

# Keys to Success

2010 ASID FSC Annual Celebration

September 24–26, 2010

Hawks Cay Resort, Duck Key, FL

THE BOLD LOOK  
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# Welcome!

**Come join your peers and colleagues in a beautiful Keys setting while learning, sharing and relaxing.**

We have designed a perfect paradise weekend that will be an adventure, renew your passion for design and enrich your career. Invite your friends and family to share in this unique getaway opportunity. Situated on Duck Key in the central Keys, Hawks Cay Resort provides an incredible site for our annual celebration.

The resort includes an award-winning spa, three resort style pools, views overlooking the Atlantic Ocean and a variety of sports and activities to keep everyone busy in your party. Our events will

include continuing education classes, inspiring speakers, the announcement of this year's Design Excellence Award winners for practitioners, students and industry partners, plus Hall of Fame inductees, and the installation of the 2010 – 2011 Board of Directors.

Needless to say, there will be plenty of opportunities to interact and share with fellow designers, industry partners and students from the Florida South Chapter. Check out the detailed schedule included here and get ready to head off in search of "The Keys to Success."



*All discounts end August 20th, so make your reservations now!*

# Guide to the Adventure



## Thursday, September 23, 2010

3:00 pm Check-in begins  
5:30 pm Casual gathering at the Alma Bar, Lobby

## Friday, September 24, 2010

Breakfast on your own  
8:00 am Registration Open  
9:00 am GREENLeaders Class, Key Deer Room  
10:00 am Green Associates Prep CEU Part 1, Osprey Room  
1:00 pm Green Associates Prep CEU Part 2, Osprey Room  
4:00 pm Product Expo, Ballroom  
5:00 pm Cocktail party in Product Expo, Ballroom  
6:45 pm Group Dance Lessons, Firepit  
7:00 pm Fantasy Festival Party & Dinner, Dolphin Deck

## Saturday, September 25, 2010

8:00 am Registration Open  
9:00 am Breakfast in Product Expo, Ballroom  
9:30 am Professional Development CEU, Key Deer Room  
11:45 am Keynote Lunch, Sea Turtle Room  
1:30 pm Codes CEU, Key Deer Room  
1:30 pm LEED Prep CEU, Osprey Room  
3:30 pm Codes CEU, Key Deer Room  
6:30 pm Cocktails, Ballroom Foyer  
7:00 pm 2010 *Interiors Success* Celebration, Ballroom

## Sunday, September 26, 2010

9 am Breakfast of Champions, The Terrace Restaurant  
All invited to attend

*Don't forget to enter one of the Chapter Awards categories!  
Check out [www.asidfsc.org](http://www.asidfsc.org) for entry kits and details.*

# Successful CEUs

All CEU courses are current and Florida State or IDCEC Approved for H/S or W.

## Friday, September 24th, 2010

### GREENLeaders (6 CEU)

#### *Certified Sustainability Training*

Nearly 40 percent of consumers who would ever seriously consider hiring an interior designer for their home would be interested in a certified green designer specifically. This industry-first, six-hour exam course was developed with the support of the Sustainable Furnishings Council, the #1 green organization in home furnishings with board members including ranking staff of World Wildlife Fund, Rainforest Alliance and one of the two co-founders of the USGBC/LEED program. This is the most comprehensive green furnishings training program available, providing manufacturers, reps, retailers and designers with the knowledge and credentials to be recognized as experts in all aspects of green residential design. The six modules cover key environmental issues including indoor air quality and climate change, consumer understanding, furnishings solutions, sales techniques, interior treatments and showroom operations. Written by an accredited LEED-CI/AP as a complimentary program that focuses on residential interior spaces and furnishings.

### LEED Prep (4 CEU)

#### *Overview and Prep for Green Associates Exam*

One of the newest prerequisites to becoming a LEED Accredited Professional is taking and passing the Green Associates Exam. This course is designed to give the participant the tools and direction for preparing for this exam and accreditation. This four-hour session will also include an intense overview of what LEED is and the familiarization of the components of the LEED certification program essential for the Green Associates Exam.

## Saturday, September 25, 2010

### Professional Development (2 CEU)

#### *Overcoming the Three Most Difficult Conversations: Money, Mistakes, Misunderstandings*

Do you dread having these uncomfortable conversations with your clients so much that you consider “absorbing” the cost versus having the conversation? In this session, business coach Angela Merola will teach specific verbiage and phrases that pinpoint the “real” issue and smoothly resolve it, reduce stress and dramatically strengthen clients’ respect and trust in your partnership. Participants will learn simple techniques that coaches, mediators and experts in conflict resolution use day-

to-day. Learning tools to handle these energy-draining situations allow design professionals more time “designing” and less time stressing about how to have a difficult conversation!

### Advanced Codes (2 CEU) HSW

#### *Florida Accessibility Code for Building Construction – Chapter 11 Advanced Course*

This Advanced Building Code course addresses the specific requirements of the Florida Accessibility Code for Building Construction – Chapter 11. The course will instruct attendants in the specific requirements for: the accessible route, accessible parking requirements, the issue of Florida’s specific requirements regarding vertical accessibility and providing accessible toilet rooms, bathrooms and toilet stalls. There will be an update as to where the Federal Access Board and the Department of Justice is with their requirements for accessibility. When the course has been completed attendants will have a better understanding of the applicable accessibility requirements.

This course satisfies the State of Florida continuing education requirement of Advanced Codes for license maintenance.

### LEED Prep (2 CEU)

#### *Designing Green Without Getting Black and Blue*

Interior designers have skills critical to creating interiors that provide superior indoor environmental quality in a wide variety of building types. The emergence of LEED as a matrix and basic framework that balances indoor environmental quality with other design parameters has brought greater attention to the importance of allergy-free, non-toxic design and the role of human ecology as a design determinant. This two-hour course will explore how interior design can be the primary driver in the green design debate where price, cost and value decisions often determine the extent to which interior design services are needed and contracted. Participants are invited to discuss the current state of their practice, what things are going well and what they may need to practice green design more successfully. Emphasis will be on major topics in green interior design and what interior designers need to know to be more profitable while managing the risks associated with creating healthy interiors or what can be very challenging clients.

# Instructors



## Jeff Hiller, Sustainable Furnishings Council

Jeff Hiller is the current president and a founding board member of the Sustainable Furnishings Council, the #1 organization in green furnishings with over 450 members and averaging one new member a day. A LEED AP and published

writer, he has been keynote speaker for numerous professional and academic organizations including High Point Market, Las Vegas Market, ASID, ADAC, SCAD and NYSID.

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Jeff developed the industry's first GREENLeaders Certified Sustainability Training program.

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Jeff developed the industry's first GREENLeaders Certified Sustainability Training program, and was lead organizer of a major, multi-disciplinary congress on illegal wood sourcing uniting academia, government, industry and media in a highly acclaimed open panel discussion. In his business life, Jeff is a senior partner in JB Training Solutions, a leading management skills training company, and sole owner of PROaction Marketing Group in Austin, TX working with home furnishings wholesalers, retailers and design groups across the country.

Formerly VP of marketing at Four Hands Imports, a three-time Inc. 500 Fastest Growing company; owner of The Arrangement, a thriving retail furniture chain; marketing director of Houston Rockets NBA franchise; and VP account director at Leo Burnett, a top five national ad agency where he was a seven-time winner of the American Marketing Association's EFFIE Award for superior results. Jeff is a Cum Laude graduate of Dartmouth College.



## Bob Kobet, AIA, LEED Faculty

Robert J. Kobet, AIA, LEED Faculty, is president of Sustainaissance International, a multidisciplinary consulting firm with offices in Coconut Grove and Pittsburgh specializing in sustainable

design and development and environmental education. Bob has consulted internationally on a variety of projects in eleven countries on five continents ranging from greening the Micro Energy Building in the Beijing

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Olympic Village to consulting for the cultural section of the State Department in Argentina. Bob is Chair of the USGBC LEED for Schools Committee and is the CEO of the International Eco-Friends Network, an organization founded to enable children around the world to share their experiences through his work in green schools. Current projects include the greening of the Florida Turnpike Plazas, a new town development in Guilin, China and several high-performance / LEED green school projects around the US.



## Angela Merola

Whether you are struggling with difficult clients, inefficient work process, unbalanced life or looking for inspiration, Angela assists individuals and teams to overcome obstacles and discover their own "right change." Through speaking, coaching and team facilitation, Angela moves you to see things you've never con-

sidered in order to triumph over barriers you've spent a lifetime working around! The convergence of her brainstorming facilitation, conflict resolution, psychology degree and vast business experience produces a powerful combination. Angela has been applying solution-based processes in interior design, healthcare, telecommunications, advertising, and people management in Fortune 500 companies and entrepreneurs for 25 years!

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Angela moves you to see things you've never considered in order to triumph over barriers you've spent a lifetime working around!

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## Larry M. Schneider, AIA

Larry M Schneider, AIA is a registered Florida Architect and the principal of his own firm.

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Larry is the most sought-after speaker in the area of Accessibility.

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A member of many different affiliations to numerous to list, Larry is the most sought-after speaker in the area of Accessibility. Mr. Schneider has won countless awards and honors. He is available for consulting on public, commercial and residential projects.

# Networking, Feasts and

# Fun!

## Fantasy Festival Party

Get off the mainland. Kick back and shake off the stress. Once again we will honor our inductees to Hall of Fame, Fellows, Medalists and Past Presidents in a unique Fantasy Festival kind of way!

Come dressed to have fun while awards are presented for:

- Best Hat or Hair
- Best Costume
- Best Shoes or feet
- Best Couple
- Best Wildcard
- Best Prop

So who's the most creative? Designers, Students or Industry Partners? What happens in the Keys, stays in the Keys...

## Keynote Luncheon

"Techniques to Dramatically Improve Client Relationships...and Profits!"

Today's "client" has more financial pressure, higher (and unrealistic) expectations and less understanding on the true value of the design industry. It's been made to look easy through the "entertainment" shows. How do you build loyal customers who cherish your value and consider you their personal guru in design? How do you create that bond that is like family – they come to you first? Business and life coach Angela Merola will reveal a proven technique that strengthens the bond between you and your clients resulting in greater referrals, fewer costly misunderstandings and "delighted" clients who become your billboard.

## 2010 Interiors Success DEA Celebration with Live and Silent Auction

This is an evening you don't want to miss! The program will consist of a wonderful meal served Hawks Cay style along with a presentation announcing the Design Excellence Award winners. Awards will also be presented to Industry Partners and Students, and for the second year, the Hall of Fame awards will be given to those recognized for outstanding service to the chapter. To add additional excitement there will be a silent and live auction. The live auction will feature several exclusive trips and getaway packages, great jewelry and fine art. Our silent auction includes fabulous finds from Industry Partners and vendors. Close out the evening with live music and an opportunity to dance off your flip flops. Dress is *island tropical* so bring those sandals, sundresses and khakis!

## Product Expo

Browse through over 40 tables and booths filled with new and interesting products from many different vendors specializing in products designed for our industry. Join us Friday afternoon for cocktails and raffles while networking with many of your peers. On Saturday, finish up your collection of new sources by joining us for breakfast before your CEUs.



HAWKS CAY®

ISLAND RESORT · MARINA · VILLAS

# Hawks Cay Info



## Accommodations

Enjoy the tranquil and relaxing paradise of Hawks Cay Resort situated on Duck Key. The resort features well-appointed guest rooms, three pools and outstanding food.

Rooms are available at a discounted rate of \$125 per night for double occupancy plus taxes and service fees. The discounted room rate is only available until August 20, 2010, so make your reservations now!

Suites and villas are also available on property.



Please call the resort directly at **(888) 443-6393** to book your rooms. Mention the ASID FSC "Keys to Success" Annual Celebration to receive your discount. To receive the discounted rate, participation in CEUS, celebrations or Product Expo is required.

## Down Time

Throughout the weekend there will be plenty of other activities to enjoy including a spa visit, deep sea or back country fishing, scuba diving or snorkeling, kayaking, a swim with the dolphins, or just relaxing by the private lagoon. With the purchase of one of the discounted packages for the weekend (see registration form), you will receive a \$100 resort credit to be used for enjoying these outstanding extracurricular activities! Visit [www.hawkscay.com](http://www.hawkscay.com) for inspirational details.

The resort will also be offering a **KIDS NIGHT OUT PROGRAM** for any children visiting with our event. The program will run from 7 to 11 PM on Saturday night for your attendance at the Interior Success Celebration.



*Please contact the resort directly to book your room: (888) 443-6393, [www.hawkscay.com](http://www.hawkscay.com)*

# Registration Form



## “Keys to Success” Annual Celebration September 24-26, 2010 ■ Hawks Cay Resort ■ Duck Key, Florida

FRIDAY, SEPTEMBER 24, 2010					
Check To Register	Course Title	Time	CEU Credit Hours	Price (Member      Non-Member)	
<input type="radio"/>	GREENLeaders	9:00 AM - 5:00 PM	6	\$299	\$299
<input type="radio"/>	LEED CEU, Green Associates	10:00 AM - 3:00 PM	4	\$130	\$195
<input type="radio"/>	Product Expo/ Cocktail Party	4:00 - 7:00 PM	N/A	\$20 <i>Free with class attendance</i>	\$30
<input type="radio"/>	Group Dance Lessons	6:45 - 7:15 PM		Free	
<input type="radio"/>	Fantasy Festival Party/Dinner	7:00 - 10:00 PM	N/A	\$45	\$67
SATURDAY, SEPTEMBER 25, 2010					
<input type="radio"/>	Product Expo / Breakfast	9:00 AM - 2:00 PM	N/A	\$20	\$30
<input type="radio"/>	Professional Development CEU	9:30 - 11:30 AM	2	\$65	\$97
<input type="radio"/>	Keynote Luncheon	12:45 - 1:15 PM	N/A	\$45	\$67
<input type="radio"/>	Advanced Codes CEU <span style="background-color: #90EE90;">HSW</span>	1:30 - 3:30 PM	2	\$65	\$97
<input type="radio"/>	LEED Prep CEU, Designing	1:30 - 3:30 PM	2	\$65	\$97
<input type="radio"/>	Advanced Codes CEU (same as above) <span style="background-color: #90EE90;">HSW</span>	3:30 - 5:30 PM	2	\$65	\$97
<input type="radio"/>	Interiors Success DEA Event	6:30 - 10:30 PM	N/A	\$100	\$150
<input type="radio"/>	Kids Night Out ( 2 - 15 years old)	7:00 - 11:00 PM	N/A	<i>Free with Interiors Success Ticket</i>	
<b>Add 10% after August 20th, 2010</b>				<b>SUBTOTAL</b>	\$
<small>Once payment is received, any consideration of refunds is at the sole decision of the ASID FSC Board of Directors and must be submitted in writing to the Board of Directors prior to <b>August 20th, 2010.</b></small>				<b>TOTAL</b>	\$

ASID member (check one)     yes     no    Other Design Organizations, Please List: \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Florida Interior Design License # \_\_\_\_\_ ASID Member # \_\_\_\_\_

Credit Card Type     AmEx     MC     Visa     Discover    Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Dietary (Please list any food restrictions) \_\_\_\_\_

**FAX FORM TO 954.367.6636, OR E-MAIL TO INFORMATION@ASIDFSC.ORG**

### WEEKEND PACKAGES

*Contact the ASID FSC office to book one of these all-inclusive packages!*

**Complete Keys to Success Package \$950**

Includes all CEU classes (except GREENLeaders), Product Expo both days, Fantasy Festival Party, Keynote Luncheon, Interiors Success DEA Event, \$100 Resort Credit and three nights resort stay.

**Here for the Fun Package \$675**

Includes Product Expo both days, Fantasy Festival Party, Interiors Success DEA Event, \$100 Resort Credit and three nights resort stay.