

“Design Your Future”

STUDENT CAREER WEEK 2021



Event Schedule:

Day 1: Tuesday, February 16, 2021

Getting Started

1:00 – 1:10	WELCOME Julia Alt , Allied ASID, President, CAOC ASID, 2020-2021
1:10 – 1:45	STARTING YOUR OWN BUSINESS Rick Campos , Allied ASID, Design Biz Survival Guide
1:45 – 2:00	CREATING A BOND BETWEEN DESIGNERS AND SHOWROOMS Nicole Ledbetter , Inside Sales, California Cushion and Carpet, Industry Partner ASID
2:00 - 2:30	BUILDING RELATIONSHIPS WITH ARCHITECTS AND CONTRACTORS Jessica Jones , Allied ASID, Jess Jones Design Group, ASID OC President Elect
2:30 – 2:40	CREATING AN ACCOUNT IN A SHOWROOM Kim Risko , Pindler, Industry Partner ASID
2:40 – 3:10	RESUMES AND CONTRACTS Brooke Schneider , Source Recruiting
3:10 – 3:15	DAY 1 CLOSING & RAFFLE

Day 2: Wednesday, February 17, 2021

Tools for Success

1:00 – 1:10	TAKING IDEX, NCIDQ, WELL Val Mina , ASID, NCIDQ, AKBD, Transitions Designs
1:10 – 1:45	BUILDING YOUR NETWORK Noel Lawlor , Industry Partner ASID, California Faucets
1:45 – 2:00	DESIGN TRENDS AND COLOR COMBINATION Michal Silver , Co-Founder and Director of Christopher Farr Cloth, Thomas Lavin Showroom, Industry Partner ASID
2:00 - 2:30	INTERIOR DESIGN STUDENT PORTFOLIO: WHO, WHAT, WHEN, WHERE, WHY, & HOW Farida Gabdrakhmanova , ASID, IIDA, LEED AP ID+C, Saddleback College
2:30 – 2:40	TRANSITIONING FROM A STUDENT MEMBER TO ALLIED MEMBER AND THE MANY BENEFITS OF BELONGING TO ASID Angela Blake , Allied ASID, A. Blake Designs
2:40 – 3:10	BUILDING YOUR DIGITAL PRESENCE Jonathan Mayer , Industry Partner ASID, Marketing Consultant, JonathanMayer.com Eric VonHeim , Industry Partner ASID, Turned Up Media
3:10 – 3:15	DAY 2 CLOSING & RAFFLE

Day 3: Thursday, February 18, 2021

Look into Future

1:00 – 1:35	HOW TO MAKE MONEY DOING INTERIOR DESIGN Beth Whitlinger , ASID, <i>The Interior Design Coach</i>
1:35 – 1:50	GRADUATED, NOW WHAT? Anna-Marie Claassen , Allied ASID, <i>Anthology Interiors</i>
1:50 – 2:30	PANEL DISCUSSION: BEHIND THE SCENES OF COMMERCIAL DESIGN Moderator: <ul style="list-style-type: none"> ▪ Meena Krenek, President Elect IIDA, ASID, LEED AP, Principal, Interior Design Director, Perkins & Will Panelists: <ul style="list-style-type: none"> ▪ Kristi Richardson, Interior Designer, Hatch Design Group ▪ Chidimma Abuka, Allied ASID, Associate IIDA, LEED AP ID+C, WELL AP, ENV SP, Sustainable Design Coordinator, Studio Design Resilience Leader, Gensler ▪ Erin Dayala, NCIDQ, IIDA, Designer, HPA Design Group
2:30 - 3:00	DEVELOPMENT OF A PROJECT: BEST WAY TO APPROACH, DEVELOP, ORGANIZE, AND EXECUTE Meghan Yang , Allied ASID, <i>Meghan Yang Interiors</i>
3:00 – 3:30	ASSESSING CLIENT NEEDS Sonya Zamora , Associate ASID, <i>Fortune Design LLC</i>
3:30 – 3:35	DAY 3 CLOSING & RAFFLE

Day 4: Friday, February 19, 2021

Get Inspired

1:00 – 2:00	PANEL DISCUSSION: JOURNEY TO SUCCESS Moderator: <ul style="list-style-type: none"> ▪ Shannon Ratcliffe, VP of Marketing and Publishing Design Collaborative Panelists: <ul style="list-style-type: none"> ▪ Michael Fullen, Allied ASID, Michael Fullen Design Group ▪ Nicole Perrault, Allied ASID, Haus of Design ▪ Frank Pitman, Allied ASID, Frank Pitman Designs Inc
2:00 – 2:45	SOFTWARE FOR INTERIOR DESIGN Adriane Shawver , Senior Account Executive, Houzz
2:45 – 3:00	CAREER WEEK CLOSING REMARKS & RAFFLE A closing message from the ASID OC