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ASID, CID

Design House Chair

Marianne Kreter, ASID, CID

The sun is smiling on our chapter here in Orange County, at least it was on February 22nd when the sun came out *just in* time for our design house sneak peek, and remained out right till closing time, when the rain drops again returned! Wow-what a great event! Interest in the house is very high, and the transformation is in full force by our talented designers! Don't miss this wonderful event; be sure to get to the house between April 27th and May 28th, and sell those tickets to all your clients, friends and neighbors!

Sheila Hupp, Diane Sparacino, Bunny Sutherland and I spent four whirlwind days at our Spring ASID University Campus in Savannah the first week in March. This year's conference focus was sustainable design. There were additional courses available on this timely topic, and keynote speakers who informed and enlightened. Surprisingly, we learned that many of the sustainable products are priced equivalent to our standards, or little more, and the payoff over time more than makes up for what little outlay there might be initially. If you think your clients are not interested in this topic, think again! At our Phoenix Project fire victim relief effort this weekend we were surprised to see how many future homeowners are concerned with sustainable design for cost savings over the life of their home, as well as to do their part to be environmentally responsible! We will publish more about sustainable design in the future. Please give me a call if you have a special interest in this field!

If you have not been to a University Campus before, you will have a wonderful opportunity this next year to attend, because Interiors '05 will be in San Diego! These sessions have the mandatory leadership and finance training for chapter leaders, but there are myriad other courses of interest to all types and levels of designers on business and interpersonal skills, color and



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

style trends, kitchen, bath and lighting design, and on, and on. Speaking of trends, here's the color scoop for 2005:

Incolortrends

Nature continues with greens being strong "Eden" is the sun kissed green tone of the season

Emotional, "touch the soul" color is blue and secondary purple tones

"Twilight Shadow" is a soft sky blue like a twilight ocean sky

Joyful colors are in, and the new yellow is a yellow with pink called

"Sea Coral"

Desire for Innocence brings softness to colors, everything is softer and gentler: reds are warmer

"Latin Rose", is the new brown rose (NOT mauve!).

In metals, zinc and pewter are strong, and pearl and iridescence will continue but not as boldly, while more "honest" see through colors that allow light through will become the new special effect, lending a special "glow" to color. Even white will not be white but will be infused with a tinge of sun infused yellow.

Your regional opportunity for educational classes like this is at Neocon, in March at the LA Mart... Look for more information about Neocon in the newsletter.

For a great more contemporary, local design source, please join us at Mikim Home (right next to Showplace South) for our St. Patrick's Day general meeting. See you there!

The 2004 Philharmonic House of Design

The 2004 Philharmonic House of Design is a beehive of activity. Rooms are being transformed and huge chunks of design talent are evident everywhere. It is an exciting time for everyone. This House is unique--a sparkling jewel.

Be sure to mark your calendar for Wed., May 7th (8:30-10 a.m.) for our ASID meeting at the House of Design. You will be able to tour the House with colleagues and enjoy a continental breakfast sponsored by Dacor following your tour. A great way to see incredible wall finishes, awesome mouldings, creative space planning and great fabrics shown at their best!

After your visit to the House, we hope you will urge your clients to take the tour. The House of Design is our biggest fund raiser of the year and makes numerous activities and programs possible. Please support our hard-working and talented designers as they show Orange County the incredible value that designers bring to a project!! This project reflects positively on every member of our Chapter and helps elevate the prestige of everyone. Please support it every way you can--it is in your best interests to do so. Thank you.

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!**

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 x3657 or jjoseph@dacorworld.com.

**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).**

Home By Design Magazine

Home By Design is currently looking for kitchen and bathroom projects for the August 2004 issue of our magazine. We are not asking for advertising nor will this cost you any money.

We are looking for great projects to feature in our magazine. If you are interested in submitting a project please send us images along with a brief description of the project. Please include products used, budget and size.

When submitting projects please also let us know if you already have professional photography of the project and if so, what type of media was used.

Submission deadline is April 1, 2004.

If you have any questions about Home By Design, you can either email direct or visit our web site at : www.hbdmagazine.com. April Barnes @ Home By Design Magazine 1250 Ironwood Drive, Suite 226 Coeur d'Alene, ID 83814 877-423-4567 x116 april@hbdmagazine.com

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 began 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 March 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

Please welcome the following new Allied Members to our chapter.

Dena Baron Allied Member ASID
Michele Braun Allied Member ASID
Kathrine Yee Allied Member ASID
Jenny Mulhearn Allied Member ASID
Elizabeth Van De Velde Allied Member ASID

We look forward to meeting all of you at our general meetings held every third Wednesday of the month. Information on each meeting is on our website at asidocc.org.

Job Opportunity

UC Riverside Extension is looking for part-time instructors to teach in our Interior Design Certificate program. Courses are typically held late afternoon, evening and weekends. If you are interested and are a certified interior designer with a minimum of a bachelor's degree, please contact Margie Lowe at (909) 787-5801, ext. 11637 or mlowe@ucx.ucr.edu

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

**ASID Releases First Report on the State of the Interior Design Profession
*Groundbreaking Report Provides Facts, Figures and Statistics about Practice, Education and Legislation***

(Washington, D.C., March 12, 2004) - The American Society of Interior Designers (ASID), the leading professional organization representing the interests of interior designers, has released *The Interior Design Profession: Facts and Figures*. This groundbreaking report provides facts, figures and statistics on the current state of interior design to provide a comprehensive picture of the profession in the United States and Canada.

"This publication is the first step towards filling the information vacuum that engulfs the interior design profession," said ASID President Linda Elliott Smith, FASID. "ASID hopes the contents will provoke discussion and debate, and it will encourage the creation and sharing of more and better information about our profession, to help propel the profession to the next level of excellence."

Much of the information provided in this report has been cited or referred elsewhere, but has never been brought together in one knowledge source for quick and easy reference. The facts and figures contained in the report were gathered from a wide variety of sources, both public and private, including the Association of Registered Interior Designers of Ontario, Dun and Bradstreet, the Foundation for Interior Design Education Research, *Interior Design* magazine, Reed Business Information and the University of Minnesota.

The report delves into the following areas that help shape industry and public opinion about interior design:

practice of interior design - practitioner demographic, employment and earnings data; data on the number and geographic locations of design firms; and information on design specialty areas

legislation - interior design registration laws and terms; the scope of practice for regulated provinces and states; data on the number of registered, certified or licensed individuals; and information on the boards and agencies regulating the profession

education - data and related information on interior design degree programs, their faculty and students

media - issues and trends covered by the U.S. design media in 2003, listing and review of coverage of design-related publications, and information on the impact of design TV

directory of design organizations - names and contact information for U.S., Canadian and other international design organizations (e.g., interior design, manufacturer and service provider, other affiliated professional, and other design-related publications)

"ASID would like to thank all the contributors to the report, particularly to those design visionaries who shared their insights and experiences for the chapter overviews," said ASID Executive Director Michael C. Alin, Hon. FASID. "Without the support of the various organizations and individuals involved in the creation of this report, the Society would not have been able to produce such a comprehensive document in its inaugural edition. ASID hopes to update this publication periodically to track the way the profession is evolving and to further foster information sharing and dialogue."

ASID members can download the report for free from the ASID Web site (www.asid.org) or purchase it in hard copy for \$20. The report is available in hard copy to non-members for \$25. Ordering information is available on www.asid.org. If you are interested in learning more about the Society's research initiatives, please visit www.asid.org, e-mail communications@asid.org or call (202) 546-3480.

TELL ASID ORANGE COUNTY WHAT YOU WANT

Our Chapter wants to meet all of our member needs, but we can't do that without your input. Please complete the member survey and return it via fax to (949) 951-0477. We will utilize your input to plan our coming year! If you prefer to share your input via phone, please call me at (949) 951-1591.

Thank you! Sheila Hupp, ASID, CID President Elect, 2004-2005

Name: _____ Phone: _____
 Specialty: _____

Circle the number corresponding to how you value the following activities. On a scale of 1 to 5, 1 is very valuable and 5 is not valuable.

Activity	Very Valuable		Somewhat Valuable		Not Valuable	No Opinion
Educational Programs:						
1. Design-oriented Subjects	1	2	3	4	5	6
2. Technical subjects (lighting, ergonomics)	1	2	3	4	5	6
3. Marketing design Services	1	2	3	4	5	6
4. Business Management	1	2	3	4	5	6
5. Computer Technology	1	2	3	4	5	6
Networking:						
6. Discuss design/ Business with designers in different specialities	1	2	3	4	5	6
7. Discuss design/ Business with those in own speciality	1	2	3	4	5	6
Public Relations:						
8. Local ASID ads	1	2	3	4	5	6
9. Design House	1	2	3	4	5	6
Mentoring:						
10. Importance of Mentoring to design education experience	1	2	3	4	5	6
Communication:						
11. Newsletter	1	2	3	4	5	6
12. Faxes	1	2	3	4	5	6
13. Phone calls	1	2	3	4	5	6
14. Web Site	1	2	3	4	5	6

Meetings:
 15. Meeting facility preferred: (circle) Design Center / Hotel / Restaurant / Vendor Showroom Site / _____ Other: _____

16. Preferred meeting time: (circle which ones) Breakfast / Lunch / Dinner / Evening

CEU Classes I would like to take: (circle) Lighting Design / Ethics / Business Practices / Public Speaking / Color Theory / Marketing / Kitchen/Bath
 Other: _____

15. Preferred meeting time: (circle which ones) Breakfast / Lunch / Dinner / Evening

CEU Classes I would like to take: (circle) Lighting Design / Ethics / Business Practices / Public Speaking / Color Theory / Marketing / Kitchen/Bath

Other: _____

Programs I value: (circle) Programs / CEU classes / Community service / Expo

Other: _____

Committees I would like to participate in: (circle) CEU / Legislation / Expo Design House / Community Service / Programs / Newsletter / Membership

Commercial/ Hospitality Designers only:

What new programs or services can we provide to better meet your needs?

ALLIED MEMBERS ONLY

Attaining Professional ASID status is an important and formidable step in professional development. Allied status is intended as time to prepare for this goal. Let us know how we can best support your efforts. (circle YES or NO)

- Do you plan to take the NCIDQ exam? YES / NO
- Would you participate in an NCIDQ independent study group YES / NO
- Would you participate in the STEP workshop? YES / NO
- Have you passed any portions of the exam? YES / NO If so, which ones? _____
- Were you aware of the dues rebate provided to members who successfully complete this exam? YES / NO
- Would you take the exam if you were provided the assistance of a member who has passed the exam? YES / NO

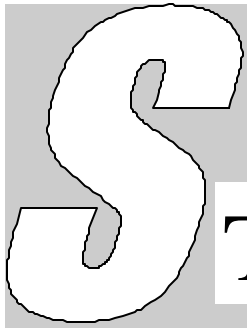
IP MEMBERS ONLY

What programs and/or opportunities can we provide to better serve your needs?

Thank you for your comments!

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.



ASID
American Society of Interior Designers

Student Career Day 2004

- ◆ When: Saturday, May 1, 2004
- ◆ Time: 8:00 a.m. ~ 4:00 p.m.
(8:00 – 8:45 registration & continental breakfast)
- ◆ Where: DACOR Corporate Training Center
(Diamond Bar, where the 60 & 57 freeways meet)
- ◆ Cost: \$20 ASID Student Members
\$25 Non-Member and at-the-door
(Includes gourmet lunch & free parking)
- ◆ Keynote Speaker on Color in Interior Design
- ◆ Round Table Discussions with Professionals
- ◆ Gift Packets/Door Prizes/Scholarship Awards
- ◆ More information to follow

Mark Your Calendars

**IT'S THE LUCK OF THE IRISH
ASID ORANGE COUNTY
ST. PATTY'S DAY GENERAL MEETING**

When: Wed. March 17, 2004 6:00 Pm - 8:30 PM

**Where: Mikim Showroom
3030 Pullman St.
Costa Mesa, Ca. 92626
(Next to Showplace South)**

Dinner & Wine - Kim will share her vision for her new showroom here in Orange County. Also Design Trade International will give us an overview of their exception rugs, carpets & hardwoods

Don't miss this event as this is a great new resource for all of us and our clients. This showroom gives us something we have been missing and that is a contemporary feel. I know you all will love meeting Kim and seeing her great showroom

MEMBER: \$15 NON-MEMBER: \$20

RSVP BY MARCH 15TH, 2004

Fax back to (949) 643-5664 or call the ASID office (949) 643-1549

Yes! I will attend! (Remember: Cancellations must be made 48 hours prior to event or you will be charged)

Name: _____ Phone #: _____

Visa or M/C: _____ Exp: _____
(circle one)

Signature: _____

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 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

March

- 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
 Downtown Historical Tour <http://www.asidla.org/HistoricTour/HTindex.html>
 Subway Art Tour <http://www.asidla.org/Subway/SWindex.html>
 Legislative Forum <http://www.asidla.org/legislation.html>