

# 2013 ASID CAROLINAS FALL CONFERENCE



September 27–September 29

Courtyard by Marriott Greenville Downtown  
50 West Broad St, Greenville, South Carolina 29601

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



CAROLINAS

## AGENDA

### Friday, September 27

#### 8:00 am REGISTRATION

Courtyard by Marriott Lobby, Continental Breakfast provided

#### 8:45 am WELCOME

Candice Morgan, ASID, 2012-2013 ASID Carolinas Chapter President

#### 9:00 am – 11:00 am

##### **Makover Musings**

Presented by Barb Blair.

Vardry McBee Room, 2nd Floor, Courtyard by Marriott

In this hands-on workshop, Barb Blair will share her thoughts and advice on being creative and how to make your work stand out in the sea of others. In her recently published book and upcoming feature on HGTV, Barb shows all of us how details do make a difference and teaches us to see the lovely in the unlovely. An added bonus of this workshop is that you get to take home your very own mixed media masterpiece!

##### **Context For Creativity & Innovation For The Workplace (.2 CEU)**

Presented by Betty Hase, ASID, IIDA, Herman Miller

Charles Townes Room, 2nd Floor, Courtyard by Marriott

Explore how the physical environment can facilitate or inhibit behaviors linked to creative function and innovation. Current research on creativity is reviewed. 1 hour presentation and 1 hour workshop for 0.2 CEU credits

#### 11:00am – 11:15am BREAK *Coffee & Tea available*

#### 11:15am – 12:15pm

##### **Pinterest And The A&D Community: Sharing & Inspiring In A Digital World (.1 CEU)**

Presented by Stacy Walker, Milliken

Charles Townes Room, 2nd Floor, Courtyard by Marriott

Pinterest has become a visually driven sharing website that's redefining how individuals and teams collaborate. This social media site is an ideal tool for the A&D industry. Learn how it's impacting society at large as well as the way we share, collaborate and design the built environment.

##### **Trimble 3D Walkthrough Workshop (Formerly Google 3D SketchUp)**

Presented by Paul Benbow & Aidan Chopra

Vardry McBee Room, 2nd Floor, Courtyard by Marriott

Win more projects by helping your customers visualize your designs! SketchUp Pro is the industry standard software for 3D interior design and is far and away the most intuitive. Join us for a workshop that gives an introduction to the program, as well as the Top Five Things that Interior Designers need to know about SketchUp. FOR THOSE ATTENDING THIS CLASS, PLEASE DOWNLOAD THE SOFTWARE PRIOR TO CONFERENCE AT: [sketchup.com/download?sketchup=pro](http://sketchup.com/download?sketchup=pro)

#### 12:30pm – 2:00pm LUNCH

##### **A Town With Many Faces: “The Reinventing Of Greenville”**

Keynote Speaker: Don Koonce

Nantucket Restaurant, Main Floor, Courtyard by Marriott

#### 2:30pm COMMUNITY ACTIVITIES

Meet in the Courtyard by Marriott Lobby for all tours. Please be sure to register for all tours when completing your registration form, as day-of registration is prohibited.

##### **Historic Walking Tour Of Greenville**

Guide: John Nolan – \$12 Per Person (See Registration Form For Payment)

##### **Volunteer Project**

We will depart from the Courtyard by Marriott Lobby and caravan to the Cottages (maps will be available)

##### **Bike The Swamp Rabbit Trail**

Bring your own bike or plan on renting one in Greenville prior to this excursion. Remember to wear comfortable clothes and shoes, sunscreen, biking gloves if you would like, and your camera.

Rental information available on the next page.

#### 7:00pm COCKTAIL HOUR *At Katie Skoloff's Residence*

Meet in Courtyard by Marriott Lobby at 6:30 to take bus to the residence

#### 8:00pm DINNER *On Your Own*

## AGENDA

# Saturday, September 28

### 8:00 am REGISTRATION

Courtyard by Marriott Lobby, Continental Breakfast provided

### 8:45 am WELCOME

Candice Morgan, ASID, 2012-2013 ASID Carolinas Chapter President

### 9:00 am – 10:00 am

#### **Frank Lloyd Wright—American Icon, Architectural Master, Modern Dreamer (.1 CEU)**

Presented by Tessa Jones, PPG

Vardry McBee Room, 2nd Floor, Courtyard by Marriott

This PPG presentation discusses Frank Lloyd Wright – A True American Icon, highly influential architectural master and all-around modern dreamer. It highlights the professional life of Wright, his influence on and achievements in modern design, and his body of work.

#### **Wellbeing At Work (.1 CEU)**

Presented by Emily Walser, ASID LEED AP & Gayle Weaver, Steelcase  
Charles Townes Room, 2nd Floor, Courtyard by Marriott

Can the workplace be a place where people leave healthier than when they arrive? We know there are studies about how the workplace can hurt, but maybe it's time to start thinking about what it takes to create an environment designed for the holistic well-being of the people who work there.

We believe we have a responsibility to not just stem the rising cost of healthcare, but to help people be healthier than they are now. Let's talk about how your companies or your customers are addressing this issue. Some might call it wellness. Others call it something else. What approaches are you seeing?

### 10:00 am – 10:15 am BREAK *Coffee & Tea available*

### 10:30 am – 12:15 pm

#### **Strengths Workshop**

Presented by Selina Dominguez, Interface

Vardry McBee Room, 2nd Floor, Courtyard by Marriott

The most successful organizations are those with a strengths-based culture. Having the right people in the right jobs, who are actively engaged in the organization's mission and who have an opportunity to learn and grow, will allow for the organization to thrive and flourish. This class will allow you to explore YOU and your strengths in your ever-changing and transforming life.

Once you register for this class—you will receive an email from Interface within a week with a code to take an online strengths assessment.

Please be sure to complete this assessment prior to September 21st

### 12:30 pm – 1:45 pm LUNCH *On Your Own*

See restaurant recommendations provided in your Gift Bag

### 2:00 pm – 3:00 pm COMMUNITY ACTIVITIES

Please be sure to register for all tours when completing your registration form, as day-of registration is prohibited. If you are on one of the tours, please be sure to bring the map provided for you in your Gift Bag.

#### **Tour The Frank Lloyd Wright Home “Broad Margin”**

Bus will depart from front of the Courtyard by Marriott lobby at 2:00pm

#### **Shopping In West End/Artists Row**

Will depart from the courtyard by marriott lobby at 2:00pm

#### **Golf With The Spouses**

TOUR MEETS AT THE GOLF CLUB AT 10:00 AM unlike others departing at 2:30

#### **Gallery Seventeen “Sip & See”**

With Hand Massages Provided By L'occitane. If you will not be attending the tours, please meet in the Lobby of the Courtyard by Marriott at 3:00pm to walk to Gallery Seventeen

### 6:30pm STROLL TO AWARDS GALA

Departing from the Courtyard by Marriott Lobby – Look for Sign

### 7:00pm AWARDS GALA & DINNER

Hyatt Regency Greenville-220 N Main St, Greenville, SC 29601

## COMMUNITY ACTIVITY DESCRIPTIONS

### **Historic Walking Tour Of Greenville**

Guide: John Nolan - \$12 per person (see registration form for payment)

Starting at Court Square, “site of the first county courthouse in 1797,” you will “learn about the unique local architectural details of the 1918 Courthouse, . . . the 1925 Chamber of Commerce building and the majestic Poinsett Hotel.” In addition to the architectural and design history, our expert tour guide will also fill attendees in on the personalities and history that helped shape Greenville.

“This unique look into Greenville’s past provides an intriguing backdrop for the current revitalization and development that brings this part of town teeming to life with its plethora of restaurants, unique shops, art galleries and condominiums.”

### **Volunteer Project**

Want to get your hands dirty at the Fall Conference while helping to brighten someone’s life? We have the perfect opportunity for you to do just that! Our volunteer project takes place at the Cottages at Brushy Creek, a unique assisted living community on the Greer campus of the Greenville Hospital System. We will be planting a raised bed herb garden for them to enjoy season after season! Gardening is an incredibly healing activity and one that you will reap the benefits from as much as the residents will! Bring a smile and your favorite pair of garden gloves and dig in!

We will depart from the Courtyard by Marriott Lobby and caravan to the Cottages (maps will be available).

Rain Plan in Place If Inclement Weather Strikes - See Registration Desk at Conference for Details.

EVEN IF YOU CANNOT ATTEND, PLEASE SEE YOUR REGISTRATION FORM TO MAKE A \$2.00 DONATION TOWARD A BAG OF GARDEN SOIL.

### **Bike The Swamp Rabbit Trail**

Please bring your own bike or plan on renting one in Greenville prior to this excursion. Remember to wear comfortable clothes and shoes, sunscreen, biking gloves if you would like, and your camera

Join us on an leisurely bike ride along the Swamp Rabbit Trail, departing from the Courtyard by Marriott and venturing up to the quaint town of Traveler’s Rest. We will stop at a local organic bakery for a treat along the way and ride past the beautiful campus of Furman University. We will also visit the unique Williams Hardware Store in TR and other nearby shops.

Length of Ride: 2 hours

Distance of Ride: ~14 miles (roundtrip)

RENTAL INFORMATION: Reedy Rides – \$15 for 4hr rental  
12 West McBee, Greenville, SC 29601, 864-419-2944,  
rentals@reedyrides.com (reedyrides.com)

### **Golf With The Spouses**

NOTE: Unlike other tours departing at 2:30, this tour will meet at the Golf Club at 10:00am

Let your spouses, friends and guests enjoy their time in Greenville as well by having them bring their clubs and join Jerry Morgan on the links at The Furman University Golf Club. They can enjoy playing 18 holes of golf on a course that was voted “one of the best you can play in South Carolina for 2013” by the South Carolina golf ratings panel. Furman Golf Club was the college home course of PGA Player Brad Faxon and LPGA Players Dottie Pepper, Betsy King, and Beth Daniel. For more information visit [furmangolfclub.com](http://furmangolfclub.com).

TEE TIMES: 10:04am, 10:13am, 10:22am, 10:31am – 4 people per tee time

COST: \$45 – Individuals to pay in advance via Registration Form

ADDRESS: 400 North Hwy 25 Bypass • Greenville, SC 29613 (Directions from Courtyard by Marriott in gift bag)

PHONE: (864) 294-9090

## COMMUNITY ACTIVITY DESCRIPTIONS

### **Tour The Frank Lloyd Wright Home “Broad Margin”**

TOUR BUS WILL DEPART FROM IN FRONT OF THE COURTYARD BY MARRIOTT LOBBY AT 2:00PM

“Designed in 1951 and completed in 1954, the house is a fine example of Wright’s natural (or ‘Usonian’) homes. This is one of less than 20 of Wright’s buildings in the Southeast and one of only two in South Carolina. The house is a case study for Wright’s dictum: ‘Shelter should be the essential look of any dwelling.’

Broad Margin’s massive roof, native stone walls and massive stone chimney reflect this idea. Other construction techniques used in the structure include heated concrete floors and walls assembled with brass screws instead of nails. These unique residential building methods are exemplary of Wright’s architectural philosophy as well as his attention to detail.

Broad Margin is the name given to the property by Wright. The term comes from Thoreau’s Walden in which he states, ‘I love a broad margin to my life.’ . . . Broad Margin exemplifies Wright’s love for natural materials, his desire for open planning and his sense of the natural surroundings.”

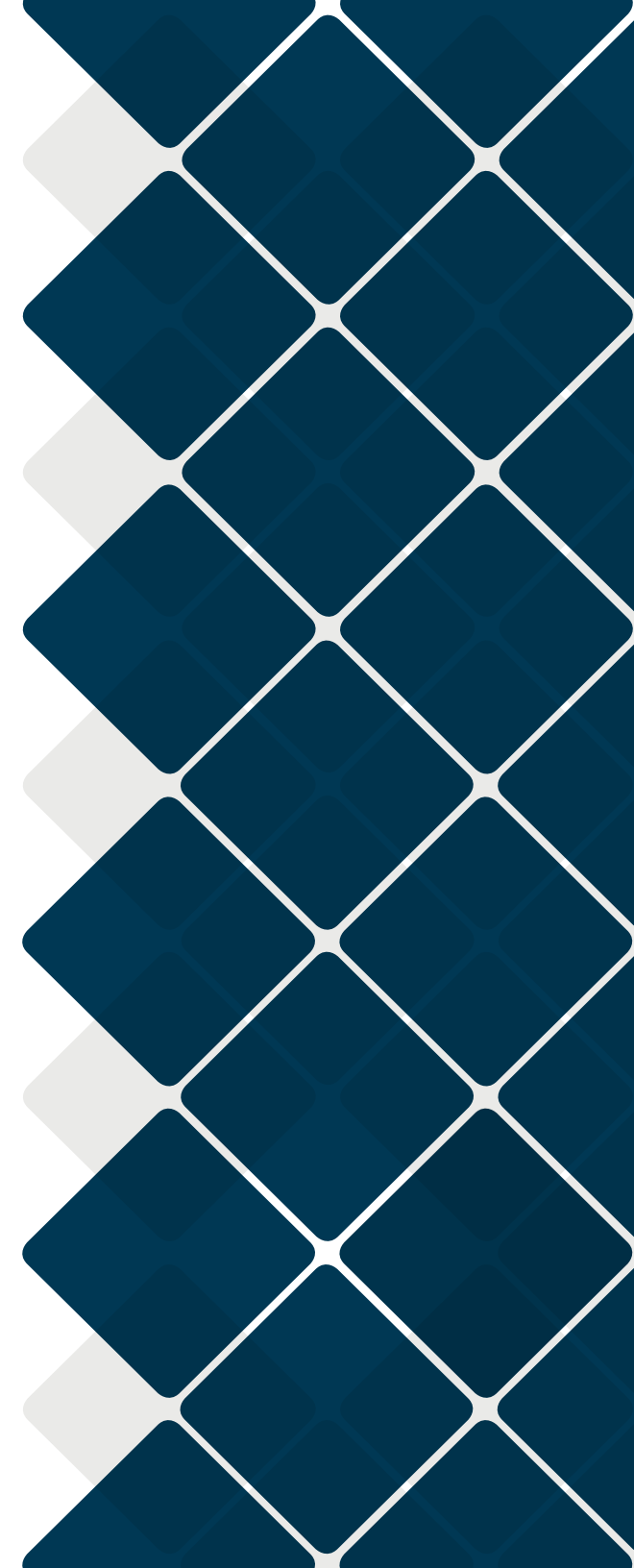
### **Shopping In West End/Artists Row**

WILL DEPART FROM THE COURTYARD BY MARRIOTT LOBBY AT 2:00PM

In the mood to check out the local Greenville shops? Then meet your tour guide in the lobby at 2pm for a whirlwind shopping spree around Downtown Greenville.

### **Gallery Seventeen “Sip & See” with Hand Massages Provided By L’occitane**

Join your fellow Conference attendees in a relaxing visit to an art gallery whose primary focus is “to introduce an incredible selection of local, regional and nationally collected artists to Greenville and the Upstate. The gallery specializes in contemporary fine art and sculpture with a focus on established artists.” Drinks will be served while you mingle and be sure to stop at the Hand Massage station provided by L’occitane to cap off your relaxing experience.



## SPEAKER BACKGROUNDS

### Don Koonce

Creative Director for Ferncreek Creative, Inc., Don has produced over 300 films and video, as well as special documentaries for organizations, museums, schools, companies and communities throughout the country. He is currently producing a documentary with PBS on a Civil War blockade runner. Don serves on the Board of Directors for the South Carolina Historical Society, the Historic Greenville Foundation, the Board of Directors and Executive Committee of the Greater Greenville Chamber of Commerce, and as the Chair of the Arts Committee and co-coordinator of Greenville's Vision 2025. He has been awarded: the Elizabeth O'Neill Verner Award for his contributions to the arts in South Carolina; the "Clarendon Cup" by the Historical Society of the Lower Cape Fear for his contributions to the preservation and interpretation of the history of the Lower Cape Fear River; the Silver Medal Award by the American Advertising Federation in recognition of his outstanding contributions to the advertising industry and most recently, the 2011 Southeastern Museums Conference Outstanding Service Award.



### Barb Blair

Barb is a mother, wife, artist, published author, and founder of Knack Studios. What started as a kitchen cabinet makeover, slowly and organically grew into the full blown furniture design business that Knack is today. Barb has created a name for herself through her furniture makeovers with designs that are original, fresh, playful, and full of character.



### Betty Hase

Betty is a workplace strategist with more than 35 years of experience in researching, designing and developing work environments that support business goals. During her career with Herman Miller, she has developed a knowledge platform called "Evolutionary Workplaces" that ties the past, present and future workplace together. Betty has published numerous articles and given speeches on this topic worldwide on "Phylogenetic Design" which helps to translate elements of a natural preferred habitat into design elements in a built environment that enhances well-being.



### Stacy Walker

Stacy is Director of Marketing Communications at Milliken. An award-winning brand strategy and communications leader, he cultivates meaningful experiences that deliver business success through a clearly articulated brand at all engagement points. Stacy has helped organizations discover 'what is next' by cultivating an environment of exploration and discovery that create value-centric products and services.



### Paul Benbow

Paul is the President of NextWave Technology, a CAD (Computer Automated Design) software consulting firm. Paul's former company, CADre Systems, was Autodesk Reseller of the year and the Autodesk Support and Service Reseller of Year. Paul was the Autodesk Educational Representative prior to founding CADre systems. Paul brings over 20 years' experience in the CAD industry.



## SPEAKER BACKGROUNDS continued

### Aidan Chopra

Aidan works at Trimble as the Product Evangelist for SketchUp, a 3D modeling tool used by design professionals, engineers and 3D enthusiasts all over the world. He is the author of Google SketchUp For Dummies and the textbook Introduction to Google SketchUp, both of which were published by John Wiley & Sons. Aidan holds an undergraduate degree from NSCAD University in Halifax, and a Master of Architecture degree from Rice University in Houston. At Trimble, his job is to be an advocate for the everyday communication of concepts, ideas and places in 3D.



### Tessa Jones

Tessa is a South Zone Color Consultant for PPG. She obtained a Bachelor of Science Degree in Interior Design from Virginia Tech and maintained a strong focus on color theory. Tessa began her career in the homebuilding industry practicing both marketing and design. She has worked for PPG since August of 2011.



### Emily Walser, ASID, LEED AP

Emily is a Workplace Consultant for Steelcase Inc., the global leader in the office furniture industry. Emily joined Steelcase in 2008. Her responsibilities include working closely with the A&D community, a focus on higher education and sustainability. Prior to her association with Steelcase, Emily ran her own interior design firm for just over 15 years. Emily is a LEED AP, NCIDQ certificate holder and a professional member of ASID. She served as chapter president for the Carolinas chapter ASID 2008-2009 and is currently part of the ASID National Chapter Support Team and a member of the National Board of Directors for 2011-2012.



### Gayle Weaver

Gayle is a Workspace Consultant for Steelcase with products that focus on ergonomic solutions for the office. Prior to joining Details/Steelcase in 2004, Gayle was employed as Market Manager for 5 years with Brayton International, another Steelcase company. Before her sales career, Gayle was an interior designer in Charlotte, NC for 14 years and specialized in commercial and healthcare design. She is NCIDQ certified and is also an Accredited Office Ergonomic Evaluator after completing the program at The Ergonomics Center of North Carolina in Raleigh, NC in 2007.



### Selina Dominguez

Selina is the Director of Organizational Learning for Interface and since 2002, she has served Interface as a champion of social sustainability. Although the topics may vary, the common thread of her presentations centers on increasing personal and organizational productivity through developing the human side of enterprise



Selina is a member of the American Society for Training and Development (ASTD) and was an instrumental part in forming Interface's IWIN (Interface Women In Network) workplace affiliation group, which is focused on the positive roles women play in the success of Interface, Inc. She holds many professional certifications and licenses: Gallup Strengths Coach (2005) and presenter for "How Full Is Your Bucket?" (2006), Achieve Global, Integrity Solutions, etc., that combined make her a skilled trainer and facilitator of solutions resulting in increased employee engagement through personal and professional development.

# THIS FORM IS MEANT FOR PLANNING PURPOSES ONLY. PLEASE REGISTER ONLINE THROUGH THE LINK PROVIDED IN THE EBLAST.

If you must register via paper copy, please fax form and credit card payment to 828-420-0272.

## 2013 ASID CAROLINAS FALL CONFERENCE

### Registration

\*EARLY BIRD PRICING ENDS AUG. 31, 2013\*

#### ASID Member – Full Conference Registration

\$150.00 (Early Bird)  \$175.00

#### ASID Member – One Day Conference Registration

\$65.00 (Early Bird)  \$90.00

#### ASID Student Member – Full Conference Registration

\$50.00

#### ASID Member – Awards Gala ONLY

\$50.00

#### NON-ASID Member – Full Conference Registration

\$200.00 (Early Bird)  \$225.00

#### NON-ASID Member – One Day Conference Registration

\$90.00 (Early Bird)  \$115.00

#### NON-ASID Member – Awards Gala ONLY

\$75.00

#### COMMUNITY ACTIVITIES

\$12.00 Historic Greenville Tour

FREE Friday Night Cocktails

FREE Tour Of Frank Lloyd Wright House

\$2.00 Donation To Community Service Project

\$45.00 Golfing With The Spouses –

Please select Tee Time for Saturday, Sept. 28:

10:04am  10:13am  10:22am  10:13am

NO REFUNDS WILL BE GIVEN.

Registration Fee is transferable to another member pending ASID Carolinas Presidential approval.

TOTAL: \$ \_\_\_\_\_

Badge Name & Appellation:

\_\_\_\_\_

ASID Member Number:

\_\_\_\_\_

First Name:

\_\_\_\_\_

Last Name:

\_\_\_\_\_

Email Address:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

[Note: Address must match billing address for credit card]

City: \_\_\_\_\_

State & Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

\_\_\_\_\_

Card Type:

Mastercard  Visa

Discover  American Express

Card #:

\_\_\_\_\_

Exp. Date: \_\_\_\_\_

Sec. Code: \_\_\_\_\_

Name on Card

\_\_\_\_\_

Signature:

\_\_\_\_\_

PLEASE NOTE:

Friday Lunch is included in Friday Registration.  
Awards Gala is included in Saturday Registration.  
Both are included in Full Conference Registration.  
ALSO – You MUST pre-register for tours. Day-of  
Tour Registration will not be available.

## FRIDAY, SEPTEMBER 27TH

### 9:00am - 11:00am

- Context For Creativity & Innovation** (.2 CEU)  
Presented by Betty Hase, ASID, IIDA, Herman Miller
- Makeover Musings** – Presented by Barb Blair

### 11:15am - 12:15pm

- Pinterest And The A&D Community** (.1 CEU)  
Presented by Stacy Walker, Milliken
- Trimble 3D Walkthrough Workshop** (formerly  
Google 3D Sketchup) – Presented by Paul Benbow  
& Aiden Chopra

### 12:30pm – 2:00pm

#### Lunch – A Town With Many Faces: “The Reinventing Of Greenville” - Keynote Speaker: Don Koonce

- I will NOT be attending lunch
- I WILL be attending lunch and have NO dietary needs
- I WILL be attending lunch and am a vegetarian
- I WILL be attending lunch and am a vegan
- I WILL be attending lunch and have a gluten allergy

### 2:00pm – 6:00pm AFTERNOON ACTIVITIES

- Community Volunteer Activity – Build a Raised  
Bed Herb Garden at the Cottages at Greer
- 2PM – Historic Walking Tour of Greenville
- Bike the Swamp Rabbit Trail

### 7:00pm

- Cocktail Hour** – Katie Skoloff’s Residence

(If attending – please be sure to select this item  
to ensure seating on the bus)

## SATURDAY, SEPTEMBER 28TH

### 9:00am - 10:00am

- Frank Lloyd Wright** (.1 CEU)  
Presented by Tessa Jones, PPG
- Wellbeing At Work** (.1 CEU)  
Presented by Emily Walser & Gayle  
Weaver, Steelcase

### 10:30am-12:15pm

- Strengths Workshop** – Presented  
by Selina Dominguez, Interface

### 2:00pm - 3:30pm –

#### AFTERNOON ACTIVITIES

- 2pm – Tour Frank Lloyd Wright House
- Shopping in West End/Artist’s Row
- 10am-3pm - Golf w/ the Spouses  
(note early start time)
- 3:00pm – 5:00pm – Gallery 17  
“Sip & See” with Hand Massage  
by L’Occitane

### 7:00pm

- Awards Gala & Dinner**  
Hyatt Regency Greenville





AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



CAROLINAS

Cover image provided by Firewater Photography / VisitGreenvilleSC