

April, 2017

## A Message from the President

Dear Fellow CHID Certificants, Industry Partners and Colleagues,



Laura Ethridge-Morris

**Happy Spring!** As an organization, we have great things to look forward to and I would like to share some of this excitement with you.

First, I would like to thank Past President, Rebecca Brennan and Immediate Past President, Lori McGilberry. Both these remarkable individuals brought their passion for design and healthcare to their respective board positions and inspired the entire board to advocate for and strengthen AAHID. I personally thank these two for having the confidence in me to continue to drive forward AAHID's goals and lead the organization. Rebecca has tenured off the board, but will assist with succession planning and Lori

will remain on the board another year. We thank them for their endless energy, time and leadership!

So what's next for AAHID? Here are some of the exciting initiatives we are building upon:

### **Growing The CHID Certificant Base**

The mission of the American Academy of Healthcare Interior Designers (AAHID) is the certification of interior designers qualified by education, examination, training and experience to provide interior design services to the healthcare industry. To meet this mission, AAHID will grow the number of certified healthcare interior designers (CHID).

The AAHID board has agreed to focus on this goal through increased strategic marketing. We completed a survey last year that confirmed within our industry, that certification of healthcare interior design is indeed highly valued. AAHID will proceed with the next phase of this assessment and dive deeper into short and long term marketing objectives, identify our target audience, and determine potential ROI for investing in these efforts. With this strategy in place, we will grow the CHID presence and convert more interested designers into certificants. As well, we look for your help in spreading the word with colleagues about the CHID designation and encouraging them to take the exam.

## Expanding Our Industry Partners

The continued support of **AAHID Industry Partners (IP)** brings significant value to the field of healthcare interior design. We are thrilled to welcome **Altro** and **SitOnIt Seating** to the ranks of AAHID IPs committed to transforming the healthcare environment into a healing one through interior design.



**Altro** is a manufacturer and innovator in commercial floors and walls. They have built high standards through their commitment to product performance, customer partnerships and ventures into new possibilities. Altro is known to challenge the norm to improve the ways people live and work, wherever in the world that may be.

SitOnIt • Seating®



**SitOnIt Seating** offers high-quality seating solutions that combine award-winning design with intelligent ergonomics. Their aim is to make customization easy—their user-friendly ChairBuilder tool lets you design your dream chair with just a few clicks. With chairs, sofas and stools for every desk, space and room, the possibilities are endless.

AAHID is thankful to all its Industry Partners for their support and was pleased to provide that acknowledgement in the February issue of interiors+sources magazine — reaching a circulation of over 35,000! With a focus on marketing, AAHID looks forward to further showcasing its IPs and their specialized services and products to the healthcare design community.

## Industry Round Tables and Candidate Forums

In other efforts to heighten awareness of AAHID (and promote Industry Partners), inaugural Industry Round Tables have been implemented. These events are hosted by Industry Partners and result in reciprocal opportunities for our IPs and certificants to help one another. Held at a location of the partners' choosing, CHIDs are invited to attend these events where both parties leverage the other's expertise to review products, reflect on the impact of pushing innovation in the industry, and offer CHIDs across the country the opportunity to network...a win/win for all! We look forward to holding more of these events throughout the year and welcome CHIDs to participate. Interested IPs are invited to reach out to **Kathy Checea**, AAHID Director of Professional Relations for further details.

Likewise, AAHID Candidate Forums also create AAHID awareness! These are local events designed to inform potential CHID certificants about the examination, while at the same time provide valuable networking opportunities. The forums are supported by our Industry Partners and design firms -- stay tuned for details about a Candidate Forum near you in 2017 and be sure to bring your colleagues!

We are so excited about the new directions that AAHID can move in and how we can grow...and we are even more excited that our certificants and IPs are growing with us! We look forward to sharing with you all of AAHID's activities and welcome your engagement in our continued efforts to promote the certification program.

Best,

A handwritten signature in black ink, appearing to read 'Laura Ethridge-Morris'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Laura Ethridge-Morris, CHID, IIDA, Leed AP BD+C, Lean Green Belt  
Principal, Array Architects

President, AAHID