

2014-2015 IIDA WI Board of Directors

Tina Hopwood, IIDA

Position: President

Tina is an Interior Designer at Flad Architects. This is Tina's third year serving on the Board. In her past positions as VP of Communications and President-Elect, she has worked to streamline communications. As President, Tina plans to support the talented board in their great initiatives to keep the Wisconsin Chapter strong and growing. She hopes to strengthen the IIDA professional organization presence and resources around the state, including involvement with the future student designers. Tina received her Bachelor's Degree in Interior Design from UW-Madison in 2000 and is a Wisconsin Registered Interior Designer. In addition to being a designer, Tina also serves as a Captain in the WI Air National Guard, spends time with her family, and enjoys volleyball, golf, hiking, and camping. Tina's work experience at Flad and training with the Guard makes her a great lead for IIDA WI.

Jamie Carley, IIDA

Position: President-Elect

Jamie works as an Interior Designer at Flad Architects with a focus on science and technology, healthcare, and workplace research projects. She has been a member of IIDA for seven years, joined the Board of Directors as the VP of Membership last year, and is heavily involved in the STRUT planning committee as the event co-chair. Jamie believes in being involved as a way to give back, provide and receive mentorship, create fun and meaningful networks, and share knowledge within the design community. She's looking forward to learning more about IIDA leadership and for the opportunity to provide additional value to our great members.

Ashley Phelps-Wagner, IIDA

Position: Past President

One of our longest standing Board members, Ashley continues to provide knowledge and support to the IIDA WI BOD. She has served several roles on the Board, and through these experiences she has touched every aspect that makes this chapter a success. Her knowledge and enthusiasm for IIDA WI will continue to grow in her role as Past-President. Ashley earned a degree in Interior Design from UW Madison in 1999 and is a Wisconsin Registered Interior Designer. Her number one love is to travel. She enjoys sharing her travel experiences through her travel blog. Ashley is also an active volunteer at the Madison Habitat for Humanity Restore.

Koreen Pelot, IIDA

Position: Treasurer

Koreen is a Sales Representative with Koroseal Interior Products. She has been a member of the IIDA WI Board for 10 years. Her vast knowledge of chapter history and obsession for financial detail is invaluable in her role as chapter Treasurer. Her goal for the next year is to maintain happy and healthy financials. Koreen received her degree in Interior Design from UW Stevens Point and is a Wisconsin Registered Interior Designer. Any event with Koreen is sure to be livelier and more fun – she is always up for an adventure! She enjoys biking, traveling, family time with her hubby, son Colton, and is getting ready for baby boy two this summer.

Melissa Schumacher, Industry IIDA

Position: Co-VP Communications

Melissa is a Business Development Manager & Workplace Consultant for Allsteel. She has been a member of the board for four years. Her leadership experience with IFMA and prior employment opportunities provides a rich background to support the ever changing needs of web communications. Melissa enjoys photography and volunteering with IIDA and other organizations.

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Julia Goetzka, IIDA

Position: Co-VP Communications

Julia is the A+D Marketing Liaison with Paragon Business Furniture. She has been a member of the IIDA WI communications team for two years, crafting and distributing the weekly e-blasts. Her customer service experience as well as her positive personality are great attributes for a strong communications team member. Julia earned her degree in Interior Design from Kendall College of Art & Design in Grand Rapids, MI. Before joining Paragon in 2012, Julia worked for Michigan architectural firms with a project focus in healthcare, education, and corporate markets. After hours she enjoys family time, travel, reading, and gardening. Julia also has been singing and performing since girlhood and currently provides the lead vocals in her husband's band, The Speedmasters. Fun fact: The duo released their first studio album "Ranchanova" on iTunes last October.

Kelli Kruschke, Assoc. IIDA

Position: Director of Social Media

Kelli is an Interior Designer with KEE Architecture. She earned her Interior Design Degree from the UW-Madison in 2012. She is looking forward to joining the communications team to keep members informed of important events and opportunities in the best, most efficient way possible. In her spare time she enjoys shopping, gaming, and movie watching. If you ever need a nail polish suggestion – Kelli has one for every occasion imaginable – you can never be too prepared. Hot pink glitter, iridescent purple, neon green – you name it she's got it!

Anna Laird, Assoc. IIDA

Position: VP of Professional Development

Anna is an Interior Designer with Destree Design Architects. She has been a member of the IIDA board for three years. Anna is an integral volunteer with the Interior Perspectives committee, organizing and coordinating the Keynote speakers and CEU opportunities. She looks forward to working with IIDA WI membership to provide IDCEC certified programs statewide as well as facilitating NCIDQ study sessions with the Director of Associate members. Anna earned her degree in Interior Design at UW-Madison in 2010. She brings a fresh energy and current perspective to IIDA WI.

Aaron White, IIDA

Position: VP of Membership

Aaron is a Senior Interior Designer with Erdman. He is looking forward to joining the IIDA WI board to extol the benefits of being part of a great professional organization. He has recognized the incredible impact IIDA WI has on the design community and the community at large, and is looking forward to working within the organization. He is looking forward to giving back to IIDA by becoming part of the planning and teamwork on the board. He plans to encourage those on the fringe to join and become a part of it all. Aaron earned his degree from Ohio State University, where he was a member of the marching band. In his spare time he enjoys hockey, playing music, landscaping, backpacking, and spending time with his wife and kids.

Margy Zwieg, Assoc. IIDA

Position: Director of Industry Members

Margy is the Resource Librarian for Flad Architects. She is looking forward to joining the IIDA board to continue the strong relationship between the chapter and its Industry Members. She hopes to build and increase the number of sponsors for the organization while building new relationships and networking. Margy's experience and current relationships as a resource librarian makes her a great candidate for this position. She earned her Interior Design degree from UW-Madison. Margy enjoys traveling, reading, pilates, golf, biking, gourmet cooking, and spending

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time with her husband and son. One of her most fun accomplishments was climbing a few "fourteeners" while living in Colorado Springs, including Mt. Elbert, the highest peak in Colorado.

Christine Pearson, Assoc. IIDA

Position: Director of Associate Members

Christine is an Interior Designer with Aro Eberle Architects. She became involved in IIDA as a student at UW-Madison where she won a scholarship from the IIDA student design competition. That experience led her to participate in IIDA events and eventually join the board. She has served in this position for three years. Christine is looking to continue building a solid platform for the NCIDQ test prep in order to help Associate members make the leap to professional membership. She is also looking forward to working with the membership team on new membership drive ideas and marketing materials. Her own transition from Student to Associate Member makes her an expert on the requirements of an Associate Member. Christine enjoys traveling, hiking, and playing competitive soccer in her free time. She also has a scary obsession with scarves... if it's even remotely chilly, she won't be caught without one!

Christina Robotka, IIDA

Position: Director of Student Members

Christina Robotka is the DIRTTCare Specialist for Lerdahl Business Interiors. She brings 13 years of interior design experience to IIDA's Board of Directors and holds a Bachelor of Science degree in Environment, Textiles and Design from UW-Madison. Christina is excited to join the board as the Director of Student Members and will focus on strengthening membership and industry involvement among students across the State of Wisconsin. She recently assisted in teaching third year design students about DIRTTCare Environmental Solutions and ICE software, and loved being back on campus interacting with soon-to-be graduates. When not digging into all things DIRTTCare, Christina is playing with her two young sons, enjoying the Madison food scene, and dreaming about new places to visit and people to meet.

Melissa Destree, IIDA

Position: VP of Advocacy

Melissa is the Owner of Destree Design Architects, Inc. Over the past year she has filled the Past-President role on the board and unofficially stepped into the VP of Advocacy position. Her passion and desire to keep people in the know about legislative and regulation issues makes her a perfect candidate for the VP of Advocacy. Her goal is to work with the board and others to rebuild and support government advocacy in Wisconsin for design professionals. Melissa earned her Bachelor's and Master's degrees in Architecture from UW-Milwaukee and is working on her goal of world domination. Her hobbies include movies, baking, travel, touring drinking establishments and fine eateries, and being a compulsive volunteer.

Joni Juergens, Industry IIDA

Position: VP City Centers

Joni is an A&D Sales Representative with Patcraft Carpet for Wisconsin. Her professional network is a tremendous resource for the City Center team as they bring opportunities for educational and social events to the three City Centers in Wisconsin. Over the last year she has successfully recruited a full team of City Center Directors for Madison, Milwaukee, and the Fox Valley. She is looking forward to working with her team to increase involvement in IIDA across the state. Joni earned her degree in Commercial Interior Design & Textile Design from Oregon State. Her passion is her family and participating with the Food For Kidz charity where they donate meals to orphanages in Africa. You will never find Joni without something in her favorite color – purple!

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Stacy Wieme, IIDA

Position: Co-Director Madison City Center

Stacy is a Senior Interior Designer with Target Commercial Interiors. She is looking forward to a second year as Co-Director of the Madison City Center. She has enjoyed planning fun social events in the Madison area over the last year, and is looking forward to planning more great social and educational events for 2014-15. Stacy earned her Interior Design Degree from UW-Madison and is a Wisconsin Registered Interior Designer. She enjoys playing sports - especially golf, traveling, reading, and playing with her family and friends.

Carissa McNulty, Industry IIDA

Position: Co-Director Madison City Center

Carissa is an Interior Designer with Target Commercial Interiors. She is also excited to start her second year as Co-Director of the Madison City Center. She and Stacy are looking forward to coming up with new and exciting social and educational events over the next year, while making sure to stay within their budget. Carissa earned her degree from UW-Stout, where she served on the IIDA and ASID boards for three years. After college she was on the Northland Chapter's IIDA board in MN for 6 months before moving to Madison. We are happy she made the switch. Carissa enjoys traveling, house renovations, having fun with her family and friends, and taking care of her fur babies with husband Jason.

Danielle Spakowitz, Industry IIDA

Position: Co-Director Milwaukee City Center

Danielle is a Commercial Consultant at E.J. Welch Co. She is completely new to the industry, as she graduated with a Biology degree from University of Wisconsin-Oshkosh. Danielle joined the board at the beginning of 2014 to help build IIDA in the Milwaukee area. She is looking forward to working with Kate and Joni to provide more social, educational, and networking opportunities to the designers in the area. Danielle enjoys traveling, spending time with friends and family, and supporting the Green Bay Packers!

Kate Pertsch, IIDA

Position: Co-Director Milwaukee City Center

Kate is the Manager of Interior Design for LaMacchia Group. She also joined the board mid season last year and has been working hard to increase attendance at the Milwaukee events. She is hoping to increase IIDA membership in the Milwaukee area as they attract new people to their educational and social events. Kate earned her Bachelor in Fine Art from UW-Stout. She enjoys skiing, reading, travel, and is heavily involved in the Milwaukee Art Museum. She is a committee member for both the Friends of Art and Lakefront Festival of Art.

Diane Lovegren, Industry IIDA

Position: Co-Director Fox Valley City Center

Diane is an A&D Sales Representative for MDC Wallcoverings. She has been in the design industry for her entire career, either working as a Designer or working with Architects and Designers as a trusted source for wall finishes. This year on the board she hopes to continue offering quality educational programs as well as social networking opportunities for the IIDA Membership in the Fox Valley area. She would like to help build membership by spreading the benefits of belonging to a great organization like IIDA. Diane earned her Bachelor of Science degree from UW-Stout. She enjoys being grandma to her three year old granddaughter and is proud to say she has biked the RAGBRAI across Iowa for many years.

Russ Zoellner, Industry IIDA

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Position: Co-Director Fox Valley City Center

Russ is a sales rep for KI out of Green Bay. He joined the board at the end of last year to team with Diane on planning and coordinating events for the Fox Valley City Center. He is excited to continue generating interest in IIDA events and helping build the network of designers in the area. Russ received his Interior Design degree from UW-Madison in 2013. He enjoys traveling to visit family and friends, trying new restaurants, antiquing, and attending UW-Madison Badger events. As a Halloween baby and UW-Madison graduate, he has notable qualifications to be a great event planner!