

Chapter Profile: Northland Chapter

April 28, 2010



Curious about MinneCon? Heard about the FAB Awards? Want to get in on the fashion at Fusion? Learn all about these events and much more in this month's Chapter Profile, featuring the Northland Chapter. Thanks to **Deanne Erpelding, IIDA**, CID, LEED AP, Northland Chapter President who took the time to share with us what makes her Chapter so great.

The IIDA Northland Chapter is currently comprised of 275 members. IIDA Northland offers valuable continuing education opportunities, networking and charity events that are held throughout the year, which are open to Membership and the local design community. In planning our programs and events, all decisions are made around our mission statement and main focus areas that are determined by our board of directors at our strategic planning meeting each year.

2010 Focus Areas

- Promote the Profession of Interior Design and IIDA
- Stewardship of the Community
- Professional Development

IIDA Northland has continued to outreach to our Membership and supporters, actively listen and gather feedback, so our programs and events can remain relevant and valuable. **This year we exceeded our chapter sponsorship drive goal by thirty percent.** This sends a positive message to us that our Northland Chapter community believes in what we as a chapter are doing and understands the value of being part of the IIDA. In obtaining and maintaining strong supporters, we can continue to develop and offer new programs.

We have made a strong commitment this year to promote and support our profession at the grassroots level – starting with students. We launched a pilot student mentorship program that allows the relationship between the mentor and mentee to foster over the entire school term and hopefully beyond. Below are some program and event highlights.



Forums

Our IIDA Northland Forums, which occur the first Monday of every month, came to fruition from our Membership survey. The message we consistently heard was that we needed to provide more educational offerings that are consistent and offer value. Today our Forums are running strong and we have maximum attendance at most Forums; in some cases there is even have a waiting list!

FAB Awards

Our annual design awards recognizing fresh, artistic and brilliant work, which is held in the spring each

year. This year we had 400+ attendees and proudly gave away a student design award that was generously sponsored by Haworth.

MinneCon

Held in the summer, it is a day of new commercial product introductions, educational CEU programs and networking. Last year was our first event and it was a huge success, so we are excited to offer this event again this summer.



Fusion

Our charitable fundraiser and fashion show. We raised \$4,300 for a local charity that offers shelter, food and care for families with children. This event is held in the fall each year and has continuously had 800+ attendees.

Community Service Project

It is our mission to give back and support our community with our chapter's resources and expertise. This year we helped raise \$24,000 for a family to rebuild their house after losing everything in a gas explosion, except their lives thank goodness.

Design Professionals Retreat

This past fall, IIDA Northland hosted a design professionals retreat for Professional and Associate Members only. We felt it was important and valuable to host an exclusive Member only event that allowed collaboration, information sharing and inspiration among design professionals.

We are excited about what the future holds for IIDA Northland and want to thank everyone for their support and inspiration. You can learn more about the Northland Chapter by visiting the Chapter website at www.iida-northland.com.