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FALL 2016

ASID KITCHEN TOUR 2016

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ASID KITCHEN TOUR 2016

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“Our Minnesota chapter is very fortunate to have over 500 members — each bringing thoughtful ideas and a commitment to the progress of interior design, its practice and how it changes lives.”

A LETTER FROM OUR PRESIDENT

This is my last letter as my term as president ends October 1. It is not without a little sadness that I write this because it has been one of the most rewarding years of my practice. Our Minnesota chapter is very fortunate to have over 500 members — each bringing thoughtful ideas and a commitment to the progress of interior design, its practice and how it changes lives.

I want to give a special shout out to the other board members: Lola Watson, Keri Olson, Nancy Nelsen-Flom, Susan Thayer, Laura Peck, Jen Zeimer and Jessica Bliven. What

a committed group of professionals who are focused on leading our chapter into the future! Thank you for your selfless service and wise counsel.

The Board and committees have spearheaded many focused initiatives: the launch of a new website, new and more educational member meetings, updated financial clarity and budgeting, increased focus on students and emerging members, support and involvement in the national chapter leadership conference, completion of office improvements, implementation of a community service project, and the Life In Color competition. These, along with our normal endeavors: Lunch and Learns, CEUs, Kitchen Tour, Showcase House, Student Day, Distinguished Speaker Series, among many others, have kept this chapter educated, informed and growing in our community. None of this could have happened without the Herculean efforts by the committees and our loyal sponsors. Please take a moment to say thank you to all of these individuals.

The awards season is upon us and many of you will have submitted your best design projects using the new online format. This has been a great deal of work for the awards committee and Karen, and I'm confident it's a positive change for our chapter. In November we will gather to celebrate the best in design at The Woman's Club of Minneapolis. The Gala committee has planned a wonderful evening that includes cocktails and hors d'oeuvres in the historic lounges, awards presentations and program in the theatre, followed by desserts and further celebration.

Lastly, I'd like you to consider nominating your peers for the following chapter awards:

Tom Gunkleman Legacy Award for Mentorship, Designer Of Distinction, Emerging Talent and Industry Partner Star. Please nominate early, allowing enough time for your nominee to submit their information by October 30th.

Thank you for allowing me to be part of this amazing community of designers, students and industry professionals. It's been a joy to serve you!

Christine Frisk

CHRISTINE FRISK, ASID
President
ASID MN Chapter



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*“I encourage you
to get involved,
and get excited,
and most of all,
to be proud of
your ASID MN
membership!”*

A LETTER FROM OUR PRESIDENT-ELECT

Your board just completed the National Chapter Leadership Conference, held in Minneapolis for the first time ever, hosting over 375 members from fifty states. Anxious and excited to show off our city – and chapter in the best possible light we are proud to tell you that we did just that! Attendees, guest judges for our awards competition and visiting speakers have all written to say how impressed they are with our chapter. The hard work of your board, your many committee members, and the tremendous sponsor support has resulted in a very tightly run ship. Is there room for improvement? Of course – and we are constantly reassessing and getting feedback so that we truly support our entire membership with **ONE VOICE!**



What does that mean? To begin, we address the **WHY** that our organization exists. Identifying a national strategic plan based on five pillars:

- **Design Impacts Life** – evidence-based research and communication supports this premise
- **Living the Brand** – through consistency, credibility, quality – the experience as a whole
- **Communication** – thoughtfully and strategically aligned in all our messages
- **Diversity and Inclusion** – ASID is committed to lead diversity and the unification of all parts of the profession
- **Alternative Revenue Streams** – to keep the burden on our members at a minimum

We'll continue our Minnesota strategic plan to align with national's to support those pillars with measurable metrics. Through well planned meetings and CEU's that engage all sectors of our ASID MN membership, to developing a social media committee to expand communication opportunities to both residential and commercial design, to creating a partnerships with college leaderships, to creating highly professional business education for our members, to creating a new website inclusive of both residential and commercial design, to actively recruiting students and newly graduated members to keep our chapter growing and thriving – and many, many, more tactics all intended to keep the MN chapter thriving and successful!

The point is that we know why, who and what we are – and that means bringing great benefits to you, our members. I encourage you to get involved, and get excited, and most of all, to be proud of your ASID MN membership!!!

Lola Watson

LOLA WATSON, ALLIED ASID
President-Elect
ASID MN Chapter



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ADVERTISE WITH ASID MN

Attention IP Members

It's time to start thinking about the 2017 season of *Design Directions*, and your company's 2017 advertising budget. *Design Directions* offers the perfect opportunity to put your company in front of more than 400 industry practitioners. Plus, all ad insertions include a FREE advertiser listing on the ASID MN website. Email the publisher at bmccashin@redleafdesign.com, or call 612-314-5260, to request rate and specification information or to reserve your space.



Welcome New Members

STUDENT MEMBERS

- » **Rachel Beling**
Century College
- » **Kayla Brademeyer**
North Dakota State University
- » **Taryn Dahl**
Art Institutes International Minnesota
- » **Darla McWilliam**
Alexandria Technical College
- » **Sarah Randall**
North Dakota State University
- » **Katelyn Vold**
University of Minnesota

ALLIED MEMBERS

- » **Jessica Bliven**
- » **Nicole Breyfogle**
- » **Amanda Davis**
- » **Linda Haglund**
- » **Caroline Hiltner**
- » **Amanda Kernosky**
- » **Kate Roos**
- » **Brynne Welper**

ASSOCIATE ASID MEMBERS

- » **Leslie Bock**

ASID MEMBERS

- » **Christine Albertsson**
- » **Elizabeth Bland**

Welcome

ASID MN Increases Student Membership with New Initiatives

By Kristen Sheikh, ASID

In an effort to increase ASID Student Membership, our chapter has developed some new initiatives, which we are very excited about. The Membership Committee started visiting area colleges last spring to get the ball rolling.

Each local college with an ASID Student Chapter will receive a \$300 gift from our Student Chapter GOLD Sponsor, Intersource. Nancy Nelsen-Flom, founder of Intersource is “super passionate about education and never forgot the people that reached out to her while she studied interior design and wants to focus on that for future students.” Her support and enthusiasm is much appreciated.

In addition, our chapter is awarding four free ASID student memberships to each local college with an interior design program. These eligible schools include: Arts Institutes International (AI), Century, Dunwoody, University of Minnesota, North Dakota State University and St. Kate’s. Student Chapter



Awards and Accolades

By Elizabeth Bland, Allied ASID

- › **KRISTY CONLIN, ALLIED ASID**, Martha O'Hara Interiors, was featured in "Extending Character" in *Minneapolis-St.Paul Home & Design*, May 2016, for her work on Martha O'Hara's own home near Lake Harriet.
- › **JOAN HARRIS, ALLIED ASID**, Joan Harris Interior Designs, was mentioned in "Inside a Chef's Home" in *Minneapolis-St.Paul Home & Design*, May 2016, for her work on the owner of Dogwood Coffee's kitchen.
- › **DAVID HEIDE, ALLIED ASID**, and the team at David Heide Design Studio, were honored with Best Traditional New Construction award from the national 2016 Marvin Architects Challenge for their project *Crane Island Retreat* on Lake Minnetonka.
- › **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, had his award-winning Crane Island home featured in the article "Island Treasure" in *Midwest Home*, June/July 2016.
- › **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, was featured in the Star Tribune's AIA Home of the Month for his Crane Island home, *Star Tribune*, August 2016.
- › **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, was featured in *Artful Living*, Summer 2016, for the project "Arts and Craftsmanship."
- › **DAVID HEIDE, ALLIED ASID**, will have his Prairie School-style remodel featured in the 2016 AIA Homes by Architects Tour.
- › **JACKIE MILLEA, ASID**, and **LISA ANTENUCCI, ALLIED ASID**, will have their South Minneapolis project featured in the 2016 AIA Homes by Architects Tour.
- › **BROOKE VOSS, ALLIED ASID**, Brooke Voss Design, had her bright and fun Edina remodel "The New Traditionalist" featured in *Minneapolis-St.Paul Home & Design*, June 2016.



Sponsors supporting this initiative are Francis King Ltd., Signature Designer Services, HOM, Express Window Fashions and Plekkenpol. Thank you to these sponsors.

AI design student, Kendra DeGeest, was so inspired by the visit from Membership Co-Chair Kristen Sheikh and President

Christine Frisk, that she decided on the spot to become an ASID student member herself. The four free ASID student memberships won by fellow students allowed AI to become a student chapter. Said DeGeest, "I told our program coordinator that I wanted to be president of our chapter, and it's all because of you two and your visit to our school that I was inspired to do this. So once again, thank you so much."

The gifts will be awarded at the annual Student Affairs Day in October at IMS. Also at the event will be a stimulating panel of professionals to include speakers in the fields of both commercial and residential design as well as studio, showroom and facilities tours. A luncheon will also be provided by D'Amico. As in the past, we will have current mentors and mentees share their experiences attesting to the value and benefits of our Mentorship Program.

Anyone interested in becoming a mentor please contact Teresa Antonneau at t-antonneau@hotmail.com. • D •

Submitted by Membership Co-Chair Kristen Sheikh

2016 Showcase Home Wrap-up

By Bonnie Birnbaum, ASID



The following quote is from an email sent by one of the groupies who come year after year to see what ASID designers do to the Showcase home.

My wife and I have gone to the annual ASID showcase homes for many years. Some were quite well done and others looked like they had been done by multiple designers. But this year's home in Edina is off the charts spectacular. We kept walking around the home multiple times in complete wonderment on how all the rooms came together so beautifully. We were stunned. High kudos to you and the other designers!

2016 was year number nineteen and the groupies seemed to like the neutral color scheme, "Fifty shades of Greige." *Mpls.St.Paul Magazine* teamed up once again with the Minnesota Chapter of the American Society of Interior Designers (ASID MN) to present the premier showcase home tour in the Twin Cities area — The ASID MN Showcase Home. This year's home was important for several reasons. It showed that not all 1958 ramblers need to end up in a landfill. David Heide's group made a clever facelift to the façade

and the twenty designers involved in the interior accomplished the same on the inside. No space was untouched.

The 2016 Showcase Home had 4,000 visitors and hosted six special events, the Gala, Gallery of Stars, two Culinary Evenings, Designer Led Tours every Tuesday Morning, and two private events. Warners Stellan and Miele treated guests to a private dinner party in the ASID MN Showcase Home kitchen and supporting sponsor Wells Fargo Private Bank entertained clients with designer led tours and a three course meal from Crave.

The Star Tribune featured the home on the front page of the Home section. Television included seventeen total segments (Kare 11 and WCCO) and on the radio with My Talk 107.1 and Shop Girls Harmony and Allison Kaplan's live broadcast of Shop Girls.

The beneficiaries for the 2016 Showcase Home were the Junior League and Edina Give & Go.



Many thanks go to our sponsors, starting with the Presenting Sponsor, Cambria, who has supported this project for many years.

These partnerships support the project and provide networking opportunities for both the vendors and the designers, as well as the public.

As part of each year's event, the public gets to weigh in by voting for their six favorite spaces. These spaces are then published by *Mpls.St.Paul Magazine*. Check out page 10 for a list of winners and project photos.

The supporting sponsors this year were:



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This year's favorite spaces are:

KITCHEN AND KITCHEN NOOK

Diane Lumpkin, Allied ASID & Bonnie Birnbaum, ASID



Photo: Troy Thies

MUDROOM

Teresa Antonneau, Allied ASID & Peggy Augustine



LIVING ROOM

Angela Parker, ASID & Jennifer Austin McGrath, Allied ASID



ANDREW & AIDAN'S SUITE

David Heide, Michael Crull & Elizabeth Muller; Allied ASID



Photo: David Heide Design Studio

MASTER SUITE

Kimberly Herrick, ASID & Keri Olson, Allied ASID



Photo: Troy Thies

LOWER LEVEL

Heide Docktor, Cynthia Abramovitz & Lauradeen Potretzke; Allied ASID



New Traditions: A Modern Social — The 2016 Awards Gala



By Abby Kohler, IP Rep for KDR Showrooms

The new online awards submissions are not the only changes afoot for ASID MN's largest event of the year. The Gala committee is excited to unveil New Traditions: A Modern Social, on November 10 at the Woman's Club of Minneapolis. The new and refreshed Awards Gala will feature the same time honored tribute to the extraordinary work of ASID MN members, but with an updated format — allowing more time to network, socialize and celebrate!

"The Awards Gala is a tradition that goes back many years in our Minnesota Chapter. We want to continue to honor and commemorate great design, but do it in a new way," said Dan Juedes, Gala co-chair. "It's a prime opportunity to socialize and celebrate with the great members of our organization."

"We really wanted this year to be focused on the people and the awards," continued Abby Koller, Gala co-chair. "The Woman's Club of Minneapolis, our new venue, allows us to have more of a social event with the use of the Main Lounge and Dining Room."

In addition, the new venue is also home to a proscenium theater for the evening's awards presentation, allowing for improved sound quality and sightlines. Each award winner will be given a bigger stage to shine on during their big moment of recognition amongst friends, colleagues and the Minnesota interior design

community. In addition, the new online submission format will allow the judges to join in the fun at the gala! Judges will join winners on stage, sharing their comments and insights into the chosen winner's projects. Winners will also have their winning boards on display at IMS again this year.

New Traditions: A Modern Social will feature an extended cocktail hour with an abundance of passed hors d'oeuvres from Woman's Club Executive Chef Michael Abelson prior to the awards program. Afterwards, fill up your glass and get ready to toast the night's winners as the party continues into the night with more food, drink, music and socializing.

The Woman's Club of Minneapolis, built in 1928, was designed by Léon Arnal, architect of the Foshay Tower. Breathtaking views of both Loring Park and the downtown Minneapolis skyline are visible from the event spaces.

"The Women's Club sets the stage for a great enchanting experience in the heart of Minneapolis," said Juedes.

Be sure to keep a close watch on your email, as invites will be distributed digitally in early September. Follow along with all the fun with hashtag #ASIDMNAwards on all of our social channels: Facebook, Twitter and Instagram! • D •

CHAPTER ANNOUNCEMENT

Not hearing about things?

Check your contact information. Name Change? Job Change? Address change? If your contact information isn't correct, you are missing email and mail that is important to you about the chapter and for your business. Members can update their information online 24 hours a day at www.asid.org. Simply login to review your information and make any changes to your record.

CHAPTER ANNOUNCEMENT

Consider a planned gift

Through thoughtful planning we can ensure that future generations will experience and share that which we have found so valuable in our lives. Please consider remembering The Minnesota Chapter of the Association of Interior Designers when you are preparing your will, trust, or other estate plans.

Chapter Leadership Conference Lands in Minneapolis

By Christine Frisk, ASID



Celebration at the Marriot

The City of Minneapolis had the great privilege of hosting the ASID National Chapter Leadership conference July 13-16th. Nearly 400 members from around the country attended this exciting training and professional development forum, offered every summer for each ASID chapter's incoming board members. The leadership training covered many topics including: organizational structure, fiduciary responsibilities, leadership in the design world, consensus building, member education, public policy, successful and consistent marketing/branding, membership recruitment and retention, public policy/government affairs, collaborative leadership and effective communication.

The members were educated in the sessions on the constant efforts by ASID National to protect the right to practice, our impact on the people we design for, and the need for our leaders to be trained to communicate the science, sociology, psychology and business of design. This includes consistent brand identity, strategic planning, fiduciary clarity and unifying all parts of our profession.

Nationally, ASID is part of roundtables on "Thought Leadership" that give weight to our brand and additional value to our membership. Randy Fiser, CEO of ASID, participated on the National Real Estate Round Table Forum to develop legislation to reduce the tax burden for foreign investors who want to purchase property in the US. When this property is purchased, the result is more design work. We also sit on the National ADA

Board. Our voice and knowledge is respected and desired when giving weight to important initiatives. Also, National endeavors to create relationships with companies who save members money. Here's an example — ASID offers business insurance that on average saves our members hundreds of dollars, virtually paying for yearly membership.

The following is a summary of the week's events:

Wednesday:

Randy Fiser, CEO of ASID, kicked off the week with a presentation to the Minneapolis Rotary Club discussing changes in the work place and the healthy and effective design that is exemplified in National's new offices located in Washington DC. The design has received highest honors in LEED certification.



Randy Fiser Speaking at the Minneapolis Rotary Club

Thursday:

The conference kicked off with the Vikings Skol Drummers and a welcome by Christine Frisk, Randy Fiser, DJ Johnson and Tony Wyre. The keynote presentation was Creating and Communicating Your Brand Experience by Elizabeth Von Lehe (a native Minnesotan), managing director of Strategy at ICRAVE in New York. Later, the attendees boarded buses that toured through downtown with the guidance of Ole and Lena, the tour guides provided by the Minnesota Chapter, and ended the evening with a reception at The Guthrie Theatre's 7th floor scenic overlook.



Opening Keynote Speaker: Elizabeth Von Lehe, ICRAVE

Friday:

All day sessions for attendees. The day concluded with the Minnesota Chapter and Signature Kitchen Suite sponsored event at First Ave — The House that Prince Built. Signature cocktails, snacks and lots of dancing made for an huge turnout of members and sponsors moving to the music and videos spun by DJ Jake Rudh. There was even a special visit by a Prince lookalike.

Saturday:

All day sessions for attendees. During the State of the Society, the Student Chapter Award, Polsky Prize, Lifetime Award and National Honors recipients were recognized. Many members attended Celebration at the Marriot in the evening. This national program honored two from our Minnesota Chapter: Designer of Distinction Award winner — Rachelle Schoessler Lynn, and Nancy Vincent McClelland Merit Award winner — Dr. Caren Martin. We had over seventy members from our local chapter attend this special evening. Fellows flew in from around the country, even from around the world. The evening ended with a surprise band: Chase and The Ovation, provided by our local chapter.

Sunday:

Breakfast at Cambria provided a nice send off for all the attendees.

I hope you are able to attend next year's ASID National Conference and Celebration in San Diego. • D •



Fellow Gary Wheeler, Christine Frisk



The House that Prince Built

By Katie Lewis, Allied ASID



The iconic First Avenue & 7th Street Entry nightclub was conquered by ASID interior designers on July 15 for the ASID National Chapter Leadership Conference (CLC) Friday night networking event. More than 350 designers and industry partners took to the dance floor to celebrate the music of Prince. It was the perfect venue to showcase the Twin Cities to ASID designers nationally, and also honored the late and great Purple One, who left us too soon. Prince was instrumental in putting Minneapolis and First Avenue on the map nationally as a trendy and happening music scene. A regular venue for the musician in the 1980s, the nightclub turned forty years old in 2010 and was the location for many of the scenes in Prince's movie "Purple Rain." An interesting bit of trivia for designers is that it opened as the Northland-Greyhound Bus Depot in 1937.

When it was built, the Greyhound Bus Depot was widely acclaimed for its streamlined art deco style and modern luxuries. Called one of the most "modernistic" and beautiful travel centers in America, the bus depot boasted such luxuries as public phones, shower rooms, and air conditioning. The décor included huge chromium trimmed chandeliers and a checkered terrazzo floor (which still exists in the First Avenue Mainroom). Outside, there were blue-glazed bricks with white trim."



While sipping cocktails and feasting on butler-passed appetizers, everyone was moving to the beat of Prince's music (along with retro favorites such as Michael Jackson, Madonna and the Time). The popular DJ Jake Rudh new exactly how to get everyone to get up and dance and "go crazy." These designers truly were partying like it was 1999.

Many thanks to our sponsor and ASID Industry Partner, Signature Kitchen Suite, a luxury appliance brand. Zach Elkin, Director of Sales and General Manager, was on board to give a brief presentation about the benefits of specifying their products.

• D •

¹ <http://first-avenue.com/history>

DCTC Students Recognized as Fan Favorite for Under Armour Display at GlobalShop 2016

FEATURE ARTICLE

AMERICAN SOCIETY OF INTERIOR DESIGNERS
MINNESOTA



By Anne Farnoik



Two Dakota County Technical College Interior Design students received recognition at GlobalShop 2016 in April for their work to design a retail display for Under Armour.

Interior Design students Dyonne Danielson and Casandra Behnke traveled to Las Vegas for the show as part of the PAVE Challenge and were honored as the Fan Favorite for the design in which they partnered to create with Chandler Inc. GlobalShop is the largest annual visual merchandising trade show and conference for the retail design industry.

PAVE, also known as Planning and Visual Education Partnership, is an organization that enables young talent to build careers in the all aspects of the retail industry. PAVE offers a unique design challenge that engages retailers, manufacturers and design schools.

The design challenge provided an opportunity for DCTC students in the architectural and interior design programs to work with professionals from manufacturer Chandler Inc. to develop a creative project for Under Armour. Ten DCTC

teams of two created designs and presented them for Chandler representatives.

Overall, Chandler representatives reported that they were impressed with the diversity and unique approaches students were headed towards. Instructor Meghan Hendrickson said at the beginning, “This was an unbelievable opportunity for our students. They get to work hand-in-hand with a real manufacturer/design partner for a real client, who they are familiar with, and is very popular.”

Chandler representatives chose Danielson and Behnke’s concept to develop for GlobalShop. The two women then had the opportunity to be involved in the process in which Chandler took their design from conception to reality, building the tradeshow booth for Under Armour.

Danielson said working with Chandler was a great experience. In particular, she added working with Chandler representative Jeremiah Albrecht was inspirational.

DCTC Students Recognized as Fan Favorite for Under Armour Display at Globalshop 2016



“He’s brilliant and for him to let us into his exceptional brain was an amazing opportunity.”

More than 12,000 people in the retail industry attend GlobalShop annually. From the opening seminar to the close of the show, Behnke said they were on their feet talking to people from all over the world about Under Armour and its signature products.

“It was a lot of work, but we nailed it. We did a ton of education for our client,” said Behnke.

Danielson added that people attend GlobalShop to learn about upcoming trends. In particular, Danielson and Behnke educated show attendees about Under Armour’s Health Box technology and Gemini shoe.

“You can’t be shy and you really have to work to inspire people.”

The event ended with an awards ceremony in which Danielson and Behnke, as well as Chandler, were honored as the Fan Favorite for their Planning and Visual Education Partnership (PAVE) Student Design Challenge by GlobalShop attendees, and with these votes also provided over 1,000 social media hits for PAVE. Behnke said being recognized in front of industry professionals was an honor.

“Supporting student design and engaging Under Armour with an exciting new fixture was a win even before we reached GlobalShop,” said John Chandler, CEO and President for Chandler. “We were excited to learn everyone’s hard work on this booth/fixture won Fan Favorite at GlobalShop.”

Chandler designs and fabricates branded retail environments. From custom fixtures to large-scale store roll-outs, they manage projects from idea to launch. Sony, Whole Foods and Under Armour are just a few of their recent clients. View their portfolio at chandlerinc.com.

It was truly a unique experience, and both women said the PAVE Challenge expanded their view of what an interior designer can do. • D •

ASID Kitchen Tour 2016



By Katie Lewis, Allied ASID



Photo: Herrick Design Group

Spring was most definitely in the air for the ASID Designer Kitchen Tour on Saturday April 16th and Sunday April 17th, but the beautiful weekend did not deter potential clients from touring the ten open homes throughout the metro area. Billed as one of the more interesting and innovative kitchen tours in the metro, this year's designers did not disappoint. Each skillfully designed kitchen offered a unique palette of ideas, ranging from art deco and classic to contemporary and minimalist.

"We felt the tour was very successful this year," said Jen Ziemer, Allied ASID and co-owner of Fiddlehead Design Group. She said they had about 200 qualified prospective clients tour the 41 year old ranch style Edina home she designed with co-owner partner Andrea Dixon, Allied ASID. "These clients aren't tire kickers. They don't ask product questions, but design questions." By removing walls in the main living area, they transformed an outdated kitchen into a spectacular modern floor plan perfect for

cooking and entertaining. When asked if she felt participating in the tour was valuable, she said, "We feel that having the opportunity to present ourselves in person along with a great project is always worth the time and cost."

Kimberly Herrick, Allied ASID and owner of Herrick Design Group (HDR), expressed similar sentiments. "I was very impressed with the amount of PR the tour received prior to the weekend," she said. "*Midwest Home* did a great job. The Warner's Kitchen Talk was well attended and I have received two new projects based on that event and another potential client meeting scheduled for next week." HDR brought an older south Minneapolis home into the current century by creating "a classic blend of modern finishes." In the kitchen design the white cabinetry gives the space a very contemporary vibe accompanied by a rich dark stained oak floor, which adds warmth and coziness to the room.



Photo: Barbara Haften

Across the river in St. Paul, Barbara Haften was challenged with keeping the integrity of a mid-century kitchen and creating a more efficient and functional area for cooking and entertaining. A wall was removed between the kitchen and dining room, which created more work space and storage and offered a natural flow between the rooms. Cottage-style cabinets with an antique glazed finish blended in with the classic style of the home. This was her third year participating in the tour and she said the experience has been very good for her business. “It allows me to showcase my work in print and in person, meet potential clients and support ASID MN.” She said the nice weather may have affected attendance, but was not discouraged because the people who did stop by were qualified and could become potential clients. “As an independent designer, I find that this is the best marketing tool for the cost of the entry fee.”



Photo: Monsoon (DreamMaker)

“A portion of the proceeds from the tour was donated to the Minneapolis Recreation Development (MRD) Food Program, which is a nonprofit organization started by retired teacher Allan Law, aka “The Sandwich Man,” who delivers sandwiches to the hungry all night, every night (often only getting a few hours of sleep) in order to serve those in need. The mission statement of MRD is “Love One Another” and their goal is to provide food, clothing, personal care items and on-the-street care and support to homeless, poor and disadvantaged families in the Twin Cities.”¹

¹ ASID Kitchen Tour Brochure



Photo: Barbara Haften

Many thanks to all of the participants in the tour:

- Partners 4 Design: Nicole M. Sirek, Allied ASID
- Inview Interior Design, LLC: Rena Feldman, Allied ASID
- Fiddlehead Design Group: Andrea Dixon, Allied ASID, CKD and Jen Ziemer, Allied ASID
- Martha O'Hara Interiors: Jayme Meyer, ASID and Emily Welna, Allied ASID
- InUnison Design, Inc.: Christine Frisk, ASID
- Herrick Design Group: Kimberly Herrick, ASID
- Albertsson Hansen Architecture, LTD: Todd Hansen, Allied ASID, CID, AIA
- Barbara Haften Interior Design: Barbara Haften, Allied ASID
- Monson Interior Design and Dreammaker Bath & Kitchen: Lynn Monson, ASID, CID, CMKBD and Sandy Monson, ASID, CID
- Catherine Harrington Designs: Catherine Harrington, ASID, CID • D •

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The screenshot shows the Pipeline Design Showroom website. At the top, there is a navigation menu with links for Bathroom, Kitchen, Faucets, Sinks, Showers, Bathtubs, Toilets, Lighting, More..., and Our Brands. Below the menu is a large image of a modern bathroom with a bathtub, sink, and toilet. Underneath the image, there are two columns of text. The left column is titled 'Directions To Pipeline Showroom' and includes a map. The right column is titled 'Welcome to Pipeline Design Showroom!' and contains several paragraphs of text. At the bottom of the screenshot, there is a link that says 'Shop Our Categories of Kitchen and Bath Products' and the website URL 'www.pipeline-showroom.com'.

2015–16 Board and Committee Assignments

President

Christine Frisk, ASID

Committees Overseen

- Awards Banquet: Abby Koller and Dan Juedes, Co-Chairs
- Awards Submissions: Todd Hansen and LuAnne Silvia, Co-Chairs

President-Elect

Lola Watson, ASID

Committees Overseen

- Sample Sale: Jennifer Ball and Crista Bartholomew, Co-Chairs
- Showcase Home: Angela Parker and Bonnie Birnbaum, Co-Chairs
- Strategic Planning: Lola Watson
- MIDLAC: Christine Frisk

Marketing and Communications Director

Nancy Nelsen-Flom, Industry Partner Representative for INTERSOURCE, Inc.

Committees Overseen

- Design Directions: Colleen Slack
- PR: Brian McCashin (Interim Chair)

Membership Director

Jen Ziemer, Allied ASID

Committees Overseen

- Membership: Kristen Sheikh and Teresa Antonneau, Co-Chairs

Finance Director

Keri Olson, Allied ASID

Committees Overseen

- Accounting Firm
- Sponsorships: Letitia Little and Kevin Walter, Co-Chairs

Professional Development Director

Susan Thayer, Industry Partner Representative for Hickory Chair

Committees Overseen

- Business and Professional Development: Codie Donahue and Jennifer Ruis, Co-Chairs
- Industry Partner: Carolyn Olson

At-Large Director

Laura Antognozzi Peck, Allied ASID

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- Community Service: Jackie Millea
- Kitchen Tour: Sheree Vincent and Rena Feldman, Co-Chairs

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