**Minutes**

**IAHSP Leadership Call May 20, 2019 7:00 pm EST**

Number is (267) 930-4000 967481#

After welcoming members to the call, Jennie mentioned the following announcements:

The membership directory on the IAHSP is up!!

Directory is state searchable, no emails for contacts due to possible spam

All members listed world-wide! Log in to IAHSP, thank you to Dwayne and Derrick for creating this.

Conference is October 2-5

Friday evening Barb is the Inspirational Keynote Speaker

Friday afternoon Candice Olson (she will be interviewed on this week’s Home Staging Talk Show Live)

Saturday afternoon Carson Kressley and Thom Felicia

There is an Advanced Stager Training for those in the 6 figure businesses Sunday October 7, and Monday the 7th

This will be a workshop style session

IAHSP

HSRA

RAVE

JoAnne Lenart Weary

Marianne Cherico

Catherine Lewis Brown

Jonathon Miller from Richmond

Brandy Sales-Technology

Renee Helten-Keller Williams Coach

**Wholesale Markets:**

July 10th Atlanta

July 28th Las Vegas

Learn how to read tags, shopwholesalemarket.com

Jennie then welcomed Bette

Bette then welcomed Barb Schwarz for our Inspirational part of the call:

**Turning Negative Anger into Positive**

Anger is an emotion, it’s not really a bad thing, it’s natural, when we experience a violation, anger steals energy from our bodies, creates muscle tension, teeth grinding, sweating, our temperatures can go up

Set aside and take pride!!

Take the higher road

Express anger physically and constructively, have that tantrum!! Go to bed, lay on back and scream, yell!!! Shout into the pillow! Go outside and throw rocks!

Move energy that’s not serving you! Make sounds and noises!

I feel so angry! I feel so mad!

Rewire negative thinking, accept reality, best thing to do, tell yourself this is the way it is, this is the way they are.

Anger becomes amused acceptance, replace with positive.

There is always a silver lining! Look for positive solutions

Barb’s daughter has brain damage, the guy who was responsible never apologized

Barb looked for the good….. her daughter could have died, she’s helped so many people

Gratitude with a silver lining.

Jennie then came on and said:

We can’t control other people but how we respond and react is the main thing we learn from.

Jennie welcomed Dennis Presley from Spectra Home Furniture

They have 162 skus stocked for immediate shipment!

North Carolina and California

They have the lifestyle look, imported from China, their factory is the largest

manufacture for Restoration Hardware, Crate and Barrel, Williams Sonoma,

and Front gate

Order in the morning (breakfast) acknowledged by lunch and invoiced by dinner!!

They ship ground

They can help negotiate a freight rate for stagers, everything is fully cartoned

98% ships clean, this means right into staging, no assembly, just the feet need to

be put on! Their top 4 clients are stagers.

Upper- end residential

Clean, easy and a delight to do business with

They can do custom orders, lead time is 10-12 weeks.

Spectrahome.com for details!

They do upholstered headboards

Top 4 selling headboards for Restoration Hardware, 92% of product available in fabric or leather

On the top left there is a place for IASHP stagers to sign up

They will be at this year’s conference!!

Jennie then welcomed Susan Olson

She is a multi- media developer and ASP she is the in-house photographer for Young and Trish Kim

Your staging is only as good as the photography that presents it

Good photography is really, really important!!

Always 20-25 photographs for each home

StagedInterior is her website

For a 5,000-6,000 sq. foot house costs about $300-$600

Nothing more important than photography! [susan@stagedinterior.com](mailto:susan@stagedinterior.com) with questions.

1. Buy a good digital camera
2. Make an appointment at a good camera store, purchase an architectural lense!!!
3. Start shooting houses and never stop! Gorgeous crisp look, of high end, tri-pod makes it still. See what the camera sees. Shoot the house as if you were potential buyer. Shoot each room from doorway first. Master Bed straight on is a very powerful image. Coffee table straight on as well . You can also try knee height shooting up!
4. Look at magazines such as Veranda and House Beautiful, look at where photographer took photos.
5. You should have 25 good images, use a tri- pod and shoot anything interesting, walk around. Emotion is where you get quality.
6. Don’t blow it with bad photos!! It is a marketing expense. True expertise allows you to show your work.

Jennie thanked everyone on the call!

Be productive

Be successful!

Our next call is June 17th, 2019.

Reminders:

Bette suggested if anyone has ideas for the calls email her at [Bette@IAHSP.com](mailto:Bette@IAHSP.com)

Reminder: email [BJ@iahsp.com](mailto:BJ@iahsp.com) to let her know we were on the call.

According to the headcount from BJ Johnson, 31 people attended the call.

Atlanta IAHSP® - Venneta Montgomery

Atlanta IAHSP® - Lauren Alanskas

Charlotte IAHSP® - Virginia Youngblood

Chicago IAHSP® - Barb Carroll

Chicago IAHSP® - Lois Phillips

Chicago IAHSP® - MeLisa Feeley

Houston IAHSP® - Yulonda Buster

International IAHSP® - Barb Schwarz Chairwoman Emeritus & Founder IAHSP® & Global Goodwill Ambassador

International IAHSP® - Jennie Norris Chairwoman of IAHSP®, Executive Board Member (also Denver)

International IAHSP® - Bette Vos President, Executive Board Member

International IAHSP® - Lyn Spaeth President-Elect, Executive Board Member

International IAHSP® - Sanja Radovanovic IAHSP® Europe President

International IAHSP® - Sandra Holmes Executive VP, Vendors & Affiliates, Executive Board Member (also South FL)

International IAHSP® - Caryn Dunker Secretary (also Chicago)

International IAHSP® - Andi Hurley Ethics Director (also South FL)

International IAHSP® - Sandy Earnhart IAHSP® Membership Co-Director (also Austin)

International IAHSP® - Karen Mendenhall Mentorship Chair (also Charlotte)

International IAHSP® - Stacey Gibson IAHSP® WWSSW® Director (also NorCal)

International IAHSP® - Terri Votanek Midwest Regional Director (also Chicago)

International IAHSP® - Maureen Poole Northeast Regional Director (also Boston)

International IAHSP® - Christa Jessup VP of Vendor Sponsors Program

International IAHSP® - BJ Johnson Director of Operations

Jacksonville IAHSP® - Theresa Ceglio

Minnesota IAHSP® - Kathy Fauth

South FL IAHSP® - Cheri Kaplan

Washington DC IAHSP® - Susan Maunders-Olson

Washington DC IAHSP® - Young Kim

Washington DC IAHSP® - Trish Kim

Washington DC IAHSP® - Trina Miller

IAHSP® Member - Daisy Mercado

IAHSP® Member - Katherine Jordan