

# Session One Workshops

10:15 to 11:15 am

## **Accounting & Finance for Interior Designers, Suzanne Tyler**

Planning on starting your own business? In order to establish and maintain a successful interior design business, there are key financial practices that you must understand. Suzanne will introduce you to accounting concepts -- such as Generally Accepted Accounting Principles, balance sheets and financial statements. She will be working with Intuits Quickbooks to give you an overview of financial transactions key to running an interior design firm from writing a check for materials to analyzing the monthly net profit. She will also discuss a budget and sticking with it, cash forecasting and, of course, when you actually make money, how to record it.

## **Website Design Primer for Interior Designers, Rob Haitani, Numenta, Inc.**

Website design can be expensive and time consuming, but if you have your own business it is something you just cannot do without. This session will describe how to make an effective interior design website on a shoe-string budget. We'll demystify some of the technical basics, then focus on helpful tips to create the best content, structure and aesthetic elements of our website.

## **Panel: Choosing Your Career Path in Interior Design, Moderator Barbara Daher, Chabot College**

The Interior Design industry has a wide range of career paths after graduating from college. You could be a designer for your own company, a designer at a showroom, for a design-build firm, in an architect's office, or even at the facilities department in a Fortune 500 corporation. Four former interior design students who are now working in different areas share their decisions and experiences on why they chose their path. This panel may help you determine your own future career direction. Panelists are Jamieson Simpson, a designer with Harrell Remodeling; Denny Holland, owner of Denny Holland Studio and a designer, artist and educator; Gloria Carlson, a designer with Gilman's Kitchens and Baths; and Janis Zinn, a commercial interior designer and corporate facilities planner.

## **California Certification for Interior Design Students, Doug Stead, CCIDC**

Doug has been heavily involved in establishing the California Certification for Interior Designers (CCID) process and testing. Learn from him what it takes to become a Certified Interior Designer in California and why it is important to obtain this certification.

## **What You Need to Know About Curtains and Hardware, Laurel Sprigg, Laurel Sprigg Inc.**

Curtains and drapery can range from a simple length of fabric draped over a rod to elaborate, multi-layered treatments as seen in historic mansions. Regardless of style, the basic approach is the same. Laurel will demystify the process of selecting fabric and hardware for successful soft window treatments.

## **Styling the Light: Principles of Designing with Color & Light, Shelley DeVall, Hunter Douglas**

In our homes, when we enter a room, not only do we see light, but we also feel light. It provides the atmosphere, creates a physically and emotionally comfortable ambience, and sets the spirit of a room. How we style the light that enters the room brings these benefits if we know the basic principles of color and the positive impact color and light can have in the home. Shelley will discuss elements of designing with color and light, such as how it can affect our health, moods and emotions; how to best direct and control natural light in a room; warm and cool light and their impact on design; effective use of color schemes; and understanding and using current color trends.

## **Aging-in-Place as Accessible Design, Elizabeth Springs, Walter M. Springs Construction**

Aging in Place (AIP) addresses specific market segments. Where does "AIP" fit in the broader landscape of Universal Design? Learn to define the three key markets for this audience and how to target and meet their needs. Learn about the key design elements and features to adopt and include in design projects today.

## **The Organic Workspace, Sue Alvarado, Haworth**

Change is a fact. In the corporate world change is a necessity. And the office environment needs to sustain flexible interiors that change with need over time. Learn about products that can support that change and reduce the waste of resources, time and money.

# **Session Two Workshops**

## **11:30 am to 12:30 pm**

### **Working with Contractors, Jim Adkins, Walter M. Springs Construction**

To realize a design vision, a designer needs to work within real-world constraints. Jim Adkins has managed over 200 projects in 27 years, and will share his experiences of how to translate your designs into real-world execution. He will share advice on managing, budgeting, and scheduling to meet and exceed the client's expectations with contractors.

### **Panel: Choosing Your Certifications, Moderator Lilley Yee, Lilley Yee Interiors**

Graduating from college is not the final stop for interior design students. It is just the starting point to providing excellent service to your customers. The certification system can be a good milestone to determine how much you have improved. This panel has designers who have been certified for many years and designers who have recently received their certifications, discussing why and at what point in their careers they chose to be certified. They will also discuss their experiences as designers after becoming certified. This is a wonderful reference for you to determine which certification may be right for you. Panelists include Christine Soenksen (NCIDQ), Kirsten Flynn (LEED, GA, CGBP), Elizabeth Springs (CCIDC, CKD, CID, CAPS, CGBP), and Charlotte Healy (CKD, CID).

### **What is a Portfolio? Why Do You Need a Brand?, Nicholas Steele, Hawley Peterson Snyder**

This portfolio workshop will benefit students at all levels, especially those who are 1 or 2 years into school and need to start looking for internships. Nicholas will discuss what makes a good portfolio, including a focus on the resume, business cards and a website. He will review techniques on how to get both digital and physical work in a common format that can be easily organized and improved upon.

### **Great Kitchens!, MaryJo Camp, DesignCamp**

The housing crisis has cautious consumers worried over every penny they invest. Kitchens must be functional and aesthetically pleasing, anything less will not be built. Every element (cabinets, appliances, countertops, etc.) must add value to the project and the design must suit the clients' lifestyles. Join this discussion of what it takes to make a kitchen space truly worth the investment.

### **Art for Residential and Commercial Projects, Gail Sjoman, Art Liaisons**

A careful selection of artwork for a space is an important element in the completion of a project. Learn how Gail consults and curates art for Interior Designers to help them customize personal and public spaces and assists in the selection and completion of their designs.

### **Window Fashions, Rebecca San Diego, Rebarts Interior**

Everything you need to know about window treatments and more! Update and increase your product knowledge on all the newest trends and innovations of window fashions...the latest in blinds, shades, sheers, shutters, draperies and roman shades. Introducing Hunter Douglas Design Studio Roman Shades and beautiful fabrics by the yard. Learn all about motorization, remote control and home automation for your window treatments. We'll help you to increase your expertise in selecting the right window treatments for your client.

### **Residential Lighting Trends, Nancy McCoy, McCoy Lighting Design**

When you design, it is your "signature" on the project. Learn two never-go-wrong techniques for your designs. And, hear how an interior design student became a lighting geek in a world where lighting can make or break your space.

### **Tile Basics: What You Need to Know to Specify Tile, Charlie Rose, Ceramic Tile Design**

Learn the differences between types and finishes on clay tiles, porcelain tiles, natural stone and specialty products such as glass and metal tiles. This workshop will cover the various properties of these tiles and how a designer would specify these for a job. Durability and cost are some of the many things Charlie will cover in this session.

# **Session Three Workshops**

## **1:30 to 2:30 pm**

### **Everything You Want to Know About Working with Showrooms,**

**Sharon & Kevin Daroca, Design Mart Silicon Valley**

An entertaining discourse on what to do, wear, and say; how to prepare, conduct yourself, establish pricing and SELL in your favorite showroom!

### **Panel: Drawing Software for Your Business, Moderator Nancy Wolford, Cañada College**

Choosing computer aided drafting software is one of the significant business decisions any company or showroom has to make. AutoCAD has been popular for architects and larger interior design companies for a long time. But entering 2012, there are several different software applications available to choose from. You have a great opportunity to choose the best software based on your business needs and scale. AutoCAD, 20/20, ChiefArchitect, Sketchup and Revit are some of the most popular software applications available today. Four designers will share their experiences regarding the pluses and minuses of using each of these applications. Our panelists are Shirley Lo, owner of Shirley Lo Design (AutoCAD), Greg Gibbons, owner of I DZGN Kitchen & Bath (20/20), Carrie Boesch, designer at Walter M. Springs Construction (ChiefArchitect), and Millie Kwong, interior designer at Gensler (Sketchup/Revit).

### **Rejuvenating Baths, MaryJo Camp, DesignCamp**

Clients are turning to their bathrooms for refreshment and relaxation. Baths are no longer just an efficient clean-up station. Creature comforts combined with safety planning and beautiful materials make today's baths a destination for harried homeowners. Learn design techniques for baths that satisfy for years to come.

### **How to Succeed in Bringing Universal Design to Your Project, Yukari Haitani, Haitani Design**

Why do clients hesitate when designers introduce special considerations for their new spaces? Common reactions are "we are not that old", "There is no extra budget for a grab bar we don't need now" or "those may affect the house resale value". Yukari shares her experiences on how she has succeeded in helping her clients see the benefit for and accepting her recommendations to bring special considerations to her projects.

### **Designing the Ultimate Outdoor Kitchen, Michael Glassman, Micahel Glassman & Associates**

Michael will be discussing the fundamentals of designing an outdoor kitchen. His presentation will include examples of functional and aesthetically pleasing spaces for dining and cooking.

### **"Make Your Mark" Selling Through Design, Carol Swanson-Petterson, Kitchens, Baths & Cabinets**

Designers are intuitive and can make decisions that take a design forward, to progress. Once those decisions go forward - a mark has been made. I will encourage students to follow their intuition, try new ideas and "go for it". I will reflect on a few details of how I began the directions I chose and what I focus on as a designer. By hearing how I've Made my Mark, I hope that students can learn and go Make their own Mark in the design world.

### **Building a Top-Notch Designer, Workroom, Installer Team, Jenna Abbott, Sew Elegant by Jenna**

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.

### **Quartz! Outside the Box, Miguel Thurston, Caesarstone**

You think quartz is only for countertops? Come learn the many other uses for this versatile material. Miguel will teach you how to estimate and specify surfacing material and show installations of actual projects.

# **Session Four Workshops**

## **2:45 to 3:45 pm**

### **How to Deal with Difficult Clients, Shirley & Greg Gibbons, I DZGN Kitchen & Bath**

Everyone you work with is a "client": homeowners, contractors, building inspectors, suppliers, co-workers...join us for a discussion on managing the people in your design projects with an examination of difficult situations followed by solutions to help all to appreciate what everyone brings to the project.

### **Photography for Interior Designers, Dean Birinyi, Dean J. Birinyi Photography**

This seminar will cover photographic composition and styling technique, and theories regarding communication of emotional context and artistry when photographing architecture and interior design. At the end of this presentation, you will know how and why to take better pictures.

### **Panel: What Hiring Managers Look for In Jr. Designers and Interns, Moderator Nancy Wolford, Cañada College**

Are you ready to get a job or an intern position? Do you want to know what attributes and skills hiring managers are looking for when hiring an intern or entry-level designer? We invited four hiring managers from across the range of the interior design industry to discuss their decision-making processes when hiring new junior designers and interns. Panelists are Ilona Lindauer, owner of IKB, a full-service design/build contractor; Ken Rose, Gilman's Kitchen & Bath, a retail K&B showroom and design/build contractor; MaryJo Camp, owner of Design-Camp, a K&B design firm and former Marketing VP at Standards of Excellence, a major appliance company; and Gioi Tran, owner of Applegate Tran Interiors, an interior design firm.

### **Floors: Delivering the Design Vision, Laurie De Jong, Chimère**

This workshop will help you learn to deliver the design vision you have created for your clients using a "custom" approach to selecting flooring products. Maintaining control of the product selection for a project helps reinforce your design concepts and execution, and protects your revenue. Laurie De Jong, of Chimere Carpet and Hardwood, will demonstrate that you can be the Sandra Lee of Interior Design simply by working with the various flooring materials available and packaging them in a semi-custom manner.

### **Green Design for Now, Kirsten Flynn, Sustainable Home**

This talk will offer a summary of green interior design: it's goals, how to integrate it into your design practice, and how to select materials. We will discuss green product certification and green credentials available to the professional. We will close with a brief discussion of how sustainable design is evolving in the marketplace.

### **Commercial Lighting—Process to Realization, Linda Sanford, Sanford Lighting Design**

Lighting is a necessary part of creating beautiful architectural spaces. Commercial projects demand a thorough knowledge of the best products and practices, and require a familiarity with energy codes. This talk will focus on components of a successful commercial lighting design, and what constraints impact it. Some techniques for influencing emotional responses by manipulating lighting will be discussed.

### **What is Paint? Favorite Paint Colors, Rachel Elliott, Benjamin Moore Paint**

We will help give you an understanding of paint and color, an integral part of every design. Topics will include: paint chemistry, where to apply sheens, favorite paint colors, and zero VOC and low VOC paints.