

Designs From The Heartland

ASID Missouri West/Kansas
Newsletter

Issue 22
Spring 2015



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



MISSOURI WEST/KANSAS



A Foundation to Build On

MISSOURI WEST/KANSAS

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I had the privilege in February to attend the ASID President's Forum. It's a great opportunity to get to know about all the other chapters and get one on one time with National. I gained a renewed appreciation for what ASID stands for and what they do for us as members and for the community as a whole.

Did you know that ASID has been an established organization for 40 years? Around 1983 the ASID Foundation was established within the organization and has been growing ever since. You say you've never heard about the Foundation or what it does? Well I was amazed to learn about some of the programs that they fund and offer.

The Foundation advances the interior design profession by drawing upon its resources to promote meaningful collaboration and research, award scholarships and fund projects that broaden the value of interior design.

The Transform Research Grant was established 4 years ago and each year goes toward the advancement of design. This year's Transform research grant is the Center for Active Design, in collaboration with the Icahn School of Medicine at Mount Sinai, Steelcase, and Perkins + Will. This collaboration among diverse organizations will study the impact of adjustable workstations (AWS) on employee health and wellness as measured by perceived stress and sedentary behavior, and the sustainability of observed behavioral changes

I know you are aware that the chapter gives out scholarships to students every year, but did you know National does as well thru the Foundation and you don't have to be a student to receive one. Through April 30, 2015, the ASID Foundation invites interior design students and professionals to apply for five awards and scholarships totaling \$23,000. Open to both ASID members and nonmembers, the awards and scholarships range from monetary awards for contributions to the profession, to scholarships for all levels of students

Looking for Professional Development? Get Started with the ASID Leadership Academy that the Foundation has created. Want to finish your NCIDQ Certification? Well the Foundation just awarded CIDA \$20,000 this year to help establish new accreditation standards for Design Professionals.

How about REGREEN – most of you have heard about that. REGREEN is a comprehensive training program focused on energy-efficient residential remodeling. Launched in 2008, REGREEN was developed by the ASID Foundation and U.S. Green Building Council (USGBC). Using a holistic approach, the program combines whole-house systems thinking and professional integration to assist interior designers, contractors, builders, architects and anyone involve in home remodeling, including homeowners. The REGREEN website features a set of best practice guidelines, dynamic tools and online resources to help implement sustainable strategies in residential remodeling projects.

Now while ASID partners with several other organizations, along with some of our Industry Partners to create and fund these programs they still could use your help. Its amazing to think that if each member were to give even \$10 we as a chapter could raise close to \$3000 toward these programs. What an amazing difference that could make to a student, or in learning the leadership skills to run your business. Now imagine if all 48 chapters did the same. Wow what a fabulous grant that would make toward advancing design.

I encourage you to check out the ASID Foundation website to learn more about the programs and what they can do for you. You can access it via www.asidfoundation.org or go to www.ASID.org and you can link to the site from there. If this has inspired you to contribute as it did me then go to the **DONATE NOW** link on the foundation website or you can use the **MY ASID** link on either site.

Thank you for your continued support of ASID and your membership. I hope this inspires you and gives a renewed faith that ASID is always working for you not just as a member, but also toward the betterment of your life as a whole.

Lori Schiefen, ASID

ASID Missouri West/Kansas Chapter President 2014-2015

Table of

Contents

CHAPTER NEWS

PRESIDENT'S MESSAGE.....2

EVENT CALENDAR.....4

CHAPTER NEWS.....5 - 12

NEW MEMBERS.....16

ANNOUNCEMENTS

ASID FOUNDATION..... 13

CHAPTER BOARD POSITIONS EXPIRING SOON.....14

ASID CEU RACE..... 15

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MISSOURI WEST/KANSAS

On the
 cover:

A picture of the Kitchen and Bath by Briggs Showroom, with Nancy Gleason and Amy Migliazzo enjoying the Kansas City HOMES & Style magazine launch.



Event
Calendar

May

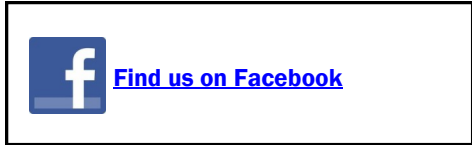
21 **Chapter Meeting**

Business Classes - (0.3) CEU's
Roth Living - Muse Studio
601 West 47th Street
Kansas City, MO 64112

June

18 **Bowling for Scholarships**

Pinstripes Bowling
13500 Nall Avenue
Overland Park, KS 66224



AMERICAN
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DESIGNERS



MISSOURI WEST/KANSAS

Meetings and events subject to change. Check
www.asidmowestks.org news & events for latest information.

Chapter News

Have you met our MEDIA SPONSOR?

Check it out on our web site at asidmowestks.org



Get Involved, Get Published!

Be a part of the conversation. Contact renee@kchomesstyle.com

Chapter News

A Night at the ART FACTORY

By Jeanne Strange, Allied ASID

Our February membership meeting took place in Overland Park at the ART FACTORY, where ASID Students, Emerging Professionals and Designers were able to network with Industry Partners, while showing their talent in creativity.

If you ever attended an event such as this, where a group of friends spend the evening painting and sipping on wine, you can relate to the experience the members had. The fun began when the Instructor and her assistant presented a quiz about art. The members successfully met the challenge by answering their questions.

The class was directed to select fabric and wallpaper of their choice to begin the project. Of course each of their projects were dictated by the color theme they selected. It was interesting to see how step-by-step instructions gave their canvas inspired direction that built artistic interest layer-by-layer. The canvas seemed to be transformed with each brushing of glue, paint, and mediums added like fabric and wallpaper. As the process continued there was an revealing experience of how the use of paint dribbles, drizzles, splatters and flickers made the canvas come alive.

During a slight intermission, Amy Migliazzo, our Professional Development Director addressed the group with a few networking questions to the Industry Partners present. Students, Emerging Professionals and Designers want to know “the do’s and don’ts when working with a showroom”. Here were some of their answers.

- 1 Call ahead and let us know you are coming to the showroom.
- 2 Tell us what you are wanting to see in the showroom so we can get it ready for you.
- 3 Provide details of your design concept when sending a client to the showroom without you.
- 4 Use Purchase orders when placing orders, don’t call in to place orders.

As you can see from the right side of the page, everyone had an enjoyable experience for the evening. The very bottom picture is designer, Melody Davidson’s art work from the event displayed on her bedroom wall. (Nice job Melody!)

The ART FACTORY has a designer program with a variety of options for you to use their gallery for your client’s needs. Please contact them for more personal details.

We would like to thank the contributions from KDR with donated wallpaper and fabric for this projects, along with Amy Migliazzo and Laura Suhr who brought this event together.

We would also like to give a special thanks to ART FACTORY and Justin from the Management Office for assisting one of our members by jump starting her car during that cold and blustery night.



Chapter News

Spotlight on an Industry Partner - PPG

We interviewed Carlene Lower, the CEU Presenter to learn more about PPG. Here is what she had to say...

Tell us about your company?

[PPG: BRINGING INNOVATION TO THE SURFACE.TM](http://PPG:BRINGINGINNOVATIONTOthesurface.TM)

PPG Industries' vision is to continue to be the world's leading coatings and specialty products company. Through leadership in innovation, sustainability and color, PPG helps customers in industrial, transportation, consumer products, and construction markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in nearly 70 countries around the world. Sales in 2012 were \$15.2 billion.

How long has company been open?

PPG is one of the oldest companies in America. PPG Industries was founded in 1883 when Capt. John B. Ford and John Pitcairn started the first commercially successful plate glass factory in the United States at Creighton, Pa. Known as the Pittsburgh Plate Glass Co., the enterprise focused on innovation and quality ... and 130 years later, PPG Industries is still dedicated to these priorities.

Also, in 2013 PPG closed the second-largest acquisition in its history –of the North American architectural coatings business of Akzo Nobel – in the first half of 2013. This acquisition has expanded PPG's customer reach in the U.S., Canada and the Caribbean; it has also made PPG the largest coatings company worldwide. The acquired business includes leading brands such as GLIDDEN, FLOOD, LIQUID NAILS, SICO and CIL, and PPG will license the DULUX and DEVOE architectural coatings brands and the SIKKENS architectural wood products brand.

In 2014, a re-branding decision was made to pull of the brands together under one brand, *PPG Paints*. All stores whether Glidden, Pittsburgh Paints or Porter are currently being rebranded to reflect this new branding.

How many locations in the KC area and how many employees do you have?

There are 8 locations in the Kansas City area. PPG employs about 40,000 people.

What programs/discount are offered for designers?

PPG offers a 45% designer discount for any personal projects. Contact Steve Conrath to receive a discount card to be used in stores.

What is your web address?

www.voiceofcolor.com www.ppg.com



Designer's enjoying Lunch



Carlene presenting CEU



Designer's enjoying the Event



Having a Fun day with PPG



Chapter News



Contributed by Susan Miller

Membership Survey Results are In and the Survey says.....

ASID MO West/Kansas Chapter conducted a Membership Survey back in February. Thanks to all of those who participated. This survey was designed to gain feedback in order to select programs that benefit you and add value to your local chapter ASID membership. If you would like to review the questions and options provided for respondents, you may visit this link:

<https://www.surveymonkey.com/s/873JQWQ>

Who took the survey? Out of 117 surveyed – the break down looked like this:

- 76 - Professional Interior Designer
- 15 - Industry Professional
- 14 - Student
- 10 - Professional Interior Designer - in your first 5 years of practice
- 2 - Educator

For those of you interested in the survey results, we received the following to these questions:

What type of CEU or topic would you be most interested in and likely to attend?

The top two answers were ‘Trend Related’ and ‘Business Development’. Lowest interest was in ‘Taxes’ (go figure); although ‘Product Related’ had the most comments under the option ‘Other’.

Q. What type of social networking events would most interested you?

The runaway here with 65% responses indicating that they would prefer a private tour of new business.

Q. In which area of business would learning about technology be of the most assistance to you?

The top two choices were: ‘Design Apps’ for tablets and smart phones; and ‘Portfolio and Presentations’. Since technology has increased more in the last 5 years for than it has in the last 30. Keeping up with all the different ways to conduct business and marketing – can be a fulltime job. Looks like many of you had some great ideas as well. These following are two suggestions listed under the option ‘Other’

- Workshops for Revit, SketchUp, Photoshop, Etc. Things we have to use all the time but may not be proficient in.
- Integrated tools for all social media

Q. If you were to attend an event on “How to Avoid Common Mistakes and Pitfalls” of materials application – which would you most likely attend?

This question was aimed for those at the beginning of their careers. As represented by this comment *“None, I’ve been in business for a long time”*. By far the runaway answer was ‘Flooring choices’. Some other interesting topics given were for:

- construction, building, working in tandem with builders/architects
 - HVAC, windows and doors
- (continued)

Chapter News

Membership Survey Results are In and the Survey says..... (continued)

Q. Has the accessibility of information/products via the internet or HGTV shows regarding Interior Design, affected your business? If so, what do you see as the biggest challenge you face?

Most comments that stated they were not affected (no surprise) were Interior Designers working in commercial applications. However, you all had a lot to say about this subject. These two comments summed up most of your sentiments.

“Furniture, appliances, accessories, flooring, etc. are commodities which can be shopped by anyone. Websites like One Kings Lane and others have destroyed the ability to buy at Trade Pricing. Difficult for small independent Interior Designers to make margins when they don’t have the purchasing power of volume. The ability to charge a ‘Design Fee’ meets resistance – everyone is a ‘Designer’.

Unrealistic expectations of costs and time associated to complete tasks. Wanting the best product – but unwilling to pay for your services.

The response to this dilemma? Educating our clients’ in how we save them time and the headache in handling all the details that go into creating successful design projects. Creating value. Often, we find we do this over and over through-out the course of the project. In the end. The results speak will speak for themselves.

Q. These are the top reasons why ASID membership joins. What are the top two reasons you renew?

By far the top response is having the ASID appellation, 56% stated this. The following all had equally strong responses, in descending order: Networking, Advocacy – Believe in the organization and its efforts to advance the profession of Interior Design, and CEU’s or continuing education units. Also listed under ‘other’ was the affordable liability insurance available to members; stating the savings netted - pay for the ASID dues themselves.

A final note. If you are an Industry Professional and indicated on the survey you wanted to be contacted in order to: host an event at your showroom, sponsor an event or offer a CEU and you have not been contacted. I will need your contact information. You may contact Jeanne Strange at jeanne.at.asid@gmail.com.

Thanks again for your participation in this year’s membership survey.

Susan Miller, ASID LEED AP
Membership Director MO West/Kansas
ASID Chapter

Chapter News

ARE RESIDENTIAL DESIGNERS PREPARING FOR AMERICA'S FUTURE NEEDS?



Toto Keane's collection KBIS 2015

Since my passion and my focus is to prepare America's 78 million Baby Boomers to live in their homes as long as they chose to do so; I am writing this article to my designer colleagues with the sole purpose of generating dialogue to promote proactive design solutions for the challenges ahead.

"These times, they are a changin'" as the old song goes and yet do we know these changes and are we preparing our client's living spaces for these changes? So I am asking these questions for all of us to process and hopefully, truly bring to light the status of what Americans are or will face in their very near futures.

- ◆ How many designers are preparing their own homes for their future needs and quality of life presently?
- ◆ What is the average age for ASID designers? How many are Boomers?

Last census reports over 50% homes are single or non-traditional with single parent homes soaring in numbers. Certainly these living spaces need unique solutions for their unique challenges of raising children alone. And again, the census stated a huge increase in single women over 50. The basic living models in America do not meet their needs and yet what are the housing options available to them that most can afford?

Do residential designers know statistics like by 2030 40% of Americans will be over 65? And every 18 seconds in America someone over 65 falls in their bathrooms? How are designers becoming informed of new products available for designing for American's future? Are designers practicing ergonomic, intentional, functional designing in their kitchen designing?

Also, the last U.S. census revealed that over 52 millions homes were multigenerational. How are we preparing for this huge housing trend looming ahead in designing for privacy, dignity, and safety that again is affordable?

And oh those unpredictable Millenieniels are shaking up what America's housing traditionally encompassed. Many do not want to own a home in suburbia so what will happen to all the zillions of existing suburbia houses in approximately the 2030's and beyond?

And talk about unpredictable. Many Boomers are trading in their old life styles to "go urban" with another large market of Boomers going to high- end luxury apartments. Again, who will buy all these homes? Especially at risk of losing out are those homeowners that have not done any upgrades to attract what new savvy homeowner will be seeking?

However, one of my major concerns is the millions of Boomers that believe they do not need to make any upgrades at all or any accommodations to their existing living spaces to support their "aging in place". And definitely a concern for me personally is hearing so many of my designer colleagues denying their own need to prepare for their futures.

Yes, the times are most definitely changing the look of housing in America. How exciting it will be however, for those designers who hear the call to step out and be the leaders to lead what is needed in our future living spaces whatever that may look like in its scope.

What an opportunity lies ahead for designers to be the true leaders to inspire, educate, and motivate American's for their futures now. These are the designers that will reap the true benefit of changing lives through design. And, perhaps, change the landscape of America's housing in the process.



Mitzi Beach, ASID CAPS, is an award winning professional Interior Designer and Boomer Expert.

She is the owner of Mitzi Beach Interiors with expertise in sizing interiors to meet changing life stages. Mitzi also specializes in connecting big brands to the Boomers - the fastest growing market in America. As a public speaker, blogger and author, Mitzi inspires Boomers to live their best life now.

Her approved IDCEC courses are online @www.mitzibeachdesigns.com.

Chapter News

ASID MEMBERSHIP CATEGORIES

Practitioner Members

Practitioner Members Professional Membership (\$470)

- Has passed the National Council for Interior Design Qualification (NCIDQ) exam, Architecture Registration Exam (ARE), or similar

Allied Membership (\$470)

- Has completed at least 40 semester (or 60 quarter) credit hours in interior design or architecture courses

Associate Membership (\$470)

- Has been practicing interior design for at least six years and has a degree in a subject other than interior design

Student and Educator Membership Educator Membership (\$150)

- Educator Partner, Allied Educator, and Professional Educator
- Currently an instructor in a post-secondary program of interior design education
- Price reduced from \$330 to \$150

Student Membership (\$50)

- Currently enrolled in an interior design or interior architecture program that requires at least 40 semester (or 60 quarter) credit hours to graduate
- Price reduced from \$60 to \$50

Student Advancement to Allied Membership (6 years of tiered costs)

- Formerly an ASID Student member and recently graduated from an interior design program

Special Membership Status Life Membership (\$0)

- Life membership is an honor recognizing individual members for their special contributions to ASID
- It is not a retired, inactive, or hardship discount
- Recommended by the current board or nominated by a professional member
- Undergoes committee peer-review Retired Status (\$100)
- Has been an ASID member for a minimum of 20 years.
- At least 65 years of age

Chapter News

ASID MEMBERSHIP CATEGORIES (CONTINUED)

Industry Partners

Local Industry Partner (\$470)

One rep in one chapter

Option to add a second chapter for same individual

Regional Industry Partner (\$810)

Two representatives in two chapters

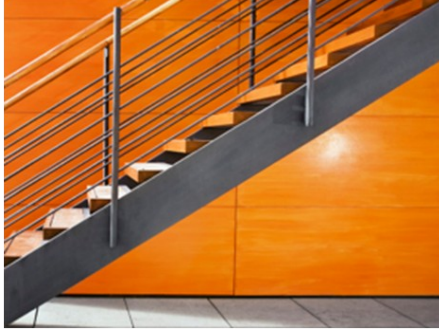
Room to grow, can add up to 15 additional reps

National Industry Partner (\$7,000)

49 representatives, one for each chapter plus one to manage

Option to add reps for an additional fee

Announcements & Events



The Center for Active Design Receives the Fourth Annual Transform Research Grant

This year's Transform research grant is the Center for Active Design, in collaboration with the Icahn School of Medicine at Mount Sinai, Steelcase, and Perkins + Will. This collaboration among diverse organizations will study the impact of adjustable workstations (AWS) on employee health and wellness as measured by perceived stress and sedentary behavior, and the sustainability of observed behavioral changes.

Go to <http://www.asidfoundation.org/index.html> to read more

Deadline Extended for the Daltile Interior Design Scholarship!

This 2015 challenge for the Daltile Interior Design Scholarship, Presented by the ASID Foundation is to select a charity or non-profit of your choice to take on as a pro-bono client and create a redesign of their current space that addresses the needs of its users and exhibits excellence in design and creativity. Open to all undergraduate students studying interior design (or a related major) at an accredited college or university.

Go to <http://www.asidfoundation.org/index.html> to read more

ASID Foundation Awards \$20,000.00 to CIDA

The ASID Foundation recently awarded a \$20,000 grant to support a major standards revision project currently underway by the Council for Interior Design Accreditation (CIDA). The new accreditation standards will be published in early 2016, and implemented in 2017.

Go to <http://www.asidfoundation.org/index.html> to read more



The ASID Foundation advances the interior design profession by drawing upon its resources to promote meaningful collaboration and research, award scholarships and fund projects that broaden the value of interior design.

Donation Goal for 2015

\$4 million by our 40th Anniversary
Our Chapter has been asked to raise **\$1,00.00** for the Foundation.

Will you help?

Visit www.asidfoundation.org

Announcements & Events

Board Positions Expiring for 2015 and 2016

The current chapter officers and board members whose terms will Expire September 30, 2015:

President: Lori Schiefen, ASID

President Elect: Caroline Wake, ALLIED ASID
Caroline will transition to President

Communications Director: Jeanne Strange, ALLIED ASID

Finance Director: Nancy Ward, ALLIED ASID

Director of Professional Development: Amy Migliazzo, ALLIED ASID

The current chapter board members whose term will Expire September 30, 2016:

Membership Director: Susan Miller, ALLIED ASID

Emerging Professional: Laura Suhr, ASID

If you are interesting in serving on the Board or in a Committee,
please contact one of our current Board Members.

Announcements & Events

ASID Chapter CEU RACE

All ASID Allied, Associate and Professional members are required to complete 1.0 (10 hours) of CEU's by the end of this calendar year. To assist us in meeting this goal ASID National has announced a competition.

How does it work?

The first chapter to whose 85% of their members completed their 10 hours of CEU before October 31st wins the GRAND PRIZE of 1,5000.00

If no chapter reaches the 85% goal by October 31st, then the chapter with the highest percentage of members who has completed their 10 hours of CEU's wins \$1,000.00

The prize money must be used towards hosting a CEU approved chapter event. This money can be used toward any event logistics (speaker, rental fees, marketing, food and beverage cost, etc).

How can you Help Our Chapter?

Attend chapter sponsored CEU programs

Check your status with IDCEC at www.idcec.org and see if all earned CEU's have properly been reported.

Let the chapter know of any IDCEC approved CEU's you are aware of so we can let the membership know.

Once you reach your 10 hours, send an email to the Chapter Administrator so we may track our progress.

If you are not sure how to use the IDCEC website, you can view the video tutorial at asid.org. Click continuing education, then under the drop down menu click the IDCEC tab. A video tutorial should walk you through the process. If you need help with knowing your IDCEC number, you can give Jeanne Strange a call at 816 536-9956.

New Members

Professional

Allied

Kerstin Bohn

Kathryn Grube

Rebecca Mosby

Sarah Elizabeth Norquest

Industry Partner

Maria Crowley
Ria's Décor LLC

Jim Rakar
RAKAR, Inc

Student

Fallon Hogerty

Allison Good

Melissa Leis

Megan Phillips

Jo Pierson

Laura Tutera

Meg Young

Kenda Zeihddin-Sherif

Welcome to All New Members!