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THE  
**LEADERSHIP  
EXPERIENCE**

JULY 19–21, 2018 | WASHINGTON, D.C.

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PRESENTED BY

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS





## **DJ Johnson, CAE, IOM**

VP, Community & Education Engagement

ASID HQ



## **Susan Carson, Allied ASID**

Chair, Chapter Support Team

## Chapter Support Team

*National Committee*

### **Purpose:**

Works to ensure the strength, stability and overall health of Society's 46 chapters.

The CST communicates frequently with chapter presidents, chapter leadership and staff to offer guidance and support through chapter successes and struggles.





# Chapter Support Team (CST)



**Susan Carson,**  
**Allied ASID**  
FY18 Chair



**Jase Frederick,**  
**ASID, LEED AP**  
FY18 Chair Elect



**Lynn Coit, ASID**  
FY19 Chair Elect



**Nicole Cecil,**  
**ASID**



**Doug Feldman,**  
**ASID, CAPS**



**Shundra Harris,**  
**ASID, RID**



**Janie Hirsch,**  
**ASID**



**Stacie Muhle,**  
**Allied ASID**



**Melissa**  
**Moseley, ASID,**  
**CID, LEED AP**



**Dana Nunn,**  
**ASID,**  
**LEED AP, CCS**



**Nazgol Seyedi,**  
**Allied, ASID**

# FY19 CST Support Zones



**Jase Fredrick, ASID** (Former IL President) | FY19 CST Chair

*Zone 7 (Mid-Atlantic + East Midwest): DC, OH-North, OH-South/KY, PA-East, PA-West, VA*

**Lynn Coit, ASID** (2018 Colorado President) | FY19 CST Chair-Elect

*Zone 3 (Texas +South West/Midwest): AZ North, AZ South, NM, OK, South Central, TX, TX-Gulf Coast*

## At-Large Members

**Nicole Cecil, ASID** (2017 Intermountain President)

*Zone 6 (California Chapters): Central/Nevada, L.A., North, O.C., Pasadena, Peninsula, San Diego*

**Doug Feldman, ASID** (2017 FL President )

*Zone 5 (Upper Midwest): IL, IN, MI, MN, MO-East, MO-West/KS, NE-IA, WI*

**Shundra Harris, ASID, RID** (2018 Texas Gulf Coast President)

*Zone 4 (Southeast): AL, Carolinas, FL-North, FL-South, FL-West Coast, GA, TN*

**Stacie Muhle, Allied ASID** (2018 Nebraska / Iowa President)

*Zone 2 (Upper Northeast): CT, New England, NJ, NY Metro, & NY Upstate/Canada East*

**Nazgol Seyedi, Allied ASID** (2018 California Orange County President)

*Zone 1 (Pacific Northwest + HI): AK, CO, HI, OR, WA and Intermountain*



## **Tim Schelfe, FASID, CAPS**

*Chair, ASID Board of Directors  
Partner / Director of Interior Design  
JDavis*





# Leadership is...

# DELIBERATE ACTION



## **Randy W. Fiser, Hon. FASID**

CEO

American Society of Interior Designers



*SHERWIN-WILLIAMS®*



**PREMIER**  
**PARTNER**



## **Donna D'Alterio**

Designer Marketing Manager

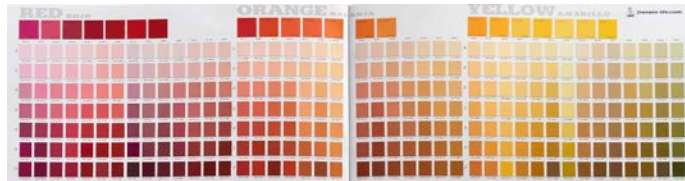
The Sherwin-Williams Company

[donna.j.dalterio@sherwin.com](mailto:donna.j.dalterio@sherwin.com)

# Resources and Programs to the Trade



- **ColorSnap Physical and Digital ProSuite**
  - [www.MySW.com](http://www.MySW.com)
- **Designer/Architect Account Executive Team**
  - Field Support, Specifications, Referrals
- **Specification Tools**
  - Residential Guides, Sher-Specs, SW SpecExpress, Product Guide Builder
- **Product Support**
  - Education, Demos, Test Drives





# New releases in 2018/2019!

# New Launches!

- **ColorSnap Digital Augmented Reality**
- **ColorSnap Match Device**
- **Colormix 2019**

# Thank you!

Donna D'Alterio

getcolor@sherwin.com

@SWDesignPros | @SherwinWilliams



[www.swspecs.com](http://www.swspecs.com) | [www.swcolor.com](http://www.swcolor.com)



## **Bryan Soukup, Esq.**

VP, Government and Public Affairs

ASID HQ



## **DJ Johnson, CAE, IOM**

VP, Community & Education Engagement

ASID HQ

Coming together is a  
**BEGINNING**

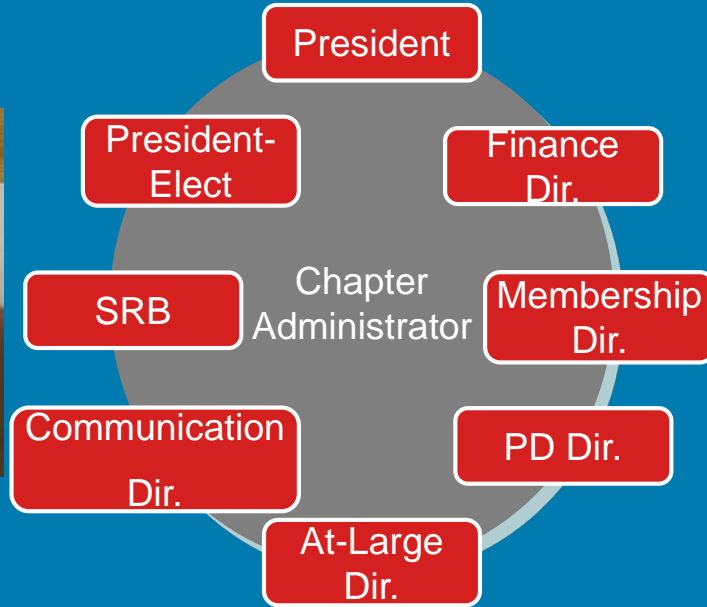
Keeping together is  
**PROGRESS**

Working together is  
**SUCCESS**

Henry Ford



# Multi-directional Leadership



# ASID Leadership Assessment



*Business Acumen*

*Leading Change*

*Strategic Thinking*

# LEADERSHIP

*Strategic Planning  
&  
Prioritization*

*Driving Results  
Customer Focus*

*Influencing*



# Discussion Questions: Your Leadership Style



What is the strongest strength you bring to ASID and your chapter as a volunteer leader?

And what is a skill or area you where you could use support from your board team?

**Take 3 minutes to discuss  
in groups of 2 or 3...**



A red pushpin is pinned to the top edge of the paper.

Share your  
ideas

## Discussion Questions: Expectations

What are each of your hopes for how board members will engage and support one another at board meetings?

### **Expectation Examples:**

Preparation: Resources to read? Deadlines to set agenda? Written Reports?

Board Meetings: Length of mtgs? Expectations for sharing input/discussions?

Overall Expectations: Attendance/ Absences? Handling time-sensitive decisions?

**Take 10 minutes to discuss as a board...**



**Please continue these  
discussions throughout EXP**

# Thank you

DJ Johnson, IOM, CAE

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