



## Membership E-Blast: February 15, 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

- 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.
- 17-22 **ASID MN Office Closed** due to Administrator Training at National ASID and lighting installation.
- 22-24 Access to ASID office limited due to lighting Installation.
- 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:** [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.

### March

- 4<sup>th</sup> Thursday **Business Development\***  
**Location:** IMS Conference Room B  
**Speaker:** Rick Lalim & Susie Hopper, Rikochet, Inc.  
**Topic:** Marketing, Branding & PR: The Importance of self promotion and determining when it makes sense to hire a PR Firm.  
**Time:** 11:45 – 1:00pm, no reservations are necessary.  
The Business Peer Group is an information and business exchange meeting for ASID independent designers.  
\*In future e-blasts you will notice that the Business Peer Group is now called “Business Development.” The new name better reflects the topics presented at these meetings that exist to assist designers and IP members of ASID develop and enhance the business side of their practice.
- 11<sup>th</sup> Thursday Lunch & Learn “**Google SketchUp - Bringing design ideas to life!**”  
**Location:** IMS, Conference Room B  
**Time:** 11:30am - 1:00pm; **FULL**  
9:30am - 11:00am: **Open** Due to high demand for this L&L, Sandi Salonek and Storganize have graciously offered to open up a second session.

**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 proposing. 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 Rachele 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, **Rachele 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. Stephanie 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.

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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.

2/18 **Hickory Chair Showroom Grand Opening Celebration**, Thursday, 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/>

**Writer** Design Directions, the quarterly newsletter for ASID MN, is in need of a writer. If you are interested please contact Angela Parker at [alparker\\_ips@yahoo.com](mailto:alparker_ips@yahoo.com).

**MSP Survey** **Melinda Nelson, editor of the Mpls.St.Paul Homes magazine, Industry Partner of ASID,** would like to know how you feel about glamour. Please complete the on-line questionnaire by Friday, February 19, or if you prefer, send an email with your thoughts to [mnelson@mspmag.com](mailto:mnelson@mspmag.com). The best answers will be highlighted in an upcoming issue of Homes, with your name. Link to survey: <http://www.surveymonkey.com/s/JCNXLCY>

**Job Listing** **Lead Designer 2008 BATC - Twin Cities Remodeler of the Year - College City Design/Build, Inc.** A driven and dynamic family owned, award winning Custom New Home Building and Top 500 Remodeler in the nation is looking for the right person to complement its locally and nationally recognized design team. The right individual has a proven design track record and will actively represent the company in Seminars and Trade Shows. He/she is an energetic and strong team player who skillfully takes our custom building and remodeling clients through the Design & Selections process. The ideal candidate will thrive on creating the right designs for all our different client types. Design work will consist of: sketches, conceptual plans and working drawings. The right person's design expertise also includes a flavor of interior design and interior decorating to ensure that our clients reach all their goals. Send resume to [bjorkf@collegacityremodeling.com](mailto:bjorkf@collegacityremodeling.com)

**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.