



Membership E-Blast: March 1, 2010

For the most current information visit our calendar of events: www.asidmn.org/calendar_member.cfm

March

4th 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: 11:45am - 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.

11th 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; **FULL**

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.

16th 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)

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

25th 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.

April

1st Thursday

Business Development*

Location: IMS Conference Room B

Speaker: Kristine Kubes, Kubes Law Office, PLLC, Industry Partner of ASID

Topic: Ethics and Legal Topics for Designers

Time: 11:45am - 1:00pm, no reservations are necessary.

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8th Thursday

Lunch & Learn “**Tile 101**”

Location: IMS, Conference Room B

Time: 11:30am - 1:00pm

Speaker: Terry Logsdon, Showroom & Residential Sales Manager for RBC Tile & Stone, Industry Partner of ASID.

Topic: Learn everything you’ve ever wanted to know about tile! From the different types of stones, to types of grout and even the "green" factor behind some of RBC's products.

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.

20th Tuesday

Monthly Meeting “**Mix & Mingle with our ASID MN Industry Partners!**”

Location: Room & Board, 7010 France Ave S, Edina, MN 55435

Time: 5:30pm - 8:00pm

Details: Please join us for an evening of networking with our associations finest Industry Partners and Practitioner members. Enjoy great conversation, design inspiration and personal showroom tours of Room & Board’s new 2010 collection. Learn more about their American-made home furnishings with handcrafted quality and endless custom options. Complimentary wine and hors d’oeuvres will be served. Room & Board will also be highlighting their new 2010 outdoor collection with a special give away. Sign up now to attend this special event and the opportunity to win an outdoor product!

Cost: \$10 Member, \$5 Student, \$20 Non-Member

CEU: None

RSVP: info@asidmn.org or 612-339-6003.

Reimbursements will not be given for prepaid events.

22nd Thursday Lunch & Learn **“The Possibilities of Cast Glass and its Place in Design”**

Location: IMS, Conference Room B

Time: 11:30am - 1:00pm

Speaker: Peter Zelle, Industry Partner Representative for Zelle Glass Studio

Topic: Learn about the potential of cast glass and its beautiful rich colors. How it can interact with light and create depth and space that other materials cannot. See its luminosity and warmth. Touch and feel samples of various styles and forming processes. Industry Partner Peter Zelle, of Zelle Glass Studio Ltd, will share his 25 year knowledge of casting glass and all its wonder with you at this informative and exciting session. Once you discover the advantages and varieties of cast glass, such as depth of color, layering effects, durability, and its ranging effects with light, you can focus your imagination on the wide range of applications: furniture, lighting, walkways, partitions and indoor and outdoor sculptures, to name a few.

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 a 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.

Green/ ASID Minnesota/Green Committee is offering an all day event that will enable designers to become Certified SFC Green Designers. Studies have shown that 50% of people who would ever seriously consider hiring an Interior designer would hire a certified green designer if they knew one. To help maintain relevance in a rapidly changing market, ASID Minnesota/Green Committee is partnering with Sustainable Furnishings Council in presenting this industry first, 7-hour (.6 ceu) exam course. Written by a LEED AP, it is the most complete training in green residential to give you the knowledge and credentials you need. Passing participants will receive a Certificate of Completion, business cards, and a free copy of the SFC Green Home Furnishing Consumer Study. **This exam course will be held on May 5th at Como Park Conservatory. We will begin at 10 a.m. and continue until 5 p.m. Lunch and Snacks are included – parking is free, all for \$299.00.** To find out more, register for a Free 1-hour webinar to preview the event. Please click on the links below for more information. We have a limited number of spaces so please register early. Register today at:
http://www.sustainablefurnishings.org/sites/sustainablefurnishings.org/files/sfc-images/GREENleaders_registration%20form%20Spring%20%2710_1.pdf
FREE webinar preview March 3, 4pmEST - To Register: <https://www2.gotomeeting.com/register/628358683>

EPA Law Under a new EPA law, set to take effect this April 22 any contractor doing lead-abatement work on a pre 1978 property must be certified. **If you hire a contractor who is not certified, you could be liable under the law should a problem arise due to the lead-abatement work.** For full details please visit:
<http://www.epa.gov/lead/pubs/sbcomplianceguide.pdf>

3/10 **LIGHT'N Up Lighting Design Center has created an evening just for you!** They are closing their store to the public so they can talk frankly with you about their services, prices and selection. Come see the new designs that have arrived from Market and last year's floor samples that must be sold! They will have several lighting manufacturers on hand to answer your questions about the latest designs and lighting technology. Wine & tasty treats will make it fun for all. Wednesday, March 10, 2010, 4:00 – 8:00pm, 14797 Martin Drive, Eden Prairie, MN 55344, 952-934-6730

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/>

- 3/24 **Hirshfield's Architectural, Designer and Commercial Paints and Coatings Trade Fair** Special Guest Presenter, Barbara Richardson, Color Trends & Color Psychology in the Built Environment. Wednesday, March 24, 2010 2:00pm - 6:30pm, Hirshfield's Corporate Distribution Center, 725 2nd Avenue North, Minneapolis, MN 55405 For complete details and to register please visit: <http://www.hirshfields.com/tradeshow/index.html>
- 4/15 **Design in 7: 7 Stories, 7 Minutes** The University of Minnesota College of Design invites you to listen in as seven professionals in architecture, apparel, graphic and interior design, housing, landscape architecture and retail share their thought-provoking, inspiring, and sometimes curious tales from the trenches. For full details on the seven speakers and to register (\$25 ticket) please visit <http://www.design.umn.edu/events>.
- 5/19-21 The Minnesota Chapter of USGBC & Minnesota Green Communicates are excited to announce **Greening The Heartland 2010 featuring Green by Design** to be held May 19-21 at the Minneapolis Convention Center. The conference seeks to provide key partners in all areas of the green building industry the opportunity to increase their knowledge base and network with others. This year's theme, Bridging, seeks to draw valuable connections between people, places, and ideas to help create a sustainable heartland region and beyond. Registration, a full conference agenda, and logistical information can be found online at www.greeningtheheartland.org. Early bird rates end March 15th.

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.