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SUMMER 2017 | ISSUE 67

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SUMMER 2017



T

his ASID Year has just flown by - it must be the theory of quantum physics or maybe just my quantum mechanics. It is now 8 months into my presidential position, and it is on the down hill side, so hold on for a great ride and lots of coming chapter events.

Since it is the middle of the year, let's give a round of applause and a heart-felt thank you to all our board members, our 31+ committee chairs and their volunteers. Don't forget Janie, who is the person making it all occur. And when you happen to see them in person, give them a hug and thank them for all they do for our active chapter.

Kudos to Our Past or Ongoing Events:

Monthly Social Networking - Chairs Amanda Tharp, Christina Rougerie & Candice Rupp & Committee

Meet & Greet Membership Event - Ginny Knauff, Aurora Fain & Committee

Student Career Day - Jamie Haskins, Nubia Heinz & Committee

New Faces Students & Emerging Professionals - Rhonnika Clifton & Committee

A Bucket Load of CEUs - Industry Partners, Araminta Alfaro & Committee

IP Speed Selling - Larry Boykin, Ray Levy

SCALE - Jasmine Aldrich & Students Meet & Greet - Industry Partners - Pamela Cortez & Committee
(I am sure I have missed some event and someone! If so, I apologize.)

Upcoming Events - Save the Dates

ASID Showhouse / Norte Belle Madison - Month of July - Chairs Shundra Harris, Crystal Reeves & Veronica Solomon

METROCON 17 - Students / August 10-11 - Chairs Crystal Reeves & Steve Clifton

METROCON 17 - The Texas Gulf Coast Chapter is an associate contributing member / August 10-11

The Leadership Experience 2017 - New for 2017, The Leadership Experience Presented by ASID by combining the best elements of events - GO PRO, Design to Lead, and the Chapter Leadership Conference. The most inclusive, interactive, and comprehensive program ever, packed full of brand-new content. Sign up to receive email updates about The Leadership Experience Presented by ASID. Hyatt Regency at Aventine / San Diego, CA - July 13-15

Fredericksburg Wine Trip - September 28 & 29

2017 Rudy Awards - September 30 / Brooke Bowman, Robina Shepard, Alison Dominguez & April Carter

Student Symposium - Texas Chapter and Texas Gulf Coast Chapter / Austin, TX / October 27 & 28

IP Speed Selling - November 8

Welcome to our newly elected 2017-18 board members

They will assume their roles on October 1, 2017

Saima Seyar, ASID - President-elect

Robinson Shepherd, Allied ASID - Professional Development Director

Brooke Bowman, Allied ASID - Communications Director

Tom Connell, Industry Partner of ASID - Financial Director

Khanh Vu, Student ASID - Student Representative to the Board

Something you may want to check: The office has received a number of calls from members stating they do not receive the chapter e-blasts which are sent out by Mail-Chimp. If you have unsubscribed from receiving Mail-Chimp but you do want to receive the Chapter E-blasts, you will need to subscribe to Mail-Chimp. This chapter is not able to do this for you.

Members, have a great summer and put all our upcoming events on your calendar.

ASIDly,

Dennis C. McNabb, FASID

ASID Texas Gulf Coast Chapter President 2016-2017

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President's Letter



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Spring Design Market at HDC

The Houston Design Center welcomed experts, trendsetters and influencers in design and luxury marketing to the annual Spring Market Tuesday April 11, 2017. Interior design consultant Lloyd J. Princeton and luxury marketer Stephanie Pfeffer Anton headlined the Keynote Program "Understanding the needs of the affluent consumer to create value and grow your business," moderated by Heritage Texas Properties Owner & CEO, Robin K. Mueck.

Lloyd J. Princeton, a principal consultant at Design Management Company, is a noted speaker to the design industry. He addresses a full range of topics including the latest developments in the industry and the market for professional service.

The Spring Market also featured programs with Sunbrella and design panel discussions "This Old House: Perspectives on Renovating and Restoring" and "Exploring the Intersection of Fashion and Interiors."



Verify your ASID TGCC directory listing TODAY!

Is your information listed correctly in the 2016 ASID TGCC Directory? There may be multiple reasons why the information is incorrect. Some examples may include but not limited to incorrect or missing information in the National Database, suspended account, local vendor member information not attached to national vendor information, joined ASID after the deadline, etc.

Industry Partners please note if you are BOTH a National and LOCAL vendor please input and verify your LOCAL information. LOCAL information is not automatically updated unless done by the LOCAL vendor.

If you join ASID after the July 10th DEADLINE you will not be published. If you are unsure of your current ASID status, please contact the national ASID membership services office: membership@asid.org or call 202-675-4456. Update your personal and company information on www.asid.org. This will also help assure that you receive the chapter eblasts.

This will be your ONLY reminder to update your directory information! We are not able to update your information for you.

Follow the steps below to be listed correctly in the next ASID Texas Gulf Coast Buyers Guide & Membership Directory:

1. Go to www.asid.org
2. Click "Login" located in the upper right corner of the homepage.
3. Log in: User name is first name.last name.member number
Password is your member number
Example: jane.smith.1234567
1234567
4. Click "My ASID" in the upper right corner.
5. Click "Contact Information Update".
6. To make changes and/or corrections, click "Update Here".
7. Make changes and click "Continue" or "Reset" at the bottom of the page.
8. Click "Correct" and you are done! **July 10th, 2017 is the DEADLINE**

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Through the Patient's Eye

By Hank Hancock, EDAC: Skyline Art Services

How *Art* can help us heal

When Lyle C. was hospitalized at Miami Valley Hospital in early 2011, having suffered a stroke and then spending several days in a coma, he awoke disoriented and dislocated. When he had time to look around, meet his doctor and nurses, see his wife Debbie, he was struck by the view of a 30"x40" painting, an acrylic by Robert Charon, which adorned the footwall of his room. This painting for Lyle became a visual symbol of his recovery.

Whenever he's asked to describe the painting, Lyle instead refers instead to his own experience of the profound sense of comfort this painting provided him. For Lyle, the truest description is not of color, line, and texture, but of his own growing fascination. "It seemed like every time you looked at it, it looked like something different." Each day the painting presented new opportunities for investigation and fresh avenues for contemplation. "It was better than television," he says. As his mobility improved, he'd get up to turn on the overhead lights, so he could continue enjoying the artwork when it got dark outside.

Lyle's memory of his time at Miami Valley Hospital is somewhat obscured by the powerful anesthetics administered at the time, which makes his recall of the painting that much more remarkable. In addition, and though he didn't know it at the time, his already ailing vision had been further comprised. "It just sort of grabbed my attention and I just ended up staring at it the rest of the time I was in there," he laughs.

Lyle pointedly credits the painting with improving his condition and speeding his recovery. "It sort of reached out and said, 'You're [getting] better.'" He believes that colors can have a profound effect on a person's emotional state. In the painting, mutually embracing volumes



of soft blues and greens are anchored by richly textured brushwork in rust and auburn. The whole effect was that of a landscape, featuring strong horizontal lines to inspire a sense of balance and equilibrium.

Lyle recovered for days in his room, kept company by an image that reminded him of a place far away where he'd rather be. "It sort of looked like a pond, almost, to me. I seemed like I could remember seeing something like that before. But I don't believe I ever had." No matter where he recalled, he felt "instant calm and peace."

Lyle's story provides evidence that the aesthetic elements of interior design can do real work. In a healthcare environment, works of art can provide a



patient an experience of "positive distraction." In healthcare that experience is built upon the original insight that views of the outdoors can help patients feel better, heal faster, and require less medication. Designers can extrapolate from that insight to specify works of art that contain nature-based themes and subjects, to help patients image themselves somewhere else.

This example sheds light on the contested proposition that patients prefer realistic depictions of recognizable objects compared to abstract approaches. If the painting in his room had been too easily recognized, he may not have had much incentive to engage with it further. The rich play of color and composition give him more to engage with.

It's very likely that Lyle's experience also influenced his evaluation of the facility as a whole. In the environment of care, a beneficial art program helps to validate a hospital's mission to provide superior quality of care. Given the enormous and growing importance of patient survey scores on how hospitals and clinics are graded and held accountable, these results should be valued by designers in healthcare.



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More info coming soon...

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Free METROCON Student Trip

By Crystal Reeves, ASID, RID

IT'S HEEEEERRRRREEEE!!!!

Get ready for our Fourth Annual ASID Texas Gulf Coast FREE student trip to Dallas – Thursday, August 10, 2017 – Friday, August 11, 2017!! We are now accepting applications through July 1, 2017. Space is limited so sign up now!

METROCON17
EXPO & CONFERENCE

We "kicked" things into gear with our Bubble Soccer Metrocon Kick-Off Party where over 30 designers and students played at Spotts Park and enjoyed bites and drinks by Ferguson/Thermador and beat each other up in a Bubble Soccer Tournament.



Last year, our chapter took a group of 32 Students/Designers/IP Underwriters to MetroCon in Dallas - an amazing regional expo and conference organized by the Texas Chapter of ASID and the Texas/Oklahoma Chapter of IIDA. MetroCon focuses on introducing the latest in industry products and innovative ideas

to the Southwest region's communities as well as Student Programming which includes resume tips and portfolio reviews. But the most important thing that ALL of our students said they got out of it was the NETWORKING WITH DESIGNERS AND IP MEMBERS!! Where else would you have the ability to have a captive audience for two full days with design professionals? We will also tour some showrooms at The World Trade Center and have a portfolio review!!

We not only get to go to MetroCon, but we play games on the bus together, enjoy happy hour and dinner, and sometimes even a little karaoke! It's a great opportunity for students to get one on one time with the designers and IP members that attend with us and get advice and hear fun stories!!

Applications are being accepted now and there is limited space so contact Crystal Reeves for an application at crystal@CLRdesignservices.com or 713-269-4505.



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INDUSTRY PARTNER *Update*



By Pamela Cortes, Director-at-Large

As a child I used to hear stories about my grandfather's traveling as salesmen. They would be gone for days or weeks depending on how far they traveled. One of them used an atlas to mark everywhere he had been. Do you recall those days?

Today our focus is social media and all the ways it will grow our business. I'm all for it, I should be since I'm in the technology industry, right?! Part of me though gravitates towards those stories from my grandfathers and just hit the pavement and say, "Hello!" I want to shake the hand of the person I would love to grow a business partnership with, to create my own stories of "going uphill both ways in 10 feet of snow". Yes, I heard that whether they were going to school or work! You get my point though, actual face to face time (not FaceTime) still works.

This year I asked ASID Designers, "What suggestions do you have for an Industry Partner to gain your business?" Thank you to the 41 designers that took a little time out of their day providing some answers. IPs, below is your guide to opportunity!

- CEUs
- Lunch & Learn
- Gift deliveries
- Stop by or give me a call
- Email notifications
- Post projects on social media

In today's world, we have to relate to the Baby Boomers, the Millennials, and soon to Generation Alpha. I see a mix of classic and eclectic...a new design of sales. We can do both and we should! So embrace all facets and go hashtag crazy, add some emoji's, but make some time to say, Hello!

#Hellocallingallages "It was great meeting you!"

CEU's count in more ways than 1.0

By Pamela Cortes, Director-at-Large

Continuing Education Units (aka CEUs) are required for designers and architects to maintain their qualifications in their career. As an Industry Partner you can help with that and build your business. My husband, Luis Cortes is a Registered Outreach Instructor for CEDIA, qualified to teach CEU's and we can attest to the numerous benefits for teaching or just hosting a CEU class.

By teaching different courses that highlight unique aspects in our field, they help designers in their field by staying up to date as lifestyles and technology continue to evolve. After a CEU, it never fails we find ourselves working alongside new designers and creating a camaraderie with them. A mutually beneficial partnership to provide not just for our businesses, and our own education, but for the clients that we come to work for every day. I always recommend to my fellow Industry Partners to join in hosting CEUs and even getting registered to teach them because the benefits and fulfillment is more than I can promise. With that note, below I have included steps to get more involved with ASID in hosting/teaching CEUs.

In order:

- Check our ASID calendar for availability (asidtgcc.org)
- Email Araminta (ASID CEU Rep) as soon as possible to confirm your chosen date.
Araminta Alfaro – aalfaro@porcelanosa-usa.com
- Be sure to mention that ASID calendar date is available in your email & don't forget to mention the CEU will be free for designers to attend.
- Include / cc our ASID Administrator, Janie, in the email so she can mark the ASID calendar.
Janie Mitts Moore – administrator@txgc.asid.org
- Create your own CEU flyer and provide the flyer to Janie before the 1st of the month, and it will be included (free of charge) in the monthly "Newsletter" E-Blast.
- As well, you get one free E-Blast, inform Janie of what date you'd like your flyer posted once more. (So that's 2 free E-Blasts if you time it right!)

Lastly, if you are not certified to teach a Continuing Education Unit, but would like to host a class at your showroom, reach out to me, as I mentioned before, Luis is certified to teach CEUs and we would love to help you out! Pamela@echoworkshop.com

LOT 75
TAID ART SALE



Save the Date

September 28, 2017

5:30 -7:30pm
Skyline Art Services

Art Sale and Wine Pull

PEER GROUP *Corner*

Our peer group was formed in 1995 and the founding members, Sandy Sawyer & Haya Varon, are still in the group. The original group was composed of designers and IP members but through the years it evolved into an all designer Peer Table with a limit of eight members. When adding new members, we use member referrals and we require a trial period prior to commitment.

During the year we try to plan two field trips and have eight meetings in which each designer determines the topic of their choice. We end the year with a holiday dinner in December.

Our goal has been to create personal connections and provide an environment for sharing business and personal issues while maintaining complete confidentiality. We encourage personal growth and leadership and reevaluate on a regular basis to meet the needs of our members.



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NEWS FROM

The Houston Furniture Bank

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Houston Furniture Bank is located at 8220 Mosley Rd., 77075. For more information, visit houstonfurniturebank.org. or call 713-842-9771.

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STUDENT *Affairs*



By Rhonnika Clifton- Allied ASID
2016-2017 Student Affairs Committee Chair

I've never really had a favorite season before, but I definitely now think that Spring is my favorite time of the year. Everything from the "Spring Forward" time change, to the gorgeous Houston weather, to the yummy crawfish season...I Love Spring. One more thing that I also love about Spring is graduation season and as a way to congratulate our upcoming and 1-5 year

graduates, ASID TGCC celebrated them with our 2nd Annual New Faces of Design Student & Emerging Professionals Portfolio Show.

This year's event, hosted by the Student Affairs and Emerging Professionals Committees, was held at the newly remodeled Eggersmann Showroom. It featured 12 graduates, 2 Juniors and 2 Emerging Professionals (1-5 year graduates) showcasing their student portfolios and professional work. Each participant brought their A+ game and impressed everyone in attendance.

Guests of the swanky event not only had a chance to view the outstanding portfolios, but also enjoyed springtime floral arrangements from Creative Branch, tasty bites from Chef Rob of Eminent Events, libations from sponsored vendors Deep Eddy Vodka and Boisset Wines and the soulful sounds of singer/guitarist Lain Gray. Our featured guest speaker was Houston's own Ben Johnston of Benjamin Johnston Designs. Ben captivated the audience with his wit, knowledge & humor and humbly answered questions, posed for pictures and surveyed each & every portfolio.



I could go on and on with all the great moments from the show, but most of all, on behalf of Nubia Heinz my co-chair, Emerging Professionals Chair & Co-chair Christina Rougerie & Candice Rogers. I want to thank everyone who assisted to make this event great. Megan Ross Photography, Cabinet Innovations, Wilsonart, Flor Houston, ASID TGCC board & administration thank you...we couldn't have done it without you.

Now off to grab some more delicious crawfish while sitting on a patio enjoying Houston's beautiful weather!





A portion of the proceeds will be donated to the Alzheimer's Association.

2017 ASID DESIGNER SHOW HOUSE

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SHOWROOM SPOTLIGHT

We are pleased to announce the opening of our latest showroom Tipler Collection, Suite 115. Tipler Collection carries luxury lines such as Dacor kitchen appliances, Habersham Home cabinetry, Ambella Home and more to the interior design community and building industry. Focusing on quality and innovation, Tipler has provided design services since 2008 across the Greater Houston area. Stop by today to see the beautiful new showrooms.

PAST EVENT COVERAGE

DCH 2017 SPRING MARKET

DCH had an exciting line up of showroom programs and events for the annual Spring Market on Wednesday, April 19th. Over 400 trade professionals gathered to celebrate timeless designs and legendary designers. President Charles S. Cohen capped off the evening with the special Stars of Design and Stars on the Rise celebration, and the grand opening of the DEDON showroom. Join us in the Fall for our annual Fall Market on October 25, 2017



Keith Robinson and Ken Kehoe



Sheila Cloudt and Mark Minichiello



Anne Lee Phillips, Caroline Knapp, Saba Jawda, Sarah Jawda)



Nina Magon and Tita Donoso



Fiona West and David Netto



Charles S. Cohen and the Stars of Design and Stars on the Rise honorees) Charles S. Cohen, Russell Windham, Bill Curtis, Jorge Cantu, Joyce Echols, Katherine Houston, Hillary Ayon, Mabry Campbell, Ben Johnston, Lanson B. Jones, Marie Flanigan, and Shawn Gottschalk)

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UPCOMING EVENTS

Wednesday, July 26

SUMMER DESIGN SIP & STROLL

*Presented by Audi Central Houston
with Modern Interiors Texas*

Meet our Leaders in Design.
5:30 to 7 pm

Thursday, August 24 – Sunday, August 27

DESIGNER SAMPLE SALE

It Only Happens Once a Year!

Thursday, August 24 – Trade Preview Day
9 am to 5 pm

Friday, August 25 – Open to the Public
9 am to 5 pm

Saturday, August 26 – Open to the Public
9 am to 3 pm

Sunday, August 27 – Open to the Public
12 pm to 4 pm

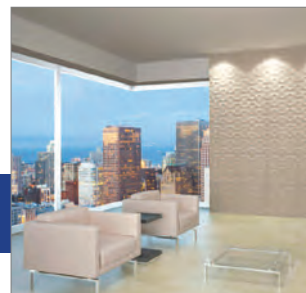
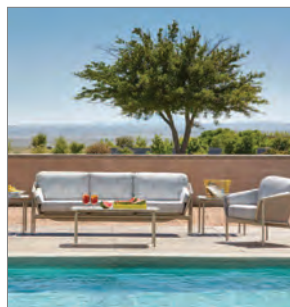
Tuesday, September 12

2ND TUESDAY

Presented by LUXE Interiors + Design

Programs and continuing education classes for
the Design Professionals.

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Tuesday, October 10

LEADING IN DESIGN FALL MARKET 2017

Celebrate Design Inspiration!

Keynote Presented by
Heritage Texas Properties

Get inspired with new designs, products and fabrics. Catch the latest in lectures, design seminars, continuing education and open house. Meet our Design Luminaries!

Wednesday, October 25

FALL DESIGN SIP & STROLL

*Presented by Audi Central Houston
with Modern Interiors Texas*

Meet our Leaders in Design.
5:30 to 7 pm

Sunday, November 12

THE 11TH INTERNATIONAL RISOTTO FESTIVAL

Come Wine & Dine in The Center of it All!
Benefiting Casa de Esperanza
2 to 6 pm

*For more information and reservations please visit www.TheHoustonDesignCenter.com
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The Birth of the Adoption



By Larry Boykin, Image Electric: ASID IP

A few years ago, the Texas Gulf Coast Chapter of ASID began a new program called "Adopt a Student". Since then our chapter has become aglow with new life and energy like I have never seen before. Sure, we always had a few students each year, but the rate of conversion from interior design student to ASID member was declining. Something needed to be done to help these new up and coming designers understand and recognize the true value of ASID membership. With the help of forward minded leadership and an amazing support team the program became what it is today continuing to develop and grow students into practicing ASID members.

The adopt a student program developed from my experience with mentoring. It was nearing time for the chapter to participate in the "Real World Design Week College to Professional Program" and I overheard our then chapter administrator, Ms. Linda Marble say, "We just don't have enough designer's signing up to host students." The idea hit me, Industry Partners could and should sign up to host students during that week. I went online and set up a profile, "Experience the Electrical Side of Design". Before I knew it, my "Real World Design Week" program was booked.

I spent that week with five amazing and wonderful students. Meeting them at the ASID office I showed them various projects from design conception to rough & trim stages. Then taking them to various lighting showrooms, such as Ferguson and Lighting Unlimited, introducing them to the sales staff and by the end of the day returning to the ASID office. I thought it important that they know where the "hub" for their future career was. Each student really seemed to enjoy the day and the time spent, I certainly did. It was even more rewarding than I could have imagined. What was most incredible to me were the relationships that were built just from giving one day to an interior design student. Who and what those students have become today within ASID. Rhonnika Clifton, Allied ASID & Alexis Murphy, Allied ASID -you know who you are! Valuable and participating members of our chapter and this is naming only two!

The two main points I want to share, get involved and pay it forward. I really had no idea what could develop from a little ease dropping and taking action. If I had not been "involved" and at the ASID office, our hub, doing committee work for the chapter, I never would have overheard Linda make that comment and who knows? "Pay it forward"- without even realizing the full potential of these amazing students, I felt it on my heart to extend my hand to help them and the chapter. Today I can say that I now humbly serve some of these very students, now graduates and practicing designers, as clients. I did not know then who, what or if they would graduate and become a designer, much less a Houston based designer. I just saw a need and tried to fill it.

Your chance to fill a need is here as well. Simply contact the TGCC ASID Office and let our Administrator know that you want to Adopt a Student. Be the part of their and your own tomorrow, today.

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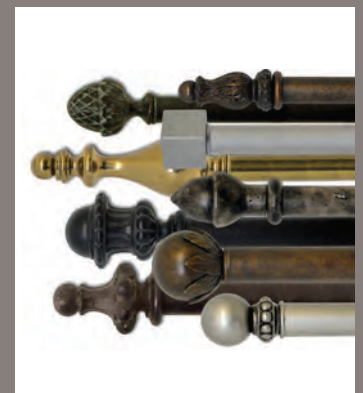
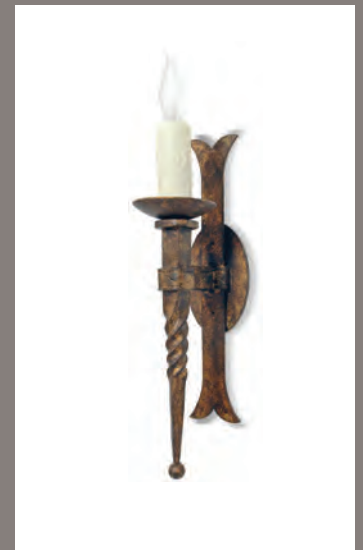
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