

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.

2000 - 2008

Mother of 3, Home schooled 8 consecutive years meeting state requirements for six different grade levels. Able to interpret curriculum, keep kids engaged and advance consistently through assignments on schedule.

2002 to present

I created Walls to Walls with initial emphasis on faux finishing and decorative painting on walls and furniture. I expanded services to include cabinetry, floors, commercial projects and exteriors.

Please describe any relevant educational history.

I have no formal education.

However, I attended Faux Effects convention in 2000 as a first-time attendee where I realized I could actually make a living from this passion for creativity. I have been a regular attendee over the years as well as tapping into other regional and local seminars to continue my education.

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 an officer in an organization? Which ones? Which offices and what were your responsibilities?

I was an active BNI member and served as the Communications Officer and was charged with working with other local chapters for regional networking events. There were 17 local chapters in Middle Tennessee and we looked for opportunities to get together throughout the year.

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?

- Able to create and follow a strategic plan'
- Great communication skills with potential and current customers
- Able to secure reliable subcontractors and stay on time and on budget
- Grown annual revenue consistently every year in business
- Comfortable presenting to groups, individuals, and in using media to share the Walls to Walls message.

Write a brief personal history.

I discovered a passion for doing faux finishing for myself and friends. I later realized I could make a living for myself if I could hone my skills. I was going through a divorce and realized I had an entrepreneurial spirit and drive to create a new path. What I didn't realize initially, was how healing the work was for me personally. Plus, I was naturally really good at mixing colors, different textures, and not afraid of working hard. I have been a committed student, learning from multiple sources.

Today, I enjoy not only working with designer finishes, but have expanded my offerings to include original artwork for residential and commercial spaces.

Board Service

Do you have the time and flexibility to commit to service 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?

Listening to the members needs first. Represent their concerns to impact change

Being a good steward of the funds, the organization and image of the organization

Staying committed to growing the membership through good programming, relevant events and outreach to prospective members.

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

I am easy-going and easily engage in conversation.

I am a creative problem-solver.

I am very organized and seek collaboration in a team environment

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

I am committed to helping others network more effectively with others

I am a natural salesperson for building a stronger membership

I am experienced and able to assist with large scale event planning

I am already providing training to anxious learners about technique, business and marketing.

I can share my experiences with developing good time management, budgeting, costing, expanded styling applications, professional speaking, on air presentations, as well as providing classroom teaching.

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

How can I serve IDAL?

What is the most pressing need right now?

How can my skill sets be most useful to the organization right now?

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

My personal goal would be to Increase artist involvement.

How to:

Providing tools to artists to help them be better business people

Set up an advisory board to have other members be available for one on one interactions

Set up a marketplace for artists to market their wares

Set up a directory of artists, the mediums they use and the type of work they are looking for

Cross communications between IDAL and other related organizations who might use artists as part of meeting their own objectives.

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

Given my own experience and the professional growth I have realized, I feel the organization is on the right path to provide value to any member who takes advantage of what it has to offer.

Describe what being a member of IDAL means to you.

IDAL has made such a significant difference in my own business and self confidence. The friendships and resources I have tapped into through the organization have been unmatched by any other association. I am better as a professional, my clients are better served and I am committed to my own bright future and the future of IDAL.

