



REFLECTIONS

January 2013

Upcoming Events

SWMF Great Bag Bash 2013
Interior Perspectives 2013
Celebrate In Design 2013
Career Day 2013

2012 Year In Review

Premier Events

SWMF Great Bag Bash
Interior Perspectives
Celebrate In Design
On Par Golf Outing
Strut

Statewide Events

Flourish LEED Event 2012

City Centers 2012

Madison:

- Holiday Party
- Where Are & Design Intersect CEU
- Pinterest CEU

Milwaukee City Center

- Ergonomics & The Green Scene
- The Power Formula for LinkedIn Success

Fox Valley City Center

- Holiday Party
- UW-Oshkosh Sage Hall Tour

Students

Design Your Future – Colorful Career Paths

Board of Directors

BOD Retreat

IIDA Wisconsin Address

IIDA WI
PO Box 14164
Madison, WI 53708-0164

President's Message

Join with me to welcome in another year. The Interior Design Association of Wisconsin (IIDA WI) is at the pulse of the Interior Design profession in our state. Being involved with IIDA Wisconsin gives each of us the opportunity to expand and maintain our professional networks, have continuing education opportunities, mentor students and young professionals, support community efforts, and advocate for our evolving profession. IIDA Wisconsin gives all of us the opportunity and resources to connect, inspire and transform.



Melissa Destree
AIA, IIDA

With over 175 members in our three City Centers across Wisconsin – Fox Valley, Milwaukee and Madison, our Premier Events have been more successful than ever. IIDA Wisconsin continues to be one of the most generous chapters in the nation. The Great Bag Bash and generous contributions through-out the year have raised \$11,000 for the Susan Wohlitz Memorial Fund (SWMF). We have distributed over \$6,300 in scholarships to outstanding IIDA student members. Our 2013 STRUT fashion event with ASID raised \$10,259.58 for the Ronald McDonald House Charity to assist the Madison, Marshfield and Milwaukee Houses.

Our Members are truly inspirational and make these events exceptional. None of these successes would be possible without all of our member volunteers and Annual Partners that make our Premiere Events, City Center Programs and Chapter Activities possible.

The Board of Directors continues to provide IIDA Wisconsin members the tools to connect, inspire and transform. We continue to focus on the four key categories for our strategic goals to provide our members the resources and opportunities to promote interior design *knowledge, value and community* and support the *infrastructure*. See how you can connect, inspire and transform; join us on Facebook, LinkedIn, Twitter and at www.idawi.org.

I am honored to serve as your IIDA WI President. Let's make this another extraordinary year. Let's celebrate Interior Design in Wisconsin!

"Interior Design: The profession that integrates Design and Logistics."

Melissa Destree
AIA, IIDA

2012-2013

IIDA Wisconsin

Board of Directors

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Open
vpgra@idawi.org

Upcoming Events 2013

Save the Date!

IIDA WI Sixth Annual
SWMF Great Bag Bash!

February 21, 2013

5:00 pm - 7:00 pm

Delafield Brewhaus, Delafield, WI

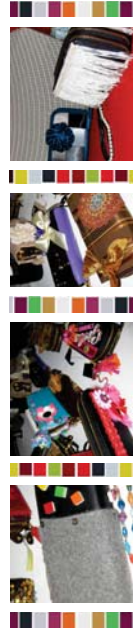
Attendance will be limited to 175 so buy your tickets early!!

New live auction item to be announced this year.

This annual event raises money for the Susan Wohltz Memorial Fund, which promotes the advancement of design and education in the state of Wisconsin. Susan Wohltz herself is remembered for her pursuit of these two very important aspects and so we carry on her name and pride for IIDA Wisconsin by celebrating and raising money at this event.

Gather a team or work as an individual to create your own custom-designed sassy handbag! The first 25 people through the door will be guaranteed to receive a bag to decorate. IIDA-WI provides decorating materials, but everyone is encouraged to bring their own as well to bring out more creativity.

- 5:00** Registration begins and appetizers are served and a cash bar.
- 5:00 - 7:00** Bag decorating, Susan Bingo and the Silent Auction.
- 7:30 - 9:30** Live Auction of decorated bags to highest bidders.

For additional information on this event visit www.idawi.org.

Upcoming Events 2013

Save the Date

2013 Interior Perspectives

May 9, 2013

Wisconsin Chapter IIDA invites your participation in the 2013 Interior Perspectives held in conjunction with the AIA Wisconsin convention on Thursday May 9th at Monona Terrace in Madison, WI. Interior Perspectives is an all day CEU event coupled with the AIA Building Products Expo. This year's Interior Perspectives schedule of events will be as follows:

- 9:30 - 11:00** Seminar 1
- 11:00 - 2:00** AIA WI Building Expo
- 2:00 - 3:00** Seminar 2
- 3:15 - 5:15** Seminar 3



Save the Date

2013 Celebrate In Design

May 9, 2013

A day of education culminates with an evening of celebration; please join us for the Celebrate in Design Awards in the evening of Thursday May 9th. The awards will honor outstanding design in the following categories: Office/Corporate (under 5,000sf), Office/Corporate (5,000-25,000), Office/Corporate (over 25,000sf), Hospitality, Healthcare, Retail, Sustainability, Educational/Institutional, Liturgical, Residential and Custom/Non-Building Design.

- 5:30 - 7:00** Cocktail Reception with Silent & Live Auction
- 7:00** Design Awards Presentation

2013 Celebrate In Design

Call For Entries – Professional



The Wisconsin Chapter of IIDA invites all design professional members to join us in the 2013 IIDA Professional Interior Design Competition – Celebrate In Design Awards Competition. We will be honoring outstanding design in the following categories;

- Office/Corporate (under 5,000 sf/50,000-25,000 sf/over 25,000 sf)
- Hospitality
- Healthcare
- Retail
- Sustainability,
- Educational/Institutional
- Liturgical
- Residential
- Custom/Non-Building Design

Winners of the competition will be notified in advance and presented at IIDA Wisconsin's Celebrate in Design event on Thursday, May 9th, 2013. The winners will receive an engraved award for their accomplishments. The winning projects will also be published in the IIDA Wisconsin Chapter Newsletter featuring news on Interior Perspectives.



2013 Celebrate In Design Call for Entries- Students

The Wisconsin Chapter of IIDA invites student chapter members to join us in the 2013 IIDA Student Interior Design Competition-Wisconsin Chapter. Honoring outstanding design in the following categories; Residential, Hospitality/Retail and Corporate. Entry deadline was January 20, 2013. For more details please visit www.iidawi.org.

Scholarships to be Awarded:

Best of Competition \$1,575
First Place \$1,000
Award of Excellence \$575

CALL FOR ENTRIES
New This Year!
ONLINE ENTRIES!
IIDA Student Interior Design Competition 2013
Honoring outstanding design in the following categories:
• RESIDENTIAL
• HOSPITALITY/RETAIL
• CORPORATE
• Best of Competition \$1,575.00
• First Place \$1,000.00
• Award of Excellence \$575.00

Wisconsin Chapter IIDA 2013 Celebrate In Design Awards-Student Competition
The Wisconsin Chapter of IIDA invites student chapter members to join us in the 2013 IIDA Student Interior Design Competition-Wisconsin Chapter. Honoring outstanding design in the following categories; Residential, Hospitality/Retail and Corporate. Entry deadline was January 20, 2013. For more details please visit www.iidawi.org.

ENTRY REQUIREMENTS
• Open to all IIDA Wisconsin student members. Non-IIDA student members can submit the year by joining IIDA.
• The online application process found at www.iidawisconsin.org and clicking the "register" tab. There is no limit on the number of entries per student.
• All entries must be submitted by the deadline of January 20, 2013.
• All entries must be submitted in color and in PDF format.
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• All entries must be submitted in color and in PDF format.

JUDGING CRITERIA
• Entries will be judged on the appropriateness of the design solution and the successful integration of the elements of design. Winners are determined by a jury of design professionals. A first place and an award of excellence will be given in each category. All entries will be displayed in the Wisconsin Chapter Yearbook and on the IIDA Wisconsin Chapter website.

AWARDS
• The Best of Competition award is presented to the winner of the competition. The award is \$1,575.00.
• The First Place award is presented to the first place winner. The award is \$1,000.00.
• The Award of Excellence is presented to the award of excellence winner. The award is \$575.00.
• The winning design will be featured in the Wisconsin Chapter Yearbook and on the IIDA Wisconsin Chapter website.

Mark Your Calendar

Design Your Future – Colorful Career Paths

March 1, 2013

IIDA and ASID are very excited about the 2013 Wisconsin Interior Design Career Day. It will take place on Friday, March 1st at the American Family Insurance Training Facility in Madison, Wisconsin. This year's theme is "Design Your Future". We will be focusing on specific and unique tools and opportunities for graduating students, emerging professionals and even those in the midst of a career "redesign". From the latest technology to niche career fields connected to design we'll be offering relevant and intriguing seminars for our attendees. In addition to our popular vendor fair, wonderful guest speakers, and structured networking activities we will be offering an additional opportunity for students to network with seasoned professionals in a realistic social setting after the day's event. We invite you to attend as a guest or to volunteer as a vendor or professional.

Be sure to follow us on **FACEBOOK** for the latest details!

wisconsin interior design Career Day 2013
March 1, 2013
9:30 am - 3:30 pm
American Family Insurance Training Facility
6000 American Parkway
Madison, WI 53783

design your future: colorful career paths

schedule of events:

- 8:45-9:30am Registration and Continental Breakfast
- 9:30-9:55am Opening Remarks & Ice Breaker
- 9:55-10:55am Keynote: "The Don Kidding Life Speak"
- 11:00-11:45am Break Out Sessions (3)
- 11:45am-12:30pm Lunch & Networking
- 12:30-1:15pm Break Out Sessions (3)
- 1:15-2:45pm Break Out Sessions (3)
- 2:45-3:30pm Break Out Sessions (3)
- 3:30-4:00pm Registration & Awards, Closing Remarks
- 4:00-4:30pm After Event Networking
- 4:30-5:00pm Lunch & Networking

registration:
\$10/attendee/1015 Feb 7
Register at ASID WI
After Event Networking
Attendees will receive a complimentary lunch and a complimentary t-shirt.

questions?
Contact Shana Lohre at shalohre@iida.org

Join us on Facebook
<https://www.facebook.com/wisconsininteriordesigncareerday>

2012 SWMF BAG BASH

Recap

February 23, 2012

The 6th annual Great Bag Bash had a record attendance with 174 people. IIDA WI had their largest turn-out for the famed annual event. Thank you to everyone who helped raise money for the Susan Wohlitz Memorial Fund. The Susan Wohlitz Memorial Fund, part of the IIDA Foundation, is a Scholarship Fund used for the advancement of students pursuing interior design degrees in the State of Wisconsin.



In 2012 live auction participants had an opportunity to win a Colesse SW_1 chair and ottoman. The Chair went to a very lucky Melissa Schumacher, Alsteel who donated the chair back to IIDA WI and it was auctioned off at the Celebrate in Design 2012 celebration. A good time and great fun was had by all at the Bag Bash. We decorated bags, played a little "SUSAN" bingo, and auctioned off both donations and the fabulous bags designed by our "bag bashers". An excess of \$7,000.00 dollars was raised for the Susan Wohlitz Memorial Fund!



gather
where ideas meet

We are social beings. We convene, congregate, confer, and collaborate. We come together to discuss, disagree, ideate, share, brainstorm, and solve problems. Sometimes, we want to be heard. Other times, we're there to listen. Large groups and small. Planned and impromptu. We come together when we have a job to do and often, we do it better in the company of others. It's the way work gets done. Because something special happens when we GATHER.

Melissa Schumacher
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We make your workplace thrive!

2012 Interior Perspectives

Recap

Interior Perspectives was held on May 3rd, 2012 at the Monona Terrace Convention Center in Madison, WI in conjunction with Forward, the AIA WI Annual Convention and trade show.

The speaker line up was a success bringing in record attendance. Interior Designers earned CEU credits for the following seminars: ADA Requirements -2010 ADA Standards for Accessible Design; Evidence Based Design - Optimizing Design Decisions, and Design Conversations - Transforming Problematic Situations into Relationship Strengthening Opportunities.



During the AIA tradeshow, IIDA took part in the Knowledge Bar answering questions from prospective and current members. The tradeshow floor featured vignettes with garments from the STRUT fashion show. The striking garments sparked inquiry and intrigue from tradeshow attendees. The chapter was honored to have a more active presence in the tradeshow.

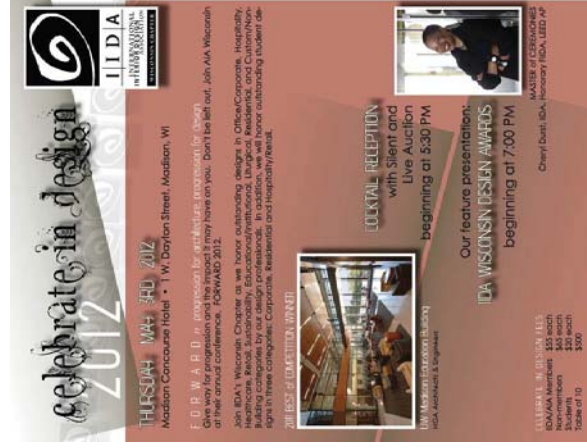
After an inspiring day of educational seminars, IIDA WI celebrated with their annual design awards presentation, *Celebrate In Design*. This year's ceremony was held at The Concourse Hotel and the entertaining, Cheryl Durst, Executive Vice President and CEO of IIDA International was the emcee for the evening. Recognition was given for design excellence on the following projects: Office/Corporate First Place tie to Joy Global, Inc by Building Services, Inc. and City Lights by Zimmerman Architectural Studios, Inc.; Office/Corporate Award of Excellence to Aurora Health Care by Building Services, Inc.; Hospitality First Place to Sports Core by Kohler Architecture & Interior Design; Hospitality Award of Excellence to American Club Lobby, Library & Lincoln Room by Kohler Architecture & Interior Design; Healthcare First Place to St. Mary's Hospital, Maternal Services Renovation by Flad Architects; Healthcare Award of Excellence to Virtua Health & Wellness Center – Washington Township by HGA Architects & Engineers; Educational/Institutional First Place to Center for Investigation Healthy Minds by Korb Tredo Architects; Educational/Institutional Award of Excellence tie to Viterbo University School of Nursing by HGA Architects & Engineers and Jack Russell Memorial Library Project by Plunkett Raysich Architects, LLP; and the Best of Competition went to Virtua Voorhees Hospital by HGA Architects & Engineers.



2012 IIDA WI Celebrate In Design

Recap

After an inspiring day of educational seminars, IIDA WI celebrated with their annual design awards presentation, *Celebrate In Design*. This year's ceremony was held at The Concourse Hotel and the entertaining, Cheryl Durst, Executive Vice President and CEO of IIDA International was the emcee for the evening. Recognition was given for design excellence on the following projects: Office/Corporate First Place tie to Joy Global, Inc by Building Services, Inc. and City Lights by Zimmerman Architectural Studios, Inc.; Office/Corporate Award of Excellence to Aurora Health Care by Building Services, Inc.; Hospitality First Place to Sports Core by Kohler Architecture & Interior Design; Hospitality Award of Excellence to American Club Lobby, Library & Lincoln Room by Kohler Architecture & Interior Design; Healthcare First Place to St. Mary's Hospital, Maternal Services Renovation by Flad Architects; Healthcare Award of Excellence to Virtua Health & Wellness Center – Washington Township by HGA Architects & Engineers; Educational/Institutional First Place to Center for Investigation Healthy Minds by Korb Tredo Architects; Educational/Institutional Award of Excellence tie to Virtuo University School of Nursing by HGA Architects & Engineers and Jack Russell Memorial Library Project by Plunkett Rysch Architects, LLP; and the Best of Competition went to Virtua Voorhees Hospital by HGA Architects & Engineers.



2012 On Par with IIDA Wisconsin Golf Outing

Runy

On Par with IIDA-WI enjoyed its 4th successful year, this time at the Fairways of Woodside Golf Course in Sussex, Wisconsin. The event was originally scheduled for August 16th, but got rescheduled due to weather and was held on September 20th. We had nearly 80 golfers and about 100 people for dinner. The Events Prizes included Kindle Fires, a Spinneybeck bag, a Smart TV, golf items, and many more.

Here's some feedback from our attendees and sponsors.

- I thought the location was spectacular and a great in between for Milwaukee, Madison, and Fox Valley chapters.
- The skill of all the volunteers was apparent, as it was a well organized event. The food, location and great camaraderie made it fun.
- Great Course. Good Food.
- Casual and fun
- I like sponsoring this outing because it is fun and a relaxed way to interact with other industry professionals.
- I like the chance to talk to each golfer.

Mark your calendar for the 5th Annual On Par with IIDA-WI as we return to the Fairways of Woodside on **August 15, 2013!**



STRUT 2012

Runy

Design teams from the Architecture and Interior Design community throughout Wisconsin came together September 7, 2012 to strut their stuff on the runway to raise money for the Ronald McDonald House Charities. The event raised over

\$10,000, which will be split evenly between the 3 houses in Madison, Milwaukee, and Marshfield. Twenty teams were paired with manufacturer's representatives to collaborate in creating unique, product-inspired fashions that incorporated an assigned color and fit under the theme of "Wisconsin Manufacturers". The fun filled fashion evening was enjoyed by over 350 guests, and was a great success for RHC! Check out the Strut Wisconsin Facebook page for photos of the fun.



BEST OF SHOW

Haute Flambe Team: Jennifer Drake, Teryn Janecek, Ellen Gerovac, Brittany Luehring
Industry Coordinator: Patcraft (carpet) – Joni Juergens
Color: Pink Flambe
Theme: Leinenkugel's (Berryweiss), Chippewa Falls, WI

BEST USE OF COLOR

Sew Haute Team: Kimberly Kowalczyk, Tricia Guy, Dawn Niklaus, Stephanie Albrecht
Industry Collaborator: Wolf Gordon (wallcovering) – Michele Aubry-Kuttemperoor
Color: Bright Chartreuse
Theme: Standard Process

BEST CRAFTSMANSHIP

Creativas Team: Sarah Lossman, Carmen Eskra, Lori Kramer, Leah Knox
Industry Collaborator: MDC Wallcoverings – Sandy Weber
Color: Olympian Blue
Theme: Rexnord, Milwaukee, WI

BEST REPRESENTATION OF THEME

Target Commercial Interiors: Deb Alton, Amy Nagy, Sara McCarthy, Stacy Wieme
Industry Collaborator: Interface Floor – Erin Jende
Color: Solitude Blue
Theme: Capital Brewery, Madison, WI

BEST USE OF MATERIAL

Workshop: Angela Van Dyke, Bonnie Toland, Kian Khatri, Ashley Nielsen
Industry Collaborator: Alsteel (furniture manufacturer) – Melissa Schumacher
Color: Hawaiian Ocean
Theme: Paper Production

AUDIENCE CHOICE

Workshop

BEST USE OF PROP/ACCESSORY

Le Bold Look: Niti Bhatt, Jilliane Burton, Mary Voight, Kathryn Hoefler
Industry Collaborator: Bentley Prince Street (carpet) – Catherine Hempling-Prossen
Color: Cockatoo
Theme: Kohler Company

MOST THEATRICAL

Oh Buoy Boy: Cindy Hovory, Patti McGinnis
Industry Collaborator: Concepts in Art – Kim Keister
Color: Rhubarb
Theme: Big Bay Brewing Company, Shorewood, WI

MOST WEARABLE

Henriksen & Atlas Carpet: Pam Mazza-Mueller, Marie Tock, Margaret Payleitner, Hollie Schick
Industry Collaborator: Atlas Carpet – Elizabeth Schraeder
Color: French Roast
Theme: Stone Creek Coffee, Milwaukee, WI

2012 STRUT TEAMS:

WCTC 4 Design: Amy Wenger, Kim Sreater, Angela Graw, Nancy Schmidbauer
Industry Collaborator: EJ Welch/ Johnsonite – Ellen Sweeney
Color: Ultramarine Green
Theme: Nicolet Natural Artesian Water, Mountain, WI

Sconnie Couture: Catherine Richardson, Savannah S. Christy Ann Sherman
Industry Collaborator: Herman Miller – Carole Syse
Color: Margarita
Theme: Wisconsin Energies, Milwaukee, WI

Unitra: Koreen Pelot, Rebecca Brown, Julie Wiedemeyer
Industry Collaborator: Nora – Colleen Royer
Color: Sea Fog
Theme: Trek, Waterloo, WI

50 Shades of Titanium: Erica Plouff, Alana Smith, Michelle Moore, Jackie Christel
Industry Collaborator: Design Tex – Trish Wollersheim
Color: Titanium
Theme: Harley Davidson, Milwaukee, WI



Witch Stole My Look: Allison Klenke, Rachel Finch Driscoll,

Kristy Yang

Industry Collaborator: Maharam

Color: Whitecap Gray

Theme: Burger Boat, Manitowoc, WI

Buzzed: Melissa Flanagan, Alana Schrader, Cody Anness, Tina Hopwood

Industry Collaborator: Great Lakes Distribution – Rebecca Bau

Color: Honey Gold

Theme: Leinenkugels

flourISHing: Amy Sell, Ariel Steuer, Teresa Olson, Nikki Jefferies

Industry Collaborator: Milkiken – Roxanne Lancour

Color: Tangerine Tango

Theme: Rishi Tea, Milwaukee, WI

UW Madison ASID: Kendell Sierzchulski, Caroline Feran, Steph Phillips, Kelli Kruschke

Industry Collaborator: 280 Signs – Sandy Pochowski

Color: Sweet Lilac

Theme: Oshkosh Corporation, Oshkosh, WI

Destree Destroyers: Anna Gimmer, Melissa Destree

Industry Collaborator: Camira Fabrics – Jeff Hagen

Color: Grass Green

Theme: Briggs & Stratton, Wauwatosa, WI

Rhapsody Flow: Jen Singson, Madelaine Eschrich, Amanda Pilot, Jen Kip

Industry Collaborator: InPro Corporation – EJ Carlson

Color: Rhapsody

Theme: Great Lakes Distillery, Milwaukee, WI

Young Guns: Lynn Braun, Becky Grmwald, Carin VanAs

Industry Collaborator: Integrated Art

Color: Margaret Granita

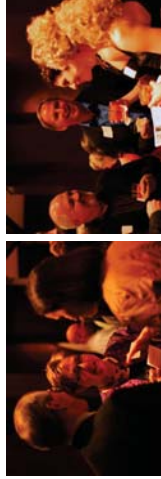
Theme: Trek, Waterloo, WI

Synesthesia: Darlene Junker, Jennifer Herr, Jackie Posselt, Ken Kornacki

Industry Collaborator: Coalesse – Matt Collick

Color: Rose Smoke

Theme: Oshkosh Trucks



2012 Flourish- LEED Event

(Statewide Event)

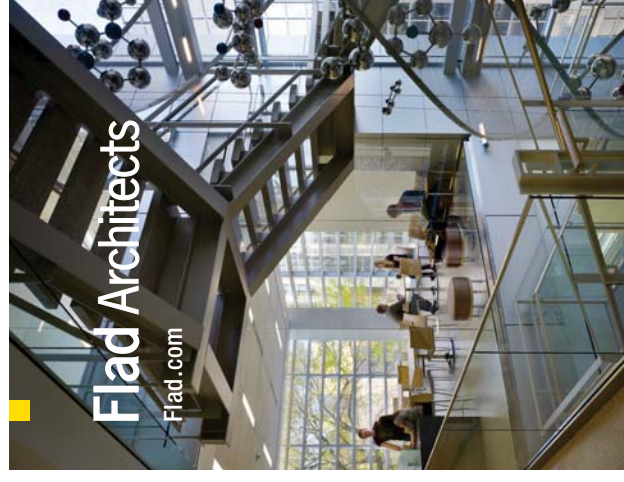
Reap

Flourish, a one-day conference focused on providing LEED CE and IDCEC CEU credits to design professionals, had another successful year. The event was held on August 9, 2012 at the newly constructed Sage Hall on the UW Oshkosh campus. It was a day filled with high quality speakers from across the



country that spoke on topics such as Sustainable Materials, Your Carbon Footprint, Designing with Wood, Bright Ideas Office Lighting and featured tours of two highly sustainable buildings at UW Oshkosh.

Watch for Flourish to be presented in a serious throughout the 2013 year. Thank you to the Flourish Planning Committee: JoAnn Rife, IIDA; Joni Juergens, Industry IIDA; Lowanna Mobley, Industry IIDA; Rebecca Brown, IIDA; Erin Wood; Erin Jende, Industry IIDA



Madison City Center Events

Ramp

Madison City Center Holiday Party

IIDA Madison got 2012 started with an evening of luxury and fine dining. After a overview of Sub Zero Wolf's place in the design world, we were lead to two

sumptuous test kitchens. With a capacity crowd filling both test kitchens we were able to enjoy demonstrations of the wonderful equipment, and the talents of the chefs. After tasting all that one kitchen had to offer, we traded kitchens and the feast started over again. This was an event that those in attendance won't soon forget. We are so lucky to have Sub Zero Wolf, a leader in kitchen design, right in our back yard.



Where Art & Design Intersect: Choosing Art for an Interior Space

CEU presented by Liese Pfeifer Academic Curator, Design Gallery, School of Human Ecology, UW Madison Where Art & Design Intersect: Choosing Art for an Interior Space

Held at Madison Museum of Contemporary Art, this CEU was on topic for the lively local. Liese brought her expertise into this CEU and gave an artist's perspective to the often challenging assignment of selecting art. As interior designers we often feel challenged when selecting art for a space. Liese gave us several different ways to look at this challenge, and some guidelines to make us more confident in our decision making process. After the CEU was completed we were able to visit the Design MMoCA Exhibits and look at how local designers put Liese's concepts into practice.

IIDA WISCONSIN PRESENTS
WHERE ART & DESIGN INTERSECT: CHOOSING ART FOR AN INTERIOR SPACE

APRIL 27, 2012
 5:00-6:00 PM
 6:00-7:00 PM
 7:00-8:00 PM
 DCEI

Cash bar happy hour at Fresno, The Museum's Rooftop Restaurant
CEU Presentation: Where Art & Design Intersect: Choosing Art for an Interior Space
 By Liese Pfeifer of Integrated Art & Design Center for UW School of Human Ecology
MIMoCA: Madison Museum of Contemporary Art Auditions: 227 West Street - Madison
 Tour the Design MIMoCA Exhibits
 Free for IIDA Members, \$15 for Non-Members
 To register, go to www.iidawis.org

CEU FUNDING REGISTRATION
 In this hour presentation, we will examine the opportunities for choosing art for an interior space. Do you pick an art piece that you like, or do you pick a piece that you think will add to the room? We will explore the art selection process and how to choose art that fits the room and the client's needs. We will also discuss the importance of the art selection process and how to choose art that fits the room and the client's needs. We will also discuss the importance of the art selection process and how to choose art that fits the room and the client's needs.

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 Dimension Wall - Textured Wall Panels
 Impact Wall - High Impact Wall Panels
 Textured Wallcoverings
 High Performance Textiles / Acoustical Wallcovering / Natural Textiles
 Grasscloths / Paperweaves / Wood Venues
 Digital Imaging Solutions
 Unique Hand Crafted Wallcovering
 Custom Capabilities

Pinterest: Sharing & Inspiring in a Digital World

Held at the Bonfyre Grill, this CEU covered a favorite topic of local designers. The course focused on the rise of Pinterest as a useful resource for architects and interior designers and how it impacts the industry as a whole. We explored how the A&D community is using Pinterest to further creativity and design work. Topics included the site's impact on society, how to register and organize boards, how to pin and share images, and general pin etiquette.



There is still time! You won't want to miss this. Register now through **NOVEMBER 13TH** to attend the upcoming CEU Tri Fecta Event at one of three City Center locations.

"Pinterest and the A&D Community - Sharing and Inspiring in a Digital World"

With the rise of digital media, social media platforms, such as Pinterest, are becoming valuable places for conversations and connections, especially among interior designers and architects. Learn innovative ways to connect online with the A&D community with Milliken's new continuing education unit (CEU), Pinterest and the A&D Community: Sharing and Inspiring in a Digital World. The course focuses on the rise of Pinterest as a useful resource for architects and interior designers and how it impacts the industry as a whole.

Pinterest, one of the fastest growing social media sites, is a virtual pinboard, which allows users to collect, organize, and share images by pinning them on categorized boards. Maximize your social media presence with this valuable tool for the A&D industry that embraces a visual and creative process.



Milwaukee City Center Events

Ramp

The Power Formula for LinkedIn Success

On April 25th IIDA-WI presented "The Power Formula for LinkedIn Success" at AVI Systems in Brookfield. The presentation was given by Wayne Breitbarth. Each attendee received a copy of Wayne's latest book and had an opportunity to discuss how to build a network for finding customers, suppliers, employees and jobs. As well as look at ways to maximize daily productivity by reviewing individual profiles of future business associates prior to meetings. Attendees came away with a new appreciation of the power of LinkedIn's 150 million business professional database.



THE PROFESSIONAL DATABASE

Ergonomics and the Green Scene

On Wednesday, March 21st, IIDA-WI in conjunction with Global and BSI presented "Ergonomics and the Green Scene" a CEU discussing how ergonomics can be an integral part to green design. Certified professional ergonomist, Lucy Hart, from Global discussed the key principles that uphold the face of workplace trends and change to a group of Milwaukee Interior designers at BSI's Milwaukee location.



ERGONOMIC DESIGN
GREEN DESIGN



Design Spectacular with Epic™ and Exhibit™

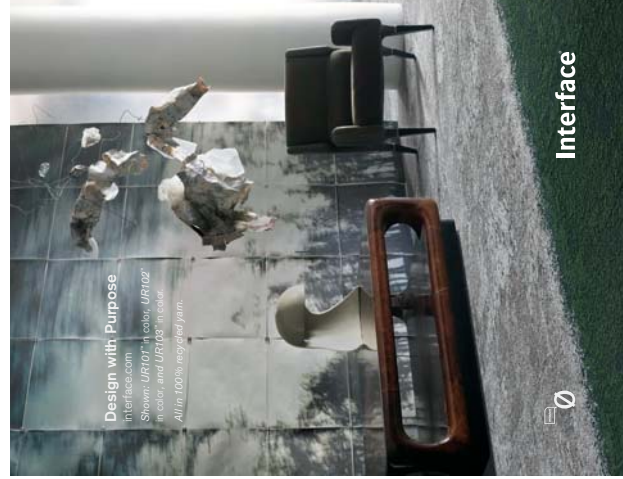
Exhibit turns walls into vertical workspaces for personal organization and pairs nicely with Epic casegoods by adding some flair to office spaces by offering unique storage options in a variety of forms and materials. What's more, these products are level 2 and Indoor Advantage™ Gold certified which contribute to LEED® points.



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Fox Valley City Center Events

Ramp

Holiday Party

The Fox Valley Holiday Party was a great networking event. Sixteen people had a chance to talk to fellow IIDA members & guests and sample the food at the new Kensington Grille in Appleton. One guest commented "This is so nice to do events in the Fox Valley; I can't wait for the next one".



UW-Oshkosh Sage Hall Tour

On February 21st, IIDA WI Members and friends toured Sage Hall on the UW-Oshkosh Campus. The building has incorporated renewable energy sources and sustainable principles. The project was designed for a gold LEED rating from the US Green Building Council and is expected to save the University more than \$182,000 annually.

The for-story, 191,000sf building contains: 27 state-of-the-art classrooms, 2 lecture halls, dozens of breakout study and project rooms, Einstein Bros. Bagels, a courtyard, a trading room to track global stocks and markets and a green roof with raised garden beds.



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"Every design is in
some sense a social
communication."

George Nelson,
Problems of Design, 1957

Herman Miller

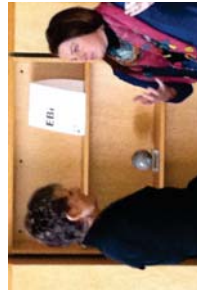
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Pinterest CEU

In the fall of 2012 IIDA-WI was able to offer the CEU "Pinterest and the A&D Community - Sharing and Inspiring in a Digital World, presented by Milliken" at 3 locations around Wisconsin. The Madison Event was held on November 14th at the Bonfire American Grille. The Milwaukee Event was also held on November 14th at Hotel Metro's Zen on 7. Finally the Fox Valley Event was held on November 15th at Emmons Business Interiors.



The CEU looked at Pinterest as an emerging and valuable place for conversations and connections, especially among interior designers and architects. With endless inspiration and insight into the latest design trends, Pinterest is an impactful tool with infinite possibilities. Here IIDA-WI attendees were able to discover the best practices of this social media platform, discussed how to share creative work, found ways to connect with others and get inspired. The course focused on the rise of Pinterest and how it impacts the industry as a whole.



Career Day 2012

Recap

Save the Date!

Please join us for
Career Day 2012
 interior design
March 2, 2012
 9:00 am - 3:30 pm
 6000 American Parkway
 Madison, WI 53783

More information to follow.

Sponsored by:

Students met and networked with design professionals at the vendor fair and enjoyed fabulous presentations throughout the day. A special thank you to our keynote speaker Susan Thomson from Action Coach for presenting. Using Personalities to Create Relationships and Success, as well as our break-out session presenters David Fik, Haworth for presenting Organizational Culture & A Whole New Me, Aga Artka & Jenny Schrank for presenting Interior Design Career Guidance, and Robin Pharo, Trysta Group LLC for presenting House of the Future. We'd also like to thank American Family for generously donating their space, and all of the vendors and professionals who participated throughout the day.



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IIDA Board of Directors Retreat

Ray

On July 27th and 28th the IIDA-Wisconsin Board of Directors held their yearly retreat in charming Delafield, Wisconsin. The Board was able to get together to hone in on our goals for the next year and discuss milestones for the future. On the evening of the 27th, the crew was thrilled when Captain Roxanne Lancour took the entire group on a sunset cruise of Lake Delafield.



IIDA Wisconsin is continuing to evolve to reach out to our current and new members. Stay connected to IIDA Wisconsin through the following Social Media outlets.

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Calendar of Events 2013

JANUARY

- 15 Deadline for Students to submit final completed entries for Celebrate In Design Awards
- 17 IIDA WI Fox Valley City Center Holiday Party
- 22 IIDA WI Madison City Center Holiday Party

FEBRUARY

- 21 IIDA WI Premier Event SWMF Great Bag Bash
- 25-Mar1 IIDA National Student Mentoring Week

MARCH

- 1 IIDA WI/ ASID WI Student Career Day
- 6 Deadline for Professionals to submit final completed entries for Celebrate In Design Awards

MAY

- 9 IIDA WI Premier Event Interior Perspectives
- 9 IIDA WI Premier Event Celebrate In Design

JUNE

- 10-13 NeoCon
- TBD Annual Meeting

JULY

- TBD IIDA WI BOD Retreat

AUGUST

- 15 IIDA WI Premier Event On Par Golf Outing

SEPTEMBER

- 20 STRUT
- TBD Flourish

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- Interior Investments
- MDC Wallcovering
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- P.S. Furniture
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SILVER

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- Childcrest Tile & Stone
- Coyle Contract
- K.R. Schaetz Associates, Inc.
- Larry Fehm & Associates
- Masland
- Patcraft
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