

# chapterNEWS

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2006-2007 board of directors



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RAFAEL calvo, at large director
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MARGARET renzullo, communications director
LEE mink, president-elect
JENNIFER fong, president

front row, left to right
JESSICA comingore, student representative
EILEEN atwood, professional development
CELESTE day-drake, financial director

newsletter staff

EDITOR

GRETCHEN mcally, chapter administrator
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MISSION STATEMENT

The Mission Statement of the ASID CA Pasadena Chapter is to define excellence in the practice of interior design; to improve the value of the Profession; to work for a favorable environment for the right to practice Interior Design; and to continue to increase its membership.

## FROM THE PRESIDENT



Dear Members,

I'm sure every President before me has said this, but it's true—this past year has gone by so fast! First and foremost, I would like to take this opportunity to thank the Board for making this job a lot easier: Lee Mink, President-elect; Denise Alexander, Membership Director; Eileen Atwood, Professional Development Director; Rafael Calvo, at Large Director; Celeste Day-Drake, Financial Director; Margaret Rose Renzullo, Communications Director; and Jessica Comingore, Student Representative to the Board. Also, thank you to Gretchen McNally, our Administrator, for keeping our Chapter running smoothly.

Some highlights of the past year include:

- **Two Free General meetings**  
Waterworks (November) and Bang & Olufsen (July). What a great way to begin and end our year!
- **December**  
The Holiday Party at the Valley Hunt Club. Thanks again to Maria Videla and her committee for a fun, festive event.
- **January and February**  
General meetings at the Kravet showroom in January to discuss membership & the NCIDQ exam with Jan Bast, and at Pasadena Architectural Salvage for designer/IP roundtable discussions.  
Launch of our first e-newsletter.  
Ann Vonn announces the Ann Vonn Trust, designed to give financial assistance to those who take and pass the NCIDQ.  
Mark Gasper of Lutron hosts two free CEU luncheons on lighting for our members.
- **March**  
March Madness at the new venue, the Santa Anita Racetrack. It was our most highly-attended monthly meeting ever. A special thanks to Alec and Marla of Pasadena Wood Floors, their committee, and IP members who made it happen.
- **April**  
Blinn House- Gail Jamentz and the Women's City Club introduce our members and AIA to this historic house and future community project opportunity.
- **May**  
General meeting at Meoded to see the latest in painting, finishes, and techniques with a presentation by our IP member, Lynn McDaniel.
- **June**  
Marlene Palmer & Service Supply brings K-BIS to Pasadena in an event that has become an annual tradition.

Ongoing community service projects: Hillside Cottage, headed by Judy Kenyon-Burness, was recently completed along with her committee members and IP member donors. Girl Scouts House, led by Eileen Atwood, should be nearing completion as well.

I hope you will continue to support our Chapter, and incoming President Lee Mink and her Board in the year ahead. Thanks again for the opportunity to serve as your President. It's been a great learning experience for me.

Jennifer M. Fong, ASID, CID  
President, 2006-2007

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*21st. Annual*

# ASID HOME & KITCHEN TOUR

October 7, 2007

Can you believe it is September already?

Our Home & Kitchen Tour is just around the corner. Marlene Oliphant has put together an exciting press tour that will take place September 7<sup>th</sup>. Mary Goodstein has invited the press and we are expecting a good turn out. There has already been great coverage in several local magazines thanks to our media partners. Check out these magazines to see our Tour coverage: Art & Living, Design Magazine, Pasadena Magazine, and THE Magazine.

We have produced a video that will be premiering at the tour this year. It promises to get great reviews. Peter Valli is filming it with the support of Mick Lukan, Ross Farrell, Jennifer Bevan, Kristina Spencer & Jane Bade. I want to thank all of you for a job well done.

There are posters at the office. Please stop by and get some. We need to get them out there. I want to see posters in every storefront window, so I will need your help to distribute them. Calling all IP members who have a storefront windows come on down!

And designers, we see many businesses each day - just take a little extra time to ask them if they would display our poster in their window. How easy is that? Making this year's Tour a success will require everyone's help. You are our sales force. So go get 'em.

The long hours put in by the advertising committee have paid off. WE HAVE REACHED OUR ADVERTISING GOAL! Thank you to Judy Taylor, Chairman, Rafael Calvo, Shelby Gibson and Christine Santana. And a big thanks to all our advertisers. Your support allows us to bring this great tour to the public each year.

The Tickets sale locations have their tickets and banners. The on line ticket sale site is set up on our web page. We are ready to Sell! Sell! Sell! The invitations are at the office. I am counting on you to stop by and get some. Give them out to all your clients. If you have them with you it is so easy to give each client or vender one as you go through your day. Just think how many people we come in contact with each day. If you just gave 1/2 of them an invitation & told them how great our Home & Kitchen Tour is, we would have a record breaking tour this year. We are counting on you to spread the word.

And then there is that wonderful Viking Gas Barbecue donated by MD Appliances. We will be giving it away to some lucky drawing ticket holder during the tour. Get your tickets soon. You can't win if you don't play! Remember all the proceeds from the drawing go to further education in the form of scholarships for design students.

See you at the Home & Kitchen Tour October 7<sup>th</sup>!

*Joy Wolfe, ASID*

*2007 Home & Kitchen Tour Chairman*

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Plaza Kitchen & Bath - Water Inc.

## **OUR CHAPTER NEEDS YOUR HELP PLEASE SIGN UP!!!**

Our chapter's annual major fundraiser, The Home & Kitchen Tour, is celebrating its 21<sup>st</sup> anniversary and will be held on Sunday, October 7<sup>th</sup>, 2007. Our chapter needs many volunteers to help staff the tour in order to make it another great success.

If you would like to volunteer your time on Sunday, October 7<sup>th</sup> would you please complete this form as soon as possible and then fax it to 310 274-3268.

NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

PREFERRED TIME TO WORK 9:00 – 1:30 \_\_\_\_\_

1:30 – 6:00 \_\_\_\_\_

You can also email this information to Vicky at

[foundersgallery@earthlink.net](mailto:foundersgallery@earthlink.net)

## **THANK YOU FOR YOUR HELP!!!**



## *President-Elect - Lee Mink, ASID*

The 2007-2008 year promises to be a turning point for ASID Pasadena Chapter. I am so thrilled to have the honor to be your President for this pivotal year!

Thanks to the careful planning and watchful eye of my predecessor, Jennifer Fong, we are starting the fiscal year financially healthy. Not that this is the time for wastefulness! But we are looking forward to having sufficient funds to be able to take out print ads, which promote hiring ASID designers. Additionally, we are planning to launch a new "prestige" and marketing plan called "The Golden Key Award."

The print ads should start appearing shortly after the November 10<sup>th</sup> ASID Parking Lot Sale. All proceeds from that event will be slated to pay for ads that will benefit all of us!

Then in early spring of 2008 we will launch the Golden Key Award with attendant publicity and more marketing opportunities for our members. We designers want to be sure that all of our potential clients know what value an ASID designation denotes.

To keep your ASID appellation current we are going to be offering CEU's in business practices and other subjects. As of 2008, National by laws stipulates that each member will be required to take 6 CEU's every 2 years. So in order to keep us up on all the information that we need to stay current, we are going to provide at least 2 opportunities for you to earn those CEU's in 2008.

In order for our chapter to continue to grow in numbers and influence within our communities, we need you! The second Tuesday of each month, we will hold an "Event" formerly known as our "General Meeting." These Events will provide you a light dinner and liquid refreshment, and a chance to network with each other and Industry Partners, and an informative product presentation. These are fun and educational, we are striving to make them just the monthly boost your practice needs.

Topping that, Margaret Renzullo will have your picture in local publications as she will send out press releases with our activities and photos! Her contacts are open to giving our members PR coverage.

ASID members, this is our year to roar!



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## **PROFESSIONAL DEVELOPMENT AT CLC CHICAGO '07**

### **Marlene Oliphant**

The CLC Conference in Chicago in July was an eye-opening way to begin a new term as your Professional Development Director. Several excellent speakers, including Mark Levin, an expert at working with associations, addressed such all-important issues as: making the ASID organization work for all members, growing our membership, utilizing the talents of those in our organization (not just their time), and leaving a legacy within the organization.

In breakout sessions for PD's, I was introduced to Rhonda DuBarry, ASID's new Education Director, a veritable font of information for formulating plans for future programs. A total of four programs are required on an annual basis; musts within this framework are an NCIDQ/STEP workshop, Career Day, a CEU presentation, and another formal or informal learning event.

An exciting new offering from National is the Distinguished Speakers roster, a top-notch group of pre-screened speakers, specialists on a variety of subjects of interest, for which the organization has negotiated a nominal speaker fee. Not only that, but ASID national will pay for the speaker fee and transportation expenses for the first of these speakers to come to our group! I'm very excited about taking advantage of this program and can promise you that we will be following up on that.

I'm all ears, members, please let me know what your interests are and what subjects you would like to see covered in upcoming meetings.

## **HOME & KITCHEN TOUR 2007**

### **Marlene Oliphant, Press Day Chair**

Invitations for our Press Day and luncheon have gone out to a list of 80+ editors and to our Gold and Sterling sponsors to preview the six homes selected for the October 7<sup>th</sup> tour. A box lunch and beverages from Bristol Farms will be provided, and the tour will begin in La Canada, ending in San Marino. Trader Joe's is donating cases of water. Several of our IP members are donating items for gift bags for the editors, and Jennifer Bevan-Montoya is generously providing sweets and wine coolers on her terrace, the last home on the tour for the editors. If the past is any indication, we expect approximately 25 editors to review the homes on Press Day.



# SAVE THE DATE

Parking Lot Sale  
Saturday, November 10

Holiday Party  
Tuesday, December 11

## CALENDAR OF UPCOMING EVENTS

### September 2007

- 4 New/Old Board meeting
- 5 Home & Kitchen Tour Meeting
- 7 Press Tour
- 11 Installation Dinner
- 18 IP meeting

### October 2007

- 2 Board Meeting
- 3 Home & Kitchen Tour Meeting
- 5 Home Tour Kick Off Party
- 7 Home & Kitchen Tour
- 16 IP Meeting

### November 2007

- 6 Board Meeting
- 10 Parking Lot Sale
- 13 General Meeting
- 17 Student Gathering
- 20 IP Meeting



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## In Memoriam

Betty Castleman – 1944-2007



It is with sadness that we let you know Betty Castleman passed away August 16 from the cancer that she fought for 20 years. Betty was a former Pasadena Chapter president and FASID. Betty had been living in Bogata, Texas with her husband, Ken. Betty worked as an interior designer at Gage Furniture Company and later at Cabiness-Brown Furniture Company in Austin. In 1970 she moved to the Los Angeles area and worked as an interior designer at Barker Brothers Furniture Company. After that, she established her own firm, Castleman Interiors in Los Angeles and managed it for several years.

Betty was active in ASID and was elected a fellow in 1992. She also taught interior design at Brooks College in Los Angeles. In 1985, Betty and her husband moved to Friendswood, Texas where she worked as an interior designer and as a real estate agent. She served as Director of Design and construction for National Guest Homes in Houston, opening 25 new assisted living facilities in eight years.

Betty will be missed by her friends and family.



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*CLC 2007*

*Rafael Calvo, At Large Director*

As a returning At-Large Director from our chapter to CLC 2007, I have a better understanding of the job so I was focused on learning more about ASID National's vision for the organization and how to make our chapter as effective as possible. One other benefit of the CLC experience is to learn more about the chapter's board members and to begin developing cohesion among the group.

This CLC included much information about branding, partnership and green design. I am very proud that our Chapter is working hard to improve in these three areas. We must continue to work together at the chapter level to encourage Designer/Industry Partner interaction and knowledge. As to branding, we are working towards even better Home and Kitchen Tours, giving the public more exposure to ASID. The use of Industry Partner resources by designers is a high priority for me this year as is the goal to have designers introduce themselves to IP's. The partnership works best both ways. As to green design, designers are more focused on how to bring green improvements into their work. As Industry Partners, we should be learning about, practicing and encouraging the use of green design in each of the areas we work.

CLC is very useful to impart good information regarding how to work together as a chapter board and to share the trends in interior design with all the chapter boards. The challenges to succeeding as a chapter are real. We all do this voluntarily rather than be paid staffers, so our commitment to the chapter stems from a real interest to see it work well and to see a benefit to our companies through the association. CLC has assisted me in honing my vision for the chapter, clarified my goals for the upcoming year and set me on a path to change and making a positive difference in the organization as a whole and our chapter specifically.

*CLC 2007*

*Lee Mink, ASID*

What an exciting time it was to be at the meetings as your President Elect! "CLC" should stand for "Congregation of Lights and Color" instead of "Chapter Leadership Conference." Ideas were flying back and forth as were plans for more marketing from National. The most important concept for our Pasadena Chapter focuses on the nationwide drive to have a "title act," and the emphasis that the designation "Interior Designer" is exclusive and needs to be earned.

Many states now have legislated practice acts: Indiana, Nevada and Florida to name a few. Each state that passes such legislation opens the door a crack wider for California to follow suit. This will help our members be officially recognized as the professionals we are. It will make the housewife with a resale card unable to use the designation of "interior designer." And that in itself is

going to help our members be awarded with more clients and better fees for our work.

A portion of your dues goes to pay for the ASID lobbying efforts in Sacramento. It is very evident that designers working together with each other and our Industry Partners are much stronger and more forceful than any one individual no matter how talented. That is one good reason to participate and make your voice part of the professional chorus.

Another benefit from National is highly organized marketing plan presented by Erik Hansen on our first full day in Chicago.

The National office is working on advertisements and brand promotion ideas for the name "ASID." The launch of this promotion will again raise our visibility within our own communities.

Again participation, increased membership of qualified peoples, and the involvement of all of you will be rewarded in our pocket books and our prestige.

## Foundation Chapter Awards Presented Let's Be On The List Next Year!

### **WHO: Our Chapter and the ASID Foundation**

As we celebrate the end of summer and move into fall, many of you may already begin to think about holiday shopping and gift giving. I would like to encourage you to extend that "gift giving" focus to the ASID Foundation and the ways in which you can support both your chapter and the Foundation.

For those of you who might not be familiar with the ASID Foundation, I have included a little information about what it is and what they have been doing at the end of this article.

### **WHAT: Jubilation Fundraiser for the Foundation**

As you may have already heard, the success of Jubilation 07, the **ASID Foundation's** fundraising event held this past March in San Francisco, was a great success. This was due in large part to the many ASID chapters who helped obtain the more than 100 magnificent auction items for the live and silent auctions. 26 chapters contributed to the success and three chapters alone were responsible for donations that raised nearly one-fourth of the total!

On Sat., July 21, at the CLC luncheon, **ASID Foundation** Chair Don Bowden, FASID, AIA, presented the awards to the top three ASID chapters who were responsible for the most money raised. The three chapters taking home awards were:

First Place – ASID Washington, D.C., Metro Chapter (\$8,900)

Second Place – ASID California North Chapter (\$8,000)

Third Place – ASID Tennessee Chapter (\$6,000)

Congratulations to the winners!

### **WHERE: The date for Jubilation 08 is now set for Fri., March 14, 2008, during INTERIORS 08 in New Orleans.**

Be thinking of auction items that you might be able to donate or obtain.

## **OUR CHAPTER COULD BE A WINNER NEXT YEAR!**

### **HOW: Through Obtaining Donations and Through Bidding**

Donations were obtained through a profitable silent auction and an exciting live auction. Guests were encouraged to bid on stays at vacation homes around the world and outstanding resorts, fantastic furniture and accessories, auto-graphed books by well-known interior designers and architects, beautiful works of art, and much more—all donated by ASID Industry Partners, Chapters and Foundation supporters.

That's your cue! You have 2 opportunities to get involved. You can help your chapter obtain donations, and/or you can participate as a bidder at **Jubilation 08** in New Orleans, LA.

For **Jubilation 08** let's be sure that the California Pasadena Chapter is a contributor, and maybe even one of the top 3 contributors! As described above, popular items have been a stay at a vacation home or at a wonderful resort. If you or your friends or clients can donate a vacation opportunity, these do exceptionally well. What about unique furniture, accessories, or art pieces. Think beyond just what you might donate and there may be others you know who would be willing to contribute.

### **TIP:**

Remember that there are many artists out there working in a variety of mediums --- from furniture, to metalwork, to fabric art and beyond. We have secured several pieces for Jubilation 08 and in the process I learned something from the artist that you might consider. She said that a number of artists have found that it is much more beneficial for them to donate items for these kinds of events than it is to sit at a show all day. The returns in the long run are much greater, and they have a more beneficial opportunity for advertising. Their name and information will be included in the catalogue that is put together for the event, which, last year was sent to all Interiors attendees and this year they hope to expand that.

**WHEN: NOW, Over the Next 5 Months, and at Jubilation 08 in New Orleans**



**WHY: History and What the Foundation Supports**

The ASID Foundation is not new, but it was re-organized and “re-designed” within the last few years. In a great part due to the changes made, over the past two years the ASID Foundation has raised over \$185,000 to help advance their mission: to support endeavors that capture and disseminate knowledge, encourage innovation, and benefit the health, safety, and welfare of the public through interior design research, scholarships and education.

Some examples of the advancement of that mission include:

A grant of \$10,000. in funds was given to support a major standards revision project currently under development by the Council for Interior Design Accreditation (formerly FIDER). The project involves a comprehensive examination of the standards used to evaluate academic programs and includes a review of trends, changes in practice, and higher education. Implementation of the new standards is planned for 2009.

Then, in a partnership with the National Building Museum in Washington, D.C., ASID Foundation’s helped to support a successful Green Home exhibit which will be touring the country. In a statement from H. Don Bowden, FASID, AIA, 2006-07 Chair, ASID Foundation Board of Trustees Foundation, “This partnership produced a great exhibit, which will reach millions nationwide, giving the Foundation the opportunity to educate and excite the public in the area of sustainable design. It was an excellent first project for our newly re-energized and re-tooled foundation.

The Foundation has also entered into an agreement with the USGB to investigate LEED’s standards for residential buildings.

To learn more about the ASID Foundation, visit [www.asidfoundation.org](http://www.asidfoundation.org).

# The Parking Lot Sale

**November 10<sup>th</sup>, Saturday 9am – 2pm**

**ASID Pasadena Chapter is holding a designer’s parking lot sale**

**at:**

**729 Mission Street in South Pasadena.**

There are 10’x10’ spaces under the Big top for \$75.00.

Spaces with a Market Umbrella for \$50.00

And “Al Fresco” for \$25.00.

Each space provides you with a table and folding chairs. Set up your own “merchandise” as you like. Put whatever price on it that you like. When an item is “sold” the purchaser takes a slip to the payment table and returns to take their treasure with a stamped receipt.

We will tally-up each designers’ total and issue you a check for 75%. The chapter will keep 25% of the total.

This sale will be advertised in our local papers as well as handouts at our Home and Kitchen Tour and posters around town.

## DID YOU KNOW?

*Lois Mahar, ASID, CID*

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### CONNECT WITH AN INTERIOR DESIGNER:

NCIDQ (National Council of Interior Design Qualification) is one of three design exams in the state of California required to pass for interior design. You can go one step further and apply for Certification. A Certified Interior Designer with CCIDC (California Council For Interior Design Certification), through the state of California requires you to also take the California Codes exam to become a Certified Interior Designer.

As far as ASID is concerned they require, as an association, for Interior Design to pass the NCIDQ and within the association you are a Professional Interior Designer as a member of ASID.

In the ASID Pasadena chapter we have a goal to encourage designers to take this exam, not only to go from Allied Membership to Professional but to be qualified to become certified with CCIDC through the State. The chapter has provided an amount of funds in our budget to help Designers take this NCIDQ exam.

This past year one of our long time designers set up a trust to do the same thing. She has provided monies to be paid on passing the exam in a certain allotted time frame. It applies for the study tests and the exam itself. This has inspired several designers to go on with their education and study to pass the three part difficult exam.

Interior Designers are aware through all of their required education and experience that Public Health, Safety and Welfare is a very important ingredient in our design projects.

Experience is the best teacher, as the saying goes, but being educated over the years with the credentials that are required is more rewarding and also shows the public that we are a serious business all in the safety of their interests.

The ASID Pasadena Chapter works together on many community projects, produces our annual Home & Kitchen Tour in October and runs a successful chapter of Industry Partners, Students and Designers who Design, Project Manage, Residential and Commercial, work with Architects and General Contractors and maintain advanced education when required.

We look forward hearing from you: ASID Pasadena Chapter, 1000 E. Walnut Street, Pasadena, Ca. 91106 - 626-795-6898.



## INDUSTRY PARTNER SPOTLIGHT Margaret Rose Renzullo, *Fibercare & Service*

“Life is a challenge, meet it! Life is a dream, realize it! Life is a game, play it! Life is love, enjoy it!” This quote by Indian spiritual leader, Sri Sathya Sai Baba, summarizes whom Margaret Rose Renzullo, an ASID industry partner, is at work, home, and play. Driven to achieve in life, Margaret’s ambition combined with leadership and entrepreneurship has guided her to where she is now, owner of Fibercare & Service since 1991.

A full service company specializing in fabric and carpet protection for distinguished clients, Fibercare & Service offers a customized service to commercial and residential clients with several different protection products and application methods. Margaret prefers to use water-based products that are earth friendly. Charise Dunn, Allied ASID member, shared her knowledge of a completely non-toxic product that Margaret prefers to use on installations. She is a certified fabric and carpet consultant; she does fabric and carpet testing for designers at no charge. Margaret has been in the protection business with her mother since 1976 and has been approved by the Wool Bureau.

The protections guard against approximately 90-95% of stains; they’re fabulous against dirt, wine, blood, and coffee, to name a few. It does not protect against bleaches, dyes or acids, but that’s where the service/damage control comes into play. Fibercare & Service also provides a Custom Appearance Maintenance Program that trains housekeepers and or in-house cleaning personnel, demonstrating ways to maintain the furniture/carpet and enhance the life and beauty of the protected items. Also included are hand spotting visits, follow up calls, a customized spotting/emergency kit, and referrals to Professional Rug, Carpet, and upholstery Cleaners (such as our own Spotless-Industry Partner). Recently, Fibercare added an additional way to communicate to clients, email blasts to remind clients if their service is about to expire, when to damp dust, how to vacuum, and when to rotate furniture/rugs.

With Allied ASID designer, Kristina Urbanas Spencer, of Setting the Stage Interior Design, Margaret has been chosen to be featured on Discovery Home Channel’s new documentary series on how to green a house. This project will be one of only twenty homes featured in the first season airing in November 2007. The show will illustrate how homeowners all across the country can reduce their overall environmental impact and make their home a healthier environment in which to live.

Margaret enjoys competing in triathlons and discovering nature while hiking. A student of art, she has been commissioned for custom watercolor paintings. Margaret is currently enrolled with Rhodex International and is working towards getting her bachelor’s degree in design. Her goal is to have a nonprofit organization to provide art therapy and beautiful environments for the less fortunate. Margaret also fills her spare time volunteering and is a certified Disaster Action Team member for the American Red Cross. Margaret has been an ASID industry partner since 1982 and has served at least nine years on the Board of Directors. She is currently the ASID Pasadena Chapter Communications Director.

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Unfortunately, I had no idea what I was getting myself into with my trip to Chicago for the National ASID Conference.

Always careful to plan ahead, I scheduled my flight to leave Ontario Airport at 10:19am to make sure I would be in Chicago by 5pm to have time to meet with Board Members in Chicago before the conference began. The morning of my flight, a client in Pasadena asked me to do a job after Spotless Industries had beautified her furniture. Not wanting my technician to do the job, I planned to be at the client's house between 6:30 and 7:00am to make sure I wouldn't miss my flight. I was relieved because I did not have to rush for the flight. I hopped on the freeway and called my kids to let them know that for the first time ever, Mom is going to be early for her flight.. If only that were the case...

Though it normally only takes 30 minutes to drive home, hovering helicopters were the prelude to the freeway accident that was in my direction home. Making it home two hours later, I raced to the Ontario airport in 10 minutes, making it there at 9:55. The man at the airport, seeing how frazzled I was, kindly took and tagged my luggage, gave me the necessary flight ticket, and escorted me to the front of the security line. I felt like a princess! While standing there, waiting to get through security, one of the officers was looking at me oddly. In my business attire with my hair back in a tight pony tail, my unsightly mustache, I must have looked awfully Mafioso because I certainly raised some eyebrows, and not in a good way. But it wasn't my appearance that got me in trouble, it was my misstep of not taking my laptop out of its case when I put it on the security belt (which the sign clearly states to do). The security guard caught my seemingly tiny mistake and said, "You! Get over here!" and grabbed me by the shoulder as he called the cops to open the laptop and practically dismantle it. After being quite thoroughly searched me, the police and airport security were convinced that I was not, in fact, a terrorist.

Finally released with just FOUR minutes until my flight departed, I made it to my gate, only to find a man cussing out the concierge. Despite interrupting the verbal conflict to explain that I needed to get on the plane, the man continued to yell at the concierge and I missed my flight. I made the next flight to Chicago and landed at O'Hare at 6:45pm. My luggage however, didn't make it. I had the option to have my luggage sent to the hotel when it finally arrived if I paid the airline \$25.00, but because of the important nature of the documents in my luggage, I waited. And waited. And waited. Chicago had lots of unusual thunder and lightning storms and it was pouring rain. It was about 60 degrees. I finally got to the hotel at 2:30 am. I was freezing, soaking wet, without my luggage and hungry..

The concierge at the Westin Hotel delivered to my room chocolate mousse, a cosmetic bag, and a sandwich of sprouts, spinach, avocados, and dressing to help me settle in and sleep before the start of the conference in only a few hours. Exhausted from the previous day, I overslept and missed the beginning of the conference. During their hour long lunch break, my friend Sandy became my personal shopper as we ransacked Bloomingdale's and Rite Aid for necessities I would need for the remainder of the trip. \$500.00 later, I had a new wardrobe, jewelry, makeup, and shoes. Though I missed another portion of the seminar to straighten out luggage issues with the airline, I still had an amazing time in Chicago. Not only did I leave the conference with a new group of friends, I also created a house swapping club. At the end of the trip, I already had two invitations from different states that wanted to fly me out because I was ahead of the game. Between my media list and killer press releases (thanks to the former PR woman), I was in popular demand. I came out of the conference with new tools to deal with media that I am already using to make sure that when the public wants a designer, they only think of ASID.

Despite the chaotic trip, here are just a few of the lessons I learned: • Prior to going through the security checkpoint, be sure to read the security notices and remove your laptop from it's case, • Pack light and carry on, • Plan to be extra early for your flight, • Don't pull a Margaret, • And of course, **When planning to fly anywhere, what ever you do, do not miss that salon appointment to wax that mustache.**

Please let me know if you have been published, recently graduated, received an award or have any newsworthy information. I really want to expose our chapter to the public. When the public wants a designer – I want them to think and only consider working with an ASID designer. It is crucial to our chapter to get our name out there, to get published and to be looked at as important as other qualified professional organizations. The only way I can do this and get great results is with chapter/your participation, so PLEASE call with suggestions, sign up on the committee, and CONTRIBUTE to this Pasadena ASID - PR opportunity. Thank You.

Contact: Margaret Rose Renzullo, Communications Director, (626) 577-8810, [fibercare411@hotmail.com](mailto:fibercare411@hotmail.com)

## STUDENT UPDATE

*Negin Roodsari, SRB*

“Don’t let your organization’s structure be a barrier to leadership.” This was just one of the many valuable pieces of advice I received at CLC’s 2007 Conference in Chicago. From the moment Mark Levin stepped onto the stage, I knew I was not only in store for a wealth of information, but also a ton of laughs!

The Conference, which took place from Thursday July 19<sup>th</sup> to Saturday July 21<sup>st</sup>, was full of inspiring speeches, innovative speakers and intelligent discussion between professional and student members of ASID. The enlightening conference started off with a moving and engaging speech by Mark Levin, in “The Gift of Leadership,” where he reminded all of us the importance of leaving a legacy behind in our organization. Some simple suggestions were to “lead by example” and to “use the talents of others.” One key point that struck me was to make “membership growth an ‘action’ item on the agenda, not just a ‘report’ item.” As a new member on the Pasadena Chapter and first time CLC attendee, all of the open floor discussion left me excited to be the best ASID student member that I could be.

CLC continued on Friday with a jam packed schedule full of informative seminars. My morning started with the seminar I was most looking forward to; “How to Be a Student Representative to the Board.” This meeting was fantastic because I really got a sense of what my position as SRB entails. Sandy Gordon, ASID Student Advisory Council, got the session underway by encouraging active participation from all the attendees. Soon everyone at my table was networking with one another, where a constant flow of ideas and concerns were exchanged. Sitting at that table made me feel less alone, and I definitely feel that I now have a clearer understanding of what I can

Saturday was just as educational and had just as many highlights as Thursday and Friday’s sessions, but I think the most eye opening seminar of the entire conference was the one on “The Importance of Branding and Ethics for Student Chapters.” Don Bowden, FASID, led the seminar with gusto and humor, and I found his advice, as an active professional in the workforce, to be priceless. He gave us students great pointers on how to keep our resumes fresh and current. He stressed the importance of branding, not just the ASID branding, but to sell ourselves as a brand. It was a refreshing concept. Just like the ASID brand itself, we need to remain “vibrant and exciting to our members and the world.”

All in all, it was a fabulous time in Chicago. I learned so much about the organization and I was left feeling truly inspired not only to learn from my current professional board members, but also to push myself to bring something to the table. ASID Student Members: We Are The Future!!!

*Fibercare & Service*

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## GREEN SPOTLIGHT

Kristina Urbanas Spencer, Allied ASID

Setting the Stage Interior Design, LLC

“Green” has exploded in the mainstream in the past year. Everywhere one turns, there is information about going green, global warming, carbon footprints and city outreach programs teaching people how to be more green. All the information can be daunting and one may find themselves asking, “What exactly is green and what can I do be green?” This series of essays will address these questions and provide a basic body of knowledge easily implemented into one’s personal and professional design life.

Energy conservation, energy efficiency and renewable energy are the cornerstones of green design. *Energy efficiency* uses technology to decrease energy demand. *Renewable energy* includes using solar power to reduce energy bills. Energy savings are cumulative, therefore green design always starts by modifying the simplest modifiable home features with the greatest impact first. This includes product specifications based on incremental savings and balancing energy savings with indoor air quality and moisture protection.

*Non-toxic design* incorporates materials that do not emit harmful chemicals which contribute to poor indoor quality. A government report has stated that indoor air pollution accounts for 50% of all illness and health costs from its effects are estimated at 100 billion dollars per year. We spend 90% of our time indoors. 15% of homeowners become allergic to their own home due to the items in their homes or things brought into the home via the occupants or contractors. 40% of children born today will develop allergies which are caused or impacted by the buildings the live or go to school in, and those allergies can explain at least some of the surge of ADD, ADHD, and asthma in children.

In summary, Green once considered fringe is now very mainstream in today’s global culture.



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