August 3, 2011 – The International Interior Design Association (IIDA) is proud to announce that the 2011 IIDA Leaders Breakfast series will be traveling to California. The San Francisco Leaders Breakfast will be 7:30-10 a.m., September 21 at the Four Seasons Hotel featuring speaker Annie Leonard and honoring Cheryl Gordon. The LA Leaders Breakfast will be from 7-10 a.m. September 23 at JW Marriott at LA Live! with keynote speaker Kevin Carroll and honoree John Peterson.

San Francisco Leaders Breakfast 2011
Annie Leonard, the Director of The Story of Stuff Project, has spent nearly two decades investigating and organizing environmental health and justice issues. She is fiercely dedicated to reclaiming and transforming our industrial and economic systems so they serve ecological sustainability and social equity. She has worked with Global Alliance for Incinerator Alternatives, Health Care Without Harm, Essential Action and Greenpeace International.

Additionally, the IIDA Northern California Chapter will honor Cheryl Gordon, Associate IIDA, who boasts more than 22 years of professional design. As Interior Design Director at K2A Architecture + Interiors, Cheryl works closely with clients to develop a clear vision for the built environment, from concept to execution.

LA Leaders Breakfast 2011
Kevin Carroll is a masterful storyteller with a gift for awakening the inspiration within people and organizations for which they work. For seven years, Kevin was the Katalyst (someone who helps turn creative ideas into reality) for Nike and he continues to promote the power of play and creativity in achieving maximum human potential for such organizations as Starbucks, The Discovery Channel, ESPN, HSBC Bank, Mattel, Capital One, and The National Hockey League. Carroll is the founder of The Katalyst Consultancy and the author of Rules of the Red Rubber Ball: Find and Sustain Your Life’s Work.

Additionally, the IIDA Southern California Chapter will honor John Peterson, AIA, the founder and president of Public Architecture, a national nonprofit organization mobilizing designers to use their skills and expertise to drive social change. He is also the principal of Peterson Architects in San Francisco.

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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 San Francisco Leaders Breakfast and LA Leaders Breakfast, contact IIDA Headquarters at 312.467.1950. IIDA will host additional 2011 Leaders Breakfast events in Chicago, 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.

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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).