

Tim Schrock

From: Addie Smith [tsquare7@earthlink.net]
Sent: Wednesday, February 18, 2009 6:33 PM
To: NARI Indy
Subject: Fwd: My Personal View

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Begin forwarded message:

From: Addie Smith <tsquare7@earthlink.net>
Date: January 11, 2009 12:55:56 PM EST
Subject: **My Personal View**

Thirty plus years ago when I joined ASID, they had a positive vision and viable purpose. I have continuously held a position against the licensure of Interior Designers. I believe Interior Design to be a specialized branch of architecture. I work alongside a professional team of fine builders, contractors, architects, and engineers. The building inspector and state/national building codes serve to provide the additional support of proper checks and balances. My contribution, expertise and knowledge of codes and construction for both residential and commercial do not require a license to practice them nor hold my clients health, welfare and safety in jeopardy. **ASID is misdirected and redundant in their licensing belief.**

The interior designer can differentiate themselves in the profession by establishing solid credentials of education, experience, examination, specialized accreditation, and ASID professional status, if they so desire. However, our field is clearly broad, as well as deep with a myriad of specialists. One path does not fit all, as ASID would like. It is not the place of our government to improve or enhance your professional titles. ASID compares our profession with that of an Attorney, Physician or Engineer. This is idealistic, unrealistic and an insult to those I know in these professions (including my husband). Below welfare level salaries and few employee benefits to the majority in this industry, in no way compare to the benefits provided to the above professions. **ASID needs to own the negatives they helped to orchestrate and tell the whole story to their members. All these years they had opportunity to improve wages, workplace ethics and benefits or at the very least produce a series of captivating and quality national TV/cable commercials to the benefits of our profession. Instead, in the heart of a major economic crisis, ASID continues their crusade! It's time to admit**

their mistakes and move on!

From my perspective and observation over the years, this type enforced regulation has only served to produce a lot of good test takers; rigid technicians; hyper-sensitive, often militant or the formula interior designer. Many are not *authentically gifted or inherently talented*, and cannot truly function as creative free flowing thinkers. Passing the NCIDQ exam is both admirable and good, but it only ensures a **minimum** level of competency for the **technical** aspects of interior design, and cannot test the ability to perform the art of interior design. (I took the long weekend NCIDQ Step class program and mock test. I passed with flying colors... it was useless given my extensive training and expertise.) Who would you wish to design your hotel, residence or workplace? I'd want both. The *mark and merit* of a fabulous interior designer is in their work and their civilized treatment of their employees and clients. You simply cannot fairly test the art and science of interior design. Very few of our brightest stars in the industry are neither licensed nor members of ASID, IIDA or AIA! If this group of interior designers want more piece of the pie and control, let them go back to school and expand themselves as engineers and architects. But, don't project your single minded goals onto me! Such advanced degrees will also benefit them in affording hefty liability insurance and protection coverage against law suits they now risk. **ASID educates their members little on this possible scenario.** I have seen outstanding designers who did "all the right things by ASID standards" only to get wiped out in joint law suits on projects that were not even their area of responsibility or expertise.

Lastly, I believe ASID insults the minds of the consumer and their membership. The public at large is intelligent enough to note the difference between the neighborhood decorator with a flair, the J.C. Penney drapery professional and expert, and the highly skilled commercial or professionally trained interior design professional. That's why we carry portfolios and launch informative websites. Let the consumer decide for themselves what level or expertise they need or desire. Maybe he wants to hire an independent designer, and does not like the work or style of any licensed Interior Designer. Where are his rights? **Is ASID arrogant enough to surmise they license for the consumer's own good, because he is unable to do so for himself ?!**

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