The image features a light beige background with four vertical bars of a dark brown color. Two bars are positioned on the left side, and two are on the right side, creating a symmetrical frame around the central text.

2020-2021

ANNUAL REPORT

IIDA | NORTHLAND CHAPTER

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

It has been my honor to serve the chapter as President this past year. While it was not what any of us expected, our chapter is financially healthy; filled with talented and resilient people. Remember that each individual and each company have weathered recent times in their own unique way. We value our sponsors' contributions during these difficult times- be sure to recognize them for their efforts when you see them.

By coming together with fresh ideas and an open mind, we have the power to make positive change- ***in ways small and large***. In our busy lives it can be hard to find time to get involved in IIDA or other worthy organizations. You may also wonder if you have the ability, knowledge or influence to contribute- ***know that you do***.

Behind every event, news post and sponsorship drive are a multitude of people who don't often get recognized individually for their contributions. I'd like to take this moment to thank everyone who has given of their time and talent this last year and for those from decades past who set us up for the successful future we will have. ***Thank you!***

Our board is filled with amazing friends and colleagues. I am proud to serve on the Executive Committee and know that Rebecca and Cassie will continue to serve this industry well.

Megan Duffy Sananikone CID, IIDA
Past-President, IIDA Northland

IN MEMORIAM

IIDA Northland would like to honor and recognize the passing of two influential design professionals and dear friends. These two individuals may have had a great impact on the design community, but we know that the love they gave to family and friends is what they will truly be remembered for.



Justin Wilwerding

Justin was a passionate design advocate. For many years he taught classes while working as an interior designer. His influence and the people he touched was broad, as he taught at the University of MN, University of Wisconsin Stout, Brown College, and St. Catherine's University. He worked at various firms throughout his career and started his own firms including Acacia Design Consortium in the early 90's and then Academy Design Studio. Most recently, Justin lead Design Research at Alliance.



Shari Bjork

Shari graduated with a BFA in Interior Design from the University of Wisconsin-Stout. She rose quickly in her profession, taking on ever-increasing responsibilities with premier architecture and design firms, subsequently co-founding Studio Hive, and in 2017 selling the company to DLR Group, where she remained as a Principal-Senior Interior Designer.

CURRENT BOARD MEMBERS

EXECUTIVE COMMITTEE

Rebecca Frenning, President
Cassie Griep, President Elect
Megan Duffy Sananikone, Past President

ADVOCACY

Lauren Gardner, Vice President
Liana Jameson, Associate Vice President

COMMUNICATIONS

Natasha Fonville, Vice President
Robert Foster, Associate Vice President

PROFESSIONAL DEVELOPMENT

Lexi Sosalla, Vice President
Jennie Arnett, Associate Vice President

MEMBERSHIP

Claire Meints, Vice President
Lauri Brachmann, Associate Vice President

FORUMS

Bekki Jossart, Vice President

STUDENT AFFAIRS

Korrin Howard, Vice President
Ikaria Becker, Associate Vice President

SPONSORSHIP

Marie Hastings, Vice President
Rob Shaheen, Associate Vice President

SPONSORSHIP

Sara Carlson, Vice President
Kellan Baker, Associate Vice President

2020-2021 SUCCESS STORIES

ADVOCACY, EQUITY + INCLUSION

- **Building Outstanding Leaders in Design** (BOLD) BIPOC mentorship program received the Catalyst Grant from IIDA HQ
- **BOLD** program has run now for 10 months with five incredible speakers, including Keyona Denton, Anna Pravinata, Karen Lu, Lyssa Washington and Eanda Dalla Costa
- Collaborated with **Minnecon** committee for Rondo neighborhood recognition for the event

MEMBERSHIP VALUE

- Awarded three IIDA membership scholarships to active industry professionals
- Created book club, **Bookish** with one discussion event per quarter

318 MEMBERS

across three states- Minnesota, North Dakota and South Dakota

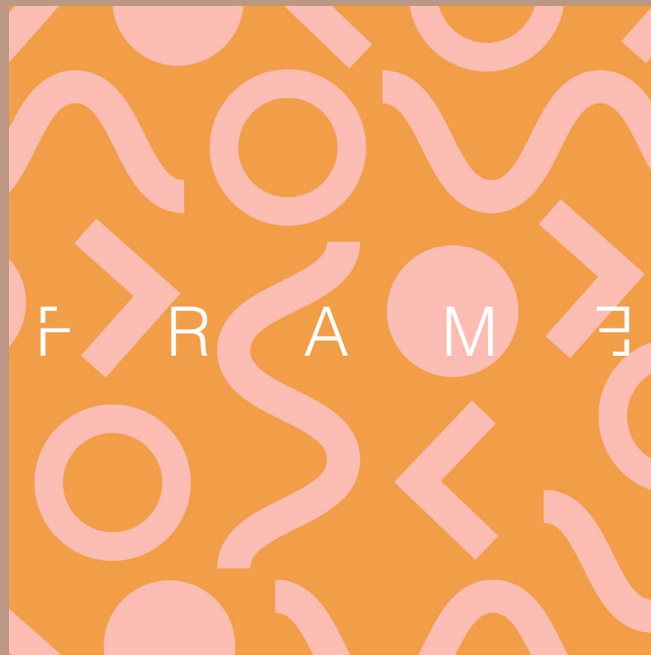
113 total volunteers in 2021

94 Student members

2020-2021 SUCCESS STORIES

PROFESSIONAL DEVELOPMENT

- **Back to Earth** educational series
 - Westwood Nature Center virtual and self-guided tour with the Forums team
 - Biomimicry
 - Biophilic Design
- Successful virtual **Vision** and **Frame** events
- Professional Roundtable events



2020-2021 SUCCESS STORIES

COMMUNICATIONS

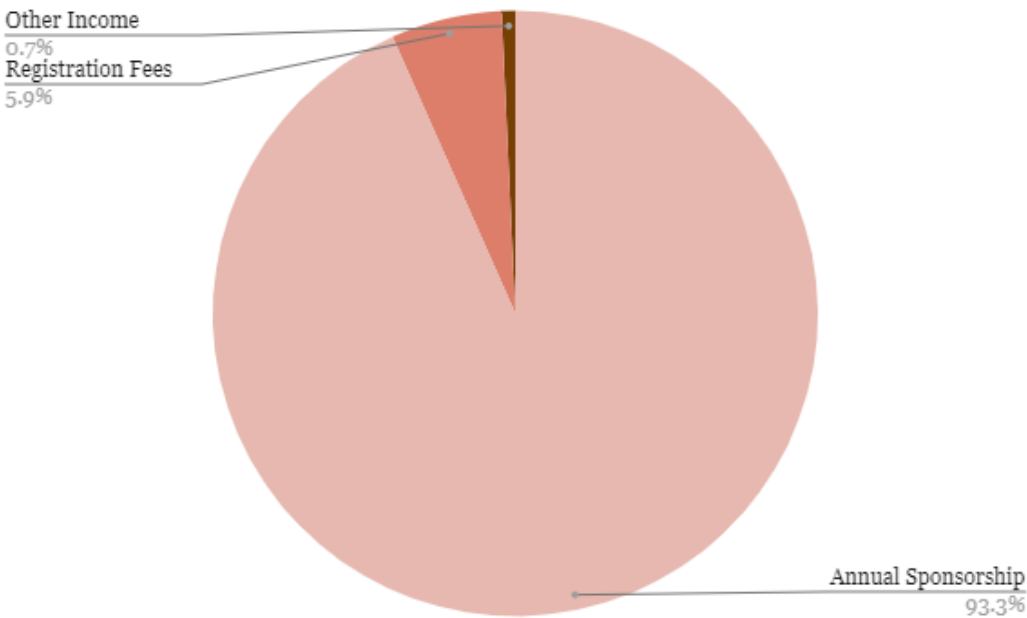
We launched ***Community Pop*** blog + podcast where we can get to know members of our industry better



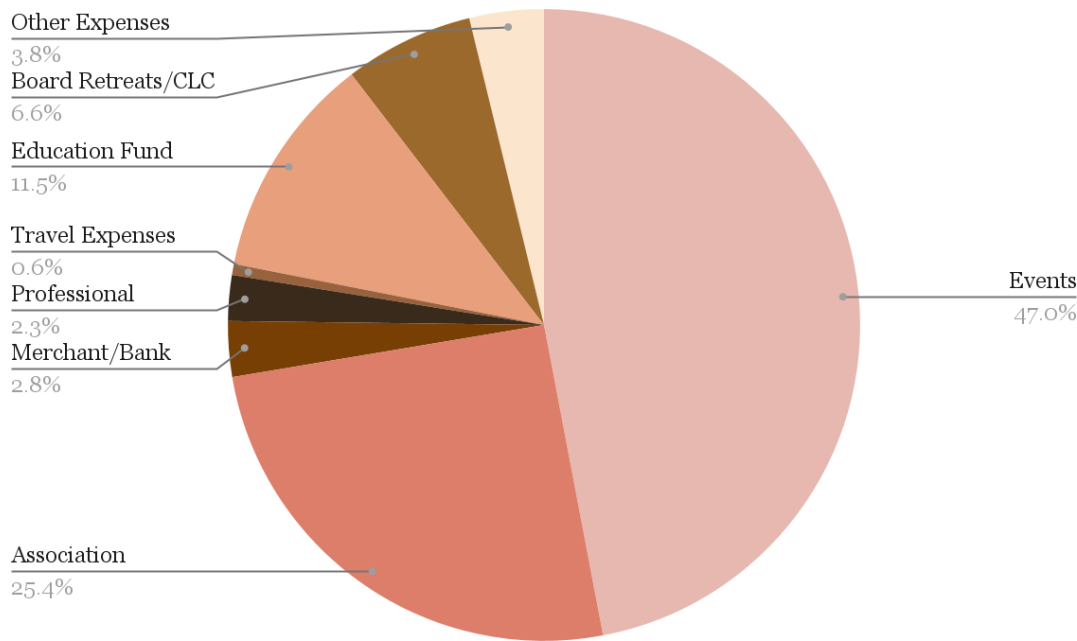
2020 FINANCIAL REPORT

As a financially healthy chapter, we made the landmark decision to extend 2020 sponsor benefits through 2021 at no additional cost to sponsors. We recognized that many organizations were suffering financial hardships and uncertainty about the future. We were able to shift the sponsor benefits as many of the traditional benefits were not feasible due to the pandemic and the impact to events.

INCOME SOURCES



EXPENSES



FINANCIAL REPORT

The IIDA Northland Chapter is proud to offer **Cultivate**, a member enrichment fund, to support educational and research opportunities for our members. Cultivate is made possible by the generosity of Chapter Sponsors each year. **Since 2015, we have awarded over \$22,000** to our members through this program. Recipients have participated in classes, trainings, self-curated international trips, trade shows, and more- expanding their education, developing their skills, and improving their practice.



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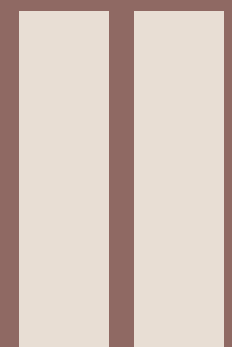
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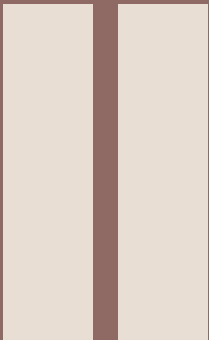
RJM
CONSTRUCTION



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Room & Board | St. Paul Construction
Tierney Brothers | Wilsonart





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