

March 2006



reflections

REFLECTIONS



welcome, new members
(as of 1/12/06)

Industry Members

Mr. Gary Bauer, Madison
Mr. Patrick Beeksma, Eau Claire
Ms. Kim DeWitt, Cambridge
Jubert Schawn, Green Bay
Ms. Jennifer Lasecki, Green Bay
Ms. Nancy Martel, Hudson
Ms. Lorinda Patton, Lodi
Ms. Janice Schroedel, Pewaukee
Ms. Amy Wood, Wausau

Student Members

Miss Stephanie Burton Naze, Colgate
Miss Kim Falvey, Waukesha
Miss Heather Fassbinder, West Bend
Li Han, Madison
Miss Anna Janke, Milwaukee
Miss Karla Keck, Oconomowoc
Ms. Connie Klug, Rubicon
Miss Katherine Teufel, Hubertus
Miss Kate Whelan-Stuhley, Madison

Professional

Mrs. Denise Clearwood, Madison
Ms. Lisa Farber, Thiensville
Mrs. Jennifer Striepling, Sussex

Associate Affiliate

Ms. Arlene Guess, Lake Delton
Miss Sara Murray, Brookfield
Ms. Sherry Olsen, Madison
Ms. Colleen Royer, Madison
Ms. Rebecca Thorman, Madison

inside this issue

President's Message

CLC Update

2006 Events

CEU Update

STEP and NCIDQ Information

All-Star Sponsorship Drive

Interior Perspectives

Business Day in Madison

FLUX Restaurant Tour

Design Gala

Save the Dates!

IIDA Mentoring Week 06

Big Wisconsin Career Day!



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

reflections

2005-2006 IIDA Wisconsin Board of Directors

President

Randy Schmitgen
rschmitgen@flad.com

Past President

Susan Wohltz, Memorial
 (1971-2005)

President-Elect

Laura Quinn
lakquinn@centurytel.net

VP, Communications

Janet Hirsch
jhirsch@midplains.net

VP, Membership

Lu Cagin
lcagin@rdgusa.com

VP, Professional Development

Vacant

VP, City Centers

Paul Cutlip
pcutlip@famousfootwear.com

Director, Student Members

Koreen Liepitz
koreenl@decorativesurfacesonline.com

Director, Industry Members

Kim DeWitt
dewittk@allsteeloffice.com

Director, Associate Members

Vacant

Open Positions:

VP, Government and Regulatory Affairs
 VP, Forums, VP, Professional Development

President's Message

Randy Schmitgen, IIDA

Randy Schmitgen, IIDA, Wisconsin Chapter President announces a new President Elect. Laura Quinn, IIDA accepted the nomination and was voted in to the President Elect position at the recent Board of Director's meeting. 'I am very excited to have Laura succeed me' Schmitgen said, adding 'she brings enthusiasm and a passion for design, leadership and organizational management to our chapter.'



*Randy Schmitgen, IIDA
 Wisconsin Chapter, President*

The chapter has been without a PE since last June and Laura's appointment will fill this vacancy. She has been supporting the chapter and its activities by acting as the President Elect since the tragic and untimely death of Susan Wohltz, IIDA, our Chapter President.

Laura has been a professional member of IIDA since the organizations inception and has served as VP of Professional Development on the Board for the past year and a half. Prior to that she was involved at the City Center level working to provide programs of interest to the Fox Valley area. Laura owns her own design consulting and project management firm and lives just North of Green Bay with her four boys —her husband Gary, two dogs and a cat.



*Laura Quinn, IIDA
 Wisconsin Chapter, President-Elect*

Newsletter Deadline

The next newsletter deadline will be May 5.
 Please contact Donna Ritke, IIDA @ ritzdr@ameritech.net
 with suggestions and submissions.

2005-2006 IIDA Wisconsin City Centers

Fox Valley City Center
Diane Lovegren, Director
dlovegren@mdcwall.com

Madison City Center
Robyn Boeck, Director
robynb@zinggdesign.com

Milwaukee City Center
Donna Ritke, Director
ritzdr@ameritech.net

Save the Date

Interior Perspectives 2006

CEU programs, Design Gala,
AIA Building EXPO and more!
May 10 & 11, 2006

IIDA Wisconsin 2006 Events

March '06

20 Phylogenetic Design:™
Lessons from Nature
0.1 CEU; Madison
Sponsored by Interior Investments and
Herman Miller
Info: Judy Stich, Associate IIDA
lstich@interiorinvestments.com
608.664.3104

April '06

7-8 Spring NCIDQ Exam
26 Delafield
27 Greenbay

May '06

4 Flux Restaurant Tour - Milwaukee
Info: Donna Ritke, IIDA
Ritzdr@ameritech.net
414.334.0081
10-11 Interior Perspective 2006
AIA Convention and Building EXPO
Madison
11 Design Gala
Madison

CLC Update

Laura Quinn, IIDA, IIDA WI, President-Elect

IIDA Chapter Leadership Council (CLC) was held in Chicago, IL, January 27-29, 2006. Randy Schmitgen, IIDA, President and Laura Quinn, IIDA, President Elect represented the Wisconsin Chapter.

Ruth Cline, VP of Chapters and Eric Engstrom, President welcomed everyone to the CLC meeting and introduced the rest of the International Board of Directors.

A brief State of the Association was given and much enthusiasm was expressed over the positive current financial status of the Association, the great value of grass roots leadership noting that the incoming board has the most past chapter presidents on it in Association history and the positive collaboration with IFMA, AIA, FIDER and NCIDQ. Headquarters is positioned to be an ally of the Chapters to help them strengthen their programs and activities as well as being positioned to strengthen the industry.

IIDA HQ has been working with a small group of test Chapters this fall to create three website design templates that can be used by any Chapter as the basis for their site. Our chapter was one of the test Chapters and our logo was incorporated into the templates and presented for all to view.

A 2004-05 Compliance update was given stating that over ½ of our membership is compliant. It is felt that more people are actually compliant, but are not reporting their credits due to the difficulty and costs associated with NCIDQ's CEU tracking. IIDA does not seek to act as an enforcement entity, rather an empowering one. It is their belief that every practitioner and design professional should desire to remain informed and up-to-date with the latest trends, techniques, technology and overall professional development opportunities in their field. IIDA hopes to report important issues with the tracking of CEU's and everyone's difficulties with NCIDQ at our June CLC meeting.

Dennis Krause gave a Foundation Report and congratulated the Chapters on the success of this year's "Designing for the Future" Campaign, raising \$25,480.50 an increase from last year. The following chapters met their goals: Alabama, Florida, New England, New York, Northern California, Northern Pacific, Southwest and Texas/ Oklahoma. Contributions ranged from \$10 - \$50 with an average gift size of \$38.80. So far the Foundation has awarded 39 grants in total. Chapters were encouraged to consider designating a portion of the proceeds from Chapter sponsored events to the Foundation, along with a local 501c3 charity. This will give them visibility at their local level and increase the funds that will be used to benefit the Membership.

Suzanne Heath, Jocelyn Pysarchuk, John Mack and Bill Clegg presented a session on Member Marketing. They talked about where we have been: Fall 2004 – Test Marketing Campaign and Fall 2005 – Full launch of Marketing Campaign. Many ideas on how to recruit new members were given to us. It was also mentioned that in 2005 we had a 90% renewal rate. We were encouraged to not forget about renewals for 2006 as this is a huge part of the campaign.

Jocelyn Pysarchuk gave the Communications Update and presented an IIDA Graphics overview to the group sighting that Competitions are a great way to get recognition with the public as well as our peers.

Chapter Loan Program, Group Tax Return, required documents and renewing incorporation papers with the state were topics covered during the Chapter Compliance session.

A Working with Students session was presented by Suzanne Heath and Erenn Ellermann. Ideas from viewing the current student members as prospective Associate and Professional members for the future, to using students as volunteers, providing programs targeted specifically for students to creating Campus Centers were given as ways to attract and retain members.

The following break out sessions occurred during CLC: GRA update, Industry Membership / Sponsorship, Working with Forums, Finance / Accounting / Investments, Education, Knowledge Center, City Center Development, Board Recruitment and Relations and IIDA Database Management.

Any additional information or questions may be directed to Randy or Laura. A separate detailed report of CLC will be distributed to all IIDA Wisconsin Chapter members.

CEU Compliance Period

IIDA Members, please take note!!
Current CEU Compliance Period ends this year!

The current compliance period for Continuing Education Credits is **January 1, 2004 to December 31, 2005**. **IIDA Professional and Associate Members** are required to complete and report 1.0 CEU (10 hours) of Continuing Education prior to December 31, 2005. **All Professional and Associate Members** (active and inactive) including IIDA Fellows and Chapter Officers, must adhere to IIDA's compliance requirements.

IIDA is working to make educational opportunities accessible to all Members. An easy place to start is on IIDA's website www.iida.org. Click on Education, then Learning Options (www.iida.org/i4a/pages/index.cfm?pageid=113). "Online Tools" will give you a list of preferred providers of self-study options. We also encourage you to visit the "Calendar" listing on IIDA's Knowledge Center <http://knowledgecenter.iida.org/> for a searchable listing of educational programs accredited by IIDA. **Reporting a CEU Course** - If you have attended a course which was not IDCEC-approved and wish to apply for CEU credit go to www.iida.org and click on "Compliance" under the "Education" tab.

Important Facts to Remember:

- IIDA's compliance requirements are independent from individual state licensure continuing education requirements. **Note: Some, but not all, courses may be submitted for consideration for both IIDA Membership compliance and your state requirement. IIDA encourages Members to contact your state licensing board or jurisdictional authority to verify acceptance of all Continuing Education programs.**
- Keep a copy of all CEU records including Individual Approval Reporting Forms and Certificates of Attendance/Completion. According to IIDA policy, Members may be requested to submit proof of course completion to IIDA Headquarters.
- **If you have questions regarding your Continuing Education status, contact NCIDQ to request a transcript of your records at 202.721.0220. Maintenance of CEU records is the responsibility of the individual IIDA Member.**
- 10 hours = 1.0 CEUs (Continuing Education Units). Minimum course length for CEU registration is 1 hour. Courses are measured in whole hour increments **only**.
- CEUs are not transferable between compliance periods. Any additional credits, above and beyond the required 1.0 CEU and/or accumulated before January 1, 2004, cannot be credited to the current compliance period nor can CEU credits be 'rolled-over' to the next compliance period.
- Design professionals who join IIDA amidst the current compliance period are not required to complete the stated ten (10) hours of Continuing Education. Their compliance period will begin January 1, 2006 to ensure the Member has a full two years to complete their Continuing Education requirements for membership.
- All CEU material and submissions must be received at IIDA HQ by December 31, 2005 to qualify and count toward the current compliance period.
- Professional and Associate Members who do not comply with the 10 hour (1.0 CEU) requirement will, in accordance with IIDA's International Policies & Procedures, experience a re-classification of their status and privileges.

IIDA does not seek to act as an enforcement entity, rather an empowering one. It is our belief that every practitioner and design professional should desire to remain informed and up-to-date with the latest trends, techniques, technology and overall professional development opportunities in their field.

Spring NCIDQ Exam

Mt. Mary College April 7 & 8, 2006

June 1st, 2006 Early Application Deadline for October 2006 exam (first time applicants only)

June 10, 2006 Regular Application Deadline for October 2006 NCIDQ exam

Fall NCIDQ Exam

Mt. Mary College October 13 & 14, 2006

Knowledge Center

Visit the Beta version of IIDA's Knowledge Center where you can customize your search of documents organized by topic, career focus, and client type.

Knowledgecenter.iida.org

All-Star Sponsorship Drive

I am happy to announce that our Sponsorship Drive has been a success. As of 1/18/2006, IIDA Wisconsin has received \$6400 in sponsorship dollars and donations to be used for 2006 program and events !!! We also have several sponsors who are waiting for funding approval and will be able to commit by months end.

Thanks,

Kim DeWitt, Director, Industry Members
Account Manager, Allsteel

Gold Level

Carie Mueller, Herman Miller
Barry Bielawski, B&B International
Dave Laabs, Haworth/Paragon Business Interiors
Angela Jefferson, Wilsonart

Silver Level

Kim DeWitt, Allsteel
Rindy Patton, Bentley Prince Street
Kurt Witt & Associates, Integra
Mary Harris, Jaeckle Distributors
Paul Tegan, Tegan Marketing
George Keehn, Hufcor
Carol Schieren, Armstrong Floor Products
Michele Aubry, Wolf Gordon

Corporate Contributions

Elizabeth Schraeder	Atlas Carpet
Jackie Kempainen	Maharam
John Boland	Mohawk
George Graubner	Bigelow
Eric Halverson	Durkan-Karastan Commercial Carpet
Rand Kempainen	Durkan Pattern Carpet

The bank is still open.....



keep us in mind for your monetary donations.

IIDA Holiday Party Madison Club



Paul Cutlip, IIDA, with the IIDA green martini and Lu Cagin, IIDA, at the Retro '50's Holiday Party in Madison.
Photo by: Rindy Patton, Industry IIDA



Madison's Club Was shakin' Up A Special IIDA Martini for IIDA-WI's Retro Party in January.

Quotable Quotes

Light Side: First we thought the PC was a calculator. Then, we found out how to turn numbers into letters using ASCII — and we thought it was a typewriter. Then we discovered graphics, and we thought it was a television. With the World Wide Web, we've realized it's a brochure. -Douglas Adams


Inspire Side: If you hear a voice within you say "you cannot paint", then by all means paint, and that voice will be silenced. -Vincent Van Gogh

Interior Perspectives

Jan Johnson Speaking at Interior Perspectives

Jan Johnson, FIIDA, will be speaking in Madison, Wisconsin, to interior designers and architects who will be attending Interior Perspectives 2006 and the AIA Wisconsin Convention at Monona Terrace. Her presentation will be from 9:45-11:00AM on Wednesday, May 10, 2006. It is approved for 0.1 CEU/ 1.5LU hours.

Her seminar, *Organizational Culture and Evolution*, will demystify “organizational culture”—what it is, how it can be identified and described, and how and why it changes. A second model from the world of business describes how organizations change over time as reflected in their management styles. The presentation will explore how these two models can help us to more thoroughly understand our clients’ unique personalities and priorities, and how they change. This information is extremely useful in the design of workplaces that fit or that help a client to deliberately change.

Jan is the Vice President of Design and Workplace Resources for Allsteel. She focuses on the correlation between business strategies: planning, design and management of work environments. This program is sponsored by 



Organizational Culture and Evolution
Jan Johnson, FIIDA, LEED AP

Eco-Design for Interiors

Holley Henderson, IIDA, LEED AP, will be empowering designers to implement sustainable and eco-technologies into their work and day-to-day practices. Her firm, H2 Ecodesign in Atlanta, began from the spontaneous combustion that Holley has for sustainable consulting. As a speaker at Interior Perspectives, she’ll pass that fire onto all of us.

On Thursday, May 11, 2006, Holley’s presentation at Interior Perspectives will help us learn:

- How do I sell green design to my specific market sector client?
- How can I implement eco-design in my day-to-day work?
- Eco-design on schedule, in budget...is it possible?
- My projects cannot typically do LEED, what can I do?
- I am considering pursuing LEED, what is my next step?

Holley is currently serving on IIDA’s Sustainable Advisory Committee. She brings a wealth of experience and knowledge of the LEED certification process. She was the first USGBC LEED 2.0 Accredited Interior Designer in the state of Georgia.

Holley was the managing LEED Accredited Professional to facilitate the Interface Showroom and Offices to be the first LEED CI Platinum Level Project. She’ll use this project as a case study to show us the details of the LEED process.

Join Holley and IIDA for a fun program of up-to-date information from the world of green design. You’ll head back to the office with desktop tools and resources that you will be able to start using right away.

Eco-Design for Interiors
Holley Henderson, IIDA, LEED AP



Business Day in Madison

Wisconsin Registered Interior Designers "...have a lot to be proud of!"

...according to Celia Jackson, Secretary of the Department of Regulation and Licensing.

On February 22, 2006, Secretary Jackson addressed interior designers in the State Capitol. This meeting was arranged by the Interior Design Coalition of Wisconsin as part of the "Business Day in Madison" program.

As Secretary of the department that licenses interior designers in Wisconsin, Celia was able to brief us on recent activities within the Department of Regulation and Licensing and how they impact license holders.

- An improved website will allow license holders (and the public) to obtain information about the regulations and administrative rules that govern our licenses, education and CEU requirements, Advisory Board meeting minutes. In addition, you can update your name and address, renew your license or verify that someone is an active/inactive license holder.

<http://drl.wi.gov/prof/intd/def.htm>

<http://drl.wi.gov/boards/rli/index.htm>

- There have been few complaints against Wisconsin Registered Interior Designers.

- Due to tight resources, the Interior Design Advisory Board is being disbanded. This board was put in place by the Dept. when we first became registered. Their initial responsibility was to work on the administrative rules that govern our licenses. The last meeting of the Board was in 2002. The board may be reinstated on an "as needed" basis.

Facts about Wisconsin Registered Interior Designers

- 314 active licenses
- 15 licenses list an out-of-state address
- 147 licenses expired

Information from the Department of Regulation and Licensing, as presented by Celia Jackson on February 22, 2006.

Complaints about Wisconsin Registered Interior Designers.

- 2 complaints in 2003
- 0 complaints in 2004 & 2005

The Department has also moved into new spaces. They have relocated to the other end of the building on East Washington Avenue. This is a welcome change from the rabbit warren of offices that they previously occupied. Donna Ritke, IIDA, Diane Lovegren, Industry IIDA, and Janet Hirsch, IIDA, received a personal tour of the new offices and can attest to the fact that better surroundings can improve morale.



I I D A
INTERNATIONAL
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ASSOCIATION
WISCONSIN CHAPTER

Save the Date

Monday, March 22, 2006

Betty Hase on Phylogenetic Design:

Using Attributes Found in Nature in the design of Built Environments
.01 CEU

4:00 Cocktails & Appetizers

5:00 Presentation

Nakoma Country Club

4145 Country Club Rd
Madison, WI 53711

Further Information And RSVP To:

Judy Hoven Stich, WRID, Assoc. IIDA jstich@interiorinvestments.com

This Program Is Sponsored By:

Interior Investments & Carie Mueller with Herman Miller

IIDA WI FLUX Restaurant Tour May 4, 2006

The integral and creative use of materials and lighting

Come.....experience and learn how materials and lighting can help to create the ambience of a restaurant. Jeremy Shamrowicz, one of the Founders of Flux will speak to these innovations.

We will start out at: Flux Design
First stop: Vucciria Italian Pizzeria
Second stop: VIVO Urban Grill
Third stop: Terrace Bar

For more information, contact:
Donna Ritke, IIDA, ASID
Cell 414-334-0081, ritzdr@ameritech.net

Design Gala

May 11, 2006
Madison, Wisconsin

On Thursday evening, join us as we celebrate design. It's time to have some fun after two days of seminars. There will be plenty to do, plenty to see, and plenty of people to meet. The festivities include a cocktail reception, silent auction and chapter design awards.

The Design Awards will give us the opportunity to see the great work that is being done by our members. We've got a lot to be proud of. As the 2005 Best of Competition winner, the Hamilton Fine Arts Center project by Plunkett Raysich Architects has been submitted into the 2006 IIDA Design Competition.

Cheryl Durst, Hon. IIDA, Executive Director of IIDA, has the honor of being our master of ceremonies. This is a great chance to talk with Cheryl and find out more about what's happening at the international level of IIDA.

In 2005, \$4000 from the Silent Auction was placed into the Susan Wohltz Memorial Fund. This fund was established in memory of our past president, Susan Wohltz, IIDA to benefit students in interior design.

The Silent Auction raises money for our charitable objectives. This year, thanks to Carie Mueller with Herman Miller, you will be able to bid on a Noguchi table. High bidder takes home the prize!

If you or your firm would like to donate something for the auction, contact Randy Schmitgen, IIDA: randy_schmitgen@flad.com or 608.232.1212.

Plan to be there in support of IIDA and design in Wisconsin. Watch your mail for an invitation.

The mission of the Susan Wohltz Memorial Fund will be to fund and support activities directly related to the advancement of student pursuing degrees in Interior Design in the State of Wisconsin.

In 2005, \$4000 from the Silent Auction was placed into the Susan Wohltz Memorial Fund. This fund was established in memory of our past president, Susan Wohltz, IIDA to benefit students in interior design.

Save these Dates!

April 26 & 27, 2006

Chuck Saylor on New Work Styles
A Turning Point in Office Design
0.1 CEU

Presenting in 2 locations!



April 26th

Delafield Brewhaus
3832 Hillside Dr., Delafield, WI 53018

Details:
4:00 Appetizers, Beverages, & Cocktails
5:15 Presentation

This Program is sponsored by: **OMWorkspace**

Further information & RSVP:
Donna Ritke ritzdr@ameritech.net Phone: 414.334.0081



April 27th

Ver Halen Commercial Interiors
500 Pilgrim Way
Green Bay, WI 54304

Details:
4:30 Appetizers, Beverages, & Cocktails
5:30 Presentation

This program is sponsored by
Ver Halen Commercial Interiors

Further information & RSVP:
Diane Lovegren DLovegren@mdcwall.com
Phone: 800.621.4006 X7502

IIDA Mentoring Week 2006

Student: Temeko Clements
Mentor: Sonia Pelot

Student: June Karnitz
Mentor: JoAnn Rife

Student: Li Han
Graduate Student UW-Madison
Mentor: Randy Schmitgen, IIDA
Flad & Associates, Madison, WI

Li spent the day of Thursday, January 26, 2006 with me, at Flad & Associates getting exposed to a number of staff.

To start the day off, I gave Li a tour of our office describing the different project types we work on and showing her walls full of the related drawings and renderings. I explained each major project and what phase they were in and which team members were involved. This gave her an understanding of the scale, complexity, duration and amount of staff required for that size of project.

Li then sat through our University of Alberta CCIS project meeting where we discussed typical design, coordination, and schedule issues. This project, located in Edmonton, Alberta Canada is an interdisciplinary science building, comprised of approx. 570,000sf and will open in 2009.

Next: A one hour presentation by Steelcase and our local dealer called "Designing for Healing", a program focused on healthcare design and how facilities can be designed better for the patient and staff.

Amy Doyle, our Librarian spent some time with Li showing her how our library functions which included Li meeting with manufacturers reps to find out more about rubber flooring and carpet.

The day ended with a question and answer session with me and Li. Li had many questions about design and how a firm works. I also learned that she is very interested in pursuing more design work in the furniture industry and specifically how furniture could respond to more sustainable issues.

Student: Kate Whelen-Stuhley
Mentor: Koreen Liepitz, IIDA
Decorative Surfaces

Kate toured Madison for the day with Koreen visiting different design firms and was introduced to designers. This opportunity would be able to help her with job searching, as she wants to pursue design. Koreen spent some time critiquing her resume, and recommended that she attend the portfolio review associated with Career Day. She did! A good time was had by both Kate and Koreen.

Thank you to our members for participating in this special student day!

Big Snow ➤ Big Wisconsin Career Day!



Key Speaker: Penny Bonda, FASID
Founding Chair of the
LEED for Commercial Interiors
(LEED-CI) Committee
of the U.S. Green Building Council
and a LEED faculty member

Over 160 students were brought together by the professionals of IIDA and ASID on February 17, 2006 at American Family Insurance in Madison, Wisconsin. The agenda included two types of sessions. Beginning students attended sessions focusing on the diverse areas of Interior Design. Graduate sessions focused on the necessities for graduation. This included portfolio review, resume review, networking, NCIDQ.

The response from the students:
"The day was wonderful!"

The response from the professional:
Let's do it again next year!

*Thank you to
American Family Insurance.*



Career Day 2006

Portfolio Reviews

