

Design Directions

ASID MINNESOTA
Design Directions

WINTER 2014

2014 AWARD WINNERS



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MINNESOTA



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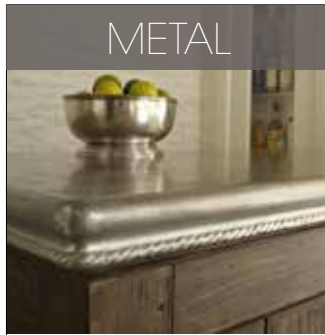
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ON THE COVER

2014 ASID MINNESOTA AWARDS
BEST IN SHOW WINNER

DESIGNER: Todd Hansen, Allied ASID, CID, AIA

FIRM: A+H Architecture

PHOTOGRAPHY: Adan Torres

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ASID MINNESOTA BOARD 2014-2015

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PUBLISHER

Red Leaf
Brian McCashin

DESIGNER

Brian McCashin

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“I invite all of you to get involved in our organization. You will find many of your colleagues dedicated to improving and growing the quality of our profession.”

A LETTER FROM OUR PRESIDENT

Dear ASID MN Chapter:

Well here I am, your new president. It is a new year and we have so much that we want to accomplish this year. We got off to a little bit of a rough start losing Tabitha, our administrator, but we were so lucky to find Kathy Aro who stepped in at our very busiest time of the year and waded through all of our procedures and events, from the Sample Sale, awards judging, sponsorship and student events, and board training to preparations for our Gala. The committee chairs also stepped up to the plate and have kept us running smoothly with a minimum of bumps. My thanks goes out to all of you for your exceptional work. Thanks also to Angela Parker, our past president, and Christine Frisk, our president-elect, for helping me through this rough start. I guess it really does take a village!



I hope you have all met and welcomed our new administrator, Karen Miller. Kathy has helped to get her up to speed and she has attended further training at National in D.C. We think she will be a great asset to our chapter and will help us run smoothly in the future.

We again had a great Awards Gala. As always, it was a great celebration of our profession and what we offer to our community. I'm always impressed with the quality of our chapter's work and congratulations go out, not only to the winners, but to all that shared their work in the competition. In fact, our judges noted how impressed they were with the caliber of the work submitted.

I invite all of you to get involved in our organization. You will find many of your colleagues dedicated to improving and growing the quality of our profession.

Sincerely yours,

A handwritten signature in cursive script that reads "Bruce Kading".

BRUCE KADING, ASID, CID
President
ASID MN Chapter

FK
rugs
.



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*“Think about how
you can personally
reach out to and
involve students and
emerging professionals
in your committees
and place of work.”*

A LETTER FROM OUR PRESIDENT-ELECT

Dear ASID MN Chapter:

This past June, Bruce Kading and I spent four days in LA at the ASID National Leadership Conference. It was an amazing time learning about how our national organization is leading the charge on education, research, legislation, membership and practice. The most recent Strategic Plan is aggressive and compelling, and I ask each of you to take some time to review our organization’s goals for the coming year.



We spent an afternoon learning about the talented and motivated group of Gen Ys — born between 1982-1995 (this date range can fluctuate). Many of us employ this group of young people in our practices and have personally benefitted from their keen insight, incredible technology skills and desire to hold responsibility. ASID wants us to more actively engage this group of talented people as we plan into the future and more immediately as we develop programs and events in our local chapters. I can certainly remember the excitement I felt as a student when I gained access to industry leaders. Think about how you can personally reach out to and involve students and emerging professionals in your committees and place of work.

I was also reminded of the importance of how we represent ourselves to the public — both through our clients and in and around our communities. National has determined our why statement to be: ASID advances the profession and communicates the impact of interior design to enhance the human experience. Those are powerful words and each of us do this in our practice every day. Whether commercial or residential, ASID has participated in research for decades, shedding light on how interior design affects the human experience. Your dues contribute to this, and the profession and our clients directly benefit from these studies.

As we begin a new year in the ASID calendar, I encourage our membership to reach out to students and emerging professionals. Change can be energizing and often transformative and there’s nothing like the energy of a young person. Also, please stop by the ASID office and welcome our new chapter administrator, Karen Miller. We are thrilled to have her on board.

Here’s to a great year!

Christine Frisk

**CHRISTINE FRISK, ASID
President-Elect
ASID MN Chapter**



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Mankato
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Welcome New Members

INDUSTRY PARTNERS

- » **Julie Baumgart**
IP Rep for Unique By Design, LTD
- » **Sharon Bittner**
IP Rep for Wilsonart LLC
- » **Christine Corning**
IP Rep for Amish Showroom
- » **Amie Fraser-Larson**
IP Rep for Theodore Alexander USA, Inc.
- » **Dana Gavin**
IP Rep for Williams-Sonoma, Inc.
- » **Suzanne Haugland**
IP Rep for At Home And Co.
- » **Jessica Herzog**
IP Rep for Exquisite Surfaces
- » **Charlyne Hovi**
IP Rep for Visual Arts LLC
- » **Doug Huemoeller**
IP Rep for Kalamazoo Outdoor Gourmet

- » **Tom Kettering**
IP Rep for Crossville
- » **Christy Larson**
IP Rep for Kate-Lo Tile and Stone
- » **Peggy Miller**
IP Rep for MillerRossom
- » **Veronique Wantz**
IP Rep for Veronique Wantz Gallery

ALLIED MEMBERS

- » **Sara Carstens**
- » **Peter Davis**
- » **Anna Furrer**
- » **Cheli Hadsall**
- » **Tricia Howard**
- » **Kelli Lubahn**
- » **Barbara Mitchell**
- » **Mari Mundahl**
- » **Caitlin Olivieri**
- » **Stephanie Powers**

- » **Penny Schilling**
- » **Jennifer Severson**
- » **Laura Sherlock**
- » **Cathy Wereley**
- » **Rachel Wittnebel**

ASID

- » **Bonnie Kespohl**

ASSOCIATE MEMBERS

- » **Lori Anderson**
- » **Amy Leferink**

STUDENT ASID

- » **Rebecca Feidt**
- » **Michelle White**

STUDENT MEMBERS

- » **Jill Deiss**
- » **Pachia Lee**
- » **Kelly Link**
- » **Shawna Morros**
- » **Tina O'Malley Bayonet**



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Awards and Accolades

By Elizabeth Bland, Allied ASID

- › **ANDREA DIXON, ALLIED ASID & JEN ZIEMER, ALLIED ASID**, both from Fiddlehead Design, were featured in the article “Design to Go” in *MSP Home & Design*, October 2014, discussing their “Fiddlehead to Go” services.
- › **BROOKE VOSS, ALLIED ASID**, Brooke Voss Design, was featured in *MSP Home & Design* “Design 100,” October 2014, for her design of a U of M cardiologist’s office.
- › **LISA PECK, ASID**, LiLu Interiors, had her new textile line Sylvie & Mira featured in the article “Design 100” in *MSP Home & Design*, October 2014.
- › **LUCY PENFIELD, ALLIED ASID**, Lucy Interior Design, was featured in the article “Design to Go” in *MSP Home & Design*, October 2014, discussing her design-in-a-box concept.
- › **MAUREEN HAGGERTY, ALLIED ASID**, mint, had her North Loop condo project featured in *The StarTribune*, October 19, 2014. She transformed longtime friend Rik Lalim’s formerly dull loft into a bright and beautiful space that reflects his personality.
- › **RENEE LEJEUNE HALLBERG, ALLIED ASID**, RLH Studio, was featured in the article “Design 100” in *MSP Home & Design*, October 2014, for her design of the Water’s Senior Living facility.

New Year’s Resolutions for 2015: Apps to Help You Achieve Success

By Amy Haglin, Industry Partner Rep for Hickory Chair

New Year’s Resolutions are a fantastic way to get the New Year off to a great start. They usually entail losing weight, cutting back on spending and vowing to get to the gym! We can also make resolutions that relate to our professional lives.

Interior Designer and Industry Partner, Mark Nunemacher, Showroom Manager of The Visual Comfort Gallery @ Rabbit Creek located at IMS and Principle Designer for Design Man, makes his New Year’s resolution every year to select a new destination to seek out for new trends and sources of fabulous items that his clients can’t live without.

Marcy Russ of Blended Blue has the ongoing resolution to continue to bring meaningful and artisanal products into her Showroom so the designers can then incorporate these items into the homes they create across the Twin Cities area.

With smart phones, we now have a multitude of apps that can help us track our New Year’s Resolutions. Below are some of Americans’ most common New Year’s goals, and apps that can help you reach each of them.

- 1. Improve your finances.** *Budget Boss* Create a budget quickly and effortlessly — then watch your predicted savings grow with easy-to-read graphs. (\$0.99; iOS)
- 2. Manage stress better.** *Take a Break!* Relax with 7- or 13-minute guided meditation audio tracks that let you choose between a voice, music, and nature sounds. (Free; iOS, Android)



3. Improve a relationship. *Back in Touch* Import your phone contacts and create settings on how frequently (monthly, weekly, etc.) you’d like to touch base with each of them. Then, the app reminds you to give ‘em a call at the interval you chose. This could be utilized for professional networking as well. (\$1.99; iOS)

4. Stop procrastinating. *Finish* Get stuff done with this app that lets you enter tasks and due dates (with flexible short term, mid term, and long term time lines), then reminds you until the job is done. (\$0.99; iOS)

5. Set aside time for yourself. *BRB* Need to unplug? Download this app that lets you craft a message that notifies your contacts you’re taking a break from your phone, which is shareable via Facebook, Twitter, or text. (Free; iOS)

I personally think New Year’s Resolutions are fantastic; they help you to set goals and to strive for more success in anything that you set your mind to. We all start the New Year with gusto thinking that this will be the year that will change everything, and sometimes it is. I love going into the New Year with resolutions started and in process.

New Board Members



President-Elect:
Christine Frisk, ASID

Education:

- Bachelor of Science, Interior Design, University of Minnesota, 1988

Employment:

- InUnison Design, Inc., 1989–Present
- Design Syndicate, 1993–2002
- Thomas Eickoff Design, 1992–1993
- Corporate Interiors, 1988–1992

ASID Activities:

Served on Board and various committees:

- Vice President of Board: 2002
- Board Member at Large: 2000 and 2001
- Education/Student, Kitchen & Bath and Legislative committees
- Established the Student Day Expo
- Two shelter projects
- Participated in two ASID Showcase houses

Community, Civic and/or Professional Organizations or Activities:

- MIDLAC Board Member and President: 1988–1992
- PTA president, Kenny Community School 2003
- Chair, SW High School Football Boosters: 2007–2010
- Pro Bono projects: Gilda's Clubhouse, Twin Cities; Northside Community Kitchen, Minneapolis; City Church, Minneapolis

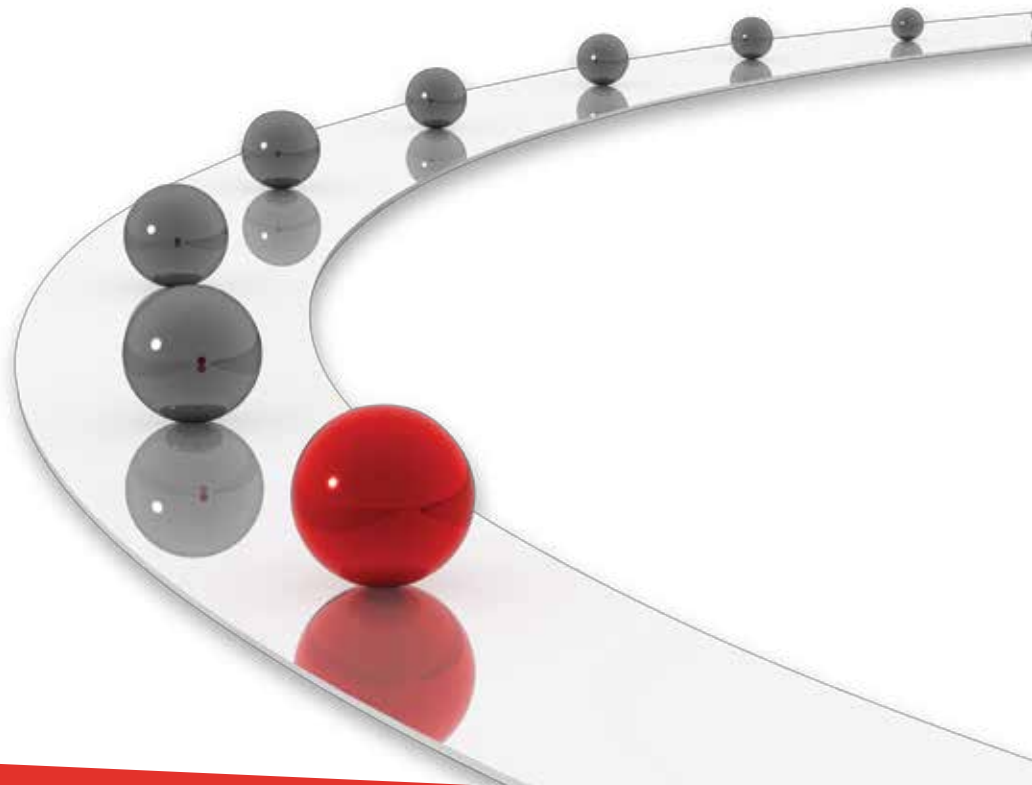
Honors, Awards & Publications:

- Published in: *Minneapolis/St. Paul Magazine*, *Minnesota Monthly*

CANDIDATE STATEMENT:

With nearly thirty years as a commercial and residential designer, Frisk owns and operates a successful interior design business, InUnison Design, Inc. Recognized in the design community as a thoughtful and forward thinking individual she believes in partnering with local non profits and donates pro bono work each year, her latest being the recently opened Gilda's Clubhouse Twin Cities. Her professional experience is broad — including work place, health care, restaurant and retail installations, and has created a niche within large scale residential projects where she is respected as a project manager and collaborator by other design professionals, contractors, and clients.

Educated with a Bachelors of Science in Interior Design, she continues to pursue excellence through continuing ed and other educational opportunities.





Membership Director:
Jen Ziemer, Allied ASID

Education:

- Bachelor of Science: Elementary Education from Martin Luther College
- A.A.S. Degree Interior Design from Dakota County Technical College

Employment:

- Fiddlehead Design Group, 2007–Present
- Addison Interior Design, 2003–2007
- New Spaces, 2000–2003

ASID Activities:

- Showcase Home Participant 2006, 2007, 2008 and 2009
- Kitchen & Bath Tour Committee, 2011–Present

Community, Civic and/or Professional Organizations or Activities:

- Pianist for Bethlehem Lutheran Church, 2004–Present

Honors, Awards & Publications:

- Published in: *Better Homes & Gardens, MN Monthly, Midwest Home, Mpls.St.Paul Magazine*
- ASID MN Awards: 2007 Honorable Mention; 2010 Honorable Mention and 1st Place; 2012 Honorable Mention; 2013 Honorable Mention and 2nd Place

CANDIDATE STATEMENT:

I am excited about the opportunity to participate in ASID MN as the membership director. I feel that I have directly benefited from my own membership in ASID and would use this opportunity to share that experience with others. My primary goal as membership director would be to encourage students and new interior designers to not only join ASID, but to get involved in the chapter. I would work with the committee to create opportunities and events to bring both non/new ASID members and existing members together. I would also work with the committee to retain existing members by helping to provide them tangible benefits for being members.



At-Large Director:
Laura Antognozzi Peck, Allied ASID

Education:

- University of North Dakota: BS in Textiles and Consumer Services

Employment:

- ImPeckable Design, Principal Designer, 2010–Present
- Martha O'Hara Interiors, 2005–2010

ASID Activities:

- ASID Allied Member since 2003
- ASID MN Sample Sale Committee Member, 2012–2013
- ASID MN Showcase Home participant with Martha O'Hara Interiors, 2006 and 2009

Community, Civic and/or Professional Organizations or Activities:

- Children's Hospital Association, President Elect, 2005
- Children's Hospital Association, Director of Fundraising, 2004
- Our Lady of Grace School, Fundraising Co-Chair

Honors, Awards & Publications:

- Published in: *Spaces Magazine, Spectacular Homes of Minnesota and Mpls.St.Paul Magazine*

CANDIDATE STATEMENT:

ASID as an organization is the reflection of its many innovative and inspired as well as active members. Communication between all collaborators is fundamental. As At-Large Director, this communication will be clear and focused. It is achieved through listening and by fostering an environment in which all are encouraged to participate and share their voice. I look forward to working with our team as ASID continues to evolve.

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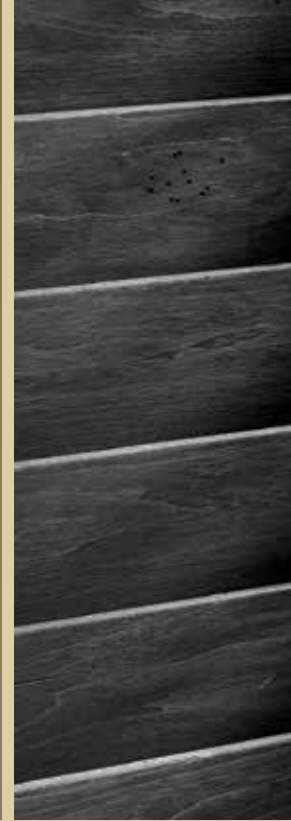
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2014

ASID Award Winners



◆ **BEST IN SHOW**

Kenwood White

Designers: Todd Hansen, Allied ASID, CID, AIA,
and Team

Firm: A+H Architecture

Photography By Adan Torres

◆ RESIDENTIAL — MODEL HOME/SHOWCASE HOUSE ROOM



1st ONLY

Project Name: Lighten Up!
Designers: Darsi Floersch, Allied ASID; Kim Tucker, Allied ASID
Firm: Martha O'Hara Interiors

◆ RESIDENTIAL — SINGULAR RESIDENTIAL LIVING SPACE



1st

Project Name: Air Apparent
Designers: Elizabeth Darth, Allied ASID; Emily Welna, Allied ASID; Jayme Meyer, ASID
Firm: Martha O'Hara Interiors



2nd

Project Name: Unwind & Play
Designer: Amy B. Schweitzer, Allied ASID
Firm: Inspired By Design

◆ RESIDENTIAL — MULTIPLE ROOMS/ENTIRE RESIDENCE UNDER 2,000 SF



1st TIE

Project Name: Island Idyll
Designers: Todd Hansen, Allied ASID, CID, AIA; and Team
Firm: A+H Architecture



1st TIE

Project Name: Heirloom Redux
Designers: Jackie Millea, ASID; Lisa Antenucci, Allied ASID; and Team
Firm: Shelter Architecture & Design

◆ RESIDENTIAL — MULTIPLE ROOMS/ENTIRE RESIDENCE 2,000–4,000 SF



1st

Project Name: Kenwood White
Designers: Todd Hansen, Allied ASID, CID, AIA; and Team
Firm: A+H Architecture



2nd

Project Name: Graffito
Designers: Jodi Gillespie, ASID; and Team
Firm: Jodi Gillespie Interior Design

◆ RESIDENTIAL — MULTIPLE ROOMS/ENTIRE RESIDENCE OVER 4,000 SF



1st

Project Name: Third Time's The Charm
Designers: Andrea Surtel, Allied ASID; Kelsey Hanson, Allied ASID; and Team
Firm: Martha O'Hara Interiors



2nd

Project Name: Lodge on Tiger Cat Lake
Designers: Todd Hansen, Allied ASID, CID, AIA; and Team
Firm: A+H Architecture

◆ RESIDENTIAL — KITCHEN UNDER 250 SF



1st ONLY

Project Name: Tailored for a New Beginning
Designer: Liz Schupanitz, Associate ASID
Firm: Liz Schupanitz Designs

◆ RESIDENTIAL — KITCHEN OVER 425 SF



1st ONLY

Project Name: Ethereal Entertaining
Designer: Kristy Conlin, Allied ASID
Firm: Martha O'Hara Interiors

◆ RESIDENTIAL — KITCHEN 250–425 SF



1st

Project Name: Balancing Act
Designers: Andrea Surtel, Allied ASID; Kelsey Hanson, Allied ASID
Firm: Martha O'Hara Interiors



2nd

Project Name: All It Takes Is Two Feet
Designers: Christine Frisk, ASID; Angel Tilsen, Allied ASID
Firm: InUnison Design

◆ RESIDENTIAL — SPECIAL PURPOSE ROOM OR STRUCTURE



1st ONLY

Project Name: Spirited Authenticity
Designer: Marie Meko, Allied ASID
Firm: NAME Gabberts Design Studio

◆ RESIDENTIAL — HISTORIC PRESERVATION/RENOVATION



1st ONLY

Project Name: Historic Renovation
Designer/Firm: Sheree Vincent, Allied ASID; Fusion Designed
Designer/Firm: Letitia Little, Allied ASID; Letitia Little Interior Design

◆ RESIDENTIAL — BEDROOM SUITE



1st ONLY

Project Name: A Serene Retreat
Designers: Jean Hoffmann, ASID; Sarah Maloney, Allied ASID; and Team
Firm: Chester Hoffman and Associates, Inc.

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 DESIGNERS



MINNESOTA

◆ RESIDENTIAL — BATHROOM

1st
ONLY

Project Name: Extreme Measures
Designers: Jaque Bethke, Allied ASID
Firm: Pure Design Environments

◆ DESIGN IS IN THE DETAIL

1st
ONLY

Project Name: Invitation to Gather
Designers: Marie Meko, Allied ASID
Firm: Gabberts Design Studio

◆ CONTRACT — CORPORATE/COMMERCIAL

1st
ONLY

Project Name: Legal Ease
Designers: Christine Frisk, ASID; Angel Tilsen, Allied ASID
Firm: InUnison Design

◆ CONTRACT — MULTI-HOUSING

1st
ONLY

Project Name: Senior Living Re-Imagined
Designers: Renee LeJeune Hallberg, Allied ASID;
 Kory Reckinger, Allied ASID
Firm: RLH Studio

◆ CONTRACT — INSTITUTIONAL/GOVERNMENT

1st
ONLY

Project Name: Student Cultural Center
Designers: Janice Linster, FASID; and Team
Firm: Studio Hive

◆ CONTRACT — HOSPITALITY



1st ONLY

Project Name: In Good Taste — A Historic Renovation
Designer: Linda Gerace Skinner, Allied ASID
Firm: Studio M Interiors

HONORABLE MENTION

- + **Residential — Kitchen Under 250 SF**
Project Name: Center Stage
Designers: John B.A. Idstrom II, Allied ASID; and Team
Firm: Partners 4, Design
- + **Residential — Multiple Rooms/Entire Residence Under 2,000 SF**
Project Name: A Gentleman's Urban Dwelling
Designers: Maureen Grace Haggerty, Allied ASID; and Team
Firm: mint, inc.
- + **Residential — Singular Residential Living Space**
Project Name: Sleek and Serene
Designer: Andrea Surtel, Allied ASID
Firm: Martha O'Hara Interiors

JUDGES' MERIT

- + **Best Teepee**
Project Name: Invitation to Gather
Designer: Marie Meko, Allied ASID
Firm: Gabberts Design Studio
- + **Residential — Multiple Rooms/Entire Residence Under 2,000 SF**
Project Name: Island Idyll
Designers: Todd Hansen, Allied ASID, CID, AIA; and Team
Firm: A+H Architecture
- + **Best Use of Small Space**
Project Name: Unwind & Play
Designer: Amy B. Schweitzer, Allied ASID
Firm: Inspired By Design
- + **Residential — Special Purpose Room or Structure**
Project Name: Spirited Authenticity
Designer: Marie Meko, Allied ASID
Firm: Gabberts Design Studio
- + **Best Detail for the Bunk Room**
Project Name: Lodge on Tiger Cat Lake
Designers: Todd Hansen, Allied ASID, CID, AIA; and Team
Firm: A+H Architecture

GENERAL/ASSOCIATION

- > **DESIGNER OF DISTINCTION**
Linda M. Engler, ASID
Firm: Engler Studio Interior Design
- > **EMERGING TALENT**
Calie Pierce, Allied ASID
Firm: Che Bella Interiors
- > **CHAPTER MEDALIST**
Mary Dworsky, ASID
Firm: Mary Dworsky Interior Design Ltd.
- > **INDUSTRY PARTNER STARS**
Marc Huebner, IP Rep for Residential Technology Systems
Kathy Ordahl, IP Rep for Cambria
- > **TOM GUNKELMAN LEGACY AWARD**
Letitia Little, Allied ASID
Firm: Letitia Little Interior Design
- > **FRITZ WEBER VOLUNTEER OF DISTINCTION**
Dan Juedes, Allied ASID
Company: Filament Lighting



Midwest Home Design Week Preview

By Elizabeth Bland, Allied ASID

Sunday, April 12

Kick-Off Event: Design Boutique

Design Boutique is a half-day design conference, exhibition and marketplace with design experts featuring lunch, keynote speaker and a book signing with Alexa Hampton.

Keynote Speaker: Alexa Hampton

Midwest Home Magazine is thrilled to announce Alexa Hampton as the keynote speaker to kick off the Third Annual Design Week. Alexa, a celebrated interior designer, author, TV personality, and furniture designer, is the owner and design lead of Mark Hampton, LLC. In addition to her impressive portfolio of domestic and international design projects, Alexa's expansive resume includes positions on the boards of trustees for the New York School of Interior Design, the New York Landmarks Conservancy, and the Institute for Classical Architecture. Hampton also helped launch Gilt Group's Gilt Home Design Boutiques and is a cast member of "This Old House" and PBS' "Find." Alexa is the author of two critically acclaimed design books and is a contributing columnist for the *Wall Street Journal*.

BREAKOUT SEMINARS:

"Design Live" and "12 Ways to Improve Your Life Through Design"



Monday, April 13

Breakfast & Design Seminars (Trade Event Only)

Tuesday, April 14

Trend Chasers vs Style Makers (Sanctioned Event)

Wednesday, April 15, Thursday, April 16 & Friday, April 17

Make sure to check MHMag.com/DesignWeek for a full list of events taking place.

Saturday & Sunday, April 18-19

ASID Designer Kitchen Tour

Join us on the ASID Designer Kitchen Tour taking place at various homes throughout the Twin Cities Saturday and Sunday, April 18-19. • D •

Sample Sale Re-Cap

By Elizabeth Bland, Allied ASID

The 2014 Sample Sale has concluded; thanks to everyone for making it a great event! The gross sales were \$166,128. Three showrooms took home over half of the total sales, and over twenty-five showrooms and designers participated in the event by selling merchandise. Overall, over 900 items were sold and ASID MN will take home approximately \$12,000 this year, after expenses.

The event is a great way to raise awareness for our chapter and get clients involved. Watch your calendars for next year's event and be sure to participate! • D •



ASID PR Committee Event

Create Awareness for Your Small Business



By Katie Lewis, Allied ASID



Peter Remes, owner of First & First, at the podium.

How can designers market and advertise to set themselves apart from competition? This question and many more were answered at another terrific ASID PR Committee monthly meeting. The event featured Peter Remes, owner of First & First, a successful real estate development firm, and a panel of local interior designers and marketing experts.

Mr. Remes shared stories about the development of his local projects including Icehouse Plaza, Aria Event Center, the Van Buren, The Broadway and 811 Glenwood. It was clear in his presentation that, through his artistic approach, he has brought innovation and excitement to commercial real estate projects in the Twin Cities. These projects each have historical significance and were at one time overlooked properties. Along with an urban, organic and modern flair, he frequently incorporates a local connection in his work. For example, a public plaza located in a project he developed at 26th and Nicollet includes seating areas constructed from stones from the iconic Metropolitan Building. His unique ability to transform blighted public spaces into “living rooms for the community” is one of the many components that make his company stand out from the competition.

The presentation was followed up with a vibrant panel discussion moderated by Jill Murphy, Director of Sales and Marketing at ASID Industry Partner, Martha O’Hara Interiors, and included the following design industry professionals: Sandy LaMendola, ASID designer and owner of Twist Interior Design; Lisa Peck,



Panel members with moderator, Jill Murphy.

ASID designer and owner of Lilu Interiors; Rik Lalim, ASID Industry Partner and owner of Rikochet LLC; and Ranosha Coffelt, public relations manager at The Brand Architects. The panel members all have proven success in business and offered advice about how to utilize the following necessary components to an effective marketing and advertising plan.

ACTIVE

Social Media, Events, Networking, Home Tours and Client Gifts

PASSIVE

Awards, Photography, Branding, Printed Materials, Editorials, Website

The panel agreed that it is crucial to have a good balance between active and passive marketing. They also said that if a firm can only do one marketing effort, they should invest in the best possible photography of their projects that speak

to their ideal demographic. Great photography can be utilized for everything from a portfolio and website to advertising.

Branding is a long-term investment strategy and consistency across all platforms is key to creating a recognizable brand. Marketing is investing in your career. Set a budget and make a plan. Without those two pieces, many designers get paralyzed and do nothing. Although all of the marketing methods listed above are important, every designer should make it a goal to incorporate at least one to three of these components in their business plan for 2015. • D •

“Marketing is a holistic approach to bringing awareness to your business while advertising is a component of it.”

Goal Setting for the New Year: Real Steps to Success

By Colleen Slack, Allied ASID

Does the impending start of 2015 have you thinking about all the things you want to improve upon in your personal life? Have you also taken the time to focus on what goals you want to achieve for your business this next year? Determining your priorities and making a road map for how you plan to reach them is essential. When you know what your goals are and how you plan to achieve them, they are less likely to be lost in the daily grind.

With that in mind, here are a few tricks and tips to help you strategize your goals and create milestones to keep you on track.

1. Determine your Priorities. — Here are some questions to get you started:

- What worked for you this past year?
- What didn't work for you this past year?
- What marketing tasks do you want to implement this year?
- What kind of clients do you want to work with?
- How are you planning on reaching these clients?
- Are your work systems working for you?

2. Create a REASONABLE and ACHIEVABLE Set of Goals for the Year. — Pick goals that are feasible but a little bit challenging to inspire you to do the work necessary to achieve them.

3. Break Down Each Goal. — Divide your goals into three to ten accessible sub-goals. These milestones will keep you on track to the bigger goal.

4. Create Specific Action Steps. — Take the time to write down each step necessary to accomplish each sub-goal. This will help make the goals seem less overwhelming and more achievable. Be specific, but realize that you can always revise your goals, as needed, down the line as you get further into the project and it evolves.

Consider breaking the steps further down into what the author Sark has dubbed “microMOVEMENTS (MM),” which will take five minutes or less. “Sixty percent of the time we'll keep going if we can just get started. For the forty percent of the time that you don't keep going, using MM's convinces the brain that something is happening, and this part of the brain doesn't care if it's five minutes or five hours of work... and [this] will create great internal shifts that will change your habits.” This creates a habit of completion and can help circumvent a habit of procrastination.

5. Schedule The Work. — There are multiple ways to create a schedule for your goals. Some will have short time lines and can be achieved in a couple of months. Others may be year-long goals that need to be worked on every quarter. With this in mind, begin by laying out each goal quarterly. For instance, the goal of photographing projects from 2014 may be achievable within

the first quarter. Updating and redesigning the company website is a longer process and could be planned for the second and third quarter, once the photography is completed. Improving your networking by having three monthly lunches with industry partners is a year-long goal, and would need to be planned for every quarter.

Once you've determined where each goal belongs, allocate sub-goals and their specific action steps to each month of the quarter. Be aware of other major events and deadlines you will face throughout the year, and stagger your goals accordingly. Overwhelming yourself with too many tasks at once greatly increases your likelihood of quitting.

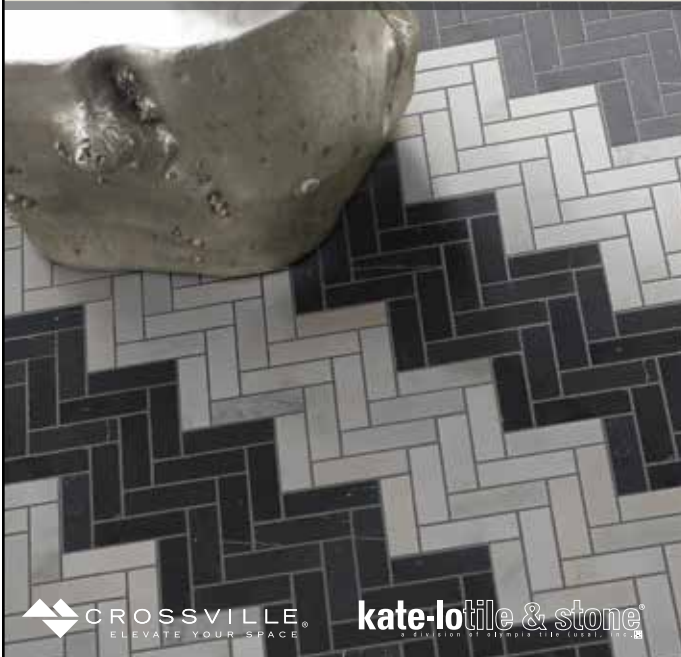
Schedule the necessary action steps each week. Put them on your calendar. Make sure you prioritize them to be as important as your client work. If you have a block of time allocated to researching brand experts for your website update, don't push it off because you fell behind on another project. You have to see these individual actions for each task as non-negotiable on your calendar or to-do list, or you will begin to ignore them, pushing them back until “tomorrow” or “next week.” Suddenly, your goal that you were so excited about at the beginning of the year won't be achievable because you procrastinated on the little steps that make the bigger goal possible.

6. Create Systems of Accountability — Set up a habit of a weekly, monthly and quarterly check-ins to assess your progress and revise your tasks as needed. This helps keep you accountable and from straying too far off track. Post reminders around your desk of why this goal is important to you. Consider enlisting an accountability partner to help keep you on track. Make a weekly date to check in, even if it is a simple phone call or e-mail. Accountability partners can be a big help, especially if you are a procrastinator, an excuse maker, or afraid of failing at something new. Gail Matthews, a professor of psychology at Dominican University of California, has found that people who write down their plans and share them with others are thirty-three percent more likely to achieve their goals than those who did neither.

7. Start — Just start, even if it's not perfect. It's better than stalling out and getting nothing achieved.

8. Celebrate Victories — Every sub-goal you complete is a victory. Taking time to celebrate all you have already achieved will motivate you to continue moving forward to your bigger goal. Buy cupcakes for your team to celebrate getting half of last year's projects photographed. You deserve it! • D •

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