

## A Message from the President



**Dear colleagues, fellow certificants, and industry partners,**

*Wow! Where has the time gone? My tenure as board president is nearing completion, and as I look back on the accomplishments AAHID has achieved this year, I am excited to share the highlights from 2017 and the strategic priorities that we will continue to advance in 2018.*

**Here's to another great year! Wishing you all the best in 2018.**

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

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### Distinguish Yourself!

Energized by the results of our 2016 market assessment, which validated the benefits of specialty certification among professionals practicing in the healthcare interior design space, the Board embraced a grassroots strategy to build awareness and brand visibility. We started the year off with a commitment to spread the message about the benefits of earning the CHID Certified Healthcare Interior Designer® credential.



Our first step was to brand CHID as the certification that distinguishes healthcare interior designers as competent, committed and knowledgeable. New advertising material was designed with the “Distinguish Yourself” theme. Our branded campaign, including a candidate brochure and gallery display, was launched to coincide with this year’s Healthcare Design Expo and Conference in Orlando. Advertising spreads have also appeared in major publications such as *interiors+sources* magazine, and *Healthcare Design* magazine.

Speaking of HCD, our presence has been much more visible. AAHID hosted a “packed-house” educational session on acoustics and also hosted our first ever cocktail hour/Annual Meeting which proved to be a success with over 125 attendees! One of our Industry Partners was overheard saying “this is the place to be with the who’s who in healthcare interior design!” This is just the kind of excitement and buzz we were seeking to raise awareness and build momentum for CHID and inspire more designers to take the CHID exam!

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### We love our Industry Partners

- We would like to recognize all our [industry partners](#) – new and long-standing. Your support and commitment to the CHID certification program, makes it possible for AAHID to further our mission and provide certification of interior designers qualified by education, examination, training and experience. This year, our industry partners have been instrumental in facilitating outreach efforts to potential CHID exam candidates, providing networking opportunities for our current certificants, and sponsoring events to help us enhance our visibility.

*Collaborative activities in 2017 included:*

- Candidate Forums in DC, Denver and Sante Fe Springs. Plans for 2018 include Philadelphia, New York, Nashville, Chicago, and South Carolina
- Kwalu held a Round Table meeting for certificants in November in Atlanta where they showed new innovative product and received direct feedback from our CHID industry leaders.

- The development of an Industry Partner Advisory Council. Our first inaugural call was a great success and we thank all that accepted the invitation to participate. We hope that the energy and thoughtfulness experienced during the first council meeting will continue into the new year.

Last, but not least, a special thank you to those IPs (*Ecore Commercial Flooring / Herman Miller Healthcare / HEWI / MechoSystems / National Office Furniture / Skyline Art Services*) who helped us throw a great party this year. The AAHID Reception and Annual Meeting would not have been possible without this added support.

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## Bring It On

I personally would like to thank the wonderful group of CHIDs that have given their time and energy to serve on the [Board of Directors](#) this year. I am humbled by their dedication, drive and talent. I have been honored to serve this past year as president. It has truly been a wonderful year full of purpose and excitement made possible by this wonderful group of volunteers. I am also excited for the coming year with the incoming President Libby Laguta, CHID, EDAC of McMillan Pazdan Smith Architecture in Charleston. She is the perfect person to keep the momentum going and help [AAHID](#) grow even stronger in 2018!

I hope you all feel the excitement that we feel here at AAHID as we end one year and welcome in the hope and prospect of another great year! I ask you all to continue the talk. Tell your colleagues and clients about the importance of CHID. [Send](#) us their names and emails. Ask them to [take the exam](#). Welcome them to become [industry partners](#). This is truly your organization. With small contributions from each of us, we can make it more successful.

***Get out there and Distinguish Yourself!***

A handwritten signature in black ink, appearing to read 'd h h i', is positioned below the text. The signature is fluid and cursive.