



NETWORK

INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

THE VOICE OF THE INDUSTRY

Board Adopts New Mission Statement

The Board of Directors met recently and completed a strategic planning session. Among the actions taken include adopting a new IFDA mission statement. Also adopted were vision, core ideology, and core values statements together with an audacious goal.

IFDA Mission Statement

IFDA is the only all-industry Association whose members provide services and products to the

furnishings and design industry and is the driving force through its programs and services to enhance the professionalism and stature of the industry worldwide.

IFDA Vision Statement

IFDA will be the "international voice" for promoting excellence throughout the furnishings and design industry.

IFDA Core Ideology

IFDA is the voice of the furnis-

ings and design industry, providing its members with the tools and resources to enhance their business. Aggressive advocacy promotes the advantages of working with an IFDA member professional.

IFDA Core Values

Open Sharing, Mutual Respect, Community Service, Education, Industry Partnerships, and Ethical Practice.

IFDA Audacious Goal

IFDA will be the most recognized and influential association within the furnishings and design industry.

In addition the Board adopted a set of both internal and external goals for the next 18 months.

IFDA Internal Goals and Action Plans

Goal#1: By December 31, 2001, IFDA will have 2,500

**Save the Date:
IFDA National
Conference
Nov. 2-5, 2000**

The historic Mayflower Hotel in the heart of Washington, D.C. will be the site for the 2000 IFDA National Conference November 2-5. The Conference theme is "Honor the Past, Envision the Future." The Conference Committee chaired by Barry Remley and Rick Hammer has put together a great program complete with optional tours. All IFDA members should have received the Conference brochure. A reminder, the early registration date is September 15, 2000. Rooms at the Mayflower are limited; so members are encouraged to book early. If for some reason you did not get your Conference brochure, call Headquarters and one will be mailed to you.

Executive Director's Report

We at Giuffrida Associates have been hard at work for IFDA since June 1, 2000. I am pleased to tell you all that we now have the membership data base up and running. In addition, we have processed all the address, phone, fax and email changes that have been pending for the last several months. That's the good news. However, we have found that we have lots of wrong telephone and fax numbers. Also, we have an urgent need for your current email addresses. Please take a minute and fill out the update form that is part of this newsletter and fax it to us at 202-547-6348.

The new IFDA address is 204 E Street, NE, Washington, D.C.20002. Your new IFDA Headquarters phone is 202-547-1588.

The Board of Directors and your new management team had a strategic planning meeting July 24 here in Washington, D.C. There were substantial decisions

made here. IFDA has a new mission statement that the Board believes is really what we are all about. More details are found in this newsletter.

The Board also voted to go to a 12-month membership with members being billed on their anniversary date.

In addition to getting our feet on the ground, we have been working with Rick Hammer and Barry Remley on the November 2-5 Conference Program. You also will find details on that in this issue as well. The Conference brochure should either be in your hands or on the way when you get this newsletter. It's a great program in a great facility! We look forward to meeting all of you there.

The new IFDA membership brochure is about complete and ready to go to the printer. The new brochure will include a membership application. If you need copies to give to member prospects, give us a call. We also have student member-

Mike pic

Michael J. Giuffrida
IFDA Executive Director

ship brochures as well as IFDA Educational Foundation brochures. If you need any or all of these, give us a call.

The IFDA web site's home has moved from Chicago to Washington, D.C. (www.ifda.com). Look for big changes and, most

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President's Message

Ron Becker
pic

will be enjoying better communication between the Chapters and National; as well as between individual members. This year we have had several telephone conference calls among the Chapter Presidents and the Board of Directors to try to keep them informed of the transition and ongoing activities. It has been a difficult year due to the changes, and I appreciate everyone's understanding and patience with this process.

By now you should have received information about the upcoming National Conference to be held in Washington DC in November. This is the first conference sponsored by IFDA since Cancun. Our conference chairs, Barry Remley and Rick Hammer have worked hard to develop a program that will be educational and interesting to all our members. Before the conference starts the Board of Directors (BOD) and the Council of Presidents (COP) will be having meetings to discuss IFDA business. If you have any concerns or questions that you would like to be placed before either of the BoD or CoP please let your Chapter President know. This year the BOD has invited the future Chapter President-Elects (President-Elects for the year 2001) to attend the CoP meeting and a training session. This is part of our program for providing education for the Chapters. I hope to see all of you in Washington, DC in November!

Ron Becker
President

This summer the IFDA Board of Directors met with our new management team to conduct a strategic planning session. Nothing new and exciting about that...after all, associations do that sort of thing all the time. I have participated in dozens of these sort of planning sessions, and I must tell you that Giuffrida Associates (GA) knows how to do it right! Within this newsletter you will see the results of our work and the new direction that IFDA is moving because of this session is very exciting.

We have a new mission statement and have established obtainable goals to move us forward and increase the awareness of IFDA among both the industry and the general population. We are also striving to improve benefits (both tangible and perceived) for our members. I am confident that over the next few years you will see dramatic improvements in all aspects of how IFDA is perceived and how it is managed.

Now that GA is fully on board, we

members, including 50 Company members.

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Mission

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Actions:

- 3 Create internal marketing strategy immediately
- 3 Establish Company/ Corporate Membership immediately
- 3 Create new membership brochure by August 15, 2000
- 3 Establish anniversary dues renewal, not pro-rated, immediately
- 3 Have web site updated revamped by November 2000
- 3 Review and disseminate new member packet by August 7, 2000

Goal #2: Improve communication within the Association.

Actions:

- 3 Create Communication Calendar and disseminate on member level.
- 3 Communicate with members at least once monthly through email, fax, mail, or other method.

IFDA External Goals and Action Plans

Goal #1: Improve the image and awareness of the Association within the industry.

Actions:

- 3 Update the web site with current and accurate information, valuable links to allied organizations and industries, and member ListServ by November 2000.
- 3 Establish communications with allied organizations and industries through introduction letter drafted by Giuffrida Associates (ready for approval by September 30, 2000) and periodic press releases.
- 3 Make written communications, both from Headquarters and Chapters, consistent in appearance by September 2000.
- 3 Update press lists continually.

Goal #2: Identify regional market analysis and increase use of market analysis

Actions:

- 3 Establish liaison between Association and local markets.
- 3 Appoint National liaison with local market.
- 3 Train chapters to identify and communicate local market trends.
- 3 President Ron Becker will discuss plans for market analysis project with Council of Presidents during conference call July 19, 2000.

20/20: First of IFDA's "Vision for the Future" Reports Released

IFDA has released the first of several reports drawn from its groundbreaking study "20/20: IFDA's Vision for the Future." The IFDA Marketing Committee chaired by Claire Coleman prepared the report. The data in the report comes from IFDA mem-

bers. IFDA members wanting the report should call the Headquarters' Office at 1-202-547-1588. (Note: The report and its ramifications will be a major focus of a session at the November 2-5 IFDA National Conference.)

IFDA Directory On Its Way

One of the last assignments our former management firm was to accomplish is publication of the 2000-2001 Directory. It is now, at long last, on the way to you. Members should receive their publication in September.

Arizona Chapter Receives Award

On Saturday, May 13, 2000, the Arizona Chapter received the Directors Award from Girl's Ranch, Inc. IFDA was selected by the staff to receive this not only because of the work they have done and the money they have raised, but also because they have made so many people in the community aware of Girls Ranch through their annual "Shop 'Til You Drop" trips to Nogales, Mexico. Last November, IFDA took 800 people on the one-day trip to Nogales and filled 20 buses with fun and treasures from across the border. Over \$8,000 was raised for remodeling needs at Girls Ranch, Inc.

Karen Wirrig, Arizona Chapter President, said, "We are all blessed in many ways and we can't always give back to those who have shown us good turns in life. So we do the next best thing by passing it on to others and hope they will do the same. The Chapter is extremely grateful and proud to be honored with this award."

Girls Ranch, Inc. of Arizona is one of the state's oldest prevention

chapter pic

Pictured, from left, are Jan Herwick, Arizona Chapter President-Elect, Ann Barker, Girls Ranch Inc. Executive Director and Karen Wirrig, Arizona Chapter President.

programs. This private, non-profit agency was incorporated in 1952 and today has three homes located in Mesa, Scottsdale and Tucson. They provide long-term residential services to troubled 11-18 year old girls and support services for their parents. Girls Ranch does not accept government grants and is not, by choice, a United Way agency. Support from the community is essential to the program's continued success.

Director

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importantly, current information on-line in the very near future. The membership database on-line will always have the most current information you have provided us in the office. Whatever is in the office database will be on-line and be constantly updated at least weekly. We are moving towards more and more electronic communication either by email or fax. Please take the time to fill out the form in this newsletter and make sure we have your most current information.

Some initiatives we are planning include: a jobs listing for those who have positions available in the furnishings and design industry; and a

"Find A Professional" feature which will allow members to check certain expertise, product or service areas in their membership data base information and then allow potential customers or other members to search the data base for members who fill their needs. For example, if someone is looking for a commercial designer in Phoenix, Arizona, they would check designer and then select Arizona. All members meeting that criteria will pop up on the screen. The IFDA Board hopes this will make it easier for members to find each other and easier for potential clients to find you.

The main IFDA email address remains unchanged at info@ifda.com. Here are the email addresses for your staff team: Mike Giuffrida, Executive Director (mjg@ifda.com) Sheila

IFDA Briefs

Foundation Application Deadline Approaching Quickly

The deadline to apply for the IFDA Educational Foundation scholarships and grants is **October 15**. All applications and accompanying materials must be received by the IFDA International Headquarters Office by this date. For more information and application materials, please contact the Headquarters Office by phone at 202-547-1588, or email your request to kls@ifda.com.

Travel Abroad with Northern California Chapter Members

The Northern California Chapter announced "Heimtextil 2000" Interior Design Market, Hanover and Paris from January 8, 2001 through January 18, 2001. Reserve your spot with deposit by September 25, space is limited. Call Carole Lauren at 925-933-8802 for more information.

IFDA Membership Up

On June 1, 2000 IFDA had 1680 members. On September 7, there were 1,747. Thanks to all. We are headed in the right direction.

Fellows Recipients Announced

Six IFDA members received Fellows Awards. The newest IFDA Fellows are Joan Long of Oakland, Ca.; Frances Phillips of Oxford, Md.; and Mervyn Kaufman, Patricia Chapman, Kathleen Mahoney and Jeanne Marie Byington, all of New York, N.Y. The Fellows will be formally recognized during the awards luncheon at the 2000 National Conference on Saturday, November 4.

Crowley, Director of Member Services (smc@ifda.com), Kim Stup, Newsletter and Communications (kls@ifda.com), Harriet Alexander, Membership Billing (haa@ifda.com) and Annette Summers, IFDA Web Site (als@ifda.com).

So far we have had the opportunity to attend two Chapter meetings. I attended the Arizona chapter meeting in July in Phoenix. I was in the city on other business and called to arrange to meet with Chapter

President Karen Wirrig. She graciously invited me to attend their regularly scheduled chapter meeting that was while I was in town. I learned a lot about the industry and had a great opportunity to meet some really great IFDA members. Sheila Crowley of our staff attended a Washington Chapter meeting as well.

If you have a question, a comment, a suggestion, or criticisms please feel free to call or email us.

IFDA Membership Update Form

Member Name _____ Company Name _____

Mailing Address _____

City _____ State/ Province _____ Country _____ Mailcode _____

Company phone _____ Fax _____ E-mail _____

Company Website address: **www.** _____

Optional, complete if you want IFDA mailings, faxes and email to go to a different location

Member Name _____

Mailing Address _____

City _____ State/ Province _____ Country _____ Mailcode _____

Fax to IFDA at 1+202-547-6348



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