Whoa! Where has the “summer” gone? It seems like yesterday we were enjoying a nice glass of wine at Ziba and listening to the fantastic Cheryl Durst deliver an engaging presentation on the future of design. By the way, thank you for attending. The night was a hit!

This July, I met with our new 2010-2011 Board to transition people into their respective positions and talk strategy. As our now Past-President Sermin Yesilada mentioned in her speech, we were a very productive group last term delivering a three year strategic plan to future Board Members. We continue down this road to meet Chapter goals in Communications, Forums, Government and Regulatory Affairs, Membership, and Fundraising.

Speaking of fundraising, you will be receiving notification from IIDA Headquarters soon regarding a program near and dear to my heart: the Designing for the Future Campaign. This past year, despite the challenges the design community has faced, Chapters across the country raised over $30,000. Our Oregon Chapter met its fundraising goal again! (Go, team!)

You may wonder, “Where does my $10 go?” This past year, your money went to the development and implementation of NCIDQ study courses for the IIDA Membership as well as continuing the NCIDQ Tuition Reimbursement Fund. Seven Members, selected at random and who successfully passed the NCIDQ, received this reimbursement.

Only seven, you may wonder. The more money the Foundation raises, the more Members will be selected for reimbursement. You may recall in its infancy, the Foundation gave out less, but with growing interest and numbers in our Organization, the number has increased.

The IIDA Foundation is a not-for-profit, 501(c)3 organization. What does that mean to you? Any and all money contributed to the Foundation is tax deductible. Dennis Kraus, President’s Message

Roberta Pennington, IIDA

continued >
President’s Message (cont.)

Senior Vice President, IIDA also tells me IIDA has not raised the minimum contribution of $10 in the six years the Foundation has solicited the Membership. Ten bucks; it’s the cost of a fancy sandwich, or three lattes, or two glasses of wine at happy hour, or (my personal favorite) one dachshund sweater.

You can donate via mail, with your membership renewal or online via www.iida.org. As always, thank you for contributing to the Foundation and helping them continue to advance the interior design profession through education, research, and knowledge.

I digress.

October is Architecture and Design month in Portland. Please join us October 4 for Textiles 101 at the Museum of Contemporary Craft with presenter Rachel Doriss from Pollack. Also scheduled is the Chapter signature event, the Annual Design Awards, October 22 at the Melody Ballroom. Design packets are still available for pick up and submission. See our website (www.iida-or.org) for more details. We also have a Student Member event scheduled for October 27; more information to follow.

Meanwhile, keep your eyes peeled for the re-launch of our website as well as your inboxes for the continuing adventures of our weekly e-newsletter.

See you at our next event!

Roberta Pennington, IIDA President, IIDA Oregon Chapter

Please Join Us for Our Upcoming Forums

September 23rd
Lunchtime Brownbag CEU Forum entitled “Florence Knoll, Defining Modern” This program is an illustrative discussion of FLORENCE KNOLL’s contribution to interior design in the context of her landmark exhibition for the Philadelphia Museum of Art.

Presenters: Debra Williams, Knoll Studio Seattle and Gina Zaharie Knoll Office Portland.
11:45-1:00 @ the Environments Showroom • 707 SE Belmont. Tickets available @ www.IIDA-OR.org

October 4th
Evening Presentation CEU Forum entitled “Textiles 101” This program presents designers with the opportunity to learn about the textile process, enabling them to make the best textile choices for their installations. The course familiarizes participants with animal, plant, and synthetic fibers. It covers yarn production and types and a variety of dye processes. Detailed information about fabrics is presented, including basic weave constructions and special techniques. Fabric characteristics and application guidelines are also discussed. Hundreds of illustrations and physical examples of fibers, yarns, textiles, and installations are incorporated into the course. Each participant receives an illustrated glossary of textile terms.

Presenter: Rachel Doriss, VP Associated Design Director, Pollack Textiles
5:30-8:10 @ The Museum of Contemporary Craft • 724 Northwest Davis Street. Tickets available @ www.iida-OR.org
The start of the new board year has brought on many changes. The first being that after a very successful two years, Melissa Marton has passed on the VP of Communications and Public Relations baton. I want to take a moment to thank her for all her hard work and service. It has made the transition as smooth as it could possibly be.

Along with this significant change, we have a whole new set of chairs that are full of fresh and innovative ideas. Last year, we were able to join the Facebook generation and keep connected in this avenue. This year, we will add Twitter and hopefully a blog. We are always looking for new content so please share your ideas! The website is currently undergoing a rebuild. There shouldn’t be anything significantly different on the user end, however on our end, it will be much easier to use and update. We hope this will make the website more interactive and resourceful. We also want to remind you that we provide job postings on our website. It is free of charge if you or someone in your firm is an IIDA member. This is a great way to reach out to the profession at large and avoid the surge of unqualified submissions you may receive from craigslist or other online posting.

The weekly e-blast that we send on Tuesdays has been very successful. This is your chance to see a glimpse of everything that is going on in the chapter and stay connected. This is also your source for newsletters, and invitations to various events and forums. We do this in lieu of paper mailings. If you or someone you know is not receiving this, please let me know.

Along with the weekly e-blast, this newsletter, Inside Edge, is an in depth tool to keep the IIDA Oregon Chapter members in tune with the latest and greatest Chapter events. Released quarterly, it is a successful publication that is well received by Chapter members and in the past has been voted “Best Newsletter” nationwide twice by IIDA Corporate Headquarters. Information included in the quarterly publication are write up’s on monthly Chapter Forums, upcoming events members may be interested in and a Movers & Shakers section that includes member happenings within the Oregon design community (job changes, weddings, births, etc.). In addition, a call for Sponsorship and Board Roster are included as resource to Chapter members. This year, the Chapter hopes to include more educational articles, designer profiles and articles on sustainability as it relates to interiors.

Our Chapter newsletter, website, weekly newsletters and Facebook page will continue to be an advocate for great design, educate our members and provide vehicles from which to access current events, meet other designers and share insight with your peers.

A huge thank you needs to be given to the volunteers who make the newsletter, website and Facebook site successful – Melissa Bailey our Newsletter Chair, Kim Gonzales our Website Chair and Jennifer Haycox our Public Relations Chair. Thank you to everyone for your support, and we look forward to another great year.

Dawn Viar, Associate IIDA, LEED AP
VP of Communications & PR
IIDA Oregon Chapter

**Membership Renewal**

IIDA Membership Renewal notices for 2011 will be emailed to all Professional Members on September 15. This e-mail will include your renewal invoice and instructions for renewing your Membership online. Please keep an eye on your inbox for this important notice from IIDA. Renewal invoices for Industry Members will be available in October. Student Members should have already received renewal notices. For more information please contact VP of Membership Nikki Diamond nikki.diamond@zgf.com
IIDA Oregon continues to support IDC-Oregon and their proposed Practice Act Bill as they enter the legislative session in early 2011. National attention will be on the interior design profession in Oregon as efforts continue to reach out to allies, opposition, and legislators to educate Oregon’s citizens on the importance of a “Registered Interior Design” designation.

Nationally, one of the largest privately funded efforts against interior design legislation, IDPC (The Interior Design Protection Council) are gaining membership and lobbyist support dollars under a Northwest Chapter. Many ASID and NKBA members have joined this organization. In 2009 IDPC significantly increased their lobbyist presence in opposition to Washington Interior Design Coalition’s Practice Act Bill. This paired with the poor economy stalled Washington’s Practice Act Bill from getting out of committee.

If all 320 NCIDQ certificate holders in Oregon could donate $230 to IDC-Oregon, a full time lobbyist can be hired so our voices are heard. IIDA NCIDQ certificate holders spoke out with overwhelming support of pursuing a Practice Act to be put into action. Now is time to donate financially or volunteer so we can insure the success of IDC’s hard work over the past 4 years.

As part of outreach in May, Interior Design Collaborative-Oregon sent white papers to building officials in 20 state jurisdictions to raise awareness of the interior designer’s role in protecting the health, safety, and welfare of the public as part of Building Safety Month. These Weekly Tips included how a “Qualified Interior Designer” ensures consumer safety through designing solutions for “Energy & Green”, “Disaster Safety & Mitigation”, “Fire Safety & Awareness”, and “Backyard Safety”. For copies of the white papers, please contact pr@idc-oregon.com

During the months of August, September and October IDC continues building membership and soliciting donations for legislative efforts by holding Brown Bag Lunch Presentations at architectural design firms and building development offices throughout Oregon. These presentations engage in an open dialog for professionals to fine tune the final language in the bill, clarifying the question “What is the interior design profession?” among professionals.

Your office can offer letters of support to present to the AIA as well as to Oregon legislators. Have your team schedule a meeting with IDC-Oregon to discuss the bill language, legislative strategy, and how your professional practice can benefit from legislation. Contact Alicia Snyder-Carlson, IDC-Oregon President at alicia@greenbuildingservices.com with questions.

Support your career! Join IDC-Oregon membership and get involved with volunteer activities by contacting their Membership Chair, Kelly Alley (previous last name Kratochvil, Congratulations on the nuptials!) at ka@bainbridgedesign.com.

Advance your skills! The IIDA VP of Government & Regulatory Affairs position remains open. This is an excellent role for those who are interested in public affairs, legislation, and promoting the interior design profession in the community. Strong leadership skills are required, as well as outstanding professionalism, attention to detail, and strong communication skills as the VP of GRA may meet with public officials and community leaders. If you are interested, please contact Roberta Pennington, IIDA President, at Roberta-pennington@clear.net.

Michelle D Neidiger, LEED AP ID+C, Associate IIDA GRA Chair
The IIDA Annual Celebration
**NEW FIRM**
Jim Staicoff has formed a new firm: **Staicoff Design Company**. Please add to your contacts: 503.975.7822 jим@staicoffdesigncompany.com They will be moving to a new office suite in early October. Congratulations to Jim!

**MOVES**
Dawn Viar Assoc. IIDA, LEED, formerly of SERA has joined Environments in July as their new Architecture & Design Liaison. Congrats on the new endeavor Dawn!

Co-Hesion has moved... Actually, just upstairs in the Olympic Mills Commerce Building. Please note their new contact information: 107 SE Washington Street, Suite 495 Portland, OR 97214 503.213.3225 design@co-hesion.com www.co-hesion.com

**MARRIAGES**
Kelly Kratochvil, Associate IIDA with Bainbridge Design married AJ Alley Saturday, August 21st. She is Kelly Alley now. New email is ka@bainbridgedesign.com. Cheers to Kelly & AJ!

**CONGRATULATIONS**
Andrea Bainbridge IIDA, Principal of Bainbridge Design was invited to be a keynote speaker at the Oregon/SW Washington IFMA (International Facility Management Association) Fall Symposium on September 14th. She presented a discussion on “Best Practice for Flooring Design, Selection & Maintenance” to the conference attendees.

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Portland Architecture + Design Festival

**Calendar of Events**

**October 2010**

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**Lecture:**
- Rosalind Reid Wright: Design Film, 6pm Bright Lighthouse, 6:30pm
  - Revolution, Oct. 18 - 21, more info at revolution.com

**Film Series:**
- Design Film, 6pm
  - Through a Lens: Photography Opening: 5 - 8pm

**Design Awards:**
- An Evening with the Jury, 5:30pm
  - IIDA Oregon Design Awards Gala, 6pm

**Design Awards:**
- Architecture + Design Festival Gala, 7:00pm Dinner 8:30pm Awards Presentation

For more information and to purchase tickets, please visit our website at aiaportland.org/ad10, call us at 503.223.8757, or stop by the Center for Architecture, 403 NW 11th Avenue.
The 2010 Design Awards Are Upon Us!

It’s time for the 2nd annual Architecture and Design Festival. This festival is organized by AIA with the participation of IIDA, ASLA, the Architecture Foundation, and other A&D organizations. The month has a number of events that we hope you will take part in.

October 22nd is the annual Design Awards. The Design Awards is IIDA Oregon’s premier event, showcasing Oregon and SW Washington’s unique design talent. Interior Designers, Architects, and Industrial designers are welcome to submit projects for the competition. The categories are:

1. Commercial under 5,000 SF
2. Commercial over 5,000 SF
3. Education
4. Public and civic institutions
5. Healthcare
6. Hospitality/Restaurant/Retail
7. Residential – single family or multifamily
8. Residential – kitchen and/or bathroom
9. Sui Generis – transportation interiors, handheld products, conceptual work relating to the interior environment

The cost for submittal is $175 for categories 1-7 and $100 for 8-9. The submission fee is for each project submitted.

Submission packets are available for pick up at Environments at 707 SE Belmont Portland, OR 97214. For out of towners, we are able to ship submission packets for the fee plus shipping cost.

Checks should be mailed to IIDA Oregon at PO Box 28249 Portland, OR 97228. If anyone is interested in paying by credit card, they should contact our Treasurer Becca Dobosh at beccad@serapdx.com.
I’m very excited to have the opportunity to take on the role of VP of Forums and Professional Development for our Oregon Chapter of IIDA. I have been involved in a support role with the Forums Planning Committee for the past 4 years. In my time with IIDA Oregon, I have been amazed at the extraordinary talent we have in our Chapter Membership.

We are committed to providing events that encourage our members to continually develop as designers as well as showcasing some of the exceptional projects that our membership has been a part of. Our intent for the Forum programs this year is to create interesting and unique opportunities for our members to be inspired, challenged, and educated.

Please continue to support our efforts by joining us for our forum events this year and encouraging your colleagues to become a part of IIDA Oregon.

Our first Forum event on August 19th was in collaboration with PICA for a presentation entitled “Raw Space for Exhibition and Presentation, A PICA Case Study. Our networking reception featured traditional Sicilian oven fired pizza from Alforno Ferruza and a selection of local wine and beers. We followed with a tour of the WORKS space to get a sense of how PICA has been transforming the old Washington High School to accommodate the multifunctional use of presentation space, gallery space, and a nightclub during the annual Time Based Art festival. It was fascinating to see how the old classrooms and library areas were being utilized by the artists to showcase their installations.

We also got a chance to see the unique ticket booth created by BOORa architects. This space was a shipping container that had been cantilevered on the outer steps of the high school to create a Box Office away from the entrance of the Works area. The shipping container had been completely transformed by cutting two openings on one side that would pivot open to create a table area for receiving customers. The hinged side doors of the container were opened to provide an addition area where patrons could learn about the program events. After closing hours the container could be returned to its natural state for security. The box office container was a great use of recycling and adaptive design.

Our August forum closed with a presentation by Kristan Kennedy of PICA, and Calvert Helms of BOORa architects. They showcased the past years PICA Works design space and the innovative use of materials to create interesting multiuse spaces. Congratulations to Carissa Mylin of SERA Architects and Tejara Brown of Group Mackenzie, winners of the Flex and Works pass for this year’s PICA TBA festival happening September 9-19th. Special thanks to PICA, BOORa and HIVE for sponsoring this event.

Jayson Gates, Industry IIDA VP of Professional Development and Forums, Oregon IIDA Chapter
Note from the IIDA Oregon Chapter President

Dear Sponsors,

This coming 2010-2011 Board year promises to once more provide continuing education to Members, advocacy for the interior design profession, and networking and marketing opportunities while promoting design excellence. As a non-profit, membership-based organization, we look to the generosity of our Sponsors to keep the energy of our Organization going. On behalf of our Membership, I thank you for taking time to consider sponsoring the IIDA Oregon Chapter.

As an Annual Sponsor, your contribution supports the day-to-day operations of the Chapter as well as Membership events (like Student Day), charitable connections, monthly educational forums, and marketing our industry to the community-at-large. IIDA continues to be at the forefront as a professional resource to our Membership and your role will insure the Oregon Chapter will grow and evolve to better serve our Members and the design industry of Oregon.

Thank you,
Roberta Pennington, IIDA
President
IIDA Oregon Chapter

Thanks to our 2009-2010 Annual Sponsors!
List of Events

IIDA Design Awards:
The Design Awards Program celebrates interior design projects from Northwest interior designers and architects. This evening affair is the Chapter’s largest and most popular event of the year!

Annual Fundraiser:
A fun and entertaining evening for socializing with Professional, Associate, Educational, Student and Industry Members and an opportunity to win fabulous prizes.

Annual Celebration:
Join Members in acknowledging the outgoing Board of Directors, introducing the incoming Board, and recognizing the past year’s Sponsors at this must attend event!

Educational Forums:
A variety of subjects focusing on design issues and related topics. Many of these well-attended events provide continuing education units, or CEUs, to Members.

Design Crawl:
Experience award-winning projects from the IIDA Design Awards through a guided tour. Another great opportunity for networking with design professionals.

Community Service:
IIDA Members volunteer with a select charity to further reach out to the Oregon community at-large. In the past, we have donated efforts to Portland charities such as Blanchet House and p:ear.

Student Involvement:
The Chapter continues to strengthen our support of students through Student Day and other events hosted by the Campus Centers. As of 2010, IIDA Oregon has three Campus Centers: The Art Institute of Portland, Oregon State University and University of Oregon.

Government Advocacy and Legislation:
Oregon’s IIDA Chapter continues to support our local coalition, the Interior Design Collaborative of Oregon to initiate and build a dialogue about regulation of the interior design profession through legislative educational forums.
**Annual Sponsorship and Benefits**

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| **Platinum Plus** - $1250 | ($1400 if you would like to sign up for our quarterly payment plan) | • Recognition in newsletter and IIDA Oregon Chapter website for one year  
• ½ page ad in one quarterly newsletter  
• Sponsor profile in one quarterly newsletter  
• Sponsor profile in one quarterly newsletter  
• Recognition in all printed materials  
• Two (2) complimentary tickets to a *Signature event  
• Linked directly to company web site from IIDA Oregon Website  
• Monthly ***“Sponsor Spotlight” posting to our Facebook/Twitter Page – you provide content  
• Sponsor profile in one e-blast |
| **Platinum** - $1000 | ($1150 if you would like to sign up for our quarterly payment plan) | • Recognition in newsletter and IIDA Oregon Chapter website for one year  
• ½ page ad in one quarterly newsletter  
• Sponsor profile in one quarterly newsletter  
• Recognition in all printed materials  
• Two (2) complimentary tickets to a *Signature event  
• Linked directly to company web site from IIDA Oregon website |
| **Gold** - $750 | ($900 if you would like to sign up for our quarterly payment plan) | • Recognition in newsletter and IIDA Oregon Chapter website for one year  
• 1/4 page ad in one quarterly newsletter  
• Recognition in all printed materials  
• One (1) complimentary ticket to a *Signature event  
• One (1) complimentary ticket to educational forum event |
| **Silver** - $500 | ($650 if you would like to sign up for our quarterly payment plan) | • Recognition in newsletter and IIDA Oregon Chapter website for one year  
• Business card ad in one quarterly newsletter  
• One (1) complimentary ticket to a *Signature event |
| **Bronze** - $250 | | • Recognition in newsletter and IIDA website for one year |

*Signature events include: Design Awards, Annual Fundraiser, Design Crawl, or Annual Celebration.

**Monthly “Sponsor Spotlight” is your chance to highlight your firm, specific manufacturer, or product, your choice!*

If you would like to become a sponsor today go to our web page and check out the sponsor tab. If you have questions or are interested in our payment plan, please contact Serena Van Vranken at 503.334.6707 or serenalv@gmail.com
Sarah Galbraith is a trained photojournalist, commercial and wedding photographer based out of Portland, Oregon. Sarah Galbraith Photography operates locally in the Pacific Northwest and on travel assignments.

Sarah Galbraith earned a bachelor’s degree in journalism, with an emphasis in photojournalism, from the University of Montana. Her work has been featured in several newspapers, magazines and niche publications such as The Bellingham (Wash.) Herald, The (Vancouver, Wash.) Columbian, Luxe Magazine Northwest and Pacific Yachting Magazine. As well as publications Sarah Galbraith Photography often works with local non-profits including Habitat for Humanity Portland Metro East, Elders in Action and IIDA Oregon Chapter.

Sarah Galbraith recently expanded her work to include assignment and advertising photography, developing productions and an in-depth understanding of product photography including location lighting. Combining these skills with a photojournalism background, she can create complex lighting set-ups on editorial assignments. Her work has been recognized and awarded by the Society of Professional Journalists and the National Association of Press Photographers.
Important NCIDQ Exam Dates and Deadlines

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For more deadline info contact NCIDQ: 202.721.0220 or www.NCIDQ.org

NCIDQ BROWN BAG: 2 PART SERIES:
A chance to learn about the NCIDQ exams from recent certificate holders, find study partners and form study groups. The next sessions to be held in January 2011.

This two part series is for those considering or planning to take the NCIDQ exams. It is an opportunity to learn more about the process and meet other interior designers who are preparing for the exams. Guest speakers discuss and answer questions regarding their test experience. If you were not able to attend the last brown bag sessions held August, all is not lost. A wrap up email with key information from previous sessions is available to interested parties.

For NCIDQ study group opportunities and information please contact:
Autumn VanEsso: pdxautumn@yahoo.com

HEALTHCARE DESIGN Magazine, September issue features Site Painters art for healthcare in The Art Corner. The above innovative linoleum mural is highlighted.

See www.healthcaredesignmagazine.com
Also see www.sitepainters.net, click IMAGINE

LAURA BENDER / JOHN EARLY
503-788-2064
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Name ________________________________________________

Firm ________________________________________________

Phone (work) __________________________ fax __________________________ email __________________________

IIDA member ☐ yes ☐ no membership status code # (enter code # from list below) __________________________

#003 professional member iida #028 manufacturer’s representative
#004 associate member iida #038 office furnishings dealer
#006 student member iida #048 organization
#008 interior designer #058 contractor/sub-contractor
#018 architect #088 other

please send me an application for membership as:

#003 organization #004 contractor/sub-contractor
#006 other

email to: Dawn Viar, Associate IIDA, LEED AP, dawnviar@hotmail.com

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