



*Q. How do you address your clients' biggest concerns when educating them on the benefits of eco-friendly product choices?*

*A. I give them the facts, and one of the truths is that purchasing high quality, enduring materials not only helps the environment, but is much more cost effective in the long run. The emphasis is on the LONG RUN because these sustainable products are made to last.*

*Q. Once you've cleared up misconceptions and put your clients' concerns at ease, do most people go the eco-friendly way?*

*A. The most committed do, but there's still some resistance because my whole approach is the antithesis of what's being advocated in our fast paced society, where quick fixes and the type of immediate gratification you see in "Trading Spaces" or "Extreme Home Makeover" is what people want.*

*Q. How do you deal with the client who's looking for immediate gratification?*

*A. I dare to ask the question: "Do you really want that, or do you want some trendy cover-up and to be instantly gratified at the expense of good quality materials and workmanship?"*

*Q. Do you have any last words on how the design community and its clients should be viewing their role in making environmentally conscious choices?*

*A. Positive first steps are fine. Awareness of what's around us is the key, and even incorporating ONE earth-friendly choice or aspect into daily living is a step forward.*

Patricia Gaylor has practiced as an interior designer in and around New York, New Jersey, and Pennsylvania for more than two decades. Here, an abundance of older homes in need of complete renovations requiring the removal of everything, from dated appliances to cabinetry, has prompted Pat to ponder the question: "What happens to all this stuff after it's ripped out?" Pat's passion for green design continues to be fueled by this question.

Recognized for her earth-inspired style, Pat was hand picked two years in a row by renowned architect and best-selling author Sarah Susanka for the Not So Big® Showhouse. Currently Pat's on the design team for BASF's Better Home, Better Planet initiative with a new Showhouse in Paterson, N.J. that shows how healthy, energy-efficient homes can be built economically with materials that also enhance the home's durability and aesthetic appeal. Pat's contribution to the house will appeal to those interested in pursuing green design solutions.

