

President's Message



Hello and welcome to the 2011-2012 IIDA Oregon Board Year. Please allow me to introduce myself. My name is Amalia Groebe, IIDA, and I am your current IIDA Oregon President. You might remember me from the speech I gave at the Annual Celebration where I showcased my 4th grade photo. I know many of you were quite envious of my sailor outfit and fabulous purple and blue rimmed glasses, but hopefully you took away from the event a sense of who I am and what my platform will be

this year. I am so very excited for my new journey to begin.

Well, I guess, in fact, the journey has already begun. In July I met with the 2011-2012 IIDA Oregon Board and had a great kick-off session. While we have many returning faces, we have many fresh faces added to the board line-up and I look forward to their new approach. We have set our vision and goals for the year and promise to please!

Last year, Roberta and the 2010-2011 Board focused their attention on you, the IIDA member, and we are looking forward to building upon that platform again this year. The events coming down the pipeline will focus on my platform this year, the Business of Interior Design. Jayson Gates, Industry IIDA (VP of Professional Development and Forums) and his team already have lined up speakers and forums relating to licensing, keys to successful blogging, and more. Roberta Pennington, IIDA (Past President) and the Design Awards Committee will be bringing on award winning and distinguished interior design professionals to judge our design awards. Also, hint, hint, there has been a major name change with the Design Awards.....check out the advertisement in this newsletter for the new name!!

Again, I want to reiterate my enthusiasm about my new role in IIDA and I look forward to serving all of you this upcoming year. We will be communicating a lot with you through our e-blasts, facebook postings, and website, and we look forward to you communicating with us. Let us know your thoughts, suggestions, and ideas to make IIDA your interior design resource.

I wish you a fabulous end of the summer and start of the fall and hope to see you at our next event!

Sincerely,

Amalia Groebe, IIDA, LEED AP
President, IIDA Oregon Chapter

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Communications

With the 2011-2012 Board year upon us, we say goodbye to Melissa Bailey as Newsletter Chair as she transitions into Industry Membership Chair and welcome CiCi Ross as her replacement. CiCi has been an IIDA member for seven years and is currently employed as an Interior Designer – Space Planner at Legacy Health. We are excited to have her on board!

Last year we saw many changes with our graphics, website and other media. This board year, our goal is to refine what we have started and keep improving it. Some things in the works include defining our social media and weekly e-blast content. We want these sources to be a benefit that engages our members. We are getting ready to relaunch our facebook page. If you “like” IIDA Oregon, we will be asking you to go to our new page and re-“like” us there. This will enable us to share our photos better and deal with other privacy issues. If you haven’t liked us yet, please find us this fall and do so!

We are always interested in what you have to say and want to include your words in our newsletter and social media outlets, like Facebook. We welcome articles that will be of interest to our readers. We are also always on the hunt for Member News i.e. Movers & Shakers.

Starting in the Winter newsletter, we will highlight a member each quarter. If you would like to take part in this or know someone to suggest, please let us know!

As always, if you have any questions or comments we would love to hear from you. You can contact anyone on the Team. Go to <http://www.iida-or.org/board-members> for our contact information.

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

Legislation

The GRA committee has been working hard this summer on supporting the legislative coalition and promoting the profession.

First, we promoted IIDA at the annual Portland Creative Conference which took place on September 17th at the Newmark Theater in downtown Portland. The conference showcased creative minds from all over our region and provided a great sounding board for all creative industries. We enjoyed our time at the event and hopefully you were in the audience among other creative minds.

Next we have our GRA Forum on September 22nd "Legislation: The Personal Effect." In this CEU, coalition president Alicia Snyder-Carlson will present how the proposed legislation will affect each type of IIDA Member, whether you are a student, a professional at a large firm, or a firm owner. IIDA supports the bill because it will have a positive effect for our profession and the careers of our Members. This kick-off event will be followed with a pre-session rally in January to prepare our Members for the session and voice our support for the bill. We encourage all our Members to voice support by writing to your legislators and become members of IDC-Oregon.

IIDA Headquarters is also working on a new legislative map to show the current status of interior design legislation in the US. This new map will not distinguish between Practice and Title Act states. This is because interior design legislation actually is a gray area between the two, and each state has its own legislation tailored to that state's laws. The issue is not Title versus Practice, it's about unique state solutions to protecting consumers and supporting local businesses.

We also give congratulations to everyone who has been involved with GRA activity at IIDA Oregon. Our partnership agreement with IDC-Oregon has become a model for use across the country, and the nation is looking towards the Northwest to lead the movement. Other Chapters are using our support model as an example for how they will support and engage their local coalitions.

We love to have additional volunteers on our committee. If you are interested, please contact me.

Sermin Yesilada, IIDA, LEED AP BD+C
VP of Government and Regulatory Affairs
IIDA Oregon Chapter

Movers & Shakers

- * **Sermin Yesilada**, Designer at Bainbridge, has been promoted to Senior Designer.
- * **Jayson Gates** and Absolute Resource have signed on as the exclusive representative for Nurture healthcare furniture in Oregon and SW Washington.
- * SERA Architects hired **Ashley Tackett**, formerly the Marketing and Design Director at Endurawood and a graduate of the University of Oregon.
- * **Carie Camacho**, formerly of Czopek is now at Bonneville Power Administration.
- * **Stacey Clifton**, Katie Lyslo and Susan Balogh are back at Ankrom Moisan Associated Architects.
- * **Anne Karel**, formerly of LRS, is now at Fletcher Farr Ayotte, Inc.
- * **Elizabeth Reed**, formerly of Hennebery Eddy, is now teaching at Marylhurst and the Art Institute of Portland.
- * **Alisha Hancock**, formerly of Myhre Group, has joined Team Construction as a Project Manager.
- * **Emily Hackbarth**, formerly of SUM, is now at LRS.
- * SERA Architects is proud to announce the promotion of **Lisa Zangerle**, IIDA to Associate Principal. Lisa leads the interiors staff at SERA and is also a Past President of IIDA Oregon. Congratulations, Lisa!

"in the future all chairs will be famous for 15 minutes."



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Annual Celebration 2011

Were you there? Were you inspired? Did you have fun? Well I sure did! The 2011 IIDA Oregon Annual Celebration was a true success. I sure hope you had a chance to make it to the event and soak up all of the fun.

The night started with our infamous networking session. When we all get together, it's quite hard to separate us. I love how when we all get together we are like a huge family. Competition and rivalry is out the window, and checking in with friends, hearing about summer travels and enjoying the great cheese platter is what it is all about. Also, did you get your picture taken? We all needed that personal photo for proposals and marketing, and it was great to have the photographer come to us!

Following our networking session, we headed into the ballroom for the night's festivities. We started by thanking all of our amazing sponsors. The event was as

spectacular as it was because of our sponsors, and we greatly appreciated their generous support. The evening then continued with Roberta's inspiring and memorable speech (I heart Patrick Swayze as well), my introductions and kick-off to this year speech, and of course the motivating speech by Lou Radja and Jeanne Farr. The night ended with fabulous gifts and prizes, as they always should, and we were all home by 9:30pm!

While sometimes during the night, I thought of it like my mini-wedding, like a wedding, I didn't want it to end. Never fear however, more wonderful events are ahead for us. Please join us for the IIDA IDEAwards in October for another great evening.

Amalia Groebe, IIDA, LEED AP
President
IIDA Oregon Chapter



Professional Development & Forums

As I sit down to write about the Forums our committee has planned, I'm tempted to remind you about how summer is ending, the leaves are turning, kids are headed to school, and the rain will be returning to the beaver state. Instead of stating the obvious, I'd rather share the exciting forums we have planned for this Fall. The Forums committee is committed to the growth of our membership and the future of the design profession in Oregon. It's not enough to simply educate our members, but to encourage a dialog on this creative and complicated profession; it's about shaping the culture and conversation of design.

Here is what the Forums Committee has been working on for you:

September's Forum, Legislation in Oregon: The Personal Effect

Scheduled for September 22nd from 11:45 - 1:00 at the CF&I Showroom, 801 SE Hawthorne Blvd.

We are partnering with Oregon's Interior Design Collaborative to educate IIDA members and non-members alike on the personal effect of a Practice Act in our state. Alicia Synder-Carlson, IDC President, is presenting and will introduce IIDA to IDC, give us an overview of the legislative process, including an example scenario and why interior designers matter to legislators, and highlight the 2012 bill proposal and how this bill will affect IIDA members.

Attendees will be educated on why the time is now for legislation and how to use their voice to shape the future of the interior design community in Oregon. This event will be free of charge for our members and lunch is included. Please join us! Tickets are available at <http://www.september2011forum.eventbrite.com>.

October's Forum, Designer Perspectives: A Panel Discussion

Scheduled for October 10th from 6:00-8:30pm. The location will be forthcoming.

October's event is set to coincide with Oregon Design Month's activities. In response to our membership, we have committed to a panel discussion on perspectives of Interior Design.

For this question and answer discussion, we have the following design professionals scheduled:

Mrs. Annie Block, Articles Editor with Interior Design Magazine. NYC, NY.

Mr. Jeff Kovel, Principle of Skylab Architects. Portland, OR.

Mrs. Andee Hess, Owner Osmose Design. Portland, OR.

Mrs. Natalie Harkopf, Owner of Hightower Furniture Group. San Francisco, CA.

We will have a chance to openly discuss the challenges, successes and trends we encounter every day. We would love questions from our membership; please submit for discussion by emailing me at jayson@absolute-resource.com

This event will sell out, so purchase your tickets soon <http://www.october2011forum.eventbrite.com>

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!

I look forward to seeing you all at these events!

Jayson Gates, Industry IIDA, LEED AP
VP Professional Development and Forums
IIDA Oregon Chapter

THE 2011-2012 CALL FOR SPONSORSHIP

IIDA
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Dear Sponsors,

The 2011-2012 Board year is already in full swing and hopefully you are enjoying the benefits of our Chapter. This year the Board and myself promise to provide the best in marketing and networking opportunities, Membership continuing education events, design excellence, and advocacy for the Interior Design profession.

As a non-profit, membership based organization, we hold our Annual Sponsors near and dear to our hearts as they are at the core of our success. I know you are probably asking yourself, how will my money be distributed and used throughout the chapter? As an Annual Sponsor, your contribution will support the day-to-day operations, events like Student Day and Forums, charitable connections, and marketing our industry to the community-at-large. In turn, we promise to promote your organization through our different Sponsorship levels.

On behalf of our Membership, I want to thank you for taking the time to consider sponsoring the IIDA Oregon Chapter. I look forward to see you at our events.

Sincerely,

Amalia Groebe, IIDA, LEED AP
President
IIDA Oregon Chapter

THE 2010 CALL FOR SPONSORSHIP

IIDA
INTERNATIONAL
INTERIOR DESIGN
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list of events

The IDE Awards:

The IDE 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!

(6) 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.

THE 2020 CALL FOR SPONSORSHIP

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annual sponsorship and benefits

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
- * 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*

NEW!! Available to Annual Sponsors

Forums Sponsor - \$350

The educational forums are a major part of our membership benefits with IIDA. We focus on providing 8 educational events per year. These events include a variety of CEU accredited events as well as the annual Design Crawl and Design Month activities. As an annual sponsor you have the first opportunity to partner with IIDA in hosting a monthly forum.

Our events typically draw between 25-120 attendees and we see a large variety in all levels of professional and student members. The most popular events will fill up quickly.

If you would like to become a sponsor today go to our webpage and check out the sponsorship tab.

If you have questions or are interested in our payment plan please contact Serena Van Vranken at 503.334.6707 / serenav@gmail.com
Or between October 13th and December 1st Please contact Heather Stripe at 503.710.7515 / heather@kayserwesner.com

**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!*

Fall Student Event

We are where you are – Taking the Industry to the Students

Student Membership Co-Chairs Marjorie Marcellus and Richelle Waddell are excited about taking this year's Fall Student Event on the road. The board's Membership and GRA Committees are teaming up with select board members to make this event possible! The goal is to reach out to students on their campus. We are bringing the news, and fun to them.

Highlights include Presentations by:

Amalia Groebe, IIDA Oregon Chapter President

Sermin Yesilada & Ashley Nored, GRA Representatives

And other industry professionals

Meeting locations, times and dates:

Sat. Oct. 8th 10:30am to 12:30pm University of Oregon and Oregon State University

With the help of Campus Center Presidents Marisa Baker (U of O) and Jeanette Stager (OSU) these schools will combine their events. Also in the works; a tour of the new Knight Arena (special thanks to Tom Gustafson).

Thurs. Oct. 27th 11:30am to 1:30pm Art Institute of Portland

Wed. Nov. 2nd 6:00 to 8:00pm Marylhurst University

Important NCIDQ Dates & Deadlines

Are you taking the NCIDQ exam on September 30th & October 1st ? Are you interested in a Section 3 study session? Please contact Holly DeBrod, Industry IIDA, VP of Membership, 503.866.2066.



Upcoming Events

October is Architecture and Design Month



iida oregon chapter executive board 2011-2012

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Chair Sustainability Forum

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Chair GRA

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Chair Fundraising & Sponsorship

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Chair Industry Membership

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questions or comments about this newsletter?

Please contact CiCi Ross, Newsletter Chair
at ciross@lhs.org.



pacific office furnishings



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