



We're almost there!

4/12/11

Together, we've worked hard and the deregulation bill passed several tough House committee hearings and then the House floor.

WE ARE SO CLOSE!

Did you ever imagine you would regain your right to practice commercial design and compete in the free and open marketplace? Both the Florida legislature and the State know and agree that deregulation will not place public health, safety or welfare in jeopardy. But the ASID/IDAF cartel, desperate to save their 17-year strangle-hold monopoly, has a large and active grassroots that is at the capitol every day, lobbying to keep their anti-competitive law in place - spreading misinformation to whoever will listen.

Deregulation is now being scrutinized by the Senate, and unlike the House where the Republicans pushed for less government intervention to allow small businesses to grow, the Republican Senators are not as adamantly pro-business and several are wavering.

Ready, set, roll!

NOW is the time to start contacting the leadership in the Senate to encourage them to support the legislature's continued efforts to end unnecessary governmental licensing and free-up small businesses to grow and seek new market opportunities.

Don't be misled by the Cartel's scare tactics! Deregulating interior design:

- WILL allow all designers to do what only the 2,560 licensed designers may do now (in spite of the fact the majority were grandfathered!)
- WILL make Florida more entrepreneur-friendly, enable business growth, result in more hiring and generate more income for the states troubled economy;
- WILL NOT grant architects any greater claim on commercial design than they have under current law; and
- WILL force designers who have been able to rely on

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a government-imposed monopoly instead of the merit of their own work to actually compete for the public's business.

Please take a few minutes every day to do the following:

1. Send an email to the Senators listed below. Make sure you change the subject line every day. Some possible titles are:

"Support deregulation of interior designers!"

"Deregulation of interior design will create more job opportunities!"

"Deregulation of interior design is good for designers and Florida!"

1. Call the Senators listed below. It only takes a minute or less for each call, You will likely get their aid, which is fine. Just tell them your name, where you live, and ask them to support deregulation to help you as a small business entrepreneur and [something apropos to you]

[Senator JD Alexander: \(850\) 487-5044,
alexander.jd.web@flsenate.gov](mailto:alexander.jd.web@flsenate.gov)

[Senator Don Gaetz: \(850\) 487-5009,
gaetz.don.web@flsenate.gov](mailto:gaetz.don.web@flsenate.gov)

[Senate Majority Leader Andy Gardiner: \(850\) 487-5047,
gardiner.andy.web@flsenate.gov](mailto:gardiner.andy.web@flsenate.gov)

[Senate President Mike Haridopolos: \(850\) 487-5056,
haridopolos.mike.web@flsenate.gov](mailto:haridopolos.mike.web@flsenate.gov)

[Senator Alan Hays: \(850\) 487-5014,
hays.alan.web@flsenate.gov](mailto:hays.alan.web@flsenate.gov)

Your own words are much preferred, but if you need a sample letter, you can find one below.

Also, here is our [white paper](#) debunking the myth the Cartel is perpetrating that deregulation interior design will put them out of business. Feel free to use it as you see fit.

Tomorrow you will receive a list of additional Senators to call. These will be the delegates appointed to set the budget. The deregulation is a "conforming bill" and part of the budget. We need to make sure it stays IN the budget, and you can be sure our opponents are working to take it OUT.

DEREGULATION IS GOOD FOR DESIGNERS, GOOD

FOR CONSUMERS, AND GOOD FOR FLORIDA!

To be part of the exciting Freedom Movement and help our efforts to restore your right to practice, **please consider making a one-time [donation](#) to IDPC!**

Stay tuned, freedom-loving friends....

Patti Morrow

Executive Director



Amendment DIES! 4/6/11

The amendment filed by Rep. Saunders which would have removed interior design from the list of occupations to be deregulated failed to pass the House floor this afternoon.

Read details in Orlando Sentinel [here](#).

We are one step closer to getting rid of Florida's job-killing interior design law! Next stop, the House will vote on passage of the entire deregulation bill.

Even the Tea Party has jumped in to help us -- read their press release [here](#).

Lastly, [here](#) is IDPC's press release which you can send to legislators, media, designers, and students which completely debunks the Cartel's false scare tactic that only architects will be able to practice if interior design is deregulated.

IDPC is working hard to restore YOUR right to earn a living! Please support our work! Donations can be made [here](#).

Patti Morrow

Executive Director

Amendment Filed!

4/4/11

Today, Representative Ron Saunders has introduced an amendment to remove interior design from the deregulation bill.

It is crucially important that the House members know that the interior design community SUPPORTS repealing the current anti-competitive and wholly unnecessary interior design law so

that Florida designers can once again be free to practice all aspects of interior design without fear of the prosecution witch hunt of the past.

IDPC is endeavoring to make it as easy as possible for you to participate, so...

1. Highlight the entire column of addresses of all House members in the section at the bottom, hit "copy" then "paste" all of them in a new email.
2. Type "SUPPORT HB 5005 DE-regulation of interior designers" in the subject box of the email.
3. Copy and paste the sample letter below into the body of the email.
4. Hit "send."

It could not be easier -- this is ONE email -- and will take you less than a minute. Please do this EVERY day until I give the next set of instructions.

Things are moving quickly so you need to take action TODAY.

If you have not been following our efforts to deregulate Florida's practice act over the last couple of months, please click [here](#) and [here](#) and [here](#) for details and progress.

IDPC Sponsor Organizations: please request that your members send letters!

Also please consider making a one-time donation to assist IDPC in regaining ***your*** freedom to design. Click here to [DONATE](#).

I will be in touch...

Patti Morrow
Executive Director

PS: Special thank you to IDPC member Elliot Friedman for your help this week!

Sample Letter

Dear Senator:

Please create more jobs in Florida by deregulating interior design.

Don't believe the misinformation you've heard from those who would like to keep the monopoly law in place! The truth is, if you deregulate interior design:

- everything registered designers do today, they will still be able to do if deregulated;
- there will be more job opportunities for everyone;
- there will be lowered costs and more choices for consumers;
- students will have access to more jobs and will have better opportunity to pay off their student loans;
- there will be more creativity and excitement in the profession of interior design throughout Florida.

Please stand up for small businesses and entrepreneurs by voting to ease regulatory burdens that make it harder for me to grow my business, hire others, and contribute to Florida's hurting economy.

Sincerely,
Patti Morrow