



# BENEFACTOR CAMPAIGN 2024

**IIDA** | CAROLINAS  
chapter



# LETTER FROM THE PRESIDENT

HELLO IIDA Carolinas Chapter!

It is with immense enthusiasm and gratitude that I reflect upon my first month as President of our chapter. The privilege of serving you all over the next year is both an honor and a source of great excitement. The journey I've had with IIDA over the past few years have been nothing short of transformative. When I initially joined the board, I could not have anticipated the profound impact this organization would have on my personal and professional growth. It has granted me the opportunity to expand my horizons, establish invaluable connections, and engage in collaborations that were once beyond my reach. I owe a significant part of my growth to this Chapter, and it is now my privilege to give just that back to our vibrant community.

Our Chapter has always been a place where everyone is welcomed with open arms. It is a space for personal and professional growth, and a community to lean on when needed most. My primary objective as President is to shine a spotlight on these benefits and bring our membership closer together, uniting in our shared mission to advance the profession of Interior Design.

This coming year promises to be a groundbreaking one for our Chapter, marked by a series of inaugural events. We are unwavering in our commitment to keep our membership engaged and to provide innovative avenues for learning and networking. We are dedicated to ensuring that we remain at the forefront of industry trends. We eagerly anticipate unveiling these dynamic events and look forward to your valuable feedback.

One of these events will take us on a journey to provide the means to engage with the legislative community in South Carolina. Building on our significant legislative success in North Carolina, we are now committed to providing equal representation and opportunities for our South Carolina members. Our grassroots efforts are poised to begin, and we eagerly anticipate keeping you updated on our progress.

While we introduce new events, we also cherish our time-tested signature events. We are thrilled to continue offering the NCIDQ prep course, a program that boast an impressive 100% pass rate and is made possible through the unwavering support of our benefactors.

Our City Center events, including our kickoff with Pumpkins and Partnership, will continue to celebrate our existing members while extending a warm welcome to new ones. The Student Design Days, CEU events, summer socials, and holiday parties will also be making a return, alongside exciting initiatives to expand our city and campus centers.

Our Chapter's website is now equipped with several updates design to support our membership and benefactors by providing essential content. The knowledge tab has been updated to include several different categories. Included in that is the CEU link that offers CEU's directly affiliated with our benefactors, while additional links cover advocacy, NCIDQ resources, and volunteer opportunities. This space is ever evolving, and we encourage you to make the most of it. Furthermore, we are thrilled to announce the launch of our IIDA Shop, where you can now browse and purchase IIDA Carolinas merchandise – I must say, our sweatshirts are incredibly comfortable. Stay tuned for more updates in the near future.

As we continue to grow and innovate, we're breaking new ground with our signature event lineup. Our vision is to create a space where our entire community can come together and grow as one. IIDA Carolinas is a support system like no other, and I aspire for each and every one of you to feel the strength of this community throughout the year.

In closing, I extend my heartfelt gratitude for your unwavering support of the Carolina Chapter. I'm thrilled with excitement about the year ahead, and I hope you share in this enthusiasm. Together, we will push boundaries, achieve milestones, and create lasting memories.

Thank you for being part of our vibrant community, and here's to an extraordinary year ahead.

Sincerely,

**Chelsea Lawrence, NCIDQ, LEED AP ID+C, IIDA, NCRID**  
IIDA Carolinas Chapter, President 2023-2024



**DESIGNWORKS 2023**  
**BEST IN SHOW**  
Charleston Tennis - LS3P  
Charleston, SC





# BOARD OF DIRECTORS | CAROLINAS CHAPTER 2023-2024



**PRESIDENT**

**Chelsea Lawrence**  
NCIDQ, LEED AP ID+C,  
IIDA, NCRID



**PRESIDENT-ELECT**

**Susan Lewis**  
IIDA



**VP OF ADVOCACY**

**Allison Volckens**  
NCIDQ, IIDA, NCRID



**VP OF CITY CENTERS**

**Steven Hawes**  
NCIDQ, LEED GA, IIDA,  
NCRID



**VP OF COMMUNICATION**

**Lauren Thomasson**  
NCIDQ, IIDA



**VP OF MEMBERSHIP**

**Cathy Greene**  
NCIDQ, IIDA, NCRID



**VP OF PROFESSIONAL DEVELOPMENT**

**Whitlee Nock**  
INDUSTRY IIDA



**VP OF FINANCE**

**King Bostrom**  
INDUSTRY IIDA



**VP OF STUDENT AFFAIRS**

**Crystal Vaughn**  
IIDA

## CITY CENTER DIRECTORS

### CHARLOTTE:

Amy Sprules, Industry IIDA  
Deanna Smith, Assoc IIDA

### COASTAL:

Jasmine Jarvis, NCIDQ, IIDA, NCRID

### COLUMBIA:

Lynne Leach, Industry IIDA  
Jimmy Wall, NCIDQ, IIDA

### TRIAD:

Kristen Michaels, Assoc. IIDA  
Martha Lawrence, Industry IIDA

### TRIANGLE:

Vincent Antkiewicz, NCIDQ, IIDA  
Dina Khalek, Industry IIDA

### UPSTATE:

Johanna Ward, NCIDQ, IIDA, NCRID  
Hope Williams, Assoc. IIDA

## CHAPTER DIRECTORS

### DIRECTOR OF INDUSTRY RELATIONS:

Megan Hess, WELL AP, Assoc. IIDA

### DIRECTOR OF GRAPHICS AND BRANDING:

Alexandra Halibej, IIDA

### DIRECTOR OF SOCIAL MEDIA:

Chamberlain Iocovozzi, Assoc. IIDA

### DIRECTOR OF ADVOCACY:

Katie Hill, Industry IIDA

### DIRECTOR OF STUDENT AFFAIRS:

Nicole Palmer, Assoc. IIDA

### DIRECTOR OF CORRESPONDENCE:

Sophie Wiley, Industry IIDA

## PAST PRESIDENT

Michelle Lambert, NCIDQ, IIDA, NCRID

## FORUM DIRECTORS

Sarah McCurdy, Assoc. IIDA  
Jordan Neises, NCIDQ, IIDA

## CAMPUS CENTERS

### APPALACHIAN STATE UNIVERSITY

#### Faculty Advisor:

Alex Poorman, IIDA

#### Campus Center Director:

Hanna Abbruzzese

### UNIVERSITY OF NORTH CAROLINA

#### GREENSBORO

#### Faculty Advisor:

Stephen Skorski

#### Campus Center Director:

Jordyn Brewington

### WESTERN CAROLINA UNIVERSITY:

#### Faculty Advisor:

Shelby Hicks, M.F.A., IIDA,  
NCIDQ, LEED GA, NCRID

#### Campus Center Director:

Alexandra Sellers

### QUEENS UNIVERSITY:

#### Faculty Advisor:

Jordana Psiloyenis, NCIDQ, IDEC

#### Campus Center Director

Haley McIntosh



# 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 312 Registered Interior Designers and 63 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**  
**CORPORATE MEDIUM - WINNER**  
 Armstrong Transport - C Design  
 Charlotte, NC



# THANKS TO OUR SUPPORTERS



## JANUARY, PLANNING

As a chapter, our members take a break this month from events while our steering committee meet and plan for the year of great events to come!

## FEBRUARY, STUDENT DESIGN DAYS

We had such great engagement with our students and professionals through out City Centers to support the design students with portfolio reviews, panel discussions, mentoring and building tours! In addition we hosted a weekend long NCIDQ prep course in Charlotte!

## MARCH, CEU'S

This month we dedicate to CEU's to help our members gain the credits needed to maintain certifications and continue to grow their career knowledge!

## APRIL, PHILANTHROPY

Our annual philanthropy month is switching to April this year, and we are excited to bring back our events like cornhole, carnivals, golf and more!

## MAY, ROSE AND CROQUET

This year we added a new event to our calendar, and our members enjoyed the Rose' and Croquet Chapter event in Greenville, SC. Our members and guests enjoyed a day of competition and an evening of fun and celebration!

## JUNE – NEOCON & CLC

We look forward to traveling to Chicago this year for NeoCon and the IIDA HQ Chapter Leadership Conference. With so many vacations we allow this as a planning month for our City Centers.

## JULY – BOARD RETREAT

This month we gather as a board to help train and bring on new board members and brainstorm and plan out the remainder of the year to continue providing excellent content for our Chapter.

## AUGUST – SUMMER SOCIALS

Summer Socials this month gave us a chance to network with colleagues and celebrate with our community of Designers! We also hosted our 2nd weekend NCIDQ prep course in Raleigh for our members!

## SEPTEMBER – CEUS

Our chapter hosted an array of CEU's - virtual and in person - some city centers with the opportunity to gain 4 credits in one day!

## OCTOBER – MEMBERSHIP DRIVES

Our annual membership drives were held this month around the Carolinas to share what we do as a chapter and recruit new members to join - we had fun with the Pumpkins+ Partnership theme! We had an interest event in Wilmington to see if we can gain members in that growing region!

## NOVEMBER – PLANNING & CHAPTER FALL FORUM

As a chapter we paused this month to plan out Designworks event and set intentions for 2024 as a board - creating budgets, preparing campaigns and calendars for the year of events for our chapter!

## DECEMBER – DESIGNWORKS

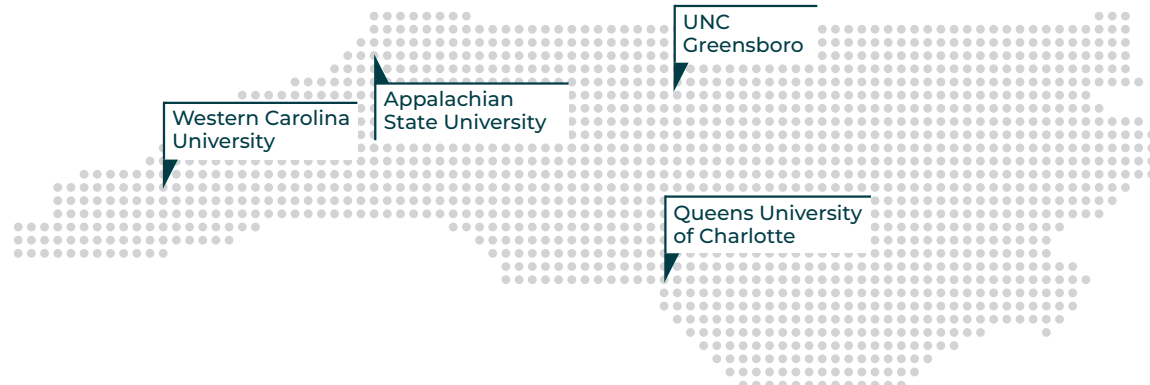
While this year, our chapter did not celebrate with City Center Holiday parties, we were able to all come together in Charlotte for our 2023 Designworks Awards Celebration - with a fun Merry Masquerade Themed Black Tie Gala! We look forward to this signature event for our members and design community to celebrate excellence in design!

2023 HAS BEEN ENCOURAGING AND WE LOOK FORWARD TO 2024





# CAMPUS CENTERS



*“IIDA Carolinas has provided me not only with countless supportive measures and industry connections in the Carolinas but across state lines as well. I was fortunate enough to attend NeoCon this past summer, and observing industry professionals, meeting vendors, and attending the student portfolio review left me in awe and so excited to start my career. I’ve been a representative on my IIDA campus center board for two years now, and I can say without a doubt I would not feel as confident graduating this May without the continual support I’ve received from the IIDA Carolinas chapter.”*

**-Haley** Student Member  
Appalachian State University

*“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





# 2023: CHAPTER AT A GLANCE



# 662

Carolinas Chapter Members

<span style="color: #00A0C0;">■</span> <b>Affiliate / Honorary</b> – 0,3% (2 members)	<span style="color: #4F5B6A;">■</span> <b>Industry / Dealer</b> – 20,54% (136 members)
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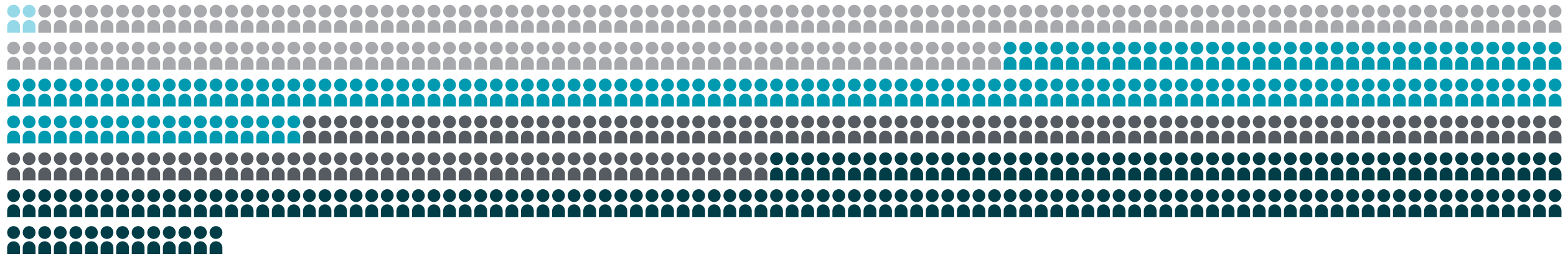


# 6

City Centers



# 2 STATES



<span style="color: #00A0C0;">■</span> <b>Students + Educators</b> – 23,86%	<span style="color: #4F5B6A;">■</span> <b>Associate</b> – 25,6%	<span style="color: #002060;">■</span> <b>Professional</b> – 30,6%
<ul style="list-style-type: none"> <li><b>Educators</b> – 2,11% (14 Members)</li> <li><b>Students</b> – 21,75% (144 Members)</li> </ul>	(170 Members)	(203 Members)

Designers make up

# 56%

of the membership  
(Associates + Professionals)



# 4

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!



# 2023: 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 2023**

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

## Social Connections

**in** LinkedIn: **418** followers,  
**662** members

**ig** Instagram Followers: **2,317**

- Charlotte: **1,145**
- Coastal: **534**
- Columbia: **383**
- Triad: **633**
- Triangle: **747**
- Upstate: **350**

**f** Facebook:  
**605** likes, **678** follow

Top hashtag:  
**#thankabenefactor**



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



# 2024 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>	BLACK \$15,000 <small>*limited</small>	PLATINUM \$8,000	GOLD \$6,000	SILVER \$4,000	COPPER \$3,000	BRONZE \$2,000	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>
<b>ADDITIONAL OPPORTUNITY FOR CHAPTER SPONSORSHIP</b> <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 '24, Fall '24, 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>	BLACK	PLATINUM	GOLD	SILVER	COPPER	BRONZE	A&D <small>*firms only</small>		
<b>EVENT PARTICIPATION</b> <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 Brunch	●	●	●	●	●	●	●	●	
	Company Logo + Link with NC + SC sales rep contact listed on website.	●	●	●						
	Company Name with NC + SC sales rep contact listed on website				●	●				
<b>DIGITAL MEDIA BENEFITS</b>	<b>WEBSITE</b>	Company name listed on website					●	●	●	
		CEU info listed on password protected Knowledge page on website <small>*available to IIDA members only</small>	●	●	●	●				
		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 Brag <small>*content provided by benefactor</small>	●	●	●	●	●	●	●	●
	<b>E-BLAST</b>	Benefactor spotlight feature in one Chapter newsletter/email <small>*content provided by benefactor</small>	●	●	●					
		Benefactor Brag <small>*content provided by benefactor</small>	●	●	●	●	●	●	●	●
		Instagram Takeover Tuesday, twice per benefactor year <small>*content provided by benefactor</small>	●	●	●					
		Sales Team Spotlight <small>*content provided by benefactor</small>	●	●	●	●				

DIGITAL MEDIA BENEFITS



# 2024 CALENDAR OF EVENTS

## JANUARY

Planning month for Board Members and City Center Directors

Student SHIFT Conference hosted by the Texas Oklahoma Chapter

## FEBRUARY

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

## MARCH

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.

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

## APRIL

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

## MAY

Signature Event We are looking forward to bringing a new event to our Chapter with a Wellness Retreat located in Greensboro, NC. We hope to see you there!

## JUNE

Planning month for our Board of Directors.

NeoCon provides us with an opportunity to see new products and we encourage all members to thank our Benefactors throughout the month.

## JULY

Planning Month.

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

## AUGUST

Summer Social : Encourages design professionals and industry affiliates to relax and mingle after an educational CEU presentation.

## 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

Signature Event : Please join us for a knowledge forum and silent auction in Columbia, SC to learn more about our advocacy efforts and goals as we work towards legislation in SC for Registered Interior Designers.

## DECEMBER

Holiday Parties While we take this year off from Design Works - we welcome the City Centers across the Carolinas Chapter to host holiday parties and bring members together for an evening of celebration!

# 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.

**Susan Lewis, IIDA**  
President-Elect  
[susan.lewis@steelcase.com](mailto:susan.lewis@steelcase.com)

**Megan Hess, WELL AP, Assoc. IIDA**  
Director of Industry Relations  
[megan.hess@cjmw.com](mailto:megan.hess@cjmw.com)

**Contact Susan Lewis  
to inquire about being a 2024 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, 2024.



# THANK YOU

## 2023 BENEFACTORS

IIDA | CAROLINAS  
chapter

DIAMOND

Milliken™

BLACK

E

Interior Elements

PLATINUM

patcraft® SPARTAN  
SURFACES

GOLD

Alfred Williams • CBI Workplace Solutions •  
J+J Flooring Group • Mannington Commercial •  
Mohawk Group • Shaw Contract • Steelcase + Designtex

SILVER

CH Briggs • Daltile • EF Contract • Tarkett •  
Teknion | Studio TK • Young Office

COPPER

Davis Furniture • DARRAN Furniture

BRONZE

Architectural Surfaces • Architex • Bonitz • Best Tile • Cosentino • Crossville •  
Dan Lurie Associates, Inc. • Interface + Nora Rubber • Gerflor USA • Kimball International •  
MDC Interior Solutions • Mecho + SWF Contract • Michael F. Luther & Associates •  
Momentum Textiles & Wallcoverings • MRG Southeast • OED Marketing • Office Revolution • Reliatex, Inc. •  
ROPPE • Sherwin Williams • Smith & Stevenson • The Contract Group •  
Urban Office + Infinium Wall Systems Inc.

A&D FIRM

Barbour Spangle Design • C Design • Hanbury • Lambert Design Group • LS3P •  
STITCH Design Shop