

Agenda

Designer Relationships with Architects, Builders and Contractors	<i>N. Jones K. Ryan Pluer</i>
The Science of Color How light and color work with the electromagnetic spectrum Color matching and color formulas Types of paint colorants Color, paint and stain properties	<i>R. Boyd</i>
Wood and Wood Finishes Types of wood Wood flooring Acoustics, durability, product lifecycle, sustainability, certifications, cost Durability and maintenance	<i>J. Dupra</i>
Climate Change as a Force for Innovation Macro driving forces behind climate change innovation Consumer mindset and behavior towards sustainability Specification actions that architects and designers can adopt to impact climate	<i>S. Enaharo</i>
Tile and Natural Stone Types of tile Natural stone finishes Acoustics, durability, product lifecycle, sustainability, certifications, cost Durability and maintenance	<i>A. Taylor</i>
Kitchen and Bath Finishes	<i>J. Friederichs</i>

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All About Interior Building Finishes

Live, Interactive Webinar - Thursday, June 27, 2024

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Learning Objectives

- You'll be able to:**
- Collaborate** with contractors and other designers on interior building finishes.
 - Explore** color, paint and stain properties.
 - Evaluate** the characteristics of interior wood finishes, including acoustics, durability, product lifecycle and sustainability.
 - Examine** options for tile and natural stone finishes.
 - Focus** on options for kitchen and bath finishes.
 - Discuss** climate change and sustainability as driving forces behind building material innovation.



HalfMoon Education Inc.,
Your LIVE Education Leader Presents

All About Interior Building Finishes

Live, Interactive Webinar - Thursday, June 27, 2024



- Get tips on** working on interior finishes with contractors and other design professionals
- Explore** the science of color
- Examine** different types of wood and wood finishes
- Compare** different types of tile and stone, considering sustainability and durability
- Evaluate** kitchen and bath finishes
- Consider** climate change as a force for innovation in building materials

Continuing Education Credits

Professional Engineers 6.0 PDHs	Interior Designers 6.0 HSW CE Hours*
Architects 6.0 HSW CE Hours 6.0 AIA LU HSW	International Code Council .6 CEUs (Building)



Webinar Information

Online - Thursday, June 27, 2024

Log into Webinar 8:30 - 9:00 am CDT	Break 12:15 - 12:45 pm CDT
Morning Session 9:00 am - 12:15 pm CDT	Afternoon Session 12:45 - 4:00 pm CDT

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\$339 for individual registration.
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Faculty

Alisha Taylor is the magic behind Alisha Taylor Interiors, a luxury residential design studio in Arizona. Alisha has been recognized for her award-winning designs locally and nationally. With a B.A. degree in Interior Design and extensive CAD training, Alisha enjoys combining the technical aspect of construction with the creative side of interior design to create stunning homes incorporating everything from tile designs to gorgeous furniture. Alisha and her team work with each client through a personalized design process to create homes that are unique, timeless, and reflective of the people who live in them. After 25 years in the design industry, Alisha loves to teach and mentor younger designers to share her knowledge of the industry from technical aspects to creative processes and the psychology of working with luxury clients.

Jessica Friederich AKBD started her career as a designer in 2017 when she founded Third Chapter Designs. Her role as owner and lead designer encompassed all aspects of design and business management. She quickly grew the business and enjoyed helping clients build, renovate, and decorate their homes. Her clients included both homeowners and contractors. By 2019, Third Chapter Designs was a consistent subcontractor for Ashley Construction. In the subcontractor role, Jessica provided a subset of design services that provided a structured and documented approach to completing all new home selections. After completing over 40 new custom homes together, Jessica and Adam identified an opportunity to combine their efforts, create a true design-build company, and subsequently elevate the customer experience.

Sarah Robinson Enaharo LEED AP, MSc is the global sustainability director at Milliken & Company and is responsible for advancing their global sustainability strategy. Sarah has a decade of experience shaping strategies, activating change to embed sustainability into operations across industrial, manufacturing, NGO, and government sectors. She secures opportunities to mitigate risk, aligns cross-functional teams, and builds strategic relationships with senior leadership and partners to drive ESG performance. Recognized as a GreenBiz 30 under 30, Sarah serves in leadership roles on the Ohio Advisory Board for Trust for Public Lands and ASID DEI Committee. She previously served on the USGBC LEED Steering Committee, the IWB! Health Equity Advisory Board, and the National Center of Healthy Housing board.

Rebecca Boyd is a national color and design manager for the commercial architectural and design industry. She is a subject matter expert on color theory, and on relationships of design and human behavior as it relates to color applied to the built environment; in addition to studying cultural trends as they inform the design industry. Ms. Boyd is a certified CEU & keynote presenter with hundreds of hours presenting to architectural & design industry professionals. In addition to working with PPG, she has been an adjunct professor at local colleges in their interior design programs for almost a decade now. Ms. Boyd holds an Interior Design degree from the University of Missouri, a Master of Architecture degree from the University of Kansas and an Art's Certificate from the Kansas City Art Institute's Graphic Program with a focus on environmental graphics.

John Dupra has been in the wood flooring business his entire life. Growing up, his summer job was helping his father who was a flooring contractor. After college, he traveled the country as a sales engineer for Saint-Gobain, a company that made products for flooring contractors. His father started a wholesale distribution company and he decided to move home and join the family business. It was there that the idea for Revel Woods was born – the industry's first virtual distribution business. Mr. Dupra has held several leadership positions within the National Wood Flooring Association, and he has been featured in a number of publications and podcasts, including being recognized in *Hardwood Floors Magazine's* first ever 40 under 40.

Natasa Jones, CEO and principal designer of Natasa Jones Interiors, was born and raised in Europe. Her intuitive sense of style started at a young age. European architecture and fashion are rooted in her design style. She studied studio arts in her home country of Montenegro where she learned principles of art and design. Natasa continued her design journey in Chicago, where she obtained a degree in Interior Design. Home has a special meaning to her. As she moved from Bosnia to Montenegro to the United States, home became more than the place where you live. Ms. Jones believes that home is a space where you feel safe, where all the visual appeal tells a story and where you love to be.

Katie Ryan Pluer is partner and vice president of Natasa Jones Interiors. Her expertise is in business development, marketing, and advertising. Over her 20-year professional career, she has used her skills to promote and grow business across several industries including interior design, finance, electronics, and pharmaceuticals. She has bought and successfully sold several businesses including (4) uBreakiFix stores and Sign Gypsies MKE. Ms. Ryan Pluer has had the honor and privilege of serving on the development committee for Nia Imani, on the Board of Women for MACC and as the co-chair of the Diversity and Inclusion Council at Lueder Financial Group of Northwestern Mutual. She has a passion for service and a love for Milwaukee.

For more information on the presenters:
Please vist **www.halfmoonseminars.org** or scan the QR code

Credit Information

This webinar is open to the public and is designed to qualify for 6.0 PDHs for professional engineers and 6.0 HSW continuing education hours for licensed architects in all states that allow this learning method. Please refer to specific state rules to determine eligibility.

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The American Institute of Architects Continuing Education System has approved this course for 6.0 LU|HSWs (Sponsor No. J885). Only full participation is reportable to the AIA/CES. *This approval may qualify the program for 6.0 HSW continuing education hours for interior designers in some states.

The International Code Council has approved this event for .6 CEUs in the specialty area of Building (Preferred Provider No. 1232).

Attendance will be monitored, and attendance certificates will be available after the webinar for those who attend the entire course and score a minimum 80% on the quiz that follows the course (multiple attempts allowed).

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