



2010 IIDA Leaders Breakfast **San Francisco**

We are pleased to announce that **Amy Tan, acclaimed best-selling author of *The Joy Luck Club***, will be our guest speaker at the Northern California Chapter's 2010 IIDA Leaders Breakfast:

Thursday, September 16th, 7:30 - 10:00 am at Four Seasons Hotel, 757 Market Street, San Francisco, CA

Born in the U.S. to immigrant parents from China, Amy Tan rejected her mother's expectations that she become a doctor and concert pianist. She chose to write fiction instead. Her novels include *The Joy Luck Club*, *The Kitchen God's Wife*, *The Hundred Secret Senses*, *The Bonesetter's Daughter*, and *Saving Fish from Drowning* - all of which are *New York Times* bestsellers and recipients of multiple awards. She is also the author of a memoir, *The Opposite of Fate*; two children's books, *The Moon Lady* and *Sagwa, The Chinese Siamese Cat*; as well as numerous magazine articles in publications such as *The New Yorker*, *Harper's Bazaar*, and *National Geographic*. Her work has been translated into 35 languages - from Spanish, French, and Finnish, to Chinese, Arabic, and Hebrew.

Ms. Tan served as Co-producer and Co-screenwriter with Ron Bass for the film adaptation of *The Joy Luck Club*. She was the Creative Consultant for *Sagwa*, the Emmy-nominated PBS television series for children which aired worldwide and in the UK, Latin America, Hong Kong, China, Taiwan, and Singapore. Her story in the *New Yorker*, "Immortal Heart," was performed on stage throughout the U.S and in France. Her essays and stories are found in hundreds of anthologies and textbooks. They are assigned as "required reading" in many high schools and universities. She appeared as herself in the animated series "The Simpsons." She narrated an original score for "Sagwa" by composer Nathan Wang with the San Francisco Symphony and the Hollywood Bowl Orchestras.

Ms. Tan has lectured internationally at many universities, including Stanford, Oxford, Jagellonium, Beijing, and Georgetown in Washington, DC and Doha, Qatar. The National Endowment for the Arts chose *The Joy Luck Club* for its 2007 "Big Read" program. Ms. Tan has also served as the Literary Editor for the *Los Angeles Times* magazine, *West*.

Recently, Ms. Tan wrote the libretto for *The Bonesetter's Daughter* which had a world premiere with the San Francisco Opera in September 2008. Her other musical work for the stage involves serving as lead rhythm dominatrix, backup singer, and second tambourine with the literary garage band, the Rock Bottom Remainers. Other members of the band include Stephen King, Dave Barry, and Scott Turow. Their yearly gigs have managed to raise over a million dollars for literacy programs, despite their dubious talent.

A background image of cherry blossoms in shades of pink, red, and white, with dark green leaves. The text '创造力' and 'creativity' is overlaid on this image.

创造力
creativity



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The book *Fate! Luck! Chance!: Amy Tan, Stewart Wallace, and the Making of The Bonesetter's Daughter Opera*, by Ken Smith, was published by Chronicle Books in August 2008.

Additionally, we will bestow our Leadership Award of Excellence to this year's honoree, **Orlando Diaz-Azcuy**, of Orlando Diaz-Azcuy Design Associates. This honor will acknowledge the many contributions in residential, commercial, furniture and lighting design which Orlando has made since opening his studio in 1985. Orlando's contributions have truly elevated our profession through outstanding leadership and commitment to the practice of design.

We invite you to join us in celebrating IIDA's legacy of leadership and commitment to the future of design at this powerful and inspiring event!

A decorative background featuring a dense field of cherry blossoms in various shades of pink, red, and white, with dark green leaves interspersed. The blossoms are in full bloom, creating a vibrant and textured pattern.

创造力
creativity

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Sponsorship and Reservation Information:

National Benefactors (for the six host cities)

- **Herman Miller, Inc** and **Interior Design Magazine**

Local Benefactors - \$5,000

- VIP location of table at the event - table seats 12
- Recognition on IIDA website
- Promotion with all local event advertisement
- Inclusion in all press kits sent to the media - if commitment is made prior to **August 20th 2010**
- Verbal recognition at Leaders Breakfast Event
- Recognition at Leaders Breakfast Event on Program PowerPoint
- Recognition at Leaders Breakfast Event in Printed Program
- Five (5) tickets to VIP Reception on **September 15th 2010** at a location to be named

Sponsor Level - \$3,500

- Premium table location at the event - table seats 12
- Recognition at Leaders Breakfast Event on Program PowerPoint
- Recognition at Leaders Breakfast Event in Printed Program
- Three (3) tickets to VIP Reception on **September 15th 2010** at a location to be named

Patron Level - \$2,500

- Table of 10 at the event
- Recognition at Leaders Breakfast Event on Program PowerPoint
- Recognition at Leaders Breakfast Event in Printed Program

Half Table - \$1,250

- 5 seats - will be seated with individual ticket purchasers or other half table sponsors
- Recognition at Leaders Breakfast Event in Printed Program

Individual Seats - \$150 Member/Non-Member

- Individual seats will not necessarily be together

Early Booking Incentive

- **10% discount on Local Benefactor, Sponsor Level and Patron Level tables booked and paid for by no later August 5th 2010**
- Any orders received after **August 5th 2010** will be at the standing rate.





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For Reservations:

Please visit www.iida.org (Leaders Breakfast Series) to place your order. We are accepting credit card and check payments prior to the event. **TICKETS WILL NOT BE AVAILABLE AT THE DOOR!**

If you have any questions regarding reservations please contact:

Carmen O'Donnell - Telephone: 888-799-IIDA (4432) - Email: codonnell@iida.org

PLEASE NOTE THE DEADLINE FOR RESERVATIONS & PAYMENTS IS SEPTEMBER 13th 2010.

For additional event information please contact:

Lora Anderson, Nichols Booth Architects - Telephone: 415-230-7013 - Email: lora@nicholsbooth.com

Proceeds from all levels of sponsorship will go directly to support our not-for-profit organization at the **international and local chapter level**. Funds are used to continue to promote and raise the level of design awareness, encourage continuing education, reimburse members for their studies, fund student scholarships and support local IIDA programs and local community service. Your contribution dollars are **very important** to the continued growth of our organization and are **greatly appreciated**.

Reservations online at: www.iida.org

We hope you will want to be among the first to reserve your table(s) as this event will **SELL OUT!** We graciously acknowledge the support of this year's **National Benefactors** - **Herman Miller, Inc** and **Interior Design Magazine** for their sponsorship of Leaders Breakfast in all six host cities.

Sincerely,

Robi Kaseman, IIDA, CID, LEED AP President, IIDA Northern California Chapter 2010-2011

2010 IIDA San Francisco Leaders Breakfast Planning Committee:

Chairperson: Terry de la Cuesta, IIDA, Jean Hansen, FIIDA, Cheryl Gordon, IIDA, Beverly Lambert, IIDA, Brooke Horan, Assoc. IIDA, Lora Anderson, Industry IIDA, Nancy Graham, Industry IIDA, Betti Hanagan, Industry IIDA, Anika Johnson, Industry IIDA, Chelsie St. James, Industry IIDA, Amy Stonebreaker, Industry IIDA, Martha Vega, Industry IIDA



2010 IIDA Leaders Breakfast **Guest List**

2010 IIDA Leaders Breakfast

September 16th 2010 - 7:30 am to 10:00 am - San Francisco's Four Seasons Hotel, 757 Market Street, San Francisco, CA

Please indicate here the address you would like us to send your table tickets.

Company Name*	Contact Name		
Street Address	City	State	Zip Code
Email	Telephone		

** Please Note: Indicate your company name as you would like it to appear on the marketing materials, nametags and table signage.*

Name of Guest/Attendee	Company Name
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

For Benefactors and Sponsors please include two additional names of guests/attendees.

11.	
12.	

The deadline for submittal of your guest list is September 6th 2010. After that date, nametags will read as "Guest of "Your Company Name".

Please respond via fax or email to:

Lora Anderson, Nichols Booth Architects - Telephone: 415-230-7013 - Fax: 415-777-4151 - Email: lora@nicholsbooth.com

