

# *Excellence* in **DESIGN** residential



## PRESIDIO PARK RESIDENCE

This residence is in Presidio Park and one of the 'Three Sisters'. These three houses, have traditional style, colonial exteriors, and have looked over the park for about a century. The owners wanted to revive the living spaces, create a more open concept, as well as modernize the appearance of the finishes and fixtures. This was accomplished through a carefully blending the architectural details of the home with more modern influences and materials. The style can be described as Colonial Modern.



Adrienne Perkins

AMD Interiors, Inc. | 10234 Circa Valle Verde, El Cajon, CA 92021  
619-933-5598 | 208-292-4603 | designer-Adrienne Perkins











# President's Message

On behalf of your ASID 2019-2020 leadership team, I would like to welcome you to the inaugural issue of ASID San Diego Magazine—the chapter trade magazine that celebrates you, our members, and everything “interior design”.

It has been an absolute pleasure dreaming up new ideas, implementing them and seeing how they delight you. Our team's mission was to answer the age-old question: “What does ASID do for me?” The goal was to answer it so definitively, that in the end, you wouldn't have to ask it again.

We started by finding ways to feature you as individuals and collectively through various media—both to our members and to the general public. You have been promoted in the chapter weekly newsletter, on our chapter Facebook, Instagram, and YouTube, and several of you have been featured in the UT, Coastal Magazine, Ranch & Coast Magazine, and San Diego Metro Magazine. Our latest project, the ASID Kitchens, Baths, & More Virtual Tour with media partners Mino Pro Media & Ranch & Coast Magazine is the very first interactive virtual interior design tour and was promoted all around San Diego and around the country. The participating Designers and Industry Partners received amazing coverage. To open up even more opportunities, we also created the Summer Fresh Up that was promoted everywhere as well! It was an opportunity to drum up virtual business by talking to clients online and getting the public inspired to start projects during the quarantine. It opened the door to 14 designers to be seen by the public and considered for potential projects.

In addition to promoting you and your business, we also aimed to bringing you excellent speakers and content to help you stay informed, be the best option for potential clients, and thrive in your business. Here are just some:

Karen Galvin: Colormix with 2020 Color Trends,  
Mike Hetherman from Wilis: Customer Types and how to treat them,  
Rony Ben-Dov, Kim Life & Austin Evans: LOAs, Contracts, & Business Costs  
John Bertino & Melissa Rautenberg: Websites, SEO Optimization & Social Media  
Our Legacy Panel: How to Overcome Obstacles and Thrive in Business  
Tiana Bragg of Corian Design: Infection Prevention Through Design & Innovation  
Bella Huele of CA Closets: Transforming Lives through Open Minds, Organization & Universal Design  
Dr. Drew Schwartz, EDD: Well-Being & Thriving in Your Business

And, of course, our chapter is known for how we celebrate. We designed events that inspired you to come together to enjoy the party atmosphere and conversations about being in the profession. From the Holiday Party to the January Chapter Meeting at Pirch and Modernism Week in Palm Springs, I can confirm that we most definitely celebrated and even kicked up a heel or two.

With true sincerity, we hoped to have inspired you, left you highly informed on what's possible, and given you a place to learn, thrive and be noticed. We pulled all the stops—even when it seemed impossible—and opened our minds to all opportunities to meet the mission, answer that question, and leave no doubt...In the end, we want you to be able to say, “ASID San Diego does a lot for me.”

Warmest regards always,

**Bertha Hernandez, Allied ASID, BSME, EIT, CAPS**  
**President, ASID San Diego 2019-2020**



## ASID SAN DIEGO

233 A Street  
Suite 200  
San Diego, CA 92101  
858-566-3345  
administrator@casd.asid.org  
www.casd.asid.org

## BOARD OF DIRECTORS



### PRESIDENT

Bertha Hernandez, Allied ASID, BSME, CAPS, EIT  
president@casd.asid.org



### PRESIDENT-ELECT

Suzi O'Brien, Allied ASID  
president-elect@casd.asid.org  
MSW & Green Building Professional



### COMMUNICATIONS DIRECTOR

Bepie Mostert  
communications@casd.asid.org



### MEMBERSHIP DIRECTOR

Dasha Hervey, Allied ASID  
membership@casd.asid.org



### FINANCIAL DIRECTOR

Robin Kelley, ASID  
finance@casd.asid.org



### PROFESSIONAL DEVELOPMENT DIRECTOR

Chelsea Metheny  
professionaldevelopment@casd.asid.org



### DIRECTOR AT LARGE

Marcia Bryan, ASID, CID, NBAID, IIDA  
at-large@casd.asid.org



### STUDENT REPRESENTATIVE TO THE BOARD

Michelle Underwood, Student ASID  
studentrep@casd.asid.org

# design

## *San Diego*

ISSUE 2 | 2020

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
SAN DIEGO

