

ASID Chapter Leadership Conference

Date: 15 -18 July 2004

Venue: Washington, D.C.

Rhodec Attendee: Fiona Worboys

I was recently lucky enough to attend the 'ASID Chapter Leadership Conference', ASID's annual conference designed "to provide the necessary skills, information and resources" so as to drive effective local chapters. Attendees included both students and professionals, making this an incredibly worthwhile event for our chapter to be take part in...

This was a great opportunity for us to get our school name out there in the design world and to interact with practicing professionals throughout the country. - This national emphasis was obviously particularly pertinent to the global nature of our chapter and distance-learning school.

The program included some great sessions and speakers; some related to running an exciting, successful chapter, and others focused on current industry information - to be shared with all of you over the coming months. Examples include: "The Profession of Interior Design", "Protecting Your Right to Practice", "NCIDQ", and "Collaborative Opportunities for Students and Industry Partners". The calibre of the speakers was outstanding, and ASID certainly conveyed the message that they are *extremely* committed to student development.

The weekend of events also included a first look at the new ASID branding prior to the October launch (watch this space!), and a reception at ASID headquarters. It was great to meet ASID personnel such as Katie Thomas (ASID 'Student Programs Manager'); building stronger relations with such people is a definite bonus for us whilst we continue to establish our unique chapter. From Katie's support we have gained a new professional liaison, Mimi Moore. She is an *incredibly* enthusiastic member of the 'Student Advisory Council' - giving her a more global outlook on I.D. education in general - and was a valued speaker at the student program during the conference.

Other networking opportunities over the weekend included meeting personnel from NCIDQ. They are well aware of our school's individual status within interior design education (through liaison with Rhodec), and should prove a useful resource as the industry controls constantly evolve. The wealth of information they provided will be shared on this website in the near future.

I felt really proud to be at such a prestigious event representing our chapter and school... People were very impressed at our commitment to studies in this non-conventional manner, and to *even think* about forming a student ASID chapter. In addition it was very useful to be able to share information with other students; as well as gaining advice from more conventional chapters, I was able to share our strengths too - most notably our comprehensive website.

We have a good foundation on which we can continue to build our Rhodac-ASID student chapter; a base of 70 chapter members is a decent number for any school. I look forward to continuing to work with fellow Rhodac students, to raise the profile of our chapter and school. The most important message I took away from the conference is that "networking is the key to success", something much easier to achieve together and with the backing of an organization like ASID.