

## NEW 2010-11 CALENDAR

### May 20, 2010

CEU: Barrier Free

### June 2010

Neo Con & IIDA Cool Gala  
Chicago, IL

### August 2010

Kick It, Dallas & Metro Con 2010  
Dallas, TX

### August 2010

Industry Roundtable  
Industry feedback and  
involvement

Do Not  
Miss it!

### September 2010

Art & Artifacts

New Date for  
A&A and  
Membership  
Social!

### October 2010

Membership Drive & Social

### November 2010

Program Event

### December 2010

Jingle Bell Rock – Holiday Party

### January 2011

TAID Fundraising Event

### February 2011

Student Conference

### March 2011

Programs Event

### April 2011

Sustainable CEU

### May 2011

Philanthropy: Product Runway

### June 2011

Accessibility CEU

## *The Industry Partner Newsletter*

The Industry Partner Newsletter was developed as a way to continue our communication to all industry partners. We want to say THANK YOU for everything you do for IIDA. One of our goals in 2009-2010 was to increase our communication efforts to everyone in our industry. We enhanced our newsletters to be sent packed with information once a month. Facebook was another effort to keep everyone "in the know" about our events and celebrations. Other efforts included more information and increased updates to the IIDA community calendar found at [www.iida-tx-ok.org](http://www.iida-tx-ok.org). For the first time, we are introducing an annual newsletter to give thanks to all IIDA Texas Oklahoma Chapter Sponsors and all IIDA Houston City Center Underwriters for the 2009-2010 year. In addition to a BIG THANK YOU, IIDA Houston City Center wants to provide information about your local city center: an annual recap, where your funds were used, and the results of everyone's efforts.

From everyone on the IIDA Houston City Center Council - THANK YOU!

### LETTER FROM YOUR DIRECTOR

Dear Industry Partners,

IIDA has completely taken Houston by storm this year! The biggest event of the season was Product Runway. Over a 800 attendees came together to make this event happen, all in order to raise funds for the Houston Furniture Bank. The Furniture Bank is a non-profit organization dedicated to collecting and distributing furniture and home furnishings, free of charge, to families in need. This event would not have been the success it was without the amazing support of our underwriters and Industry partners! So many of our partners recognized the value in this event early on and we were blown away with their willingness to help out through time and talents as well. It truly speaks volumes when industry partners donate themselves to the cause!

Our most recent event was Leader's Breakfast, held the morning of May 12<sup>th</sup> at The Junior League of Houston. A national event, the Leaders Breakfast program serves to bridge the gap between the design industry and the business leaders in the region. This year's breakfast event featured keynote speaker Dan Heath and honoree Steve Stelzer. Did you know that all of last year's proceeds went directly to the Texas/Oklahoma Education fund to support our various Scholarships and grants? What I admire about this event is how our industry partners and designers came together from the beginning to bring Houston into the national spotlight. We couldn't have done it without each of you!

The theme for Houston IIDA this year has been "momentum." Each event continues to grow bigger and better than the previous year's, with record-setting attendance and tons of support from our industry partners. Don't miss out on all the benefits IIDA has to offer our design community!

Sincerely,

**Emily Howard-Wilson**



**FACEBOOK**

Become a Fan of IIDA Houston City Center Facebook page and check out more exciting photos from all our events throughout the year.



IIDA Houston City Center has developed an interactive FACEBOOK page to keep up with the latest event information, the best photo albums and forums for your input. All events and event information is always posted on Facebook.

Join the Fun & become a Fan.

**FURNITURE BANK**

IIDA Houston City Center's philanthropic beneficiary is the Furniture Bank of Houston

Support the Furniture Bank Houston

[www.fb-houston.org](http://www.fb-houston.org)



**LETTER FROM INDUSTRY CHAIR**

**LETTER FROM YOUR INDUSTRY CHAIR**

Dear Industry Partners,

On behalf of myself, and the Houston City Center Council we would like to thank you for your generosity, and continued support of IIDA. Our growth each year is a reflection of your dedication and we are not able to do it without you, our Industry Partners. Your underwriting contributions are valued as well as your in kind donations and time.

One of the goals of the Houston City Center Council is to continue to show you our appreciation and gratitude. Your thoughtful continued support inspires us to create our calendar of events throughout the year and allow us to achieve our goals. Thank you again for your generous support and your efforts to IIDA.

Best wishes,

***Crystal Lowe,***



**LEGACY CHAPTER SPONSORS**

What is a Legacy Chapter Sponsor?

To become a Legacy is quite simple, it is recognition of those industry partners with ten or more years of continual support of IIDA TX/OK thru the Chapter Sponsorship Drive. The sixteen 2010 inductees have all supported our Chapter with their sponsorship dollars, their interest with attendance and volunteerism for Chapter and City Center events, and their advocacy for furthering the vision and mission of IIDA in our Chapter's geographical area. The program is an unique way for us to express our gratitude for their many contributions to the IIDA Texas/Oklahoma Chapter. The Legacy Sponsors are denoted at event on the new IIDA TX/OK Chapter banner.

**LEGACY Chapter Sponsors**

- Allsteel
- Knoll
- BKM Total Office of Texas
- KSM Associates
- Gunlocke
- The OFIS
- Haworth
- P.S. Gerry, Inc.
- Herman Miller
- Steelcase
- KI
- Tandus: C&A, Monterey & Crossley
- Kenmark
- TRI-KES
- Kimball Office
- Wilson Office Interiors

Helping us achieve our mission are our Underwriters. See the Top 10 Underwriters for 2009-10 on page 5. Here are a few fun and special photos of just a handful of underwriters from 2009-10.



**Your Houston City Center  
 Council 2009-10**

*Director*  
 Emily Howard-Wilson, IIDA, RID, LEED AP  
 Gensler  
 713-844-0000  
 emily\_howard-wilson@gensler.com

*Director Elect*  
 Amy Gilmore, IIDA, RID, LEED AP  
 Identity Architects  
 281-977-5209  
 agilmore@identityarchitects.com

*Past Director*  
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 Powers Brown Architecture  
 713-224-0456  
 ebert@powersbrown.com

*Programs Co-Chair*  
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 J Tyler  
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 shannahbreaux@gmail.com

*Programs Co-Chair*  
 Jessy Fuller, Assoc. IIDA, TAID, LEED AP  
 American Art Resources  
 409-363-3243  
 jessyfuller@gmail.com

*Professional Development Co-Chair*  
 Julie Kane, IIDA, RID, LEED AP  
 WHR Architects  
 713-852-3746  
 jkane@whrarchitects.com

*Professional Development Co-Chair*  
 Ann Briganti, IIDA, RID, LEED AP  
 WHR Architects  
 713-665-5665  
 abriganti@whrarchitects.com

*Associates Chair*  
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 Poggenpohl Kitchen Design Studio  
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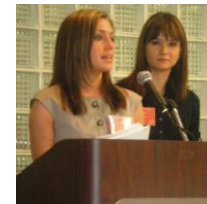
*Industry Chair*  
 Crystal Lowe  
 OM Workspace  
 713-937-2045  
 crystallowe@OMWorkspace.com

*Membership Chair*  
 Lauren Von Drehle  
 Debner + Company  
 713-782-1300  
 laurenv@debner.com

**2009 EVENT RECAP – Were you there?**

**January - Looscan Library Tour** with Bennett Design Group yielded over 65 attendees at the library tour and visit to RA Sushi for food and beverages.

**February – 2009 Student Conference** was upgraded to the George R. Brown and the Hilton Americas where over 50 vendors presenting products at the Industry Fair. On Friday, 150 students filled GRB to hear Brian Malarkey from Kirksey speak about green building.



**March - Girl Scout's Program Place Tour**, designed by Gensler with over 40 attending on a rainy and chilly night! Marilyn G. Archer, FIIDA, LEED AP spoke about how Gensler developed the concept and design of the Girl Scout Museum, Program Place and Regional Headquarters. Attendees enjoyed Girl Scout Cookies and PB&Js.

**April – 2009 Philanthropic Product Runway** crammed over 350 people in the Audio Video Design that celebrated the fashions of 12 teams of designers and industry partners while raising over \$6000 for The Furniture Bank of Houston. Thank you to all Underwriters.



**May – Professional Development, Accessibility CEU** helped over 60 professionals gain their yearly requirement, and provided a great networking opportunity for all attendees.

**May – IIDA Leadership Breakfast** brought Houston's former Mayor to accept the Leaders Award and the Eames Molded Plywood Splint Award. Mayor Bill White and Matt Petersen, CEO Global Green USA spoke the crowd of nearly 300 design and architectural professionals. Proceeds benefited the IIDA TX/OK Education Fund.

**Your Houston City Center  
 Council 2009-10**

*Philanthropy Co-Chair*  
 Sarah Pellegrin, IIDA, RID  
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 sarah.pellegrin@invdesgroup.com

*Philanthropy Co-Chair*  
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*Underwriting Co-Chair*  
 Matthew McDonald  
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*Sustainability Chair*  
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*GRA Chair*  
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*Student Conference Co-Chair*  
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*Student Conference Co-Chair*  
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 Office Pavilion  
 713-595-0552  
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*Communications Chair*  
 Kip Altstaetter  
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 713-874-0774  
 kip@spec-solutions.com

*IIDA Office Administrator*  
 Megan Carneiro  
 214-880-1511  
 chapter@iida-tx-ok.org

**2009 EVENT RECAP (Continued) – Were you there?**

**August – MetroCon09 reception in Dallas** proved to be a night worth remembering! Houston attendees enjoyed the networking opportunity that kicked off their visit to Dallas.

**September – Industry Roundtable** was hosted at Gensler. Industry Partners' feedback was tremendously valuable.

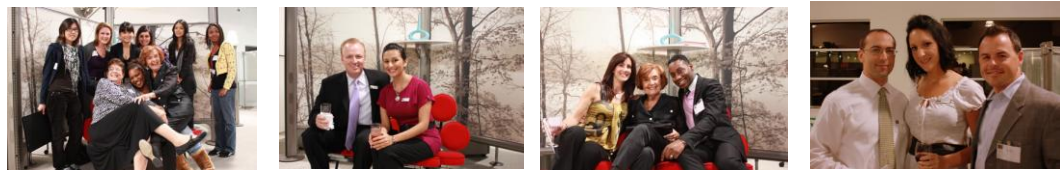
**September - Membership Social** at 8 Bar on Washington pulled in the largest crowd ever at our annual event! There were over 185 designers and industry professionals attended our membership kick-off, and picked up information about joining IIDA.



**October – Art & Artifacts** showed, once again, the generosity of our Event Underwriters. Pravada on Shepherd was the rocking venue for our annual fundraiser, photo contest and silent auction. The event drew a crowd of almost 350 dressed-to-kill in black & white.



**November - CEU with Hilda Longionotti** was no typical lecture. Ever the entertainer, Hilda's wit and character entertained a crowd of over 120 designers, industry professionals and students. With her decades of experience working for George Nelson and Herman Miller, Hilda shared her stories, as well as her love of pomegranate martinis.



**December - Holiday Party** brought a cheerful crowd of over 150 out for the night. While some lounged around Meteor, enjoying the festive decor, others were up on their feet evoking "dance party fun" to the live jams of 33 1/3 RPM. Thanks to our underwriters, and a key cast of volunteers, Jingle Bell Rock was an astounding success. Everyone certainly rocked the night away, as we closed the bar at midnight.



## GREEN PAGE

What is the Green Page and what we need from Industry Partners?

If you would like to underwrite a Green Day Retreat, please contact us.

We want you to help us be more sustainable by planting trees, picking up trash, off-setting your carbon footprint, present a green CEU

## TOP 10 Houston Underwriters 2009-2010

1. JCS
2. OM Workspace
3. Interface/Flor
4. Herman Miller
5. Office Pavilion
6. McCoy Workplace Solutions
7. Debner+Company
8. Haworth
9. MDI Resources
10. Knoll

Thanks to *all* our underwriters for making 2009-10 a special year!

## SUSTAINABILITY - *What is your GREEN Involvement?*

We are looking for your personal "GREEN" involvement. What are you doing to help the environment? Share your ideas with the rest of the IIDA Houston City Center. Please send your green resolution and ideas to Bruna Colosio at [bruna\\_colosio@gensler.com](mailto:bruna_colosio@gensler.com)

## SUSTAINABILITY – *Did You Know?*

The Eye on IIDA Houston City Center newsletter has developed a "GREEN QUIZ" to help educate our readers about green responsibilities.

We have had five quizzes and five great winners. Each winner has received a Starbucks gift card. If you would like to underwrite the quiz prizes, please contact Bruna Colosio at [bruna\\_colosio@gensler.com](mailto:bruna_colosio@gensler.com)

## QUIZ



## HOW TO STAY CURRENT WITH IIDA HOUSTON

Here are some easy ways to stay in touch with IIDA Houston City Center events.

1. **E-BLASTS** – each event is advertised with a e-blast to all members, chapter sponsors, and a special list of friends & family.
2. **FACEBOOK** – become a fan of IIDA Houston City Center on Facebook and keep up with the latest events.
3. **COMMUNITY CALENDAR** – follow the latest events at our chapter web site ([www.iida-tx-ok.org](http://www.iida-tx-ok.org))
4. **EVENT WEB SITES** – some of our events have specific web sites where you can keep up with the latest information.  
Student Conference – [www.iidastudentconference.com](http://www.iidastudentconference.com)  
Product Runway – [www.iidaproductrunway.com](http://www.iidaproductrunway.com)  
NCIDQ Study Group – *coming soon!*
5. **NEWSLETTER** – our monthly newsletters include the latest events and information. Our newsletters are e-blasted to all our members, chapter sponsors and friends & family.

*Not an IIDA Member? Email Megan Carneiro at [chapter@iida-tx-ok.org](mailto:chapter@iida-tx-ok.org) to join our "Friends & Family" email list.*

**WELCOME OUR NEW 2010  
 SPONSORS**

The IIDA Houston City Center is proud to announce and welcome our new 2010 IIDA Texas/Oklahoma Chapter sponsors.

Remember, all IIDA Texas/Oklahoma Chapter Sponsors that wear their IIDA Sponsor badge to events get into designated events for free in Houston.

**2010 IIDA TEXAS  
 OKLAHOMA CHAPTER  
 SPONSORS**

**PLATINUM**

- Allsteel
- Crossville
- Herman Miller
- Hossley Lighting Associates
- JCS
- The Mohawk Group: Mohawk, Bigelow, Lees, Karastan, Daltile
- OM Workspace
- Shaw Contract Group
- Workplace Resource

**GOLD**

- 3-Form
- Armstrong
- KI
- McCoy Workplace Solutions & McCoy Floor Covering
- Office Pavilion
- Professional Furniture Consultants
- Steelcase
- Tandus: C&A, Monterey & Crossley Carpets
- TRI-KES

**MEMBERSHIP INFORMATION – How do you become a member?**

**IIDA Industry Participation - Texas/Oklahoma Chapter**

Austin   Dallas/Fort Worth   Houston   Oklahoma City   San Antonio   Tulsa   West Texas

It is not without you, our benefactors that the IIDA mission can be fulfilled internationally, in the Texas/Oklahoma Chapter, or in its seven City Centers. We are grateful to all that help support and promote networking events, forums and educational programs, community service fundraising, membership support through our Chapter office, as well as grants and scholarships, helping us to offer encouragement to future generations of interior designers.

*We get asked these things all the time! Here is the breakdown:*

**Industry Company Membership**

The IIDA Industry Company Membership is an International program designed for large manufacturers, producers, and vendors of interior design products and services with representatives across the country or around the world.

Companies joining as an Industry Company Member are allowed 3 to 30 Industry Reps as part of their membership, giving the company representation in multiple IIDA Chapters. Each Industry Rep receives the full benefits of being an IIDA Member, including a unique Member ID and participation in IIDA on an International, Chapter and local City Center level. A company may expand its membership by applying for additional Industry Reps.

Dues are based on the calendar year.

| Industry Company Membership |                   |
|-----------------------------|-------------------|
| <b>30 Company Reps</b>      | <b>\$7,500.00</b> |
| <b>15 Company Reps</b>      | <b>\$5,000.00</b> |
| <b>10 Company Reps</b>      | <b>\$3,500.00</b> |
| <b>6 Company Reps</b>       | <b>\$1,500.00</b> |
| <b>3 Company Reps</b>       | <b>\$900.00</b>   |
| <i>Additional Reps</i>      | <i>\$200.00</i>   |

*For more information regarding Industry Company Memberships, please visit the international IIDA website at [www.iida.org](http://www.iida.org).*

**Industry Individual Membership**

The IIDA Industry Individual Membership is intended for small companies with one representative. Industry Individual Members receive the full benefits of being an IIDA Member, including a unique Member ID and participation in IIDA on an International, Chapter and local City Center level.

*continued on next page*

**2010 IIDA TEXAS  
 OKLAHOMA CHAPTER  
 SPONSORS**

**SILVER**

- Architectural Lighting Associates
- BKM Total Office of Texas
- Business Interiors
- Business Interiors by Staples
- Concept Surfaces, LLC
- Corporate Source, Ltd.
- Dauphin
- Debner+Company
- Fritz Industries
- G.L. Seaman & Company
- Gunlocke
- Haworth
- Humanscale
- Interceramic
- Interface/FLOR
- J Fyffe Company
- J+J/Invision
- Kenmark
- KSM Associates
- Kimball Office
- Knoll
- Landscape Forms
- Mannington Commercial
- Master Tile
- MDI Resources
- Milliken Contract
- P.S. Gerry, Inc.
- Skyline Art Services
- Spectra Contract Flooring
- Teknon
- The OFIS
- The Spencer Company
- Vanguard Environments
- Vector Concepts
- Wilson Office Interiors

**MEMBERSHIP INFORMATION - *continued***

Annual dues for an Industry Individual Membership are **\$455.00**.  
 Dues are based on the calendar year.

*For more information regarding Industry Individual Memberships, please visit the international IIDA website at [www.iida.org](http://www.iida.org).*

**IIDA Texas/Oklahoma Chapter Sponsorship**

Texas/Oklahoma Chapter Sponsors receive networking opportunities and promotional recognition on a regional and local level with access to Members in all seven City Centers in the Texas/Oklahoma design community.

Texas/Oklahoma Chapter Sponsors are allowed 3 to 9 company representatives to receive Sponsor Badges to attend Chapter and City Center events. Personalized Sponsor Badges are provided by IIDA. Chapter Sponsors and their respective company representatives are not IIDA Industry Members, and therefore do not receive the same benefits as an Industry Company Member or Industry Individual Member.

All Chapter Sponsor company logos, links and company representatives are listed on the Chapter Website Sponsor Page. Chapter Sponsors also receive recognition in all Texas/Oklahoma Chapter and City Center event announcements, promotional materials, and e-blast correspondence. Chapter Sponsors may use the IIDA Texas/Oklahoma Logo on their printed and web based materials.

| Chapter Sponsorship Levels |            |                  |
|----------------------------|------------|------------------|
| <b>Platinum Sponsor</b>    | \$2,750.00 | 9 Sponsor Badges |
| <b>Gold Sponsor</b>        | \$2,000.00 | 6 Sponsor Badges |
| <b>Silver Sponsor</b>      | \$1,500.00 | 3 Sponsor Badges |

*For more information regarding Texas/Oklahoma Chapter Sponsorship, please visit the IIDA Texas/Oklahoma Chapter website at [www.iida-tx-ok.org](http://www.iida-tx-ok.org).*

**City Center Underwriter:**

On local level, **City Center Underwriters** support the local City Centers with contributions for City Center programs. The City Centers represent IIDA, and involvement at this fundamental level ultimately promotes the mission and vision of IIDA by supporting its growth and its Members. Participation at this level offers recognition to local IIDA Members through the various networking, educational and fundraising activities.

A variety of underwriter opportunities are available. For more information regarding City Center Underwriting, please contact City Center Directors listed on the IIDA Texas/Oklahoma Chapter website at [www.iida-tx-ok.org](http://www.iida-tx-ok.org).

### Industry Roundtable 2010

We are excited about all our Industry Partners joining us in August to give us their feedback and find out some innovative ways to get involved with IIDA Houston City Center.

The meeting will be held with the Industry Partners in mind. The Industry Partners are able to communicate to IIDA leaders about what they want from IIDA and learn how they can give back.

The open forum is open to all Industry Partners that want to be involved.

We will review the new calendar of events and underwriting opportunities.



### HOW YOU CAN GET INVOLVED – 5 Easy Steps

There are many ways for you to get involved with IIDA.

1. IIDA Membership – [www.iida.org](http://www.iida.org) for details about membership. Membership rewards are detailed on the web site. Membership includes free entry to most events.
2. IIDA TX/OK Chapter Sponsorships – [www.iida-tx-ok.org](http://www.iida-tx-ok.org) for details about sponsorship. Sponsorship provides many benefits including free entry to most events.
3. IIDA Houston City Center Event Underwriting – you and your organization can help underwrite by contributing funds or in-kind donations to make each event a success.
4. IIDA Houston City Center Council – you can get involved by volunteering to serve as a leader for the Houston City Center.
5. IIDA HCC Volunteer opportunities – please contact one of our HCC Council members for volunteer opportunities. You can volunteer to help in hundreds of ways. Although we appreciate your donations for underwriting, manpower can make the difference. From helping at the events to graphic design, you too can get involved.

### HOW CAN YOU GET INVOLVED – Legacy Sponsorship Program

#### **Introducing the new Legacy Sponsorship Program for IIDA Texas/Oklahoma Chapter**

It is not without our benefactors, that the IIDA mission for interior design can be fulfilled in the seven City Centers throughout the Texas/Oklahoma Chapter. Chapter Sponsorship allows IIDA to attract and conserve membership - especially in these challenging times, to maintain and staff a Chapter Office for administration of City Center and Chapter business, as well as grants and scholarships to encourage students of the seventeen accredited higher education programs within our region.

In July, the IIDA Texas/Oklahoma Chapter Board created a task force of its representatives and City Center Industry Officers to evaluate existing programs and to originate new ways for the Chapter to maintain industry sponsorship for IIDA activities. This task force among its many recommendations has suggested an exciting new component to the current Chapter Sponsorship Program designated “Legacy Sponsorship” which will recognize continual support by our most venerable benefactors.

Legacy Sponsors establish themselves with ten or more consecutive years participating in the TX/OK Sponsor Program. This recognition will occur at all levels producing the acknowledgment titles – “Legacy Platinum Sponsor”, “Legacy Gold Sponsor”, and “Legacy Silver Sponsor”. These new titles come with new Legacy Sponsor benefits, details of which became available with the premier listing of Legacy Sponsor Initiates in January 2010.

We are grateful to all that help promote IIDA and support interior design through networking events, professional development, forum and educational programs, community service fundraising, professional advocacy, communications, membership support, and assistance for future generations of interior designers. And we are very pleased the Chapter Task Force has devised a method by which we may show appreciation to those who persist in their dedication and efforts to champion the mission of IIDA in the Texas/Oklahoma Chapter.

**MEMBERSHIP – The Stats**

**Student Spotlight – The Art Institute Houston**



Each month, the Eye of IIDA Houston City Center newsletter spotlights a current student at the Art Institute of Houston and current student IIDA member. That spotlight features the student's projects, accomplishments and goals. We hope the articles introduce those students to potential internships and employment opportunities.

**Past spotlights have featured:**  
**Cindy Scott McDowell** – graduate of AIH and current IIDA Houston City Center council member

**Kacie Wasserman** – current student director of the AIH IIDA Student Campus Center

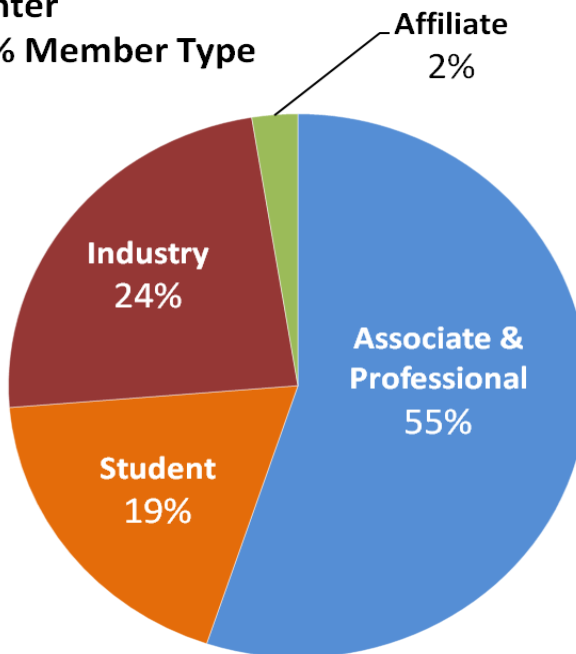
**Scotti Campbell** – current student member at AIH

**Jennifer Trenta** – current student member at AIH and feature in the IIDA shadow a designer program

The Art Institute of Houston welcomes any IIDA members that are designers and/or industry partners to visit and speak with students during classes and IIDA campus center meetings. You too can help our future succeed!

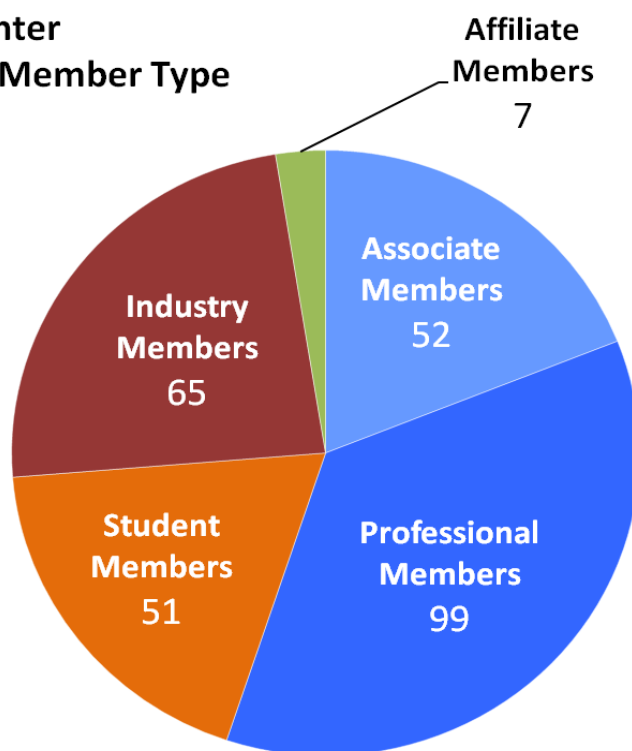
**Contact Cindy** at [cindy.scott-mcdowell@poggenpohl.com](mailto:cindy.scott-mcdowell@poggenpohl.com) to support our local campus centers.

**Houston City Center Membership by % Member Type**



APRIL 2010

**Houston City Center Membership by Member Type**



APRIL 2010