IIA CHICAGO LEADERS BREAKFAST OCTOBER 21, 2011

Featuring Keynote Speaker Robin Waters and Honoree Gina Berndt

October 13, 2011, Chicago, IL – The International Interior Design Association (IIDA) is proud to announce that the 2011 IIDA Leaders Breakfast series will be traveling to Chicago at the Palmer House from 7-10:30 a.m. on October 21. The Chicago Leaders Breakfast will spotlight keynote speaker Robyn Waters and honor Gina Berndt for a morning filled with inspiration and leadership strategies.

As Target’s former Vice President of Trend, Design, and Product Development, Robyn Waters, has helped a small regional discount chain become a national fashion destination. Seth Godin calls her “the woman who revolutionized what Target sells, and helped the company trounce Kmart.” She is also the author of The Trendmaster’s Guide: Get a Jump on What Your Customer Wants Next and The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape. Additionally, she is a contributing author (along with Tom Peters, Seth Godin and Malcolm Gladwell), for The Big Moo.

The IIDA Illinois Chapter will honor Gina Berndt, IIDA, who has more than 30 years of experience in Interior Design and is a Global Leader of Interior Design Discipline at Perkins + Will, where she has led teams to deliver design solutions. A consummate leader and mentor, Gina’s insight and instincts have helped cultivate talented, interdisciplinary Interior Design teams who have been recognized with numerous awards and loyal repeat clients.

Leaders Breakfast events are attended annually by designers, industry leaders, contractors, developers, real estate brokers and key business leaders in each city. Each breakfast is highlighted by a keynote speaker exemplifying an aspect of leadership in today’s world. This promises to be a stand-out year with the continued support of National Benefactors Herman Miller and Interior Design magazine.

For more information on participating in the 2011 IIDA Chicago Leaders Breakfast, contact IIDA Headquarters at 312.467.1950. IIDA will host additional 2011 Leaders Breakfast events in San Francisco, Los Angeles, Dallas and Toronto. If you are interested in ticket information or sponsorship packages, please contact IIDA at 312.467.1950, or communications@iida.org. Tickets may also be purchased online at www.iida.org.
About International Interior Design Association

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 12,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge, value and community. IIDA advocates for Interior Design excellence; nurtures a global Interior Design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 38 years, IIDA has helped reveal new Design talent through a variety of education initiatives and Interior Design/Architecture competitions honoring local talent, including the Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. www.iida.org.