

Questionnaire
For Potential IDAL™ Board of Directors Nominees

Name Jennifer Walls

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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.

WallstoWalls –President and Lead Artist

2002-Present

Responsibilities include:

Lead Artist and Painter

Daily operations of business

Oversee contractors

Train new artist

Meet with clients

Estimate job

Prepare samples and recipes

Networking and marketing

-Please describe any relevant educational history.

Numerous workshops and classes from established artist to business entrepreneurs

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

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

Business Networking Internatinal/ Events

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

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

Project planning and implementation

Research and Product knowledge

Marketing and Networking

Budgeting and Estimating

-Write a brief personal history.

With an innate talent for design, coupled with a southern hospitality heart and a caring personality I have become a favored choice with home owners. Paint is my passion. By doing things with paint, that many have never seen before has made me the master of remodeling. Through my vast group of clients, friends and professionals I have had endless opportunities to explore new painting finishes and decorative projects.

While working in the design industry, which began in 1995, I dabbled in paint and faux finishing. In 2002, I merged my two passions, design and painting and established WallstoWalls.

I have been honored to create a finish in the Designer Showcase house located in Franklin, Tennessee in 2016. I have been a part of creating the set of an Emmy nominated TV show Lifestyles with Denise Simons, as well as being a featured artist on the show for 3 years.

Born in Louisiana, I now reside in Nashville, Tennessee.

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?

Organization and business skills

Experience in the decorative artist/painting industry

Passion for the industry and aspiring artist

Great communication and leadership skills

-Describe what personality or character traits you have that would contribute to leadership and/or teamwork on the Board of Directors.-What skills, talents, experience, etc. would you bring to IDAL?

I hold value to our profession and industry. I stand up to the ethical standards of doing business. I believe in providing quality of services to my clients. I am truthful, I build goodwill with others, and I have a passion for teaching and aspiring new artist and entrepreneurs. I have great business and organizational skills. I have built a successful and profitable business exceeding a 2 year goal of \$300,000.00 in closed business in 2016.

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

Where do you see room for improvement local and global?

What is working well and where is improvement needed?

How do you feel that I can best serve IDAL?

-Is there a particular goal you would like to see accomplished in the next three years?

How would you recommend this goal be achieved?

I would like to see growth and new membership among IDAL. I believe by educating and training members on the business side as well as helping them grow as an individual artist could be the catalyst to this growth.

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

Name recognition is a problem with IDAL and designers. I believe rebranding and how we directly market to designers is a key factor.

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

Being an IDAL member has been an honor for me. Learning and being apart of such amazing and talented artists has blessed my life and business. We all have our strengths and weaknesses but being apart of IDAL has helped me to grow into a better business leader as well as an artist.

