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In this issue >>>

- My Latest Travels
- I Didn't Know You Did That...
- Made-in-the-USA Fabrics
- Designer / Builder Humor

Newsletter Issue: 13-03

Your One-Stop Home Interiors Solution

### What Our Clients Are Saying



"You're a cross between Candice Olson and Mike Holmes." (HGTV Stars)  
Mark Porter, Tucson

#### Comfortable / No Pressure

I found IE to be **most helpful, understanding and cooperative.**

It made me happy to have someone to talk with who was interested, and not in a great hurry; someone who made me feel comfortable and not at all pressured.

Grace Milton, retired - Oro Valley

### THANK YOU!

Referrals are the life-blood of our business. We couldn't have grown for all these years without the generous referrals from our wonderful clients, like...

**Jane and Bill Lockett** referred...  
Rose White

**Ruth and Jim Barwick** referred...  
Lynne & John Wohner

**Gabe Johnson** referred...  
Dede & Mike Addington

*Thank You to these and all our clients that have referred others to us over the years.*



### My Latest Travels



TV Personality Leeza Gibbons & Betty  
at GKIC Women's Summit - Orlando

In February, I attended a Women's Summit conference in Orlando. The keynote speaker day one was Leeza Gibbons, who has a remarkable self-made success story. I really identified with much of her life story.

Like me, she has a keen interest in Alzheimer's care, as her grandmother died of Alzheimer's and she saw what her mother dealt with for many years.

My knowledge of what people with Alzheimer's, and their caregivers, have

to deal with has been heightened as we've worked on the interiors of a new Alzheimer's care center franchise. I've developed a real passion for helping those afflicted live more comfortably and be treated with dignity.

Leeza and I discussed our project and we'll be talking about how she could be involved in the future.



Us at the Dennis Miller / Bill O'Reilly  
show in Phoenix

As a Christmas present, my wonderful husband bought us VIP tickets to the Bolder-Fresher Tour show in Phoenix.

The show was hilarious, lots of poking fun at politicians on both sides of the aisle and other stupid things.

I actually thought O'Reilly was funnier than Miller. Boy, that O'Reilly is tall.

*Betty*

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# I Didn't Know You Did That...*Custom Furniture*

I really think of what we do as **problem solving**. You come to us because you don't like something about your home. Those "somethings" vary greatly. From something relatively simple, like new flooring, to complex major remodeling.

Solving unique problems for our wonderful clients is one of the things we really like about this business. Here are a few of the special solutions we designed to help clients solve special needs...



My client, Judy Sago, built a custom home in Stone Canyon. The builder elevated her dishwashers 12" off the floor, putting a drawer underneath, for less bending over to load and unload the dishes. Great Idea!

But, it created a major problem. This also made the counter tops 12" higher than normal. No "standard" bar stools exist that are tall enough. After pricing several firms, Mrs. Sago came to us.

We designed, and had produced, by our local expert furniture maker, 4 bar stools tall enough to use the counter as designed. We had the stretcher made strong enough for someone to stand on in order to get into the seat.

All these meaningful details came at a price she thought was very fair, especially since she couldn't even use the counter for seating without this solution.



This Oro Valley client wanted to convert their formal living room, which they seldom used, into a **home office**. We discussed storage and their desire for lots of natural light in the office.

So our design has a floating desk that faces the front window of the home. The custom desk and hutch were stained to contrast the dark wood floors of the room.



Our clients wanted a **liquor storage cabinet** in a style and wood tone to match the existing cabinetry in their Splendido apartment. Another masterpiece from our master woodworkers.



**Custom Zig-Zag Table** designed and built to meet the "picture" client had in her mind of what she wanted but couldn't find anywhere. Made with unique zebra wood from Africa.



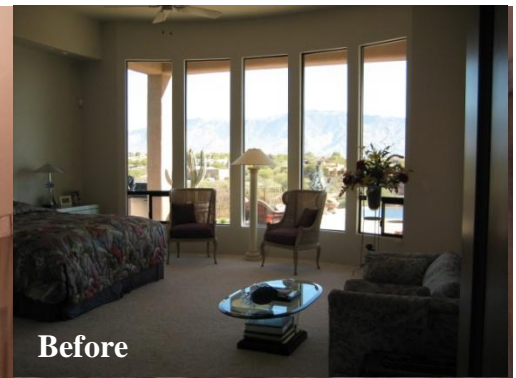
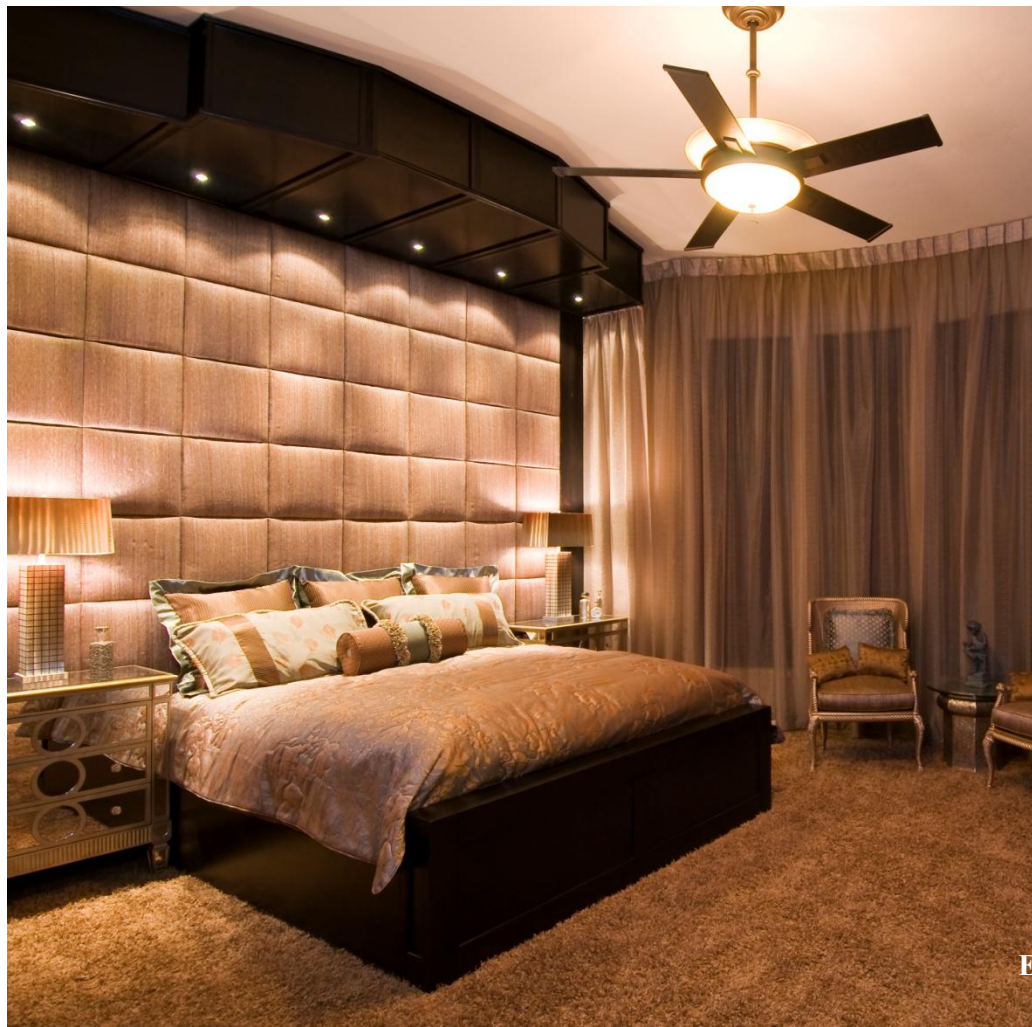
**Custom TV Surround** – hides TV with custom artwork on sliding panels. The clients love it!

**Custom Church Cabinet**  
Casas Church in Oro Valley needed a special cabinet in the Narthex of their chapel.

We designed this custom piece to hold literature and securely hold audio/visual equipment after Sunday services.







Before

Ecstatic homeowners upon the “reveal” of their new Master Suite Retreat

## Master Suite Retreat

Mike and Cheri Peck wanted to turn their bland master bedroom into a luxurious master suite retreat. Cheri knows what she wants, but sometimes has challenges in describing what she sees in her mind. My “connection” with her enables me to draw out of her mind the vision she has, and then translate her vision to reality.

We remade both their great room and master suite one summer while they were back in the Midwest. Besides a few update photos emailed, they saw the finished work at the big “reveal”, just like on the TV home improvement shows. We don’t often get such an exciting reveal opportunity. Quite frankly, such a reveal is a nervous time for us too – will the client like it? – what if she loves it, but he doesn’t? This one turned out great, as the expression on Cheri’s face above shows.

### SOME OF OUR UNIQUE TOUCHES...

#### Headboard

The master bed “headboard” is really a custom wall treatment and lighting canopy. The ceiling mounted light canopy is 4 feet deep and 12 feet wide. We had to reinforce the wall and ceiling to support the weight.

The wall behind the bed is 64 individual panels, upholstered with a luxurious silk fabric, affixed to the wall. This treatment helps prevent the king bed from being the focal point of the room. Silk is not an upholstery-friendly fabric. Even though it was a challenge, our master seamstress was able to create 64 identical panels that are flawless – true artisanship.

#### Custom Platform Bed

This custom bed has side rails and a footboard so the sides and foot of they are comfortable for sitting.

#### Custom Automotive Paint

The canopy and bed were painted with a custom automotive paint to provide the desired ultra-high gloss and superior wearability.



## Partner Profile

# Upholstery and Drapery Fabrics

We have a heart-felt belief that **Made-in-the-USA** products are a **Win-Win-Win**.

They are a **WIN for the USA companies and workers** that make them by providing jobs, property taxes to support local governments and schools, dollars for local business, and on and on.

They are a **WIN for our Clients** by providing higher quality products made in a more worker and environmentally friendly manner. **Made in USA** products usually provide more flexibility so our clients can personalize their selections, vs. "all the same" mass produced cheap products shipped by the container from overseas.

They are a **WIN for us** by allowing us to provide you better selection and options, better value, and higher quality. But even more importantly, we want to be proud of the products we recommend to you, and featuring **Made-in-the-USA** products gives us a great sense of pride.

### *But it is a daily battle...*

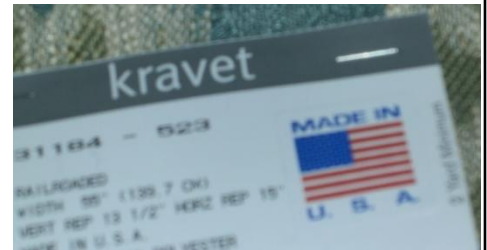
Especially when it comes to fabrics. USA fabric mills are becoming fewer and fewer. In our continuing battle to feature **Made-in-the-USA** products, we have asked our fabric suppliers to provide more Made-in-the-USA fabrics. We push the point at every opportunity – trade shows, with our reps, even calling presidents of our fabric suppliers.

### *Extra Effort*

To help our designers, staff and clients more easily identify which fabrics are Made-in-the-USA, we've had our librarian place a **Made-in-the-USA** sticker on all appropriate fabric samples, as well as all the Made-in-the-USA furniture in our showroom. No small effort since we have 42,317 fabric samples that are constantly changing as items are added and discontinued.

### *Thank You*

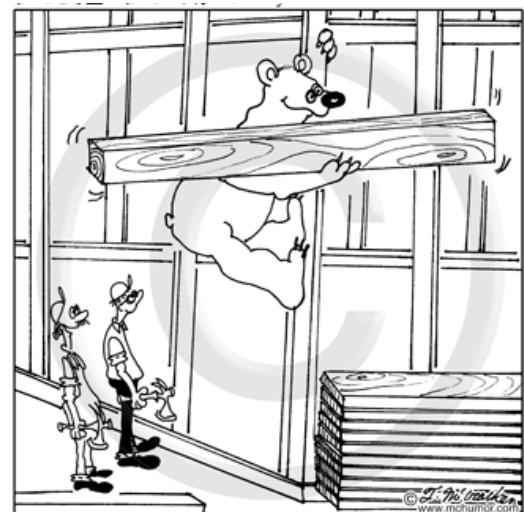
To all of our wonderful clients that have thanked us for featuring **Made-in-the-USA** products. Your continued verbal support of our efforts means the world to us.



Please accept the enclosed real wood bookmarks as a small token of appreciation for your business over the years.

Our business wouldn't exist without wonderful clients like you.

The Entire I.E. Team



"Since Bubba acclimated to urban living, we've underbid our competitors because we don't need to build scaffolding or rent a crane."

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