President’s Message

Charles Dickens once wrote, “It was the best of times; it was the worst of times.” Nothing truer can be said of my year as President of the IIDA Oregon Chapter. I started my term with the challenge of filling the shoes of a very capable and efficient President before me, Sermin Yesilada, as well as the many interior design professionals who came before her.

My platform of “linking together” with the many resources IIDA has to offer its Members began with the Annual Celebration. I told you, “You’re not dead.” If you’re reading this, you still aren’t dead. At the Design Awards, I asked you to do more with IIDA. Read more (with our weekly e-blast, quarterly newsletter, and the many publications headquarters has to offer), learn more (our forums committee brought you many CEU’s throughout the year), and to save more (IIDA Oregon Members received deeper discounts to local events and IIDA Headquarters continues to extend a package of discounts to Members nationally). We started the Second Thursday Happy Hour, a no-host networking opportunity (I’ll never forget Anna Winn explaining to me the different types of leather available.). Most recently, IIDA Oregon teamed with the ASID transition team to bring Student Day to McMenamin’s Kennedy School. Students mingled with IIDA professionals, our event sponsors, members of our coalition, IDC-Oregon, and each other.

My own personal challenges with breast cancer and the death of my mother has made this year one hell of a roller coaster ride. I didn’t think I would make it to the end of this board year; however, the amazing board of directors, listed at the end of this newsletter, inspired me to move on and make this year a success. They gave it their all… and with a smile. I humbly say to these folks: Thank you for volunteering and thank you for doing what you do.

And I thank you, IIDA Oregon Member, for doing what you do. You make the Chapter a success every year.

See you at the 2011 Annual Celebration!

Roberta Pennington, IIDA
President, IIDA Oregon Chapter
Membership

Although our industry has been facing challenges the last few years, membership has remained strong and optimistic. The mission and vision of IIDA stands for the future of design. Our chapter board has been working hard to create opportunities for our membership to come together and talk about our future as interior designers and our impact on the community. The response has been incredibly positive as attendance at events has been consistently high.

With the kick off of 2nd Thursday Happy Hours, the conversation has continued in a more casual setting. This has been a successful avenue of networking and getting to know designers at various firms and reps from many different companies. New designers to Portland as well as recent graduates have been taking advantage of this opportunity to learn about the design community in Portland.

This year we have continued the NCIDQ brown bag study sessions. This has allowed Professional members to share their experience and study techniques for the exam with Associate members. Associate members have benefited by connecting with others and forming study groups. Events like these have given members an opportunity to develop professionally.

Our membership has experienced some welcomed growth over the past year and as of May 2011, we have 260 members which is an increase of 30 members from this time last year.

Please welcome our new members:

- Kyu-Ho Ahn, Educator-Professional Member
- Jeneva Morris, Industry Representative
- Tana Verbouwens, Industry Representative
- Deb Zsori, Industry Representative
- Alisha Noles, Student Member
- Katherine O’Brien, Student Member
- Natalia Perdomo, Student Member
- Fearn Smith, Student Member
- Kimberly Stapleton, Student Member
- Kathryn Wheeler, Student Member
- Kaci Want, Student Member

For the year ahead, we strive to diversify our membership events and opportunities to include and engage all of our members. If you are interested in volunteering on our membership committee or have any ideas of membership opportunities, please contact myself or any of the membership chairs.

Have a wonderful summer!

Nikki Diamond
VP of Membership
IIDA Oregon Chapter
Legislation

It’s been an incredible year and we could not have gotten this far without you, our committed supporters. We’ve laid a great foundation at the capitol and are excited to keep up the momentum through the summer and into next year’s legislative session. Y’all deserve some serious kudos! Oregon’s GRA joint volunteer efforts between the IIDA Oregon Chapter, the ASID Oregon Chapter, and the IDC-Oregon lobbying coalition continue to reach out to allies, opposition, and legislators to educate Oregon’s citizens on the importance of commercial interior design licensing. The IIDA Oregon Chapter Board alongside the coalition representatives has formed a powerful and successful alliance this past year. Oregon’s efforts are gaining some serious interest on the national level as a model of success for other states to mimic.

IDC-Oregon worked diligently to push House Bill 2491 out of committee and to the house floor. While a formal House hearing on the bill was not scheduled, we were granted an informational hearing with the Business and Labor Committee on April 25, 2011. It was a huge success for qualified interior design professionals to educate legislators on the differences between commercial interior design and other forms of the practice within the industry.

HB2491 is now under revision. We’ve made enormous progress contributing towards next year’s legislation efforts. In addition to hearing from over 200 interior designers in support of a Practice Act, we have also heard from legislators how to make our bill language more clear and stronger dispelling many myths the opposition presented to our fellow representatives.

Nationally, on May 6, 2011 another victory for GRA activities was announced conjointly in a press release by IIDA and ASID out of Chicago, IL. The United States Court of Appeals 11th Circuit unanimously affirmed a 2010 district court decision to uphold Florida’s interior design statute. The Florida Senate defeated H.B. 5005, the “Deregulating of Professions and Occupations” bill, by a vote of 32-6. The Senate’s decision to uphold the 2010 decision by Judge Robert Hinkle [because] it “promotes compliance with fire and accessibility codes, helps reduce indoor pollution, and protects consumers.”

Meanwhile, take action locally today by:
• Volunteering with IDC Oregon. Contact Sermin Yesilada at vicepresident@idc-oregon.org
• Be on a committee.
• Pledge to write letters.
• Be a firm liaison.
• Be a committee chair.

Or:
• Volunteering with IIDA. Contact President-Elect Amalia Groebe at ag@ffadesign.com
• Be on a GRA committee.
• Be a Chapter liaison.
• Help shape the Future of Design.


Keep up with all IIDA activities and events through our social media: Follow us and “Like” our Facebook page. Have a great summer!

Michelle D Neidiger, Associate IIDA, LEED AP
GRA Chair
IIDA Oregon Chapter
Communications / Member News

It’s hard to believe the 2010/2011 board year will be closing this Thursday at the Celebration. This board year was my first year as VP of Communications and PR. It was challenging gaining an understanding of all facets and nuances of this position. But with the hard work and dedication of an amazing committee, we are closing this year with great success. This success can be measured through the accomplishment of some of our major goals this year. One of our goals was to refresh our website and make it more graphically pleasing and user friendly. If you haven’t visited our website recently – you should definitely check out its new format, graphics and access to new content as well as archived content in an organized format. Another goal was to utilize our social media platforms to enhance communication with our different member groups. We definitely boosted our student membership this year through increased communication on our Facebook page. Also through our Facebook page, we provided all members links to local design events, educational articles and interesting “real time” news about Oregon’s design community. Another goal was to enhance the professional look of all of our graphic publications and unify our presentation. With the help of our fantastic new graphic designer, Kelly Perso, we were able to present all our communication with flawless presentation and a crisp new style. Thank you Kelly for all of your work!

I am proud to announce our recognition of success at the IIDA Summer Chapter Leadership Conference in Chicago. Roberta and Amalia came home with some amazing achievements. The Oregon Chapter was awarded Runner Up: Outstanding Graphics – Overall, and Winner: Outstanding Website Development. Our awards come from the hard work of the Chapter board, the Chapter Awards submission committee, and the extraordinary work of the Communications and PR team:

**Kim Gonzales, Website Chair**  
**Melissa Bailey, Newsletter Chair**  
**Jennifer Haycox, Public Relations Chair**

The Communications and PR Committee did a great job of developing standards and templates, refreshing the website layout, communicating the freshest information to our design community and following refreshed graphic format standards to send out a unified message. We are looking forward to working even harder for our members in the 2011/2012 board year.

Thank you everyone!

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

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**moves**

- **Carol Caughey**, Professor of Interior Design at Oregon State University, is retiring.
- **SERA Architects** has hired **Courtney Laird**, a recent graduate of the Art Institute of Portland.
- **Katie Mathweg, IIDA** recently joined Geo & Jem as a Project Manager.
A New Chapter for OSU Professor

In June, Carol Caughey, a Professor of Interior Design at Oregon State University will be retiring after 22 years at the University. Carol has been a member and advocate of IIDA since 1994, as well as a supporter of Oregon’s effort to enact legislation for the Interior Design profession.

Carol is a foundation in the lives of OSU design students. She challenges students to follow through with their goals, she encourages students to breach the boundaries of design challenges and helps students make the transition from the University setting to the professional world. Carol believes not only in the importance of interior design education, but also the importance of growing one’s overall education and broadening students’ world views and relationships to the international community. She has been both a catalyst and inspiration for students to participate in international study abroad programs. Carol has helped many students make career connections through IIDA and has encouraged many students to become members.

Carol, on behalf of the Oregon Chapter of the International Interior Design Association (and as a former student) I want to extend our deepest thanks for your tireless dedication to students, unwavering support for the Interior Design Community and everything you have done for IIDA. It is dedicated professionals like you, who move our industry forward and help raise the bar for professionalism in Interior Design. Thank you. We wish you the very best of luck in this next chapter of your life and hope to still see you at IIDA events from time to time.

In honor of Carol’s retirement, a scholarship fund for students to participate in international and study abroad programs has been created. If you would like to make a tax deductible contribution to the scholarship fund, please make checks payable to OSU Foundation and indicate it is “For: C. Caughey International Fund”.

Please mail contributions to:

Dr. Leslie Burns
DHE, 224 Milam Hall
Oregon State University
Corvallis, OR 97331

Carrisa Mylin, IIDA
Secretary
IIDA Oregon Chapter
The Fine Art of Unemployment

Hopefully the worst of the layoffs are past and the need for this article will have lessened. Just to be safe, I wanted to offer some suggestions to those of you who are unemployed to help you along the way. Even if you are gainfully employed there may be some useful tidbits for you as well!

the punch

I was shocked at the array of emotions I felt in the wake of my layoff. After being loaned out to a different organization, working 40–70 hours a week for the previous several months and being literally 18 hours away from a month-long vacation, the layoff came as a bit of a shock. Even when somewhat expected, the reality of a layoff still stings. For me, there were feelings of worthlessness, loneliness, shame, embarrassment, and slight panic, just to name a few. Very typical emotions, from what I’ve been told.

Fortunately for me, I was active in other areas and my self-worth and general happiness didn’t revolve solely on my career. That did make those feelings easier to deal with and I was able to move forward quickly. Staying positive is very important. Regardless of your current employment situation, it’s good to be reminded of a simple truth: you are not your job. Even those who are able to make a living doing what they love are more than the sum of their career.

before the blow

Prepare Yourself!

• Don’t put your medical needs on the back burner. Waiting until you are laid off to refill those prescriptions and receive your annual checkups & dental exams should be avoided. Instead of panicking to make all those appointments while still insured, you can use that time to research health insurance and examine your options. Although your options may be limited by things like pre-existing conditions, you won’t be able to make the best choice without doing your homework. Blindly choosing an available COBRA plan can seem easier, but it may not be your best bet.

• Keep track of your projects: ask for the marketing sheets and whatever other information will make updating your portfolio easier. Do this as the projects close-out to avoid that last second scramble!

• 401k / retirement plans: This is not a topic which I am qualified to give any specific advice, but you should know your options when/if you part ways with your employer. Talk to your HR person as well as a representative from the investment company.

after the hit

Educate yourself!

• Familiarize yourself with how the unemployment department works and how benefits are calculated. Take some time to read their literature. If you have questions, give them a call. It’s important to understand how working part time and/or contract work can change what benefits you will receive weekly and in the future. Check with them about training opportunities. Is there a skill that would make you more marketable that you didn’t have time to learn before?

continued
Stay Connected!

• Keep in touch! Make sure that you keep in contact with all your friends at other firms and your own firm. This may be awkward at first, but once you get past that initial weirdness the connections are great!

• Contact the reps! Make sure they have your personal email address on their lists so that you can stay involved in the activities and education they offer. They are often the first to know when firms or other businesses are hiring. Assuming you’ve maintained a great relationship with them over the years and they will think of you when they are asked for recommendations depending on fit.

Reach out!

• People still working in the industry aren’t the only ones worth staying connected to. There may be other people in your firm or other firms that you know who were laid off. Contact them, see how they are doing. Make some new connections. Check in on that lonely old lady down the street or that crotchety old man and help yourself by helping others.

Free Time!

• The obvious! Update your resume and portfolio. A word from experience: keep current backed up copies of all the info you use. An online resource is best but an external hard drive is also a good option. Keep the drive in a separate location. I found out the hard way; all of my portfolio information was lost when my computer was stolen.

• Volunteer! Find an organization that you are interested in and see what you can do to help out! IIDA Oregon is looking for board members for the 2011 - 2012 board year now! A chair position is a great way to start!

• Make a list! Remember all those things you’ve wanted to do but never did because you were too busy with work? You know, the art project, the deep clean, home improvement, personal development, and those types of things? Write them all down and get organized! Break them down into simple steps and make a specific plan for when and how you’ll do them.

• Exercise! It’s a great way to fight off boredom, depression and fat!

• Take a class! Community colleges offer very affordable courses. Take something you’ve always been interested in or something that will further your knowledge in your career. Research other local organizations that also might have something to offer. For example, Mercy Corp offers business development courses and has scholarships available if you meet the criteria.

finances

Eek! This is a major problem for a lot of unemployed people. It may be that drastic changes are in order just to get by. Chances are you will have to adjust your spending. I suggest making a detailed list of all your expenses, and then dividing them into needs and wants. There will be some hard choices to make. Things like cable, gym memberships, and spendy cell phone plans may have seemed like needs at one time, but they might have just become wants. Don’t be afraid to ask someone else for some subjective money saving ideas! There are tons of online resources to help you look at your spending, needs and wants from a different point of view.

recovery

Things may never be as they were pre-crash, but I’m hoping that we all find our way back to prosperity. This may look differently to each of us. Happiness doesn’t always come with a degree and a fancy title. The tide has changed, alternative work weeks, telecommuting, and many other non-traditional opportunities arise where there were just 9-5 jobs. Take this time to look at what you really want out of life, what’s really important to you and make a new plan! It may not feel like it at times, but you are in control of your future!

Serena Van Vranken, Associate IIDA
VP of Sponsorship & Fundraising
IIDA Oregon Chapter
Professional Development & Forums

Thank you to everyone who took part in the Annual Design Crawl on April 14th.

We had the best attendance on record with a sellout crowd numbering over 80 attendees. Everyone had a great time learning about these 3 award winning projects and the chance to spend time touring the spaces. For those who did not make it to this year’s design crawl we toured Portland State University’s Shattuck Hall, saw a presentation on the Crane Penthouse, and finished with full access to Pacific Retirement Service’s multi-million dollar retirement development, Mirabella on South Waterfront. A special thank you to Nita Posada with SRG partnership, Tim Schouten & Jeff Guggenheim with Giulietti/Schouten AIA Architects, and Leah Wheary & Theresa Duncan with Ankrom Moisan Associated Architects for donating their time and presenting these projects to our chapter. Their support was paramount to our Design Crawl success. We hope to see you all next year for Design Crawl 2012. Remember to submit your projects to our design awards committee for consideration in next year’s crawl. We know that they’ll be exciting and inspiring projects for our chapter to tour next year and can’t wait to see the winners.

On the calendar:

Our committee of Professional Development and Forums is busy putting together our next forum on July 21st 2011. This will the first time we have scheduled a forum in July and if this event is similar to our other lunch time forums we expect to sellout. Stay up to date on our calendar of events by visiting our chapter website at www.iida-or.org, we have many exciting events in store for the second half of 2011 into 2012. IIDA-Oregon and the Professional Development and Forums committee is committed to the growth and education of our membership. Thank you for your support, commitment to your profession, and great design. You are IIDA Oregon!

Jayson Gates
VP Professional Development & Forums
IIDA Oregon Chapter
Student Day 2011 was held at McMenamins Kennedy School on Saturday May 14th. The opening presentation included an interactive mock trial led by Alicia Snyder-Carlson and Sermin Yesilada from IDC. Students had a great time learning about current legislation efforts.

A vendor show, showcasing latest products, was sponsored by: Pental, Tandus, Maharem, Pacific Office Furnishings and Hartman & Forbes. The industry outreach was a success and the students enjoyed meeting all professional members in attendance.

The event concluded with the first annual Student Design Awards Ceremony presented by this year’s team of judges; Andee Hess, Chelsie Biehl and Jeffrey Prokop. Judges offered comments on First Place ($200) and Honorable Mention ($50) from each category.

During the event, 65 students from all Oregon Interior Design Schools participated in the Student’s Choice Award reviewing the submitted work on display and voting prior to the awards ceremony.
Winners for the 2011 competition were:

**Furniture/Product Design**

First Prize: Aimee Roth (U of O)
Honorable Mention: Stephanie Hebert (U of O)

**Emerging Design**

First Prize: Mindy Porterfield (AiPD)
Honorable Mention: Alisha Noles (AiPD)

**Residential Design**

First Prize: Beth McCormick (AiPD)
Honorable Mention: Nicky Radoi (AiPD)

**Small Commercial**

First Prize: Fearn Smith (AiPD)

**Large Commercial**

First Prize: Eileen Marr (Marylhurst)
Honorable Mention: Fearn Smith (AiPD)

**Student’s Choice Award**

Chelsey Duncan (AiPD)

Special thanks to our students, our sponsors, our co-host ASID, and to our IIDA Student Day 2011 planning committee. We are already looking forward to and planning next year’s event. See you in 2012.

Marjorie Marcellus and Richelle Waddell
2011 Annual Celebration

It's been almost a year since we all were falling out of chairs with laughter from Roberta's speech at the 2010 IIDA Annual Celebration, and boy has time flown by. The June 23rd, 2011 Annual Celebration promises to be just as amazing and filled with fun, friends, and food (and drinks too!). The festivities will be held at the Courtyard Marriott downtown, designed by a local Portland firm, and will start right after your work day. To start off the evening, join us for yummy appetizers and drinks while chatting and networking with your coworkers and friends. You will not want to miss having your head shot taken by our photographer so you can look fancier in your upcoming proposals for new work you are seeking. The evening's presentations will begin at 7pm with Roberta, IIDA President, wrapping up our 2010-2011 IIDA OR Board year, followed by Amalia Groebe, IIDA President-Elect, welcoming the 2011-2012 IIDA OR Board and finally, an amazing presentation by Jeanne Farr and Lou Radja entitled “YOUR Interior Design...Meaning + Passion = Impact”.

Tickets are on sale now at the IIDA Oregon website and fear not, sponsorship opportunities are still available.

See you on June 23, 2011!
Important NCIDQ Exam Dates & Deadlines

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<tr>
<td>2011</td>
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<td>September 30-Oct 1</td>
<td>Fall 2011 NCIDQ Examination</td>
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<td>December 1</td>
<td>Spring 2012 Application Deadline</td>
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<td>2012</td>
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<td>March 30-31</td>
<td>Spring 2012 NCIDQ Examination</td>
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<tr>
<td>June 1</td>
<td>Fall 2012 Application Deadline</td>
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<td>October 5-6</td>
<td>Fall 2012 NCIDQ Examination</td>
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For more deadline info contact NCIDQ: 202.721.0220 or www.NCIDQ.org

Important Save-the-Dates

June 23  Annual Celebration
July 21  Forum
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Please contact Melissa Bailey, Newsletter Chair at mbailey@momtex.com.