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SPRING 2019

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### Spring is Here

**S**PRING IS THE TIME when many seasonal residents return to their summer headquarters, while ASID AZ North Chapter members who live locally year around, adjust to the heat and continue working hard on our design businesses. For some of us, design projects may slow down a bit during the off season. This gives us the gift of time to regroup and assess. We may ask questions about how we can improve our design processes, and how we can make our offices more streamlined and efficient. We have time to build our positive company cultures within our firms as well as refine our client relationships. This is also a great time to get out of the desert heat, travel and find design inspiration at destinations within the United States and abroad.

This month, we reached out to some of our successful interior designers and firms within our design community who have graciously given us tips and tricks for running a successful and growing practice. These designers let us know why they find value in their ASID memberships, and how it helps them develop knowledge and contacts that keep them moving forward as experts and practitioners in interior design.

Which brings me to our wonderful industry partners. Some have been with us for a long time, others are new. At chapter events, interior designers and industry partners are able to develop relationships. Over time, these industry partners become trusted advisors. They provide product knowledge and support so that designers can develop concepts and plans for successful client outcomes. This allows us to create environments that work beautifully for residential and commercial occupants. Some industry partners sponsor our chapter and help it run smoothly. Thanks to all interior designers, industry partners and sponsors. We are grateful you are all part of our design community.

*Amy*

**AMY STRANG, Allied ASID  
PRESIDENT**



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**CALENDAR**

Spring 2019

**JUNE**

**Thu, June 20th**

Chapter Summer Social  
Mix & Mingle

5:30 – 7:30 pm

Culinary Dropout – The Yard

**JULY**

**Thu, July 11th**

0.1 CEU Collaborative Meeting  
with NKBA

5:00 – 8:00 pm

Emser Tile

**AUGUST**

**Sat, Aug 17th**

Design Excellence  
Awards Gala

6:00 – 9:30 pm

Pointe Hilton  
Squaw Peak Resort

**SEPTEMBER**

**Fri, Sept 13th**

Industry Partner  
Donuts & Dialogue

7:45 – 9:00 am

Location to be announced

**Thu, Sept 19th**

Chapter Meeting &  
Volunteer Appreciation

5:00 – 8:00 pm

The Tile Shop

**Sat, Sept 28th**

Student/ Emerging  
Professionals Kickoff

11:00 am – 2:00 pm

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## Spring is Here

**I AM THRILLED TO BE THE NEW EDITOR** of the Desert Design Magazine and I know I have big shoes to fill following Cindy Lewton. My thanks and gratitude to her is without measure! It is an exciting year in our chapter with so many great events and activities for our members.

As a resource for members, this magazine will bring you design-related topics, industry goals, chapter events, as well as student news. New this year is the decision to produce three issues per year rather than four. I am committed to bringing you interesting and exciting content relevant to the design industry.

This spring issue showcases many great successes from local talented designers to amazing industry partners and the up-and-coming student designers. The vast experience and insight of our chapter membership benefits all of us. Our industry partners provide us with great information and resources we can take to our clients.

I am looking forward to working on the fall issue which will feature the Design Excellence Awards Gala. Good luck, everyone!

Have a wonderful summer, stay safe and stay cool!!

*Paige*

**PAIGE LEWIS, ALLIED ASID  
EDITOR**

# DESERT design

## ASID ARIZONA NORTH CHAPTER

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### Submission information for next Desert Design issue

Submit Date: **August 25, 2019**

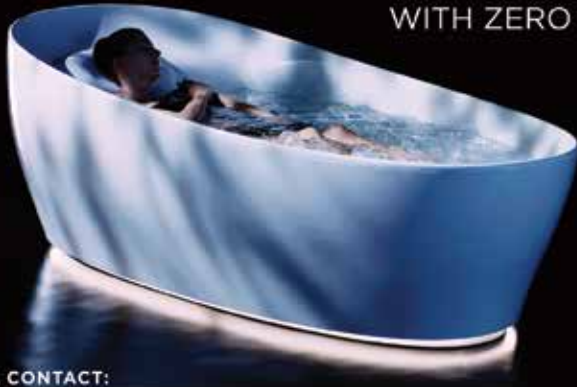
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Topic: **2019 DESIGN AWARDS**

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“A meeting where **EVERYONE** is thought of as **EQUAL IN IMPORTANCE** and **FREE TO SPEAK** without fear of criticism or judgement and **COLLABORATIVE PROBLEM SOLVING** is the **FOCUS.**”

**T** HIS YEAR I really wanted to create the opportunity to bring a group together in a Roundtable gathering to share insights, experiences and collaborate on the challenges, issues, and opportunities we encounter in our industry. Since the inception in January, it has been great to see such a wonderful turnout with new faces every month. When the collective thought process and contributions that a group creates can impact an individual in a positive way that helps them advance, then we have achieved success as a chapter.

I invite you to attend our future Roundtables to connect and take in the experiences and knowledge of other members and industry partners. Roundtables are held before every chapter meeting at 5pm.

Please reach out with any ideas or topics you'd like to discuss at a future Roundtable to [communications@azn.asid.org](mailto:communications@azn.asid.org)

I look forward to seeing you!

**MONICA SULLIVAN, Allied ASID  
Communications Director**

## CHAPTER MEETING

**February**

*Hosted by  
Copenhagen  
Imports*

**O**ur Industry Partner, **Copenhagen Imports**, hosted the February chapter meeting. Guest speaker **David Lusk** spoke on the topic of **Effective Advocacy**. David encouraged us to use our voices with local, state, and federal representatives to educate them on the issues that affect interior designers and the industry as a whole. David's message was well received and attendees had a wonderful time!







Featured tile: Modern Vineyard mosaic with Black Marquina and Carrara marble

# ELEVATE YOUR EVERYDAY

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GLENDALE

**The Tile Shop**



*continued on page 8*

## CHAPTER NEWS

continued from page 7

# CHAPTER MEETING

## March

Hosted by  
Expressions  
Home  
Gallery



**C**hris Stulpin, Chief Creative Officer of Tarkett North America was the guest speaker at our March meeting hosted by **Expressions Home Gallery**. Chris spoke of the **changing cultural shifts** being translated into the next generation of interior design. Additionally, attendees were introduced to Delta/Brizo's newest product lines.





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## CHAPTER MEETING

April

Hosted by  
 Ferguson  
 Showroom

Hosted by **Ferguson Showroom**, the April chapter meeting was well attended as members listened to **Kiersten Hathcock** share her experiences as a **Shark Tank winner and TedX speaker**. Kiersten shared the ups and downs of her successes and how she persevered through the hard times. She began her business of designing and building modern furnishings as a source of income for her family. Initially, she had no woodworking experience; however, Kiersten had grown up with a father with these skills and developed a line of toy boxes. One lucky winner received a Gracie chest as a raffle prize!

*continued on page 10*



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## Interior Designer for Hire a Huge Success!

**A** big **THANK YOU** to the designers who volunteered for our annual fundraiser, Interior Designer for Hire! Because of the designers who volunteered their time, the chapter raised \$13,000 which supports our educational programs. Additionally, a large percentage of these designers converted their consults into design projects—Win-Win!



### Interior Designer for Hire Volunteers

- Lussi Baumgartner, Allied ASID
- Jennifer Biffer, ASID
- Jewell Blair, Allied ASID
- Melinda Chesnut, Allied ASID
- Debby Duke, Allied ASID
- Deb Fahey, Allied ASID

- Laura Harvey, Allied ASID
- Barbara Kaplan, Allied ASID
- Cathy Kominsky, Allied ASID
- Ilyse Kusch, Associate ASID
- Susan Marquez, Allied ASID
- Jelena Martic, Associate ASID
- Carolyn Marshall, Allied ASID
- Mary Meinz, ASID
- Sujaya Reddy, Allied ASID
- Stephanie Ritscher, Allied ASID
- Kammie Schaffner, Allied ASID
- Kimberly Schapiro, Allied ASID
- Camille Self, Allied ASID
- Kim Shaw, Allied ASID
- Amy Strang, Allied ASID
- Diane Swenson, Allied ASID
- Bill Torrey, Associate ASID
- Amy Wenger, Allied ASID



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- Elaine M. Burnidge  
Allied ASID
- Melinda Irene Chesnut  
Allied ASID  
AA Interior Design
- Viridiana G. De Loera  
Allied ASID, Interior Design
- Shanda L. Siekert-Logue  
Allied ASID
- Diane H. Swenson  
Allied ASID, Bachelor, Fine Art
- Austin J. Watters, Allied ASID
- Sheri Mleynek Gilmore  
Allied ASID
- Adrienne Rosko  
Associate ASID

**NEW STUDENT**

**MEMBERS**

- Areej Aldar, Student ASID
- Heather Anderson  
Student ASID
- Nancy Bates  
Student ASID
- Melissa Brandon  
Student ASID
- Jennifer E Clancy  
Student ASID
- Lexi Nicole Clark  
Student ASID
- Caitlin G. Covarrubias  
Student ASID
- Jennifer E. Hamilton  
Student ASID
- Bahana Harake  
Student ASID
- Gianna L. Jamison  
Student ASID

- Dina Marie Moeckel Bader  
Student ASID
- Kelly Rising, Student ASID
- Chey Rivera, Student ASID
- Katie M. Rocha  
Student ASID
- Melissa Christine Sadowski  
Student ASID
- Lisa Michelle Schneider  
Student ASID
- Danielle Schomburger  
Student ASID
- Hannah M Thompson  
Student ASID
- Corina Tinner  
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- Maryn Taylor Wilson  
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# Members in the News



Please email to  
Communications@azn.asid.org

- Janet Kauffman, Allied ASID was featured in *Phoenix Home & Garden's* June issue
- Tony Sutton, Allied ASID, was featured in *Phoenix Home & Garden's* March and May issues
- Susan Solliday, Allied ASID has passed the IDFX portion of the NCIDQ exam
- Jennifer Biffer, ASID passed the state real estate exam
- Christopher Jovanely, Allied ASID has joined Est Est, Inc
- Esther Gonzalez, ASID has joined Luxury Remodels Company
- Laura Eagan, CKD, CLIPP, Industry Partner, recently earned her new appellation, Certified Living in Place Professional

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- LuAnn Thoma-Holec, ASID, and team earned a 2019 Gold Nugget Award of Merit for interior design in the category of Best Service-Enrich Senior Community – IL/AL/Memory Care.
- Angelica Henry, ASID was named a Trendsetter by *Arizona Foothills Magazine*
- Claire Ownby, ASID won People's Choice Award for her dog house design at Facings Design for Dogs event
- Anita Lang, Allied ASID was named a Design Icon by Sources for Design
- Isabel Dellinger Candelaria, Allied ASID and Jenny Slingerland, Allied ASID featured as Dynamic Women in *Modern Luxury Scottsdale* magazine





## IP Spotlight

## RUG WORX

**R**ug Worx is a trusted source for area rug cleaning and care. Owners, Scott & Miranda Gwilliam, are dedicated to establishing long-term relationships with a focus on rug education and care for their clients and our local design community.

Scott grew up in the flooring industry and cleaned carpet for his father for the first time at the ripe old age of thirteen. In his adulthood he turned his hobby into a serious career and went on to become IICRC certified in multiple categories including Oriental & Specialty Rug Cleaning Technician. Miranda loves running the family business and does everything including scheduling, billing, customer service, networking, and connecting with clients. They are well known and highly recommended throughout Arizona amongst our industries' finest carpet retailers, interior designers, realtors and property managers.

Scott has transitioned into the wonderful world of fine rugs. He is a Textile Pro™ as well an IDCEC- approved instructor who teaches an intermediate rug CEU on fibers, construction and essentials in order to make informed buying decisions. His leadership, professionalism and vast flooring knowledge fuel the success of Rug Worx®.



## VILLAGGIO TILE &amp; STONE

**T**he president of Villagio, Doug Adamson, formally began in the tile business in 1980. This was at the urging of his dad, who had been a tile setter when Doug was a child. Doug started out as a retail tile dealer, then moved into all aspects of the tile business from distribution, contracting, manufacturing and eventually becoming a prolific author of dozens of articles, books and curriculum for the tile industry.

Doug has authored curriculum used for certification training and created what would become an international ANSI shade variation standard. He has travelled around the world teaching how to design and sell tile and stone.

Along with the management team of Garrett Tidwell and Lisa Olsen, each with over 35 years' experience, Villagio Tile and Stone was formed in 2001.

## ASID Media Sponsor Spotlight



**JOHN ROARK**  
Editor in Chief  
Phoenix Home  
& Garden

### Keys to Success

**W**HEN CONSIDERING KEYS TO SUCCESS, of course there is no one-size-fits-all answer. Ask 10 accomplished individuals how they got there, and you will invariably get 10 distinct answers. The common themes of narrowing one's focus, working hard and using missteps as learning opportunities are cornerstones of any auspicious career. But there's nothing secret about that.

I am often fascinated by the paths that have led each of us to where we are today. For some, the journey is an unwavering line from a dream formulated at an early age to an end goal confidently achieved. I admire that unshakable resolve. For many, myself included, the road wanders, falters, redirects and resets through a process of discovery, personal evolution and an eventual sense of arrival. If you had told me at age 18 that I would be sitting where I am today, I'd have been nonplussed. Early on, I was confident that I was on the cusp of transforming the worlds of advertising and design with my fresh perspective and revolutionary ideas. What fate had in mind for me was quite different—and much better than I could have imagined.

In every career, opportunities present themselves. Some we take; others we ignore. Of many, we are blithely unaware. But we are always heading somewhere.

Through all the twists and turns that have comprised my professional life, two pieces of advice I received early on have always stuck with me. In the early weeks of my first “grown-up” job out of college, wet behind the ears and brimming with eagerness to succeed, I was talking with a veteran colleague who was content with life and career at that moment. Although I do not recall the exact context of our conversation, I do remember two pearls of wisdom she imparted:

**Never pretend to know anything you don't know.**

**Always be nice. To everyone.**

Those words have guided me for decades, and I have often wished I could reach out to their source and thank her for her insight. Whatever your own guideposts are or benchmarks for personal success, don't keep to yourself. Share. Converse. Exchange ideas. Don't be afraid to ask questions, seek help or guidance. Put yourself out there. You may not always get the response you hoped for, but you will learn and grow from every experience.

We at Phoenix Home & Garden have enormous respect for the field of interior design, without which our magazine would have very few pages. We love to discover new talent, unique voices and interiors that dazzle us and that we believe will inspire our readers. We encourage you to share your work with us, tell us your thoughts and show us what you're made of. We promise to be honest in return.



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# HOMETOUR



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## Our Industry Partners

**A**S OUR TEMPERATURES BEGIN TO creep toward triple digits, I can't help but marvel at what an exciting spring it has been! Our industry partners hosted great events from Donuts & Dialogue to Desert Design Days and all manner of special events in between.

**DONUTS & DIALOGUE** continues to build an audience beyond IPs, offering value and content through workshops and round table sessions where attendees come away with new skills and insights to help propel their businesses forward. Our industry partners are making an impact on our student and



emerging professional members by engaging and laying the foundation for lasting relationships as they offer an introduction to the design arena through their showrooms and product knowledge presentations. Industry partners' special events have kept interest high with impressive showroom grand openings, compelling product reveals and wildly successful philanthropic fund raisers.

We have the great good fortune of being one of the largest and most robust chapters in the nation. Our rich and diverse programming is unmatched, due in large part, to the support and active involvement of our sponsors and the industry partners'. We would not be the chapter we are were it not for their commitment and belief that Design Impacts Lives.

*continued on page 19*

continued from page 18



It is my honor and privilege to represent our gracious and generous industry partners. Thank you to all of our sponsors and industry partners for all you do. We could not do it without you.

We would not be the chapter we are were it not for **the Industry Partners'** commitment and belief that **Design Impacts Lives.**



## Vision and Relevance

**S**TAR STRUCK. For me that is the best way to describe how I felt when the call came in from the Frank Lloyd Wright Foundation. Stephanie Pierotti, Vice President of Licensing, reached out to ask if our chapter would work with the Frank Lloyd Wright Foundation on a special project. Internally squealing with delight at the thought of it, I coolly responded that ASID would be delighted to collaborate with an icon.

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**INDUSTRY PARTNER NEWS**

*continued from page 19*



Stephanie has a vision for the Frank Lloyd Wright Foundation's licensing division and believes (as we do) Frank Lloyd Wright's designs are as relevant now as ever before. She was specifically interested in receiving feedback offered by respected leaders in the interior design arena regarding proposed product lines and asked that our chapter would compose a small diverse group to conduct a forum. We



enthusiastically obliged.

Our ensemble was treated to a private tour of Taliesin West, followed by a cocktail hour and concept presentation of the licensed product lines

Stephanie is putting in motion based on Frank Lloyd Wright's designs. It was a prestigious opportunity to have a coveted first look at prospective Frank Lloyd Wright branded offerings, as well as offer welcomed feedback on the product application and the vehicle for production.

Companies nationwide clamor for the off chance of landing a licensing agreement for a product designed by a prolific visionary like Frank Lloyd Wright, and we were given a rare peek under the tent to witness all the magic happening there.

We look forward with great anticipation to see how Stephanie's vision unfolds and will happily respond in favor of any future invitations extended to our chapter.

**BY LEANN FERNALD**  
**Industry Partner Representative**  
**Ornamentation**  
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# SECRETS

---

## TO SUCCESS

What does it take to  
be successful?  
Six of our chapter's  
**INTERIOR DESIGNERS**  
share their journey  
on the road  
to success.

## SECRETS To Success

# Tony Sutton

**E**stablished in 1959, Est Est is the oldest interior design firm in Scottsdale focusing on high-end residential design. Starting his career in the Chicago/Springfield area first, Tony was lucky enough to work with the firm in 1979 and went on to buy the company in 1984.

Having an understanding that architecture and construction work hand-in-hand, he sees the importance of building trust with clients, other professionals and tradespeople. He loves the challenge from the beginning to help further the vision of the client and architect, landscape architect, and builder. "A good team yields the best results," he explains.

Tony helped build the Scottsdale Culinary Festival, was named one of the 50 most interesting people, and has graced the cover of Architectural Digest as well as numerous local magazines.

He has served on the ASID board several times and his firm has won numerous ASID Design Excellence Awards. He enjoys helping and encouraging those involved in the industry and encourages all designers to pass the NCIDQ at their earliest opportunity.

Variety and diversity in design and architecture is what he enjoys as a challenge and stimulus. "Each job solution is different because each client is different," he explains. "Using materials out of context and scale from their original intent helps stimulate people's senses and manipulates emotional responses for what the space is intended for and impact the psychological influence of spaces to cause people to use all areas inside and out."

Many times, the fine line  
between success and failure  
is taking a deep breath and  
hanging in there a little longer.



Tony explains that communication, documentation and relationships are important to minimize the number of challenges, and that helping a client make informed decisions with realistic expectations are also very important. He adds, "The next generation of designers will continue to see accelerated change in the industry and staying ahead of the curve is important." Tony feels mentioning that technology continues to help advance everything at an accelerated rate, whether in electronic tools or the manufacturing of goods and materials and that there are more international sources than ever.

"There have been many paradigm shifts over the years and the world is dramatically different than the 70's, which goes without saying," notes Tony. "Many times, the fine line between success and failure is taking a deep breath and hanging in there a little longer." His philosophy is treating everyone with respect, making an extra effort, working hard and enjoying life. "Count your blessings, as well as live, love and laugh."

**Tony Sutton, Allied ASID  
President & Owner  
Est Est**



## SECRETS To Success

# Cindy Lewton

**A**fter 20 years of experience in other careers, Cindy entered interior design having worked as a residential and commercial designer and now designs kitchens and baths. Being creative, outgoing, and a learner, she relies on her skills from previous professions including art, education, and medical fields. She now educates clients and uses her medical background to enhance the living experience for those who are aging, as well as disabled and able-bodied people.

Starting her ASID membership as a student, Cindy feels it was another component to her education. “I wanted to connect with working designers, learn from design leaders, develop resources, and strengthen my design sense and style.” She participated on committees, became a board member and became president during the recession when unemployment hit the design/build community. She was self-employed and used her time to get to know industry partners and other members. “I made efforts to celebrate other designers’ successes because I believe their success is our success. I have been blessed by ASID through the years and am so grateful for the opportunities that I have had.”

Cindy’s deep faith helps guide her philosophy in design and in life, adding, “No other living creature has a desire to create like humans do. Whether it is creating in the arts, architecture, design, technology, cooking, etc. Not only are we made to create, we create in service and benefit to others.” Cindy believes good design is for everyone and loves creating spaces, for women in particular, who have been care



**Design for as little as fifteen minutes a day, even if no one sees it or seems to care. Design.**

givers to others – children, parents, spouses – which allow her to assist in creating a home that now nurtures them.

Having lived in Seattle, it was there that she learned the myriad of ways people design their businesses and their lives which helped in creating her personal style that’s been called Seattle Modern. “Personally, I like a modern style with natural components and a bit of whimsy and kitsch thrown in – I don’t believe we need to take ourselves too seriously,” she says.

Cindy adds “No matter what, design. Life will give you challenges of all sorts, and no matter what other work you may do or responsibilities you may have – design. Design for as little as fifteen minutes a day, even if no one sees it or seems to care. Design.”

**Cindy Lewton, ASID, CLIPP**  
**Kitchen and Bath Designer**  
**Estrella Cabinetry and Design Center**

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## SECRETS To Success

# Janet Brooks

**J**anet is a strong, passionate and adventurous designer who started her business doing high-end residential design in a ski resort area in Colorado. She realized that she loved working with people who are excited to share their dreams for their new homes and continues to work primarily in custom residential design here in Arizona because it is what inspires her.

Learning about the clients and being a good listener before interjecting her own thoughts and ideas is part of her process of being a good designer. She has learned there is never one “right” way but knows that her clients often can’t describe what they want. She helps shape their vision by putting together a comfortable, yet edgy design presentation that makes them feel good and sparks their excitement with new possibilities.

According to Janet, the industry has changed in that, generally speaking, builders and architects now value what interior designers bring to a project. “We were often labeled as impractical, expensive, constantly making changes that disrupt the building process. I heard what they said and made a point to always respect the skills of the other professionals and craftsmen on the project, and to learn from them and offer my services in a respectful way,” she explains. She has noticed that interior designers are now valued as a member of the team by providing valuable services.

Janet became an ASID member in 1990 when she passed the NCIDQ and was warmly received by other members who were generous in sharing sources and information. She has entered the ASID design award competition many times and values the opportunity to showcase design work and gain recognition. She now passes that same courtesy on to new designers. Her advice to new designers is to spend a few years learning from a designer you admire to get a firm foundation in the practice of design. She worked for an ASID designer for 6 months before starting her own firm. “I essentially deprived myself of a mentor and have had to find my own way through the design world and kick myself regularly for not spending a few years learning all I could from a designer I admired, to get a firm foundation in the practice of design”, notes Janet.



Janet comments that the shocking changes in the way the world operates on every level are, of course, changing the way the design industry will look going forward. She loves the personal, hands-on experience residential designers have which will undoubtedly become more influenced by technology and accessibility through the internet. “Our clients are expecting much more in the way of visual presentation than ever before, and we will have to give that to them to stay relevant. Our fees have to reflect the value and talent that we are bringing to the client, as opposed to our exclusive access to certain products, she continues. “Really custom design has always required thinking out of the box as far as materials and applications are concerned, and that will continue to grow as a priority. I also believe that finding and establishing relationships with talented craftsmen who can execute the results of our creativity will be something designers must continue to do. We have to work to stay ahead of those in the industry who only pass on a mixture of mundane manufactured products.”

**Janet Brooks, ASID  
President  
Janet Brooks Design**

## SECRETS To Success

# Jewell Blair

**J**ewell found her passion after taking design classes and began her second career in interior design having worked in education for 35 years. She says design creates solutions that change the lives of her clients. Whether creating small design plans for clients which they may complete themselves or larger plans for residential projects, Jewell likes to educate clients on how the design elements and principles guide the science of interior design. She feels this education values the profession with the public.

Jewell believes that working with clients is a gift and making a difference in their lives is a blessing. Seeing a client's face after completing a project gives her the most satisfaction. "So many people have limited vision for their space. I love introducing them to new products and solutions." Interjecting color whenever she can, as well as soft touches, Jewell says "Even if clients are nervous, they love it in the end!"

As a new ASID student member 13 years ago, she saw the value of networking and attending events where she could learn about the latest products and continues to rely on CEU's and industry partners' events to stay current on products and materials. Jewell has served as president of the Arizona North Chapter, received recognition as a National Outstanding Chapter President and has received several ASID Design Excellence Awards.

Jewell suggests that finding a niche, that something you are passionate about, is the best basis for a new business. "There are so many options for careers in design, explore the options before settling on a business model."

**Working with clients is a gift  
and making a difference in their  
lives is a blessing.**



Finding an internship with a design firm is her best advice for the next generation of designers. "The exposure to things not taught in programs is ...invaluable". She also feels a four-year degree helps new designers launching into the profession achieve crucial credentials much easier.

With all the changes in the industry over the years, she notices the younger generation is seeking out designers because they are too busy, and they value services. Incorporating more motion, electronics, and app-controlled features in their homes is expected. Jewell also believes that it is important to find qualified contractors because the trades are so crucial to success.

**Jewell Blair, Allied ASID  
Interior Designer  
Jay B Designs, LLC**

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## SECRETS To Success

# LuAnn Thoma-Holec

**A**s the principal owner and founder of Thoma-Holec Design, LuAnn oversees 14 designers with award-winning projects in the US and Canada specializing in designing independent, assisted, and memory support communities for our aging population. Her interest in design began with a design course at The University of Wisconsin, joining ASID as a student member, taking the NCIDQ, and serving on the board as well as other volunteer positions. She has been Chapter president, a Medalist and Designer of Distinction, a national board member, and won the prestigious Fellowship Award. “ASID has taught me invaluable leadership and speaking skills, and ethical business practices. I honestly cannot imagine that I would be where I am now without the support and information provided through ASID,” says LuAnn.

As a designer, she loves the excitement that comes from every day being different and impacting the lives of others knowing it may be the last place residents may live, so it needs to feel safe, dignified, and allow each person to live a purposeful and full life. “Every time I see a resident with dementia thriving in one of our environments, it makes me extremely proud.” LuAnn also includes a horse whether it be in artwork, accessory, or sculpture in every project because it is a reminder of her childhood and family which keeps her humble and focused on what is important in life. Her dream project would be a senior living community that incorporates horses for therapy for residents that are cognitively impaired.

LuAnn learned early in her career how important it is to specialize in one type of design and become an expert. “The next generation of designers faces global changes, sustainability, and the financial impact of healthcare of the aging population,” she explains. “Technology and design will continue to evolve and change, and the opportunities for designers are great if we are willing to embrace these challenges and design accordingly.”



Additionally, with all the changes in the industry involving technology since she began designing, LuAnn believes that design principles have not changed as good design resulting in safe, aesthetically appealing, functional environments. However, she does find that high construction costs and labor shortages make value engineering tricky and the biggest challenge in design. “Keeping the design integrity while cutting major costs is challenging which is why communicating the critical aspects is very important,” she adds.

“Design is all around us, and in every aspect of life. Enjoy it, embrace it, hug your spouse, and learn, learn, learn! Don’t settle for less, be the best that you can be, and strive to achieve the best.”

**LuAnn Thoma-Holec, FASID, NCIDQ, CID**  
Principal & Founder  
Thoma-Holec Design

## SECRETS To Success

# Amy Klosterman

**a**b design elements is a full-service residential interior architecture and design business specializing in custom homes, renovations, and furnishings. Amy's interest in design comes from her parent's influence with her dad being an architect and her mom an art consultant. A graduate from the University of Maryland with a BS in Interior Architecture, she began her career in commercial design before transitioning into residential design. Her attributes are being a positive thinker, a juggler, and a seeker. One of her milestone professional achievements of important recognition was receiving Phoenix Home & Garden's Masters of the Southwest award in 2017.

Amy loves seeing spaces transform from tired and uninspired to "alive" by using subtle combinations of color, texture, and scale. She loves to take pen and paper and show clients how ideas come alive and makes the conscious choice of elegance over trends and prefers visually uncluttered design. Her design philosophy includes achieving balance, whether it's in the composition of shapes and design elements or the activities of work and relationships; being an active part of a team - balancing between collaborative decision-making and confidently calling the shots; having a sense of humor; listening and being flexible; and find a way - anything is possible.

Having been a member of the ASID for nine years now, Amy feels the chapter offers a supportive sense of community, resources, friendships, and continuing education. She believes that membership is positive for young designers and shares her advice to future designers: "I recommend getting a minor in business in addition to a design degree, do an apprenticeship in construction, and travel to have an expansive frame of reference."

I love seeing spaces transform from tired and uninspired to "ALIVE" ...



Amy sees the positive effect that social media has on marketing, branding, the social connection to clients and colleagues, as well as the exposure to global design trends that have drastically changed the industry. She feels the challenge for the next generation of designers is to be able to provide quality furnishings and interior design services at a competitive yet profitable level in the face of the online marketplace.

**Amy (Bubier) Klosterman, Allied ASID  
Principal  
ab design elements, LLC**

The finish line is in sight!

**T**HE SCHOOL YEAR IS DRAWING TO A CLOSE with students anxiously finishing projects, theses and finals, all while fighting off Spring Fever. It's been an exciting year for ASID student chapters and campuses: Arizona State University (ASU), Mesa Community College (MCC), Northern Arizona State (NAU), Phoenix College (PC), and Scottsdale Community College (SCC). I was pleased to see so many crossover events among the campuses, with invites extended to all students.

### Student Charette

Student Charette ASID AZN held its first student charette in three years with 19 attendees and 6 teams. Normalinda Sydney, Student Affairs Chair, developed and led the teams through a real-world design need for Autumn House, a domestic violence shelter for women and children. Arik Spaulding was our "Tim Gunn" rooting us on "to make it work!" A huge thanks to our judges (Michele Hartley, Chris Jovanelly, Bonnie Lewis, Dede Radford, Camille Self), SCC for providing studio space and Katherine Hawkins for spending 10+ hours to support us, Tabarka Studio for breakfast, and Facings of America for providing lunch.

CONGRATS  
TO  
OUR  
WINNERS!

- **1ST PLACE WINNERS:**  
Caitlyn Covarrubias (MCC), Rachelle Duquette (SCC), Sarah Levine (SCC)
- **2ND PLACE WINNERS:**  
Leslie Arriaga (PC), Liz Cristea (PC), Ashley Smith (MCC)
- **3RD PLACE WINNERS:**  
Laurie Hobbs (NAU), Marissa Sandoval (NAU), Samantha Sadowy (SCC)



1st Place Winners: Caitlyn Covarrubias (MCC), Rachelle Duquette (SCC), Sarah Levine (SCC)

ASID Student Chapter Award Finalist and SCALE: ASID AZN was proud that SCC was a finalist for the ASID Student Chapter Award; ASID AZN funded Sarah Levine, SCC Student Chapter VP, to represent her chapter at SCALE in NYC. ASU also sent two students to SCALE; all three students were excited to meet esteemed industry professionals, participate in lectures and workshops, and network with students from around the world.

Community Outreach: The student chapters supported the community in a variety of ways throughout the year. ASU hosted their second annual Light for Hope event, a service outreach program where students designed and

created light fixtures that were auctioned for charity. They surpassed last year's event, raising \$900 for Free Arts, expanding participation from all disciplines from the design school, and receiving recognition from ASID HQ for the event. Phoenix College volunteered at the Christown Cringle Workshop for children at Christown Mall, which included food donations for St. Mary's Food Bank. They also created centerpieces for the annual Diversity Awards banquet. SCC held an Adobe Illustrator Workshop for students and professionals, collecting non-perishable food donations for the campus food bank and designed and built a doghouse for the Design for Dogs charity event.



2nd Place Winners: Leslie Arriaga (PC), Liz Cristea (PC), Ashley Smith (MCC)



3rd Place Winners: Laurie Hobbs (NAU), Marissa Sandoval (NAU), Samantha Sadowy (SCC)



## Career Development

If you couldn't make it to SCALE, there were other options to receive mentoring and insight for your career. AZN hosted Student Career Day this Spring, including portfolio reviews, advice for interviewing, and using technology to further your design practice. ASU partnered with other student clubs at the design school to put on Women in Design, where panelists from different design disciplines shared their stories and advice for women in the field. ASU also conducted portfolio reviews and rendering workshops for the student body to develop skills to ensure they stand out from the crowd and land their dream jobs and internships.

## Out and About

SCC hosted the Modern Phoenix Expo this Spring at the new Indigenous Cultural Center in the Business School. Workshops were offered and new products and services for modern architecture, interior design, home renovation, furniture, lighting and accessories were showcased. MCC organized a tour with the Dunn Edwards Paint factory, with over 40 attendees from four campuses getting to see each step to develop paint from start to finish. Christine Cox, a PC Interior Design graduate, took students to the historic Adelman House, designed in 1953 by Frank Lloyd Wright, where she recently completed a renovation. Students toured this remarkable home where they met the owners and had a chance to see original cabinetry, paintings, and furniture.

## Upcoming Meetings and Classes

- **SCC Student Chapter Strategic Planning Meeting:** June, date to be determined. All chapters invited to attend. Rachel Simmons, SCC Interior Design faculty advisor, is coordinating.
- **Summer Classes:** Whether you are a student taking classes toward an interior design certificate/degree or a seasoned professional looking to brush up, there are quite a few offerings this summer through Maricopa Community Colleges. While many are online, MCC and PC are offering quite a few hybrid classes (combination in-person and online). Please visit <http://classes.sis.maricopa.edu> for current schedules and to register. Good luck to all who are graduating and happy summer to all!

**BY LAURIE HOBBS**  
Student Representative to the Board

## Student Career Day

Student Career Day was held on Saturday, April 6, 2019 at Atmosphere Commercial Interiors. Our panel discussion designers, Leslie Gutierrez, Camille Self and Theresa Franklin discussed how they use technology and what students should know when entering the workforce. Open networking broke up the day with small group and individual discussions. Dr. Diane Bender from ASU School of Design presented “How to Navigate in The Digital World” with the best interview processes and staying professional with your social media. NCIDQ-certified designers, Keith Stanton, ASID, Cindy Lewton, ASID, and Theresa Franklin, ASID met with graduating students for Portfolio Review. Phoenix College students, Leslie Arriaga and Rocio Rodriguez won Canon printers and iPads. An overall great learning experience that was fun and informative! Thanks to all the volunteer designers for donating their time on a Saturday!

## Student Graduation Party

We celebrated our graduating students with an intimate dinner. Susan Nicholson, ASID, NKBS, spoke to the graduates giving them helpful industry hints. The chapter congratulated and awarded the ASID graduating students with gold cords. Honor graduates were given advancement Allied ASID scholarships. Susan Solliday, Allied ASID, President-Elect, shared the importance for students to become a member of ASID.

*Thanks to all the hosts for making the magic happen. We couldn't have done it without you!* Ryan Grote and Jill Brey from Steelcase and Leslie Gutierrez from Atmosphere Commercial Interiors for opening & welcoming their amazing showroom for us along with hosting the breakfast & lunch for Career Day. Organic Looms for hosting the graduation dinner. Laurie Clarke from Sherwin Williams for donating the swag bags and Michele Hartley from Tabarka Studio for hosting dessert.

**BY PADDY RASMUSSEN**  
Professional Development Director







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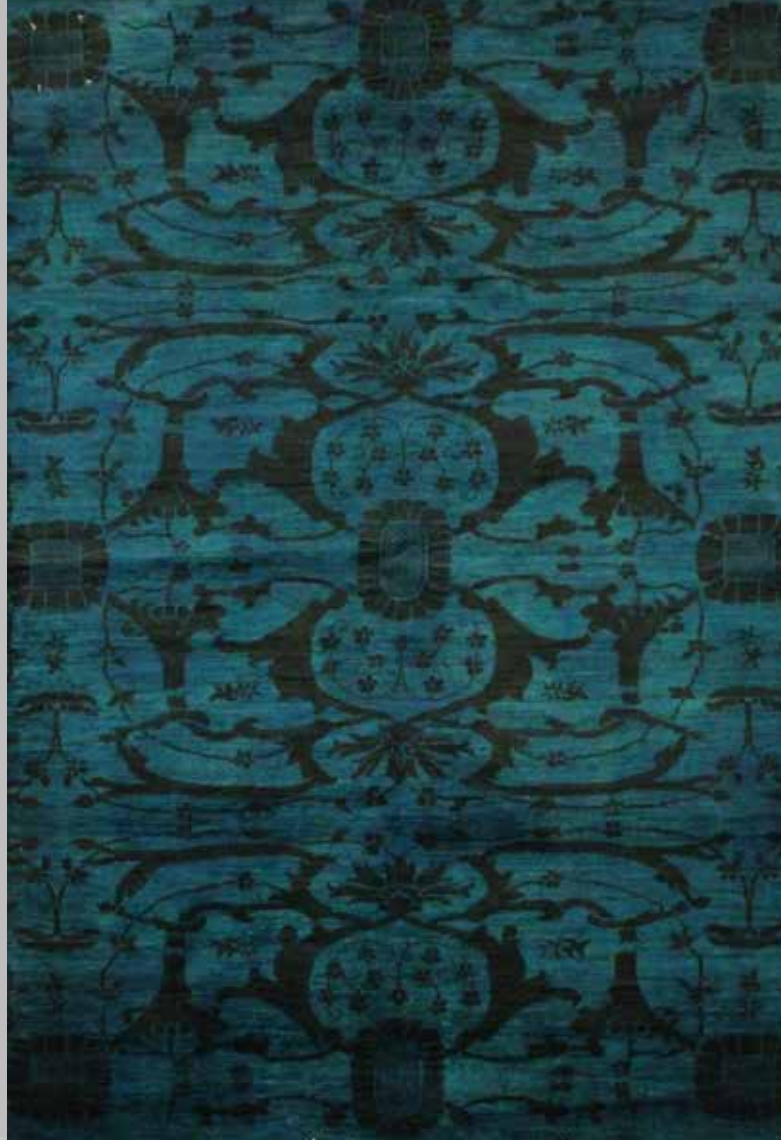


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