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Design House Chair

Marianne Kreter, ASID, CID

Greetings! Can you believe it is

February??? The groundhog has gone into hiding for another round of winter for the poor folks in the East, while we bask in the glory of our sunshine, warm weather and wonderful business opportunities here in our "Golden" state!

Valentine's Day is almost upon us, as well, and what better time to give a little love to someone who needs it than now??

PROJECT PHOENIX, named for the mythical bird that rose from the ashes of the fire that consumed it (easy trivia for you Harry Potter fans out there) will take place at the Inland Design Center on Saturday, March 13th, from 9:30AM to 1:30PM. This is a joint effort of the Orange County, Pasadena, and Palm Springs/Inland Chapters of ASID. The program will provide homeowners with honest answers and reliable information about what it takes to rebuild. There will be an hour long panel discussion designed to inform and educate, featuring a construction attorney, an architect, and an ASID National Speaker/Designer. Following the Q & A, the audience will break into groups for specialized advice on kitchens, bathrooms, lighting, floor and surface selection, space planning, as well as specific individual homeowner needs. We are in need of designers in all areas of expertise, as well as generalists with a desire to assist in whatever additional areas we may need for this one day effort. I realize that we all have more than enough to do with our own families and our own businesses right now, but please stop for a moment to reflect on the devastation that the fires would have meant for you or your loved ones, and reach out to help those who were not as fortunate with this very brief gift of time.



Beverly Stadler
ASID/OC
President
2003-2004

Please fill out the form on page 6 and fax back to the ASID office. You will be contacted within the week with further details.

On a much *brighter* note, we have a real group of **STARS** working diligently on their rooms for Philharmonic House of Design 2004. WOW, what wonderful boards were presented at formal presentations!! Please treat yourselves to a tour of the home, "pre- transformation" at the upcoming SNEAK PEEK on February 22nd and view these fabulous concepts. It will make your home tour that much more spectacular after the grand opening! Thank You, Marianne Kreter, and committee, for your hard work on this project thus far!

Join Bunny Sutherland, our Programs Chair, for an evening of education and enticing new plumbing product displays at Ferguson's Bath & Kitchen Gallery on the 18th of this month. There are many more opportunities for education and involvement, both this month and next, so don't miss a line of this month's newsletter and calendar of upcoming events!

February's General Meeting

ASID ORANGE COUNTY

FEBRUARY GENERAL MEETING

FEBRUARY 18, 2004

6 P.M. - 8:30 P.M.

**FERGUSON BATH & KITCHEN GALLERY
6 CUSHING WAY, SUITE 100
IRVINE**

Don't miss this great meeting. Ferguson's is one of our best supporters especially with the Design House. They will be serving dinner and Kohler will be presenting their KALLISTA LINE.

**Please RSVP to Melanie Dalton at Ferguson's
(949) 753-0039**

This is our General Meeting for February and there will be no charge.

See you all there,

Bunny Sutherland, Program Chair

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.

Ronald McDonald House

ASID Volunteers Needed Immediately

It is not every day that we have a chance to experience a life changing event. So, please consider this opportunity carefully. As a member of ASID, you are a proven, capable and dedicated interior designer. In addition, every one of us knows someone who has battled cancer or other serious illness, and our heart has truly been touched.

Now is the time that you can combine your expertise and your heart ... and have fun doing so! The ASID Board of Directors has approved and adopted a very special community service project for this year and we need volunteers! We need a minimum of 25 talented interior designers with a big heart and a willingness and commitment to take time from their busy schedules to give back to our community.

Our 2004 ASID community service project is The Orange County Ronald McDonald House, in the nearby city of Orange. This "home away from home" is almost 15 years old and the interior is tired and needs our help in their remodel. Our project name is "Labor of Love". We will begin to accept applications for our ASID Community Service Project on Valentine's Day, February 14, 2004. What a perfect day to begin our "Labor of Love"! This project is anticipated to be an on-going project through the year culminating in a grand opening party in November 2004, celebrating the Ronald McDonald's House 15th Anniversary. You may submit your application conveniently on-line, by fax or by mail.

Just FYI ... The Orange County Ronald McDonald House provides inexpensive lodging for families while their children are being treated for such serious illnesses as cancer, heart disease, cystic fibrosis, kidney or liver disease, diabetes or those requiring special neo-natal care immediately following birth. Since the House's opening in November, 1989, they have served over 7,000 families, coming from 21 countries throughout the world. The House offers 21 bedrooms with private bathrooms and community areas that include a living room, sanctuary, kitchen, dining room, playroom, library and playground.

In the words of Nancy McCluskey-Moore, former Development Director for RMH in San Francisco: "The Ronald McDonald House is a labor of love for everyone involved ...

February 2004

The impact such caring gestures can have upon families, during one of the most difficult times in their lives, is immeasurable. It's the sort of thing you reflect upon with pride months or even years later."

For further information on our project, or The Ronald McDonald House in Orange, or for an application, please contact me. I truly look forward to hearing from you.

Thank you.

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

e-mail: kathleen@krdg.com

Telephone: 949.380.8873

Fax: 949.380.8893

*Barbara McLane Wins **Highest Award**
for Best Use of Enkebol Products in Interior
Design for 2003!!!!*

Barbara McLane, one of our Orange County ASID members, has been selected to receive her award from Enkebol in Chicago at the International Kitchen and Bath Show. Barbara and her associate will be flown to Chicago for this all expense paid trip. Barbara will be awarded a \$1,000.00 cash award, as well. Enkebol Products was so enamored with the use of their product in the work submitted by Barbara in the kitchen selected for this high award, as well as several other examples of her work, that they will be featuring her work on both their internet website and in all their printed materials for the next 18 months!!!
Congratulations, Barbara!

Kitchen/Bath Industry Show: April 1 - 4, 2004 - McCormick Place, Chicago, Illinois. This is the largest and most comprehensive kitchen and bath show in the country (over 900 manufacturers with huge displays).

A Testimonial from Beth Whitlinger, ASID

The ASID Orange County chapter website has helped me increase my business. Over half of my current clients have found me through the referral feature on the website. Several have told me how wonderful it was to be able to get additional information on my background and body of work before calling me. I also have a link to my website that allows potential clients to go directly to my site.

Uploading my portfolio of work took very little time and the instructions were simple to follow. Even someone with very little computer knowledge will be able to navigate through the process. The portfolio can be personalized with logos, a picture of yourself, etc. So much information can be added to this portfolio that a designer not wishing to pay for or write their own website could certainly direct clients to their portfolio on the ASID site instead.

Clients are looking for us on the internet. Like it or not, it is the wave of the future for information gathering. For the minimal yearly investment I can't understand why more designer's in our chapter aren't utilizing this feature. All I can say is that I'm getting all their business!

Beth Whitlinger, ASID, IIDA, CID

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"

Roster... Designers and Spaces 2004 Philharmonic House of Design

1. Grand Foyer/Staircase/Gallery: Barbara McLane
2. Powder Room/Adjacent Hall: Anne Figueroa
3. Living Room: Linda Enochs
4. Library: Steve Stein
5. Master Bedroom & Balcony: Frank Pitman
6. Master Bath & Closets: Wendy Ann Miller
7. Grandchild's Room & Bath: Sheila Hupp
8. Guest Room & Bath: Candace Donnell & Pamela Green
9. Galleria Two: Art Institute O.C. with Barbara Gordon
10. Multipurpose Room (Designer's choice): Undecided
11. Rear Staircase and Landing: Tori Black
12. Great Room/Bar/Adjacent Patio: Jeanine Veldhuis
13. Kitchen & Pantry: Beth Whitlinger
14. Morning Room: Linda Leach & Diane Sparacino
15. Loggia behind Grand Foyer: Saddleback College Students

A STEP class to prepare for the NCIDQ was held at the Sports Club in Irvine on Jan. 23-25 taught by Curt Graham of the San Diego chapter. 11 people attended.

The Deadline for registering for the spring 2004 NCIDQ on April 16 and 17 was December 1, 2003 for first time applicants; March 12, 2004 if you are retaking any part of the exam.

The fall 2004 NCIDQ will be held on October 1 and 2. Don't Miss this important deadline!!! The deadline for first time applicants is June 1, 2004. Please log on to www.ncidq.org to get registration materials.

MARK YOUR CALENDAR FOR PROFESSIONAL GROWTH AND SUCCESS IN 2004

ST. PAUL, MN—It's 2004, and as trips are planned, meetings scheduled, and continuing-education decisions are made, now's the time to look ahead at important dates to remember for the coming year. Grace McNamara Inc., publisher of Window Fashions and FFI—Fine Furnishings International magazines and producer of the International Window Coverings EXPO, the Window Fashions REGIONAL TOUR, and the West Coast INTERIORS EXPO, announces the following events to help you enlighten yourself and strengthen your business. And because Grace McNamara Inc. is CEU-accredited, professionals can plan in advance how and where they want to earn valuable continuing-education credits. Don't miss these dates:

Window Fashions REGIONAL TOUR

The highly acclaimed WF REGIONAL TOUR is the ideal setting for design professionals who are dedicated to the industry and committed to lifelong learning. The industry's most comprehensive touring show combines business issues with showcases of actual window treatments and a supplier showroom. Professionals can earn up to 1.5 CEUs over the course of two days. See www.wfcpro.com more details.

March 8–9 Omaha, NE Qwest Center

March 22–23 Seattle, WA Doubletree Hotel Seattle Airport

May 3–4 St. Paul, MN Radisson Riverfront Hotel

May 17–18 Secaucus, NJ Crown Plaza Meadowlands

August 30–31 Houston, TX Hyatt Regency Houston

September 13–14 Providence, RI Rhode Island Convention Center

October 11–12 TBD TBD

October 25–26 Fort Myers, FL Harborside Event Center

International Window Coverings EXPO

Now in its 22nd year, the International Window Coverings EXPO has become the greatest networking and educational opportunity in the industry. New highlights include: an all-new CEU-accredited seminar program featuring Circuits that offer a greater range of industry topics; hundreds of new products on the show floor; a forward-looking European-style Trend Pavilion; engaging and inspiring speakers such as Jane Pollak and Kathy Ireland; the ever-popular Award Ceremony for the Window Fashions Envision Design Competition and the new Window Fashions Ingenuity Workroom Competition; and the exciting new Airstream "New View" Design Competition. Visit www.expoquestions.com.

April 14–17 Baltimore, MD Baltimore Convention Center

Grace McNamara Inc. publishes Window Fashions, FFI—Fine Furnishings International Magazine, and loopreports, and produces the International Window Coverings EXPO, the Window Fashions REGIONAL TOUR, the Window Fashions Certification Program (WFCP™), and the West Coast INTERIORS EXPO. Information is available at www.gracemcnamarainc.com, or call 651/293-1544.



FACT SHEET

2004 PHILHARMONIC HOUSE OF DESIGN

Who: The Philharmonic Society of Orange County presents The 2004 Philharmonic House of Design in cooperation with The American Society of Interior Designers/Orange County Chapter. A list of designers will be available online at www.PhilharmonicSociety.org.

Why: Proceeds benefit the Philharmonic Society's widely acclaimed music education programs for youth. Over 1,500 presentations are offered by professional musicians and trained docents, at no charge, to all public and private schools in the county. Each year, more than 200,000 Orange County students, from kindergarten through high school, participate in the Youth Programs.

What: The 2004 Philharmonic House of Design is a European style mansion in Nellie Gail, the equestrian area of Laguna Hills, in south Orange County. Situated in a serene area of majestic trees, the 8,000 square foot house is grand in scale and evokes feelings of refinement, gentility and elegance. The two acre property features beautiful patios, a pool and spa and a tennis court all set within private gardens.

When: The 2004 House of Design will be open April 27 through May 25, 2004: Tuesdays through Sundays from 10 AM to 5 PM (last entry at 4 PM); special extended hours on Thursdays until 9 PM (last entry at 8 PM) to Meet the Designers; closed Mondays. Center Court Café and Boutique; outstanding Opportunity Prizes. Free Design, Garden and Culinary lectures plus book signings - Tuesdays through Fridays at 2 PM. Advance tickets are \$20 per person until April 23, \$25 thereafter. Tickets are good any day and time. Special Design House Pass for \$35 for unlimited entry for one person. Tickets and information: 714-840-7542 or visit www.PhilharmonicSociety.org.

Where: Nellie Gail Ranch, an equestrian area of large home sites, in Laguna Hills, near Interstate 5 and Toll Road 73. Free parking with complimentary shuttle service available just 2 miles away at 24000 Avila Road, Laguna Niguel. (at the corner of El Lazo at the Federal Building in Laguna Niguel). Please visit www.mapquest.com for directions.

Special Events:

SNEAK PEEK, February 22, 1pm – 4 pm, Empty House viewing of its “before” state and color boards displayed by designers available to discuss the proposed transformations. \$15 includes light refreshments. Free parking with complimentary shuttle service available at 24000 Avila Road, Laguna Niguel, Lot F (at the corner of El Lazo at the Federal Building in Laguna Niguel).

PREMIERE NIGHT, April 25, Opening Gala to benefit the project with champagne reception and debut viewing of the Design House followed by dinner and dancing at St. Regis Hotel in Monarch Beach.

MEET THE DESIGNERS, Thursdays, 6 to 9 pm. Dinner menu available by reservation.

FREE LECTURES,

Tuesday, 2 pm, Book signing with Life Style authors

Wednesday, 2 pm, Design lectures

Thursday, 2 pm, Garden lectures

Friday, 2 pm, cooking demonstrations

A list of topics and speakers will be available online at www.PhilharmonicSociety.org.

PROJECT PHOENIX VOLUNTEER INTEREST FORM

NAME: _____

ASID AFFILIATION: _____

we're sorry; we cannot accept IP members for this project!!

PHONE: _____ FAX: _____

EMAIL: _____

I would like to assist in the following area/areas:

I have additional questions, please call me: _____

Please fax this form to Harriet at the ASID office @ (949) 643-5664

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

February

- 15th** Palm Springs Home Tour - Sunday, February 15, 2004 - 9 AM - 5 PM
 They will have five and possibly six high end homes on the tour. Orange County. Info:
www.cdmod.org
- 18th** General Meeting at Ferguson's presented by Kohler. 6:00 PM
- 22nd** Design House Sneak Peek Event 2:30PM—4:30PM

March

- 8th & 9th** Window Fashions REGIONAL TOUR Omaha, NE Qwest Center
- 17th** St. Patty's Day - 6:00PM General Meeting at the exciting new Showroom MIKIM located next to Showplace South, Costa Mesa. This is an exciting new showroom which finally brings a touch of the contemporary to Orange County. Don't miss this very special evening.
- 22nd-23rd** Window Fashions REGIONAL TOUR
 Seattle, WA Doubletree Hotel Seattle Airport
- 25th-26th** NeoCon West at the LA Mart in Los Angeles www.lamart.com