



I | I D | A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION

PENNSYLVANIA/
NEW JERSEY/DELAWARE
CHAPTER

**EXCELLENCE IN
CHAPTER ADVOCACY
& GRA ACTIVITIES**

2016 SUBMISSION

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OVERVIEW

Interior Designers in the state of Pennsylvania are currently restricted from practicing interior design in a code-based environment. In 2009, the UCC revised the IBC codes that adapted section 403.42a Permit Application. This section states the following:

“(c) A licensed architect or licensed professional engineer shall prepare the construction documents under the Architects Licensure Law (63 P.S – 34.1-34.22) or the Engineer, Land Surveyor and Geologist Registration Law (63 P.S – 148-158.2). An unlicensed person may prepare design documents for the remodeling or alteration of a building if there is no compensation and the remodeling or alteration does not relate to additions to the building changes to the building’s structure or means of egress.”

Pennsylvania Senate Bill 1021 (SB1021) was introduced on October 9, 2015 by Senator Yudichak (14th District), Senator Ward (39th District), and Senator Fontana (42nd District).

This legislation, that includes a Title Act and a Practice Act, would provide registration for designers practicing code-driven interior planning and design.

MISSION

The mission of the IIDA Pennsylvania / New Jersey / Delaware Chapter is to pursue rigorous and continuous advancement of the profession of interior design underscored by proven excellence and commitment to city center strength and ongoing professional development.

With this in mind, our Chapter has hosted, organized, sponsored, supported, and lead the interior design advocacy efforts across Pennsylvania. We have created a platform for individuals’ voices to be heard and provided various types of events for all levels of involvement in the legislative process.

Together, we seek the deserved advancement of our profession.

...This is why we **DID.**

I DID. CAMPAIGN

The "I DID." Campaign was founded in 2015 after 100% of the Pennsylvania-residing Chapter Board Members contract their local state legislators in support of SB1021. Just as IIDA Headquarters has positioned themselves as a key leader in advocacy efforts across the country, we believed that each individual Chapter should also visibly position themselves in support, starting with the Board of Directors who lead them.

What started out as a simple positioning statement grew into an individual-focused, relatable, and first of it's kind advocacy campaign that is supported by the same grassroots ideals that are found at the very core of our Pennsylvania interior design legislative coalition, IDLCPA.

First published in October 2015, the "I DID." campaign is available to all interior designers, industry partners, family, friends, clients, and all those who support interior design legislation. It creates opportunities to share their individual testimonies, stories, and unique qualifications that support why they contacted their legislators and request that they #SupportSB1021. These are then published separate from the unanimous voice of the industry and thus relating back to the humanistic side of advocacy and the interior design profession.

I DID.

"Because, as an NCIDQ candidate, I can attest to the rigorous standards we are tested on and their direct correlation to deserved legislation."

#SUPPORTSB1021
#IIDA advocacy

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Jane Hallinan, IIDA
Interior Designer, Perkins Eastman
Pittsburgh, PA

I DID.

"Because interior designers are uniquely educated, trained, and tested to create safe, attractive, human-centered environments."

#SUPPORTSB1021
#IIDA advocacy

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Jessie Freese Santini, IIDA
Senior Interior Designer, RLPS Architects
Lancaster, PA

I DID.

"Because I believe in setting the bar for professional skill sets in the interior design industry."

#SUPPORTSB1021
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Jessica Donnelly, Assoc. IIDA
Interior Designer, Eye Designs, LLC
Collegeville, PA

I DID.

"Because as an NCIDQ certificate holder and design educator, I believe interior design legislation recognizes the years we invest in our training."

#SUPPORTSB1021
#IIDA advocacy

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Robin Blair, Industry IIDA
A&D Manager, Gunlocke
Philadelphia, PA

In it's simplest form, we hope that the campaign will inspire others to write to their legislators as well.

By adding portraits to the quotes, we seek to recognize those individuals who are not afraid to be vocal about the legislation that they deserve and are qualified for. Additionally, we hope to create an opportunity where an individual may say, "I know Alexandra. I'll ask her how I can contact my legislator."

Five additional photos were published in February 2016 and the campaign will continue to periodically grow and showcase more voices from our territory.

The "I DID." campaign focuses on Pennsylvania at this time, due to the current Senate Bill that remains active in Harrisburg. IDLCPA is seeking to introduce our bill into the House of Representatives in Summer 2016.

The IIDA PA/NJ/DE Chapter seeks to expand the campaign in the future to promote New Jersey's professional certifications.

I DID.

**"Because I believe in my abilities to
create environments that protect and
enhance the health, life safety, and
welfare of the public"**

#SUPPORTSB1021
#IIDA advocacy



Alexandra Overton, Assoc. IIDA
Interior Designer, Ewing Cole
Philadelphia, PA

I DID.

**"As an NCIDQ certified interior designer since 1992,
I design interior spaces that are code-compliant
and fully integrated with all building systems."**

#SUPPORTSB1021
#IIDA advocacy



Carl Ballinger, IIDA
Project Manager
Philadelphia, PA

I DID.

**"Because I believe that interior designers
shouldn't have to pay other professionals
to sign and seal their own drawings."**

#SUPPORTSB1021
#IIDA advocacy



Sybil Plants, Assoc. IIDA
Architectural & Interior Designer, Kossman Development
Pittsburgh, PA

I DID.

**"Because I believe interior designers
deserve the right to practice
CODE-REGULATED interior design."**

#SUPPORTSB1021
#IIDA advocacy



Jennifer Winters, Interior Design Legislative Coalition of Pennsylvania President
Owner, JML Design
Hulmeville, PA

WE WANT YOU.

Because your voice matters, we want to hear why YOU contacted your PA state legislators to ask for their support of interior design legislation in Pennsylvania.

#SUPPORTSB1021
#IIDA advocacy

Tell us why YOU DID.
advocacy@iida-panjde.org

Published: January 2016

Education ✓

Experience ✓

Examination ✓

Registration ?

Anyone can call themselves an Interior Designer in Pennsylvania. #SupportSB1021 by contacting your state legislators and help to define the practice of Code-Regulated Interior Design.

#SupportSB1021 • #IIDAadvocacy • #IDID

Published: March 2016

The "I DID." campaign focuses on a positive, fact-driven approach for highlighting key aspects about what our proposed legislation requests as told by our colleagues who are committed to the health, safety, and welfare of their clients every single day.

These flyers are posted to all IIDA PA/NJ/DE Chapter media and communication outlets, including Facebook and email blasts.

#IIDAadvocacy

Make Pennsylvania green, too

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INTERNATIONAL INTERIOR DESIGN ASSOCIATION
PENNSYLVANIA/NEW JERSEY/DELAWARE CHAPTER

#SupportSB1021

Published: April 2016

We Did. Did you?

We contacted our legislators to explain that code-regulated interior design is *not* interior decoration, and asked for their support of Pennsylvania SB1021.

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IIDA Pennsylvania / New Jersey / Delaware Chapter
Organization

Timeline About Email Signup Events More

Search for posts on this Page

451 likes +4 this week
Tim Lucas and 57 other friends

494 post reach this week

See Pages Feed
Posts from Pages you've liked as your Page

Invite friends to like this Page

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INTERNATIONAL INTERIOR DESIGN ASSOCIATION
PENNSYLVANIA/NEW JERSEY/DELAWARE CHAPTER

IIDA Pennsylvania / New Jersey / Delaware Chapter
Published by Iida Panjde (?) · March 4 ·

#IIDAadvocacy #IDID #SupportSB1021 #AdvocateInteriorDesign #PaSenate #IDLCPA <http://www.iida-panjde.org/education-experience-examination/>

Draft: Anticipated Publication - Summer 2016

The following pages provide a glimpse into additional sponsored IDLCPA events, events hosted by IIDA focused on advocacy, and a first extension of the "I DID." campaign into other signature events throughout our year in order to raise awareness to our cause...

Save the Date!

PURE FLIGHT

PURE FLIGHT-PREEN YOUR TAIL FEATHERS AND SHARPEN YOUR BEAKS FOR THE 10TH ANNIVERSARY PURE PARTY! SUPPORT THE IDLCPA WITH PITTSBURGH'S LARGEST DESIGN INDUSTRY EVENT OF THE YEAR. FOOD, DRINKS, FUN AND SURPRISES!

FEBRUARY 18 2016

THE NATIONAL AVIARY 700 ARCH ST, PITTSBURGH, PA 15212 6:00PM-9:30PM

PLATINUM SPONSOR	\$1000	6 TICKETS
GOLD SPONSOR	\$750	5 TICKETS
SILVER SPONSOR	\$500	4 TICKETS
BRONZE SPONSOR	\$250	3 TICKETS
SINGLE TICKET \$50 STUDENT TICKET \$20		

http://www.eventbrite.com/e/pure-flight-tickets-19466444660?utm_source=eb_email&utm_medium=email&utm_campaign=new_event_email&utm_term=viewmyevent_button

Interior Design Legislative Coalition of Pennsylvania



PURE is an annual themed fundraising event that was created in 2007 at Club Pure in Pittsburgh, PA for IDLCPA and is now held every winter.

Today, the name PURE is synonymous with our local industry's largest advocacy fundraising event and is typically held in Pittsburgh. Additional PURE fundraising events have been created for dedicated bi-annual fundraising opportunities to support the coalition's lobbyist fees.

2016 celebrated the 10th PURE winter fundraiser with record-breaking 300 attendees. Philadelphia will host it's first PURE fundraiser, PURE Oktoberfest, and is currently being scheduled for late September 2016.

PURE SCAVENGER

August 27 2015

Join IDLCPA for a fun romp around the cultural district on a wonderful summer night! Form or join a team, search for landmarks, decipher clues and compete for prizes. Return to Six Penn Kitchen for food and drink as we hand out awards.

<https://www.eventbrite.com/e/pure-scamenger-tickets-17616611760>

Details:
 5:30-6:00 Registration
 6:00-7:30 Downtown Scavenger Hunt
 8:00 Prizes Awarded

Location:
 Six Penn Kitchen
 146 Sixth Street
 Pittsburgh PA 15222

Sponsorship:
 All Attendees receive Food+Drink Ticket
 \$25 Individual
 + \$5 for Commemorative T-Shirt
 \$150 Rep. Team Sponsor
 4 Team Members & Logo on Commemorative T-Shirt
 \$250 Event Sponsor
 4 Team Members & Large Logo on Commemorative T-Shirt & Logo on Scavenger Hunt Invite



business interiors by STAPLES CERAMICHE TILE & STONE BENNETT SUPPLY Office DEPOT OfficeMax patcraft. m|de-sign Kimball Office

IDLCPA AMERICAN SOCIETY OF INTERIOR DESIGNERS ASB HFD Binford ASSOCIATE IIDA INTERNATIONAL INTERIOR DESIGNERS FRANKLIN INTERIORS Furnishing Workplace Results THE TILE SHOP TILESHP.COM



1st PURE event: PURE White. 2007

Educate, Advocate, Celebrate:

Why Advocacy Matters

CEU approved by IDCEC for 0.1 credits

Thursday, May 28, 2015

5:30pm, at Burke & Michael
833 Beech Avenue, Pittsburgh, PA 15233

SPONSORSHIP

Bronze: \$150 - 1 ticket
Silver: \$300 - 2 tickets
Gold: \$500 - 4 tickets
Platinum: \$1000 - 6 tickets

ADMISSION

Professionals: \$20
Students: \$5

EVENT DETAILS

5:30-6:30 Registration/Networking, Light Dinner and Open Bar
6:30-7:30 Speakers Emily Kluczynski and Ryan Ben
7:30-8:00 Panel Discussion: "Let's Make It Personal!"
What is happening in Pittsburgh, where do we want the profession to go?

<http://IDadvocacyPGH.eventbrite.com>

Why Advocacy Matters is a presentation with a focus on the basics of advocacy, being an advocate of your profession and why interior designers should incorporate advocacy in every aspect of their life and work. The first portion of the presentation provides a history of interior design regulation, an update on current advocacy related issues from around the country, and IIDA resources that are available to designers to help them become stronger advocates. The second portion of the presentation concentrates on telling your story, and why your story will be the cornerstone of your advocacy efforts. Tips, tools, strategies and insights into how to craft, shape and share your story will be discussed.

Featuring Emily Kluczynski and Ryan Ben from IIDA Headquarters

Emily Kluczynski, MMPA, Director of Advocacy, Public Policy, and Legislative Affairs with IIDA HQ will focus on the basics of advocacy, being an advocate of your profession and why interior designers should incorporate advocacy in every aspect of their life and work. Joining Emily is Ryan Ben, also from IIDA HQ, who will discuss what it means to be an advocate with style and humor.

Would you also like to purchase IDLCPA Membership?

Renewals: \$5
New Members: \$10
Students: Free

Special thanks to our venue host and drink sponsor, Burke & Michael!



PLATINUM SPONSOR:



SILVER SPONSOR:



BRONZE SPONSOR:



WHY ADVOCACY MATTERS



25 PROFESSIONALS / **7** STUDENTS

attended the event to learn the basics of advocacy and the importance of local efforts. A panel discussion was held following the presentation and was comprised of local interior designers who are active in the legislative affairs.

“Embrace [what you do for a living] and we should be able to talk that weird uncle’s ear off until Thanksgiving is over.”

- Ryan Ben, Chapter Relations Manager - IIDA

PRODUCT PARADE



Product Parade celebrated its 14th year as a signature IIDA PA/NJ/DE event. This year, it was held for the first time in conjunction with NeoCon East.

With over 400 individuals in attendance, it was an ideal environment to debut our campaign stickers and informational flyers.

By simply showing the words "I DID." the stickers provide impromptu conversation starters from attendees who may ask "What did you do?" or "What is that about?" The unique one-on-one conversation creates the opportunity for an individual to share their personal perspective on legislative issues.



I DID.

#SupportSB1021

With the recent announcement that Pennsylvania Senate Bill 1021 has been posted, it has become imperative that all who support this bill contact their state senators and representatives to request that they #SupportSB1021.

You do not have to be an interior designer to reach out. As a constituent, your voice matters. Industry partners, friends, family members, and clients can show their support for interior designers by contacting their legislators.

Pledge today that you will, too.

Email us and tell us why *you* #SupportSB1021 at info@iida-panjde.org



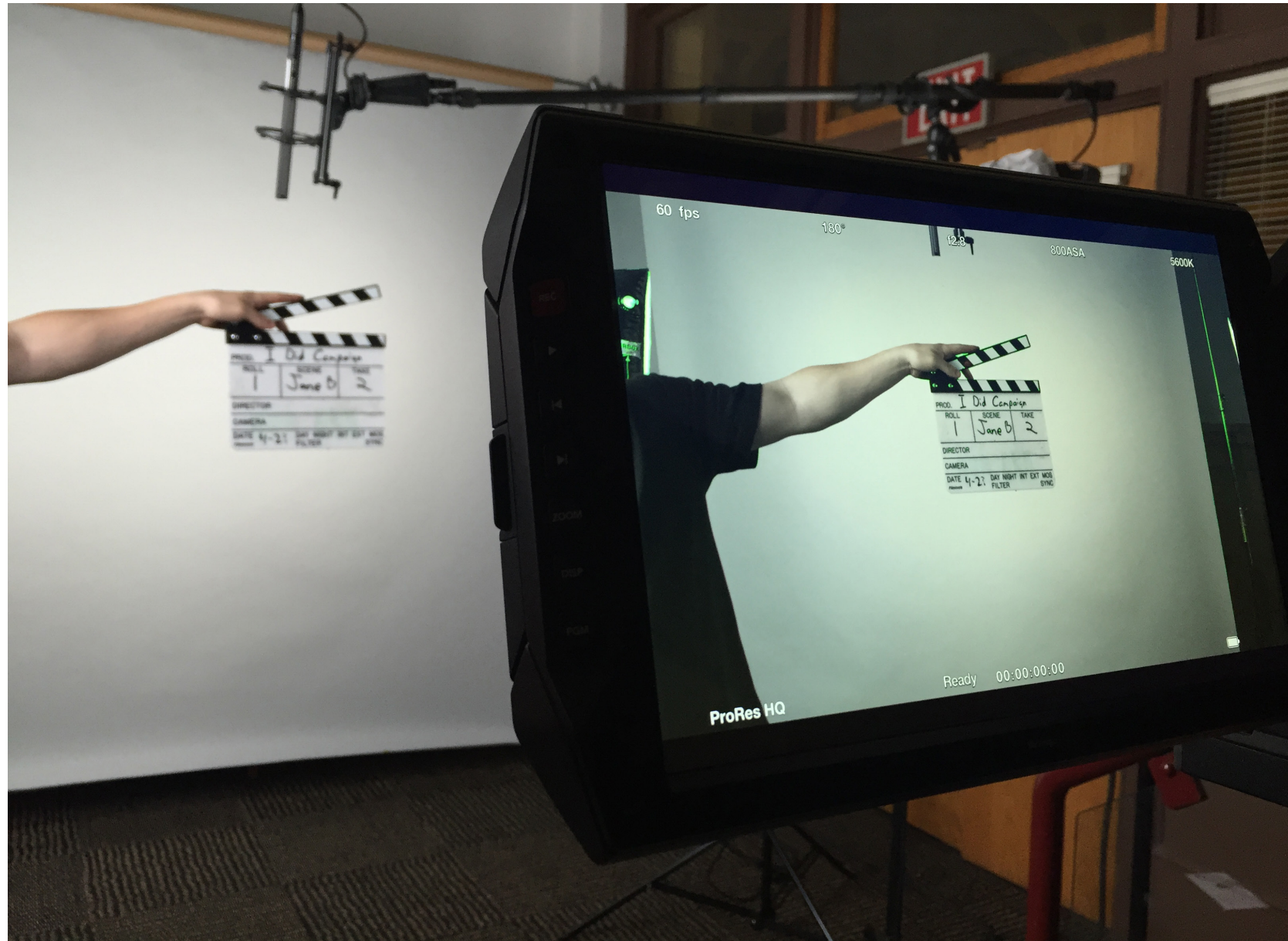
"I did. Because I want the right to practice code-regulated interior design."

- Jennifer Winters
IDLCPA President

Visit www.IDLCPA.org for more information.

UPCOMING

“I DID.” SOCIAL MEDIA COMMERCIAL



OPPORTUNITIES TO FURTHER ADVANCE THE CAMPAIGN



ARCHITECTS IN SUPPORT OF INTERIOR DESIGN LEGISLATION



INTERIOR DESIGN STUDENTS, THEIR SUPPORT, & THE DIRECT CORRELATION TO THEIR UPCOMING CAREERS



DIGITAL / IN PERSON PRESENTATION FOR PENNSYLVANIA OR ONLINE INTERVIEW WITH A DESIGNER(S) FROM NEW JERSEY ABOUT THEIR PASSED LEGISLATION AND IT'S IMPACT ON THEIR CURRENT POSITIONS



PRESS RELEASES AND MEDIA IN LOCAL CITY NEWS OUTLETS