2008 IIDA CHICAGO LEADERS BREAKFAST A SUCCESS

October 15, 2008, Chicago, IL – The International Interior Design Association (IIDA) Chicago Leaders Breakfast took place on October 10, 2008. Over 400 guests joined the IIDA Illinois Chapter at The Drake Hotel to hear inspiring keynote speaker Jerry Greenfield of Ben & Jerry’s Homemade, Inc. and to honor Nick Luzietti, FIIDA, AIA, VOA Associates. 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. The National Benefactors of the IIDA Leaders Breakfast series are Herman Miller and Interior Design magazine.

Keynote speaker Jerry Greenfield, cofounder of Ben & Jerry’s Homemade, Inc., has helped to build a store front venture into a $300 million ice cream empire by making social responsibility and creative management strengths instead of weaknesses. Greenfield shared the secrets of leading a values-led business, and gave an inspiring wake-up call about the growing international influence of the socially conscience or mission driven corporation.

Event honoree Nick Luzietti, FIIDA, AIA, Design Principal at VOA, has more than 35 years of diverse project experience that encompasses both architecture and interior design. Nick is a registered Interior Designer and Architect and brings to each of his projects a strong architectural perspective and a balanced approach to design. His project experience includes corporate offices, higher education facilities, historic building restoration, transportation facilities, financial institutions, restaurants, healthcare facilities and retail shops.

“The success of the IIDA Leaders Breakfast series is attributable to the caliber of design visionaries we celebrate and the top-notch quality of our guest speakers. This year, Jerry Greenfield was not only uplifting and intelligent but left us all inspired to go out and change the world,” said Melissa Dicaire, IIDA, IIDA Illinois Chapter President.

Visit www.iida.org or contact communications@iida.org in the coming months for information regarding the 2009 IIDA Chicago Leaders Breakfast. Thanks to National Benefactors Herman Miller and Interior Design magazine for their support of the IIDA Leaders Breakfast series.
The International Interior Design Association (IIDA) works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community.

IIDA is a professional networking and educational association of 13,000 Members in ten specialty Forums in 30 Chapters around the world. Additional information is available on IIDA’s website www.iida.org.