



New IFDA Board of Directors Elected

Peggy Koskiniemi, manager of the high end, multi-line Donghia Dallas showroom has been named the 53rd president of IFDA. Koskiniemi, currently a member of the Southwest chapter in Dallas, joined the organization eight years ago. She has served in many chapter positions including the Northern California president in 1998.

Serving with her as president-elect is Kathleen D. Saterbak, a Minneapolis-based interior designer. Two new directors-at-large have been elected. They are Richard Hammar, director of product development, Hinkley Lighting, Cleveland, Ohio and Vickee Enteen,

director of public relations, Stroheim and Romann, New York. Directors-at-large continuing from the previous year and their chapters include: Helen Wagner, 3M Public Relations, New York; Thomas Williams, Hale-Williams, Northern California; Mark Vonnahme, Verona Marble, Southwest; and Sharon Hartman, Hartman House, North Central.

New appointments to the IFDA board include: VP-Finance/Treasurer, William Hopper, WWH Restoration, Washington chapter; VP-Membership, Frank Denzer, Robert Allen/Beacon Hill fabrics, Baltimore chapter; VP-Membership, Jeanne Barnhart,

Jeanne Barnhart Interiors, Washington chapter; VP-Programs and Special Events, Chantelle Engle, San Francisco Mart, Northern California; and VP-Internet Communications, Judith Clark, Judith Clark Designs, Northern California.

Washington chapter member, Irma Dobkin, FIFDA, Irma Dobkin Interiors, Ltd, is chair of the IFDA Educational Foundation (EF). Dobkin is an interior designer and educator specializing in accessibility needs. The EF Board also includes the following officers and their respective

Continued on page 7

Survey Makes Big News

Submitted by
Claire Coleman, FIFDA

IFDA has been in the news – big time. The initial report developed from our landmark survey, “20/20: IFDA’s Vision For the Future,” has been given stellar space by editors in a broad spectrum of trade publications representing virtually every segment of the industry, and also has appeared in some consumer publications. It’s been in print and on the web. Moreover, there’s more to come. We will be releasing a second report at the end of January and a third report at the end of February.

It was a huge undertaking, but it was worth it. We questioned whether or not we could look ahead two decades and make a viable case for what will likely happen then. Will lifestyles in 2020 be revolutionary or simply evolutionary? What would our members say? We didn’t make the survey easy to answer. We asked for comments as well as multiple-choice selections. Members came through with thoughtful observations and predictions. The result has been a multiple segment report with lots of member quotes.

Continued on page 2

New Web Site Goes On-line

The all-new, IFDA web-site, www.ifda.com has been completely redesigned and reformatted. IFDA.com is our portal to the world furnishing and design industry as well as to the public-at-large.

The web site is totally new starting from the home page that shows the IFDA logos, contact information, and a navigation bar telling you the main sections of the web site. A portion of the site is *public* which means it can be accessed by anyone throughout the world. A second section is for “Member Services.” Access to



this part of the web site is limited to current IFDA members. The “Member Services” portion of the site is user name and password protected. Each member’s user name is his or her e-mail address and the password is ifda (all lower case).

The Public Sections of IFDA.com

There is a “News” section that tells you the latest news from IFDA. At the bottom of

this page is a place for anyone to list an available position in the furnishings and design industry. Once listed, the position will appear under “Job Postings” in the private, “Members Only” section of the site.

This portion of the site also includes hot links under “member benefits” that will take you to the IFDA Educational Foundation, IFDA Conference Information, Local Chapter Events,

Continued on page 3

INSIDE

Conference 2000 Highlights
Pages 4-5

EF Focus
Page 6

President's Message

If you didn't attend our conference in Washington, D.C. in November, you missed out on a wonderful program. Our conference co-chairs, Barry Remley and Rick Hammer did an excellent job pulling it all together. The hotel was perfect, speakers were interesting and provided information pertinent to everyone's business, and it was just great getting to network with everyone.

As I end my term as your President, I would like to thank everyone who has helped me throughout the year. The members of the Board of Directors and Council of Presidents have worked diligently to improve the benefits and value to our members and I am grateful for their hard work and participation.

In the fall of 1998, John Camp, FIFDA asked me to serve as the President-Elect in 1999. I was honored to be asked, but before I accepted, I had to reflect on what I, as a leader, could bring to IFDA. When the nomination went out to the membership for confirmation, my goals were to increase the awareness of IFDA and expand our membership both internationally and nationally.

Having come from working in one of the world's largest organizations, the US Army/US Government, I was fully aware that change and movement in new directions never come easy nor fast. But, change has occurred and will continue...and it is all good!

I am happy to report to you that your Board of Directors has made significant strides to bring about those changes I set as my goals – increased awareness and an increased membership both nationally and internationally.

The process to bring them about started with a change in management companies. The transition has been long and difficult, but it is now over and we are very excited about Giuffrida Associates.

A few of the changes that have occurred this year which will bring greater value to all our members include:

Speakers Bureau. National Headquarters will continue this program and provide more fully-funded speakers next year to provide significant programs at the chapter level.

The IFDA survey 20/20 has been a great success and increased visibility through exposure in national media outlets.

A professional media expert will be hired to work directly with chapters to increase media awareness of the great programs at the chapter level.

A new brochure will be developed and printed outlining the 20/20 survey for use by the chapters.

This year we provided leadership training for the upcoming chapter president-elects and this will continue next year.

A new web site is up and running which provides each chapter with the ability to update their own information directly and keeps membership data up-to-date.

Approval of annual conference for 2001.

These are just a few of the value added benefits that are being provided to our members. I see only better things happening for IFDA and its members as our new management company continues to work with the Board to increase our membership and develop new sponsors. The theme of our conference this year was so appropriate for the times.....Honor the Past, Envision the Future. We must always honor our history as an association, but we must also continue to set goals to reach beyond our expectations for the future. It has been an honor to serve as your President. Thank you for the opportunity.

Ron Becker

Chapter News: New York

The IFDA New York Chapter has announced plans for its bi-annual salute to home furnishings executives in the New York area. New this year is the addition of the *Laurel Award*, which will be presented to an industry leader or organization in home furnishings whose achievements have brought prominence to the industry.

Also new is the *Rising Star Award*, which will honor a junior member of IFDA/NY who has fulfilled membership and committee responsibility with great enthusiasm during the last year and has achieved noteworthy success in

their chosen career.

In revamping the *Circle of Excellence Awards*, IFDA has opened up nominations to all New York home furnishings executives in five categories. The nominees need not be members of IFDA/NY, but nominations can only be submitted by members. The categories are Public Relations & Advertising; Media/Editorial; Sales/Marketing; Product Design & Development; Interior Design.

For information, please call the IFDA New York office at (212) 686-6020.

Survey

Continued from page 1

The first segment was titled "Viewing a 'Crystal Ball' of Home Design." It dealt primarily with lifestyles and the probable changing profile of our interior architecture to adapt to new or altered ways of using room and spaces to fit the predictions. A nine-page report went out to the media this past summer with an accompanying statistical overview.

Still to come is a two-section report more focused on specific areas – bed and bath, technology and materials while the third segment will cover outdoor/indoor living.

The response to our first and longest report, our "Crystal Ball" release, has been gratifying. We had expected that many editors would elect to run just the statistical summary.

Several, however, ran the entire nine-page report. They commented that the information in the full report was so good that, although they hadn't planned to, they decided to use it all. Even those that edited it for their format drew the material from the major report rather than merely the statistics.

IFDA doesn't maintain a clipping service. We're dependent on the sharp eyes and goodwill of members to send us any articles or references they spot. There may have been more but here's some of what we know about that has appeared so far:

LDB, Interior Textiles, June – paragraph on furnishings for the aging market; *Fine Furniture International*, July/August – full page article; *San Francisco Design Center News*, Summer – full report; *Home Textiles Today*, July 17 – substantial article; *Interiors*, August – paragraph in news column, "Just the Facts;" *Floor Coverings News*, August 7/14 – August 21/28 – September 18/25 – three FRONT PAGE articles, with graphs, comprising the full nine-page report; *Furniture Today*, September 18 – almost full page article with graphs, September 25 – quote in Carole Sloan column; *Gifts & Decorative Accessories*, September – half page summary; *Newark Star-Ledger*, September 13 – summary with quotes, September 20 – reference to importance of universal design; *Home Accents Today*, October 21, High Point Market issue – extensive article; *Draperies & Window Coverings*, November – Complete nine-page report; *LDB, Interior Textiles*, September- Article in "FYI" summarizing survey highlights; *LDB, Interior Textiles*, November – preview of Bed& Bath Report ON THE WEB; *TrendCurve.Com*, Summer – survey posted on web site; *WhereOware.Com*, November – COVER STORY of magazine – complete survey.

We are aware of other articles in the works. Please send us any that you spot. Help us to build a more complete archive of this groundbreaking IFDA survey.

Executive Director's Report

Congratulations to all on a great 2000 Conference. You will see from the pictures in this issue, there was great networking, education, and relaxation at the meeting. In-coming President Peggy Koskiniemi has announced her Conference Planning Team for 2001. They are: Ann Birt, Jim Evanger, Linda Kulla, Karen Wirrig, Debra Bulford, and Myra Schwartz.

The new ifda.com is now on-line. You should have received by e-mail and fax a six-page description of the new site and how to use it. Be sure we have your e-mail address. If we do not, you will not be able to get into member services and update your industry expertise. We have already heard from two members who have gotten business leads from the "find an expert" portion of the site. If you did not get or have lost the site navigation

instructions call us and we will either e-mail or fax it to you.

Be sure to check out your membership profile and update it on-line. Also, you can find information on your chapter as well as others. Learn when meetings are scheduled, who Chapter members are, and even view Chapter minutes. Soon Chapters will have the ability to list their sponsors as well.

I was on the move to Chapter meetings after the first of the year. On January 8, I visited the Philadelphia Chapter; on January 9 I met with the New York Chapter Board of Directors; and on January 23 I visited with the North Central Chapter.

Remember that IFDA is your association and we are your Headquarters team. Do not hesitate to be in touch with your comments, questions and suggestions.

Michael J. Giuffrida

2001 Conference Site Announced

The 2001 IFDA National Conference is set for November 1-3, 2001 at the Sheraton Fort Lauderdale Hotel in Fort Lauderdale, Florida.

The Conference will open November 1, with a reception. The IFDA Awards Banquet will be Saturday evening November 3.

Room rates for the Conference, single or double occupancy are \$129.00 plus tax. Call 954-920-3500, for reservations and ask for the IFDA room block. Airport transfers from Fort Lauderdale International Airport are complimentary.

Look for details shortly.

Website

Continued from page 1

and National/Chapter Awards. Under "Join" you will find membership applications that can be printed and mailed or faxed. Please note, it is not possible at this time to join on-line. To make this happen, we need to invest in making the site secure for credit card transactions.

"Find An Expert," displays members' business line expertise by state. Members choose one of 49 business lines in the "Member Services" section under "Update Expertise." Select your expertise and you will automatically show under your state and expertise in the "Find An Expert" section.

"Industry Events" and "Chapter Events" sections are automated so that after an event occurs, it is deleted.

If you want information on the IFDA Educational Foundation, you can get that by either going to the "Educational Foundation" section or going directly to www.ifdaef.org.

The Members Only Sections of IFDA.COM

MEMBER SERVICES:

There are many parts to this section of the web site: The IFDA on-line Directory; Newsletter; Job Postings; Update Member Profile; Chapter Administration; Local Chapter Information; Affinity Programs; Market Fax and Trends; Board of Directors; Fellows; Committees; Council of Presidents; and Past Presidents.

You can use the navigation bar on the left hand side of the screen, the drop down menu, or the listing on the page to select the section where you want to go. If you use the drop down menu, you must click on "Go" after you make your selection.

Once you try to enter a specific section of the "Member Services" portion of the web site, you will get a screen that asks for your user name and password.

User Name: This is your e-mail address. If you have an e-mail address and have not provided it to IFDA Headquarters, you will be denied access. If you are

using an e-mail address different from the one you have provided IFDA, you also will be denied access. When you enter your e-mail address, the web site search engine will verify it and also that you are a current member with your dues up-to-date.

Password: ifda (in all lower case). The password is the same for all members.

DIRECTORY: The source of this information is the IFDA Headquarters database. The file is updated weekly and sent to the web site. This means that the web site directory is continuously updated and is much more current than the printed version. If you look yourself up and see your information needs updating send us an e-mail and it will happen. A member can search in this section on the following criteria:

Last Name, Company Name, Chapter, Country.

NEWSLETTER: Here you will find current as well as prior issues of "Network" starting this year. They are shown as PDF files. If you do not have the Acrobat software necessary to view and print the newsletters, follow the instructions and you can add it to your computer free of charge.

JOB POSTINGS: The jobs that have been posted through the news page of the web site will be available here. To see more information on any job posted, just click on "job title."

UPDATE MEMBER PROFILE: This is the section where you enter any of the 49 business expert options that apply to you. You must make these entries yourself in order for someone to find you in the "Find An Expert" portion of the site. You also can update other information about yourself and your business. Please note that this information will be sent to IFDA Headquarters to update our database and then fed back to the web site. The only update you can do to your information that will be immediately visible is your selection of business expertise.

Continued on page 7



Marketing Grant Announced

The IFDA EF announced a new grant at its November Board of Trustees meeting. The Furnishings and Design Marketing Internship Grant will support interns in the industry's publishing, public relations, and marketing areas.

This grant addresses a large and important segment of the industry as well as the IFDA membership, one that provides much of the muscle in IFDA but is currently not recognized by grants. IFDA is not for designers only. There are many challenging and creative opportunities for those who enjoy their association with this industry, and who do not design products or interiors.

We expect that the grant will help fuel the industry with trained and enthusiastic new

participants. The grant might be won by a person changing career fields or reentering the job market or a student on summer break.

To launch a grant, the IFDA EF requires a \$10,000 reserve fund to be raised within two years. Daphne Bloomberg reported that within one week of the announcement, the trustees had accumulated pledges representing more half this amount.

To fully seed the grant, the trustees welcome support by the IFDA membership. Please direct your questions or pledges to Ann Birt, Director of Grants, Ann E. Birt Interiors, Inc., 6367 Chasewood Drive, Eden Prairie, MN, 55344-3244 or email annbirt@gateway.net.

Speaker Highlights Nat'l. Preservation Program

Roberta Greene, director of Save America's Treasures, addressed IFDA members in Washington, DC at a luncheon sponsored by the IFDA EF and the IFDA Washington, D.C. Chapter. Save America's Treasures, the public-private partnership between the White House and the National Trust for Historic Preservation, is the centerpiece of the White House Millennium program.

Addressing a topic appropriate to the theme of the IFDA conference, Ms. Greene, along with photographer Ira Block, covered highlights of a just-published book, *Saving America's Treasures* (National Geographic, Washington, D.C., 2001). She said that it took Mr. Block 100 days to photograph the 45 U.S. landmarks in the book and noted that there are some 700 projects identified by the pro-

gram. Mr. Block and Ms. Greene shared both historical and current information about selected sites.

In 2000, the IFDA EF awarded grants of \$1,500 each to two of America's treasures, both featured in the book. The Sewall-Belmont house, one of the oldest houses on Capitol Hill, was built 200 years ago. This headquarters of the National Woman's Party that pressed for women's suffrage, was the first recipient of the new Ina Mae Kaplan Historic Preservation Grant, initiated by the IFDA Washington DC chapter.

The IFDA EF also donated a grant to the Eleanor Roosevelt Val-Kill Cottage Preservation Project, New Hyde Park, N.Y., in recognition of the exemplary contributions to the Foundation made by Judy Rigby of the IFDA Georgia Chapter.

EF Awards \$13,600 in 2000

By the end of 2000, the IFDA Educational Foundation awarded scholarships or grants worth \$13,600, to eight people and two institutions, Ann Birt, Director of Grants, announced. Some 1,300 students requested applications.

Applications came from 12 states, the Netherlands, Kenya, India, and Yugoslavia. Four student winners are in furniture design; three, interior design; and two attend the Savannah College of Art & Design, in Georgia. The winner of the \$2,500 IFDA EF Universal Design Grant will be announced later in the year.

A one-time scholarship of \$1,100, was donated by the IFDA Georgia Chapter in memory of a beloved member, Scott Nettles. It was given to Rebecca Goodman of

the California College of Arts and Crafts, San Francisco. Her major is wood/furniture.

Another student scholarship, for \$1,000, honors Carmen Printup, and was donated by Michael Alexander, her son, a two-time past president and member of the IFDA Florida Chapter. Mexican-born Tirso Sigg of the Savannah College of Art and Design, whose major is product and furniture design, was awarded the scholarship.

Dawn Michelle Turnberg won the \$1,500 Vercille Voss Scholarship, given to an IFDA member design student based on merit. Ms. Turnberg, an interior design student at Dakota County Technical College, Rosemount, MN, works part-time at a design

studio.

The Charles D. Mayo Student Scholarship, established in memory of the founder of Mayo Furniture, Inc., Atlanta, GA, was won by Brett Fischer, a student at Pittsburgh State University, Pittsburgh, PA. This wood technology major will receive \$1,000.

An IFDA EF Student Merit Scholarship for \$1,000 was given to Simone Bailey, a member of the Georgia Chapter and furniture design major at the Savannah College of Art and Design.

Katerina Djihovic, an interior design student from Belgrade, Yugoslavia, who attends the University of Bridgeport, CT, won a merit scholarship of \$1,000.

Northern California member Joan Long, FIFDA, was honored

with the \$1,500 Tony Torrice Professional Development Grant to support her research in ethics and business practices in the interior design industry. Her goal is to develop course material for design professionals. The grant, to memorialize IFDA member and Trailblazer Award recipient, Tony Torrice, was created to support interior furnishings industry professionals who want to expand their expertise through academic or independent study.

The winner of the \$2,500 IFDA EF Universal Design Grant is Martin English. He is the executive director of Accessible Art, Inc., in Kansas City, Missouri. The grant will be used to renovate an existing building, making it into a safe art center for all children using adaptive equipment.

Chapter News: Southwest

The IFDA Southwest Chapter hosted its second annual silent auction fundraiser during a reception at the Crow Collection of Asian Art in Dallas, Texas. A portion of the proceeds went to the IFDA Educational Foundation. In top photo, from left, are, Cheryl Beenken, Paula Ross, Southwest Past President;

Barbara Holme, Southwest President; Elizabeth Brown, Past National President; Clara Rienzi; Mark Vonnahme, National Director-at-Large; and Melissa Clark, Southwest President-Elect. Pictured above are Mark Vonnahme, IFDA Director-at-Large and Januari Works, Southwest President Elect-Elect.

Board

Continued from page 1

chapters: Advisor and Secretary, Daphne Bloomberg, FIFDA, Iris Design Associates, Washington; VP-Marketing and Public Relations, Kea Capel, Capel Inc., New York; Vice-Chair/Treasurer, Nancy Weinstein, Nancy Weinstein Interior Design, California Member-at-Large; Director-of-Grants, Ann Birt, Ann E. Birt Interiors, North Central. Billy Beson, Billy Beson Interior Design, Ltd., North Central chapter was recently named a Corporate

Trustee.

7

Prior to heading up the Donghia's Dallas showroom, IFDA President, Koskiniemi, was an independent consultant and certified interior designer in California. She was, for many years, showroom owner and manager of SISU, a design and manufacturing firm specializing in a diverse product line including window coverings, bedding and upholstered furniture. She has also been an instructor in textiles at Clark College, Washington State as well as a commercial credit officer with the Bank of California, N.A.

Website

Continued from page 3

CHAPTER ADMINISTRATION: Only individual IFDA members approved by the President of the Local Chapter can access this section. The Chapter President advises IFDA Headquarters who these individuals are in advance and Headquarters codes their database entry so they get access. All approved members must have an e-mail address and that address must be in the IFDA database.

What happens in this section:

Chapter representative(s) can **post events** for their Chapter. Events posted will be shown immediately on the Chapter page in Member Services as well as in the public section of the web site. After an event occurs, it will automatically be deleted. Those authorized to post events will be asked to enter the following information: start date; start time; end date; end time; location; city; state or country; sponsor if any; topic; contact person; contact phone; and, contact e-mail.

Chapter representative(s) can **post chapter minutes**. The same prior authorization is required as above. Instructions on how to post minutes are included.

Chapter representative(s) can **post chapter sponsors**. The same prior authorization is required as above. Instructions on how to post

sponsors are included.

Chapter representative(s) have the ability to do an advanced search of the membership database to **find which members joined from any month and year through a second month and year**. Once the search limits are entered and 'search' clicked on, the screen will display the results that may be printed out by hitting the print key on your computer.

LOCAL CHAPTER INFORMATION:

In this section, any IFDA member can click on any Chapter on the map. A list of Chapter Contacts will appear followed by a Chapter Events button. This button will be visible only if Chapter Events have been posted. If there are none, the Chapter Events button will not be visible. Chapter Minutes is the third option. Members will be able to view current as well as older minutes that the Chapter has posted. Finally, an IFDA member who wants to see who the members are for the Chapter can click on Members and a list will display on the screen that can be printed.

AFFINITY PROGRAMS: In this section you will find programs that IFDA has with suppliers to provide members with discounts for services. There are three programs shown with details available on each with a click of the mouse. As more are added they will be announced via e-mail and on the news section of the web site.

MARKET FAX AND TRENDS: This is

a joint project of the New York Chapter of IFDA and International Headquarters. These reports are first faxed to members and then loaded on the web site where members can print them using the same PDF software as for "Network."

BOARD OF DIRECTORS: This section provides a current list of the IFDA Board of Directors with contact information.

FELLOWS: This section provides a current list of all IFDA Active Members who have achieved the designation FIFDA.

COUNCIL OF PRESIDENTS: This section displays all the IFDA Chapter Presidents with their contact information.

PAST PRESIDENTS: This section lists the former Presidents of IFDA.

In addition to all these features, the web site has a listserv. Why is this important?

It allows IFDA Headquarters to send an individual e-mail to all members with announcements, membership surveys, and more; and, it allows any IFDA member who has a question they want to ask other members to send Headquarters an e-mail and ask that the members all get an e-mail with the question. Responses to such e-mails will go directly to the requester. You must contact IFDA Headquarters to use this web service.

For further Information: call IFDA at 202-547-1588; or contact info@ifda.com.

IFDA PINS NOW AVAILABLE

Why should you wear this IFDA pin when you are visiting clients and prospects or when you are in situations where you want to be noticed and talk about what you do for a living? The simple answer is, "it's a conversation starter." The odds are very good that the IFDA pin will lead to the question, "What is that?" This opens the door for you to explain that you are a part of the only professional association that speaks for the entire furnishings and design industry and wearing the pin shows your pride

in your professionalism and in having a national network to draw on to help you provide the best customer services possible.

IFDA Headquarters had the pins at the National Conference in November and they sold out. We have ordered more because of the demand from those who attended. They are priced to members at cost which is \$20.00 including mailing. If you would like one, use the form below. Fax to 202-547-6348.

IFDA Membership Pin Order Form

Name: _____ Address: _____

City: _____ State: _____ Mailing Code: _____

Payment: Checks to IFDA for \$20 per pin or **Credit Card: Visa** **MasterCard**

Sorry, we cannot accept American Express.

Credit Card Number: _____ Expiration Date: _____ Amount Charged: \$_____. 00

Name on Card: _____ Signature (required): _____