



# ELEVATE

## Interior Design through Advocacy

Issue 04 - Fall 2021



# CALL TO ACTION

## Become an Advocacy Ambassador

We need committed individuals from every district willing to meet with their representatives and lobby for upcoming legislation regarding how interior designers practice in the state.

Fill out [this quick form](#) to help us build our network of design advocates in California. The IIDA Northern and Southern California chapters occasionally call upon this network to represent our membership and educate public officials about the impact we make in our communities.

### What is it like to meet with a representative?

In these brief meetings, usually 15 minutes, 3-4, IIDA ambassadors demonstrate the professionalism and passion of interior designers by introducing themselves and highlighting the work they do, especially prominent projects in the representative's community. Each ambassador brings a set of drawings to illustrate their technical skills. An experienced IIDA advocate may share details of or request support from the representative for IIDA's legislative positions.

### IIDA experts prepare ambassadors in advance.

Ambassadors are invited to periodic trainings to learn about IIDA's legislative agenda and hear firsthand experiences of members who have met with representatives.



**TOP IMAGE**

*Designers attend Capitol Day in Wisconsin*

**BOTTOM IMAGE**

*Designers meet with their Indiana legislator at their State Capitol*

### Tips for Speaking with Legislators

**Meeting in Person or via Zoom:**

- Know your legislator** - Research basic background information on your legislator: hometown, duration in office, profession, and committees. Watch legislator speak on YouTube prior to meeting with them in person. This will help you understand what kind of personality they have. Most have their own website with this information.
- Dress professionally** - Business attire is appropriate.
- It's okay if you meet with a staffer** - Staffers share information with their legislators. If you garner staff support, the legislator will likely give it stronger consideration.
- Let them know if you live/work or have notable projects in their district** - Legislators are more likely to consider a constituent's opinion. Even if you do not live in the district, if you work or have clients/projects in their district, let them know. They care most about people who can vote for them.
- Keep conversations brief and on point** - Usually meetings with legislators are short and only last 10 or 15 minutes.

- Have your talking points ready** - Rehearse and know what you're going to say so you can cover all the important topics in the brief window of time.
- Don't assume legislators know anything about Interior Design** - There are a lot of varied issues that come across the desks of legislators and many misconceptions about our industry. Avoid using jargon, use simple language to explain industry-specific concepts.
- Know your facts** - Before meeting with a legislator, review all your facts. It's important to be knowledgeable on the issues.
- Make the issue personal** - Legislators want to know why you care about the issue. Be sure to tell them how the legislation will impact you, your career and your community, but try not to be overly emotional. Be positive.
- Know your opposition** - Every bill has opposition. Knowing your opposition demonstrates your ability to see both sides.
- Be sincere** - If you don't know an answer, let them know you don't know now but are happy to send them follow-up information after the meeting to help answer their questions.

Christina Marcellus, CAG

Laura Taylor - VP Advocacy

Christine Peter - Co-VP

Nicole Dehlin Grant, C.

Adam Newton - IIDA N.

Jade Li President Elect

**IIDA** NORTHERN CALIFORNIA CHAPTER

**IIDA** SOUTHERN CALIFORNIA CHAPTER

Legislative Training Oct 2021



# FROM THE FRONT LINES OF ADVOCACY

## California Interior Design Regulation Is Out-shined by More Progressive Policies in States like Oklahoma, Utah - Yes, You Read That Right!

California's history of progressive government policy on issues from climate change to healthcare has often set the course for other states and the federal government to follow; a phenomenon summarized by USC professor Manuel Pastor as "California is America, only sooner."

However, the regulation of commercial interior design in California has fallen behind a slew of states not known for particularly groundbreaking government policies such as Florida, Oklahoma, Nevada, Utah, and Texas who have state bodies that regulate and in some cases grant permitting privileges to qualified commercial interior designers. California's inaugural interior design regulation legislation, Senate Bill 153 passed in 1990 and though it was considered progressive at that time, it has not been significantly modified since. Alternatively, the interior design industry has evolved

dramatically in the last 30 years, including the emergence of the specialty of commercial interior design - the design of interior code-impacted environments in increasingly complex space types such as healthcare, education, retail, lab & research, and corporate.

IIDA supports several reforms to California's regulation for commercial interior design including the oversight of a state body and expanded signing and stamping privileges for qualified commercial interior designers which would allow them to independently submit drawings to local building departments.

The absence of these privileges is particularly incongruent with California's legislative focus on gender-equity and support of small business. 80% of commercial interior designers are owners of



or are employed by small businesses and approximately 70% of commercial interior designers are women.

IIDA's advocates are calling on state representatives to update California's antiquated interior design regulation and become a model for the rest of the country on how to regulate and empower this growing body of professionals.

***80% of commercial interior designers are owners of or are employed by small businesses and approximately 70% of commercial interior designers are women.***



# North Carolina Bill SB188 Passes with Support from IIDA, ASID, and CIDQ\*

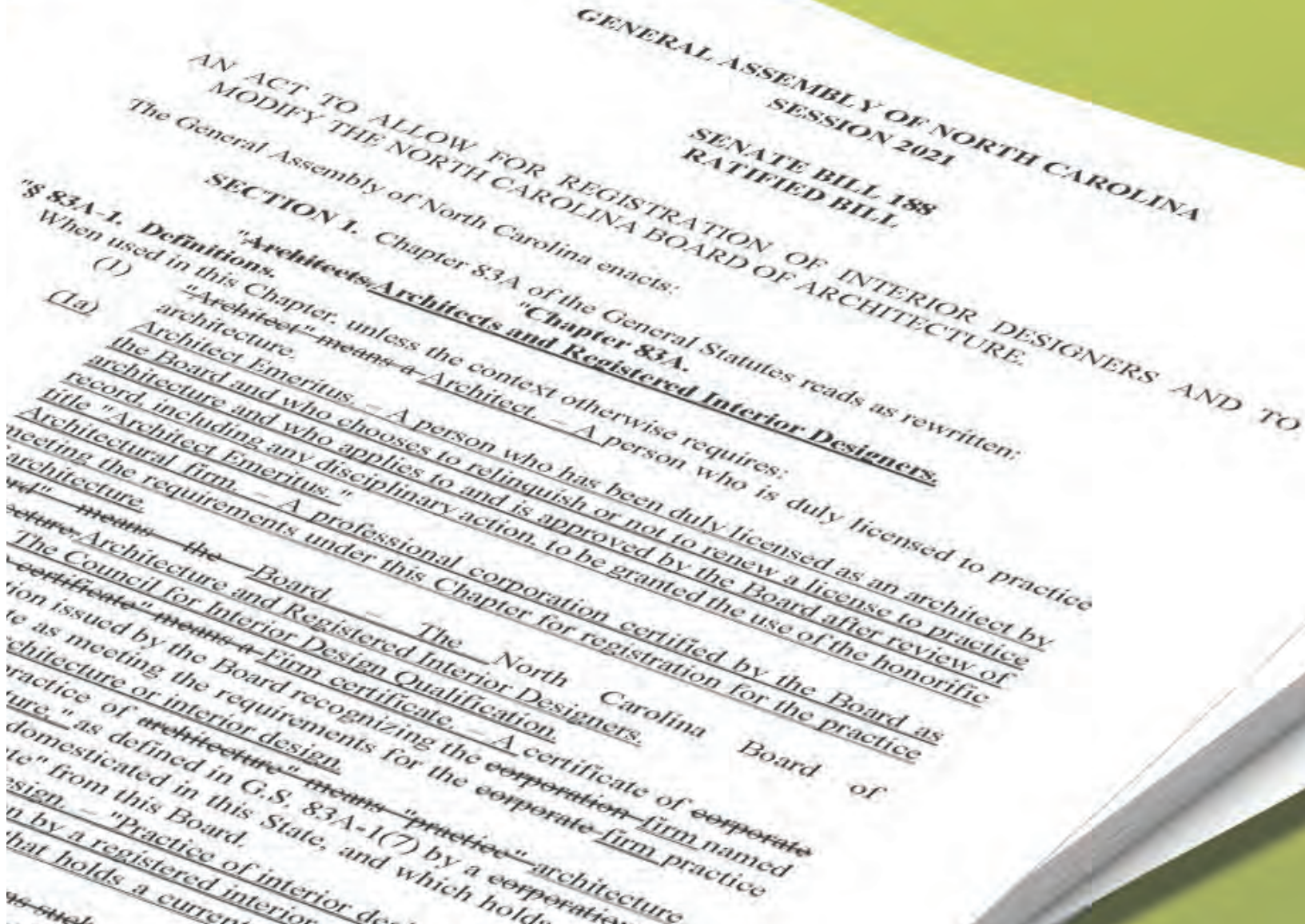
Senate Bill 188, signed into law by Governor Roy Cooper on July 8, 2021 establishes a new voluntary state registry for qualified interior designers, with the accompanying ability to stamp and seal construction documents for permit and was the result of thorough negotiations and agreement with the state's own Board of Architecture. With this latest victory, the most comprehensive in the profession's history, the interior design industry has paved the way for future recognition nationwide.

\*Council for Interior Design Qualification

*“We view this bill as a guide to move the profession forward not just in North Carolina, but across the country,” says IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA. “Interior designers must be recognized in state law and must be given the same opportunities to succeed as other design and construction professionals”*



What Do They Have That We Don't?				
	North Carolina	Florida	Nevada	California
Type of Regulation	State registry for interior designers	State registry for interior designers	State registry for interior designers	Private certification for interior designers
Regulating Body	Board of Architecture and Registered Interior Designers	Florida Board of Architecture & Interior Design	Board of Architecture, Interior Design, and Residential Design	California Council of Interior Design Certification (not a state board)
Qualifying Exam	NCIDQ Exam	NCIDQ Exam	NCIDQ Exam + supplemental Nevada exam administered by the State of Nevada	IDEX California Exam administered by the CCIDC
Registration/Certification Privileges	Stamping and sealing privileges	Stamping and sealing privileges	Stamping and sealing privileges	No established sealing privileges within California building departments





# National Council of Architectural Registration Boards (NCARB) Ends Opposition to Interior Design Licensing, Signaling A Bright Future for Interior Designer's Professional Practice

At NCARB's 2021 Annual Business Meeting, it passed a resolution to strike 20-year old language reading in part, "the National Council of Architectural Registration Boards opposes the enactment of additional interior designer licensing laws and directs the Board of Directors (i) to monitor the licensing efforts of the interior designers, (ii) to take appropriate actions to oppose such efforts,"

NCARB Board of Directors, as part of their unanimous statement of support, said, "The 20-year-old resolution does not reflect the current state of interior design licensing and is not in alignment with NCARB's efforts to support multi-disciplinary Member Boards that regulate architecture and interior design."

***"The 20-year-old resolution does not reflect the current state of interior design licensing and is not in alignment with NCARB's efforts to support multi-disciplinary Member Boards that regulate architecture and interior design."***



# COALITION OF COLLEAGUES

**Hear from California Architects about why they support IIDA's mission to elevate the profession of Commercial Interior Design**



"Independent credentialing for interior designers has huge implications for the already highly-qualified interior designers that work independently as small business owners. These designers are more likely to be queer, female, and non-white than their architect counterparts. The architectural community should be empowering their design peers by endorsing policy/regulation that allows interior designers to be more wholly self-sufficient."

**Mark Kramer, NCARB LEED AP**  
Architect, Senior Associate Gould Evans



"You should not have to become a licensed architect to practice commercial interior design. With the right qualifications including education, testing, and supervised work experience, the practice of commercial interior design should be a properly regulated practice in all states. I became a licensed architect because of the current inequity in regulation, but also in order to have a stronger voice in conversations with legislators and others about the lack of recognition for the accreditation of professional interior designers."

**Sascha Wagner, FIIDA AIA LEED AP**  
President/CEO, Huntsman Architectural Group  
IIDA President, International Board of Directors



"The professionalization of interior design is about safeguarding the health safety welfare of the public and about achieving social justice. The NCIDQ exam, the acknowledged certification standard of the profession, ensures the testing of interior designers' broad competencies, including that of public health safety welfare. Various sources tracking the interior design industry puts women at 69-87% of the profession. Resistance to institute Title and Practice Acts for interior designers amounts to suppression of economic development for a significant and distinct part of our society. It amounts to an act of discrimination and oppression. Allied professionals and the public must

be made aware of this longstanding social injustice and gender discrimination as current events prompt us all to reflect on all forms of injustices in our society. If the question of competency can be satisfied by collaborative efforts of governing authorities, then why continue to perpetuate the discrimination of the interior design discipline, women and minorities in the profession, and oppression of interior designers as a whole against other regulated professionals."

**Annie Chu, FAIA, NCIDQ, WELL AP**  
Founding Principal, Chu-Gooding



## ELEVATE



## IIDA's California Chapters Stand Together to Target California's Carbon Footprint through Legislation

In a landmark move, IIDA's Northern and Southern California boards both voted in Spring of 2021 to publicly support California Senate Bills 31 and 32 which target the decarbonization of buildings as a way of combating global warming; this is an area of clear importance to our industry, and where we can have a direct impact. Both the Northern and Southern California chapters of IIDA were eager to take this step and become public advocates for these new pieces of legislation.

The bills were introduced by State Senator Dave Cortese of District 15 (Santa Clara County). SB 31 would require the state's Energy Commission to use some state and federal funds to implement regulatory programs promoting decarbonization for new and existing buildings, while SB32 addresses how cities and counties in California plan for energy efficiency, directing them to specifically target decarbonization as well. IIDA's Northern and Southern California boards felt these sensible measures align with our mission for several reasons:

First, IIDA values sustainability and believes more radical action is needed to move the needle on slowing and ultimately reversing climate change. On the heels of the United States' renewed commitment to the Paris Climate Accord, we believe that climate action implemented in California will set a sweeping example for the country and the world to follow.

Echoing this first point, IIDA Northern California's President, Verda Alexander, recently launched a joint-chapter initiative to increase commercial interior designer's participation in climate action—citing the responsibility of designers to meet this challenge, considering that **buildings are responsible for 40% of energy consumption** in the United States.

Second, IIDA members are experts in a wide-ranging field and can employ that perspective and expertise to create positive change, following a strong precedent set by other professional associations in our industry including the AIA (American Institute of Architects) and ASME (American Society for Mechanical Engineers), **who have weighed in on similar legislation.**



# IIDA's involvement in legislation is a crucial step in expanding awareness of the work interior designers do.

Finally, misconceptions about commercial interior designers are still common in our state and local governments, and joining this kind of discussion makes us more visible and gives us the chance to shine a light on what we do. "As IIDA engages with lawmakers regarding SB31 and SB32, we also have the opportunity to educate our representatives about our

***IIDA members are experts in a wide-ranging field and can employ that perspective and expertise to create positive change***

profession, our skills, and our impact on the health and safety of their constituents," says Laura Taylor, VP of Advocacy for IIDA's Northern California chapter. "This work not only elevates our image as a profession, but also builds relationships with policy makers who could one day introduce or vote on legislation that will impact our practice."

Representatives of both IIDA chapters met early on with Senator Cortese's staff to seek clarification on the bill language, and to commend the Senator for taking bold action on this crucial issue. The Senator's office expressed gratitude for our support on these measures, and understood that commercial interior designers have key role to play in the implementation of whatever steps we take to reduce reliance on fossil fuels, especially in the new building inventory that will be built between now and 2045, when California hopes to meet its goal of relying entirely on zero-emission energy sources.

As can often happen with bills like this that propose sweeping reform (often with high price tags associated), these bills both stalled in the Senate. SB 31 has been designated a two-year bill (meaning Senator Cortese can continue to work on this bill and add it to his legislative package again in 2022-23), and SB 32 died in the Appropriations Committee.

"While this may sound disheartening, it's a very common outcome for bills of this nature, and there are some key factors to note when putting that outcome into context," said Christina Marcellus, IIDA's California lobbyist. First off, as a post-COVID organizational rule, Legislative leadership imposed a strict 12 bill limit on every member of the Legislature. This limit was imposed in mid-May, just as both

SBs 31 and 32 were set to be heard in the Senate Appropriations committee. "For every author with more than 12 bills total, difficult decisions had to be made," Marcellus said. Senator Cortese has a robust bill package, and perhaps figured that other bills he was authoring had a better chance of success this year than either of these, and had to make that difficult call not to pursue them.

While these bills ultimately weren't successful this year, Senator Cortese is new to the Legislature and IIDA's California chapters support the Senator in continuing to be a champion for clean energy climate solutions. While legislation is the main vehicle to advance a policy change, it's also possible that these types of programs get funded directly through the state budget, which can sometimes make bills with a similar goal obsolete.

IIDA's involvement in legislation not directly related to the design industry is a crucial step in expanding awareness of the work interior designers do, and the role they play in the health, welfare and safety not only of people who inhabit their designed spaces, but also of our natural environment. We will continue to look for on-ramps like this into areas related to our work to build partnerships, develop awareness, and enhance IIDA's profile in Sacramento.



## **TOP IMAGE**

*State Senator, District 15, Dave Cortese.*

## **BOTTOM IMAGE**

*State Capital - Sacramento, California.*





## Join our 2021-2022 Advocacy Committee!



**Thank you to our 2021-2022  
Advocacy Sponsors**





Interested in joining our advocacy efforts in California? Reach out to your local IIDA advocates!

Northern California:  
[advocacy@iidanc.org](mailto:advocacy@iidanc.org)

Southern California:  
[christine.peter@iida-socal.org](mailto:christine.peter@iida-socal.org)  
[nicole.dehlin-grant@iida-socal.org](mailto:nicole.dehlin-grant@iida-socal.org)

**For the latest  
updates on  
Commercial  
Interior Design  
legislation text  
Interior Designer  
to 52886**

[iidanc.org](http://iidanc.org)

[iida-socal.org](http://iida-socal.org)

**IIDA**

The Commercial  
Interior Design  
Association