

Designer Notes



American Society of Interior Designers (ASID) Indiana Chapter

December 2005 eNewsletter

November 8th Chapter Meeting - Showcasing Your Work

Our November meeting was held at Amish Heritage Furniture in Noblesville. We had a very interesting and enjoyable meeting. Owner Gene Beachy is the great-great grandson of Manasses Hochstetler, an Amish farmer, who came to Indiana in the mid 1800's. As he cleared his land, he used the wood to build furniture for his family. He passed his skill down to his son and so on down the line. Gene Beachy reproduces many of the pieces that have been handed down in his family at Amish Heritage Furniture. Their beautiful wood furniture is known for its quality and craftsmanship. Please visit them at 930 Logan Street, Noblesville, IN 46060. You can call them at 317-220-8200 or email them at ahf@ahfurniture.com. You can also visit their website and see their full line of furniture on line at www.ahfurniture.com.

The speaker for the evening was Susan Young, president of Aim Fire Marketing. Susan had several new ideas in her presentation "SHOWCASING YOUR WORK". Her PowerPoint presentation focused on how to better capture your client's attention with a successful portfolio, how to work with a photographer, how to create a strong and successful website and online portfolio, and how to use customer success stories in various marketing media. Susan also gave the designers insights on how to enter and win award competitions and how to develop ongoing relationships with members of the design media. Susan will also work with designers on their marketing campaigns or will assist with individual projects that designers would like to submit to the media. You can reach Susan by telephone at 317-858-7669 or by email at syoung@aimfiremarketing.com. Her website is www.aimfiremarketing.com.

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(Excerpt)