

2006-2007 Northland Chapter Board Roster

PRESIDENT

Megan Gorden
mgorden@studiohive.com

PAST PRESIDENT

Brenda Lemmer
blemmer@knoll.com

PRESIDENT ELECT

Scott Hierlinger
shierlinger@nelsononline.com

VP OF FORUMS CO-CHAIR

Sara Rockvam
srockvam@novationap.com

VP OF FORUMS CO-CHAIR

Eric Lovestrang
eric@midwesttile.com

VP OF PROFESSIONAL DEVELOPEMENT

Mary Beth Crandall
marybeth.crandall@invista.com

VP OF SPONSORSHIP

Chadd Dunn
cdunn1@steelcase.com

VP OF MEMBERSHIP

Anne Olson
aolson@studiohive.com

VP OF GRA

Becky Sandbulte
bsandbulte@collaborativedesigngroup.com

VP OF PUBLIC RELATIONS

Alyssa Taylor
ataylor@kke.com

INDUSTRY REPRESENTATIVE

Kristi Clemensen
kristi.clemensen@designweave.com

ASSOCIATE DIRECTOR

LuAnne Zilka
luzilka@yahoo.com



Fall 2006

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President's Message

New and Improved!

Thanks for reading the FALL Northland Chapter Newsletter. This is an exciting time for the IIDA Northland Chapter and I'm looking forward to sharing many of the new and improved changes with you. A fresh look, exciting programs, and a new website are just a few to keep your eye on during the next several months.

You'll notice we're kicking off this year with a newly redesigned newsletter. We hope you'll find it visually easy to read, well organized, and full of updates and information you're interested in learning. Each newsletter will also include *Did you Know?* which features a member benefit so you may take full advantage of each benefit available to you.

Coming later this month, I'm thrilled to announce the new Northland Chapter IIDA website! Visit us online at www.iida-northland.org for the most current calendar-of-events, online program registration, the latest on interior design legislation, and detailed information regarding our community and charity contributions.

Another major change we are looking forward to is working once again with Jaime Nolan of IntrinXec as the Northland Chapter Executive Director. Many of you may remember Jaime from several years ago as our ED with Synergy Resource Group. Jaime has started her own company, IntrinXec, and we are thrilled to be working with her once again. Jaime's strength in strategic association management will help IIDA achieve long-term membership, organizational, and financial goals.

In late July, the Board met for our annual strategic planning retreat. As a Board, we discussed all aspects of our association and to better serve you with a unified voice and mission, we've decided to focus this year on *Design Inspiration*. We hope to bring you programs and events, which not only provide valuable education and networking opportunities and also serve to inspire you with something that's close to all our hearts: Design. We will look outside our world of interior design and draw from other design disciplines to inspire and motivate. First up, a new spin on our major fall event: Fashion + Fusion.

Please enjoy this issue of the Northland News!

Megan Gorden, IIDA
IIDA Northland Chapter President

Did you Know?

Did you know IIDA offers insurance of all kinds – health, life, long-term care, cancer coverage, disability – to all members? If you currently purchase your own insurance or offer health insurance to employees, you're encouraged to compare your existing plan to a plan that utilizes the IIDA buying power. For more information, visit www.iida.org or www.associationpros.com or call 888-450-3040.

Past President's Message

Brenda L. Lemmer, IIDA, LEED AP
 Knoll A+D Manager

To be a Member of IIDA means you are a Leader within the Interior Design Community, it's about professional growth, shaping the future of our IIDA Northland Chapter and being a part of something greater!

A Leader by most dictionary standards is one who leads, guides or directs; as of a group of people or movement.

Leadership by most dictionary standards is to assume the position, function, or guidance of a leader and assume the ability to lead.

Though not mentioned above, our Northland Chapter Board and Members embody additional qualities of Leadership such as creative energy, our audacious belief in the design profession, love for great design, and willingness to engage everyone within our community. By listening to personal perspectives, opinions and passions we can bring forth new inspirations and ideas that both inspire professional growth and promote the health, safety and welfare in all interior environments!

It is inspirations and ideas that generate energy, create excitement, give meaning or belief to a course of action. Leadership guides the course of action!

Most people in the Design Profession want to make a difference: by helping to create meaningful and purposeful environments! What matters most are the relationships you make along the way and the way you LEAD the process in order to achieve your goals!

In my term of President of the IIDA Northland Chapter - July 2005 to July 2006, we had to focus on learning from our past and listening to our Board and Chapter Members for guidance in order to find our purpose as Leaders within the IIDA Northland Chapter. As a result we found new energy in the process and established new goals for 2005 – 2006 Chapter Year:

1. Surveying our membership to establish feedback to results based on our responses for change in our programs, newsletter, and event initiatives
2. Increase our membership by recruiting 75 more members = in progress and will succeed with our new V.P. of Membership - Ann Olson, IIDA Studio Hive
3. All IIDA programs are FREE to members = accomplished
4. Provide full financial and program support for our Legislation, Practice Act for Minnesota (MIDLAC) Minnesota Interior Design Legislative Act = \$9,000 per year from IIDA and will have our continued support
5. Establish a Northland Chapter Brand by revising our current graphic & web based packaging to respond to our membership demographic = in progress
6. Increase Student Involvement & Membership at all events = in progress
7. To Create a Sponsorship Development Committee; a unified group focused on harnessing sponsorship income from our community early in the year to help sustain our chapter events throughout the year = accomplished thanks to our V.P. of Sponsorship – Chadd Dunn, Industry Associate, Steelcase, Inc.
8. Reducing our Administrative Cost and becoming a Financially Sound Chapter by leveraging our relationships to help the bottom line = accomplished

In the position of Past President, I will continue to work with the Northland Chapter Members, Board Members and the Twin Cities Design Community to make our Chapter stronger by establishing outreach programs for students and participate in the MIDLAC Steering Committee Meetings in hopes to secure our Practice Act in 2007!

As Past President, I also need to look for other Northland Members to further their involvement at the Chapter Board level. At last, I am very excited for Megan Gorden's Presidency – she has already paved a Bright Future for our Chapter! Congratulations to Scott Heirleing, President Elect of the IIDA Northland Chapter – we look forward to working with you take us to the next level!

We have a talented Chapter board; our Chapter members are amazing and have displayed great dedication through our events, monthly programs and feedback. Many THANKS goes to our All our SPONSORS without your financial support and caring the Northland Chapter would not be where it is today!

Your IIDA Northland Chapter Board



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PRESIDENT ELECT
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GRA Update *Becky Sandbulte, IIDA* *VP of Government and Regulatory Affairs*

Big News on the Legislative Front...We have a New Lobbyist!

Our previous legislative lobbyist, Luci Botzek, has taken a new job for Sherburne County. Our new lobbyist is Julie Perrus with Larkin Hoffman Attorneys.

The purpose of the lobbyist is to facilitate communication and cooperation on state legislative and regulatory issues affecting the interior design profession.

Legislative Update

Minnesota currently has a Title Act, passed in 1992, protecting the title "Certified Interior Designer". A proposal to license the practice of interior design was submitted to the Minnesota Legislature in the 2005-06 session. The main purpose of the legislation is to safeguard the health, safety, and welfare of people using public buildings. Unfortunately, this bill did not receive a hearing in the Legislature. We are working diligently with our lobbyist and legislative representatives to resubmit our bill in the 2007 session.

This legislation is jointly sponsored by IIDA, ASID, and other unaffiliated interior design members through the Minnesota Interior Design Legislative Action Committee (MIDLAC).

Your legislators must hear of your support to regulate the practice of interior design through letters and email. All Senators and House of Representatives are up for re-election this fall. Let them know that their support for this bill is important to you. The 2005-06 bill numbers were House File 3066 and Senate File 2868. To find your legislators, go to: www.leg.state.mn.us/leg/Districtfinder.asp

Quick way to write a letter to your legislator

At the National level, ASID has developed a letter-writing campaign tool that takes the hard work out of letter writing. Simply follow the steps below, putting in your zip code and a letter will be emailed to your representatives stating your support for the bills.

1. Log on to www.asid.org
 2. Click on the Legislation link in the "ASID Links" section on the home page.
 3. Click on the "Capitol Connections" link.
 4. Click on "Issue and Legislation".
 5. Click on Minnesota
 6. Enter your zip code
 7. Complete your name, address, email address,
 8. Customize the pre-written support letter if you wish.
 9. An email is sent to the Legislators.
- Or, write your own personal letter showing your support.

Find out more about the Practice Act

If you have any questions or would like more detailed information, please do not hesitate to contact me. We all need to support each other in our legislative efforts to promote the interior design profession and ultimately protect the public health safety and welfare by standard practices.

The BUZZ

It is a bit of a challenge keeping up with who is where, and who got married, and who had a baby, and what is going on in the design community-yep, even for your gossip columnist! So if you have a little bit of info to share, please pass it on to cherryf@rubbletile.com so I can include it in the next "PAGE 6"!

So, here's the buzz I have heard-in no particular order . . .

- **Ross Anderson** has made the move to KKE Architects where he is diving right in to some fun projects.
- **Lindsey Vandenberg** has recently transitioned into a design position with Nelson Design.
- **Pam Kottas**, a commercial rep at Rubble Tile, is getting married to Jonathan Gilbert on September 23, 2006. Congratulations!!
- **Kira Brownlee**, from Walsh Bishop, is moving to Lancaster, PA. Keep in touch with her at K_Brownlee05@hotmail.com
- **Stephanie Gohl** is Kira's successor at Walsh Bishop.
- **Kim Williamson** moved into the Director of Interior Design position at Ellerbe Becket, and he seems to fit the place like a glove.
- **Stacy Bisek** from Baker Associates is moving to Kansas City. Best of luck, Stacy!
- **Kristy Hausladen** has stepped into Stacy's shoes at Baker.
- **Deborah Bornstein** graduated from DCTC in May and started as designer at ESG this summer. She loves it there!
- **Karim Khemakhem** is back working in the interiors department at Ellerbe Becket.

Designing Icon

Each quarter the **IIDA Northland Chapter** will recognize someone in our industry that inspires us and this quarter's Designing Icon is:



Maria Hanft

Maria is a friend to anyone who has had the pleasure of meeting her. Her delightful personality and charm can fill a room. Many in our industry already know Maria but read on to learn more about her life.

Maria was born at a Salvation Army Hospital in Spokane, WA during WWII and was adopted by a loving family originally from Minnesota. Maria later moved to Minnesota and was raised in Northeast Minneapolis. Upon high school graduation, she attended the University of Minnesota studying design and graduated with honors. The year following her graduation, she was selected to teach interior design on public television. She also taught a range of other interior design courses from introductory to a graduate level course. Her favorite course was History of Traditional Furniture.

Maria has a very adventuresome son named Max who with his wife Rachel, their 9 month old son, Dietrich, and their 50 sled dogs live in Alaska above the Arctic Circle. Maria has a dog of her own but only one, which is a dachshund named Miss Minnie. Maria and Miss Minnie live in St. Louis Park in a prairie style, Japanese inspired home built in 1947. The home was designed and built by Martin Grady, a partner in the original Cerny Associates office.

After working for two other architectural firms, Maria joined the Architectural Alliance where she has been since 1989. Maria has worked on many projects through the years including two residences for Walter and Joan Mondale and currently a swim up bar at the Intercontinental Hotel in San Juan, Puerto Rico. Her travels include Japan, Hong Kong, Italy, Columbia, Venezuela, Mexico, France, and some of the great US cities.

For designers just starting out, Maria offers the following advice.

1. "For inspiration, look at old and new books, magazines, movies, photos and places you visit always looking for old and new interesting materials, design, and furniture. One of my favorite past times is looking at antiques.
2. Be interested in the world around you and become as broad minded as you can. Don't limit your view and taste to what is currently "in."
3. As you start out, be patient with beginning positions. You can learn from being a good interior librarian without the pressure of presentations and deadlines.
4. Be the most valuable employee you know how to be. Don't focus on your compensation but rather on being indispensable.
5. Be grateful for the artistic abilities that you have. Few of us will ever be rich but compared to other industries, most of us have so much more fun and freedom."

Summer Party Hits a Home Run

by Kristi Clemensen

The IIDA Summer Party proved to be a successful event. The Friday evening Saints Game event kicked off with tailgating in the parking lot, in which vendors hosted the guests with food, beverages and fun! The guests then stepped inside the gate for a picnic dinner and raffle ticket winner announcements. Over 25 fabulous prizes were donated by vendors and Design Firms. Dinner was followed by a double header, as the night before got rained out. Thankfully we decided on the Friday night option!!! This year, the event profited over \$10,000, with a portion of the proceeds benefiting the Children's Cancer Research Fund. We would like to thank all who supported and attended the event, and helped us raise money for IIDA and a good cause!

I would also like to thank all of the committee members for their tireless efforts throughout the planning and day of the event. My co-chair, **Jennifer Gilligan**, and our committee members – **Dan Ryan, Elizabeth Doesher, Tracy Caauwe, Meagan Domres, Nipa Bhatt, AJ Paron- Wildes, Amy Helm, Kathy Blake, Lisa Kirkbride, Jen Moreimi & Heidi Nelson**. And a big thanks to **JL Lundstrom** of Nelson for her help with the graphics and photography.

Thanks to all of our sponsors for helping make the event a success – we truly couldn't have done it without you!!

- **Host Sponsor – I-Space**
- **Platinum – Henricksen, Shaw Contract, Knoll/Parameters, NELSON, Maxon**
- **Gold – Steelcase, Antron by Invista, Innovative Furniture Solutions, Mohawk Industries,**
- **MDC Wallcovering, Contract Office Marketing, William J/Fluid Interiors,**
- **Silver – GOP, Designtex, 20 Below Studios, Designweave, BDH & Young, SmithGroup, Herman Miller, Hirshfield's, Westin-Nielsen, Egan Business Interiors, Architectural Alliance, KKE Architects, Teknion**
- **Bronze – Target Commercial Interiors, Brownsworth & Primary Design Resource**

Thanks again to everyone for all of your support!





FUSION + FASHION

10 NOVEMBER 2006

Friday, 10 November 2006
7pm to midnight

Landmark Center
75 West Fifth Street, St. Paul

9:30–10:30 fashion show

Competitors square off in a Project Runway type competition. Self-discovered models will strut their stuff down the runway to the high energy beats of DJ Bob.

10:30–midnight

music by DJ Bob from 89.3 The Current

hors d'oeuvres
cash bar

\$35 per person advance
\$45 per person at the door

Questions?
Contact Eric Lovestrand at 612-386-9518

For tickets contact Jaime Nolan at 952-252-3573
or jnolan@intrinsec.com

Proceeds to benefit Ronald McDonald House
Charities and IIDA

I | I D A
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ASSOCIATION
NORTHLAND CHAPTER



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www.think-graphics.com

FUSION + FASHION

10 NOVEMBER 2006

WHO: ANYBODY who wants to show off their wonderful fashion creation at this year's Fusion. EVERYBODY is eligible: your grandparents, neighbors, friends, massage therapist, etc.

SO grab your hot glue gun, scissors, a sewing machine, and whatever supplies you may have tucked away, and get to work!



MOST OUTRAGEOUS



BEST OVERALL



MOST HUMOROUS



UNIQUE MATERIALS



BEST PRESENTATION

SIGNUP SHEET

designer:

name

company

phone

e-mail

type of garments represented
i.e. - swimwear, men's, etc:

model:

name

runway song

Industry Rep Collaborator: (not required)

name

company

phone

e-mail

signup deadline: 20 OCTOBER 2006

questions? contact Eric Lovestrاند at **612-386-9518**

send signup sheet to Jaime Nolan at Intrinxec: fax **952-252-8096** e-mail **jnolan@intrinxec.com**

FUSION + FASHION Guidelines and FAQs

A run through rehearsal and judging will take place at 4:00 PM on November 10 at The Landmark. Please keep this in mind in your planning efforts and the use of a model.

1. Who can enter?

Anyone who has a connection to IIDA – architects, designers, manufacturers, dealers, or general contractors...just to name a few

2. How many entries can a firm have?

A firm or business can enter as many entries as they'd like. They may also have multiple people model a design theme such as a man and woman in a traditional wedding type entry.

3. Who makes the outfit?

The firm or business making the entry will have full responsibility for making the outfit or outfits.

4. Who pays for the material to make an outfit?

The entering firm or business will cover all expenses of making the outfit including hair, make-up and any props.

5. What kind of materials can we use?

Anything you want! The only restriction is absolutely no nudity in any form. This includes but is not limited to skin colored body suites that could be used to imply nudity.

6. How much does it cost to enter?

There is no entry fee associated with entering the competition. The only costs are those in producing your outfit and model.

7. Who do we use for a model?

The entering firm or business is responsible for finding and submitting their own model. Most entrants will use a person who works at their office. Remember, an entrant can have more than one person as part of their entry.

8. How does a firm partner with a manufacturer's rep?

The entrant can choose to partner with a manufacturer if they wish. They should ask the manufacturer to partner with them and then submit both the firm or business and the manufacturer on the entry form. At the night of the competition, both the firm or business and the manufacturer will be recognized with their entry.

9. Can a manufacturer partner with multiple firms or businesses?

Absolutely.

10. Are there any restrictions?

None of the following can be used in the outfit or by the model:

- Nudity of any kind, animals, fire, confetti, noise makers, firearms or anything resembling a firearm, knives, swords or any other sharp object, glass or anything breakable
- The rule of thumb is that if something can damage property, yourself or others, you are not permitted to use it.
- A dress rehearsal will take place at 4:00 on Nov. 10 and the Fusion committee reserves the right to ban any questionable outfits or props.

11. What are the prizes?

The categories and prizes are:

- Most Outrageous – runway walk with recognition & flowers
- Unique Materials – runway walk with recognition & flowers
- Best Presentation – runway walk with recognition & flowers
- Most Humorous – runway walk with recognition & flowers
- Best Overall – runway walk, flowers and traveling trophy

12. Who can we contact with future questions?

Eric Lovestrand at 612-386-9518 or email at eric@midwesttile.com

Chadd Dunn at 612-802-6192 or email at cdunn1@steelcase.com