

Your 2015-2016 Board

President

Caroline Wake

President-Elect

Kathleen Ramsey

Finance Director

Kacy Childs-Levin

Communications Director

Kristen Fairbanks

Professional Development Director

Susan Prestia

Membership Director

Susan Miller

At-Large Board Director

Spenser Lehmann

Emerging Professional Director

Jillian Youngberg

Chapter Administrator

Jeanne Strange

President's Letter

*Contributed by Caroline Wake, Madden-McFarland
President, ASID*



Greetings All!

I hope this letter finds everyone enjoying family and friends in your many summer activities! This season, your ASID board continues to bring you the networking and professional development opportunities which are essential to the value of your membership. There are several exciting upcoming ASID events and I am delighted to share a few of them with you.

One of our membership benefits is that ASID National produces an Interior Design Billings Index, IDBI, which offers prospective on current and future business conditions for the Interior Design industry. Research for IDBI is compiled from over 300 participants across the country. **The latest IDBI "indicates an expanding pace of design industry business, but at a slower pace compared to the last quarter."**

With this said, thirty-one percent of Interior Designers are hiring and are seeking only qualified design professionals.



Our first annual Emerging Professional event, "Emerging to the Top – Engaging the Future," was a great success! We especially appreciated our panelists: **Jim Dalton, John Rufenacht, Mitzi Beach, Mark**

Sudermann, AJ Cosgrove, Erica Thowe, and moderator: **Bobanne Kalkofen,** and our committee chaired by **Susan Miller** and **Susan Prestia!** We continue to enjoy meeting at our generous Industry Partner's locations including, **Express Office Furniture, Sunderlands, Seasonal Concepts, and Cosentino's,** as well as being educated in the variety of CEU's available to us.

Looking forward, our annual **Bowling for Scholarship Event is July 21st at Pinstripes** in Overland Park. **Spenser Lehmann** and his committee are working hard securing reservations of bowling teams and sponsors! If you haven't already, reach out to your Industry Partners, design professionals and friends to make plans for your team to participate!

(Continued on next page...)

In This Issue

- President's Letter
- Upcoming Events
- IP Sponsorship Program
- EP Panel Event Recap
- Get Published
- Student Member Graduation Event Recap
- Call For Entries
- Growth Opportunity

Upcoming Events

July

7/14

CEU: Color Decoded at
ISC Surfaces

7/14

Annual ASID Chapter
Leadership Conference

7/21

ASID Bowling for Scholarships
Tournament at Pinstripes

7/25

Board Meeting

August

8/15

Board Meeting

8/18

CEU: Design for the Digital Age
at Summit Flooring

8/25

CEU: Sherwin-Williams
"White" at Pottery Barn

September

9/19

Board Meeting

9/28

Heartland Design Awards
Annual Dinner
More Info to Come!

President's Letter *(continued)*

And, to highlight our busy year, I invite you to attend our **Annual Meeting and Heartland Design Awards Dinner on September 28th**, where we will celebrate our accomplishments, socialize, and meet our new 2016-2017 Board Members. That evening, we will also be announcing the winners of our Student Scholarships. Please note, applications are available on our website and the deadline is September 6th.

Lastly but importantly, I want to sincerely Thank You for all you do for our Missouri West-Kansas ASID Chapter, and a special Thank You to our **Board of Directors- Kathleen Ramsey, Kristen Fairbanks, Susan Prestia, Kacy Levin, Susan Miller, Spenser Lehmann, Jillian Youngberg and Jeanne Strange**. Without your volunteer efforts, suggestions, and passion for our industry, we could not continue to make a difference in our community.

Have a wonderful summer and I look forward to seeing you soon. As always, please feel free to reach out to me, or any of the ASID Board of Directors.

Warmest Regards!

Caroline

Save-the-Date : 2nd Annual ASID

Bowling For Scholarships Tournament



Pinstripes at 13500 Nall Ave, Overland Park, KS 66224

Team Bowling + Food + Drinks + Prizes + Trophies + Ridiculous Amounts of Fun!

For sponsorship opportunities and general event information, contact
Spenser Lehmann at: slehmann@iscsurfaces.com or 913-541-9700

Please visit our website at asidmowestks.org for complete event information and Sponsorship Opportunities.



Our Mission

THE WHY

ASID advances the professional and communicates the impact of interior design to enhance the human experience

LEADS collaboration with those working to promote the value of interior design.

PREPARES its members to excel in a dynamic and evolving profession competing in a global marketplace.

ADVANCES the profession by generating, collecting, and disseminating applied knowledge.

IP Spotlight

*Contributed by Kathleen Ramsey, Ramsey Interiors
President-Elect, ASID*



Industry Partner Sponsorship Program

As an ASID Industry Partner have you ever wished that you could **make a one time per year contribution** to ASID and be able to participate in several events? *No more going to your marketing people and asking multiple times for money to participate in an event.* Would you like to be able to basically, **set it, and forget it?** Your local chapter now has the Sponsorship Program for you.

Planning for the 10/01/2016 – 09/30/2017 fiscal year is underway. We are developing a calendar chocked full of activities for our membership including CEU's and networking events like our upcoming bowling event, and perhaps a Top Golf experience. We are also planning our Annual Awards Dinner, our Designing for a Difference charity, and the ever popular Sherwin Williams Colormix 2016 (11/04/2016). All of these events are available for financial sponsorship or in kind support.

Visit our website at asidmowestks.org and download a copy of the Industry Partner Sponsorship Program packet OR call Kathleen Ramsey for more information.

Please contact Kathleen at ramseyinteriors@gmail.com with your questions.





CEU EVENT- THURSDAY EVENING- AUGUST 18, 2016

5:00 - Open House – Cocktails and Hors D' Oeuvres will be served
 6:00 - Karastan Broadloom Carpet- Premier Design Program
 6:30 - I hour CEU-Title-Design for the Digital Age

Presenter: Amber Clore, ASID/ NCIDQ, Sanford, FL.

Location: Summit Flooring & Turf
 1051 SE Century Drive, Lee's Summit MO. 64081

Please RSVP by August 11, 2016
at asidmowest.org




Emerging Professionals Panel Event

*Contributed by Susan Miller, For Design Matters
Membership Director, ASID*



On April 1st the MO West – Kansas Chapter held a Panel Discussion which aligned Prominent Designers with Emerging Professionals and Students. Attendees were encouraged to come to the event with questions about: Developing a personal design philosophy and business philosophy, how to interview a client, working with vendors, negotiating fees and contracts, and running an interior design business – thus breaking down the barriers between experienced and novice professionals.

To kick the event off were short presentations on Marketing from both **Steve Nichols, Boswell Inc.** and **Amy Jo Cosgrove, Director of Sales and Marketing, Barbara Cosgrove Lamps.**

The objective of the event? Deliver Business Development education of value for Emerging Professionals (those who are within the first five years of their careers). In addition, be the core of the design network; communicate across organizations, demonstrate the value of the ASID network to all stakeholders so that ASID is recognized as the industry leader.

The organizations we reached out and invited to the event were AIA of Kansas City, National Kitchen and Bath Association, Women in Design of Kansas City, IIDA in both Kansas City and Wichita, and all nine schools within our Chapter. We also invited approximately 90 Interior Designers who are not currently affiliated with ASID.

In all we had 75 attendees. Some came as far away as Wichita and students and instructors from UCM. We received very positive response of those who attended and from our vendors. A big

thank you to **RBC Tile, Formica, Global Views, Robert Allen, Premier and KDR Showroom** in sponsoring the evening.

We would also like to thank our panelist **Jim Dalton, John Rufenacht, Mitzi Beach, Mark Sudermann, Erica Thowe, and AJ Cosgrove** for sharing highlights and lessons learned from their notable careers in Interior Design.



A favorite of the event was this thought provoking message shared from Amy Jo Cosgrove. It went like this:

“Branding is a word you hear commonly now in the vernacular of today's business world, and along with social media these two practices are probably the strongest and newest forms of self-promotion. And the good news is, if you do it

(Continued on the next page...)



(Emerging Professionals...continued)

yourself, they are absolutely free. So what is branding and how is it different from marketing?

Branding is the expression of the essential truth or values of an organization, product, or service. It is the communication of those characteristics, attributes and values that clarify what the brand is. Branding precedes any marketing effort. Branding is a PULL. Marketing is a PUSH.

YOU are your brand! Finding your brand: Branding is about coming up with your story. What is your story...or your mission statement?

Take a piece of paper and pen and write down the top ten things that are most important to you about your business. Take your time, really think about it. These should be the things that you value and want to convey.

Take those ten things and put them in order of importance to you from 1 to 10. Number 1 being what is the most important to you and down the line. Number 1 through 3 is your mission statement. These three ideas or values are integral

to your brand. Weave them into your story.

Then tell your story in everything you do. Tell it to your clients, tell it in your design work and tell it on social media. You tell it...and you tell it again."

Please contact Susan at smiller@fordesignmatters.com with your questions or comments about this article.



John Dodds Turner
February 15, 1935– May 25, 2016

On May 25, 2016 our chapter lost a well-respected and longstanding member, John Dodds Turner who passed away. John had been Director of Interior Design for the John A. Marshall Company for more than 50 years. He was a valued member of the Kansas City interior design community and will be greatly missed. ASID Missouri West/Kansas has made a donation in his memory. Our deepest condolences go out to his family.

Get Published

Kansas City Homes & Style is the official magazine sponsor of our Missouri West / Kansas Chapter. Publisher, Renee Demott is dedicated to supporting our members in getting their work seen on the pages of her publication. New this year is the monthly *ASID trends – What's Hot Now* page.

How It Works

Each month, one full page advertorial space is provided to ASID to promote our members by giving them the opportunity to impart to readers their expertise in the area of interior design.

One member will be featured in each regular issue of *Kansas City Homes & Style*. The member will be sharing her/his tips and selections of what is trending in the home design market.

Guidelines

- Featured designer must be a member of the ASID Missouri West/Kansas Chapter
- Each designer/company will only be featured once during a 12-month period
- Submit trend idea to Renee Demott at reneekchs@gmail.com
- Provide short paragraph on what trend you will focus on
- Include specifics on this trend (i.e. if you are talking fabrics, what type/style of fabric, color family etc.)
- You must feature 4-6 products within your trend
- Include preliminary images for each product (these can be pulled from a website, we just need to see your ideas)
- Include your name, business, email and phone #
- Submission must be made 90 days prior to publication.

If your trend is selected, you will then be responsible for submitting the following:

- Photo of yourself – high resolution (300 dpi minimum)
- All product photos - high resolution (300 dpi minimum)
- Short description specific to each product, including the manufacturer
- All materials listed above are to be sent to Renee Demott at reneekchs@gmail.com and are due 45 days prior to publication. A specific date will be given to you, dependent upon which issue your trend will appear in. As this is a new promotional concept, there may be a back log before an issue becomes available.

ASID *trends*

WHAT'S HOT NOW

What is trending in color from the spring 2016 High Point Market, North Carolina? It's a new lighter less serious look with the addition of glorious COLOR! If we follow what is happening politically, we see the Cuban influence is seen everywhere in tropical patterns and colors from dinnerware to fabrics to wallpapers along with all shades of green. And the Morocco to Madrid global Bohemian impact is seen with the global influence in all shades of persimmon, corals, reds, blush pinks and watermelon. Blues are maintaining a presence from indigo, cobalt, robin's egg, to turquoise right along with the ever cheerful and uplifting effect of yellow. Now is the perfect time to indulge in some fun additions of color to your existing furniture and accessories, especially if your interiors are of the darker palettes. It is amazing what a little color can do to our homes and our attitudes!



1. Lamps -- from Tobie Forley's Woodbridge Furniture collection | 2. Yellow Bed -- from Lilien August | 3. Pink Table -- from Tobie Forley's Woodbridge Furniture collection
4. Pink Chair -- from The Glush Label | 5. Aqua Table -- from Jonathan Charles

MISSION STATEMENT
ASID advances the profession and communicates the impact of interior design to enhance the Human Experience



Image Courtesy of homesandstylekc.com

Congratulations!



The ASID Student Chapter Event of the Year

HONORABLE MENTION Winner

For their Service Learning Charette-Design Competition held on March 11, 2016. The Service Learning program was developed from the local TV station's (KMOS) renovation project on campus. There were 20 student participants in seven vertical teams. Students were given two hours to re-design the reception/waiting area and two of KMOS's offices with a space plan, perspective renderings and elevations, and an optional lighting plan. All ideas were generated manually with no computer access. Participants gave a five-minute presentation of their teams' conceptual designs to the client and a panel of four alumni/practitioner judges.

Welcome New Members

Student Members

Stephanie Connolly, Student ASID
Johnson County Community College

Marcey Berges, Student ASID
The Art Institute

Kyeongha Jeong, Student ASID
Kansas State University

Shellie Brannan, Student ASID
Kansas State University

Sarah Torrey, Student ASID
Kansas State University

Kayla Binkley, Student ASID
Missouri State University

Samantha Kraebel, Student ASID
Missouri State University

Gabriella Murray, Student ASID
Missouri State University

Shelby Morrow, Student ASID
Missouri State University

Jenifer Peralta, Student ASID
Johnson County Community College

Jessica Russell, Student ASID
Kansas State University

Whitney Yadrich, Student ASID
Johnson County Community College

Student Members cont.

Rachel Ess, Student ASID
Missouri State University

Olivia Fleer, Student ASID
Missouri State University

Professional Members

Anne Speer, Allied ASID
AS Designs

Industry Partners

Karin Ross
Karin Ross Designs

Ellyn Gonnerman
Neenan Company

Don Smith
Don Smith & Associates

Student Member Graduation Happy Hour Event

*Contributed by Susan Miller, For Design Matters
Membership Director, ASID*



Every year the Mo West – Kansas ASID Chapter celebrates the ASID student graduates as they transition from their education into the practice of Interior Design. In May our Chapter invited our **graduates from the Fall of 2015 and Spring 2016 to join us in celebration** of this event at Gordon Biersch in Leawood, KS for a happy hour.

Graduates in attendance were from Kansas State, University of Central Missouri and Johnson County Community College. Each graduate was presented with a gift from the Chapter; a power bank charger for electronic devices when on the go with embossing on one side that says **“ASID – We Got Your Back”**. Eight of our 12 graduates in our Chapter were in attendance with an extended invitation to those they wished to join them. Those not in attendance received their gifts via mail.

Conversations in the group over appetizers and drinks included job opportunities the Graduates were pursuing to inquiring how some of the established Designers set up their design fee structures, to what would a be a fair price for a novice Interior Designer set for themselves.

Also discussed was their involvement and connection with the interior design industry thru ASID as being crucial to their career success. As student members, ASID invites them to **advance their career and become an Allied ASID member** at a huge discount. Becoming an Allied member informs the profession that they’ve

(Continued on the next page...)



(Student Member Graduation...continued)

graduated from an accredited university and are ready to professionally practice interior design. The ASID appellation means you as a professional have agreed to specific guidelines and ethics and that you keep yourself up-to-date in your industry by completing 10 continuing education units every 2 years.

Graduates were reminded to check the **ASID National Job Bank** where interior design jobs are posted from around the country. Employers who are looking to hire good candidates just like them. For example, if looking in the Kansas City metro area – enter both MO and KS to bring up that search. Members resume's may also be posted here for employers to view. You will find both areas of interest under the "Job Seekers" section at asid.org.

A warm ASID welcome to the exciting profession of Interior Design the following Graduates:

Kansas State

+Kaylee Champagne,
Student Chapter President 2015 - 2016

University of Central Missouri

+Abby Elson,
Student Chapter President 2014 – 2015

+Tena Lopez
+Jessica Menge,
Student Chapter President 2015 – 2016

Johnson County Community College

+Jennifer Albracht,
Student Chapter President 2015 – 2016

+Sharlyn Corrigan
+Cynthia Wolenhaus
+Kristen Fairbanks

ASID MOWEST/KS Communications Director

+Amy Krause
+Kaarin Nelson
+Madelyn Ferguson

Missouri State University

+Elizabeth Malham,
Student Chapter President 2015 – 2016

*Please contact Susan at
smiller@fordesignmatters.com with your
questions or comments about this article.*

Call For Entries

Do you have a project that was completed between 6/1/2015 – 6/1/2016 that you are particularly proud of? Are you looking for a great way to market yourself? Wondering how you can get published in a print magazine? Now is your time to act.

The **2016 ASID Heartland Design Awards** is now open for project submissions from 6/24/2016 – 8/19/2016. Complete rules and entry information can be found on our website at asidmowestks.org

This year we request your submissions on either a CD or thumb drive. It is recommended that you provide high resolution images of your projects (png or jpeg format). Past winners have touted their awards in press releases and on social media as a means to increase credibility for their businesses. Winners will be announced at our Annual ASID Missouri West/Kansas Awards Dinner on September 28, 2016.

STUDENTS: Enter now to win a \$1,000 Scholarship. Visit our website at asidmowestks.org for complete details !

Growth Opportunity

Lenexa Gallery Director

ISC Surfaces

Reports to: Julie Sanz-Agero, Director of Galleries

Hours: Full time

Current Gallery hours are M-F 9:00 am to 5:00 pm, and Saturday (rotating schedule) 9:00 am to 1:00 pm.

Responsibilities and Duties: (some may be delegated to other Gallery team members)

- Manage Gallery Operations, Facility, Sampling, etc.
- Ensure an excellent customer experience for Gallery visitors
- Maintain Gallery facility
- Maintain Gallery samples – new products, discontinued products, concept boards, feature panels, loose samples, sample library, product literature, idea book, etc.
- Manage Gallery operations and processes
- Keep abreast of new products and industry trends
- Track / Report Gallery traffic figures ...

For complete job description and requirements visit our website at asidmowestks.org

Call For Newsletter Submissions

Have an idea for an article you want to see featured in an upcoming newsletter? Would you like to contribute your perspective on a new trend, a hot industry topic, or a cool project you're working on?

Contact Kristen Fairbanks, Communications Director at ideasguru@msn.com

Engage with Us!

Email your board members to find out how you can volunteer for a committee:

Caroline Wake, President
carolinewake7@gmail.com

Kathleen Ramsey, President-Elect
ramseyinteriors@gmail.com

Kacy Childs-Levin, Finance Director
kacydesigninteriors@gmail.com

Kristen Fairbanks, Communications Director
kristen@classickitchensk.com

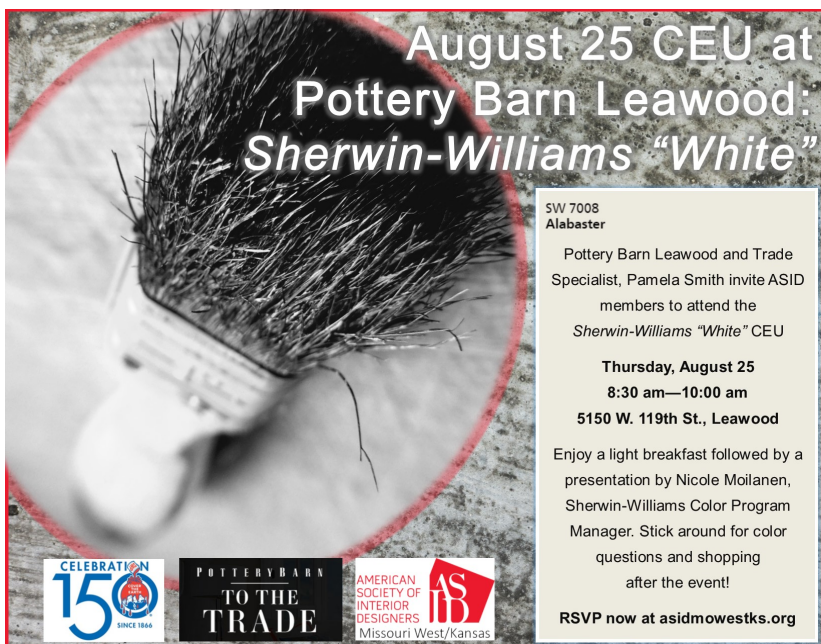
Susan Prestia, Professional Develop. Director
interiordirections@sbcglobal.net

Susan Miller, Membership Director
smiller@fordesignmatters.com

Spenser Lehmann, At-Large Board Director
slehmann@iscsurfaces.com

Jillian Youngberg, Emerging Professional Director
jillian@srsdesignkc.com

Jeanne Strange, Chapter Administrator
administrator@asidmowestks.org



August 25 CEU at
Pottery Barn Leawood:
Sherwin-Williams "White"

SV 7008
Alabaster

Pottery Barn Leawood and Trade Specialist, Pamela Smith invite ASID members to attend the Sherwin-Williams "White" CEU

Thursday, August 25
8:30 am—10:00 am
5150 W. 119th St., Leawood

Enjoy a light breakfast followed by a presentation by Nicole Moilanen, Sherwin-Williams Color Program Manager. Stick around for color questions and shopping after the event!

RSVP now at asidmowestks.org

CELEBRATION 150 SINCE 1866
POTTERY BARN TO THE TRADE
AMERICAN SOCIETY OF INTERIOR DESIGNERS ASID Missouri West/Kansas



Visit our website at
asidmowestks.org



Join our Facebook Group:
ASID Missouri West / Kansas Chapter