

# CAÑADA INTERIOR DESIGN CLUB



SPRING 2023 - ISSUE 9

***In this issue:***

- *ID Club showroom event*
- *Sheree Poon wins IIDA*
- *Student Design Competition*
- *Graduation Survey*
- *Alumni Spotlight with Brook White*
- *Board Member Spotlights*
- ...and much more!

# CO-PRESIDENT'S MESSAGE

*Greetings Club Members,*

*We hope everyone had a wonderful Spring break and is feeling rejuvenated for the second half of the semester. As we move forward, we want to remind you of the valuable opportunity to serve on the Club Board. Having personally benefited from this experience, we highly recommend it as a stepping stone towards the Interior Design industry*

*Being on the board has allowed us to connect with peers, alumni, teachers, professional organizations, and industry professionals, all of whom have played a crucial role in our career development. By actively participating in Club events and attending professional organization events, we not only learned from these experiences, but we also gained insights from other professionals in the field.*

*If you're interested in pursuing a career in Interior Design, volunteering for the Club Board is an excellent way to get started. The Club is like a sandbox, mimicking a workplace. It's a place to hone your leadership, team collaboration, communication, project management and writing skills, and other skills that you don't get to practice as much in the classroom. You don't need any prior experience, just the passion and commitment to make a difference. To learn more about the board positions, please refer to this document. If you're ready to take the next step, sign up here. Let's work together to make our Club even stronger and more vibrant.*

*Come join the board!*

*Cheers,  
Winnie & Jo*



Jo Lau



Winnie Wan

Jo Lau & Winnie Wan  
Co-Presidents

# CAÑADA SHOWROOM TOUR

April 12th, 2023 10:00am - 2:00pm

[Register Here](#)

## THE BATH+BEYOND

BATH • APPLIANCES • LIGHTING

Bath+Beyond is a high end showroom gallery featuring plumbing, hardware, lighting, and appliances. We will visit their 18,000 sq ft San Francisco showroom which offers a wide variety of unique products. Their staff will give us a tour, explain how they interact with designers, and answer any questions we have.



## PURCELLMURRAY

Kitchen • Outdoor • Fixtures • Since 1981

Purcell Murray is a distributor for a number of high-end brands of appliances and other kitchen and bath products. We are visiting their non-selling showroom, which gives us the opportunity to experience a comprehensive selection of their product offerings, and they will discuss how they serve the design community.



# CAÑADA'S SHEREE POON WINS IIDA COMPETITION

Just show up! Sheree Poon, our fellow club member, did just that! After winning the Western Region IIDA Student Design Charette Northern California Qualifier in San Francisco, Sheree and her two teammates were sent to Phoenix, Arizona to compete in the Western Regional Qualifier during Spring break.

Upon arrival, teams were reshuffled, and Sheree was teamed up with two other individuals as new teammates. After a few hours of brainstorming and hard work, Sheree's team was announced the winner of the Regional contest!

Now her team will be sent to Chicago in June, to the IIDA National, "NeoCon" to compete at the national student charette competition.



**Congratulations Sheree! Way to go!!**

# GRADUATING STUDENTS



The Cañada Interior Design Club is working with administration to begin planning our department's program graduation and 50th year anniversary celebration in May!

If you will complete your Associate's Degree or any of the Interior Design Certificates (Interior Design, Kitchen & Bath Design, or Staging), in Fall 2022, Spring 2023, or Summer 2023, please take a moment to complete the survey (via the link). It's just 4 questions!

## **Taking this survey is important:**

it will allow us to prepare your celebration paperwork and identify how many attendees will be at the ceremony.

Thank you! We look forward to seeing you there!

## **SURVEY**

# TRADE ORGANIZATIONS

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



ASID Student Representative  
*Victoria Maya*

## Art of Luxury Appliances

Thursday, April 11, 2023 at 5:30 PM

3283 De La Cruz Blvd, Ste A, Santa Clara, CA 95054

[RSVP Here](#)



lacornue x tbs



### THE ART OF LUXURY APPLIANCES

Featuring a presentation from Felicia Hartson - LaCornue | California Sales Manager, diving deep into the art of luxury appliances and provenance of the La Cornue brand that started in 1908, in the heart of Paris, when Albert Dupuy ignited the flame of elite cuisine.

# TRADE ORGANIZATIONS



NATIONAL  
KITCHEN+BATH  
ASSOCIATION



*NKBA Student Representative  
Patty Grewell*

**NKBA | KBIS** Northern California  
Chapter

**REGISTER NOW**  
Tuesday, April 18th, 2023  
5:30pm - 8:00pm

**CHAPTER MEETING:**  
**HOW TO ENTER & WIN DESIGN COMPETITIONS**  
*with Nationally Recognized Judge & Winner*  
**DOUG WALTER, AIA, CMKBD**

HOSTED BY NKBA CHAPTER SPONSOR:



**LOCATION: Rigg's Showroom in San Francisco**  
**SCAN TO REGISTER**



**Members ONLY Event - Seating is limited**

## Details

**When:**

April 18, 2023 | 5:30 pm- 8:00 pm

**CEUs: 1.0**

**Cost: \$25 NKBA Members**

**Where:**

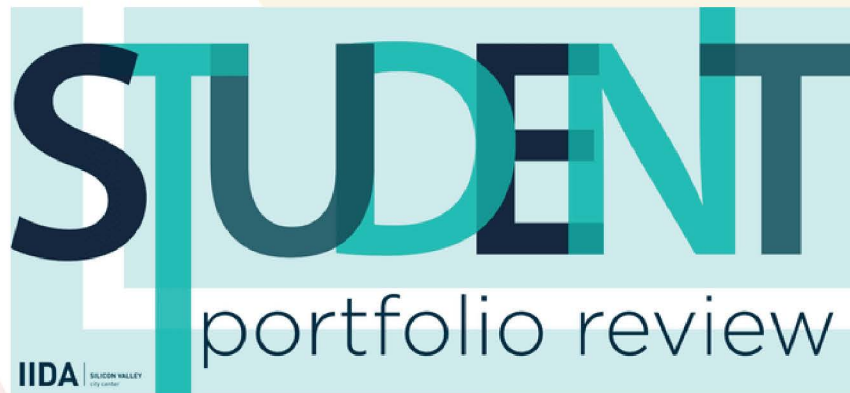
Rigg's Distributing Showroom  
101 Henry Adams Street  
Galleria 144  
San Francisco, CA 94103

Use the QR code or register [Here](#).

# TRADE ORGANIZATIONS



*IIDA Student Representative  
Joan Mundell*



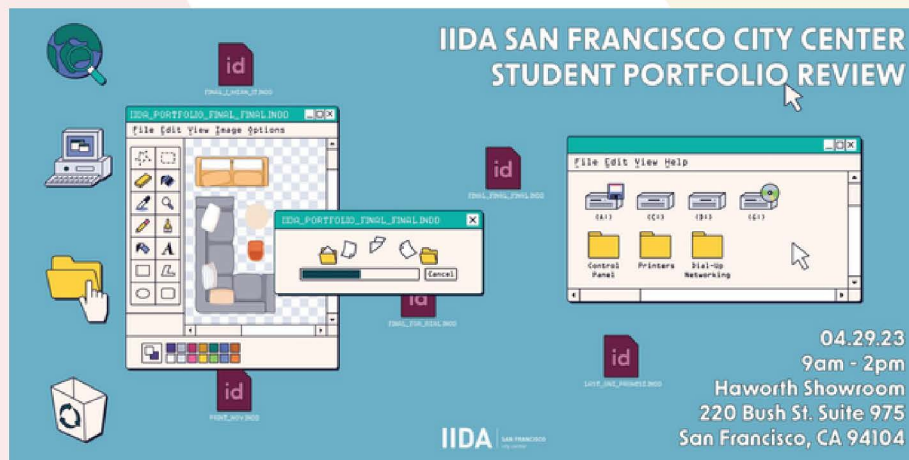
## Student Portfolio Review

Annual event where design professionals volunteer their time to review student portfolios. It provides you with invaluable feedback and a great networking opportunity. Questions: Please contact [siliconvalley@iidanc.org](mailto:siliconvalley@iidanc.org)

Saturday, April 22 2023 8:30AM - 2:30PM

One Workplace 2500 De La Cruz Blvd, Santa Clara, CA 95050

[Register Here](#)



## Student Portfolio Review

Professional Review - Have your resume, cover letter, and portfolio reviewed by design professionals and receive valuable feedback. The top three portfolios will be selected to receive a prize and will be promoted on our social media platforms! Firm Presentations - Feature presentations from 4 of the most coveted Bay Area firms. Don't miss an opportunity to make personal connections & hear first-hand from these design leaders! Breakfast and lunch will be provided. Questions: Please contact [sanfrancisco@iidanc.org](mailto:sanfrancisco@iidanc.org)

Saturday, April 29 2023 9:00 A.M.-2:30 P.M.

Haworth SF Showroom 220 Bush Street, #Suite 975, San Francisco, CA, 94104

[Register Here](#)

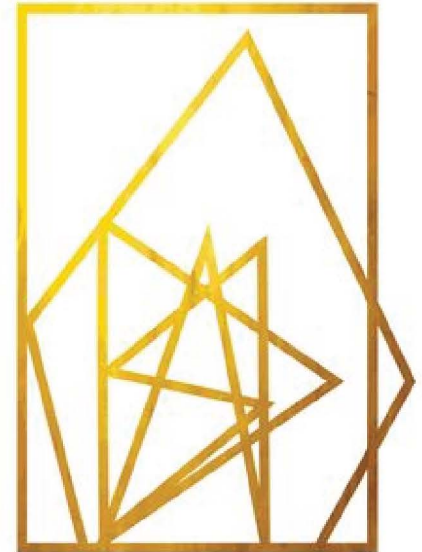


# DESIGN COMPETITIONS

## ASID's Design Excellence

This design competition recognizes projects by members of the California Peninsula Chapter (CaPen) of ASID that represent excellence in interior design by successfully addressing client objectives and demonstrating creativity and skillful problem solving in diverse design criteria categories. We encourage all CaPen ASID members to enter for an opportunity to gain recognition for their exceptional work, make their designs the benchmark of the industry, and to inspire a new generation of students and emerging professionals.

For more information see [HERE](#).



DESIGN  
EXCELLENCE  
THIRTY-SEVENTH ANNUAL | 2023

## Dunn Edwards Emerging Professionals

You are the emerging professional. The next generation of designers and architects. The upcoming industry thought leaders. We established the Emerging Professionals Program for this very reason and will continue to sponsor the Emerging Professionals Design Competition year after year.

The 2023 Emerging Professionals Design Competition is the ideal platform to test and enhance your interior design skills. Review the information and submit your digital entry. **The competition officially closes on August 15, 2023 at 11:59 PM PDT.**

See official rules [HERE](#)



# DESIGN COMPETITIONS

NINTH ANNUAL

## DESIGN IN MOTION

BENEFITING **LARKIN STREET**  
YOUTH SERVICES

### **The East Bay City Center 9th Annual Design in Motion Gala**

Design for the Future—is proud to announce our continued partnership with Larkin Street Youth Services. Let your imaginations run free!

Each team or solo artist can select one of four engaging categories to create an auctionable “Collage of the Future.” This is a great opportunity for office team building, for teaming with a manufacturer or dealer’s representative, or for showcasing your own talent.

[Click here for guidelines & submission form](#)

# ALUMNI SPOTLIGHT

## Brooke White

After a long career in the Fashion industry, Brooke White wanted to try something new. She always loved art, architecture and interior design, so in January of 2021, Brooke signed up for classes in the Interior Design program at Canada. “My first classes were Color with Denny, and Intro to Interior Design with Elsa. I had so much fun learning about design and I realized it pulled together a lot of my life interests - I was hooked!”. Brooke completed her coursework for an AS degree in Interior Design last December. She plans to graduate this May. When thinking about how to start her career, Brooke decided to move to the Palm Springs area where she found a lot of opportunities for work. Through an introduction from a friend, Brooke got an informational interview at an architecture firm that specializes in residential and hospitality design.



She pulled together some of her work from school into a presentation she could show on her iPad. She also spent time thoroughly reading every page of the architecture firm’s website, paying attention to the small details of how they told their story so that she could weave in comments during her informational interview. She noticed that the company focused on gorgeous environments but they mostly were neutral in color. “I pulled together a bunch of images from Architectural Digest and Dwell that gave an indication of what I might want to do as a designer if I were creating interiors for the spaces they designed. My choices had more color than what they were showing on their website but still kept their ethos. I thought, what the heck, I have nothing to lose so I will show them what they could possibly do with interiors that would compliment their beautiful architecture.” Two weeks after the interview, Brooke was offered a job as an interior designer.

After working for the firm for eight months, Brooke decided to leave to open her own firm. “I learned a lot and got my feet wet in actual Interior Design. However, I realized that since this was my second career, I wanted more flexibility than working a solid 40-hour work week.” Brooke opened Brooke White Interiors shortly thereafter. “The first thing I did was set up an Instagram account (@brookewhiteinteriors) and posted an image of a fireplace surround I did for my own home.” Two weeks later, she got a call from someone who saw the image and was re-designing their kitchen and living room. More jobs have followed, coming from referrals from friends or other designers she networked with who have too much work and can’t take on more. She is working on a website and is participating in a Show House opening in October 2023 at The Vintage Club in Indian Wells, Ca. Brooke is designing the Powder Room. (For more information on the Show House, go to <https://designcollaborativeusa.com/morningstar/>.)

Brooke loved her time at Canada - learning from all the talented teachers as well as other students. “My favorite part of the program was seeing the projects my fellow students produced. There is so much talent in our program. I can’t wait to see where everyone ends up and what they dream up!”. She also served as Secretary on the ID Club Board, making great connections she will take with her. Brooke’s advice for post-graduation? “Be clear on your own story. What do you like? Where does your inspiration come from? Weave your story into the story of the firm you want to work for. Be sure they know you appreciate their design philosophy by demonstrating that in any written or oral communications you have with the company.”

Brooke would be happy to speak to any student if anyone has questions: [Hello@brookewhiteinteriors.com](mailto>Hello@brookewhiteinteriors.com)

# MEET THE BOARD

## Daniela Miller - ID Club Member & Recruitment Chair



Hi everyone! I'm Daniela, the 2022-2023 Membership and Recruitment Chair for the ID Club.

This is my third semester at Cañada College pursuing my Interior Design Certificate and I have found the whole experience to be really enriching and wonderful. My favorite parts of the program are meeting like-minded peers and learning from talented and experienced mentors. After earning my certificate, I'm excited to launch my career in interior design while continuing to take classes at Cañada for the Kitchen & Bath Certificate.

I am originally from Honduras, where I received a Bachelor's degree in Computer Science and had my first career writing code. I took a big leap and moved to California in 2020 (a crazy year, I know!) and that is also when I decided to make a career change to follow my passion for aesthetic and enjoyable spaces. I'm not yet sure which area of Interior Design I want to end up in, but right now I find myself drawn to small/efficient spaces and sustainable design.

Joining the ID Club as a member during my first semester has really elevated my education at Cañada. Being the Membership and Recruitment Chair has helped me to grow as a communicator and networker in a wonderfully diverse environment. One of the highlights of my time at Cañada has been attending events and field trips organized by the ID Club and industry organizations such as NKBA, ASID, IIDA. I love the sense of community that comes from being surrounded by peers who are also pushing the limits of their comfort zone.

To any fellow students who are even a little bit interested in getting involved with the ID Club, I wholeheartedly recommend reaching out - it's worth it, I promise!

-Daniela Miller

# MEET THE BOARD

## Pamela Vorsatz - ID Club Vice President



Hello! My name is Pamela Vorsatz and I am currently the Vice President of the Interior Design Club at Canada College.

In August 2021, I began taking Introduction to Interior Design and Architecture classes. As a new student, I immediately got involved in a volunteer project for One Life in Burlingame. Mid-way through the 2021-2022 school year, I was given the opportunity to join the Interior Design Board as the Event Coordinator.

Through this service commitment, I was able to build professional relationships with my fellow colleagues. I found this to be an exciting opportunity to collaborate with the interior design community and pull together furniture, choose between different color schemes, and find which art pieces would best suit the room we was working on.

In 1986, I graduated from the Fashion Institute of Design and Merchandising in San Francisco however, my entire career has always been in the construction industry in one form or another.

My goal is to learn the necessary skills to transition from my current sales position in the Insulation industry into interior design. I would ultimately love to learn how to draw blueprints for my clients to be able to submit to their structural engineers for implementation, and design kitchens and bathrooms. I have been keen to keeping up with latest trends and Title 24 building codes, which gives me an advantage knowing what actually is required to pass code when redesigning a space.

I would like to empower anyone who is thinking of a career change to pursue their true passion, that it is possible with consistency and motivation. With my knowledge and experience, I'm excited to be delving into the world of Interior Design to make others feel confident and comfortable in their spaces!

# GET INVOLVED

*The ID Club is looking for new Board Members  
for the 2023 - 2024 school year.*



*If you are interested in  
joining or learning more, use  
our sign-up sheet [HERE](#).*

*We look forward to  
welcoming you for a a fun  
year as a board member!*

## ALUMNI DINNER – APRIL 30TH



*When: Friday, April 30th*

*Time: 5:45 pm - 7:00 pm*

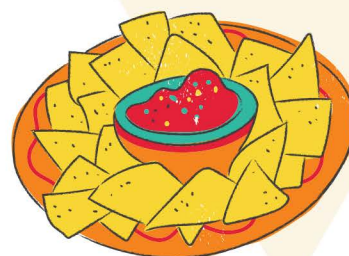
*Location: **Celia's** 504 Peninsula Ave, San Mateo 94401*

***NO HOST***

*All Attendees will be able to purchase their food and drink. There will be no shared checks unless you would like to.*

*MENU*

*Please RSVP to [canada.idclub.alumni@gmail.com](mailto:canada.idclub.alumni@gmail.com)*



# INSIDE THE NEXT ISSUE

Coming  
Soon



## *Coming up in the May issue*

- Alumni spotlight
- ID Club Board opportunities for Fall 2023
- ASID, NKBA, & IIDA events & happenings
- Upcoming student design competitions
- An introduction to your ID Club Co-President Jo Lau, ASID Student Representative Victoria Maya, and NKBA Student Representative Patty Grewell
- End of the year sign off
- and much more!

***The next Club Board Meeting will be held May 8th, 4pm-6pm.***

*All Club members are welcome to join!*

*Click the [Zoom link](#) to join*

*Meeting ID: 818 4968 2263*

*Passcode: 558201*

**Don't forget to follow us online!!**



[@canadaidclub](#)



[@canadacollegeidclub](#)