

- ◆ It's Not Our Fault
- ◆ Las Vegas Trade Show Trends
- ◆ New Additions to Our Team

Your ONE-STOP Solution for Distinctive Home Interiors

It's Not Our Fault

In case you haven't heard, 4 of the 7 town councilmembers in Oro Valley are trying to buy the El Conquistador Golf and Tennis facilities and turn them into a community center.

They plan on keeping the golf courses open. The golf facilities will require significant capital improvements and deferred maintenance. They project the golf facilities will operate at a significant loss for years.

I'm not writing about this to convince you one way or another on the merits of the plan. I just want to focus on three aspects of this whole situation.

1. **Lack of Transparency:** this "deal" was rammed through in just two weeks. There were many unanswered questions and unknowns. We see this kind of back-room dealing at the state capital and in Washington. We should demand better from our local elected officials.
2. **Private Sector Competition with Tax Dollars:** I don't want my tax dollars used to subsidize a golf course, or any other type of business, that will compete with the private sector. It is not right.
3. **Sales Tax Increase to Fund this:** there will be a half-cent sales tax increase in Oro Valley to fund the losses and capital improvements. Even if the referendum to put this deal to the voters is successful, and the deal killed, the majority of the town council says they will keep the sales tax increase in place and "use it for something else".

I think we are seeing here a micro-version of what happens to elected officials (both D's and R's) when they go to Washington. *Power is addictive. What's the old saying... "Power corrupts, and absolute power corrupts absolutely."*

So, the half-cent sales tax increase we will be forced to implement on March 1st is not our fault.



Until Next Month,

Betty Jones

Molli's Memo

I was so happy to get a package in the mail from Nana and Papa.

They sent me a stuffed animal they got while in Las Vegas at something called a trade show.

I'm not sure if it is a bear or a lamb. I love it just the same.

Thanks Nana & Papa !

Molli Bryn, Nana's first granddaughter

Thank You for Your Referrals
Nikki Halle referred Jan Staples

Debbie & Jack Jackson referred Lynne & Tom Wiedebush

Bill Philippi referred Teri & Paul Philippi

Referrals are the lifeblood of our business. We very much appreciate these and all your referrals

Trends and New Things from Las Vegas Trade Shows

5 Trade Shows in 5 Days

There is a good side and a bad side to having 5 major industry trade shows in the same place, at the same time.

The bad side is the week is extremely grueling. On the go from 8am – 8pm daily. The exhilaration and excitement of seeing so many new and interesting things helps overcome the tiredness. Its hard to be tired with so much energy all around you. Unfortunately, for our business, there is too much to see for just 5 or even 6 days, so we had to be selective.

The good side is we keep up-to-date with the latest products and trends related to home furnishings, kitchen & bath remodeling, home construction & remodeling, all types of flooring, and window coverings. This enables us to better serve you, which is what our business is all about.

Here are just a few of our observations and some of the new products and trends we saw. If you have questions on any of this, please feel free to contact us, we would love to show you more.

TRENDS

Warmer earth tones were seen throughout all the shows; in fabrics, rugs, accessories. Even warmer metals, like copper, were more prevalent.

Gold and Silver are the front runners in home furnishings. Matte, Satin and Antiqued finishes were popular.



In furniture, we saw many warm tone metallic fabrics and leather from many vendors.

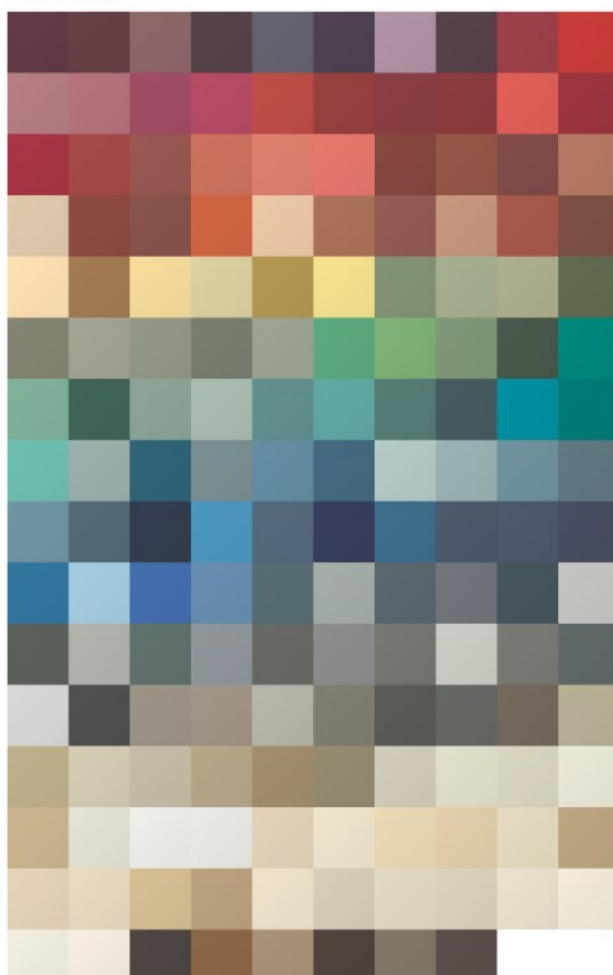


Color Trends

Dunn-Edwards, one of preferred paints – because their paints are formulated specifically for our desert climate – recently announced their THEN, NOW & FOREVER COLLECTION of paint colors.

This is a curated collection of 300 new colors. 142 of the colors were inspired by architecture of the American West and are historically verified by an architecture firm focused on historical preservation and renovation. 158 of the colors are trending today and offer a greater range of grays and browns, as well as blues and oranges.

TRENDING TODAY



A Newbie's Perspective

Nothing Betty could tell me beforehand could prepare me for the scope and magnitude of the week, even though she tried.

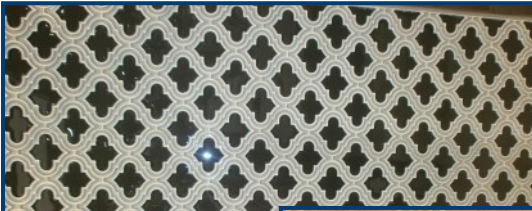
The vendors were amazing. But what blew me away most was the number of professionals who attended these events to educate themselves on the newest products and services. It was truly inspiring.

My experience was very exciting and seeing all the new products made me eager to get back and use what I learned in upcoming designs with my clients.

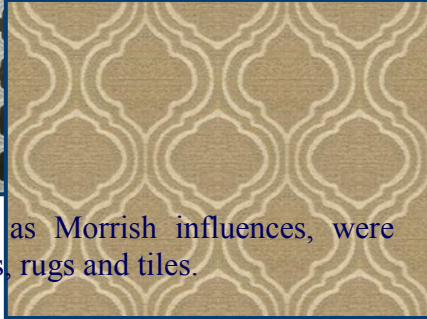


Bryana Layman, Interior Designer

These should get your attention!



Geometric, as well as Moroccan influences, were very strong in fabrics, rugs and tiles.



Sofa that converts to a Queen sized sleeper, with a memory foam mattress. Great for the occasional guests or grandkids.

Is it Quartz or Granite?

Cambria, our preferred Made-in-the-USA countertop material, continues to lead the industry in the creation of patterns that challenge us as professionals to distinguish between Cambria and Granite.



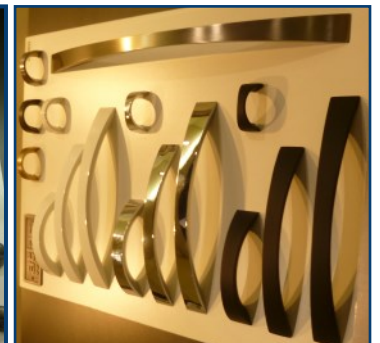
Kohler introduced their HydroRail conversion system. This allows you to convert a standard shower to one with an adjustable height wand, **WITHOUT** any wall demo. Great way to turn your shower from Ordinary to Extraordinary, at minimal investment.

Geek Alert

Electronic shower controls are all the rage in the plumbing fixture industry.

These electronic controls can activate different spray heads for different people. Or, set a different water temp for you vs. your spouse.

Once programmed, a single touch of a button will create the perfect shower for you, and a different shower experience for anyone else.



Atlas, one of our major cabinet hardware suppliers, introduced many new styles and finishes. Changing your cabinet hardware is a quick and inexpensive way to give your kitchen or bath a fresh new look.



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The Latest Additions to our Award Winning Team



Amorie Corsiglia, Showroom Manager

I use my attention to detail and ability to work with many types of people to provide astonishing client service and reliable support for our outstanding design team.

Between my Bachelors Degree in Business Administration and my 7+ years in a management role at Canyon Ranch Health and Wellness Resort and Spa, I've learned what discriminating clients want and expect, in terms of client care.

I am here to help give our clients exactly what they want and expect, and enjoy doing so.

When I'm not assisting our wonderful clients, I'm busy being a first-time mom with our wonderful nearly one year old daughter Lillian "Lilli".



Sara Benjamin, Design Assistant

I combine my passion for interior design with my inherent skills for organization and attention to detail so our clients are wowed by the end results.

I use a step-by-step approach to keep projects on track, meet deadlines and avoid errors.

Prior to Interior Expressions, most of my 15+ year career in interior design was spent designing luxury suites, staterooms and dining rooms in the cruise ship industry.

Designing such spaces posed many of the same challenges as designing for client homes.

My husband and I, along with our two growing children, recently relocated to the Tucson area to be closer to family. Most of my time outside of work here is spent getting situated in our new surroundings and enjoying this wonderful weather.

★★★★★★ 5-STAR ONLINE REVIEWS NEEDED

Online Reviews have become an increasingly important part of good marketing, and online rankings. We would very much appreciate your 5-Star Review on any or all of the sites listed below.

You can submit a review by going to our website www.InteriorExpressionsAZ.com and clicking on one or more of the review links.

