Annual Connexx Council Meeting 2008

IDSA – Larry Hoffer
- IDSA Update
- Program Changes - Website Updates
- Board of Directors changes - Directors at Large
- National Conference - Stats/Info

Connexx Updates
- Connexx Snapshot/Stats [account conversions, number of events, money in account, money spent / money made / types of events / etc]
- Presentations of Connexx Events / Highlights
- Connexx Issues [communications, money, contracts, code of conduct, alcohol policy, time expectations for all parties, etc]

Chapter and Section Affairs
- General Leadership for the Society
- Voice on the board
- 2010/2011 Sections Chair Elections
- Q&A / Open Roundtable Discussions

National Conference Council Meeting Updates
- Phoenix, AZ - Wed, Sept. 10, 1-3pm
- meet and greet new candidates
- Q&A / Open Roundtable Discussions
Connexx Account

All numbers reflect activity through July 31, 2007

Total Cash Collected $151,502.00
Cash from Chapter Bank Accounts $88,161.00
Connexx Dues $63,341.00
Connexx Revenue Generated $33,535.50
Connexx Expenses $15,354.53

Two chapters are currently outstanding

Most of this amount is from the Okala Sales and Housewares Directory
Live Green... Work Green!
KC CHAPTER GETS COMPREHENSIVE SUSTAINABILITY LESSON

By Scott Rice, IDSA

On June 19, members of IDSAs Kansas City Chapter traveled to a farm just north of Kansas City to learn about living and working green.

Elmwood Reclaimed Timber Co, host of the event, and featured speaker Rick Robson, an environmental chemist at Hallmark Cards, shared some valuable lessons about the convergence of best sustainability practices for work and home. Robson, who currently works to identify and implement strategic environmental and sustainability initiatives at Hallmark, also happens to have built a very eco-friendly house incorporating quite a few Elmwood products in its design.

Elmwood is essentially a lumber mill that cuts and sells old wood. Its team is passionate about building a business focused on low ecological impact. To achieve their goal of zero waste at their mill, they burn wood scrap to heat the kiln and sell sawdust to a dairy farm for animal bedding. Elmwood caters primarily to the architectural design industry and works on large commercial building projects as well as smaller residential projects. The wood they use comes primarily from old barns or buildings that are being demolished.

Following a tour of Elmwood’s facilities, Robson described the corporate initiatives that Hallmark is currently pursuing—including working to eliminate PVC from all products and redirecting waste to alternative uses. He shared lessons from his efforts to establish corporate rain gardens and a food waste composting program from Hallmark’s corporate cafeteria.

Robson then told the story of the three-year process of designing and building his home. From his previous work as a home builder, Robson had some experience with passive solar design. He achieved maximum energy efficiency by using structural insulated panels, insulated foundation, passive solar methods, geo thermal heat pump, and radiant heating and cooling. He also incorporated low impact materials such as Low VOC paint, recycled content carpet tiles and reclaimed lumber from Elmwood.

We were all awed by Rick’s personal commitment to sustainability and took away both inspiration and some actionable ideas for how to live and work more green.

We’ll post information about upcoming events at www.idskc.org.

Today’s Secret Ingredient: CAD!
CHICAGO HOSTS FIRST IRON SKETCH COMP

By Jenn Schiffman, IDSA Chicago Chapter Secretary

To kick off our summer schedule, IDSA Chicago introduced a new event that appealed to sketchheads throughout the city. Iron Sketch—based on the Japanese cult favorite Iron Chef—matched designers one-on-one to compete in short sketch battles surrounding a theme product idea.

More than 50 people filled the event space in gravitytank’s funky new River North office to flex their design muscles and compete—or to simply enjoy the spectacle and try out some new design tools. Iron Sketch “Chairman” Craig Berman, IDSA walked us through the ins and outs of sketching on a Wacom Cintiq tablet using Autodesk Sketchbook Pro. Competitors were paired at random in front of the Cintiq tablets—whose screens were projected for the audience to see. Chairman Berman would choose the theme, and each designer would have five minutes to complete a concept sketch. Themes included “a better baby monitor,” “a portable blender” and “a new way to exercise.”

A panel of esteemed judges—Jonathan Dien, IDSA (gravitytank), Paul...
Digging Deeper
Building Blocks for Sustainable Design

#1 Recycling Tour
Take a fun lunch, visit Tamales from SF’s famous Tamale Lady and ride the Mission Fiesta bus down to San Francisco’s recycling transfer station. Witness the wonders of our waste and all that goes into SF’s recycling program. Learn which materials we should and shouldn’t use as designers. There will be knowledgeable staff who will discuss the recycling process, policy, efficiency, energy use and plans for the future.

Recycling tours will take place early in the afternoon at the San Francisco Recycling Transfer Facility. Tour includes a ride on the fun “Mission Fiestas”, tamales from SF’s famous “Tamale Lady” along with some great ideas and ice cream about recycling. Tuesday, July 19th from noon to 3 pm. Meet at 11:30 am at the corner Townsend, 8th Street.

RSVP soon, seats are limited.

Register Online

#2 Panel Discussion
The USA SF Chapter has once again hosted the event of the summer - Digging Deeper. The evening panel discussion will dig deep into the eco-friendly designs and everyday to reveal building blocks for sustainable design.

Digging Deeper seeks to equip designers with the questions, methods and tools for designing green. During a panel discussion format, experts on measuring the environmental, social and business impacts of design will share strategies for creating a sustainable future. Important best practices will be documented in an online tool kit to continue the dialogue. Click here for information on the panelists.

We are thrilled to announce our friends at Temple, a progressive venue focused on reducing the entertainment temple’s ecological footprint will be hosting to this zero waste event.

Join us in Digging Deeper on the evening of July 19th at Temple, located at 540 Howard St, San Francisco, CA 94111.

Reception begins at 5:30pm
Talk begins at 6:30pm

Priority attendance given to USA Members.

RSVP soon, seats are limited.

Register Online

This event is made possible by our fine sponsors.

Autodesk
AEC Lab
Jump
Academy of Art University
Academy of Art University

Brought to you by USA San Francisco Chapter.
Contact us at info@usa-ar.com
Event Snapshot List for IDSA-SF Digging Deeper 2008 (#633817) On-site

**Report Date:** Thursday, July 24, 2008  
**Location:** San Francisco

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*Please be aware that if question format is changed administratively during the Registration period, snapshot numbers may not be accurate.*
Greetings Bay Area Design Community,

Recently we had an event called Digging Deeper. Many of you were there but some of you missed it. Many valuable tools and techniques were discussed and we will be digging deeper again soon on the topic of sustainable design. For those of you who missed out or simply want to follow up, we are producing all the content so you can watch, listen, and read through all of it.

The Designers Accord community web platform went live the day of our event. Its purpose is to extend the conversations that are occurring throughout our community, and bring more voices to the mix. The site will provide access to case studies, resources, methodologies, and practices so we can integrate and develop the best strategies for sustainable design.

The San Francisco Chapter of the Industrial Designers Society of America and The Designers Accord invite you to join up, and dig in.

Frameworks, questions and all the content generated at the Digging Deeper panel discussion will be posted along with a series of Podcasts by Icon-o-cast chronicling the event.

We’ll see you again soon.

- IDSA-SF Digging Deeper Team

IDSA SF
Presented by IDSA San Francisco
www.IDSA-SF.org
Deceptive Design: Experiments in Furniture Call for Entries REOPENED!

Entries due (postmarked/emailed) July 23rd

Theme
The focus of this competition is to push the envelope of our common conceptions of furniture and furnishings and explore new roles furniture and furnishings could take on. Each of the selected works will maintain an element of deception, be it visual, material, mechanical, or functional.

Submission details
The Chicago Chapter of the Industrial Designers Society of America (IDSA) and the Chicago Furniture Designers Association (CFDA) are collaborating to launch a competition and exhibition of furniture design at the Chicago Cultural Center, opening in October 2008 and running through January 2009.

Deceptive Design is open to students, professional designers, and non-designers. Initial concepts will be juried as rendered concepts or drawings, based on interpretation of the exhibition concept.

Applicants, please make sure that your submission materials clearly articulate how the design interprets the concept of deception, and visually communicate the final shape/form/materialscale of the piece. We would very much like to see designs that have multiple layers of interpretation, and are less interested in works that rely solely on a singular concept such as irony or parody to be "deceptive."

Pieces selected for exhibition must be able to be constructed with a high regard for craft, trueness to original concept, and by the exhibition date.

Applicants must be able to deliver and install their piece at the Chicago Cultural Center in person, or send the piece via representative. We are not able to accept shipped work.

More details and applications can be found at http://deceptive-design.com/.
Central Ohio Chapter, Industrial Designers Society of America

New Trends in Materials and Processes!

When: August 21, 6:30pm - 8:00pm
Where: Lextant (Smith Bros. Hardware Building)
580 North 4th Street, Suite 610
Description: Presentations highlighting new trends in performance materials and heavy duty manufacturing processes; followed by an informal gathering at The Burgundy Room - Short North.
IDSA Members - Free
Non-members - $5
Speakers: Steve Pulskamp, Crown
“Materials & Processes - Heavy Duty Stuff” (stamping, casting & molding)
Kevin Vittitoe, Priority Design
“Designing for Performance”
RSVP: Erin Hamilton
ehamilton@lextant.com or 614.228.9711

You already dream big.
Now it’s time to take it to another scale.

Top model-makers from top models will give you the tips and tricks you need to create a high-quality product quickly and effectively. Special emphasis will be placed on how to re-integrate model-making into the in-house design process.
Participants receive a model kit and model-making manual.

Hands-On Model Making Workshop (7.5 LUs)
August 8, 9:00 a.m. – 6:00 p.m.
The Experience of Package
You Can Judge a Book by its Cover

This August, PDMA teams up with the Minnesota Chapter of the Industrial Designer’s Society of America to bring you an exciting presentation on the experiential packaging from Capsule, a product packaging firm based in Minneapolis.

Our entire world is packaged. All that we consume and much of what we interact with is packaged in some form. When we as professionals design a package there are a few approaches to discover success and many more to find failure. Aaron's discussion will be around how to design the customer experience when creating a package. From research methods to creative methods the talk will help you clearly understand customer experience design as it relates to package design.

Presented by Aaron Keller, Capsule

Aaron Keller is the Managing Principal of Capsule, an experience design firm. Aaron works with clients locally, nationally and internationally to help design an engaging customer experience. He is a former adjunct professor of marketing at the University of St. Thomas and is the author of the new book Design Matters: Packaging 01, the second in of a series of best selling design books. Keller has worked with major brands including: Capital One, Herman Miller, Brown-Forman, Target, Honeywell, Fisher-Price, Cargill, Byerly's, 3M and many more.
Co-Creation Workshop
SonicRim | IDSA | UC-ID and the Live Well Collaborative

Thursday August 28th 9:00 am - 5:00 pm

What is co-creation?
Co-creation is the process of developing a product or service that is valuable to users involved in its development and implementation. According to Mark Levinson, co-creation can be defined as creating great value by working together with those whom the project is intended. The concept of co-creation was first introduced by E.T. O’Malley, a management consultant, author, and the Paul and Hunt McCracken Distinguished University Professor of Software Engineering at the University of Michigan Ross School of Business. He developed the concept of embodying the user in the development and use of software.

Co-creation is becoming more evident in marketing, where companies such as Lego have successfully engaged many of their adult customers in designing new products. This approach has been used by companies such as Amazon, which rely on large numbers of their most passionate customers to create their own ideas and improvements for the product.

SonicRim
SonicRim is a design research firm that has borrowed co-creation concepts from the management field and developed methodologies and tools inspired by the field of design, to help make the strategic practice of management and innovation actionable. For over 15 years, they have been using the process for the development of tangible products that align the vision of cross-disciplinary teams in a value chain. These methods help ensure that ideas are relevant and meaningful to customers. For more about SonicRim, go to www.sonicrim.com

Our day
Our day will consist of an all-day workshop led by a SonicRim team and Uday Dandavate, founder and CEO. This workshop will expose all participants to the philosophies and techniques of the co-creation process. This will be a participatory event and the more diverse the attendance, the better. There will be a breakfast and lunch provided.

Location
This event will be held at the new studios of the University of Cincinnati Live Well Collaborative. The Live Well Collaborative is located at 2728 Vine Street, Cincinnati, OH 45219 on the corner of Vine and E. Daniels. Just across the street from the Public Library.

Cost
The cost for this event will be $200.00 for professionals and educators and $100.00 for students with an R.S.V.P. and $15 the day of the event.

RSVP
Please RSVP before August 25th for reduced price steven.doehler@uc.edu or 513.556.4676
2008 Northwest IDSA Junior Banquet
Post-Event Program Summary

• Date of event
  Friday May 23, 2008

• What other group was involved, if any
  No other groups were involved. Family, friends, professional and students attended this event. A guest speaker, Tomas White gave a presentation on his work and life as a designer.

Venue
Utility Inc.
3931 1st Ave S
Seattle, WA 98134
(206) 467-8070

Bryce Anderson and Luke Fryer were the contact designers at Utility who helped organize the space and logistics for the 2nd year in a row. The large warehouse space saved as a great place for all attendees to mingle and view work.

• Attendance: total and paid
  No formal count was taken but estimated at 125 people. This was a free event for all attendees.

• Expenses
  Total expenses: $341.74(food/beverages) + $566.28(rentals) = $908.02
  Rental included BBQ grills/tables/linens rentals
  Junior Merit Scholarships = $250.00X2 = $500.00

  Total = 1408.02

• Revenue
  None

• Promotional efforts
  A digital flyer was created and distributed via our idsaNW web announcements. We also posted this event on the Portland IDSA website and the NW IDSA website.

• What content was captured for future use?
  Pictures were taken of the event and attendees. Records of the event such as expenses and items purchased are cataloged.

• Brief notes on what worked well and what could be improved in the future
  This event was well attended and met or exceeded numbers from the previous year. It was a success due to the donated event space and organization from Utility and the student chapters for whom this event is organized for. Students did a great job at organizing the display areas and helping with the cooking.

  The challenges were setup of the rental furniture and overall space were time consuming and took time to delegate to students who were there and nice enough to help. Many attendees were also cramped in a small space to listen to the guest speaker and there were not enough eats for everyone.

  There was much deliberation on the event date due to both of the school’s (UW and WWU) end of quarter/semester course work and the holiday weekend. Perhaps a locked in date in advance for next year would work better.

  We did not charge for this event and have not done so in past years. Perhaps charging a small fee for non-members and friends/family would help contribute to the chapter fund. Though we have noticed that free events attract larger crowds of course.
2008 idsaNW Design Debate

Event Date: June 5, 2008

Venue:
Olympic Sculpture Park
2901 Western Avenue
Seattle, WA 98121
206.654.3100

Co-presenters: American Institute of Architects (AIA)

Attendance: approximately 55 some exceptions were made at the door

Door charges:
  Non-members: $10
  Members (IDSA and AIA) and students: $5
  Total received: $339.00

Expenses:
  Venue: $1,750.00
  Catering: $2,500.00
  Printing and misc: $142.23
  Total: $4,392.23

Revenue:
  Sponsor: $2000.00

Total expenditure: $2053.00

Promotional Efforts: Internet mailings, targeted hand delivery, web announcements, email correspondence, word or mouth.

Documentation:
Still Photography
Video of debate portion of the event

Brief description:
Moderated by Jacob Fleischer, IDSA from Pacific Marketing International (PMI)

Panel:
Bill Buxton, Microsoft (user interface)
Jill Solberg, Medela (industrial design)
Bill Gaylord, GGLO (architecture)
Anne Traver, Methodologie (graphics, marketing)

The event was the second annual debate held again at the Olympic Sculpture Park in Downtown Seattle. A nice sunny day which we discussed issues that encompassed aspects of design from the impact of design itself to the responsibility of the designer in the sustainability of the environment. The debate consisted of the moderator asking a question in which the panel members would give insight and then the audience was given an opportunity to respond, comment or ask a question. Sponsors were set up near the entrance leading to the panel table. Food was provided complimentary with the entry price but drinks were cash bar.

Successes:
The venue was the right size to accommodate the occupants and the event.
The sponsor participation of $250 seemed to be good level to attract the sponsors.
Great panel and nice mix of disciplines.
It was nice to have the backing of the AIA.
The food was good and the combination of roaming catering and a small table seemed successful.
Wearable microphones for panel was nice.

Suggestions for future events of this type:
The space was nice but the NW position of the audience created some visibility issues with the sun and may need to move panel or provide shading.
Need to reach out to more sponsors, I think at the rate more would sign up.
The first week in June was a conflict with the UW finals week.
Need to find a way to attract more people, especially IDSA members.
More audience participation would be nice (we had a person with a mic roaming the crowd).
Provide sponsor list at door for tracking and allow only 2 free per sponsor.
If at the Sculpture Park make sure to mention “cash only” bar in promotion (no credit was taken).
Pre-registration maybe viable again, because of the timing and the setup with national we didn’t not offer pre registration (last year only a few did so but with other groups it may help).
The AIGA wanted to participate but had their main event the same day.
A couple people came off the street after passing by maybe consider random posters on street.