CAROL JONES, FIIDA, AND IIDA INDUSTRY MEMBER JOYCE LAVALLE OF INTERFACE AMERICA TO MODERATE ‘FORM/FUNCTION/FAMILY’ CEU

CHICAGO, IL, Friday, November 16, 2001 – Carol Jones, FIIDA, and IIDA Industry Member Joyce LaValle (Interface America) will moderate a new educational offering, titled ‘Form/Function/Family: Issues and Challenges Facing Women in Design,’ during NeoCon® West. This 0.2 CEU offering will take place at the Los Angeles Convention Center on Friday, November 30th, 2001, 11am-1pm. The registration fee for the course is $35, and additional information is available at www.merchandisemart.com/neoconwest/forums.html.

‘Form/Function/Family: Issues and Challenges Facing Women in Design’ is based on an article by LaValle called ‘Getting a Life’ from the fall 1999 issue of IIDA’s Perspective magazine. The article, and subsequently this CEU, explore the phenomenon of women designers in their 30’s and 40’s who are disappearing from the work force to raise families, care for elders, and other ‘life’ issues. Too few women successfully combine family and maintaining senior design positions and design and architecture firms need mature professional staff but seem unable to retain many talented and creative women.

A panel of seven successful female design professionals will address the following:
- What are the challenges facing women with children in the design professions?
- What strategies can be employed by women to combine family life with a design career?
- What can design firms do to attract and maintain seasoned professionals with family concerns?

LaValle (Interface’s Senior Vice President of Marketing and Communications), and Jones (Partner with City Interiors, Vancouver, BC, Canada) will moderate a panel of experts, including:
- Sara Devine, IIDA, Associate HOK Interiors
- Heidi Hendy, CID, Principal of H. Hendy Associates
- Nancy Keatinge, IIDA, Principal of Felderman & Keatinge
- Lee Pasteris, Senior Associate and Design Director, Gensler
- Lauren Rottet, FAIA, IIDA, Principal of DMJM Rottet Interior Architecture

The International Interior Design Association (IIDA) is a professional networking and educational association of more than 10,000 members in eight specialty Forums, nine Regions, and more than 30 Chapters around the world. IIDA is committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge. IIDA advocates for interior design excellence; provides superior industry information; nurtures a global interior design community; maintains educational standards; and responds to trends in business and design.

Additional information is available on IIDA’s website www.iida.org.

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