

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



INTERMOUNTAIN

IDAHO • MONTANA • UTAH • WYOMING

2014 ASID ANNUAL MEETING OCTOBER 24 - 25, 2014





Friday, October 24th

Time: 3:00 P.M. – 5:00 P.M.
 Event: Open House at Rocky Mountain Hardware
 Location: 1020 Airport Way, Hailey, ID

Time: 7:30 P.M. – 9:30 P.M.
 Event: Industry Partner Welcome Reception
 Location: Limelight Salon B, Sun Valley Inn.

Saturday, October 25th

Time: 9:30 A.M. – 10:30 A.M.
 Event: Student / Professional Roundtable All students and professionals are invited to participate.
 Location: Limelight Salon B, Sun Valley Inn.

Time: 11:00 A.M. – 12:00 P.M.
 Event: Forbo Flooring Systems: How to Avoid Greenwashing
 Location: Limelight Salon B, Sun Valley Inn.

Time: 12:00 P.M. – 1:00 P.M.
 Event: Lunch and State of the Chapter Address
 Location: Limelight Salon B, Sun Valley Inn.

Time: 1:00 P.M. – 2:15 P.M.
 Event: Sherwin-Williams: Color Trend
 Location: Limelight Salon B, Sun Valley Inn. Vendor table take down

Time: 2:30 P.M. - 4:00 P.M.
 Event: Sherwin-Williams: Specifying Paint for Quality Control
 Location: Limelight Salon B, Sun Valley Inn.

Time: 4:30 P.M. – 5:00 P.M.
 Event: Student Design Competition Setup
 Location: Limelight Salon B, Sun Valley Inn.

Time: 6:00 P.M. – 7:00 P.M.
 Event: Cocktail Hour. Enjoy a no-host bar while viewing student project entries. Place your vote for the student entry by 7:00 P.M.
 Location: Limelight Salon B, Sun Valley Inn.

Time: 7:00 P.M. – 10:00 P.M.
 Event: Dinner, Keynote Speaker, and Awards Gala
 Keynote Speaker: Rochelle Routman,
 The Living Building Challenge
 Sponsored by Mohawk Group
 Location: Limelight Salon B, Sun Valley Inn.

A variety of Sun Valley activities are available to those who can participate.

SPEAKERS

Keynote



 Mohawk Group

Rochelle Routman

Mohawk Group

Rochelle Routman is Mohawk’s Director of Sustainability, where she is strategically leading the Mohawk Group and Mohawk Flooring divisions in its sustainability endeavors and assisting Mohawk’s customers in achieving their sustainability goals. Prior to joining Mohawk, she held sustainability leadership positions in the electric utility and aeronautics industries, as well as public service. She holds a B.S. from UGA and an M.S. in Public Policy from the Georgia Institute of Technology. She is a registered Professional Geologist, a Certified Hazardous Materials Manager, and a LEED Accredited Professional (O+M). Following graduate school, Rochelle led a neighborhood group which successfully acquired the funding which resulted in the preservation of a 30-acre greenspace, the Morningside Nature Preserve. Rochelle is currently a Member of the Board of Directors for both the Green Chamber of the South and Sustainable Atlanta, and also serves on the HPD Collaborative Manufacturers Advisory Panel (MAP).

Title: “The Living Building Challenge”

Learning objectives include:

This lively discussion will open with an overview of the Living Building Challenge, a philosophy, an advocacy tool and a green building certification program, that enables us to achieve our global vision of a sustainable world. We will discuss product transparency, which is a key component of the Living Building Challenge. Declare, the transparency program embedded within the Living Building Challenge, is often referred to as a nutrition label for building products. Declare, and other product transparency programs, is transforming the marketplace with increased focus on products that are healthier for people and the planet, known as red list free.

SPEAKERS

Julie Jones

Forbo Flooring Systems



After a couple years at Utah State University, and then graduating from the New York School of Interior Design, Julie started off her career working as a Residential Interior Designer. Finding that she loved the opportunity for uniqueness, she eventually switched her role and became a multi line representative for several manufactures. She has worked for Forbo whether it be in their wall covering line or flooring line for over 22 years. It started out promoting pretty colors, and longevity of a product, and soon became an opportunity to educate of the importance of what we put into our buildings has a long effect on our health.

TOPIC: How to Avoid Greenwashing

Forbo has Full Disclosure or Transparency on all our product. Many architectural firms are starting to kick manufactures out of their libraries that don't have full disclosure and or Health Product Declarations. HPD's are vital to our specification, our buildings and the clients who frequent those buildings, we would like to educate people on what LEED Version 4 is, in addition what companies like ours are doing to be fully transparent in the process.

Jessica Letchford

Midwest Division Design
Marketing Manager
Sherwin-Williams



Brian Keil

Northwest
Architectural
Representative
Sherwin-Williams



Since 2013, Jessica has worked to develop education seminars, sales events, and industry partnerships to expand Sherwin-Williams' presence within the A&D community. Jessica began her career with Sherwin Williams in 2007 running a paint store before she took on a role of Designer Account Executive in Chicago. She was able to work and learn from some of the most influential designers and vendors from around the world. Jessica now holds a Professional Membership of ASID and Industry partner of IIDA.

Topic: Color Trend

Brian Keil CSI, CCPR, has worked in the Paint and Coatings Industry for more than forty years. In addition to a thorough understanding of the Paint and Coatings Industry, Brian has been an active member of CSI, (The Construction Specifications Institute) for 18 years. Brian holds the highest Certification credentials available to Product Representatives for proficiency in writing specifications, and technical documents, as well as understanding construction processes and contractual relationships. Among many other offices and committees held, Brian has served as President of CSI's Puget Sound (Seattle) Chapter and is current President of CSI's NW Region.

Topic: Specifying Paint for Quality Control

Learning Objectives

- Establish a High Quality Basis of Design
- Fundamentals of Paint Specifications
- Basics of Today's Paint Technologies
- Ever-changing Characteristics of Paint
- How to Define Paint Quality
- Maintain Reasonable Quality Control through Specifications

OFFICIAL RULES

The Intermountain Chapter of American Society of Interior Designers celebrates extraordinary interior design with the 16th annual Intermountain Chapter Design Awards competition.

Enter your best projects for the chance to be recognized for work that defines design in Idaho, Utah, Montana and Wyoming.

Awards to be presented at the Intermountain Chapter Annual Meeting and Awards Gala Saturday, October 25, 2014 at the Sun Valley Resort in Sun Valley, Idaho.

Designer must be in attendance or send representative to receive award and recognition.

To Enter : All members of the Intermountain Chapter (Idaho, Utah, Montana, and Wyoming) of the American Society of Interior Designers, ASID are eligible to enter. All interior design projects completed prior to September 19th, 2014, published and unpublished, are eligible. The same project may not be entered in multiple categories. Students must be enrolled at a design school in the Intermountain Chapter at time of entry.

Mailing your entry: **All entries and entry fees must be received by 5:00 P.M. September 19th to Deanne Petrie, The Mohawk Group, ATTN: ASID Chapter Design Competition, 726 E. Eaglewoods Lane, Eagle, ID, 83616.**

Make checks payable to The Intermountain Chapter of ASID. Entries received without payment will be disqualified. Entry fees are nonrefundable. One check may be used to cover multiple entries. Entrants grant the Intermountain Chapter of ASID the right to reproduce project images for promotional purposes. The Intermountain Chapter of ASID assume all entries are the works and property of the entrant and that clients of the assumed projects have given their permission for this entry. The Intermountain Chapter of ASID is not liable for any copyright infringement on the part of the entrant. Entry materials become the property of the Intermountain Chapter of ASID, and will not be returned. Do not submit originals.

Categories and Judging : Categories include: Student, Upcoming Designer, Allied Member of ASID, and Professional Member of ASID in commercial and residential design. To ensure impartial judging, all of the entries are judged through an anonymous process. Judging will vary for each category. Judges will consider problem solving, creativity, and quality of design, skillful execution, and aesthetics for each entry in allied and professional categories.

In the event of insufficient or inadequate entries, the Intermountain Chapter of ASID reserves the right to cancel the category or contest and refund entry fees or restructure the categories in such a way as to permit fair and proper judging of entries received. The Intermountain Chapter is not responsible for lost, misdirected or delayed mail.



Prizes : Winners of the competition will be announced at the Annual Meeting and Awards Gala on October 25, 2014 at the Sun Valley Resort in Sun Valley, Idaho. Following this event, the winning entries will be posted on the Intermountain Chapter web site.

STUDENT CATEGORY: 1st Place - \$100/entry. 2nd Place - \$75/entry. 3rd Place \$50/entry.
Upcoming Designer: \$500 Certificate towards NCIDQ Exam or STEP.
Allied Designer: Crystal Obelisk

PROFESSIONAL DESIGNER
Commercial: Crystal Obelisk

PROFESSIONAL DESIGNER
Residential: Crystal Obelisk

Award certificates will be given for individual spaces based on entries received.

By acceptance of prize, entrants consent to use of their names and/or photographs for publicity purposes without further compensation. Void where prohibited by law. All federal, state, and local regulations apply.

Student Requirements

The purpose of the student award is to give students the opportunity to display and review their best work with design professionals of the Intermountain Chapter of ASID. Students may enter more than one project. Group projects are acceptable, but award will be given to only one person of the group. The event attendees will judge student entries from 6:00 to 7:00 PM on Saturday, October 25th.

Entry Materials

Student entries can be in any form, and of any school project. But, the event attendees will be judging, so entrants should display your best project and in your best presentation form.

Upcoming Designer Requirements

The purpose of the upcoming designer award is to recognize the best, brightest, and most talented upcoming leaders in interior design. Entrant must be an Allied Member of ASID in the Intermountain Chapter, and must have graduated within the past 5 years. Allied Members of ASID who have taken the NCIDQ exam, but have not received exam results are eligible. All materials must be included for consideration. Incomplete submissions will be disqualified. All materials should be contained in a standard black 3-ring binder with no identifying marks. To ensure fairness, entrants with identifying marks on binder or materials (other than Entry Form and Diploma) will be disqualified.

Diploma

One copy of your graduation diploma, showing graduation within the last 5 years. Diploma will not be submitted for judging.

Essay

In 300 to 500 words, please say what interior design means to you. Explain what challenges you see in being an interior designer, and what you can do to make a difference in the interior design profession. Remember, no names or identifying marks.

Organizations, Activities, and Community Involvement

In list form, include all school, community, civic, professional, religious, social, athletic, and other organizations of which you have been a member. Include approximate dates, and official positions held if applicable.

Images - Printed

Include up to 6 - 8 1/2 x 11 inch images of projects that you have had significant involvement in the design process. Professional photographs are not required.

Fee

Entry fee of \$50 per entry. Checks should be made payable to Intermountain Chapter of ASID. Receipts will not be issued.

Allied and Professional Requirements

All materials must be included for consideration. Incomplete submissions will be disqualified. All materials should be contained in a standard black 3-ring binder with no identifying marks. To ensure fairness, entrants with identifying marks on binder or materials (other than Entry Form, and CD with digital images) will be disqualified. **Designer must be in attendance or send representative to receive award and recognition.**

Entry Form

One copy of a completed Intermountain Chapter of ASID entry form—from this brochure. This information will be reproduced in published materials exactly as it is written. Entry Form will not be submitted for judging.

Project Design Statement

Include one - 8 1/2 x 11 double-spaced, typed project design statement. Include project challenges, goals, and solutions.

Images - CD

A CD with digital images. Label the CD with firm name, and category. Enclose the CD in a CD cover or envelope and attach to binder. Label all image files with firm name, category name and image number. (For example: JaneDoeDesign_Professional_1; JaneDoeDesign_Professional_2) Digital images must be a maximum of 300 dpi. CD's will not be submitted for judging.

Images - Printed

Include up to six - 8 1/2 x 11-inch images of project. Professional photographs are recommended, but not required.

Floor Plans

An 8 1/2 x 11 inch copy of the project floor plans with or without furnishings. You may use more than one page, but the size must be 8 1/2 x 11 inch. Oversized or folded plans will be discarded.

Fee

Entry fee of \$50 per entry. Checks should be made payable to Intermountain Chapter of ASID. Receipts will not be issued.

Deadline

All entries and entry fees must be received by 5:00 P.M. September 19, 2014.

Mail completed entries to:

Deanne Petrie
The Mohawk Group
ATTN: ASID Chapter Design Competition
726 E Eaglewoods Lane
Eagle, ID 83616
(208) 369-1866
deanne_petrie@mohawkind.co

2013 PROFESSIONAL AWARD WINNERS



Jennifer Hoey ASID, NCIDQ

Jennifer Hoey Interior Design Category:

Category: Residential

Project: Hulen Meadow Residence

OFFICIAL ENTRY

Complete the following and submit your entry materials and entry fees—\$50 per entry. No entry fee for students. There is no limit to the number of entries. Entry form may be duplicated for additional entries. Deadline: 5:00 P.M. September 19, 2014.

Category

Professional - Commercial

Upcoming Designer

Professional - Residential

Allied Designer

Designer Entry (please type or print clearly)

Entrants Name _____
(As it should appear on award certificate)

Entrants ASID Number _____ Professional Allied

Firm Name _____
(As it should appear on obelisk award if applicable)

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Project Name (Allied and Professional Categories only) _____



Nicole Cecil ASID, NCIDQ

CSHOA

Category: Commercial

Project: Glanbia

ASID Intermountain Chapter Core Values:

ASID represents the best practices of interior design and it's impacts on our psychological, physical and economic quality of life.

ASID provides the resources needed to excel in today's marketplace.

ASID is the thought leader on issues impacting the practice of interior design.

ASID is committed to business practices and design principles that sustain our organization.

ASID Intermountain Mission Statement:

ASID Intermountain provides it's members with opportunities to achieve their professional goals.

LODGING INFO

SUN VALLEY RESORT Sun Valley, Idaho

Check In/Out Policy:
Check-in after 4:00 PM. Check-out by 11:00 AM

Sun Valley Lodge and Inn Rates start at \$130 (Limited quantities at this price)

All rates are subject to city and state tax of 11%.

Room block is being held until **September 24, 2014**

Requests for extended stays and early arrivals will be accommodated to the best of the hotels ability based upon availability.

A first night's room and tax deposit is due at time of booking to guarantee the reservation.

Cancellation Policy:
Cancellations made more than thirty days prior to arrival will receive a deposit refund, less a \$25 processing fee. Cancellations made within thirty days of arrival will forfeit the entire deposit.

**Sun Valley Guest Reservation Line:
1-800-786-8259**

REGISTRATION

This form can only be used for one attendee and one guest/spouse. Please photocopy this form for each additional attendee. Please print clearly.

ATTENDEE

GUEST/SPOUSE

| | |
|-----------------|--------|
| NAME: | NAME: |
| COMPANY: | EMAIL: |
| ADDRESS: | |
| CITY/STATE/ZIP: | |
| PHONE: | |
| EMAIL: | |

REGISTRATION FEES: The registration fee includes admission to all events on Friday and Saturday. Anyone attending only portions of the events must register and pay full registration fees. There will be no refunds for cancellations.

| | |
|---|-----------------|
| ASID Members and Spouse Early Bird Registration (Save \$50.00) Register by September 26th. | \$105 _____ Ea. |
| Non-Member and Spouse Early Bird Registration (Save \$25) Register by September 26th. | \$130 _____ Ea. |
| ASID Member/ Non-Members Registration after 9/26/14 | \$155 _____ Ea. |
| Attendees Spouse Awards Dinner only | \$ 75 _____ |
| Students: Includes Saturday Lunch and Dinner | \$ 60 _____ Ea. |
| | TOTAL _____ |

Please check here for vegetarian lunch and dinner

METHOD OF PAYMENT:

- **Charge your registration fee by completing the online registration form at www.asidintermountain.org**

- Make checks payable to ASID Intermountain Chapter, and mail your check with completed form to: Megumi Haus, ASID
3625 Berry Drive
Boise, Idaho 83703

- If you have any questions, please fill free to contact any of the following event coordinators:

- Kara Parce: kparce@lcarch.com
- Jennifer Burks: jennifer@babcockdesign.com
- Deanne Petrie: deanne_petrie@mowhawkind.com
- Megumi Haus: megumi.haus@cshqa.com

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U.S. POSTAGE PAID
BOISE, ID
PERMIT NO. 100



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