

## ***Career Choices in Interior Design, Molly Anne Sherman***

There are so many different fields in the interior design profession, here's an opportunity to get an introduction to the variety of options available to you when you graduate. Join Molly Anne as she reviews career paths and design specialties that can help you discover where your interests lie and narrow down your own career choices.

## ***Hospitality Design, Miyuki Yamaguchi & Rebecca Ruggles***

Hear about hospitality design firms and practices in general—what type of projects and work are involved, who the clients are and what kind of issues, pleasures and challenges beginning hospitality designers can expect. Also, learn about a recent sustainable high-end hotel project—what difficulties were experienced and what progress the hospitality industry is making in sustainability.

## ***Interior Design for Healthcare, DeDe Darnell, Leslie Arnold, Shari Sakamoto***

As healthcare becomes more and more competitive, providers find themselves having to market not only to the patient but also to the patient's families, to physicians and staff, and even to administrators. Designers play an important role in this competitive market. One of the most important aspects of designing healthcare spaces is helping staff, physician's and administration envision what a proposed space will look like. Darden Architects will speak about a variety of strategies—including BIM, evidence-based design and green design—used by their firm to ensure that they are designing projects that are supportive and healing for patient's and their families.

## ***Panel Discussion: How to Get Published, Heidi Gerpheide, moderator***

Heidi, the editor of CA Homes magazine, along with several published designers discuss what it takes to get your project published.

## ***Panel Discussion: Small, Medium, Large... Which Firm is Best for You? Melissa Mizell***

Designers who chose different paths to interior design will openly discuss the differences and similarities between small, medium and large commercial firms. Find out what daily work life is like, what firms are looking for in recruiting new talent, and the challenges and opportunities new designers face as they take their own first steps in the design world.

## ***Road Warrior: Life of an Independent Sales Rep, Buzz Hegerle***

A good Sales Rep is prized by designers, and this can be a lucrative and challenging career path. Buzz will introduce you to the life of an Independent Sales Rep, discussing how to prepare for this career, what does a Rep do, how much could you make, and other important information that could help you decide that this may be the right career path for you.

## ***The Green Home and Its Furnishings, Kerry Kelly***

Students participating in this workshop will learn how to design and furnish a home that is healthful, great looking, and responsive to the needs of the planet. Kerry will provide information that will help students specify homes that are healthy and safe, allow them to see through the clutter of conflicting claims about everything from building products to cleaning agents, and understand practical, money-saving ideas that make a contribution to environmental quality.

***Creating Mood: A Color Workshop, Nan Kornfeld***

Color is a language all people intuitively understand; it is this phenomenon we can use to organize, highlight, and identify architectural spaces, and affect mood, health, and even happiness. In this mini-workshop we will explore color's power to convey mood and create atmosphere.

***How to Specify Appliances for a Home, Rebecca Frye***

Rebecca will take you on a tour of the Sierra Select showroom, highlighting the unique features of their appliances, and points of differences in terms of design and application. She will also talk about how to understand what functions of the appliances you should discuss with your clients to ensure that you are achieving a good blend of form and function, so that the client will be satisfied for the long term about the look and performance of their appliances.

***Residential Technology for the 21st Century, Al Zapparoli***

21st Century homes now depend on a host of electrical and electronic sub-systems to provide the level of convenience, security and energy efficiency that we've come to expect. We'll review what it takes and what's available for designing a smart house that includes lighting, controls and integration all the while leaving a small carbon footprint.

***Showroom Protocol, Christie McRae***

This seminar will cover valuable tips on how to interact with showrooms. Subjects will include: visiting showrooms, working with showroom staff, placing orders and the responsibilities of both designers and showrooms.

***Soft Furnishings: Building an Effective Designer/Workroom/Installer Team, Jenna Abbot***

Jenna, the proprietor of a soft furnishings workroom, will talk to you from her perspective on the importance of and how to establish and maintain good relationships with workrooms and installers, information which you can take and also apply to any contractor, vendor, installer or other professional you may work with in the future.

***The Making of a Luxury Kitchen, Roar Vaernes***

Learn key aspects of designing a luxury kitchen, as well as what elements make up quality, environmentally friendly cabinetry. New materials and methods now available in luxury millwork will be introduced, in addition to the latest in kitchen lighting concepts.

***Using Color in the Healthcare Industry, Karen Libby***

Selecting colors for a Healthcare Environment is a complex process involving many different factors ranging from human perception, environmental & sociological implications to product availability. In this discussion you will become familiar with the decision making process, who and what is involved and how color can successfully complete the design intent.

***What is Paint?, Rachel Elliott, Mike Jaureguy***

Join Rachel and Mike, who will give you a thorough understanding of paint and color – an integral element of every design. Topics will include the following: The Benjamin Moore Color System; What is Paint?; What Paint does; What is Volatile Organic Compounds and how do they relate to Paint?; VOC Regulations; LEED; What Benjamin Moore is doing to become a responsible manufacturer to our environment; and New Products.

***Designing/Remodeling for Aging in Place/Barrier Free Living, Genie Nowicki & Sara Jorgensen***

Baby-Boomers are the largest single part of the existing housing market today. Any good designer in today's world needs to know the key elements of Barrier free design in residences to enable their clients to remain in their home forever, if they so desire. Do you know what those key elements are?

***Detroit, Dallas & Despotism: A 3D View of Sustainability, Eric Corey Freed***

Green architect Eric Corey Freed walks you through his creative and bizarre world of sustainable design. Beginning with the events of the past year, you'll journey through the decline of the city of Detroit, build a net energy sustainable block in Dallas and the strange forces plotting against greening our country. Experience the rapid advancements in green building and discover the latest systems to save energy, water and resources. Part stand-up comedy, part Ph.D. lecture, this talk will present a side of the environment most never get to see.

***Green Schmeen: A Common Sense Approach to Green Design In the Built Environment, Mike McDonald***

Green Design/Build authority Mike McDonald, President of Bay Area based McDonald Construction and Development, Inc. and visionary behind Oakland's LEED-H Platinum Margarido House and many other LEED Platinum and beyond custom homes, gives an informative, fun and often irreverent presentation on his team's approach to designing and building highly sustainable projects. Says McDonald, "Green design is just good design; it's just common sense".

***Hidden Lessons in Designing High Performance Sustainable Schools, Eric Corey Freed***

In this thought-provoking talk, you'll uncover the hidden opportunities to save energy, resources and water in school facilities. From initial planning, through design and operation, we'll explore new ways of looking at school buildings. You will laugh, cry and never look at schools quite the same way again. Part stand-up act and part inspirational call to action, this talk will provide you with a roadmap for greening our school buildings for the next 50 years.

***Says Who? Taking the Green-Colored Glasses Off When It Comes To Third-Party Product Certification, Heather Gadonniex***

This session covers the ins and outs of green product certification and an overview of ISO Environmental Labeling Guidelines. From single attribute claims to multi-attribute lifecycle based certification, learn what certifications are currently available and how they deem products as 'green'. Also learn how various product certifications relate to the LEED rating system.

***Specifying Green Furniture & Furnishings for Healthcare, Jean Hansen***

In creating healthier, more sustainable health care facilities, our work needs to include thoughtful selection of furniture and accessories. In this workshop we will identify basic information about the key environmental toxicants in furniture and furnishings; learn about alternatives to some of the toxic chemicals that are currently on the market, as well as the new or upcoming standards from BIFMA and A.C.T. and learn about innovative efforts undertaken by health care facilities and manufacturers to source green furniture and furnishings.

**TRACK THREE:  
(Continued)**

***Understanding Green Building Products, Heather Gadoniex***

Understanding what constitutes a green product, green product certifications, and how to differentiate true green products from greenwashing are key to riding the green wave. In this workshop, you will learn all aspects of green product attributes and questions to ask manufacturers when procuring green products; from raw materials procurement to disposal. You will also learn about the various green product certifications currently on the market, and how they relate to the LEED green building rating system. The session will conclude with hands-on green product demonstrations. Learn not only the terminology to talk the talk, but the skills to choose products that will increase your green credibility.

***Understanding the Concept of Universal Design/Aging in Place, Mary Murray***

As millions of Americans age there is going to be a need for the interior designer to create homes that enhance the quality of life and maintain personal independence. This means creating spaces that will meet the population's physical needs as they age or develop significant health issues. Learn about Aging in Place design and how to implement it in certain areas of the home.

***Young, Old & In-Between: Accessible Kitchens/Baths, Molly Anne Sherman***

Universal Design is a design concept that meets the needs of people with varied abilities. It considers people with age-related problems, people who are tall or short, as well as those with various physical or mental impairments. It also acknowledges that abilities change over time. Understand the concepts of universal design and learn how to incorporate them into your kitchen and bath design projects.

***Business Aspects of Interior Design, William Heigh***

Learn about the history of certification and how it all came about, how it will impact your future as a professional and as a student. Doug will review the examination process and the new IDEX California examination, what it takes to become a "Certified Interior Designer", and a whole lot more.

***Certification for Interior Design Students, Doug Stead***

Learn about the history of certification and how it all came about, how it will impact your future as a professional and as a student. Doug will review the examination process and the new IDEX California examination, what it takes to become a "Certified Interior Designer", and a whole lot more.

***C-Y-A—Cover Your Assets: Five Key Points to Protecting Your Business, Diane Kremer***

Designing is your favorite thing to do but what about all the other stuff? In establishing your new design firm, there are things that you should be doing to protect your assets. This workshop will help you understand the key points to keep your business running smoothly, keep you out of trouble and protect you from negative clients and vendors.

***Ethics & Business Practices for Interior Designers—A Workshop in 2 Parts, Doug Stead***

Interior Designers have a responsibility to the public, to other professionals and to clients to maintain certain standards of conduct. This topic is of such critical importance, that before you start your first job, work with your first vendor or take on your first client, you must thoroughly understand it. A professional code of ethics has been developed by the CCIDC, and this seminar will cover all four sections, the complaint process and enforcement of the Code of Ethics, and it will cover how "Ethics" can help you grow your business and keep you out of trouble.

***Project Management: The Key to Bringing Ideas to Reality, Camille Horton***

If you want to succeed as a designer you must be effective at bringing ideas to reality. Learn from Camille's experiences as she takes you through the process of managing a project — from how to do site reviews, manage finances, supervise installations, to problem-solving with contractors. She'll talk about tools that can help, and even discuss issues arising from the male-domination of the construction trades and how to effectively be an advocate for your client.

***You Are A Brand, Alisa Carroll & Shane Reilly***

As an interior designer, you are your own personal brand. Presenting a unique, consistent image is critical to building your reputation with media, potential clients and the design community. Learn from industry experts how to translate your design vision into a professional, marketable brand.

***Visualization: A Retrospective, Ike Red***

Join Ike as he takes you through a retrospective of images created throughout his professional life. He will discuss how he has progressed from traditional architectural rendering techniques, learned new technology and blended that experience to produce his own niche.