

## MESSAGE FROM THE PRESIDENT...



Wow! A new year has begun for IFDA and change is all around us. As we rapidly approach our sixtieth year as an organization, big things are taking place.

Perhaps the most exciting news is that we are implementing a new, aggressive marketing and public relations plan with our management company, CMA (a full report follows).

This new program should ease the pressure on our chapters to come up with printed materials and literature. With more information available for prospective—as well as current—members, you will soon see a greater dollar value attached to your membership in IFDA.

In the months to come, keep your eyes open for new articles on IFDA and our members in trade magazines, shelter magazines, journals, and other widely-respected sources.

Our first meeting of the Council of Presidents, in Atlanta, communicated a major message: we are all working together for the advancement of IFDA. But for us to flourish as an organization, all chapters need the right tools with which to work. I hope that by the end of my tenure as your President we will have a full toolbox for each chapter and we can all band together to build an even more successful IFDA.

None of this could have happened without wonderful leadership. Let me extend special thanks to our Immediate Past President, now Board Advisor, Lee Coggin, FIFDA. Her astute leadership and acute management skills deserve much credit for our current, positive situation.

If you are new to IFDA, believe me—it is a great time to be a member. But to be an active member means so much more! Contact your chapter president and get involved.

Warmest Regards,

**Mark H. Jeross, IFDA president**

## Revving Up For Membership Push

### IFDA Launches Nationwide PR Campaign

Determined to spur growth in IFDA membership, the Board of Directors and Council of Presidents took action at their first 2006 meeting in Atlanta, voting to invest in a significant public relations (PR) campaign, and to develop effective new tools to help chapters attract newcomers.

A major objective of the PR effort will be the steady placement of press releases and media alerts about IFDA in major industry publications and newspapers, nationwide, according to Lynn McCullough, IFDA Executive Director at CMA (Creative Marketing Alliance), IFDA's New Jersey-based management company. CMA is charged with the development and ongoing implementation of the new campaign.

#### Raising IFDA's Visibility

CMA will also create feature articles positioning IFDA as a leading association in the furnishings and design marketplace. The goal is to raise the association's visibility and increase membership.

A second thrust of the campaign will be a new membership recruitment kit that makes it easier for chapters to reach out to potential newcomers. Also included in the PR effort: the relaunch of a printed newsletter that will be published twice in 2006, then will go quarterly.

#### Critical Communications Tool

"Although a hardcopy newsletter is more costly than an e-letter, it is also a more effective means of communication with current members and with people we want to attract," Lynn says. "It is key to keeping our members informed...and connected."



**"A FULL TOOL-BOX FOR EACH CHAPTER TO WORK WITH"**  
— Mark Jeross,  
IFDA President

## The South Does Rise Again

### Richmond Chapter Makes its Bow

Even in a city known for coming-out parties, IFDA's newest chapter is making an impressive debut.

The first event, held in late March at the Designers Market of Richmond, attracted 32 people and 6 new members signed up on the spot, reports Kathy Corbet of Kathy Corbet Interiors, the driving force behind the launch.

A former member of the Washington Chapter who studied fashion design at FIT (Fashion Institute of Technology) in New York, Kathy and her family moved to Richmond just a year ago. But that's been long enough for her to see that "Richmond is more than ready for IFDA."

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### IFDA Chapters

Visit [www.ifda.com](http://www.ifda.com) to contact  
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## Seeking Bold Face Names

# Search is on for 2007 Trailblazer

### What do Lady Bird Johnson, Michael Graves, and Tramell Crow have in common?

They are all Trailblazers, officially designated by IFDA for their creativity, leadership, and contributions to the furnishings and design industry. Since the Award was inaugurated in 1966, some 37 outstanding honorees have been named (list below).

Now the call is out for the Trailblazer of 2007, says Lee Coggin, FIFDA (Georgia), search committee chair. "Both IFDA and the furnishings and design industry clearly benefit from being linked with the titans of our industry," Lee points out.

Backup materials that must accompany nominations:

- Statement summarizing reasons candidate merits consideration
- Outline professional biography or resume
- Business affiliations, honors and awards (with dates, if possible)
- Substantiating documentation

The deadline for nominations is September 30. Send material to:

Lee Coggin, FIFDA  
2989 North Fulton Dr., Suite 100  
Atlanta, GA 30305  
[lee@anleri.com](mailto:lee@anleri.com)



## On the IFDA Honor Roll—Past Trailblazers

2005	Grace McNamara	1988	Jack Lenor Larsen	1976	Marilyn Hoffman
2004	Bob Timberlake	1987	Tramell Crow	1975	Ada Louise Huxtable
2003	Paolo Soleri	1986	Denise Scott Brown	1974	Barbara D'Arcy
2002	Roulhac Toledano	1985	Lavern Neil, FIFDA	1973	Mary Kraft
2000	Michael Graves	1984	Ann Richardson	1972	Vera Neuman
1999	Agnes Bourne	1983	Paige Rense	1971	Eudorah Moore
1998	Philippe Starck	1982	Adriana Scalamandre Bitter	1970	Frances Taylor Heard
1996	Charles Gandy	1981	Lisa Taylor	1969	Dorothy Wright Liebes
1995	Raymond Waites	1980	Sara Little Turnbull	1968	Gladys Miller
1994	Maya Romanoff	1979	Olga Gueft	1967	Elizabeth Paepcke
1992	John Feight	1978	Vesta V'Soske	1966	Lady Bird Johnson
1991	Clement Conger	1977	Alice Alexander, FIFDA		
1990	Antonio Torrice				
1989	Lester Dundes				

### — In Memory of Robert Herring —

On May 4, 2006, Robert Herring, FIFDA passed away after fighting a long illness.

Robert was a devoted, long time member of IFDA. He was the first male International President of IFDA. He was also a New York Chapter President, as well as a Chair of the IFDA Educational Foundation and was the recipient of the Honorary Recognition Award of IFDA.

An executive at Schumacher for more than 30 years and also active in ASID,

Robert spent his last years as an educator at the New York School of Interior Design. His devotion to his students was rewarded last year when they honored him at "Robert Herring Appreciation Night".

Robert believed in and constantly promoted IFDA's important role in the industry. His wisdom and hard work will be greatly missed by the entire organization.

He is survived by his son, Robert Herring, Jr. and three grandchildren.

## Maximizing Membership

# IFDA's Big Picture: Encompassing the Entire Industry

Is there a typical IFDA member? Ask Karen Wirrig, and get ready for a long answer.

"There is no "typical" member," says Karen (Arizona), 2006 Membership Co-Chair with Joan Croft, FIFDA (Northern California).

The short of it: IFDA is the only professional organization that opens its membership to executives in all aspects of the furnishings and design business.

### Strength in diversity

"A member could be an entrepreneur, a small business owner, or an executive in a multi-million dollar company," Karen points out. "A member could be a showroom manager, a designer of residential interiors, a faux finisher, a writer for shelter or trade publications, a realtor, an artist, a framer of fine art, a manufacturer's rep, an antique dealer, a designer of commercial interiors, an architect, an art dealer, a contractor, a lighting specialist, a creator of silk botanicals, a flooring specialist, a window and bedding workroom executive, a custom furniture designer, an educator. A member could be male or female, gay or straight."

"One benefit of this vast array of talent," Karen says, "is that each

member has an opportunity to meet experts in a variety of fields across the country. Another benefit: When you need help outside your home base—for example finding resources in another city—just put in a call to the local chapter," she advises.

### Who belongs where

Growing IFDA membership is both essential and easy, Karen reminds. "Everyday we meet or work with professionals who could enhance IFDA. Invite them to your next local meeting and then invite them to join us." There are three membership categories:

- Professional: open to executives in all businesses in the furnishings and design industry.
- Junior Executive: available for two years to new graduates who are beginning their careers in the industry.
- Student: IFDA is the only industry association where all events are open to student members.

### Campaign tactics

Drawing on the talents of current IFDAers, the Membership Committee has announced a four-point program designed to raise the profile of IFDA on the local level and attract new members.

Co-Chair Joan Croft, FIFDA (Northern California), says initiatives will include:

#### 1. Retirees as ambassadors –

Retired members will be asked to mentor new members, to tell them about upcoming events, perhaps accompany them to functions, and to "share their experience and love of IFDA."

**2. Increasing visibility –** Members can make IFDA more visible in their communities by sponsoring or donating to a local charity. Also under consideration: a national charity in which all chapters could become involved.

**3. Eliciting input –** According to Joan, "We are vitally interested in being an inclusive and active organization. Please contact us with suggestions on how to further this vision."

**4. New Member Binder –** This will serve as an "official" welcome and source of pertinent information about IFDA, its history, objectives, and procedures.

To contact the co-chairs:

*Karen Wirrig: 602.493.9154;  
email: kcoledzynz@aol.com*

*Joan Croft: 925.934.0236;  
email: DSCJSC@aol.com*

### IFDA'S BEST FRIEND? –

LDB Interior Textiles editor Karen Chambers was definitely putting on the dog at the New York Chapter's reception for potential new members last month in Steelcase's glamorous offices. The Lilliputian pooch barked orders, snubbed the wine, and ultimately turned paws down on joining up.



### MAD HATTER CONTEST GOES TO HER HEAD –

Lou Hammond and Ralph Lupoli (both New York) get set to lead Manhattan's traditional Easter Parade up Fifth Avenue and into famous old Tavern on the Green for the annual Easter Bonnet Contest. Lou's PR firm organizes the event, which attracts hundreds of haute-hatters for fun, refreshments, and \$5,000 in prizes. A contest judge, Ralph is also a chef, cooking teacher, and food columnist.



### LIABILITY IS NO LAUGHING MATTER

– But Robert Lashua (Arizona) was all smiles under a cloud of pink plumes when he emceed the Arizona Chapter's day-long look at 'Legal Liability in Construction and Design,' held in Scottsdale in March. Contract experts and top legal advisors shared the podium with keynote speaker Charles Gandy, designer, author and 1996 IFDA Trailblazer.

# SOUND BITES

**FYI Department:** 200 Steele, the showroom building that houses 17 exhibitors and the IFDA Hospitality Suite during the High Point Furniture Market, is now open year-round to designers and clients every Wednesday from 9-5 (or by appointment).

**Tile Style:** Tanya Woods, President-Elect of the Michigan Chapter, scored high in the running for the Award of Merit for Residential Tile Installation, sponsored by the National Tile Contractors Association. A master bath in Beverly Hills, MI, captured a second-place tie vote for Tanya's company, the Xtiles.

**Don't Look Now...**but if you're like the average American, you spend nearly an hour a day, searching for things you own but can't find, reports *The Money Pit* home improvement radio show. The moral: Get organized. IFDA Director Merv Kaufman (New York) couldn't agree more. Filipacchi Publishing is just bringing out Merv's oeuvre, *Organize It!*, a book-length outgrowth of his regular column for Woman's Day Specials.

**Tales from the Tomb:** Hurricane Katrina mostly spared historic St. Louis Cemetery when she ripped through New Orleans last year. Good news because IFDA takes special interest in the Celles family tomb there: the Educational Foundation and Save America's Treasures teamed up a couple of years back to restore the century-plus-old tomb. The cemetery itself dates to 1823.

## All eyes on IFDA

### New PSA Up and Running

A new PSA (Public Service Ad) is available for the clicking for chapters to use in local publications such as show house directories and catalogs. Brainchild of PR Chair Mervyn Kaufman, FIFDA (New York), the ad was distributed to some three dozen major trade publications. It has already appeared twice in *Interior Design* magazine.

Available in both a full-page and half-page two-color format, the ad can be obtained by emailing IFDA Headquarters at [Lmccullough@cmasolutions.com](mailto:Lmccullough@cmasolutions.com).

### EF urges members: Take it for grant-ed

The IFDA Educational Foundation has established three new grants, bringing the total number of available awards to more than a dozen, totaling approximately \$14,500 for qualified professionals and students in 2006, reports EF Chair, Wilma Hammett, FIFDA (Carolinas).

The three new grants include:

- IFDA Marketing Internship, \$1,500;
- Elizabeth Brown Grant to Interior Design Programs, \$1,000;
- Tony Torrice Professional Development Grant, \$1,000.

Partnership Grants are also open to individual IFDA chapters to support programs and events that qualify as educational. For example, the Minnesota Chapter was awarded \$1,000 last September to support their Lyndale-Lake Art Crawl.

For details on all EF scholarships and grants, go to [www.ifdaef.org](http://www.ifdaef.org).

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