

Legislative Update

– by Jill Mendoza, IIDA

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The 2009 legislative session activities for SAFE began with our annual SAFE kick off meeting on January 21st. Brian Burdick our SAFE Lobbyist provided an update on our bill, formally named Bill 337 Registry for Interior Designers.

Senator Kruse, once again, graciously agreed to author our bill. During the summer and fall, groundwork was laid with the Governor's office. During these discussions our bill had been transformed into legislation which creates a new model for registration within the PLA (Professional Licensing Agency). This new model would create a registry outside the typical PLA structure. By creating a registry outside the PLA structure, our bill creates a prototype that would not require a board, thus administrative costs are eliminated. Secondly the registry creates a prototype which will be completely automated online, creating no additional cost for taxpayers or state government.

It is the Governor's hope that other professions seeking state recognition, but may not require the full oversight or governance of a board under the traditional PLA structure, may consider the same type of registry as Interior Designers. Other professionals which already have laws in place, for example, Dietitians, Hypnotists and Massage Therapist will enter a summer study session to further study the possibility of switching their laws which require a full board governance to a registry like ours.

It is important to understand the structure of our bill this year, for although it is very different in its structure the requirement for education, experience and examination remain unchanged. The creative approach to reframe our bill this year, and the coordination with the Governor's office and the PLA, provided a strong foundation for gaining support among 42 of our 50 Senators.

On January 11th our bill was heard in committee. The night before the bill was scheduled to be heard, SAFE Representatives along with Senator Alting, the committee's chair, and Senator Kruse, our bill's author, met with members of the opposition. The bill was amended and although it was held over for a second reading it was finally passed out of committee on February 18th and was sent to the Senate floor for a vote February 24th.

Our bill passed with an overwhelming majority vote of 42 Yes and 7 No votes. This was a great achievement and we owe many thanks to the Senators who voted to pass our bill—especially bill author Senator Kruse, Senator Alting, the committee chair who spent many hours in dialogue with all interested parties, and Senator Taylor who supported the bill through the committee process and testified in favor of it during the reading on the Senate floor.

We should all be sure to send personal notes of thanks to these Senators who have helped us create a good bill and supported the process which lead to its ultimate passage.

Now our work really begins. The bill goes to the House of Representatives. Again, it will be assigned to committee and must pass in committee on the House side before going to the house floor for a vote. It will now be critical that we have everyone possible engaged in contacting our 100 representatives and ask for their support. Talk to each representative about the merits of the bill, which are:

- Purpose; links interested consumers to the trained professionals.
- Creates an online process, self-supported by fees, with no additional cost to taxpayers or government.
- Government already financially supports the academics. The State of Indiana supports through the funding of Interior Design programs.
- No ongoing personnel support is needed from the PLA or professional licensing agency.

(Article continues on page 6.)

President's Comments

– by Julie Burroughs, IIDA

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JULIE BURROUGHS, IIDA
President

2009 Stimulus Package

'I refuse to participate in the recession' is a motto I wish I could live by. Unfortunately, the economic downturn has hit too close to home to go about business as usual. I would venture a guess that most of you have been affected either by knowing someone who has been laid off, accepted a cut in hours or a lower wage or it has happened to you. The good news, analysts predict things will get better in late 2009 or early 2010. We can only hope they are correct. In the meantime, your board is not ignorant to the struggles many in our community are facing right now.

For those having to make the decision between renewing your membership dues or paying the mortgage, I think we can all agree which one is more important. So, we wanted to let you know of some options for membership renewal that may help and perhaps more importantly some plans we are implementing to extend a helping hand to everyone in the design community whether you are a member or not.

First, as an unemployed professional or associate level member, you can renew your dues on inactive status. The cost is approximately half that of regular dues, you maintain your membership benefits and the privilege to use the IIDA appellation. When you find a job, you can go back to active status and pay the difference in your dues at that time. You must arrange this through the Director of Membership at headquarters. Your dues will revert back to regular status the following year.

Second, for all members, especially those who have taken a pay cut, there is an option to pay dues on a payment plan with up to six months to pay in full. This reduces the stress of one large payment and allows you to budget for smaller, more manageable amounts over time.

For members and non-members through the end of 2009 we are implementing our version of a stimulus package. If you are an interior designer or other design professional currently unemployed in the industry (a part time job at Barnes and Noble does not count as employed) or you are an unemployed industry partner with intentions to find a position in the design community we are extending some benefits meant to help you while you search for a job. We will allow entry to our monthly programs at no cost. We will continue to pay for CEU submissions for inactive status members. We will post resumes on the website. We also plan to have a networking event with a panel of firm principles to review portfolios and resumes. We will also post job openings on the website for member or non member firms at no cost.

If you would like to participate, please contact me at jburroughs@lamsoncondon.com. Our contact information is limited to what is shared with us and we may not be reaching everyone, so if you know of someone who would benefit please pass this on. We want to reach out to as many people as possible.



Tony Elliott, IIDA, AIA
EDITOR

Joe Salerno, Kellie Ritchie, IIDA
Julie Burroughs, IIDA, Christie Petersen, IIDA
COMMITTEE

If you have suggestions or would like to contribute articles, please contact archietek@comcast.net

EDITOR'S COMMENTS

Besides the quarterly newsletter, we are now providing a link to the www.linkedin.com website. On this website you will find a new GROUP called IIDA Indiana Chapter. By joining this group you will have access to discussions and you will be able to post job openings and/or job requests at no charge. We hope that many IIDA members will join the group and share ideas and concerns with the rest of the membership.

If you have any questions about LinkedIn, feel free to email me.....

Tony Elliott, IIDA, AIA, NCARB.....email: archietek@comcast.net

Monte Carlo Night Recap

February 13, 2009

gratitude

MONTE CARLO
NIGHT
SPONSORS

highlight
ANNUAL
EVENT

This year's event was held at the Oak Hill Mansion in Carmel, Indiana. 121 people participated in the games and enjoyed the terrific hors d'ouvres and liquid refreshments.

The following people tried their luck and won some fabulous door prizes.

Many thanks to our Monte Carlo Night Sponsors....

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– Beth Kerkhoff – Studio 3 Design

Nikon CoolPix S60 Digital Touch Camera (sponsored by Patcraft & Designweave)

– Franziska Allen – Brenner Design

Dell Mini 9 Laptop (sponsored by Schultz Marketing Group & Constantine Carpet)

– Jill Rose – Rowland

We want to thank all of our sponsors of this year's Monte Carlo event. Without your financial help, these types of events would not be possible.

The planning committee is already thinking of new ideas for next year's event. I am sure it will be as terrific as this year. Special thanks to Jennifer Patterson, IIDA and her team of event planners.



Some party-goers trying to behave themselves are from left to right:
Amanda Medlen (i.d.o.), Erin Rossier (Cripe Architects + Engineers), Christie Petersen (D.L. Couch),
Nicole Hellem (Cripe Architects + Engineers) and Carrie Cowen (Vintage Archonics).

In Our Own Backyard

— by Tony Elliott, IIDA, AIA, NCARB

Just about an hour and a half south of Indianapolis, you will find the “Eighth Wonder of the World.” That is right, the West Baden Springs Hotel was considered to be a Wonder of the World. Built in 1902, the hotel had the largest free-spanning dome in the United States until the completion of the Houston Astrodome in 1965. Today it is part of the French Lick Resort Casino complex and since 1974 it has been listed on the National Register of Historic Places.

The Hotel provides guests with 246 luxury rooms. The 200 foot diameter six story atrium provides an awe-inspiring view from the interior rooms. A large fireplace in the atrium can actually accommodate 14 foot long logs. Those will certainly take the chill out of the air.

The hotel has had a long and varied history. From 1902, guests were pampered and provided with special mineral baths and drinking waters that were believed to cure anything and everything. Notable guests included John L. Sullivan the boxer and politicians from Chicago and New York. Professional baseball teams even held their spring training camps on the hotel grounds.

The Wall Street Crash of 1929 brought an end to the hotel business and the owner, Ed Ballard closed the hotel in 1932 and sold the grounds to the Jesuit Church for one dollar. The Jesuits operated the property until 1966 at which time they sold the property to a Michigan couple who turned the facility into a private college, the Northwood Institute. It was a business management school until 1983.

(Article continues on page 5.)



In Our Own Backyard – Con't.

— by Tony Elliott, IIDA, AIA, NCARB



The facility was vacant from 1983 until Bill Cook, a Bloomington entrepreneur and billionaire, financed a portion of the restoration by the Historic Landmarks Foundation of Indiana. They assumed ownership in 1996. In 2007 the hotel opened for business and started hosting guests after a very expensive restoration effort.

The restoration was very well done and it is worth the casual drive down south to the sleepy little town of French Lick.



Rowland Design Reaches Milestone

Jill Mendoza is founder and President of i.d.o. Incorporated (Innovative Design Offerings,) an Indianapolis-based commercial interior design firm committed to sustainable design practices. Jill founded i.d.o. Incorporated in 1992. The firm has carved out strong niches in the corporate, health care, education, non-profit, and hospitality markets, while establishing solid relationships with architecture design firms throughout the Midwest.

Jill is involved in the design community as well as the community at large. A professional member of IIDA (International Interior Design Association), she has been awarded the Interior Design Professional Certification from the (NCIDQ) National Council of Interior Design Qualification. She also has served on the board and is currently President-Elect of the SAFE, Interior Design Coalition of Indiana. Jill also serves on the Interior Design Advisory Committee at Ball State University and is a Local and National member of NAWBO, the National Association of Women Business Owners, the USGBC (United States Green Building Council).

Additional information about Jill and i.d.o. Incorporated can be found at www.idoincorporated.com

Rowland Design celebrated its 40th year in business in 2008.

While known primarily as an interior design firm, Eric Rowland established the architectural practice within the company in the early 1990's and since then, Rowland has gone on to become locally and nationally recognized for outstanding architectural design as well as for interiors and graphics.

Rowland Design has always prided itself on developing a specialization among diverse market segments, a strategy that has paid off during the multiple and uncertain economic cycles throughout the years.

This past year, for example, Rowland was the recipient of an award for healthcare, at the IIDA "IDEA" event, specifically for its design of a 15,000 square foot cosmetic surgery and medical spa in Louisville, Kentucky.

In the academic world, American School & University recognized Rowland for its "Outstanding Design" of the Indiana University Classroom Building.

In hospitality, Rowland helped local restaurateurs transform The Scholars Inn downtown into the S/I Restaurant and Lounge, resulting in multiple awards and national recognition for the owners. In that same category, Rowland designed the super suites for Lucas Oil Stadium.

Rowland has designed the interiors and graphics for many Indiana corporate entities, non-profit organizations with special missions as well as private clubs, retail environments, financial institutions, exhibits, signage and way finding - all with a specific intention to help clients tell their unique stories.

In the residential arena, Rowland was architect and collaborator on design with Jacqueline Buckingham Anderson on The Westerley estate, former residence of Allen Clowes and home for the new director of the IMA, Maxwell Anderson and his family.

For most of its history, Rowland has operated from downtown locations and improved its own buildings in a sustainable way. Its founder, Sallie Rowland, is a well-known advocate and pioneer for historic preservations of buildings and neighborhoods.

The current ownership of Rowland, including the operation of a Louisville location, continues to be a strong proponent of historic structures and has a long track record of working on historically sensitive projects. Most recently, Rowland worked with the Indiana Repertory Theatre to re-create a modern and vibrant home for the community theatre, while honoring the glory of its past.

Sarah Schwartzkopf, designer with Rowland for twenty-six years now serves as its President and the firm will shortly obtain its WBE status in Indiana.

Legislative Update – Continued from pg. 1 . . .

- DOES NOT EXCLUDE anyone from using the title of Interior Designer or the practicing of the discipline of interior design.
- NO STAMPING, this is only a registry.

As professionals of the Interior Design discipline, we have never been closer. SAFE needs everyone to participate in this last historic phase of our long journey. Please get involved and call or e-mail your State Representative and ask for their support TODAY!

D.L. Couch Recalls Humble Beginnings

— by Dennis Couch

focus
CHANGE
ORDER



WOW! Thank you Indiana IIDA! Your support from the very inception of D.L. Couch back in 1985 has enabled us to realize accomplishments beyond my wildest dreams.

Who's Who & What's What

by Christie Petersen, IIDA,
Assoc. AIA, LEED AP

Who . . .

Stephanie Baker & Alyssa Hastings at Fanning Howey recently passed the LEED exam. • **Melissa Brewer** (Schott Design) recently passed the LEED AP exam. • Rowland Design's **Tricia Trick-Eckert** has been promoted to principal. • **Chrislyn Novotney** at CSO was recently engaged. Congratulations! • **Heather Bush** at Carson Design is expecting a little bundle of joy later this year. • This June, **Alyssa Hastings** at Fanning Howey is expecting a baby girl. • Congratulations to **Eric Knott** at CSO for passing his NCIDQ exam. • **Char Jessup** has joined Susan Binford at Binford Group of Indiana. • Congratulations to **Julie Altman** for recently passing the NCIDQ test.

What . . .

Belly Dancing Classes Tuesday, March 24, 31 and April 7; DL Couch showroom 14425 Bergen Boulevard Suite B Noblesville, IN 46060. • **Indiana Building Green Symposium** 2009 March 12-13 at the Indianapolis Museum of Art. • **Barbara Eden** has started a new interior design firm offering a wide range of design services. • A February addition of the IBJ listed **Carson Design Associates, Maregatti Interiors LLC, CSO Architects, i.d.o. Incorporated,** and **Rowland Design** as the largest commercial interior design firms in Indianapolis. Visit IBJ.COM for a complete list.

If you know of any news,
please pass it on to Christie
Petersen at cpetersen@dlcouch.com.

When I first formed D.L. Couch after 20 years of wallcovering manufacturing experience, it was my hope to become a "big fish" in a little pond. In other words, I thought that we would only sell product in Indiana and someday, hopefully we would sell more than any other company. If that happened I thought that my professional dream would be realized and D. L. Couch would be 'sitting in high cotton.'

The early overwhelming support of IIDA members throughout the state of Indiana laid the foundation for D. L. Couch to realize unprecedented growth during the past 24 years. Now instead of distributing products in just Indiana, we cover 23 states from Kansas to the west up through Minnesota, south to Kentucky and east to Ohio, Pennsylvania, and northeast through New York and New England. Thanks Indiana IIDA for giving D. L. Couch the foundation needed to support this exciting growth!

In 1994, D. L. Couch formed a strong national alliance with two other distributors, Eykon, based in Memphis, Tennessee, and Tri-Kes, based in Dallas, Texas. This alliance is the first of its kind in our industry and has created enormous opportunity. Collectively, four years ago, we purchased the Lanark brand from Omnova Solutions. In conjunction with the Lanark purchase we hired designers to design the brand and opened a national warehouse for Lanark off Mt. Comfort road on the east side of Indianapolis. This warehouse is the home for 600,000 yards of Lanark which is available for immediate pick up or delivery, making it possible to select and start installing Lanark the same day! We are now in the process of establishing international distribution for Lanark in Canada, Australia, Mexico, China, Dubai, Singapore, Turkey, India and Italy. In addition to Lanark we also design and own the Source One Exclusive brand. To the best of our knowledge DLC and our alliance partners sell more contract wallcovering than any other entity worldwide.

Your support has enabled D. L. Couch to touch many lives throughout the world. Not only by adding beauty to existing walls but also building some very much needed walls. It is humbling to announce that this year we are building our first D. L. Couch orphanage home in Haiti, "Couch Haven of Hope" that will house approximately 60 children. This would not have been possible if it weren't for you. My wife Lori and I and the entire D. L. Couch family, say thank-you, thank-you, thank-you!!!

First Annual "Legends IN Design" Event Awards Sallie Rowland



Welcome . . .

to our newest IIDA Indiana Chapter members

Clint Chilton, Industry IIDA

Michelle Daniels, Industry IIDA

Bob Hadsell, Industry IIDA

David Harmon, Industry IIDA

Scott Hookway, Industry IIDA

Amy Madden, Industry IIDA

Dirk Manning, Industry IIDA

Jeff Miller, Industry IIDA

Ross Rhoades, Industry IIDA

Vince Schuessler, Industry IIDA

Carly Beaudin, Student IIDA

Andrea Cole, Student IIDA

Ashley Lutz, Student IIDA

Casie Orr, Student IIDA

Robyn Otter, Student IIDA

Kourtney Reed, Student IIDA

Rebecca Smith, Student IIDA

Sallie Rowland, founder of Indianapolis based Rowland Design, will be honored on Thursday, March 19th at the first annual "Legends IN Design" Awards Ceremony.

"Legends IN Design" is sponsored by the Indiana Design Coalition, the collective voice of Indiana interior designers, established to protect public health and safety through the adoption of nationally-recognized interior design standards and who support the SAFE Coalition legislation, which addresses these issues.

Spokesperson, Connie Jung, President of Jung Design says: "The advancement and education of interior designers benefit the entire industry. . . .architects, engineers, interior designers and landscape architects all work together to create great design throughout Indiana."

The luncheon event will take place on Thursday, March 19th at 11:30 a.m. at the Deer Zink Pavilion at The Indianapolis Museum of Art. R. Craig Miller, Curator of Design Arts for the IMA will be keynote speaker and the luncheon and ceremony will be followed by a special tour of the IMA's special exhibit, "European Design 1985-2005."

Sallie Rowland, long time advocate of historical preservation, founded Rowland Design forty years ago and she is credited with launching the careers of many local designers. She was the first woman in Indiana to open a commercial design firm. Rowland Design now has two locations in Indianapolis and Louisville, and offers architectural, interior and graphic design services throughout the United States.

The event is open to all those who work in design or the arts, including architectural, interior design, engineering, landscape architecture.

"This fundraiser is the beginning of our dream to not only focus on the current legislation with respect to standards and practice, but to provide scholarships for students who plan design careers," Jung stated.

For information on SAFE coalition: www.safeinteriordesign.org





IN 18

**Forum Lunch Program:
Color Forecasting**

Sponsor: J&J Carpet and D.L. Couch Wallcovering Source
Location: D.L. Couch's New Showroom

IN 19

Lunch Program: Legends IN Design Event

Sponsor: SAFE Coalition
Location: Indianapolis Museum of Art – Deer Zink Pavilion



IN 3-4

NCIDQ Spring Exam

IN 21

**Evening Program:
Student Design Competition**

Sponsor: TBD
Location: Indianapolis Airport
5:00 pm.

IN 16

Program: Portfolio Review Session (4 to 6 p.m.)

Sponsor: IIDA Indiana Chapter
Location: Business Furniture Corporation



IN

Identifies newsletter content related to the Indiana Chapter in whole.

FW

Identifies newsletter content related specifically to the Fort Wayne Center.

IN 20

Lunch Program: LEED Scorecard

Sponsor: Interface Carpet
Location: Indianapolis Central Library

*Thank you to all our
Sponsors this quarter!*

INVESTOR PLUS



WE WANT YOUR FEEDBACK!!!!

Let us know how IIDA Indiana Chapter is doing. Send your comments to: archietek@comcast.net.

The deadline for submitting articles for the next issue is June 1, 2009.

WE WANT YOUR FEEDBACK!!!!

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