

Chapter Profile: Texas/Oklahoma Chapter

May 26, 2010



Recently, we spent time with **Elizabeth Williams, IIDA**, President of the **Texas/Oklahoma Chapter**, to learn more about what's going on in her Chapter.

DesignMatters: How do you ensure working well together as a Board?

Elizabeth Williams: I think clarity of expectations and remaining well informed are the key. Our Chapter Retreat sets the parameters for our goals and expectations for the year. I knew we were on the right track when a few of our Directors mentioned how well informed they felt after the retreat and how they were now getting a sense of the bigger picture.

Our board is also all about collaboration. We get together face-to-face on a quarterly basis. The Directors have the benefit of networking with each other and learning from each other's successes and challenges, thus making the Chapter stronger as a whole. Our Vice Presidents also get the benefit of listening to what does and does not work during those valued face-to-face discussions to get accurate feedback. Our board is very proactive and passionate about the profession and I feel that this unifies us to a great degree.

DesignMatters: What about the Texas/Oklahoma Chapter are you most proud of?

Elizabeth Williams: I am proud of how our Chapter has pulled together in the last year to help those that were in a job transition. We reevaluated several of our current programs to see how they were fitting the need of our economic time, and then made the appropriate adjustments for our Members.

DesignMatters: What is the composition of the Chapter?

Elizabeth Williams: Our Chapter is composed of seven City Centers across Texas and Oklahoma. These City Centers are Austin, Dallas/Fort Worth, Houston, San Antonio, West Texas (Lubbock being the hub), Tulsa, and Oklahoma City. Each city has a very distinct culture and unique mindset. Despite these differences we see the benefit of working together for a common goal. We have several Chapter Programs that benefit everyone, such as: the Texas/Oklahoma Annual Conference, which is comprised of a tradeshow and gala/awards ceremony; a Student Conference that benefits universities within our Chapter and neighboring chapters; a Forums Speaker Tour that sends a valued speaker from City Center to City Center; and the Leaders Breakfast, which is an International event that comes to our Chapter



every year to cater to the business community. The Texas/Oklahoma Chapter also rallies everyone together to visit the capitols when important legislation is on the horizon.



DesignMatters: Do you have any particular goals for 2010 that you can share with us?

Elizabeth Williams: Our Chapter is about to go through another goal setting exercise at our July board retreat. Even while our goals may change from year to year one thing is for certain; we will continue to strive to meet the needs of our Members, innovate, and improve upon what we are doing now.

DesignMatters: What is your favorite Chapter event of the year?

Elizabeth Williams: My favorite event is our Texas/Oklahoma Annual Conference which includes [METROCON](#) (our regional tradeshow) and our Gala/Design Excellence Awards. I love the energy and buzz that this event generates each year. It also feels good to be a part of something that benefits our Members (via tradeshow) and recognizes their design & volunteer excellence (via Gala).

DesignMatters: What three words would you use to describe the Texas/Oklahoma Chapter?

Elizabeth Williams: Passionate, Professional, Personable

DesignMatters: Just for fun, what are three things that Elizabeth Williams can't live without?

Elizabeth Williams: My smart phone, migraine meds, and our Chapter Administrator Megan Carneiro (who has prevented a migraine or two)!



2010 Houston Leaders Breakfast