

Mixing It Up

Retail trends effect real estate development and store design in like manner

By Monica Holland
Randall-Paulson Architects



Rendering of John Megal Chevrolet Dealership designed in the style of a grand lodge by Randall-Paulson Architects

Mixed-use isn't the only thing getting mixed in retail. What was the standard for retail success has lost its allure. The answer is to mix-it up, turn-it around, to recreate. Global factors of saturation, increased spending, and lifestyle changes are affecting all aspects of the industry from development, to store branding and interior environments.

With so many choices for the consumer and land dwindling in supply, **location** has become a necessity, rather than a guarantee. The result for the retailer and the developer is increased competition and a need for new ideas to appeal to more educated but somewhat dulled consumer preferences.



Don't miss the IIDA Holiday Party! Georgia Chapter's Annual Party to Benefit Toys for Tots

By Mark Borst
Atlanta City Center Co-Director

The IIDA Georgia Chapter and the U.S. Green Building Council are partnering to host the Chapter Holiday Party to be held at the **Interface Showroom** which is conveniently situated in the heart of the celebrated Tech Square development in Midtown Atlanta on **Thursday, December 16.** The Interface Showroom is located at street level in the Centergy Building, at the corner of Spring

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FORUM FOCUS
retail

Saturation and money to burn are driving competition, but the direction of this competition is, as always, driven by the consumer. The largest overriding factor driving these preferences are current lifestyle changes involving time and social needs. Having a "balanced life" is in and everyone regardless of gender, occupation, or parental status is balancing a lot. Individuals are involved in any number of specific and shifting social communities. The result is less time and less definition of community and a corresponding desire for enjoyment and socialization.

Time-consuming malls are giving way to smaller open-air and lifestyle centers. New developments are responding to society's social needs by creating the more community oriented mixed-use and lifestyle developments. There is both a look and feel of community that reaches social needs, and there are more entertainment and hospitality related components to directly respond to these needs.

Retailers like **Sears and J.C. Penny** are responding to both dwindling choices in mall locations and consumer time preferences by designing free-standing stores. Other retailers are mixing up concepts such as **Lucy Strikes Lanes** with sleek design that marries suburban family bowling activity with urban adult nightlife and **Club Lubby Lu**, a retail store/birthday venue for seven to twelve year old girls (Source: *Top Retailers to Watch, Retail Traffic*, October 2004). Community and mixed-use/multi-use is even inherent within store design such as Lubby Lu's lounge space and the prevailing rock climbing walls at hunting and fishing stores. At the newly opened **Car-spa*** in Roswell, Georgia, the customer can work, shop, enjoy refreshments or simply relax in a hospitality-styled lounge. The soon to be opened **John Megal Chevrolet Dealership*** in Dawsonville, Georgia is designed in the style of a grand lodge and features amenities for the outdoor enthusiast including lounges with stacked stoned fireplaces and antler chandeliers.

Regardless of scope, design and development of retail has become more specific and distinctive by mixing up uses and mixing in new concepts to outsmart the competition. These newer concepts utilize the skills of the designer to bring the value of an experience, community and time to the consumer. **Interiors designed by Randall-Paulson Architects.*



The Interface Showroom, designed by TVS Interiors



PRESIDENT'S message

You did it Georgia Chapter... keep up the great job!

Thanks to each of you in the Georgia Chapter, we met our financial goal for the 2004 IIDA Foundation Designing for the Future Campaign – **\$1,630**. The Chapter Board, seeing the support by the membership, made up the difference so we could meet this goal.

In 2003, the inaugural campaign raised over \$12,000 and four Chapters met their campaign goal: Carolinas, Delta Regional, Oregon, and Southwest. Now the Georgia Chapter will be listed for 2004.

For the 2004 Campaign – which ran from September 7 through October 29 – each Chapter was given a financial goal. As an incentive, the Foundation will award the Chapter with a gift of 25% of the money raised upon reaching or surpassing the goal. The remaining revenue will support the Education & Research Fund. A research project, “Color for Interiors Projects” is currently being conducted and the findings will be posted on the Foundation website upon its completion.

The IIDA Foundation is a not-for-profit (501c3), philanthropic organization whose primary mission is to advance interior design through education, research, and knowledge to benefit IIDA and the interior design profession. The Foundation, under the guidance of its Board of Trustees, works in collaboration with IIDA to support the strategic plan of the Association.

Because of your support the IIDA Foundation can do much for you. For example, the NCIDQ Tuition Reimbursement Fund and the Sustainable Design Education Fund, Lloy Hack Memorial Fund, and the Lester Dundes Memorial Fund and more are available to you. If you are interested in more information please check out the Foundation web page found at www.iida.org.

Keeping up with IIDA. If you would like to obtain IIDA information more frequently, sign up for the email newsletter *designMATTERS*. Send your request to be on the email list to [idahq@iida.org](mailto:iidahq@iida.org).

With this being IIDA’s 10th year, we are taking a look at all that is being offered and asking each of your opinions.

IIDA Student Members: Have you signed up for the email newsletter *PLINTH & CHiNTZ*? Check out www.plinthandch-intz.com. It’s for you!

Have you checked out the Georgia Chapter website? Did you know that you can link directly into information at IIDA International website, too? And you can check on upcoming events including time, date, place and how to RSVP! Share this website with your peers so they can learn how to join IIDA, get NCIDQ information, job search information and link to our Partners! Go to: www.iidageorgia.org.

Do you have a project to share with us? Our new website gives you the opportunity to have your work recognized.

Let us know what you think of the new Charette newsletter format! Are you receiving information that’s helpful to you? How would you like to be more involved with the newsletter? Just contact our newsletter co-editors Gail Malone at gail_malone@gensler.com and Erin Bethea at erin_bethea@gensler.com

Have you completed the recent online surveys? These surveys help to set the path for the IIDA Georgia Chapter. With this being IIDA’s 10th year, we’re taking a look at all that is being offered and asking each of your opinions. We really do grasp onto every comment made by each Member.

Thanks to all of you who responded to the online “Forum Feedback” survey, offering your insightful ideas and requests for upcoming programs, tours, newsletter articles and more. The Forum survey is taken every other year to check the pulse of our ever-changing design environment and needs. Your responses assist us with focusing on the needs for your practice. The forum representatives are truly that – they represent their practice specialty for the Chapter, and they appreciate your valuable input.

Please make sure to respond to the online Partnership “Best of Trades” survey. It’s an opportunity for you to identify those individ-

Partner Update

2005 Partner Campaign

By Howard Fishman, IIDA
Partnership Team Leader

This year’s Partner Campaign reflects our Chapter’s need to grow not only in numbers but in content. At our most recent Board meeting it was determined that our Partners deserve a strengthened benefits package, as well as an opportunity for better access to the community they serve and support. We are planning on adding Partner benefits to currently scheduled events, and organize new events that will incrementally add value.

Our Chapter Partner Commitment levels include:

Platinum Partner	\$3,000
Silver Partner	\$2,000
Gold Partner	\$1,000
Bronze Partner	\$ 500

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uals and companies – working within your specific forum – who you think of so highly and have had a great working experience. With your help, the Georgia Chapter will be able to recognize the people who help your projects run smoothly.

Thank you!

Laura M. Bailey, FIIDA
IIDA Georgia Chapter President

“Someone’s sitting in the shade today because someone planted a tree a long time ago.”

— Warren Buffet

UPCOMING EVENTS

For more details, call (404) 766-1632 or visit:
www.iidageorgia.org/calendar.html

december

- ✓ 16 – Georgia Chapter IIDA Holiday Party
- ✓ 21 – Full Board Meeting

january

- ✓ 20 – CEU: “Green Analysis and Cultural Sustainability” sponsored by Haworth (details TBA)
- ✓ 25 – Full Board Meeting

The energy, the activities and the dedication to serving the Georgia Chapter Members – it's hard to keep up with the flurry of ideas and events that are being planned by this year's Board.

One way that the Board is showing this dedication is by launching a new feature for information sharing among the membership. In an effort to get more information and opportunities of professional and related activities to the Members, the Board will be providing a chart of events which will be distributed between newsletters as an attachment to the regularly received emails.

Email any information you have on IIDA or non-IIDA activities and events to be added to the char to: IIDA@lasarchitect.com. This will bring us closer as an organization because we will be informed about what's going on in

MEMBERS' corner

By Richard Starcher, IIDA
Vice President of Membership

"In the Know"

Board Launches New Way For Membership to Share Event Info

open to the public, an art festival featuring a friend or you, School jury for projects, CEUs available through other organizations, Habitat for Humanity construction teams, etc.

Please put "In the Know" in the subject of the email and provide us with the dates, RSVP information, a brief description of the event, and any pertinent contact information for Members to learn more. If it's a Partner sponsored event, we want to make sure we provide recognition for their support.

William T. Baker CEU/Home Tour Rescheduled for Spring 2005

IIDA offers its sincerest regrets for not holding the CEU/Home Tour with William T. Baker on November 11th. We are looking at a Spring event related to Mr. Baker's work with the Designer Show House and having his book signing and CEU lecture at that time. Thanks for your support and feedback on our initial attempt to bring you a Residential Forum Event.

2005 Partner Campaign

(continued from page 2)

We are now contacting all Partners who graciously gave to our Chapter last year to ask that they renew at a higher level this coming year. This heightened commitment will reinvigorate the Chapter and allow us to begin planning for a more comprehensive package of activities. Throughout the coming year we will be contacting both our Partners and membership to elaborate on these plans and to ask for your involvement.

Yes, the financial support is necessary to keep the Chapter operating, but there is no substitute for personal involvement. In order for Partners and potential Partners to get the most "bang for the buck", attendance at events and meetings is the best way to take

advantage of the connection between the businesses involved directly and tangentially with the design world.

Additionally, we are contacting companies who have not yet partnered with IIDA and asking for involvement even at an entry level of support (Bronze Partner, \$500) or sponsoring a meeting or event. If you are interested in becoming an IIDA Georgia Chapter Partner and would like to receive a package of information that would assist you in making that decision, please contact Howard Fishman at (404) 614-6135.

Let me take this opportunity to thank those organizations who have already committed for 2005, as well as to thank all of our 2004 Chapter Partners.

Holiday Party

(continued from page 1)

and Fifth Streets. Designed by **TVS Interiors**, the showroom space is open and modern, offering a dramatic and fitting venue for this annual event.

Recently, Interface was awarded Platinum LEED-CI certification for the showroom, the highest attainable standard for LEED certification in Commercial Interiors. Some of the contributing features of the project include

the fact that 92% of construction waste was diverted from landfills and 30% of furniture and fixtures are reused. A photovoltaic cell and timer monitors daylight and adjusts electrical lighting accordingly. Interface purchases green power and supports non-fossil-fuel based energy.

Not only will IIDA partygoers have the opportunity to celebrate the season with friends and colleagues in this stunning environment, they will be able to participate

Macon, Augusta, Savannah, Columbus, Valdosta and the other suburbs of Georgia.

Here are some examples of what you might consider letting us know about: an exhibit at a local gallery, a home tour in your local neighborhood, a lecture at the local school by a noted design figure, the opening of a new gallery, an industry plant tour that might be

The Board Needs You

By Richard Starcher, IIDA
Vice President of Membership

The Board could really use your help pulling our Chapter events together. Members are needed to make phone calls to caterers, track down venues for events, room setup and take down, coordinate welcome tables, make signs, solicit donations and coordinate with other organizations.

Given what we can accomplish with the 20 or so Board Members doing most of this now, imagine what these events will be if we have a few extra hands to divvy up the workload? We can start having mo' betta' fun events with more frequency and spontaneity. Names are being collected for a pool that can be tapped into as help is needed for a specific event.

Please consider giving an hour or two to help the Board continue strengthening the Chapter. This will aid the Board in focusing on the larger issues and challenges facing the profession and Chapter.

Forward your name, confirm your contact information, and your Forums to: IIDA@lasarchitect.com Subject: Task Force.

...with a few extra people available, we can start having mo' betta' fun events with more frequency and spontaneity

Our sincerest thanks for considering our invitation to help make a difference in the Georgia Chapter.

in the time-honored tradition of holiday giving through the **Toys For Tots** program. Begun in 1947 by the United States Marine Corps, Toys For Tots has distributed more than 313 million toys to 151 million children.

The IIDA Georgia Chapter is pleased to be associated with this venerable charity this year, and is requesting that guests bring an unwrapped toy to the event to ensure that underprivileged children of Atlanta will not be passed by this holiday season.

WILLIAM McDONOUGH EVENT

IIDA hosts leader in Sustainable Design

By David Sheehan, IIDA, RID, LEED AP
Scholarship Partnership Team Leader

William McDonough of William McDonough + Partner, Architecture and Community Design spoke at length about his passion for sustainable design and practice at a recent event hosted by IIDA and Solutia.

This presentation took place in conjunction with the AIA as part of their successful AIA Georgia Convention. Funding for the promotion and refreshments at the event was provided by Shaw and Spectra.

Mr. McDonough's passion however is not that of many. He believes strongly that what we as designers and citizens do in the built environment not only affects said, but has strong repercussion on our economy and our ability to hold a strong world presence.

The client list of Mr. McDonough is formidable. Some of the clients seem obvious for the fact that they have been informing trends in our society for years. Among these clients are The Gap, Nike and The Ford Motor Company. Mr. McDonough's work has stretched beyond creating smart architecture; he is now consulting with industry leaders such as DesignTex and Shaw. He has also been engaged by the governments of China and Spain to help regulate manufacturing, energy and building technologies.

The lecture was animated by Mr. McDonough's dry wit, and the subjects ranged far beyond design to include politics (McDonough has received Presidential awards from both Presidents Clinton and Bush), the U.S. and world economies, LEED Accreditation, recycling versus clean production and land use.

On behalf of the IIDA Georgia Chapter I want to thank Solutia, Shaw, Spectra and the AIA for their help in making this important event successful. Also thanks to our Atlanta City Center Co-Directors, **Kim Sydnor**, IIDA Associate, LEED AP and **Mark Borst**, Atlanta City Center Co-Director, for their work in coordinating and planning this event.



Laura M. Bailey, FIIDA, President, Georgia Chapter; William McDonough, William McDonough + Partner, Architecture and Community Design ; Kay Goslin, Solutia; Jerry Lominack, AIA, President, Georgia Chapter

McDonough believes strongly that what we do in the built environment not only affects us, but has strong repercussion on our economy and our ability to hold a strong world presence.

WOULD YOU LIKE TO PRESENT A CEU PROGRAM?

By Zina Cohen, Industry IIDA
CEU Team Leader

CEU's are extremely important to our Professional Members, Associate Members and Registered Interior Designers. IIDA is always looking for new presenters to satisfy these requirements. The process for presenting a program is not complex, but must follow a submission guideline. All programs for CEU accreditation are approved by the Interior Design Continuing Education Council (IDCEC) and can be submitted through your IIDA Georgia Chapter.

The three formats of the submission form are:

- Learner/instructor interactive educational experiences
- Articles for Industry Publications
- Conferences/Expos/Tradeshows

With each application presenters must submit a biography of each instructor, course learning objectives, detailed outline of the course, description of the intended audience, description of the course (subject matter must be generic in nature), five copies of course-supporting materials and the bibliography for participants to reference attritional information. The process

must be complete in all submission categories and takes four to six weeks for approval. There is a fee associated with course submission but can be waived for all programs submitted by IIDA Chapters, City Centers and Forums.

If you'd like to know more about becoming a CEU Presenter or you're currently a CEU Approved Presenter and would like to schedule a presentation, please call me at (404) 374-5627.

"Our knowledge is the amassed thought and experience of innumerable minds."

—Ralph Waldo Emerson

What does it mean to become a LEED Accredited Professional?

G R E E N

corner

Dear IIDA Members,

My name is **Linda Warming**, IIDA Associate, LEED AP and I'm your new **Sustainable Design Advisor**. I'm here to keep you informed about sustainable topics and to bring sustainable networking events to you throughout the year.

With LEED (Leadership in Energy and Environmental Design) accreditation growing tremendously and becoming public knowledge, it is important that interior designers educate ourselves about the topic as much as possible. By becoming LEED accredited, you have proven to yourself and to the world around you that what you do everyday affects not only people but the environment that we all share and you care to make this world a better place to live and breathe. Therefore, I want to recognize all IIDA Members who have recently passed the LEED exam.

Congratulations to:

- Sarah Anderson, IA Interior Architects
- Erin Bethea, Gensler
- Frank Farrington, Farrington Design Group
- Fiona Grandowski, Collins Cooper Carusi Architects
- Cynthia Holzheimer, Ideaspan

- Ross Leonard, Tandus Group
- Darci Pfeiffer
- Sara Regelski, Sizemore Group
- Molly Robidoux, Mannington Commercial
- David Sheehan, Perkins & Will
- Linda Warming, Lord Aeck & Sargent

The new LEED Accreditation Exam is now available and based on LEED-NC Version 2.1. It is made to ensure that a successful candidate has knowledge and skills necessary to participate in the design process, to support and encourage integrated design, and to streamline the application and certification process. It also tests the understanding of green building practices and principles, and familiarity with LEED requirements, resources, and processes.

USGBC (U.S. Green Building Council) will not require your accreditation to be updated within each major step of LEED as they update versions, so the evolution from versions 2.0 to 2.1 to 2.2 will not require re-accreditation. However, there is not a definitive ruling from the Curriculum & Accreditation Subcommittee or LEED Steering Committee on how accreditation will be maintained over time or between major steps. I recommend logging on to the

USGBC web page for frequent updates: www.usgbc.org

The cost of the exam is currently \$250 for USGBC members and \$350 for non-members. If you are serious about taking the exam call 1-888-215-4154 to schedule a testing session at any of the Prometric learning sites. Prometric is a third-party testing service contracted by USGBC.

By becoming LEED accredited, you have proven that you care to make this world a better place to live and breathe.

If you are an IIDA Member and have passed the exam, please send us an e-mail through our web page www.iidageorgia.org so we can recognize you as well. If you are not LEED accredited, I hope you will think about taking the exam and enjoy your time to learn more about what interior designers can do to help the environment both inside and outside a building to create healthy and happy people.

Greenguard Tour Looking for Dirt

By Kim Sydnor, IIDA Associate, LEED AP
Atlanta City Center Co-Director

Greenguard Environmental Institute opened up their lab doors for IIDA Members this past May. Those who attended got to see all the dirt...and mold and spores and other lovely fuzzy things that should only be seen in a petri dish. Sounds gross, but it was the most educational eye-opening event that Atlanta City Center threw this year.

Greenguard is an "industry-independent, non-profit organization that oversees the GREENGUARD Certification Program for low-emitting products including the establishment of acceptable standards for interior products and testing protocols." The Greenguard Certifications Program is the one of the credentials for low emitting materials, systems furniture and seating for LEED Interior CI Air Quality Performance.

The lab tour was guided by the scientists of **Air Quality Scientists, Inc.** who reviewed their testing processes and standards. This was followed by a Powerpoint presentation on "Creating and Maintaining Good Air Quality" – a guide for interior designers who want to be aware of what to look for when specifying products that can impact the air quality of interior environments. They also gave those present a Product Specification Program Comparator which compares their methodologies and applications with other programs that address low emitting products for building interiors.

IIDA wants to specifically thank **Tresa Banks of Greenguard** and **Marilyn Black of Air Quality Sciences** not only for allowing us to see their facility, but for their contri-

butions to environmental sound practices. We would also like to thank **Elizabeth Whigham** and **Teknion** for sponsoring and helping to organize this event.

To find out more about Greenguard, their history, and specific product testing please visit their website at www.greenguard.org. It's a valuable tool for interior designers!



Left to right: Dr. Elliott Horner (aka "Dr. Mold", Air Quality Sciences), Elizabeth Whigham of Teknion, Melissa Haunson of Greenguard, Tresa Banks of Greenguard, Marilyn Black of Air Quality Sciences and Henning Bloech of Air Quality Sciences.

Prepare for Spring 2005 NCIDQ

By Polly Patton, IIDA, NCIDQ Team Leader

Are you a registered Interior Designer in the state of Georgia? Have you taken the NCIDQ exam? Have you even registered to take the exam? The deadline to take the Spring 2005 exam may have passed, but it's not too late to get a jump on studying for the exam.

The National Council for Interior Design Qualification exam is the internationally accepted test for qualifying interior designers. The exam is recognized by IIDA and ASID as a requirement for professional membership in those organizations. It is also recognized by states and provinces including Georgia that have passed interior design registration acts as part of the license and registration requirement.

IIDA/NCIDQ Study Sessions Schedule – Spring 2005

- Class 1 Monday, February 7, 6:00-8:30 pm
Exam Information, Strategies, Study Tips,
Project Organization
- Class 2 Monday, February 21, 6:00-8:30 pm
Programming & Schematics
Critical Issues: Welfare, Design Synthesis
- Class 3 Monday, February 28, 6:00-8:30 pm
Design Development, Critical Issues: Health
& Safety, Function
- Class 4 Monday, March 7, 6:00-8:30 pm
Contract Documents
Practicum Strategies
- Class 5 Saturday, March 12, 8:00 am - 4:30 pm
Practice Practicum
- Class 6 Monday, March 14, 6:00 - 8:30 pm
Bidding & Negotiation, Contract Administration,
Critical Issues: Business,
Law & Ethics
- Class 7 Monday, March 21, 6:00 - 8:30 pm
Practicum Grading Review

Location for all sessions: Steelcase

The exam takes place over a consecutive Friday and Saturday twice annually, in April and October. The exam is divided into the following sections: Principles & Practice of Interior Design, Contract Development & Administration and Schematic & Design Development. Each section is graded and scored separately and may be taken individually. If you need additional information or a registration packet for the exam, please contact NCIDQ at (202) 721-0220 at 1200 18th Street NW, Suite 1001, Washington DC 20036, or visit www.ncidq.org.

IIDA Georgia Chapter offers a study session class twice a year to help with the studying process. The seven prep classes are offered on six consecutive Monday nights and one Saturday right before the examination date. The tentative calendar dates for the exam are listed below. If you are interested in taking the prep class, please contact Polly Patton at pollywest@hotmail.com or (678) 488-3239.

W E L C O M E ! new members

Christina Albert, Sarah Allen, Heather Allyn, Juliette Apicella, Candice Becht, Ashley Boolos, Kathryn Booth, Samantha Boyce, Arielle Buck, Terri Byard, Lillian Calvert-Dean, John Cantrell, Anna Carmel, Gabriella Carusone, Meloney Chenevey, Mary Crane, Tracy Crow, Alison Douglass, Margaret Emanuel, Jonathon Evans, Melissa Forsberg, Judy Fratantonio, Ryan Hansen, Lynn Harden, Nocole Hinkle, Amy Hoffmeister, Lauren Hunt, Ina Ivanov, Alyssa Johansen, Alicia Johnson, Jessica Justice, Lindsey Kelly, Felicia Lewis, Jan Lowery, Jennifer Mack, Susan Mallory, Liezel Mathee, Sarah Minges, Mani Mohan, Gweneth Mohn, Michele Moros, Kiran Morzario, Melissa Mucher, Christine Peters, Myra Pierce, Jeanette Pulnk, Andrea Ratchford, Abigail Reichler, Laura Rogers, Chelsea Rushing, Anna Sandberg, Ting Ting Shan, Brooke Shrimp, Lennie Sigmon, Brenda Smith, Martin Smith, Chanteal Solarczyk, Lauren Soriano, Amy Stanford, Megan Tinkler, Maria Valenti, Jennifer Venetis, Lucy Williams and Katherine Zullo

Funding the Future: IIDA Scholarship Campaign

By David Sheehan, IIDA, RID, LEED AP
Scholarship Partnership Team Leader

Over the past several months I've been working on an important project — to create a scholarship fund that will be self-sustaining and allow our Chapter to award scholarships each and every year continuing forward. Progress is slow but steady and now your involvement is critical.

I'm designing a one-time campaign to collect a total of \$80,000 to be held in the IIDA Foundation Georgia Chapter Scholarship Fund. These monies will come from three main sources:

1) The membership will be asked to

contribute. If each of our Chapter Members contributed \$100, we'd be nearly half way to providing scholarships indefinitely.

2) The IIDA Georgia Chapter has committed \$20,000 from reserve accounts and a modest existing fund as 25% matching funds.

3) I'll ask the A&D community to fund the program.

Once these funds are received and placed in the Foundation, they can be used for no other purpose than education. The contributions are tax deductible. The funds will grow proportionately with all funds

held by the IIDA Foundation.

I laid this plan out at the Georgia Chapter Board Retreat in August and by the end of the day, I had received commitments for more than \$1,300 from those in attendance. I love this kind of commitment to help educate future designers! Thanks to those who have already contributed.

To make your contribution, send a check made payable to IIDA Foundation, Georgia Chapter to:

Georgia Chapter Scholarship Fund,
c/o Association Headquarters
1185 Willingham Drive
Atlanta, GA 30344

As part of IIDA's 10th Anniversary Celebration, we are recognizing the past Presidents of the Georgia Chapter. Each President will reflect on their term as President and their desires for IIDA in the future. We gratefully thank all of these individuals for their time and commitment to the Interior Design Profession and to their continued support of IIDA.

**Cynthia Wittman-Heege, IIDA
2003-2004**



Sometime in the early 1990's, as a professional member of IBD, I attended a joint meeting in which several professionals representing at least four professional organizations presented a proposal of "merging" the organizations into one new, stronger, unified organization – one which would represent, benefit and advocate for interior designers of many practices, markets and disciplines – nationally and internationally. This year, membership is celebrating **IIDA's 10 Year Anniversary!**

"What an honor to serve as Georgia chapter president!"

Our membership, in the form of individual personal and professional commitment, membership dues and additional financial contributions to the IIDA Foundation, allows International Headquarters to fund, from the national level, many forms of valuable Member services. Services include *Perspective Magazine*, a website and newsletters; support of state legislative issues; CEU programs, a new Knowledge Center of educational and research literature; scholarships, design competitions and events, and marketing and promotional materials.

The Foundation recently awarded six Members tuition reimbursement for NCIDQ. The Foundation also recently announced four Members who will receive financial assistance from the Sustainable Design Education Fund. The Designing for the Future Campaign is a primary source for funding of this type – available to all Members!

Headquarters has also developed strategic partnerships with nationally recognized

companies which extend discounted services to all IIDA Members with discounted rates for design magazines; office supplies from penny-wise.com; shipping with DHL Express; financial and insurance products with, respectively, Wells Fargo and Mutual of Omaha, and quite recently – a Smith Barney 401K program; car rental services with Avis; hotel accommodations, movie tickets, professional recruiting, computers, and various on-line resource libraries. The list goes on and continues to grow!

I have benefited from being a professional Member of IIDA and a Member of the Georgia Chapter Board. I have forged great, deep and lasting friendships with other design professionals, including manufacturer representatives who share responsibility for the success of so many of my projects. My participation on the Board has been deeply rewarding. What an honor to serve as Georgia chapter president! I took the NCIDQ study session, and being a Registered Interior Designer, I am able to fulfill my CEU requirements for my state registration, as well as for my professional membership in IIDA, largely due to the CEU opportunities offered at the national and chapter level. The Career Center on International's website provided the path to my current professional position! Yes, I have benefited greatly.

Have you visited www.iida.org lately? Have you visited www.iidageorgia.org, YOUR Chapter's new website? Learn what programs your membership dues and Foundation contributions fund. Learn what national and your chapter offers back to you.

And, don't forget – "Raise the Bar!" in your own life – professionally and personally!

**Douglas Westhoven, IIDA
2001-2002**



Wow! The 10th Anniversary of IIDA is upon us – it's incredible, but true. I joined the Institute of Business Designers (IBD) in 1986 and although it has been challenging at times, I'm still enjoying volunteering on behalf of the Interior Design profession.

As a longtime Member, volunteer and one of the 9 past IIDA GA Chapter presidents (yes, one volunteered for two different times to serve as the Chapter President) I have seen the Chapter grow. What was once a tiny organization worried about sending a mailing and scraping up money to cover postage to an organization that maintains a healthy

P A S T
president

reserve fund and that is creating a scholarship fund for its Student Members as part of Member benefits.

Today, my position in the organization is Awards and Recognition Team Leader. I'll be working with my team to create a recognition program for Members and Partners who have made significant ongoing contributions to the industry and the organization. As well, we'll be reaching out to the newer Members, encouraging them to get involved and be recognized.

We'll launch our recognition program at the IIDA Annual Meeting in June 2005 where we'll be honoring the Georgia Chapter's first ten years, and recognizing the contributions of some of the our outstanding Members. We'll be setting the stage for an annual recognition and award event helping launch IIDA GA Chapter into the next decade.

My 18 years of involvement with IIDA and IBD have truly been rewarding and beneficial to me – both professionally and personally. I am excited to be leading the Awards and Recognition Team and I look forward to seeing all of you at the Annual Meeting. In the meantime don't forget to check out www.iidageorgia.org for continuing updates.

Once again, thank you IIDA Georgia Chapter for **ten wonderful years.**



IIDA is an international professional networking and educational association committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge.

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The success of the Georgia Chapter wouldn't be possible without the generous support of our Partners.

retreat partners

annual meeting partners

platinum level partner

silver level partners

gold level partners

bronze level partners

When working with an Industry Partner, please let them know that you're an IIDA Member and acknowledge their valuable patronage of the Chapter.
Thank you Partners, for your incredible support!



1185 Willingham Drive Atlanta, GA 30344

georgia charette

Your new Chapter newsletter Open Now!