



## INTERIOR DESIGN COALITION OF WISCONSIN

*Est. 1988*

*The Interior Design Coalition of Wisconsin was established in 1988 to unite the interior design profession in the state of Wisconsin for the purpose of legislative awareness and action that protects the health, safety, and welfare of the public.*

### HISTORY

1985 Wisconsin Chapter ASID President **Eugene Potente** appoints **Marilynn Schall**, to serve as **chair** of a chapter **committee** charged with researching possible legal recognition of Wisconsin interior designers.

1886 Representatives from IBD (Institute of Business Designers) invited to attend meetings.

1986 **Sharon Cook**, of Cook & Franke engaged (as watchdog, not registered lobbyist) to monitor State of Wisconsin legislative activities and help designers to become politically active.

**Patricia Glinski**, President of the Wisconsin Chapter of IBD, and **Inge Winters**, President of the Wisconsin Chapter of ASID, agree to pursue **establishment of a coalition**.

Representatives from the Wisconsin chapters of ISID (International Society of Interior Designers) and IDS (Interior Design Society), as well as unaffiliated designers, invited to attend meetings. (Later, IDS disbands; in 1994 ISID and the Federal Designers join IBD as IIDA, International Interior Design Association.)

1988 Interior Design Coalition of Wisconsin **incorporated** on 1/27/88. Board makeup: 3 from **ASID**, 3 from **IBD**, 3 from **ISID**, 3 from **IDS**, and 3 **unaffiliated** designers.

**Officers: Marilyn Schall, President; Patrick McGriff, Vice President; Sonya Coppo, Secretary, and Sandra McSweeney, Treasurer.**

1989 Newsletter developed for IDCW membership of 100. Member organizations assessed based on number of their designer members.

1990 Video produced to increase membership.

1991 Calls and letters to legislators opposing sales tax on interior designer services. Sales tax is not enacted.



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Oct.: **Officers: Pat Glinski, President; Elizabeth Ryan, Vice President; Nancy Habel, Treasurer, and Sonya Coppo, Secretary.**

1992 **Elizabeth Ryan and Inge Winters** develop **draft of a Wis. Title Registration bill**, based on the model bill provided by ASID National Government/Public Affairs Department. Sent to organization presidents for review by their members.

1993 **Survey** re title registration sent to about 1000 Wisconsin designers. Replies in the favorable range. Brochure and mission statement developed. Statute of Repose, WSLA, and upholstered seating bills supported. Letter writing campaign to educate legislators as to the scope and complexities of interior designers' work.

At the November board meeting, board decides to let **IDCW** go to **inactive status**, and to inform the member organizations of this decision.

1994 July: **IDCW reorganization** efforts begun by **Inge Winters**. Also, through calls/ letters/meetings, the various **parties with possible interest in our title act are contacted** to explore going ahead with the title registration draft: **Wisconsin Society of Professional Engineers: neutral; Wisconsin Society of Landscape Architects: actively supportive; AIA Wisconsin: receptive; merchant John Steinhafel: comfortable with it.**

Oct.: **Officers: President, Inge Winters; Vice President, Sonya Coppo; Treasurer, Kathy Roe; Secretary: Karen Jungbluth.**

Oct.: Legislative. **Workshop** led by **Kathy Bakin** from ASID Government/Public Affairs Department.

Dec.: Three lobbyist candidates interviewed.

1995 **Jan.: IDCW board votes to introduce title act** to protect "Registered Interior Designer" and to **engage lobbyist Lisa Hilbert** of Hilbert & Associates, as of 2/ 1.

Feb.: Fundraising: letters and follow-up calls to suppliers, reps, distributors. Membership drive, and donations solicited from individual designers. Increased funds from member organizations requested. Legislative reference Bureau rewrites our bill draft into Wisconsin format.



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**Co-authors** enlisted to introduce the bill: **Senate President Brian Rude**, through the efforts of **Brenda Brady**, his sister, and **Representative Lolita Schneiders**, a fellow country club member of **Inge Winters**.

March: Position Paper packets sent to all legislators.

Letters/meetings w. **Wisconsin Technical School System** staff, since 8/94, re draft: **Bob Bartholomew, Karen Jungbluth, Pamm Steffen, and Inge Winters**. Opposition to single-option four-year education requirement, formal internship. Other experience/education options added, internship dropped.

April: Legislative alert to all designers to contact legislators to co-sponsor bill.

May: **Assembly Bill 419 introduced.**

Letters/negotiation meetings with **AIA Wisconsin**, 5/95 through 8/95, re draft: **Sharon Devenish, Lise Lawson, Gene Potente, and Inge Winters**.

Aug.: **Assembly Consumer Affairs Committee Hearing**: only **opposition: Dept. of R&L, citing inflated number of registrations and cost to department; Registrations, and testimony by designers** for bill passage: **Barbara Carpenter, Joy Dohr, Pat Glinski, Bill Manly, Ann Stark, Elizabeth Stange, Amy Woodzick and Inge Winters**, clients and other individuals.

**Nov. 8: Assembly vote: in favor of bill!**

Dec.: **Senate Committee Hearing**: Testimony by designers for bill passage: **Bill Manly, Gene Potente, Hollie Schick and Inge Winters**.

**Surprise opposition appearance and testimony by furniture retailers, members of the Wisconsin Merchants Federation**, one of the state's top political contributors to the campaigns of the governor, other officials, and legislators.

Letters, calls, meetings with legislators, letters to governor refuting this testimony.

1996 **Feb. 1: Senate vote: in favor of bill**

Letters by designers, clients, businesses and legislators to governor to sign bill.

**May 2, 1996: Governor Tommy Thompson signs bill into law!** (Reluctantly, as a retirement favor to Lolita Schneiders, according to Lisa Hilbert.) WI becomes 20<sup>th</sup> regulated jurisdiction. For text, see website: <http://www.drl.state.wi.us/>.

P.R. articles in newspapers, newsletters, journals, and magazines around state.



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June: Presentations to groups of designers in outlying areas around state to explain the new law: La Crosse, Stevens Point, and Green Bay

July: **Appointment** by **Marlene Cummings**, Secretary of the Department of R&L, of the following people to the **Interior Designers Advisory Committee**, to determine the “rules”: **examination, grandfathering, continuing education:** (IDCW designers portrayed as commercial, to be “balanced” by res. merchants.)

**Bill Bachman** (Carriage House/Ethan Allen), **Brenda Brady**, **Robert Epps** (representing the public), **Judy Gehl** (Boston Store), **Frank Grainer** (Lazy Boy), **Mary Moser**, **John Steinhafel**, **Walter Wilson** (AIA), and **Inge Winters**.

Contentious Meetings July through September.

Aug.: **Presentation** by **Lisa Hilbert**, **Gene Potente** and **Inge Winters** before the **Examining Board of Architects, Landscape Architects, Professional Geologists, Professional Engineers, Land Surveyors and Designers** re joining their board; **actively supported by AIA and ASLA board members; vehemently opposed by Professional Engineer board members and Marlene Cummings.**

IDCW board decides to continue advisory committee status in the Dept. of R & L.

Oct.: **Officers: President, Inge Winters; Vice President, Sonya Coppo; Treasurer, Donna Comstock; Secretary: Karen Jungbluth.**

Dept. of R&L publishes informational pamphlet for prospective applicants. First contact with WI/U chapter of the National Kitchen and Bath Association (NKBA) to request that their members register & testify to refute commercial label.

**Oct. 14: Dept. of R & L Hearing: against: Bill Bachman; for: Vince Carter** (National President, NCIDQ), **Pamm Steffen, Lise Lawson, Rick Lichman, JoEllen Willinski** (NKBA chapter pres.), **Inge Winters; AIA: Bill Babcock, Arlan Kay, Horst Lobe, and Walter Wilson.**

Oct.: Building & Barrier-Free Codes Section of the NCIDQ for Grandfathering.

Nov.: **Bill Bachman** and **Inge Winters** appointed to the Direct Licensing Enforcement Advisory Committee, handling designer complaint cases.

**Dec. 1, 1996: Law takes effect.**

1997 Jan.: Building and Barrier-Free Codes section of the NCIDQ for Grandfathering.



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April: Building and Barrier-Free Codes section of the NCIDQ for Grandfathering.

May: First of panel/slide show presentations to organizations; state student visits.  
Direct mail informational piece to businesses, individuals in cities around Wis.

Sept.: annual CEU sponsored, especially in demand by unaffiliated designers.

Dec.: annual financial aid application – ASID National.

.1998 Oct.: **Officers: President, Inge Winters; Vice President, Sonya Coppo; Secretary, JoEllen Wilinski; Treasurer, Donna Comstock.**

1999 Prototype ad developed and placed in residential and commercial state magazines.

International Code developments monitored.

**By-Law change: NKBA formally added as one of the member organizations.**

2000 April: Memorandum of Understanding with Wisconsin Chapter of ASID effective  
Oct.: **Officers: President, Harriet Weiss; Vice President, Laura Lamb; Secretary, JoEllen Wilinski; Treasurer, Pat Glinski.**

2001 Representatives from IDCW register at public hearing for proposed code rules:  
**Sandy Gordon, Harriet Weiss, and Inge Winters. Commercial code adopted.**

**Greg Bednar (Public Member) and Hollie Schick appointed to the Interior Designers Advisory Committee, replacing Robert Epps and Frank Grainer.**

2003 **Officers: President, Gene Potente; Vice President, Pamm Steffen; Treasurer, Laura Lamb; Secretary, JoEllen Wilinski.**

Work continues: IDCW is sponsor at Business Day in Madison; educating students, designers, and public re title registration and legislative matters; ad campaign; CEU; anticipating any new developments/challenges. I. W. 9/2005

2005 Officers: **President, Diane Al Shihabi; Vice President, Pamm Steffen; Treasurer, Diane Erdman; Secretary, Roxanne O'Rourke.**



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Professional ads placed in Madison Magazine, Corporate Report Wisconsin, Milwaukee Home and Bay Cities Magazine; ASID allocates web space to the Coalition, IIDA planning the same; annual CEU reaches maximum attendance levels with affiliated and non affiliated professionals; IDCW planning to sponsor Business Day in Madison, 2006.



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