



Headquarters 222 Merchandize Mart Plaza Suite 567 Chicago Illinois 60654 1103 USA Telephone 312 467 1950 Facsimile 312 467 0779

October 22, 2009

With the seasons shifting, I've been thinking a lot about change recently. Change isn't just evident in the advance of the seasons or the start of a new Membership cycle, it's also apparent in our shifting economy. And because so many of us have lived in recessionary mode recently, we have a growing awareness and sensitivity as to how economics has not just changed how we work and where we work, but also our thoughts and perceptions about work, collaboration and community.

With community in mind – the idea of a network of colleagues, associates, allies and friends stretching out across the United States and abroad – I'd like to remind you that as a Member of IIDA, you are part of a community of like-minded peers. Now more than ever, I urge you to use this community as a professional tool, educational resource or social outlet. Whatever your reason for staying connected, we're here for you.

Regardless of the economic climate—Membership matters. I'm happy to outline some of the ways IIDA has stepped up and put our Members first during 2009:

- Membership dues – In a unanimous decision, our International Board of Directors opted to not increase dues for the 2010 Membership year.
- Membership status – IIDA continues to provide flexibility for Members who wish to retain the use of their appellation, but don't have the resources to continue as an Active Member. In those cases, we provide the option of Inactive Status. Contact Lisa Toth for more information.
- Payment plans – We are continually working to create different payment options for Members. We have debuted a program called EZ Pay, in which Members can pay their dues in 12 installments. Contact IIDA's Membership Department or visit our website for more information.
- Re:Work – IIDA continues to partner with Mohawk and *Interior Design* magazine to expand our Re:Work workshop series across the United States and virtually, to further assist design professionals who have lost current employment.
- PitchRate – IIDA allied with PitchRate in 2009 as a way to provide PR and Marketing services to members who would like to expand their brand, promote their businesses or just increase their PR IQ.
- Principals Roundtables – This annual invitation for regional think tank sessions, in conjunction with *Interior Design* magazine, helps provide a pulse on the industry and business comparison for different areas of the country.
- *DesignMatters* newsletter – Important international and chapter news, delivered bi-weekly in speedy, electronic, "quick read content" format.
- *Perspective* – We've reached out and responded to the needs of Members with inspiration and a platform to tell your stories.
- IIDA website – In June, we launched a new, much improved website focused on celebrating Members and providing the content to help Members do more.
- Member Profiles – In an effort to increase visibility of some of our most active Members, IIDA is profiling various Members in our I AM IIDA section of the website.

-more-

While I'm proud of all of these efforts, I'm most inspired by what our Members are doing for each other. Throughout our Membership, individuals, Chapters, City Centers and Campus Centers have proven that if anything, they are more active and charitable this year than ever before. If you don't believe me, read on for just a sampling of great acts by IIDA Members:

- NCIDQ Tuition Reimbursement – Thanks to the generosity of IIDA Members to the Foundation's 2008 Designing for the Future Campaign, additional funds were allocated to the NCIDQ Tuition Reimbursement fund, which made it possible to double the number of recipients this year.
- Leaders Breakfasts – Six IIDA Chapters feature Leaders Breakfast events across the United States and Canada during 2009, making it the most successful year for local Chapter networking in a year where it's most necessary.
- Student Mentorships/Scholarships – The Northern Pacific Chapter's Student Portfolio Scholarship and the New York Chapter's Speed Mentoring Event are just two of the many events Chapters have planned for their students.
- Volunteering – The Alabama Chapter teamed up with Habitat for Humanity to build a house for the Bennett family in Birmingham, Alabama. The Sacramento City Center collaborated with Sacramento Rebuilding Together on October 3 to rebuild 15 homes in the Sacramento region in one day.
- Celebrating Good Design – A growing number of IIDA Chapters have continued to produce Design Awards programs—a laudable effort that not only acknowledges design excellence, but celebrates the teams of design professionals who are creating new standards of distinction in the built environment.

I thank each and every one of you for your continued support of IIDA and the profession of Interior Design and, if you aren't already involved with your local Chapter, I encourage you to reach out and reconnect. There is no better time to demonstrate your commitment to the profession and to your local IIDA community. Your time, your talent and your vision are invaluable to IIDA and to the design community. Visit our website or contact us to learn more about how to get the most out of your Membership.

Again, thank you for all that you do.

Sincerely,

A handwritten signature in black ink, appearing to be 'CD', written in a cursive style.

Cheryl S. Durst, Hon. FIIDA
LEED Accredited Professional
Executive Vice President/CEO
International Interior Design Association