

## For Potential IDAL™ Board of Directors Nominees

### Background Questions

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

After home-schooling three kids for eight years, I launched Walls-to-Walls in 2000. My business has grown, becoming a preferred design partner for custom painting and finishes.

Originally, I created Walls to Walls with an emphasis on faux finishing and decorative painting on walls and furniture. The offerings have grown to include cabinetry, floors, exteriors, and commercial projects.

Examples of my work can be seen throughout the southern region. In more recent years, I have developed my own line of artwork that appears in both executive homes and businesses. I have been featured in publications such as Nashville Lifestyles NFOCUS magazine, and have appeared on TV shows "Life Styles Wi Denise Simons" and "Nashville Talk of the Town".

-Please describe any relevant educational history.

I have a thirst for knowledge as it pertains to my craft. I regularly attend seminars, workshops and conventions to maximize exposure to the latest trends, techniques and products.

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

I am active in several business development organizations where I have regularly participated in committee work to build membership, increase retention, offer strong development programming and fund raising.

-Have you ever served as 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 from 2015 through 2017. I was responsible for working with other local chapters to organize regional networking events. I worked with 17 local chapters in Middle Tennessee and initiated quarterly events.

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

No this would be my first experience. I am really excited for the opportunity.

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

- Ability to create and follow a strategic plan
- Ability to solve problems
- Time management
- Estimating
- Budgeting
- Networking

- Expanded knowledge for product applications
- Public Speaking
- Live presentation skills
- Teaching
- Great Communication skills

-Write a brief personal history.

What started out as a hobby became a passion. I soon realized I could make a living for myself if I could hone my skills. I was going through a divorce, home schooling and needed a way to make a living in my new world. I had an entrepreneurial spirit and the drive to create a new path. What I didn't realize initially, was how healing the work was for me personally. Plus, I was a natural at mixing colors, creating different textures, and not afraid of working hard. Over the last 21 years, I have remained committed to my art, made a new life for myself in the Nashville TN market and have been a mentor to several up and coming professionals

### **Board Service**

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

Yes, absolutely

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

Listening and understanding the members needs. Working as a team member, a willingness to serve and represent the members concerns to impact changes.

Being a good steward of the funds, the organizational objectives and goals, and upholding the image of the organization.

Staying committed to membership growth through providing good programming, relevant events and offering 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.

Easy-going and easily engaged in conversation.

I am outgoing and willing to learn and lead.

I am committed to develop, connect and encourage other artists in their chosen fields.

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

20+ years as a decorative artists.

A small business owner.

Committed to helping other members network more effectively

Natural salesperson for building a stronger membership

Able to assist with large scale event planning

Already providing training to anxious learners about technique, business, and marketing.

I have been a consistent and active IDAL member since 2014, attending conventions and exhibits.

-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 membership need right now?

How can my skills be used 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?

Increased artist involvement in IDAL events and community.

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?

I feel there is a lack of inclusion across the demographics of the membership. The culture of the organization needs to be more appreciative of all members and encourage participation regardless of skill level, seniority, or where they live and work in the country.

How to resolve? Lead by example. Recognize and reward members who emulate the culture wanted within the organization.

-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, and my clients are better served because of IDAL. I am so grateful for this organization. To become a board member, giving my time back, will allow me to pay it forward. I want to be part of the engine that gives other artists the same benefits that have meant so much to me.