



**NWSID**

**Designer Insider**

*September Chapter Meeting*

*Inside this issue:*

<i>Mystery Member</i>	2
<i>Letter from the President Bellevue Home Show</i>	3
<i>50 Great Tips for Association Members</i>	4-5
<i>Resource Library Women In Transition Day of Caring Workshop at the SDC</i>	6-7
<i>Mary Bridge Children's Hospital Fundraiser Upcoming Chapter Meetings</i>	8
<i>Blogging for NWSID NKBA Workshop</i>	9
<i>Being Part of the NWSID Website</i>	10



**NWSID**  
Presents  
*Our Annual  
PRA Showcase*

**When:** September 15th 5:30-8:00  
**Where:** Statements Tile & Stone  
 6140 6th Avenue South, Seattle 98108  
**Cost::** Member \$20.00 - Non-member or at door \$30.00

Join NWSID at this Special Event to Highlight  
 Our Professional Resource Affiliates

***DESIGNERS COME AND LEARN HOW THESE  
 BUSINESSES CAN SERVE YOU AND YOUR CLIENTS***

Special points of interest:

- The Website has Launched
- September Chapter Meeting
- Volunteers Needed

## *Mystery Member*

Here's another chance for all of you to win a gift certificate from Espresso By Design. It's really simple, just guess September's "Mystery Member".

Last month's mystery member was Ron Best of Pro-Tection Seattle. Thanks Ron for being such a good sport and supplying that fabu personal photo.

Below, you will find a series of facts about this member. Put your best guess on the back of your business card and drop it in the pot at the September meeting. Remember, only one entry per member and it must be in the form of a question.

Has been a member of NWSID since 1978

- Member says the best thing about NWSID is the friendliness of the members
- Has held 3 different board positions
- Born in Illinois
- Married 30 years
- 2 children
- Avid reader and member of book club
- When asked who is your hero? This member answered "My dad"
- Favorite actor: Robert Redford
- Last movie seen: Inkheart

- Dislikes slow drivers more than anything
- Special talent: Foosball wizard
- Loves to dance but was once embarrassed on the dance floor (you'll have to ask member for entire story)
- Attended University of Minnesota and Moorhead State College
- Favorite food: hamburgers
- Best trait: very caring towards people
- Worst trait: open mouth and insert foot
- This member is the reason our general meetings are on Tuesday evenings
- Has always been a very active member
- Wants to revisit Italy

Good Luck,  
KLF



**WELCOME  
NEW MEMBERS**

Bernard Corday PRA

(an old member with a new company)

Karen Dickeson Associate Designer

## ***FYI: FAX MACHINE***

***Our office fax machine has been out of commission for awhile, but it is now up and running again. The phone number for the fax is:***

**206-763-8799**

## Letter from the President

*Jann Placentia*

Summer is winding down and with Fall's arrival we have lots of new and exciting changes on the horizon!

Our fabulous new website will launch September 1<sup>st</sup> – check it out! We had a wonderful chapter meeting August 18<sup>th</sup> at **Great Stuff Vintage Furnishings** on Airport Way – thank you so much to Kirk Albert and Steve Christianson! The September 15<sup>th</sup> meeting will be a PRA showcase at **Statements distinctive tile and**

**stone**, 6140 – 6<sup>th</sup> Ave S – just blocks from the Seattle Design Center. We will not be having a business meeting this time, but please come and learn about the resources our members have for all your projects, through PRA's in our organization. Until the next meeting, have a happy and relaxed Labor Day! and check out the new website!



**OUR NEW  
AND  
IMPROVED  
WEBSITE HAS  
LAUNCHED**

**TAKE A  
LOOK AT  
NWSID.NET**



## Bellevue Home Show



In January NWSID will be hosting a large room at the Bellevue Home Show for consultations and other possible activities. This will be a way to market our businesses to the public.

We are looking for designers to be on the

committee to bring this together.

If you are interested in volunteering for the committee, give Fran a call at: 425-641-0191 or [idesign-foryou@yahoo.com](mailto:idesign-foryou@yahoo.com)

**"Understand that you need to sell you and your ideas in order to advance your career, gain more respect, and increase your success, influence and income".**

**Jay Abraham**

## ***50 GREAT TIPS FOR ASSOCIATION MEMBERS***

When you avidly support your association, great things happen. You grow professionally. You advance the well-being of your industry and, you generate renewed enthusiasm for your own job or profession. The support, information and education individuals receive from these groups is a crucial step toward discovering what clients want, where to get the products they need and how to best accommodate them.

The best news is this: you can support the work of your association almost any time, with modest effort on your part—and reap the benefits of your participation. Here are 50 ways you can do just that:

- Display your association seal, plaque or decal at your place of business, along with any association awards you've received.
- Drop a note to your association's program chair offering ideas for the next conference or meeting.
- When colleagues make the news, drop them congratulatory notes (if the news is good) or notes of encouragement (if the news is bad).
- Pass along copies of relevant newspaper or periodical articles too their members.
- Schedule lunch with a nearby member every once in a while.
- Call your colleagues to discuss mutual problems.
- Invite other local members to accompany you to association events.
- Call your association when you need information on a topic of interest, and say "thanks" after you receive it.
- Volunteer to serve on one committee.
- Mention your association's work in conversations with colleagues or business people outside your industry.
- Renew your annual membership promptly.
- When criticizing association practices or activities, do so on a one-to-one basis.
- Keep the names of association officers and staffers handy. When you meet someone who might be a prospective member, pass the names along.
- Host an open house for members.
- Leave your association periodical in your lobby or waiting area for them to read.
- Keep in touch with colleagues who have left the association. Be sure to spread the good word about the association's work.
- Let your association's leaders know how you've applied the hints you've picked up at meetings.
- Write a "letter to the editor" of your association publication on a topic you are particularly interested in.
- Ask colleagues outside of your industry about their association activities and pass what you learn along to friends in you association.
- Display photographs of association activities in your office or home.



- Send news releases and other positive information about yourself or your business to your association's communications director.
- Keep in touch with industry retirees who used to be active in the association. Pick their brains for ideas every once in awhile.
- Mention your association's needs and principles whenever you speak in front of civic or business groups.
- When hiring employees, keep other association members in mind.
- Present a program about your industry (and the work of your association) to area schools and colleges.
- When customers ask, always speak fairly about your competitors.
- Check your association's website periodically for current information.
- Include your association's name and logo on stationery products.
- Let members who live at a distance know they have a standing invitation to visit you when they're in town.
- Keep tabs on what's happening by listening carefully to rumors and gossip from other members, but don't spread gossip.
- Publicize your association and industry in the local media through media-covered events, opinion pieces and news releases.
- Observe industry holidays or commemorative dates with special sales or "thank you" promotions.
- When you have occasion to meet legislators, speak about the needs of your industry.
- Schedule upcoming dates for association activities—chapter meetings, committee business meetings, even block-out time for professional reading and study.
- When you're starting a new project or happen upon a new idea, run it by a member and get some objective advice.
- Let your customers or clients know why your association helps you help them.
- Keep your code of ethics in mind always.
- Pass association news along to your staff and employees.
- Evaluate your participation in association activities from time to time. What have you done well? Where can you improve?
- Let other association members know about continuing education opportunities available in your field.
- Let your family know why your commitment to association business is important. Include family members in association activities when possible.
- Include your association logo or decal on your car or truck window. *(This will be coming to you soon).*
- Suggest activities or initiatives to your officers.
- Add your association membership to your biography or resume.
- Ask your local mayor or chief municipal executive to issue a proclamation in honor of your association's educational or scholarship fund.
- Use promotion products, such as mugs, bags & pins.
- Enjoy yourself...and spread your enthusiasm about your membership to friends within and outside of your industry!

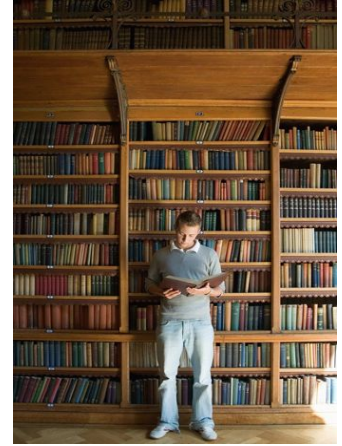


## Resource Library

**"There are one hundred and ninety nine ways to get beat, but only one way to win; get there first"**  
**Willie Shoemaker**

NWSID is implementing a resource library at the NWSID office.

If you are a PRA and would like to have your catalogs or samples available for designers to reference, please call or email Karen Lunn-Fisher to arrange putting these resources in place. The phone # is: 425-361-3980 and email: [lunnfisherdesign@comcast.net](mailto:lunnfisherdesign@comcast.net). Designers this is a chance to easily access our PRA's products when creating your designs.



## Women In Transition



We are still continuing to collect gently used, small scale furniture for our community service project, "Women in Transition".

Please keep us in mind when down sizing and let your clients know that any items they don't want, we can pick up and deliver them, so that there is no hassle for them. Please email Cara Fleming with your pick-ups at [carasinteriors@aol.com](mailto:carasinteriors@aol.com)

Remember, you or your client

can also deliver directly to Contract Furnishings Mart during their normal warehouse hours, however, please e-mail Cara with a list of what you are dropping off. An example for a listing would look like this:

48" Rd oak dining table with wood chairs,

7' sofa in a blue and gray floral,

There are times when the amount of furniture donated exceeds the size of Rodney's pick-up truck or Ron's van. If

you would like to donate your time one evening or Saturday and help with your vehicle for pick up and delivery, please contact Cara or Robin to volunteer.

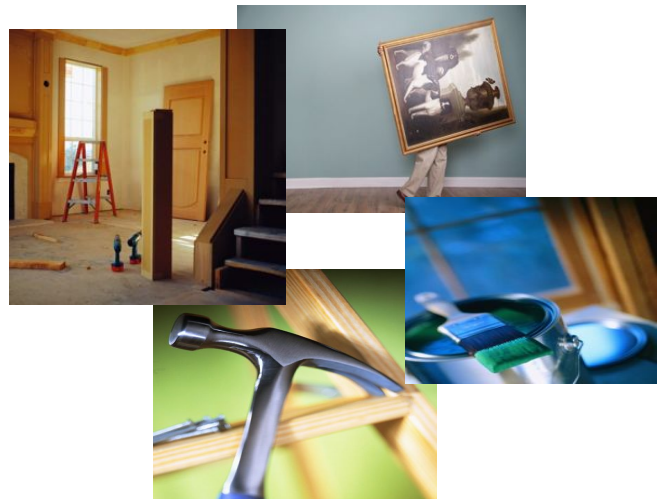
For tax purposes, donation forms are available at the NWSID office. "Just stop by when Fran is there and pick one up or leave a message for Fran or Cara and we will mail you one.



## Day of Caring

We are gearing up to aid in another Day of Caring come September. This is such a worthwhile cause where we give of our time to help those who have a need. We hope that many of you will keep this in mind and volunteer. We will keep you

informed on when and where. NWSID will be supplying lightly used furniture and accessories and other materials that may be needed. If you can't spare the time, maybe you have used furniture that needs a new place to go.



# Unlock The Power of DIY Publicity and Social Media at Fall Publici-Tea™ Express Workshops at the Seattle Design Center

The [Publici-Tea™ Express Workshop](#) is coming to [Seattle Design Center](#) conference facility this fall. The \$49 do-it-yourself publicity and social media sessions take place September 16, October 16, and November 6 from 9:30 a.m. to noon. DIY Publicity Expert Nancy Juetten and Social Media Expert Steve MacDonald show publicity-seeking, budget-challenged business owners how to use powerful, practical tools and mostly free resources to get known as experts, build awareness about their businesses through traditional and social media, and attract more perfect clients to their care.

The [Puget Sound Business Journal](#), Seattle Design Center, Practical Social Media, and Main Street Media Savvy are joining together to support business owners with these lessons at a time when the challenging economy has many looking for affordable and effective ways to share their messages so others will listen.

Chief Publici-Tea™ Trainer and Founder of Main Street Media Savvy Nancy Juetten said, "Guests rave and have excellent success applying the specific information and resources we offer during the Publici-Tea™ Express Workshops. We break things down into easy, practical, proven steps and share engaging examples to prove our points so they can get their messages heard." She added, "For example, Guest Presenter and Social Media Expert Steve MacDonald, founder of Practical Social Media, shares simple tactics business owners can employ to get found faster by Google."

The workshop format includes time to network with event guests. It also includes a Q&A session with the experts, abundant resource materials that guests receive by immediate digital download as soon as they register online, special offers, and delicious refreshments, including premium chocolate truffles from Seattle Chocolate Company and Biscot-Tea™ -- English shortbread sweetened with the essence of real tea.

Each workshop welcomes 100 guests. Those who register by August 31 also receive a link to an audio file and written transcript to a recent teleseminar about DIY publicity with Action Plan Marketing Club Founder Robert Middleton and Nancy Juetten to inspire their productive DIY publicity actions between now and event day.

Business owners beyond Seattle and those who prefer to learn without leaving their desks can benefit from a virtual workshop by purchasing the ["Anytime, Anywhere" Publici-Tea™ Express Digital Download](#) for \$49.

## **About Main Street Media Savvy:**

Publicity Expert Nancy Juetten, founder of Main Street Media Savvy, helps business owners everywhere quickly get up-to-speed on the best ways to use do-it-yourself publicity to share their messages in the traditional, online, and social media. As Chief Publici-Tea™ Trainer, she inspires and shows business owners how to take control of their media opportunities through consistent, winning actions every day via live and virtual workshops. Guiding business owners to achieve winning media results for their products, services, ideas or cause with time-tested, proven, and easy-to-learn tips -- without spending a fortune or spinning their wheels -- is her passion. Juetten is a work-in-the-trenches publicist, a "Media Savvy" newspaper columnist for the Puget Sound Business Journal, a DIY publicity blogger, and the creator of the new [Bye-Bye Boring Bio Action eGuide](#) that is earning fans the world over while helping them tell their stories so others will listen.

Contact: Nancy S. Juetten, 425-641-5214, [nancy@nsjmktg.com](mailto:nancy@nsjmktg.com)  
13605 SE 50<sup>th</sup> Place • Bellevue, WA 98006 • P 425.641.5214 • F 425.401.6838



## Mary Bridge Children's Hospital Fund Raiser

NWSID Members, Please support Mary Bridge Children's Hospital and Health Center by helping our Holiday Decor Committee create unique decorative items for the 23rd Annual Festival of Trees on Dec. 3-5, 2009 at the Tacoma Convention Center.

Holiday Decor items (wreaths, swags, center-pieces, pillows etc.) will be auctioned off to benefit the children at Mary Bridge Children's Hospital. Designers who want to participate can contact:

Mary Pat Curran  
[@marypatcurran@comcast.net](mailto:@marypatcurran@comcast.net)

We will be having a decorating event at floral designer, Chad Burnworth's studio, Collected Design, so bring all your holiday ideas and supplies.

Date to be determined. We will keep you posted.

Thank you.



Designers:

When Putting The



Together On Your Projects



USE OUR PRA'S



## Upcoming Chapter Meetings

- October 20th - Year of the Monkey @ 2915 1st Avenue South Seattle, WA 98134 / with Shelley Nordlund speaking on Feng Shui.
- November 17th - International Kitchens 13500 Bellevue Red Road #7 Bellevue, WA 98005 / with and professional photographer giving us the ins and outs of photographing our projects.



## *Do You Blog?*

With our new website we are able to put *professional* blogs or articles on the site.

If you are interested in providing this, contact Barbara Kalis @ 425-351-1855 or at [barbarakalisdesign@comcast.net](mailto:barbarakalisdesign@comcast.net)



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**ENROLL TODAY**

**NKBA™**  
National Kitchen & Bath Association

# Northwest Society of Interior Designers

5701 6th Avenue South #214

Seattle, WA 98108

Phone: 206-763-8799

Fax: 206-763-8799

E-mail: [nwsid@nwsid.net](mailto:nwsid@nwsid.net)

## Mission Statement

The Northwest Society of Interior Designers is a regional organization of professional interior designers and resource affiliates dedicated to supporting the career development of its members and promoting excellence through peer networking, continuing education and adherence to high ethical standards.

## You Can Still Be On The Website

Your NWSID Board are always working towards making membership in NWSID a valuable investment for its members, both designer and PRA. One of the things done many years ago was to create a Referral Service for its designers. The Board realized that the Referral Service was serving too few of its members and after much discussion has made the leap to not only re-launch a new and improved web page, but to provide All its members, Designer and PRA, the opportunity to join the referral service. The cost to be on the Referral System and a presence on the new web page in \$75.00 a year. For \$75.00 you will receive the

following:

- Your photo (head shot)
- Your Name
- Your Business Name
- Your CHOICE of telephone number, email address or web address
- Choice of 3 categories to be linked to

This will be a consumer self serve area - which means the consumer can click on a displayed category, ie Kitchen and Bath Design, Color Consultant, etc. and the designers who selected to be in this category will be accessed. The consumer then can browse your web page if you have one, or contact you by email or telephone. There will be NO middleman here as in the past.

For \$75.00 PRA's will Receive:

- Your photo (head shot)
- Your name
- Your Business Name
- Your CHOICE of telephone number, email address or web address category

This section will operate similarly to the Designer site: categories

will be displayed, ie Flooring, Lighting, Painting etc. and both consumer and designer can click on a category and find the PRA in that listing and contact them directly. This is the first time we have offered this feature to our PRA's and we hope this will be a

benefit to them! Right now we are facing economic

challenges. WE are all looking for ways to market ourselves and to do so without having to spend a great deal of money. Membership in NWSID has always been a great value - **but the ability to use the NWSID website as a marketing tool adds to that value.** For a very minimal cost, you are linked into a web page that will be active advocate for hiring interior designers and giving the consumer the ability to do so easily.

If you have any questions, you can call Barbara Kalis,

425-440-8681. if you have sent in your dues without the website option and you are now interested in participating, it is not too late. All you need to do is send in the \$75.00 and we will add you to the list.

