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# DESIGNER NOTES



INDIANA

September 2010

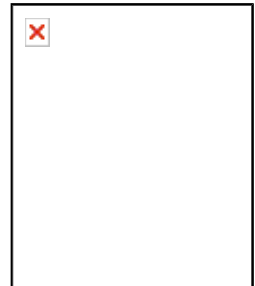
The Newsletter for Members of ASID Indiana Chapter

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## President's Message

This month ends our administrative year for our chapter and with that also my term as your chapter President. The time went by so quickly. There never seems to be enough time to do all the things one would like to get done and sometimes it seems it will be impossible to get the things done that are planned. It always seems that we don't have the time, resources, and volunteers but some how you always come through for your chapter. YOU make it happen! Your board has been incredible, the chair and committees for DID, The Home Show, Arts and Antiques, the Holiday Party, The Decorators' Showhouse, the Market Showcase, the Annual Meeting and the many other day to day things that must be done. It did get done and was done well! I want to thank my board for always being there and taking their responsibility to heart. It has been both an honor and a privilege to serve as your Chapter President. I have been blessed and I thank you for your trust and your support.



*"Life is like a ten speed bicycle, most of us have gears we never use."*

**Charles Shultz**

Donna Daniel, ASID

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**ASID Indiana Chapter**  
**2010 Board of Directors**

**President**  
Donna J. Daniel, ASID  
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## News from Nationals

ASID Nationals has posted some very beneficial web events for members and board members. Click on the following link to view some of these educational webinars.

- Getting to Know ASID
- ASID Connex
- Demystifying the NCIDQ for ASID Members

<http://www.asid.org/education/elearning/webevents/Archived+ASID+Leadership+Training+Program.htm>

*\*\*These are not for CEU Credits*

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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.

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## Upcoming Events

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

Navy Pier in Chicago, IL

For more information visit [www.hcarefacilites.com](http://www.hcarefacilites.com)

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

Indiana State Fairgrounds

CEU Supersize Your Success! Seven Steps to Peak Profits in Challenging Economic Times (includes lunch) 8:30am - 1pm

Market Showcase 1-6pm

[Register Now!](#)

**9/28/2010: Annual Meeting**

Held at the Indiana Design Center.

Cocktails provided by J. Baker Interiors at 5:30PM, followed by dinner at 6PM.

**10/12/2010: October meeting**

Architectural Brick and Tile at 5PM

Speaker: Geoff Balogh from Artistic Tile will be speaking on new trends, Product information and Custom design.

Heavy hors d'oeuvres will be served.

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

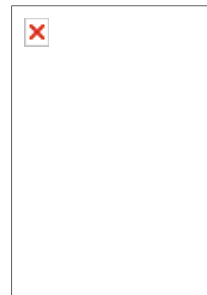
4PM at the Panera Bread on the south side, on Southport Road and 65 South, just east of the interstate in front of Meijers on the south side of Southport Road.

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

[Sign up now!!!](#)

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## Market Showcase 2010



**REGISTER NOW**

**ATTENTION ASID**

# MEMBERS

**Register Now 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**

## **Registration, CEUs and lunch**

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.

[Register Now!](#)

## **A note from our CEU Speaker, Fred Berns**

Greetings!

What's it take to substantially increase your sales in this challenging economy?

What's it take to earn the income you want and deserve?

What's it take to get bigger projects from better clients?

It takes seven simple strategies.

**I'll teach you those strategies at my presentation at 9 a.m. on Thursday, Sept. 23 at the ASID Indiana Chapter event at the Indiana State Fairgrounds Farm Bureau Building. The program is entitled: *Supersize Your Success! Seven Steps to Peak Profits in Challenging Economic Times***



My name is Fred Berns, and I invite you attend this program on how interior design professionals can thrive, rather than just survive in uncertain times. You'll learn "how to's" and insights on ways you can use this economy to your advantage, and boost your profits in the process.

So many design professionals are working so hard trying to cope with the economy, yet so few are earning top dollar. That's why I've created this seminar, and this free report.

I'm a trainer and coach who helps design professionals dramatically increase their sales and market themselves more effectively.

All the best,  
Fred

**Not only can you find an exciting and informative CEU program, but dozens of vendors have signed up to make the bi-annual Market Showcase a great event. Check out the following list to see who will be showcasing at Market Showcase 2010.**

Designer's Market Solar Concepts Home Details of Savvy Decor Masland/Fabrica Blakley's Flooring ProSource American Shutters Louisville Tile Dr. Shower Door & Mirror Fine Estate Art & Rugs Lafayette Interior Fashions Scott Group CK Design & Build TNM Deliveries ICC Floors	American Interiors IIDC Chateau Design Center  <ul style="list-style-type: none"> <li>• Designer Glass Solutions</li> <li>• Meister Custom Painting</li> <li>• Architectural Brick &amp; Tile</li> <li>• Kermans Fine Flooring</li> <li>• Mirror Concepts</li> <li>• PJD Creations</li> <li>• Chateau Designs</li> </ul> Steven Johnson WilsonArt / Cambria ASID Indiana Chapter Ferguson
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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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## **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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### **ASID Coffee**

Another beautiful, cool, but sunny morning brought ASID members together at the Panera Bread on 56th and Post Rd, in the Lawrence area of Indianapolis. Much discussion was had on preferred and recommended upholsterers, contractors and other team members to make that residential project work out perfect for our clients around the Indianapolis area. Also discussed were some of the large and small furniture and accessory lines that some of us carry and really have come to rely on.

Anticipation is building during our discussion of the upcoming Market Showcase to be at the Farm Bureau Building at the State Fairgrounds in Indy. This will be held on Thursday, September 23rd, and ASID will host an outstanding CEU in the morning as well. ASID Indiana will have a booth and have our national and state web sites up and going to show fellow members some tips on navigating thru the websites and all they can offer us as members.

Finally, it is always good to see new allied members like Kylie Suddarth at these coffees as well as IP members like Brian Welch, along with the practitioners that have great discussions about our projects and during these economic times, what is working best for our firms. September is full of events with the Market Showcase on the 23rd and the Annual Meeting on the 28th, so our next membership coffee will be at 4pm on Thursday, October 28th, 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. Come join us for a relaxing coffee after a hard day's work, and get re-acquainted with some of us old and new members!

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## New Student Rep to the ASID Board

The Board of Directors has decided to add a second Student Representative to our group. This will allow for us to have an easier transition from year to year, as one rep will be a senior and the other a junior.

We are excited to welcome Stephanie Kueber as the new Student Representative. Stephanie is 22 years old and is currently in the Interior Design program at Ball State University. She is also minoring in Residential Property Management and Sustainable Practices. She originally started out in Pre-Med so she would like to someday go into Healthcare Design.

Thank you Stephanie, and welcome to the Indiana Board of Directors, we are very excited to have you as a part of the group!

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## ASID Indiana Library

The ASID Indiana library has been relocated. It is now housed in the reading room of the Indiana Design Center. The reading room is located on the second floor, on the north side of the resource library.

We would like to thank the IDC for the opportunity to showcase our numerous research and interior design materials.

Stop by the reading room during your next trip to the Indiana Design Center.

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## Welcome ASID Indiana New Members

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### Industry Partners

<p>Antex Designs, Inc. Bellacor.com Bernhardt Furniture Company Broan NuTone BSH Home Appliances - Thermador, Bosch, Gaggenau California Closets Century Furniture/Heirloom Furniture Christoffle Closet Factory Contract Wallcoverings, Inc. Cosentino USA Crestron Electronics Currey &amp; Company Delta Faucet Company Designer Glass Solutions, Inc. DR. Shower Door &amp; Mirrors LLC DSA Publishing &amp; Design Edelman Leather Electrolux Major Appliances Ferguson Fine Art Lamps Flexco Habersham Hansgrohe, Inc. Insidesign, Inc InterfaceFLOR Commercial International Design Guild 1 Kitchens &amp; Interiors, Inc.</p>	<p>Knoll Kohler Interiors LAMPS PLUS Professionals Langenwalter Carpet Cleaning &amp; Stain Removal Louisville Tile Distributors, Inc. Lutron Electronics Co.,Inc. Mohawk Floorscapes &amp; Mohawk ColorCenter Mohawk Floorscapes &amp; 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 Sunbrella The Dixie Group The Floor Club Theodore Alexander Versteel Whirlpool Corporation Williams-Sonoma, Inc Wilsonart International WinWholesale</p>
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