

## President's Message



Hello and welcome to the IIDA Oregon Chapter Winter Newsletter. It is in fact winter outside because I am sitting here writing this letter to you in my warm wool socks and drinking hot tea. This weather is quite different to the warm weather I was experiencing in October while my new husband and I were in Cabo San Lucas, Mexico. Yes, I said husband. Your IIDA Oregon Chapter President is now officially a married woman. I won't bore you with wedding details, but all in all the wedding was amaz-

ing and everything we wanted it to be and more. I wish I could replay that day but not replay the planning preceding it!

Enough about me; let's get to more important things like IIDA Oregon. The past couple of months have been filled with great opportunities and activities. I hope you participated. October brought us Portland A+D Month which included an insightful panel discussion entitled "Perspectives in Design" as well as the IIDA IDEAWards. Both events were remarkable and inspiring.

October not only sent me to Cabo but to the University of Oregon, the Art Institute of Portland, and Marylhurst University campuses for our "taking the show on the road" Student Day event. I thoroughly enjoyed spending time with the interior design students and learning more about their class load, design goals, and thoughts on the future. I encourage you to go to your local campus or alma mater and see how you can continue to foster growth in the future of interior design.

As 2011 comes to an end, please keep two things listed in your "to do" notebook. First "to do" item: Renew/ Sign up for your 2012 IIDA membership. You should be receiving e-mails from IIDA Headquarters and it's easy to make payments. We have some great programs lined up for 2012 and we want you there taking advantage of membership pricing! Your second "to do" item: Look into 2012 IIDA Oregon Chapter sponsorship opportunities. Our Call for Sponsorship is listed in this newsletter and we offer great benefits to our sponsors. Your contribution will go far; I promise!

I wish you a happy holiday season and look forward to seeing you soon at our next IIDA Oregon event.

Sincerely,

**Amalia (Groebe) Mohr, IIDA, LEED AP**  
IIDA Oregon Chapter President

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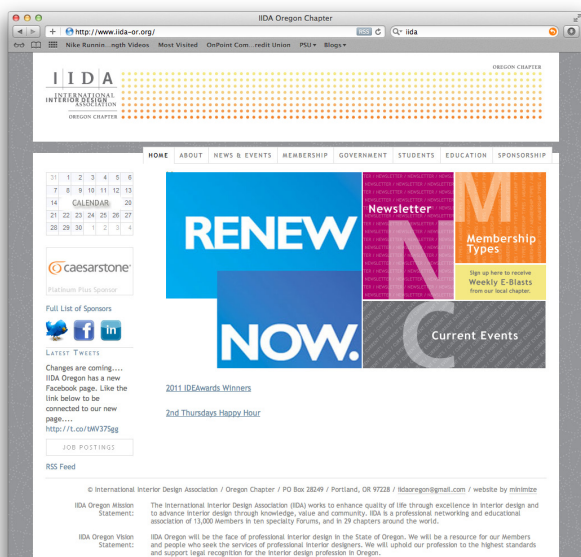
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# Communications



Have you ever wondered about the role that your IIDA Oregon Chapter Communication and Public Relations team does for the chapter? I would like to take this opportunity to tell you about our role and especially bring attention to the great volunteers on our team.

The Communications and Public Relations team consists of VP of Communications and three other positions, Newsletter Chair, Public Relations Chair, and Website Chair. All of these are volunteer positions.

Our newsletter Chair, CiCi Ross, IIDA, coordinates and oversees our weekly e-blast and quarterly newsletter. She is tasked with gathering information from the IIDA Board and others in our community. How can you help the Newsletter Chair? You can let her know of the movers and shakers in your reach, you

can contact her to advertise in our newsletter and/or e-blast, and you can give her content ideas for the newsletter.

Our Public Relations Chair, Jennifer Haycox, Associate IIDA, is in charge of managing our Facebook, LinkedIn, Twitter, Community Service events and anything PR related. Assisting Jennifer this year are 2 students, Allison Bassett, Student IIDA, and Amanda Rickenbach, both from the Art Institute of Portland. How can you help the PR team? Let her know when you see a great design blog posting, a CEU opportunity, a post on our Facebook page you want to author, or a member worth highlighting on Facebook.

Our Website Chair, Kimberly Gonzales, Associate IIDA, manages our website and coordinates with our website designer, minimize, to keep the content up to date. Beyond the ongoing behind-the-scenes maintenance, she makes sure all content is current throughout the year. How can you help the Website Chair? Let Kim know if you want to see anything on the website that isn't there.

As for the VP of Communications, I have made a goal to ensure communication and graphics are concise and simple. How can you help me? Please let me know if there is anything missing you want to see. We are always looking for ways to improve and keep your attention while being helpful to you, the Membership.

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

# Legislation

IIDA Oregon supports regulation of the interior design profession. We work diligently to educate our membership about the importance of legal recognition for the interior design profession through professional development and educational Forums. IIDA Oregon supports the efforts of the Interior Design Collaborative Oregon to establish licensure for Registered Interior Designers.

On November 17, 2011 IDC-Oregon submitted the bill to the Oregon Legislature. You can see the bill in a few weeks when IDC-Oregon posts the Legislative Counsel draft to their website. Now is the opportune time for all of us to voice our support by contacting our legislators.

You might be unfamiliar with legislation or wondering how to articulate your support. Here are some talking points so you can start the conversation with your legislators, colleagues, and clients.

Top three reasons to license commercial interior designers:

1. Consumer safety: Oregonians deserve qualified interior designers who ensure the health, safety, and welfare of occupants.
  - Fire safety: finish materials and furnishings.
  - Egress: building code compliance.
  - ADA: universal design and accessibility
2. Good for business: Increase small business opportunities in and outside Oregon, support large

firms, and promote women in business.

- Fair competition: Interior designers will be able to stamp and seal drawings.
- Reciprocity with other states: Washington is pursuing licensing.
- Streamline permitting process: No duplication of work with architect and interior designer. Can stamp and seal drawings in any city in Oregon.

3. Green future: Qualified interior designers are committed to and trained in sustainable and energy-efficient practices. Our expertise in specifying non-toxic materials protects the health and well-being of building occupants and the health of those manufacturing the products.

- Indoor air quality: specify materials which do not off-gas toxic chemicals.
- Responsible material sourcing
- Space planning promoting energy efficiency which takes advantage of daylighting, heat gain, and heat loss.

## Please write a letter to your legislator voicing your support.

- Templates available at [www.idc-oregon.org](http://www.idc-oregon.org)
- Find your legislator at <http://www.leg.state.or.us/findlegsltr/>
- Write your legislator at <http://www.leg.state.or.us/writelegsltr/>

**Sermin Yesiliada, IIDA**  
**VP of GRA**  
**IIDA Oregon Chapter**

# Membership

I love Winter. I know as an Oregonian we are all supposed to complain about the cold, dark wet days but I just can't bring myself to join in the misery. Don't get me wrong, I love those picture perfect sunshiny August days just as much as anyone but the dark drab days have their merits too. Those are the days that force you inside to be quiet and go within. Winter is a time to reflect on the year that is rapidly ending and a time to look forward to a new year ahead.

As you look back on 2011, I'm sure that you would include your membership in IIDA as something that made your year more meaningful both professionally and personally. Perhaps some of the valuable benefits for you included networking, professional development, charity events, educational forums or access to ceu's. Maybe it was simply belonging to a group that advances the understanding and perception of the interior design industry.

As you look to the year ahead and begin to think about your resolutions, I know that your membership in IIDA will be an important part of your new year. Please make sure to renew your membership to ensure that you don't miss out on all of the benefits.

Please feel free to contact me with any questions about renewing or joining IIDA Oregon. And if you need any tips on keeping a sunny disposition these dark days, I will be happy to help as well! Have a wonderful holiday season and we look forward to seeing you in the new year.

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**Holly DeBrodt, Industry IIDA**  
**VP of Membership**  
**IIDA Oregon Chapter**

## movers & shakers

✱ **Lauren Miller**, IIDA has been hired at Bainbridge as a project manager.

✱ **Think Work Interiors'** company brochure won Honorable Mention at the PrintROCKS Award Competition on October 1, 2011.

This competition covers 5 states and is sponsored by Pacific Printing Industries Association.

The team included:

Tanya Schneider, Graphic Designer

Tom Vandell, Copy Writer, Les Overhead

Patsy Turner, Sales Representative, B&B Print Source

Debora Souza, Principal, Think Work Interiors

Bethanne Whalen, Project Designer, Think Work Interiors

✱ **Amalia Groebe** is now officially Amalia Mohr. She married Ryan Mohr on October 15, 2011 at the Tiffany Center.

✱ **Beth Gish** has joined Mohawk Industries as their A&D Account Executive in the greater Portland area. She brings over 17 years of experience in contract furnishings and textiles and will work to raise the The Mohawk Group brand within the Oregon design community. The Mohawk Group offers Karastan, Lees, Bigelow and hard surface solutions. For inquiries please contact Beth\_Gish@mohawkind.com or (503)705-4168.

# How to Break the Ice At Networking Events

*The holidays always bring parties and gatherings in both your work life and family life. I find the article below very helpful when going to work parties as it's sometimes very difficult to "break the ice" and start up a conversation. I hope this article helps you at your next event so that you can make that new connection and build your interior design business.*

*This article is reprinted with permission from Leo MacLeod of Mainspring Marketing. The article was first published in the Daily Journal of Commerce on June 7th, 2010.*

**Amalia Mohr, IIDA, LEED AP**  
**President**  
**IIDA Oregon Chapter**

.....

You've made the commitment to attend more networking events, but you hate this part: the introduction. So when you enter the room, you look for familiar faces to avoid the task of talking to strangers.

Connecting first with people you know makes sense: not only does it help you shift gears from your last phone call about a project, but it also can reveal more opportunities for work. And if a colleague is talking to someone already, you can let your pal make the introduction. It's always interesting to hear how a friend introduces you.

But you still need to make new connections on your own, collect business cards and build your network. Introducing yourself is a naturally awkward encounter, fraught with tension and wariness. Both parties are really interested in only one thing: getting new work. Do I have any interest in talking to this person? Is there potential for a business relationship? Will she try to sell me before I try to sell her? The reality is that

you have a very small window of time in which to establish a relationship, capture interest, communicate value and ultimately begin to build trust.

Here are some tips:

- **Don't start by selling.** You are really looking for a human connection, not a sale. Describe what you do in the shortest and simplest way possible, and mention some typical clients or current projects. This usually lays the foundation for common ground. Portland isn't a large city, so when you mention other firms or key projects, questions naturally arise.

Follow your own curiosity and the natural flow of the conversation, rather than some script or agenda. Talking about your projects or clients also allows you to bring up project challenges and successes.

If there's a unique fact about your firm (most number of LEED accredited staff, No. 1 Best Place to Work, leading number of projects in a specific sector, oldest, first, biggest, etc.), go ahead and slip it in there. Just avoid sounding like a commercial. People have developed very fine-tuned antennae to protect themselves from being sold.

- **Ask and listen.** When meeting someone, seek to understand his or her business first. It takes the pressure off of you, and it can reveal whether a business relationship could develop.

Ask how business is these days. What are the biggest challenges? Has the economy influenced how business is conducted? Have there been any silver linings? Identify where the company may be hurting, so you can find out how to help.

continued ►



- **Give more than you get.** If you want to build trust, don't try to force the sale immediately. Ask outright how you can help. But don't do so to get something. Be sincere. You can often actually see a person's shield being lowered.

Help is always welcome, but be sure to follow up. If you say you'll connect the person with a contractor, do it. It says a lot about your company when you are good to your word.

- **Use weekend talk.** Dave Yewman, a colleague who coaches executives on presentation skills, suggests that we can fall into using "weekday" (formal, corporate and impersonal) business language. But "weekend" (casual) language can truly engage people.

We are seeking connection in a short window of time. Look for a common interest or a topic such as the NBA Finals, the Louisiana oil slick or a recent concert. Deviating from talk about business will quickly shift the dynamics of the conversation.

- **Find the natural openings.** If you're patient, the questions will come around to you. "How's business?" is a typical icebreaker. I respond to that question by explaining how my work has shifted and what clients value and pay for now. I've begun to talk about what I might be able to do for them, but not in an overt way.

- **Follow the other's lead.** No matter how well the conversation is going, let the person take the next step. Provide some contacts, market research or assistance for business development, and do so without any strings attached.

Follow up and move slowly. It's not unlike dating. If you've made a good first impression, don't blow it by being too aggressive. Good relationships take time to cultivate and develop, but you have to start somewhere.

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*Leo MacLeod is a strategic marketing and new business consultant. Contact him at [leo@mainspring-marketing.com](mailto:leo@mainspring-marketing.com).*

## best people. best places. best results...since 1889.

More than 120 years ago, a bootstrapping entrepreneur was knocking on doors with one of the first accounting systems; quill pens included. Who would think that 122 years later those quill pens would trans-



form into what Pacific Office Furnishings is known for today, developing high performance work environments and Oregon's largest Herman Miller dealer.

Pacific Office Furnishings prides themselves on their rich history and the 300+ years of collective industry experience that is shared across their firm. Their legacy results from a forward-thinking, consultative approach that addresses the ever-changing trends and demands of the office landscape. They make it their business to create environments that help companies work, learn, live, heal and prosper. Oh, and did I mention they are pretty fun too? I mean, how many companies do you know that play table tennis on office furniture?

For more information log onto [www.pacificofficefurnishings.com](http://www.pacificofficefurnishings.com) or follow them on Facebook, [facebook.com/pacificofficefurnishings](https://www.facebook.com/pacificofficefurnishings).

# Fall 2011 Student Event Wraps Up a Thrilling Road Trip

**We are where you are – Taking the Industry to the Students** was a whirlwind success. Membership Co-Chairs Marjorie Marcellus and Richelle Waddell rallied the Membership committee and special guest presenters for a series of road trips that became IIDA's outreach to our next generation designers.

The goal was to meet students on their own campus and share with them the benefits of IIDA membership.

The journey began on a sunny day in Eugene at the University of Oregon. Students from Oregon State University joined us to hear Liza Lewellen of Pivot Architecture discuss the latest in industry trends. After which we enjoyed a private tour of the new Knight Arena (special thanks to Tom Gustafson of Space-saver Specialist)!

Weeks later we traveled on to the Art Institute of Portland where Roberta Pennington inspired students with her presentation on current SERA projects. Who

thought Government work could be so much fun.... fancy REVIT graphics work everytime!

We concluded at Marylhurst University with a presentation by Becca Dobosh highlighting Hospitality Design, including a recent SERA competition entry that was over the top creative.

This event really made an impact on our students thanks to:

Amalia Groebe, who journeyed with us to every campus  
Tom Gustafson, who provided giveaways and the concluding event remarks  
and Sermin Yesilada, Lynn Dewhurst and Alicia Snyder-Carlson, for representing IDC.

We met with over 80 students!

**Marjorie Marcellus, IIDA  
Chair, Student Membership  
IIDA Oregon Chapter**



# 2011 IIDA IDE Awards

In early August, the then Annual Design Awards committee gathered at SERA Architects to brainstorm how IIDA Oregon could re-brand our largest event. We listed words describing what this event means to us. Inspiring, elite, excellence, quality, pinnacle were but a few. We settled on IDEA, Interior Design Excellence Awards. At our second meeting, committee member Valerie Goeas pointed out IDEAAwards was saying "awards" twice and so we dubbed the event the 2011 IIDA IDE Awards.

With our new identity in hand, Zahava Jones, IIDA researched venues and led us to the Tiffany Center. What intrigued our group most was hearing the history of the building. While being one of the first "earthquake proof" buildings in Portland, it was also built entirely by women in the 1930's. As a woman-majority organization like IIDA we knew this space was the perfect venue for the launch of the IDE Awards.

Meanwhile, I contacted potential jurors. We had secured Denise Guerin, IIDA early in the year thanks in part to Sermin Yesilada, IIDA's connections. Two more were required. I contacted IIDA HQ and they recommended following up with the recently inducted fellows list. Enter Collin Burry, FIIDA, past president

of the IIDA Northern California Chapter and a person I met during the bi-annual IIDA Chapter Leadership Conference in Chicago in 2010. He graciously accepted, leaving one more slot. Jaime Velez, FIIDA was our long shot but his schedule cleared up and he was on board for October 20.

Wednesday, October 19 gave me the rare opportunity to be a fly on the wall during the jurors' deliberation. If you ever want to know what jurors really think of your project, I highly recommend taking the President's role. The experience was one-of-a-kind and fantastic.

Since the night of the event, I have delivered certificates to award winners and wrapped up the final expense reports. A giant THANK YOU to our sponsors and to the IDE Awards committee: Tracey Bascue, Assoc. IIDA, Valerie Goeas, Zahava Jones, IIDA, Amalia Mohr, IIDA, and Laura Morrison, Assoc. IIDA.

For 2011 IDE Awards winners, see the next page of this newsletter!

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**Roberta Pennington, IIDA**  
**2011-2012 Past President**  
**IIDA Oregon Chapter**

## thank you to our sponsors

**Emerald:**



**Ruby:** Armstrong, Spacesaver Specialists, Masland, ID Project, Shaw, Inline Construction, Kimball, Pentall Granite & Marble, THA Architecture



# 2011 design award winners

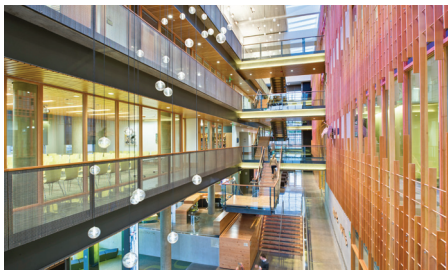
## Commercial Over 5000 Sf

**Honor:** High-Tech Legal Office  
Boora Architects



## Education

**Honor:** Ford Alumni Center  
Eugene, OR  
Opsis Architecture



## Public & Civic Institutions

**Honor:** Bud Clark Commons  
Portland, OR  
Czopek & Erdenberger, Inc. & Holst Architecture



## Healthcare

**Honor:** Brooklyn Infusion Center  
Brooklyn, NY  
ZGF Architects LLP



## Hospitality/Restaurant/Retail

**Honor:** The Westin Hotel  
Portland, OR  
Henneberry Eddy Architects & David Hill Design



## People's Choice

The Hallie Ford Center  
Corvallis, OR  
THA Architecture & Deca, Inc.



## Juror's Choice

Bud Clark Commons  
Portland, OR  
Czopek & Erdenberger, Inc. & Holst Architecture



## Education

**Merit:** Into International Living-Learn Center  
Corvallis, OR  
Mahlum

**Citation:** Early Childhood  
Development Center  
Gresham, OR  
Mahlum

## Public And Civic Institutions

**Merit:** Bodyvox Dance Center  
Portland, OR  
Boora Architects

**Citation:** Student Fitness Center  
Everett, WA  
SRG Partnership, Inc.

## Hospitality/ Restaurant/ Retail

**Merit:** Seres Restaurant & Bar  
Camas, WA  
Firm 151

**Citation:** The Arlington Club – Facility Master  
Plan Renovation  
Portland, OR  
Deca, Inc.

## Healthcare

**Citation:** Shriners Hospital For Children  
Portland, OR  
SRG Partnership, Inc.

## Residential – Single Family Or Multifamily

**Merit:** Studio In White  
Portland, OR  
Firm 151

**Merit:** Quiet House  
Portland, OR Area  
Firm 151

**Citation:** Hotchkiss Residence  
Vancouver, WA  
Scott/ Edwards Architecture

## Sui Generis

High-Tech Legal Office  
Boora Architects

Cloud Computing Office & Amenities  
Mountain View, CA  
Boora Architects

## Commercial Under 5000 Sf

**Merit:** Triangle Pointe Lobby Renovation  
Tigard, OR  
Group Mackenzie

## Commercial Over 5000 Sf

**Merit:** Keen Footwear Headquarters  
Portland, OR  
Fieldwork Design  
**Citation:** Clif Bar & Company Headquarters  
Emeryville, CA  
ZGF Architects LLP

# Professional Development & Forums

For Interior Designers IIDA-Oregon is your partner in creating opportunities to advance your career in Design. Whether you're just out of school or you manage multi-million dollar projects, we want to provide the best educational, networking and developmental programs for you and your colleagues.

It has been a great quarter for IIDA Professional Development and Forums. Our committee has actively been seeking out new presenters and ideas that will fulfill our obligation to educate our membership in new and exciting ways.

In keeping with this charge, it was with great anticipation that the forum's team developed the October forum: Perspectives in Design, A Panel Discussion. I have to say that while this forum was one of the most time consuming and difficult prospects I have presided over, it was also one of the most interesting and rewarding. Those who attended can attest the conversation with our panelists was riveting and the audience was transfixed. So much so that the original hour long conversation turned into an hour and a half with the last half hour filled with great audience questions. Our panelists Annie Block, Jeff Kovell, Andee Hess, and Natalie Hartkopf provided a well rounded perspective on the current and future state of design. Our conversation also allowed attendees to learn

about the successes and failures that helped shape the careers of our panelists.

The goal of this forum allowed for our members the ability to foster new relationships with our panelist extending far beyond the forum event. Perhaps a partnership will be formed or a new idea or business will be shaped. At the event, IIDA members also spent time with Natalie Hartkopf, the senior articles editor from a major trade publication with international distribution.

It is our hope these types of events while interesting and timely will also lead to the strengthening and continued improvement of the design community in Oregon. In keeping with our mission at IIDA we are here to support and promote the interior design profession in Oregon. If you have a great idea or would like to suggest a forum event, I would love to discuss it with you. We always love to hear from our member population. Thank you for your continued support of IIDA and the Oregon design community. We could not do it without you.

.....

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



# THE 2012 CALL FOR SPONSORSHIP

IIDA  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION  
OREGON CHAPTER

Hello, fellow IIDA Members and Friends. My name is Heather Stripe, Industry IIDA. I work for Kayser Wesner and I volunteer as the Sponsorship Chair for IIDA Oregon. IIDA Oregon's Sponsorship team includes me and our VP of Sponsorship, Serena Van Vranken, Associate IIDA, who is currently enjoying an overseas vacation. We have recently distributed our 2012 Call for Sponsorship, and I want to follow up with you by describing the great opportunities available as a sponsor to IIDA Oregon.

Working for Kayser Wesner has allowed me the opportunity to get involved with IIDA—as an Industry Member, as a Board Member, and as a Sponsor. My company has been a long-time supporter and sponsor of IIDA and has always seen the benefit of being involved with our association. Sponsorship has been great for networking, being a part of a community promoting the enhancement of education for all Members, sharing knowledge through Forums and student events, and having fun at social events!

As an Industry Member, I have been inspired being in the company of the many talented architects and designers in our community. I have met so many interesting and talented individuals! As a Board Member, I am privileged to have a part in raising funds, spreading the word of the benefits of being part of IIDA, and volunteering on a committee coordinating the always fun Annual Fundraiser.

The Sponsorship Committee urges you to sponsor IIDA Oregon in 2012. Coming from experience, I know your sponsorship dollars will go far and your time will be well worth it.

**Heather Stripe, Industry IIDA**  
**Chair of Fundraising & Sponsorship**  
**IIDA Oregon Chapter**



# THE 2010 CALL FOR SPONSORSHIP

IIDA  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION  
OREGON CHAPTER

## 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

**IIDA**  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION  
OREGON CHAPTER

## 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 Heather Stripe at 503.710.7515 / heather@kayserwesner.com

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



# Student Day 2012



## Interested in sponsoring or volunteering to help with Student Day 2012?

This is a great chance to really make a difference for (and an impression on) our students. Student Day 2012 will be held at McMenamins' Kennedy School, on Saturday April 28th. The event will include the 2nd Annual Student Design Competition. We are looking for prizes, judges and industry professionals to lend a hand.

If interested (or have questions) please contact Marjorie Marcellus 510.520.2704.

## Important Save-the-Dates

*More information to follow on each event in our weekly e-blasts*

**January 12** 2nd Annual Charity Book Drive benefiting the Children's Book Bank

**February 9** Capitol Day Rally for IDC-Oregon

**February 16** Annual Fundraiser

**February 20-24** IIDA Headquarters Sponsored Student Mentoring Week

**March 8** 2nd Thursday Happy Hour

**March 15** March Forum

**April 12** Design Crawl

**April 28** Student Event

# iida oregon chapter executive board 2011-2012

## Chapter President

**Amalia Groebe, IIDA**

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## Chapter President-Elect

**Vacant**

## Chapter Past-President

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## VP of Membership

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## VP of Communications & Public Relations

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## VP of GRA

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## Chair Professional Membership

**Katie Mathweg, IIDA**

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## Co-Chair Professional Development & Forums

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