

**Questionnaire**  
**For Potential IDAL™ Board of Directors Nominees**

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**Background Questions**

-What is your employment history? Please include all relevant positions, including self-employment and give a brief description of your job responsibilities.

- **Owner/Artist Lisa Lackey Designs St. Louis, MO.** Decorative Painting Services and Exhibiting artist at variety of art festivals.
- **Co-Owner/Artist Ruby Rose Studio, Columbus, Ohio.** Decorative Painting and Artist studio. During this time, we managed design and decorative painting services to 8 Soft Surrounding Retail Stores. Also sold art in a variety of art festivals and corporate clients.
- **Freelance Set Painter for Soft Surroundings.** Responsible for painting sets for their catalog shoots.
- **Assistant Backdrop Painter/Oliphant Backdrops/Plainfield, VT(1987)** was a good introduction into the world of faux painting. Assisted in painting backdrops which were bought or rented for professional use. I learned how to paint faux brick, faux marble, spraying several colors for sky gradations.
- **Event Coordinator and Sales** in a variety of venues. I was responsible for prospecting, sales, booking, coordinating before and during the event. Working with sponsors and vendors, organizing all the pieces it takes to run an event. This included 3 years of running large smooth jazz events for a local radio station. Attendance at the Summer Concert Series was 2500-4000ppl.
- **Restaurant Management/Catering Manager**-Developed menus. Hired and trained staff. Managed food and labor costs. Developed and grew catering business. Created in-house events.

-Please describe any relevant educational history.

- BFA in Art Therapy, Ohio University
- Masters Program in Art Therapy, Vermont College
- Several decorative painting workshops since 1999

-Have you ever served on a committee? Which ones? What was your position and what were your responsibilities?

- **Event Committee Downtown Neighborhood Association St. Louis.** We were responsible for beginning a taste of downtown which started out with 7 restaurants, the second year moved to larger venue, and we added 20 restaurants and a variety of entertainment. I was responsible for obtaining and organizing restaurant participation.

- **Columbus Art Festival Music Committee.** Responsible for selecting and scheduling a variety of musical acts for the 4-day event.

-Have you ever served as officer in an organization? Which ones? Which offices and what were your responsibilities?

- No

-Have you ever served on a board of directors? Which ones? What was your position and responsibilities?

- No

-Which business skills do you believe to be your main strengths?

- Sales, prospecting, coordinating, teamwork, leadership, problem solving

-Write a brief personal history.

I have always been interested in interior design and particularly wall design. Growing up I spent hours with my mom looking through wallpaper books. I remember in 5<sup>th</sup> grade asking the teacher if I could stay in from recess to finish a large mural of the medieval times and remember saying to myself I want to do this forever.

I gradually got into photography. During freshman year the photography dark room kept me loving the art building and avoiding the Political science classes I was taking to get into pre-law. Heard of a major called art therapy and art and psychology classes began. Went to Vermont College to work on Master's degree in Art Therap, during these years I became assistant backdrop painter for a company called Oliphant Backdrops (main studio in Brooklyn) this is where I learned sky gradations, faux brick walls, color mottling and much more. Then life took another turn, and I ended up co-owning a small restaurant in Vermont.

The restaurant catering event planning business became a part of my life and still is to some degree. In 1999 my brother-in-law sent me to a Martin Alan Hirsch class and I was so excited at what I learned and have for the past 23 years continued down this path of decorative painting. In 2008 began a company called Ruby Rose Studios out of Columbus, Ohio worked closely with designers and in 2011 our company landed a job traveling around to work in the Soft Surroundings retail stores.

In 2010 I began to take the skills of decorative painting, built wood canvases, and began creating wall art and traveling around doing variety of art festivals.

In 2015 I moved to St. Louis for a family restaurant project and left the world of being an artist for 4 years but by 2019 realized restaurant work was not for me. In 2020 scheduled to take a trip to Italy with Gary Lord, but trip got canceled due to Covid. Interestingly I saw another attendee on the list from St. Louis, Beth Warneke. I reached out to her and introduced myself and talked to her about getting back into the business and establishing myself in St. Louis. She amazingly opened her studio up to me to begin recreating a portfolio. And introduced me to MAG our local chapter and of course IDAL.

Where will things lead me next exciting to look at the possibilities.

## **Board Service**

-Do you have the time and flexibility to commit to serving on the IDAL Board of Directors for three (3) years?

- Yes

-What qualifications do you believe are most important for a Board of Directors nominee?

-Describe what personality or character traits you have that would contribute to leadership and/or teamwork on the Board of Directors.

- **Important Qualifications for Board of Directors Nominee:**

Management and leadership qualities. Understanding of financial responsibilities. Ability to make good judgement and quick decisions. Think Independently but work collaboratively. Comply with ethical standards and Code of Conduct. Desire to want to make a impact in the Decorative Arts industry.

- **My Traits:**

Passion for the decorative painting arts. Eagerness to participate and learn on the board. Belief in teamwork. Communicative. Management experience ability to oversee and delegate. Ability to organize large events. Understand need to stay current. Desire for continued education.

-What skills, talents, experience, etc. would you bring to IDAL?

- Event, restaurant, and project management
- Business Ownership
- Sales and prospecting
- Positive attitude
- Thinking skills
- Adaptive

-What three or more questions would you ask membership in order to better serve them?

1. What benefits can we offer that we are not currently providing?
2. How can we provide better regional and local membership support?
3. Would you like to see us increase and improve our social media presence?

-Is there a particular goal you would like to see accomplished in the next three years? How would you recommend this goal be achieved?

- Update Website- Would require financial investment to hire website designer
- Interior Designers and Home Remodeling Industries-Attend tradeshow

-Do you see a particular issue in IDAL that should be resolved? How would you resolve it?

- The IDAL website home page needs a new look that conveys creativity. It has an outdated appearance. Also, Stir-It-Up is not being sent via e-blast to members and I feel that it should be. This would act as a reminder about the great things that our members are doing and make it easier to access. We also should set a goal to send a new edition each quarter and date them as well as number.

The key to getting the website revamped will require a financial investment and website designer.

-Describe what being a member of IDAL means to you.

- IDAL has helped me establish new relationships with other members. Through IDAL I've fostered new networking connections which have led to job opportunities. I appreciate the continuing education which allows me to keep my skills current and innovative. Adds a legitimacy to our industry.