

## SMaRT - AN EYEWITNESS ACCOUNT

By Ginny Dyson, IIDA, LEED AP

In 2001, I was invited to comment on what was, at the time, the 16th draft of a sustainable textile standard. The development of the standard was being led by a non-profit called MTS whose founder was one of the co-founders of the USGBC. Seven diligent years later...SMaRT was born!

SMaRT Sustainable Product Standard is to products what LEED is to buildings. SMaRT gives products an opportunity to demonstrate their environmental attributes separate and apart from LEED and gives manufacturers ample credit for all of the amazing initiatives that they have been developing over the last ten to fifteen years.

My role in the development of SMaRT was to be an advocate for designers



like me...designers who were getting green-washed all day long by well-intentioned manufacturers [most of them] who wanted to tell us all the positive attributes about their products – as they understand them. Evaluating

those claims continues to be frustrating and apples-to-apples comparisons are impossible. A trusted sustainable product standard is a straightforward way to compare products. Interior designers went to design school and we love being interior designers...we are not chemists or product specialists; we do not perform Life Cycle Assessments and we would find it challenging to compare two or three LCAs to each other. Not everyone has the same aptitude to assimilate and dissect all of the environmental claims that are put in front of us and SMaRT organizes that information for the specifying community.

SMaRT evaluates products over their entire life cycle. Like LEED, SMaRT has prerequisites and this creates a

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## A MESSAGE FROM CHAPTER PRESIDENT

JIM WILLIAMSON, IIDA, LEED AP

Dear IIDA MAC Members:

**As designers it is in our nature to solve problems.** We each listen, understand and create design solutions that improve our client's endeavors and create a better tomorrow. As we find ourselves in the midst of economic turmoil we must hold true to our nature. **Our clients need our talent and capabilities now more than ever.**

As designers we have the ability to have a direct impact on our clients, economy and quality of lives. We can't print money, but we can ensure that everything we create is **designed to improve performance, function and quality of life** in the home, workplace, retail, airports, healthcare facilities, hospitality, institutional and transportation facilities.

This year we will carry a theme in each of the four Bridge Newsletters, all of which are intended to inform and inspire our members to impact their day to day work to move our clients and the economy forward. **The four themes are: Sustainability, Philanthropy, Education and Engagement.**

This newsletter's theme is sustainability and the continued impact we can each have in our own way. Our entire industry has transformed itself in the past five years to be one of the most sustainability focused industries in the world. Still, as we improve our man-made environments we have a negative impact on the natural environment. **Going forward we must develop strategies where the improvement of one is not at the cost of the other.**

IIDA remains strong both nationally and locally through our challenging economic times. I encourage our members to reach out to your Chapter and National leadership for resources and guidance to strengthen our industry and roles as we come out of the recession.

Enjoy your reading!

James D Williamson, IIDA, LEED AP  
Mid Atlantic Chapter President



## Renew Your NCIDQ Certificate Online

In May 2008, the online application for the NCIDQ Examination went live! Candidates can now fill out the exam application and check the status of their application online.

The online application is just one of the new features on our Web site. You can log into our MyNCIDQ portal to update your address and view your Certificate status and renewal date.

You can always e-mail us or call (202) 721-0220 to speak to a person. Our customer service team is committed to providing you fast, friendly service.

Visit <http://www.ncidq.org/>

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## Want to Become or Stay a LEED AP? Here's How...

By Rhea A. Vaflor, LEED AP, IIDA, ASID

The organization which now administers the LEED (Leadership in Energy and Environmental Design) exam, the Green Building Certification Institute (GBCI), reports that interior designers comprise approximately 5.3% of all LEED-accredited professionals (APs) registered by industry type. In comparison, architects represent 35% of LEED APs while builders and general contractors combined are 7.8% of LEED APs. As of 2009, both aspiring and existing LEED AP credential holders will have to do additional work to obtain and maintain their titles.

This article will guide you through the primary changes in the credentialing system whether you are considering taking the LEED exam or already are a LEED AP.

### Background

Beginning in Spring 2009, the LEED exam undergoes significant changes. GBCI states that the changes to the exam system “reflect the rapid advances in green building technology and practice in the marketplace.” The intent is that “LEED-credentialed professionals have the latest knowledge and understanding of green building practices and that their proficiency is recognized with this distinction.”

The new testing system tiers the credentialing structure, creating four new distinct categories:

- Tier One : LEED Green Associate
- Tier Two: LEED Accredited Professional (the new “LEED AP+”)
- Tier Three: LEED Accredited Professional Fellow
- LEED Legacy Accredited Professional (for current LEED APs)

In addition, the nomenclature for LEED rating systems will change. The new rating systems are now called:

- LEED Building Design and Construction (“BD+C”formerly LEED-NC)

- LEED Interior Design and Construction (“ID+C”formerly LEED-CI)
- LEED Operations and Maintenance (“O+M” formerly LEED-EB)
- LEED Homes (a revised LEED Homes rating system)
- LEED Neighborhood Development (a revised LEED Neighborhood Development system)

### Thinking about taking the LEED Exam? This section is for you:

The registration cut-off date for the LEED NC v 2.2 Exam and LEED-CI v 2.0 exam is March 31, 2009. If you are registering after that date, you now need to:

- Submit an application to GBCI and pay a \$50 (Green Associate) or \$100 (LEED AP) fee as well as the exam fees
- Demonstrate or document involvement in support of LEED projects (for the Green Associate tier) or demonstrate experience on at least one LEED project and document verified work on a LEED project within the last two to three years (for the LEED Accredited Professional tier)
- Prove that you are employed in a sustainable “field of work” (for the Green Associate tier)
- Agree to the LEED disciplinary policy and credential maintenance guidelines (all tiers)

### Tier One : LEED Green Associate

Designed for non-technical professionals, this exam will test the core knowledge of LEED (i.e. green design, construction and operation concepts). Individuals who test at this level will not be required to take a specialized rating system exam. To maintain this credential, Green Associates will have to pay a \$50 maintenance fee and complete 15 hours of continuing education

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## Become More Sustainably Mindful

By Cathy Trybul

Plant a tree; nurture the environment.  
Consider the hybrid automobile option, and  
use public transportation when able.

Reduce energy used.  
Reduce energy wasted.

Unplug appliances.  
Walk; drive less.

Minimize the use of toxic cleaning solutions.  
Purchase fabric grocery sacks; keep them in  
your car trunk for ready use.  
Buy organic, pesticide free produce.  
Use china and glass; minimize the use of  
disposable items.

Re-use items.  
Recycle paper, cans and glass – at home and  
at the office.

Send and file documents electronically; print  
responsibility.

Select and offer products that are durable,  
which will last for the ages.

Select and offer products that include  
recycled content.

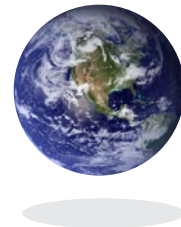
Select and offer products that can be  
recycled, or are biodegradable, at life's  
end.

Be prepared to pay for -- and encourage your  
client to pay for -- these green solutions.

Minimize packaging, recycle packaging;  
ship furniture blanket wrapped.

Educate yourself about your green options.  
Research online, as data evolves  
frequently. Participate in the next  
sustainable C.E.U. or next manufacturer  
forum on sustainability.

Read this IIDA Bridge issue front to back.  
And remember to turn off those lights.



## Washington Metro City Center: Sustainable Design Forum

The WMCC has launched a special sub-set of the Sustainable Design Forum called the Sustainability Working Group. The group is planning near-monthly programs on a variety of sustainable topics aimed at improving the skill-sets of the interior designer around material evaluation, LEED for Commercial Interiors, sustainable literacy, and the role of the interior designer on “green” projects.

On February 19th, OTJ hosted the first program organized by the Sustainability Work Group and set the bar high for future venues with a delicious organic buffet and an excellent setting to talk about Stuff. About 30 participants participated in a “Transformational Book Report” on Deep Economy by Bill McKibben and witnessed the powerful short film titled The

Story of Stuff with Annie Leonard. A post-film discussion focused on materials-literacy and there was an abundance of idea-generation on how designers can consciously make a difference with The Stuff that we specify for our clients. The 20-minute film is instantly available on [www.StoryOfStuff.com](http://www.StoryOfStuff.com) and the web site includes discussion tools for group activities. Please visit the web site; watch the video; and perhaps host your own viewing of The Story of Stuff.



For details on upcoming SWG programs please see the Tuesday e-blasts or contact Ginny Dyson at [virginia.dyson@aecom.com](mailto:virginia.dyson@aecom.com).

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## Baltimore City Center: Membership Happy Hour Supports LEAP Program

By Amy Tate, IIDA

On October 2, 2008, the Baltimore City Center held a membership and philanthropy happy hour, in conjunction with BOMA Baltimore, to benefit the BOMA LEAP program. Held at Ixia on Charles Street, the event had a great turn-out with approximately 50 IIDA and BOMA members in attendance. IIDA members sold \$25 book plates adorned with frogs to encourage readers to “leap” into a good book! As if the attendees needed another reason to donate, each person who purchased a bookplate received a drink coupon good for one of Ixia’s yummy cocktails. The sale of the bookplates and additional donations raised over \$800 for the LEAP program.

BOMA Baltimore’s LEAP program was selected as one of two organizations that the BCC has chosen to support through philanthropic events. LEAP stands for Literacy Empowerment Advocacy Program. This year, the LEAP program chose to focus on the renovation of the library at Woodhome Elementary School in Baltimore City. BCC is excited to be a part of this worthy cause – enriching the educational experience of Baltimore’s youth. BOMA decided to renovate a Baltimore City school library because it would directly impact the local community, have a positive influence on students, promote learning, and effectively use the talents and resources provided by BOMA members.

Several criteria were developed for the selection of the library, including: the library could be renovated without major upgrades, the school has a stable, committed principal and a full-time librarian, and the renovation of the library would create significant, positive effect on the school and the local community. Over half of the schools in Baltimore City do not have fully-functioning libraries – BOMA wanted to make sure that Woodhome Elementary would not add to this statistic. The design scope for the library renovation included a new computer lab, renovation of the audio-visual room, new teacher’s café, new PTA storage area and new storage solutions for the school store. BOMA members contributed labor and materials to the project, which did not receive any funding from the Baltimore City School System.

With the help of many local companies, the Woodhome Elementary library has experienced a complete transformation, culminating in a ribbon-cutting ceremony that took place on November 21. Proceeds from IIDA’s membership happy hour contributed towards the purchase of new books for the library. BOMA would like to thank IIDA for supporting the LEAP program and IIDA looks forward to continued partnership with BOMA for this great cause!

## SAVE THE DATE: Karaoke for a Cause

Celebrate your inner foolishness with BOMA in song at “Karaoke for a Cause.” This is the 1st annual joint philanthropic fund raiser with BOMA Baltimore. Polish up your microphone and get your game on. Details to follow...this event will sell out fast!!

**Date:** Wednesday, April 1st

**Time:** 5:00-8:30pm

**Place:** TBD

**Admission:** TBD

\*Proceeds to go to LEAP



Each year the Baltimore City Center hosts a Holiday party to support a local charity. This year the City Center chose to support Moveable Feast. Moveable Feast is a non-profit, nutritional support program that prepares and delivers meals and groceries to individuals and families affected by HIV/AIDS and other life changing conditions. Their services not only help those in the greater Baltimore area, but the Eastern Shore as well. The party was held on November 20, 2008 at Moveable Feast in downtown Baltimore.



Before the real fun began, Director Tom Bonderenko and Former Development Director Jeff Birch gave an introductory presentation about Moveable Feast's organization. Also on hand, were building owner Ed Sabatino (HEBCAC) and base building architect, Chris Parts (HCM) to explain the history of the building and the historic renovation process.

After the presentation, attendee's proceeded downstairs for the main event. IIDA members, adorned in hair nets and aprons, rolled up their sleeves to make Thanksgiving pumpkin pies for those in need. Guest Chef, Rodney Henry from Dangerously Delicious Pies, prepared ingredients, instructed "first timers" and socialized with our group as we rolled pie dough and arranged crusts to be filled with home-made pumpkin pie filling.

Members could take a break from pie making and not miss out on any of the action in the kitchen's viewing room where hors d'oeuvres and beverages were served. As a follow up to the opening presentation, a tour of the recently renovated interiors was led by Jeffrey Moaney (Gensler). This event not only allowed members to participate in supporting a local charity, but also provided a great learning, socializing and networking opportunity.

In total IIDA donated \$1500 to Moveable Feast and all the pies made that evening were delivered to their clients for Thanksgiving. All and all, the holiday party was a

huge success with laughter heard throughout the kitchen! Moveable Feast is an admirable charity working to help the people of Baltimore. We would like to give them thanks for hosting our holiday party and teaching us about their organization. To find out more about Moveable Feast and how you can help, please visit their website: [www.mfeast.org](http://www.mfeast.org). A special thanks to guest Chef Rodney from Dangerously Delicious Pies who showed us the art of pie making. To find out more about Dangerously Delicious Pies, please visit their website at [www.dangerouspies.com](http://www.dangerouspies.com)



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baseline for what a sustainable product must include – or not include. Other product attributes are combined into five categories as well as an innovation category. This credit organization prompted the standard committee to award certification with nearly the same certification levels as LEED: Sustainable, Silver, Gold, and Platinum.

Here are several key attributes of any sustainable product standard:

Sustainable Product Standards must be developed using the ANSI consensus process. This means that a broad group of stakeholders must participate in the development of the standard. The stakeholders must represent a variety of special interests...not just manufacturers...not just specifiers. The participants in the development of SMaRT included people from academia, municipal governments, environmental advocacy groups, federal governments, private practice, consultants, and a host of others. One of the many things that I learned by participating in the development of SMaRT is that governments cannot adopt standards that have not been through a consensus [or ANSI] process. Because SMaRT went through a consensus process, local governments have started adopting SMaRT for their procurement initiatives. This is a distinguishing characteristic of SMaRT and will allow for wide adoption of this standard. Another distinguishing characteristic of SMaRT is that it allowed trade associations to participate only through their members. Trade associations are obligated to be an advocate for all of their members, including the ones who perform low when it comes to sustainable product features. Trade association led standards [and there are many] are like the fox watching the hen-house.

A Sustainable Product Standard must be transparent. SMaRT is transparent...LEED is transparent. You can go on-line and find out all of the minutiae that you need to about LEED and SMaRT. A transparent standard publishes or makes available its' evaluation criteria – and not just in checklist format. This transparency is valued by manufacturers and specifiers alike. If a product standard is not transparent it's not possible to know how a product is evaluated. To use an example from the current market place: a specifier would

want to know whether or not a competent standard included an evaluation for bio-based materials and if so, exactly how that material is evaluated within the standard. Only a transparent standard would provide for that.

A Sustainable Product Standard must go through 3rd party certification. Self-certification has no value and no integrity in the marketplace. LEED certified projects are more highly valued because they have gone through 3rd party certification. You can probably think of a few examples in the toy or food and drug product markets that have ultimately led to illness or injury – or celebrity endorsements that led to embarrassing revelations when poor labor conditions were uncovered. For products that are made of assemblies with parts that come from all over the planet, the ability to audit claims serves not only the consumer but also the manufacturers. 3rd party certification protects the consumer and the manufacturer...and hopefully the specifier.

What I witnessed as I watched SMaRT being developed was a brilliant collaboration between thoughtful and deeply caring participants. SMaRT gives credit across a broad spectrum of product attributes and manufacturing initiatives and gives the manufacturers credit [in this case points] for their full participation.

If the SMaRT development team has done their job right, designers will never need to know anything more than that a product has been certified; but the different levels of certification reward the manufacturer for their extraordinary accomplishments.

Smart designers, specifiers, and purchasing agents will increasingly demand product certification that they trust and value. This is the evolution of our industry and we all need to be aware of the many forms that greenwashing can take and do our best to protect our clients, our selves, and the most vulnerable among us.

For more information on SMaRT and MTS:  
<http://mts.sustainableproducts.com/>



credits every two years, with 3 hours obtained from an approved program specific to the LEED Rating System, credit categories, and LEED updates.

**Tier Two : LEED Accredited Professional**

Unlike the current two-hour long exam, the new exam will be four hours long and have two parts. The first part will be the same as the LEED Green Associate exam and test core knowledge LEED concepts. The second part will be a specialty exam, depending on the track an individual chooses (i.e. Interior Design + Construction or LEED Operations + Maintenance, etc...) To maintain this credential, LEED AP+ individuals will have to pay a \$50 maintenance fee and complete 30 hours of continuing education credits every two years, with 6 hours obtained from an approved program specific to the LEED Rating System.

**Tier Three : LEED Accredited Professional Fellow**

This tier has not yet been defined. The GBCI states that “Although the application process is currently under development, this tier will distinguish an elite class of leading professionals. Fellows contribute to the standards of practice and body of knowledge for achieving continuous improvement in the green building field.” One interpretation is that this tier is for professionals with extensive green building experience. How GBCI will assess and place value on the experience of such individuals is not yet known.

**Already a LEED AP? Read on....**

**LEED Legacy Accredited Professional**

If you take and pass an existing LEED exam before June 2009, you have three options to maintain your credential:

1. Become a “LEED AP+” : enroll in the new tiered system, submit to the disciplinary policy and complete the Credential Maintenance Program (CMP) for the

initial 2-year reporting period. Once you have enrolled, you can use one of the new specialty designations (O&M, BD&C, ID&C) after your name. Enrollment must occur before June 2011.

2. Become a LEED AP+ by passing one of the new specialty examinations; only part two of a LEED AP+ exam will be required if testing by June 2011. When applying for the exam you will need to sign the disciplinary policy and agree to CMP. You will need to complete the ongoing CMP for your designation and will use one of the new specialty designations (O&M, BD&C, ID&C) after your name.
3. Do nothing; you will be designated a LEED AP without a specialty title in the LEED Professional Directory until June 2011. After that date, if you do not enroll in the CMP, you will no longer appear in the LEED Professional Directory.

**Fees:** The Credential Maintenance Program (CMP) costs \$50 bi-annually, but will be waived for current LEED APs who enroll in the new tiered system between June 30, 2009, and June 30, 2011. After June 30, 2011, the credential maintenance fee will be \$50 every two years.

**Continuing Education Credits (CEU):** LEED Legacy APS who enroll in the CMP must complete 30 Hours (minimum of six LEED-specific credits)

**CEU Requirement Concerns**

The mandated CEUs are a new component of the LEED credentialing system. GBCI has not yet stated which CEUs will be approved, the process for getting potential CEUs approved, or the potential cost of the CEUs. The 30 credit CEU requirement could be challenging for design professionals to meet when combined with the registration and licensing CEU requirements for their respective practice jurisdictions. (see following table).

JURISDICTION	HSW CEU REQUIREMENT*	IIDA CEU REQUIREMENT*	ASIDCEU REQUIREMENT*	GBCI CEU REQUIREMENT*
DISTRICT OF COLUMBIA (LICENSED )	.5 CEUs (5 contact hours)	1.0 CEUs (10 contact hours)	.6 CEUs (6 contact hours)	15 hours (Green Associate) 30 hours (LEED AP+)**
VIRGINIA (CERTIFIED)	No CEU requirement	1.0 CEUs (10 contact hours)	.6 CEUs (6 contact hours)	15 hours (Green Associate) 30 hours (LEED AP+)**
MARYLAND (CERTIFIED)	1.0 (10 contact hours)	1.0 CEUs (10 contact hours)	.6 CEUs (6 contact hours)	15 hours (Green Associate) 30 hours (LEED AP+)**

\* All requirements must be completed within a 2 year period.

\*\* Six CEU hours must be LEED-rating system related.

GBCI continues to revise its examination and credentialing standards. To learn more about the examination process and keep abreast of changes, visit the extensive FAQs at [www.gbc.org](http://www.gbc.org) or call 1-800-795-1746 to talk to a GBCI staff member.

Towson University is considering adding a four year accredited Interior Design program to work in conjunction with the local community college programs. The director at Towson has asked for letters of support for the program from IIDA and its members. The letters should include the benefits of a local four year program to design community in terms of training future designers. They have asked for suggestions as to the optimal location for the program. Towson does not have the room to accommodate the program on campus. There has been some discussion about locating it at Harford Community College. Other options are Anne Arundel Community College and Howard County Community College. Please send letters to the following addresses (an example letter will be available on the MAC website). Please contact Ginger Burcham [gburcham@brasherdesign.com](mailto:gburcham@brasherdesign.com) with any questions.

Jean MK Miller, Chair  
Department of Art + Design, Art History, Art Education  
College of Fine Arts and Communication  
Towson University  
Towson, MD 21252-0001

Christopher Spicer, Dean  
College of Fine Arts and Communication  
Towson University  
Towson, MD 21252-0001



## NCIDQ Announces Change to Multiple-Choice Exams in 2010

NCIDQ has completed its survey of practicing interior designers and will modify the content of its two multiple-choice examinations beginning in 2010 based on the results. The change will require those who have not previously passed both current multiple-choice sections to complete both in 2009 or retest.

“Every five years, NCIDQ undertakes a rigorous process called a “practice analysis” to ensure that the examination tests what interior designers do in the course of their daily practice,” says Jeff Kenney, NCIDQ Executive Director. “This ensures that the examination remains relevant and is testing those aspects of interior design that affect the public health, safety and welfare.”

After the practice analysis five years ago, NCIDQ made only minor modifications, but the results of this latest survey require NCIDQ to make significant changes to the two multiple-choice test specifications. There will still be two multiple-choice

sections of the NCIDQ Examination. The content of these examinations will be organized differently. Section 1 will cover codes, building systems, construction standards and contract administration. Section 2 will cover design application, project coordination and professional practice.

The change to the multiple-choice sections will require those candidates who have not previously passed both the current Section I (Principles of Interior Design) and Section II (Construction Documents and Administration) to pass both of these sections by the end of 2009 or retake each of the new sections in order to receive the NCIDQ Certificate and/or qualify for state licensure or provincial registration.

NCIDQ is planning to update its study materials to reflect the new test specification for the 2010 exams and will have those available in mid-2009. NCIDQ will continue to update its Web site at [www.ncidq.org](http://www.ncidq.org) with up-to-date information regarding the new examination.

On October 21st, the Galleria Lafayette Centre in downtown Washington was transformed into a high-design nine hole mini golf course. Our course hosts created one-of-a-kind holes that included the State of Virginia depicted in carpet, the recycling symbol made out of discarded business cards, and an idyllic farm scene constructed from cardboard boxes. There was even a hole depicting the candidates quest for the White House!

A contest was held to select the best hole design in various categories. Our judges, Nancy Wightman and Joe Prefontaine, both IIDA VIP's, had their work cut out for them but selected the following winners:

**Most Fun to Play - Allsteel**

**Best Use of Materials - Forbo Flooring Systems**

**Most Humorous - HON/CHL**

**Best Constructed - Hitt Contracting**

**Most Sustainable - Lees/Bigelow**

Our other course hosts who added to the fun were: Karastan Contract, Knoll/MOI, Price Modern, and Rand Construction

This event was possible due to the support of our venue partners: *International Wall Designs, KTA Group, PCM Construction, Sevea Staves, and Tandus.*



Best Constructed Hole by Hitt Contracting

Our raffle contributors were American Office, Blue Ridge Carpet, Design Lines Inc., Humanscale, Kimball, Lydia Cutter Photography, MDC Wallcoverings and Paint, Rippeteau Architects, and Wolf Gordon

All admission and raffle proceeds went to our worthy charity, [Childhelp.org](http://Childhelp.org)

A special thanks to all our volunteers, partners, and especially our hard working co-chairs Karen Luria and Ken Tarter!



Co-Chairs: Karen Luria, Karen Luria Interior Identity, Inc. and Ken Tarter, International Wall Designs



Mini Golf Course from the balcony



This year's Breaking Boundaries Breakfast, hosted by the Baltimore City Center. The event was held at the Tremont Grand Hotel in the Corinthian Room on Thursday October 30, 2008. The event was a huge success, with record attendance. Silverware clinked on china as best-selling author Frans Johansson inspired attendees with his thoughts on "creative fusion." Mr. Johansson, who is also an entrepreneur and managing director of Medici Capital Management, spoke about the ideas that he presented in his recent book *The Medici Effect*. The title refers to the Florentine family whose wide-ranging patronage brought together the foremost artists, thinkers and scientists of the Italian Renaissance, breaking down the boundaries among cultures and disciplines. With a sense of humor and a very energetic presentation style, this year's speaker explained the far-reaching and often surprising effects of bringing together diverse groups of people with varied backgrounds and thought processes. Encouraged by these types of intersections, Mr. Johansson believes everyone can find groundbreaking innovation in their own lives.

Many thanks to the committee who brought us this wonderful event:

**Breaking Boundaries Committee**

1. Polly Houck, Sentral Building Sevices and Kelly Ennis, FCHH are co chairs
2. Jeffrey Moaney, Gensler
3. Karen Welsko, Ridge Interiors
4. Laura Kerris, Shaw
5. Margie Troy, Herman Miller
6. Elizabeth Turner, Johnsonite
7. Ginger Burcham, Brasher
8. Carolyn Davis, Mohawk
9. Heather Dalton, Gensler

**BCC assistance on the day of the event**

1. Greg Martin, AO
2. Stacy Hukhill, Gensler
3. Allison Graham, Gensler
4. Mimi McIlroy, MOI

**MC**

Jim Camp, Gensler

**Award recipient**

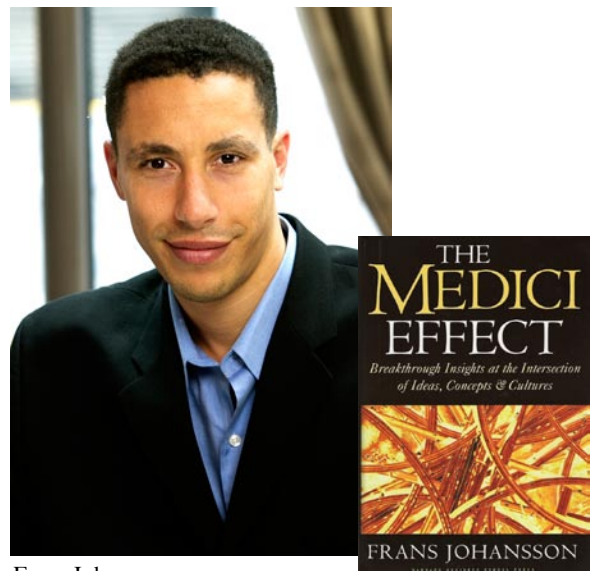
Kirby Fowler, Downtown Partnership



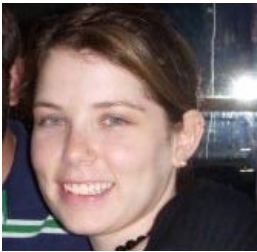
Frans Johansson, Author and Keynote Speaker



From left to write: Frank Norcross, IIDA MAC Past President, Kirby Fowler, President of the Downtown Partnership of Baltimore and Jeffrey Moaney, IIDA Baltimore City Center Director.



Frans Johansson,  
Author, "The Medici Effect"



## BALTIMORE CITY CENTER MEMBER PROFILE

AMY PILO, IIDA  
DAVID S. BROWN ENTERPRISES

### **Have you a partner, family, and /or pets?**

I have a boyfriend named Erik, no pets...yet

### **Where did you study design? What was the emphasis of your study?**

I received my B.S. in Interior Design from Philadelphia University in 2007.

### **What did you enjoy or excel at in school?**

Besides my design classes, I also enjoyed my History Classes, especially the history of technology.

### **What is your employer's name and your job description or title?**

My employer's name is David S. Brown Enterprises one of Baltimore's premier commercial and residential developers, David S. Brown Enterprises, LTD. specializes in meeting and exceeding the needs of the most discerning tenants and buyers. We accomplish this through quality craftsmanship, strict attention to detail and highly personalized service.

### **What do you like most about your current job?**

I really enjoy the camaraderie I feel within my department. We are only three people big, but I feel like I am constantly learning and growing as a result of working with my co-workers.

### **How and why did you come to interior design as a career choice?**

I feel like I have always wanted to be an Interior Designer. Since I was about 7 years old, I knew I wanted to do something involving design. Through a specialized high school I was able to excel in programs through the arts and found that Interior Design was truly my calling.

### **What was your first job in design?**

Before my internship with Erikson Retirement Communities the summer after my Junior Year in College, I also gained experience through other design venues by working at a High-End Bathroom and Kitchen Hardware store.

### **Why and when did you join IIDA?**

I joined IIDA while with Erikson Retirement Communities. Being a young designer I joined IIDA in the hopes of meeting other young designers in my community. As a result of attending school in Philadelphia I do not know many other young designers in the region; IIDA has given me a new venue to meet those people.

### **Who or what has been your biggest motivator in your life or career?**

My parents have definitely been a big motivator in my life. They have always supported me in all of my ventures.

### **What do you do or where do you go when you need to "escape"?**

Right now it's definitely a good movie, the couch and my boyfriend and not specifically in that order.

### **With what interests, hobbies, charities, or other organizations are you involved?**

A new hobby I have acquired through my boyfriend is skiing, it is one of his great passions and now that I'm finally not a beginner anymore I'm really starting to like it. I also really like resort design so skiing gives me the opportunity to explore those spaces.

### **What is your favorite comfort food?**

It doesn't have to be a comfort food for me, but I will always eat pizza!

### **What else do you want to say in THE BRIDGE – briefly?**

I am really excited to see what the future of IIDA has to provide and I cannot wait to be a part of it.

### **If you could be another designer living or past who might that be?**

Definitely Charles Rennie Mackintosh, he is by far my favorite designer. I find his work incredibly inspiring and I love how he incorporates nature into all of his designs.



## ANAPOLIS CITY CENTER MEMBER PROFILE

RUTH JANSSON, IIDA, LEED AP  
AECOM DESIGN

### **Have you a partner, family, and /or pets?**

I was born and raised in Southern California—where the remainder of my family lives. I live in Washington, D.C., in a Sear's house, with my rescue dog Bailey.

### **Where did you study design? What was the emphasis of your study? (Architecture, interior design, other)?**

I have two degrees—one in Fine Art and one in interior design. I have worked on many different project types and sizes. I have a specialty in color, materials and architectural finishes.

### **What did you enjoy or excel at in school?**

Art and interior design classes

### **What is your employer's name and your job description or title?**

AECOM Design---formally known as DMJM Design and I'm an Associate Principal

### **What do you like most about your current job?**

I love that we're very busy! I especially love the people I work with and the diversity of project types. In addition, one of my responsibilities I have is Business Development---which I love.

### **How and why did you come to interior design as a career choice?**

Interior design is actually a 3rd career for me---I had previously been a stockbroker and a fine jewelry buyer for a retail store. I came to the field by way of renovating three houses during my marriage---when ever people came over they would say that I should become a professional designer, so I looked into getting a design BA. Because of my art degree, I was able to get my design degree in 2 ½ years. It's my favorite career!

### **What was your first job in design?**

My first job was with a small firm in DuPont Circle called Victoria Olian Design Limited. Two months after I started, Vickie went to France on a 6 month sabbatical. During that time, we---the three remaining staff---changed the name to The Olian Design Group (we also had to answer the phones and the old name was too long and we had to keep explaining that we didn't sell Victorian furniture---seriously). It was a great learning experience.

### **Why and when did you join IIDA?**

I joined IBD in 1989 after I passed the NCIDQ. I feel it is so important to be part of and to support one's professional organization---whatever the profession is.

### **Who or what has been your biggest motivator in your life or career?**

I'm incredibly lucky to have had two amazing mentors and my biggest motivators---Armando Rocha and Richard Logan, both during my 18 years at Gensler.

### **What do you do or where do you go when you need to "escape"?**

I go antiquing in the country with one of my best friends, Jim Williamson for "mini" escapes. We have such a great time and really feels like getting away.

### **With what interests, hobbies, charities, or other organizations are you involved?**

I'm a long time member of CREW (Commercial Real Estate Women), a wonderful organization. In addition, I was a member of the Board of Trustees of Imagination Stage, located in Bethesda. In 2007 I became a member of the Cosmos Club.

### **What is your favorite comfort food?**

Macaroni and cheese

### **If you could be another designer living or past who might that be?**

I can't imagine being happier than I am now as a designer and with my past experience.

## **A Call to Action: Opportunity in the American Recovery and Reinvestment Plan**

By Dana Mathews, IIDA, LEED AP

*Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America. -President Barack Obama, January 20, 2009 Inaugural Address*

Things have not been easy in the Washington, DC real estate community lately. Construction slowdown and project delays have led to a flood of layoffs not unlike what's seen around the rest of the country. The new administration's response to this and the wider economic downturn is its American Recovery and Reinvestment Plan. What this plan lacks in details it makes up for in inspiration. The 800+ billion dollar plan promises to rebuild America for the better and to introduce new jobs, and all within a sustainable mindset. According to then President-Elect Obama's address on American Recovery and Reinvestment (January 08, 2009):

To finally spark the creation of a clean-energy economy, we will double the production of alternative energy in the next three years. We will modernize more than 75% of federal buildings and improve the energy efficiency of two million American homes, saving consumers and taxpayers billions on our energy bills. In the process, we will put Americans to work in new jobs that pay well and can't be outsourced- jobs building solar panels and wind turbines, constructing fuel-efficient cars and buildings, and developing the new energy technologies that will lead to even more jobs, more savings, and a cleaner, safer planet in the bargain.

Obama elaborates on these initiatives to bolster the economy, proposing the following outline: an infrastructure bank that finances projects with environmental returns; the creation of a nationwide energy smart grid; the introduction of one million hybrid cars by 2015; an increase in fuel economy standards; a commitment to have 10% of our electricity come from renewable sources by 2012, and 25% by 2025; to weatherize one million homes a year; and to commit the United States as a leader on climate change by introducing an economy-wide cap-and-trade program to reduce greenhouse gas emissions 80% by 2050.

Certainly, as an interior designer who practices sustainable design, this focus on a clean-energy economy is encouraging, with its promise of economic recovery. The United States Green Building Council (USGBC) addresses many of these issues- energy efficiency, support of renewable resources, reduction of greenhouse gasses- with its Leadership in Energy and Environmental Design (LEED) rating systems. However, to see any real and necessary results, sustainable design principals must be made into national policy. I believe the challenges put forth in President Obama's Recovery and Reinvestment Plan are an opportunity to do just that: there is no lack of human capital willing to pick ourselves up; we can set to work to create a more ecologically sustainable future for America. As President Obama said in his historic inaugural address, "All this we can do. All this we will do."



**The Washington Metro City Center has joined the National Building Museum at the Corinthian Level for 2009. This membership will provide the WMCC with a vendor neutral location to hold events, and it also provides many other benefits to all IIDA MAC members!**

**SPACE USE:**

Unlimited use of the Corinthian Lounge during business hours; suitable for small groups of 6 to 8 people; contact Melinda: [mhungerman@nbm.org](mailto:mhungerman@nbm.org) or Amanda: [alewis@nbm.org](mailto:alewis@nbm.org) to schedule

**PUBLIC PROGRAM PASSES:**

- IIDA has 15 free passes to onsite public programs at the Museum.
- See [www.nbm.org](http://www.nbm.org) for upcoming events.
- Contact Melinda or Amanda to use a free pass before the date of the program.

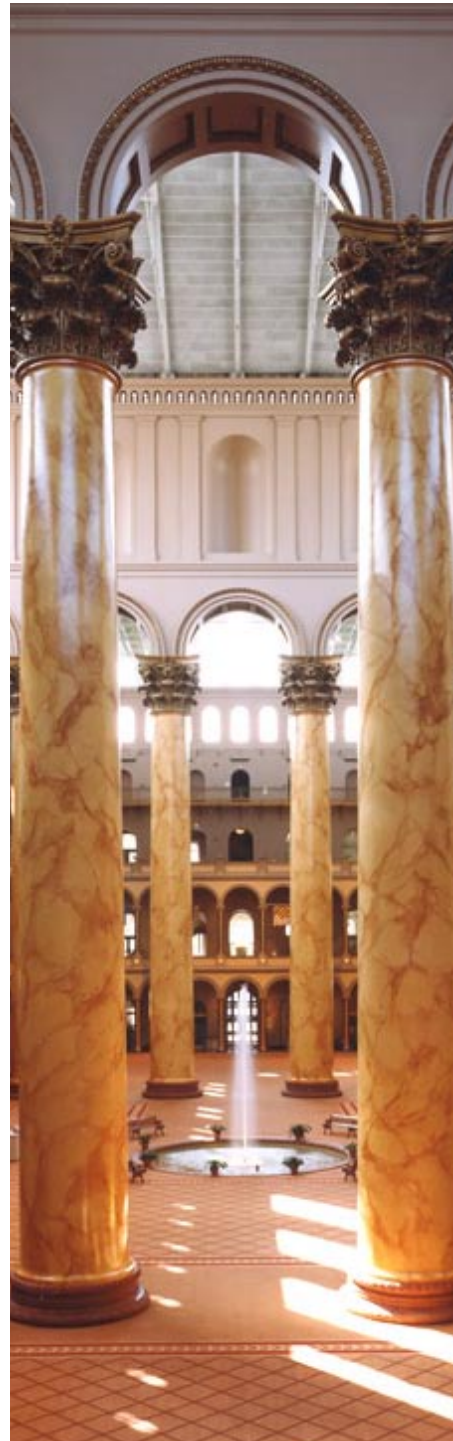
**MUSEUM SHOP DISCOUNT:**

- IIDA MAC members receive a 20% discount on purchases in the award-winning Museum Shop.
- Tell the cashier what company or association to which you belong.

**EVENTS and TOURS:**

- Invitations to exhibition opening receptions, the Corinthian Holiday Party and other special events.
- Contact Melinda or Amanda to schedule a group to of the building or an exhibition.

These are outstanding benefits that we can offer our entire IIDA MAC membership. Please contact Susan Ives, [susan.ives@perkinswill.com](mailto:susan.ives@perkinswill.com) with membership questions.



The National Building Museum is located at 401 F Street NW, Washington, DC. Red Line Metro, Judiciary Square  
 M-Sat: 10 – 5, Sun 11 – 5  
[www.nbm.org](http://www.nbm.org), 202.272.2448

jan feb mar apr may jun jul aug sep oct nov dec

# calendar

## Feb 2009

- 9 BCC Meeting
- 11 WMCC Meeting
- 12 ACC-Forum
- 18 ACC-Meeting
- 19 BCC Forum
- 25 MAC Meeting
- 26 WMCC Forum

## Mar 2009

- 9 BCC Meeting
- 11 WMCC Meeting
- 18 ACC Meeting
- 19 WMCC CEU/Forum
- 25 MAC Meeting
- 26 BCC Membership Event

## Apr 2009

- 8 WMCC Meeting
- 9 WMCC Membership Event
- 13 BCC Meeting
- 15 ACC Meeting
- 16 BCC Forum/CEU
- 17 The Bridge- Deadline
- 22 The Premiere
- 23 ACC Forum/CEU
- 29 MAC Meeting
- 30 BCC Philanthropy Event

## May 2009

- 7 WMCC Gov't Forum
- 11 BCC Meeting
- 13 WMCC Meeting
- 14 ACC/BCC (Team Building)
- 20 ACC Meeting
- 27 MAC Meeting
- 28 BCC Forum

## Jun 2009

- 8 BCC Meeting
- 10 WMCC Meeting
- 12 The Bridge- Deadline
- 15-17 NEOCON
- 23 ACC Meeting
- 24 MAC Meeting
- 25 Annual Meeting  
and Volunteer Recognition

## Jul 2009

- 9 WMCC Forum - Pinnacle Tour
- 13 BCC Meeting
- 15 WMCC Meeting
- 22 ACC Meeting
- 23 BCC Forum/Happy Thursday
- 29 MAC Meeting

## Aug 2009

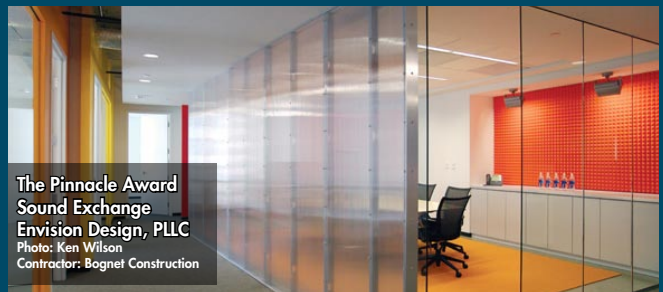
- 19 ACC Cruise & Meeting
- 26 MAC Meeting
- No City Center Meetings

## Sep 2009

- 11 The Bridge- Deadline
- 14 BCC Meeting
- 16 WMCC Meeting
- 17 WMCC Forum
- 23 ACC Meeting
- 24 BCC Forum
- 30 MAC Meeting

## Oct 2009

- 8 WMCC CEU
- 12 BCC Meeting
- 14 WMCC Meeting
- 15 BCC Forum/CEU
- 20 ACC Forum/CEU
- 21 ACC Meeting
- 22 WMCC Mini-Golf Classic
- 22 MAC Meeting



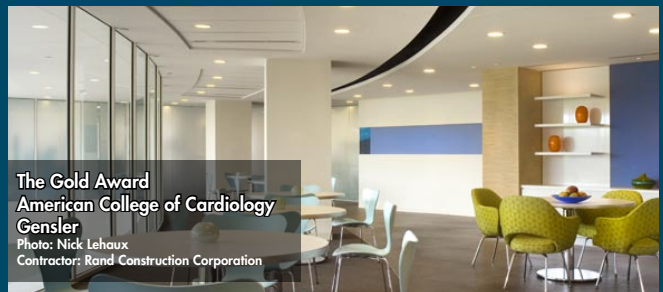
**The Pinnacle Award**  
Sound Exchange  
Envision Design, PLLC  
Photo: Ken Wilson  
Contractor: Bognet Construction



**The Gold Award**  
Society for Neuroscience  
Envision Design, PLLC  
Photo: Eric Laignel  
Contractor: Spaulding & Slye



**The Gold Award**  
Cisco Systems, Inc. Herndon  
HOK  
Photo: Peter Paige  
Contractor: Hitt Contracting, Inc.



**The Gold Award**  
American College of Cardiology  
Gensler  
Photo: Nick Lehaux  
Contractor: Rand Construction Corporation



**The Gold Award**  
Atlas Performing Arts Center  
Core Architecture + Design  
Photo: Michael Moran  
Contractor: Tishman Construction Corporation of DC

Details for the IIDA-MAC Calendar are available online  
[www.iidamac.org/Events.htm](http://www.iidamac.org/Events.htm)

The Mid-Atlantic Chapter (MAC) is made up of the three City Centers listed below.  
If you have questions or are interested in attending an event, please contact us.

**Washington Metro City Center** Susan Ives, [susan.ives@perkinswill.com](mailto:susan.ives@perkinswill.com)  
**Baltimore City Center** Jeffrey Moaney, [jeffrey\\_moaney@gensler.com](mailto:jeffrey_moaney@gensler.com)  
**Annapolis City Center** Ann Pierson, [ann.pierson@haworth.com](mailto:ann.pierson@haworth.com)

## SAVE THE DATE:

## THE PREMIERE April 22, 2009