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PRESIDENT'S MESSAGE

Happy New Year! It's time to sweep out the old year to allow the new year to come in! At least that's the tradition at my house at midnight when the countdown reaches zero and the new year begins. We literally take a broom and sweep it out the front door ... and the farther you sweep the better your year is supposed to be! Yes, it's definitely a funny sight, but not near as funny as the times my mom is with us. She really gets into it and gets us laughing so hard we start to choke on the 12 grapes we eat for good luck. One for each month, etc. etc.

These are old traditions passed down from generation to generation and they can certainly be fun(ny), but they are meant to make us reflect on the past year and look ahead to the opportunities of the new year. This year, I believe TAID has been given an amazing opportunity, with the defeat of the Institute for Justice's appeal to the Supreme Court and the dissolution of the Interior Design Protection Council (IDPC). That organization was perhaps the most vocal opponent to our mission of trying to set a higher standard of practice for our profession. I understand this is not the preferred career path for everyone but what's wrong with having the freedom and opportunity to choose that path?

Perhaps it was said best by President Teddy Roosevelt in 1908 ... "No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere." The first part of that quote is even more relevant ... "Every man owes a part of his time and money to the business or industry in which he is engaged." And that my friends, is my point. TAID needs you and your money to be fully engaged in upcoming opportunities. This organization has loyal and dedicated members that are working hard to produce events in your communities. I encourage you to participate and volunteer as needed.

Here is something to think about. ArchiPAC, which is the political action committee of the Texas Society of Architects, recently released the results of their 2011 fundraising efforts. They exceeded their initial goal by 114%! Wow! Being the optimist that I am, I believe that information presents us with another wonderful opportunity ... the challenge to set our own fundraising goal and exceed it! I believe we can do this, and will need every member to participate and encourage another person to participate. TAID is working for YOU! Please support the organization in any capacity that works for you.

I encourage you to think about this year and traditions. What legacy and traditions will we pass down to future designers? It may not be as literal as picking up a broom, but we have an incredible responsibility and possibly even a moral obligation to clear a path for them. I have said before that I believe our industry is in a state of evolution and we must push forward with our mission if we want this industry to thrive. We must put any personal opinions (and dare I say agendas) aside and consider what seeds we need to plant so future leaders will be firmly grounded.

2011 was a year filled with tremendous changes for me personally, so I gladly took my turn with the broom to sweep it away ... but as I reflect on it I realize it taught me to grab on tightly to the positives and allowed me to learn from the negatives. May this year be filled with many positives for each of you. I look forward to an amazing year of opportunities! Stay tuned in to TAID at www.supporttaid.org.

Sincerely,

Rosa G. Salazar, RID, IIDA, ASID

www.supporttaid.org

Visit our website for additional information

Executive Director News

These are exciting times to be an interior designer. In November, I attended the NCIDQ annual meeting and participated in a panel regarding recent deregulation attempts around the country. The best part was that we all prevailed and no state was deregulated.

The keynote speaker at the meeting was Shashi Caan, President of IFI (International Federation of Interior Architects/Designers). Her keynote was full of interesting information and I wanted to share a few facts with you.

Yes, you read the name of the organization correctly – interior architects/designers. The rest of the world uses the term ‘interior architecture’ to describe what we do. It is only in the United States that the architecture laws prevent us from describing ourselves as ‘interior architects’. Wonder if the population would better understand us if we were allowed that title.

She said to think BIG – ‘the built environment is a necessity which provides shelter and accommodates societal activities and human evolution’. What a definition!

The population of the world will triple by 2100. The issues will be longevity, density and diversity. Everyone will be living longer, migration and spread will be inevitable and the diversity of cross generational cultures will definitely change the dynamics of the workforce. There will be enormous impacts on sustainability.

78% of design firms will be interior firms. By 2018, employment in interior design in the US is expected to grow by 19%. This is faster than the average for all other professions. Think future, think about structures that are 2 miles high, 162 floors all being built for multi use, generating their own power and sustainable. They will house residences, corporations, hotels, retail, etc. Architecture and interior design will need to be redefined. It is going to be exciting times as I said in the beginning.

Shashi also shared with us their interior declaration which I have copied for you.

IFI INTERIORS DECLARATION

“It is the nature of Humankind not only to use spaces, but to fill them with beauty and meaning.” Skillfully designed spaces can arouse in us a sense of purpose, or a sense of the profound. In the spaces that are important to us, we experience not only a sense of place, but a sense of who we are, and of what we can be. Thoughtfully designed spaces help us learn, reflect, imagine, discover and create. Great spaces are indispensable for great creative cultures. They encourage connections between people, ideas and entire fields of thought. As design professionals, our knowledge enables us to form spaces that respond to human needs. These human spaces are the domain of our competence, our passion and our work. We use space responsibly. We practice our profession with highest regard for engaging the world’s economic and natural resources in a sustainable manner. We design for health, safety, well-being and the needs of all. It is, after all, for Humanity, our ultimate client, that we design. We shape the spaces that shape the human experience. This is what we do, what we create, what we give. It is how we earn our place at the human table. It is why our work is important to our clients, to our societies and to ourselves. It is the difference we make and why we choose this noble profession.”

VALUE - “The profession provides leadership and utilizes an iterative and interactive process that includes discovery, translation and validation, producing measurable outcomes and improvements in interior spaces and in the lives of the people who use them. This process delivers economic, functional, aesthetic and social advantage that helps clients understand the value of their decisions and enables better decisions that are beneficial to users and to society. It is recommended that the profession become a trusted voice and develop multiple research models in the context of physical, emotional and behavioral patterns of users.”

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Spotlight on our Board Members

Lew Vassberg, RID, AAHID

VP - Legislation, Harlingen

Valley Designs: Evolution of a Business and an Industry

By Eileen Mattei

In the midst of Valley Designs' 14,000 square feet of showroom and office space, Lew Vassberg admitted she was eager to be downsizing in October. Sixteen years ago, interior designers were expected to have a large showroom for customers to choose from numerous items.

"The internet has changed all that, not only for the designer but for the client," Vassberg said. Most of her clients are commercial accounts – hospitals, banks and offices. She goes to their offices; they don't come to her office or even know where it is. Vassberg now uses her vendors' websites to select the fabrics, flooring and furnishings she is considering for a proposal. Those suppliers usually have samples delivered to her the next day.

Even 20 years ago, people who used the services of an interior designer didn't want what they –and everyone else–saw on the showroom floor. They sought different fabrics, finishes and colors. So Valley Designs had accumulated un-counted thousands and thousands of sample books filled with swatches of upholstery, drapery and rug samples; wall racks deep with paint chips and laminate samples and cabinets brimming with counter surface materials. The sample library, overflowing with possibilities, covered at least 25 percent of the floor space.

"For every different kind of window treatment, there is a book full of choices. It's more than the mind can stand," Vassberg said. "In this economy and with e-trade, there's no reason to have a big library (of sample books.) Everybody's got to do it." And Vassberg has noticed that she is the only one using her library.

"The younger generation has no conception of doing anything but looking up information online."

Other anachronisms were taking up additional space. Valley Designs, until its move, had shelves crammed with blueprints from years' of projects such as the Children's Center at Valley Baptist Medical Center Harlingen and Knapp Medical Center, the spa-like mammography area at Valley Regional Medical Center, the mother-baby unit at Knapp, Texas Regional Bank, Border Capital Bank, medical offices and insurance companies.

Still the tradition of having a showroom had a strong hold, despite the fact that Valley Designs' records dating back to 1995 are all stored elec-

tronically, in the cloud. Layouts are computer generated. And while one employee uses electronic device to measure floor space and Vassberg's husband Jerry uses an old-fashioned tape measure, she herself tends to count ceiling tiles for rough measurements.

"I really should have moved to a smaller office long ago," Vassberg noted. In fact, 18 months ago she began the search for a suitable space. This summer, Vassberg chose a 2,000 square foot office that includes space for Valley Designs' upholstery department and is located in the Harlingen Chamber of Commerce building.



During Vassberg's 21 years as a licensed interior designer, she has developed a deep resource network of her own. "One of the things that worked for me is having been on the Texas Board of Architectural Examiners for six years, meeting other designers and being able to share knowledge and resources. It gives you the ability to reach out and ask

"Where can I find this? What can I do?" Vassberg is a founding member of the American Academy of

Healthcare Interior Designers which certifies applicants based on their experience and knowledge relating to the requirements of acute care, ambulatory and long term care environments.

Vassberg is currently the vice president of legislative affairs for the Texas Association of Interior Design and was recently appointed by Gov. Perry to Advisory Board of Economic Stakeholders.

Some brands and products are still exclusively available through interior designers. And although designers don't have a lock on great ideas, they have the leeway and creativity to make possibilities become a reality. A vintage Valley photo album held 80 and 90-year-old photos that Vassberg had transformed into giant reproductions inside a new bank.

Valley Designs, going through the chaos of a drastic downsizing, will emerge trimmer and fine-tuned to handle the major projects already contracted or in the proposal stage. One piece of décor that will not be abandoned in the move is the large silver salmon mounted on the wall of Vassberg's office. The interior designer caught it in Alaska and keeps it as a memory of a wonderfully tranquil place.

RELEVANCE – “The profession defines projects at their commencement, and champions human experience at all levels. Interior designers and interior architects synthesize human and environmental ecologies and translate science to beauty addressing all the senses. The practitioner listens, observes, analyzes, improves and creates original ideas, visions and spaces that have measurable value.”

RESPONSIBILITY – “The responsibility of interior designers and interior architects is to define the practice and the required expertise, educate ourselves and the public, and to position ourselves in the public realm as experts in the built environment. The responsibility of interior designers and interior architects is to advance the profession and advocate for social well being.”

CULTURE – “As a creative enterprise, interior design and interior architecture are a mode of cultural production. They are a place-maker that interprets, translates, and edits cultural capital. In a global world, interior design and interior architecture must play a role in facilitating the retention of cultural diversity.”

BUSINESS – “The profession of interior design and interior architecture provides value to the stakeholders. It improves well-being as a factor of economic development. It provides strategic thought leadership resulting in multifaceted return on investment. Interior designers and interior architects advocate education for the ongoing benefit and awareness of the profession.”

KNOWLEDGE – “Theoretical, applied, and innate knowledge are fundamental to the practice of interior design and interior architecture. The confluence of environmental psychology and the science of anthropometrics are critical to the quantitative and qualitative knowledge that form the practice of interior design and interior architecture.”

IDENTITY – “Interior designers and interior architects determine the relationship of people to spaces based on psychological and physical parameters, to improve the quality of life.”

This keynote really left me thinking. I hope you enjoyed their message as much as I did. Back to the day to day business. More good news for our friends in Florida. The Supreme Court has rejected the petition to further consider the case of Locke vs. Shore. This means that there is no additional legal avenue available to the parties in the case. In effect, the case is now finished. More information is available at www.supremecourt.gov/Search.aspx?FileName=/docketfiles/11-348.htm

And later on that same day, we received notice that the IDPC (Interior Design Protection Council) had voted to dissolve their organization effective 12/31/2011. This is the group that worked with the Institute for Justice and was chaired by Clark Neily to defeat potential interior design laws.

Donna Vining, FASID, IIDA, RID, CAPS
Executive Director



Donna Vining receives donation from Lori Foux, IIDA Houston city center.



Carrie Condry, Allison Levy, Megan Ebert



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The sale of the Texas Accessibility Standards Field Reference Manual 2012 Edition supports the work of Texas Association for Interior Design. TAID is an advocacy group speaking as a single unified voice on legislative issues which affect the business of interior design in Texas.

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www.supporttaid.org

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Texas Legislative Update - What You Need to Know

DATE & TIME - to be announced

Presenter: Donna Vining FASID, IIDA, RID, CAPS

Company: Texas Association for Interior Design

Course Description:

Learn what happened at the Texas Capitol this past legislative session.

Course Coding: C,R,HSW

Course Level: Basic

Location: Room - to be announced



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has jurisdiction over complaints regarding the professional practices of persons registered as interior designers in Texas.	

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