

Not Whether You Win or Lose, But How You Play the Game at the State House

— by Dene Dresch Nidiffer, IIDA

Principal & Vice President for Lohr Design, Inc.; President Elect for SAFE Interior Design Coalition 2007

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INform
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SAFE Interior Design Coalition made its attempt for the second time to pass our bill, HB1063, through the House of Representatives. For me, this whole House process was an exercise in governmental understanding that in some ways I didn't want to know anything about and in others I was so glad I did. I equate the work at the state house and with the legislators to our right to vote. Whether or not you liked the experience did not matter. Everyone should have to involve themselves, on some level, with the communication that is required by constituents and the legislators in order to be successful in obtaining a "yes" vote on their bill.

My attempt to recap this issue, on behalf of all SAFE Board members and Coalition members, is not terribly exciting, but it is really important to the success of our bill in the future. The SAFE Coalition wants you to have a clear understanding of what occurred and where we are headed in 2007. This short legislative session promised success as last year we passed out of the house with a winning vote before being killed by the legislative woes of other issues that had nothing to do with our bill. In addition, we came out of committee this year with a favorable vote. We educated many more people on interior design and what we do, but there is still more to do.

Just days prior to the bill's third reading, an inopportune public meeting scheduled for Representative Hinkle, the author of our bill, and the circumstance of legislator hazing (a phrase that I fondly use when the newest legislator of the day was joked about on the floor in an effort to make him feel really comfortable among peers) caused Hinkle to not have enough time to complete the third reading. He had to waive the reading. This gave any opposition to the bill five additional days to continue to lobby against HB1063. Five days later we were defeated with a 68 to 30 vote. We were somewhat shocked as our lobbyist, Brian Burdick from Barnes and Thornburg, indicated that he was feeling pretty good about the probable +/-60% vote in the house based on all his former/recent discussions. Two issues really caused the bill to not be passed: 1) A bad joke – an unfortunate joke told by Hinkle (that only a few house members actually understood) and 2) A false statement – an unfortunate misrepresentation of the bill's amended language was sent by AIA by email to all legislators. (We formally clarified the facts to AIA in writing, but did not send these clarifications to legislators as we did not think it was appropriate to send to legislators – this was out of true blue integrity to play fairly!)

Some other contributing factors may have been that Representative Whetstone (R) indicated that he was married to an "interior designer" who had coached him that interior designers should not be registered or be given the right to seal documents as described by the bill. Paraphrasing his words, he stated that in an effort to keep the peace at home, he felt he must speak out on the issue even though he had previously indicated, to our lobbyist, that he would not stand up in session to defeat the bill. Another Representative, who happened to be a civil engineer testified he did not feel interior designers should be able to seal documents based on our education. Standing true to last year, Mae Dickinson (D) spoke again on her feelings against the bill based on her "interior designer" daughter from California who told Mae that we should not be registered. As I watched from the balcony of the house, I had to pinch myself to confirm I wasn't dreaming. Ashley Fruits, a dedicated Purdue student, and I looked at one another in amazement as we heard the gavel from Brian Bosma hammer down at his podium indicating that Hinkle had to quickly finish. Finally, the vote board confirmed it – our bill was dead.

In reflection, the coalition believes that Hinkle's unfortunate joke may have cost us the vote due to the political bonds and the number of representatives which found the joke inappropriate. As you can imagine, emotions ran high and Representative Hinkle regretted his effort to be funny with sincere apologies to

Article continues on page 7.

Recognizing Good Design

In this issue of the IIDA-Indiana Chapter newsletter we highlight the Student Design Competition. I was very impressed with the overall quality of the projects that were entered. The students were creative in their various designs of a coffee shop and were thoughtful in the way they branded the store's image through the design of a digital image on a wallcovering. The project boards were well presented and professional looking, and I was especially awed by the students' use of 3-D rendering software. Technology continues to improve in our industry and the students seem to have a good understanding in how to use it to present their ideas. Congratulations to the winners and good job to all of the students who entered.



PRESIDENT'S COMMENTS

Myron Cromer, IIDA

office
BOARD OF
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Alie Leach

TRADE BOARD MEMBER

IN office Address

You will also hear more about the student chapters at various schools. The student chapter leadership from Purdue University, Ball State University, and Indiana State University gave us an update of their activities at our February Program. They are working to provide valuable activities and opportunities for the other students at their schools. Among these activities are exciting trips to Canada and Italy. It's good to see the students' desire to improve their educational experience and to be a part of our professional organization at the earliest stage of their career. But, they need our help.

As practicing design professionals, we need to do what we can to help the design students at our local schools. Just about anything can help. Recently, there have been formal requests to participate in fundraisers; there is always the opportunity to speak at scheduled meetings or during classes; and, mentoring or internships have long been the most vital way for the students to gain practical experience of what they are studying. Even if you just talk with a student who attends one of our meetings, that contact goes a long way in providing students with exposure of what to expect when they enter the workforce.

It is also very important to keep in mind that we are all students and can learn something new everyday. Be open to new challenges and get the most out of these experiences. Our industry is ever changing and it is our responsibility to keep up to date. IIDA is always available with the knowledge and the resources to help along the way, so let us know what we can do to help.



Julie Burroughs, IIDA
EDITOR

Myron Cromer, IIDA
Char Bennett, IIDA

COMMITTEE

EDITOR'S COMMENTS

The future of our profession: this is a common theme you will see in the articles of this edition of INForm. From a change in FIDER that better defines the mission of accreditation to legislation and our right to continue practicing as we do, we must all recognize the importance of being involved. Students and designers just entering the work force need the guidance of professionals, professionals need to keep up to date on current trends in the marketplace and be open to the ideas of young designers. If you gain anything by reading the articles in this newsletter, I hope it is a desire to be educated, to be involved and be part of the future of interior design in Indiana.

If you have suggestions or would like to contribute articles, please contact jburroughs@schottdesign.com.

"A Toast to Monte Carlo"

short
MONTE
CARLO

kind
EVENT
SPONSORS

The Monte Carlo committee would like to extend our thanks for the overwhelming support of this event. Who would have thought we could top the success of last year's "One Night in Monte Carlo?" But we did.

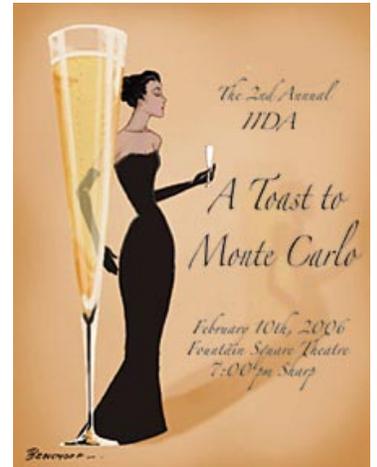
The historic Fountain Square Theater was once again the backdrop to a pre-Valentine's night out complete with dinner, games and even a little dancing with music provided by 'Champagne and Potato Chips.' With more than 200 friends, co-workers, guests and industry partners in attendance and the gracious support of our sponsors, this event raised almost \$10,000.00 to benefit the Interior Design Legislative effort.

This year, the buzz began long before the event, starting with a sentimental story behind the graphic renderings for the invitations and ending with the excitement of selecting the perfect formalwear and even the controversy of hosiery or no hosiery in February.

We would like to thank the family of the late Marilyn Benchoff Gerst, mother of Brenda Gerst, for allowing us to use the Women's fashion renderings for our graphics. These renderings were created by Mrs. Gerst as a Fashion Design Student at Washington University in St. Louis from 1955-1959. Upon graduating, she joined Jo Collins Design in St. Louis, Missouri and had her clothing designs featured in Seventeen Magazine and Mademoiselle Magazine.

This event would not be possible without the efforts of all the committee members, especially our committee chair Donna Miller.

*Entertainment by the fabulous
Champagne and Potato Chips*



A big THANK YOU to our wonderful sponsors without whose support and generosity this event would not be possible. The sponsors for the 2006 IIDA-Indiana Chapter "A Toast to Monte Carlo" were:

**MDC Wallcoverings
Shaw Contract Group
Lee's Carpet
Dan Binford Assoc.
Blakley's
Singer Wallcovering
Knoll and RJE Business Interiors
Kimball
Herman Miller
Architectural Brick & Tile
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C2 Furnishings
OFS/First Office
DL Couch Wallcovering
Interface Carpet
Gifford Flooring
Durkan Commercial,
Karastan Contract &
Mohawk Commercial
Constantine Carpet**



Fountain Square Theater



IIDA Indiana Chapter 2006 Student Competition

Market Branding & Imaging Through Custom Digital Wallcovering

profile
STUDENT
COMPETITION

short
MARCH FORUM

This year's annual student competition was a marketing and branding Interior project through the use of custom digital wallcovering. The students were given a floor plan in which to create a coffee shop and were asked to create a branding concept in which custom digital wallcovering is highlighted. A concept statement, spaceplan, rendered perspective, material legend and an image of the custom digital wallcovering were required.

Local design professionals donated their time and expertise to judge this year's competition. Thank you to the following professionals: Ana Maregatti, Maregatti Interiors; Lisa Ivey, Studio 3 Design; Melinda McGee, HM Design; April McClurg, Schott Design; Maria Bordwell, CSO Schenkel Shultz.

Can You Live Your Brand Without Living IN Your Brand?

*Thanks to Steelcase and Business Furniture Corporation for hosting the March forum. The question: **Can you live your brand without living IN your brand?** Gale Moutrey, Director of Marketing for Steelcase, Canada answered a resounding "No."*

Brand is not just a logo or corporate identity, it is the essence of the organization and the promise it makes to its customers. It is the experience a consumer has from beginning to end. It is the warm and fuzzy, good gut feeling you get from the moment you walk in the door, stepping into a welcoming reception lobby and understanding the company's products and philosophies without explanation.

The physical space can go a long way in communicating this. Whether it is a choice of color or texture to define space, a graphic or piece of artwork to evoke an emotion, or a space plan that shapes the attitude and behaviors of those within it, the environment has a significant impact on an organization's ability to live its brand.

As a consumer, branding influences the decisions you make based on emotion and connection versus reason and cost. It is that trip, 2 miles out of your way, to buy that \$4.00 latte at Starbucks rather than the \$1.00 black coffee from the deli next door.

FIRST PLACE \$300 —

Cassia Murray, Purdue University

The Japanese word OTAKU inspired the creation of OTAKU Coffee & Tea. Otaku translates into something that falls between an obsession and a hobby. The taste, aroma, feelings and conversation that coffee stimulates have become an obsession for some and leisure pursuit for others. The shop offers both American coffee and Japanese tea in a unique Japanese setting. The dark side of the coffee addict and the light side of the coffee enthusiast can be seen throughout the shop by contrasting colors of materials and a customized digital wall covering by MDC Wallcovering. Working in collaboration with MDC allows for OTAKU to largely display the company logo along with some "obsession vs. hobby" facts and comments. The wall covering participates in bringing the idea and image of Otaku Coffee & Tea to life as well as challenging the traditional coffee consumer to explore a new alternative of enjoying an American cup with a Japanese flair.



SECOND PLACE \$200 —

Danielle Mitchell, Purdue University



THIRD PLACE \$100 — Emily Erickson



HONORABLE MENTIONS —

Jessica Brown and Nicole Burke, Purdue University

Congratulations to the winners and thank you to all the universities who participated this year, Ball State University, Indiana State and Purdue University. Thank you to Alie Leach and Keith Potter for spearheading this event.

INterview: A Dialogue with Dene Dresch Nidiffer, IIDA

— by Julie Burroughs, IIDA

ductees

NEW
MEMBERS

New Members since Fall 2005

Professional Members:

Melissa Hall

Student Members:

Annette Basham

Terin Eby

Heather Gilbertson

Shelby Giles

Connie Hotovec

'Emily Kennedy

Laura Lamkin

Angela Miller

Lee Miller

Chrislyn Novotney

Christina Osborn

Amanda Porter

Sara Switzer

Chenda Trierweiler

Allison Wagler

Industry Members:

Laura Elgey

Phil Englert

Greg Hallas

Chris Rogers

Mike Wagner

Save the Date!

The next IIDA Indiana Chapter Industry Leaders Roundtable will be held on Wednesday, March 29th over lunch. Contact Melinda McGee, IIDA at mkmcgee@hmdesign.com for more details.

Dene Dresch Nidiffer, IIDA

Position

Principal & Vice President of Design Management, Lohr Design, Indianapolis, IN.

Brief History

I grew up in Kokomo, Indiana and graduated from Purdue with a B.S. degree in Environmental Design. As a student I participated in the co-op program working at Rowland Design, CSO Architects, Speed Queen Company and LS Ayers. Upon graduation I worked for HGD Architects (now Ratio Architects). I moved to Florida in 1988 and worked for a year at Frizzell Architects, which focused on Education. In 1989, I moved back to Indianapolis and returned to Ratio until I joined Lohr Design in 1991 and became a Partner in 1996. My wonderful husband David and I met at a Purdue football game. We will be married 20 years this summer. In 2000, we were blessed with the gift of our daughter Delaney, who is now 5 and experiencing what it is like to be a kindergarten student.

Design Influence

Life, my child, vacations, nature, clients' desires and giving something back to others leads me to open doors that make me see things better and more clearly.

Design Philosophy

Good design is an experience that meets and exceeds my client's expectations both in service and in the end product. It offers a platform for discussion and typically offers a respite from the ordinary.

Your Practice's Focus

Lohr Design is a generalist firm with about 50 – 60% of our work in healthcare and the remainder in corporate, retail, hospitality, community and residential.

What do you consider to be your greatest professional achievement?

Becoming a Partner of a successful Indianapolis interiors firm with less than 10 years of experience in the profession.

What is the most fulfilling part of your job?

People that I meet. I love meaningful discussion and feel really blessed to have wonderful clients that challenge me.

What are the biggest challenges facing designers today?

We face more perceptions today of what interior design is based on the overwhelming publicity of design when in fact people still don't understand our profession. In other words, people continue to think of themselves as design capable when in fact it is at a whole different level than it was 15 years ago. I see it only becoming more challenging to create relationships that are successful with clients if we don't educate them about what it is we really do. also, it seems everyone is overwhelmed with time management, still. We do more than ever in this profession and I don't see it getting much better anytime soon.

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

Patience for differing personalities, indecision and the realization that a task may never really be done. Personally, there is more to life than work! A balance between work, spiritual, family and philanthropic time is absolutely necessary!

What advice do you have for designers just starting out in the field?

Be able to be multifaceted — don't let your design positions pigeon hole you so that you don't learn about all aspects of your profession. It limits you for the future.

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

Assemble the right team up front and build relationships with this team that are long lasting so that your design team understands your mission. Some of my most successful and more meaningful projects are ones where a strong architect and engineering group are teamed with us to create a fabulous project along side our clients who are equal team members as well.



IIDA Indiana Chapter 2006 Student Competition: What to Expect When You're Expecting... to Graduate

focus
CHANGE
ORDER

Change Order aka The Gossip Column

By Char Bennett, IIDA

On the Move . . .

Jamie Stringfiels, IIDA has RETURNED to Indy & Maregatti! Welcome back Jamie! Texas just couldn't compare to good 'ol Indiana. • **Briana Dunkin** has joined the Schott Design Gang & hit the ground runnin'. Good luck! • Schott Design has also added **Randi Chiodoni** to their team. They will be outgrowing that new space in no time. • CSO Schenkel Shultz has added several Power Players to their Interiors Group. Congrats to: **Elizabeth Arnold, Ann Zimmerman & Gwendolyn Burkhardt**. • Fanning Howey has added **Sarah Hoff** to their team. Congrats Sarah! • Maregatti Interiors has added one of Indy's favorite Architects to their staff. Welcome **Doug Schoemaker** to the world of Interiors! • **Brenda Gerst** shocked the Monte Carlo attendees by announcing that she was taking the MDC Wallcoverings job vacated by **Keith Potter**. • **Keith**, we wish you all the best in Chicago. See you at NEOCON. • **Kathleen Lemaster** will be joining the world of reps & teaming up with **Brenda Gerst** to be part of the new MDC Power Team! Congrats Kathleen. • **Kim Selzer** has joined Knoll Extra & the great Knoll Team.

Wedding Bells / Engagements . . .

Ann Zimmerman with CSO got engaged in December – date pending.

Baby News . . .

Okay everyone stop drinking the water because something is going around! Check out all the new "mommies to be." Just about every firm in town is represented on the list! • Maregatti Design's **Dawn McDonald** will be delivering her new bundle of joy in a few months. • **Sara Richey** with Designtex is expecting another little boy in July. If he is anything like big brother, Cole, hearts will be breaking over this cutie. • **April McClurg, IIDA** with Schott Design will be having a darling little heart throb of her own this summer. • Rowland Design will be extending congrats to **Trisha Trick Eckert** in the near future. • Studio 3 & the SAFE Interior Design Coalition are trying to figure out how to handle life without **Lisa Ivey, IIDA**. She will be having her third baby this summer. • **Laura Conlin** with be having her second this summer. • RJE is going to be missing **Melissa Hartman** while she is out on maternity leave. • Gossip Column writer, **Char Jessup, IIDA**, needs to be added to the baby list. Yes, I know I just got married, however we had a great honeymoon!

Breaking News . . .

Test results are in: **Stephanie Grove, IIDA** with HM Design passed the NCIDQ! Congrats Stephanie! • HM Design has re-organized & named **Dianna Zoch** as the Manager of Finance and Operations. **Melinda McGee, IIDA** will be taking on the role of Director of Design & Development.

If you know any gossip,
please pass it on to me at
cbennett@continentallyindy.com

The February 28, 2006 program was highlighted by a huge turnout of professionals, students and educators at the annual IIDA Indiana Chapter Student Competition. With over 60 entries, interest was high to see the caliber of work coming from the participating universities. Following the presentation of awards, representatives from the student chapters outlined goals and activities of their organizations and a panel of professional designers spoke on the topics of interest to the students.

Adam Searcy, Officer of Publicity for the Ball State chapter, extended an invitation for IIDA professionals to speak at their monthly meetings. He gave a summary of activities for the Ball State chapter, including a resume workshop, an Indiana Art Glass workshop and field study trip to the World's Furniture Show in Milan, Italy. Jenna Stutzman, President-Elect for the Purdue University chapter, stated their chapter has been successful in bringing in speakers to talk about issues such as different career options for graduates holding an interior design degree, interviewing tips and what to expect when entering the work force.

The panel of professionals was represented by a full range of experience levels and career paths. Panelists included Angela Hubbard, Briana Dunkin, Russ Richey and Dene Nidiffer. Myron Cromer played mediator and posed questions geared towards giving students a better understanding of what to expect in the "real world," how legislation will affect them and what they can do to position themselves with potential employers.

FIDER Has a New Name: The Council for Interior Design Accreditation



The Foundation for Interior Design Education Research, known as FIDER, is now the Council for Interior Design Accreditation. The name change comes after 35 years of developing and applying quality standards for interior design education. The intent of the name change is to explicitly communicate the council's mission and values.

Through a process of self-evaluation and peer review, accreditation promotes achievement of high academic standards, while making education more responsive to student and societal needs. The council engages nearly 200 volunteers, all drawn from interior design practice and education, to carry out its work. There are now 145 interior design programs accredited by the council.

A broad constituency supports the council's work to set standards for interior design education and evaluate entry-level education programs. "The constituency is represented by the professional societies, testing, higher education, manufacturing, publishing and others with interest in the growing body of knowledge. The community is well represented in council activities and this helps propel us forward," said Kayem Dunn, executive director.

How You Play the Game at the State House

— Continued from Page 1.

addition
RECIPES
BY DESIGN

Pan Seared Medallions of Beef with Jack Daniels & Artichoke Cream

By Melissa Brewer, IIDA

- 2 6-ounce tenderloin filets, cut in half through the middle
- 2 tablespoons butter
- 6 artichoke hearts, cut in half
- 2 tablespoons shallots, finely chopped
- 1 tablespoon Dijon mustard
- 1 ounce Jack Daniels
- 1/2 cup heavy cream
- salt and pepper to taste

Preheat a nonstick skillet over medium high heat until hot, add medallions and sear for 2 to 3 minutes on each side. Remove meat from pan and keep warm. Add butter to hot pan, and then add shallots and artichokes. Sauté one minute. Add mustard and Jack Daniels.

CAUTION: vapors from the whiskey could ignite so hold pan away from your body.

Add the cream. Reduce the cream mixture by half. Add meat back to the pan along with any accumulated juices and turn several times to coat meat with sauce.* Place medallions on a serving plate, top with artichoke hearts and drizzle heavily with the cream sauce.

*I cook the meat 5 minutes longer for medium.

Melissa is a project designer with Schott Design, Inc. She is married to Brett, a very busy valuation analyst, and has 2 children: Jessica, age 4 and her little brother Logan, age 2. In her spare time she enjoys rock climbing and really good books.

the house and to the coalition. Later, Brian Burdick indicated we should not take to heart the defeat, albeit hard to do as the aftermath of the outcome may/may not carry over to next year. We should take it for what it was – a mistake that we all know is a regret. In his recent recap of the 2006 process, Brian noted the opposition is organized and certainly outnumbers us; however, the veracity for the truth is lacking. Brian posed the following questions for us as we go forward: 1) Do we seal or not seal? 2) Do we go through the Professional Licensing Agency? 3) Do we all have a serious commitment to this issue?

The groundwork for the future of SAFE is being set now and there are many people who are recruited to help, but we need **YOU** to get involved, too. The old cliché of a few people doing all the work to have success on behalf of the many will not work. The many are exactly what SAFE needs. Legislators have to hear from us all to counteract the numbers of opposing parties that will contact them.

Since I was asked to write this on behalf of SAFE, I have to share my own beliefs as I think about what the future of Interior Design in Indianapolis means. There is so much evidence that architects, engineers and interior designers are all integral to the success of all projects. The collaboration of these professionals is both rewarding and necessary. Just as the two other licensed design professionals named here were trained to do their work, so are interior designers. We are merely stating the facts about our profession, education, training and everyday work in our efforts to talk to legislative decision makers about our registration. We are not asking for anything more than a formalized recognition of our professionalism, which should not be questioned. We know that we execute work as was stated in our bill amendments.

As I spoke to a group of students two weeks ago, I was asked to share my view on why registration is important and I offered the following to each of them:

- It is our right as professionals to practice as we were trained, educated and tested.
- Like any professional, we know where are responsibility stops and starts and would consult with or hire anyone required to complete work with us based on their expertise.
- Any interior designer who does not want to be registered or seal documents should not stop those who are qualified and desire the right to do so to have their own self-sustaining businesses.
- Designers who have the education, examination and experience should strive to elevate the profession to its highest possible level for themselves and for the sake of the profession's emergence and those who will follow.
- Last but not least, just because your situation today may not call for you to have this registration, it does not mean that in the future your situation could not change. (It's about being prepared for any and all circumstances in a career.)

There are plans being set in motion for the 2007 session. In an effort to not give away the details to people who should not have them, I would urge you to take action by going to the SAFE site (<http://www.SafeInteriorDesign.org>) to gain information on who you may contact to work together as a cohesive team of professionals. In addition, it holds information that can educate you on many important issues.

When you list the names of people who participated along the way, you risk leaving someone out, but I wanted to personally thank Lisa Ivey for her calmness and leadership this session. All those past who have been involved in educating, testifying, talking, writing, emailing, calling, meeting and doing what it takes to make us one step closer to our imminent success deserve kudos, too. It has been a pleasure working along side IIDA, ASID and with concerned students and others for this cause!

In conclusion, winning the game did not happen this time, but the way we played gained us a lot of ground that we can now continue to build on in the months ahead. Be a part of this, get involved and make a difference for interior design!



IN 7-8

NCIDQ Exam

IN 18

Program & Board Meeting

Board Meeting immediately preceding program
Details forthcoming



IN 16

Forum

Details forthcoming

IN 18

Board Meeting

Details forthcoming



IN 23

Industry Leader's Roundtable

Details forthcoming

IN

Summer CLC

Details forthcoming

IN 12-14

NEOCON

Merchandise Mart
Chicago, IL



- 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

The deadline for submitting articles for the next issue is June 9, 2006