



COLORADO CONNECTION

SPRING 2009

“Health and Longevity” A new Aging-in-place philosophy

By Irene Ledesma, Student Member ASID

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Editor's Message

All good things must end, and the time has come for me to pass the editorial responsibilities of the Colorado Connection Magazine to the next enthusiastic volunteer. I am leaving with much regret as my time as your editor has been most enjoyable, and I feel much gratitude to have been a contributing part of this wonderful organization, if only for a short time. I especially want to thank **Lynn Williamson, ASID** your Communications Director, for so eloquently leading the way! Beginning with the summer issue, your new editor will be **Ashlee Tharp, Allied Member ASID**. To learn more about Ashlee, see the spotlight article on page 22.

In this issue, Chapter President **Susan Kohuth, ASID, LEED AP** covers another topic important to all of us regarding the importance of the NCIDQ and why taking and passing the exam is so critical to our professional futures and success. Please take the time to read this information carefully.

Our Cover article, written by staff writer **Irene Ledesma, Student Member ASID** features the amazing work of Sustainability and Accessibility built into the residence of **Cynthia Leibrock, ASID**. What a beautiful and functional project this is, something you will enjoy very much reading about.

Get ready for the exciting conclusion of our marketing series by **Jennifer Thompson**. In this final article, Jennifer will reveal the results of her marketing review from the submissions sent in by our readers. Read, and find out which materials impressed the expert. Then stay tuned in the summer issue, to learn what is next for you in our Business Matters section.

I hope you enjoy reading this issue of the *Colorado Connection* Magazine, and thanks so much to you all and the Colorado ASID Chapter for having me. I am leaving you I know, in the best of hands! All future editorial content and information should be e-mailed to **Ashlee Tharp**, at ashleetharp@hotmail.com.

Best Wishes,

Barbara Talmadge
ASID Colorado Connection, Editor
BCasTal@hotmail.com

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Cover Photo: Green Mountain Ranch • Residence of Cynthia Leibrock, ASID
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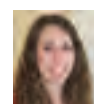
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President's Message

Dear Members:

I hope everyone took the opportunity to attend the Legislative Panel Discussion in January. As the Colorado Interior Design Coalition (CIDC) continues to pursue interior design legislation, I would like to focus on the next topic: the National Council

for Interior Design Qualifications (NCIDQ) examination. Here are some key questions:

What is it?

Why is it important?

Why is this important to our right to practice and legislation in Colorado?

How will passing the NCIDQ examination enhance my ASID membership?

First of all – what is the NCIDQ? As stated on the website www.ncidq.org:

The core purpose of NCIDQ is to protect the health, life safety and welfare of the public by establishing standards of competence in the practice of interior design.

These standards of competency are established through the examination process. Following is a brief summary from the NCIDQ December newsletter as to how the examination is developed and administered:

Every five years, NCIDQ undertakes a rigorous process called a "practice analysis" to ensure that the examination tests what interior designers do in the course of their daily practice," says Jeff Kenney, NCIDQ Executive Director. "This ensures that the examination remains relevant and is testing those aspects of interior design that affect the public health, safety and welfare."

After the practice analysis five years ago, NCIDQ made only minor modifications, but the results of this latest survey require NCIDQ to make significant changes to the two multiple-choice test specifications. There will still be two multiple-choice sections of the NCIDQ Examination. The content of these examinations will be organized differently. Section 1 will cover codes, building systems, construction standards and contract administration. Section 2 will cover design application, project coordination and professional practice. (for additional information please see the December 2008 NCIDQ Letter at www.ncidq.org)

In addition to the multiple choice exam there is a 1-day practicum portion of the exam that requires candidates to produce a design solution.

In order to qualify to take the examination, candidates must meet the requirements of education and experience.

Why is passing the NCIDQ examination important? Regardless of whether you practice in a state with a Title Act, Practice Act, Permitting Statute, or no legislation the exam, is important. As with any professional examination, it is a measurement of competency that allows a distinction to potential clients that an NCIDQ certified designer has the education, experience and examination that meets the established criteria for the profession of interior design. Once I had met the criteria to apply, I personally saw the examination as a critical next step in my career. I did not hesitate to take it immediately (after completing the ASID STEP course which I found extremely valuable). For me,

this was a key point in my career that tied all my efforts from school and beyond, which established me as a true qualified design professional.

"When you hire an interior designer who has the NCIDQ Certificate, you can be certain that you're working with an individual who has been specifically educated, trained and examined to provide the services you need within a professional and legal framework." (www.ncidq.org)

Why is the NCIDQ examination important to our right to practice and legislation in Colorado?

Being in a position where I hire interior designers, I am continually impressed by the quality of students graduating from the many local schools accredited by the Council for Interior Design Accreditation (formerly FIDER). I know that Colorado has a very strong pool of designers, both new to the work force as well as established in their careers, who meet the criteria to take the examination. As CIDC pursues legislation for a registered database of professional interior designers, it will be key not only to have a strong base initially, but to continue expanding that database. This will enhance its effectiveness and have value to designers and the public. Basically, we have strength in numbers and need to utilize that.

How will passing the NCIDQ examination enhance my ASID membership?

Again, speaking for myself, it was a very personal goal of mine to pass the examination and advance my membership from Allied to Professional. Without knowing it at the time, this presented so many opportunities I could never have anticipated. I participated in the NCIDQ Cut Score Study which in turn led to three years on the NCIDQ Multiple Choice Examination Committee. My participation in the leadership of the Colorado Chapter continues to be an incredible experience with many rewards, both personally and professionally. While we all have various motivations for the paths we choose to take, I would like to turn the question around and ask why wouldn't you continue to take the next step and advance as a professional? There is a cost, there is the time commitment, and there is the chance you won't pass the first try. However, when I look at how hard design professionals work, I see extreme dedication and commitment to excellent design, our clients, and the public who enjoys the end results. I see this across the many facets of our discipline (residential, commercial, facility management, industry representative). I see opportunity for design professionals to continue to grow, utilizing standards as you would see in multiple other disciplines: architecture, landscape architecture, engineering, nursing, etc.

I encourage you to evaluate your personal goals in interior design and identify what the next steps are. How will you as a designer continue to distinguish yourself from the competition? How will you as a design professional convey to the public the time and effort you put into your education, into building your practice, into ensuring the public's safety, and into continuing your education? For me, **Susan Kohuth, ASID, LEED AP** says it all.

I wish you continued success in 2009!

Susan Kohuth, ASID, LEED™ AP
ASID Colorado Chapter President
Senior Associate
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“Health and Longevity”

A new Aging-in-place philosophy

By Irene Ledesma, Student Member ASID



Cynthia Leibrock, ASID, is an award winning author and educator, an international lecturer, and a designer with over thirty years of experience. Her mission has been to design universally and to proactively encourage a healthy lifestyle. She asks, “How can a house motivate you to exercise, to eat well, and to live safely?” Green Mountain Ranch is not only Cynthia’s home in the Colorado Rockies; it is also a design laboratory where she is experimenting with universal design concepts. According to

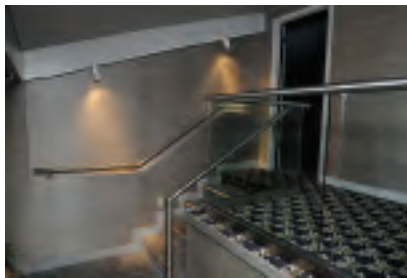
Cynthia, “I’ve been trying out ideas I’ve been afraid to use on my clients over the last 30 years”!

Designing green where possible, she has used resources and building materials (low-e glass, passive solar heating, high-r insulation, attached greenhouses for growing food, FSC certified woods, etc.) to manage environmental impact and energy costs. The planned natural landscaping for Green Mountain Ranch will include a windmill to generate energy. The roofs are designed to accommodate future photo-voltaic (PV) panels; however, Cynthia believes that passive solar design is the best energy tool.

In addition to encouraging a healthy lifestyle, the home can be adapted to meet the needs of boomers with joint injuries, wheelchair users and caregivers. It is visitable by wheelchair users with wide doorways, turnaround space, a roll-in shower and a lift in the master bath, making it easy for caregivers to assist with toileting and bathing. However, none of the ideas advertise age or disability. The concepts are not institutional or medical in appearance. Cynthia has used primarily natural products including wood, leather, and wool carpeting to create

an elegant home. The grab bars are concealed, the lift is removable, and the track for the lift is recessed to look like track lighting. There is a movable wall in one bathroom to make it gurney accessible. Other adaptable features include kitchen counters designed to be lowered and a removable step to the dining room so a portable platform lift can be used.

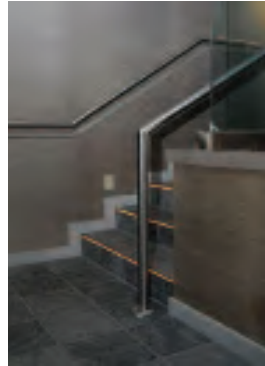
Independent living throughout all life stages is enhanced by technology. A video doorbell allows the resident to screen visitors and answer the door from bed. The system also photographs everyone using the doorbell, one of many security features in the home. Temperature can be controlled from anywhere in the home using a wireless computer. The addition is basically built on one level with no change in elevation through the garage,



Entrance vestibule also features lighted stairs and full handrails



The living room features an EPA approved wood burning fireplace as a heat source, pressure switches on lamps, arms well forward on chairs, and Karastan biodegradable wool carpet to prevent slipping



Stair lighting detail in entrance vestibule



Vanity sink in accessible bathroom has a removable panel designed to accommodate a wheelchair



kitchen, living room, bedrooms, and several bathrooms. In the older part of the home, Cynthia added LED lighting to each existing riser and handrails on both sides of most stairs. The building site was selected because it is only a few thousand feet from the fire department which includes a helipad for medical evacuations.

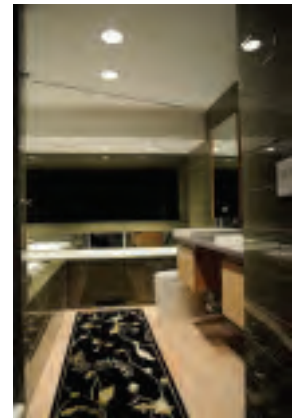
Designing universally, Cynthia Leibrock has built a home that allows the residents to live a healthy, sustainable lifestyle without fear of having to uproot to a nursing home or retirement community – a move which often shortens lives.

What does Cynthia want ASID Colorado Connection readers to come away with? Adopt a standard of design which should accommodate the continuum of your entire life, not just who you are today. Cynthia’s website, www.agingbeautifully.org sums up her approach:

“Designers have the creative skills to integrate the technology and its users or to segregate by design. It’s not okay to place disabled people in institutions, to segregate people in wheelchairs to ramps or separate bathrooms, or to force older people to live in healthcare facilities. We have the technology to prevent this, but it is all too easy to design products and projects which become emblems of age and disability providing a “separate, but equal” approach. Designers must use their creative skills to universally and aesthetically design products and projects which accommodate all users, not just those of average size and ability.”

On a sunny Colorado December afternoon, as I left Cynthia’s driveway, I thought about many impressions – the central fireplace in the cozy living room and its beautiful view of the mountains, the wonderful Gaggenau and Kohler appliances with large grips and one-hand controls, the elevated washer and dryer, and even the Spring cookware tools with ergonomic designs. Designing for longevity is not just functional; it is truly universal...and beautiful.

Shown here is the growing list of 130 items installed at Green Mountain Ranch to demonstrate sustainable universal design. For more information about Cynthia Leibrock, ASID and “Aging Beautifully”, go to www.agingbeautifully.org



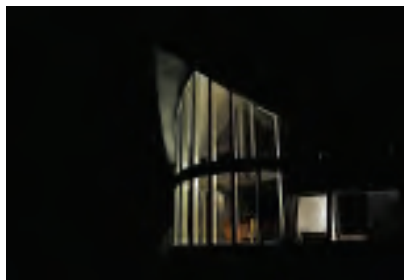
Other master bath amenities are a Kohler water saving toilet with no tank, at comfort height for tall or older resident, and recessed anti-microbial rug for wheelchair accessibility



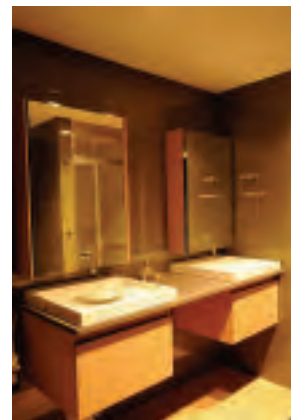
The master bath has a Kohler chromatherapy bathtub, GSC maple floor with slip resistant finish, and Hewi shower grab bars



Kitchen also has light colored counters to help with low vision, low voltage lighting



Another exterior view of the vaulted dining area



Also in the master bath are dual sinks and a vanity with knee space to accommodate a wheelchair



Lower dining room interior view



An exterior view of the vaulted dining area

130 WAYS TO DESIGN UNIVERSALLY

Listed here are over 130 items installed in the Green Mountain Ranch Residence which demonstrate sustainable universal design. All are visually integrated so they don't serve as emblems of age or disability.

Exterior Features

1. Glass garage doors for extra light
2. Preheated hot water from solar panels for water heater, spa, and in-floor radiant heating.
3. Greenhouses and glassed-in patio to increase lighting levels and grow your own food (and encourage healthy eating)
4. High ambient temperatures without increased cost (older people often need 78° ambient temperatures) primarily using four passive solar greenhouses. Our energy costs for the last ten years have averaged less than \$70 per month.
5. Insulation with high "R" values to prevent heat loss

Kitchen Electrical / Lighting

6. High lighting levels without glare, up to 100 foot-candles on kitchen counters
7. Low voltage lighting to save energy (kitchen)
8. Proliphix Thermostat controlled by a laptop (can be operated from bed or from the road to warm the house for people with reduced circulation)
9. Senior Technologies automatic doors

Kitchen Cabinets

10. 42" a.f.f. (above finished floor) wall-mounted cabinets and counters for tall people. With a remodel, they can be lowered to 32" a.f.f. for wheelchair users



Kitchen features energy efficient Gaggenau appliances, FSC bookmatched Santo cabinets, all counters can be reinstalled at wheelchair height

11. 10" removable drawer in the kick space to lower the cabinets for wheelchair users
12. Self-closing drawers, eliminating protruding hazards
13. White interiors on cabinets for visual acuity
14. Hafele "C" grips on cabinets and drawers – extra length on heavy doors
15. Bohlke FSC certified book matched Santos rosewood
16. Hafele drawer extensions for easy access
17. Heavy items are stored low
18. Light weight and seldom used items stored high
19. Hafele pull down shelves
20. Hafele pull-out hangers for dish clothes
21. Hafele pull-out racks for cleaning supplies
22. Hafele ironing board in a drawer for easy access
23. Appliance caddies at counter level to prevent lifting

Kitchen Counters and Floors

24. Light colored counters and floors to reflect and increase light
25. Accessible route between the kitchen, garage, patio, two bedrooms, three baths, living room, and library. Adaptable route to all spaces.
26. Zero clearance kitchen entries with less than 1/8" change of elevation throughout the accessible route.
27. Sweeps on kitchen doors to eliminate the thresholds
28. Recessed door mat
29. Non-slip tile floor with level joints (for wheelchair users)
30. Anti-microbial solid synthetic counters
31. Counters all on one level for sliding heavy pans

Kitchen Appliances and Fixtures

32. Gaggenau refrigerator, 2 freezers and pantry for storage to save trips

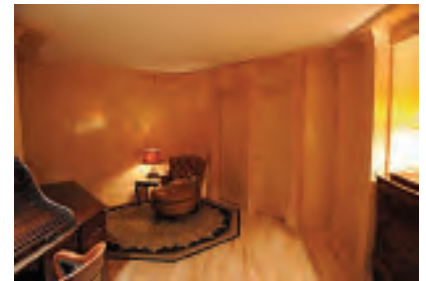
■ sustainability/universal design

cont. from page 7

33. Both doors swing away from the task area with Gaggenau column refrigerators and freezers
34. Dual Gaggenau refrigeration to keep foods fresher
35. Gaggenau ice and water source usable from a wheelchair
36. Extra long Gaggenau "C" grips on appliances
37. Espresso machine that makes steamed milk taste like cream
38. Microwave usable from a wheelchair on a Hafele pop-up shelf for standing users
39. Gaggenau appliances to encourage healthy cooking including a steam oven, pasta cooker, indoor and outdoor grills, and a magnetic induction wok
40. Kohler Ready-Hot faucet for sterilizing (and to save water)
41. Kohler faucet on each counter to prevent lifting heavy pans of water out of the sinks (pot filler, goose neck faucet, and retractable spray)
42. Kohler controls usable with one hand
43. Reachable controls between 18" a.f.f. and 48" a.f.f. (outlets, switches, Gaggenau appliance and kitchen fan controls, etc)
44. Kohler counter-mounted drain controls
45. Gaggenau magnetic induction cook top (for sliding heavy pans and to prevent burns)
46. Gaggenau side-hinged oven door/breadboard below for wheelchair users
47. Hewi fold-down seat in back entry (for changing shoes without reducing access)



Green Mountain Ranch Exterior showing lit green houses and dining room vaulted ceiling



Study area, is adaptable for a future bedroom

Laundry Room

48. Elevated washer and dryer with front-mounted controls
49. Recycling bins and composter (not a food disposal)
50. Tread lights on all stairs for safety
51. Adaptable space for an accessible washer and dryer

Dining Room

52. Outlets for platform lifts in the DR, spa, and one guest room
53. Clearstory lighting to add extra light
54. Computer monitors in the DR, spa and LR (for increased text size)
55. Gas fireplace in the dining room as an additional heat source (which will eventually be converted to hydrogen which we plan to generate on site)
56. Low "E" thermal glass to prevent heat loss
57. Beautiful views in DR, LR, Entry, Bath, Spa, Studio and Master BR (beauty reduces stressful thoughts)

Front Entry

58. Accents in Water fountain for the relaxing sound of running water to reduce stress
59. Aiphone video intercom which shows images of the visitor throughout the house and records visitor while we are gone (Security is the number one issue for older people)
60. Inner and outer doors, both with deadbolts for security in the entry, garage, and back patio. (Security is the number one issue for older people)
61. Mortise system on entry doors to eliminate the threshold
62. Skylights to add extra light (greenhouses and den bath)
63. Extensions on the handrails where possible
64. Covered exterior entrance with slip resistant slate

Living Room

65. EPA approved wood-burning fireplace as a heat source
66. Pressure switches on lamps

Attached greenhouses for future vegetable or herbs. Plants are featured throughout the residence to remove contaminants and increase oxygen levels. Slip resistant oil finish on all wood floors and decking. Thermal mass in greenhouse to store heat during the day and release it at night.



67. Karastan biodegradable wool carpet in the living room to prevent slipping
68. Arms well forward on chairs
69. Remote control on fireplace
70. Biodegradable wall texture to offer traction when leaning on the wall
71. Offset pivot hinge on door to library

Spa

72. Plants throughout to remove contaminants and increase oxygen levels
73. Weights, treadmill, and wind trainer, and ceiling mounted TV in a beautiful space (not hidden in the basement) This encourages exercise.
74. Slip resistant oil finish on wood floors
75. Spa pre-heated with solar panels
76. Thermal mass in greenhouses to store heat during the day and release it at night
77. Reversible ceiling fans in the ceiling to cool in the summer and bring the heat down in the winter.

Bathroom Accommodating Reduced Ambulatory Mobility

78. Guldmann ceiling lift between the bathtub and toilet (this is actually fun to use)
79. Kohler chromatherapy bathtub
80. Columbia FSC certified maple floor with slip-resistant finish
81. Kohler water-saving toilet with no tank in "comfort" height for tall or older people
82. Built-in seat in the Kohler aromatherapy shower
83. Hewi shower grab bars
84. Hewi hidden fold-down grab bars next to the toilet
85. Ten foot wall of glass and mirror to increase light levels
86. Kohler bathroom cabinets wall mounted at 42" a.f.f. to reduce bending. Because they are wall mounted, they can be lowered at a future date (for shorter people and wheelchair users)
87. Low pile recessed anti-microbial area rug (With a reduced olfactory sense, older people cannot detect microbial odor from carpet)
88. Non-slip oil finish on an FSC certified Columbia maple floor

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cont. from page 8

Den

89. Hewi levers on all doors
90. Columbia FSC certified birdseye and quartersawn maple paneling
91. Zoned heating on thermostats
92. Staggered stud construction to prevent noise transmission
93. Hot water floor heating to keep heat low in the room for children, shorter people, and wheelchair users
94. Hafele Murphy beds – the house accommodates four guests for training in sustainable and universal design. The DR can be used to train 14 guests (who can stay in on a nearby ranch)
95. Wi-Fi (so people of all abilities can use laptops anywhere without cords)

Gurney Accessible Bathroom

96. Movable wall for gurney access
97. Kohler vanity remodeled to clear the space for wheelchair users
98. Kohler hand-held shower on a vertical grab bar
99. Kohler 6' hose
100. Kohler shower heads at four different heights which can be used individually to improve access or pulsed for a water massage
101. Kohler elongated standard height toilet in the shower for use as a seat or to use with a shower wheelchair for clean up after bowel/bladder program
102. Wall mounted "P" trap for the sink (to clear knee space) with horizontal pipe and extra insulation.
103. ¾" plywood reinforcement on all bathroom walls
104. Slip-resistant tile (.6 CFR wet and dry) with multiple group lines for traction
105. Pressure reducing mix valves to prevent surges of hot water
106. Covered toilet paper rolls (to protect them from the hand-held shower)

Master Bedroom and Bath

107. Radon mitigation for health
108. Cross ventilation for fresh air while sleeping
109. Touch controls on some cabinets
110. Safety glass shelves for viewing from below
111. Touch controls on metal lamps (master bedroom)
112. Telephone which amplifies high frequencies (lost by many older people)
113. Solar radiators (master bath)
114. Evaporative cooler to save the energy used by air conditioners

Features in Progress

115. Wall mounted drapery controls in master bedroom
116. Elevated bed for easy entry in master bedroom
117. Crushable shower threshold for wheelchair users in den bath
118. Grab bars around the entire roll-in shower in den bath
119. Electric shade controls in DR (if needed)
120. Attached area rug in DR
121. Moveable cabinets to clear the space for wheelchair use in the office
122. Moveable stairs for transfer into the spa from a wheelchair
123. Fold-down blockers on all sliding doors for increased security
124. Wine rack useable by people of all heights and abilities
125. Solar powered driveway gate
126. Advanced warning system in the driveway
127. High planters for easy gardening
128. Water pumped by a windmill
129. Solar lighting on exterior decks
130. Solar voltaic panels to charge an electric car
131. Small lake stocked with 100 German Browns for healthy eating. Most are over 20", and we offer fly fishing lessons. Come visit us! Read about training on the ranch at <http://agingbeautifully.org/ranch.html>

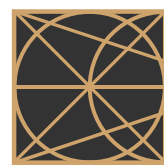




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We know we have said before how important the support of our sponsors is to the growth and success of our Colorado ASID chapter, but as we begin a new year in the face of some scary economic times, we feel more strongly than ever the need to express our extreme gratitude to our Sponsors and Friends of ASID. Only because of the support and volunteer activities of these fine companies have we been able to provide the

quality and quantity of events and programs over the last year. With record attendance at every one of our programs and events in 2008, we have proven that even in a difficult economy building relationships with our members and annual sponsors is still the top priority as we continue to be Denver's Premier Interior Design Organization. So once again, the message bears repeating.....

DIAMOND LEVEL SPONSOR

We are grateful to our Annual Diamond Level Sponsor who was also our Media Sponsor for the Interior Design Awards Celebration that was held last May. Colorado Homes & Lifestyles provided us with a phenomenal independent booklet of our Interior Design Award Winners last year in their June/July Issue. You all are the best, and your support of the ASID Colorado Chapter and the entire interior design process is priceless.



PLATINUM LEVEL SPONSORS

Our gratitude also goes out to our Annual Platinum Level Sponsors who have provided event sponsorship for the Interior Design Awards Celebration. This popular and important annual event, which continues to grow from year to year, would not be possible without the sponsorship from these amazing companies and people who work for them. Thank-You for your energetic and caring support!



SLIDE SPONSORS

To our Slide Sponsors who also support our Interior Design Awards Celebration, Thank-You!

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GOLD LEVEL SPONSORS

Thanks too, Gold Level Sponsors. Support from these great businesses allows us to bring our members many of the monthly programs we enjoy throughout the year. In 2008 the ASID Colorado Chapter was able to have some really outstanding Programs such as The Tour of the Ritz & Festival of Trades Gone Green events. Our gratitude goes out to you for making possible these wonderful events.



SILVER LEVEL SPONSORS

To our Silver Level Sponsors who support our Annual meeting in the fall, extra Thanks! Because of your contributions, the ASID Colorado Chapter is able to provide this meeting to all members free of charge. The Annual meeting is a very impor-

tant event where our chapter takes the opportunity to honor all the other members, board members, and volunteers who give freely of their time to make this ASID chapter one of the finest in the country.



ANNUAL BRONZE LEVEL SPONSORS

For the existence of our Educational programs, we owe our gratitude to our Annual Bronze Level Sponsors. Education is the keystone of the future of design, and these sponsors are providing this critical educational support.



The 2009 Sponsorship Drive is now in progress, beginning with a newly redesigned Sponsorship Menu. The newly designed and simplified menu is available for viewing NOW on our also NEWLY DESIGNED and easy to use web site. To learn more about the Sponsorship programs, levels, and benefits visit the ASID Colorado website, at www.asidcolorado.org. Click on the "sponsors" link on the top navigation bar to get started.

Sponsors- remember there is only a limited number of spaces open per level, so if you have not already signed up for the 2009 Sponsorship Year please do so quickly. Visit the NEW website, click on "Sponsors", and then choose "Sponsor Menu" from the drop down list. Click on

the Sponsor Sign up Form link at the top of the page. You may also download a PDF of the 2009 Sponsorship Menu. If you have any other questions, please do not hesitate to contact **Rosalie Ruwart, ASID** our Director of Finance at 303-910-6002.

Members- Please take the time to say your individual thanks to these sponsors, and all of our Industry Partner friends and associates by shopping and buying from the businesses that support your ASID Colorado Chapter and your ASID programs and events. We are really a network of business teams, and by working together, we can create a strong organization of professionals who can provide our clients with products and services they won't want to get anyplace else.

First Design Community Event is a Huge Success

By Joshua Sloan, ASID

ASID Colorado held its first design community event on September 18, 2008. The event was organized and hosted by several dedicated members in the Fort Collins area. The Lodge at Mackenzie Place which is a NAHB silver award winner for best clubhouse in an adult community was the venue for this very successful gathering. The afternoon began with a 2 credit CEU, Re-Green, led by **Annette Stelmack, Allied Member ASID**. Following the CEU, members toured the Mackenzie Place facilities. The senior membership community is made up of three living scenarios: single-family/duplex homes for sale, independent living apartment homes with resort-style guest services, and assisted living/memory care apartment homes in a small, intimate setting. After the tour, members returned to the lodge for appetizers and wine while they perused the 15 vendors' tables representing a large variety of interiors products and resources. The vendors represented at the event included the following group which provided all with very useful and educational information.

Dahl Decorative Kitchen and Bath
 Dream Theater Colorado
 The Lighting Agency
 Rocky Mountain Desk
 Indigo Gallery
 Fiber-Seal of the Front Range
 CAPCO Tile & Stone
 Fabrica

Arc Com Fabrics
 3form
 Wall Resources, Inc.
 Living Design Studios inc
 Designer Building Solutions
 Tim O'Hara Photography Inc
 Avalis Wayfinding Solutions Inc.

The ASID Colorado Chapter wishes to extend a special thank You to the following members who pulled together to make this such a wonderful event! Hopefully, it will become an annual gathering for members in northern Colorado.

Rita Peterson, ASID
 Genevieve Zeman Student Member ASID (CSU)
 Brenda Carlile, ASID
 Amy Fink, Allied Member ASID
 Nancy Hunnicutt, Allied Member ASID
 Irene Gutkowski, Allied Member ASID
 Denise Pozvek, ASID



Trade show following the CEU featured 15 vendor tables



Annette Stelmack, Allied Member ASID conducts CEU on Re-Green



Rita Peterson, ASID gets inspiration for her next project

The design community program is especially intended to reach out to and bring together Members and Industry Partners in our Colorado communities outside of the Denver area. As the first design community chairperson, we owe special thanks to **Ashley Pruchnic, IP Representative** for Edelman Leather. In 2008, Ashley's work in organization, outreach, and visiting with members in northern and southern Colorado helped bring added value to our members outside the Denver metro area.

If you are interesting in joining a design community in your area, you can obtain additional information by contacting **Lynn Hegstrom, Allied Member ASID** (lynn@bollingerdesign.net) who is the ASID Colorado Director at Large.



Sara Parsons, ASID

In the Spotlight for spring, while we focus on saying thanks to all of our wonderful sponsors for 2008, we also wish to shine the spotlight on one of our shining member stars. **Sara Parsons, ASID** has made countless contributions to the Colorado Chapter, and once

again steps into our spotlight with the tremendous work she will be doing on the sponsorship committee along with **Rosalie Ruwart, ASID**. For those of you who don't already know Sara, and for those of you who think you do, we present this opportunity to learn more about this outstanding Colorado member and volunteer.

Briefly describe why/how you have recently come into the ASID spotlight: Funny, I thought I had dropped out of the ASID spotlight! Actually, after being involved in the STEP committee and on the board for a number of years, I am excited to be switching gears in ASID as we start this new year. I have a new volunteer opportunity with Rosalie Ruwart on the Sponsorship committee.

The accomplishment I am most proud of is: I am especially proud of passing the first offering of the American Academy of Healthcare Interior Designers (AAHID) Certification Exam with three of my colleagues at Gallun Snow. What NCIDQ is for the Interior Design professional, AAHID is for the professional designer who specializes in Healthcare Interiors. It raises the bar for Healthcare Interior Designers, and we are the only designers who have achieved this credential in the Rocky Mountain region.

My home town is: Ann Arbor Michigan – Go Blue! Denver feels like home for me since I have lived here longer than anywhere else.

My design specialty is: Healing Environments – I love the challenge that

healthcare spaces present with the extensive code requirements and the chance to make a difference for the staff, patients and visitors who experience the space. To work within the constraints and create a space that is beautiful and supports healing – it is my passion.

My favorite things to do in my spare time are: Camping, reading and playing with my furry baby, a three year old yellow lab named Nugget.

The value of my ASID membership has been: All of the great people I know through ASID! I have been a member since I was a student at CSU and I have found that the more I put into ASID, the more value I receive. I have met many of my current co-workers through ASID, and I found the STEP workshop an invaluable tool while preparing for the NCIDQ Exam.

The biggest Challenge facing me as a designer is: Staying current with the latest technology and promoting our unique skill offerings to new clients. The current economy is challenging our industry in many new ways and as an independent interior design firm, Gallun Snow has the advantage of a large focused team of specialists to bolster any design team, but also the challenge of promoting our services not only to clients but also to Architects.

My secret talent is: Secret – don't I let it all hang out??? I guess if I had a talent that I hadn't shared with all of you yet it is Jenga. . . I am a serious contender!

The one thing I cannot live without is: My dog – she looks like Marley, but she has better manners and she is truly our baby girl!

The most exciting place I have ever traveled was: I really enjoyed our trip to Scotland. It was wonderful to spend time with my boyfriend's family and discover all of the history in the castles and churches across the country. The deep fried chocolate bars were a decadent treat too!



Giant's Causeway in Northern Ireland from one of nearly 40,000 basalt columns.

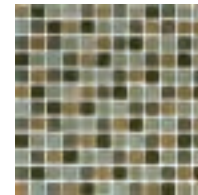
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Skylights Beige-Green Mélange glass tile from Arizona Tile.



Luxury Senior Living

WITH UNIVERSAL DESIGN

By Chris Hoynes, Co-chair
ASID Colorado Program Committee

On January 22nd, ASID Colorado chapter members were treated to an exciting and informative event in the form of a private tour of the Lodge at Classic Residence by Hyatt in Highlands Ranch. The tour was preceded by a brief but informative lecture on Universal Design by **Carolyn Deardorff, Allied Member ASID, IIDA, CKD, CAPS**. The 60 attendees were treated in grand style with complimentary valet parking, private escorts, and beautifully presented and delicious hors d'oeuvres.

After the reception, the group listened to Carolyn describe the Principles of Universal Design. She provided innumerable examples including many from the Care Center, a new building slated for opening in late spring in this continuing care retirement community which provides transitional care from assisted living to skilled nursing to memory care. Carolyn has operated a successful business, Design Adventures since 1988. Her

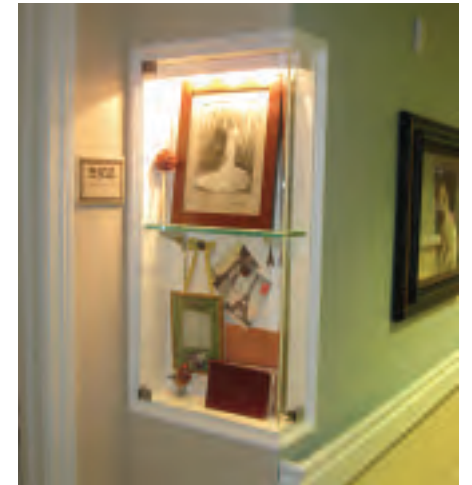
firm received the 2008 Contractor of the Year Award from the Front Range Chapter of NARI in the category of Residential Renovation under \$100,000. This award is given for a home remodel with universal design concepts for a homeowner preparing for the retirement years.

The small group tours saw the Residence's independent living apartments and public areas including their many amenities addressing the needs for safety, low physical effort and perceptible information. Everyone enjoyed very much the opportunity to view all of this functionality, surrounded by beautiful materials and the elegant style.

Our appreciation to Classic Residence by Hyatt in opening their doors, and the excellent service they provided. Also, special thanks to Carolyn Deardorff in introducing us to the art and good sense of Universal Design.



A tour group learns about the Universal Design features



Alzheimer's Memory Box in the Residence Care Center



Left to Right, Ellie Jessop and Jacqueline Lewis enjoy the hors d'oeuvres



The Universal Design events' 60 attendees enjoying the presentation by Carolyn Deardorff

Associates III's Book, *Sustainable Residential Interiors*, Earns Joel Polsky Prize

Associates III Interior Design was awarded the Joel Polsky Prize by the ASID Educational Foundation to recognize their outstanding academic contribution to the discipline of interior design through their book, *Sustainable Residential Interiors* (Wiley & Sons, 2007). Judged on its innovative subject matter, *Sustainable Residential Interiors* received the award because of its outstanding organization, presentation, bibliography and references as well as its comprehensive coverage of sustainability in homes.

"When we first started our mission to create healthy, nurturing, beautiful and sustainable residences, we did a huge amount of research to find the information we needed. With the writing and publication of *Sustainable Residential Interiors*, our hope was to make the information about and the journey toward sustainability easier by creating an inspiring resource go-to guide for residential sustainability." says Kari Foster, owner & principal designer of Associates III.

Kari Foster, Annette Stelmack, Allied Member ASID, and Debbie Hindman would like to share the following regarding winning the Polsky Award:

"We are genuinely honored to receive the prestigious Polsky Award from the ASID Educational Foundation for our book *Sustainable Residential Interiors*. The combined synergy, passion, experience and knowledge from our team that culminated into our book is a sincere expression and desire to engage the design community in a proactive, positive manner while demonstrating how to incorporate sustainable design strategies into residential projects. Nurturing our aspirations into reality has been incredibly gratifying and, to our delight, has become a catalyst for change.

Our deep appreciation and gratitude goes to the Polsky family for their generous contribution to ASID and for recognizing our book – *Sustainable Residential Interiors*. Thank you to the foundation members for recognizing the significant role interior designers play in the green building community and celebrating holistic philosophies that we must embrace to create buildings that support the health of our clients and the planet."

For more information or to purchase *Sustainable Residential Interiors*, please visit Associates III's website: www.associates3.com/a3_our_book



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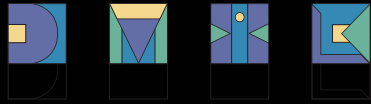
The Mart, open only to authorized designers and buyers, provides a pricing advantage for you and your customers.

For a Resource Directory of the interior design showrooms or for more information call 1-800-289-6278.

The next Interior Design TrendDay, a special event planned for interior designers, is scheduled March 24, 2009, and features a complimentary luncheon seminar: "Dramatically Improve Your Client Relationships...and Profits!" Angela Merola, an ASID Distinguished Speaker, will conduct the session which starts with a buffet lunch at 11:30 and the session from 12-2 p.m. Visit www.denvermart.com for more event information.

The Denver Merchandise Mart is located at I-25 & 58th Avenue.





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Doors Open Denver 2009

Doors Open Denver is a FREE 2-day event celebrating architecture and design. 2009 is the fifth year of a free, city-wide annual weekend event celebrating Denver's built environment and Doors Open Denver 2009 will celebrate Denver's Architects and Designers. The event is designed to create access, awareness and excitement about good design by welcoming a diverse audience into distinctive examples of architecture, engineering and design, both historic and modern. At the same time, it is an opportunity to invite Denver residents, as well as people from around the region, to come see what Denver has to offer and celebrate the city.



Approximately 80 sites are participating during the event weekend, April 18-19. There are several ways to enjoy Doors Open Denver:

Self-Guided Tours

You may begin your self-guided tour at any participating Doors Open Denver location. Stop by Event Headquarters (Union Station) to speak with event staff for recommendations. The free program guide, distributed the week before the event, contains descriptions of participating sites and a map to help you plan your visits. You may visit sites on your own, in any order, throughout the event weekend.

Expert Tours

Expert Tours are walking tours led by volunteer tour guides. No admission fee is required, however, participants must pre-register at Event Headquarters (Union Station) on the tour day to reserve a place. Tours have limited capacity, but many tours are offered more than once. Registration is available on a first-come, first-served basis. You must pre-register for tours on the actual tour date. NOTE: Only four tickets per person, and two tours per day/per person are permitted.

Urban Adventures

Having a hard time trying to decide which buildings to visit? Take an Urban Adventure, with suggested self-guided tours inside the guide.

Design Your Own Tour

Tailor your own tour to your interests by going to: www.DenverGov.org/DoorsOpenDenver. There you will be able to sort the sites by location, architect or year!

Doors Open Denver Web Site

The Doors Open Denver website also includes specific days and hours, accessibility and photography restrictions, public transportation information and website address. Please visit the DOD website (www.DenverGov.org/DoorsOpenDenver) and the individual location's website for much more information.

Event Headquarters

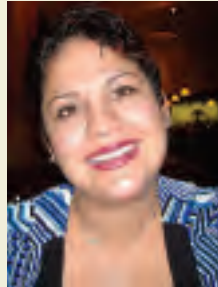
Located inside Union Station (1701 Wynkoop), the Event Headquarters will be open from 8:30 am to 4 pm both Saturday and Sunday, April 18th and 19th. At Headquarters, you may:

- Register for Expert Tours.
- Find out more information about participating sites, including schedule changes and updates.
- Visit information tables for area architecture-related organizations.

ASID Colorado: Outstanding Student Member

Spring Quarter 2009

The ASID Colorado chapter is proud to salute our student of the quarter for Spring 2009, **Pasha Uney, Student Member, ASID.**



Pasha Uney

Early in 2007, Pasha Uney decided to pursue a degree in Interior Design because it brings together her love of colors, textures, space planning and working with people on designs. She enrolled in the Art Institute of Colorado and discovered there is so much more in the design field. Pasha was intrigued by the technologies that have been helping sustainable design, and she wants to focus her projects on conserving the Earth's resources.

Pasha joined the Art Institute's ASID Board last quarter because she feels there are many opportunities for the Art Institute and its students to shine. ASID is the perfect way to network and get the names of fellow students out there in the design community. She has frequently attended ASID functions and met some great new people and wants to continue to do so.

In the fall of 2008, the Governor's Mansion approached the Art Institute about creating a sustainable 2008 Christmas tree. Pasha was taking the Sustainability class at the time and Carissa Mullaney, the instructor, had inspired Pasha to focus on green design. She thought helping with the Christmas tree would be a wonderful opportunity. The ASID Chapter took the challenge of creating the tree skirt. The Sustainability class followed ASID's example and crafted ornamentation for the tree out of recycled materials such as phone books, cork, plant life, feathers, and trash turned into treasure. Pasha took the time to assemble the final skirt after the team of students helped with the design. Pasha's time management and dedication let other students focus on their finals while she placed the finishing touches on the tree. She feels that because of team work and a great ASID board, the tree was a great accomplishment.



Pasha has interned at Slater Paulls Architects and appreciated being able to see how designers and architect work together. She hopes to intern again before her education at the Art Institute is completed to learn more and be ready for a successful career in sustainable design.

SAVE THE DATE

Date: March 27, 2009

Event: **Rocky Mountain College of Art + Design Student Chapter presents RMCYCLE Charity Event**

Location: Indian Tree Golf Course
7555 Wadsworth Blvd
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CIDC Update



Welcome to the New Year, and to what will be an active and important legislative session in Colorado! The Board of Directors of the Colorado Interior Design Coalition (CIDC) are excited to bring you this update and let you know what has been happening behind the scenes in preparation for this new legislative session, which began January 7, 2009.

First, a bit of history...

Since Governor Ritter vetoed our 2006 bill, the CIDC Board has spent many hours meeting with members and lobbyists to determine the best path forward. The consensus was that state-sponsored legal recognition of the interior design profession in Colorado is vital, and the Board voted unanimously to continue efforts to gain such recognition.

As you know, Colorado is the only state that has a "Permitting Statute", which allows qualified interior design professionals to submit drawings that are within a defined scope of services for permit. The definition of an interior designer and the scope of services are currently within the statute. However, there is no state-sponsored database or title recognition in place, and that is what we are seeking to change. We believe it should be easy to recognize those professionals who meet the requirements set forth in the statute. Our efforts are focused on creating the title of "Certified Interior Designer", and creating a database of those qualified designers, to be set up and maintained by the state of Colorado.

The first step toward this goal was the submittal of a Sunrise application to the Department of Regulatory Agencies (DORA), which CIDC did in August 2008. DORA has reviewed our application and their decision to recommend against regulation came out December 16, 2008. The CIDC Board was prepared for this outcome, and unanimously voted to take the next step, introducing a new bill for legislation on January 13, 2009.

What Happens Now?

Without missing a beat, CIDC Board members met with AIA representatives to solicit their support. Our lobbyists recruited Representative Dickey Lee Hullinghorst from Boulder County as our bill sponsor. Although new to the Colorado House, Representative Hullinghorst is enthusiastic about our issue and is moving ahead with momentum. House Bill #09-1104 has been submitted as one of her first bills of the session; there is a link to the bill on CIDC's website. The Senate sponsor is Senator Dan Gibbs, and Senator Peter Groff, the Senate President, indicated his willingness to co-sponsor.

What Can You Do?

Please take time to find out who your legislative representatives and senators are, and send them a letter as soon as you can in support of our bill. Sample letters to legislators are available at www.asid.org. Pass the word to your friends and associates who are related to the interior design profession, and ask for their support as well. Please join or make a donation to CIDC today. Donations are used to fund our legislative efforts on behalf of your profession. For more information, please go to www.cidc-colorado.org. With your support, we can accomplish this goal!

Thank You,

The CIDC Board of Directors

www.cidc-colorado.org

SAVE THE DATE

Date: March 10, 2009

Time: 5:30 pm

Event: **ASID Colorado Monthly Chapter Event
Historic Preservation Program Event**

Description: Tour of the Governor's Mansion with presentation on historical preservation by **Christopher Nims, FAIA**

Reservations: www.asidcolorado.org

Interior Design Legislation in the Spotlight

On January 27th, more than 100 design professionals - members and non-members alike - gathered at the Denver Design District for one of two panel discussions regarding the current status of interior design legislation in Colorado. Speakers for the event included **Sandy Nienaber, ASID President of CIDC**, **Rich Gephardt**, who lobbies on behalf of CIDC in the state legislature, **Bruce Goff, ASID** and a member of the ASID National Board, and **Patty Rogers, Allied Member, ASID and President-Elect of CIDC**.



More than 100 Members and Non-Members attended the Legislative Panel Discussion



Speakers Bruce Goff and Sandy Nienaber address the group



Rich Gebhardt and Patty Rogers also addressed the group



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■ flash interview - new editor



Ashlee Tharp, Allied Member ASID

Briefly describe how you recently came into the ASID spotlight? Honestly, Susan Kohuth contacted me and said, "HELP!" I had been looking for an opportunity to get more involved with ASID and becoming the editor of "The Colorado Connection" seemed

like a perfect fit. In high school, I was a writer and photographer for my school's newspaper, two interests I've always had. Then I spent my first two years of college studying Speech Communications thinking that was where my career path was headed until I discovered the interior design program at CSU. The rest is history.

The accomplishment I am most proud of is: To date, I am most proud of my efforts on the first ground up commercial building to be LEED certified in Baton Rouge, Louisiana. The building also received the 2008 Baton Rouge Good Growth Award, which made me feel that I was contributing to the community in a really positive way.

My home town is: Littleton, Colorado.

My design specialty is: Listening. As a designer in our fast-paced society, sometimes the simplest of things can be overlooked. Being cognizant of all the details and information can make the difference between the client being pleased with the final product and the client being thrilled with the final product.

My favorite things to do in my spare time: When I can, I love to travel. Visiting new places helps me to continually look at things in a fresh light. In the past five years, I've really started to enjoy cooking. I think it's my obsession with "creating" that carries over into the kitchen. I'll read through 20 different recipes in a cookbook on Monday night and the next Saturday I'll find myself making dinner that takes bits and pieces from each one. Sounds scary, but typically, it works out!

The value of my ASID membership has been: Getting reacquainted with the design community in Colorado after spending the last couple years down south.

STILL NEED TO RENEW YOUR MEMBERSHIP FOR 2009?

Now, you can elect to pay your dues monthly when you renew on-line! at www.asid.org.

The biggest challenge facing me as a designer is: Finding my niche between architecture and design. I'm intrigued by how buildings work and passionate about interior spaces - finding a balance between the two is key.

My secret talent is: Estate sale-ing! If I do say so myself, I have an innate ability to sort treasure from trash. I love things with age, a sense of quirkiness, and a story behind them.

The one thing I cannot live without is: My husband, Graham, may kill me for not saying him, but then again if you asked him the same question about me, the answer would probably be the same . . . my dog Ella!

The best book I ever read was: I just finished *The Story of Edgar Sawtelle* by David Wroblewski, a must read for any dog-lover.

The best movie I ever saw was: Annie Hall, a 1977 movie as true about relationships today as it was over 30 years ago. Plus, I love Woody Allen's cinematic style.

The most exciting place I have ever traveled was: I took a sustainable design/build course in the Virgin Islands where I learned the fundamentals of environmentally friendly design. I was able to see ideas implemented firsthand at the eco-resort where the course was held, which proved to be a turning point for me. It's also where I met my husband so it worked out well!

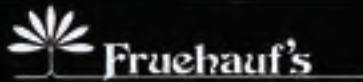
SAVE THE DATE

Date: April 18, 2009

Event: **Art Institute of Colorado's Student Chapter presents Spring Fling**

Location: Space Gallery
765 Santa Fe Drive
Denver, CO 80204

Tickets and Information: allisonhortig@gmail.com



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ESSENTIALLY

it's the little things that count

By Jennifer Thompson

SALES VS. MARKETING

TARGET MARKETS

FEATURES VS. BENEFITS

STRATEGIC PLANNING

IMPLEMENTATION

Whew, tough call on submissions. After a thorough review, I narrowed my results to website materials only. This way, you all can take a good look at the winner. In rendering a decision, I reviewed the three main areas we discussed in the series and how well each website met those criteria.

For those of you just joining the series, I looked at 1) which website saved clients' time 2) which website hit their target market and 3) which website clearly explained their benefits. There was one that stood out as a leader. I hope you will agree. So then, without further ado... the winner is Entrada, a contemporary, mountain architectural and design firm out of Breckenridge. Go ahead, check them out at www.discoverentrada.com.

In a nutshell, Entrada's website is clean, visually appealing and very simple to look through. Lots of great photography coupled with minimal text does a great job of getting the point across to their target market, and in a very efficient way. I had a great time looking through the pages, enjoyed reading what they had to say and didn't feel overwhelmed by text. Nice work Entrada!

Jennifer Thompson is a Marketing Consultant and winner of Residential Design Build Magazine's 2007 Marketing Business Excellence Award, and advises Builders, Architects and Designers selling to the affluent market. In addition to sales goals, identity refinement and budget planning, Jennifer Incorporated offers targeted strategies on how to reach your ideal client. Currently, Jennifer works as ASID Colorado's Public Relations Agent, in addition to her other clients.

Thanks to all who followed along with this series. I really hope you learned something. Marketing and sales are often overwhelming to small business owners. I get that, but keep up the good work. It will pay off.

In closing, I want to send you off with one more recommendation. A fun book that encompasses many of the things we've talked about in this series and just a little more, *When the Little Things Count...* by Barbara Pachter. Get it, read it, keep it, use it. Essentially... you will love it!

**This article is the final submission in the five part series on Marketing and Sales which began in 2008.*



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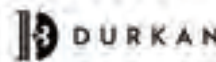
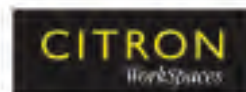


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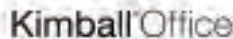
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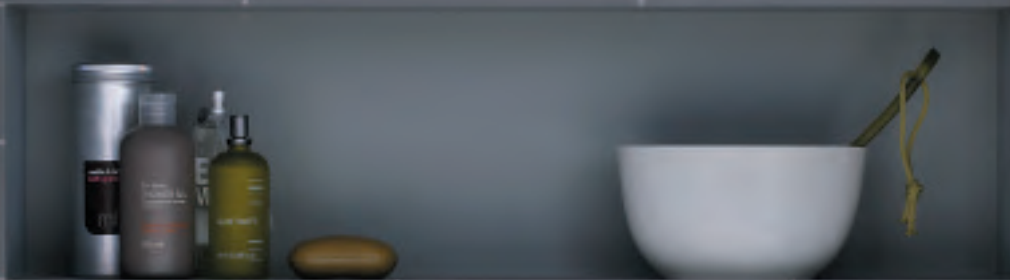
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