

Design Directions

ASID MINNESOTA
Design Directions

SPRING 2014

TECHNOLOGY NEW TRICKS FOR THE TRADE

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



MINNESOTA

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| STONE |



| WOOD |



| PEWTER |





ON THE COVER

WONG KITCHEN

DESIGNER: Jen Ziemer, Allied ASID and
Andrea Dixon, Allied ASID

FIRM: Fiddlehead Design Group

PHOTOGRAPHY: Susan Gilmore

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**“ASID Minnesota
continues to set the
bar at an elevated level
with ASID Minnesota
Design Week.”**

A LETTER FROM OUR PRESIDENT

Dear ASID Chapter:

By the time you are reading this, ASID Minnesota will be in the midst of another impressive year. ASID Minnesota continues to support MIDLAC's goal to have interior designers recognized at the state level with licensure. ASID Minnesota's Public Relations Committee has also developed an advertising campaign to educate the public as to the "value" of hiring professional interior designers. These eye catching advertisements are featured in local shelter magazines.



ASID Minnesota continues to set the bar at an elevated level with ASID Minnesota Design Week. This event with *Midwest Home* has blossomed with increased public awareness, guest speakers and community interaction with local ASID interior designers.

ASID Minnesota is also partnering with National to deliver continuing education units (CEUs). In March, the REGREEN Implementation Workshop is based on the REGREEN Residential Remodeling Guidelines©, a set of sustainability best practices that emphasizes green product selection, team integration and whole-systems thinking. Filling a unique niche in the marketplace, REGREEN is designed for professionals who want to create sustainable, healthy interiors through single-scope projects such as a kitchen or bath remodel, as well as those working on whole-house gut rehabs or historic renovations. Expect not only to be educated, but to meet new business peers.

Note the following:

- National has sent out this note in regards to the CEU reporting, as each member may have received two notices due to a technical issue. "The two-year reporting period will now close on March 31, 2014. Be sure to verify your compliance, as indicated in the ASID bylaws. At the end of March 2014, ASID staff will audit member's CEU credits, based on the most recent Interior Design Continuing Education Council (IDCED) report."
- "And, as part of an ongoing review of its governance, ASID recently made changes to sections 4.1 and 4.2 of its Code of Ethics and Professional Conduct. These changes have been made in an effort to more clearly articulate the Society's intent that members comply with existing U.S. law regarding contracts and defamation. Please contact the Government and Public Affairs department, at ethics@asid.org, if you have any questions."

2014 is a year of change, celebration of diversity and growth. The society of ASID is recognized nationally for exceptional leadership and prestige. ASID continues to support this role model through online CEUs, chapter training and positive role models. Thank you on behalf of ASID for our excellent membership, high level of volunteerism and quality organization.

Sincerely yours,

ANGELA PARKER
President
ASID MN Chapter



Francis
King Ltd.

 www.francisking.com

275 Market St.

Suite 465

Minneapolis, MN 55405

612. 604. 0033

***“If it’s spring, then the
Showcase House can’t
be far behind.”***

A LETTER FROM OUR PRESIDENT-ELECT

Dear ASID Chapter,

Can spring really be just around the corner? It’s been a really long winter, but it has been jammed full of a lot holiday fun, snow and sub-zero temperatures. The good thing about winter though, is it gives us time to slow down a bit, reflect and recharge our batteries. It gives us time to plan for the coming year and lay any needed ground work. Hopefully, business will continue to improve for all of us as our economy continues to do so.



Our chapter, along with *Minnesota Monthly*, has just finished another successful Design Week (Feb. 16th–22nd) featuring Kathryn Ireland as our key note speaker. I hope many of you were able to attend. It was a week packed full of events. Congratulations and thanks to all who worked to make this an informative and rewarding series of design related sessions and panels.

If it is spring, then the Showcase House can’t be far behind. ASID is partnering with *Mpls.St.Paul* Magazine again to promote our talented members demonstrating what creative designers can do to update and transform another home into a showplace. This year’s home is less of a stately mansion and more of a warm East Coast Shingle Style home built in 1939 and nestled in the woods in the heart of the city. It is filled with a gorgeous stairway, paneling and woodwork. Many clients are going to be able to identify with this one as it could be theirs. We will have a sensational party, as always, kicking-off the many events and dinners planned during the month for all to attend. You won’t want to miss this. Designers and craftspeople have been scurrying around conceptualizing, ordering, borrowing, and painting, etc. to get it done on time. This has become such a great way for designers to partner with other designers and our industry partners, working as teams. These projects are fun for us to be a part of, and fun for our current and future clients to experience. This is one of our best ways to market ourselves and ASID.

With spring here, summer can’t be far away, right?

Sincerely,

BRUCE KADING
President-Elect
ASID MN Chapter



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bloom® from Red Leaf is a simple concept. At its center is the idea that agency-level creative services should be accessible to small businesses. The accessibility comes not only from the value of services we offer, but also from the manner in how we approach and execute our work. Clean. Efficient. Effective. Professional. Creative.

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Welcome New Members

INDUSTRY PARTNERS

- » **Sharon Bittner**
IP Rep for Wilsonart LLC
- » **Christine Corning**
IP Rep for Amish Showroom
- » **Doug Erickson**
IP Rep for Wildwood Lamps/Jonathan Charles
- » **Christy Larson**
IP Rep for Kate-Lo Tile and Stone
- » **Patricia Mace**
IP Rep for Legrand North America
- » **Kristin Reinitz**
IP Rep for Design One Innovations

STUDENT MEMBERS

- » **Lindsay Birnbaum**
Art Institutes International Minnesota

- » **Joy Dressel**
St. Catherine University
- » **Kathe Ellis**
Dakota County Technical College
- » **Amy Hoepfner**
North Dakota State University
- » **Jillene Hoffman**
- » **Ashley Johnson**
University of Wisconsin at Stevens Point
- » **Alison LaDoucer**
North Dakota State University
- » **Michelle Lynch**
North Dakota State University
- » **Emily Reicks**
University of Northern Iowa
- » **Katie Schulz**
North Dakota State University

- » **Angelica Sedano**
Dunwoody College of Technology
- » **Carol Seiler**
Century College

ALLIED MEMBERS

- » **Lori Balstri**
- » **Elana Charlton**
- » **Lori Mohlenhoff**
- » **Lacey Nicolette**
- » **Kimberly Niosi**

Emerging Professional — Angie Picotte

Full Name: Angie Picotte

Current Employment: Scherer Brothers Lumber Co.

Previous Employment: Creative Lighting

Number of Years in the Industry: 2 years

Degree Obtained from: The Art Institutes International MN

Professional Associations: ASID, IIDA, NARI and BATC

Current Involvement in ASID: Design Week Committee, member and volunteer for Design Week, Showcase House and general help.

Have you received any honors or awards for your work, in the field or in school?

I have received three BATC Trillium Awards.

Area of Expertise: Organizational Design/Cabinet Design/Company Rep.

What is your favorite part about design?

Meeting with people and the interaction with the client. I really enjoy seeing the final project.

Do you have any advice for newcomers to the field who are looking to be hired at a firm or being their own?

Get involved with an association. Be a part of something, at any level. Focus on one group and be active. If you want to reap the benefits you have to put in the work. It is not an easy road, but sometimes the road less traveled is the one you want to be on.



Designed by Angie Picotte, Allied ASID and Kate Lewis, Allied ASID
Photo Credit: Ehlen Creative Communications

Awards and Accolades

By Elizabeth Bland, Allied ASID

- › **ANDREA DIXON, ALLIED ASID**, Fiddlehead Design Group, whose work on a South Minneapolis kitchen was highlighted in the article “Style Fusion” in *Midwest Home*, November–December 2013.
- › **ANITA JOHNSON, ALLIED ASID**, Anita Johnson Design, whose kitchen design, completed while with Indicia, was featured in the article “Practical Plus Pop” in *Spaces*, December–January 2014.
- › **BRUCE KADING, ASID**, Bruce Kading Interior Design, was featured in the article “Bending Art & Science” in *Spaces*, December–January 2014.
- › **JEN ZIEMER, ALLIED ASID**, Fiddlehead Design Group, whose work on a South Minneapolis kitchen was highlighted in the article “Style Fusion” in *Midwest Home*, November–December 2013.

2013 NKBA MINNESOTA CHAPTER AWARD WINNERS

- › **FIRST PLACE: SMALL KITCHEN**
David Heide, Allied ASID, David Heide Design Studio
- › **SECOND PLACE: SMALL KITCHEN**
Mary Maney, ASID, Crystal Kitchen Center
- › **THIRD PLACE: SMALL KITCHEN**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **FIRST PLACE: MEDIUM KITCHEN**
Elizabeth Schupanitz, Associate ASID, Liz Schupanitz Designs
- › **SECOND PLACE: MEDIUM KITCHEN**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **FIRST PLACE: LARGE KITCHEN**
David Heide, Allied ASID, David Heide Design Studio
- › **SECOND PLACE: LARGE KITCHEN**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **FIRST PLACE: POWDER ROOM**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **SECOND PLACE: POWDER ROOM**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **SECOND PLACE: SMALL BATHROOM**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **THIRD PLACE: LARGE BATHROOM**
John Idstrom II, Allied ASID, Partners 4, Design
- › **THIRD PLACE: UTILIZATION OF CABINETRY IN RESIDENTIAL ROOMS**
Mary Maney, ASID, Crystal Kitchen Center

2013 NARI MINNESOTA CHAPTER CONTRACTOR OF THE YEAR (COTY) AWARD WINNERS

- › **RESIDENTIAL PROJECT UNDER \$15,000**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **RESIDENTIAL BATH \$30,000 AND UNDER**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **COMMERCIAL INTERIOR, EXTERIOR OR SPECIALTY**
Jacque Bethke, Allied ASID, PURE Design Environments
- › **RESIDENTIAL KITCHEN \$75,001–\$90,000**
Dream Maker Bath & Kitchen, Industry Partner of ASID
- › **UNIVERSAL DESIGN**
Dream Maker Bath & Kitchen, Industry Partner of ASID
- › **HONORABLE MENTION – ASSOCIATE OF THE YEAR**
Southern Lights, Industry Partner of ASID

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Silhouette window shadings

Like the subtle cast their name suggests, Silhouette window shadings, with the Signature S-Vane™, easily create beautiful gradations of light and shadow. Soft fabric vanes are suspended between two sheers, diffusing softened light deep into the room. The vanes can be tilted for varying degrees of privacy while maintaining ultraviolet protection.

Pirouette window shadings

Uniquely designed with soft, horizontal fabric vanes attached to a single sheer backing, Pirouette window shadings control light in an entirely new way. The vanes expand to filter natural light or contract for a perfect view of the outside. Our revolutionary Invisi-Lift™ system enables the vanes to float gracefully, and even opened, they offer ultraviolet protection and reduced glare with the sheer backing.

Luminette Privacy Sheers

Similar to Silhouette and Pirouette window shadings, but in a vertical orientation, Luminette Privacy Sheers feature crisp fabric vanes set between translucent sheer facing, marrying elegance with precise light control. The vanes rotate for varying levels of privacy, while the soft fabric sheers beautifully diffuse sunlight into the room. Perfect for large expanses of windows and sliding glass doors, Luminette fabrics are also available for creating coordinated overtreatments and decorative room accessories.

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A unique pillow. A stunning objet d'art. Make sure your window fashions bring one-of-kind-style, too. Choose the distinctive, exclusive fabrics of The Alustra® Collection from Hunter Douglas.

Need Assistance with Hunter Douglas Products?



To access all the resources you need to make selling Hunter Douglas window fashions easier and more profitable, contact your Hunter Douglas Design Center Partner today. And be sure to ask about the Hunter Douglas Design Center Program. To find a dealer near you, visit growyourdesignbusiness.net/partners or scan the QR code below.

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HunterDouglas

Finding the Showcase Home

By Bonnie Birnbaum, ASID, CID

Searching for the perfect ASID Showcase Home often feels like trying to make the stars align. We always hope we can top the previous year's home, and 2013 was a huge success, so we knew we had to aim high. Our wish list included:

- Find a different style home (not Victorian)
- Great location with plenty of on street parking — no parking tickets for attendees
- A yard big enough to host a huge party
- A “story” about the home or the home owners
- Clients who “get it”

As August rolled into September with no viable options, the anxiety began to set in. Calls were made to realtors, junior leaguers and anyone who has been part of the project in the past. Then it was October and the committee asked everyone at *MSP Magazine* to reach out to all their advertisers and sales people, and the committee enlisted the aid of Kim Palmer at the *Star Tribune* to write an article about the search. After the bushes were shook, fourteen candidates came forward.

Some were in distant places like Victoria, Eden Prairie and White Bear Lake, others were in “dry” places like Edina. Some were DIYers (not compatible with designers), some had projects too large to complete in our shortened time line, and some had projects too large to fit into their budgets.

Out of this mix one candidate emerged, conveniently located in

Golden Valley, with a large property with 7/8th of an acre and a pool, lots of on street parking, a home built in 1939 (an un-Victorian) and finally a client who not only gets it, but loves it, and is well known in the Twin Cities. The Olson family, Jayne and Curt Olson and their twin 8 year old daughters, have volunteered to be our homeowners for 2014.

Jayne Haugen Olson was part of the Showcase Home way back in 1997. Little known fact: in 1997 Children's Healthcare was ASID's partner for the event and at the gala only one designer per space could attend and those chosen ones had to eat in the basement. The designers could not put any holes in the walls so there were many creative ways invented to hang draperies.

Things have come a long way since then. This year we have 25 designers participating, some of the usual suspects and some who have not participated in a while. The home has many of the beautiful decorative elements one associates with a much larger home, such as paneled walls with hidden cubbies, untouched woodwork, dentil moldings and a circular staircase that has been beautifully maintained. The kitchen and some bathrooms need a total update. The property is beautifully sited on top of a hill that reveals a view of downtown Minneapolis. For the first time our homeowner has provided the designers Pinterest boards for each room. Who says the designosaurs can't go techie?

The committee hopes that in 2014 with “fashion forward” homeowners and the creative talent of ASID designers, the chapter will have the best Showcase Home yet. • D •





PR Committee Update: New Advertising Campaign

By Laura Paulson, Allied ASID

It's been over a year since the last PR Committee Update. During the course of this time, many of the projects we had in the works have successfully come to fruition and we are continuing to work on a few more key projects. However, this update is driven by our excitement to share with you one of our most anticipated projects to date: Our brand new ASID MN Chapter Advertising Campaign!

Since our committee's inception in 2010, we have strived to unify the public relations messaging of our chapter and create awareness of the ASID brand to the local community. The Brand Architects (formerly Style Architects) were hired to work with our Chapter to promote the majority of our events to the public under one unified umbrella. We are currently in our third contract with them and they continue

to drive awareness for and bring new opportunities to our Minnesota Chapter. A portable banner system was developed and produced to create consistency in our visual messaging at ASID events. These banners have been used at the Awards Galas for the past two years, at the inaugural ASID/Midwest Home Design Week in 2013 held at the Weisman Art Museum and IMS and at various other events. Updated signage was installed in and around the ASID MN Chapter office at International Market Square, bringing us in alignment with National Brand Standards and allowing our logo to be recognized from many more vantage points in the building. The highlight of this additional signage is the installation of the TV monitor that faces the corridor as you walk towards the Atrium from the front door of IMS. This TV displays our National Why Statement, the current year ASID Award Winners and advertising of

upcoming ASID events such as the Sample Sale, Design Week and The Showcase Home. Recently we have added our latest accomplishment to the rotation of the slides on the TV — OUR NEW ASID MN CHAPTER ADVERTISING CAMPAIGN!

This past fall we took our outreach to the public one step further by developing a print advertising campaign. We felt this was a logical next step to our efforts to build our brand awareness and also to help position and promote ASID Professionals as the leading experts in interior design.

We as professional designers know that our jobs entail countless other talents than just making a space look good. But does the general public? We wanted our ad campaign to highlight the depth of our skills and let the consumer know the beauty of working with an ASID designer goes way beyond skin deep. We didn't want to just show another beautiful room — we wanted to capture their attention without visual cues. After some great brainstorming and the help of Brian McCashin at Red Leaf, a series of three advertisements were created. The first appeared in *Mpls.St.Paul Home Magazine's* October issue.

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Interior Designer

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The next run will include *Midwest Home Magazine's* April and June issues, as well as another in *Mpls.St.Paul Home's* July issue. The goal is to keep ASID at the top of the consumer's mind even when we aren't publicizing an event like the Showcase Home or Sample Sale, and these placements help fill in the gaps in the calendar year to accomplish that goal.

In addition to the print ads, we have some on-line media coverage with the same ads in *Mpls.St.Paul Magazine's* on-line newsletter "Swatch". We have also ventured into radio a bit by having a quick "sponsorship" statement running on

MPR News programs. The ad is a short statement that tells the listener ASID Designers can be their dream interpreter, project manager and style guru and directs them to visit ASIDMN.ORG to find a professional interior designer for their next project. The wording is derived directly from the print ad verbiage for consistency and will run mid-January through Mid-February.

We believe our additional advertising coverage will continue to raise the general public's awareness of the value and benefits of working with ASID professionals. • D •

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Defining The Cloud

By Kate Lewis, Allied ASID

The “cloud” has a brand new meaning in this age of technology. No longer defined as white, fluffy and in the sky, it is the modern day storage vehicle for our all of our electronic files, images, contacts and projects. Whether you realize it or not, when you store anything on the internet (as opposed to a computer hard drive or server), you are storing it in “the cloud.”

As a business owner and designer, it is important to understand how “the cloud” can benefit your company. If you are confused by “the cloud,” you are not alone. According to a survey conducted by Citrix in August 2012, when asked what “the cloud” is, “a majority responded it’s an actual cloud, the sky or something related to the weather (29 percent). Only 16 percent said they think of a computer network to store, access and share data from Internet-connected.” It’s time to clear up this confusion.

Here are four reasons why we should be utilizing the cloud, as outlined in this recent article by White Heat Design.

- 1. Mobility** — The cloud provides much needed flexibility. No longer do we need to store our files on a USB drive or CD or try to remember where the file is located. Storing your files in the cloud provides the ability to access your information, no matter what device we are working on, whether it’s your cell phone, tablet, MAC or PC.
- 2. Security** — The primary purpose of cloud storage services is to handle other people’s data, so security is of the utmost importance. They use the highest end data encryption, which would make it very difficult for others to access your files. When you store your files on your computer or USB drive, they can be lost, deleted and easily compromised. Most cloud storage services allow you to recover your data if it is lost or stolen. You can also make changes to your files without losing copies of earlier versions.
- 3. Synchronicity** — Speaking of changes, the beauty of using a service like Dropbox (<http://www.dropbox.com/>) for example, is that you have the option to “sync” all of your devices wherever you have Dropbox installed. The next time you open the file in another location, it will be the most recent version.
- 4. Leveling the playing field** — No longer is it a requirement to be part of a large company to have access to the latest and greatest technology. Small business owners can buy storage space with relative ease and costs. It also is beneficial to your employees, as they can share files easily, work remotely and use their time more efficiently.

The question now is what cloud-based applications would be beneficial for designers and what are the costs associated? You may already be utilizing social network sites such as Facebook, Twitter and Linked In for marketing purposes. Here is a list of some file sharing options that are available (as shared by White Heat Design) along with a few others we have researched. Please note they are not endorsed by



ASID. Although some are free, typically there will be a cost if you need more storage.

- Dropbox (<http://www.dropbox.com/pricing>)
- Evernote (<https://evernote.com>)
- iCloud (www.icloud.com)
- Box.net (<http://box.net/pricing>)
- Amazon S3 (<http://aws.amazon.com/s3/>)
- Google Drive (<https://drive.google.com>)
- Windows Live SkyDrive (<http://explore.live.com/windows-live-skydrive>)
- Memopal (<http://www.memopal.com/en/>)
- ZumoDrive (<http://www.zumodrive.com/pricing>)

Once you start taking advantage of cloud based technology, you will most likely ask yourself “Why didn’t I do this sooner?” When properly utilized, “the cloud” will help you run your business more efficiently, your files. • D •

<http://www.citrix.com/news/announcements/aug-2012/most-americans-confused-by-cloud-computing-according-to-national.html>

<http://www.whiteheatdesign.co.uk/general/the-cloud-what-it-is-and-why-you-should-consider-switching-to-it>

File Sharing — When Email Isn't Enough

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
MINNESOTA



By Elizabeth Bland, Allied ASID

File sharing is a way to provide others with access to your digital files. These files can include anything from a large number of project photos to a CAD plan set — and everything in between. For example, if you have large plan files to send to a client or co-worker, you can use a file sharing program or app to send them quickly and easily. Most photos are much higher quality, and therefore have a larger file size than in the past. Even with improvements to email accounts in recent years allowing users to send and receive larger size files, emailing a few project photos can quickly exceed those limits.

File sharing utilizes “the cloud.” A user uploads a document to the service’s cloud and then selects from options for how they are shared, accessed, and edited by others. Typically the program will generate an email with a link to the files stored in their cloud. Some file sharing programs and/or applications also allow you to access these files from your computer, mobile or tablet. Depending on if you want a simple service that just allows you to send files via an email link or something that allows you to collaborate with others, one of these programs will fit your file sharing needs.

DROPBOX



A file hosting service that allows users to create folders on each device and synchronize the content with all of their devices. Users can use the Dropbox program, website or mobile app to access and edit files.

Pros: Access from any device; Dropbox has custom privacy settings on documents; files are secure; allows you to automatically upload up to 3GB of photos to the Dropbox server; free to use with a personal account.

Cons: Users have to set up a Dropbox account; need to purchase Dropbox for Business if you have 5 or more users, which has a monthly fee; no photo editing capabilities; the client you are sending files to has to download the Dropbox software to access your files.

HIGHTAIL (Formerly: YouSendIt)



A cloud service that began by helping users send files that were too big for email, but now also allows users to store and organize their files in the Hightail cloud.

Pros: Send files up to 2GB from computers or mobile devices with the Professional version; easily share projects and control who can access and update them; unlimited file storage online for Professional; use their Outlook plug-in to send large attachments right from your email; Lite version is free.

Cons: The Lite version limits transfers to 250mb each time and 2 GB of total storage space; Professional version costs upwards of \$160 a year for single users, \$250 a year for teams of 2 to 100 users.

DROPSSEND



An online tool that allows users to send large files via an email with a download link.

Pros: Lite version allows file storage of up to 4GB with 5 sends per month for free; files are encrypted and secure on the DropSend cloud.

Cons: Various plans increase number of sends and storage space, but cost from \$5 to \$100 per month; website without the option to collaborate with other users.

GOOGLE DRIVE (Formerly: Google Docs)



A cloud service that enables users to save, send and collaborate on documents saved on Google’s cloud storage system. Users can create or upload documents, edit them and export them as .doc or .pdf files. Drive allows collaborating between users with automatic file updating.

Pros: User-friendly and allows users 15GB of online storage with the ability to purchase more; storage is accessible through Drive, Gmail and Picasa; can create and edit office documents; Google Drive has plug-ins for Microsoft Office.

Cons: Online storage shared between Drive, Gmail and Picasa; have to download Google Drive; must purchase more storage space (up to 16TB); privacy could be an issue; requires a Google account.

WeTRANSFER



A simple, free service that allows users to email files up to 2GB to anyone.

Pros: Easy to use; no account or registration needed to send up to 2GB of files via email with the option to upgrade to larger files with a monthly fee.

Cons: Basic file sharing with no ability to edit or collaborate on documents; WeTransfer Plus allows sending of up to 10GB of files for \$10 per month; requires enabling Cookies each time you use it.

As you can see, there are many options available for file sharing. The best way to find the program that will meet your needs is to try out the different applications and decide which interface and features work best for you. • D •

There's An App for That, Ver. 2.0

By Colleen Slack, Allied ASID

EVERNOTE:



Do you need a place to store your project budget spreadsheets, websites with key product images and dimensions, to do lists, and favorite recipes so you can access them anywhere at any

time? Evernote is available as an app for your mobile devices, a program that you can run on your computer, and a personal website you can access from any computer. Because your files are all saved in the Cloud and always synced, you can access them anywhere you have Wi-Fi.

The beauty of the software is that you can create folders to organize your notes, tags to search by keywords, and search by words in the files. Images, web content, spreadsheets, PDFs and other documents can be combined in a single note. Checklists allow for easy To Do lists that you can access anywhere. Forgot what paint color your client selected for her living room? Just check your running list in Evernote on your phone while you are meeting with the contractor.

Individual notes can easily be emailed or shared with a group working on a project. Larger companies are using it to keep all project documents in one place where all employees have access and can open and edit from anywhere. It makes it great for checking contracts or specifications while on the job site to quickly remedy a situation. On a personal level, you can use it to check how much kale you need for your favorite kale salad while you're at the grocery store.

They have developed a number of key supporting apps, such as Stitch and Penultimate, which are designed to easily interface. The most valuable is the Web Clipper extension that you can add to your internet browser. It allows you to quickly clip an entire webpage or just a selection, add tags and notes, and send it to a specific folder. There is even a new Post-It® Notes interface that allows you to take a photo of a post it note and have it coded to a specific file based on the color of the paper!

The program is free on all platforms, but there is a Professional User option for \$45 a year that allows for a higher data upload limit each month and priority customer service support. I've been using the program for over two years and find it invaluable.

For more ideas of how other users make the most of the program, check out their blogs. (blog.evernote.com)

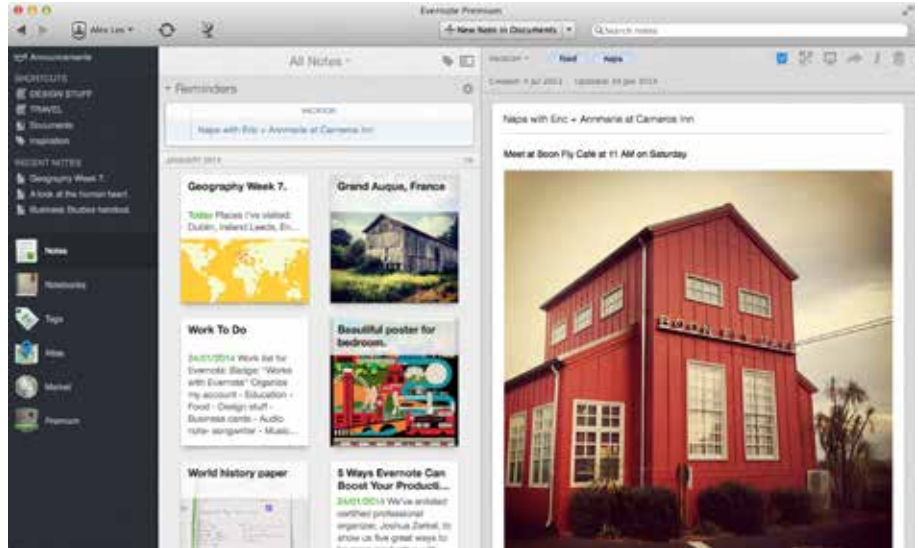
Add Ons to Evernote:

Skitch



This add-on offers you the ability to quickly mark up a photo, map or web page with your notes utilizing text, arrows, shapes, lines, and cropping tools. It could be used to show a client how different art configurations hung over a sofa would change the feel of a

room. Simply snap a photo of the wall, and quickly sketch over the photo on the spot during your meeting. This is especially helpful for clients who have a difficult time visualizing the finished product.

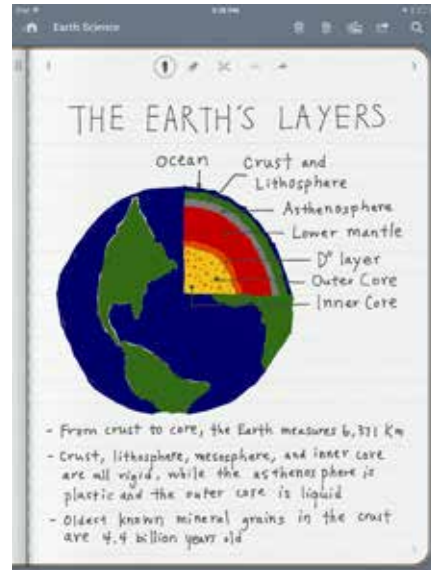


Add Ons to Evernote continued...

Penultimate



If you like to make lists and take notes using a pen and paper, but want to transition to digital files, this may help you make the leap. Penultimate allows you to take notes directly on your mobile device's screen with a stylus allowing you to write and make quick sketches on the same page in the same program. Thanks to its interface with Evernote, your notes can be databased in Evernote and easily searchable for future reference.



TIME AND EXPENSE TRACKING

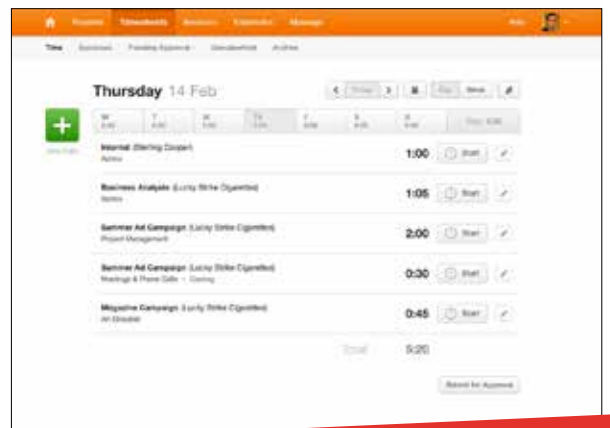
HARVEST



Every extra minute of billable time you track is more money in your pocket, so why wouldn't you want a fast and easy way to account for everything you do to grow your business? Harvest is a time and expenses tracking program that can be accessed through your mobile app or on a web browser. You set up clients,

employees, tasks and rates first. This is easiest to do online, but can be done with the app in a pinch. Time and expenses can then be entered in the app either as a known length of time (ex. 1.5 hrs) or with a running timer. There is also a desktop widget available for download that allows you to quickly start a timer or enter a task. What makes it so great for time tracking is that you can set up all the different tasks you do on a project with rates for each (if they vary). You enter your time, select a project and task and then you can type in notes about what you are specifically doing. You can use this to track billable as well as non-billable time. This is helpful when you want to know how much time you are spending on ordering furniture vs. drawing floor plans, or how many hours bookkeeping takes each month. Mileage can also be tracked as an expense for each project.

You can run reports via the website to help you get a better picture of how you and your employees spend your time over the course of each week, month, quarter and year. Invoices can be created directly in the program or you can export a detailed report that can be imported into Quickbooks for easy invoice creation. There is a free 30-day trial available. After that, it costs \$12 per month. So it isn't the cheapest program around, but with the extra time you will likely track thanks to the easy interface and the time saved in bookkeeping, it pays for itself in value.





MILEBUG



Tracking mileage is a necessary evil when managing your business expenses. MileBug makes it easy to track and categorize all your mileage expenses while on the go, and anything that makes it easier makes you more likely to actually do the tracking. You can track multiple vehicles, set up favorite trips, and run reports.

Try out MileBug Lite, free for your first 10 trips, and if it works well for your needs upgrade to MileBug for \$2.99.

TO DO LISTS

WUNDERLIST



If making paper lists just doesn't work for you, perhaps it's time to try Wunderlist. This app and website allow for easy access to your To Do lists on the go. Tasks can be organized into multiple lists so you can keep each project separate. What sets it apart is that each item can have a due date, reminder, sub tasks, notes and an attached file.

A task can also be starred, which adds it to a Starred folder, allowing you to prioritize tasks from multiple lists and see them quickly in one spot. There are also Today and Week lists that are auto compiled based on the due dates set by the user for individual tasks.

Creating an account with the app and website is free. There is a Pro version for \$4.99 a month or \$49.99 a year, which allows users to start a conversation with teammates about current to-dos, attach files, delegate tasks to other colleagues, and have unlimited sub tasks to break down big projects. For solo use this may not be a necessary investment.

TEUX DEUX



If you like your To Do list simple and minimal, like a good paper list, but want it available everywhere without having to track down that piece of paper every time you leave the house, then you might like Teux Deux. It's set up with one week spread across the page and each task is a single line, with bonus categories at the

bottom of the page for non-day specific tasks. Finish a task, strike it off. It's that simple. Anything not completed at the end of the day automatically moves onto the next day's list.

This app is free to download but requires a subscription to the service. Try the 30 day free trial before committing to the subscription rate of \$3 a month or \$24 a year.

DESIGN AND CONSTRUCTION

HOUZZ



Finding inspiration and furnishings for your latest project can happen whenever you have down time thanks to the Houzz app. Create inspiration boards (called Ideabooks) for each project and share them directly with your clients via an email link. They can add more images and notes on what they like in each

image. It can also be used to show your portfolio to a client during your first meeting. Even more features are available on the full web site. The app and website are both free. Create a free login in order to start creating Ideabooks.

LEVEL (iHANDY LEVEL VS. LEVEL)



The Level app allows you to check if an object or surface is level in both planes. The iHandy Level has a level bar accurate to a 1/10 of a degree for even more precise adjustments. Both apps are free. Upgrade to the iHandy Carpenter app (\$1.99) and get 5 tools in one: surface level, bubble level bar, protractor, ruler and plumb bob.

DIMENSIONS (MY MEASURES AND DIMENSIONS)



Trying to remember all the dimensions for a project can be a challenge. The Dimensions app makes it easier to keep them all handy whenever you are. Simply take a photo of the item or room you need to remember measurements for and then draw and label each dimension directly on the photo. Useful when

discussing projects with contractors, vendors, and your team. \$2.99 basic version, \$7.99 for Pro version (Upgrade features in the Pro version: iCloud sync and backup, zoom picture, snap for arrow heads, Loupes and Cross mode) • D •

Marketing with Photos that Move



By Mark Ehlen, IP Rep for Ehlen Creative Communications

Every designer understands the value of quality photography for the promotion of their business. There is just no other way to show your prospects what you have done for other homeowners than to show them a photo. Properly done photography can not only show the overall look of the space, it can also show the atmosphere created by your design, the various details that make your design unique, and even how you have creatively solved various problems for your clients.

For decades this has been done with individual static photos. That is, a single image of a space that is displayed as a photo print, on a magazine page or a postcard, or, most recently, on some form of electronic screen such as a computer, tablet, phone, or even a large screen TV. And while various slide show options have been available for some time (such as PowerPoint), they generally still just show a series of individual photos.

The advent of the Internet, digital photography, and social media have all made it easier to put your project photos in front of people. Where designers, remodelers and architects used to use a stack of prints to show off their work, they are now most often using an iPad or other tablet. Sure, they might be adding some music and transitional effects to make it more interesting, but they are still just showing static images.

But people have changed the way they prefer to view their photos. They still like to put photos on their fridge door and framed photos on their walls, but now the vast majority of their photo viewing is done on a screen, usually a tablet or a smart phone, and not necessarily on a computer monitor. People don't share their photos by handing out prints, they post them on a social media site. And now along with photos, they are posting an ever increasing number of videos.

But consumers are not just posting videos, they are also searching them for info they want. YouTube is now the number two search engine behind Google. It seems a how-to video can be found to show you how to do almost anything. And since videos are also one of the best and fastest ways to improve your SEO (Search Engine Optimization), the more of them you have linked to your web presence, the easier you will be found.

What does all this mean? Well, it doesn't mean that photo prints and the printed page are going away, far from it. What it does mean is that your imagery doesn't have to be static anymore. If people are viewing their media on a screen, then that media can move and moving media attracts more attention. Which would you most likely do first: watch a 1-2 minute video or search

a web site to read text explaining what you are interested in learning about?

Real estate agents, for example, have long used virtual tours (360 degree interactive panoramic views) to show off their listings, but they are generally only viewable through the company's web site. Now it is possible to create stand alone panoramic files that can not only be added to your web site, (*check out an example here — <http://christinenelsondesign.com/pano/>*) but also can be viewed on your iPad like any of the rest of your portfolio. You can open the file, hand your iPad to your prospect and they can virtually move about a room you designed like they were there. You can even e-mail them a room panoramic for them to view on their own iPad.



Screen shot of a stand alone panoramic file.

A slide show video with music, titles and graphics can now be created in minutes. You simply upload photos (and videos) of your project to an online site where you pick a template, select from a library of included royalty free music, drag your photos into the order you want them to appear and the software automatically edits the show for you. No software to learn. Just download the video file or have the software post it to YouTube for you. (*<http://youtu.be/N7AXNJsGoPo>*) You can play it on your tablet, embed it in your web site, send your clients the link, or post it on your social media sites. If you want to take it a step further, add your own voiceover description of the design to help tell the story.



Retail portrait photographers are quickly beginning to produce pictures that move. No longer do portrait sessions have to be still photos only. Photographers are now combining still photos with video and music and graphics to produce video portrait sessions. New for the first time this past year were video Christmas cards. (<http://youtu.be/gZTmqben4kY>)



Screen shot of a video portrait session.

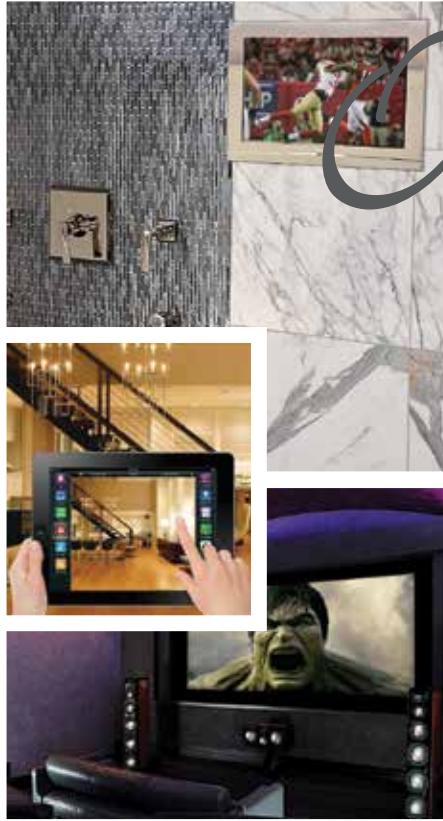
The traditional business card is also now incorporating video. Think of it as an electronic business card, a virtual elevator speech, or even as a mini 30-second personal commercial that can be attached to the bottom of e-mails, embedded in websites, posted to any social media or even shown in person on your own phone. (<http://myecard.pro/parker>) It's an amazingly simple way to introduce yourself to clients or to do virtual networking.



Screen shot of an electronic business card.

Another very effective way to promote your business is by producing videos of yourself or your employees providing some expert advice to viewers. How many blogs have you seen where the author posts videos of themselves? They do so because it attracts attention, drives traffic to their site, and raises their SEO. All smartphones and practically all point and shoot cameras shoot video, so it is actually pretty easy to appear on camera. The results won't be professional, but all these smartphone videos have increased the public's tolerance for less than broadcast quality video. A just OK video is better than no video at all. How great would it be if someone did a YouTube search for how to remake their kitchen and you popped up on their screen telling them how to proceed?

The point of all of this is that there are new ways to attract, engage, and educate your potential clients. There are now tools that take what used to be complicated, time consuming and expensive (especially video production), and make them available to everyone. Every designer, builder and remodeler is looking to introduce themselves to more clients. As the general public becomes more and more inundated with visual inputs, these sort of hybrid photo/video/music/voiceover type products may be the next big thing. • D •



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