

PRESIDENT'S MESSAGE



Value (VAL-yoo) n.v.,- 1. Relative worth or significance. 2. A personal or professional code. 3. the result of a transaction. 4. to regard highly or esteem.

This year is all about VALUE. We kicked off our Annual retreat with that very question. How do we as a board make sure every event has VALUE?

Our aim this year is to provide great events that educate you, provide networking opportunities and provide validity to our profession. All with VALUE as our first intention and with your participation and

involvement that very VALUE is magnified. For example, a networking event with no participation adds no value. A fundraiser that has no funding doesn't allow us to award NCIDQ scholarships or support licensing. The VALUE is you. Can't wait to see you this year!

"Perceived value creates Members. Actual value keeps them. Perpetual value changes their lives." – Cheryl Durst, Hon FIIDA

This fall is a very busy time for IIDA. We have two forums, two student events, our Annual Sponsorship drive, our Membership Happy Hour and the IIDEAwards happening on October 24th! We are also giving back! We will participate in the Green Apple Day of Service, Saturday September 28th so get your paint brushes ready!

"Green Apple gives individuals, companies and organizations the opportunity to transform all our schools into healthy, safe, cost-efficient and productive learning places where students have clean and healthy air to breathe, where energy and resources are conserved and where they can be inspired to dream of a brighter future." - www.mygreenapple.org

We will be partnering with Interface Floors to transform the Counseling office at daVinci Arts Middle School. This is a space where students come to get guidance, hang out with peers, prepare for outdoor school and find resources for real "teen" world issues. We chose this Portland public school in particular because of their tie in to the Arts. Young designers and artists in the making at this highly creative school!

We are looking for volunteers as well as environmentally friendly paint and furnishings for this "green" transformation. We will be educating the students on the environmental products used in this project and how they can make a difference in always choosing the most environmental options available.

We have so many things to be grateful for as a profession and it is so important to give back! Please sign up on the IIDA link to let us know you are in!

Have a wonderful fall and can't wait to see you create VALUE!

DENISE DURRELL, IIDA
 PRESIDENT, IIDA OREGON CHAPTER

In This Issue

NEWS

Communications.....	2
Sponsorship	
Survey Update.....	3

RECAP

New Member Update....	5
-----------------------	----------

UP NEXT

GRA Forum Details.....	7
Forums.....	8
Upcoming Events.....	10

ADDITIONAL INFO

IIDA Oregon Chapter	
Executive Board	
2013-2014.....	12
Annual Sponsors.....	13

COMMUNICATIONS



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

Pardon our dust ;) while we enhance our creative communications! We hope you've enjoyed exploring our new designs and are adapting well to the changes we've made. What do you think? Fingertip access of vital information for our Members found both online and through our mailings, correct? We sincerely wish that those Members who did not receive our emails before are fully informed now. As always, please pass ideas and suggestions to us. Our Board will take them into full consideration. The Communications group is rolling through changes and learning at the same time. We ask for your patience as we learn and expand on our new capabilities at hand.

I'd like to introduce our team that is behind all this action. Many of you already know the returning website rock star, Kim Gonzales our Website Chair. She's dedicated several strong years to our Board and has taken on the challenge of 2 major website redesigns. Kim, we THANK YOU!! Next joining the team is Elsa Long as our PR Chair. She brings with her past PR experience on the Board of the IIDA Northern Pacific Chapter. From the Seattle area and new to Oregon, she's become an asset to our group with her outside perspective. We also have Mary Yoxen, fresh on her feet as a recent Interior Design Graduate from Marylhurst University. Her organiza-

tional skills are fantastic! She is eager to dive in and leave her mark on the community. Finally there's me, Carrie Henke, returning VP Communications & PR for the 2013-2014 year. I am so excited to creatively plan our mailings and bring innovative value to our Members.

Sincerely,
CARRIE

ART MEDIA
Op Art

Milliken

[f](#)
[t](#)
[in](#)
[p](#)

www.millikencarpet.com
 800.824.2246

best of
NeoCon
 2013
 Gold Award
 Contract

SPONSORSHIP SURVEY UPDATE, PLANS & GOALS



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

Your Sponsorship & Fundraising Committee is wrapping up an exciting and busy summer and kicking off the fall season! With that, we'd like to get you up to speed on what we've been up to and our plans for the next few months. We've had some exciting re-vamping and some unfortunate challenges, but we are coming out of it ready to go for the new board year – we look forward to serving our sponsors, potential sponsors, and supporters annually and for each event!

As you know, the fall season for IIDA Oregon jump starts with the new sponsorship packet for the year. We started "the packet" last year in response to feedback we received about making the sponsorship process smoother and more accessible. We reached out to past and current sponsors for feedback as we developed the packet, and as a result of everyone's efforts, we were able to increase our sponsorship on the whole from the previous year. Throughout the year we utilized the packet to keep up to speed on what events our sponsors were participating in, what annual sponsorship levels were being provided, and what benefits our sponsors needed to receive. All in all, the packet worked really well as a one-stop-shop for annual and event sponsors, but, we realized there was definitely room for improvement!

In preparation for the this new board year's Sponsorship Drive and packet launch our committee devel-

oped a survey to reach out again to past and potential sponsors to see what we could be doing better. We received great feedback and put our previous packet under the microscope! The result is a much more streamlined and simplified "packet set". If you are brand new to sponsoring IIDA Oregon or just need some collateral for corporate headquarters, we have the full packet with all the info you need in one spot, along with details about what our Chapter does and why it's important to be a sponsor. If you know you want to be an event sponsor, all you need is the 2 page breakdown of the event calendar and benefits – easy to read and simple to reference throughout the board year. If you know you want to be an annual sponsor, all you need is the 2 page breakdown of annual benefits and levels for the calendar year. Finally, we have a 1 page "cheat sheet" if you are sponsoring at the event and/or annual level, you will be able to tell at a glance what level you're sponsoring and the benefits associated with it!

In addition to the excitement of this year's Sponsorship Drive, we are also planning an Annual Sponsorship Appreciation Event which is to be in tandem with our December 2nd Thursday Happy Hour. Further details will be announced soon, but the goal for the event is to give a little something back to our fabulous sponsors! Look for the invite soon; we hope to see you there!

Last but certainly not least, I would like to remind you of what we do and who makes up our committee. Over the summer we have worked through a re-structure of our areas of specialization within Sponsorship and Fundraising to better accommodate and serve your needs. We have some good news, some bad news, and some more good news to share.

CONTINUED ►

SPONSORSHIP UPDATE (CONTINUED)

Some good news: As VP of Sponsorship and Fundraising, I'm available for any questions, concerns, feedback, and assistance in making the sponsorship process run as smoothly as possible. I will work directly with our Chair and Concierge to ensure you are recognized by our A&D community.

Some good and bad news: We started off the new board year with a new Chair of Fundraising and Sponsorship, Patrick Nelson. Unfortunately he has recently been relocated with his job and won't be able to stay on the Board. He did a great job helping get the year off on the right foot and we are sad to see him go. The good news is that we have some excellent candidates for picking up the position right where he left off! The Chair position will primarily manage event sponsorship. They will be here to make sure that you are taken care of for each event you choose to sponsor, so we will let

you know as soon as possible who the new contact will be for upcoming events!

Some more good news: We also have Christina Rischar returning as our awesome Sponsorship Concierge. This year she will be taking care of all of our Annual Sponsors. Christina is here to make sure that you are receiving your sponsorship benefits and generally keeping in touch with you throughout the year.

As you can see, we are busy with making a lot of exciting things happen and are looking forward to getting into the heart of the new Board year – we hope you are too. We look forward to working with you and please remember, we are a team, so feel free to contact any of us for whatever sponsorship and fundraising question you have – together we hope to make this the best year for you yet!

TÉJARA

NEWS



NEW FOREST PARK

PORCELAIN COLLECTION

Make a statement with the Forest Park collection from Daltile. This line exemplifies the splendor and style of hardwood. As opposed to natural wood, it can withstand high moisture and high traffic. From velvety and delicate to robust and dark, choose from six striking colors to transform your space.

STUNNING WOOD VISUAL:

- Exemplifies the natural beauty and sophistication of hardwood with the durability of tile

CONTEMPORARY PLANK SIZES

DURABLE DESIGN:

- Perfect for high-traffic and high-moisture areas

RICH WOOD COLOR TONES



daltile®

DESIGN WITH CONFIDENCE™

NEW MEMBER UPDATE & GOALS FOR THE YEAR

RECAP



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

October 11th and in Portland on October 19th and will include project tours and Member testimonials. Volunteers are wanted to serve as 2013-2014 liaisons to each of the schools to help support the efforts of our IIDA Campus Centers and future designers!

CONTINUED ►

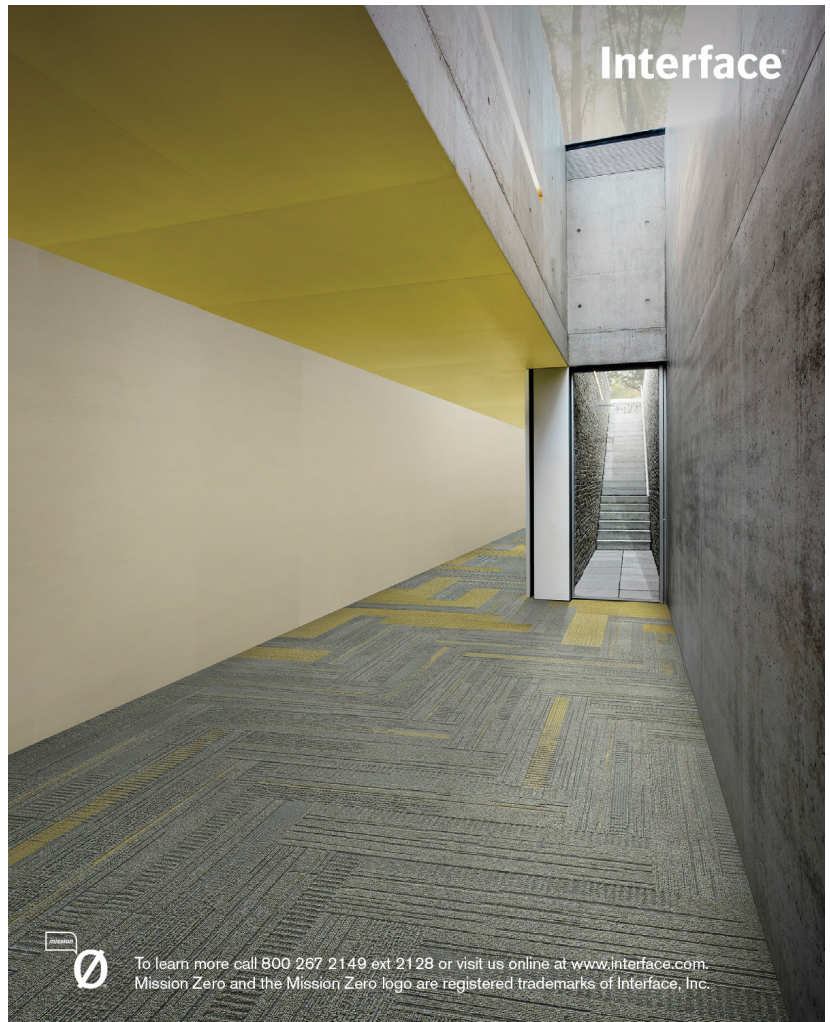


EMMA SILVERMAN,
ASSOCIATE IIDA
CO-VP MEMBERSHIP,
IIDA OREGON CHAPTER

It's almost that time again! School has started, the days are getting shorter, and the Membership team is back in full swing recruiting new Members, activating current Members, and promoting all of the valuable events and resources that IIDA and IIDA Oregon Chapter offers!

In August, about 20 eager designers gathered for the NCIDQ Roundtable discussion to share study tips and words of encouragement for future NCIDQ Exam participants. Don't forget that both IIDA and IIDA Oregon offer scholarships for exam fee reimbursements to individuals who have passed the NCIDQ Exam (and the LEED Exam, too!) and whose employer does not cover their exam fees. Visit <http://www.iida-or.org/educational-fund> to learn more.

Join our new Co-Chairs of Student Membership, Julie Jenson and Mia Drummond, as they welcome all students back to class and promote the networking opportunities and resources available through IIDA. Student events will be hosted in Eugene/Corvallis on



To learn more call 800 267 2149 ext 2128 or visit us online at www.interface.com.
Mission Zero and the Mission Zero logo are registered trademarks of Interface, Inc.

MEMBERSHIP (CONTINUED)

It will be time to renew your Membership before you know it! We are happy to report that Membership dues are NOT increasing this year! Take advantage of EZ Pay for a monthly payment plan. Or if you're not yet a Member and are interested in joining – don't wait! Join NOW to receive the remainder of 2013 for free with your 2014 Membership!

WELCOME NEW MEMBERS:

Chelsey Baliva, Associate IIDA
Marketa Rodgers, Associate IIDA
Kathleen Williams, Associate IIDA
Ellen Cusick, IIDA
Peryll Gray-Ayersman, IIDA

RECAP



MEMBER SPOTLIGHT: CAITLIN KESSI



"I graduated from the Interior Architecture program at the University of Oregon in 2012 and for the past six months have been working at Boora Architects as an interior designer. My current project assignment is Block 15, a high rise condominium tower in the Pearl District. I enjoy researching lesser-understood user groups and sifting through material research data to clarify the usage of terms like "sustainable" and "green". The IIDA is invaluable to me because it brings together the brainpower and resources necessary for professional interior designers to stay informed and use that knowledge to create forward-thinking, sustainable, human-centered and inspired environments."

DESIGN WEEK PORTLAND...PF STYLE
10.08.13

CELEBRATE DESIGN WEEK AT PACIFIC FURNISHINGS' OPEN HOUSE
OCTOBER 08, 2013 4PM - 7PM

- + Exhibits featuring the works of our inspiring designers, such as Ray & Charles Eames, Yves Béhar & Irvine Harper
- + CEU course at 4:30 "WHY Design": How inspiration and problem-solving design can be a cornerstone for innovation (IDCEC, AIA)
- + Works from local design studio, Gray Pants (Seriously, you have got to check out their work GRAYPANTS.COM)
- + Silent auction on locally painted Eames molded plastic chairs
- + Cocktails, food and live models

pacific furnishings

421 sw 2nd ave.
#dwpdx



6

GRA FORUM DETAILS



**ROBERTA
PENNINGTON, IIDA**
VP GRA,
IIDA OREGON CHAPTER

When you think IIDA GRA, Government and Regulatory Affairs, I want you to think: FUN! This focus of IIDA Oregon is more than just working with our state's interior design coalition, the Interior Design Collaborative – Oregon, IDC-Oregon. We focus on building code updates, state and local. We focus on standards in practice, like BOMA measurements. GRA focuses on the meat and potatoes of doing what we do. And remember, what we do is FUN.

Speaking of fun, September 19 is the GRA forum at ZGF. Kelly Vecchi from Clackamas County Office of Sustainability will be on hand to talk tips and tricks for permitting in her vicinity. Permitting is fun; and getting your permit is even more fun. Your project gets built; and clients are happy. You're happy. Boom, FUN! We will also be quizzing Kelly in a question and answer portion. Rarely do we have the opportunity to ask questions to the plans examiner in a format like this.

Ever wonder what IDC-Oregon is up to? On top of sitting on the board for IIDA Oregon, I also have the privilege of representing our organization on the IDC-Oregon board as well. This year's coalition board is charged and ready for another year of informing the public and our elected officials on the importance of legal recognition of interior design and passing the practice act.

IIDA Oregon has been a partner since the coalition's inception and this year is no different. We as a Chapter donate money and resources to IDC so they can do what they do: represent professional interior designers for the State of Oregon and seek legal recognition for our practice.

That's nice, Roberta. But how is that fun? This is where you come in. You just need to show up. That's it. Like all the IIDA Networking events, IDC is no different. We show up, let the people we elected to their positions know what we do, partake in, I can only hope, a nice cheese plate, thank the sponsors, and go back to the office and do what we do. So when the time comes, you get a few reminders from me to write a letter of support, drop a buck or two into the donation jar, say hi to all the designers you have probably worked with in some form or another over the last ten years, and go home.

I swear to you: it's FUN. If not, let me know. I will jazz hands my way into your heart and you will know FUN!

For more information on IDC-Oregon, please visit their website, www.idc-oregon.org

And what lies in store for the coming year in IIDA GRA? Bethanne Whalen, your chair of GRA, and I will be updating the long-neglected "Government" tab on the IIDA Oregon website, www.iida-or.org. You will see the announcement for its kick off coming soon! We also plan to dedicate more resources to the coalition through our volunteer time and other Chapter resources. Keep an eye open for these updates too. And finally, Bethanne and I plan to make GRA fun.

Like disco ball FUN!

FORUMS



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

As I sit down to write about the Forums our committee has planned, we first have to introduce some exciting new additions to the team. Marketa Rogers will be joining as the co-Vice President of Forums and Professional Development. She is the founder of ID7, an interior design studio for both commercial and residential projects with a focus on international work. Lacey Bartels will also be joining the Forums Committee. She is an interior designer at WCI Inc. where she specializes in hospitality design. We would also like to welcome back Elizabeth Lockwood to the committee and congratulate her on her newest addition to her family, Adalyn Lockwood.

Elizabeth is going to focus on all things sustainable for upcoming Forums. The entire team is excited to be on the Board and to help our Chapter provide fabulous events and Forums over the next year.

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

October's forum, **DESIGNER CONFLUENCE: A PANEL DISCUSSION** Scheduled for October 7th from 6:00-8:00pm and will be held at the Ecotrust building and will provide a CEU credit.

October's event is set to coincide with Portland Design Festival activities. We have a fantastic panel lined up for you and a night of great design, good drinks and food. It will be excellent networking event to start the week and kick off for all the events with the Portland Design Festival. Make sure you check out their website www.portlanddesignfestival.org for a full line up of the events happening around town.

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

CORY GROSSER is an American product designer, brand strategist and educator based in Los Angeles. Surface Magazine named him one of the Top Avant-Garde Designers in America and we are excited to have him in Portland for the event.

LISA ZANGERLE is an Associate Principal and Director of Interior Design and Hospitality at SERA Architects. Lisa's innovative approach to hospitality and sustainability has had her projects featured in national hospitality magazines.

CONTINUED ►



Manufacturer's Representatives
PORTLAND — SEATTLE

FORUMS (CONTINUED)

MAURICIO VILLARREAL is an award-winning landscape architect and a founder of Portland-based PLACE, a distinguished design studio focused on the craft of placemaking.

We will have a chance to openly discuss collaboration and the design process, challenges, successes and future trends. We would love questions from our membership; please submit for discussion by emailing Marketa Rogers at marketa@interiordesign7.com

This event will sell out fast, so purchase your tickets soon. To register for the event please go to the following link: <http://www.eventbrite.com/event/8193524051>

At the November Forum we will be teaming up with Steelcase for a great night of design. Stay tuned for more details to come.

IIDA-Oregon and the Professional Development and Forums Committee is committed to the growth and education of our Membership. Thank you for your support and we look forward to seeing you at all of this year's events.

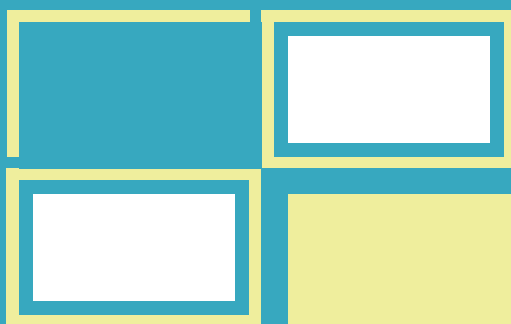
Cheers,

THE FORUMS COMMITTEE

UP NEXT



pacific furnishings' Healthcare Symposium



10.23.13

An event you can't afford to miss.
Learn more at pfhcs.eventbrite.com or



HermanMiller Healthcare
Nemschoff



pacific furnishings
your Herman Miller healthcare dealer

UPCOMING EVENTS

FORUM

10.07.13 6:00-8:00PM

ECOTRUST BUILDING . 721 NW 9TH AVE #200

DESIGNERS' CONFLUENCE

A PORTLAND DESIGN FESTIVAL EVENT



FALL STUDENT KICKOFF EVENT

10.11.13 10.18.13

PORTLAND + EUGENE



Green Apple DAY of SERVICE

09.28.13



IIDA 2013 IDEAwards

RECOGNIZING INTERIOR DESIGN ACHIEVEMENT + INNOVATION

10.24.13





Street-Smart design
fit for any interior

A Style For Every Taste. A Brand For Every Space. As the world's leading producer and distributor of quality flooring, we offer highly reputable brands with nearly limitless possibilities. Our commercial brands – Karastan, Lees, Bigelow, Durkan and Mohawk Hard Surfaces – create the perfect quintet of flooring choices by offering product solutions for all markets and all price points. Whichever you choose, you can count on industry-leading style, top performance, superior sustainability, winning value and unmatched service. **Mohawk Makes It Work.**

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, ASSOCIATE IIDA
p: 503.927.6942
e: marketa@interiordesign7.com

VP GRA
ROBERTA PENNINGTON, IIDA
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

This board list is for official IIDA use only. Please refrain from contacting chapter presidents for solicitation and sales purposes. Individual IIDA members and potential members may initiate contact with the chapter President for organization information and networking purposes. Use of this information for any other purpose, including, but not limited to, reproducing and storing in a retrieval system by any means electronic or mechanical, photocopying or using the names, addresses, and phone numbers for any private, commercial, or political mailing is strictly prohibited.



