



# reflections

REFLECTIONS

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

## *beautiful friend susan*

President's Message

Quotes from Board Members

Wohlitz Family Letter

ASID Message

Quotes from Friends

Student Competition/ July Event(s)

Susan Wohlitz Memorial Fund

In Memory





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INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION  
**WISCONSIN CHAPTER**

## 2005-2006 IIDA Wisconsin Board of Directors

### President

Randy Schmitgen  
[rschmitgen@flad.com](mailto:rschmitgen@flad.com)

### Past President

Susan Wohltz, Memorial  
(1971-2005)

### President-Elect

Vacant

### VP, Communications

Janet Hirsch  
[jhirsch@midplains.net](mailto:jhirsch@midplains.net)

### VP, Membership

Lu Cagin  
[lcagin@rdgusa.com](mailto:lcagin@rdgusa.com)

### VP, Professional Development

Laura Quinn  
[lakquinn@centurytel.net](mailto:lakquinn@centurytel.net)

### VP, City Centers

Paul Cutlip  
[pcutlip@famousfootwear.com](mailto:pcutlip@famousfootwear.com)

### Director, Student Members

Koreen Liepitz  
[kliepitz@paragonbusinessfurniture.com](mailto:kliepitz@paragonbusinessfurniture.com)

### Director, Industry Members

Kim DeWitt  
[dewittk@allsteeloffice.com](mailto:dewittk@allsteeloffice.com)

### Director, Associate Members

Rebecca Dix  
[rebecca@bbinternationalinc.com](mailto:rebecca@bbinternationalinc.com)

### Open Positions:

President Elect

VP, Government and Regulatory Affairs  
VP, Forums

# Special Thanks to Susan Wohltz

In memory of Susan, we are dedicating our first redesigned Newsletter to her entirely. The Chapter wanted to communicate just some of Susan's successes, accomplishments, hobbies, friendships and other pieces of her life.

After two years of commitment as the President of IIDA Wisconsin Chapter, we will miss the passion and drive of Susan as our Past President. Susan served two consecutive one-year terms as President which started back on July 1, 2003 and ended on June 5, 2005. This letter is a small way to express our appreciation and gratitude of her passion for this organization and commitment to the Wisconsin Chapter.



*Randy Schmitgen, IIDA  
Wisconsin Chapter, President*

I have worked with Susan as a Board member the past two years of her presidency (three years in total) and have learned much from her in regard to the local chapter, as well as the staff and support on the international level in Chicago. She dedicated herself to make this organization better and more vibrant with her willingness, leadership and commitment. Susan, in her own special way, encouraged me, bit by bit, to be involved and take some leadership in this organization. In other words, she talked me into it. And, I can honestly say, I regret nothing.

Susan advanced this Chapter in many ways over the past couple of years, and I wanted to highlight just a few items that have been put in place while she led our Board of Directors, volunteers and members:

- Long distance board retreats for new board members to get away and concentrate on the work of the Chapter. The 2004 retreat was at Herman Miller's Marigold and the 2005 retreat will occur at the SMED location in Calgary, Canada June 24-26
- Chapter hired new graphic designer to develop a new graphic look for our Chapter on all events, starting with our 2004 Interior Perspectives and continued in 2005
- Re-energized the Design awards and made this great event part of the Interior Perspectives two-day event
- Request for Proposals (RFP): coordinated issuing and hiring of a new Administrator and a publisher for the Newsletter. Issuing of the website designer RFP to happen soon
- Visits and presentations to Wisconsin Interior Design colleges and universities, with Koreen Liepitz, Director of Students, to educate students on "Why IIDA"

These are only a few of the key items that Susan was involved with and managed. Her many hours of traveling, correspondence and phone calling are the small things that

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## 2005-2006 IIDA Wisconsin City Centers

### Fox Valley City Center

Diane Lovegren, Director  
[dlovegren@mdcwall.com](mailto:dlovegren@mdcwall.com)

### Madison City Center

Robyn Boeck, Director  
[boeck@strang-inc.com](mailto:boeck@strang-inc.com)

### Madison City Center Event

Thursday, July 21

Overture Center for the Arts: Partners & Consultants for Design Success

5:30PM Registration/Social

6:00-8:00 Lecture & Tour

For information, contact:

Robyn Boeck

608.276.9200 x-137

[boeck@strang-inc.com](mailto:boeck@strang-inc.com)

## IIDA Wisconsin 2005-06 Events

Updated July 3, 2005

### July '05

- 5 Newsletter Deadline
- 8 Newsletter OUT
- 15 Mail List Deadline
- 20 Board Meeting Conf Call - 11:30-1:00
- 21 Overture Event, Madison City Center
- 14-16 ASID Chapter Training in Vancouver
- 20 ASID CEU Program - Kohler

### August '05

- 2 Design Tex/Trish Wollersheim Seminar on Fabric (CEU .2)  
Contact: Diane Lovegren, MDC  
800-621-4006 (7502)
- 15 Newsletter
- 17 Board Meeting - Milwaukee @ 4:30
- 2 ASID Board Meeting - Milwaukee

### September '05

- TBD Steve Klein Ltg, Milwaukee City Center
- 12 Partnership Program Draft Deadline
- 21 Board Meeting Conf Call - 11:30-1:00
- 13 ASID Annual Meeting - Milwaukee

usually don't show up on the achievements list, but must also be mentioned. Her travels throughout Wisconsin touched, informed and educated a great number of people of IIDA and the interior design career.

Based on conversations I had with Susan about her new position, she wanted to accomplish so much for our Chapter. We will miss her contributions this coming year as our Past President.

Thank you for your service Susan, we will miss you.

Sincerely and proudly,  
Randy Schmitgen, IIDA  
Wisconsin Chapter, President

Board Member Quotes on their experiences with Susan:

*haiku for Susan*  
*design radius*  
*inside out skyway diving*  
*chocolatini*

Susan was a beacon for design thus the radius, a beautiful person inside and out. Skydiving and chocolate martini's, loving life! Here's to you Susan! *Donna Ritke (VP of Communications)*

*"When I think of Susan, I think of a strong woman that enthusiastically worked toward the advancement of the organization and profession. Her efforts are to be commended!"*  
*Laura Quinn (VP Professional Development)*

*"Susan's passion for IIDA and building a strong future for the Wisconsin chapter were at the core of her efforts and involvement with IIDA over the last several years. This mission was/is shared by current board members and is key to the future success of the IIDA Wisconsin Chapter. As we reflect on Susan's tenure as our past President, may all new and prospective IIDA members be inspired [as we are] to continue to develop the IIDA Wisconsin Chapter into the strongest chapter in the U.S.!"* *Jane Carroll (VP Membership)*

*"Susan deserves a big round of applause for her efforts on behalf of the Wisconsin Chapter of IIDA! Her energy and enthusiasm have contributed greatly toward our long term goal of enhancing the careers of design professionals".* *Kim DeWitt (Director Industry Members)*

*"Susan has a unique ability to motivate and energize those around her. She has been an inspiration to me personally and professionally since I began my career. Thank you for everything Susan!"* *Koreen Leipitz (Director Student Members)*

## From the Wohlitz Family

*On behalf of my Mom, Dad and I would like to take a brief moment to thank the literally hundreds of people who have called or written us over the past few days. The response has been overwhelming though so reassuring and appreciated. I never comprehended just how many people's lives were so touched by Susan and in so many ways. I apologize for the mass email, but many of you have asked for information regarding the arrangements once made, and I have included those below. I am certain my Mom, Dad and I will respond more personally once the rush of emotions becomes more manageable. Feel free to also forward this information to whomever you feel may also have been touched by Susan.*

*Susan loved to sky dive and while tragic, we find what peace we can in knowing she left us doing what she loved so much. She lived life to the fullest and enjoyed all who would share the ride with her. The best we ask of everyone is to help us celebrate her life and successes as we move on without her. We know she is with God and now has clear blue skies forever.*

Mike Wohlitz



## Beautiful Friendships and Shared Aspirations

*AnnMarie Wittig, ASID*

*Wisconsin Chapter President*



**WISCONSIN**

During the summer of '04 I was diligently working through the strategic planning process before I began my ASID president's term October 1<sup>st</sup> 2004. Being part of the Wisconsin design community for over fifteen years I interacted with both the ASID and IIDA organizations. I often asked the question, "From a national point of view, why can't we consolidate and become one stronger unified organization?" Many of you have asked the same question. Knowledge is power. Sharing information, pooling our resources and diversities creates a stronger person and unit. Both Susan and I knew that members in both our organizations wanted more opportunities to network and collaborate in ways that increased participation by learning together and doing activities that created more awareness of our profession as a whole. I am grateful to both ASID/IIDA who brought us together. During the past year some positive outcomes occurred.

The design students are our future. Last fall ASID/IIDA jointly ran student gatherings for three student chapters. As a unified front we spoke about the profession, advantages of getting involved in organizations, career choices and setting goals. The students were inspired and motivated by the talks. We both attended IDCW board meetings regularly to keep abreast of any news that may affect our state registration and right to practice. Both organizations received grants allowing members to attend business day at the capitol at a reduced cost. This day gave our members the opportunity to speak with their legislators and lobbyist about our profession and the importance of registration. Together we encouraged our members to support the host school for career day. Several of our members assisted Mount Mary College with the event that had record attendance. Working together we truly can make a difference.

I have to admit the best part was the unexpected new friendship that was formed. Her zest for life and optimism was contagious to be around. Her bright shining smile could light up a room in an instant. I will hold her heart-felt laughter with me forever. A beautiful person inside and out, whatever Susan did she did with her heart and soul. I respected her loyalty, objectivity and devotion towards family, friends and colleagues. Susan lived life to the fullest. She was open to diversity and life experiences. An inspiration, I admired her courage and level of commitment she had towards work, design and those she mentored, coached and served. Our beautiful friend Susan will be missed, yet life goes on and better for having known the Susan's in our world.



# Susan Wohlitz Memorial Fund

Tax deductible contributions can be made payable to:  
Susan Wohlitz Memorial Fund

Send to:

IIDA Foundation, Attn: Heather Jakusz  
13-500 Merchandise Mart  
Chicago, IL 60654

The mission and purpose of the Susan Wohlitz Memorial Fund will be to fund and support activities directly related to the advancement of students in interior design in the State of Wisconsin.



## Memories from Susan's Friends.....

Susan Wohltitz was a shining example of an IIDA Chapter President. She took the good with the bad and vastly contributed to making the Wisconsin Chapter one of the most outstanding IIDA chapters. She will be missed but her legacy will forever be a part of the Association.

International Board of Directors and the Headquarters Staff of IIDA.

In Memory of Susan Wohltitz, IIDA:

Susan touched my life with such positive energy and zest. What a beautiful, memorable smile – her dimples and sparkling eyes. As a business acquaintance she was professional, energetic, resourceful, up for a challenge, and perpetually willing to help. As a friend she was fun, happy, full of life and very endearing. It was always a delight to enjoy a quick cup of coffee, lunch or wine with Susan.

Susan – you and that smile will never be forgotten. (And we'll never forget the seatbelt purse, either!!)

Most Sincerely, Brenda L. Brady, ASID

### From KNOLL & Knoll Dealers

Susan always lived life to the fullest, and died doing her passion. She will always be remembered for Bin 36 in Chicago.  
Jack Benedict, Parameters (Knoll MN Dealer)

As a new employee to Knoll Minneapolis Region, I will always remember the day two years ago when I met Susan; she was sitting in a Wisconsin Caribou waiting for my arrival. I looked around to see face I did not know, when saw this beautiful young woman with the biggest smile on her face...that is the Susan I will always remember. Susan and I shared many good times calling on Knoll clients and friends. I shared the following "perspective" poem with her.... now I share it in her memory as Susan clearly understood the details, the balance, and life.

Keep smiling Susan til we meet again!  
Chris Schram, Knoll Inc.

I am a designer from Creative Business Interiors who had the pleasure of working with Susan as our Knoll rep. and was looking forward to working with her in the future in carpet. Susan was an energetic and responsive rep. with a keen understanding of what

designers need to know about the product line. Outside of work I was lucky enough to socialize with her on a few occasions. What most impressed me was her full professional life balanced perfectly with an equally full social life. Even though her life was tragically cut short, she lived more than many.

Heather Colligan-Clarke, Creative Business Interiors (Knoll WI Dealer)

A Poem presented by Knoll to Susan

### THREADS

*By James A. Autry*

Sometimes you just connect...like that.

No big thing maybe but something beyond the usual business stuff.

It comes and goes quickly so you have to pay attention.

A change in the eyes when you ask about the family.

A pain flickering behind the statistics about a boy and a girl in school,

or about seeing them every other Sunday.

An older guy talks about his bride a little affectation after twenty-five years.

A hot-eyed achiever laughs before you want him to.

Someone tells about his wife's job or why she quit working to stay at home.

An older joker needs another laugh on the way to retirement.

A woman says she spends a lot of her salary on an au pair, and a good one is hard to find but worth it because there's nothing more important than the baby.

Listen.

In every office you hear threads of love and joy and fear and guilt, the cries for celebration and reassurance, And somehow you know that connecting those threads is what you are suppose to do.

And business takes care of itself.

I knew Susan – all of 18 months – not long enough, but enough to know that Susan was someone Special who had a vibrant sprit, full of determination, courage, a lover of freedom, a dedicated leader & mentor of the design profession & much more.

One memory I have of Susan were the trips we would take to & from Milwaukee & Madison and always amazed and sometimes fearful I would watch her drive, shift gears, check her voice mail, take notes, sip her nonfat, chai latte and manage to chat with me ALL at the same time. After our long day on the road - both of us

exhausted - she would always ask if I'd like to grab dinner (knowing full-well she coached volleyball later that evening). Susan's resilience was incredible & her heart even bigger!

I'd like to think of Susan's death as a message: if you're not living the life you always wanted, get busy living!

If I can live my life with half the drive, courage & grace as she did - I will live a successful life!

Thank you Susan for all you have given me!

God Bless,  
Brenda Lemmer, Knoll Inc.

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I wanted to share a story about Susan Wohltz with you. I am new to the design industry. I have been working with Creative Business Interiors for a little over a year now. Susan was in the very first meeting I ever attended with a client, and it was particularly nerve wracking because one of the owners was also in the meeting. Susan could tell on the way to the meeting that I must have been a little nervous because I was looking over information and trying to memorize things, as if I were going to take an exam! As I was shuffling through papers, and most likely chewing on my lower lip, she reached over and put a hand on top of mine and looked directly at me and said, "You are going to do a great job. You know this stuff like the back of your hand. The rest of us are here to back you up if and when you need us."

After she said that it helped take a huge weight off my shoulders and focus more on the meeting and not how nervous I was. Susan was at Creative frequently and always wore a smile. She was encouraging, helpful, and extremely knowledgeable. I am lucky to have known her, even for a short time. She will be terribly missed!

Sincerely,  
Kate Kunz, Creative Business Interiors (Knoll WI Dealer)

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I am happy and excited to be your new administrator. I'm saddened, however, that I won't be working with Susan, since she was the person I worked with to put together a contract that would be advantageous to both IIDA Wis. Chapter and myself. We met on numerous occasions and I found her to be delightful. Let's work together to continue IIDA Wis. Chapter's great reputation in her memory.

Judy Huschka, JH Association Management

We thoroughly enjoyed hosting the IIDA team at Marigold Lodge for the strategic planning meeting. Susan always maintained a positive and very professional posture in her career activities, and it was always obvious during her tenure as President of IIDA. We think and talk about her often.



Jerry Kosterman,  
HERMAN MILLER, INC.

Marigold/Herman Miller,  
Site of 2004 IIDA Board Retreat

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I could easily say "ditto" to everything Jerry said. I would like to add that Susan's "larger than life" personality that she so generously shared with everyone she met, whether a colleague, competitor or stranger, was a true testimonial to her heart and soul. We are all blessed to have known her and will forever be changed because of her and how she lived her life.

Thanks for the opportunity to be a part of such a wonderful statement to Susan's life!

Robin Mooney  
A + D Representative, IIDA, Herman Miller Minneapolis

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Susan was such a joy to know and work with. Her neverending smile made everyone around her instantly happy. I will truly miss her."

Karen Czarnecki, Graphic Designer

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Susan had started with Mannington just on the Friday prior to her accident. I had the opportunity to spend about five hours with her on that date and obviously admired the enthusiasm that was so evident in her personality. I have probably gotten to know about Susan more since her accident in spending time with all those who knew her very well. It is obvious to me that when people will remember Susan they will think about passion, professionalism, commitment . I think I will probably miss an opportunity to get to know someone who would have shown me a lot about living a full life.

Gary Rintz, General Sales Manager  
Mannington Commercial



## 2005 Student Design Competition

Dedicated to all Wisconsin students not just members of IIDA, Susan donated her time as a guest speaker for schools around Wisconsin: Mount Mary College, UW Madison, UW-Stevens Point, and many of the technical colleges (MATC, GTC, FVTC, WCTC). Speaking about the wide variety of Industry Careers that can be pursued with an interior design degree. One of the highlights was guest speaker at the 2005 W.C.T.C. Interior Design Competition and Conference.

Susan had a love for this industry and a passion for education. She saw the possibilities in every student. Teaching students that our education does not stop with graduation day. A designer continues to learn and adapt to change. We are all students! We are constantly learning! Her dedication and inspiring spirit will live on in the students she touched. Always happy to give advice, answer questions, and have a student shadow her for the day. A true mentor.

Her purpose: to reach out, inform students about IIDA and the benefits of being a member.

Encouraging and welcoming them to attend all of IIDA's events. Susan was instrumental in getting the Student Design Competition added to the 2005 Interior Perspectives Design Gala! With Susan's spirit it will continue to grow.



*Li Han, Won the Best of Student Competition, Koreen Kliepitz, IIDA, Director of Student Members*



*Kate Whelan-Stuhley, Won the Award of Excellence in the Student Residential Category, Koreen Kliepitz, IIDA, Director of Student Members.*

## Student Career Day



*Susan Wohltz, IIDA President, AnnMarie Wittig, ASID President, Koreen Liepitz, IIDA Director of Student Membership*

## Additional Winners

(Pictures Not Available)

**Heather Fassbinder**

Award of Excellence  
Office/ Corporate Project

**Stephanie Burton- Naze**

First Place  
Residential Project

**Stephanie Burton- Naze**

First Place  
Hospitality Project

In Memory of Susan J. Wohltz, IIDA  
*October 21, 1971- June 5, 2005*



Falkridge - Haworth  
Calgary, AB  
Canada

Final evening of the 2005 IIDA Board Retreat