

## OFFICERS

**President**  
Beverly Stadler, ASID, CID

**President-Elect**  
Sheila Hupp, ASID, CID

**Past President**  
Sandra Corbitt, ASID, CID

**Secretary**  
Harriett Rogers

**Treasurer**  
Linda Leach, ASID, CID

## BOARD MEMBERS

Debra Croll-Bailey,  
Allied Member ASID, CID

RoxAnn Johnson, ASID

Carol Lamkins, ASID, CID, CKD, CBD

Diane Sparacino, Allied Member ASID

Jerry McKnight, ASID

Bunny Sutherland  
Allied Member ASID, CID

Beth Whitlinger, ASID  
CID, IIDA

**Industry Partner**  
Mike Echolds

**Student Representative**  
Barbara Belote  
Deirdre Eagles

**Chapter Administrator**  
Harriet Rogers

## COMMITTEE CHAIRS

**Awards:** Jamie Namanny  
Allied Member ASID

**Community Service:**  
Kathleen Rifken ASID

**Ethics:** Sandra Corbitt, ASID, CID

**Hospitality:** Georgia Walling  
Allied Member ASID

**IP Liaison:** Mary Swift, ASID, CID

**Membership:** Diane Sparacino  
Allied Member ASID

**Newsletter:** Deborah Croll-Bailey  
Allied Member ASID, CID

**Nominating:** Linda Enochs,  
Allied Member ASID

**Professional Development:**  
Susan Wesley, Allied Member ASID

**Public Relations:**  
Jill Scheetz, Allied Member ASID

**Step Study Program:** Beth Whitlinger,  
ASID

**Student Affairs:**  
RoxAnne Johnson, ASID

**Technology/Website:** Carol Lamkins  
ASID, CID, CKD, CBD

**Ways & Means:** Marianne Kreter  
ASID, CID

**Design House Chair**  
Marianne Kreter, ASID, CID

Welcome to springtime! Even in our wonderful California climate, spring brings a feeling of renewal and rebirth. There's something very special about seeing those newly green hillsides, those exquisite flowers and most especially welcoming those longer evenings of daylight! THIS spring, in particular, feels extra special for ASID Orange County.



**Beverly  
Stadler  
ASID/OC  
President  
2003-2004**

ASID has come into its own, so to speak. Consumers have really begun to 'get it' and, from what we have heard from our members, they are asking for all of *us* over and above other designers. If you do not have your portfolio on the ASID website, get it on as *quickly* as possible, as those of us who are exposed there are getting calls weekly from our exposure! Prospective clients love being able to "pre shop" your portfolio and your design and business philosophy from the comfort of home before picking up the phone for an interview. The good news for *you* is that because they already know all about you and your design, you are less likely to waste your time on a trip to their home; that interview will *very likely* become a new job for you without the usual hassle! No more lugging that portfolio around! No more substantiating your value! Most of it is done *for you* ahead of time! Of course that only works if you have done *your* work ahead of time and have completed that portfolio and loaded it on the website, so take advantage of the extra energy springtime brings and get to it!

and will be printed and mailed directly to you each quarter thereafter. This will be our last web-based newsletter. You will have monthly calendar updates on the website between publications, of course, so don't stop checking the site! It will continue to be a valuable asset to our chapter well into perpetuity. However, there is a great deal to be said for a professional looking publication that can be read at leisure on a plane, a train, or in the comfort of home at the end of a long day, and we have come to believe that our membership will benefit from both these valuable tools. We hope you agree!

We hope to see you all at our fabulous Philharmonic Design House 2004, opening April 27<sup>th</sup>! Come and see the design magic this outstanding team of designers has wrought to transform this Nellie Gail home, under the able and patient direction of Marianne Kreter, our design house chair! See you there!

ASID Orange County has been granted a strategic plan wish for 2004: A BEAUTIFUL, SLICK, COLOR COPY QUARTERLY NEWSLETTER!

## DESIGN *Orange County*

It will be published for the first time this June for the summer quarter of 2004,

### Mission Statement

The Mission of the Orange County Chapter of the American Society of Interior Designers is to communicate the value of professional interior design, provide a forum for active participation by all members and maintain financial health.

# The 2004 Philharmonic House of Design

Opens April 27 through May 25th

Our upcoming House of Design is a sparkling jewel with twenty foot tall beveled and leaded windows all presented with a Continental flavor! It is in the equestrian community of Nellie Gail Ranch with easy shuttle access from the Chet Holifield Federal Building adjacent to the Laguna Design Center.

The House is a candystore of creativity! You will be fascinated by the many sparkling wall finishes, the mouldings and cartouches, the tile designs, the window treatments and hardware and the fabulous chandeliers, wall sconces and furniture !!

Our President, Beverly Stadler, suggests that you use the House as a "Lab" wherein you bring clients and get their feedback about what excites them whether it be color or technique, style or design. You will see wonderful examples of raised paneling, upholstered walls, astounding Art Nouveau, and an elegant new kitchen.

One large room will have \$275,000 worth of goodies furnishing it from exclusive showrooms both here and in L.A. You have to come to find out WHICH room! Every space will offer you a storehouse of ideas, techniques and possibilities. So please join us and support your colleagues tremendous hard work. You are part of an unbelievably talented chapter of awesome designers!

Marianne Kreter ASID, CID  
Chair, 2004 Philharmonic House of Design

**\*\*Be sure to mark your ticket brochure order form with "ASID" or our chapter will not get credit for the sale!**

## Tickets for the 2004 Philharmonic House of Design

It's here! Get your tickets for the 2004 Philharmonic House of Design. It is a spectacular house located in the Nellie Gail Ranch in Laguna Niguel. The house will open to the public from **April 27<sup>th</sup> to May 25<sup>th</sup>**. We again have exceptionally talented designers who are donating their time and resources for the benefit of the Philharmonic and ASID. You can also help by buying and selling tickets. The tickets and ticket order brochures are available at the ASID office. The ticket order brochure has the ASID logo stamped on the bottom of the registration form. This way, PSOC can keep a record of how many tickets our members sell and our contribution to the ticket sales effort. If you receive a form without an ASID logo, write "ASID" on the bottom of the registration form. Please, help increase our ticket sales, support our designers and make the Philharmonic House of Design a great success.

## Ronald McDonald House

### Orange County - Project "Labor of Love"

"Charity begins at home" ... and these words certainly rang true during our introductory meeting at our special "home away from home" ... the Ronald McDonald House in Orange ... our ASID community service project for 2003-2004.

Our "Labor of Love" volunteers were all smiles during the "walk through" at the OCRMH! The excitement to participate in our ASID community service project was contagious and spread to all 21 volunteers, who attended both introductory meetings last Friday, April 2 and Saturday, April 3.

Deborah Levy, OC House Executive Director, and Susan Marty, OC House Manager, presented the Orange County Ronald McDonald House to us. The Orange County House is among the 235 RMH Houses that exist globally. For more information, please visit their web site address: [www.ronaldhouseoc.org](http://www.ronaldhouseoc.org) Deborah and Susan described the mission of the OC House and how the House serves those families who need them. Our House tour allowed us to see 4 of their 20 bedroom / bath accommodations and all the common areas of the House. Kathleen Kaiser-Rifken, ASID Community Service Chair, described our community service project and our ASID voluntary commitment to the OC House.

The volunteer ASID designers and ASID student members selected their space assignments by drawing room numbers from two baskets, selecting either a common area or a bedroom that they wish to "re-model".

Most of the rooms are now assigned but we still need more ASID volunteers to select the remaining bedroom / bath combinations.

Please join us! We would love to share this great and rare opportunity with you!

Please call Kathleen Kaiser-Rifken at 949.380.8873 or e-mail her at [kathleen@krdg.com](mailto:kathleen@krdg.com) to learn more about how to participate and give back to your community.

### **We need you to join our "Labor of Love" project!**

Kathleen Kaiser-Rifken ASID CID  
ASID Community Service Chair, 2003 - 2004  
April 2004

## WEB PAGE HELP FOR DESIGNERS

- Short of time?
- Are you stressed by technology?
- Is the thought of uploading your portfolio info onto your ASID web page giving you headaches?

Our PR and tech experts can help. Showcasing interior designers and their projects is a specialty and we have the awards to prove it!

### *Special package prices for ASID members:*

- \$750 for new copy/scanning/uploading photos & copy onto portfolio web pages.
- \$325 for editing existing copy/scanning/uploading photos & copy onto portfolio web pages
- Maintenance/updating available

**949.552.6368**

**KORI LEE & ASSOCIATES**

*"Telling Your Company Story With Style"*

### **Get Published.....**

**Dacor would like to invite designers to take part in an innovative marketing opportunity. Dacor plans to modify their website to include a special photo collage of fabulous Dacor kitchens. The company would like to include local inspiring projects. A kitchen photo, if properly reproducible, will be highlighted on their website with the designer's name and the design firm's name for a period of three months. During those three months, indoor and outdoor kitchen projects could be exposed to as many as one half million viewers from all over the world.**

**To join the "Design Inspirations" program please contact Jennifer Joseph at: 800-793-0093**

## BUILD YOUR BUSINESS WITH THE ASID WEB SITE

**Bunny Sutherland, Allied Member ASID, CID IDS**

The ASID Web has been a great source for new clients. Beth Whitlinger so eloquently stated so many times that her business was growing and a lot of the growth was due to the fact that she put her portfolio on the ASID Web site. Of course, old miss skeptical thought "how can that be?".

Well, I finally decided that it was time for me to take the plunge and investigate for myself. I already had some of my jobs professionally photographed so I called my photographer (Martin King) and he put all we had done on a disk. This really helped, because I did not know how to go about that.

Then I went to the site, signed on and started reading and looking at some of the portfolios and reading how easy it was to insert my info. Well I said to myself, I can surely do this, and I did. It was easy!

I am so extremely pleased on how it has turned out. Beth was right! I am receiving numerous calls and e-mails from prospective clients. I have met with some and they have turned into great jobs. Believe me, this is great for your business and also great for prospective clients. They can see our work, read about us and decide whether they want to work with us before we even have to go out to that first initial meeting.

I cannot say enough about how this Web Site is working out. It is easy to do and the return is enormous.

Hope to see you all on there *soon*.

Bunny

## Student Career Day 2004

Coming up May 1st, the annual regional event where students from 30 colleges throughout Southern California will have a full day of fun and educational inspiration. This year Denise Turner will present a seminar on "The Healing Miracle of Color in Today's Design". Then the students will participate in "round table discussions" to hear the experiences of professional designers with an emphasis on different design specialties at each table and covering a wide range of commercial and residential topics. I'd like to thank **Dacor**, one of our Industry Foundation Members, who has so graciously agreed to host the event at their beautiful corporate training center in Diamond Bar.

In addition, they are providing gift packets and a gourmet lunch buffet.

Students who wish to register can call Harriet at the ASID office.

**( 949 ) 643-1549**

**Cost: \$20.00 for ASID student members, \$25.00 for non-members.**

Any further questions call me at (714) 532-3200. **RoxAnn Johnson, ASID, CID**

## Job Opportunity.....Display Manager/Stylist/Accessory Buyer

Glabman Furniture & Interior Design, a very high-end, five store chain in Southern California, is seeking an experienced professional. We are a 105 year old company with a commitment to growth. We are looking for a candidate who will be an integral part of our merchandising team providing visual presentation direction in addition to buying responsibilities.

**Please e-mail your resume to [resume@glabman.com](mailto:resume@glabman.com) or fax to 714/957-4291 .**

## STRATEGIC PLANNING??

ALICE: Would you tell me, please, which way I ought to go from here?

CHESHIRE CAT: That depends a good deal on where you want to get to.

ALICE: I don't much care where.

CHESHIRE CAT: Then it doesn't matter which way you go.  
(from Alice in Wonderland, Lewis Carroll)

Most organizations are like Alice. Because they have no idea where they are going, any way will do. Unfortunately, this lack of focus leads to disorganization, misuse of resources and dissatisfied customers.

Strategic Planning requires a commitment to strategic management. The definition of strategic management is the process by which an association identifies the needs of present and future members and empowers volunteers and staff to provide exceptional quality products and services to those needs.

The above excerpt from ASID National is a good example of how important the process of strategic planning is for our organization to grow and meet the needs of its members. On April 23<sup>rd</sup> and 24<sup>th</sup>, Sheila Hupp, President-elect, will be meeting with a group of our members to work on a three year plan for our chapter. Strategic planning is an annual session held by the incoming president to establish the goals, objectives and strategies for the chapter. Information from the "Tell ASID What You Want" questionnaires sent out to members is carefully analyzed and used in this planning process.

Because this is your chapter, and it is our goal to meet the needs of its members, if you have not already returned your questionnaire to Sheila Hupp, please do so as soon as possible.  
Sheila Hupp – Fax: (949) 951-1591; Email: huppdesigns@aol.com

### **DESIGN Orange County**

**Coming in June..... for the summer  
quarter of 2004**

**ASID Orange County has been granted a  
strategic plan wish for 2004:**

**A BEAUTIFUL, SLICK, COLOR COPY  
QUARTERLY NEWSLETTER!**

**It will be printed and mailed directly to you  
each quarter thereafter.**

**You will have monthly calendar updates on  
this website**

!

### **Job Opportunity**

#### **Interior Designer**

**Glabman Furniture & Interior Design offers you  
an opportunity to work with Baker, Karges, EJ  
Victor and many other very high quality furniture,  
lamp and accessory lines. Glabman is a five store  
chain dealing with a very exclusive client. Five  
years design experience and retail sales a must.  
This is an excellent earning opportunity with a  
very stable 105 year old company.**

**Please e-mail your resume to :  
resume@glabman.com or fax to 714.957-4291.  
All responses will be kept confidential.**

**FOR IMMEDIATE RELEASE**

Contact: Michelle Snyder, Public Relations Manager  
(202) 675-2369 or msnyder@asid.org

**ASID Releases Research on Today's Acoustically Complex Office Environment  
Report Investigates How to Improve Worker Privacy/Productivity, Reduce Noise Despite Greater  
Density**

(Washington, D.C., April 8, 2004) - The American Society of Interior Designers (ASID), the leading professional organization representing the interests of interior designers, has released *Better Sound Solutions: Applying Occupant and Building Performance Measurement and Design to Improve Office Acoustics*. The research report investigates the "why and how" of undertaking a more holistic approach when creating acoustic design solutions in the workplace to address the vital issues of noise and privacy-and, as a result, worker productivity and satisfaction-rather than focusing on product alone.

Organizational culture, employees' expectations, visual cues, and the presence or absence of other environmental stimuli can affect worker perceptions of sound and personal privacy, according to the authors of *Better Sound Solutions*, Steven Orfield, president of Orfield Laboratories, Inc., in Minneapolis, and Jay Brand, Ph.D., a cognitive psychologist with Haworth Furniture, Inc. in Holland, Mich. To determine a successful, long-term acoustics solution, the authors recommend an approach that combines both subjective and objective measurements, as both influence occupant response to the environment and, ultimately, the level of satisfaction with the work experience and organization as a whole. More traditional forms of programming, such as interviewing employees, may not provide reliable information upon which to develop effective solutions.

"What is now possible is a better, more scientific understanding of what the occupant needs to feel better, perform better and enjoy better job satisfaction," Orfield said. "We must understand that the occupant cannot tell us many of these details because occupants are largely unaware of what motivates them. We can only find these important answers by using appropriate evaluation tools to define them, applying acoustical solutions to implement them that include other important privacy domains, and evaluating their benefit to the organization."

Several means of specialized data gathering and measures exist that can help designers understand the acoustical properties of a space and how occupants will respond to that particular space:

*Building performance research* - evaluates the pre-occupancy of an environment and compares it to optimal performance

*Occupancy research* - tests occupants and offices to determine perceptions of the space and employee work quality

*Office simulation and prototyping* - allows designers and occupants to experience different model spaces to determine occupants' reactions to various designs

*Perceptual response programming* - quantifies individual responses to different images of a workspace to capture occupant perceptual preferences.

In addition, more typical human resource management indicators exist that can reveal whether a design is affecting occupant performance and satisfaction, such as the speed and output of work, recruitment, retention and absenteeism. By determining the cost and profitability of these behaviors, the case can be made for the economic benefits derived from good, research-based design.

"*Better Sound Solutions* is a tremendous resource to all designers of the built environment, facility managers, industry, and business owners and operators," said ASID President Linda Elliott Smith, FASID. "The report builds upon the research provided in the first ASID professional paper on office acoustics, *Sound Solutions*, published in 1996. Although many of the findings provided in the original *Sound Solutions* are still valid today, *Better Sound Solutions* takes the research to a new dimension by addressing the current phase in the evolution of office design combined with attitudes toward noise and privacy and new developments in acoustic research."

*Better Sound Solutions* was published by ASID with support from Haworth. Authors Orfield and Brand, along with Thomas Smith, Ph.D., senior consultant with Orfield Laboratories and research consultant with the University of Minnesota at Minneapolis, will lead an educational session on the report's findings at NeoCon® at the Merchandise Mart in Chicago on Tuesday, June 15, from 2:30 - 3:30 p.m. To learn more about this session and to register, visit [www.merchandisemart.com](http://www.merchandisemart.com).

To download or order a free hard copy of *Better Sound Solutions*, click on the "Research and Publications" link on the home page of the ASID Web site ([www.asid.org](http://www.asid.org)). To learn more about the Society's research initiatives, visit [www.asid.org](http://www.asid.org), e-mail [communications@asid.org](mailto:communications@asid.org) or call (202) 546-3480.

Orange County Chapter  
 23807 Aliso Creek Road, Suite 215  
 Laguna Niguel, CA 92677

Phone: 949-643-1549  
 Fax: 949-643-5664  
 Email: www.harrietasidoc@cs.com.  
 asidoc@compuserve.com  
 New Web Site: www.asidocc.org  
 National ASID Website: www.asid.org

**Advertising Rates**

Mailing list of 500+  
 Contact: ASID Office at 949-643-1549 or

Newsletter Chair; Deborah Croll-Bailey at  
 Voice: 714-542-8700, Fax: 714-953-9464 or  
 E-mail: godskz@aol.com

	IP Member	Non Member
Full Page	\$300	\$400
Half Page	\$175	\$250
Quarter Page	\$100	\$125
Business Card	\$ 50	\$ 75
Classified (25 words)	\$ 25	\$ 35

## Calendar of Events

**April**

- 14th Grand Re-opening...ProSource showroom facility in Fullerton. 3:00 to 7:00 PM  
 We encourage that all ASID members attend or just simply stop by for a visit and some snacks.
- 14th—17th International Window Coverings EXPO Baltimore, MD Baltimore  
 ConventionCenter
- 21st 4:00 to 6:00 PM ASID Board Meeting at Glabman's on Bristol in Costa Mesa
- 27th Design House Opening....

**May**

- 1st Student Career Day at Dacor in Diamond Bar - \$20 for ASID student members and \$25  
 for non-members - Call Harriet at the ASID office (949) 643-1549
- 3-4 Window Fashions REGIONAL TOUR  
 St. Paul, MN Radisson Riverfront Hotel
- 19th ASID Board Meeting TBA
- 24 California Codes and Regulations Exams (CCRE) Bay Area Los Angeles  
 San Diego