

Designs From The Heartland

ASID Missouri West/Kansas
Newsletter

Issue 21
Winter 2015



**SHERWIN
WILLIAMS.**



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



MISSOURI WEST/KANSAS



A Nod to 2014 and a Hello to 2015

It's amazing to think that we are already partway thru January and well underway to having a wonderful 2015, but before we do let's recap the end of 2014.

We had two outstanding events the last quarter of 2014. The first being the Color Forecast from Sherwin Williams - It is always inspiring to me to see what is new and exciting. Listening to Jackie Jordan tell about her trips around the world and how she also finds inspiration in everything from clothing, to artwork, to 3rd world cultures. As a Designer I also love that I can then run right to my clients and tell them about what is new and how we can incorporate that into their home or office.

Oh and if the Color Forecast wasn't enough with our record attendance this year we also got to explore the world of tile, plumbing, artwork, furniture and many other outstanding displays put on by our wonderful vendors, that graciously offer up their afternoon to allow us to learn, touch, and feel, all of the new and exciting materials available.

Mix all of this with an opportunity for students to learn from seasoned professionals and a chance to see old friends and meet a few new ones and the Color Forecast has become one of my favorite events for the year. I always look forward to it – how about you?

Wine, Wassel, and a Miniature Gingerbread House contest were all part of December as a chance to gather and socialize ended the year with a holiday party and a way to give back to the community. I was overwhelmed by the generosity of our membership to donate toward Ozanam's program, Pathways. This worthwhile organization helps with transitioning foster kids from State care to starting out on their own. They not only provide shelter for these youth, but also aid them in finding a job and finishing school. Thank you to everyone who gave.

Speaking of thank you – I would like to take the opportunity to say thank you to the wonderful IP's we have had this year that provided us with sponsorship and locations to hold our events. Some of the IP's that have given our chapter their support are:

Grandview Winnelson, Kitchen and Bath by Briggs, Moen, The Gallery at ISC, RBC Tile, Roth Distributing, Kenny's Tile, Sherwin Williams, Dal-Tile, Rakar, TrendStone, Sunderlands Tile, Pindler, KDR, Elkay, Art Source, Prosource, Ferguson, Bailey Design Group, Midwest Fireplace, Shaw Flooring, Rug Studio.

As we move into 2015 there are many tantalizing events in store. From an evening of painting, to learning about technology and business practices, what's hot in the industry and Frank Lloyd Wright are just a few of the amazing social and learning opportunities. As the Board was mentioning the slotted programs for 2015 I was already marking my calendar so that I don't miss them.

Oh and a little reminder this is the first 2 year span where we are required to report 10 CEU's. Last year we really worked to provide you with at least 5 of those and this year is no different. I know you won't want to miss a single event. I am looking forward to seeing you at each one.

Here is wishing you all a blessed, prosperous, and happy 2015.

Lori Schiefen

Lori Schiefen, ASID
ASID Missouri West/Kansas Chapter President 2014-2015

MISSOURI WEST/KANSAS

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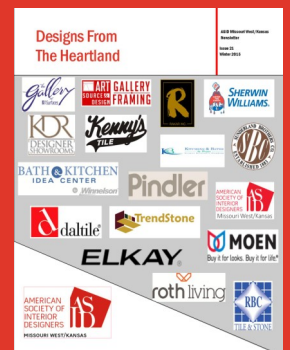
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MISSOURI WEST/KANSAS

On the
 cover:

Sponsors from the 2014
 Trade Show at JCCC on
 November 7th, 2014 [See
 pages 10 through 12]



Event

Calendar

January

29th Kansas City Homes & Styles Launch
Kitchens & Baths by Briggs
11009 Strang Line Road
Lenexa, KS 66215

February

Art Factory
More details to come

March

18th Frank Lloyd Wright
American Icon, Architectural Master,
Modern Dreamer”
More details to come

April

Industry Partners
Meet and Greet
More details to come



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AMERICAN
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MISSOURI WEST/KANSAS

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

Chapter News

An Evening with RBC and Dan Clark with Walker Zanger



TILE & STONE

Oct. 16 2014

Chapter News



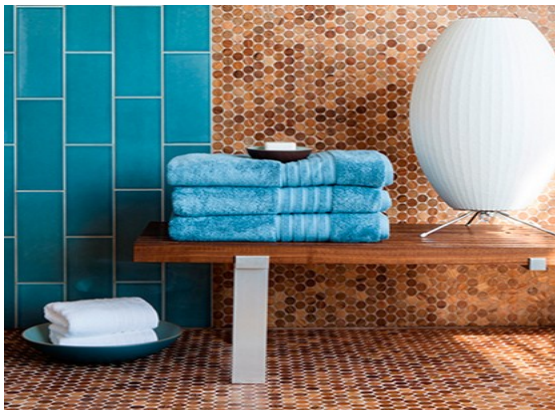
Spotlight on an Industry Partner



In October RBC hosted an event for our ASID Missouri West/ Kansas Chapter. Brooke Corcoran is the Industry Partner Representative with RBC. We asked her for an interview. Here is what she shared.

Tell us about your company?

Since 1959, RBC Tile & Stone has been catering to the most select tastes in design for residential and commercial spaces. Highly regarded in the tile and stone industry for our knowledge, quality & design choices for sophisticated homeowners, designers, & architects. Our tile & stone offerings are from the best in the industry: Walker Zanger, Casa Dolce Casa, Caesar, Oceanside glass Tile, Sonoma, Atlas Concorde, Petra Slate and more. In addition to our Kansas City location, we also have Showrooms in Omaha, Des Moines, Minneapolis, and Milwaukee.



How long has company been open?

The company has been in existence since 1959 and the Kansas City location opened September of 2003.

How many locations in the KC area?

We have one showroom located at 9112 Nieman Road, Overland Park, KS 62114



How many employees?

Our showroom currently has 4 employees. Will Fehr runs customer service and warehouse, Amanda England is our showroom consultant/ customer service representative, Brooke Corcoran is an outside sales representative covering retail, residential, and A&D accounts in Kansas City, Wichita, and Springfield, and Jessie Miller is an Architectural Sales Representative covering St Louis, Kansas City, Lawrence, Topeka and Manhattan.

What programs/discount are offered for designers?

We offer a designer discount on all of our material, however the discount varies with each line. We will never discuss that discount with your clients so you can feel comfortable sending your clients into the showroom without you.

What is your web address?

www.rbctile.com Also please like us on facebook! <https://www.facebook.com/rbctilekc?ref=hl>



Chapter News

JCCC 19th Annual Jack Harris Roast, Student Career Day, Color Forecast and Trade Show



Contributed by Jeanne Strange, Communication Director

Every year we anxiously look forward to the Fall when a full-planned day is dedicated to Students, Professionals, Educators and Industry Partners. That day stands out to me as “all things Interior Design”. The day began with the Jack Harris roast where Educators, Students, Designers and Industry Partners share in a breakfast while “roasting” one of our own. This year Sherwin Williams executive, Jackie Jordan and Industry Partner Representative, Brook Neinstedt had the privilege of being center stage as we enjoyed their stories of their careers and the design industry.

Later that morning was spent with Students sitting down with a Professional Designer for a mock interview. Interviews began with questions like “Why did they choose the profession? Which aspect of Interior Design did they want to pursue? During the process the interviewers offered Students suggestions for obtaining internships, and ways to develop their resumes, along with additional avenues in breaking into the industry of design.

Sherwin Williams has an exceptionally large role on this day as they present their research with their program called “Colormix”. This program generously offers a free CEU for attendees. The presentation tells the story about “how” a color becomes an influencer to the future color trends; giving it credence to the value of the color selection. As an example, who would imagine that space travel and underwater resorts would be so significant in the future that they merit selection for 2015? Well, Flights in Space are already booked and Hotels with underwater rooms are all ready for you in Dubai and more are coming in the Fiji Islands. As they tell the story behind the color selection, we can imagine where those colors can fit in our project.

To complete the day attendees visited the Trade Show where Industry Partners met face-to-face with designers. Meetings like these are important to both parties as they start to develop their partner relationship. Each individual plays an important role in their design specialty. At the end of the day there was a drawing for prizes. As you follow our next few pages you can see the Industry Partners and the support given by all who were present. All in all, it was a day well spent.

Jeanne Strange

Jeanne Strange, Allied ASID
Communication Director



Chapter News



Visitors to Trade Show



Sunderland Brothers



RBC Tile



Visitors to Trade Show



Visitor to Trade Show

“Thanks”
to all supporters
of the
2014 Trade Show



Visitor to Trade Show



Visitors to Trade Show

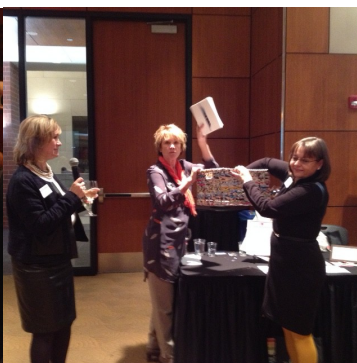


Visitors to Trade Show

SCENES FROM THE 2014 TRADE SHOW



Designers Friends Visiting



Time to draw for prizes



Call out for Winners



Congratulations!

Chapter News



TRADE SHOW PRIZES AND CONTRIBUTORS

ASID Missouri West/
Kansas Chapter

ipad mini

ASID Missouri West/
Kansas Chapter

Set of (2) AMC Movie
Passes for two guest each

Elkay

\$25.00 Starbucks
Gift Card

Grandview Winnelson

(2) \$25.00 Restaurant
Gift Cards

MOEN

8" Velocity S6320
2 function rain
showerhead

KDR Designers Showroom

Showroom Gift Certificate

Chapter News

Contributed by Laura Suhr, ASID Board Emerging Professional



JCCC Designer Advisory Panel Experience

Can you remember your first design class and the unbridled excitement you felt at the wealth of opportunity? Every job was going to be a breeze, exciting, full of creativity, and with an elated and completely satisfied client at the end!

In November 2014 I had the honor of sitting on the designer advisory panel at Johnson County Community College alongside several talented designers in the Kansas City area. It was a Questions & Answer panel for new design students to ask questions of JCCC alumni who are now practicing designers. I really didn't know what to expect and wasn't sure how much "sage advice" I truly had to pass along. However I was reminded that while education is an integral part of the development process, there is no substitute for real-world experience. I found that the panel was able to provide some significantly practical and helpful advice to students. While we didn't want to discourage their enthusiasm, we also wanted to offer advice that would better prepare them for the next phase of their post-graduation careers, including how to handle objections, set appropriate boundaries, solve difficult client problems, relate to their clients effectively, set realistic budgets, and so on.

What I didn't expect was that I too benefited from interacting with and listening to the other designer's responses. It's always encouraging to hear the victories and challenges of our fellow designers/colleagues. Participating on the panel reminded me of the value in "giving back" and that we always come away with more than when we arrived.

Laura Suhr

Laura Suhr, ASID
Emerging Professional Chair

Would you like to feature an article? Get published and tell us about a project where you walked away thinking "I learned something new".

Do you have a design dilemma, whether it is business practices, time and project management questions, etc? Let's collaborate and find suggestions to address your concerns.

What suggestions do you have for article topics for our future newsletters? Send ideas to the chapter administrator and we will add them into future articles. jeanne.at.asid@gmail.com

Chapter News



Contributed by Susan Miller , ASID Board Membership Director

Strategic Outcomes

One of the things that happens when you agree to sit on the ASID chapter board as the Member Director is being included in the annual Chapter Leadership Conference. A year ago when asked to fill this position - I simply could not come up with one reason to opt out. So the answer was yes. Glad I did. The 2014 conference was held at the Los Angeles Convention Center convening at the same time as LA's annual trade show event sponsored by Dwell Magazine. This year's 2015 conference will be in Boston in July.

Radical changes have been occurring with in the National ASID office. Last year they replaced 7 out their 10 employees and sold the pricey real-estate located on Capitol Hill in Washington, DC and have moved into temporary space until a suitable office has been located. The result was a 40% reduction in administration costs. The infusion of new talent into the organization has done quite a bit of digging into "where" we are as an organization and how they are recommending proceeding. They have some pretty good insights.

One topic of conversation for the organization was in changing focus to the "**impact**" interior design has on people - rather than "**what is**" interior design. Referencing Kellogg's shift from selling cereal; to selling "the value" of eating breakfast. You may have started noticing this in the communications coming from National and in the Icon magazine already.

The teambuilding activity fell on the afternoon of the last day. As a first time conference attendee I was unsuspecting as to the underlying lesson about to ensue (which was actually the real reasons for the activity). We were given 20 strands of spaghetti, 1 yard of masking tape, 1 yard of string and 1 marshmallow with the objective being to build the tallest free-standing structure (meaning do not use your hands to hold it up) with the marshmallow on top, and with in 19 minutes.

Can you find the 3 towers in the picture (the picture with laughter and smiles on their faces)? Then there is the other picture. It wasn't able to stand on its own? A group of kindergarteners apparently hold the record for this challenge - at 34" in height. [Check the next page for the photos]

On your mark, get set, go... We started with an "idea", and immediately launched into constructing it. The conversation sounded a bit like this a ways into the process, "but it won't stand on its own" (we kept moving forward - in spite of the foreseeable problem), and " is it supposed to be 'like this'? Or 'like THIS'?" The response involved one of us reaching over and taking over, rather than take the time to demonstrate or answer the question - much to the dismay of he one asking the questions. All quite interesting.

Turns out, it really was about 'what showed up amongst your team members. Which personal trait did we closest associate our participation as; A challenger, peacemaker, reformer, enthusiast, loyalist, helper, or achiever? Who showed up on our team were an achiever, challenger and a helper (names will be withheld in order to protect the innocent, whom may or may not be shown in the pictures). Also, to be put under scrutiny were the team competencies and decision making process; such as listening and observing, understanding your own strengths, building consensus, and creative problem-solving.

The most important lesson was when working on Strategic Outcomes; know the answer before you start. Overlooking this important step disqualified our very tall tower - yes? Also, know what the time limit is, be aware of the deadline, remain focused and goal oriented. Simple lesson with a big impact.

Susan Miller

Susan Miller, ASID

Membership Director

Chapter News

Scenes from Chapter Leadership Conferences in LA 2014



Missouri East Chapter working on spaghetti tower



Three teams did it right. Look in background at red circles



Missouri East and Missouri West/Kansas posing inside dwell



Missouri East and Missouri West/Kansas displaying a "Touch of Hollywood".

Chapter News

Two New Rate adjustments for 2015 Membership Fees.

Educators = \$150.00 and Students = \$50.00

MEMBERSHIP AT A GLANCE

TYPES OF MEMBERSHIPS & QUALIFICATIONS	DUES	FEES
Associate Individuals who demonstrate six years of full-time interior design work experience and possess a minimum of an associate's college degree in a subject other than interior design. Appellation: John Doe, Associate ASID	Associate Dues	\$470
Allied Individuals who have completed at least 40 semester or 60 quarter credit hours in interior design or architecture courses (from a university, college or technical school). Appellation: John Doe, Allied ASID	Allied Dues Allied Dues – Student Advancement Year 1 Year 2 Year 3 Year 4 Year 5 Year 6+ Allied Educator Dues Allied Inactive Allied Retired	\$470 \$85 \$155 \$245 \$330 \$380 \$470 \$150 \$330 \$100
Professional Individuals who have completed a course of accredited education and equivalent work experience in interior design and have successfully passed the National Council for Interior Design Qualification (NCIDQ) examination or National Council of Architectural Registration Board's (NCARB) Architect Registration Exam (ARE) Appellation: John Doe, ASID	Professional Dues Professional Educator Professional Inactive Professional Retired	\$470 \$150 \$330 \$100
Educator Partner Individuals currently serving as full-time or adjunct instructors in a post-secondary program of interior design education at an accredited university or school that requires 40 semester or 60 quarter credit hours in interior design coursework to graduate. Appellation: John Doe, Educator Partner ASID	Educator Partner	\$150
Student Students currently enrolled in an interior design or architecture program that requires 40 semester or 60 quarter credit hours of interior design education to graduate. Appellation: John Doe, Student ASID	Student 1 Year Student 2 Years Student 3 Years Student 4 Years	\$50 \$95 \$135 \$170
Industry Partner Companies that manufacture or supply products and/or services to the interior design industry. Appellation: Company Name, Industry Partner of ASID	National (49 representatives) Regional (2 representatives) Local (1 representative)	\$7,000 \$810 \$470

National and regional industry partners may add additional representatives to their membership for \$175 each (National IPs may add an unlimited number of representatives, regional IPs may add up to 15 additional representatives). Local IPs may place their representative in a second chapter for \$175. There is a \$50 one-time application fee for regional category; \$100 one-time application fee for the local category.

Notes

- Applicants (excluding Students and Student Advancement) pay a one-time, non-refundable \$100 application fee.
- Most practitioner categories must also pay an annual mandatory legislative assessment of \$15.

MEMBERS GAIN ACCESS TO...

- The ASID Appellation—the highest mark of professionalism in the industry.
- A national network that includes industry partners, media partners and consumer-focused communication to market the value of interior design.
- Significant member savings on education, research, publications, contract documents, insurance and ASID merchandise.
- My ASID, a custom profile on the ASID website to showcase your portfolio in the ASID Designer Referral Service, connect with industry partners, access job listings and more.
- Automatic membership in your local chapter, including access to chapter events, learning resources and networking opportunities.
- Multiple opportunities to engage as a leader and mentor from the chapter level to the national board.
- Legislative advocacy for the legal recognition of our profession and the development of laws favorable to the interior design industry.
- The ASID Foundation funds scholarships and grants, as well as research that sustains and communicates the value of interior design.

Please visit www.asid.org/join for a full list of member benefits.

FOR STUDENTS

Access to the most up-to-date tools to adapt their education to future career opportunities through connections to industry professionals.

FOR INDUSTRY PARTNERS

Access to unique branding opportunities to inform a target market about their company and its products and services.

Chapter News

Scenes from the Holiday Party. Thanks to “*The Gallery*” for hosting our event

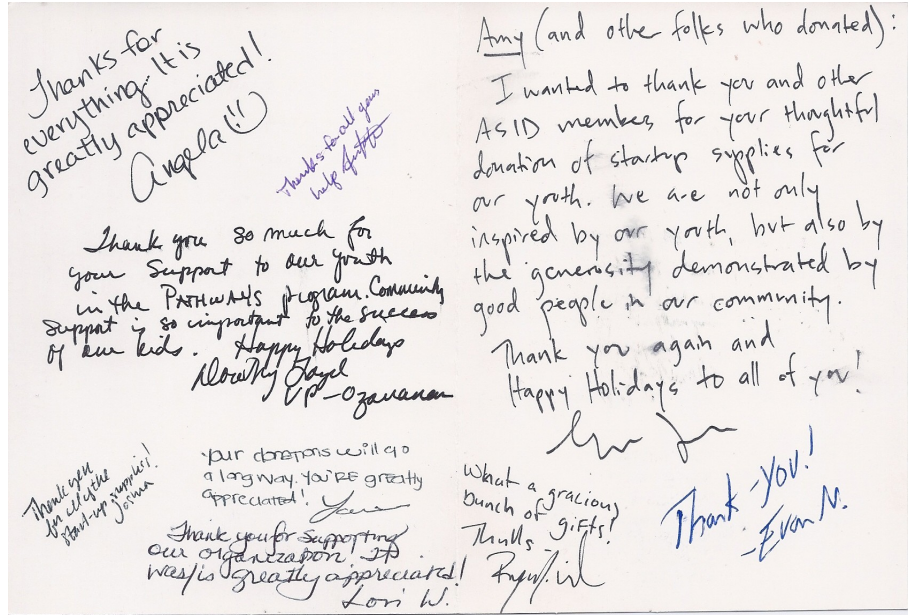


Chapter News

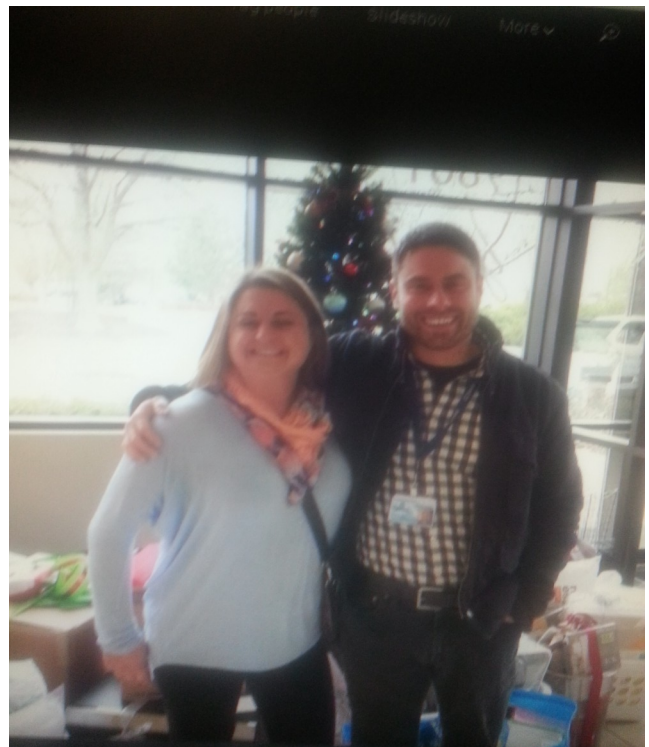
Designers turned on their creative minds as they construct their own vision of a graham cracker cookie house with “sugar coated” trimmings to top it off.



Chapter News



[Donors Tax Credit Form](#)
[for contributions to Ozanam on next page](#)



Chapter News

Here is a tax credit form for those of you who made a donation to Pathways for young adults aging out of the State program. Thank you for your generosity and caring spirit.



OZANAM

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 Kansas City, MO 64145
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 www.ozanam.org

Name: _____ Date Received: 12-9-14
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 Email: _____ Comments: _____

HOUSEHOLD ITEMS	Value	Boxes/Bags	CLOTHING/HYGIENE ITEMS	Value	Boxes/Bags	REC/TOY ITEMS	Value	Boxes/Bags
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Dishes, Glassware	\$		Clothing, children	\$		Games	\$	
Kitchen Utensils	\$		Dresses	\$		Bicycles	\$	
Small Kitchen Appliances	\$		Shirts/slacks	\$		Radios	\$	
Blanket/Comforter	\$		Suits	\$		Sports Equipment	\$	
Bedding/linens	\$		Shoes	\$		Video/DVDS	\$	
Towels/wash cloths	\$		Coats	\$			\$	
Computer CPU	\$		Jewelry	\$			\$	
Computer Monitor	\$		Hygiene products	\$			\$	
	\$		Hats/Gloves	\$			\$	
	\$		Belts	\$			\$	
	\$			\$			\$	
FURNITURE ITEMS			SCHOOL ITEMS			OTHER/MISC ITEMS		
Couch	\$		Notebooks	\$			\$	
Love Seat	\$		Pens	\$			\$	
Chair	\$		pens/pencils	\$			\$	
Small Table	\$		binders	\$			\$	
Kitchen Table /wo chairs	\$		markers/crayons	\$			\$	
Kitchen Table / chairs	\$		books	\$			\$	
Dresser	\$		scissors	\$			\$	
Small Household Appliances	\$		Books	\$			\$	
Baskets	\$		Video/DVDS	\$			\$	

Received By: [Signature] **THANK YOU FOR YOUR DONATION**

Notes: DONORS MUST ESTIMATE THEIR MARKET VALUE FOR CONTRIBUTION PURPOSES PER I.R.S REQUIREMENTS. BE SURE TO KEEP THIS RECEIPT FOR YOUR TAX PURPOSES. NOT FOR PROFIT AGENCY (EXEMPT STATUS 501 (c) (3)).

Announcements & Events

You're Invited!

KANSAS CITY
Homes
&
STYLE

January/February Issue
Launch Party

Thursday, January 29th • 5-7 p.m.

LOCATED AT



KITCHENS & BATHS
by Briggs
Premier Decorative Plumbing

11009 Strang Line Road • Lenexa, KS 66215

Join us for drinks and munchies! Great door prizes!
Pick up the January/February issue!

RSVP to Brenda Mitchell at
brenda@kchomesstyle.com or 913.827.4111

Announcements & Events

Job Opportunity

We are seeking to fill a Full Time position in our Showroom and desire someone who holds an Interior Design degree or has a background in the field of Design,

We will also consider applicants who are close to the completion of their degree in Design

Job Skills

Must display confidence with their design skills, and possess an interest in the tile Industry.

Requires strong communication skills, ability to multitask and work in a team environment.

Hours

Mon - Thurs 9:00 - 5:30, Fri 9:00 - 5:00,

Some Saturdays 10:00 - 2:00

Contact

Katy Gwin, Showroom Manager

katy.gwin@sunderlands.com

(913) 894-5515 x422 Fax Resume: (913) 894-6968



New Members

Professional

Allied

Sarah Güsche

Sarah Norquest

Industry Partner

Braco Sales

Susan Hern, Main Rep

Cheri Blessing, Rep

Lauzon Distinctive Harwood
Flooring

Jay Emerson, Rep

Student

Jenna Kaufman

May Simpson

Jala Veranda

Welcome to All New Members!