



Lifetime Achievement Award

CAROL WOODARD

NARI Silicon Valley Nominates...

Carol Woodard, CCID, for Consideration for the Lifetime Achievement Award.

- ▶ Carol was a founder of NARI Silicon Valley in 1989 and currently serves as the VP of Membership.
- ▶ Since NARI Silicon Valley was founded, Carol has played a key role in the continuation of our chapter. Whether through serving on the NARI Board of Directors or consistently attending our regular monthly meetings, Carol has been foundational in making NARI Silicon Valley what it is today.



More About Carol

- ▶ Carol was born and raised in San Francisco, California. She is an only child.
- ▶ She lived in San Francisco until she left to attend the University of California Berkeley, and has lived in the San Francisco Bay Area her entire life.
- ▶ Carol has four children and five grandchildren.
- ▶ She is the owner of Woodard & Associates, Inc., an interior design firm.
- ▶ In describing her passion, Carol's daughter said, "I am sure that her love of design and motherhood have been her lifelong desire".
- ▶ Carol is highly organized, a gifted collaborator and an accomplished problem solver.



Complimentary Letters:

By past NARI President
And former Contractor...



Chris Donatelli is now retired and
Chris Donatelli Builders, Inc. is no
longer in existence.



Chris Donatelli
1212 Clark Way
San Jose, Ca. 95125

December 1st, 2018

To whom it may concern,

I have known Carol since our early years in our local NARI chapter. We were a part of the original members of the chapter here in San Jose. Carol's energy and dedication to the chapter is remarkable. Carol has always had a great attitude and a can-do spirit with her work and with the chapter business.

Carol has a great dedication to her craft. She is careful with details and strives for excellence in whatever she tackles. These traits are evident in her business as well as in the projects she takes on for the NARI chapter.

Carol has the ability to keep an even keel in her work. While she has a passion for what she does she doesn't forget the human aspect of life. In dealing with her business or chapter business she is someone that can be counted on. She is a credit to the remodeling industry in the Silicon Valley.

Carol has also been a great mentor to women in the construction industry as someone who is successful at her business and also enjoys what she does.

Thank you,

Chris Donatelli
Former President of Chris Donatelli Builders, Inc.
Past President of the San Jose NARI Chapter

Complimentary Letters:

By past NARI President
And General Contractor...



DANIEL MACKEY CONSTRUCTION INCORPORATED

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October 31, 2018

Dear NARI of Silicon Valley,

It is my pleasure to recommend Carol Woodard for the NARI Lifetime Achievement Award. I met Carol soon after I joined NARI around year 2000. I had heard of her great contribution at the inception of NARI of Silicon Valley and since have witnessed her continued dedication to the growth of the chapter and commitment to the remodeling industry.

She has served in many capacities on the Board of Directors of the chapter. She has welcomed prospective and new members into the chapter by leading the orientation time before meetings. More recently I have had the pleasure of serving under her leadership as she has served as Chairman of the Membership Committee.

Carol is an extremely talented designer who has won many awards for her amazing work. I have had the pleasure of working with her on a couple of projects and have certainly appreciated her work. She is a wonderful person and I value her friendship.

Everything Carol does is with a high level of professionalism. Carol's faithful service has made a major contribution to NARI of Silicon Valley since the beginning and has helped the chapter be what it is today. NARI and the remodeling industry are better because of Carol Woodard.

Sincerely,

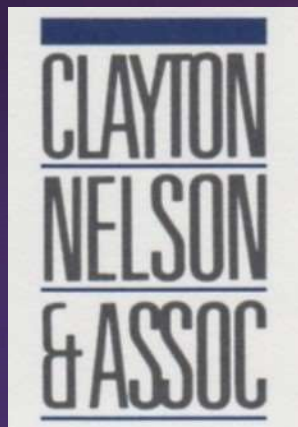
Dan Mackey CR, CKBR, GCP, GBCP

Past President of NARI of Silicon Valley

Daniel Mackey Construction Incorporated

Complimentary Letters:

By past NARI President
And General Contractor...



December 10, 2018

To Whom It May Concern,

I am honored to be able to provide this letter in support of Carol Woodard's nomination for a NARI Lifetime Achievement Award.

Carol Woodard is one of the original founding members of our local chapter, NARI Silicon Valley. In her more than 25 years of service to our chapter, she has been instrumental in the success and growth of the chapter and she continues to be an active member today. When I joined the chapter in 1992, there were just about 20 members and since then we have worked diligently to raise the profile of NARI for our membership and promote the benefits to our local and national industry partners.

Carol has served as Membership Director for our chapter for many years and her professionalism, leadership, and enthusiasm in promoting the value of NARI to our members has helped us grow our chapter to almost 150 remodeling professionals. As our membership grows, our members and the Board of Directors, continually strive to raise industry and consumer awareness of the value of NARI. All our members have benefited from their membership and a good deal of credit is due to Carol for her long-standing, deep commitment, and the effort she put in as our Membership Director.

Carol is a consistent attendee at our monthly dinner meetings and has provided orientation programs for our guests, prospective, and new members prior to our monthly dinner meetings. Her enthusiasm and clear direction have been instrumental in the retention of existing members and of attracting new members.

When I was chapter president, for two terms in the 1990's, Carol was the consistent voice of encouragement for me and the rest of the Board. Carol is our go-to Board member to learn the scope of our history and sense of direction for the Silicon Valley chapter.

Carol was instrumental in the development of our local design award program. The META Awards (short for Metamorphosis). The META Awards program has been the springboard for many of our local members to submit projects that ultimately win many Regional and National COTY Awards (including me).

As principle of Woodard & Associates, Inc., Carol is an accomplished and successful interior designer and has won numerous awards for her work. She is a current member and former president of the California Peninsula chapter of the ASID and has also has been active in the National ASID Board of Directors.

Carol firmly believes in the benefit of professional associations and frequently promotes collaboration between the different sectors of the remodeling industry through her NARI and ASID alliances. Our NARI chapter members have benefited from Carol's work in widening and diversifying our member resources and prominence by serving as our chapter's liaison to other associations in the remodeling, construction and design community. She has arranged many joint dinner meetings and networking events between our NARI chapter and other professional associations such as ASID, NKBA, AIA, and AIBD.

For more than 25 years, Carol has been and remains a steadfast champion of the value of NARI membership while continually promoting the ethics and professionalism that sustains our membership.

Carol Woodard strongly deserves the appreciation and recognition that comes with a National NARI Lifetime Achievement Award.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Clayton R. Nelson', is written over a horizontal line.

Clayton R. Nelson, MCR, CKD

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Complimentary Letters:

By past NARI President
And General Contractor...



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October 30, 2018

RE: Lifetime Achievement Award for Carol Woodard

I would like to take this opportunity to offer this letter of recommendation for the NARI National Lifetime Achievement Award to Carol Woodard, ASID. Carol is a founding member of our Silicon Valley chapter in California. She has been instrumental in growing our chapter from the original seven members to the very strong 90+ member chapter we are now. She is now and has always been our Membership Vice President. She has worked countless hours and put in enormous energy to make our chapter one of the premier chapters in the country.

Carol has always focused on the quality – not quantity – aspect of our membership. She was responsible for designing our membership application that emphasizes admitting members who are able to show their commitment to the industry – not just any member who could fill out an application and pay their dues. She made sure that the perspective member was carefully screened before accepting them into our chapter. The application not only requires a background check of licensing and insurance, but also requires letters of recommendation from past clients and other businesses. She has personally spoken with many applicants during the application process. She made sure no one could just “buy” their membership into our chapter.

Carol has also been an active participant in our membership recruitment drives and has worked on all other recruitment efforts to bring in new high-quality members to our chapter. Her many ideas and consistent efforts have grown our chapter over the years. Although our current membership is now 90+ members, Carol had helped us have over 140 members at the time there were 8,000+ members nationally. Her focused efforts on quality are apparent in the number of NARI National COTY award winners in our chapter.

Her commitment to quality and active members does not end with the acceptance of the application. Carol pioneered the many ways our chapter helps new members brought into the fold are made to feel welcomed and an important part of our chapter. At each meeting we have a new member orientation. Carol leads these short pre-meetings to help our newest members know more about NARI, about our chapter, and about how to become active contributing members. She assigns each new member with a current member mentor to make sure these new members are made to feel a part of the group from the very first meeting.

Carol Woodard's dedication and commitment to making our chapter, and the entire National Association of the Remodeling Industry a better organization for all professionals with integrity, quality and honesty is certainly reason to award her the NARI National Lifetime Achievement Award.

Sincerely,

Bob Rosenberg CR, CGBP, UDCP
Chapter President – NARI Silicon Valley
GR8WORK Builders, Inc.

Complimentary Letters:

Founder of Harrell Remodeling



Iris Harrell is now retired

I met Carol Woodard for the first time at the very early days of the San Jose NARI chapter got started. She was key to that chapter getting off the ground and she was key to having Remodelers understand the critical role of good designers that remodeler's clients would always need. She was always the strength in the background and never in the spotlight, but she was like the rock of Gibraltar, both in NARI and in her role with her clients and contractors she worked with.

Carol's design ability is extraordinary and always has been. I got a first-hand closeup view of her ability and client interaction by hiring her to be our interior designer for our first office furnishings in 1997, even though we had already selected the attached finishes for the first office building I had ever purchased for my own remodeling company.

She was easy to work with, knew that I did not have a lot of "shopping" time and was able to key in on my personal tastes very quickly.

I invited Carol to be the furniture & window treatment professional for one of our larger jobs in 1998. Again, she hit the ball out of the park with another classy, timeless fulfillment of my client's needs 20 years ago. These clients are friends of mine to this day and they still talk about her with such awe. It is as if she is magical in her results.



All her designs are timeless and long lasting...and yet she never took any unethical short cuts. She was always respectful of the contractors she worked with, no matter what their level of appreciation of what she brought to the table.

Every organization has the quiet, vital background leader that is the glue to the whole organization. And that person is there for decades with a steadiness that even many marriages lack.

Carol Woodard is a superstar in the world of design & remodeling and in supporting NARI as a professional organization. No one deserves a lifetime achievement award more than Carol Woodard.



Iris Harrell
Founder of Harrell Remodeling
Happily, & successfully retired 🧡

Client Reviews: Posted on Houzz





Relationship: Client
Project Date: July 2004
Project Price: more than \$100,000

I hired Carol to help with an extensive remodel. It was a pleasure to work with her. Her expertise around colors is unmatched - she made sure colors we chose fit both our taste and temperament; the color scheme and quality of paint recommended by Carol is of highest and timeless quality. We look forward to an opportunity to work with her again.



Relationship: Client
Project Date: May 2008
Project Price: \$1,000 - \$9,999



I use the services of Woodard and Associates to help me to discover what I like and what made me feel good in my environment. She customized the style the furniture I chose, as well as the fabrics. Carol has a good sense of humor, is fun to work with, yet remained professional.



PRO

Relationship: Client
Project Date: September 2015
Project Price: more than \$100,000

We remodeled our house and Carol helped with color choices for the interior and exterior. On the interior Carol choose a color that we would have never looked at and it's incredible. Everyone that comes in the house comments on how warm and friendly the house seems. On the exterior we had our mind set on a green and Carol gently brought us over to a Mocha and with a dark brown trim, Umber accents and a Charcoal stained entry door. People stop and compliment the exterior whenever I'm out front.



Relationship: Client
Project Date: March 2015
Project Price: \$10,000 - \$49,999

I met Carol through a mutual group we are part of. My husband and I were building a house and had little idea of where to start when it came to choosing colors, fixtures, or any other of the details that go into such a major project. Further, I was getting an inkling he and I didn't quite like the same things. Working with Carol seemed like a good idea.

The best things Carol did for us was help us discover our design style and our color palette. Charles was certain we were contemporary. It turns out he isn't quite contemporary himself, but he's closer than I am. I'm not quite traditional, not quite contemporary. This landed us in an area called transitional. Carol also brought us to look at fabric designs until our senses of color began to coalesce. It didn't take long for us to start leaning toward a particular color family. This became our palette. Carol found us a few fabric samples containing all of these colors, and we carried these with us through our project. Armed with our design style and our color palette, suddenly our tasks came into focus and we had direction.

That's not to say that the process was entirely smooth. Carol was of immeasurable help in keeping us on track with our style and color choices when one of us would stray, or when one or the other of us would nudge her and indicate we were having trouble getting the other on track. She could double as a marriage counselor!

Carol also excelled at managing outside vendors on our behalf. She managed everyone's schedules and we did not have to worry about that in the least.


I would highly recommend Carol. I am not experienced in design, and she helped my husband and I put together a beautiful home.





Relationship: Client
Project Date: June 2014

I worked with Carol 15 years ago for my first house, and again over this last year on a new house. She is particularly talented at figuring out what her client likes and wants, instead of imposing her style on the project. She exposed me to things I would not have known existed, and offered design ideas that were both elegant and practical. Additionally, her strong relationships with her numerous suppliers makes it so the project runs smoothly and accurately.



Phoebe Barber

 Like November 17, 2015



Relationship: Client
Project Date: September 2015
Project Price: more than \$100,000

Carol gently and patiently guided me , from a place of not "wanting to let go," towards a new vision of my home in terms of style and function, and I am thrilled with my beautiful new hardwood floors, kitchen, family room, bathrooms, tile and granite materials furnishings, lighting, and overall design. Carol supported me in every detail, and with her knowledge and expertise made the experience much easier! I have also learned an incredible amount by working with her, and won't hesitate to call her again, if anything comes up.



Relationship: Client
Project Date: September 2005
Project Price: more than \$100,000

We worked with Carol Woodard for the remodel of our front entry, living room, master bedroom and bath, office,dining room and family room. Her design suggestions were creative, practical and elegant and we now are living in our dream home! Carol worked seamlessly with our contractor and made it possible for us to remain living in our house during the entire remodel process. She made excellent choices for all of the flooring, cabinetry, finishes, window and wall treatments and furniture in each room, with an eye to not only beauty, but also choices that are eco-friendly (bamboo floors, etc.) Those have seen the completed project are amazed at the excellent way each room flows into the next. We are delighted to give Carol Woodard of Woodard and Associates our highest recommendation.

Client Review: E-mailed to compliment Carol for this award

██████████ got back to me with her testimonial for Carol

"We hired Carol Woodard to help us remodel and decorate our home. She spent our first meeting just talking to us about our life, lifestyle and things we enjoyed about our home and ideas we had for what we thought our home could be. She was able to not only turn our vision into reality, but it exceeded what I thought was possible for our house and lifestyle. She has an incredible eye and was an expert in guiding us towards things that were uniquely "us" but also were functional for our entire family. This was true for every area of our home, the furniture for the front room seamlessly coordinated with the furniture and colors for our kitchen and family room.

Carol is an expert in getting things done and working with reputable and professional vendors for everything from flooring, to our kitchen remodel, fireplace, installation, paint, hardwood resurfacing and staining and more. We are grateful we chose Carol as our designer. She is not only wonderful, trustworthy and knowledgeable, but is able to truly see her clients' individual vision and make it come to life. She has a gift that should be celebrated."

Carol's Background:

- ▶ A founder of NARI Silicon Valley Chapter (NSV) in 1989 and has been a cornerstone of the Silicon Valley Chapter.
- ▶ Instrumental in helping create our NSV Chapter be an organization that values professionalism and education.
- ▶ NARI Member for 29 years.
- ▶ Served on & off of the NSV board and committees during these 29 years. Including VP of Membership and Nominations Committee.
- ▶ Is now and has always been NSV VP of Membership where she has helped the membership grow, at times, to over 140 members.
- ▶ Designed NSV membership application to emphasize admitting members who are able to show commitment to the remodeling industry.



Carol's Background (continued):

- ▶ Leads pre-meeting orientations, prior to monthly chapter meetings, helping new members learn about NARI, our NSV chapter and how to become contributing members.
- ▶ Instrumental in developing the annual NSV Meta Awards (Metamorphosis). The yearly META Gala is an awards dinner program where NARI contractors and designers join together to display their work in a professional presentation.
- ▶ Member of American Society of Interior Design (ASID) for 18 years.
- ▶ Served as ASID President.
- ▶ Served as Interior Designers Guild (IDG) Vice President.
- ▶ Member of IACC/NA (International Association of Color Consultants, North America)
- ▶ California Certified Interior Designer since 1993.
- ▶ Teaches courses on “*Pre-Remodeling*” and the “*Psychology and Physiological Affect of Color*”.



Carol's Work Experience:

- ▶ President and founder of Woodard & Associates, Inc. in 1980 and they have been around ever since (38 Years).
- ▶ Graduated from UC Berkeley with a Bachelor of Arts, BA in pre-medicine child psychology. During this time she considered a career in medicine but realized she had a passion for creating beautiful environments.
- ▶ First profession was Modeling and she was a sought after runway model. She also worked at a doctor's office and career placement office before founding her design firm.
- ▶ Graduated from National Association of Color Consulting – North America (NACC-NA) with a Associate Degree, IACC, qualified Color Consultant/Designer (with Diploma).



Awards Received:

- ▶ NARI Platinum META Award
- ▶ NARI Gold META Award
- ▶ NARI Gold META Award
- ▶ NARI 1st META Award (3)
- ▶ NARI Judges Award (5)
- ▶ NARI Regional Contractor of the Year Award (4)
- ▶ Homestyle Magazine Award
- ▶ ASID Award of Distinction
- ▶ ASID Award of Excellence
- ▶ ASID National Industry Partner Merit Award

HomeStyle



NARI CotY[™]
AWARDS

Community Involvement:

- ▶ Carol is very active with community work. You can frequently find her stuffing backpacks with school supplies for local children, helping with Toys for Tots, and packaging food or supply kits for international relief efforts.
- ▶ She worked to support the American Nurses Association when she was raising her children.
- ▶ She was an active member of Soroptimist International. A global volunteer organization that improves the lives of women and girls through programs leading to social and economic empowerment.)



Community Involvement:

- ▶ Member of Saratoga Rotary Club. Rotary International is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world.
- ▶ Active mentor at several local high schools (Prospect, Homestead, Monte Vista,... etc.) where she has supported dozens of students interested in seeking a career in interior design.



What Carol Loves?

Family



Carol loves spending time with her family! In describing what she is proud of her mother for, her daughter says, "She is kind, supportive and a loving mother, partner and friend".



She cherishes her long held "*Fridays with Grandma*" days with her granddaughters.

NARI Silicon Valley is proud to nominate Carol Woodard, CCID for the Lifetime Achievement Award and thank you for your consideration!



Woodard & Associates, inc.