portfolio: \$200/year for a profile which includes one category listing and \$50/year for each additional category listing, plus a one time administrative fee of \$50.**

**For students wishing to post a full profile: \$25/year with no administrative fees.**

**To login and register with the site under the member login at the top right hand corner of the page:**

**Username:** Firstname.Lastname.membernumber  
(Include periods and Capital Letters as shown) or your email address

**Password:** Member Number

You will have secure, 24 hour, access to purchase and update your portfolio account online with a credit card.

Visit [www.asidindiana.org](http://www.asidindiana.org) to see the new and improved website!

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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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## **CEU Super Saturday!**

**Saturday, November 13, 2010**

ASID Indiana is hosting a chance for .6 CEU credits in one day.

Registration begins at 8:15AM and classes go from 8:45AM until 4:30PM.

Choose from a full day of classes for \$60 (including lunch) or choose just a half day for

\$40 (three morning classes or three afternoon with no lunch).

Kirby Risk, 1348 W. 16th St. ([click for map](#))

[Register now](#)

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## ASID STEP Workshop

The American Society of Interior Designers has long recognized the key role that the NCIDQ examination plays in design practitioners' career plans. Passage of this rigorous test signifies the hallmark of professionalism in the interior design community, and alerts the public to the expertise and experience of the designer who has met this challenge. To that end, ASID created the STEP program to provide a broad perspective of the issues and information pertinent to the NCIDQ exam.



### ABOUT THE WORKSHOP

The STEP workshop is periodically conducted nationwide and is comprised of 20 hours of instruction over a 2 1/2-day period. Participants have the opportunity to experience practice exams patterned after the newest NCIDQ and, with the guidance of experienced instructors, determine which areas require further preparation. Workshop participants are provided with comprehensive workbooks that includes practicum exercises and online multiple-choice exams similar to those in the NCIDQ exam. These practice tests are administered and thoroughly reviewed during the workshop.

### IMPORTANT DATES

Registration Deadline: January 7, 2011  
Workshop Dates: January 21 – 23, 2011  
NCIDQ Examination: April 1 - 2, 2011

### WORKSHOP AGENDA

Friday, January 21: 2 – 8 pm  
Saturday, January 22: 8 am – 6:30 pm  
Sunday, January 23: 8 am – 3:30 pm

### WORKSHOP LEADER

Terry Rothgeb, ASID

### REGISTRATION

Ready to Register? Go to [www.asid.org/designer/step](http://www.asid.org/designer/step)  
ASID Members: \$325  
Nonmembers: \$445

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## IMA Event

**October 21, 2010**

**Boston Furniture of the Eighteenth Century** with speaker Brock Jobe  
Indianapolis Museum of Art

Lecture starts at 6PM and is free to all designers but requires a ticket, which can be picked up at the event up to one hour before it starts. See below for a bio on Brock Jobe.

Brock Jobe  
Professor of American Decorative Arts  
Winterthur Museum

Brock Jobe teaches graduate courses in historic interiors and American decorative arts. He assumed his current position in October 2000 after a twenty-eight-year career as a museum curator and administrator. His previous posts included those of research assistant at the Museum of Fine Arts, Boston, curator of exhibition buildings at Colonial Williamsburg, chief curator at the Society for the Preservation of New England Antiquities, and deputy director for collections, conservation, and interpretation at Winterthur. In his present role, he mentors students in the Winterthur Program in American Material Culture, advises theses, teaches, leads field trips, and helps place students after graduation. He is also a frequent lecturer at museums, antiques shows, and collectors' clubs throughout the country.

His fields of interest are early American furniture and upholstery, eighteenth-century domestic interiors, and historic house management. He is the co-author of *New England Furniture: The Colonial Era* (Boston: Houghton Mifflin, 1984), winner of the Montgomery Award of the Decorative Arts Society, and organized and edited *Portsmouth Furniture: Masterworks from the New Hampshire Seacoast* (Boston: Society for the Preservation of New England Antiquities, 1993). He also edited and contributed essays to *Boston Furniture of the Eighteenth Century* (Boston: Colonial Society of Massachusetts, 1974) and *New England Furniture: Essays in Memory of Benno M. Forman* (Boston: Society for the Preservation of New England Antiquities, 1987). Presently he is preparing the catalogue and traveling exhibition "Harbor and Home, Furniture of Southeastern Massachusetts, 1710-1850," which will open at Winterthur in 2009.  
(<http://www.udel.edu/materialculture/faculty/job.html>)

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## Indiana Design Center News

### **INDIANA DESIGN CENTER ANNOUNCES MITSCH DESIGN AS NEW TENANT** *Commercial Architectural and Interior Design Firm Moving to the IDC*

CARMEL, IN (September 29, 2010) – Pedcor Companies announced that it has signed a lease with Mitsch Design to occupy an approximately 2,800 square foot space on the second level of the Indiana Design Center. The new Mitsch Design location is anticipated to open in November 2010. Mitsch Design is a 21 year-old commercial design firm known for providing quality design solutions that support and enhance clients' businesses. Services range from architectural, interior design, furniture procurement, and move management. The firm also assists companies with brand development.

"Mitsch Design will be an excellent addition to our current tenant base which is comprised of leading design professionals, industry showrooms, artists and a café," said Melissa Averitt, Vice President and Director of Marketing and Sales for Pedcor Companies. "Mitsch Design's 21 years of experience in the commercial design industry and national client base are great examples of how IDC tenants represent design industry excellence across the state of Indiana," said Averitt.

"The IDC has quickly become the place for design professionals to work and collaborate," said President and Owner, Jeryl Mitsch. "We are looking forward to working in a synergistic environment and a community that embraces design and the arts," said Mitsch. At the new location, Mitsch Design will continue to provide design services for corporations, multi-family housing, apartment developers, higher education, healthcare, industrial, retail and hospitality clientele.

#### About Mitsch Design

Mitsch Design is a 21 year old commercial architectural and interior design firm, that provides design services for corporations, multi-family housing, apartment developers, higher education, healthcare, industrial, retail, and hospitality clientele. Mitsch Design is known for providing quality design solutions that support and enhance clients' businesses. Services range from architectural, interior design, furniture procurement, and move management. The firm also assists companies with brand development. Mitsch Design is a Certified Woman-owned Business, owned by President Jeryl Mitsch, and was selected by a panel of business professionals and, from a number of other woman owned businesses, to be the 2010 Athena PowerLink Company in Indianapolis. Athena PowerLink is a national organization that selects a company to mentor for a year. The winner is determined by a team of business professionals and is awarded a panel of advisors for the year. For more information visit [www.mitschdesign.com](http://www.mitschdesign.com).

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## Market Showcase 2010



The 2010 Bi-Annual Market Showcase, held at the Indiana State Fairgrounds, was a huge success this year. Designers from around the state gathered for an informative CEU, lunch, and an opportunity to see vendors from around Indiana.



The Market Showcase Chair, Tom Zeabart, would like to thank his committee members: Allan Misch, Susan Colvin, Karen Pfeiffer, Brian Welch, Patrick Schmidt who helped make this event so successful and a big thank you to the vendors who participated this year:

- Designer's Market
- Solar Concepts
- Masland/Fabrica
- Blakley's Flooring
- ProSource Wholesale Flooring
- American Shutters
- Louisville Tile
- Fine Estate Art & Rugs
- Lafayette Interior Fashions
- Scott Group
- CK Design & Build
- TNM Deliveries
- ICC Floors
- American Interiors
- Chateau Design Center
  - Designer Glass Solutions
  - Meister Custom Painting
  - Architectural Brick & Tile
  - Kerman's Fine Flooring
  - Mirror Concepts
  - PJD Creations
  - Chateau Designs
- Steven Johnson
- WilsonArt / Cambria
- ASID Indiana Chapter
- Ferguson



## A Special Thank You to Our 2010 Bi-Annual Market Showplace Sponsors

**-Dr. Shower Doors and Mirrors**

**-Home Details of Savvy Décor**

**-Indiana Design Center**

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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  
 Drapery Street  
 DSA Publishing & Design  
 Edelman Leather  
 Electrolux Major Appliances  
 Excel Dryer, Inc.  
 Ferguson  
 Fine Art Lamps  
 Flexco  
 Grabill Cabinet  
 Habersham  
 Hansgrohe, Inc.  
 Heirloom Oriental Rug Cleaning  
 Insidesign, Inc  
 InterfaceFLOR Commercial  
 International Design Guild 1

Kitchens & Interiors, Inc.  
 Knoll  
 Kohler Interiors  
 LAMPS PLUS Professionals  
 Langenwaller Carpet Cleaning & Stain  
 Removal  
 Lorts Manufacturing  
 Louisville Tile Distributors, Inc.  
 Lutron Electronics Co.,Inc.  
 Mohawk Floorscapes & Mohawk ColorCenter  
 Ovation Audio Video  
 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.  
 Sonance  
 STAINMASTER Carpet  
 Stylmark  
 Sunbrella  
 The Dixie Group  
 The Floor Club  
 Theodore Alexander  
 Versteel  
 Whirlpool Corporation  
 Williams-Sonoma, Inc  
 Wilsonart International  
 WinWholesale

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