

# Chapter Profile: Mid-Atlantic Chapter

August 18, 2010



**Premiere 2010 Co-Chairs, Dyane Bettaker, IIDA, and Jennifer Geiss, Industry IIDA**

Recently, we spent time with **Susan Ives, IIDA**, President of the **Mid-Atlantic Chapter**, to learn more about what makes her Chapter tick, what she hopes to accomplish in the next year and what four words she would use to describe the Mid-Atlantic Chapter (none of which are of the four-letter variety, thankfully!).

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



**Susan Ives:** I'm beginning my second consecutive term as President after serving during a highly transformative year for our Chapter. We began last year with three city centers; Annapolis, Baltimore, and Washington Metro. Soon after our officer installation, our board decided to combine Baltimore and Annapolis in order to combine our resources. We also agreed to present ourselves as a more unified group to our Members and the community. Up until this point our city centers were duplicating efforts which taxed our volunteers and proved confusing to all. This separation was a legacy from when Baltimore was a Chapter. By reorganizing, the Chapter was able to leverage our size to outsource some of our administrative tasks. Change can be disruptive and this has been a building year. However, we're

learning how to work together and I see that our message is clearer and requests from people and organizations who want to work with us are increasing.

**The 14th Annual Mid-Atlantic Chapter Design Awards were announced at The Premiere held on Wednesday, April 22nd, 2010. The event was held at the John F. Kennedy Center for the Performing Arts, in Washington, D.C.**



**DM:** What are you most proud of?

**SI:** I'm thrilled that this year's Board is comprised of first timers as well as Board members who've held positions, off and on, for decades. It's a positive sign when volunteers come back for more and I'm looking forward to hearing what the new Board members will bring to the mix.

**DM:** What's the composition of the Chapter?

**SI:** The Mid-Atlantic Chapter is comprised of Washington, D.C., Northern Virginia, and Maryland. Covering three jurisdictions makes keeping up with regulatory actions and requirements a challenge. Our area includes several Universities and Community Colleges that offer interior design, but we've found the programs are not large enough to support dedicated campus centers. We're in the process of organizing a student hub for Washington Metro area and we hope to have a hub in Baltimore.



**Perkins+Will at 2010 The Premiere:  
Tama Duffy Day, FIIDA; Harris  
Lokmanhakim; David Cordell, IIDA;  
Lauren Frank; Jamie Huffcutt.**

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

**SI:** In 2010, we're implementing our communication plan. This effort is well underway and the cornerstone of our plan will be an updated website which we hope to launch by the end of the year. Another goal we have is to increase outreach to our community. The upside of the financial crisis is the realization of how important it is to support organizations that help those going through hard times.

**DM:** What is your favorite Chapter event of the year?

**SI:** It's difficult to pick one event as my favorite. Our big events like The Premiere, Student Options, Breaking Boundaries, Mini Golf, and the upcoming Cosmo Couture are how we interface with the public. But, our forums and CEUs are the backbone of our Chapter. Our recently launched sustainable working group is a forum that meets almost every month and offers cutting edge information about sustainability. Our CEUs tackle issues that are timely to our industry and we've offered some great programs, such as: lighting, acoustics, and fire protection. This spring, the Baltimore-Annapolis City Center partnered with BOMA Baltimore to raise funds to promote literacy with a great event, Karaoke for a Cause.

**DM:** What three words would you use to describe the Mid-Atlantic Chapter?

**SI:** Diverse, Hard Working, and Passionate

**DM:** Just for fun, what are the things that Susan Ives can't live without?

**SI:** This is going to sound hokey, but it's true. I can't live without the great friends I've made through IIDA.



**2009 IIDA Washington Metro City Center Mini Golf Design Classic**