September 14, 2011, Dallas, TX – The International Interior Design Association (IIDA) is proud to announce that the 2011 IIDA Leaders Breakfast series will be traveling to Dallas from 7:30-9:30 a.m. October 12 at the Dallas Museum of Art. The Dallas Leaders Breakfast will spotlight speaker Neva Hall and honorees Judy Pesek, IIDA, and Veletta Forsythe Lill for a morning of inspiration and rousing leadership strategies.

Keynote speaker Neva Hall is the Executive Vice President for Neiman Marcus Stores where she oversees the management of 41 Neiman Marcus stores, two Bergdorf Goodman Stores and Neiman Marcus Food Services. She and her team of store directors implement the selling, marketing, merchandising, planning, and customer service strategies for the company. Neva has been with The Neiman Marcus Group, Inc. since 1983. Prior to that, she was a buyer for Saks Fifth Avenue and Macy’s New York.

Additionally, the IIDA Texas/Oklahoma Chapter will honor Judy Pesek, IIDA for her long-term commitment to the Interior Design field. Judy has over 32 years of experience in interior architecture; she is a founding member of Gensler’s Workplace Taskforce and the Managing Director of the Dallas office. Judy is an adjunct professor and was recently inducted as a Lifetime Member of UT at Austin’s Architecture Foundation Advisory Board and named a Top 25 Changemaker by the Dallas Business Journal’s Women in Business Awards.

The Chapter will also honor Veletta Forsythe Lill the Executive Director of the Dallas Arts District. The former corporate trainer for Fidelity Investments served eight years on the Dallas City Council and chairs the Arts, Education and Libraries Committee and the Comprehensive Plan Committee. She has served on the boards of numerous institutions including Parkland Foundation, the National Trust for Historic Preservation, Dallas Museum of Art, the Greater Dallas Planning Council and the Dallas Convention and Visitors Bureau.

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 Dallas Chapter Leaders Breakfast, contact IIDA Headquarters at 312.379.5137. IIDA will host additional 2011 Leaders Breakfast events in San Francisco, Los Angeles, Chicago and Toronto. If you are interested in ticket information or sponsorship packages, please contact IIDA at 312.379.5137, or communications@iida.org. Tickets may also be purchased online at www.iida.org.

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**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](http://www.iida.org).