



## Membership E-Blast: February 1, 2010

For the most current information visit our calendar of events: [www.asidmn.org/calendar\\_member.cfm](http://www.asidmn.org/calendar_member.cfm)

### February

- 4<sup>th</sup> Thursday **Business Peer Group**  
**Location:** IMS Conference Room B  
**Time:** 11:45 – 1:00pm, no reservations are necessary.  
**Speaker:** Martha Severson, Publisher of SPACES magazine.  
**Topic:** Martha Severson will discuss SPACES value proposition from an advertising and circulation perspective. She will present ideas on how to develop editorial relationships, deliver examples of compelling features that have been published in SPACES, talk about how to communicate to Editors and the value of utilizing a PR firm. Martha has a strong understanding of the competitive media landscape in the Twin Cities. Prepare your questions for the Q and A portion of her presentation to learn more about local media.  
The Business Peer Group is an information and business exchange meeting for ASID independent designers.
- 5<sup>th</sup> Friday **Student Expo**  
The Student Expo is a collaboration between ASID, IFDA, IIDA and IMS. Volunteers are needed to help with this event from 7:15am – 11:50am and 1:00pm – 3:30pm. Please contact the ASID office if you are able to help with this event. **Designers:** Register to lunch with students!  
Visit [www.imsdesigncenter.com/calendar/](http://www.imsdesigncenter.com/calendar/) for full details and to register.
- 11<sup>th</sup> Thursday Lunch & Learn **“Conserve Energy, Not Style”**  
**Location:** IMS, Conference Room B  
**Time:** 11:30am - 1:00pm  
**Speaker:** Carla Warner, Industry Partner Representative for Warners’ Stellian and Angela Warner, Appliance Expert  
**Topic:** What is Eneystar and what are its standards for energy efficiency? We'll show you what's new in appliances that offer energy savings, top performance and attractive styling. Also, learn about manufacturers' and local dealers' efforts to conserve energy and reduce waste.  
**CEU:** None  
**RSVP:** [info@asidmn.org](mailto:info@asidmn.org) or 612-339-6003. Reservations are limited to twenty-five attendees. When you register, please remember to attend as a courtesy to our hosts. Thank you.
- 16<sup>th</sup> Tuesday Monthly Meeting **“Carpet Installation 101”**  
**Sponsor:** Fabrica Carpets & Area Rugs  
**Speaker:** Quentin Allison, Rugs & More, Industry Partner of ASID. Becker Brothers Inc. and Beckers Rugs & More have over 50 years in the floor covering industry. Quentin has been in the flooring business for over 16 years and is the installation representative on the Minnesota Floor Covering Association Board of Directors.  
**Topic:** Trouble Shooting Before There is Trouble – Carpet Installation 101  
**Time:** 5:30pm Social/Networking, IMS Suite 512  
6:30pm Meeting, IMS Suite 185  
**Cost:** \$20, Members, \$10 Student members, \$35 Non-Member\*  
**CUE:** None  
**RSVP:** [info@asidmn.org](mailto:info@asidmn.org) or 612-339-6003  
\*Reimbursements will not be given for cancellations or no-shows.
- 25<sup>th</sup> Thursday Lunch & Learn **“Building the Perfect Spa Shower”**  
**Location:** IMS, Conference Room B  
**Time:** 11:30am - 1:00pm

**Speaker:** Keith Rothstein, Outside Sales Consultant, Industry Partner Representative for Waterworks  
**Topic:** This presentation is designed to help designers uncover their client's desires for their personal shower experience. Getting a bit technical, looking at how the water is mixed and moves through the shower system as well as the aesthetics to create the ultimate shower experience.

**CEU:** None

**RSVP:** RSVP: info@asidmn.org or 612-339-6003. Reservations are limited to twenty-five attendees. When you register, please remember to attend as a courtesy to our hosts. Thank you.

## March

---

4<sup>th</sup> Thursday

### **Business Peer Group**

**Location:** IMS Conference Room B

**Time:** 11:45 – 1:00pm, no reservations are necessary.

The Business Peer Group is an information and business exchange meeting for ASID independent designers.

11<sup>th</sup> Thursday

### Lunch & Learn **“Google SketchUp - Bringing design ideas to life!”**

**Location:** IMS, Conference Room B

**Time:** 11:30am - 1:00pm

**Speaker:** Sandi Salonek, Special Agent, Industry Partner Representative for Storganize. Sandi Salonek has been working for Storganize for over 4 years. Over this timeframe Storganize has made the switch from designing on graph paper to using Google SketchUp. Being there from the beginning she's learned what it takes to get started and shortcuts that can make using SketchUp even easier. She understands the power of the program and the impact it can make when presenting designs to clients.

**Topic:** We'll walk you through the power of Google SketchUp, how easy it is to use and how using it can make you more money. Use SketchUp to get clients excited about your ideas and prevent communication problems by getting them to understand what you are purposing. We'll show you samples of designs along with actual product photos to show you just how accurate SketchUp can be.

**CEU:** None

**RSVP:** info@asidmn.org or 612-339-6003. Reservations are limited to twenty-five attendees. When you register, please remember to attend as a courtesy to our hosts. Thank you.

16<sup>th</sup> Tuesday

### Monthly Meeting **“2010 Distinguished Speaker Series”**

**Location:** International Market Square Suite 185

**2 CEU**

**Session 1:** 10:00am – 12:00pm

**“Supersize Your Success: 7 Steps to Peak Profits in Challenging Economic Times”** presented by Fred Berns. It doesn't take magic to rise above this Recession, connect with better clients, close bigger deals, and achieve greater profits. It takes seven simple sales and marketing strategies. Attend this program, and you'll learn a single sales technique that will help you immediately boost your income, help you immediately increase the number of sales you close and set you apart and above all of your competitors.

**.2 CEU**

**Session 2:** 1:00pm – 3:00pm

**“Red Stag Carbon Footprint: Taking Sustainable Design into Everyday Operations”** presented by Rachelle Schoessler Lynn, ASID, CID, LEED AP. Has the carbon footprint become the new frontier for sustainable design? This session will explain how the design team defined the carbon footprint for a new Minneapolis restaurant. It will demonstrate how the design team moved beyond traditional front-end design and explored sustainable operations through carbon footprint measurements. The session will present lessons learned, including design changes, process improvements and operational impacts.

**Time:** 9:45 Registration

10:00am – 12:00pm, Session 1

12:00pm – 1:00pm, Lunch (Included in full registration only. Provided by Hickory Chair and Schumacher)

1:00pm – 3:00pm, Session 2

**Cost:** \$30: .2 CEU, 10:00am – 12:00pm, **Fred Berns Session Only**, (\$15 Student/\$45 Non-Member)

\$30: .2 CEU, 1:00pm – 3:00pm, **Rachelle Schoessler Lynn Session Only**, (\$15 Stu/\$45 NonMbr)

\$50: .4 CEU, 10:00am – 3:00pm, **Full Session** (\$25 Student; \$75 Non-Member)

**CEU:** .4 CEU

**RSVP:** info@asidmn.org or 612-339-6003. Reimbursements will not be given for prepaid events. The 2010 Distinguished Speaker Series is sponsored by Broan NuTone

25<sup>th</sup> Thursday Lunch & Learn “**Artful Solutions: Making Fine Art Practical and Affordable for Any Environment**”  
**Location:** IMS, Conference Room B  
**Time:** 11:30am - 1:00pm  
**Speaker:** Stephanie Weber, Curator and Gallery Partner at Artful Décor Gallery, ASID Industry Partner Representative. Stephany has recently opened an art gallery at IMS with partner Lisa Powell of Art Rent and Lease after 20 years as an Art Consultant and Trainer in the art industry. Stephanie’s mission has been to create design solutions and Bring Beauty to Life through artwork for homes and business. She holds design degrees from UW-Madison and FIT in New York, NY.  
**Topic:** Discover the unique solutions Artful Décor has to offer you and your client. We will discuss the latest in residential art trends, including outdoor art and art on metal, plexi and bamboo. Also, how sustainability in art is growing in popularity and how you can become an expert. Learn about our studio oils, giclees and canvas reproductions that make art affordable on any client’s budget. We also offer unique budget solutions by renting and leasing artwork. We have the solutions for your projects.  
**CEU:** None  
**RSVP:** info@asidmn.org or 612-339-6003. Reservations are limited to twenty-five attendees. When you register, please remember to attend as a courtesy to our hosts. Thank you.

## Member Events & Etc.

---

The following events are listed as service to ASID members. The event listings are summaries and do not contain full details. For reservations and full event details, please contact the event host.

**NCIDQ** Congratulations to Angela Parker, Holly Bayer & Mary Ellen Gardiner on their passage of the NCIDQ exam!

2/18 **Hickory Chair Showroom Grand Opening Celebration**, Thursday 18 February 18, 5:00 p.m. – 8:00 p.m., International Market Square Suite, 363.

2/23 **Clearing The Air, Fresh Ideas in Ventilation**, A CEU Opportunity at Roth Distributing  
**.1 CEU** Special Guest Speaker: Chris Kroeninger: Director Retail/Appliance Sales, Broan-Nutone, LLC. Join Roth Distributing for an invaluable presentation on Kitchen & Bath Ventilation. They will host the presentation on Tuesday, February 23<sup>rd</sup> and offer both a morning and afternoon session. You choose the session that works for you. 9:30-11:30 Morning CEU Presentation; 11:45-12:15 Lunch served; 1:00-3:00 Afternoon CEU Presentation. RSVP on or before Tuesday, February 9<sup>th</sup> to [joannb@rothdistributing.com](mailto:joannb@rothdistributing.com) or call 952-933-4428, please indicate if you will join them for lunch. You will not want to miss this informative presentation!  
Roth Distributing, 11300 W 47<sup>th</sup> Street, Minnetonka, MN

3/18 **New! Design Intersections Symposium Series.** Next month the University of Minnesota’s College of Design will launch an exploratory series of themed, interactive dialogs among designers and representatives from other disciplines discussing the consequences of design-induced change. The First Symposium will be held on March 18, 2010. **How Design is Changing Your World (and how to profit from it).** Disruptive Effects Keynote: Jane McGonigal, futurist and game researcher/designer named one of Fast Company’s 100 most creative people. Space is limited. For complete details and to register please visit: <http://intersections.design.umn.edu/>

**Job Listing** David Heide Design Studio, ([www.dhdstudio.com](http://www.dhdstudio.com)), a full-service residential architecture and interior design firm located in Minneapolis, has an immediate opening for a **Manager, Business Development**, (to include marketing, public relations, promotions, and new client outreach). The position requires strong written and oral communication skills and graphic design abilities. Duties include writing proposals, pitching articles to publications, and creating promotional materials, including copy writing and graphic design. Candidates should be proficient in Microsoft Office programs and have general knowledge of Photoshop, InDesign, and Illustrator. Please submit applications to Diane Sass, DHD Studio, 663 Grain Exchange Building, 301 4<sup>th</sup> Avenue South, Minneapolis, MN, by Monday, February 8. Email address: [info@dhdstudio.com](mailto:info@dhdstudio.com).

**Job Listing** Room & Board is currently looking for career minded retail professionals in the Minneapolis area for two exciting opportunities. Room & Board provides a respectful work environment, a competitive salary and progressive health benefits including domestic partner coverage, 401k and 3 weeks of vacation your first year. Room & Board is an environment of inclusion. Should you know anyone that may be interested in these opportunities please have them visit our website at <http://www.roomandboard.com/careers>.  
**Leadership Associate:** They’re thrilled to be adding a leader to their Shop From Home 'store' that supports our national customers through web and phone channels. The Retail Leadership Associate will manage a diverse team of sales/design professionals as well as share accountability the sales/profitability of the phone and web channels.

They are seeking someone with a minimum of 5+ years strong retail leadership experience within environments where customer service is emphasized.

**Visual Manager:** The Edina location has a rare opening for a Visual Manager to join this vibrant team. The Visual Manager is responsible for ensuring an inspiring in-store experience for their customer. Their most successful Visual Managers have leadership experience with significant focus on retail visual merchandising. They have demonstrated the ability to drive sales through showroom presentation.

**Reminder to all Practitioner members (Allied and Professional):** ASID now requires 6 hours of continuing education (.6 CEU) every two years. The next two-year period ends on December 31, 2011.