

## 2010 Speakers in Alphabetical Order

### JENNA ABBOTT, CWP, CWTC



[www.sewelegant.biz](http://www.sewelegant.biz)  
[www.wcaa.org](http://www.wcaa.org)

Jenna Abbott is the Executive Director for the Window Coverings Association of America and has been the owner of Sew Elegant by Jenna, a “to the trade” workroom in Northern California since 2001. Prior to the formation of her own business, Jenna worked at the executive level for several large corporations, both in America and internationally, where her expertise in Financial Services and Human Resources with a specialty in business development made her a sought after presenter and keynote speaker at trade shows and corporate events. Abbott’s work has been featured in Sacramento Magazine and the interiors section of the Sacramento Bee. She has had several articles published in various trade journals and produces a popular newsletter as an educational tool for her clients. She has been a WCAA member since 2007 and helped to found the Northern California Chapter as the founding Vice President that same year. In 2008, she was elected to the National WCAA Board of Directors and in May of 2009, she accepted the role of Executive Director. Jenna is also a proud alumnus of the Custom Home Furnishings Academy in Charlotte, NC.

### LESLIE ARNOLD, IIDA, LEED AP



[www.dardenarchitects.com](http://www.dardenarchitects.com)

Leslie Arnold, has been with Darden Architects for 8 years. She became a professional member of IIDA in 2006 and is currently the Fresno City Center Director for IIDA. Leslie is a LEED AP and is considered the Interior Design Department’s technical expert. She frequently is asked to be a guest lecturer at schools in the Central Valley. Leslie works on all Darden Architects healthcare projects.

### ALISSA CARROLL

[www.carollpr.com](http://www.carollpr.com)

Alisa Carroll is the founder of Carroll Public Relations, a San Francisco-based branding and communications company focused on the design and art communities. Her clients include Jay Jeffers, Melanie Coddington, the de Young Museum and the AIA Architecture + the City festival.

### DEDE DARNELL, ASID, IIDA, LEED AP



[www.dardenarchitects.com](http://www.dardenarchitects.com)

DeDe Darnell has been with Darden Architects for 15 years. She is a principal with the firm and is in charge of the Interior Design Department. DeDe has over 25 years of experience as an interior designer, is a member of the Interior Design Advisory Committee at California State University, Fresno, a LEED AP, and Chair of the Central California Chapter of USGBC’s Committee for Healthcare. She has been a professional member of ASID since 1988. DeDe is the Principal-in-Charge of all healthcare projects in the Interior

Design Department of Darden Architects.

### RACHEL ELLIOTT

[www.benjaminmoore.com](http://www.benjaminmoore.com)

Rachel Elliott is in her 4th year with Benjamin Moore & Company. Rachel manages Benjamin Moore’s San Francisco Designer Showroom, working with students, designers and architects, and coordinating numerous Bay Area events.

## ERIC COREY FREED



[www.organicarchitect.com](http://www.organicarchitect.com)

Eric Corey Freed is Executive Director of Urban Re:Vision and Principal of organicARCHITECT, an architecture and consulting firm in San Francisco, with nearly 20 years of experience in green building. Eric teaches the Sustainable Design program he developed at the Academy of Art University and University of California Berkeley Extension. He is on the boards of Architects, Designers & Planners for Social Responsibility (ADPSR), Green Home Guide and West Coast Green, as well as the advisory boards of nearly a dozen other organizations. Eric was the founding Chair of Architecture for The San Francisco Design Museum and one of the founders of ecoTECTURE: The Online Journal of Ecological Design. Eric lectures around the country at 40+ conferences a year, and his work has been featured in Dwell, Metropolis, Town & Country, Natural Home and Newsweek. He has been seen on television on HGTV, The Sundance Channel and PBS. Eric is the author of several books.

## REBECCA FRYE

[www.sierraselect.com](http://www.sierraselect.com)

Rebecca is the Miele Gallery Manager at Sierra Select Showroom in San Francisco, one of Northern Calif.'s premier distributor of sophisticated home appliances, home electronics, outdoor appliances, mobile entertainment equipment, and floor-care products.

## HEATHER GADONNIEX, LEED AP



[www.mindclicksgm.com](http://www.mindclicksgm.com)

Heather Gadonniex is co-founder of MindClick SGM™, an innovative consultancy that helps companies comprehensively assess the sustainability of their business and develop solutions to optimize the performance of their brand, products, operations and advertising. She specializes in aiding companies in integrating comprehensive sustainability measures into their operations and building fully sustainable – not “greenwashed” – brands. Previously, she served as the Sustainability and Marketing Director for Timbron International, worked for Conservation Consultants, Inc. and The Green Building Alliance. Ms. Gadonniex holds a B.A. in Environmental Studies and Sustainable Development from the University of Pittsburgh. She is a Build It Green certified green building professional and a LEED® Accredited Professional, along with serving as a member of the Sustainable Furnishings Council standards committee. Ms. Gadonniex recently managed and facilitated the creation of the first Environmental Product Declaration (EPD) in the countertop industry for Vetrazzo – one of the first three companies in any industry to publish an EPD in the U.S. A noted lecturer and writer on sustainability and green practices, Ms. Gadonniex is co-author of “The Complete Idiot’s Guide to Greening Your Business.”

## HEIDI GERPHEIDE

[www.calhomesmagazine.com](http://www.calhomesmagazine.com)


Heidi is the publisher and owner of California Homes Magazine.

## JEAN HANSEN, FIIDA, CID, LEEP AP, AAHID



[www.hdrinc.com](http://www.hdrinc.com)

Jean Hansen is the Sustainable Interiors Manager for HDR Architecture nationwide. She is based in San Francisco, California and has over 25 years as an industry veteran. Ms. Hansen is responsible for advancing HDR's interiors sustainability initiatives in project and research work for healthcare, commercial and institutional environments. Ms. Hansen is a past president of IIDA, Northern California Chapter and a past executive board member of the USGBC Northern California Chapter. Ms. Hansen is a founding member of American Academy of Healthcare Interior Designers (AAHID) and has been involved in the development of the Green Guide for Healthcare and is a core committee member for the development of LEED for Healthcare.



More recently she is a BIFMA joint committee member developing sustainable furniture standards for NSF/ANSI. Hansen has also served on Kaiser Permanente's High Performance Building Committee for ten years working on materials evaluations, research and new product development for interior use in health care facilities. In 2004, Ms. Hansen received IIDA's Award of Excellence for her commitment and leadership in sustainable design in the Northern California Chapter.

**BUZZ HEGERLE, CPMR, NKBA, MANA**

[www.crystalcabinets.com](http://www.crystalcabinets.com)

Starting in the Kitchen & Bath industry in 1988, Buzz Hegerle began his career in the Monterey Bay area, designing and selling kitchens. Lucky enough to work with the huge budgets of customers in the communities of Pebble Beach, Carmel, and Carmel Valley, Buzz was involved with many great high end residential projects. His success after 5 years landed him in a position as a sales rep for an Independent Rep Agency covering the Area of California, Arizona, and Nevada. Buzz's business has grown to where he is consistently one of the top two territories nationally for his primary cabinet line, Crystal Cabinet Works, Inc. Between 2000 and 2002, Buzz served on the Advisory Council of Manufacturers Representatives for the NKBA and in 2004 earned the CPMR credential. Buzz's home base is still in the Monterey Bay Area, but his work takes him to his customers/friends in showrooms throughout Northern California, Northern Nevada, and Utah.

**WILLIAM HEIGH, AIA, NCIDQ**

Producer and chairman of the San Francisco Design Center "Wednesday Design Seminars" from 2002 to 2005. Guest speaker and panel member at the Portland, New York, Atlanta and San Francisco Winter Markets. Author of "How to Find the House that is Right for You."

**CAMILLE HORTON, CID, ASID**



[www.clhcid.com](http://www.clhcid.com)

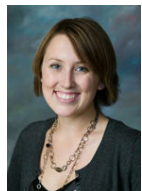
For 18 years, Camille has been owner, founder & principal designer of Camille L. Horton, a full service firm experienced in Interior Design, Space Planning, Construction Documents and Administration, Furniture Planning and Supply. With 35 years experience as a professional designer, Ms. Horton's work has been consistently recognized, winning awards from a variety of professional organizations. These include: the Bentley Mills "Award of Excellence" for Outstanding Interior Design, and the coveted ASID Silver award for Design Excellence. Additionally, she has received an award from the American Institute of Architects for the "outstanding Interiors," and the Ceramic Tile Institute "Professional Designer Award." Ms Horton's work has been published in local, as well as national magazines and professional journals.

**MIKE JAUREGUY, CSI, PDCA**

[www.benjaminmoore.com](http://www.benjaminmoore.com)

Mike Jaureguy is in his 16th year with Benjamin Moore Paint and is the West Coast Training Specialist. His 32 years in the paint and decorating industry have included working with the specifying communities, contractors, and sales personnel.

**SARA JORGENSEN, CID, CGBP**



[www.benjaminmoore.com](http://www.benjaminmoore.com)

Sara Jorgensen is a Designer at Harrell Remodeling. Sara received a degree in Interior Design from San Jose State University shortly before joining Harrell Remodeling, Inc. in 2005. Sara is a California State Certified Interior Designer (CID) and a Certified Green Building Professional (CGBP).

## KERRIE KELLY



[www.kerriekelly.com](http://www.kerriekelly.com)

Kerrie is owner and founder of Kerrie Kelly Design Lab, a full-service design firm that offers interior and exterior design services ranging from space planning and color consultation, to product selection and installation for homes and businesses throughout the United States. Kerrie Kelly is also an author and the Academic Director of Interior Design for the Art Institute of Sacramento, and was named the ASID National Chair for the Aging in Place Council. Kerrie's philanthropic involvement includes the renovation of Lake Tahoe's Thunderbird Lodge Cottages and Mercy San Juan's Infusion Unit, volunteering for ABC's Extreme Makeover: Home Edition in New Orleans, North State Building Industry events, and International Interior Design Association activities. She also created a Construction Management student scholarship at her alma mater, Cal Poly in San Luis Obispo and an Interior Design scholarship for the Art Institute in Sacramento.

## NAN KORNFELD, Associate IACC-NA



[www.nankornfeld.com](http://www.nankornfeld.com)

After twenty years of a varied career as a professional fine artist, furniture-maker, scenic painter, art restorer, surface designer, linguist, and art teacher, Nan synthesized her many interests and now assists clients in analyzing, personalizing and selecting colors for their homes and businesses. Nan also develops literature, branding, and color names for various paint companies including C2 and Philip's Perfect Colors. Besides being a color specialist, she has an MFA in Printmaking and Woodworking from the University of Wisconsin-Madison and is an associate member of IACC-NA, International Association of Color Consultants-North America. Nan moved from South America to San Francisco in 1998.

## DIANE KREMER, ASID, CID

Diane Kremer is the principal and founder of Kremer Design Group, started over 20 years ago. Her work has been featured in magazines, newspapers and on television. Diane has been a lecturer and instructor on interior design subjects for the last 10 years. She received a BSBA from USF and two AA degrees in Liberal Arts & Interior Design. She has a studio in Carmel-by-the-Sea.

## KAREN LIBBY, CID, ASID



[www.karenlibby.com](http://www.karenlibby.com)

Karen is the founder & principal of Libby Design Associates, founded in 1977, an award winning design firm that provides customized design, interior architecture and space planning for corporate, commercial, healthcare and residential clients. Karen has a degree in Nursing as well as Interior design. She is a Certified Interior Designer with over 15 years of experience as a Management Consultant, Project Manager and Master Planner. Her firm has completed projects for large corporations with offices in 16 states, medical centers with bed capacities of up to 265, skilled nursing facilities, clinics, medical offices, general offices, retail establishments as well as residential new construction and remodel projects.

## CHRISTIE McRAE, DTRA, NEWH, and the Luxury Council of SF



[www.mcrae-company.com](http://www.mcrae-company.com)

Christie McRae, president of McRae & Company, founded the company in 1985. The firm prides itself on being one of Northern California's premier home furnishings showrooms. The firm features furniture and upholstery, fabrics and wallcoverings, lighting and accessories, as well as fine art and antique prints most of which can be custom made for specific needs. We strive to be the nicest, most friendly showroom, a place where you will want to continually return and spend time finding what you need to make a house into a home.

### **MICHAEL McDONALD, LEED AP**



[www.m-c-d.net](http://www.m-c-d.net)

Builder/developer Mike McDonald is President of McDonald Construction and Development, a San Francisco Bay Area based development and construction firm focused on highly designed, highly sustainable building projects. MCD specializes in creating a collaborative design/build process with each project, such that all team members including designers, engineers, subcontractors, vendor/partners, owners and the local planning and building departments, become critically involved and invested in the project's success. Mike's firm is currently completing **131 Hillside**, designed by owner/architect Scott Lee. 131 Hillside is slated to be the first LEED -H certified custom home in Marin County, California.

### **MELISSA MIZELL, Associate IIDA, LEED AP**



[www.gensler.com](http://www.gensler.com)

Melissa Mizell is a Senior Associate and Interior Designer at Gensler in San Francisco. LEED accredited since 2002, Melissa is one of the firm's outspoken leaders of sustainability, and is active in inspiring others. Her projects include the Moore Foundation, Gensler San Francisco headquarters, UOP Student Center in Stockton and Rabobank San Francisco. Melissa also has been named one of IIDA's Top Ten Young Designers to Watch.

### **MARY MURRAY, MA, CID, CAPS**



A native of San Francisco, Mary Murray is a graduate of University of San Francisco and San Francisco State University. Graduating with a degree in Social Science and English, Mary went on to earn a Master's Degree in Interior Design. She also holds three teaching credentials. As a commercial designer and project manager for over 14 years, Mary has worked for S.L.S. Environetics, Kaiser Permanente as well as owning her own design firm. Some of Ms. Murray's projects have included the USS Coral Sea (Naval Aircraft Carrier), Arrow Electronics, Bank for France, American President Lines, Castle and Cooke, and numerous Kaiser facility renovations. Ms. Murray holds a C.I.D. (California Certified Interior Designer) and a CAPS (Certified Aging in Place Specialist) designation.

### **GENIE NOWICKI, CKD, CBD, CID, CAPS, CGBP**



[www.harrellremodeling.com](http://www.harrellremodeling.com)

Genie, Senior Designer at Harrell Remodeling, joined the firm after years of running her own successful design business. She began her career in the world of income tax planning, but made a career leap in 1990 to the equally "detail and code-filled world" of kitchen and bath design. She returned to school that same year, completing her Certification in Professional Kitchen and Bath Design in 1992. She was awarded both her Certified Kitchen Designer (CKD) and Certified Bath Designer (CBD) status in 1996. After passing another rigorous examination, she became a Certified Interior Designer (CID) in the State of California in 2002 and a Certified Aging in Place Specialist (CAPS) in 2006. Her experience has included residential interior design, kitchen and bath design, barrier free/universal design, lighting design, and participation in numerous showcase houses in the Bay Area, as well as several commercial projects. Genie is an active member and past Officer of the National Kitchen and Bath Association (NKBA), and has taught in the kitchen and bath design programs at Canada College in Redwood City and the Fashion Institute for Design and Merchandising (FIDM) in San Francisco. Her excellence in design has been recognized with awards, projects published in local and national magazines, and a Sunset design book, and an article she wrote was featured in the Fine Homebuilding Kitchen and Bath Annual Issue.

### **ENRIQUE "IKE" RED, Licensed Architect**



[www.ikered.com](http://www.ikered.com)

In 2006, Ike started *Ike Red, Architect*, performing Concept Visualization, Rendering and Illustration Consultation for Land Planners, Designers and Property Developers. Ike is also an Adjunct Instructor at IADT, Sacramento, California. Ike has also taught at the Art Institute of California, Sacramento, and has over 25 years of design and architectural illustration experience. Ike Red is a Licensed Architect.

He received an Award of Excellence for the 2007 Architecture In Perspective 22 from the American Society of Architectural Illustrators. Ike was again awarded the Best in Sketch Category prize for the 2008 Architecture In Perspective 23 also by the American Society of Architectural Illustrators.

### **SHANE REILLY**

[www.decorati.com](http://www.decorati.com)

Shane Reilly, a successful interior designer in New York and San Francisco, launched Decorati.com in 2007. Decorati is now a leading world-wide resource for upscale interior design products and services. Prior to Decorati, Shane led her design firm on a number of prestigious projects. Shane also authored the book *Inspired High-End Interior Design*, has been selected for the San Francisco Decorators Showcase, participated in DIFFA's Dining by Design, and took part in the NY Junior League's Annual Walking Tour.

### **SHARI SAKAMOTO, ASID**



[www.dardenarchitects.com](http://www.dardenarchitects.com)

Shari Sakamoto has been with Darden Architects for 11 years and has almost 25 years of experience working as an interior designer. She has worked on projects for most of the major medical organizations in the Central Valley and has been an instructor/guest lecturer on Interior Design at California State University, Fresno and Fresno City College. Shari has been a Professional member of ASID since 1989.

### **MOLLYANNE SHERMAN, CKD, CBD, CID**



[www.macdesignstudio.com](http://www.macdesignstudio.com)

An award-winning certified kitchen, bath, and interior designer with over 20 years of experience, Mollyanne Sherman has worked as an independent designer and as part of a creative team with kitchen and bath design studios in Northern and Southern California. She has received recognition for contributions to the industry at the national level and is deeply committed to educating and mentoring students of kitchen, bath, and interior design. She has received several NKBA Excellence in Kitchen & Bath Design awards, First Place Kitchen and Best Bath awards from Dupont Corian, Kitchen and Bath awards from Kasmar Publications, and more. A former president of the Northern California Chapter of the National Kitchen and Bath Association, Mollyanne conducted seminars to prepare candidates for the CKD/CBD examinations before serving as an NKBA juror responsible for scoring certification exams. Since January 2000, she has taught kitchen and bath design at West Valley College in Saratoga, California. Mollyanne is an interior design graduate of Westland College in Sacramento, California.

### **DOUG STEAD, CCIDC**

[www.ccidc.com](http://www.ccidc.com)


Doug is the Executive Vice President for CCIDC, the California Council for Interior Design Certification, responsible for managing the certification board that confers legal title "Certified Interior Designer" (CID) on over 3,000 practicing interior designers in California. Doug has been an interior designer for over 37 years specializing in commercial design, and started his own firm in 1985. He was elected first President of the "California Council for Interior Design Certification" (CCIDC) in 1992 to help form the organization, and served 3 years as President, and 2 years as a Director, both volunteer positions. Doug has a degree in Building Construction (1966).

### **ROAR VAERNES**



[www.studiobecker.com](http://www.studiobecker.com)

Roar Vaernes is the founder and CEO of Studio Becker, a custom manufacturer of millwork for kitchens, wardrobes, baths and furniture for all rooms of the home. After graduating from the University of Norway in Trondheim with a Bachelor's degree in Marketing and a Master's Degree in Engineering, Roar took over the family's kitchen and bath business in 1976, growing it into the largest retail kitchen



and bath outlet in Scandinavia. Following this success, he opened an additional 20 franchised showrooms throughout Norway. After moving to California in 1987, he established the Studio Becker headquarters office in the Bay Area. In 1999 he decided to design and develop his own custom product line to provide the flexibility that discerning consumers were requesting. That same year, The Ultimate Home Collection was introduced encompassing Studio Becker's ability to manufacture hand-made millwork for every room of the home.

### **RANDALL WHITEHEAD**



[www.randallwhitehead.com](http://www.randallwhitehead.com)

Randall Whitehead is an internationally known architectural lighting designer, based in San Francisco. He is not only a prolific author, but an enlightening and humorous speaker on the world of design as well. His work has appeared in Architectural Digest, Art & Antiques, House Beautiful, Kiplinger's, Horticulture Magazine, Designs for Living, Metropolitan Home, The Journal of Light Construction, Better Homes & Gardens and many more.

Randall appears regularly as a guest expert on the Discovery Channel, CNN, HGTV and Martha Stewart Living Radio. He also writes a monthly column called "The Last Word in Lighting" for Residential Lighting Magazine, answering homeowner's and designer's questions on lighting. Randall has written 7 books on the subject, including Residential Lighting, A Guide to Beautiful and Sustainable Design, which is an informative and entertaining reference book for home and garden lighting.

### **ALFREDO ZAPAROLLI, AIA, IES**



[www.techlinea.com](http://www.techlinea.com)

Alfredo's career started as a systems engineer and designer of security, surveillance, and life safety systems for high-rise and hotel structures, he soon moved into the residential market designing and installing sophisticated electrical, lighting and smart house technology for a demanding clientele in California and throughout the U.S. In 1985 he founded Techlinea Design Inc, and as principal & senior designer has since specialized in designing Lighting and Electronic Architecture for an elite clientele throughout the US and abroad. Alfredo has taught Lighting Design at local colleges and gives seminars to his peers in his own Digital Lounge as well as at local and national chapters of NKBA, NARI, AIA and ASID. He also shares his knowledge with professional organizations in South & Central America and Europe.