

- ♦ Martha McSally on Leadership
- ♦ What's New in LED Lighting
- ♦ Festival of Trees

Your ONE-STOP Solution for Distinctive Home Interiors



Molli's Memo

Daddy and I were recently watching our favorite football team, Iowa State vs. our arch rivals, the University of Iowa.

It wasn't looking too good for us at half-time, so I decided to take a little nap with my favorite doll, Cy, the Iowa State mascot.

Our 'Clones' came back in the 2nd half and defeated those dreadful Hawkeyes. **GO CYCLONES!**

**Molli Bryn,
Nana's first granddaughter**

Martha McSally on Leadership



**Janice
Williams**

**Colonel Martha McSally
(Retired)**

**Betty
Jones**

**Jeff
Jones**

I recently attended a local N.A.R.I. meeting (National Association of the Remodeling Industry) with my husband and our Senior Interior Designer, Janice Williams.

The speaker was retired Air Force Colonel Martha McSally. Martha gave a very powerful presentation on the leadership lessons she learned during her 26 years in the Air Force, including being the first female to lead a combat squadron in battle.

We could just tell Martha is a strong leader. Hearing how she battled the "good old boy" network and political correctness was fun too.

Thank You for your business and referrals.

Until Next Month,

Betty Jones

What Our Clients Are Saying

The changes to the kitchen I never would have thought of on my own. The kitchen is now so beautiful, more open to the rest of our home and extremely functional. It was like we came home to a different house. I felt like I was on one of those HGTV shows. You can't go wrong using Interior Expressions for any home remodeling, decorating, or updating.

Emma Lou Van Atta – SaddleBrooke

LIGHTING UPDATE

Global Warming? Climate Change?

You may believe or not in Global Warming, Climate Change or whatever they are calling it these days. You may believe or not that humans are the primary cause. It doesn't matter when it comes to light bulbs.

No More Screw-In Incandescent Light Bulbs

The powers-to-be (elections do have consequences) have made the manufacture or import of incandescent bulbs illegal by establishing minimum efficiency standards for general service lamps.



Most incandescent bulbs can't meet these new standards. There are a few specialty incandescent bulbs temporarily exempted (the Feds like exemptions) but not your standard 40W-100W bulbs.

Serious Advances in LED Technology

The good news is, there have been major advances in all areas of LED technology.

Our design team recently received training on the regulations, bulbs and fixtures. We thought you might find this information helpful as you transition to LED.

LED Pluses and Minuses

The Pluses of LED Lighting include

- Smaller & Lighter
- Much more Energy Efficient
- Long Lifetime (15 -25 years claimed; not proven)
- Dimmable
- Lower long-term cost (.021 per lumen vs. .08)

The Minuses of LED Lighting include

- More expensive initially
- May require new fixture for optimization
- Inconsistent light color characteristics

CALL FOR AN APPOINTMENT

If you are interested in learning more about LED lighting, please give us a call to arrange an appointment with one of our Professional Interior Designers.

Many Shapes—Sizes—Configurations

There are so many different types of LED bulbs it can be very confusing. Different wattages and lumens. Different connection types. Some LED bulbs will only work with certain fixtures. A very complex situation.



Our Recommendation

Our recommendation is to consult an expert to determine the correct fixture and/or bulb configuration for your particular environment, life-style and budget.

Many Great Looking LED Fixtures

We carry several lines of lighting manufacturers who have developed a wide array of LED fixtures to fit any décor and lifestyle. New fixtures are being introduced constantly. Here are just few examples.



PRO TIP — Remodeling?

Even though more expensive initially, a good time to replace incandescent or fluorescent fixtures is when you are remodeling.

You're probably going to replace your dated fixtures anyway, so why not replace them with new LED fixtures. This will lower your cost of ownership in the long run.



Different Light Output

The higher energy efficiency of LED results in much lower wattages (power consumption) than incandescent. Here is a chart to help explain.

Light Output	LEDs	Incandescents
Lumens	Watts	Watts
450	4 - 5	40
750 - 900	6 - 8	60
1100 - 1300	9 - 13	75 - 100
1600 - 1800	16 - 20	100
2600 - 2800	25 - 28	150

Comparing the features of Incandescent and LED Bulbs

	LEDs	Incandescents
Frequent On/Off Cycling	no effect	some effect
Turns on instantly	yes	yes
Durability	durable	fragile
Heat Emitted	low (3 btu's/hr)	high (85 btu's/hr)
Sensitivity to temperature	no	some
Sensitivity to humidity	no	some
Hazardous Materials	none	none
Replacement frequency	1	40+



Existing incandescent can fixtures are easily replaced with LED cans without drywall repairs. They even have 4" LED cans now.



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Festival of Trees 2014

We are excited to announce the Interior Expressions team will be creating a *distinctive* Christmas tree for the 2014 Festival of Trees.

The 2014 Festival of Trees, benefiting [Make-A-Wish® Arizona](#), [Ronald McDonald House Charities®](#), and [GAP Ministries](#), features a full schedule of events and community involvement at the Scottish Rite Cathedral near downtown Tucson. This magical holiday setting is the perfect place to kick off the holiday season and celebrate this wonderful collaboration!

Festival of Trees in Tucson, starts on Wednesday, November 19, and ends on Saturday, November 22. This 4-day event includes a reception with auction where all trees are auctioned.

U of A Athletic Director will be Master of Ceremonies

The fact that his wife, Regina, is the chairperson of the committee probably had something to do with Greg Byrne agreeing to MC the festivities. If you would like to rub elbows with Mr. Byrne, and maybe a few others from the U of A athletic department (Coach Miller? - Men's BB Coach Rodriguez? - Football Coach Candrea? - Softball), then the Thursday night event is where you want to be.

Thursday November 20th, 5:30 9:00pm (The Premier Event)

You won't want to miss this night. Greg Byrne will host the festive, holiday attire evening where guests will be able to bid at silent auction on all the trees, wreaths and gingerbread creations. Tickets include heavy hors d'oeuvres, drink tickets and dessert. **Get your tickets early, as attendance is limited.** We hope to see many Interior Expressions clients there, supporting us and these fine charities.

Open to the Public Friday 11/21 & Saturday 11/22 (Santa & other Surprise Guests on Saturday)

Trees delivered to winning bidders: The Festival committee will arrange to have the trees delivered to the home or business of the winning bidder in time for Thanksgiving.

Learn more or order tickets at: www.FestivalOfTreesTucson.com
Or Call Our Showroom for more information: **520-825-8256**

QUARTERLY ONLINE REVIEW DRAWING — \$250 VISA GIFT CARD

Because of the success of our summer Online Review Contest, we are implementing a QUARTERLY Online **5-Star Review Drawing Contest**.

Clients who submit a **5-Star Online Review** in a calendar quarter are eligible for a **\$250 Visa Gift Card** drawing. Just go to our website www.InteriorExpressionsAZ.com and click on one or more of the links to the online review sites.

