



PRESIDENT'S MESSAGE



On July 1st I took over the reigns as President of our Oregon Chapter. It is an honor to be in this position and my personal goal for the chapter was and is to build on the strength of previous presidents and to uphold the great honor that we received in June when named IIDA Chapter of the Year.

I am pleased to have a full board roster full of talented people. In July, we held a retreat to strategize holistically for the year. What everyone was most enthusiastic about was the idea of bringing value to our members.. We want to make sure that IIDA programs and initiatives contribute to your professional life in a meaningful way. This may happen through exposure to new design ideas, opportunities for networking, educational forums, new membership roundtables and many other avenues. None of these are possible without the contributions of the volunteer board and the participation of our members. We have gotten off to an incredible start, as you can see in the coming pages, and we are always looking for our members to give us feedback about what we are doing well and how we could be doing better.

Another key aspect of bringing value to our membership is about increasing exposure and bridging the gap between interior design and other design professions.. I feel strongly that we have a rich design community in Portland and that by tapping into we can enrich our conversations, enhance our process, and elevate our work.

Keeping ourselves financially healthy allows us to continue to bring you quality of programs you expect and make them better every year. Many of you have asked what is becoming of the Annual Fundraiser after the ominous apocalypse message this last year. The exciting news is that for 2013 we will be combining the Annual Fundraiser and the Annual Celebration to bring you a bigger and better event! The 2013 Fundraiserbration (actual event name to be announced in the spring) will occur on June 20th, and we'd love to have your help and input.

Thank you to everyone for being a part in making us Chapter of the Year. We've had an incredible 2012 and look forward to an exciting 2013 with all of you!

NITA POSADA, IIDA, LEED AP BD+C
 PRESIDENT, IIDA OREGON CHAPTER

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MEMBERSHIP



BETH NIST, IIDA
CO-VP MEMBERSHIP,
IIDA OREGON CHAPTER



GINNY COMBS,
INDUSTRY IIDA
CO-VP MEMBERSHIP,
IIDA OREGON CHAPTER

We are 267 IIDA Oregon members strong and growing. Your continued support has motivated the membership community to grow and offer more opportunities to reap benefits from your local IIDA chapter. Membership is pleased to have a full committee with some returning and three new members of our team. We are currently meeting and putting plans in place for a productive and inspiring year ahead.

We are continuing our 2nd Thursday happy hours to offer a casual, no agenda setting for members and friends to network and strengthen professional relationships. **For more information concerning our 2nd Thursday happy hours please contact Alison Maquire, Chair of Professional Membership:** alison@skylabarchitecture.com

Thank you to all who attended the NCIDQ Roundtable panel discussion in July, and good luck to our Associate members preparing for the

Fall NCIDQ Exam. To volunteer and share your NCIDQ Exam experiences in our Spring NCIDQ Roundtable, please contact Tom Gustafson, Chair of Associate Membership:
tom_gustafson@storageplanning.com

Attention students we have a busy year ahead and would like to hear from you concerning our Fall and Spring Student Day events and IIDA Mentor Week which will be here before we know it. If you would like to become involved in your student IIDA Campus Center please contact Richelle Waddell and Sondra Jakubowski, Co-Chairs of Student Membership:
rwaddell@maharam.com
sondra_jakubowski@wroregon.com

Want to know more about getting the most out of your membership or looking for ways to get involved? Contact Beth Nist and Ginny Combs, Co-VP's of Membership:
bethn@environmentsnw.com
Ginnyc@wolf-gordon.com

Please join us in welcoming our new members:

Denise Durrell, Professional IIDA
Elizabeth Lockwood, Professional IIDA
Kristen Justice, Associate IIDA
Shaylee King, Industry IIDA
Stacey Rodgers, Industry IIDA
Shannon Ferrigno, Industry IIDA
Carrie Henke, Industry IIDA
Tom McDougal, Industry IIDA
Anthony Pepe, Industry IIDA
Rebecca Noble, Student IIDA
Mary Yoxen, Student IIDA

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WHY WAIT?
Join today!

THERE'S NO *better* TIME TO JOIN IIDA.

Beginning September 1, you'll receive the balance of 2012 at no additional cost, when you purchase your 2013 membership.

{ HURRY & JOIN TODAY,
visit WWW.IIDA.ORG
to apply online *or* download
an application to *join today.* }

*That's up to
4 months of
free Membership!*



Don't let this offer pass you by.



Questions?

Contact Lisa Romano,
lromano@iida.org or
312.379.5175

*this offer is valid for all membership categories

COMMUNICATIONS



CARRIE HENKE,
INDUSTRY IIDA
VP OF
COMMUNICATIONS & PR,
IIDA OREGON CHAPTER

Let's ring in the new board year this season! We are all bustling about eagerly learning and adapting to our new roles. One major transition for our group is that Dawn Viar, who served as the VP of Communications and Public Relations over the past two years, changed hats and is now allowing me to take the reins. I would like to thank her for the many fresh developments, outstanding professionalism and contributions she made to the IIDA Oregon Chapter. We are thrilled that she is still available for ongoing support for our committee and is fulfilling a major role in the way that we reach out and interact with the public.

Alongside Dawn Viar, Public Relations Chair, we have a strong, committed group of returning volunteers. Kim Gonzales our Website Chair is an asset to our group with three innovative years of experience building the website into the user friendly tool it is today. CiCi Ross our Newsletter Chair is coming back for the second year in a row and continues to produce a high quality newsletter for the Chapter which allows us to share resources with our members. These three ladies are fully committed and are keeping the momentum flowing. On behalf of the IIDA Oregon Chapter, we are filled with gratitude!

A major goal of this year's brainstorming session is to continue and build on the success of years passed. We feel it is important to keep communi-

cation with our members consistent so you quickly know where to find information about upcoming events, conveniently plan your time and have all available resources at your fingertips. I would like to take a moment and provide a refresher to our members of how the communications are planned.

The IIDA Oregon Chapter joined the Facebook Generation and maintains a strong following on this avenue. Here we provide all members links to local design events, educational articles and interesting "real time" news about Oregon's design community. Another goal is to utilize and expand other social media platforms as well. Our Twitter account is now up and running and we plan to develop a design blog as a method of sharing new ideas, tools for success and act as a sounding board among our design peers. Now we have also linked our current events calendar to Design Matters.

Our award winning website rebuilds serve as a valuable platform for future endeavors. We hope to keep our website interactive and resourceful. Here you will find current events information, "meet" the Board and update contact information. You can also locate a variety of valuable information on what it means to be an IIDA member and various design related resources. One of our favorite items on the website highlights current job postings in our area. We are proud to have two available listings ripe for the taking. As an employer this is a great way to reach out to the profession at large and avoid the surge of unqualified submissions.

We are working toward streamlining our current Eblast program. Our goal is send out a first glimpse notification in the beginning of the

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MOVERS & SHAKERS

KIM GONZALES, Website Chair, has joined Ankrom Moisan Architects as an interior designer. She recently won the IIDA Oregon Education Fund for the NCIDQ 2011 Exam! Congratulations Kim!

CARRIE HENKE, VP Communications & PR, has moved from Environments to SmithCFI as Sales Coordinator for the Business Development Division.

ALISON SELBY from Skylab and who is our Chair of Professional Membership recently got married. Her new married name is Alison Maguire.

SERMIN YESILADA has left Bainbridge to obtain her Master of Architecture at the University of Oregon Portland Program.

BETHANNE WHALEN is now working at FFA, Interior Design.

COLLEEN MURPHY has started a new Interior Design company called Fluent Design.

EMMA SILVERMAN is a new IIDA member and recently started working at SRG.

AMY RUNNING with Boora is heavily involved with Health Product Declaration Collaborative who recently launched their new website www.hpdcollaborative.org.

WCI INCORPORATED welcomes interior designers **CANDACE ULLAL** and **LACEY BARTELS**. Both have residential, commercial, hospitality, fine art and high design interiors experience. With a solid design team, WCI is branding out to design boutique properties, restaurants, office spaces, and more.

month. This will provide a list and save the dates for all IIDA events for that month. This can be printed out and tacked up at your desk so you will be prepared for what's to come. Following the initial notification, you will receive official invites for the events with all the details you need to attend. As a group we are working really hard to make this come together for our members. If you or someone you know is not receiving our email notifications, please let me know!

Our newsletter is being sent via Eblast as well. This newsletter, Inside Edge, is an in depth tool to keep the IIDA Oregon Chapter members in tune with the latest and greatest Chapter events. Released quarterly, it is a successful publication that is well received by Chapter members and in the past has been voted "Best Newsletter" nationwide twice by IIDA Corporate Headquarters. Information included in the quarterly publication are write up's on monthly Chapter Forums, upcoming events members may be interested in and a Movers & Shakers section that includes member happenings within the Oregon design community. In addition, a call for Sponsorship and Board Roster are included as resources for Chapter members.

Our intent is that these media platforms continue to be an advocate for great design, educate our members and provide vehicles from which to access current events, meet other designers and share insight with your peers.

A heartfelt thank you goes out to all the innovative returning volunteers who continue to make this committee a huge success. I look forward to working with all of you this year.

CARRIE

SPONSORSHIP & FUNDRAISING



TEJARA BROWN,
ASSOCIATE IIDA
VP SPONSORSHIP &
FUNDRAISING,
IIDA OREGON CHAPTER

Hello Everyone!

As the weather begins to change and the leaves start falling, I hope you are able to think back on a great summer, but also look forward to an exciting fall and winter season. We have some great events coming up including the September and October forums, and of course, the always anticipated IDEAwards...I hope to see you all there!

With all of these fun and interesting events going on, you can tell our chapter is busy busy! However, you might be wondering what the Sponsorship Team has been up to. You may have seen the e-blast announcing that the sponsorship drive usually beginning in September has been pushed to an October 1st launch date. Hopefully this hasn't made you wonder whether we are accomplishing anything...because we certainly are! I will tell you the story...

Along time ago (or so it seems looking back on it) I received a phone call from Amalia (the president) asking if I would like to be nominated for a board position in our chapter. There were some positions opening up and having done her research, thought correctly in believing that I would be thrilled to have the opportunity. She talked me through the options and the one that we both felt would be the best fit was the VP of Sponsorship position. I thought about it and

accepted the position, completing Serena's term for the year. As things were beginning to wind down for the term, it gave us a great opportunity to start planning for the new year, and boy were we thinking big! Amalia, Nita, and I met to discuss goals for the new board year and one that came up had to do with trying to figure out a way for us to make the sponsorship process easier – for us organizationally, but most importantly for our sponsors! While things seemed to be working well enough, there had begun to be some bumps in the road. Each year we would host the call for sponsorship and our wonderful supporters would come through for us. They recognized the value in partnering with our chapter and being allied with IIDA.

So, the year would start off great, but as events rolled around and the individual committees would start calling for sponsorship, we ran into some tricky situations. Many of our annual sponsors were being contacted when they had already provided funds for the year. Some may have been able to give again, but many had already used their sponsorship budget. At the same time, we would get in touch with our sponsors about their benefits regarding the amount that they had provided. Through this process we realized that what was being offered as a benefit wasn't always clear and often went un-utilized. We also became aware that the benefits we were providing could be improved upon, as they didn't always help our sponsors as much as they were intended to.

As the board year wrapped up the new board was nominated and inducted at the Annual Celebration. In the new board year, the goal of creating a solution to our sponsorship puzzles became a focus to make sure and kick off the year on the right foot. We first brought on Christina Rischar

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INTRODUCING THE NEW & IMPROVED IIDA OREGON 2012 SPONSORSHIP PACKAGE



For questions about sponsorship, please contact
TÉJARA BROWN, VP of Sponsorship &
Fundraising at tbrown@grpmack.com

as Sponsorship Concierge (who I've previously introduced in the summer newsletter) to make sure that we keep our sponsors connected with their benefits and comfortable with the sponsorship process. She works with myself and Heather (Chair of Fundraising and Sponsorship) and together we make up the Sponsorship Team.

With our solid team, we put our heads together along with Amalia and Nita to address the concerns of our sponsors. We decided to put together a sponsorship packet. At the same time we realized that although we could make an educated guess at what our past sponsors might still be looking for or what would entice potential sponsors, we would really be much better off asking them outright!

From this came two exciting things – the creation of our first sponsorship packet and the first sponsorship workshop! The sponsorship packet outlines all of our events for the year so sponsors can pick up front what events they would like to sponsor, tell us if they would like to be contacted later in the year for event sponsorship or not, or sponsor at the annual level. They will also be able to see all of the benefits for each sponsorship level available. It's an IIDA Sponsorship one-stop-shop!

At the time of publication, we had not yet hosted the sponsorship workshop, but...the response has been great! I will share more in the winter newsletter, so stay tuned!

And so, all in all this has been an exciting path to making some much needed things happen! From the feedback we receive at the event we will revise the packet and launch it October 1st for the beginning of Sponsorship Drive 2012. These two things have been a long time in the making and I thank everyone who has been involved! With our new Sponsorship Team, we hope to make this the best year yet!

Best wishes for a happy season!
TEJARA

PROFESSIONAL DEVELOPMENT & FORUMS



BRANDON ASBURY,
ASSOCIATE IIDA
VP PROFESSIONAL
DEVELOPMENT
& FORUMS,
IIDA OREGON CHAPTER

Changing seasons and rain is upon us again in Oregon and so is an exciting line up for the Forums committee. IIDA Oregon alongside the Professional Development and Forums committee is committed to the growth and education of our membership. We are looking forward to a great year ahead of us and cannot do it without our members. Thank you for all your support.

We had a great turnout for October's Forum Panel Discussion, Perspectives in Design. This year's panel included Sallee Humprey of DECA, Inc. , Doug Minarik of Works Partnership, Keenan Keeley with Von Tundra, Fritz Mesenbrink with the Official Mfg. Co. and Brian Faherty of School House Electric. The evening was an eventful night of conversation and insight from an influential panel of Portland's design community movers & shakers.

We had great questions from the audience and appreciate everyone who attended the event.

Before the Thanksgiving holiday was the November forum. We teamed up with Anthony Pepe of Herman Miller to have Margaret Gilchrist Serrato come to the Portland market to share her "Context for Creativity and Innovation" presentation. Margaret has over twenty years of research and design experience with a special focus on creating high-performance working and learning environments. It was truly a fantastic event.

Thank you everyone who took part in our Forums in 2011. We will see you at all the upcoming events. Please visit www.iida-or.org for the most up to date information on upcoming events. We look forward to providing you with beneficial events and have a great line up for the 2013 calendar.

Wishing you the best this season!

BRANDON

2012 IIDA IDEAWARDS

The 2012 IIDA IDEAWards has come and gone but people are still talking about them! The event was held on October 18, 2012 at the Governor Hotel with attendance over 145 people. From interior designers to architects to product reps, the event was filled good conversations, excellent feedback from the jurors and, of course, beautifully designed interior design projects. The jurors ascended to our fair city from NYC, Denver, and

LA, and they had glowing comments regarding all of the projects submitted. Their compliments of northwest design included great use of natural light and incorporating wood thoughtfully.

Thank you to all of our 30 entries for participating and congratulations to all of our winners! Also, a huge thank you goes to the event committee for your hard work.





THANK YOU TO OUR IIDA IDEAWARDS SPONSORS FOR 2012



FALL STUDENT MEMBERSHIP KICK-OFF EVENT

This year our Student Membership team once again went on the road – holding events in Portland at ZGF's office + touring Solestruck with Skylab Architecture and in Eugene at Pivot Architecture's office.

Both nights were packed with great information, encouraging speakers and tours of inspiring spaces. We were excited to share all of this with students and faculty representation from all campuses!

With our kickoff event, our point was simple – what can the IIDA membership do for you! Our event showcased a number of benefits that are offered to Student Members and Student Centers such as:

- Networking with other students, professionals and manufacture representatives

- Opportunity to participate and attend IIDA events
- Leadership opportunities within their own clubs or IIDA student centers
- Access to competitions offered through IIDA
- Exclusive programs such as firm/showroom tours, portfolio reviews and networking opportunities

We also had great professional industry speakers and student leaders that shared about how they utilize their IIDA membership to further their careers and expand their network. Our open discussions also helped us understand what events and programs students want to see happen this year – and we look forward to incorporating those into our calendar. If you have any additional new and fun activities you would like to see happen on your campus please contact our Co-Chairs for Student Membership – Sondra Jakubowski and Richelle Waddell.



UPCOMING EVENTS

IMPORTANT NCIDQ EXAM DATES & DEADLINES

SPRING 2013 EXAM

Application Deadline:
December 3rd, 2012

Exam Dates:
April 5-6th, 2013

www.ncidq.org/exam

If you are interested in attending an NCIDQ Roundtable, please contact Tom Gustafson at tom_gustafson@storageplanning.com



MEMBERSHIP
MIXER



NCIDQ
ROUNDTABLE



FEBRUARY
FORUM



LEADERSHIP
ROUNDTABLE

IIDA Oregon Chapter Executive Board 2012-2013

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2012 ANNUAL SPONSORS

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Gold

INTERFACE

Silver

CF&I
KAYSER WESNER

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