



NWSID

Designer Insider

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Intelligent Process  
Passionate Design  
[www.seattlestair.com](http://www.seattlestair.com)

*April Chapter Meeting*

Join us at Seattle Stair & Design, April's PRA host for an exciting evening with great food and a shop tour



Special points of interest:

- Chapter Meeting
- Legislation Meeting
- Important Info to our Members
- Seattle Homes & Lifestyles Contest

**Where:** 3810 4th Avenue South  
Seattle, WA 98134

**When:** Tuesday, April 20th  
5:30-8:00

5:30-6:15 social Time

6:15-6:30 President Address

6:30-7:00 Seattle Stair & Design

7:00-7:30 Seattle Homes & Lifestyles on "How to Get Published"

**RSVP:** 206-763-8799 or evite

**Cost:** Members \$20.00 with RSVP \$25.00 w/o RSVP  
Guests \$30.00

**Important Information—Parking**

There are 5 parking stall directly in front of the building and approximately 15 available in the lower parking lot to the south of the building. Just north of the building are an additional 62 spaces provided by Seattle City Light & PCL there will be balloons to identify the entrance. Additional parking is also available at Rodda Paint.

There is road construction to beware of and do not take the west Seattle Bridge to 4th Avenue because the off ramp is no longer there and you will end up going to West Seattle.

## *PRA Highlight*



At Wipliance™, we specialize in providing solutions for your home or business that are simple to use, reliable to own, and give best-in-class performance. Our specialties include full home theater systems, Audio/video, Home Automation, Security, Communications, Lighting control and Window Treatments. At Wipliance, we know how to bring you the end result professionally, efficiently, and creatively. The quality of our installations, and our level of attention to every detail in each step of the process, mean that you can rest easy in the knowledge that everything will be done properly the first time.



*“We are so excited to have music in every room of our house without having to drag CD’s everywhere. We have also discovered many new bands and genres of music because the system is so straightforward and user friendly.”*

Our team of technology savvy gems has over twenty years of experience between them working in the fields of technology, sales, electronics, and design. Each employee having been hand picked from the industry by owner Lee Travis. Lee has been in the business for over 15 years and knows who is going to bring true value to the team. Many of the employees have even worked side by side with Lee in previous companies. This kind of recruitment is hard to find, but it is what makes our team the best of the best. Our team is strong in knowledge and continues to grow as we enter our fifth profitable year. The members of the team are extremely knowledgeable but continue learn the latest in technology through seminars, product training, classes and certifications. The years of experience that each employee holds has given us a great advantage over our competitors and also brought us together as a family.

From the condos like Escalla to the existing homes we love to jazz up, there is no project that this team will not take on. Our projects include, but are not limited to, New Construction, Condominiums/MDU, Retrofit, and Custom/Production for whatever project you are working on; our team has the knowledge and experience to get the job

## *PRA Highlight Continued*

done right. We are here to see that your project is above expectation and leave you wanting to work with us again and again. As our client, you are not a "job" to us, but someone whose relationship we value. Our service extends from initial consultation, where we make sure all your questions have been answered, throughout the life of your systems. Even after your system's warranty has expired, we will continue to provide professional service at competitive rates. This means that not only will we provide training on the use of your systems, but we will also be available at any point in time that any part of your system is not performing to its optimal capacity. Additionally, we are happy to provide service only; if your only need is to have a TV hooked up, we can oblige. When all is said and done, what you really want with any system is **simple, reliable performance.**

We are members of **CEDIA** (Custom Electronic Design and Installation Association) as well as the **MBA** (Master Builders Association). We are not only an Angie's list member but also a winner of their super service award. Most recently we have had the privilege of becoming NWSID members. All of which showcase the level of work that we provide to each and every customer.

Our goal is to provide you with competitively priced products, an efficient installation, and after-the-sale service so you can enjoy your systems for years to come. Call us and let us show you how we can service you.

## *Greeters Needed*



NWSID is looking for members who would be willing to greet new people as they come in for their first meeting at NWSID.

What traits, you ask, must you have?

You need to be an enthusiastic member of NWSID so that you can explain why it was so important for you to join NWSID and what you get out of our meetings and belonging to our organization.

You will need to be able to introduce them to someone else at the meeting so that you will be free to meet the next new person. This means, you will need to be on a first name basis with our PRA's and other members. Not all of them, of course, but this could be a nice challenge for you too at the meetings, to get to know everyone by their first name!

If you are interested, or have more questions, please contact Cara Fleming, VP of Membership, to find out more.

# Seattle Homes & Lifestyles

Introduces the

## ***FAVORITE SPACES CONTEST***

Revealing home design professionals' favorite rooms inside their own homes

Design professionals, show us your home's most remarkable room, and it could be pictured in the October 2010 issue of Seattle Homes & Lifestyles.

**DEADLINE FOR ENTRIES:**

**JUNE 1, 2010**

**Design professionals, show us your home's most remarkable room, and it could be pictured in the October 2010 issue of Seattle Homes & Lifestyles**

### **CONTEST CATEGORIES**

- Remodel—can be any single room, but must include before and after photos
- Dining room
- Child's room (bedroom, playroom or nursery)
- Living room
- Entryway or foyer
- Kitchen
- Powder room
- Library or home office
- Dressing room or closet
- Outdoor room or living space
- Family room
- Home theater or media room
- Wine cellar or tasting room
- Bathroom
- Man cave
- Bedroom

***Please enter online at:  
SeattleHomesMag.com  
or send all materials to:***

Seattle Homes & Lifestyles

ATTN: Rob Fralick

Favorite Spaces Contest

3240 Eastlake Ave. E., Ste. 200

Seattle, WA 98102



## SEATTLE HOMES & LIFESTYLES CONTEST RULES:

- Contest is open to all home design professionals in the greater Seattle area including: kitchen and bath designers, home stagers, interior designers, architects, home organizers, builders, decorators, landscape designers, showroom and retail owners and furniture designers.
- Submit your project online at [www.seattlehomesmag.com](http://www.seattlehomesmag.com) or mail materials to Rob Fralick at SH&L, 3240 Eastlake Ave. E., Ste. 200, Seattle, WA 98102. (By submitting your entry, you guarantee that this project is not currently for sale.)
- A panel of unbiased home design professionals will judge the winners anonymously, using a point system.
- Winning rooms must meet the high standards of SH&L. To generate excitement and anticipation within our readership, Seattle Homes & Lifestyles will promote the contest in the July/August and September 2010 issues, as well as in e-newsletters.
- Based on available space in the print issue, select winners will be published in SH&L's October 2010 issue. All winners will be posted on our website, [www.seattlehomesmag.com](http://www.seattlehomesmag.com), and promoted on social media, such as our Design Dish blog, Facebook and Twitter pages.
- Professional photography is not required to enter, but if chosen as winners and for print publication, design professionals agree to pay the magazine a photography fee of \$500 per room to shoot winning entries for publishing purposes,\* or to submit professionally shot high-resolution images for SH&L approval with a release form.\*\*
- Once chosen, winners may announce or promote their award status by e-mail, social media or website only after October 1, 2010. Winners can link to features on the SH&L website, and digital tear sheets will be available.
- Magazine staff will have the option to choose an overall grand prize design winner.

## SUBMISSION REQUIREMENTS:

In addition to this form, please submit the following: A 200-word description about what makes this one of your favorite spaces

At least three photos of the completed room (does not have to be professionally photographed) A list of resources (furniture, lighting, fixtures and finishes, etc.)

used in the room's design \*\*\*

- Please make copies of all materials; entries will not be returned.
- One space per entry form. Maximum five (5) entries per home design professional.
- Entry fee is \$50 for first entry and \$30 per subsequent entry.
- For more info, contact Rob Fralick at (206) 505-7101.

### *Deadline for entry is June 1.*

\* Photographer retains the copyright on all images shot, though SH&L has exclusive publication rights for six months following the initial publication. After April 1, 2011, winning home design professionals may negotiate usage rights with photographer for their own promotional use.

\*\* If chosen as winners, home design professionals who submit their own professionally shot high-resolution photographs must submit a release form that states they own the rights to publish the photographs or have permission/authorization to publish them, and assume all responsibility to pay the photographer who owns the copyright on submitted photographs.

\*\*\* Resources will not be published.

Yes, winning home design professional agrees to pay professional photography fee

## Closing the Sale

**“Bridging the gaps to provide everyone with the information and support that they need”**

As we all are fully aware the economy has effected us in many ways. Besides less jobs and smaller projects have you noticed a change in your clients? Are they more hesitate to pull the trigger and move forward? More cautious and looking for more education and hand holding? Maybe you have ran into some of the following:

Have you ever been asked -

- To design your project within a set budget?
- How much is this really going to cost?
- To provide an estimate?
- To manage the project?
- For referrals for subcontractors or general contractors?

Have you ever experienced -

- Your design being changed by the contractor?
- Not being able to purchase the materials yourself?
- Your design being “hacked up” because it is over the clients budget?
- Not being able to see your design to completion?
- Unhappy homeowners?

The above brings frustration to both homeowners and designers. Homeowners want and need someone on their side, someone looking out for their best interest. Designers and Architects want to focus their energies on what they do best – Create and not have to constantly hold the homeowners

hand. These frustrations and many others can be removed by having a third party that helps and works with the homeowners, designers and Architects.

Home Works by Kelly is there to help bridge these gaps and provide everyone with the information and support that they need. If you feel you could use my help or maybe have a homeowner that you would like to introduce to me, please give me a call.

Kelly Lems

HomeWorks by Kelly

## Legislation

Every year, in many states, including ours, ASID puts forth a possible practice and or title act that would restrict who could or could not be an interior designer. NWSID knows that there are differences of opinion on this issue within our membership and, therefore, has not taken an organizational stand on licensing. We do, however, want to keep our members informed about what is happening. Therefore, we will let you know what both the pro and con sides are doing regarding legislation.

There are two organizations fighting licensing of design legislation in Olympia. WAPPDF (Washington Pro-

fessionals Protecting Design Freedom) and IDPC (Interior Design Protection Council) a national, not-partisan interior design business league.”

On Tuesday, April 27th @ 5:00-7:00pm IDPC will be hosting a grassroots meeting at Designer Furniture Galleries suite 252 @ the Seattle Design Center. Patti Morrow, Executive Director IDPC will be speaking about “How to Protect Your Right to Practice Interior Design”. Patti travels around the country educating and mobilizing interior design grassroots, and has been instrumental in the defeat of over 100 efforts to expand or enact new interior design regu-

lations since 2006. Tami Michaels will also be speaking.

Below are websites of all parties dealing with this issue.

**WAPPDF:**  
www.protectdesignfreedom.com  
Washington Lead:  
**Leslie Jensen**  
**253-627-0805**

**IDPC:**  
www.idpcinfo.org  
Washington Lead:  
**Tami Michaels**  
**www.tamimichaels.com**

**ASID:**  
www.asid.org/legislation



## *PRA's "The Perfect Partners"*

### **"Creating the Perfect Reflection"**

Often, the requirements for hanging a mirror can be tricky. First of course is the fact that mirror is much heavier than a print or a canvas and thus may need heavier hardware and the possibility of having to find studs in the wall.

At Mukilteo Mirror & Frame we have worked out some very interesting methods for accomplishing the correct hanging of a framed mirror or flat mirror.

The focus of this article is on how to hang a framed mirror so that it is extremely flush to the wall and yet has plenty of strength. Hanging a mirror flush to the wall can be of great help when needing to make sure that the reflection of the room is not tilted and thus somewhat disturbing. The photo below shows 3 mirrors that form a grouping and the need for uniform flush hanging is quite apparent.



This was accomplished using interlocking metal strips at the top of the mirrors that are

very thin and provide a spacing from the wall no greater than 3/16 of an inch. There are felt pads at the bottom of the frame which are 3/16 of an inch thick which balances the hanging of the mirrors perfectly.

These metal strips are anchored to the wall by finding studs or by using drywall inserts.

One of the fabulous aspects of this hanging system is the ability to slide the mirrors sideways so that perfect spacing is achieved between each framed mirror. The mirrors can be easily lifted off the interlocking strips so that walls can be painted or cleaned...a great method for hanging mirrors!

More to come from Mukilteo Mirror & Frame.

## *Welcome New Members*

Richard Michael Moraski

***Serivanich Natural Stone***

12280 NE Woodinville Drive

Woodinville, WA 98072

Business Phone: 425-486-5222

Fax: 425-488-6922

Cell: 425-829-3329

## Letter from the Desk of the President



Marketing, marketing, marketing....

.....it's time for spring cleaning for your business, too. Please plan to join us for our April Chapter meeting at Seattle Stair and feast your ears on tips for publishing your recent projects from the experts at Seattle Homes and Lifestyles magazine. Tuesday, April 20<sup>th</sup> - watch for the invite! We will also have an update on the latest in kitchen and bath design from our NWSID members who are traveling to KBIS April 14 – 18<sup>th</sup>.

The Seattle Design Center's NORDEX, March 11 & 12, was packed with marketing ideas for our industry. "Customization" was the word - as designers and industry partners, that's what we do best, right? - and "online" seemed to be the direction. Remember, linking your website to the NWSID is a great way to market your business!

Many thanks to Robin Daly for hosting our March general meeting at Daly's in Bellevue. It was wonderful to see the gorgeous new wallpaper designs – don't forget Daly's when you're looking for wallpaper....

And don't forget to visit our Resource Center at the NWSID office when you're looking for inspiration. Here's to a great spring!

Jann Placentia, President

## Eagle Crest 2010 Portland Chapter Conference

### Thursday June 24 - Sunday June 27

An Association Get-away Presented By A Weekend of Collaboration, Relationship Building, and Learning

**Learn  
Eat  
Play  
Give**



### Friday Day Of Play

Choose from one of the following activities:

Golf  
Gourmet Cooking Class  
Canoeing or Kayaking  
Biking: Paulina Plunge

### Friday & Saturday Breakfast, Lunch & Dinner

### Friday & Saturday Cocktail Party

**Saturday**  
A full day of Learning through the Common Ground Experience and CEU Courses

**Sunday**  
Champagne Brunch & Raffle to benefit ReFit

### Lodging Pricing To Register

To make your hotel reservation contact Eagle Crest Resort and use group code 43V8X1 Online:

[www.eagle-crest.com](http://www.eagle-crest.com)  
Phone: 1-800-682-4786  
541-923-2453

Go to

[www.aceva.com/go/nwtradescollaborate](http://www.aceva.com/go/nwtradescollaborate)

Use this password : *northwest*

A late fee of \$50 per person will be charged

for registrations received after the RSVP date of May 15, 2010  
King, Double or Queen \$100

1 Bedroom Suite \$120  
2 Bedroom Condo \$200  
3 Bedroom Condo \$240  
4 Bedroom Condo \$280 *Prices exclusive of taxes and fees*

### Weekend Retreat Pricing

NWSID, ORA, NKBA Members & Guests: \$150 per person  
Non-Members & Guests: \$200 per person  
Children 11 - 17: \$ 75 per person  
Children 10 and under: \$ 50 per person

This nominal fee includes the Friday Day of Play activity, the Saturday Day of Learning, 7 meals, and roundtrip bus transportation departing Portland Thursday late afternoon and returning Sunday late afternoon. Lodging and childcare not included.

**R.S.V.P. Date May 15th, 2010.**

For more information contact Heather Stinson 503.906.3290  
[www.nwsid.org](http://www.nwsid.org) |  
[www.oregonremodelers.com](http://www.oregonremodelers.com)  
[www.nkbaoregon.org](http://www.nkbaoregon.org)

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)

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We're on the Web @  
[www.nwsid.net](http://www.nwsid.net)

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## 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.



### HELP US GROW

Anyone who refers a new member to NWSID Receives a \$5.00 gift card to Starbucks.

### FYI



We now take *Visa, Mastercard, Discover and American Express at our chapter meetings and for all other NWSID cost. Note that there is a 3% administration fee attached to use your credit card. We will also be opening a Paypal account for your use too.*

### REMEMBER

When Putting the



together on your project

## Articles Needed!!

The newsletter is looking for articles from both designers and PRA's to highlight our members. This is an excellent way to let others in the organization know about you and your business. Please contact Fran at the office 2 206-763-8799 or [nwsid@nwsid.net](mailto:nwsid@nwsid.net)

"Make it simple,  
Make it memorable,  
Make it inviting to look at,  
Make it fun to read"



Use Our

PRA's  st

## Do You Blog?

We are able to put professional blogs or articles on our website.

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



We are looking to update our website and kiosks with photos of our members projects. We would love to have you submit yours to us. We can take the photos via email in a Jpeg format and or hard copies that we can put onto foam core.

Please send them to Fran at the office

The addresses:

NWSID  
5701 6th Avenue South #214  
Seattle, WA 98108

This is a wonderful way to market your work as we always give credit to the designer

