

# Designers and Marketing Firms — A Likely Pair

— by Jacob Leffler, Director of Marketing & Strategy, **MediaSauce**

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**IN**form  
IIDA INDIANA CHAPTER

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When asked to compose this article I had mixed feelings. I thought, "Is this a gag?" Interior designers are some of the most creative people alive, and they are asking a marketing strategy guy (which translates to some as boring, geeky, and numbers oriented) to write an article about why interior designers should use a marketing firm and what to look for in a firm?

I quickly validated their inquiry in my mind, after all, successful marketing is about much more than being creative, it is about understanding where you want your business to be, finding the right audience, focusing your message and executing a strategy to deliver and act on your message. And that is just for starters.

So, do you, an interior designer, really need a marketing firm to help grow your company? To answer that question you must first ask yourself, "Am I satisfied with my results?" A better question may even be to ask if you are dissatisfied. If you are, consider looking for outside help to assist in growing the business to where you would like it to be. Dissatisfaction is a great motivator.

What should you look for in a marketing firm? A partner. Look for a firm that not only exhibits quality work, but also is willing to be completely accountable for their strategy, execution and results. A true stakeholder in any business venture understands the value in an open and honest relationship. Most good marketing firms understand that there is no pre-packaged marketing communications, one size fits all pill to cure everyone's ills, so they perform research to better understand you and your business and work with you to continually adjust, tweak and monitor results, improving as time goes on.

If you come across the, "We can get you a web site for \$295, and a logo for only \$50 more," run for the door. That is a waste of your time and money. Those folks have no interest in your business or your future, and either do not understand or do not care that your professional reputation is at stake with every business card you hand out and with every visitor that travels to your web site.

Lastly, do not be afraid to utilize marketing and advertising to tell your story. Stories help others better understand you, your value and what makes you unique. If more people better understood what you do you would achieve more. This is key. When looking for a marketing firm, make sure they can accurately tell your story in an engaging way. Once you have a captive audience, do not disappoint, deliver full understanding and once your audience understands, they will be more likely to have a professional relationship with you. That will help grow your business time and time again.

*Ever since my first job at the age of 15 washing dishes at the local cafeteria, I have always looked for a better way to do things. Turning 16 I took a job in the summers and on breaks laboring for a construction company and at every jobsite, for every task I was given, I looked for a smarter, more efficient way to handle my work load. It got to the point where my jobsite foreman could not keep only quickly but thoroughly. Against the comfortable standing around the wage for such non-productivity, so I work. Even when the company was always invite me back for an em- needed one. He understood my his organization.*



*That same attitude has gotten me ac- superiors, and employees over the better way. Once I graduated from school experience that same view of the world ap- that is why I like interactive media and online more people are accepting this and reaping the ben- efit, the present and the future. I have witnessed its ben- efit never disappointed when I see the results from a properly*

*That is why I enjoy my time at **MediaSauce**. We are not afraid at looking at different ways to communicate and promote better understanding. We do not fall into a rut and continue to practice the same formula over and over again, even when it does not fit. We treat our clients and ourselves as individuals and approach the business the same way. I am excited to take second looks at how we approach communication strategy, attract the best talent, interpret the future and improve our organization, continuously.*

*colades and angst from co-workers, years. I have always looked for a and started collecting professional plied. I have come to the conclusion communications. It is a better way, and efits everyday. It is fast, efficient, effec- efits on both the client and agency sides and executed campaign.*

## EDITOR'S COMMENTS

When I put my thoughts together for this issue, I debated over several topics. I really wanted to focus on something that affects us all, but something that wasn't necessarily design related. Marketing immediately came to mind. We may not recognize it as marketing, but we do it everyday and in different ways. We don't sell products. We sell ideas. Without a tangible good to touch and feel, it makes our ability to market ourselves that much more important. As designers, the spaces we create will ultimately be wrapped up in how our clients market their companies. Those creations are also our marketing tools. I think the ideas in this issue are a great example of that concept.

# First Impressions



Marketing and branding are all around us. From the advertisements we see, to the packaging of products we use, to catch phrases and logos, marketing campaigns and branding of companies have influenced us all. We drink \$3.00 coffee from Starbucks because of the unique quality and flavor they have created with their product. The Ford Mustang has produced a classic image of their car that everyone can appreciate. And, how many times have you been told to "Just Do It"?



## PRESIDENT'S COMMENTS

Myron Cromer, IIDA

**Myron Cromer, IIDA**  
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**Briana Dunkin, Assoc. IIDA**  
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**Debbie Butler, IIDA**  
VP CITY CENTERS, CLC

ENVIRONMENTAL LIAISON

**Andrea M. Sponsel, Assoc. IIDA**  
ASSOCIATE BOARD MEMBER

**Alie Leach & Keith Potter**  
TRADE BOARD MEMBERS

The results of promotional efforts make impressions on us all. I'm sure each of us has also had some role in generating business for our own firms. Finding leads for new projects, responding to requests for proposals, and the proper use of our companies' logos are all ways we promote our own firms. In addition, we all know that one of the best ways to generate new work is to retain our existing clients by providing the professional services needed to create successful projects.

## IN office Address

We utilize various strategies to market ourselves everyday. We work hard to create a resume and portfolio that show our best work and create an image that employers would want on their team. Starting in college and throughout our professional career we collect images of our work and package them in a way that is uniquely our own. Hours are spent creating resumes that present us in the best possible way. Whether we realize it or not, those efforts create a branding of who we are.

This newsletter includes articles that will provide additional marketing ideas and show an example of a project where the design helped to enhance the branding of a client's building. I'd like to go a step further and challenge you to market our profession by getting the most out of being a member of IIDA. Through membership in our professional organization, you help to increase the value of interior design. If you are already a member, your involvement on the board and on committees help to improve the quality of programs and services we provide to members. If you are not yet a member, joining now can help to fill gaps in board and committee positions that are greatly needed. Your involvement in IIDA also adds to the strength in numbers needed to show legislators the importance of passing legislation that will identify interior design as a profession that truly adds value to our clients. Indiana's interior design legislation outlines education, testing, and experience requirements that are needed to perform these duties. So, use your company's marketing and your personal branding to show your ability to meet these requirements, but also participate in IIDA to help raise our profession to the next level.



Julie Burroughs, IIDA  
EDITOR

Myron Cromer, IIDA  
Char Bennett, IIDA; Keith Potter  
COMMITTEE

If you have suggestions or would like to contribute articles, please contact [jburroughs@schottdesign.com](mailto:jburroughs@schottdesign.com).

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# INterview: A Dialogue with Jenny Schott Androne

— by Julie Burroughs, IIDA

Jenny Schott Androne, IIDA

## Position

President and Founder, Schott Design, Indianapolis, IN.

## Brief History

I graduated from Butler University in 1987. After working at Lamson & Condon Architecture for 9-1/2 years as a designer, I started my own practice in 1997. It started as a one woman shop in an upstairs bedroom of my home. After getting tired of cramped quarters and reps coming up the stairs to update my library, we moved to another home where the office was larger and in a separate area of the house. After I hired my 6th employee in 2004 we definitely knew it was time to rent "real office space." The move has been wonderful, and my husband agrees it is great to have our house back! We had our first child, Madison, in 2000 and Benjamin was born in 2002. Running the business and raising two small children has kept life exciting, challenging and fulfilling!

## Design Influences

I am mostly influenced by my daily surroundings, whether that be Indianapolis' offices, museums, and restaurants or areas I visit while traveling.

## Philosophy of Design

To help clients meet their business goals by providing them a well planned space that incorporates a visual aesthetic representative of their corporate culture, mission and values. I find it imperative to consider the client's goals, budget, and timing in every project and offer ways of maximizing their potential through design.

## Your Practice's Focus

Schott Design specializes in commercial interior planning and design. We are a full service design firm taking a project from inception to completion. I am interested in expanding the company in size and in areas of focus. [Notable interior projects (last two years): Crew Technical Services, Meridian Tower renovation, CIC Enterprises.]

## What do you consider to be your greatest professional achievement?

Starting the business and developing it into a successful practice.

## What is the most fulfilling part of your job?

I enjoy the thrill of the challenges associated with programming (evaluating efficiencies, adjacencies, codes, budget, and timing), and equally enjoy the relationships I've developed with clients and the personal satisfaction of helping them achieve their goals.

## What are the biggest challenges facing designers today?

Obtaining our Indiana registration. With the majority of other states already having legislation in place, we are jeopardizing the loss of our talented designers to out-of-state firms.

## What is the biggest thing you have learned in the past ten years?

That there is always more to learn.

## What advice would you give to A&D students or those just starting out in the field?

Experience will be the most valuable tool in your career, so do not underestimate it. Learn all you can from your seasoned co-workers, mentors, and other design professionals.

## What advice would you give to clients on how to create a successful project?

Allow your designer to help you as much as possible. You will gain their valuable knowledge and experience to help alleviate the stress and timing issues that go along with most renovation projects. Also, maintaining close communication with your designer is imperative to a project's success.

## How do you foresee the future of design changing?

In space planning, being a dollar per square foot world, I foresee more companies considering space-saving ways of doing business, such as more sales staff working at home, creating more field stations or hoteling concepts, having double (even triple) shifts, and more executives, including CEO's, in workstations. In other aspects, I foresee more challenging budgets and time constraints. As designers, we need to keep abreast on the ever-changing world and continually assess how that applies to our designs.



## PLANNING AHEAD — NCIDQ DATES YOU NEED TO KNOW

### September, 2005

IIDA Study Session for Section 3

### October 14-15, 2005

Fall 2005 NCIDQ Examination, Indianapolis

### December 1, 2005

Early-Bird Registration

### December 10, 2005

Regular Registration

### April 4-8, 2006

Spring 2005 NCIDQ Examination, Indianapolis

For more information, you can check out the NCIDQ Website at [www.NCIDQ.org](http://www.NCIDQ.org) or contact Andrea Meroney at 317-293-4051, or e-mail her at [ameroney@rjefurn.com](mailto:ameroney@rjefurn.com)

## ONE MORE NIGHT IN MONTE CARLO

The second annual *One Night in Monte Carlo* event is in the works. With the overwhelming success of this fundraising gala last February, we anticipate this to be an even more spectacular evening, an event you won't want to miss. So, mark your calendar for February 10, 2006 to spend One More Night in Monte Carlo.

# History with a Capitol View

addition

RECIPES  
BY DESIGN

## Apricot Chicken en Papillote

By Mary Inchauste

For each serving:

1/2 whole chicken breast, skinless, boneless  
2 fresh apricots, sliced with seed removed  
1 sprig of rosemary  
1 tsp. fresh lemon juice  
1 tiny piece of real butter (about 1/2 tsp.)  
Salt, pepper & garlic salt  
Parchment paper circle, about 15" diameter, lightly greased in the middle.

Preheat oven to 425 degrees.

For each person, place the chicken breast in the center of the paper circle, sprinkle with salt, pepper & garlic salt to taste. Top with the rosemary sprig, then apricots, lemon juice & butter. Bring edges of paper together & roll or crimp to make a semi-circular package tight to the food. Place all the packages on a jellyroll pan or flat cookie sheet with a rim. Leave some space between each package. Bake about 35 min. or until just done, depending on the thickness of the chicken. Serve each person their packet on their plate & let them open it when ready to eat.

Serve with rice or asparagus, salad, & French bread.

*Mary is a graduate of the University of Notre Dame and one of the first women to start ND as a freshman after going coed in 1972. She is a registered architect with CSO SCHENKEL SHULTZ, currently working on the design of the new Airport Terminal, including all the Interior Build-out and FF&E documents. She has lived in LaPaz, Bolivia, Seattle, Washington and St. Louis, Missouri. She has 3 children. One works at OMS, one works at OfficeWorks and one is a 4th year medical student at IU Medical School headed toward a career as a surgeon.*

**Project:** Capitol View

**Location:** 1402 N. Capitol Avenue Indianapolis, IN.

**Design Team:** Briana Dunkin @ Maria Bordwell, artwork by Diana Means

**Building Size:** 4 floors, 15,000 s.f. per floor

**Developer:** Shiel Sexton

Capitol View is an historical re-development project that brings Indianapolis' racing heritage to life. The building was originally designed in 1919 by one of the top firm's in Indianapolis, Rubush and Hunter. Constructed to produce the car named after Harry C. Stutz, the H.C.S. was a moderately sized, high quality car modeled after several other cars designed by Harry Stutz. Mr. Stutz took great pride in all of his designs, describing them as having "unusual smartness and beauty." The H.C.S. was a very popular mode, but very few were made and only a handful are still in existence. In 1921 the H.C.S was selected as the Indianapolis 500 Pace car and can now be seen in the Indianapolis 500 parade and at the museum on display.



From 1994 until a few months ago, the H.C.S building was used by the S. Cohn Automotive Company, and became know as the Cohn building. A wholesaler of automotive parts, S. Cohn and Son's maintained the building but several changes were made to the exterior. The metal marquee and the H.C.S. logo were removed from the Capitol Avenue street side and several windows were covered up. Upon completion of the renovation, all the windows will be re-installed to their original state and a similar version of the H.C.S. logo will be placed in its original location. The rehabilitation of the building was named Capitol View because of the unobstructed view of downtown through the extensive amount of glass on all four floors. In that the project is an historical re-development, the design team worked with the historical society to maintain the original elements and design intent.

The Capitol View project is geared toward those who value the history and heritage of downtown Indianapolis and want to make it part of their everyday work environment. In that sense Gregory and Appel Insurance is the ideal client, having been headquartered downtown since their founding in 1884. Typically located in historical buildings, Gregory and Appel believes in local ownership. They take pride in being a part of a local project that gives back to a community that has supported their business for over 120 years. As occupants of the third and fourth floor, Gregory and Appel will enjoy the awe-inspiring views of downtown.

Original drawings were available and were used to re-interpret the original idea of the space. It was conceived that the buildings' original use could be represented indirectly in the design and in an abstract way. The concept of the space is refined industrialism exploiting its' original historical character in distinctive ways. Raw materials such as stained concrete, wood, and metal are used, strengthening the exposed ceiling and structure as a featured part of the design. Many of the buildings original components such as radiators, escape ladders, and doors are re-used to create sculptural art with a focal piece of gaskets, gears, and steering wheels framed by a chrome tail pipe as you enter the main lobby. Newspaper articles and photos from the time period are cast in a clear resin panel and give visitors an historical overview of the building and the car produced there.

The elevator doors are painted candy apple red and finished with clear coat, reminiscent of the H.C.S. The elevator interiors mimic the interior of the H.C.S. with black rubber flooring, textured metal and flat cut teak wood panels. Low height workstations line the perimeter of the space allowing natural daylight to infiltrate the interior, where private offices are located.

The color palette for Gregory and Appel harmonizes with the public spaces and conveys a quality image to their clients. Tones of rust and gray throughout the office create a warm and comfortable background. Stained concrete, mohair fabrics, and Lumicor panels are unconventionally woven together to create visual cohesiveness and interest. Accent colors are used to define space and distinguish user groups. Teaming and lounge areas are dispersed throughout the office and furnished with informal and flexible furniture to inspire collaborative thinking.



profile  
DESIGNED  
TO MARKET

# The Summit Club

By The Troyer Group, Mishawaka, Indiana

the  
news

## CHECK IT OUT!!

Be sure to check out the June (NEOCON) issue of Perspective Magazine and read the Chapter Profile featuring an expose about the Indiana Chapter by April McClurg, IIDA. It is a wonderful article with regard to the progress the chapter has made in recent years; focusing on issues relevant to members, the appeal for legislation and growth as a chapter.

## WORK PLACE EVOLUTION

More than 40 IIDA members and guests enjoyed a wonderful presentation by our own Jan Johnson FIIDA, LEED AP on May 24<sup>th</sup> at the Indiana History Center. Many of us enjoyed seeing Jan again after having worked with her during her years in Indianapolis in the mid 1980's. Sponsored by Bruce Watts and AllSteel, the Forum provided us with essential information regarding the evolution of the work place and how we as designers can support the efforts of our clients through good planning and design. A fabulous lunch was served prior to Jan's presentation. Many thanks to Bruce and Jan for this great Forum.

The Summit Club experience is anchored by the best view of the city from its 25th floor vantage point atop City Center in South Bend. The Summit Club has provided fine dining and service experience in South Bend for many years. But it's a lot more than the Club's unique location high above South Bend that makes this place special. Exquisite cuisine, an extensive menu of membership perks and now, a fresh, new interior make this private club experience one to remember.

Working on a 30-day, fast track program, the Interior Design Team at The Troyer Group set out to give The Summit Club a complete interior update of all public spaces. According to Michelle Neiman-Deschaaf, IIDA, LEED-AP, the Troyer design team went for a more contemporary theme, but wanted finishes and colors that were timeless, not trendy. "The interior needs to be the perfect complement to the Club – a backdrop for the art of the food and incredible view," she explained.

Working with Forsey Construction out of South Bend Indiana, the team completely gutted the Club in three days. This included the lobby, the long hallway from the elevator, service stations, ceilings, doors, the lounge, lighting and restrooms.

Originally, when members would exit the elevator on the 25th floor, the ambience from the elevator to the restaurant was not exciting – almost as if you were walking down a back hallway.

"We wanted to create an experience for the members and their guests from the moment they exited the elevator," Deschaaf said. "We removed all of the bulkheads and the fake columns. All of the dark wood was changed out. The existing dark wooden doors were replaced with glass doors, completely lightening up the entry area."

Members wishing to unwind in the lounge will enjoy the new, uplifting bubble theme, complete with floating clouds and carpeting donned in bubbles. "Our goal for the lounge was to create a feeling of openness," Deschaaf noted.

The Club was set to re-open at the end of July.



The Troyer Group, founded in 1971, has a staff of 70 with in-house capabilities including: architecture, interior design, planning, engineering and landscape architecture. For more information, call 1-800-200-9976, or visit us on the web, [www.troyergroup.com](http://www.troyergroup.com).

# Where We've Been and Where We Need to Go

— by Michael Loalbo, IIDA

focus  
CHANGE  
ORDER

By Char Bennett, IIDA

*We are excited to introduce a new feature to the pages of INform. Change Order captures all the latest lighthearted news of our Chapter's community. So INjoy!*

## On the Move . . .

**Nichole Schrader, IIDA** is one of the new faces over at Maregatti Interiors. • **Angie Osborne, IIDA** started as an Interior Designer at RJE Business Interiors on July 5<sup>th</sup>. • **Char Bennett, IIDA** is heading up the Design Department at Continental Office Environments. (Yes – out of Sales back to Design). **Michael Loalbo, IIDA** joined the Knoll family and is now a Sales Representative for Knoll. Lisa Ivey, IIDA has turned up at Studio 3 (Wondering if they will change to Studio 4 or maybe Studio 5). • **Tim Waterfill** is the new addition to the Binford sales force. He will be working for Dan Binford as the Indiana Sales Rep. (Break him in gently, he too was a Designer).

## Wedding Bells . . .

**Andrea Meroney, Assoc. IIDA** from RJE Business Interiors (& the IIDA Board) tied the knot on July 16<sup>th</sup> and is now Andrea Sponsel.

## Engagements . . .

**Heather Siukola** with Carson Design just got engaged. Heather will soon be the next Mrs. Bush. **Jaci Gramman, IIDA** with Simmons & Associates also will be hearing wedding bells in the future.

## Baby News . . .

**Melissa Brown, IIDA** is expecting a new bundle of joy in just a few months.

**If you know any gossip, please pass it on to Char Bennett at [cbennett@continentalindy.com](mailto:cbennett@continentalindy.com)**

The theme for the June 30, 2005 meeting of the SAFE Interior Design Coalition was, "Where we've been and where we need to go." The Board of Directors of SAFE, along with several interested designers from IIDA and ASID, met at the offices of our lobbyist, Brian Burdick, from Barnes & Thornburg. Board reports were given by the chairs of the Finance, Membership, and Legislative committees. Reports followed from the Fundraising, Public Relations, Nominating, and By-Laws Committees.

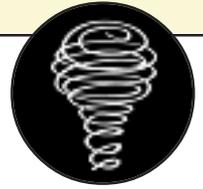
Brian Burdick discussed the progress made over the last year. While our bill was not successful in the last legislative session, he felt that great strides were made for our cause. Brian said our bill was now, "high profile" because of the hard work of many interior designers calling and visiting their legislators. However, work needs to begin NOW for the next legislative session, he stressed. It is still critical that we touch base with our "friends in the House", said Brian. We need to make contact, a short phone call or visit, to ensure that we still have their support for our bill. Also, the Coalition needs to secure House sponsors for our bill. Assignments were made in the meeting and contact with key House representatives will be made by SAFE Board Members immediately.

While Brian felt we were in, "good shape in the House," he explained that we now needed to focus energy on the Senate. He explained how we need to, "lay the foundation" for our bill with the Senate. Our first assignment is to begin a dialogue with the President Pro Tempore of the Senate, Robert D. Garton - District 41, from Columbus. Next, we need to contact the "Governmental Affairs and Interstate Cooperation" Senate Committee. Again, each Senator was assigned to a SAFE Board Member to contact. We will be asking interior designers to make contact with their Senators in the near future.

The goals for the August 16 meeting were to secure four House sponsors for our bill, contact the House Representatives who were supportive of our cause and secure their continued support, meet with Robert Garton and begin dialogue regarding our bill, and contact the Senate committee and begin educating them.

More than anything, Brian Burdick stressed that we have made great progress this past year and we must keep the momentum strong. He is working very hard for our cause, but he reminded us that the Senators and House Representatives want to talk to their constituents much more than him. Please take ownership of this very important cause that directly affects your future as an interior designer in the state of Indiana. Make contact with your House representative and educate them on the interior design profession. More information will follow regarding contacting the Senate. Please visit the SAFE Interior Design Coalition's website: [www.safeinteriordesign.org](http://www.safeinteriordesign.org) for further details.

# WHAT'S THE BIG IDEA?



The IIDA Indiana Chapter is proud to announce the upcoming First Annual IDEA Celebration. IDEA (Interior Design Excellence Awards) will be a statewide interior design competition and awards event designed to celebrate the amazing talent and ingenuity of Indiana's design firms.

There will be five categories as follows:

- Residential
- Retail/ Restaurant/ Entertainment/ Museum
- Corporate/ Commercial
- Institutional/ Educational/ Government/ Libraries
- Healthcare/Assisted Living

The entries are to be submitted by the design firm who designed the project. These entries will be evaluated by an international judging panel, who will determine the first and second place winners in each category (the recipients of the "Best Idea" and "Good Idea" awards.) We are planning for the actual awards to be hand crafted by a local artisan as a special surprise. Another twist to the event is that every project submitted must include a list of three vendors who made the project possible. This could be the furniture dealership or countless other product sales representatives who helped the designers during the process. For the firms whose projects win an award, their listed supporting vendors will receive the coveted "Socket Award" and will get recognition at the awards event.

The timeline for the event is as follows:

- |                                |  |
|--------------------------------|--|
| • Call for Entries Distributed | August 19 <sup>th</sup> , 2005                                 |
| • Event Tickets Available      | September 16 <sup>th</sup> , 2005                              |
| • Submissions Due Date         | October 14 <sup>th</sup> , 2005                                |
| • IDEA Celebration Lunch Event | November 9 <sup>th</sup> , 2005 (at Montage At Allison Pointe) |

Even if your firm does not submit a project, you do not want to miss the fun and excitement as the winners are revealed at our IDEA Celebration Lunch Event. Master of Ceremonies for the IDEA Celebration will be Cheryl Durst, Hon. IIDA. Cheryl is currently the Executive Vice President/CEO at IIDA Headquarters and has responsibility for guiding the efforts of the 10,000 member Association. We will also have several "surprise" award presenters, that are sure to make this an event you won't soon forget.

The majority of our communication for this event will be via e-mail. If you have not received any preliminary notifications, or do not think you are on the IIDA Indiana Chapter database, please call our Chapter Administrator, Susan Ellis at 317-464-5383.

## Industry Leaders Roundtable • 2005

— by Melinda MccGee, IIDA

On May 25, the IIDA Indiana Chapter held its second Industry Leaders Roundtable of 2005. On opening, the February "One Night in Monte Carlo" event was declared a huge success. Leaders were quick to give positive feedback regarding the event and witnessed the same great feedback from designers who attended. No one will want to miss this fantastic annual event.

The major topic of discussion was the recent legislative efforts early in the year. Lisa Ivey, the president-elect for the S.A.F.E. INterior Design Coalition, was on hand to recap events during this past legislative session. One major setback was the "walk-out" that originally killed the Interior Design Certification Bill. Fortunately, with all of the S.A.F.E. Interior Design Coalition, IIDA, ASID and local designer support, the bill became active once again to enter back thru the lengthy, legislative process. At the end of the session the bill did not get a chance to be reviewed again, sadly ending our efforts this year. All leaders present were very open in the legislative discussion and would like to help support the bill in 2006.

The importance of IIDA Student Mentor Week was also discussed. IIDA is making great strides to reach students. This is one week where IIDA would like to see all design firms mentoring one or two students, after all... they are our future!

IIDA Indiana Chapter is forecasting to hold the next Industry Leaders Roundtable in the fall. We certainly hope that all Industry Leaders will join us to share their thoughts, views, and insight on Interior Design.

## Trends in Office Ergonomics — by Donna Miller, IIDA

*It was a full house for lunch at the Westin Downtown April 27, 2005 to join Alan Hedge, PHD, CPE, AFBPsS, FErgS for his presentation entitled "Office Ergonomic 2005: Current Trends."*

*Dr. Hedge is a world recognized expert in the field of ergonomics and discussed the latest trends in lighting, impact of the flat panel monitor, workstation sizing and the latest research on input devices and how their positioning impacts posture. He also presented the benefits of working in a dynamic neutral posture and evidence on economic benefits of ergonomic interventions.*

*IIDA co-sponsored the event with Humanscale who hosted a group of 201 attendees from various organizations, IIDA, AIA, facility managers, safety consultants, occupational therapists, risk managers, furniture dealers and H.R. directors, all interested in learning the latest information regarding ergonomics.*

*A very special thank you to Wendy Gricius and Humanscale for completely sponsoring this event!*



short  
PAST  
EVENTS



**IN**

**NCIDQ Study Session**  
Section 3 Material  
Details forthcoming

**IN 20**

**IIDA Board Meeting**  
Location: Office Works / Time: 4:00 p.m.  
**PROGRAM:** "The Power of One" Environmental Awareness  
Presented by: Office Works and Herman Miller  
Speaker: Paul Murray  
Location: Office Works / Time: 5:00 p.m.

**FW**

**PROGRAM**  
Joint Meeting with IFMA  
Trip to Dal-tile Stone Yard & Merchandise Mart  
Location: Chicago  
Details forthcoming



**IN**

**FORUM**  
Details forthcoming

**IN**

**KEEP INDIANAPOLIS BEAUTIFUL**  
Daffodil and Wildflower  
Planting Event  
Details forthcoming

**FW**

**TRADE SHOW**  
Location: Ft. Wayne  
Details forthcoming

**IN 14-15**

**NCIDQ Examination**  
IUPUI  
Details forthcoming



**IN 9**

**IDEA CELEBRATION**  
Lunch Presentation  
Details forthcoming

**IN 15**

**IIDA Board Meeting**  
Location: IOI Showroom / Time: 4:00 p.m.  
**PROGRAM**  
Presented by: Indianapolis Office Interiors & Haworth  
Location: IOI Showroom / Time: 5:00 p.m.



- IN** Identifies newsletter content related to the Indiana Chapter in whole.
- FW** Identifies newsletter content related specifically to the Fort Wayne Center.
- SB** Identifies newsletter content related specifically to the South Bend Center.

## WE WANT YOUR FEEDBACK!!!!

Let us know how IIDA Indiana Chapter is doing. Send your comments to:  
[jburroughs@schotttdesign.com](mailto:jburroughs@schotttdesign.com)

The deadline for submitting articles for the next issue is October 28, 2005