



September 26, 2017

Bill Weeman, IIDA, CID
President
Interior Design Coalition of California (IDCC)
1017 L Street, #114
Sacramento, CA 95814-3805

Re: Proposal for New Commercial Certification.

Dear Bill,

Thank you for your letter dated September 20th that was received by CCIDC on September 21, 2017, two days before the CCIDC board meeting. When presented at the board meeting, the board was a bit taken aback as the criteria contained therein had not been discussed during our conference call on September 4, 2017 and it came as a bit of a surprise.

Despite the fact that the criterion was produced at very short notice the board's response is as follows.

- *The function of CCIDC, as required by the State of California Legislature, is to administer the title act and certify individuals who meet the statutory requirements for becoming a certified interior designer in accordance with the law.*
- *Any venture into a new certification will not be the result of a partnership. As a 501(c)3 non-profit, which CCIDC became at the statutory request of the California legislature in 2003, CCIDC is precluded from becoming involved with lobbying or legislative groups at anytime unless it involves their own statute such as under sunset review.*
- *ASID as well as IDEC chose not to participate in the CCIDC board member selection process back in 2010. ASID involved their legal counsel threatening to take legal action against CCIDC if they did not acquiesce to their demands. CCIDC started referring to the association seats on the board of directors as "designated" seats and not "representative" seats. CCIDC's corporate attorney was involved in these negotiations.*

From that point on the CCIDC board has selected candidates from California CIDs who are members of those designated associations under the CCIDC Bylaws. All the other associations choose their own representatives to the CCIDC board. The CCIDC board does however have to approve by motion every person who sits on the board whether chosen by an association or not.

The board made motions at that time in a properly constituted board meeting to henceforth choose candidates for these two organizations, as well as the independent CID board member and all public members. In order to reverse this process the board would have to motion ASID and or IDEC into good standing with the ability to choose a suitable and qualified candidate to be approved by the board upon appointment. If ASID would like to request the board consider reversing this at the end of the full-term of Rebecca Soechtig, they must do so in writing, and it would be subject to CCIDC board approval.

- *IIDA still maintains the privilege to select a member for the CCIDC board. They have always done so and current board member, Eduardo Melgar, was selected by IIDA. He was motioned onto the board and approved and can only be removed by the CCIDC board under the Bylaws. At the end of his full-term, IIDA may once again select a new representative if they choose to do so. IIDA cannot remove a CCIDC board member even though he sits in their designated seat unless he resigns to their request that he do so, or is no longer in compliance with the CCIDC Bylaws to occupy such a seat.*



- *All association designated members of the CCIDC board must be living in California, must be a CID in good standing with the board, and must be a member of their respective association in good standing.*
- *The board is set at 11 members and no more members can or will be added. If an association were to go out of business then the number of board members would be reduced accordingly in order to preserve an "odd" number of board members. CCIDC By-laws are specifically written to prevent the monopoly or take-over of any one organization/coalition. CCIDC represents the entire Interior Design profession in the State of California not just simply a faction of trade-club members. CCIDC Bylaws are not to be altered by any non-governmental Interior Design organization or coalition, only the CCIDC Board of Directors may motion and vote on any changes.*
- *IDEC removed themselves from the board selection process like ASID and therefore no longer has any input in the CCIDC board. CIDA is an accrediting body that excludes all California community colleges and therefore is an "exclusive" organization in opposition to the California Legislature's requirement of being inclusionary. At the end of the full term of the Interior Design Educator Director, a qualified post-secondary educator from a CIDA-accredited four-year design program is welcome to apply for the open Board Position if they so choose.*
- *At no point does IDCC or any of its member professional organizations understand the legalities and business needs of CCIDC, therefore any demands to set pricing, start dates or discounts for certification have no merit.*
- *As stated in our phone conversations, any additional certification, title, registration or licensure will have no merit unless there is a strengthening and clarification of the law that is currently in place. This title will not allow anyone to do any more work than what is allowed under the Exemptions 5537 & 5538 of the Architect's Practice Act. Regardless of interior designer's credentials or examinations they have passed the review and approval of construction documents will always be under the purview of the Building Official. Holding the Commercial Certified Designer title out to do so is ill-advised and will result in further frustration to California Interior Designers and Building Officials alike.*
- *There are issues of title that need to be addressed. A new title such as commercial interior designer, will infringe upon free speech under the First Amendment. It is a term that describes what a designer does as in "I'm a residential interior designer, I'm a healthcare interior designer, I'm a boat interior designer, I'm a commercial interior designer, etc." CCIDC owns the service mark on "Certified Interior Designer" in California, as it cannot be federally trademarked as other states use this very same term in Statue. Putting both together will infringe not only free speech, but CCIDC's service mark as well.*

We appreciate the ability to continue the conversation and hope the offering of goodwill and collegiality still remain true.

Regards,

A handwritten signature in black ink that reads "Patsy Zakian Greenough". The signature is written in a cursive, flowing style.

Patsy Zakian Greenough, CID
President
CCIDC Board of Directors

cc: Dave Jarvis, Esq. – Offices of Gorla, Weber & Jarvis
CCIDC Board of Directors
Susan Stuart