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IIDA TO HOST INAGURAL AUDIOCONFERENCE SERIES- WHAT IF…?

October 5, 2005, Chicago, IL – John Mack, 2004-2006 VP of Communications for the International Interior Design Association (IIDA) announces the inaugural audioconference What If..., part one of the series, co-sponsored with corporate partner Allsteel. The 2005 audioconference series kicks off October 12, 2005 and will be held simultaneously across the country at 12:30pm Eastern, 11:30am Central, 10:30am Mountain and 9:30am Pacific. The What If.. series is an accredited CEU course for IIDA Members and non-members. The conferencing series will be broadcast live, participants only need a phone line. The first session will be moderated by Brian Graham, IIDA, IDSA and will include innovative speakers Suzanne Tick, Affiliate IIDA and Michael Vanderbyl, IIDA, AIGA. The series schedule follows below:
(All events will begin at 12:30pm Eastern).

Series dates/times & Topics:

**October 12**  
**What If**…the future of design is collaboration?

**November 9**  
**What If**…you could bring International best practices close to home in your own firm?

**December 7**  
**What If**…technology added to creativity?

The cost is $199 per location for IIDA Members and $249 for non-members. Participants can register on IIDA’s website at [www.iida.org](http://www.iida.org), click on “What If…” in the What’s New box.

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*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 10,000 Members in eight specialty Forums and more than 30 Chapters around the world. Additional information is available on IIDA’s website [www.iida.org](http://www.iida.org).*