

President's Message

Sermin Yesilada, IIDA



Dear IIDA members,

I would like to address you with regard to membership and what it means to be an IIDA member. Our chapter membership has increased by at least 3% steadily each year, however, this year we are looking at a first time decrease in our membership. While unemployment in this industry ranges from 30-50%, sometimes more depending on the firm; our outlook for a drop in membership is actually not that bad. Nowhere near 30% in fact. However, it does bring to mind the question of value, and what the value of IIDA membership is. The answer, while I have always known it on some level, became very clear during a presentation I gave last week to PCC students about interior design legislation.

One student voiced some concerns. He gave me an example of trouble with cosmetologists when their licensing bill was passed years back. He stated there were plans for a union for hairdressers, to advocate for their member's needs, provide education, and support. He said this never materialized and asked what would happen when interior design legislation was passed. Who would advocate for interior designers?

The answer is IIDA. We are your advocate, your support, your "union" per se. Your member dues fund top quality continuing education programs, research and publications, forums for networking, code and licensing initiatives, job and business development assistance, and much more. In an international survey, 50% of IIDA members said they joined IIDA because they thought it would help their career. They stayed members because it did.

From student to professional, IIDA is here to help you. Need a mentor? Contact IIDA. Need a link to professionals for a job search? Contact IIDA. Need a mentor when you get a job? Contact IIDA. Need help with the LEED and NCIDQ exams? Help paying for the exams? Contact IIDA. Networking with peers and leaders? Lifelong learning? Advocacy to get access to RFPs and contracts? Health insurance? Starting a business?

continued >

in this issue

Annual Bowling Fundraiser	2,3
VP GRA Report.....	4
Student Day a Success!.....	5,6
Movers and Shakers.....	7
Calendar of Events	8
Sponsor Thank You	9
Advertise on the Website	9
NCIDQ Exam Dates	10
Member Discounts	10
Education Resources.....	10
Board Roster	11, 12
Mailing List	13

President's Message (cont.)

Contact IIDA. We have the resources. If we don't have the answer, we will find out for you. If you have an idea, share it and we'll make it a reality.

This is the value of membership.

I want to thank all of our members who have stuck with us in this recession. In the next couple of months we will be sending out a membership survey because we would like to hear directly from you what kinds of

forums and topics are of interest to you. What matters to you now? What matters the most? How do we align ourselves for what is next in this industry? How can we be your advocate?

Read on to find out how our Chapter has been supporting you in this quarter.

Sermin Yesilada, IIDA
President, IIDA Oregon Chapter

IIDA Annual Bowling Fundraiser

Fractured Fairy Tales

Little Red in the Hood, Snow White and the Seven Dwarfs, The Three Little Pigs...there was no lack of creativity with the theme of fractured fairytales at the 2010 Bowling Fundraiser. In fact it seemed to be fully embraced by the sold out crowd comprised of

26 teams. This year's event seemed to provide a much needed opportunity for a complete change of scene as well as change of attitude.



Teams really took advantage of the anything goes attitude by mugging in front of a video camera for 13 seconds; were then presented with a flip book to take home. Sponsored by Workplace Resource, the flip book booth was well visited and enjoyed.

Photographs: Sarah Galbraith

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IIDA Annual Bowling Fundraiser (cont.)

Jesse Woods of JJ-Invision and his guests garnered the best team costume with their twist on Little Red Riding Hood. JD Moore of Mohawk as Little Miss Muffet was the hands down winner for best individual costume.

New to the raffle this year was the addition of three silent auction items. These items benefitting the IIDA Educational Fund provided an opportunity for designers to participate more directly in the IIDA fundraising efforts.

In an industry hard hit by our current economy it was gratifying to have higher sponsorship and greater participation than in the past few years. I would like to sincerely thank all of our sponsors; please add yours as you cross paths! And thanks to my committee; you pulled it all together (again) this year: Denise Durrell, Shannon Ferrigno, and Amalia Groebe.



Photographs: Sarah Galbraith



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VP Government & Regulatory Affairs

Nationally we have a big win for the legislative front. The federal court in Florida ruled the state's practice act valid. This follows a lengthy lawsuit brought by interior decorators in that state. The court's ruling reiterated the practice act's scope over interior design in public spaces and also emphasized the scope as non-structural interior components of a building, allowing furniture dealers to continue space planning services for systems furniture. The judge made an excellent comparison of the architecture and design field to the medical field. Just as a physician's assistant or nurse practitioner has a narrower scope of practice than a doctor, and is licensed to practice, so does a Registered Interior Designer. If you would like to read the full text of the ruling, please contact me at sy@bainbridgedesign.com.

Locally, IIDA Oregon continues to support IDC-Oregon's efforts to enact interior design regulation in the State of Oregon. We have been sponsors of the last two town halls and are sponsors for the March 4th Town Hall as well.

In the first Town Hall, IDC-Oregon presented a draft title act. Questions were raised about grandfathering, education, experience, and examination requirements. In response, IDC-Oregon held a work session following the Town Hall to further delve into these issues. In the second Town Hall, IDC-Oregon presented

a draft practice act. Similar questions were posed, and another work session held.

The third Town Hall, on March 4th, is a culmination of the previous two where we as an industry decide which draft to propose in the 2011 legislative session. To increase outreach, IDC-Oregon set up a webinar and we have attendees in Salem, central Oregon, and the Ashland/Medford area. IDC-Oregon will continue refining and editing whichever proposal is decided on. Please see the IDC-Oregon website for more information and to join as a member. www.idc-oregon.org. Support your career!

At this time the VP of Government and Regulatory Affairs position remains open. This is an excellent role for designers 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 at Roberta-pennington@clear.net.

Sermin Yesilada, IIDA
President, IIDA Oregon Chapter



IIDA Student Members...

Do you want to get more involved with IIDA?

Do you want to have a direct influence on student opportunities in your area?

Do you have great ideas you want to share with other local interior design students?

Do you want to volunteer at IIDA events, forums and happenings?

If so... Come be a part of IIDA's Portland Metro Campus Center!

To volunteer or for more information, please contact :

Alexis Furrule – alexisf@serapdx.com – Student Member Director, IIDA

Student Day a Success!

The 2010 Student Day planning committee would like to thank all of this year's participants for helping make the event a tremendous success! We had an amazing turnout of students and faculty from all area Interior Design programs including The Art Institute, Marylhurst University, Oregon State University, The University of Oregon, Portland Community College, and George Fox University. The Ambridge Event Center provided an ideal venue with plenty of space for all of the day's components including the vendor trade show. Our Industry Members arrived early, anxious to bring in and showcase droves of the hottest new products and materials. With their generously donated Wolf Gordon, Coalesse, Herman Miller



and Benjamin Moore gift totes in hand students mingled, gathering samples and literature while asking important key questions on their "Passport to Products" checklist for a chance to win fabulous prizes. Our generous sponsors once again donated resources, prizes, and monetary gifts, and we cannot thank you all enough for your support in making this event possible.

This year students were given the opportunity to collaborate and work hands-on across "campus-lines" on a dynamic and fast paced charrette challenge. Moderated by faculty from each of the participating Interior Design Programs, groups worked feverishly to develop their design for a

mixed-use wine shop and manager's quarters. From initial concept and space planning to materials selection and specification, each group compiled a complete design package to submit for a chance at recognition and prizes. While this "real-life" exercise in time management and collaboration was surely challenging it was most definitely a



**Keynote Speaker Joe Gebbia and
IIDA President Sermin Yesilada**

rewarding and exciting way for students to meet and interact with their future colleagues.

This year's planning committee was thrilled to welcome Joe Gebbia, "designtrepreneur" and a 2009 NeoCon Keynote speaker for our Lunch & Learn presentation. Joe traveled from California to share tips and insights on marketing yourself and your creativity as an entrepreneurial designer. From CritBuns and Obama O's to Ecolect and AirBnB, Joe has developed multiple companies and gained international press by having the drive and courage to pursue his own design ideas. His light-hearted tone and sense of humor captured everyone's attention, and he left students with the motivation that anything is possible with creativity and hard work.

Student Day continued its tradition of design excellence with an exhibition of category submission in the areas of Commercial Design, Residential Design, Kitchen and Bath, and

Student Day a Success (cont.)



IDC-Oregon table

Furniture. This year's more stringent requirements on project size and format really helped to raise the bar and allowed viewers to compare each submission on a more "level playing field". We recognize that many entrants had to rework their projects to meet the competition requirements and we thank you for your time and dedication. We also wish to congratulate this years winners!

The 2009 Student Day presented by IIDA and ASID, was an exciting and rewarding event for all those attending. For this we owe many, many thanks



Student Member Eileen Marr

to our amazing committee, participating faculty moderators and generous sponsors. On behalf of IIDA we thank you all for your support in making this event possible.

STUDENT
DAY 2010

Designing a Professional

HOSTED BY:
IIDA
INTERNATIONAL INTERIOR DESIGN ASSOCIATION

A Special Thanks to Our Sponsors!

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Movers and Shakers



■ BIRTHS



Alison (SERA Architects) and **Brad Bane** welcomed the birth of their son **Alden Henri Bane**. Alden arrived on Feb. 18th

at 6:25 am at a healthy 8lbs. 11oz., 20 ¾" long. Congratulations Alison & Brad!

■ BUSINESS

Christina Williams is the new technical services designer at Pacific Office Furnishings. She graduated from Marylhurst University with a B.F.A. in interior design and is a LEED AP. Christina lives with her husband and dog in NE Portland and in her



free time enjoys traveling, gardening, reading and playing on the Oregon coast. Feel free to contact Christina at cwilliams@pacoff.com, 503.242.4200.

Holly DeBrodt is the new rep for Bentley Prince Street carpet. Most recently she was the West Coast Sustainability Manager for a major carpet mill. BPS is part of the Interface Inc. family and the largest carpet manufacturer on the West Coast. Every product is carbon neutral and manufactured in a LEED EB certified facility. Her contact information is: 503.866.2066 or holly.debrodt@bentleyps.com.

Elizabeth Reed was hired full time at Hennebery Eddy Architects. Her email: ereed@henneberyeddy.com.

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Energy Manager

Follow or LEED?

(Up to 10 LEED credits, that is)

Control. control power to any two of the four circuits feeding a cluster of workstations-up to eight, by using the infrared occupancy sensor. **Measure.** measure energy consumption by cluster and hook up to Convia to measure occupancy data. **Integrate.** virtually invisible, Energy Manager can be easily installed into Herman Miller systems.

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Photo © Charles Ingram

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IIDA 2010 Calendar of Events

january

6	Wed	Exec Conf Call
12	Tues	Board Meeting
tbd		Membership Event

february

tbd		CLC
tbd		Student Mentoring Week
3	Wed	Exec Conf Call
9	Tues	Board Meeting
18	Thur	Annual Fundraiser
20	Sat	Annual Student Day

march

3	Wed	Exec Conf Call
9	Tues	Board Meeting
11	Thur	Spring Newsletter
18	Thur	CEU Forum
tbd		NCIDQ Study Sessions
tbd		Community Service Event

april

7	Wed	Exec Conf Call
9/10	Fri/Sat	Spring NCIDQ exam
13	Tues	Board Meeting
15	Thur	Design Crawl

may

5	Wed	Exec Conf Call
11	Tues	Board Meeting
15	Sat	Student Portfolio Workshop
20	Thur	Legislative Forum

june

2	Wed	Exec Conf Call
8	Tues	Board Meeting
10	Thur	Summer Newsletter
14-16	Mon-Wed	Neocon
24	Thur	Annual Celebration
tbd		CLC

A Huge Thank You to this Year's Sponsors!

PLATINUM

Coalesse, Environments/Knoll, Haworth/NuMark Office Interiors, Hive, Interface Flor, Pacific Office Furnishings, Sarah Galbraith Photography, Steelcase, Tandus, Workplace Resource of Oregon

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Advertising on the IIDA Web Site is Easy...

Choose from these three options:

1. Pay \$600 for 6 months and receive...

Your company logo and website link on the main page of the Oregon Chapter website.

2. Pay \$1000 for 12 months and receive...

Your company logo and website link on the main page of the Oregon Chapter website.

3. Become a Platinum (\$1000 & above) Level Annual Sponsor and receive...

Your company logo and website link on the main page of our the Oregon Chapter website

Plus these great extras:

- Recognition in newsletter and IIDA Oregon Chapter web site for one year
- 1/2 page ad in one quarterly newsletter
- Sponsor profile in one quarterly newsletter
- Recognition in all printed materials
- Three (3) complimentary tickets to the Annual Dinner
- Link directly to company web site from IIDA web site

Our website receives an average of 150 visitors each day!

Check out iida-or.org for more information.



Important NCIDQ Exam Dates

FALL 2010 EXAM

June 1, 2010.....Fall 2010 Application Deadline
August 2, 2010.....Fall 2010 Registration Deadline
August 16, 2010.....Fall 2010 Late Registration Deadline
October 1-2, 2010.....Fall 2010 NCIDQ Exam

FOR SPRING 2011 EXAM:

December 1, 2010.....Spring 2011 Application Deadline
April 1-2, 2011.....Spring 2011 NCIDQ Exam

FOR FALL EXAM:

September 30 - October 1, 2011.....Fall 2011 NCIDQ Exam

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

Member Discounts

Don't forget about your membership discounts!

IIDA Members are encouraged to enroll in IIDA membership discount programs which include: *Accutel Conferencing Systems, Avis Rent-A-Car, Blue-Bolt Networks, Club Quarters Hotels, Comprehensive Search, Contract Magazine, Dell Computer, Design Matters, DHL, English Home Magazine, FFI Magazine, Garden Design Magazine, Healthcare Design Magazine, internet4associations®, IIDA advertising*

discounts (including Perspective and the web site), Interiors & Sources Magazine, Material Connexion, MBNA Visa Card, Pennywise Office Products, Perspective Magazine, Pier 1, Specsources, Starwood Hotels and Resorts, and The Working Advantage.

Visit www.iida.org/login.html, click on the Membership section and choose the Individual button. Then select IIDA Member Discount links to learn additional information.

IIDA Education Resources

The IIDA Education department has updated information and CEU forms on the IIDA headquarters website! Be sure to update your records by visiting the site and downloading any information you may need. Also, be sure to visit our newly launched CEU searchable database. Formed as part of the brand new Knowledge Center, the CEU database allows our Members to search for CEUs by type, title and course subject.

Please check with your Chapter or visit the Education section of the IIDA website (www.iida.org) for a full list of CEU courses in your area, opportunities for self study, electronic options available 24 hours a day, and IIDA Forum events. Please contact the IIDA Education Department at ceu@iida.org with any questions.

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Mailing List

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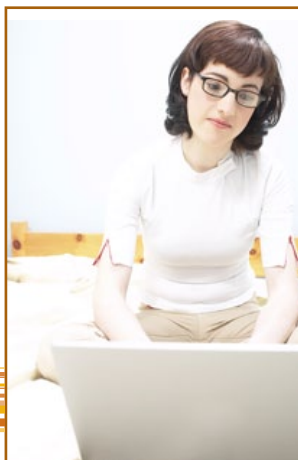
IIDA member ☐ yes ☐ no membership status code # (enter code # from list below) _____

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#018	architect	#088	other	#006	other

email to: Nikki Diamond, Associate IIDA, nikki.diamond@zgf.com

Are You Receiving IIDA Information Electronically?

More importantly, would you like to? If you are not receiving information via e-mail on the Oregon IIDA's monthly forums, events happening in our area and the quarterly newsletter please contact Nikki Diamond, VP of Membership and PR, to be added to the broadcast email list. Nikki can be reached at: nikki.diamond@zgf.com or 503.417.4581.



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The IIDA Oregon Chapter newsletter reaches approximately 627 individuals and is published 4 times a year. For those interested in posting a job opening, seeking job opportunities, or wanting to place an advertisement in the newsletter please contact Susan Balogh, 503.239.7187 or sbaloghdesign@clear.net for additional information.