

SEATTLE STREET of DREAMS®

NEWS ON THE STREET



Newsletter—February 2006

info@seattlestreetofdreams.com

Do Record Rains Slow The Street Builders?



Design Guild's Street of Dreams Home Is
Beginning to Take Shape

"Do Record Rains Slow the SOD Builders?" Absolutely not. Why? These are the best builders in the Northwest, and the rain only serves to motivate them. So, after 11+" of January rain fell on Dodd Ranch (and the rest of the Northwest) progress continued at the '06 Street of Dreams site. Listen to what Steve Heaps of Brookhaven Luxury Homes said last week: " *We actually gained ground on our schedule. Our framers were amazing.*" Recently, while touring the site in a downpour, I could only marvel at the attitude of each framing crew. I heard music playing at one house while the hammers were pounding, and at one house, one framing crew actually was *singing*. (Quite poorly, I must add. I'm glad they have a day job.) Crews from one Street house were assisting another crew down the road with a piece of machinery. There is something special when 'competing' builders help each other out in a pinch. I love my job. These guys are awesome.

---John Heller, President, Seattle Street of Dreams, Inc.

BASCO Signs Up As Final Title Sponsor

All of us at the Street welcome Builder's Appliance Supply Company "BASCO" as the final Title Sponsor for the 2006 Seattle Street of Dreams. " *We are excited to be involved in the Seattle show and can't wait to introduce ourselves to the Seattle market*" says Jack Mitten of BASCO. BASCO has been involved with the Portland Street of Dreams for the past 8 years and are coming into the Seattle market with a big bang! BASCO is opening an 11,000 square foot gallery showroom near Southcenter with 7 fully functional live kitchens. *All of us at the Seattle Street of Dreams welcome BASCO to the Street of Dreams team!!*



Carmen del Rosario Joins Street of Dreams



Welcome Carmen!

Carmen del Rosario will be joining the Street of Dreams as an intern this spring and summer. Carmen is a senior at the University of Washington and will graduate in Communications and International Relations in June. Carmen loves organizing events, traveling on her free time and playing basketball. She is looking forward to an exciting spring/summer with the Street of Dreams!

Carmen can be reached at (425) 462-1111 x 7 or carmen@seattlestreetofdreams.com

GOT LAND ??

Where should the Street of Dreams be located in 2007?

We're evaluating sites so give us a call or drop us a note with any ideas.

We'd love hearing from you!

GOT LAND ??



MARK YOUR CALENDARS!

2006 Seattle Street of Dreams at Dodd Ranch at Allen Lake

July 15 through August 20, 2006

Award Winning Alexander Lighting

17th Annual ARTS Awards Winner—Best Lighting Showroom in Western Region

Alexander Lighting, a proud sponsor of the 2006 Street of Dreams, was just named the "Best Lighting Showroom in the Western Region" by the Dallas Market Center and the Accessory Resource Team (ART). Last June, the Grand Opening of their beautiful new 8,000 square foot showroom was attended by hundreds of home builders, designers, lighting manufacturers and reps all of whom agreed that it was the nicest lighting showroom they had ever seen. The nomination of Alexander Lighting for the ARTS Award came from among this group of industry veterans and is the highest form of recognition they could receive. Alexander Lighting the latest addition to a growing number of design related businesses in Seattle's SODO district and is certainly a destination worth visiting on 8th South & Lander.

Alexander Lighting is the best place to select Energy Star lighting fixtures. Their close affiliation to all of the local electrical utilities makes them the knowledgeable experts and their broad selection of products offers lots of options for every area of the home. One of their lines, Sea Gull Lighting, offers unique families of beautiful Energy Star fixtures including the option of using incandescent lighting in the dining chandelier for dimming while maintaining the family look matching with the entry, nook, bath and wall sconces in Energy Star compact fluorescent.



Let's Meet Adam Diskin of Insite Homes



With each issue of "News on the Street", we feature one of our Street of Dreams Builders. We're proud to introduce Adam Diskin of Insite Homes to our readers.

Adam Diskin—Insite Homes LLC

17522 Bothell Way N.E., Suite D
Bothell, WA 98011
(425) 489-5900—(425) 489-5933 FAX
adam@insitegrp.com www.insitegrp.com

What is the best advice that your mother/father ever gave you?

A bit cliché, but very true—Honesty is the best policy. Also, no matter what you do in life, make sure you do the best you can do.

What part of the building process do you enjoy the most?

Creating something substantial, meaningful and beautiful. I can remember when I was 15 years old spending hours walking the frames of homes being built in our neighborhood. My friends

would be bugging me to go play, but there was something about being in a house under construction and watching the house be built that still mesmerizes me to this day.

Any fun stories to share while building one of your homes?

Early on in my building career, I learned the importance of being overly specific and detailed. I asked the plumber's helper to install a toilet that had just been delivered and was still in the box in the hallway outside of the bathroom. At the time, I thought I had explained exactly what needed to be done. When I returned, to my amazement, ½ of a toilet was completely plumbed and installed. The bowl had cracked during the shipment and when the toilet was removed from the box, ½ of the bowl shattered further. This however, did not deter the hard working plumber's helper. I now make sure to explain that when installing fixtures, please make sure they are all usable once installed.

What is your favorite place to vacation?

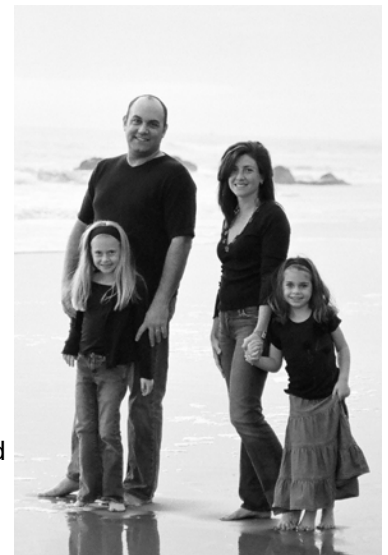
Seattle in the summer time, and Santa Barbara in the winter. New Zealand is also o.k.

Describe what you aspire to be doing 10 years from now.

Being able to spend an entire weekday walking on the beach with my wife, having a leisurely lunch, maybe even a nap in the middle of the day

If you were to design a house for yourself right now, where would you build, and describe the key elements/function and reasons why.

I would build near the water and would build a home that would seamlessly intertwine indoor and outdoor living. It would blur that separation to where most of the rooms could feel like you are both inside and out. This would include multiple buildings, window walls, flooring that flows from interior rooms to outdoor verandas, outdoor courtyards – both open and covered, and all natural materials. Too often homes are designed that close people off and try to shield them from the very environment that caused them to build there in the first place. This dream home would embrace the locale and encourage life indoors and out.



Meet the 2006 Interior Designers



House # 1 Creative Ambiance. Creative Ambiance is an award winning design firm that consistently strives to employ the warmth and richness of a home's natural beauty while simultaneously staying at the forefront of today's style. Robert Allen and Kathy-Mozes Allen of Creative Ambiance have participated in two previous Street of Dreams events ('01 & '03). They can be reached at (425) 357-9004 or creativeambiance@msn.com



House # 2 Tobiason Cates Interior Design. Tobiason Cates Interior Design is a 17 year old award winning full custom design firm with a focus on new construction with full interiors. They take the client through the architect's schematic phase, interior architectural detailing, custom surface specification, furniture selection and on through complete accessorization. Nancy Tobiason & Scott Cates can be reached at (425) 653-0793 or rscales@tobiasoncates.com. www.tobiasoncates.com

House # 3 Heartland Interiors. Established over 20 years ago, Heartland is well known for their eclectic combinations of home furnishings from top manufacturers to local artists. Their name has become a signature for style and creativity in interior design with both builders and homeowners throughout the Pacific Northwest. Heartland Interiors has participated in six previous Street of Dreams events ('91, '93, '95, '97, '03 & '05). Heartland Interiors can be reached at (425) 485-1877, info@heartlandinteriorsinc.com or visit www.heartlandinteriorsinc.com



House # 4 Faith Sheridan Interior Design LLC. A first time Street of Dreams interior designer, Faith Sheridan is an award-winning, nationally recognized interior designer who has served a wide variety of residential clients over her 20 year career. Faith designs relaxed, intimate residential interiors that are comfortable and livable. Her trademark style shows beautiful balance mingled with a little willful restraint. Focus, attention to detail and planning of objects, patterns and colors yield interiors that are sophisticated and fashionable, but not trendy. A professional member of the American Society of Interior Designers (ASID),

Faith has expertise in furnishings, selection, space planning, color coordination and window fashions. Faith can be reached at faith@fsidesigner.com or (206) 774-6771. www.fsidesigner.com



House # 5 Valley Furniture & Interiors. Valley was founded in 1966 and has been family owned and operated ever since. Valley specializes in high-end traditional design for residential interiors. Their buyers travel to Europe four to six times each year to purchase quality pieces to help turn your home into a showplace. Over the years, Valley has developed many sources for purchasing and importing fine antiques, new furniture, and accessories. The Street of Dreams Award Winning team of Valley Furniture & Interiors has participated in 13 Street of Dreams events since 1984. The design team at Valley can be reached at (425) 885-4222 or www.valley-furniture.com



House # 6 Costco Home Store # 798. Costco Home entered the furnishings market in December of 2002 in Kirkland, Washington. The warehouse-size showroom offers a wide variety of furnishings and decor, including window treatments, carpeting, and cabinetry, all at Costco's renowned value. This is the third Street of Dreams in which Costco Home has participated, starting with its award-winning interiors for the 2003 Street of Dreams and again last summer in 2005. Our 2006 Interior Designers, Adrienne Blomgren and Janelle Diderickson, have been with Costco Home since its inception.



They brought their design expertise to the flagship store during its opening operations and are Street of Dreams veterans. The design team at Costco Home Store can be reached at (425) 825-4500.



\$ 10.00 Off 2005 DVD Coupon

Clip this coupon to obtain \$10.00 off the **2005** DVD via mail.
 Visit our web site at www.seattlestreetofdreams.com and click on DVD-VHS to download an order form.
 No limit on how many DVDs per coupon. **Coupon Expires March 31, 2006.**

\$10.00 OFF

\$ 10.00 OFF

FUN FACTS—Street of Dreams Trivia

1. How many years has Children's Home Society of Washington been involved with the show?
2. Who produces our show magazine?
3. Which year did we start selling DVD's?
4. How many years have we utilized school parking lots for our show parking?
5. What was the most recent year a Street of Dreams home buyer purchased all of the interior furnishings along with their home?

1. Since the show's inception in 1984.
2. Strategy Custom Publishing in Portland, Oregon.
3. 2003—The Highlands at Tiger Mountain
4. Four—1992, 2003, 2005 and soon to be 2006
5. 2005 "The Breckentidge"

SPONSORSHIP OPPORTUNITIES

ON-LINE REFERRALS

Have You Ever Been Involved In A Past Street of Dreams?

Thousands of show patrons contact us each year requesting referrals or leads for different subcontractors, suppliers or vendors. If you have participated in the Seattle Street of Dreams in the past (or current year) and would like to be added to this elite list, please contact info@seattlestreetofdreams.com for more information.



GET INVOLVED & GET BUSINESS

Are you looking for a proven, reliable & effective way to best invest your advertising dollars?

Visit our web site at seattlestreetofdreams.com and click on Sponsorship Opportunities for more information or call John Heller at (425) 985-2405.