



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

reflections

President's Message

Laura Quinn, IIDA

Spring! the time of year where once again things come to life after a long winter's nap. This is true in nature and in our IIDA Chapter.

Last fall we planted our seeds by welcoming the incoming and returning board members. Then early this year we held a day long retreat at a new place called Rita's in Ripon. You could say we fertilized our members with knowledge and repaire building.

Soon after we saw things starting to pop through the ground. Hopefully, you participated in some or all of the wonderful events like The Susan Wohlitz Memorial Bag Bash, Student Career Day... jointly sponsored by IIDA/ASID or one of the City Center CEU events like 'A Breath of Fresh Air' held at the Domes in Milwaukee and 'Winning Clients with Effective Presentations' held at Target Commercial Interiors in Green Bay.

There's more to come... consider joining us for our **10th Annual Interior Perspectives** in Madison! A great way to earn those CEUs and network with other professionals in the design industry. Stay for 'Celebrate 2007 InDesign!' an evening celebrating and awarding the top design projects of your peers throughout the state. (See pages 4 & 5) The events promise to be amazing.

I invite you to get involved, whether it is attending an event, volunteering your time to be on a committee or planting a seed for an idea you would like to see grow. Our garden is blooming because of the wonderful group of individuals serving our chapter. Together we make our chapter flourish. Thank you.

In Design, Laura



*Laura Quinn, IIDA
 Wisconsin Chapter, President*

inside this issue

Washington Post Letter/Response

2007 Interior Perspectives

The Great Bag Bash!

IIDA WI Judges IIDA Alabama

Fox Valley City Center Event

Business Day in Madison



A Breath of Fresh Air...

Sponsored by
MDC Wallcoverings

Vicki Kloppenburg / Kathy Kennedy / Diane Lovegren
 ASID / IIDA function

Presenting
 Hilary Nelson
 Omnova Solutions, Inc.

Helping your clients maintain Indoor Air Quality
 "Raising awareness and understanding of GreenGuard and the role of material selection with LEED certification." .1 CEU



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lakquinn@centurytel.net

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jen@theartisanhouse.org



THE FUTURE OF DESIGN

March 23, 2007

Dear IIDA Member,

Yesterday, The Washington Post and several other newspapers ran a piece by conservative columnist George Will critical of interior design legislation.

Interestingly, Mr. Will ignored the fact that just this month, legislators in the New Mexico House and Senate unanimously passed legislation in their State, upholding the Title Act which is currently under attack in Federal Court by the same Institute for Justice that Mr. Will lauds in his piece. New Mexico Governor Bill Richardson is expected to sign the legislation into law.

IIDA is formulating a response to Mr. Will which we will pass along to you when it is complete.

In the meantime, in case you haven't had the chance to see it, you can access the George Will column in **The Washington Post** [click here](#).

Sincerely yours,

Carrie L. Fitzpatrick, IIDA, IIDA Vice President of Government and Regulatory Affairs
E: carrie.fitzpatrick@scb.com V.312.896.1173 F.312.896.1200

To help educate the public about how interior designers affect health, safety, and welfare, view the recently completed [IIDA Legislation Video](#).

IIDA Response

March 28, 2007

Letters to the Editor

The Washington Post

1150 15th Street NW, Washington, DC 20071

Dear Editor,

In response to the March 22, 2007 George Will article, "Wallpapering with Red Tape", I am replying on behalf of the 12,000 members of the International Interior Design Association (IIDA) as well as those unaffiliated practitioners whose primary concern is for the welfare of their clients.

The fundamental flaws in Mr. Will's article relate to his misrepresentation that interior design does not affect the public's health, safety and welfare; the accusation that "persons in the business limit access by others – competitors – to full participation in the business"; and inaccurate information about the laws in place in Nevada, New Mexico and 23 additional states and jurisdictions that he does not mention.

2006-2007 IIDA Wisconsin City Centers

Director-Fox Valley City Center

Diane Lovegren, Industry Member, IIDA
dlovegren@mdcwall.com

Director-Madison City Center

Judy Stich, Associate IIDA
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Donna Ritke, IIDA, ASID
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Thank You!

The fact is the primary purpose of interior design laws is to protect the health, safety and welfare of the general public, not to qualify a designer's taste or style regardless of education or examination prerequisites for such laws. In public spaces there are over 700 fires per month which involve interior content as the first ignition point of the fire, leading to 23 deaths, and 330 injuries, and over \$399 million in direct property damage each year.

It is important to recognize that interior design affects every space you encounter in everyday life. The difference between qualified and unqualified interior designers impacts everyone. Currently, interior design regulations vary by state across the nation. While many people believe interior designers only select curtains, paint and upholstery fabric, in reality, an interior designer is often responsible for making informed choices not only about style, but also about your health, safety, and welfare within your office, your hospital, your shopping mall, your favorite restaurant, your train station, your airport, your hotel at your favorite vacation destination, as well as your home.

When designing a space in a hospital, for example, a qualified interior designer understands the relevant safety code and practices necessary to design a safe, effective space. A qualified interior designer will know which type of products and finishes are flame retardant, antibacterial and anti-microbial; which products will withstand harsh cleansers and strict sanitary protocols; and which colors and types of lighting will aid recovery, enhance healing, or help a surgeon focus while operating. When designing a residential or commercial space, a qualified interior designer would address similar issues, such as product maintenance, air quality, environmental sustainability, and aging in place. Without a clear understanding of important regulations taught both in higher education and continuing education programs, an unqualified designer might inadvertently violate codes or even create life-threatening hazards.

Interestingly, Mr. Will ignored the fact that just this month, legislators in the New Mexico House and Senate unanimously passed legislation in their State, upholding the Title Act which is currently under attack in Federal Court by the same Institute for Justice that Mr. Will lauds in his piece. New Mexico Governor Bill Richardson is expected to sign the legislation into law. These laws set parameters for interior design professionals, as well as provide a means for the consumer to bring action against those practicing who are unqualified.

Sincerely,
Carrie L. Fitzpatrick, IIDA
IIDA Vice President of Government
and Regulatory Affairs

If you have comments,
Please let IIDA-WI know!
Contact JoAnn Rife. e-mail
rife@uwosh.edu



IIDA ANNUAL MEETING /07
The Future of Design

Please Join Us for IIDA's Annual Meeting, "The Future of Design"

Association Members and their guests are invited to this meeting to induct the 2007-2008 International Board of Directors, honor the new members of the College of Fellows, announce the Chapter of the Year, and spotlight recipients of the Association's prestigious International Honors and Awards.

Join us Sunday, June 10, 2007/ 3-5pm to be held at the theater of the Museum of Contemporary Art 220 E. Chicago Ave. (enter at Pearson Street).

The bank is open for 2007!



Keep us in mind for
your monetary donations.

2007 Interior Perspectives Speakers

Seminar One Understanding Modular Interior Construction by Ken Kirk, 0.2 CEU



This session will look at sustainable and economically viable method of modular interior construction as used in commercial office interiors. You will learn how modular interiors can give designers, architects and builders excellent opportunities to create unique spaces that provide clients with real bottom-line benefits. Participants will:

- Explore the ways pre-engineered and modular interiors can offer clients continually performing business assets
- Learn the benefits of universal zone cabling when it comes to design decisions
- Find out what it means to the design team when starting off with
- a simple, un-impeded "six-sided" box for an interior.

Ken Kirk has been involved in the architectural interiors industry for 29 years. Employed by Haworth since 1988, his background allows him to assist facility professionals, design teams, contractors, and others to address the issues of ergonomics, custom requirements, flexible interiors, and high performance real estate.

Seminar Two Context for Creativity and Innovation by Betty Hase, ASID, 0.2 CEU



This session explores how the physical environment can facilitate or inhibit behaviors that are linked to creative function and innovation. Current brain research relative to creativity is reviewed. The areas explored are:

- What is Creativity?
- Creativity is linked to the brain

- How the brain uses the environment
- How brains work together
- Creative communication is designed

There is also an optional creativity workshop that can be included in this session and requires an additional hour to conduct.

Betty Hase, ASID, is a workplace strategist with more than 20 years of experience in researching, designing and developing work environments that support business goals. She has been active in researching learning environments and collaboration for Herman Miller. She has spoken about workplace issues to business leaders, architects and designers throughout the world.

Seminar Three Wood Veneer + LEED by Margaret Fisher by Ken Kirk, 0.3 CEU



This seminar will focus on wood veneer, its history, how to specify it and how to use it to satisfy LEED requirements.

It is intended for all levels of designers and specifiers. The information is valuable for anyone who is looking for creative ideas, who wants to be exposed to ways to use wood in their designs, and who wants to expand their specification knowledge and their list of resources regarding wood. The information is based on the Architectural Woodwork Institute (AWI) Quality Standards. The first part of the course will provide information about working with wood veneer, including: the history of veneer, the production of wood veneer from harvesting trees to slicing and drying. The seminar includes understanding the different cuts of veneer and how the grain patterns are revealed, as well as the correct terminology of the cuts, leaf matching within a panel, panel-to-panel matching and room matching. Attendees will participate in hands-on veneer matching exercises, use Architectural Woodwork Institute (AWI) Quality Standards to find references for their design details and learn how to avoid situations that cost time and money. There will be time available for questions; bring your specification problems for discussion.

During the last part of the session, attendees will learn about how the hardwood industry responds to the current LEED building rating system. Topics covered include a brief history of USGBC & LEED, what is "Green Design", what LEED tried to achieve, identifying

May 16 & 17, 2007

classes of products, LEED scoresheet and rating, 9 LEED points affected by the wood industry, what's ahead, proposed revisions to LEED Credit MR7, how to make good, proactive choices with wood and LEED.

Margaret Fisher has been involved in the AWI for 22 years. She has served on the National Board of Directors for 5 years and has been President and Vice-President of the Wisconsin AWI Chapter. Recognized nationally as an industry leader, her participation in the Education Planning Committee has resulted in the development of a program for the increase of skilled workforce for the future.

Celebrate 2007 In Design



*Cheryl Durst,
Master of Ceremonies*

May 17th
5:30 pm - 8:00 pm

COCKTAIL RECEPTION
To Celebrate Interior Design
5:30-6:30 p.m.

SILENT AUCTION

To Celebrate our Continuing Support of Future Designers
5:30-6:30 p.m.

DESIGN AWARDS GALA

To Celebrate the Exceptional Work Being Done by
Wisconsin Designers
6:30-8:00 p.m.

Madison Club
5 East Wilson Street
Madison, Wisconsin

Cheryl S. Durst, Hon. IIDA, LEED AP

Cheryl is currently the Executive Vice President and CEO of the International Interior Design Association (IIDA) and has overall responsibility for guiding the efforts of the 10,000 member association.

Joining the Association as a Headquarters Project Manager in 1997, Cheryl rapidly rose through the ranks, becoming Senior Director of Education and Professional Development, and in that capacity had supervisory responsibility for continuing education, government and regulatory affairs and conference management.

Cheryl has extensive background in product and program marketing development and implementation, and has created sales and marketing programs for Reff, Inc. and the Federal Sales division of Knoll. She headed Meeting Planning for the Washington Design Center/Washington, D.C. (a



division of Merchandise Mart Properties, Inc.). In 2001, in recognition of Cheryl's accomplishments within the Association and her contributions to the industry at large, the IIDA Board of Directors conferred Honorary Member status to her.

In 2004, Cheryl became a LEED Accredited Professional (AP) and continues her commitment to

sustainability by serving as a Board Member of the Chicago Chapter of the United States Green Building Council.



She expands the mission and vision of the Association through her facilitation of strategic planning sessions for IIDA chapters, design firms and student groups. She is a frequently invited lecturer who leads audiences to explore the value of design.

Cheryl is a former Docent for the Museum of African Art and Sackler Gallery of the Smithsonian Institution and is an active member of the Organization of Black Designers. She is past President of the Kohl Children's Museum Women's Board. She is a graduate of Boston University, where she received dual bachelors in Print Journalism and Economics.

To register, send your check (payable to IIDA Wisconsin Chapter) or credit card number/expiration, along with your name, address and contact information to:

IIDA Wisconsin Chapter
2236 N. 2nd Street
Milwaukee, WI 53212
Fax: 414-374-1086



The Great Bag Bash!

Susan Wohlitz Memorial Fund



Thank you to all who have generously contributed to this event!

IIDA WI	Hallmark Building Supplies, Inc
Knoll	Mohawk Commercial
Knoll Textiles	Bigelow
ASID WI	Durkan Karastan
IFMA	Hallmark Building Supply
KR Schaetz and Associated, Inc.	Carol Schieren
Target Commercial Interiors	Creative Business Interiors
Koroseal	Atlas Carpet Mills
Duet Resource Group	Wolf Gordon
LDS & S Nevamar	Choles Floral
Constantine Commercial	Coyne Associates
Brayton/Metro/Vecta/Wilkahn	City Joinery
The Artisan House	CBK, Ltd.
MDC Wallcovering	YmaD Cards
Larry Fehrm & Assoc.- Sit On It	Kim Modrynski
Jodie Thill	Suzanne Koch
Lees Carpet	Armstrong
Marty Wingrove	Joan Sample
Design Weave	all of the hardworking volunteers.
Tricia Wollersheim	too numerous to list

"The Great Bag Bash" was held on February 2nd, 2007. Seventy-five plus designers and friends gathered for the second annual Susan Wohlitz Memorial Fundraiser at the Delafield Brewhaus. Susan's mother, Barb, and father, Jim, attended all the way from Utah. They were accompanied by their son Mike and his wife, aunts and uncles, and several of Susan's close friends.

The remembering Susan events this year were:

- ⚡ Decorate a bag for the live auction
- ⚡ Play a game of bingo "SUSAN". The spaces where fun facts about Susan Wohlitz and her life (I wonder if she ever thought she'd be a BINGO game!)
- ⚡ A silent auction featuring an eclectic collection of chairs, area rugs, handmade jewelry, purses, wine, lamps!!!...!

Thirty gold, bronze, and black bags were decorated for the live auction. Several participants creatively filled their bags with surprises such as wine, books, a free IIDA membership, and Bucks tickets. Thank you to all those who added a special surprise to their bag! It made the bidding quite electric! Ardis Hutchins was our celebrity auctioneer (second career in auctioneering and

comedy) - GO Ardis! The crowd filled with laughter helped us raise \$6,000.00 for the Susan Wohlitz Memorial Fund. Many in the crowd were comedians themselves contributing to the electric mood.

At evenings end, the owners of their new bags opened their envelopes to see who won the Knoll "womb chair" (donated by Knoll). Congratulations Melinda D'Angelo from Constantine Carpets! In her own words, "I never win anything!" and took home the Grand Prize of the evening.

Thank you to all our donors for the evening. We hope everyone enjoyed the evening and will join us again next year! Thank you to our lightning committee members; Linda Page, Karyn Biller, Rachel Rogness, Jennifer (Kohlenberg) Everhart, Amy Doyle, and Koreen Liepitz. Without all of you this event would not have been possible. IIDA WI appreciates all who have donated their time, money, and gifts to make this event a success!



Mr. & Mrs. Wohlitz

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

Heather Jakusz, Sr. Dir., Membership/Chapter Relations & Suzanne Heath, Sr. Dir., Education/Professional Development, IIDA Headquarters.



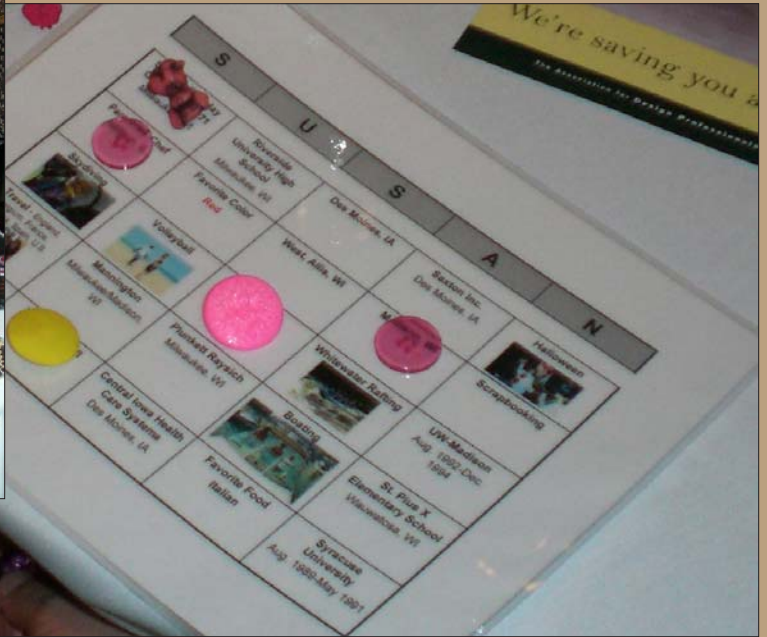
Ardis Hutchens as Auctioneer for SWMF with Tony Barsch, a friend of Susan's.

The Great Bag Bash!

SUSAN BINGO



Bags Galore!



IIDA Wisconsin Selected to Judge the Alabama Interior Design Awards

February 2007

Madison, Wisconsin: The IIDA Wisconsin Chapter is pleased to be selected to serve as judges for the IIDA Alabama Chapter IDIE Awards 2007. The purpose of the IDIE Awards is to recognize and encourage outstanding work in the field of Interior Design by members of the Alabama Chapter and their respective project teams.

Fifty projects were submitted by IIDA professional members for the Seventh Biennial Idie Awards Design Competition. The categories included:

Assembly, Corporate, Healthcare, Historic Renovation, Hospitality, Institutional, Residential, Retail, Furniture Installation.

The category winners and Best of Competition were selected by members of the Wisconsin Chapter. Five sessions were organized in Madison to allow the judges to review the entries. The submission for each project included a 250 word synopsis, floor plans and digital images.



Wisconsin Chapter members serving as judges:

- Laura Quinn, IIDA, President
- Koreen Liepitz, IIDA, President-elect
- Randy Schmitgen, IIDA, Past President
- Janet Hirsch, IIDA, VP-Communications
- David Laabs, Associate IIDA, VP-Membership
- Judy Stich, Associate IIDA, Director-Madison City Center
- Paul Cutlip, IIDA
- Linda Gulley, Industry IIDA
- Cheryl Leik, Associate IIDA
- Abby Meyers, IIDA
- Ashley Wagner, Associate IIDA

The judges were impressed with the number, variety and quality of the submissions. It was a wonderful opportunity to see the great interior design that is happening in another region of the country. Congratulations to all of the entrants and winners. The Awards will be presented at the IDIE Design Gala on March 9th in Birmingham.



Thank you to Lu Cagin, IIDA, Wisconsin Chapter VP-Professional Development, and Randy Schmitgen, IIDA, Wisconsin Chapter Past President, for coordinating this effort with Doug Davis, Associate IIDA, from Birmingham, Alabama. Additional thanks go to Planning Design/Build, Interior Investments of Madison and American Family Insurance for the use of their facilities to judge the entries.

IIDA Fox Valley City Center

Event

Dave Hunt spoke on "Winning Clients with Effective Presentations" to approximately 30 people on April 12, 2007. A variety of design specialties were represented including students from the Fox Valley Technical College.

Dave talked on the Presentation Fundamentals:

1. Know your material and audience.
2. Tie together audience emotion and logic
3. Be enthusiastic
4. Prepare
5. Keep it interesting
6. Relax your mind
7. Dress appropriately
8. Involve the audience
9. Practice.

The seminar covered critical delivery techniques and various clients styles.

The seminar was held at Target Commercial Interiors who graciously donated their space. The beverages and wonderful meal was donated by The HON Company. Thanks to all who helped put this seminar together.

Dave has invested nearly 25 years in the furniture industry, including seven years as Manager of Business Development for a Midwest-based firm, and 13 years with HNI Corp. Having majored in Architecture and Industrial Design, Dave finished his undergraduate work in TV Productions with a minor in Art. He mingles his experience as an actor and stage director with stories about his (occasionally painful) sales experience.

Business Day in Madison

April 4, 2007

Business Day is an annual event that is organized by Wisconsin Manufacturers and Commerce. It provides an opportunity for independent designers, members of IIDA, ASID and NKBA, and the Coalition to join with business leaders and elected officials from across the state in discussions of issues important to our industry and Wisconsin.

The morning session, a private event for interior designers organized by Inge Winters, ASID, Legislative Chair for IDCW, was held in the State Capitol.

The presentation, Wisconsin Sales and Use Taxes-Traps for the Unwary Designer, was presented by Mike Hinnendael, Sales Tax Specialist, State of Wisconsin Department of Revenue, Madison and Joseph A. Pickart, Esq., State and Local Tax Practice Group Leader, Whyte Hirschboeck & Dudek, SC, Milwaukee.

The discussion included: the differences between sales and use tax, real property vs. tangible personal property, when taxes should be charged, when designer services/activities are taxed. Participants received a list of common errors that have been discovered by state auditors and were provided with contract templates that could help to avoid some of these errors.

Mike Stinziano, Ph.D., Legislative Counsel for IIDA, presented an update on legislative action in various states and some insights into the issues that we will be dealing with in the future.

In the afternoon, designers were encouraged to meet with their legislators and attend the general sessions.

Thanks to all of the IIDA members who attended:

Janet Hirsch, IIDA
 Randy Schmitgen, IIDA
 Koreen Liepitz, IIDA
 Donna Ritke, IIDA, ASID
 Robyn Boeck, IIDA Associate
 Gene Potente, IIDA, FASID
 Nancy Miller, IIDA, ASID
 Diane Al-Shihabi, ASID
 Inge Winters, ASID



IIDA WI Meeting

May 16, 2007

State Capitol Building, Room 415NW

Meeting 4:45 - 5:45 PM

WI Chapter Board Meeting; Open to all members of IIDA