

BENEFACTOR CAMPAIGN

2025



IIDA | CAROLINAS
chapter

30th
ANNIVERSARY
IIDA CAROLINA'S

LETTER FROM THE PRESIDENT

HELLO IIDA Carolinas Chapter!

I am so excited to be serving our board as the Carolinas Chapter President for 2024–2025!

I have been a member of the board for 10 years in various roles, each one brought me joy and growth! I started as a student liaison for our NC campus centers and found a passion for mentoring Interior Design students and being a resource to them! These students are the future of our industry, and I enjoy seeing how they are working and learning, and what new insights they bring to design! I was a Co-City Center Director in Triangle and that brought so much growth around balancing workloads and maintaining plans and schedules to keep our monthly events at the time on track and exciting with my Co-CCD and our steering committee – always looking ahead at what we can do for our city center and chapter! As the VP of Communications, I learned how to update websites and communicate through constant contact to our members at large – I never thought web support would be on my resume, but I LOVED IT! Last year, I was fortunate to work closely with our Past President, Chelsea Lawrence, to see how to lead a Board, lead a chapter, and continue to advance our profession and grow our chapter! I'm so excited to carry on the work that has been done by the chapter leaders before me! In 2025, we will celebrate 30 years as a chapter with IIDA. 30 years of service to the profession of Interior Design, 30 years of events and knowledge and learning, 30 years of support to students and members, 30 years of friendships and a shared love for what we do, and most importantly, 30 years of advocacy, sharing what we do, being proud to be an Interior Designer and educating others on what it means to be an Interior Designer!

As I look ahead at what this year will bring for me, I am excited to celebrate our 30th Anniversary with you all at events, with acknowledging founding members, past board members, and honoring the work we have done! We want to continue to grow our community of Interior Designers and Carolinas Chapter members together, as we look at the opportunity to open a City Center in Wilmington to support our NC coastal region, we need your support to make that happen through membership and involvement! We want to continue the work that was done to pass legislation for Registered Interior Designers

in NC and drive those same efforts in SC. We want to support our Campus Centers and help them thrive and learn. We want to promote mentorship and engagement with our professional members both peer to peer and as mentors to our student designers.

It is with great pleasure, that I am a leader with the Carolinas Chapter, and that I have the opportunity to work with all of you in our design community. We love the tenure we have on our board, and we would also love to welcome new board members to bring new ideas and new support. I encourage you to get involved in your local city centers, talk to board members, chapter leaders, and ask how you can be a part of it too. I challenge you all to Advocate for our profession, take advantage of the resources that come to you as a member of IIDA, utilizing both local and our international chapter support for Professional growth opportunities, staying connected on new or leading trends effecting our industry, enjoy the fun with colleagues and friends and grow your network at events around the Carolinas!

Thank you so much to each one of you that support IIDA, through engagement, through membership, with sponsorship and benefactor support, you help us advance the profession of Interior Design and make our Chapter one of the best!

Together, WE are IIDA!

Sincerely,

Susan Lewis, IIDA

IIDA Carolinas Chapter, President 2024-2025



**DESIGNWORKS 2023
FURNITURE INSTALLATION WINNER**
One South Amenity Three - PMC
Charlotte, NC



BOARD OF DIRECTORS | CAROLINAS CHAPTER 2024-2025



PRESIDENT
Susan Lewis
IIDA



PRESIDENT-ELECT
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NCIDQ, IIDA, NCRID



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INDUSTRY IIDA



VP OF STUDENT AFFAIRS
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WELL AP, NCRID, IIDA

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Marissa Deters, IIDA

COASTAL:

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Mary Tran, Associate AIA, IIDA

COLUMBIA:

Lynne Leach, Industry IIDA
Heather Ling, IIDA

TRIAD:

Kristen Michaels, Assoc. IIDA
Kathryn Budd, IIDA

TRIANGLE:

Vincent Antkiewicz, NCIDQ, IIDA
Kailee Bennice, IIDA

UPSTATE:

Brianna Faris, IIDA
Hope Williams, Assoc. IIDA

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DIRECTOR OF GRAPHICS AND BRANDING:

Alexandra Halibej, IIDA

DIRECTOR OF SOCIAL MEDIA:

Holly Hinds, IIDA

DIRECTOR OF ADVOCACY:

Alicia Husband, IIDA

DIRECTOR OF CORRESPONDENCE:

Sophie Wiley, Industry IIDA

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Chelsea Lawrence, NCIDQ, IIDA, NCRID

ADVISOR

Beth Florence, NCIDQ, EDAC, IIDA

FORUM DIRECTORS

Jessica Taylor, IIDA
Angela Pound, NCIDQ, WELL AP, IIDA

CAMPUS CENTERS

APPALACHIAN STATE UNIVERSITY

Faculty Advisor:

Alex Poorman, IIDA

Campus Center Director:

Kelly Garoutte

WINTHROP UNIVERSITY

Faculty Advisor:

Quintell Gwinn

Campus Center Director:

Addie Johnson

WESTERN CAROLINA UNIVERSITY:

Faculty Advisor:

Shelly Gregg

Campus Center Director:

Shani Kitchen

QUEENS UNIVERSITY:

Faculty Advisor:

Jordana Psiloyenis, NCIDQ, IDEC

Campus Center Director

Esther Monahan

ADVANCING INTERIOR DESIGN

The Carolinas Chapter of the International Interior Design Association (IIDA)

We continue to gain more Registered Interior Designers in North Carolina, currently at 340 Registered Interior Designers and 75 RID Firms. We encourage our NCIDQ designers to activate your NC Registration. This law provides a title act with permitting privileges to designers who have chose to register with the regulatory board. We are actively engaged in pursuing these same efforts for our South Carolina design members - please watch for ways you can help support this legislation.

This is where passion for Interior Design meets real-world opportunity.

WHO WE ARE

We are the Interior Design association with **global vision and community impact**. We bring smart, inspired design to the Carolinas, elevating the human experience through creativity, education, problem-solving, and connection through designs that address the health, safety, and welfare of occupants.

WHAT WE DO

IIDA Carolinas serves established designers, growing firms, passionate students, and our communities. Our organization enhances the craft of design through leadership, advocacy, and community partnership.

We provide a **support network** which connects members to peers, mentors, and clients. We facilitate learning, connection, and inspiration with regular professional development programs and monthly member events, with the **goal of sharing knowledge and facilitating career advancement**.

WHY WE EXIST

Our vision is happier, healthier living through superior elevated design. Designers bring together a broad skillset to **enhance our clients' quality of life**, and we advance the work and culture of Interior Design through shared knowledge.

We serve as the bridge between the Interior Design industry and the public, leading with innovative vision to address changing commercial and cultural needs such as greater sustainability and universal accessibility. We strive to implement creative, inclusive design solutions that positively impact the health and wellbeing of people's lives and work.

We promote a human-centric culture of philanthropy and community, helping members and their businesses give back in meaningful, effective ways that support important causes.

DESIGNWORKS 2023
PREK-12 EDUCATION - WINNER
 CMS West Charlotte Replacement
 High School - LS3P
 Charlotte, NC

THANKS TO OUR SUPPORTERS



JANUARY, PLANNING

January served as a break for chapter members, giving everyone a chance to recharge after the holiday season. During this time, our steering committees, composed of dedicated volunteers, met to plan and organize events for the year ahead.

FEBRUARY, STUDENT DESIGN DAYS

February was dedicated to student engagement, with strong participation from our design students. We hosted building tours, mentoring sessions, and interactive workshops, providing students with valuable hands-on experiences and deeper insights into the design profession.

MARCH, GROWTH & WELLNESS SUMMIT

In March, our chapter hosted the first Growth and Wellness Summit in the Triad City Center. This chapter-wide event focused on achieving work-life harmony and included business development education, practical wellness solutions, and opportunities for valuable networking. Topics included the Peace Index for managing chaos and finding fulfillment, strategies for productivity, and a CEU course on Transformational Leadership for Learning Environments.

APRIL, ANNUAL CONFERENCE

Our City Centers organized a series of CEU events in April, providing members with the opportunity to earn credits while staying informed on current topics and trends in design.

MAY, PHILANTHROPY

This year, we moved our annual philanthropy month to May, bringing back beloved events like Product Runway, a golf tournament, painting activities, and more! These events provided our chapter with opportunities to give back while building connections within our community.

JUNE, NEOCON & CLC

In June, a few of our board members traveled to Chicago for NeoCon and the IIDA HQ Chapter Leadership Conference. With many members on vacation, we also used this month as a planning period for our City Centers, allowing steering committees to organize and strategize for the upcoming months.

JULY, BOARD RETREAT

As a board, we gathered to welcome new board members and brainstorm the remainder of the year, ensuring we continue to provide engaging content and valuable resources for our chapter.

AUGUST, SUMMER SOCIALS

August was dedicated to networking and camaraderie, as our City Centers hosted events to bring together designers and industry colleagues.

SEPTEMBER, CEUs & NCIDQ PREP COURSE

Our chapter offered a variety of CEU events in September and hosted a weekend-long NCIDQ Prep Course in Raleigh to support members preparing for certification.

OCTOBER, MEMBERSHIP DRIVES

This October, we held our annual membership drives across the Carolinas. Through these events, we shared insights about our chapter's work and connected with potential new members, celebrating with a fun, Fall for IIDA theme.

NOVEMBER, CHAPTER FALL FORUM

Our Chapter Fall Forum hosted in Columbia, SC will be held under the theme 'Under the Big Top,' featuring a silent auction, a tour of the SLED building, a CEU course, and ample networking opportunities. All proceeds from the auction will go towards supporting design advocacy in South Carolina. We look forward to bringing our members together to connect, learn, and contribute to our community.

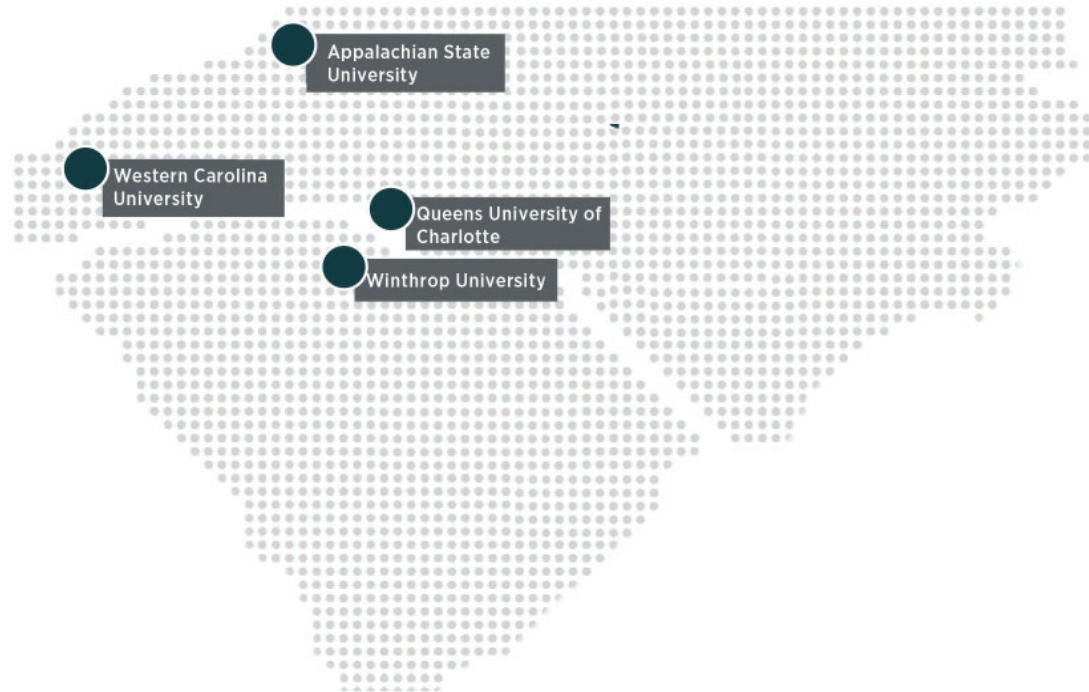
DECEMBER, HOLIDAY PARTIES

In December, each of our City Centers will host a holiday celebration, allowing members to come together and close out the year on a festive note. Many of these gatherings will also include a charitable component, giving us a chance to give back to our communities during the holiday season.

2024 HAS BEEN ENCOURAGING AND WE LOOK FORWARD TO 2025



CAMPUS CENTERS



"While the clock is running out on my time as a student member, I can step into the next chapter with confidence in my abilities, a wealth of connections within the industry, and a better understanding of advocating for Interior Design. I have found the passion that drives my career goals with the help of IIDA Carolinas and the fantastic people who contribute at each level, from the classroom to the board room. I have been able to flourish and travel for the sake of interior design, start a new program at my alma mater to continue student engagement and plant the importance of interior design in a growing industry. Thank you, IIDA Carolina Chapter, for believing in me."

-Abigail Student Member
Queens University of Charlotte

"Being apart of IIDA Carolina's has been one of the best experiences I've had in my pre-professional career. As an interior design student I was exposed to multiple networking opportunities, local firms, and industry professionals, to help develop my experience as a designer. IIDA Carolinas gave me the opportunity to expand my leadership skills, learn the importance of connections, and further my professional development. I am truly appreciative of this amazing network of designers."

-Jordyn Student Member
University of North Carolina Greensboro



2024: CHAPTER AT A GLANCE



658

Carolinas Chapter Members

Affiliate / Honorary – 0.3%
(3 members)

Industry / Dealer – 22%
(145 members)



6

City Centers



2 STATES



Students + Educators – 23.86%
| **Educators** – 1.7%
| (11 Members)
| **Students** – 21%
| (141 Members)

Associate – 24%
(156 Members)

Professional – 31%
(202 Members)

Designers make up

54%

of the membership
(Associates + Professionals)



5

Campus Centers



SILVER AWARD

We are one of the fastest-growing and most active regional IIDA Chapters. Our Chapter was honored to achieve a Silver Award in 2020 from IIDA HQ for our impressive growth in membership in the past year!

2024: CHAPTER AT A GLANCE CONTINUED

Charitable Contributions Since 2014: **OVER**

\$67,500

in addition to **TIME, FOOD,**
and **ASSORTED ITEMS DONATED.**

OVER

50

TOTAL EVENTS FOR 2024

- 35+** Networking Events
- 26** Educational Events
- 2** Chapter-wide Forums
- 1** Award Ceremony (187 Entries)

Social Connections

 LinkedIn: **500** followers,
662 members

 Instagram Followers: **2,561**

- Charlotte: **1,227**
- Coastal: **546**
- Columbia: **388**
- Triad: **688**
- Triangle: **830**
- Upstate: **381**

 Facebook:
605 likes, **678** follow

Top hashtag:
#thankbenefactor



**DESIGNWORKS 2023
LIVING- WINNER**
Woodfield Development -Shelton Taylor
Charleston, SC

2025 IIDA Carolinas Chapter Benefactor Opportunities

The IIDA Carolinas Chapter Board of Directors is delighted to announce the start of our 2024 Benefactor Campaign!

We are grateful to our benefactors for their generous support of our chapter; it's this collaboration with our industry partners that helps us support the design community. Our chapter is committed to organizing events centered around knowledge and learning, community outreach, excellence in design, professional growth, networking, and supporting each along with students. We have planned city and campus center events throughout the Carolinas that will showcase the best of our profession and inspire the next generation of designers. By becoming a benefactor, you will enable us to utilize your generous funds to support the events we want to bring to our chapter and make a positive impact on the design community.

We appreciate your trust and partnership in our vision of creating a better future for interior design community. Thank you for being a part of our success story.

	DIAMOND \$20,000 <small>*reserved</small>	SAPPHIRE \$12,000 <small>*limited</small>	PLATINUM \$8,000	GOLD \$6,000	SILVER \$4,000	COPPER \$3,000	BRONZE \$1,500	A&D \$1,000 <small>*firms only</small>
Website, e-blast + social media <small>(benefits outlined on next page)</small>	●	●	●	●	●	●	●	●
Recognition at Chapter + City Center Events	●	●	●	●	●	●	●	●
Recognition on Chapter Website and in all Chapter + City Center Newsletters	●	●	●	●	●	●	●	●
Annual electronic copy of Carolinas Chapter Membership Directory	●	●	●	●	●	●	●	●
Quarterly Check-ins to reviews unused benefits	●	●	●	●	●	●	●	●
One Focus Group Session (2 hour maximum) with four IIDA Professional Members	●							
Sponsor of Board of Directors Retreat to be held Thursday-Saturday in July	●							
First right of refusal to host NCIDQ prep courses - held in Fall & Spring		●						
Senior Designer Round table (1 per city center) for Virtual Breakout session with Benefactors	●	●	●					● <small>(1 attendee)</small>
ADDITIONAL OPPORTUNITY FOR CHAPTER SPONSORSHIP <small>*not associated with benefactor levels</small>								
Legislative Efforts in South Carolinas								ALL DONATIONS EXCEPTED
Support a Student or Campus Center								\$100
Host a Board Meeting ● You will be given the option of Spring '25, Fall '25, and Winter '25 <small>Must be able to accommodate 40 people, AV Capabilities, and provide lunch. There will be a 30 minute opportunity prior to starting the meeting the address the board.</small>								IN-KIND

BENEFACTOR BENEFITS

	DIAMOND <small>*reserved</small>	SAPPHIRE	PLATINUM	GOLD	SILVER	COPPER	BRONZE	A&D <small>*firms only</small>	
EVENT PARTICIPATION <small>*please note that signature events and forums will change annually and benefits will be adjusted to accommodate the event slated.</small>	Annual Chapter Wide Forum	5 Tickets	4 Tickets	3 Tickets	2 Tickets	2 Tickets	1 Ticket	1 Ticket	2 Tickets
	Annual Chapter Wide Signature Event	8 tickets at a reserved table	8 tickets at a reserved table	8 tickets at a reserved table	6 Tickets	2 Tickets	2 Ticket	1 Ticket	2 Tickets
	Annual Signature Event Discount	●	●	●	●	●	●	●	●
	Benefactor Showcase	●	●	●	●	●	●	●	●
	Signature Event Project Entry		1 Entry						2 Entries
	Signature Event Presenter	●	●						
	Ad in Chapter Wide Annual Event Program for Signature Event <small>*content provided by benefactor</small>	1-1/2 Page	Full Page	Full Page	1/2 Page	1/4 Page			
	Benefactor Happy Hour Toast	●	●	●	●	●	●	●	●
	Company Logo + Link with NC + SC sales rep contact listed on website	●	●	●					
	Company Name with NC + SC sales rep contact listed on website				●	●			
DIGITAL MEDIA BENEFITS	WEBSITE	Company name listed on website					●	●	●
		CEU info listed on password protected Knowledge page on website <small>*available to IIDA members only</small>	●	●	●	●	●	●	●
	E-BLAST	Recognition (welcome and thank you) in Chapter Wide Newsletter and on social media at start of benefactor year	●	●	●	●	●	●	●
		Benefactor spotlight feature in one Chapter newsletter/email <small>*content provided by benefactor</small>	●	●	●				
		Benefactor Spotlight <small>*content provided by benefactor</small>	2 Posts	2 Posts	2 Posts	1 Post	1 Post	1 Post	1 Post

DIGITAL MEDIA BENEFITS

2025 CALENDAR OF EVENTS

JANUARY

Planning month for Board Members and City Center Directors

Designer Round Table: Connect with senior level designers for an open roundtable.

FEBRUARY

Student Design Days: Events focused on connecting students and professionals while advancing their pursuits and interests within the design industry.

Student SHIFT Conference hosted by the Texas Oklahoma Chapter

MARCH

Spring Forum: Please join us as we host our Spring Fourm in Wilmington, NC to encourage membership & help develop a new city center.

FREE 23 hour intensive NCIDQ prep course for 15 members courtesy of our generous Benefactors.

APRIL

CEU / Building Tours: Educational opportunities to expand awareness and skill sets of designers and industry affiliates. Many city centers offer building tours during this month to showcase local talent.

MAY

Philanthropic: Provide a focused month to give back to our local communities.

JUNE

NeoCon & CLC: provides us with an opportunity to see new products & prompt professional development for our chapter leaders.

Summer Social : Encourages design professionals and industry affiliates to network and celebrate with our community of Designers!

JULY

Annual Board of Directors Retreat: Planning for the entire year ahead and transitioning the new board members.

AUGUST

Planning Month.

SEPTEMBER

CEU's/Learning: Educational opportunities to expand awareness and skill sets of designers and industry affiliates. Many city centers offer building tours during this month to showcase local talent.

OCTOBER

Annual Membership Drive: to share and celebrate the benefits of membership.

NOVEMBER

DesignWorks: Please join us for our DesignWorks Award celebration in Charlotte, NC as we celebrate our 30th anniversary & excellence in design! This Winter White Themed party will be a celebration you won't want to miss!

DECEMBER

Holiday Parties: Our City Centers will host a holiday celebration to promote some holiday cheer to wrap up the year!

BENEFACTOR REGISTRATION

Thank you for your consideration in contributing to our organization. Your support enables us to provide invaluable programs and events to the design community in the Carolinas throughout the year. Our organization would not exist without your support. We hope you find value in your relationship with our Chapter and welcome any feedback.

We recognize the fast paced lives we all have and the value of convenience. For this reason, we created an online registration page. From here you can select your desired Benefactor level, enter any contact information, and make your contribution via credit card or PayPal directly on that page. A receipt will be emailed to you automatically.

We appreciate the need for convenience, but hope you will consider making your contribution via check. We incur fees for the convenience of collecting an online payment through PayPal with credit cards. In an effort to maximize the value of your contribution, we encourage you to send your donation as a check.

We appreciate your contributions and the hard work and effort each of your local sales representatives provide the designers in our great community.

Steven Hawes, IIDA, NCIDQ, LEED GA, NCRID
President-Elect
steven_hawes@gensler.com

Megan Hess, WELL AP, Assoc. IIDA
Director of Industry Relations
megan.hess@cjmw.com

**Contact Steven Hawes
to inquire about being a 2025 Benefactor**

If you are mailing a check, please indicate the level of sponsorship desired and make checks payable to:

IIDA Carolinas Chapter
Attn: King Bostrom
100 N Tryon Street
Suite B220 PMB 171
Charlotte, NC 28202

Please note that the benefactor opportunities will close on January 31, 2025.

THANK YOU

2024 BENEFACTORS

IIDA | CAROLINAS
chapter

DIAMOND

Milliken™

PLATINUM

patcraft® SPARTAN
SURFACES

GOLD

Alfred Williams & Company • Interior Elements • J+J Flooring •
Mannington Commercial • Mohawk Group • Steelcase + Designtex

SILVER

Bonitz • Daltile • EF Contract | KiBA • Officeworks • Porcelanosa •
Shaw Contract • Tarkett • Teknion | Studio TK • Unique Concepts •
Young Office

COPPER

Dan Lurie Associates, Inc. • Davis Furniture • DARRAN Furniture •
Storr Office Environments

BRONZE

Allsteel • Architex • Bentley Mills • Best Tile • Bodwell Associates • Cosentino •
Crossville Studios • DSC Group • Gerflor • INFINIUM Wall Systems Inc. | Urban Office •
Interface + Nora Rubber • Jack Fetner Associates Inc. - OFS •
MDC Interior Solutions • Mecho Shade + SWF Contract •
Momentum Textiles & Wallcoverings • MRG Southeast • Reliatex, Inc. • ROPPE •
Sherwin Williams Company • Smith & Stevenson • The Contract Group • Tilebar

A&D FIRM

C Design • Gensler • GreenbergFarrow • Lambert Design Group • LS3P •
Workplace Architecture + Design