



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

CAROLINAS



2014 FALL CONFERENCE



The Proximity Hotel
704 Green Valley Road
Greensboro, NC 27408

September 26-September 28

PROXIMITY HOTEL

Proximity Hotel is a LEED Platinum certified green hotel. Here is a sampling of the 70+ sustainable practices in place at Proximity Hotel:

- The building uses 39.2% less energy than a conventional hotel/restaurant by using ultra-efficient materials
- The sun's energy heats hot water with 100 solar panels covering the 4,000 sq. ft. rooftop - that's enough hot water for over 100 homes!
- The bistro bar is made of salvaged, solid walnut trees that came down through sickness or storm, and room service trays made of Plyboo (bamboo plywood)
- Geothermal energy is used for the restaurants refrigeration equipment, saving significant amounts of water
- Abundant natural lighting and large energy-efficient windows
- High-efficiency plumbing fixtures have reduced water usage by 33%, saving 2 million gallons of water the first year alone
- Regional vendors and artists used for materials and furnishings
- Low VOC paints, adhesives, carpets, etc. to improve indoor air quality
- Bicycles made available to guests to ride on the nearby five-mile greenway
- A green, vegetated roof is to be implemented on the restaurant rooftop



* Voted 2013 World's Best City Hotels by *Travel + Leisure*

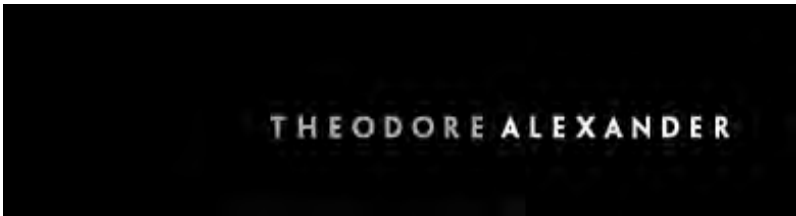
* Named "Best Hotel" in *The Best of Southern Living*

* Recipient of AAA 4-Diamond Award - only 5.3% of the 29,000+ hotels approved by AAA make the Four Diamond list

* Recipient of Trip Advisor's Certificate of Excellence for 2014

THIS EVENT WOULD NOT BE POSSIBLE
WITHOUT THE GRACIOUS SUPPORT
FROM OUR SPONSORS

ELITE SPONSORS



MEAL SPONSORS



GENERAL SPONSOR



ANIMAL HOUSE SPONSOR



SCHEDULE | FRIDAY, SEPTEMBER 26

7:00am - 9:00am

REGISTRATION, Lobby

Breakfast sponsored by Legrand

9:00am - 3:00pm

TRADE SHOW, Weaver Rooms A & B

9:30am - 10:30am

THERE'S AN APP FOR THAT! - TECHNOLOGY & THE WORKPLACE (0.1 ASID CEU)

Revolution Room, Presented by Patricia Battershill, Allied ASID

This class will discuss the interaction between technology in today's market and how it affects the workplace.

9:30am - 11:30am

TODAY'S PRESENTATION FOR TOMORROW'S CLIENT (0.2 ASID CEU)

White Oak Room, Presented by Kimberly Robertson

The main objective of this course is to provide designers with the basic tools and training essential to successfully operate a small or mid-size business. This seminar will discuss the design side of running a business and sets the stage for the three Minding Your Business seminars that cover business planning, the sales process and the marketing process in extensive detail. In this seminar you'll learn a whole range of concepts and tools to enable you to thrive in the future.

10:45am - 11:45am

HOUZZ PT. 1 (0.1 ASID CEU)

Revolution Room, Presented by Deepa Mungara

For design professionals, technology tools extend far beyond space planning and drafting. Today, technology is used to communicate more effectively with clients, tell engaging stories about you and your portfolio of work and market your business with scale and efficiency, in the office or on the go. During this session, discover how you can harness Houzz and integrated technologies to do just this - improve business efficiency, reach new prospective clients and streamline communications.

11:45am - 1:00pm

TIME FOR CHANGE (0.1 ASID CEU)

White Oak Room, Presented by David Mattis

This class is about understanding what health care is today, why does it need to change, and what issues are driving that need to change. Changes that are meaningful. Changes that are personal. Changes that can be pivotal for the people involved. Steelcase Health has spent the last 10 years studying and understanding the places that support health and then delivers the insights, applications, and solutions designed to create moments that lead to meaningful change. At Steelcase we believe in the Power of Place.

UNIVERSAL DESIGN FOR A NEW NORMAL

(0.1 ASID CEU)

Revolution Room, *Presented by Dale Smith*

Universal Design is not a new concept; however, it is time for a paradigm shift. This course prompts the question – should I be offering Universal Design solutions to all of my clients regardless of age or ability? This material provides compelling reasons for recommending Universal Design beyond the status quo. No longer limited to ADA product and an institutional look, you are empowered to exceed expectations with this new worldview.

1:00pm - 3:00pm

LUNCH, Weaver Rooms A & B

3:30pm - 4:45pm

HOUZZ PT. 2 (0.1 ASID CEU)

Revolution Room, *Presented by Deepa Mungara*

This seminar is for those that are already familiar with Houzz or would like to delve deeper into the benefits that this social media platform has to offer.

COLOR & CULTURE (0.1 ASID CEU)

White Oak Room, *Presented by Carolyn Noble*

This course is designed to enable interior designers to make more educated decisions in selecting colors for multi-cultural audiences. We will briefly look at the history of cultural effects on color from the ethnic point of view and then examine the reasons behind these effects. We will next look at the current globalization of world populations and the intimacy of communications. Finally, we will attempt to distinguish the relative similarities and disparities of cultural effects on the different colors in the modern day multicultural environment.

6:30pm - 7:30pm

AWARDS COCKTAIL RECEPTION, Revolution Room

Sponsored by Hansgrohe

7:30pm - 10:00pm

AWARDS GALA & DINNER, Weaver Rooms A & B

Sponsored by Theodore Alexander

Black Tie Optional

This Gala includes the honoring of our Excellence in Design Award Winners, Chapter Recognition Award Winners, National and Local Award Winners and those receiving a Presidential Citation.

SCHEDULE | SATURDAY, SEPTEMBER 27

7:00am - 9:00am
REGISTRATION, Lobby

10:00am - 11:45am
THE SECRETS TO BUILDING YOUR BRAND WITH SOCIAL MEDIA (0.1 ASID CEU)
Revolution Room, *Presented by Lisa Mende*

Tips and secrets to build your online presence by using social media to leverage your brand into better projects, attract a broader range of clients, increase relationships with brands, receive greater press coverage and overall strengthen online presence and real life relationships. Learn how social media plays an important role in marketing your business and brand visibility cost effectively. Confused about what social channels to employ and how to go about utilizing them? We will discuss how often to post, and what to say and where you should be with social media for your business

LEEDv4 (0.1 ASID CEU)
White Oak Room, *Presented by Roxanna Shell*

This course provides an overview of changes in LEED v4 and compares these changes to the previous LEED versions. It explains the new way of thinking in terms of how materials are evaluated and shows how LEED v4 is driving innovation and market transformation.

MODERN TEXTILES IN AMERICA: THE EARLY YEARS (0.1 ASID CEU)
Weaver Room, *Speaker TBD*

This CEU explores the development of post-war modern textiles in the US. It begins with the discussion of two design schools - Cranbrook in America and the Bauhaus in Germany, and studies the development of a new modern design language. The presentation investigates mid-century textile designers and the design directors from various companies. The modern textile movement reflected a turn away from the conventional weaves of the post-war period to simpler textures, cleaner colors and more geometric patterns.

This course is awaiting final confirmation from the speaker. Please be advised that due to this, the course may be subject to change

12:00pm - 1:30pm
LUNCH, Weaver Breezeway
Sponsored by Victoria + Albert Baths

1:45pm - 3:00pm

SOCIAL MEDIA ROUNDTABLE

Revolution Room, *Lisa Mende, Deepa Mungara, Vanessa Smith, Maria Aponte, and Laura Holland*

With a panel of experts from the various forms of Social Media and Branding, attendees will be able to ask questions related to effectively marketing, branding and working with social media as well as learn crucial knowledge into this new age of customer interaction.

MINIMAL SPACE DESIGN (0.1 ASID CEU)

White Oak Room, *Presented by Charlie Tull*

Designed to help learners understand the unique and growing challenges of design within limited interior spaces, this course will provide learners with valuable insights that will lead to strategies of efficient design.

GLOBAL COLOR TRENDS (0.1 ASID CEU)

Weaver Room, *Presented by Tessa Jones*

In this presentation, we review the overarching design directions impacting commercial and residential architecture, interior decor, furnishings, fashion and tech accessories, auto motives, industrial design, and more.

5:30pm - 10:00pm

**ANIMAL HOUSE:
BARKITECTURE & KITTY
COUTURE EVENT**

Tent on Proximity Lawn
Sponsored by Verellen Furniture



Image Credit: 2013 Austin Barkitecture & Tonya's Pet Photography

SPEAKER PROFILES



Carolyn Noble, *Sherwin Williams*

Carolyn Noble is the Designer Marketing Manager for the Southeastern Division of The Sherwin-Williams Company. In this role, she works with Residential Designers and Architects to best achieve their color and product specification needs. Carolyn's background is rich in design and color. She received her Bachelor's degree in Interior Design from the University of Akron in 2003. Carolyn is an NCIDQ Certificate Holder, Professional

Member of ASID, CMG Member and Industry Partner Member of IIDA.



Maria Aponte

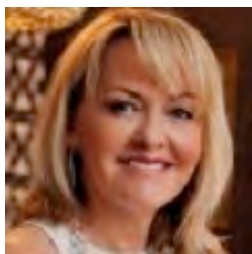
Maria Aponte graduated from Western Carolinas University with a degree in Interior Design. Among other pursuits, Maria has managed social networking accounts for Hi-Tech Systems as well as Salon Blue Ridge and assisted several other companies and non-profits. This social media savvy has lead Maria to now teach Social Media classes

and seminars, specifically for design and construction professionals. Currently, Maria works with Asheville Custom Cabinetry and Woodworking in south Asheville. She has also been a key figure in ASID Carolinas, most recently as the current Northwest Design Community Chair.



Roxanna Shell, *Armstrong*

Roxanna Shell graduated from Penn State with a B.S. in Education and a Masters Degree in Education from Millersville University. She has business experience with many divisions, including residential ceilings, training, national accounts, ceramic and commercial flooring. She has worked for Armstrong for 27 years, the last 20 in the commercial business. Her duties in the commercial business span from the specification to the installation, with all parties involved.



Lisa Mende, *Lisa Mende Design*

Lisa has been a practicing interior designer for almost two decades. Lisa's firm has built a solid reputation by offering full service interior design for clients throughout the southeast. Lisa's design work has been featured in local, regional and national publications. Lisa is a sought after speaker on social media due to the success of her blog Lisa Mende Design. Her vibrant social media presence has brought many opportunities such as a member of Modenus Blogtour London and Vegas, moderator for Design Tech Summit, High Point Market Style Spotter, as well as a member of Brizo's coveted blogger19 group. Her blog was named one of the Top 100 Blogs by Modenus in 2013 and 2014. Lisa is an Allied member of ASID, IDS, Withit and Design Trust of NYC.



Tessa Jones, *PPG*

Tessa Jones is an Interior Designer and Color Specialist for PPG Architectural Coatings. After earning her Bachelor's degree in Interior Design, Tessa joined PPG in August 2011 as a Color Specialist, sharing her knowledge and making the color selection process easier for builders, property managers and architects throughout the southeast. In addition to changing emotion, work ethic and physical reactions, she believes color has the ability to drastically increase or decrease property value.



Charles Tull, *V+A Baths*

Charles Tull has worked for Victoria + Albert Baths for the last 8 years in the high pace, and demanding London market, and is the Business Development manager. In his current role at Victoria + Albert Baths, Charlie is responsible for strengthening business relationships with the Architect and Design community on the East Coast by delivering CEU Courses and Product Knowledge training sessions. He is an accredited presenter of Victoria + Albert Baths AIA, NKPD and IDCEC registered courses; "History of Bathing" and "Minimal Space Design."



Dale Smith, Kohler

A graduate of Western Carolina University, Dale Smith is an award winning Kohler rep, having graduated as a Kohler Top Gun in 2007 and been selected to the Kohler Sales Advisory Council from 2011-2012. He has been delivering his knowledge of the plumbing industry for the past ten years, spending the majority of his time with Architects, Mechanical Engineers, Mechanical Contractors, Interior Designers, and Distributors. Dale Smith is an active member of ASID, ASPE, and attends NKBA meetings as often as possible.

David Mattis, Steelcase - Nurture

David Mattis has been selling and managing within the healthcare market for 35+ years. Dave has seen the impact of ever changing technologies and the impact those changes have had on patient, family and clinical staff, not to mention facilities and facilities resources. Now more than ever as hospitals struggle to understand reimbursement issues, and the impact of the Affordable Care Act, real estate and the care environment decisions become ever more important elements of a facilities overall plan. The value of Place and Space within healthcare has never been more important than it is today in providing an environment where technology and collaborative care can thrive and outcomes are positive.



Kimberly Robertson, Hunter Douglas

Kimberly Robertson has been a part of Hunter Douglas for nearly twenty years and has most recently earned the title of Manager of Business Development. Kimberly delivers seminars to designers and dealers around the Eastern U.S. on topics such as business development, goal setting, product knowledge, and marketing. With a keen eye for business strategies that work for small business owners, Kimberly's focus is on helping designers and dealers grow their businesses using real-world sales, management, and marketing strategies.



Laura Holland, Hickory Chair

Laura has been part of the Hickory Chair team for over 28 years. Currently she manages how Hickory Chair is communicated through marketing tools such as the web site, blog, Twitter, Facebook, Pinterest, Houzz, the press as well as the catalogs and price lists. In addition, she directs HCC University, the Hickory Chair dealer and sales representative training program. Laura is an active ASID Carolina's chapter Industry Partner member. She is currently serving as a board member for: Public Relations for the American Home Furnishings Alliance (AHFA) Public Relations, the Carolinas Chapter of ASID and the Student Curriculum Board at the Fashion Institute of Technology (FIT) in New York City. She is also a member of the Women In The Home Furnishings Industry (WITHIT).



Vanessa Smith

Vanessa works as an independent Web designer and marketing consultant. She currently contributes her design and marketing skills to a local ad agency, and to a multimedia company based out of Raleigh. Vanessa loves learning as well as teaching. Teaching others about the solutions implemented for their projects allows them to become a working part in the long-term success of their projects, and that is one of the most rewarding things about the work Vanessa does.



Deepa Mungara, Houzz

Deepa Mungara is part of the Community Team at Houzz, an innovative residential design platform and community. Ms. Mungara's love for home design started at young age by helping her father, a Houston-based architect, build his business. She is excited to merge her love of technology with her love of interior design and architecture at Houzz.



Patricia Battershill, Allied ASID

Patricia is the Lead Instructor of the Interior Design Program at Cape Fear Community College in Wilmington, NC. An Allied Member of ASID, she serves as the Faculty Advisor of their award winning Student Chapter of ASID. She received her Bachelor's Degree in Interior Design and Merchandizing from Western Washington University. She has more than 20 years of experience in Architectural and Interior Design.



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



CAROLINAS

Brochure by Morgan Brown, Student ASID

Registration

Early Bird registration ends August 1, 2014

ASID Member - Full Conference

\$170.00 (Early Bird) \$195.00

ASID Member - One Day Conference

Includes Animal House. Does NOT include Awards Gala. Please register for the Gala separately if you plan on attending.

\$80.00 (Early Bird) \$100.00

ASID Student Member/Educator

\$50.00 with .edu e-mail address

Anyone caught registering as a student who is NOT a student will be charged an additional \$200 fine

ASID Member - Awards Gala ONLY

\$50.00

If you are a member who: (1) registered for the ONE DAY Conference Registration; (2) Wishes to ONLY attend the Awards Gala OR (3) Wishes to bring a spouse/partner/friend to the Gala, you must select this option

Non-ASID Member - Full Conference

\$225.00 (Early Bird) \$250.00

Non-ASID Member - One Day Conference

Includes Animal House. Does NOT include Awards Gala. Please register for the Gala separately if you plan on attending.

\$110.00 (Early Bird) \$130.00

Non-ASID Member - Awards Gala ONLY

\$75.00

TOTAL: \$ _____

NO REFUNDS WILL BE GIVEN.

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

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: _____

Friday, September 26

Please select one (1) course from each of the times specified.

9:30-10:30am

There's An App For That - The Intersection of Technology & The Workplace (0.1 ASID CEU)

9:30-11:30am

Today's Presentation for Tomorrow's Client (0.2 IDCEC CEU)

10:45-11:45am

Houzz Pt. 1 (0.1 ASID CEU)

11:45-1:00pm

Universal Design for a New Normal (0.1 IDCEC CEU)
 Time for Change (0.1 ASID CEU)

3:30-4:45pm

Houzz Pt. 2 (0.1 ASID CEU)
 Color & Culture (0.1 IDCEC CEU)

I am not attending any Friday courses.

FRIDAY LUNCH

I will NOT be attending Friday Lunch

I WILL be attending Friday Lunch

FRIDAY EVENING EVENTS

I will NOT be attending the Cocktail Reception or Awards Gala

I will be attending ONLY the Cocktail Reception

I will be attending ONLY the Awards Gala

I will be attending BOTH the Awards Gala & Cocktail Reception

Saturday, September 27

Please select one (1) course from each of the times specified.

10:00-11:45am

The Secrets to Building Your Brand with Social Media (0.1 ASID CEU)
 LEEDv4 (0.1 IDCEC CEU)
 Modern Textiles in America: The Early Years (0.1 IDCEC CEU)

1:45-3:00pm

Social Media Roundtable
 Minimal Space Design (0.1 IDCEC CEU)
 Global Color Trends (0.1 IDCEC CEU)

I am not attending any Saturday courses.

SATURDAY LUNCH

I will NOT be attending Saturday Lunch

I WILL be attending Saturday Lunch

SATURDAY EVENING EVENT

I WILL be attending Animal House

I will NOT be attending Animal House

FOOD ALLERGIES - This question is crucial to ensure that we can provide for your specific food needs.

I do NOT have any food specifications for my meals.

I require GLUTEN FREE meals

I require VEGETARIAN meals

I require VEGAN meals

I have a SEVERE food allergy and will email the ASID Carolinas office to provide details