

2019-2020 ANNUAL REPORT

IIDA | **NORTHLAND**
chapter



OUR VISION

Shaping the future of a thriving Interior Design profession

OUR MISSION

IIDA Northland promotes the practice of Interior Design by raising awareness of the role and value of the profession. We connect the industry with resources that support career advancement.

Strategic Priorities Through 2022

ADVOCACY

Elevate the conversation around our profession, our expertise and our value with peer professions, clients, legislators, and the broader community.

MEMBERSHIP VALUE

Provide personal, professional and industry value to all members.

PROFESSIONAL DEVELOPMENT

Provide professional development opportunities to all members at all career levels and to all roles.

EQUITY & INCLUSION

Educate the design community and actively work to grow racial diversity in the field serve all members, including those located beyond the Twin Cities, who serve firms, work in design firms, and in senior position.

President's Remarks



This past year has been a true test of leadership. Looking back to our start, on the day of our strategic planning retreat one of our board members was facing her own challenge. It was a scary and emotional time for all of us on the board as we struggled to put our emotions aside in order to complete the task at hand, which was planning for you and what IIDA was going to do for you this year. Luckily, the challenge turned to triumph, and so, we forged on. We had a spectacular end of 2019. Minnecon was a great success, our professional development team brought professional members a free ethics CEU adding membership value, we issued our membership benefits guide, restructured our sponsorship drive, and “One More Time” our fusion team brought us another memorable event all before our world drastically started to change.

The early months of 2020 were challenging to say the least. There were so many hard decisions to be made and no one person had solid answers. So, as you all looked to us for what was going to happen, we were navigating the recommendations set out by health officials and still working behind the scenes to be good stewards of our sponsorship dollars and ensure your membership value by bringing you all that we had promised. By April, we all knew, nothing in 2020 was going to go on as planned. Yet IIDA Northland Board of directors had to rally. “We’re here to be a resource not a barrier” became our mantra and we measured everything we did against that. We wanted to be sure we were helping our community, supporting our members, and choosing the hard things. We held listening sessions with sponsors and surveyed our members. Armed with that feedback we re-grouped and set new action plans into motion.

These last several months have been difficult. I personally have been consumed with emotions. With work from home orders in place, together we are all struggling to find balance and joy while we have limited contact with our family and friends. Our communities of color are facing one of the most challenging moments I have seen as our world is erupting over and over again to demand justice and equity for every one of our citizens.

Reflecting to when I was newly elected to the position of president-elect, I took my first trip to Chicago for IIDA's National annual meeting. It was there that I had the pleasure to witness Gabrielle Bullock accept the oath of office as President of IIDA. It was a proud and inspiring moment for me as I watched a woman of color step into the leadership of IIDA. It was at that meeting that Gabrielle's inspiring words propelled me forward, "We change what we design by changing who designs it." Through the last two years I have been working to bring focus to IIDA Northland and to highlight inequity both across racial lines and areas of practice. I am excited about the programs IIDA Northland will be revealing in the coming months.

And so here we are, at the end of my term as President, and I find myself being propelled forward by words of another Gabrielle. This time it is Gabrielle Roberts. "Perhaps today what you learn about yourself is, You can". Those words have not left me, because as I look back on this past year, it's exactly that. It has been hard, at times we have been overcome with emotions, and other times it has felt overwhelming, but I know, it is between the breathes that we find strength to do the hard things.

I have been incredibly honored that you elected me to lead this year. It has truly been a pleasure to guide this board of directors through the hard choices. I am excited for all that is upcoming and cannot wait to join with all of you, whether in large virtual meetings or small socially distanced gatherings. I am wholly confident that our new board of directors will ensure that IIDA Northland continues to stand as a resource and not a barrier and that we will continue to make a way for Everyone.

Thank you IIDA Northland Board of Directors and you, our members, for giving me the opportunity to serve you.

Mari Ansera, CID, IIDA
Past-President, IIDA Northland

Board 2019-2020

Ariane Laxo, HGA
Past President

Mari Ansara, HGA
President

Megan Duffy Sanikone,
Fluid
President Elect

Torre Stangebye, RSP
VP of Advocacy

Alexa Choles, HGA
Associate VP of Advocacy

Emily Degallier, Cunningham Group
VP of Communications

Jessica Stoe, Gardner Builders
Associate VP of Communications

Claire Rozman, BKV Group
Forums Director

Darcy Futrell, RJM Construction
Associate Forums Director

Angelina Shonka, Mohagen Hansen
VP of Membership

Meghan Reichert, Perkins + Will
Associate VP of Membership

Johnathan Butler Knutson, BKV Group
VP of Professional Development

Sarah North, Studio North
Associate VP of Professional Development

Erin Maleska, Perkins + Will
Signature Events Director

Tiffany Theis
Associate Signature Events Director

Eileen Cohen, Atmosphere
VP of Sponsorship

Anton Newman, Fluid
Associate VP of Sponsorship

Jessica Burstein, Best Buy
VP of Student Affairs

Michal Lauren Hunt, GOP
Associate VP of Student Affairs

2019-2020 Successes

ADVOCACY

- IIDA Northland represented for changing legislation to add CIDs to sign documents digitally
- Sent 6 students to the student conference IIDA SHIFT in Texas in January

PROFESSIONAL DEVELOPMENT

- Added CEU credits for 2 Forums events
- Hosted a healthcare leadership panel discussion

MEMBERSHIP VALUE

- Developed an onboarding program for new members and benefit guide
- Added access to CEU content digitally
- Shifted events to become virtual

EQUITY & INCLUSION

- Expanded involvement from schools beyond the Twin City area, including Stout and NDSU
- Continually sharing BIPOC resources for designers
- Additional research grant amounts were made available due to COVID and the economic downturn.

2019-2020 MEMBERSHIP

305 Total Members of 3 States (MN, ND, SD)

300 MN Members

1 ND Member

4 SD Members

84 Member Volunteers

38 Student Members

Negative Membership Growth

27% Student Membership Loss

27% Membership Loss

2019-2020 Financial Report

2019 Cultivate Winner

Sarah Janssen (AECOM) was awarded a \$2,000 CULTIVATE grant for her Healthcare Design and Innovation graduate certificate program at the University of Minnesota. The selection committee felt this program would not only deepen her own practice and professional development, but that it is incredibly timely amidst the COVID-19 pandemic.

Student Awards

Funded students to the student conference IIDA SHIFT in Texas in January.

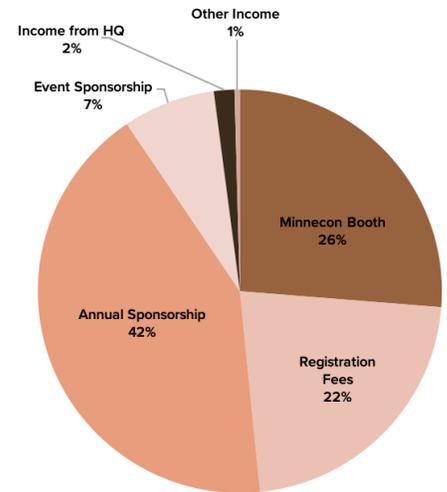
Added Memembr Benefits

Ethics CEU Offered Free to professional members 2020 FAB AWARDS Free to all attendees Special Grant cycle for Cultivate, Students and research.

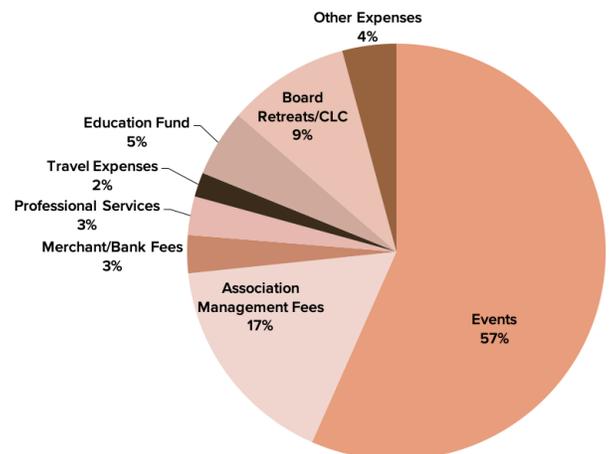
2019 Fusion Profits

A percentage of Fusion 2019 were earmarked for a strategic initiative in 2020. This year, IIDA Northland is proud to announce that these profits are being donated in a FAB Awards match of up to \$5,000.00 to West Broadway Business and Area Coalition. Additional funds will be used as we continue to seek partnership opportunities with our local community.

Income Sources



Expense Categories



2019-2020 Financial Report Cont'd

2019 Annual Sponsorship Drive

The programming our association brings to our members and industry professionals is only made possible by the generous support of our sponsors. In 2019, through the incredible leadership of our 2019-2020 sponsorship team, IIDA Northland elevated the value of our Annual Sponsors. By eliminating event sponsorship, our Annual sponsors are guaranteed prominence and exposure at each of our events and exclusive opportunities to partner with IIDA Northland.

2019-2020 Sponsorship Extension

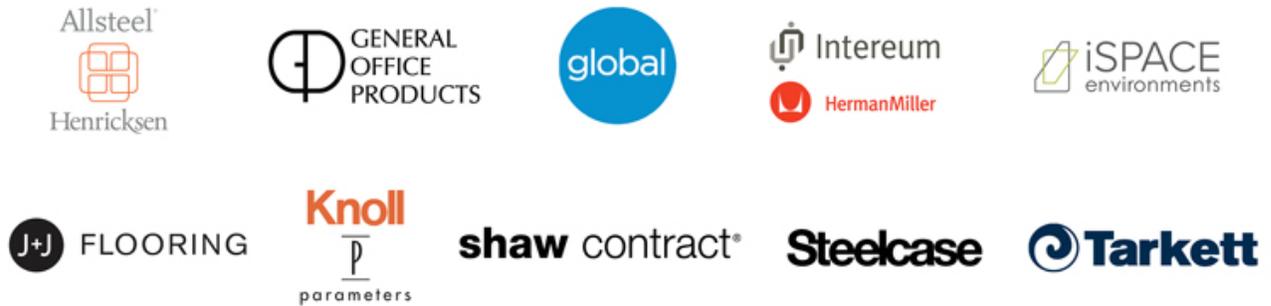
As we all quarantined in the early part of 2020, we saw an unprecedented shift in our way of life. Numerous events were canceled, postponed, or reformatted to meet health and safety recommendation of our elected officials and public health leaders.

Knowing that we were going to be unable to meet the promises of our sponsorship drive, IIDA Northland hosted several listening sessions with sponsors. As a result, we have amended our 2019 sponsorship package and extended benefits into 2020. In addition, IIDA Northland is working on several sponsor benefits that will begin in this fall of 2020.

THANK YOU TO OUR 2020 DIAMOND SPONSORS



2020 PLATINUM SPONSORS



2020 GOLD SPONSORS



2020 SILVER SPONSORS

BWBR • Contract Office Marketing • Ditty Rehkamp • Integra Seating / Winsor Associates
Loll Designs • Mohagen Hansen Architecture | Interiors • NELSON • Patcraft Commercial Flooring
Room & Board • St. Paul Construction • Tierney Brothers • Wilsonart

2020 BRONZE SPONSORS

Alliance • Art Partners Group • BDH • Bernhardt Hospitality • Cambria • Commercial Furniture Services
Cunningham Group • Designtex • DLR Group • Greiner Construction • Hardwoods Specialty Products
HDR • Humanscale • IMEG Corp • kate-lo tile & stone • Maharam • Nessly Interior Resources
Pope Architects • Pulse Products • Ryan Companies • Schrader Hernke • Ultrafabrics/e tu interiors
w.d. Frederickson • Wolf Gordon