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*(Board Members Not Pictured: Brian Kaplan, Sustainable Design Forum Co-Director, Skidmore, Owings & Merrill; Carrie Renegar, Vice President Professional Development, Make Projects; Diane Hyugen, Student Member Representative, Pratt Institute; Gregory Dunlop, Vice President City Centers, Wgsn-Homebuildlife; Hans Galutera, President Elect, Bc Studio International; Hazel Siegel, Knowledge Forum Co-Director, Atelier Hazel Siegel, Ltd.; Jessica Goavec, Cooperate Forum Co-Director, Coalesse; Nancy Jackson, Hospitality Forum Co-Director, Architectural Systems, Inc.; Nicole Radske, Associate Member Representative; Ricardo Costa, Industry Representative, Dirt/Lane Office; Suzette Subance, Facilities Forum Co-Director, Hlw)*

## Changing of the Guard, IIDA New York

by Jeanette Rodriguez, IIDA

The **New York Chapter of IIDA** held its annual meeting this summer at the **Kimball Office** Showroom. It had much to celebrate, including the changing of the guard, and its five



ALAN DANDRON

awards by the IIDA Chapter Leadership Council (CLC) at NeoCon 2011.

**Alan Dandron** of Mancini Duffy, the outgoing president, addressed the attending members of the New York Chapter and guest with grace and humor, and passed on the testimonial given by the past president of IIDA International, **Viveca Bissonette**, at the IIDA International Annual Meeting at NeoCon:

*This chapter has done an extraordinary job, and a lot of heavy lifting, contributing more time and money. They excelled in using technology and social media to promote the local chapter as well as the profession overall. Based on the location, they were expected to do a lot for the*

*profession and did not disappoint. With extremely intelligent content, this chapter elevates the discussion of design.*

The five IIDA awards were for:  
 >Large Chapter of the Year Award, Honorable Mention for Excellence in Forum and Educational Activities  
 >Honorable Mention Excellence in Chapter Programs  
 >Honorable Mention Excellence in Membership Marketing  
 >Award of Excellence in Graphics for Special Events  
 Mr. Dandron then reviewed the events that helped contribute to last year's success:  
 >**Color Invasion**, considered the NYC Design Industry Party of the Year, sold

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out with over 900 attendees, raising revenue for 2011 student scholarship fund. This year's event has been scheduled for October 20, 2011.

>**The Pioneer in Design Program** held at 92Y Tribeca sold out its two events with over 350 attendees at each lecture: Todd Bracher, Patrizia Moroso and Patricia Urquiola, all got high praise their presentations

>**The Leaders Breakfast 2011** was all about "Getting Back to the Business of Design; 450 people attended and it was sold out two weeks in advance. The event opened with inspirational appearance by the honoree, Michael Graves, followed by keynote note speaker Robin Waters, who delivered the address on understanding and forecasting trends.

>**The 3<sup>rd</sup> Annual Quilt Sustainable Auction**, created to benefit local charitable organizations, was held at the Open House Gallery. The silent auction of eleven creative original quilts generated \$4000 for various children's foundations

>**Hospitality's Forum Event**, "Designer Hotels: The Influence of Fashion and Branding in Hospitality"

>**the Facilities' Forum Events**

-Designing our Community

-The Future of Interior Design in the Public Sector

>The Retail Forum's Event: Light Control and Sustainable Design

>The Residential Forum: Light and Water: Real and Manufactured

>The **Speed Mentoring Event**, matching 50 students with mentors

The **Knowledge Forum** led the effort to increase student involvement through student marketing in design schools, panel discussions and design firm tours. The **Student Award Party Night** was held at **Steelcase**, where scholarships of \$3000 each were awarded to five students, and ten, one-year student memberships were given to the scholarship and honorable-mention winners. All of the chapter

programs were certified for IIDA CEU credits, but the focus this year was to obtain AIA CEU accreditation as well.

Mr. Dandron encouraged forum participation, saying that it had been a fun year, challenging but very, very rewarding. He recognized the annual partners for their generosity and for contributions to better the profession of interior design: "You've become more and more involved each year and we thank you and applaud you for your continued generosity and encouragement. . . . We couldn't provide outstanding programming without the support of our annual partners."

Among the recognized partners were:

>**Diamond Partner:** Haworth,

-**Platinum Partner:** DIRT & Lane Office

-**Gold Partners:** 3M Architectural Mar-

kets, Herman Miller, Knoll, Lutron  
-**Silver Partners:** AFD Contract Furniture Inc., Allermuir, Allsteel/HBF, Bentley Prince Street, Caesarstone, EvensonBest, Humanscale, Izzy+, Kimball Office, Milliken, The Mohawk Group, Shaw Contract Group, Steelcase, Coalesse, Nurture & Designtex, Tandus Group, Teknion and WB Wood.

"They provide above and beyond monetary support with meeting/event space, raffle items, catering, and attendance at our functions. Without their support we wouldn't have had such a phenomenal year."

The evening's intensity was softened by a charming informal photo session that shifted the focus from the events and partners to the individuals that make it all happen. Mr. Dandron acknowledged all committee members and volunteers from the past year and announced the new chairs and co-chairs of this coming year.

The 2011, 2012 board of directors was sworn in and the 2011 **IIDA Spirit Awards** were given to **Hazel Siegel** and **Suzette Rhodes**. "These two deserving recipients, with unwavering devotion,

were not content with staying within the confines of their board of director roles, but also pitched-in with other committees, events and programs. They are role models for student members, involved in mentoring new board members, and are leaders in their own committees.



SUZETTE RHODES

Suzette Rhodes started as an intern at Herman Miller 1989 after graduating with a degree in Interior Design and has held several positions in the A & D community. "Everyone knows Suzette!" She was a member of IDD from 1987 until IIDA was formed. She has worked as a committee member of the Pioneers Series since 2002, and is one of the founders of the Sustainable Design Forum, where she had acted as co-director. She is also responsible, in part, for the quilt auction. "She gets it!" said Mr. Dandron, "and she doesn't expect a pat on the back. It is truly amazing!"

"Hazel Siegel has always been on the board." She has had a distinguished career: ". . . she's won many industry awards from IBD, ASID and IIDA. She's been recognized for 25 years of excellence in the contract textile industry and, in 2004 she

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received an IIDA Leadership Award for excellence for her 40-year contribution to the contract industry. She's a teacher at Pratt Institute and has guest lectured at many universities. She has been Co-Director of the Knowledge Forum for the past 6 years. We are looking forward to having her on the board as long as she desires." Mr. Dandron also acknowledged her husband, Bob Siegel, for hosting the Dean's Dinner, which helps bring



LANCE AMATO

the IIDA together with the schools, students and school deans.

The new Chapter President, **Lance Amato** of Conant Architects, presented Mr. Dandron with a Gift in Appreciation award on behalf of IIDA, then spoke about his goals and aspirations for his year of service. Regarding his major goal for the year, he asked, "How well do we know what's going on in interior design profession in our area?" He noted that state legislation, NCIDQ, CIDA, IDCEC, and knowledge about the ever evolving legal standing of designers is often confusing. This goal, he said, is not the theme of future events, but a first step of many to increase the awareness of the design profession, and to keep it informed on news and needs of the NY design industry.

Mr. Amato encouraged the certification of interior designers and offered IIDA support for the NDICQ exam. "We want to raise the bar of the profession, and we will work with you and for you to shape the future of interior design. You should expect no less . . . . I am looking forward to the year ahead."

Log-in to to the IIDANY website to check their calendar and see you at the next event! ([www.iidany.org](http://www.iidany.org)) ■

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