



I | I D | A
 INTERNATIONAL
 INTERIOR DESIGN
 ASSOCIATION
 WISCONSIN CHAPTER

reflections

President's Message



Laura Quinn, IIDA

Happy New Year!
 We welcome 2010 and hope that in many ways it will be better than last year. Before we close out 2009, IIDA Wisconsin would like to launch our new newsletter schedule and recap last year's events.

Starting last Fall, we launched our weekly IIDA WI eBlasts communicating our chapter's happenings and letting you know of upcoming events. As your feedback has been very positive we plan to continue to communicate with you in this manner. Reflections, IIDA WI's quarterly newsletter has undergone a



scheduling change and will now be published annually. As its name implies, we will continue to reflect upon the previous year's accomplishments, events and programs.

As I reflect on 2009, I realize it was a great year for IIDA WI. As you read this issue and reflect, I hope you feel the same way.

Please join me this year for all the fabulous events and programs we have planned. When we look back on 2010 I hope to see you in reflections.

Warmest regards,

Laura

Laura Quinn, IIDA



January 2010

this issue

holiday party recap

career day 2010

swmf great bag bash 2010

on par recap

city center events recap

2009 ip recap

career day recap



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IIDA Holiday Party-Recap

On January 14th, IIDA WI hosted a Holiday Party at The Eisner Museum in Milwaukee. The exhibit- Unseen Architecture: MKE featured boards and models of 18 of the areas local firms, including sketches and renderings of never before seen projects. The docent tour consisted of a walk through Coca-Cola's advertisements from yesteryear and the history of the local outboard engine company, Evinrude. We traveled upstairs to the Unseen Architecture: MKE exhibit where we learned about the massive amounts of unique architectural designs that we as the public never get to see. It makes you wonder what could be and dream of the endless possibilities! We were amazed and inspired and after that it was time for some delicious appetizers & drinks at Water Buffalo. We would like to extend our thanks to The Eisner Museum and Water Buffalo for making this an event to remember! Keep your eyes peeled to see what we will come up with next in the Milwaukee City Center.



Student Tour- Milwaukee's Historic Third Ward-Recap



Thank you to all those who participated in The IIDA Student Tour of Milwaukee's Historic Third Ward held on January 14th. We began our day touring the beautiful Iron Horse Hotel where we learned a bit about the history of the building and we were even given a sneak-peak into one of the suites. We met with designers at Interior Systems Incorporated where we learned about some of their current projects and rendering techniques. While touring the Milwaukee Public Market we had some time to sample some of the wonderful food found at the market. We even had time to become inspired by some of the designs found at Anthropologie and Design Within Reach. We finished off the day at the Eisner Museum where we viewed the wonderful exhibit: Unseen Architecture: MKE. Thanks again to all who attended and a special thank you to Leona Knobloch-Nelson, ASID, WRID, Associate AIA, who helped coordinate the tour.

Wisconsin Interior Design Student Career Day 2010

This year's Student Career Day will be held on Friday February 19, 2010 from 8am-4pm at the American Family Training Facility in Madison.

This year's theme; Passion for Design: Putting the Pieces Together focuses on setting yourself apart in the current competitive and unstable job market. The day will be packed full of informative presentations that cover the importance of networking and branding yourself as an emerging Interior Designer as well as hearing about some alternative career options with design backgrounds. In addition to the popular Vendor Fair, there will be several opportunities to meet with a wide range of professionals to discuss the design profession during the Career Fair. To read more about the event, please join our group on [Facebook](#).

We are very excited for the event and are looking forward to seeing and meeting the students! Cost- \$10 per Student. [Click here to register online](#). **Registration Deadline is Feb 5, 2010.** [Click here for directions and map](#).

Wisconsin Interior Design CAREER DAY 2010 Passion For Design: Putting the Pieces Together passion. create. inspiration. design. YOUR CAREER . celebrate. collaborate. network. profession.	location American Family Insurance Training Facility 6000 American Parkway Madison, WI 53783	date & time Friday February 19th, 2010 8:00 - 4:00 - See Schedule
	event schedule 8:00-8:45 Registration & Breakfast Continental breakfast will be provided. 8:45-9:00 Opening Remarks, IIDA & ASD Wisconsin Chapter Presidents Laura Quinn, IIDA / Wendy Schaeffer, ASD 9:00-10:00 Keynote Speaker, Herman Miller, Inc. Ginny Barker, Workplace Knowledge Consultant 10:15-12:00 Break-Out Sessions, Select 2 Sessions A) Alternative Career Options B) Networking C) Branding Yourself 12:00-1:30 Lunch & Team Building Exercise Lunch will be provided. 1:30-3:00 Vendor & Career Fair The opportunity to meet professionals. 3:00-4:00 Closing Speaker & Raffle Janine Collins, Vendor of Backwards "The world's first health club for the brain"	
registration Register by February 5th. Online Registration & Payment - Cost: \$10.00/ per student. www.asdwi.org OR www.iidawi.org		

Save the Date! IIDA WI Fourth Annual SWMF Great Bag Bash February 25, 2010

On February 25, 2010 creative juices will flow. Don't miss out on the 4th annual Great Bag Bash held once again at the Delafield Brewhaus, Delafield WI, between 5 – 9 PM. Cost: Member & Non-Member \$15.00 in advance, Students \$5.00, \$20 at the door. On-line registration is now open at www.iidawi.org.



Knoll Womb chair
Donated by Knoll

The evening events will include a silent auction, bag decorating, SUSAN BINGO, a live auction of the decorated bags, appetizers, drinks and socializing. Group participation is encouraged for bag decorating. The first 30 persons/teams at the door will be guaranteed a bag.

This event raises money for the Susan Wohlitz Memorial Fund, which promotes the advancement of design and education in the state of Wisconsin. Questions please e-mail bagbash@iidawi.org

The Great Bag Bash!

February 25, 2010
Delafield Brewhaus
3832 Hillside Drive, Delafield, WI
5:00 p.m. – 9:00 p.m.

This event raises money for the Susan Wohlitz Memorial Fund, which promotes the advancement of Design and education in the state of Wisconsin. Gather a team or work as an individual to create the sassiest handbag of the night! We encourage group participation as the number of bags is limited. **The first 30 persons/teams at the door will be guaranteed a bag.** IIDA-WI will provide decorating materials, BUT please feel free to bring your own.

Registration begins at 5:00 p.m. with appetizers and cash bar
5:00 to 7:00 Bag decorating, Susan Bingo, and Silent Auction
7:15 Silent Auction Winners Announced
7:30 to 9:00 Live Auction of the bags to the highest bidder

As an extra bonus,
Knoll has donated a Womb Chair
Winning ticket to be included in one live auction bag!

Please join us from 5 to 9 p.m. for food, fun, laughter, creativity, a celebration of Susan and the advancement of design and education in her honor.
\$15.00 in advance
\$20.00 at the door
\$5.00 for students

Questions? Email bagbash@iidawi.org



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First Annual On Par with IIDA Wisconsin Golf Outing - Recap

Rain couldn't dampen spirits as the first annual On Par with IIDA Wisconsin Golf Outing teed off on August 20th. Sunny skies appeared as 55 golfers ventured to their holes at Whispering Springs Golf Course in Fond du Lac. Teri Wilson-Ruggles, IIDA and her committee put together a great event for vendors and designers to showcase their golfing abilities.

After golf, dinner was served and the announcement of the winners of the overall event (John Stephany, Bob Steinbarth, Larry Johnson, and Jim Bogenhagen), the putting contest (John Norfolk, Affiliate IIDA), and hole prizes by 7 lucky golfers. Numerous raffle prizes were also given out so almost every attendee felt like a winner by the end of the evening. A huge "THANK YOU" to all golfers, volunteers, and sponsors, who either played or sponsored to make this event a great success!



On Par with IIDA WISCONSIN

Save the Date
Whispering Springs Golf Club
Fond du Lac, Wisconsin
Thursday, August 19th

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Calendar of Events 2010

FEBRUARY

- 19-Wisconsin Interior Design Career Day- Madison
- 19-IIDA WI BOD Meeting @ 4pm (after Career Day)
- 25-IIDA WI Great Bag Bash- Delafield @ 5pm-9pm

MARCH

- 23-BOD Meeting Conference Call @ 11am

APRIL

- 22-May 2-Design MMoCA- Madison
- 28 BOD Meeting @ 4pm (during IP in Madison)
- 28-29-Interior Perspectives/ Celebrate in Design- Madison
- 28-29- AIA Wisconsin Convention

MAY

- 18-BOD Meeting Conference Call @ 11am

JUNE

- 8- BOD Meeting @ 4pm, Fox Valley
- 14-16- NeoCon

AUGUST

- 19- On Par Golf Outing



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Olivia by Harter,
with its cool translucent colors,
takes a classic modern design and
applies today's materials and colors
for a beautiful and comfortable sit.

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Milwaukee City Center Events - Recap

ProHealth Care Crossings Tour

IIDA Wisconsin- Milwaukee City Center had another successful event with the ProHealth Care Crossings tour. We had over 65 designers, architects, faculty and students attend. We were able to tour this very unique facility, get pampered with mini spa treatments, all while networking in this great location. Kelly Brainerd, IIDA from HGA offered a great presentation regarding the facility. A drawing was held at the end of the event for several one hour massage and facials. Three lucky winners will have the opportunity to experience the facilities full range of services first hand. If you were unable to attend and would like more information regarding ProHealth Care Crossings, please contact Tracy Pugh, IIDA at Preselect@iidawi.org.



A special thank you to HGA and Forrer Business Interiors for Co-Sponsoring this event.



Also a sincere thanks to ProHealth Care for allowing us this opportunity to tour their fantastic location and providing us with gift bags and the prize drawing items.



Milwaukee Holiday Wine Tasting

On November 17, IIDA WI hosted a Holiday Wine Tasting event at timothyj kitchen & bath in Milwaukee. Certified Sommelier Nate Norfolk and Master Certified Sommelier Toni Johnson presented five wines for the holiday season. Artist Tim Meyerring Von Thymann attended the event to showcase his works that are featured around the timothyj studio. Attendees enjoyed specialty cheeses and appetizers paired with each wine to savor the wine's flavors. We would like to thank timothyj's kitchen and bath for hosting our event, and Wine Consultants for sharing their knowledge of these great wines.



Madison City Center Events - Recap

Madison Wine Tasting

On November 12, IIDA WI hosted a Wine Tasting event at Eno-Vino in Madison. The event featured Botham Vineyard Wines from Barnevald Wisconsin. The Botham family joined us to taste three varieties of Botham Vineyard collection. We would like to thank the Botham family and Eno-Vino for sharing their knowledge and love of wine. Please stay tune for more Madison City Center events.



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2009 Interior Perspectives - Recap

The Wisconsin Chapter of the International Interior Designers Association (IIDA) held the **2009 Interior Perspectives**, in conjunction with the AIA Wisconsin (American Institute of Architects) Convention and Building Products Expo on May 20 & 21, 2009 at the Monona Terrace, One John Nolen Drive, Madison.

Interior Perspectives included a variety of informational speakers and CEU learning units. Speakers included Rusty McBride, LC, Regional Vice President for Lightolier. His presentation was "Understand LED Technology & How It Works". McBride has been involved with several industry think tanks, has been published in LDA and is actively involved in several high profile projects. This seminar was provided to AIA members at no charge and was well attended. Theodore Drab presented "Language & Design". Drab reinforced a stronger profession by helping designers build a vocabulary that reinforces professionalism and articulate the role of interior designers as a profession. Christine Astorino-Delsole, the founder of Fathom, engaged us in "Fathom the Possibilities of Deeper Design". Participants learned how to delve into client's subconscious thoughts and desire in order to create the ideal space. And Lastly, Bryan Walker, a research lead member in the Human Factors Group and Smart Space, spoke on "Breathing Life into Buildings: How IDEO Uses its "Design Thinking" Approach to Innovate Physical Spaces". He encouraged Designers to address a means of problem solving that uses design methodologies to tap into a deep reservoir of opportunity.

Interior Perspectives was well attended again this year by our membership. Thank you to all those who attended. Thank you for taking your profession seriously by expanding your knowledge and for supporting IIDA- WI.

2009 IIDA Celebrate in Design

The 12th annual IIDA-WI Professional and Student Design Award Celebration was held on Thursday evening, May 21st, in conjunction with the Interior Perspectives convention. This traditional, celebratory ending to Interior Perspectives honors the outstanding Interior Designers in the state of WI with an awards presentation as a result from the design competitions.

The evening is not all

ceremony, but is equally balanced with laughter and cheers, which includes a cocktail reception, silent and live auctions. Laughter and cheer are contagious and often times leads to fun. This may be why over the past several years this event has seen a rise in attendance. Due to this success, Celebrate in Design was held at a new venue this year, the Inn on the Park located at 22 S. Carroll Street in Madison, which allowed for a gathering space that flowed well for all activities on the program.

At the design awards, professional honors are given for designs in the following categories: Office/Corporate, Hospitality, Healthcare, Retail, Sustainability, Educational/Institutional, Liturgical, Residential and Custom/Non-Building designs. Winners this year included:

Office/ Corporate (Under 5,000 sf)

Award of Excellence

Weas Development Office
Plunkett Raysich Architects, LLP
Michael Sobczak, AIA, IIDA, Daniel Effenhiem, ASID,
Scott Davis, AIA

Office/ Corporate (5,000 – 25,000 sf)

Award of Excellence

Miron Construction Company
Bouril Design Studio
Linda Baxter Page, Assoc. IIDA, James Mielke,
Kirk Keller, AIA, NCARB

Office/ Corporate (over 25,000 sf)

First Place

Engines Office
Kohler Architecture & Interior Design
Niti Bhatt Patel, Assoc. IIDA, Amy McGuire Sell,
Vonda Myers Tomlinson, Scott Herum, Joe Pentek,
Danielle VanWolveleare

Award of Excellence

West Bend Mutual Insurance Expansion
Plunkett Raysich Architects, LLP
Michael Sobczak, AIA, IIDA, Daniel Effenhiem, ASID,
Michael Brush, AIA

Healthcare

First Place

Wheaton Franciscan Healthcare- All Saints Cardio Vascular Institute
Plunkett Raysich Architects, LLP
Paulette Billington, IIDA, Scott Davis, AIA

Award of Excellence

NorthPointe Health & Wellness Center
Plunkett Raysich Architects, LLP
Rebecca Marrara, NCIDQ, IIDA, Linda Moses, ASID, Scott
Davis, AIA, Joe Heinowski



Hospitality

First Place

Covance Cafeteria
Strang, Inc.

Ashley Phelps Wagner, IIDA, WRID, Lois Braun-Oddo, AIA,
Jon Sandeman, AIA, Dave Hyzer, PE, AIA

Award of Excellence

Inn on Woodlake

Kohler Architecture & Interior Design

Niti Bhatt Patel, Assoc. IIDA, Mary Voight, Vonda Myers
Tomlinson, Scott Herum, Bill Fisher, Danielle VanWolvelaere

Retail

First Place

OLIVE- Fine Organic Living
Retailworks, Inc.

Lyn Falk, Assoc. IIDA

Award of Excellence

UW Health Pharmacy Services – Outpatient Pharmacy
University of Wisconsin Hospital and Clinics

Ardis Hutchins, IIDA, AAHID, AIA, Linda Baxter Page,
Assoc.IIDA, Assoc. AIA, Kristin Girvin Redman, Jeff Maertz,
AIA, Steve Klein, LC, Lawrence Steiner, PE, Tina Chahine, Vogel
Bros. Building Co., Duane Otnes, Eric Oxendorf

Educational/ Institutional

First Place

Lakeland School of Walworth County
Plunkett Raysich Architects, LLP

Rebecca Marrara, IIDA, Scott Davis, AIA

Award of Excellence

Grainger Hall –School of Business
Zimmerman Architectural Studios, Inc.
Wendy Schultz, IIDA, Robert Lewcock, ASID

Liturgical

First Place

Holy Family Catholic Community
Plunkett Raysich Architects, LLP

Michael Sobczak, AIA, IIDA, Daniel Effenheim, ASID, John
Holz, AIA, LEED AP, NCARB

Residential

First Place

Private Residence
KEE Architecture

Jan Eymann, Assoc. IIDA, Karen Soni, Linda Page, Jim Gempeler

Best of Competition

Central Insurance Office Building
Flad Architects

Randy Schmitgen, IIDA, Bill Bula, AIA, Jeff Zutz, AIA, LEED AP,
Laura Serebin, AIA



Student honors are given for Corporate, Hospitality/Retail and Residential. The student winners receive a monetary scholarship from the Susan Wohltz Memorial Fund. Total funds of \$6300 were given to the student winners, which this year included:

Residential

First Place

Project: Hoffman Residence

Name: Catherine Williams, Student IIDA

School: Waukesha County Technical College

Award of Excellence

Project: Neel Residence

Name: Kristie Farahbakhsh, Student IIDA

School: Mount Mary College

Hospitality/ Retail

First Place

Project: Impilo Restaurant and Bar

Name: Kaitlin Enders, Student IIDA

School: University of Wisconsin – Madison

Award of Excellence

Project: The Hive

Name: Chelsea Karrels, Student IIDA

School: University of Wisconsin – Madison

Corporate

First Place

Project: Serenity Women's Health and Medispa

Name: Jennifer Wagner

School: Waukesha County Technical College

Award of Excellence

Project: Empower House

Name: Kristie Farahbakhsh, Student IIDA

School: Mount Mary College

Best of Competition

Project: Petersen Consulting

Name: Chelsea Karrels, Student IIDA

School: University of Wisconsin – Madison

2009 Spring Career Day - Recap

A Career Day like no other, *i design*, the theme for the 2009 IIDA/ASID Student Career Day, broke the mold for the traditional classroom style event. Every year committee members from both IIDA and ASID combine efforts to put together an exhilarating and educational day for Interior Design students across the state. This year when the committee assembled and began brainstorming on the type of event they wanted to arrange for the students a clear theme developed; one that would focus on not only providing the students with knowledge and information on the skills they will need to acquire a job in this tough market, but that this day should afford them the opportunity to put their newly acquired skills to practice.

With 150 students interacting throughout the day one couldn't help but feel the buzz and excitement of a great day. Thank you to all of the committee members, volunteers, sponsors, students and professors that helped to make Career Day 2009 a success!

The Third Annual Great Bag Bash is a Record Breaking Event! - Recap

Momentum continues to escalate for the highly entertaining and thoroughly enjoyable Designer event. Not only did it exceed last year's attendance with a 55% growth over 2008 (140 individuals attended this year) but the profits raised for the Susan Wohlitz Memorial Fund (SWMF) grew to over \$10,000 this year!



"The mission and purpose of the Susan Wohlitz Memorial Fund is to fund and support activities directly related to the advancement of students pursuing degrees in interior design in the state of Wisconsin."

Once again, on a Thursday late in January, the Delafield Brewhaus was a warm home for this creative event. There were several activities throughout the night including 30 custom designed bags auctioned off to the highest bidder. A special gift (an artist sketch of a portrait of Susan) was given to the Wohlitz family as a memoir of their daughter Susan. Ardis Hutchins, IIDA, AAHID, AIA once again provided colorful entertainment acting as the auctioneer for the live bag auction. The featured prize for the evening, a Knoll

Womb Chair, graciously donated by Knoll Inc., was given to Stephanie Burton Naze, Designer at Quad Graphics. Her designer bag had the lucky winning number!

Thank you to all who attended, to the donors of the silent auction items, the designers who brought their creative juices to produce some fantastic bags and to those who willingly gave their money to purchase the designer bags.

Call for Entires

Celebrate in Design 2010 Call for Entries- Professionals

It is that time of year again to submit your best projects to the IIDA WI 2010 Celebrate in Design. The award ceremony will take place on Thursday, April 29, 2010 as part of the 2010 Interior Perspective. The categories are Office/ Corporate (under 5,000sf), Office/ Corporate (5,000sf- 25,000sf), Office/ Corporate (over 25,000sf), Hospitality, Healthcare, Retail, Sustainability, Educational/ Institutional, Liturgical, Residential, Custom/Non-Building Design. Important deadlines- 2010 Call for Entries form and check must be returned to Rachel Rogness, Associate IIDA, by February 3, 2010. The completed entries need to be returned by March 3, 2010. Cost-\$100 per entry of project. Requirements- Must be an IIDA member to submit. If you have any questions please contact Rachel Rogness at 920.884.0265 or rachel.rogness@target.com For more information [click here](#) to view the Call for Entries.

2010 CALL FOR ENTRIES

IIDA INTERIOR DESIGN COMPETITION

Wisconsin Chapter IIDA invites your participation in the 2010 Celebrate in Design Awards. Celebrate in Design 2010 will be held on Thursday, April 29, 2010 in Madison as part of 2010 Interior Perspectives, in conjunction with the AIA Wisconsin Convention.



2009 Best of Competition Winner - Central Insurance Office Building, Flad Architects

PURPOSE
To recognize and reward outstanding interior design, and to encourage new ideas in the design of interior elements and spaces.

ENTRY REQUIREMENTS
This program is open to any IIDA member (professional, allied or associate) or a design team headed by and IIDA designer. Non-IIDA members can submit this year by joining IIDA through the on-line application process found at www.iida.org and clicking on the membership tab.

There is no limit on the number of design submissions. Each project may only be submitted in one category. Projects that have received publicity or non-IIDA awards are eligible. Projects construction must have been completed after January 1, 2008. Projects previously submitted and not receiving a first place or award of excellence are eligible.

JUDGING CRITERIA
Submissions will be judged for the appropriateness of the design solution and the successful integration of the elements of design. Winners are determined by a jury of design professionals. A first place award and an award of excellence will be given in each category, given the projects meet all criteria and the jury feels they are of appropriate design caliber for an award. This year will again include a "best of competition" award. This award will be automatically submitted, and paid by IIDA Wisconsin, into the 2010 International Interior Design Association Interior Design Competition.

EVALUATION CRITERIA

- Use, creation and integration of design elements
- Unique use of materials, colors, lighting and furnishings
- Project statement clarity and alignment to design solution as described.

The jury reserves the right to not select a winner in a specific category from the entries submitted for this competition. In the event of a dispute, the IIDA Wisconsin Chapter President and non-participating IIDA Board members reserve the option to disqualify an entry.

AWARDS
Winners of the competition will be notified in advance and presented at IIDA Wisconsin's Celebrate in Design event on Thursday, April 29, 2010. The winners will receive a crystal globe and stand, engraved with the project and design firm. The winning projects will also be published in the IIDA Wisconsin Chapter Newsletter featuring news on Interior Perspectives. By making a submission, each entrant certifies that permission has been obtained from the photographer(s) to publish the photographs and images submitted.

2010 CALL FOR ENTRIES

IIDA Student Interior Design Competition – Wisconsin Chapter

Wisconsin Chapter IIDA invites your participation in the 2010 Celebrate in Design Awards – Student Competition. Celebrate in Design will be held Thursday, April 29, 2010, in Madison, as part of 2010 Interior Perspectives in conjunction with the AIA Wisconsin Convention.

Honoring outstanding design in the following categories: Residential, Hospitality/Retail, and Corporate.

Best of Competition: \$1,575.00 SCHOLARSHIPS TO BE AWARDED
 First Place: \$1,000.00 Award of Excellence: \$575.00



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2009 Best of Competition Winner - Petersen Consulting by Chelsea Karrels from University of Wisconsin - Madison

PURPOSE
 To recognize and reward outstanding interior design, and to encourage new ideas in the design of interior elements and spaces.

ENTRY REQUIREMENTS
 This program is open to any IIDA student member. Non-IIDA student members can submit this year by joining IIDA through the on-line application process found at www.iidawis.org and clicking on the membership tab.

There is no limit on the number of design submissions. Each project may only be submitted in one category. Projects that have received publicity or non-IIDA awards are eligible.

JUDGING CRITERIA
 Submissions will be judged for the appropriateness of the design solution and the successful integration of the elements of design. Winners are determined by a jury of design professionals. A first place award and an award of excellence will be given in each category, given the projects meet all criteria and the jury feels they are of appropriate design caliber for an award.

EVALUATION CRITERIA
 • Use, creation and integration of design elements
 • Unique use of materials, colors, lighting and furnishings
 • Project statement clarity and alignment to design solution as described.

AWARDS
 Winners of the competition will be announced in advance and presented at IIDA Wisconsin's Celebrate in Design event on Thursday, April 29, 2010. Two awards will be given in each category: \$1000.00 for First Place and \$575.00 for Award of Excellence. One Best of Competition award will also be given; this student will be awarded a \$1575.00 scholarship. The winning projects will also be published in the IIDA Wisconsin Chapter Newsletter. By making a submission, each entrant certifies that permission has been obtained from the photographer(s) to publish the photographs and images submitted.

2010 Annual Sponsorship List

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- Koroseal Midwest
- Larry Fehrm & Associates
- Integra by RK Witt & Associates
- Witthus & Associates

There is still time to become an Annual Sponsor in 2010! If you would like more information please email John Norfolk at DirIndustry@iidawi.org to learn more about sponsorship benefits and levels.

Celebrate In Design 2010 Call for Entries- Students

Students, this is your opportunity to be recognized for your outstanding design skills and be awarded scholarship money for your education. The award ceremony will take place during the Celebrate in Design event on Thursday, April 29, 2010. The categories are: Residential, Hospitality/Retail and Corporate. Scholarships to be awarded: Best of Competition \$1,575, First Place in each category \$1,000, Award of Excellence in each category \$575. Important deadlines- Design competition entry forms must be returned to Kristie Farahbakhsh by February 22, 2010. Completed entries due on March 22, 2010. Cost- FREE! Requirements- Students must be an IIDA Student Member to enter. If you have questions please contact Kristie Farahbakhsh, Student IIDA at 414.218.3922 or DirStudents@iidawi.org For more information click [here](#) to view the Call for Entries Form.



2010 SPONSORSHIP CATEGORIES

Platinum Annual Sponsor \$ 1,000.00

- Company logo listed on IIDA Wisconsin's website, www.iidawi.org, homepage and name on sponsor page in 2010, including a direct link for both to your company website.
- Printed recognition as a Platinum sponsor at all 2010 events.
- Four 2010 event sponsorship opportunities.
- One free pass to The Great Bag Bash Event, February 25, 2010, benefiting The Susan Wohltz Memorial Foundation, which promotes the advancement of design and education in Wisconsin.
- One free pass to an Interior Perspectives speaker event, April 28 & 29, 2010.
- One free pass to Celebrate in Design Awards event, April 29, 2010.
- One free pass to the On Par with IIDA Golf Outing, August 19, 2010.
- Six free passes to any 2010 City Center events.
- A quarter page company profile/ad featured in the IIDA WI 2010 year end newsletter.
- Company logo listed on weekly email blasts.

Gold Annual Sponsor \$ 500.00

- Company name listed on IIDA Wisconsin's website sponsor page, www.iidawi.org, in 2010, including a direct link to your company website.
- Printed recognition as a Gold sponsor at all 2010 events.
- Two event sponsorship opportunities in 2010.
- One free pass to The Great Bag Bash event, February 25, 2010
- One free pass to Celebrate in Design Awards event, April 29, 2010.
- Four free passes to any 2010 City Center events.
- A quarter page company profile/ad featured in the IIDA WI year end newsletter.

Silver Annual Sponsor \$ 300.00

- Company name listed on IIDA Wisconsin's website sponsor page, www.iidawi.org, in 2010.
- Printed recognition as a Silver sponsor at all 2010 events.
- One 2010 event sponsorship opportunity.
- Two free passes to any 2010 City Center events.

Please select your 2010 Event Sponsorship Opportunity

Platinum Sponsor - choose four events
 Gold Sponsor - choose two events
 Silver Sponsor - choose one event

- _____ Great Bag Bash Event, February 25, 2010
- _____ Interior Perspective/Celebrate In Design Awards event, April 28 & 29, 2010
- _____ On Par with IIDA WI Golf Outing, August 19, 2010
- _____ Fox Valley/Green Bay City Center Event
- _____ Madison City Center Event
- _____ Milwaukee City Center Event
- _____ Student Chapter Event
- _____ Annual Board Retreat Meeting

Additional Marketing Opportunities:

Interest in hosting a City Center or CEU program/event: _____

2010 Chapter Sponsor Commitment Form

Please provide the following information:

Company: _____
 Main Contact Person: _____
 Email: _____
 Address: _____
 City: _____ State: _____ Zip: _____

2010 Annual Chapter Sponsorship Levels

Platinum \$1,000.00 Gold \$500.00 Silver \$300.00

Payment: Check Included Invoice Me

Please remit check to IIDA WI

% John Norfolk, Affiliate IIDA
 Director - Industry Members
 11217 West Becher Street
 Milwaukee, WI 53227
 Cell: 414-881-9382
 Fax: 414-545-8510
 Email: jnorfolk@creativebusinessinteriors.com

Thank you for your support!

Membership Recap for 2009

Carolyn Kiss, IIDA

VP of Membership, IIDA WI

2009 was a tough year for everyone including IIDA Wisconsin. With the economy continuing to struggle and individuals continuing to lose their jobs, of course the non-essentials to sustain life are the first to go. But IIDA Wisconsin remains positive. Since taking on the position of Membership in the Chapter, we have seen individuals join in on the benefits of being a member of IIDA. See other sections in this newsletter about the great Educational and Social events offered to our Members this past year around the Chapter. If you have not done so already please remember to renew your Membership for 2010. The one month grace period expires on Jan. 31, 2010.

If you are one of the past Members who were unable to continue your membership due to financial reasons or a current Member who has yet to renew for 2010 and would like to, there are options. IIDA HQ offers EZ payments; payments spread out throughout the year to help pay your dues. Also, if you are a Designer who has recently lost their job, you may qualify to change your status to In-Active and pay a lower rate and still receive IIDA benefits. To sign up for EZ Payments or see if you qualify for In-Active Membership contact HQ toll free at 1-888-799-4432 or Lisa Toth, Director of Membership, email: ltoth@iida.org.



Melissa Schumacher
Allsteel Market Manager - Wisconsin
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2009

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