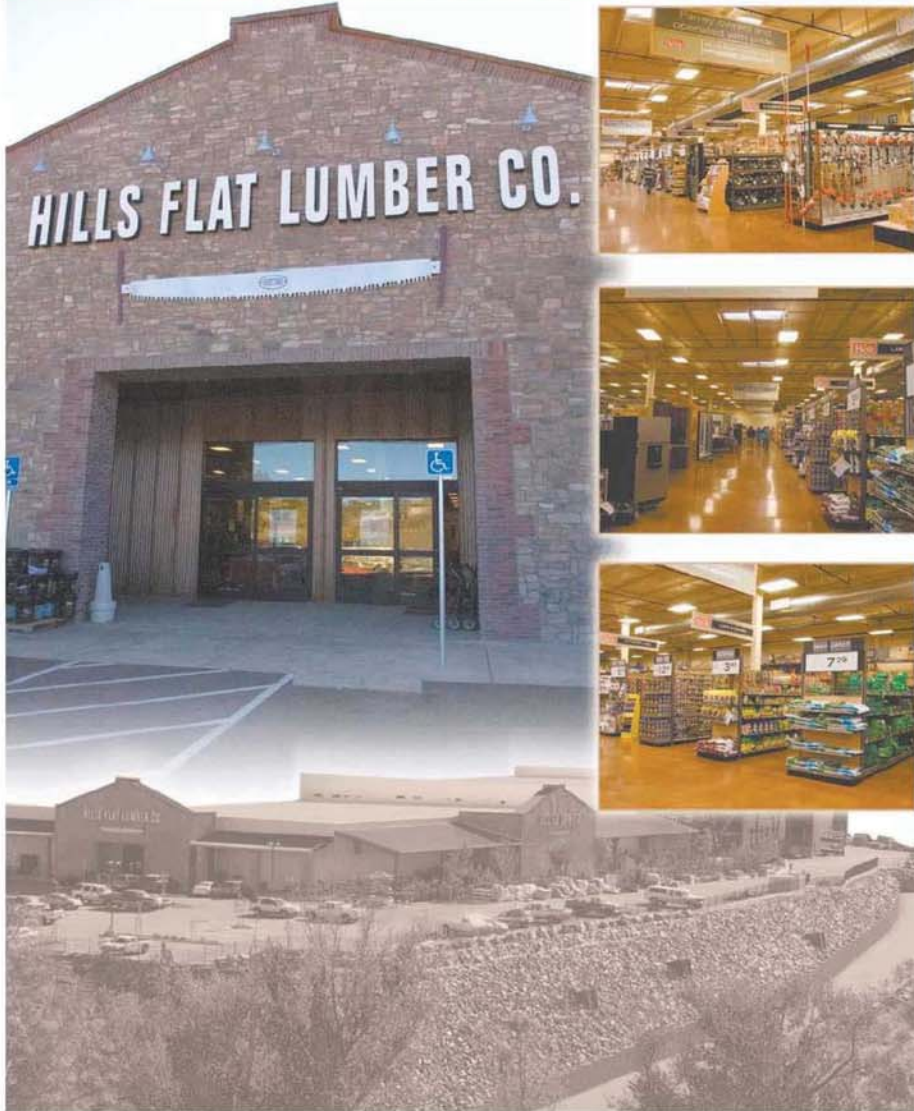




NCCA HOME IMPROVEMENT GUIDE

NEVADA COUNTY CONTRACTORS' ASSOCIATION • FALL 2007



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Renaissance Design Consultations

By Lori Hanley

Building a new home can be an overwhelming experience for a novice. Without thorough planning and proper guidance, it can also be a costly endeavor.

Currently in the planning stage of building their custom home in Nevada City, Randy and Nancy Lindberg have avoided many of the pitfalls that plague homebuilders by hiring local design consultant Ms. Sam Jernigan.

" Sam realizes what an overwhelming task building a home is and she has laid out the process step- by- step for us. Everyone asks if I am tearing my hair out," said Nancy. " Instead, I am finding this process to be a delight and quite easy. I am certain we have avoided the big expensive mistakes (with the) spatial planning Sam has taken us through. I know that these have been dollars well spent and will in the long run save us in both frustration and cash."

With more than 20 years experience, Jernigan has provided interior design consultation for hundreds of residential and commercial clients.

After graduating with an associate's degree in design, Jernigan started working in a family- owned decorating shop in Petaluma. For five years, Jernigan worked as a decorator in a commissioned sales position.

"As a commissioned salesperson, I was there to sell. But what the client really needed was advice. The better answer was really using a piece she already had," said Jernigan. " It really became a tug of war between the client's needs and the boss' needs."

Strongly convinced that consumers didn't need another decorator giving them a sales pitch, Jernigan left the shop to open her own consulting company, Renaissance Design Consultations.

" I know they were eager for fresh and innovative design ideas, practical purchasing advice, proper respect for their budget and a personal sense of style," said Jernigan. " I'm really looking at what's in the client's best interest. I give them all the information so they can be very informed and make smart decisions they can live with. What I'm telling them is genuinely what I feel. My decisions are not colored by need."

Armed with an architectural pack of paint colors, an oversized tape measure and a sketch pad, Jernigan has done it all— from staging homes for quick sell to building her own home in Grass Valley.

She also utilizes a planning program that allows two- and three- dimensional views. " The program permits clients to test drive theories to make sure it's something they can really live with," said Jernigan.

The Lindbergs utilized this feature.

" I am spatially challenged and feared that I was not capable of creating our living spaces to meet our needs and not have wasted, unused space," said Nancy. " Sam was able to layout out all of our rooms with maximum usage in a minimum space and incorporate all of our desires