

Design Orange County

ASID CA Orange County
Chapter Magazine

Issue Number 40
Spring 2014



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



CALIFORNIA ORANGE COUNTY

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 Tel: (949) 643-1549
 Fax: (949) 643-5664
 asid.oc@sbcglobal.net
 www.asidocc.org

ASID NATIONAL

608 Massachusetts Ave NE
 Washington DC 20002-6006
 Tel: (202) 546-3480
 Fax: (202) 546-3240
 Toll free: (800) 610-ASID (2743)
 asid@asid.org • www.asid.org

EDITORIAL STAFF

2013-2014 ASID OC Newsletter Editor:
 Jamie Namanny, Allied ASID

2013-2014 ASID OC Communications Director:
 Jennifer Anderson, Allied ASID



PUBLISHING STAFF

Advertising Sales
 Mike Watt • (972) 989-2208

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ASID CA ORANGE COUNTY CHAPTER OFFICE

23811 Aliso Creek Road, Suite 108
Laguna Niguel, CA 92677

BOARD OF DIRECTORS



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Deirdre Eagles, Allied ASID
714-803-4784
President@asidocc.org



President-Elect
Gigi Harris, Allied ASID
714-308-0125
PresidentElect@asidocc.org



Financial Director
Valarie Mina, ASID
949-338-6380
Finance@asidocc.org



Communications Director
Jennifer Anderson, Allied ASID
949-278-7744
Communications@asidocc.org



Professional Development Director
Bonnie Traut, Allied ASID
949-292-5088
ProfessionalDevelopment@asidocc.org



Membership Director
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949-777-6979
Membership@asidocc.org



Board Member at Large
Marjan Bastani, IP Rep Fashion Interiors
949-788-9288
BoardMemberAtLarge@asidocc.org



Student Representative
Traci Salemm, Student ASID
509-551-1767
StudentRep@asidocc.org



Dear Members,

The year 2014 is well underway and lots of excitement can be felt within our organization. As I write this, I am in Washington DC, at the ASID President's Conference.

A friend shared a quote that I like and one which seems appropriate to our time. Here is part of that quote.

"Did you know that if your life was not changing, you would not exist? Our Universe and everything in it is continually changing. Energy can exist only if it is in motion and changing."

-Christian D. Larson

I like that quote because I think it is applicable to the Design Industry as we move through challenging times in our economy to a more robust business climate. It also applies to our ASID OC Chapter as we push ourselves to grow to new heights by providing more value to our members. For example, one of the goals of my term was to have a CEU at most of our General Meetings, assuring that members have the ability to easily fulfill their increased CEU requirement while supporting our Chapter. But, it isn't just about meeting the hourly requirement. The topics also need to be especially pertinent to our changing design world.

Both our January meeting at AudioVisions and our February meeting at Ergo Bedroom fit the bill. At AudioVisions, we heard Brett Stall of Luton Electronics speak about "Home Green Home, designing with energy conservation in mind". A very important take away from his inspiring presentation was that one can conserve energy while actually increasing design appeal. At Ergo, not only did we enjoy this fabulous new showroom at the Laguna Design Center, we also heard from Jaclyn Giuliano of Herman Miller, who spoke about Sustainability- Everything Matters". I loved hearing about how companies, large and small, are conserving our world's resources and giving back in significant ways.

I also like to think that giving back is part of what we as ASID Members are doing. Through our design expertise and specialized industry training, we share our knowledge with our client base- whether we are designers or industry partners. The leadership in ASID is also giving back to you, our members, as we experience our own inevitable changes that can only lead to propelling us forward. While not a change necessarily, the ASID OC Board of Directors voted in February to renew our lease with the Laguna Design Center for another year when it expires in August 2014. This gives a stable home base from which to pursue some of our exciting plans for Chapter events and programs for an extended time. We are also in the process of hiring a new Chapter Administrator for our office.

Speaking of fun programs, we had our festive Holiday Luncheon in December at the LDC and our first Industry Partner Forum of the year at Purcell Murray. With many more exciting events on the horizon, including Student Career Day and our annual Trade Show, I truly hope you are getting out there and benefiting from all that the Chapter has to offer.

Happy Spring!

Warm Regards,

Deirdre Eagles, Allied ASID
ASID CA Orange County Chapter President 2013-2014

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Dear Colleagues,

I hope this message finds you all well and encouraged by what seems to be a steady and much anticipated upswing in our industry. Companies are hiring and clients are inquiring...a promising indicator for all of our businesses, designers and industry partners alike.

Looking forward...

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning." - *Benjamin Franklin*

The excitement is building as I begin to form my strategic planning committee and approach members to join my leadership team for the Fall. In April and May I will be brainstorming with a committee of innovative thinkers and putting a strategy in place to provide value to our members through the various Chapter activities and events that we will calendar for the next fiscal year. This is where you come in...now I KNOW we have all had conversations about ways our Chapter can improve or things you'd like us to implement. I really want to hear from you! Any ideas you have for events, activities you would like to see more or less of, ways to tweak existing programs, other value-adds that we haven't thought of ...whatever it is, I welcome suggestions and feedback on how we as a Chapter can continue to improve and increase the value of your membership. Rather than do a survey, I'd rather talk to you directly, so please give me a call, send me an email, schedule coffee with me or if you want to be anonymous, you can always address a note to me at the ASID office. What does our chapter mean to you and what would you like us to include in the plan for next year?

Calling all leaders...

Once our current board approves the strategic plan, I will need key leaders to chair the various events. If you've wanted to re-engage and get involved but aren't sure quite how, there are many volunteer committee or chair positions that will need to be filled. We need our member volunteers' time and talent to keep the momentum going. If you are interested in experiencing ASID from another perspective, take on a leadership role!

I look forward to this next quarter of planting seeds. Our chapter offers so many good things, so let's cultivate and reap value together!

Sincerely,

Gigi Harris, Allied ASID
ASID CA Orange County Chapter President-Elect 2013-2014

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Committee Roster 2013-14

COUNCIL OF PAST

PRESIDENTS

Marianne Kreter, ASID
949-644-8222
mkreter@roadrunner.com

DESIGN AWARDS

Michele Prata, Allied ASID
949-425-0423
michele-prata@hotmail.com

EMERGING PROFESSIONAL

Valerie Ribeiro, Allied ASID
714-392-0261
vribeiro_17@yahoo.com

HOLIDAY TABLE TOP EVENT

Joyce Byrd, Allied ASID
714-485-2671
949-246-5054 Cell
JLizInteriors@gmail.com

IP LIAISON

Richard Downes, Industry Partner Rep
Style Bath Enclosures
714-965-4949
richard@stylebathonline.com

LUNCH & LEARN

Cynthia Prizant, Allied ASID
949-355-5467
cynthia@prizantdesign.com

NOMINATING

Rick Campos, Allied ASID
949-673-6711
rick@christophertracyinteriors.com

PROGRAMS CHAIR

Michele Prata, Allied ASID
949-425-0423
michele-prata@hotmail.com

COUNCIL OF PAST

PRESIDENTS

Leanne Tarmaribuchi, ASID
949-854-7061
tamari8@cox.net

DESIGN & DESSERTS

Lauri Howell, Allied ASID
949-215-4174
lauri@laurihowelldesigns.com

GALA/INSTALLATION

Nazgol Seyedi, Allied ASID
619-708-8487
nazgol.seyedi@gmail.com

HOSPITALITY

Audra Miller, Allied ASID
714-904-7431
audra@audramillerinteriors.com

LEGISLATIVE

Gigi Harris, Allied ASID
714-308-0125
presidentelect@asidocc.org

NEWSLETTER

Jamie Namanny, Allied ASID
949-412-3816
interiormatters@aol.com

PROGRAMS CHAIR

Alix Flamm, Allied ASID
949-725-9300
alixflamm@hotmail.com

STRATEGIC PLANNING

Gigi Harris, Allied ASID
714-308-0125
PresidentElect@asidocc.org

STUDENT AFFAIRS

Barbara Keller, ASID
714-528-4451
bekid@aol.com

TRADE SHOW

Maria Deganis, Industry Partner Rep
The Plexi Gallery
714-557-7539
theplexigallery@aol.com

TECHNOLOGY/WEBSITE

Steve Huang, Industry Partner Rep
CSC Digital Graphics
949-202-7534
s.huang@cscdglc.com

ASID-OCC Holiday Party

By Alix Flamm, ASID

The annual ASID-OCC Holiday Party took place on December 11, 2013. The party was well attended by ASID members and IP's. An outdoor luncheon in the Center Court at the Laguna Design Center. Guests enjoyed a sit down lunch prepared by the new Cafe Fresca of chicken and pasta, plenty of wine and champagne,



Jerry Gunnels, Nichole Green Cooper with Rohl, Steve Prohoroff with B & C



Michael & Joshua Nermon, Ergo Bedroom

and dessert. Tables were decorated with fresh Poinsettias, candy, and an ornament to take home. In addition, holiday music performed by Michael Stevens, and his son, as well as, pictures with Santa (AKA Frank Pitman) in front our sponsors banner added to the festivities. Raffle prizes provided

by Blakehouse, Lighting Innovation, Gina B Company, Baker, Witford, and Montage raised over \$300.00 for Second Harvest Food Bank of Orange County.

A special thank you to our sponsors David Colton of the Colton Company, Steven Anderson of Blakehouse, and Rebecca Whiteleather of B&C Select. Also, Baccarat and Sue Rexroth for providing other raffle prizes.



Andrew Sterner, Modern Luxury Magazine, Elliott Harlem, Kravet, Stephen Anderson, Blake House



Sue Rexroth, Allied ASID, Stephen Anderson, Blake House & Michele Prata, Allied ASID



Deirdre Eagles, Allied ASID, David Colton



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January General Meeting

By Sue Rexroth, Programs Chair

ASID-OCC held its first of the year General Meeting on January 15th at AudioVisions for incoming Board & President Deirdre Eagles. A variety of food, wine, beverages and delicious dessert station was provided throughout the evening while enjoying the showroom's audio and visual amenities as well as our CEU topic.

Our speaker, Bret Stall from Lutron is a Residential Specifications specialist who delivered the CEU topic, "Home Green Home, Energy Audits in the Home 101". He meticulously spoke about energy audits in general and areas of concern



Andy Cutcher, Bret Stall, Kerry Anderson, Deirdre Eagles, Allied ASID, Terence Murray & Steve Coon, Audio Visions

to become aware, learn solutions, how to perform an audit, do cost savings, understand new Title 24 regulations, the "Smart Grid" system, lighting options and the use of dimmers. Ultimately, it showed designers how to plan and execute the best energy efficient design possible for their clients!

The evening wrapped up with wonderful raffle prizes including Lutron dimmers and the ultimate prize Apple TV won by Laura Yorba! More energy efficient information and products were distributed to all in attendance with "goodie bags" including chocolates and a designer poster designed and printed by Terence Murray's wife especially for our designer members. What a treat!



Laura Yorba, Allied ASID & Barbara Keller, ASID



Michelle Baker, ASID, Showroom Manager, Crestron Design Showroom & Traci Salemme, Student ASID

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Event

Calendar

March

19 Trade Show @ OC Fair Grounds

April

5-10 Highpoint Market
10 Board Meeting
16 April General Meeting
20 Easter

May

8 Board Meeting
11 Mother's Day
21 May General Meeting
26 Memorial Day

May

12 Board Meeting
15 Father's Day
18 June General Meeting

Visit the ASID OC Chapter Web calendar at www.asidocc.org for up to the minute details on all of these events and more.



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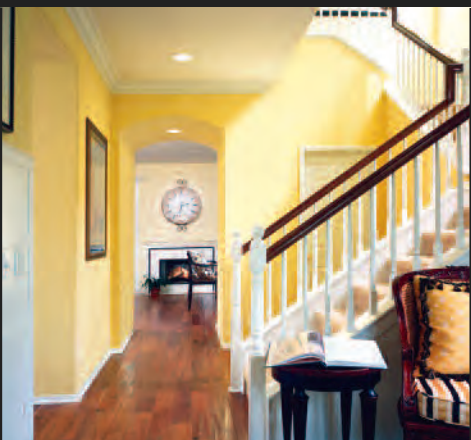
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IN MEMORIAM

Elaine Redfield

Founder & Honorary Life Director of Philharmonic Society

We regret to announce the passing of Elaine Redfield, Founder and Honorary Life Director of the Philharmonic Society of Orange County. She was 96. We cherish her as the creator of our Philharmonic Society, formalized in her Fullerton living room 60 years ago.



Orange County's vibrant arts community wouldn't exist today without her. Elaine generously supported the arts all over Orange County, involved in not only the Philharmonic Society, but many other organizations, and she also convinced Henry Segerstrom to give the land on which Segerstrom Center for the Arts now sits.

It was through Elaine's efforts that the community could have a place to come together and celebrate the arts.

Room & Board Event

By *CristenStapp*
 Kitchen Table Marketing + PR

On Thursday, February 6, ASID-OC members gathered at Room & Board South Coast Plaza Village for an exclusive look at the Room & Board 2014 Collection. Members enjoyed a delicious cheese display and sweet treats by The Cellar, Prosecco and white wine; as they toured the two-story showroom full of beautifully designed American-made furniture and accessories.



Jennifer Anderson, Allied ASID, Deirdre Eagles, Allied ASID, Andrew Shoerner, Modern Luxury, & Bonnie Traut, Allied ASID

From sofas and chairs to dining options and kids' furniture, members were able to browse an array of new items for every room of their clients' homes. Scott Jussila, Retail Market Manager for Room & Board, led the tour and also presented a \$250 Room & Board gift card to a very lucky member.



R&B Furniture: Andrew Stoerner, Modern Luxury, Jennifer Anderson, Allied ASID, Cristen Stapp, Kitchen Table Marketing + PR, Deirdre Eagles, Allied ASID, Scott Jussila, Marianne Kreter, ASID, Bonnie Traut, Allied ASID, LeAnne Tamaribuchi, ASID, Diana McBride, Modern Luxury

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February General Meeting

By Michele Prata, Allied ASID, Program Chair Leader

Our second General Meeting of the year for incoming Board and President Deirdre Eagles was held from 6-9pm at Ergo in Laguna Design Center where we were treated to a Greek buffet of falafel, salad, bread & wine ending with dessert. There was plenty of room for mixing with over 75 fellow members in this intimate showroom of luxurious bed displays with low lighting and sounds of the forest before being seated to hear the evening's CEU topic.

Deirdre Eagles made announcements for our upcoming Trade Show at The Hangar in Costa Mesa on the 19th of March and asked our membership to attend this successful event of many industry partner exhibits, food and CEU! Then past president Marianne Kreter announced COPP's first "fun"-draiser



Beverly Stadler, ASID & Stephen Anderson, Blake House

of the year to be held on March 6th with a fun and informative Bus Tour to Cambria in Palm Desert with breakfast starting out at LDC's Visitor center and lunch and Quartz Surfaces CEU in the desert. Owner Michael Nermon spoke briefly about his Ergo showroom of European standard product lines of specialty sleep beds, recliners and pillows available. "Sleep...it refreshes us like nothing else!" Then Alix introduced our speaker Jacyn Giuliano from Herman Miller for our evening's

educational CEU topic called "Everything Matters on Sustainability" with informative case studies for an easy understanding to take with us.

We'd like to give a very special thanks to Ergo and Michael and Joshua Nermon and the staff for their generous hospitality and sponsoring the evening's dining and luxurious raffle prizes including a Natural Pillow, gel pillows and a bed topper won by some of our lucky members including Maria Deganis! Congratulations on winning! Once again thanks to Kerry Anderson of Audio Visions for setting up the AV equipment for our speaker.



Michael Nermon, Deirdre Eagles, Allied ASID, Joshua Nermon, Ergo Bedroom

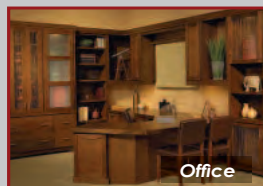


Dal-Tile Team (1st, 4th & 5th), Bonnie Traut, Allied ASID, Nazgol Seyedi, Allied ASID

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Lunch & Learn

By Cynthia Prizant

We are excited to offer a wonderful variety of Lunch & Learns in the upcoming year. Faucets N' Fixtures featured our first presentation, The Modern Bath: How Technology is Revolutionizing Bath Design, highlighting the latest trends and technologies in bathrooms.

Our forthcoming presentations include:

- May 11 A background and demonstration of various mediums, the creative process and preservation techniques of textured art
The Factory – Santa Ana
- July 8 Selection and fabrication of stone surfaces presented by expert stone craftsmen
Daltille – Anaheim
- October 14 Minimal Space Design – A CEU course on unique and growing challenges of design within limited interior spaces
Victoria + Albert – TBD

Watch your emails for Lunch & Learn announcements to register and reserve your spot. Seating is limited and goes quickly!

If you are an Industry Partner and would like to participate in our Lunch and Learn program, please contact me at cynthia@prizantdesign.com for pricing information and an application packet.

Welcome New ASID Members

Professional Members

Patricia J. Gagnier, ASID,
Certified Interior Designer
Jane Riedel, ASID
Paula Rubidoux, ASID

Allied Members

Deana D. Duffek, Allied ASID
Becky Hull, Allied ASID
Marie Rivera Klish, Allied ASID

Student Members

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Ashley Armour, Student ASID
Claire E. Juliette Camnesson, Student ASID
Chanel J. Caspary, Student ASID
Cristi L. Cataldo, Student ASID
HiIba Chabani, Student ASID
Kate R. M. Clark, Student ASID
Martha E. Duque, Student ASID
Christina T. Fu, Student ASID
Sylvia Garcia, Student ASID
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Karen Ann Gleason, Student ASID
Holly S. Henebry, Student ASID

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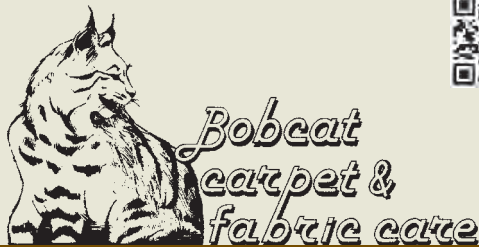
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FEATURED ASID INTERIOR DESIGNER

Shala Shamardi

Shala Shamardi is the owner and principle designer of Haute Design Studio in Newport Beach, CA. She started her design career as a second vocation, working in the design field for over 17 years. Shala received her B.A degree in languages after high school. She worked in the corporate world and private sector for several years before returning to school (IDI) to study interior design, thus beginning her design career. As they say, you need to have a good eye to be a good designer but she knew in addition she needed formal education to be the best at her trade. She explains how the thought of going back to school was daunting but it turned out to be an excellent decision since her education resulted in her talented work recognized by her peers and clients. Shala started her own design firm, Haute Design Studio, immediately after graduation. She is well known for her design sensibility, interior architecture, and remodeling.



She has been an ASID member throughout her career and believes that the membership provides camaraderie, new friendships and professionalism. She has been an active member of the ASID leadership team, such as: Ways and Means Chair, Program Chair and Design Award Chair from 2008-2013.



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She has also participated in multiple Design Houses. Shala's work has been published multiple times in different publications, such as: Orange Coast Magazine, Riviera, Newport Beach Magazine, Coast Magazine, Register, Henry Schein Magazine, Orange County Home Magazine and the T.V. show Flip or Flop. Her most recent publication is in the February 2014 issue of the Newport Beach Magazine. Shala designs both commercial and residential projects and has received Awards of Excellence in both categories.

On a private note, she is the proud mother of two most decent and accomplished kids (a daughter and a son). She explains that her kids and husband are her biggest fan and supporters in life. Of course Max (who she believes to be the cutest puppy ever) is another source of happiness for her.

Shala believes in building relationships with clients through collaborative effort to create functional and beautiful spaces for any environment. She refers to her clients' happiness and satisfaction at the end of each project as the "best reward" for her work. To contact her, please either call 949 922-3303 or email her at hautedesignstudio@gmail.com

INDUSTRY PARTNER SPOTLIGHT

CSC Digital Graphics

I have enjoyed the four years as an IP member of ASID Orange County Chapter. Business relationships and more significantly friendships have been formed during the time I've been a member. I was trained and educated as an architect, and I work as a marketing consultant currently. As a result, I feel very comfortable networking with interior designers. After all, we speak the same language. My services include creating beautiful printed brochure, designing attractive websites, launching social media campaign and marketing, and composing short videos for designers to promote their design service. Furthermore, I also serve as one of the administrators for the Chapter's website and Facebook page. If any designer or IP needs help in their marketing effort, please do not hesitate to contact me.



I am a well-established resident of Orange County. I live in Irvine. I graduated from Cal Poly Pomona with an architecture degree (Class of 1993) and UC Irvine with a MBA degree (Class of 2008). I am active with many community and non-profit groups, including ASID Orange County. I have been a Boy Scout volunteer, and I am a current volunteer at Irvine Animal Care Center. I am a neighbor, a friend, a designer, a marketing expert, and a humanitarian. I am here to get the right message out and to make my clients look fabulous.

ASID Orange County Chapter is truly about relationships. Being a part of the organization, I have transformed clients into friends. I look forward to the monthly general meeting where it is always a party with great food (see picture). My organization has been a member of ASID Orange County since 2010, and I value this relationship greatly. To learn more about my business, please check out our website at: www.cscdglc.com. I am proud to be a member of this great organization.

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Student Rep Message

By Traci Salemmme, Student ASID

2013-2014 ASID OC Chapter Student Rep to the Board

Spring is just around the corner and as I reflect back on this past holiday season what a whirlwind of events and fun it has been for ASID Orange County! Orange County design schools are back in session and it is great to see the excitement and energy around school as new students are on campus and looking for opportunities to get involved. I truly believe education (time in the classroom) is only half the story. Getting involved, meeting the community, finding mentors, and networking with others makes up the other half. As designers we rely on each other for referrals, contacts and vendors. Making those connections is key to our success... and let's be honest, it is never too early to start!

This quarter there is no shortage of ways to get involved and get engaged with the ASID community.

- **Student Career Day (February 27)** – We will have just wrapped on another year of this fantastic event. With even more participation than last year, informational sessions were well received and gave insight into the business of being a designer. I can't thank our participants enough for their support and embracing the student community at their showrooms.
- **Trade Show (March 19)** – This year I have very happy to report that the ASID Trade Show is free to students! Yes, free!! If you ask me, this is a must attend event. What a great way to meet the community and make contacts all in one place. As a student, volunteer opportunities are available as well, so please don't hesitate to ask how you can get involved.



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- **Noah's Arc Design Challenge (March & April)** – We are back for another year and partnering with the Salvation Army again to bring Orange County this exciting event. Teams are being assembled now to create, install and auction off their design vignettes. If you are looking for a way to engage with the community and put your skills to the test for a great cause, you won't want to miss this!



Traci Salemmme & Frank Pitman (Santa)

As I mentioned before, it has been my personal mission this term as Student Rep to Board to make sure every student is aware of the events and educational opportunities ASID has to offer. Can't wait to see all of you at events this spring!

ASID Student Membership



The numbers are out – We are 216 ASID student members strong!!

Each quarter design schools around Orange County host their own student membership drives. I can tell you first hand, that the number one question asked is, "Why join ASID?" For me, the answer is simple. As a student member for the past two years I have seen the benefits, the networking and fun that comes along with this organization. For others, I want to help answer that question.

Meet Angelica, she is enrolled at the Interior Designer's Institute (IDI) and about to enter into the Bachelor Program next quarter. Angelica joined ASID this past year and has gone on to become this year's IDI Student Chapter Secretary. In my interview with Angelica, I wanted to find out what inspired her to join!



Traci: What inspired to you to join ASID?

Angelica: I wanted to be more involved and to be part of the largest organization for interior designers in the nation. I saw it as a great way to network and meet other designers in the area.

Traci: How did you find out about ASID?

Angelica: I first heard of ASID online while researching design schools. It was important to find a school that had an ASID chapter.

Traci: What is your favorite part of being an ASID member?

Angelica: It's really hard to pick just one! I would have to say it's the great friends that I would not have otherwise met. I also enjoy the steady list of events and opportunities ASID has to offer its student members.

Traci: What would you like to see more of as a student member of ASID?

Angelica: I would love to see more student members attend the general meetings. There is a wealth of information and inspiration they offer with their speakers and locations!

Interior Designers Institute

The IDI student chapter has provided magnificent experiences for our student members. With the student chapter continuing to grow at an expedited speed, the board has introduced new and innovative ways to connect IDI's students to the design community. With many lunch and learn meetings and bi-weekly field trips scheduled for 2014, IDI students are making their mark on the Orange County design community.

During the holiday season, IDI students partnered with Olive Crest, a non-profit organization, and participated in a Miracle Gift Drive. Many of IDI's students participated in the Miracle Gift Drive and we were able to raise over \$2000 in gifts for the less fortunate. Many thanks for all those who participated!



In January, IDI's ASID student chapter held a VIP private showroom tour. Twenty students were given the unique experience to have a one-on-one

experience with an exclusive showroom at the Stone Mill Design Center. This one-of-a-kind experience was filled with specific design education for the students. This was a remarkable event for IDI and our ASID student chapter.



Westwood College

Interior Design Students explore Italy during Winter break

The ASID student chapter at Westwood College started to plan for a trip to Europe in early 2013. The students approached their instructor Ms. Evans and Program Chair Mr. Al Nikroo to start fund raising and began working part time in their field to save money



Gregory Pope, Amanda Purugganan, Jessica Pevey, Rubi Gutierrez, and Michael Kramer

for their dream trip. They started their trip on December 30th and returned on January 10th, 2014. This was an opportunity for students to discover Roman Art and Architecture first hand. They wanted to study the art and architecture that has shaped Western civilization. They visited several buildings and sites including museums, churches, landmarks, and the Roman Colosseum.



The ASID student chapter at Westwood College, Anaheim is very active in pursuing educational opportunities to enhance student experience in the field of Interior Design. The Interior Design instructors and staff are very supportive of such professional organizations and encourage their students to become members and participate in extracurricular activities.




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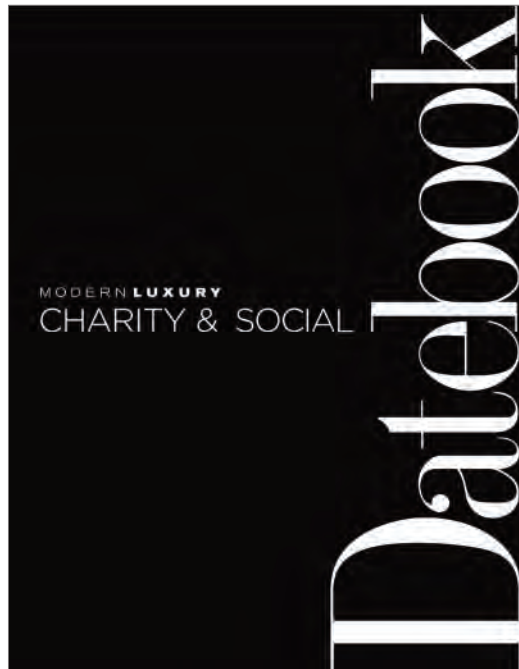
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I.P. Forum

By Richard Downes
Style Bath Enclosures
Industry Partner Liaison

Our ASID CA/OC Chapter Industry Partner forum held on January 8, 2014 was a great success with many new and seasoned industry partners, board members and designers in attendance. Inform, educate and interact was the theme of our discussion offering something for everyone in attendance.

Members of the board discussed their roles and responsibilities as they relate to Industry Partners and shared opportunities for IP involvement within our chapter. Success stories, suggested do's and don'ts of networking with designers and other IP's, and how to maximize benefits as IP members were also shared. The ASID OC Chapter is all of ours! It takes both Designers and Industry Partners to add value to our organization through participation, sponsorship, enrichment, education, relationships and friendships to keep ASID moving forward and growing.

Many thanks to Purcell Murray Southern California showroom manager Bonnie Pawloski for sponsoring and hosting the event, chef Kathy for a fabulous breakfast and beverages, and Ellen Bereza for her gracious hospitality in their beautiful Huntington Beach facility.

Look for our next Industry Partner event to be held in the upcoming months, with details to follow soon. You won't want to miss it!



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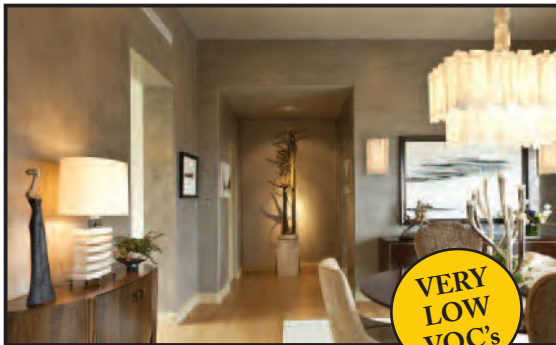
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