

## PRESIDENT'S MESSAGE



I am so pleased to be a part of IIDA and our community in the coming year as your President.

When this opportunity presented itself I was merely stepping up to serve at a time that I was needed. There are times that it just doesn't work with our busy lives riddled with family, work and social obligations. It is the right time for me to dedicate myself to IIDA. I began to realize that with my background I could serve our entire community with a slightly different lens.

You see I have been in most of your shoes... A student, mentor, designer and a representative serving the design community.

I began my journey at University of Oregon in the Architecture program and had the opportunity to intern at Boora Architects during summers and vacation. It was the first look at my future path and I was very excited.

I graduated from the University of Oregon in the Interior Architecture program in 1990 and began my career. ZGF gave me a strong foundation, helped mold my work ethic and I created life-long friendships.

Four years later I moved to Yost Grube Hall as a senior interior designer and was a shareholder there for 8 years. I developed a work family at YGH that are still dear to me today. In that time I had amazing clients, wonderful mentors and a started family of my own... and then it was time to pack my bags..

Designtex bags...lots of them. I know you all may not realize this but the packing of bags is an art. Large bags, small bags and moving them in and out of cars...Daily..ohhh..the glamour of being a rep! There are so many skills that I have acquired serving the design community and I am grateful to have such an amazing job and get to work with you all daily.

This year as I serve you the entire community of IIDA, I will make sure that I have your best interest in mind as the board makes decisions, recalling my past and present roles in this community from the past 24 years in our profession. I believe as a whole supporting each other and collaborating we are a stronger community. I hope that IIDA reflects this in all that we provide.

My goal this year is to make sure every member knows the value of their membership and that value is evident at our events, membership and leadership roundtables and forums.

I value your opinion and am open to any comments, ideas and concerns. Please email me at ddurrell@dtex.com.

**DENISE DURRELL, IIDA**  
PRESIDENT, IIDA OREGON CHAPTER

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# COMMUNICATIONS



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

Welcome to our summer of innovation! Last year the focus was to build on the success of years passed. We did this by utilizing the existing media platforms set in place by our award winning Board. As our marketing campaigns revved up, we had to make sure that our communications worked for our team and most importantly our Members!

Our Chapter is listening and addressed a few topics of recent conversation. Many of our Members mention they do not receive our eblast notifications. In response, we did the absolute best we could while using our existing mailing program. We began to actively monitor audience errors and bounce back notices from each of our campaigns. While the program showed a 99% received rate, it turns out we were not reaching our Members as the results indicated. This caused a concern for the Board and we all contemplated on topic this throughout the year. I am excited to say that we've made a change to our internet mailing program. As a community of Designers it is important to make use of technology as it advances- staying fresh and innovative. We've selected Constant Contact as our top choice. Our number one reason for this is to connect with ALL of our Members. Constant Contact is well known for its ability to reach

the intended recipients through marketing campaigns and is very well known in the industry. Most servers already recognize it as an acceptable source. They also offer outstanding customer service, are user friendly and offer many tech savvy options. We are thrilled to offer this to our Members!

Graphically, we've made a few enhancements as well. We listened and recently adjusted our mailings focusing on ease of navigation, simplicity, professionalism and style. You will notice our social media icons located at the header for easy access to Facebook, Twitter and LinkedIn. Watch for the fresh new snapshot layout and creative invites on our upcoming campaigns. Email us at [carrieh@smithcfi.com](mailto:carrieh@smithcfi.com) with all suggestions.

Finally, led by our new President Denise along with the collaboration of our Communications team we've revamped the look of our website. We felt a monthly calendar located on the center of our homepage is a cohesive method to show our invites. When you hover the mouse over the grey calendar date, the event invite will appear. For consistency you may still locate the event invites list on our current events page just as before! We have a crisp white page with eye catching pops of color. Another goal of our group is to enrich the current content on our website for added value. Please feel your way around and let us hear from you. On behalf of the communications team we are all excited to share this adventure full of insight and new experiences with our Members!

See you at upcoming events,

**CARRIE**

# BOARD MEETING RECAP



**SARA WEBER**  
PRESIDENT ELECT,  
IIDA OREGON CHAPTER

With a fabulous Annual Celebration under our belts, the new board set out for the annual retreat. It was a day of goal setting, planning and fun at Edgefield! The focus of the retreat was to ensure that we deliver value to every Member.



To kick-off the meeting and get to know one another a little better, we participated in an exercise that was sponsored by national at Neocon. Each Member received a lime green post-it note where they were asked to define what 'Design Is...' to them. As you might expect, the responses were very diverse and ranged from single words to diagrams.

Once we were all warmed up and settled in, Denise shared a book that was distributed at the Chapter Leadership Conference called 'The Value Manifesto' (which you can view [here](#)), and each Board Member received a copy. The intent of the book is to answer the age old question, 'what do I get out of Membership'? The answer was revealed through a discussion about value and the range of values IIDA seeks to deliver through Membership.

After discussing this, each team evaluated what values they provide to Members and brainstormed ways to further incorporate this into your experience. Common threads of value through all teams included networking, support (for Members, sponsors and other organizations) and continuing education. Lessons learned from this were then incorporated into an early planning session for each event throughout the year.

With business taken care of, we set out to the 'Pub Course' for a display of our athleticism...and team building!

All in all, we left ready to provide you a year filled with unparalleled value.

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BOARD MEETING RECAP (CONTINUED)





# ANNUAL CELEBRATION



**TÉJARA BROWN,**  
**ASSOCIATE IIDA**  
VP SPONSORSHIP &  
FUNDRAISING,  
IIDA OREGON CHAPTER

“Plan and execute a successful annual fundraiser that is fun, creative, and collaborative; that brings in more funds than last year and is at least as successful as the best year for the bowling fundraiser.”

This goal was written at the beginning of last year’s board year...did we achieve it? Yes we did! In fact, we really stepped it up this year in more ways than one. We combined the typical annual fundraiser with our annual celebration and created a totally new kind of event with an air of mystery – the Monte Carlo Masquerade! Hosted in the elegant sunken ballroom at the Portland Art Museum’s Mark Building, we incorporated a great DJ, special photo booth, large bar, a variety of casino tables, a silent auction, and the “changing of the guard”, or the transition from the previous Board to the new Board. With so many fabulous elements to this event, one might argue about the best part. My favorite? That almost everyone who attended participated in the masquerade! There were creative masks of all sorts decorated with everything from laminate samples to feathers, sequins, fabric swatches and more.

Not only was the event fun, exciting, and packed with activities, but we had amazing sponsorship from a variety of industry members, contractors, product vendors and architectural and design firms!

When we say it was an awesome event, we aren’t exaggerating – we had almost 200 guests and raised over \$23,000! This is exceptional, because not only could we cover our expenses, but we were also able to put the balance toward benefits for our Chapter and Membership including: our scholarship fund for the NCIDQ and LEED exams, website maintenance, strategic planning efforts and support for lobbyist efforts by IDC-Oregon. Successful? You bet. We can officially say it was our best fundraiser – ever! Fun, creative, and collaborative? Absolutely. Thank you IIDA Oregon Members, sponsors, committee members, Board Members, and supporters for a fabulous event – we hope to see you all there next year!

Happy summer,  
**TÉJARA**



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A SPECIAL **THANK YOU**  
TO OUR DIAMOND AND EMERALD LEVEL SPONSORS FOR THE

# 2013 ANNUAL CELEBRATION

## Monte Carlo MASQUERADE

### DIAMOND SPONSORS



Cabot Wrenn

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Furnishing Knowledge®

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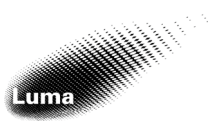


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Interface



# NCIDQ ROUNDTABLE UPDATE AND RECAP OF MEMBERS



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



**EMMA SILVERMAN,**  
**ASSOCIATE IIDA**  
CO-VP MEMBERSHIP,  
IIDA OREGON CHAPTER

As we look forward to the new Board year and reflect on the year commenced, it is clear the single most important thing that makes our Oregon Chapter successful is: our MEMBERS! In recent exercises, the Board was tasked with completing the sentence "Design is \_\_\_\_\_", but then took that word and placed it into the sentence "Designers are \_\_\_\_\_". Then we began to appreciate and realize that the power of design starts with the Designer, and the team that supports them. Just as any project challenge where you get back what you put in, IIDA offers Members a limitless range of educational, networking, social and financial opportunities right at your fingertips. So get involved, join a commit-

tee and attend events, complete your CEU's, apply for the scholarships, promote your profession, and make the most of your Membership.

The Membership Committee continues to recruit new Members, encourage all current Members to get involved and provide a range of activities for Members of all levels. January kicked off the year with a Membership Appreciation Mixer at Mississippi Studios, a FREE Members-Only event with guest speaker Amy Wolff and a live band. August 8th was the NCIDQ Roundtable, featuring a discussion on the significance NCIDQ Certification, exam study tips, and the opportunity to connect with peers to form study groups. Second Thursday Happy Hours will continue for a no-agenda meet up to catch up with fellow Members and non-members alike.

Thank you to the incredibly dedicated and newly-retired 2012-2013 Membership team: Ginny Combs, Co-VP of Membership; Tom Gustafson, Chair of Associate Membership; Sondra Jakubowski & Richelle Waddell, Co-Chairs of Student Membership.

And welcome to the 2013-2014 Membership team: Emma Silverman, Co-VP of Membership; Julie Jensen & Mia Allen, Co-Chairs of Student Membership.

We are still looking for volunteers to fill the Chair of Associate Membership, Chair of Professional Membership, and Student Event Committee positions. Get more out of your Membership – JOIN US!

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## MEMBERSHIP (CONTINUED)

Please welcome new Members:

Brooke Matthews, Affiliate IIDA  
Linda Heidvogel, Associate IIDA  
Emma Silverman, Associate IIDA  
Brienne Wasmer, Associate IIDA  
Mary Yoxen, Associate IIDA  
Camille Garrison, Industry IIDA  
Anna Ramey, Industry IIDA

# MOVERS & SHAKERS

**STACY BENGTON** recently joined LRS Architects.

**JD MOORE** now represents Mannington Flooring.

Hard work pays off as **NANCY SCHWARTZ** retires from Bentley Prince Street.

**ZAHAVA JONES** joined Portland Community College as a "Bond Project Specialist" with a focus on interiors, furniture and move coordination. Her previous experience includes an interiors project management role at Toni King and Associates.

**HEATHER FRASER** is a fresh addition at Nike.

**CZOPEK & ERDENBERGER** split and formed two exciting companies! Check out Czopek Design Studio and Erdenberger Design Group.

**DAWN VIAR** joined Hennebery Eddy Architects as an interior designer.

Melissa Rivers, Industry IIDA  
Cesar Sanchez, Industry IIDA  
Kaeleen Sprouse, Industry IIDA  
Markus Brown, IIDA  
Liza Lewellen, IIDA  
Ariel Anderson, Student IIDA  
Kathleen Berki, Student IIDA  
Lori Eidman, Student IIDA  
Tuyen Hoang, Student IIDA  
Kiley LaRue, Student IIDA  
Jennifer Strisower, Student IIDA  
Vy Le, Student IIDA  
Corey Trimble, Student IIDA  
Kelsey Visser, Student IIDA  
Heather Winkel, Student IIDA  
Tammie Ness, Associate IIDA  
Brianna Bernstein, Student IIDA  
Madeline Brilliant, Student IIDA  
Zoey Garland, Student IIDA  
Arielle Heinonen, Student IIDA  
Megan Knight, Student IIDA  
Angela Liu, Student IIDA  
Jane Reed, Student IIDA  
Shaminy Selva, Student IIDA  
Christine Tang, Student IIDA  
Sarah Albert, Associate IIDA  
Shannon McCoy, Associate IIDA  
Kelly Ogden, Associate IIDA  
Jeff Southwell, Industry IIDA  
Ryan Admiral, Associate IIDA  
Allison Hirzel, Associate IIDA  
Janelle Baglien, Industry IIDA  
Elsa Long, Industry IIDA  
Kathryn Bruce, Student IIDA  
Olivia Eddy, Student IIDA  
Tracy Herbert, Student IIDA  
Molly McDonald, Student IIDA  
Sarah Weber, IIDA





# UPCOMING EVENTS

**2ND THURSDAY  
HAPPY HOUR**

**5:00-6:30PM** A free, casual, no host, no agenda chance to meet and socialize with your design peers. Members and Non-Members welcome.

**09.12.13**  
Saucebox  
214 SW Broadway

**03.13.14**  
Portland City Grill  
111 SW 5th Ave

**12.12.13**  
Location  
TBD

**04.10.14**  
Doug Fir Lounge  
830 E Burnside St

**05.08.14**  
Roadside Attraction  
1000 SE 12th Ave  
(cash only)

**IIDA**  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION  
OREGON CHAPTER

# IIDA Oregon Chapter Executive Board 2013-2014

CHAPTER PRESIDENT  
**DENISE DURRELL, IIDA**  
p: 503.816.8655  
e: ddurell@dtex.com

CHAPTER PRESIDENT-ELECT  
**SARA WEBER**  
e: weber@boora.com

CHAPTER PAST-PRESIDENT  
**NITA POSADA, IIDA**  
p: 503.222.1917  
e: nposada@srgpartnership.com

CO-VP OF MEMBERSHIP  
**EMMA SILVERMAN, ASSOCIATE IIDA**  
e: esilverman@srgpartnership.com

CO-VP OF MEMBERSHIP  
**BETH NIST, IIDA**  
p: 503.963.6212  
e: bethnist@gmail.com

VP OF COMMUNICATIONS  
& PUBLIC RELATIONS  
**CARRIE HENKE, INDUSTRY IIDA**  
p: 503-525-3512  
e: carrieh@smithcfi.com

VP OF SPONSORSHIP  
& FUNDRAISING  
**TEJARA BROWN, ASSOCIATE IIDA**  
p: 503.224.9560  
e: tbrown@grpmack.com

CO-VP OF PROFESSIONAL  
DEVELOPMENT & FORUMS  
**BRANDON ASBURY, ASSOCIATE IIDA**  
p: 503.380.9024  
e: brandona@serapdx.com

CO-VP OF PROFESSIONAL  
DEVELOPMENT & FORUMS  
**MARKETA ROGERS**  
p: 503.927.6942  
e: marketa@interiordesign7.com

VP GRA  
**ROBERTA PENNINGTON**  
p: 503.341.9194  
e: robertap@ankrommoisan.com

CHAIR PROFESSIONAL  
MEMBERSHIP  
**VACANT**

CO-CHAIR PROFESSIONAL  
DEVELOPMENT & FORUMS  
**LACEY BARTELS, ASSOCIATE IIDA**  
p: 503.469.0505  
e: lacey@wci-inc.net

CO-CHAIR PROFESSIONAL  
DEVELOPMENT & FORUMS  
**VACANT**

CO-CHAIR STUDENT  
MEMBERSHIP  
**JULIE JENSEN**  
e: julie.jensen@zgf.com

CO-CHAIR STUDENT  
MEMBERSHIP  
**MIA ALLEN**  
p: 503.522.3395  
e: miad@ankrommoisan.com

CHAIR ASSOC. MEMBERSHIP  
**VACANT**

CHAIR PUBLIC RELATIONS  
**ELSA LONG, INDUSTRY IIDA**  
e: elong@iosinc.net

CHAIR NEWSLETTER  
**MARY YOXEN, ASSOCIATE IIDA**  
e: m\_yoxen@yahoo.com

CHAIR WEBSITE  
**KIM GONZALES, IIDA**  
e: kim-gonzales@live.com

CHAIR SUSTAINABILITY  
FORUM  
**ELIZABETH LOCKWOOD, IIDA**  
e: ereed@elizabeth-interiors.com

CHAIR GRA  
**BETHANNE WHALEN**  
p: 503.327.0331  
e: bwhalen@ffadesign.com

CHAIR SPONSORSHIP  
& FUNDRAISING  
**PATRICK NELSON, INDUSTRY IIDA**  
p: 971.271.3093  
e: patrick.nelson@ki.com

CHAIR INDUSTRY  
MEMBERSHIP  
**MICHAEL ALTMAN, INDUSTRY IIDA**  
p: 503.963.6211  
e: michaela@environmentsnw.com

SPONSORSHIP CONCIERGE  
**CHRISTINA RISCHAR, ASSOCIATE IIDA**  
e: christinar@ankrommoisan.com

SECRETARY  
**CASEY MARTIN, ASSOCIATE IIDA**  
p: 541-282-4409  
e: casey@reveriedesignstudio.com

TREASURER  
**SOFIA YRAZABAL, INDUSTRY IIDA**  
p: 503-481-4642  
e: sofia@architecturaldirections.com

CHAPTER ADVISOR  
**JAYSON GATES, INDUSTRY IIDA**  
e: jayson@absolute-resource.com

CHAPTER ADVISOR  
**AMALIA MOHR, IIDA**  
e: amohr@ffadesign.com

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