

## 2006-2007 Northland Chapter Board Roster

### PRESIDENT

Megan Gorden  
[mgorden@studiohive.com](mailto:mgorden@studiohive.com)

### PAST PRESIDENT

Brenda Lemmer  
[blemmer@knoll.com](mailto:blemmer@knoll.com)

### PRESIDENT ELECT

Scott Hierlinger  
[shierlinger@nelsononline.com](mailto:shierlinger@nelsononline.com)

### VP OF FORUMS CO-CHAIR

Sara Rockvam  
[srockvam@novationap.com](mailto:srockvam@novationap.com)

### VP OF FORUMS CO-CHAIR

Eric Lovestrang  
[eric@midwesttile.com](mailto:eric@midwesttile.com)

### VP OF PROFESSIONAL DEVELOPEMENT

Mary Beth Crandall  
[marybeth.crandall@invista.com](mailto:marybeth.crandall@invista.com)

### VP OF SPONSORSHIP

Chadd Dunn  
[cdunn1@steelcase.com](mailto:cdunn1@steelcase.com)

### VP OF MEMBERSHIP

Anne Olson  
[aolson@studiohive.com](mailto:aolson@studiohive.com)

### VP OF GRA

Becky Sandbulte  
[bsandbulte@collaborativedesigngroup.com](mailto:bsandbulte@collaborativedesigngroup.com)

### VP OF PUBLIC RELATIONS

Alyssa Taylor  
[ataylor@kke.com](mailto:ataylor@kke.com)

### INDUSTRY REPRESENTATIVE

Kristi Clemensen  
[kristi.clemensen@designweave.com](mailto:kristi.clemensen@designweave.com)

### ASSOCIATE DIRECTOR

LuAnne Zilka  
[luzilka@yahoo.com](mailto:luzilka@yahoo.com)



## Winter 2007

### Inside this Issue

President's Message

GRA Update

Fusion + Fashion

The BUZZ

Student Interior Design Expo

Designing Icon

FAB Awards 2007

Northland Chapter

## President's Message

Hello Northland Chapter,

The New Year is here and that means many new goals for our chapter. However, before we dive into what's ahead for 2007, I want to reflect on one particular goal attained for 2006 – financial stability!

About a year and a half ago, the local Board of Directors made it their primary goal to become more fiscally responsible and accountable for the future success of the Chapter. Included in this goal was raising money to fund necessary chapter upgrades such as database restructuring, chapter website and graphics, and member outreach programs. Even as a not-for-profit organization, financial stability from year to year allows the chapter flexibility in planning initiatives. With the guidance and support of IIDA Headquarters and our local management company, I am proud to report the Northland Chapter has attained the first of three long-term savings goals! THANK YOU to the Board of Directors for your hard work and dedication in reaching this common goal and THANK YOU to our generous chapter and event sponsors who make our programs possible!

Currently the Northland Chapter has 259 members. In 2007, we will be focusing on serving our existing membership and reaching out to potential members. We are continually looking for ways to benefit our existing membership so I'm very excited to announce our first *Member's Only* event – a meet and greet with Shashi Caan in April! Be watching your email for event details. The Chapter has also added Welcome Packets for new members and New Member meetings to occur three times this year! If you would like to become involved in our newly formed Membership Committee, please contact Anne Olson at [aolson@studiohive.com](mailto:aolson@studiohive.com).

This February, our Chapter will begin working with Rick Schuster, designer and owner of Think Graphic Design, [www.think-graphics.com](http://www.think-graphics.com). As year one in a two-year branding and marketing initiative, we will focus on new chapter graphics and a complete website overhaul. A consistent, unified look will support our member marketing initiatives and provide the Northland Chapter with professional and well-designed collateral as we become more established on a local level.

Lastly, I hope to see everyone at MIDLAC's *Rally Day at the Capital* on February 21. Please join us in supporting the Interior Design Practice Act and encourage your co-workers, family members, and neighbors to do the same! ASID and IIDA will be co-hosting shuttle buses to and from the Capital all morning for your convenience. Please watch your email for location and time specifics.

I hope you enjoy the Winter edition of the **Northland News**.  
Thanks for reading.

*Megan Gorden, IIDA*  
**IIDA Northland Chapter President**

Your feedback is always welcome. Please contact me at [mgorden@studiohive.com](mailto:mgorden@studiohive.com).

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

The Minnesota Northland Chapter of IIDA is active in legislative matters in Minnesota and is gearing up for the 2007 legislative session. Through its support of and participation in the Minnesota Interior Design Legislative Action Committee (MIDLAC), formed jointly by IIDA, ASID, and other unaffiliated interior design members, we track legislative and regulatory issues affecting interior designers in Minnesota and work toward effective legislative solutions.

### **IIDA 2006 Legislative Grant Awarded**

I am pleased to report that the Minnesota Northland Chapter will receive a 2006 Legislative Grant in the amount of \$1,500.00. The grant will be used to support MIDLAC's strategic plan to introduce and pass a Practice Act in 2007. The award will be presented in person at the Winter CLC February 16-18, 2007.

### **Minnesota Interior Design Practice Act**

House File 3066 and Senate File 2868 (2005-06)

This *practice act*, we believe, will provide the sort of legal recognition that will safeguard the health, safety and welfare of the general public, bring uniformity to the profession, define responsibility and a duty to the public, and encourage excellence in the interior design industry. The new law will regulate the *practice* of interior design, not just the title alone. We look forward to the success of this year's efforts!

### **Please Help Support this Legislative Effort**

Attend Upcoming Event

- Rally Day at the St. Paul Capitol, February 21<sup>st</sup>

### **Quick Way to Write a Letter to Your Legislator**

Your legislators must hear of your support to regulate the practice of interior design through letters and email.

To find your legislators, go to: [www.leg.state.mn.us/leg/Districtfinder.asp](http://www.leg.state.mn.us/leg/Districtfinder.asp)

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](http://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

### **Volunteer Opportunities**

Contact me for more information.

### **Donations Needed**

Consider donating cash to the cause. Checks made out to MIDLAC from individuals can be contributed to Senate and House Caucuses or the bill's authors as a way to thank them for sponsoring our bill and developing a relationship with the party's Caucus. Checks made out to MIDLAC from either individuals, firms or corporations are used to fund our lobbyist, printing costs, etc. Consider donating 1 to 5 hours of your billable rate to MIDLAC. Thank you!

### **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.

# FUSION + FASHION: Outrageous Hit in 2006

By Eric Lovestrand

Fusion + Fashion 2006 was held Friday, November 10<sup>th</sup>. The event took place at the Historical Landmark Center in St. Paul. The Fusion committee, Chadd Dunn, Lori Rapach, Michele Espeland, Tamara Wylie, Ann Sickmann, Nipa Bhatt, Yen Chee, Sara Rockvam and myself, Eric Lovestrand worked very hard this year to create a venue that would involve people from every aspect of the design industry and increase attendance. The goal was accomplished with a record attendance of over 650 people.

What is fusion and why do we do this? Fusion is an event to raise money for the Ronald McDonald house and our IIDA Northland Chapter. The money helps provide programs with speakers, training for NCIDQ testing and many other things that you will start seeing in the next few months.

The event showcased the creativity of a variety of people from the industry who became models in a hip runway fashion show. The models wore garments crafted from a diverse range of materials, some used everyday in the interior design industry! With the help of DJ Bob from Party Unit and our outrageous MC for night, the 28 models strutted their stuff on the Fusion runway and were judged by our past, present, and future IIDA Northland presidents and two members from Macy's.

As a new spin on Fusion, our committee seized the opportunity to plan this kind of event and we all thoroughly enjoyed the process. We thank you all for coming and participating in this record attendance event. See you on the runway next year!



*Liza Kapasak of HGA, fashion sponsored by DesignTex Fabric*



*Model Jennifer Furman, fashion designed/sponsored by MDC Wallcovering*



*Innovative Materials Winner, Target Commercial Interiors*



*The 2006 Fusion Committee*

## 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](mailto: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 . . .

- Coco Duggan Early is heading south! After spending the last 10 years of her career at MS&R Architects, Coco has accepted a full-time teaching position at Dakota County Technical College, where she will be molding the supple minds of the next generation of interior design professionals!
- Sophia Levin has returned to the industry as an interior designer with Tushie Montgomery after a 10 month maternity leave. Her son Edward was born on Christmas Eve 2005. Congratulations on all counts!
- Mohagen Hansen Architectural Group has moved, and they also get the prize for the most changes! They are now located in a lovely facility at 1000 Twelve Oaks Center Drive, Suite 200, in Wayzata, 55391, and the phone is 952-426-7400.
- Tami (Meyers) Moon of Mohagen Hansen had a baby girl, Sophia Renee, on November 11, 2006. She is currently out on maternity leave. Best wishes!
- Pam Baukol, of Mohagen Hansen, and her husband Eric are expecting a baby in June. I like the name "Cherry" for a girl, don't you?
- Tamara (also of Mohagen Hansen) Wylie-Towle's family is anticipating a spring delivery as well! Careful, it's in the water over there!
- Collaborative Design Group, Inc has welcomed 2 new designers to the fold. Johona Harris of local fame, and Jayne Thimmesch, who relocated from the Chicago area.
- Ann Olberding, previously of Rubble Tile, who took a break to hang out with her twins (now 3-1/2 years old!), is BACK at Rubble Tile and calling on half of the commercial design community, with Cherry covering the other half.
- Trina Pieper is a recent transplant to the Wells Fargo facilities group.
- Alyssa Taylor got a marriage proposal in a big way at the recent IIDA Fusion in Fashion event when her guy, Eric Peterson of the Architectural Alliance, sported the words "Marry me, Ally" all the way down the runway! The wedding is scheduled for June 2007. Congratulations, Ally!
- Melissa Metzler is back in the industry as an interior designer at BKV Group after 3 years working as a design consultant and sales agent for a couple of downtown condo buildings. Welcome back, Melissa!
- Lindsey Rain has a new gig! After many years in carpet, Lindsey is now the A&D Market Manager for Haworth.
- Meg Mattison, an interior designer with Innovative Furniture Solutions was married to Chris Anderson in Rochester on October 20, 2006. The happy couple resides in south Minneapolis.
- Yen Chee is at SmithGroup. She has been there for a few months, but somehow missed the last edition.
- Noelle Erling, a recent Dakota County grad, started work as an interior designer with Cowette Seward in October. She also works at RCC Interiors at IMS.
- Amber Engebretson of MS&R is leaving the Twin Cities for Miami! Best of luck to you in your ventures!
- Congratulations to Ross Anderson for passing the NCIDQ exam!

## Student Interior Design Expo *LuAnne Zilka*

*IIDA Associate Director*



**February 9, 2007**

Students, industry colleagues, educators, designers and all others associated with interior design.....set aside Friday, February 9, 2007 for the eighth annual Student Interior Design Expo at International Market Square. This is a cooperative effort with the local chapters of the American Society of Interior Design (ASID), International Furnishings and Design Association (IFDA), International Interior Design Association (IIDA), and International Market Square.

The Interior Design Expo is a fun filled all day informational and educational event. Students have the opportunity to listen to guest speakers, tour showrooms at IMS, dine on a tasty breakfast, lunch with a designer, win great door prizes and more!

Last years attendance was 695 registrants. Of that number, 475 were interior design students and educators from colleges, universities, and technical colleges from Minnesota, Iowa, Nebraska, Wisconsin, North Dakota, and South Dakota.

IIDA is looking for eager and willing designers to also volunteer with the preparation of the event or on the day of the event. If you would like to volunteer in any way, please contact LuAnne Zilka, IIDA Associate Director at 651-645-2055 x 202 or email at [LZilka@innovativefurniture.com](mailto:LZilka@innovativefurniture.com).

## **New Association Management**

The Northland Chapter is under new Association Management through IntronXec. With this change, our Chapter has a new address and phone number as of December 1, 2006. Our new address is: 5353 Wayzata Blvd. Suite 207, Minneapolis, MN 55416, and phone number: (952) 564-3043.

IntronXec provides leadership and support to the chapter through event planning and promotion, board and committee support, database maintenance, member communications, Website updates and accounting services. In addition, IntronXec houses the chapter's mail and telephone line and responds to email requests from members. Dedicated to enhancing the professional image of its non-profit clients, IntronXec is accredited by the AMC Institute. For more information about IntronXec, visit [www.intronxec.com](http://www.intronxec.com)

## Designing Icon

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



Eric and Ally

### *Alyssa Taylor*

Alyssa Taylor, also known as Ally, is an interior designer at KKE Architects focusing on hospitality and corporate design. In total, Ally has been an interior designer for eight and a half years. Ally has been a member of IIDA for 5 years and currently co-chairs the FAB Award committee and serves on the IIDA Board of Directors as Vice President of Public Relations.

On November 10, 2006, Ally picked out her most high-fashion outfit and made her way to the IIDA Fusion + Fashion event. For many who attend this year's Fusion + Fashion, they saw an amazing style show with extremely unique fashions designed by people in our industry. For Ally, the evening would include much more than a fashion show.

If you were one of the people standing in the audience as fashion models strutted their stuff, you might have missed some of the happenings. How could you take in everything? There was loud music, lights, models, props and a memorable MC. Models threw stuffed animals and frisbees at the audience and one model even had participants in the audience throw faux doggie piles on stage as part of her walk. There was one model however that

had a special surprise; not for the entire audience but one person in particular, Ally.

Eric Peterson, a principal at Architectural Alliance, worked with the Fusion committee to help orchestrate his surprise. He selected the appropriate song... (Kiss by Prince) asked to be the final model, made accommodations for Ally to be seated near the front row, and even made sure Ally's best friend, Stephanie, attended the event. Eric came down the runway wearing an Asian inspired jacket and some pretty wild pants. Upon returning up the runway he stopped in front of Ally. He opened his jacket, to show Ally his t-shirt and then turned and dropped to his knees so that Ally could read the back. Imprinted on the front was, "Alyssa" and on the back were the words, "Marry me?" He then jumped off the stage and proposed on one knee...right there in front of 650 of their closest friends and colleagues! If a person didn't have a good view, he or she might have been wondering what was going on. From this writer's viewpoint, it was an amazing scene. Ally broke into tears and simply nodded her head yes. It's a good thing Ally said yes, can you imagine if she would have said no??? Eric then lifted Ally onto the stage to end his runway walk hand in hand with her. At that point most people knew what had happened and gave the couple a loud applause.

Eric and Ally have set a date of June 23, 2007 to be held at the Guthrie Theatre outside on the endless bridge overlooking the Mississippi and the beautiful Stone Arch Bridge. Eric's son, Kai (11), will be the best man and Ally's daughter, Avery (5), will be the maid of honor. A small wedding is planned with only immediate family and the closest of friends. We wish them all the best!

## Fresh, Artistic and Brilliant: FAB Awards 2007 *Ally Taylor, IIDA* VP of Public Relations

I'm very happy to announce the fourth annual FAB Awards! This Academy Awards style event brings out 300 of the most dazzling designers in the area and turns the spotlight on the great design firms of the Midwest. Did you know that Minneapolis was recently honored on Conde Nast's 2006 list of "It" places? This is due in no small part to the abundance of intriguing design projects completed in the past few years. The article, which can be found online, features the Guthrie Theatre, the New Walker Art Museum and The Chambers Hotel. What better way to celebrate our regions new design and cultural prominence than participation in the Midwest design industry's premier event, the 2007 "Fresh, Artistic and Brilliant" FAB Awards!

This year's event will be hosted on April 19<sup>th</sup> at Christo's Restaurant in the Union Depot downtown St. Paul. We have the pleasure of announcing Shashi Caan, renowned architect and designer, as our featured speaker and emcee. As an active member of the design community and member of the Board of Directors of the United Nations Association of New York, Shashi is currently chair of the Interior Design Program at Parsons School of Design. Shashi is also joined by an amazing group of designers as jurors for this year's event.

Each previous FAB Award program has been unique and memorable due in no small part to the contributions made by the industry at large. We have far surpassed our goals and expectations of growth for this event in the past and hope to make this year more amazing than last. Let's celebrate great interior design in the Midwest – help us make this our most exciting event yet!

FAB  
AWARDS

FRESH  
ARTISTIC  
BRILLIANT  
2007

## Did you Know?

...Focus on the IIDA Foundation

The IIDA Foundation is a not-for-profit (501c3), philanthropic organization whose primary mission is to advance interior design through education, research, and knowledge to benefit IIDA and the interior design profession. The Foundation, under the guidance of its [Board of Trustees](#), works in collaboration with IIDA to support the strategic plan of the Association.

The Foundation has tuition reimbursement programs for the NCIDQ and LEED exams. All members are eligible and encouraged to apply for the reimbursement lottery upon passing these tests to cover your out-of-pocket expenses.

Find out more about tuition reimbursement and other Foundation programs at [www.iida.org](http://www.iida.org) under 'Foundation.'