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INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION

ANNUAL REPORT FY2010  
**THE IIDA STORY**

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**W**e live in interesting times. And we rather think that these interesting times have caused us to question much of what we had become accustomed to. Among these: prosperity, steady work, elastic budgets, more status and less “quo.” The lack of these creature comforts has caused us to embrace the discomfort, reflecting on our priorities and initiatives and focus more than ever before on knowledge, value and community.

For the past year our International Board Members, Chapter Leaders and Headquarters staff have contemplated who we are and what we do. Many of us belong to organizations and associations. Part of what we’re studying is what it means to “organize”... to “associate”. We focus on advocacy and education, representation and community.

And of course in considering our profession, IIDA has, in these interesting times, reached a point where instead of being defensive, we can say with a degree of certainty, as a profession and as an association we know who we are and what we do. This year, we focused on the process of defining who we are—encompassing pride, a definitive position and an acknowledgement of our past for its legacy while moving forward with a sense of purpose.

Who are IIDA Designers?

We are people who change the lives of others.

We affect behavior, we affect performance, and we affect productivity.

And just because that affect happens to intersect with aesthetics, it should not diminish the value to the human condition of an optimal environment.

IIDA looks to the future and strives to provide knowledge, value and community with Interior Designers’ needs in mind. From communities of influence and concern, to the desire for interaction with peers, to a quest for knowledge about the current, the future and the yet-to-be-imagined, to extending our access to shared insight and resources, our legacy leaders and emerging professionals (and all of our Members) work together to advocate and support the basis of our profession.

We know you rely on us to connect you to great ideas, great people and the most comprehensive collection of Interior Design services and professional resources found anywhere. We hope this update will also serve as a reminder of the opportunities available to you as a Member to give you a competitive edge today and in the future.

Please enjoy this update on our progress as we take the opportunity to learn about the IIDA Association story, share some of our IIDA Members’ stories, and your stories, giving a voice and a vision to IIDA.



**Viveca Bissonnette, FIIDA, CID, Assoc. AIA**  
2010-2011 International President



**Cheryl S. Durst, Hon. FIIDA**  
Executive Vice President/CEO





**Chapter Leadership Council Biannual Conference:** Twice a year, the Membership Team convenes close to 100 Chapter Presidents, President-Elects, Communications, and Membership Vice Presidents for a 3-day series of “how to sessions,” updates, insight and interactive roundtables, as well as Chapter networking events for Chapter Board development.



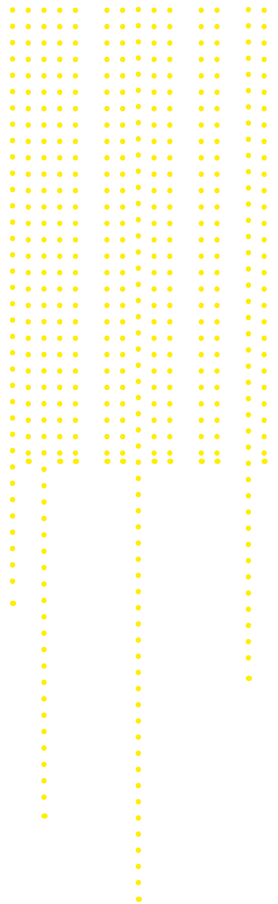
**Trade Show Participation:** From the premiere of the InspireDesign Show in Las Vegas and Maison et Objet in Paris, to the ongoing support of NeoCon, Hospitality Design, NeoCon East, Orgatec, IIDEX/NeoCon Canada, Buildex, World Workplace, and conferences including IDEC, Healthcare Design Show, Environments for Living Show and more, further providing a platform and audience with which to share the IIDA stories and enabling the design community to benefit from the experience and expertise of IIDA Members, who present more than 200 educational sessions each year.

# I AM IIDA; PERSONAL MEMBER STORIES

## BIOGRAPHIES

In mid- 2009, we began to explore ways to share the depth and strength of our profession, encompassing the areas covered by our Forums.

- CORPORATE DESIGN
- FACILITIES PLANNING & DESIGN
- GOVERNMENT DESIGN
- HEALTHCARE DESIGN
- HOSPITALITY DESIGN
- INSTITUTIONAL DESIGN
- KNOWLEDGE
- RESIDENTIAL DESIGN
- RETAIL DESIGN
- SUSTAINABILITY



**I am IIDA**

**I I D A**  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION  
www.iida.org

*"If I recognize it,  
it's not Design."*  
**LAUREN ROTTET, FIIDA, FAIA**  
member since 1994

Providing insight and real life details on our website about a range of Members, gave us a chance to put a face and impression on just a few of the well-known and long-time Members. In 2010, we captured a strong audience for this popular and visual message with ads featuring specific Members, their work and concise words of wisdom in an ad series that ran in industry and trade show publications and in Social Media. If a picture is worth 1,000 words, each story was priceless.

Personal industry stories were related via regular columns in industry publications and bylines by IIDA International Board Members broadened the reach of the IIDA Membership tale.

# VIRTUAL STORIES

## E-READERS

IIDA has captured an audience of more than **25,000** industry professionals and design enthusiasts through Social Media. With more than **13,000** Facebook fans, more than **10,000** professionals participating in the IIDA LinkedIn Group and more than **3,000** Twitter followers, the IIDA virtual voice is strong.



The screenshot shows the LinkedIn interface for the IIDA group. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. Below that, the group name 'IIDA' is displayed. A discussion titled 'Restart your old discussions with one click. Browse your archived discussions' is visible. The main content area features a post by Kelliah asking for suggestions for a recent grad struggling to find work. Below the post, there are several replies from other members, including Amy Boesen, Tyler Eaton, Dante Lepore, and Shirley Diegelman. On the right side, there's a 'Share this Discussion' section with social media icons and a URL. Below that, an 'Updates: Last 7 Days' section shows recent activity, including a discussion started by Stephanie King and a discussion by Tam Nguyen. At the bottom right, there's an advertisement for 'Optimize Every Digital Interaction' with the headline 'Three tactics to increase online conversions'.

More than just an IIDA-branded space, our cyber presence supports virtual communities of like-minded professionals who seek deeper meaning and faster response in their networks. At the grassroots level, a virtual presence enables Members to control their own access and participation, garnering as much in return as they put into engagement. A community is only as strong as its Members. IIDA Social Media initiatives boast the best and most active professionals in the industry. This complex, immersed community, under the guidance and vision of IIDA, enables participants to share experiences, garner knowledge, discover opportunities and learn lessons.

# THE MANY AND VARIED TALES OF EMERGING PROFESSIONALS

## ANTHOLOGY

IIDA is integral to the next generation of design. The Association's targeted student initiatives provide value to important stakeholders and expand the knowledge base of the profession by supporting the next generation. In 2010, IIDA multiplied its outreach to students by three hundred percent and impacted nearly 25 times as many student Members as impacted since 2008.

IIDA hosted its **8th Annual Mentoring Week** in February 2010, a successful international program that grows stronger every year, doubling the number of student participants this year. The program allows students the opportunity to experience a real life immersion in a day in the life of an interior designer and has been mimicked and copied by different organizations and industries.

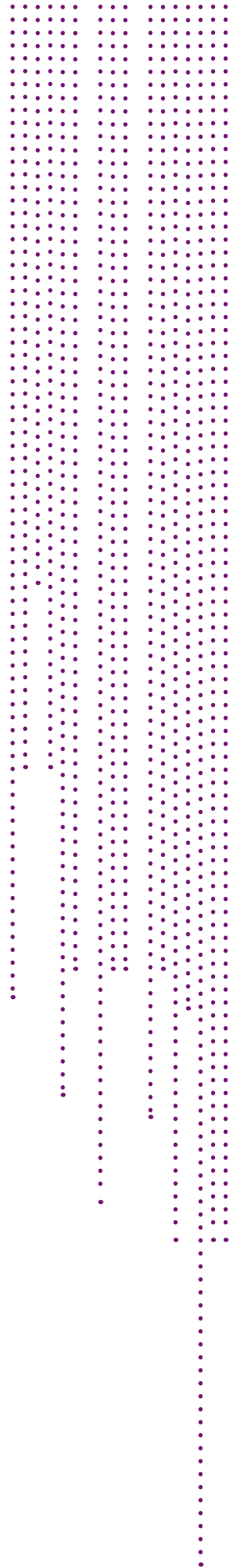


The **Annual Student Sustainable Design Competition** allows students to showcase their commitment to sustainable design practices. The 2010 Competition increased participation by 300 percent, adding an interactive voting mechanism and significantly elevating the cash award for winners.

The student newsletter, renamed **Quad** in 2010, now comes out quarterly and shares stories of career opportunities and advice, student successes, competitions around the world, and interactive engagement.



The **Student Blog**, started in 2008, is now updated at least twice per week, boasts an average of 1,000 views each day, and features real students looking for employment, advice for portfolio development, interview skills, IIDA news and features and more. Followed by design students, institutional bloggers and emerging professionals, the Student Blog engages readers on many levels.





## STORIES OF SUPPORT

### SELF HELP

The *IIDA Foundation* is a not-for-profit (501c3), philanthropic organization whose primary mission is to advance interior design through education, research, and knowledge to benefit IIDA and the Interior Design profession. The Designing for the Future Campaign, the IIDA Foundation's *Kimball Office Scholarship Fund* and the *Lloy Hack Memorial Fund* support design education, and are just a few examples of how the IIDA Foundation gives back to the design community.

## KNOWLEDGE STORIES

### NONFICTION

The 2009 redesigned *IIDA website* is a strong platform for distributing and sharing knowledge. From Forums with active content to a content rich Knowledge Center, whose trends and links are shared via Social Media and incorporated into regular association communications, there is no shortage of available resources for new research, trends, a CEU speaker database, career information and related organizations. Further, partnering with industry leader *Interior Design* magazine to conduct a landmark survey of the A&D Industry in 2010, enabled IIDA to be regarded as a premier source for cutting edge content.

*Perspective Design Journal*, the IIDA award-winning quarterly publication, has become a source for online community building. Commenting features incorporated into the website design encourage Members and prospective Members to give feedback and engage with others. *Perspective* serves as a resource that can be shared with clients and potential clients alike to assist in articulating the benchmarks and attainable successes available when good design supports a business process.

*DesignMatters*, a biweekly e-newsletter, provides a quick review of IIDA news and local event updates with additional content for and about IIDA Members.

## IIDA STORIES, BY THE NUMBERS

### REFERENCE MATERIALS

IIDA is known for hosting a distinguished portfolio of design competitions, made stronger by our 2010 International collaboration with Maison et Objet and the **Global Excellence Awards**, in partnership with BMW DesignWorks. Joining the successful initiatives that launched at the beginning of the year, IIDA featured a total of 1760 Global Design Firms entering anticipated competitions, honoring 183 International Design Firms through competitions including the **Interior Design Competition** and the **Will Ching Competition** in conjunction with *Interior Design*, the **Smart Environments Awards** in partnership with *Metropolis Magazine*, an alliance with *HD Magazine* on the **IIDA Hospitality Design Product Competition**, and an ongoing relationship with *Contract* for the **Best of NeoCon Awards**.

IIDA leaders also participated in the annual conferences of IFI, NCIDQ and IDEC, supporting our partners in the built environment.

In addition, our Executive Vice President and CEO Cheryl Durst, travels the country an average of 10 times each month speaking to Members, students, business leaders, corporate principals and more about the Future of Design. She's the master storyteller, and the tale of IIDA has spread in large part thanks to the leader of IIDA.

**200** Presentations

**1760** GLOBAL FIRMS

ENTERING COMPETITIONS

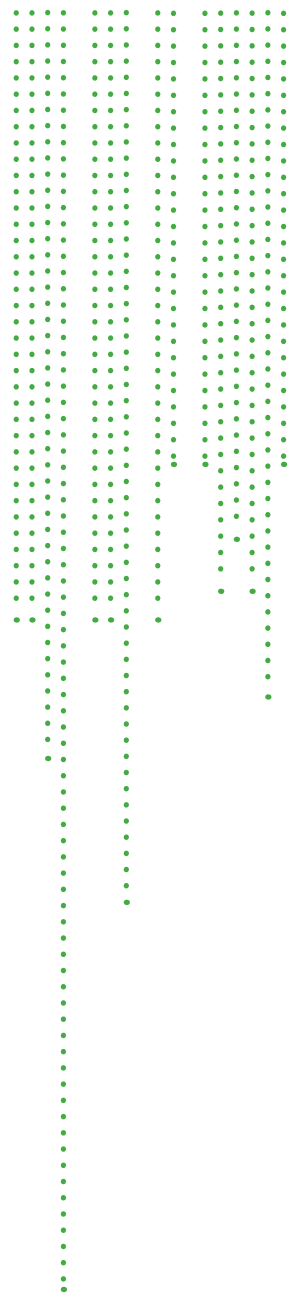
**183** INTERNATIONAL FIRMS HONORED  
FOR ACHIEVEMENT

**3** FELLOWS HONORED

**31** CHAPTERS

**10** SPECIALTY FORUMS

**12,000** MEMBERS





## THE FINANCE STORY

### BUSINESS AND MONEY

#### Management's Report on Financial Statements

The condensed and summarized financial statements for the International Interior Design Association and the International Interior Design Association Foundation were prepared by and are the responsibility of IIDA management. The statements are prepared in conformity with Generally Accepted Accounting Principles.

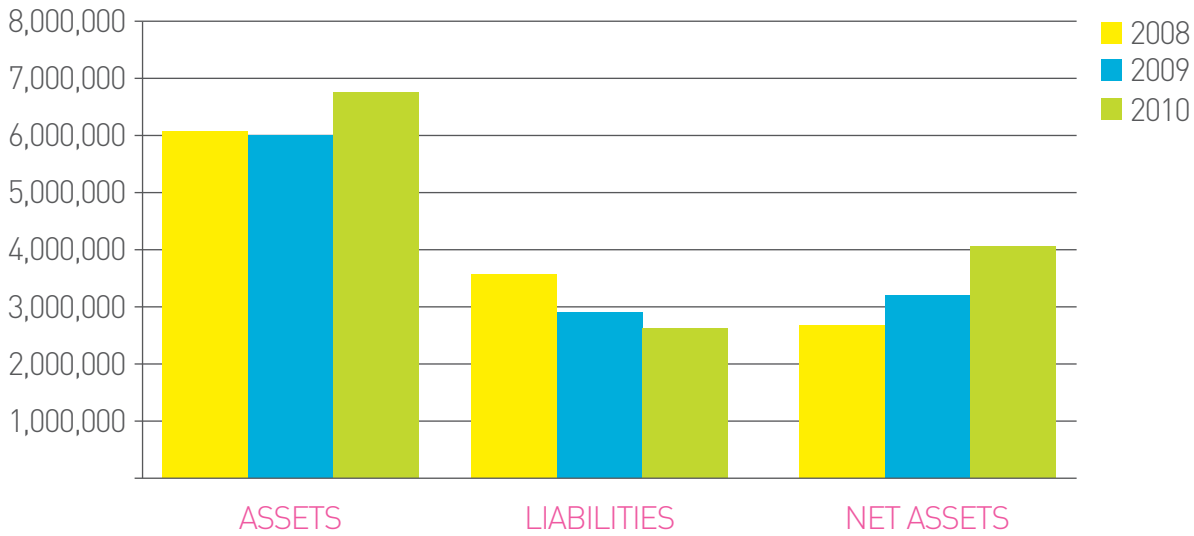
The Association has implemented internal accounting controls designed to provide assurance that all transactions are recorded in accordance with Association books and records. This system has been documented in detail in the Financial Policies and Procedures section of the IIDA's Bylaws and Policies Procedures.

The Association and the Foundation are audited annually by BKD, LLP as mandated by IIDA Bylaws. Those records may be obtained upon request from IIDA Headquarters.

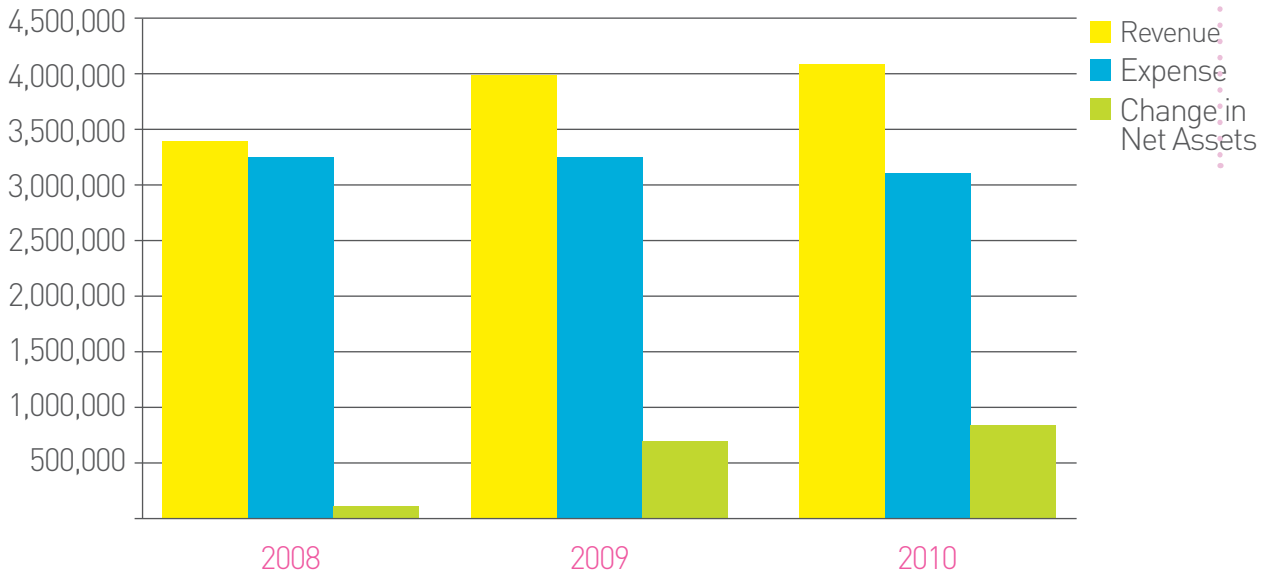


**Ella McHugh**  
Director of Finance

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION



## CONSOLIDATED STATEMENT OF ACTIVITIES



As the Association continues through a difficult economic climate work continued with the support of member dues and an increase in event and competition revenue. The Association has worked hard in 2009 and 2010 to keep expenses down without sacrificing member services. This dedication has resulted in an increase to our net assets.

## CONTRIBUTORS

### THE INTERNATIONAL BOARD STORY

#### IIDA Board of Directors 2010 - 2011

President

**Viveca Bissonnette, FIIDA, Assoc. AIA, CID, LEED AP**

Hollander Design Group (San Diego, CA)

President-Elect

**Peter Conant, IIDA, AIA, LEED AP**

Conant Architects (New York, NY)

Vice Presidents

**Anne Marie Gianoudis, IIDA, LEED AP**

Gresham Smith & Partners (Birmingham, AL)

**Allen Parker, Industry IIDA**

Kimball Office (Atlanta, GA)

**Stacy Reed, IIDA, LEED AP, ID+C**

Gensler (Austin, TX)

**Felice Silverman, IIDA**

Silverman, Trykowski Associates, Inc (Boston, MA)

**Laura Tribble, IIDA, ASID**

Tribble Design Associates (Edmond, OK)

**Jack E. Weber, IIDA, MCR, LEED AP**

Gresham, Smith & Partners (Nashville, TN)

**Cheryl S. Durst, Hon. FIIDA, LEED AP, IIDA Executive Vice President/ CEO**

IIDA Headquarters (Chicago, IL)



## **IIDA Foundation Trustees 2010-2011**

### **Chair, Felice Silverman, IIDA**

Silverman Trykowski Architects, Inc. (Boston, MA)

### **Dawn Fischer, IIDA**

NBBJ (Seattle, WA)

### **Anne-Marie Gianoudis, IIDA, LEED AP**

Gresham Smith & Partners (Birmingham, AL)

### **Max Holland, Industry IIDA**

Mannington Commercial (Calhoun, GA)

### **Jim Klawiter, IIDA**

Klawiter & Associates (Los Angeles, CA)

### **Mary Palmer, Industry IIDA**

Allsteel (Muscatine, IA)

### **Cheryl S. Durst, Hon. FIIDA, LEED AP, IIDA Executive Vice President and CEO**

IIDA Headquarters (Chicago, IL)

### **Dennis Krause, Senior Vice President**

IIDA Headquarters (Chicago, IL)





### **IIDA Headquarters Staff**

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Receptionist and Administrative Support

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Marketing Intern

Monica DeAngelis  
Manager of Student Affairs

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Executive Vice President and CEO

Jeanne Heller Fisher  
Senior Director, Communications and Marketing

Jennifer Hunter  
Executive Assistant

Michelle Kraker  
Senior Manager of Social Media Marketing

Dennis Krause  
Senior Vice President

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Research Librarian

Katie Leimkuehler  
Communications Manager

Jessica Leung  
IT Manager

Allison Levy, JD  
Senior Director, Government and Regulatory Affairs

Ella McHugh, CPA  
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Communications Intern

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Jenny Palmer  
Manager of Industry Relations and Special Events

Lisa Romano  
Membership Processing Coordinator

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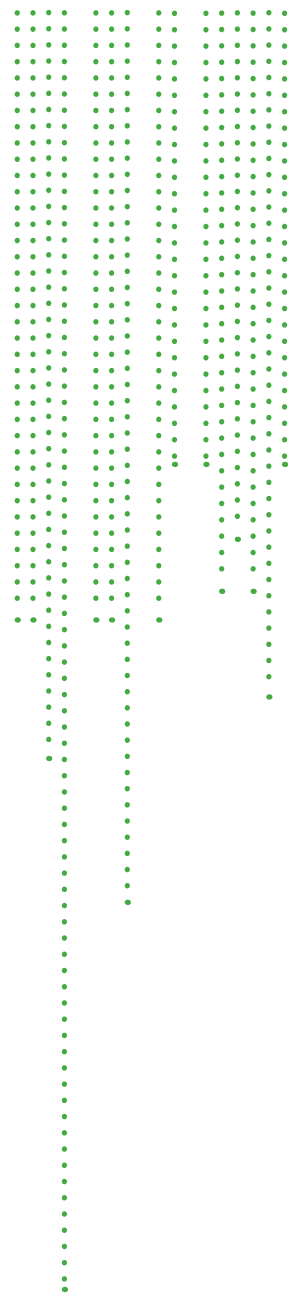
Lisa Toth  
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Manager of Member Services and Chapter Relations

Sharon Williams  
Managing Director, Operations and Administrative Services

Sarah Winchester  
Manager of Chapter Accounting

Karen Zeppos  
Accounting Assistant



**With Thanks** to the tireless dedication and enthusiasm of our IIDA Fellows, Emerging Professionals, Chapter Leaders, and volunteer committees who help provide invaluable input and direction for the Association's many programs and initiatives.

**With Special Thanks**

Michael E. Reed, Vedder Price Kaufman and Kammholz, PC, Chicago, IL  
Wallace P. Wetherill, CPA, Baird, Kurtz & Dobson LLP, Fort Wayne, IN



## THE IIDA STORY

The International Interior Design Association (IIDA) is a professional networking and educational association with nearly 13,000 Members practicing worldwide. 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; nurtures a global Interior Design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. IIDA Members categorize themselves and benefit from 10 specialty practice forums, and engage locally in 31 Chapters around the world.

## THE IIDA VISION AND MISSION

IIDA is a 17-year old organization, just gaining deserved recognition and strengthening its Membership with a firm foundation. The organization, with respect for past accomplishments of Interior Design leaders, strives to create a strong niche for the most talented and visionary Interior Design professionals, to elevate the profession to the level it warrants, and to lead the way for the next generation of Interior Design innovators. The Association provides a forum to demonstrate design professionals' impact on the health, safety, well being and virtual soul of the public, balancing passion for good design and strategy for best business practices. IIDA stands at the intersection of passion and strategy where designers create extraordinary interiors and experiences.

SHARE YOUR STORIES. IIDA.  
[WWW.IIDA.ORG](http://WWW.IIDA.ORG)