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# DESIGN MATTERS

A biweekly newsletter from the association where design matters.

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INTERNATIONAL  
INTERIOR DESIGN  
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A big thanks goes out to **Lewis J. Goetz, FIIDA, FAIA**, founding principal, President and CEO of Group Goetz Architects (GGA), for helping us to kick off a new blog series on the *DesignMatters* blog called *In Spaces*. [Read the blog](#) to see more great images and to read an interview with Lewis Goetz on the renovation of the **Ansel Adams Gallery at The Wilderness Society**.

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August 18, 2010



in this edition:  
[Our Sponsors](#)  
[IIDA Leaders Breakfast Series](#)  
[Welcome New Chapter Leaders!](#)  
[CEU Poll Results Are In!](#)  
[Find Your New Hires Here!](#)  
[Become an IIDA Celebrity!](#)

[IIDA blogs](#)  
[Chapter Profile: Mid-Atlantic Chapter](#)  
[Pamela Royer Pusateri, IIDA](#)  
[Kristin Taghon, Student IIDA](#)  
[Sean Wayne, IIDA](#)

[IIDA Welcomes New Members](#)  
[American Seating's Matt Robbins Achieves LEED AP BD&C Certification](#)  
[Crossville Hires New Creative Services Manager](#)  
[HBF Announces Three New Hires](#)

[Kimball\(R\) Office Strengthens Strategic Partnership with Minneapolis Office Furniture Dealer](#)  
[POLLACK Architecture Celebrates its 25th Anniversary](#)

[Shaw Contract Group Announces Winning Firms in 2010 Design Is...Award Program](#)  
[IIDA/Metropolis Smart Environments Awards](#)  
[HD Boutique](#)  
[Sneak Peek](#)

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## IIDA Leaders Breakfast Series

Due to overwhelming demand, the Chicago Leaders Breakfast is **SOLD OUT**, but that doesn't mean you can't still buy your tickets for our other fall breakfast events.

The [Los Angeles Leaders Breakfast](#) will take place on September 10 at the JW Marriott at L.A. LIVE. Alison Levine, team captain of the first American women's Everest Expedition and business leader, will provide the event's keynote address. The Charitable Honoree is Shane's Inspiration. [Buy your individual tickets at a discounted rate until August 27!](#)



The [San Francisco Leaders Breakfast](#) is on September 16 at The Four Seasons San Francisco. Amy Tan, acclaimed best-selling author of *The Joy Luck Club*, is the keynote speaker. The Chapter will honor Orlando Diaz-Azcuy, Founder of Orlando Diaz-Azcuy Associates. [Buy your tickets today.](#)

And don't forget to check out the [Toronto Leaders Breakfast](#), in

partnership with IDC, on December 3 at the Four Seasons.

Special thanks to **Herman Miller** and **Interior Design** magazine, National Benefactors of the Leaders Breakfast series. For more information on any of these events, visit [www.iida.org](http://www.iida.org), contact [communications@iida.org](mailto:communications@iida.org), or check out our ad in OfficeInsight!

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### Welcome New Chapter Leaders!

For many of us, July signaled the end of the whirlwind that was NeoCon 2010; but more importantly, it also marked the transition point for many of our Chapters' Boards.

Welcome to all of the new IIDA leaders who are joining their local Board for the first time this year! We truly appreciate your commitment to IIDA and we wish you luck in the year to come.

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### CEU Poll Results Are In!

IIDA's Continuing Education Department recently completed a poll to find out how many CEUs our qualifying Members, Professional and Associate, have completed during the first quarter of our current compliance period. The results of the poll are in. Thanks to those of you who participated! [Read more...](#)

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### Find Your New Hires Here!

Visit the [IIDA Career Center](#) to search more than 2,000 active and highly qualified design and sales professionals, both IIDA Members and non-Members. For a limited time we're waiving the fee, usually a \$20 charge, to view each candidate's résumé. Check out these amazing candidates today by using promotional code 41325019 at checkout.

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### Become an IIDA Celebrity!

At IIDA we're always looking for ways to promote and celebritize our Members. Recently, we've started three new blog initiatives to promote our Members, and we want YOU to participate.



- If you've recently completed a project that you think is noteworthy, contact [Carmen O'Donnell](#) to be included in the new [DesignMatters](#) blog series, *In Spaces*.
  - If you have a great hometown that inspires you in your profession, [send us](#) a note telling us why. Who knows, you may be featured in the next *Hometown Inspiration* post on the [DesignMatters](#) blog.
  - And if you are a student looking for a job, contact [Michelle Kraker](#) to be considered in the [I ♥ I.D. blog's](#) new series, Hire Me!
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## on the blog

Here's a rundown of the latest blog posts at IIDA...

[Localize, Humanize and Socialize Your Way to Regional Media Coverage](#)

Laura Newman, President of Laura Newman PR & Marketing, is back to share another round of great PR & Marketing advice with IIDA. (DesignMatters blog)



[Hometown Inspiration: Geneva, Illinois](#)

You don't necessarily have to travel far to find inspiration. Most of the time, it's right there in front of you. (DesignMatters blog)

[Revolutionary Student-Designed Furniture at NeoCon](#)

View a collection of photos from the Furniture Revolution Gallery at this year's NeoCon. (I ♥ I.D. blog)

[SCAD Student-Designed Works from NeoCon 2010](#)

View these SCAD student-designed projects that were on display during NeoCon 2010.

[Hire Me!](#)

IIDA interviews another IIDA Student Member for the ongoing Hire Me series. Meet Bonnie Toland. (I ♥ I.D. blog)

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## chapter profile



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!). [Read more...](#)

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## member news



**Pamela Royer Pusateri, IIDA**, has joined [Allsteel](#) as an Architecture and Design Specialist in its Midwest region. She will be responsible for further developing and enhancing Allsteel's relationship with the design community in the Chicago area.

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**Kristin Taghon, Student IIDA**, graduate of Harrington College of Design, recently formed a freelance Interior Design company, Cadmium Interiors, with another graduate of Harrington, Jasmin Marie. Together, they entered a contest at Lightology to invent a new way to use Lightology's LED Softstrips. Their design for a Garden Chair called Hortus Sculptura was one of 16 semi-finalists accepted out of 80 contest submissions. Kristin and Jasmin are busy trying to find a way to produce this chair simply and non-expensively by the end of August for the contest display and party, and are hoping to be finalists!

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**Sean Wayne, IIDA, AIA, LEED AP**, was recently named a principal at Hickok Cole Architects. Sean has been with the firm since 1996 and brings his previous experience as Director of Interior Design to the position. Sean completed his undergraduate studies at the University of North Carolina at Charlotte where he received a Bachelor of Arts degree. He received his Master of Architecture from Virginia Polytechnic Institute and State University. He currently serves on the Board of Directors of the Jubilee Support Alliance which seeks to provide affordable private housing and access to services for DC's low-income residents.

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[IIDA Welcomes New Members Who Joined During July 2010!](#)

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## American Seating's Matt Robbins Achieves LEED AP BD&C Certification

Affirming its commitment to sustainability, [American Seating](#) Project Manager Matt Robbins, Associate AIA, recently achieved LEED AP BD&C certification.

Robbins has worked for American Seating since 2006 where he manages the Sample Department as well as special pricing. He has led the LEED compliance aspect of key projects including those for Arizona State University, Yellowstone National Park, the University of Washington, the Wyoming National Guard and Saginaw Valley State University. [Read the full press release.](#)

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## Crossville Hires New Creative Services Manager

[Crossville, Inc.](#) has named Eric McNew to the position of Creative Services Manager. McNew will work with Crossville's Director of Marketing and the Crossville® marketing team to oversee the development of the company's collateral materials, packaging, website, advertising and other online and print needs to extend the brand image of Crossville, Inc. Previously, McNew was Creative Director at Jessup & Associates, the national sales office for the W.R. Case & Sons Cutlery Company. [Read the full press release.](#)

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## HBF Announces Three New Hires

- Sarah Nielsen has joined [HBF](#) as brand manager
  - Betty Ann Brunton was appointed to the newly created position of director of client care
  - Matthew Muccino was appointed as vice president of HBF Textiles
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## Kimball(R) Office Strengthens Strategic Partnership with Minneapolis Office Furniture Dealer

[Kimball\(R\) Office](#) recently announced the designation of Alternative Business Furniture, Inc., (ABF) as its newest Kimball Office Select Dealer. ABF serves Minneapolis/St. Paul, the surrounding markets, and the upper Midwest.



“Select Dealers represent the core of the Kimball Office brand in terms of culture, integrity, experience, and professionalism,” said Brian Gerdes, Director of Sales West for Kimball Office. “We’re excited to welcome Alternative Business Furniture to our team, and look forward to working together to provide exceptional products and service to clients.” [Read the full press release.](#)

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## POLLACK Architecture Celebrates its 25th Anniversary

[POLLACK architecture](#) was established by Richard Pollack in August of

1985. Fast forward twenty-five years and POLLACK architecture has 5 Principals and 40 employees working out of offices in San Francisco, Los Angeles and Delhi, and serves clients all over the globe. This year also saw POLLACK architecture rise into the top 100 of Interior Design Magazine's list of "Design Giants".

In other news, POLLACK architecture announced the hiring of Ed Hall to the San Francisco office as a Junior Designer and Adam Beneke to the Los Angeles office as a Junior Designer. POLLACK also awarded four students, in San Francisco and Los Angeles, with their annual scholarship award, the Jason Wertz Memorial Scholarship.

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## Shaw Contract Group Announces Winning Firms in 2010 Design Is... Award Program



In its fifth year, the [Shaw Contract Group](#) Design Is... Award program honored firms using a broad definition of design as shaping our surroundings and improving life for the better. "The Design Is... Award program asks one simple question that requires a thought-provoking answer: how do you define design?" says John Stephens, vice president of marketing for Shaw Contract Group. [Read the full press release and see images of the six winners.](#)

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## IIDA/Metropolis Smart Environments Awards

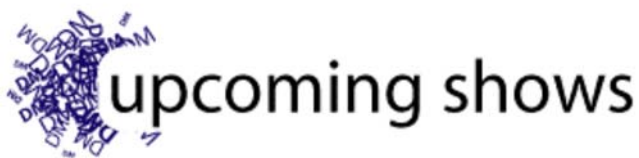


The 2010 Smart Environments Awards™ competition, in conjunction with *Metropolis* Magazine, is now open!

This competition recognizes individuals and collaborative teams creating excellent, leading edge interior environments demonstrating the best in sustainability, accessibility, and beauty. Interior design and architecture professionals and teams practicing legally in their jurisdictions may enter projects that were completed after April 2009 or that have not previously been published.

The winners of the Smart Environments awards will be incorporated into IIDA initiatives during USGBC's Greenbuild Expo 2010 in Chicago. [Entry information is available on IIDA's website.](#)

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## HD Boutique

[HD Boutique](#), where South Beach chic comes alive, is hitting the Miami Beach Convention Center from September 14 - 15. Experience over 600 manufacturers offering access to the hottest design products to hit the

Americas. Discover a unique hospitality experience at the show where design, dynamism and diversity come together in a chic, stylish setting.

On Wednesday, September 15, IIDA will sponsor a CEU program - "The Ames: Historic Buildings Make the Coolest Hotels." Network with other IIDA Members at this exciting CEU event. To attend HD Boutique, [register here](#).

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## sneak peek



The **IIDA Tampa Bay City Center** committee at the their signature event, Edible by Design 2010. Pictured from left to right: Laiken Rapidsarda; Kelly Betts, IIDA; Kasia Ostrowski; Emily Taylor; Kristin McGill; Teresa Finch, Industry IIDA; Michelle Earley, IIDA; Lindsay Ishman, Associate IIDA; Erin Pauley, IIDA; Mary Coules, Associate IIDA; Julie Maldonado. [Read more...](#)

Sneak Peek is a section of *DesignMatters* featuring photos from IIDA Chapter events nationwide. If you're interested in having your photo included in the next *DesignMatters*, please submit it to [dm-news@iida.org](mailto:dm-news@iida.org).

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## chapter & city center news

Click on your Chapter name to see upcoming events. Only highlighted Chapters have events listed.

<a href="#">Alabama</a>	Mexico City	<a href="#">Oregon</a>
<a href="#">Carolinas</a>	<a href="#">Michigan</a>	<a href="#">Pennsylvania/NJ/Delaware</a>
<a href="#">Delta Regional</a>	<a href="#">Mid-America</a>	<a href="#">Rocky Mountain</a>
Florida	<a href="#">Mid-Atlantic</a>	<a href="#">Southern California</a>
Georgia	<a href="#">New England</a>	Southwest
Great Plains	<a href="#">New York</a>	Tennessee
Guadalajara	<a href="#">Northern California</a>	<a href="#">Texas/Oklahoma</a>
<a href="#">Illinois</a>	<a href="#">Northern Pacific</a>	Virginia/West Virginia
Indiana	Northland	<a href="#">Wisconsin</a>
Japan	<a href="#">Ohio/Kentucky</a>	

To submit events, Member News or Industry News for *DesignMatters*, please [download the submission form](#) and submit electronically to [dm-news@iida.org](mailto:dm-news@iida.org).