

Designs From The Heartland

ASID Missouri West/Kansas
Newsletter

Issue 18
Spring 2014



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



MISSOURI WEST/KANSAS

MISSOURI WEST/KANSAS

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Dear ASID Designers,

On March 3rd our chapter sponsored a “Master’s Class”

with Lloyd Princeton. The title of the class was “A New Conversation: Evolving Your Business with the DIY Consumer”.

My guess is that many of you have spent hours listening to clients and potential clients discussing what they are wanting and how much they want to pay and you always ask yourself, “WHAT DOES THIS HAVE TO DO WITH ME!” That is the thought that goes through my head. I am sorry if you may not have been a part our day with Lloyd but since circumstances were not available for you to attend I am sharing some of Lloyd’s suggestions and wisdom.

A New Conversation: Evolving Your Business with the DIY Consumer.

”The short answer is “if you can’t beat them, join them!”

It is truly important to recognize that the landscape of design has permanently changed and that the influence of the DIY message is very strong, much like a siren call for the mass retailers! So, my first suggestion is to have a conversation with your client prospects and see exactly how much they want to do on their own. Get them to admit their shopping (research) preferences and then figure out how to build your services around them. Most importantly, memorialize these conversations in writing: get them to sign-off on their desire to participate in the process (or not) and to agree *in advance* who will be responsible for *what*. This is critical, because if you need to charge for additional services in the future, you will need to refer to your written agreement. Next, and most importantly, you must charge for professional services, which only you can provide. Don’t just casually agree to let them “try” to do them, insist on protecting the integrity of your design training. And if you really are going to let them manage the contractor and sub-contractor on their own, then reference it in your agreement.

In terms of pricing, I tend to think that a fixed design fee for concept and design phase will become more of a norm. While billing time and materials will always be safe, most people are adverse to time billing. The message I’m hearing is “fixed fee” from most people. They want to know what their exposure is at the onset. So, if you need to charge a fee to come up with an accurate budget, then do so. Don’t demur and just guess. It is *not* your job to guess and appease, it is your job to design and project manage and to make sure you have the information and resources to do so. I see many designers caving into demands for fear of losing work, when pushing back is more necessary than ever and something that will save you in the future.

Remember: having a successful outcome is not guaranteed. People will gladly seek legal counsel when they are dissatisfied and courts do reverse design fees. So, you need to get paid and keep the money to be successful! So do what you say you will do and get it in writing!

A total of 37 attendees learned a tremendous lesson in how we can change up our relationships with the ever-changing fit of designers and clients. With good planning from our Program Director, Amy Migliazzo and our generous host Roth’s Distributing who provided the space, lunch and fee for Lloyd our chapter made a profit of \$3,127. We thank all in attendance and look forward to seeing you at future events.

Warmest Regards,

Ann

Ann Egan, ASID
ASID Missouri West /Kansas 2013/2014 Chapter President

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AMERICAN
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INTERIOR
DESIGNERS



MISSOURI WEST/KANSAS

On the
cover:

A picture of the showroom at Roth Distributing in Lenexa, where the Master Class event was held on March 3, 2014



Chapter News

Lunch with the Kansas City Ballet

By Jeanne Strange, Allied ASID

The Power House was designed in 1914 by renowned architect Jarvis Hunt. Being a part of the Union Station complex, it provided coal powered steam to generate electricity and heat to the Union Station. In 2004 Cydney Millstein, an architectural historian led the way to have the building listed on the National Registry of Historic Places. This measure would allow the building to be renovating with generous funds from the State of Missouri.

The building had laid abandoned for over thirty years before it caught the eye of the Kansas City Ballet Board of Directors. Its exterior bricks were falling, the roof was badly damaged and the buildings original use as a manufacturing power house with coal ash, broken windows, and eroding mason and steel beams caused questions in the investors mind. In viewing the site for renovation, it was some of those same negatives that made the building stand out as a possible selection for renovation to the Kansas City Ballet. For example, the interior mason and steel beams were situated in such a way that allowed open floor areas for studios; the buildings tall windows and skylights provided much needed natural light for the students to perform in the studio. The building was situated right in the middle of an urban environment where ample free parking is available. In short, with visionary perspective the Kansas City Ballet found their home.

Interesting notes while on tour of the building. The chapter saw the original steel beams, cables and coal bins incorporated in the remodeled design. As you can see from the picture on the following page, the coal shoots hang in their original places as elements that house drop down ceiling lights. The tour revealed how inspiration, innovation and good planning brought this building back to life as a “gem” for our community. We encourage your friends and family to visit and support the new energy that is being produced by the students of the art of dance at the Kansas City Ballet.

Our chapter donated \$100 to the Kansas City Ballet



Entrance to the Kansas City Ballet



Overview of one of the Ballet studios



Executive Director Jeffrey Bentley

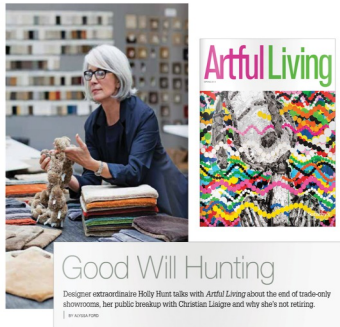
Chapter News

Snapshots from Kansas City Ballet Tour



Chapter News

3-31-2014 18:37:14 PM This article is courtesy of Artful Living / 2014 Spring edition



Holly Hunt made headlines in February when she announced the \$95 million deal selling her iconic brand and business to Knoll. The industry leader and design extraordinaire sat down with Artful Living to discuss her observations on the end of trade-only showrooms and the future of our industry in the spring.

A Discussion with Holly Hunt

Artful Living: You've long been in favor of a European model in high-end furniture showrooms.

Holly Hunt: Yes, this is what's happening in France, in England, pretty much across Europe: Designers get a 20-percent discount, but there's no such thing as trade-only showrooms. More and more, anybody can shop.

AL: How does that work with custom furniture?

HH: If you have time and money, the ideal is to have two separate lines. It's very hard to do made-to-order with retail clients. People who are buying retail don't understand the custom stuff, they really don't. They buy what's on the floor.

AL: What about designers?

HH: It's not hurting the designer business any. It's just making it more available to the public. Actually, it drives people to hire designers. That person goes in and says to herself, "I'm spending a lot of money, and I'm not sure what I'm getting here. I might as well hire a designer."

AL: So how should designers charge?

HH: For me, the big thing is transparency across the board. No more secrets, no more being coy about what things cost. You say, here's what it costs, here's the freight, and I'm charging you plus 20 percent or plus 30 percent. Or 10 percent plus a design fee. Or I'm charging you an hourly fee. There are many ways to do it. But the client knows exactly what the cost of the product is versus what the cost of the design is. My thing is, if you're using a client's money, the client has every right to know. And I guarantee you that in New York, no one is buying something that they don't know exactly what the cost is. Now they may be paying 40 percent over, if the designer's worth it, but they know it.

AL: I don't think there's a single trade showroom in Minneapolis that's switched from trade-only.

HH: Minneapolis might be one of the last places. I would say it's about 50-50 in Chicago. On the coasts, it's moving very fast in that direction. It's harder in the South, because the designers have the keys to the kingdom, so to speak.

Chapter News


Universal Design
"Creating a User Friendly Environment for Everyone"

Sponsored by MOEN

Presented by
Sean Blachford
April 17, 2014

Location:
[Grandview Winelson](#)
13500 US 71 Hwy
Grandview, MO 64030


Time:
5:00 - 5:30 Check-in, Network
5:30 - 6:30 Presentation
6:30 - 7:00 Mingle


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IDCEC COURSE DETAIL
10259 - .01 CEU
Cost: \$10.00


[Click Here](#) to RSVP by April 15th

Or mail check to:
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Bellacor is offering a free Webinar for our chapter members

Crystal Fundamentals

IDCEC# cc-101843-1006

April 24th, 2014

7PM Central

[Click here to register](#)

or call 1 877 688-7039

Graduate Luncheon

"Be Our Guest"

Join us in honoring our recent area Interior Design Graduates Dec 2013 - May 2014 along with their educators


When: Friday May 2, 2014
Time: 11:15 am
Where: Café Tempo

Johnson County Community College
12345 College Avenue
Overland Park, KS

Please RSVP by Friday April 25
ann6438@yahoo.com

Location of Café Tempo is at the Atrium of Neman Museum of Contemporary Art campus

[See campus map](#)



Chapter News

SAVE - THE - DATE

“How to Overcome Objections”

Presented by

Michael Charest

As President of Business Growth Solutions, Michael will be sharing his knowledge and experience to assist you in marketing yourself and your products with success.

When: May 15, 2014
Where: M S International, Inc
9730 Alden Street
Lenexa, KS 66215 ([map](#))
Time: 6:00 - 6:30 Welcome & Network
6:30 - 7:00 Presentation
Cost: Free

RSVP by May 12
to kathy.at.asid@gmail.com



SAVE - THE - DATE

Tee off “Fore” Scholarships

Join us for the 8th Annual Golf Event benefiting the ASID Scholarship Fund

June 5th, 2014 - 9:00 AM tee time
at

Prairie Highlands Golf Course
14695 South Inverness
Olathe, Kansas 66061
913 856 7235

***Sponsorship opportunities available**

COST: \$85.00



*Contact Krista Farr
816 885-5201
kfarr@winnelson.com
for more information

Chapter News



**Ferguson's
19th Annual
Spring Fishing and
Golf Tournament**
Friday May 2, 2014
to
Saturday May 3, 2014
at
Bucksaw Marina,
Truman Lake, Clinton, MO

- **NO ENTRY FEE!!!**
- Food and Beverage Provided
- Door prizes and tournament purse in excess of \$1,700
- Sign up now and be sure to reserve your room or campsite by April 25th!

Texas Hold'em Poker
Friday 8:00pm
Fishing Tournament
Saturday 6:00am
Golf Tournament
Saturday 9:00am

Have your registration in by April 25th.

By invitation only to Ferguson Enterprises customers, employees, and their families.

Fishing Registration - Entry Form Spring Fishing Tournament Attention: Jennifer Bartel

One form per team please.

Please designate if you will be fishing in the bass, crappie or both.

Please note, tournaments must be catch and release per local marina regulations.

Bass Crappie Both

Team Captain: _____

Fishing Partner: _____

Phone: _____ Fax: _____

Email: _____

Company Name _____

To register please fax this form to us at **913-752-5685** or jennifer.bartel@ferguson.com. You may also drop off your entry form at any of our counters.

*** Please return your entry form by April 25th in order for us to make food and beverage arrangements.

Golf Registration - Entry Form Ferguson Golf Tournament Attention: Jennifer Bartel

One form per team please.

Space is limited to the first 27 teams. Get your registration in early, spots go fast.

Meadow Lake Country Club
1000 Watson Parkway
Clinton, MO 64735
Four Man Scramble

Team Member
1: _____ Company _____ Phone _____

Team Member
2: _____ Company _____ Phone _____

Team Member
3: _____ Company _____ Phone _____

Team Member
4: _____ Company _____ Phone _____

To register please fax this form to us at **913-752-5685** or jennifer.bartel@ferguson.com. You may also drop off your entry form at any of our counters.

*** Please return your entry form by April 25th in order for us to make food and beverage arrangements.



SPRING MARKET 2014

Register for the CEU Presentation+Luncheon

THE INTERIOR DESIGN INDUSTRY IN 2014 - WHAT'S NEXT?

Presented by Crans Baldwin, CEO of Edward Ferrell + Lewis Mittman



This informative business presentation by Crans Baldwin takes a frank look at business opportunities, trends, and specific ideas that will benefit interior designers and their business both now and in the next few years. Unlike many design-related speakers, Crans offers specific business ideas and information that he has gathered from his research and knowledge of the industry to give interior designers some new ideas to think about when building their businesses. "Adapt is the New Black" might be a good metaphor for the message that Crans delivers during his talk.



[0.1 CEU]

Thursday, April 24th | Kansas City Showroom
www.kdrshowrooms.com

Click address to register for this event.

<http://events.r20.constantcontact.com/register/event?oeidk=a07e950i2pec2e5a09b&llr=i5bvvglab>

Chapter News

Spotlight on an Industry Partner



Amy Holdman is the Trade Marketing Specialist for Roth Distributing. She has been in the industry for 14 years and enjoys being a part of the specification process in projects to the trade. Amy connects with design trends and appliance aspect through trade education. She and her 2 girls; ages 6 and 7 live with her in the Overland Park area .



Tell us about your company?

Roth Distributing has been in business since 1960. We currently employ approximately 100 employees across the country. Our Kansas City showroom opened its doors in 2001 where five employees manage the Kansas City market. We are the distributors of Sub Zero, Wolf, Best by Broan and Asko luxury appliances for the mid-west region. We work closely with designers, architects, builders and remodelers to secure specification of Sub Wolf product in their projects. Roth provides an amazing Concept Center for the trade to utilize when working with their clients to make their appliance decisions. We offer cooking demos in order to educate the consumer during the buying process. Offering a high-end line up of appliances allows the designer the endless option of creativity with the design. Wolf provides cooking products that allow you to have a tower of true flush mount, built in the wall appliances, providing a clean sleek look. We are currently closing our Lenexa showroom and under construction to build a new showroom on the Country Club Plaza. The new Plaza showroom location will be a state of the art experience for the consumer as well as the trade.

What programs/discounts are offered for designers?

A new feature, Muse Studio is an on-line project management tool that Roth Distributing has created for the trade. It allows the trade to collaborate with other industry professionals as well as the home owner in order to better manage their projects. It provides the trade free marketing and advertising for their business as they are featured in our professional network. To participate in Muse Studio contact Amy at AmyH@rothdistributing.com .

We work closely with our designers to discount them on any personal use product. Our dealers offer discount programs to the trade when purchasing appliances for their clients. We truly appreciate the trade and their loyalty to our brands therefore we strive to work with them in whatever way we can.

The ASID Missouri West Kansas chapter wants to thank Amy and Roth for hosting our Master Class in March. All the designers benefited from the program and enjoyed learning how Roth educates and supports their professional endeavors.

Visit them at www.rothdistributing.com

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Announcements & Events

2013-2014

KITCHEN DESIGN CONTEST

THE BEST OF THE BEST



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TOP INCENTIVES FOR ENTERING

Global recognition for the most innovative designs

More than **\$270,000** in promotional value

More than **\$137,000** in cash prizes

All expenses paid trip for two to the Best of the Best Winners' Summit and Gala



Announcements & Events

Madden-McFarland Interiors

A Furniture & Design Boutique

April 1, 2014

Win \$25,000 to redesign a space for your favorite local charity!

Madden-McFarland Interiors and The International Design Guild Designer Program have launched the second annual *Design for a Difference* interior design contest that will give the winning design professional \$25,000 in goods and resources to makeover a local charity of their choice.

See the results of our inaugural contest at www.Youtube.com/idgdesigner.

The winning designer will collaborate with celebrity designer Mark Brunetz and co-host a professionally produced video of the makeover project that can be used to promote their work.

Four regional winners will also be selected and earn a \$2,000 prize package to jumpstart their

charity makeover. Plus, an all-expense paid trip to the grand prize city to participate in the winning makeover. The contest runs through June 1, 2014.

Go to www.idgcontest.com for official contest rules or to enter online, or contact Paul Madden at Madden-McFarland Interiors at 913-681-2821.

New Members

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www.subzero.com

Student

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Courtney Ortiz

Jingyuan Wang

Amy Douglass

Elizabeth Wethall

We would like to express our appreciation for the hard work our Membership Director has done this past quarter to grow our membership.

Thank You Melody!

Welcome to All New Members!