

Design Directions

ASID MINNESOTA
Design Directions

FALL 2017

DESIGN IMPACTS LIVES



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MINNESOTA

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ON THE COVER

Renovated Classroom at
People Serving People Homeless Shelter

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“True success happens when the lens is pulled back and magical things happen when we keep the bigger picture in mind.”

A LETTER FROM OUR OUTGOING PRESIDENT

A few weeks ago, I was asked if, knowing I was in the home stretch of my term, as well as my professional career, I was glad I accepted the position of President. A resounding “YES!” came out of my mouth surprising both the friend and myself. When I was further prompted, “Why?” without any thought or preparation for that question, the past two years flashed before my eyes.

First, I learned that I was capable of more than I had realized. That’s saying a lot, having successfully maintained two demanding careers for forty-three years. Both careers rely on my sole efforts. In learning to represent an entire membership with diverse needs and opinions, I had to reset my thinking from leadership to ‘leadering,’ a term that I borrowed from National. It’s garnering the diverse talents and knowledge of our membership and empowering each to contribute for the betterment of the entire group. The result of this enables my own singular perspective to grow, and my ability to problem solve increases a thousand-fold.

I often use a term: “pulling the lens back” in my design work. While so involved in each perfect detail, pulling the lens back to see the whole project may reveal those details are not cohesive to the whole. I find this to be true as President. Obviously, I have strong ideas about what I would like to accomplish, and what I think is best for our chapter. True success happens when the lens is pulled back and magical things happen when we keep the bigger picture in mind.

I am also grateful for the experiences that being President afforded. The Leadership training that National provided exceeded my expectations, and imagination, and I’ve successfully put some of those strategies into practice with client projects working with the large teams of architects, builders and crew members. And I have more than a hundred new contacts with whom I can call on to problem solve in the future. Also, the President’s Conference in Washington DC gave me an opportunity to interact directly with both senators and congressmen and observe firsthand the workings of our government. I still feel so moved by that experience and so excited to see that ASID is going GLOBAL with its sphere of influence — that will truly have a trickle-down effect on each of our careers!

So, I thank you for this honor and encourage each of you to answer the call when asked!

Lola Watson

**LOLA WATSON, ALLIED ASID
President, ASID MN Chapter**





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“This letter wraps up my goal of recognizing and thanking our 13 hard working committees whose creative and meaningful programs and events reflect the society’s goals.”

A LETTER FROM OUR OUTGOING PRESIDENT-ELECT

As I look back on this past year, I continue to be amazed at our dynamic chapter and the dedicated volunteers that make it a success. This letter wraps up my goal of recognizing and thanking our 13 hard working committees whose creative and meaningful programs and events reflect the society’s goals.

The **Showcase House Home Committee** has been hard at work for a year on the 2017 Showcase Home located on Lake Minnetonka. This premier event embodies many of the Strategic Plan objectives by collaborating with a local builder, providing promotional opportunities for 26 ASID designers to demonstrate design excellence to the public and promoting the ASID brand with signage, collateral and media outreach. In addition, ASID student members have designed one of the spaces in conjunction with Hope Chest for Breast Cancer. The Tour runs October 20 thru November 12. Watch for related events like the Gallery of Stars and The Gala.

Committee Chairs: Jennifer Austin-McGrath, Christine Happel. Members: Diane Lumpkin, Laura Engan, Karen Soojian, Kathy Ordahl, Bonnie Birnbaum

The **P.R. Committee** hosts the P.R. Kickoff on October 26, which is an excellent educational opportunity featuring a CEU on How to Rank Higher on Google for Interior Designers. It will be held at Workshop, an experiential design agency in Minneapolis. IIDA members and design students have been invited to attend as part of our outreach initiative. Watch for info.

Committee Chairs: Kristin Rohweder-Rockner. Members: Brian McCashin, Tom Collins, Bud Cleater, Kimberly Scanlon, Kaitlyn Stokes, Karen Soojan, Lisa Rubins, Laura Wiedmann

The annual **Awards Banquet Gala** will be held at the Women’s Club on November 30. The committee has worked hard to bring us this exciting evening which showcases outstanding ASID design and designers, recognizes our amazing sustaining sponsors and volunteers and celebrates another successful year for ASID MN. New this year are the Emerging Professionals and Student Design categories.

Committee Chairs: Dan Juedes, Abby Koller. Members: Jane Schluter, Dabren Bahn, Amber Ranzau, Sarah Knutson, Nicolole Alatar, Amy Ourdnik

Life in Color, chaired by Sandy La Mendola, is a small committee that makes a big splash. This annual design competition sponsored by Midwest Home magazine is a wonderful promotional opportunity for ASID designers and a great branding opportunity for ASID MN to demonstrate how Design Impacts Lives. Winners are revealed in September.

Last but not least is the amazing team on the **Design Directions** magazine. Year after year this committee has produced our chapter magazine quarterly, which keeps us informed on events, members, design, education, products and much more! We are fortunate to have this premier publication.

Committee Chair: Colleen Slack. Members: Katie Lewis, Elizabeth Bland, Bonnie Birnbaum, Kris Lansing. Publisher: Brian McCashin



Letitia Little

LETITIA LITTLE, ALLIED ASID, CID
President-Elect, ASID MN Chapter

WWW.
a bazillion opportunities
to make a good first impression

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Welcome New Members

ALLIED ASID

- » **Cindy Cramer-Moll**
- » **Jennifer Johnson**
- » **Leann Feldt**
- » **Bailee Schissel**
- » **Sarah Samaha**

IP MEMBERS

- » **Allison Weber**
Rowe Furniture
- » **Tanya Otten**
Select Surfaces
- » **Mike Lejeune**
GassArt Design

STUDENT MEMBERS

- » **Kathleen Chamberlin**
Dakota County Technical College
- » **Julie Gramse**
Century College
- » **Robynne Johnson**
Dakota County Technical College
- » **Chandler Kallock**
North Dakota State University
- » **Dawn Loraas**
- » **Tracy Merthan**
Century College
- » **Carlee Obermaier**
Alexandria Technical College

» Sara Schachtner

Century College

» Alexa Thompson

North Dakota State University

Awards and Accolades

By Elizabeth Bland, ASID

- » **TODD HANSEN, ALLIED ASID**, Albertsson Hansen Architecture, won a 2017 RAVE Award for his River View Loft project in downtown Minneapolis that blends urban living with the warmth of the homeowners' Northwoods cabin in the Remodel/Addition 800-3,500 sf category.
- » **TODD HANSEN, ALLIED ASID**, Albertsson Hansen Architecture, won a 2017 RAVE Award for his traditional yet modern Kitchen Revival project for an 1891 Minneapolis home.
- » **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, explained the additional costs and custom elements inherent in remodeling older homes in "Planning For Adding On," *Old House Journal*, October 2017.
- » **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, profiled the 1928 Mediterranean Villa-style house he helped his clients rebuild after a fire in 2015 in "Making Houses into Homes," *Lavender*, August 17-30, 2017.
- » **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, highlighted his creative solution for concealing a TV in a nook behind a wood panel that can be lowered and raised using a counter-balanced pulley-and-weight assembly from an old double-hung window in "Vintage Disguise," *Midwest Home*, August 2017.
- » **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, won a 2017 RAVE Award for his Prairie School Style Bathroom project in a 1915 home.

- » **KERI OLSON, ALLIED ASID**, KOR Interior Design, whose multi-room remodel featuring tile from Israel in the kitchen, was featured in the "Guide for Good Design," *Midwest Home*, 2017.
- » **SHEREE VINCENT, ALLIED ASID**, Fusion Designed, was featured in the "Guide for Good Design," *Midwest Home*, 2017.
- » **BROOKE VOSS, ALLIED ASID**, Brooke Voss Design, won a 2017 RAVE Award for New Home 2,000 - 3,500 Square Feet for a colorful new construction home in Minneapolis.

LIFE IN BOLD COLOR COMPETITION FROM MIDWEST HOME:

- Living Color Condo: Jaque Bethke, Allied ASID, Pure Design Environments
- Sunny Farmhouse: Darsi Floersch, Allied ASID, Martha O'Hara Interiors
- Boho Bedroom: Darsi Floersch, Allied ASID, Martha O'Hara Interiors
- Good Energy: Laura Orfield-Skrivseth, Industry Partner Representative for Orfield Design and Construction
- Pattern Play: Lisa Peck, ASID, LiLu Interiors
- Keen on Color: Brooke Voss, Allied ASID, Brooke Voss Design

ASID MN Board of Directors Semi-Annual Report

CHAPTER NEWS



By Letitia Little, Allied ASID, CID

Our Chapter Board of Directors is made up of eight elected volunteers who focus on the strategic and fiduciary goals of the chapter. They also provide support and guidance to the various committees.

The Board has been very busy in the past few months working on various chapter initiatives. Here are some of the highlights:

As you all know, we have a new Chapter Administrator, Brianna Klein-Onkka, who has done an amazing job of learning the ropes and implementing new procedures like the improved E-Blasts, a new and upgraded Chapter website and assisting committees with their duties.

In March, the Board held a Round Table with all the committee Chairs to create a forum where ideas and concerns were shared. A new Strategic Plan has been developed for 2017/2018, which is required annually from ASID National. Existing and new Board members attended the Annual

Leadership Conference in San Diego in July to receive training, learn ASID policies for chapter leadership and gather new ideas for future events. It was an exciting and enlightening experience for everyone. Additionally each month, in an effort to continue open communication, a different committee Chair is invited to the Board meeting to report on committee progress.



A few new items have been created to further enhance our outreach. A new ASID MN brochure has been developed which will be available to the public at our various events. A new student scholarship was created and put in place in June, for which we have a winner! And we are working on more scholarships to offer to local colleges in the upcoming months. New this fall is the Student Design category for our

annual Design Awards, which we are very excited about. The new 2017/2018 Board will start October 1, 2017. • 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.

2017 Showcase Home Update

By Bonnie Birnbaum, ASID, CID



See Inside Back Cover for Additional Photos



It is early fall and, with the 2017 Showcase home completed in September, designers are busily “working their magic.”

The gala is set for October 20th and the party will take place in the garages and the home itself. There will be shuttles for the gala.

The 11,000 square foot “Modern Chateau” on the banks of the historic Lake Minnetonka is an interesting mix of some French inspired furnishing with clean-lined contemporary pieces.

You enter the home through a keyhole shaped porch. The main level consists of a grand entry and staircase flowing into the great room with its monumental fireplace and groined vault ceiling. The dining room, family room and large kitchen with its pantry, screen

porch and dog room are adjacent to the great room. Also on the main level are two offices, a powder room and the junior master suite for visiting family.

The lower level has another family room, bathroom, theater and sport court.

The upper floor has the master suite wing and on the opposite side of the home a library, laundry, nursery, and three bedrooms with their baths. On the roof is an observation deck with a spectacular view of the lake, especially at sunset.

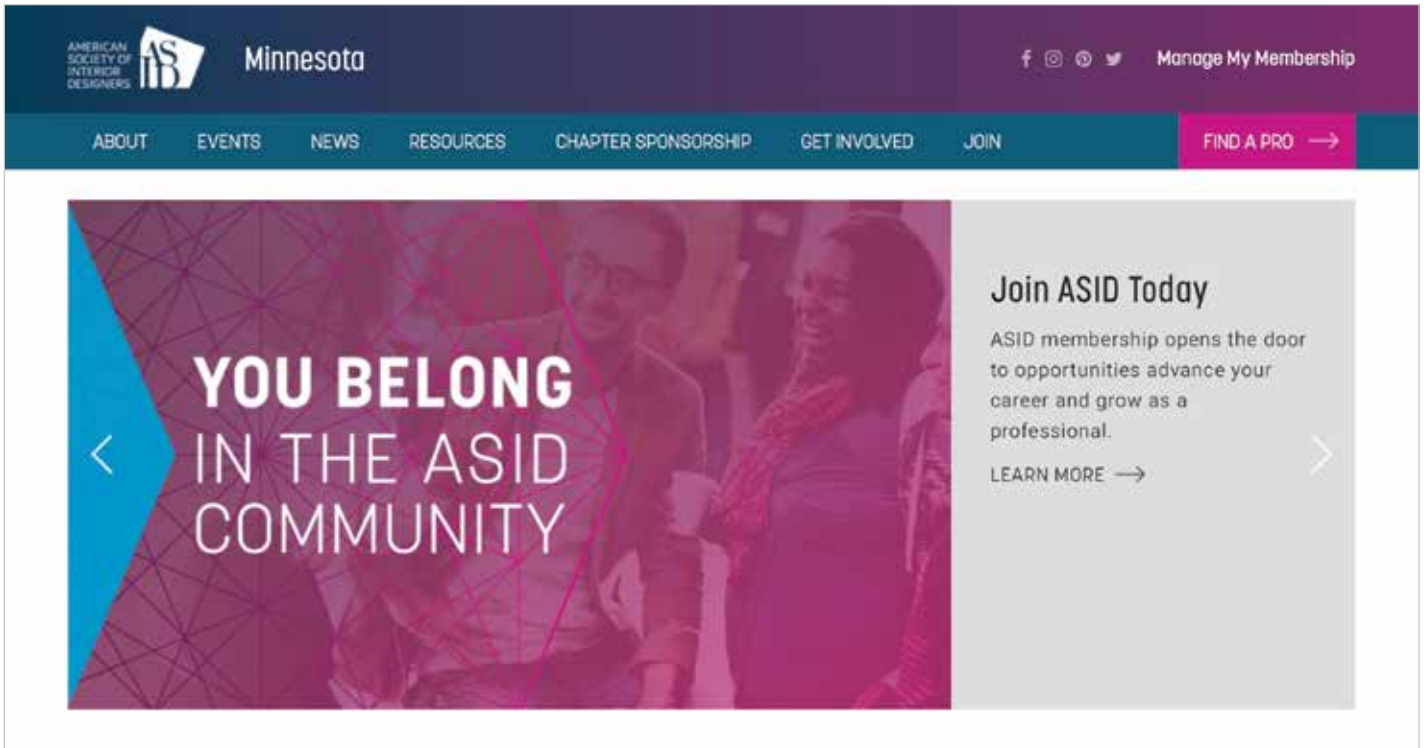
Please come and see how a group of designers can team together to create a “dream home” for a young family. • D •

ASID Launches New Websites Both Nationally and Locally

CHAPTER NEWS



By Bonnie Birnbaum, ASID, CID and Nancy-Nelsen Flom, IP Rep for INTERSOURCE, Inc.



DESIGN IMPACTS LIVES.

Nothing sums up our new website more than these three powerful words. The new design will positively impact the lives of its readers due to its user-friendly features and vibrant visual appeal!

The goal of the redesigned and enhanced website is to offer valuable information to consumers, ASID members, industry partners, and the design community at large. The website is user-centric and offers clear navigation on multiple platforms and devices. The sections include career guidance, chapter and national news, events, and the latest ASID research. Each of the 47 local ASID chapter websites has been uniformly updated to allow for seamless information sharing across the society. The enhanced ASID platform will provide an outlet to communicate the impact of design on the human experience and help define the role of interior designers at both the national and local levels.

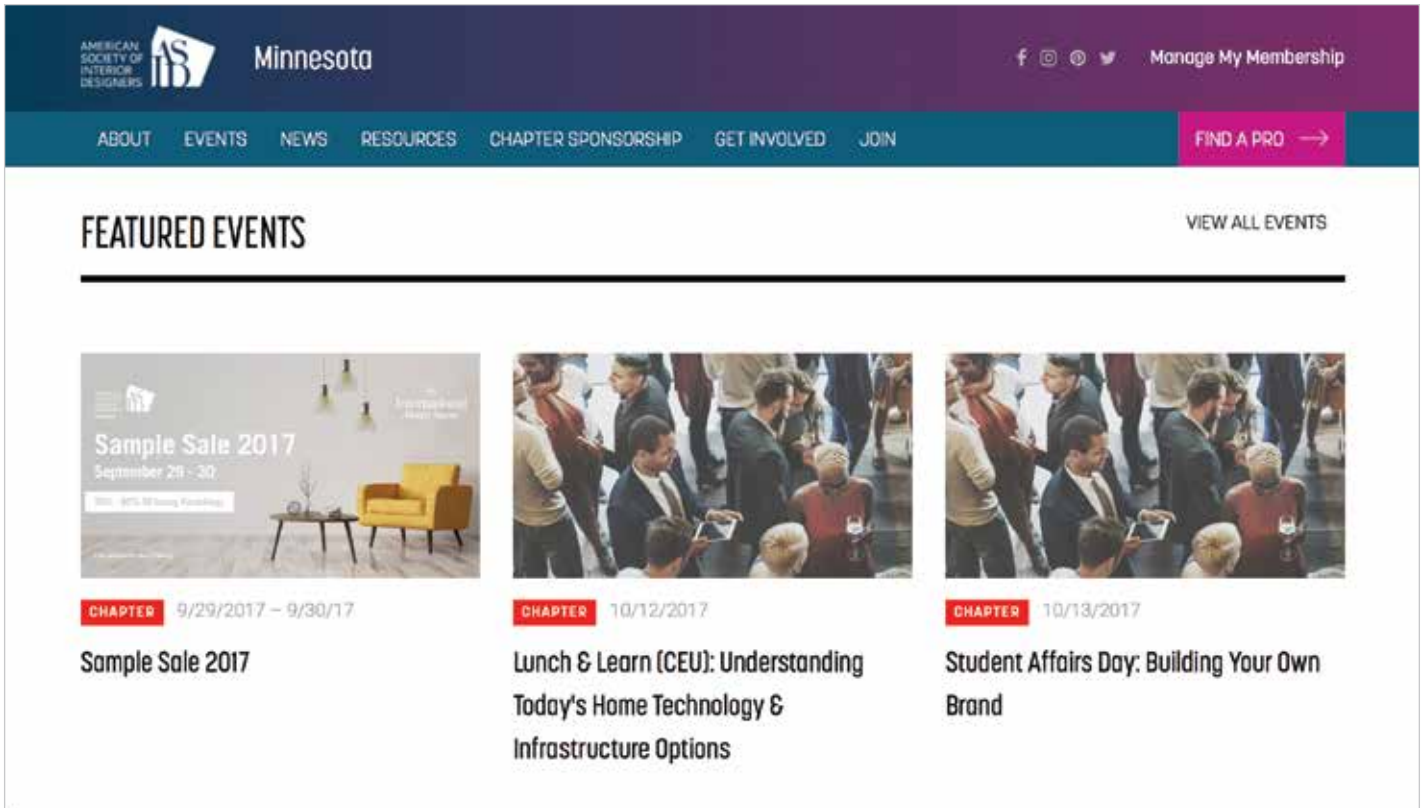
ASID CEO Randy Fiser explains, "The redesigned ASID websites are the gateway into the design community; informing members, clients, and the world of what's new and important in design

today. The content showcases the Society's global leadership in interior design, through our research, advocacy, and education on behalf of all designers. Our goal is to communicate the powerful impact that design can have on people, and offer insights into how a designer can live this mission and incorporate it into their practice."

The user-friendly goal was met by taking the features to the next level; the colors, contrasts, and fonts were all carefully selected to be clear and accessible to any website user.

ASID National formed a Website Advisory Task Force made up of interior designers from around the country to ensure optional input and feedback on the site throughout its development process. Their valuable insights ensured that the redesigned website would meet the demands of all members.

Beyond the redesign of the national site and the 47 individual ASID chapter sites, the content has been reorganized to maintain continuity of experience.



NEW FUNCTIONS OF ASID NATIONAL WEBSITE

- The Resource Center
- The Career Page
- The Events Page
- The News Page
- The ASID Foundation

KEY FEATURES OF ASID MN WEBSITE

- Links directly with ASID National
- Current board membership information
- Current events with links to event information and registration
- Two scrolling links to articles regarding our latest community service event
- Gold and Silver level sponsors' logos scrolling on front page with links to each sponsor's website
- Live scholarship submission form

- Live volunteer submission form
- Breakdown of the typical costs and fees when hiring a designer
- Legislative work information
- User-friendly search engine to find designers in your area
- Links to our social media platforms: Instagram, Facebook, and Twitter
- Award winners from the past 3 years
- Previous Design Directions publications in digital format
- Link for improved online awards submission
- Chapter Sponsor Information

We applaud Brianna Klein-Onkka, our current ASID MN Chapter administrator, whose perseverance to seek, research, and problem solve, creates additional future enhancements to our new website. We hope our local ASID community finds the new website as exciting and refreshing as we do! • D •

Design Impacts Lives



By Jackie Millea, ASID

As highlighted on the ASID National website, this organization believes that design really impacts lives. Designers “collaborate with others to promote the value of interior design.” Designers “prepare our members to excel in a dynamic and evolving profession.” Designers “generate, collect, and disseminate applied knowledge.”¹

“Through education, knowledge sharing, advocacy, community building and outreach,” ASID designers “strive to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people’s lives.”²

ASID designers “lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability.” Designers “showcase the impact of design on the human experience and the value interior designers provide.”³

What better way to bring these ideas to Minnesota than the project that was recently completed by the ASID MN community service committee. This committee has successfully completed a 16-month project to renovate two classrooms for the children

who will be staying at the People Serving People homeless shelter. Jackie Millea, ASID committee chair, said that “The American Society of Interior Designers- Minnesota is proud to give back to People serving People, which serves more than 1,000 families facing homelessness every year.” This project has allowed ASID designer and Industry Partners to work together to benefit the local community. During the design phase, ideas were incorporated from professional designers as well as St. Catherine University students. These ideas were then refined to best suit the needs of the staff, volunteers and children at the facility.

“Since the experience of losing a home is traumatic for children and their families, the designers worked to incorporate trauma-informed design principles that promote healing and wellness. The flexible classroom spaces are designed with natural elements and lighting to mimic the therapeutic elements of the outdoors.”

Using the principles of trauma-informed care to create therapeutic healing environments, the designers created two classroom spaces; one for individual tutoring and one for instruction. Fundraising was done by ASID members and Shelter Architecture lead the management and completion of the project. • D •



¹ <https://www.asid.org/about>

² <https://www.asid.org/about>

³ <https://www.asid.org/about>

Whose Design Is It, Anyway?

Ethics and Intellectual Property for Design Professionals

By Kristine A. Kubes, J.D., IP Rep for Kubes Law Office, PLLC

“Intellectual property.” Every design professional should have a basic understanding of that term. Intellectual property means, in its most generic form, the work product of a person’s creativity, such as a work of literature, art, design, music, to which the author/creator has rights of ownership. Some intellectual property rights can be registered nationally, which provides additional rights to the author/owner.

For design professionals, the instruments of service are the most common intellectual property at issue — the plans that capture the design for a particular project. But intellectual property spans much farther than just the plans, and can include the work itself, photographs of the work, and specific designs in furniture and furnishings, wall covering, textiles, and rugs.

As a general rule, the author or creator of a design has the exclusive right to that design, unless the author gives or licenses that right of ownership to someone else. The rights to the instruments of service is a key topic in contracts between designers and owners, as are the rights to photographs of the site after construction is complete.

The law of intellectual property is dual focused on protecting ideas and protecting the public from misrepresentation. The law requires proper attribution/credit to the originating author of any creative work, in order to ensure that the public knows **who created it**. That protects both the creator and the public.

Intellectual property rights can get complicated in design. For instance, who owns the rights to a photograph of a home? The original designer may own the design depicted in the photograph; the owner of the physical property may own the right to the design in its built form; and the photographer may own the rights to the photo (depending on its contractual terms with the designer). The answer is not black and white and the prudent designer will seek legal counsel to manage his/her risk.

Looking at the issue from the perspective of transparency and avoiding misleading the public, the options become clearer. The prudent designer gives proper attribution to her work and that of others represented in an image. But if a designer uses a design in marketing materials, without any mention of whose design it is, the public would be inclined to believe that design originated from that designer. If that is not the case, the designer may be misrepresenting the facts – and likely gaining clients/business based on those misrepresentations. This conduct is illegal and punishable under the law.

Ethical practice requires honesty and integrity in all things, and prohibits misrepresentations/ dishonesty. Thus, the intersection of ethics with intellectual property. A prudent designer knows the source of an image, has permission to use it, and gives proper attribution to the creator(s) of the content in the image. Put simply, the prudent designer is clear on what work is hers, and what is not, in order to avoid misrepresenting facts and misleading the public.

Interested? ASID-MN will be sponsoring a two-hour ethics seminar on this topic in November 2017. The program is approved for .2 CEU in ethics. Watch www.mn.asid.org for information! •D•



Kristine A. Kubes, kristine@kubeslaw.com, is an attorney and principal of the Kubes Law Office, PLLC, Serving Design and Construction Professionals. She is an ASID Industry Partner and former Chair of the Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience & Interior Design. This article does not constitute legal advice. Each case must be evaluated on its own facts.

Terri Taylor: 9 Money Magnets

FEATURE ARTICLE



By Colleen Slack, Allied ASID

“Doing what you love is the cornerstone of having
ABUNDANCE in your life.”

— Wayne Dyer



As interior design industry professionals, we are constantly surrounded by products and budgets which may exceed our own financial resources. Our own money mindsets, whether we are conscious of them or not, may hold us back from reaching our

true capabilities. If we can recognize these deeply held beliefs, address them, and conquer them, we will be able to achieve more than we can even imagine for ourselves.

The first step is recognizing some of the most commonly held beliefs and habits that hold design professionals back. These three Money Mindsets are common hurdles for Interior Designers to overcome.

1. Applying your money values to your clients.

Accepting your financial position may differ greatly from your clients. You don't need to save them \$6,000 on a sofa with a less expensive brand when they really want the higher end brand name product.

2. Voicing negative thoughts

Due to the law of attraction, focusing on the negative creates the reality. Don't tell yourself “All I get are cheap clients. Nobody wants to spend any money.” Instead tell yourself and others “I love my clients, they're generous and they love to buy.”

3. Thinking that you are not good enough

Stop expecting perfection before starting. The time to do it is Now. When the thought comes up, do it! Stop setting up hurdles in front of yourself. Rather than focusing on the dozens of little tweaks you'd like to make even after the room is finished, listen to your clients and what they are telling you about how happy they are with the experience. “I'm so glad I trusted you. It's so me, it's gorgeous! I can't believe I get to live here.” Remember that with every project you get better because of the lessons you learned on the jobs that came before it.

The second step is recognizing our role in holding these mindsets and focusing on what we can do to shift them. We are all capable of abundance in our lives; we simply need to focus our energy on where we want to manifest this abundance. What areas of your life do you want to cultivate abundance? Are you focused on qualities related to financial, material, relationships, creativity, romance, or qualities such as kindness, love, or patience? What is the most important to you right now - not what you think you should want?

1. Recognize that you are responsible for your financial success and no one else is. You are co-creating it.

Lack of money is not a circumstance, but a scarcity mindset. The universe is constantly expanding, so once you embrace an abundance mindset, you will see the universe will provide, as there are plenty of clients for everyone. You can command abundance. You simply Ask, Believe and then Act on Opportunities.



By Colleen Slack, Allied ASID

2. Learn about making money from positive and affluent people.

The five people closest to you dictate your level of income. Watch out for the “lack” people. Your income is directly proportional to the expectations of your peer group. The same way you provide for yourself, such as with healthy foods, you need to provide for yourself energetically.

Surround yourself with people moving up. Balance the negative energy in our life by limiting your time with negative people and setting boundaries with them. Surround yourself with five positive people for every negative person in your life and don't blame others for your failures.

3. Take good care of your money

What you pay attention to grows. Just as talking about your good clients attracts more, being aware of your finances and celebrating your successes will attract more financial success. Track your income daily. Celebrate your income big or small, from any source, even that dime on the street or refund that came in the mail.

Keep an eye on invoices. Focus on what's coming in instead of just jumping ahead to the next thing.

Know your numbers. Do you know how much you make annually, monthly, or daily? Tracking these numbers and setting goals and benchmarks will create results, no matter how slowly. Set a regular day each week to look at your numbers. You could call in Money Monday, for instance. Take a regular paycheck every two weeks. Treat yourself like a regular employee rather than paying yourself sporadically when you feel comfortable doing it. By creating this consistent system, you will become more attune to the flow of funds in and out of your business and focus on creating consistency.

Take adequate product deposits. Deposits should cover the complete net cost of the goods you are selling. You should not be fronting anything, so stop putting yourself at risk. Rather than calling your fee a mark -up, call it a purchasing fee. With this structure, the total net cost of the goods is the deposit amount and the balance due is the purchasing fee, thereby eliminating your risk.

4. What you ask for always shows up as an opportunity.

You need to step into the opportunity. The opportunity is the

how. Don't worry about how the opportunity will manifest and try to force it, instead be open to it flowing to you.

5. Play big and play to win!

Sell expensive product, as it's just as much work and the margins are much better. You have a gift from the source and it wants you to play big. Don't create limits. Dare to dream.

You are here to create and provide beauty, comfort and piece of mind for your clients. Clients need to dream big, but they don't know what they want because they don't have the vision for it, and they aren't clear in their asking. Our job is to provide the vision, give them the process, and make it reality.

6. To succeed you must determine:

What you want (Get Goals), why you want it (Making money for money's sake doesn't work. Is it to travel, your child's future, your home, retirement?), and when you want it (tell the universe when you need it). Watch how you receive compliments and don't push back on the good stuff coming in. Scoop it up and acknowledge it. Practice accepting help, compliments, love and money gracefully. Be open to receiving. When you have clarity of intention, the universe responds. Try this affirmation: I expect great results, regardless of what I see in front of me, the universe is shifting to support me right now.

7. Know what you're worth, charge it, and don't be shy asking for it.

Know the value you bring to your clients. Your Thoughts (conscious) + your Beliefs (subconscious) + your Actions (behavior) = Alignment (\$\$\$). When you can line these all up from a positive money mindset, you will see great results. For example, “I want –three big projects this year + I know it will happen this year + I'm building a relationship with a high end builder.”

8. Be aware of your money mindset history and keep it out of your jobs.

You were programmed early on that money is evil and poor is more holy. This plays out countless times in movies, TV show and books. However, money is just a part of living a richer, fuller, and more abundant life. Think of the flow of money as energy given and received. We give out comfort and beauty and that energy comes back in the form of money. It's a simple exchange without a moral value attached until we apply our own learned values and mindset to it.



9. Getting out of your own way

To make more abundance, shine a light on the gunk inside. What money mindsets are lurking in the back of your brain, whispering negative messages? Our mindsets come from experiences gone wrong, whether passed down from our parents, friends, or through our culture. A lie repeated with authority over time is believed. But that does not make it true. Your beliefs formed in childhood form your beliefs and actions today. Reset your beliefs to guide your actions to where you want to go. Your reason for being here is much bigger than you think. So take a moment to truly ask yourself — “What do I want? Why do I want it? When do I want it?” To experience abundance you need to believe it is yours, expect it to happen, and allow it in.

Taylor stresses that by looking within to identify these mindsets and working to overcome them, you can get on the right track for successfully growing your business. Taylor’s success speaks for itself, whether through her design business or her current

role as an educator. She believes the key to more profits lies in the way we view ourselves, our clients and our finances. To learn more about money mindsets, creating abundance, and the laws of attraction, check out these additional resources. Or sign up for Terri Taylor’s Design Summit in Scottsdale, Arizona, November 10-12, 2017. For more information visit: interiordesignbusinessacademy.com. • D •

Suggested Reading and Resources:

- *Get Rich, Lucky Bitch!* By Denise Duffield-Thomas
- *You are a Badass at Making Money* by Jen Sincero
- *The Power of Now* by Eckhart Tolle
- *The Master Key System* by Charles Haanel
- *The Lively Show* podcast - Seasons 3 and 4
- Deepak Chopra
- Louise Hays — YouTube videos for affirmations — find one that fits you

Terri Taylor: Managing Jobs — How to Finish Happy and Profitable

By Kris Lansing, Allied ASID

The second half of the Taylor's presentation was focused on the topics of managing jobs and finishing happy and profitable. Taylor built the afternoon around her course work from her interior Design Business academy and its structure of billing, collecting, and managing your time at in-home visits with clients. Her approach is two pronged. First focus was on the more specific changes you can make to your business and billing structure. The other half of her path to success is looking inward and identifying what traits you have developed in your life that may be holding you back in your ability to charge for projects at a fair rate. Taylor took advantage of the afternoon to fully explore booth topics with emphasis on reflecting on one's self to help overcome these obstacles.

One of the re-occurring themes of the day was billing and how designers structure their services in our changing market place. Our current consumer climate provides products at the buyer's fingertips through online shopping. Often times clients are able to price shop the furniture a designer has proposed for the same industry discount price or even less. Products that were once thought to be exclusive to designers is available online as well. Taylor stands by a structured fee for design services instead of the designer charging a percentage of the total price of the pieces the client purchases. Although she still stands by purchasing for a client if they request it, she recommends purchasing fee vs. charging a percentage of the total sale. This eliminates the loss of profits for jobs that use a lot of design hours, but do not result in the customer purchasing through their designer. Her approach also eliminates many of the pain points many designers experience. When the customer is doing the purchasing, they are responsible for accepting the product and inspecting it for quality as well. Another advantage to this method is eliminating the potential of being stuck with a bill for furniture the client has yet to pay you for. It also allows you to get fairly compensated for the actual time spent on the design, which is not always fairly represented in the cost of the furniture for a space.

Another topic Taylor is passionate about is charging what you are worth. She feels that most designers are not charging for all

of the time they spend working on a client's space. She focuses in on her fixed billing structure and stresses payment along the way through out a project. She stresses that an interior space design needs to be looked at as a whole with the design element fee staying relevant to the cost of the entire project. She speaks to our pre-defined "money mindset". This is what we learn throughout our life base on our own experiences. Being able to distance yourself from your own financial position and relate your fee to that of the client is key to a successful and profitable design business. Clearly outlining the service being offered at an in-home visit and presenting the cost up front to the client eliminates the second guessing by both the design and the client and allows the relationship to focus on the project with no surprises with the cost along the way.

Taylor also pressed that designers need to keep a closer eye on the financials of their businesses. Tracking income on a weekly basis to make sure you are making positive financial strides in your business. Attitude is a key focus with Taylor. She stresses that all income should be celebrated whether it is big or small. She stresses that the belief that if you do not aim high enough you will not hit your highest profit potential. Putting yourself out there and knowing what you want, when you want it and why an important step in growing your business. She believes that if you believe it is yours, expect it to happen, and allow it in, abundance will be yours. A lack of profits is a result of a negative money mindset and getting rid of self-sabotaging beliefs is the key to overcome hurdles in income potential.

Terri Taylor has focused her career around sharing her Interior Design business knowledge through her business Interior Design Business academy. She offers a variety of educational courses as well as opportunities for personal counseling. She focuses on the tools, mindset, and community requirements for successful business. More information can be found on her website www.interiordesignbusinessacademy.com. • D •

2017–18 Board and Committee Assignments

President

Letitia Little, Allied ASID, CID

Committees Overseen

- Awards Banquet: Amy Ouradnik, Lisa Trnka, Co-Chairs
- Awards Submissions: Jodi Gillespie, Kristy Conlin, Co-Chairs

President-Elect

Jennifer Austin-McGrath, Allied ASID

Committees Overseen

- Showcase House: Angela Parker
- Sample Sale: Jackie Cox, Jennifer Ball, Co-Chairs
- Strategic Planning: Jennifer Austin-McGrath, Chair
- MIDLAC: Jennifer Austin-McGrath, Chair

Marketing and Communications Director

Kimberly Scanlon, Allied ASID

Committees Overseen

- Design Directions: Colleen Slack, Katie Lewis, Co-Chairs
- PR: Kristin Rohweder-Rackner and Katie Stokes, Co-Chairs

Student Representative to the Board

Anna Sanders

Membership Director

Lori Berg, Allied ASID

Committees Overseen

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

Finance Director

Nicole Sirek, Allied ASID

Committees Overseen

- Accounting Firm
- Sponsorship: Kristin Melbostad, Chair

Professional Development Director

Brandi Hagen, Allied ASID

Committees Overseen

- Programs: Jennifer Ruis and Sandi Weinand, Co-Chairs
- Scott Needham, Chair

At-Large Director

Rena Feldman, Allied ASID

Committees Overseen

- Community Service: Jackie Millea, Lisa Antenucci, Jackie Colapert, Co-Chairs
- Kitchen Tour: Gigi DiGiacomo and Erin Newton, Co-Chairs

2017 Showcase Home photos. See page 8 for a Showcase update.



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