

Eye on Design

ASID Carolinas
Chapter Magazine

Issue Number 36
Spring 2013



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
CAROLINAS



**South Carolina
Interior Design Coalition:
Hard at work under the dome.**

Communications Director Message

Share your gift of creativity with others

I had the opportunity to attend the 2nd annual “Giants of Design Conference” in Palms Springs, California in March, hosted by the publishers of Interior Design Magazine. They assembled an incredible array of speakers whose presentations centered on the common theme of creativity.



Robert Sabuda Biography:

Sabuda was born in South east Michigan and raised in the small town of Pinckney, Michigan. He was skilled as an artist from a very young age, and attended the Pratt Institute of New York City. His specific interest in 3-D paper engineering (i.e., pop-books) was sparked by a book he received as a child that was illustrated by Wojtech Kubasta. His interest in children's book illustration began with an internship at Dial Books for Young Readers while attending the Pratt Institute. Initially working as a package designer, he illustrated his first children's book series, of "Bulky Board Books", in 1987. Wide recognition only came his way after he started designing pop-up books for children in 1994. Sabuda presently works from his studio in New York City and is involved in a wide variety of projects that involve movable paper. He has also released a video of his working style. Sabuda has also been awarded the Meggendorfer Prize three times, an award instituted by the Movable Book Society of America in honor of German illustrator Lothar Meggendorfer.



One particular speaker stood out to me because he used his creativity to positively affect the countless lives of others around the globe. His name is Robert Sabuda and he's a leading children's pop-up-book artist and paper engineer. His recent books, such as those describing the stories of The Wizard of Oz and Alice in Wonderland, have been critically acclaimed.

Sabuda reminded me of the importance of sharing my gift of creativity with the next generation. During his presentation he shared that he grew up in a remote area where there was little exposure to culture and art. When he was a child he had received a gift of a pop-up book. This act of kindness became the catalyst that introduced him to a whole new world, and eventually launched his successful career.



Because someone took the time to reach out to him when he was young, he reaches out to others by traveling the globe to remote towns and villages, visiting and sharing his talent with children, who like himself might otherwise never have had exposure to art. With these hands-on seminars, Sabuda hopes to provide inspiration to future budding artists.

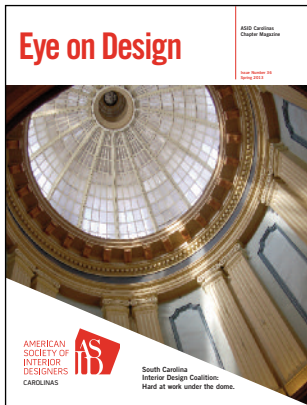
So you may be asking, how does this apply to me?

All of us at one time or another were introduced to our profession by someone who sparked our creative imaginations. By doing so it made a positive impact in our lives and, consequently, in the lives of the people we come in contact with each day. That one act of unselfish kindness may be just the catalyst someone needs. Consider it a privilege. Share your gift of creativity with others.

On behalf of Rebecca and me, we hope you enjoy the Spring 2013 edition of the ASID Carolinas Eye on Design newsletter.

Happy reading,

Cameron Wilson, ASID, IIDA, AIA, LEED AP BD&C, CDT
Communications Director 2011-2013
 cameronwilson@ls3p.com



ON THE COVER:

Under the South Carolina State Capitol dome, the South Carolina Interior Design Coalition has been hard at work getting Interior Design Legislation Bill H3417 introduced in the Senate. See article on the SCIDC update, page 8 for the latest news.

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President's Message

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Greetings Carolinas Chapter,

On Thursday night before Friday's Winter Conference events, Kathy Lenser and I watched the weather on the local news channel in our High Point hotel room and wondered if we would be held hostage by the icy weather predictions and have our hopes, plans, and hard work for conference be dashed. Margot Olsen assured me earlier in the afternoon that we could not control the weather. Yet, I still worried about the ninety plus members that registered for the event and if the various routes and highways were safe enough to travel.

In the end, temperatures did not dip quite as low as the weather folks imagined, and ASID Carolinas members passed the blustery test traveling on through the beating rain to attend Unity In Design in conjunction with Winter Conference and Otto Zenke Awards Ceremony. Thank you to all who braved the elements and came to the beautiful Steele Building. Kathy Lenser, Kathi Davis, Amanda Oliver, and I, your Winter Conference Committee, appreciate all the support from so many ASID Carolinas Chapter members (Professional, Student and Industry Partners) and would like to give a special thank you to our conference sponsors Sherwin Williams and Legrand. What a wonderful day we had, starting with Coffee Talk (our student and professional networking hour), including decadent pastries, coffee, and teas through lunch to honor the Otto Zenke award winners and concluding with Liesbet Trappenburg's Part II presentation on Attracting the Ideal Clients. It was a fast day with something for all members. To quote one of Past President Suza Cree's favorite authors, Dr. Seuss, "Don't cry because it's over, smile because it happened." We can smile now!

In addition to Winter Conference, ASID Carolinas Chapter has had a very active winter. Board members have been busy with strategic planning for 2013-2014 in Hot Springs, North Carolina, attending the Presidents Forum and Legislative Symposium held in Houston, Texas, and supporting the South Carolina Interior Design Coalition on Legislative Day in Columbia, South Carolina. Additionally, Jane Jilich held a very successful NCIDQ Study Group in Charleston, SC for emerging professionals preparing for the examination. (Thank you, Jane!) Yes, we all have been busy, but we continue on as there is much to look forward to this spring: April will bring Design Community Meetings; May 1 is the deadline for the submittal of Student Chapter Awards, and in June, chapter leaders will join the ASID Chapter Leadership Conference at DWELL in Los Angeles, CA. Keep up the good work Carolinas Chapter!

"Keep Moving Forward"- Walt Disney Company

Candice Morgan, ASID
ASID Carolinas Chapter President 2012-2013



Event

Calendar

APRIL 2013

- 5-6 SPRING 2013 NCIQC EXAM
- 11 3RD QTR - 2ND THURSDAY OF THE MONTH DESIGN COMMUNITY MEETINGS
- 15 3RD MONDAY ASID BOARD CONFERENCE CALL
12:00 - 1:00
- 20-25 HIGH POINT MARKET

MAY 2013

- 20 3RD MONDAY ASID BOARD CONFERENCE CALL
12:00 - 1:00
- 3RD BOARD MEETING LOCATION TBD

JUNE 2013

- 1 NCIDQ APPLICATION DEADLINE FOR FALL NCIDQ EXAM
- 8-12 ASID CHAPTER LEADERSHIP TRAINING
- 17 3RD MONDAY ASID BOARD CONFERENCE CALL
12:00 - 1:00

JULY 2013

- 11 4TH QTR - 2ND THURSDAY OF THE MONTH DESIGN COMMUNITY MEETING
- 15 3RD MONDAY ASID BOARD CONFERENCE CALL
12:00 - 1:00

AUGUST 2013

- 16 -17 BOARD, CHAIR & DESIGN COMMUNITY TRAINING, HIGH POINT, NC
- 16 4TH BOARD MEETING @ HIGH POINT, NC
- 19 3RD MONDAY ASID BOARD CONFERENCE CALL
12:00 - 1:00

SEPTEMBER 2013

- 14 3RD MONDAY ASID BOARD CONFERENCE CALL
12:00 - 1:00
- 27-29 FALL CONFERENCE/ BOARD MEETING IN GREENVILLE, SC
- 30 FISCAL YEAR ENDS

Just "Ask One" This April

We challenge you to Share the ASID Love in April and refer one new member to ASID. For every Allied, Associate, Professional or Industry Partner member you recruit, you'll receive a \$50 voucher to use toward your future ASID membership dues or to purchase merchandise in the ASID Store. The new member needs to provide your member ID number on his or her application, allowing ASID to register your vouchers! Learn more about the Share the Love program online or contact membership at membership@asid.org.

* Refer to the ASID Carolinas website at asidcarolinas.org for further details on meetings and events.

April 2013 Design Community Meetings

Northcoast Design Community

Day & Date of Meeting: Thursday, April 18th
Time of Meeting: 5:30pm-7pm

Topic: Current Trends in Kitchen and Bath Design

Description: The designers at Kitchen Blueprints will share the new color design trends and what the kitchen and bath industry anticipates in the next few years. Wine and hors d'ouvres will be served. Come on out for a fun, festive time of mingling with industry colleagues.

Location: Kitchen Blueprints
3115-J Wrightsville Ave, Wilmington, NC 28403

RSVP Info & Deadline: Please call Debby Gomulka at 910.352.7339 or email debby.gomulka@gmail.com by Thursday, April 11th.



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Northeast Carolinas

Day & Date of Meeting: Thursday, April 11, 2013
Time of Meeting: 9am - 10:30am

Topic: Tour of Cree's new "Lighting Experience Center" along with "Lighting Tips in Residential Design" from Cree's Bob Henderson, LC, CLEP, Manager Lighting Education.

Location: Cree, Inc., 4108 Silicon Drive, Durham, NC 27703

RSVP Info & Deadline: Email Carole Gaskins at gaskinsdesign@me.com by April 5, 2013

Metrolina Design Community

Day & Date of Meeting: April 11, 2013
Time of Meeting: 5:30pm - 8:00pm

CEU Course # & Title: CEU# 101601 Paint Technology: Chemistry and Performance, Presented by Randall Smith/ Benjamin Moore

Topic: Paint 101 – What is paint?

Description: Come and learn the various grades, sheen standards and types of paint. Actual samples of the raw materials used to make paint will be on display to show quality differences. Samples of various products will show how the grade, sheen and type of paint can affect appearance and performance. LEED and waterborne products will also be discussed. This is a one-hour interactive presentation that qualifies for one Health, Safety and Welfare (HSW) Continuing Education Unit. Randall will also discuss new colors/technology for 2013.

Location: West Elm
1100 Metropolitan Avenue, # 160, Charlotte, NC 28204

RSVP Info & Deadline: Please RSVP to Lisa Vonn Femrite at 704-577-6312 or lisa@vonnstudio.com by April 8th

Coastal Design Community

Day & Date of Meeting: Thursday, April 18th
Time of Meeting: TBD

CEU Course # & Title: CEU presented by Jenn-Air

Topic: Kitchen Ventilation

Location: Ferguson Showroom
4711 Rivers Ave, North Charleston, SC, 29405

RSVP Info & Deadline: Please email Jennifer Backman, jbackman@gmail.com, by April 15th.

2013 ASID Carolinas Strategic Planning Weekend Provides Direction



Shown In photo: Front Row: Susan Guest, ASID, ASID Carolinas Chapter President Elect 2013-2014 and Candie Morgan, ASID, Current ASID Carolinas President 2012-2013; Row 2: Dr. Anne Martin, Allied ASID, Interior Design Director, Anderson College, Suza Cree, ASID , LEED BD&C, Past President, and Agnes Wilcox, ASID. Row 3: Lauren Ferderigos, ASID Design Community Co-Chair , Whitney Pope, Allied ASID, Misty Brecht, Student ASID, Student Representative to the Board, Susan Carson, ASID, Jennifer Mendlesohn , ASID, Dr. Margot Olson, ASID, and Amanda Oliver , Carolinas Chapter Administrator; Row 4: Chi Yiu, Allied ASID, Cameron Wilson, ASID, AAIA, IIDA, LEED BD+C , CDT, Communications Director , Laura Holland , At-Large Director, and Jessie Phipps, Allied ASID, Design Community Co-Chair.

In mid-January, a cross-section of ASID Carolinas members met at Hot Springs, NC for a Strategic Planning Weekend. The group included students, board members, practitioners, industry partners, educators and our chapter administrator.

Relaxed and rejuvenated from a nice dinner and soak in the local healing hot springs the previous evening, the participants were ready for a long day of brain-storming. ASID Carolinas' President, Candace Morgan, introduced the facilitator and welcomed the group. The facilitator for the session was Dr. Margot Olson, a past president of our chapter and head of the interior design department at Appalachian State University. Our president-elect, Susan Guest, gave an impactful presentation on the results of the latest environmental scan and how it affects each one of us in the design industry. Discussions that followed included ways to improve the chapter and best represent all of our members. After

lunch, the focus turned to our students, educators, and emerging professionals and their ideas on how to keep our chapter vital to the younger members.

Notes were taken and the strategic plan will go through discussion, changes, and board approval. Eventually it will be used to create the chapter's budget, initiatives, and schedule for the following year.

The strategic plan is an annual event that helps the upcoming board members plan the direction for the chapter in both the near and distant future. Some ideas are easy and inexpensive to implement, while others take several years and many financial and human resources. If you are interested in being on a strategic planning team and becoming more involved in our chapter, please notify your design community chairperson.

SCIDC Update

By Nicole Norris, ASID, SCIDC President

South Carolina has been hard at work since January getting our Interior Design Bill introduced in the House and the Senate! In the House the bill was introduced by Representative Jenny Horne of Charleston and in the Senate the Bill S339 was introduced concurrently by Senator McElveen of Sumter, SC. We have support in the following Legislators: Representative. Sottile, G.M. Smith, Weeks, Merrill and Hamilton. In the Senate we have the support of Senators. McElveen, Johnson and Reese. It is imperative for each of you to contact your Legislators; you can find them at scstatehouse.gov. We are also reaching out to our manufacturer's representatives to help develop Corporate Sponsors. If you are an Industry Member, please consider joining us in this endeavor.



Susan Guest, ASID, President Elect 2013-2014 and Nicole Norris, ASID, SCIDC President, stressed the importance of contacting local legislators to make them aware of the importance of Bill H3417 to Interior Designers.

We had a very successful Legislative Day in Columbia on February 6th. There were approximately 50 professionals and students who rallied at the Capitol City Club for a breakfast for the Senate LCI Committee Members and Women's Caucus. We received some important face time with Senator Alexander, from Walhalla, who is the Chairman of the Senate LCI Committee. We had Senator Johnson from Clarendon, SC and Sumter, SC there who signed onto the Senate Bill and we were also able to meet with Senator Ross Turner



Students attending Legislative Day in support of Interior Design Legislation were enlightened and educated by the experience of getting a bill passed in the South Carolina State House.



The interior design legislation supporters line up in the Statehouse where they were introduced in the House by Representative Jenny Horne and in the Senate by Senator Thomas McElveen.

from Greenville, SC. The interior design participants went to the Statehouse after breakfast to visit the legislators' offices and drop off talking points and information packets. The group was introduced in the House by Representative Jenny Horne and in the Senate by Senator Thomas McElveen. There was a very informative "Lunch-n-Learn" about the "New NCIDQ" with Mary Jane Grigsby, FASID, Past-President of NCIDQ.

Please contact Nicole Norris at nndsinc@ftc-i.net or by phone at (803) 773-8083 if you would like to serve in any capacity to support the coalition.



A contingent of Interior Design legislation supporters gathered on the steps of the South Carolina State House to show their support for Bill H3417.



Many experienced the excitement of watching the political process at work as the group in support of Bill H3417 for Interior Design Legislation was introduced in the House by Representatives.



Students from the Art Institute of Charleston gather on the State House steps to show their support with professor, Jane Jilich, ASID and Donna Horack, ASID, Director of Communication for the South Carolina Interior Design Coalition.

This Years 2013 Otto Zenke Award Winners

ASID Carolinas Winter Conference – February 22nd, 2013



1st Place Winner
Sarah Wadding
Anderson University
Awarded: \$1000



2nd Place Winner
Lara Karam
Art Institute of Charleston
Awarded: \$750



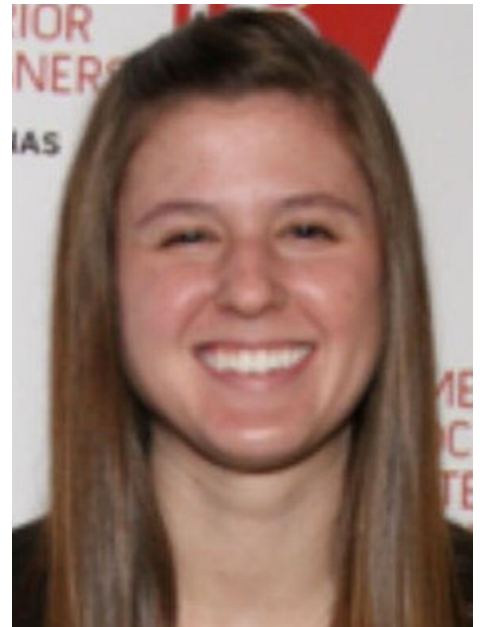
3rd Place Winner
Kacie Leisure
University of North Carolina at Greensboro
Awarded: \$500



Honorable Mention
Corry Mears
University of North Carolina at Greensboro
Awarded: \$100



Honorable Mention
Kimberly Small
Winthrop University
Awarded: \$100



Honorable Mention
Jaclyn Elizabeth Cirill
Winthrop University
Awarded: \$100

ASID Carolinas Winter Conference



Several members of the Carolinas ASID Board gathered at the Winter Conference in Hickory, NC to take advantage of the excellent program of events planned for the day-long conference. Shown from left to right are: Susan Guest, ASID, ASID Carolinas President Elect 2013-2014, Candace Morgan ASID, ASID Carolinas Chapter President 2012-2013, Kathy Lenser, ASID, Professional Development Director, Laura Holland, ASID Industry Partner and Director at Large, Barbara Bolz, ASID, Barbara Bolz Interiors in Charlotte, NC and Margot Olson, ASID, Past President of ASID Carolinas Chapter 2009-2010.



Ann Warrick and Rebecca Compton enjoyed a stimulating presentation by keynote speaker Dr. Rosa Otera, Director of the Interior Design Program at Salem College, during the Winter Conference in Hickory, SC.



Barbara Bolz, Sita Walker and Kitty McCammon attend the Global Color Trends Seminar sponsored by Sherwin Williams.



Cheryl Smith, Susan Carsen, and Austin Rese compare notes during the ASID Distinguished Speaker Series lecture presented by Liesbet Trappenburg.



Students from various universities and colleges mingle during a break after the Otto Zenke Award announcements. From left to right are Brian Murray and Chandra Sturup from Art Institute of Raleigh-Durham and Katherine Elliott, Shannon Clinton & Victoria Chaffers, all students from Salem College.

Thank you!

ASID Carolinas Chapter sincerely thanks the following people and companies who made the Winter Conference a huge success by their generous support.

Dr. ROSA OTERO Director, Interior Design Program at Salem College / Keynote Speaker

Mr. CHARLES SUTTON, Bienenstock Library

KARLA WEBB, Bienenstock Library

ANN CAROL, 200 Steele Building Supervisor

ALAN DUNCAN, Twinings North America

BECKY LEWIS, Unity in Design

CAROL TYNDALL, Harden Furniture Company

CONNIE FLICK, Connie Flick, LTD

JEFF BROWN, Coalesse

KELLY BILLINGSLEY, NDI

RUTH OLBRYCH, Zaar Design Center

SHERWIN WILLIAMS, Conference Sponsor

LEGRAND, Conference Sponsor



Liesbet Trappenburg gave an inspiring and challenging presentation on “Attracting the Ideal Clients” (and projects).



Charles Sutton from the Bernice Bienenstock Furniture Library graciously donated beautiful-books from the library for an ice-breaker give-away.



Rose Otero, Victoria Chaffers, Katherine Elliott and Shannon Clinton of Salem College in Salem, NC, gather for a group photo after the Otto Zenke Awards Ceremony.



Students and Emerging Professionals enjoy a “Speed Portfolio Review,” with ASID Professional Candie Morgan, CCASID President 2012-2013. The event was sponsored by Sherwin Williams.



Students from Winthrop University enjoyed the many networking opportunities at the Winter Conference. Shown from left to right are Kimberly Small, Jaclyn Cirillo & Michelle Christopher.



One of the award winning Student Design Boards for the Otto Zenke Awards Competition on display at this year’s Winter Conference event.



The Two Hundred Steele Building was the host location for this year’s Winter Conference in Hickory, NC

STUDENT SPOTLIGHT

Lara Karam



Lara Karam was born to an immigrant Palestinian family in Greensboro, North Carolina. After spending her early childhood in the U.S, her family moved to Athens, Greece, where she had the opportunity to live in various international locations due to the nature of her father's career.

In 1997, Lara's family moved back to their native land, Palestine. She was seven at the time and did not speak Arabic well, so she had to familiarize herself with the language and customs of the Arabic culture; it was a bit of a challenge for her since she had never lived there before, yet was expected to function as a Palestinian, given her heritage.

From a very early age Lara had a fascination with art and design. Having traveled to different parts of Europe, she developed an appreciation of the beauty of architecture and interiors. Her parents supported her interest and allowed her to explore this field further. She applied to Art and Design schools in the U.K., where she began her studies.

While earning a foundational Diploma in Art and Design during her time in Manchester, she was exposed to various forms of art and design, ranging from fashion, textiles, fine art, photography and 3D visualization. After getting a broad overview of the design industry, she realized that she had a particular passion for interior design and architecture. She applied for candidacy at the Interior Design Program at the Manchester Metropolitan University School of Design in 2009.

After completing 2 years of studies in England, she took a trip to the United States to visit her sister living in Charleston, SC. After enjoying a two week stay, she made a spontaneous decision to relocate to Charleston to continue her schooling after being captivated by the charm of the city. She packed her bags and transferred to Charleston within a two week time period.

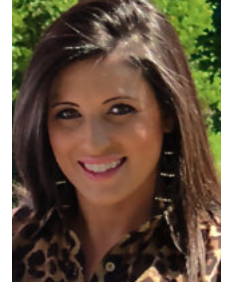
With her love and passion for design, she has continued to study interior design at the Art Institute of Charleston for the last three years. Lara has had the honor of learning under some wonderful professors at the Art Institute, and has also had the opportunity to intern at LS3P ASSOCIATES LTD. While continuing her studies, Lara finds time to manage and organize LS3P's resource library and helps on project work while learning from some very inspiring people. "LS3P has been one of the most welcoming and friendly work environments I have ever experienced," reports Lara.

Recently she entered her design for a boutique hotel in Florence, South Carolina, in the ASID Otto Zenke Design Award Competition. She worked closely with her professor in a Hospitality class as well as continuing to work on her own. Lara was delighted to hear that she had won second place and received a monetary award during the Winter Conference in Hickory, NC. She is looking forward to graduating this May and earning her degree in interior design.

"Getting exposure through traveling has helped broaden my outlook on life. It has definitely had a positive influence on the person I am today. I look forward to an exciting career in the field of interior design and all that it has to offer!"

Ryan Young ASID Emerging Professional: Where is She Now?

Ryan Young served as the past ASID Student Representative to the Board during the Cheryl Smith Presidency in 2010-2011. In 2011 she obtained a Bachelors of Science degree in Interior Design with a minor in Business Administration from East Carolina University. Shortly after graduating she moved to Atlanta, GA, where she began higher-level education at Georgia Tech. She received her Master's Degree in Building Construction with a concentration in Project Delivery graduating this past December 2012.



While attending graduate school, Ryan also worked as a full time employee at Granite Transformations, a national franchise that specializes in full service kitchen and bath renovation. Ryan first began working for this company as a Showroom Coordinator, but after being on the board for a year she was promoted to Assistant Project Coordinator. In this position she helps manage the process from the initial design consultation all the way to final installation. Working for Granite Transformations while participating in her graduate studies has helped provide Ryan with a tremendous insight into the design and construction industry that will serve her well as she continues in her interior design career.

Misty Brecht: National Student Design Winner



Annually, ASID sponsors a national student design competition. This year's competition, REPurpose for Today, was sponsored by HGTV. The parameters included creating a design that addresses a current social crisis by using new solutions for existing structures. The judges for the competition included: Barbara Marini, FASID, ASID President; Laurie March, Associate ASID, host and creative force behind The House Counselor on HGTVRemodels.com; and Susan

S. Szenasy, Editor in Chief of METROPOLIS.

Misty Brecht, ASID Carolinas Student Representative to the Board and Senior at Anderson University, developed a solution entitled "On Track" to relieve unemployment in her hometown of Lancaster, SC. She received an Honorable Mention in the national competition for her design proposal.

Lancaster is connected to larger surrounding cities and towns, including Charlotte and Columbia, by a railroad system that is currently transporting freight and is not being used to its full potential. In her project, Misty repurposed existing passenger railroad cars that are not currently in use in order to transport large groups of people into the surrounding areas to open up more opportunities for jobs for the displaced workers in Lancaster. She designed five cars on the train, an office car, lounge car, club car, gym car, and dressing car, allowing the travelers to make the travel time productive while on their long trip into the city. The overarching goal was to help Lancaster live up to its motto, "Proud and Progressive."

Misty was selected along with ASID student members from Pratt Institute, Virginia Tech and Ball State University - all National winners in this year's annual ASID student competition.

The Business of Design



By Linda Dickerson, Allied ASID

Running an Interior Design business can be a daunting task these days. When the economy started going downhill just a few years ago, many people stopped spending money on all but the necessities of life. Consumers were scared of what was to come, and as a result, the interior design business suffered. Purchasing

a new sofa or renovating an outdated kitchen was put on the back burner by many households. Some designers went out of business, downsized, or had to move their businesses into their homes.

So how do we, as interior designers, overcome an economic downturn and survive? I, like many designers, had to make some changes in my business strategy in order to keep my business going while undergoing this economic downturn. Here are some tried and true ways of running an interior design business along with some of the changes I made during the downturn.

1. Go with the flow

For 20 years I had a retail shop as well as a design studio. Then all of the sudden, people stopped buying the beautiful accessories and furnishings I had in my shop. I had a large inventory, but few sales. I kept waiting for things to change for the better, but they just got worse. So, very reluctantly, I decided to close my retail shop and focus totally on my design work. I had a big sale and put the rest in storage. I downsized to a smaller space to house my vast design library, and decided to make my design studio my focus. It was a decision I had to make to keep my business going, and in retrospect, a very wise one. I've been able to hang in there.

2. Give the best customer service possible

This has always been my motto, and it is especially important to make sure you always keep your customers happy during challenging times. A satisfied customer will not only come back again and again, but will also refer you to their friends and colleagues. There is no better customer than a repeat client or one who has been referred. I've had clients whom I've worked with on two or three houses throughout the years because they know they will be treated fairly, honestly, and receive a great product. If you give someone a price, always stick to it. If you make a mistake and end up losing money on a job, do it with grace. Go out of your way to assist your clients in any way possible. If they are looking for a particular item and you can't find it for them, tell them where they can go to get it, even if it means sending them to a competitor. Your clients will not only appreciate it, but will remember you did that for them. It promotes good will and will always bring them back to you.

3. Think "Out of the Box"

Think of other ways you can make additional income even if it's an "out of the box" way from how you've always done business in the past. Consider doing staging jobs for people getting ready to sell their homes. Schedule one-hour in-home consultations for homeowners who only need paint consults or design ideas they can act on themselves. Even if you don't end up doing additional work for them right now, it often leads to later work or referrals to their friends and colleagues.

4. Make your website the best it can be

Describe what you do in detail and show numerous examples of your work. "Before" and "after" photos are particularly helpful, as people can really see what you can offer them. I've found that my website has brought

many new clients to me, particularly people moving here from other areas of the country who are seeking a designer and are going to the internet to find who's out there. Promote yourself and your talents on a well designed and user-friendly website.

5. Establish good relationships

Establish good relationships with other designers, architects, builders, and real estate agents. Don't necessarily look at other designers as your competitors, but rather as good sources for information sharing. I personally don't focus on ultra contemporary design, but if a prospective client comes to me and that's what he or she is looking for, I'll refer to a couple of great designers I know who specialize in contemporary. And in return, these designers refer clients to me who prefer a more traditional or transitional look. Develop relationships with people who are in related fields whom you can refer to prospective clients. You will find that they will do the same for you.

6. Be focused and stay on top of things

Keep a schedule of what you need to do each day and do it. Make each client feel that his job is the most important one you have, whether it's a big or small job. Keep the client updated on a regular basis so she knows you are keeping on top of things. In turn, your clients will be excited and full of anticipation about the upcoming changes to their homes, offices, or retail spaces.

7. Surround yourself with a good staff

People who care as much about your business succeeding as much as you do are extremely important. Treat your employees well and you will be rewarded with loyalty and hard work. Make them feel important and needed, give them credit for what they do, and give them responsibilities over particular aspects of your business, whether it is project management, office management, or bookkeeping.

8. Network.

Join local organizations or networking groups to establish relationships with lots of people. The more you get yourself out there, the better you will do. You will meet lots of people who may not need your services (or think they don't need your services!) but if you get to know them and establish friendships, you will get referral after referral.

9. Consider teaching classes

I've been asked several times through the years to give classes in interior design through the public schools' continuing education program and through other programs. Again, it's a matter of getting yourself out there to show who you are and what you do.

10. Enjoy what you're doing.

A designer who looks forward to going to work and being creative each and every day will succeed no matter how tough times are. And that's the key to it all.

Linda Dickerson, Allied ASID, is the owner of Linda Dickerson Interiors, located in Durham, N.C. She has owned her own design studio since 1991 and worked as an interior designer in the Triangle area for over 30 years. She is a graduate of the Harrington Institute of Interior Design (now called the Harrington College of Design) in Chicago. Her design studio is located at 3401 University Drive, Durham, N.C. 27707. 919-403-1433. www.lindadickersoninteriors.com

Go Out and Find That Job!



*By Misty Brecht, Student ASID
Student Representative to the Board*

Many students, like me, will soon be facing the challenge of searching for a position or an internship. Even if you aren't graduating this year it's always good to be prepared when the time comes.

When you start looking for that position, don't forget that ASID offers many helpful resources. You can find helpful hints about what employers are looking for at: <http://www.asid.org/career/tools/TipsforGrads.htm>. Some of the basic items you will need include a résumé, cover letters, portfolio, and don't forget the "Thank You" notes! When designing each of these items remember that, as a designer, your résumé should be creatively executed. However, it also needs to be logical and most importantly, easy to read.

Your name and information should go near the top of the page and be easy to find for filing purposes. Remember that employers generally only briefly scan résumés. You may only have 10-15 seconds to make an impression! Make it concise and easy to read! Don't write long paragraphs that won't get read.

Each cover letter should indicate that you have researched the company you are applying to and that you will be a good fit if hired. A cover letter should be written specifically to the employer. This shows that you are genuinely interested in the company and that you understand what they do.

The portfolio can be presented in many different ways. Many people are using digital portfolios with a printed and bound copy to make it easier

for the employer. Make sure your portfolio includes only your best work. Remember you will have limited time to present your portfolio during an interview so showcase what you think is best. Always practice your presentation before your interview and rehearse to tweak your timing. Never forget to send thank you letters to all interviewers. This helps set you apart and makes your interviewers think about you again while they read your letter. You don't want to be forgotten! The more they think about you, the better.

All components of the job search including the résumé, cover letter, portfolio and thank you notes should have a consistent design or design element. They should all relate to each other. This can be achieved with a personal logo, or consistent design feature or colors used throughout all items. Remember to make them memorable!

Now, go out there and find that job!

Do You Know Your IDCEC Number?



*By Laura Holland, Industry Partner
ASID Carolinas Chapter Director at Large*

Recently I conducted a CEU presentation for a chapter in Ohio. Of the 36 participants, only two brought their IDCEC number with them. Some of the group did not remember receiving the letter in June, 2012 that shared the new process for registering and tracking their CEU credits, but it was this letter that included their unique IDCEC number. While any change can be difficult, this Industry Partner has found that the new system is very easy to use. A benefit to you as a participant is that the fees for completing CEU courses have shifted from the designer to the presenter's company.

When you attend a course, the presenter will ask you to sign an Attendance Form. You will be asked for your contact information and IDCEC number. This is typically formatted as a ten digit number that begins with two digits and is followed by a hyphen and then the eight remaining digits. The presenter must have this number in order to add you as an attendee of the course. The system will not accept your name or your ASID number. The provider will give you the specific course number so that you can then log into IDCEC.org to review the courses you have completed. Another benefit to you is that IDCEC will not only track your CEU's, but also will allow you to print out a transcript of all the courses you have completed in the year.

It is important for you to know that a presenter only has five days to post the attendees to the IDCEC.org site. You can help your presenter by making sure that you bring this important number with you each time you attend a CEU course. If you do not know your unique IDCEC number, you can email Jeremy Roberts at jroberts@idcec.org and he will be happy to email you your number.

Ready, Set, Go: The ASID Foundation Scholarships are Now Open

Now through April 15, 2013, the ASID Foundation invites students and professionals to apply for five available awards and scholarships. Offering a total of \$23,000 in scholarships, the awards recognize outstanding contributions to the profession and academic excellence for students of all levels. The awards are open to students and professionals, ASID members and nonmembers. Help us spread the word, and encourage someone to apply today. Criteria and applications can be accessed online at www.asidfoundation.org

ASID Invites You to Two 2013 Leading Events

Save the date for two important events in 2013. Join ASID@NeoCon taking place June 10 – 12 in Chicago and ASID@DOD taking place June 21 – 23, in Los Angeles. Engage with us at the ASID booth at both NeoCon and DOD. Join us for Celebration – the 2013 ASID Awards at Dwell on Design, taking place at the Millennium Biltmore Hotel and including a red carpet reception, awards gala dinner, and a live and silent auction to benefit the ASID Foundation. To get up-to-date coverage, visit icon.asid.org. We look forward to seeing you there!

Graduating in May?

Take advantage of the student membership upgrade track and advance to Allied membership. Just complete and submit the one-page advancement application along with your transcripts and dues and you can start using the Allied ASID appellation on your business cards and resume to identify yourself as a design professional. Advancement is our gift to student members, a benefit with an overall savings of over \$1,260! Maintaining your ASID membership after graduation is a strategic tool to help you secure work and advance your career.

Some other great ASID tools for you as you enter the real world of the design profession are:

Mapping Your Future Guide -- ASID has developed this interactive guide for emerging professionals to use as a tool when preparing to map their future as an interior design professional. The guide includes information on career options, examination and certification information, ASID services for practicing designers and more. [Click here to download.](#)

Tips for Interior Design Graduates -- This resource provides practical advice to prepare new graduates as they search for their first interior design job. The information included reflects the collective opinions of over 500 design employers who were surveyed on what they look for when hiring entry-level designers. It covers the three major areas of portfolio preparation, resume and cover letter composition, and the interview process. Pass the knowledge on to graduating seniors! Go to www.ASID.org to fill out the appropriate forms to advance your membership to Allied ASID today!

A Warm Welcome!

Carolinas ASID Chapter Membership Continues to Grow

We want to extend a warm welcome to the newest members of the ASID Carolinas Chapter (since our Winter 2013 Newsletter was released; listed in order of joining).

Nancy Weston, Allied ASID, Thomasville Home Furnishings High Point, NC

Wynn Applewhite, Professional Member, Charlotte, NC

Susan Markovitz, Student ASID, Arden, NC

Cheri Midulla, Associate Member of Cheri Midulla Designs, Charlotte, NC

Harmony Griffin, Student ASID, Charleston, SC

Julie deVries, Allied ASID, Ladson, SC

Rosa Plaza Dest, Associate Member, Rosa Dest Interiors, Charlotte, NC

Grace Hazen, Student ASID, Arden, NC

Annie Washington, Associate Member, Hacks and Washington Furniture Co.

Ami Shah, Allied ASID, Charlotte, NC

Halei Cox, Allied ASID, Sanctuaries by Halei, Greenville, SC

Carnela Hill, Associate Member, Raleigh, NC

Julia Sturgess, Allied ASID, Cary, NC

Jennifer Deal Student ASID, The Freelon Group, Cary, NC

Esi Gibson, Student ASID, Winston Salem, NC

Jillian Marvill, Student ASID, Chapel Hill, NC

Sharon Frazier, Student ASID, Greensboro, NC

Sonya Berle, Student ASID, The Berle Group, Mt. Pleasant, SC

Be a Spokesperson for the Industry

Are you a quotable expert in your field? If so, we invite you to send us an email with why you want to be an ASID spokesperson. ASID spokespeople represent all areas of the interior design profession and are regularly requested to comment on design trends for publications including the New York Times, the Wall Street Journal and Dwell magazine. "Being selected as a national spokesperson for ASID has proven to be a great asset to promote our professional designer message to the public in an "on point" conversation. It has been very worthwhile and personally gratifying," says Alene Workman, FASID. Please send your name, website with links to previously published articles, and your area of expertise to aconrad@asid.org.

ASID Foundation News



By Rebecca B. Compton, ASID, CKD
ASID Carolinas Foundation Chair, 2011-2013

For those of you who so generously donated to the Foundation last year for our 2011-2012 Chapter Challenge, we were able to raise a total of \$2,365.00! Thank you!

When you have a few moments, please take a look at the Foundation website to see how these funds are put to use. The site is accessed through www.ASID.org, where you will find a link for the Foundation on the lower right side of the home page. Once there, you will find information on research programs pertaining to interior design, student programs on the high school level, ReGreen training which focuses on energy-efficient residential remodeling, Council for Interior Design Accreditation (CIDA), Rebuilding Together which focuses on rehabilitating the houses of low-income, active and retired members of the military, scholarship and award opportunities, and more programs that are fully or partially funded by the Foundation. There are also resources you can use such as the Aging-in-Place and Safe at Home Checklist, among others.



A veteran who lost the use of his limb and his family benefit from the Rebuilding Together program.



A home rehabilitation project for a low income family greatly benefited from the Rebuilding Together program.

Our chapter challenge this year is \$4,200, which is slightly more than last year's challenge goal. When we meet or exceed this goal, our chapter will be entered into a drawing for a free REGREEN CEU! When you break this out among all 637 members of our chapter, it is less than \$7 per person. If it is broken out among our 260 Professional members, it is only \$16.15 per person.

If only 75% of our Professional members are able to donate, it is only \$21.54 per person! As you can see, this goal is within reach without a lot of effort. See which

design community can raise the most money. There are a wonderful list of sample fund raising events along with tips and guidelines. Please call or e-mail if you would like this information.

Any donation you are able to give on-line, by mail, or through one of the local fund-raisers will count toward our chapter challenge for the 2012-2013 year which ends September 30th. Please note that these donations are voluntary, and are not a part of our regular dues payments.

To donate by mail, send to: ASID Foundation
Attn.: Valerie O'Keefe
608 Massachusetts Ave., NE
Washington, DC 20002

To donate on-line: Go to www.asid.org and log in with your user name & password if you are an ASID member, or click the link to sign up for a user name & password if you are not a member.

Once logged in, look under "Membership Programs & Services" for "Contributions to the ASID Foundation," and follow the instructions. You may charge your gift to your MasterCard, Visa, or American Express credit card via the Foundation's secure online donation form.

Thanks again in advance for your time, and for your donation!

New Opportunities to Give

The ASID Foundation has set a goal to increase its assets to \$4 million by the Society's 40th anniversary in 2015. With just two years to go, the ASID Foundation is seeking \$700,000 in commitments. Your support will allow the Foundation to continue funding projects that demonstrate the value of design, provide scholarships to the profession's rising stars and support programs that help grow designers' skills and businesses. To donate, please use our secure PayPal contribution page.

High Point Market A New Season for Home Fashion

Join us for the new home fashion season, April 20-25!

High Point Market is your destination for home fashion inspiration and the world's largest home resource. Explore the sights and sounds. Exchange new ideas and meet the people you need to know. Join the High Point Market Authority for the Design Viewpoints Series. This popular series is held at the High Point Theatre, next to the Transportation Terminal. Enjoy a boxed lunch and earn CEU credits. Seminars will take place at noon on April 21, 22, and 23. Designer-only social and networking events put you in touch with design-world celebrities, leading makers of fine furnishings, and owners of design firms from around the world.

Whether you're looking for a comfortable room or for luxury accommodations, you can get what you want with just a few simple clicks. And you'll benefit from the great deals we've arranged with area hotels that make High Point Market a better value than ever. With the revamped MyMarket, all you have to do is click a few buttons to set your schedule, add exhibitors and events, and access it anywhere and anytime. Eliminate "password fatigue": Sign in with your Facebook or Twitter account!

Register today to find what inspires you.



Join us for **REGREEN** in 2013

Registration for REGREEN is now open! Throughout this year, ASID is conducting a series of REGREEN Implementation Workshops. Designed for professionals who want to create sustainable, healthy interiors through single-scope projects such as a kitchen or bath remodel, as well as a whole-house gut rehab or historic renovation, REGREEN fills a unique niche in the marketplace. Mark your calendar for a workshop near you:

April 25 - New York City
May 15 - Atlanta

June 20 - Los Angeles
August 21 - Seattle

Visit www.ASID.org for information or to register.

Share the Love Program for Student and Educator Members

We challenge you to Share the ASID Love in April and refer one new member to ASID. For every Allied, Associate, Professional or Industry Partner member you recruit, you'll receive a \$50 voucher to use toward your future ASID membership dues or to purchase merchandise in the ASID Store. The new member needs to provide your member ID number on his or her application, allowing ASID to register your vouchers! Learn more about the Share the Love program online or contact membership at membership@asid.org.



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Need Assistance with Hunter Douglas Products?

To access all the resources you need to make selling Hunter Douglas window fashions easier and more profitable, contact your Hunter Douglas Design Center Partner today. And be sure to ask about the Hunter Douglas Design Center Program. To find a dealer near you, visit growyourdesignbusiness.net/partners.



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