FGINEWS





Volume III, Issue 3

April 2008

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From Your Regional Director

Dear Fellow FGI Members,

As we pass our third month into 2008, we need to stop and reflect.

What goals did we have at the beginning of 2008 and what have we achieved? What mistakes have we made along the way and what have we learned from these mistakes?

Our membership goal for 2007 was 200. We did not reach that goal, but already this year, we have brought in thirteen (13) new members.

- Not bad at all—in fact, we should be proud. Not only have we brought in new members, we have brought in thirteen OUTSTANDING new members.

We have three (4) new student members. Wonderful!

Our programs are not yet all we want them to be yet, but we have definitely made some strides in the right direction. Our "Green Event" proves to be one of the best yet and we have more outstanding programs along the way.

Our Fashion Flocks and Dining With Divas & Dudes events are proving to be very beneficial. We have a higher level of attendance and involvement than in previous months, and everyone seems to be enjoying them, and hopefully, benefiting from them.

We have developed a newsletter for the first time ever, we are in the process of upgrading our website to something that we can be proud of, and we are developing systems that will make FGI run smoother (such as PayPal for event registration).

What we all need to do now is stop and take a constructive look at FGI-Houston.

What is FGI and what does it mean to us? Why did we join FGI? What do we hope

to gain from the organization?

An organization is only as strong as it's members. Are we doing all we can to help further FGI into becoming a powerful voice for the fashion and design community in Houston.?

Are we attending events whenever possible? Are we bringing friends/prospects with us to events? Are we promoting FGI?

FGI can be what it should be—and what we would all like for it to be—but for this to happen, we must all do our part.

With warmest wishes,

Juniter

Jeanette Coon, AICI Regional Director FGI—Houston

"Good clothes open all doors"
Thomas Fuller

FGI Houston Board of Directors

Regional Director Jeanette Coon, AICI (Image Consultant) President, Professional Polish Worth Clothing

Treasurer
Patsy Flowers
Retired Director of Public Relations
Houston Community College

Secretary
Delegate to the Federation
of Professional Women
Susan Fruit, ASID, CGR
President and CEO of Susan
Fruit Interiors

Programming Co-Chair Shandolyn Arline-Johnson (fashion marketing & promotions—transfer from Orlando, Florida)

Programming Co-Chair Kara Times Area Sales Manager Dillard's Department Stores

Membership—New Kathy Ellis Owner, The Business Lab (marketing) and Leifers Membership—Retention Carla Kay, Image Consultant Carla Kay Personal Style Consultants

Marketing/Communication Lisa Benitez Regional Special Event Manager Macy's South

Foundation Gloria Pearson Designer and Owner Glorious

Member At-Large Membership Alyssa Adomaitis Assistant Professor in Fashion Retail Management The Art Institute of Houston

Member-At-Large Programming Toni Franklin Senior Vice President of Tradition Bank (advertising, marketing and direct community outreach)

Member-At-Large Programming Rita Bass Owner Atir, Inc.

FGI Houston Advisory Council

Geraldine Gill President The Current Event

Sylvia Forsythe Public Relations and Fashion Director Sak's Fifth Avenue

Lisa Holland-Nelson President/COO Content Active

Linda S. Kuykendall Sr. Reg. Manager—E.E. & Tourism Macy's South

Roz Pactor Owner The Pactor Group

Joy Sewing Fashion Editor The Houston Chronicle

Stacey Swift Manager of Public Relations Neiman Marcus

FGI Volunteers

FGI Website Elissa Koczka Student Member The Art Institute of Houston Graphic Artist/Invitation

Design Elissa Koczka Student Member The Art Institute of Houston

PR Judy Nichols President Judy Nichols & Associates Student Membership Suzette Brimmer Owner—Sports Productions Asst. Chair—HCC

Membership Committee New Members Monica De Los Santos The Art Institute of Houston

Alyssa Adomaitis
The Art Institute of Houston

Membership Committee Retention Genae Fields (Image Consultant) Principal Image One International Ruby Muller, Professor Education—HCC Community Newsletter Mimi Dinh, President Mikel Marketing

Program Committee Jeff Shell Director Neal Hamil Agency Rita Bass Owner Atir, Inc.

Josephine Gough The Art Institute of Houston

Monica De Los Santos The Art Institute of Houston

New Members 2008

We are so pleased to introduce you to our 2008 New Members. We look forward to greeting each of you at our events.

| Elizabeth Anderson CEO/President Fashion Designer Elizabeth's Kreation Elizabeth is currently designing a plus size line to come out this year for fall/winter and spring/summer. | Boone Bullington Managing Director Doncaster Boone manages a \$10 million sales area for the SW United States in direct sales business of ladies high end fashion. | Gayle Hightower Divisional Merchandise Manager The Worth Collection Gayle recruits and manages 16 Worth sellers. She is responsible for six previews of the collection every year and for helping train all of the sellers. | Debbie Nguyen Special Events Director Mikel Marketing Among Debbie's many responsibilities, she creates and designs pre-event vision to meet clients budget and standards. She is very active initiating and managing special projects and cross promotions for clients. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Gretchen Penny Owner/President Easy Expression Products, Inc. East Expression Products, Inc. is a bra manufacturing company. The bras are designed for women who breastfeed their babies. | Dr. Michel Siegel CEO/President/Director Facial Center For Plastic Surgery Dr. Siegel is excited to become a member of FGI, and he looks forward to participating in some of our programs. | Les Strech Regional Director Tom James Company The Tom James Company is the world's largest manufacturer and retailer of custom clothing. They go directly to the clients' home or office. They plan, coordinate, and maintain their clients' ward- robe so they are perfectly attired for any situation. | Ally Shell Agency Booker Neal Hamil Agency Ally plays a major role in the Neal Hamil Agency, and we welcome her to FGI. We look forward to getting to know her better and to utilizing some of her many talents in our FGI events. |
| Gabrielle Gunn Owner Beaucoup Amour, LLC Gabrielle keeps busy with her small fashion based business. We welcome Gabrielle to FGI and look forward to visiting her boutique. | Tiffanye DeWalt Assistant Manager Billy Reid Tiffanye has been recognized as a top producer in sales within her company. Responsibilities include visual merchandising/marketing and assisting in fashion show productions. | Dusty Gilbert Editor Skirt Magazine/The Houston Chronicle As editor of Skirt! Magazine in Houston, Dusty is involved in selecting, writng and coordinating all local editorial content, much of which is fashion related. | Chloe Dao Co-Owner LOT 8 Chloe is a designer of her own line, DAO Chloe DAO. She also has a line which is exclu- sive to QVC called Simply Chloe Dao, along with another line of electronic cases for Pacific Designs. |

About FGI Membership

Executive Member Requirements:

\$50 Initiation/\$145 annual dues.

Executive members must have held an executive, professional or managerial position (s) in a fashion-related industry for at least 3 years.

Associate Member Requirements:

\$25 Initiation/\$70 annual dues.

Associate members must be currently employed in an executive, professional or managerial position in a fashion-related industry for at least 1 year but less than 3 years. The application must include a resume.

New Members 2008

We are so pleased to introduce you to our 2008 New Members. We look forward to greeting each of you at our events.

| Sydney Dao Co-Owner LOT 8 Sydney is responsible for all the marketing and PR for LOT 8 boutique, LOT 8 salon and for Chloe Dao. She is also responsible for the operations and management of the bou- tique and she produces all the events and fashion shows for both the boutique and salon. | NEW MEMBER | NEW MEMBER | NEW MEMBER |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|------------|
| NEW MEMBER | NEW MEMBER | NEW MEMBER | NEW MEMBER |
| NEW MEMBER | NEW MEMBER | NEW MEMBER | NEW MEMBER |

"It is never too late to be what you might have become." George Eliot

Student Membership Program

WELCOME TO OUR STUDENT MEMBERSHIP PROGRAM

Jerry Mathis Jr.

Jerry is currently interning with Talbots as a visual merchandiser. In addition to his internship work, he works on campus at Lamar University in the Office of Student Affairs as a Student Director. Jerry would like to start his career in an entry level position in the fashion industry as a buyer. His long term career goal is to become a merchandising director.

As part of the FGI student membership program, Jerry hopes to gain useful knowledge about the fashion industry that will help him in his future career.

Gregory Griffin

Gregory is a sophomore at Houston Community College studying Fashion Buying & Merchandising. Gregory's career goal is to work for a major fashion brand in the marketing or production department. He says that fashion shows have always been an interest of his, especially the production side.

As part of the FGI student membership program, Gregory hopes to build upon the relationships and knowledge that he already has. He says, "I have a passion to succeed and to go beyond the distance and I feel FGI will provide me useful skills to succeed. I feel I can contribute many things to FGI, but my willingness to learn will probably be the biggest contribution."

Vi Hua

Vi is currently attending Houston Community College. Her goal is "to become a successful fashion designer/wedding planner using precise garment construction, wide range of fashion knowledge, creative design skills, organization skills, people skills, and desire to complete task."

Vi's resume is amazing. She has unbelievable talent and a GPA that consistently ranges between 3.56 to 4.0. She is bi-lingual and has studied both in the United States and Paris, France. On top of all this, she has extensive work experience. She is currently working as Fashion Office Assistant at The Houston Community College.

Elissa Koczka

Elissa is a student at The Art Institute of Houston majoring in Interior Design. Her career goal is to be a Designer Graphically, Interior Designer, Artist, and Writer.

Elissa says about herself: "I'm a designer of all sorts and I feel fashion has a big part to do with some of my inspiration and use of visuals expressing a person's belief. I love fashion history and architecture history! The two relate on a personal passionate level and are ever changing. What statement could tomorrows fashion bring out of me, is what I try and focus on when designing and challenging myself as a designer."

We welcome Elissa and all her many talents to the Student Membership Program.

"Real leaders are ordinary people with extraordinary determination."

Author unknown

OUR MEMBERS

MEMBER PROFILE—Alyssa Dana Adomaitis, MBA; Ph.D.



We were thrilled to welcome Alyssa to our FGI Houston Chapter. Alyssa has a wealth of fashion background. In 1993 she studied at the Fashion Institute of Technology in London, England. She then earned her certification in Image Consulting from Parsons School of Design. She earned her B.S. degree in Fashion Retailing & Merchandising from State University College at Onconta, her MBA in Marketing from Long Island University and her Ph.D. in Design, Housing & Apparel from the University of Minnesota. Currently Alyssa is Assistant Professor in Fashion Retail Management at The Art Institute of Houston.

Alyssa is not all work! She is married to Dr. David L. Fernandez who is an Associate Director of Science Education at Rice University. They have a son, Hunter Aleksandras, who's 2-1/2 years old

Alyssa enjoys running, swimming, and she is currently learning how to ride horses English style at Hermann Memorial Park. In her free time, she conducts research on impression management, and advertising and consumer behavior. Her research on Advertising to Adolescents will be coming out this May 2008 in the Journal of Marketing and Management (Berg Publications).

MEMBER PROFILE—Shandolyn Arline-Johnson



Shandolyn came to FGI-Houston at the beginning of the year and enthusiastically stepped right into the role of Co-Director of Events for our chapter.

Shandolyn has been an active FGI member since August 2004 in Orlando, Florida, where she was a Fashion Marketing & Promotions/Trend Forecast/Humanities Instructor with the International Academy of Design & Technology.

Since returning to Houston (her home), she has been settling in and is now looking for a position in the fashion industry. Can you help her?

Her years in the fashion industry have included positions as Selven O'Keefe Jarmon's Intern, Visual Merchandising Manager, Freelance Stylist for Foley's, Retail Coordinator for Puma and Publication/Photo Coordinator for Houston's Best Magazine.

Shandolyn's work experience—working on photo shoots, developing and retention of business relationships, working with major accounts planning and promoting events—makes her perfect for her role on the FGI Board.

FGI — OUT AND ABOUT

THOMMY DOUGLASS Spring Collection 2008

Thursday, March 6th, 6pm—8pm Brown Eyes Blue

A fabulous collection! Thommy's design's are beautiful!

FGI members seen at the event—Jeff Shell, Jeanette Coon, Gloria Pearson and new member, Ally Shell.

In picture, left to right, Jeanette, Thommy, Ally and Jeff.

Shandolyn Arline-Johnson and Kara Times, our Program Directors, did a great job, as usual, providing us with some great refreshments.



"My weakness is wearing too much leopard print."

30TH ANNIVERSARY

The Art Institute of Houston

March 27th

What a fabulous event this celebration was. In addition to enjoying some wonderful food and drink, those of us who attended were privileged to meet some of the instructors and students at The Art Institute.

One of the highlights of the evening was HOUSTON, FIRST CLASS, a wonderful fashion show presented by The Art Institute. The instructor is none other than our own Josephine Gough.

In addition to putting on the show, Josephine has her own line of umbrellas, which we saw on the runway.

Celal Birsen is one of the leading high-end umbrella designers in Europe, originated in Istanbul, Turkey, and sold in 42 countries. Owned by Fashion and Retail Management Instructor, Josephine Gough, Celal Birsen USA will sell these umbrellas in the United States for the first time in April 2008. www.celalbirsenUSA.com

Among others seen at the event, were Hardy and Jeanette Coon, Gloria Pearson, Kara Times, Alyssa Adomaitis and Dr. David L. Fernandez, and Jal Jobe.

FGI — OUT AND ABOUT

DILLARD'S FASHION WEEK

Fashion Show Wednesday, March 19th

The show was a huge success. FGI models included Gloria Pearson, Kara Times, Shandolyn Arline-Johnson, Jeanette Coon, Alyssa Adomaitis and Elizabeth Anderson. Seen in the audience were husbands, Tom Pearson, Hardy Coon and David Fernandez (Alyssa's husband). Also seen in the audience was new member, Gabrielle Gunn.







FGI — OUT AND ABOUT

Fashion Flock

Shoe Fetish

Thursday, March 20th, 6pm—8pm Donald J Pliner's HIGHLAND VILLAGE

What a great event this was! As you walked in the store, you were greeted by Neal Hamil models carrying a shoe on a silver tray in one hand and a glass of champagne for us in the other hand. Kathy Ellis, our Membership Director, was there to welcome new members and greet prospective members.

Pictured: Gloria Pearson, Susan Fruit, Laura Fruit (Susan's daughter), Jeanette Coon, Suzette Brimmer, Shandolyn Arline-Johnson, Kara Times, Kathy Ellis, Carla Kay, Neal Hamil Models.





FGI — OUT AND ABOUT

"Spring Through Summer"

Luncheon & Fashion Show

Featuring Reena Bansal's

Mint and Mint Baby in Uptown Park

March 27, 2008

The Petroleum Club of Houston

Seen at the event: Judy Nichols, Jeanette Coon, Vivian Andrus, Susan Fruit, Elizabeth Anderson, Alyssa Adomaitis.

Pictured: Vivian Andrus, Jeanette Coon, Elizabeth Anderson, and Susan Fruit





Sak's Fifth Avenue

"Girl's Night Out" Charity Event

April 10th

What fun and what a treat!—getting our make-up done and visiting the national make-up artists from Chanel, YSL, and Dior, among others. After a light continental breakfast, we were introduced to the new spring '08 colors, trends and skin care. Jeanette was seen spending a lot of time at the Trish McEvoy counter!

FGI — OUT AND ABOUT

Donald's in Town

April 5, 2008
Designer Donald J Pliner invited FGI in for a Spring Trend Seminar and Breakfast. Pictured with Donald: Jeanette Coon, Helen Perry, Josephine Gough, and Alyssa Adomaitis.







FGI — SAVE THE DATES!

- May 14—6:00 pm—Fashion Flock at Mint Uptown
- May 22—6:00 pm—9:00 pm—"The Shopping Experience"

The Junior League

Dinner

Cash Bar

Panel Discussion

Vendor Tables

June 11—Fashion Show—Art Institute/featuring FGI Designers



This event proves to be one of the most exciting events we have had in years!

DO NOT MISSTHIS EVENT!

NEW to the panel: Monica Pope of T'afia Restaurant

Please call Jeanette for a reservation—713-467-3988.

With the global acceptance of humanity's impact on the ecosystems of the earth and its atmosphere, it has become a moral imperative that individuals, cities, countries and entire business segments take action to lessen that impact immediately.

Moderating this event is FGI's very own District Director, **Susanne Taylor**, from Dallas, TX.

Susanne's showroom, Susanne Taylor & Associates, boasts the most comprehensive collection of green product offered in the Dallas World Trade Center and is also home to her own collection, Taylor'd for the Soul.

What to know, what to wear, what to eat, what cosmetics to use, how to decorate your home, and where to shop - GREEN! Our panelists, who are the best in their field, will answer all of your questions.

Our Expert Panel

Michael Strong, Vice President, Brothers Strong. Michael Strong is the Vice President of Brothers Strong, Inc. and GreenHaus Builders, Inc. He has earned the Certified Graduate Remodeler (CGR), Graduate Master Builder (GMB), and Certified Aging-in-Place Specialist professional designations from the National Association of Home Builders. Michael is a frequent speaker around the country on residential construction issues and is co-host of the Remodeling Pro Radio Show in Houston, TX.

AlA Architect and building ecologist, **LaVerne Williams**, **Environmental Associates**. From Sthapatya Veda to the traditional Texas vernacular, Houston architect LaVerne A. Williams, AlA Environment Associates , is fluent in most any home design interpretation. He articulates each project into a declaration of energy efficiency and environmental integrity. Bringing a holistic approach to residential architecture – from the microclimate of the property to the mechanical systems used in construction – his home designs make a statement of health, comfort, durability, and maintainability, all wrapped in a highly aesthetic appeal.

Bobby Wiggins with Moral Fabric. Moral Fabric has a unique selection of organic cotton designer t-shirts that promote a positive, life-minded message. Head designer and owner, Bobby Wiggins, utilizes unique elements of nature in the t-shirt designs in order to create an abstract aesthetic for the discriminating consumer in search of original, artistic goods.

Beauty expert, **Barbara Walling** ... Susanne says "She is the most knowledgeable person that I know in the cosmetic industry in regard to true natural products."

WHERE-

The Art Institute of Houston 1900 Yorktown Street Houston, TX 77056-4197

WHEN:

Tuesday, April 22, 2008

TIME

6:00 pm — 7:00 pm cocktails and bites while you meet and greet the guests and panelists 7:00 pm- 9:00 pm panelist program

COST:

\$25 for FGI Members with advance reservations \$35 for Guests \$35 for all Pay-At-The-Door

RSVP REQUIRED

RSVP by Friday, April 18th RSVP to Jeanette at 713-467-3988 or fgihouston@professional-polish.com or FAX = 713-935-0303

Payment may be made with cash, check, or credit card at the door.

ALL phone, fax and email reservations must be guaranteed with a credit card. Payment may be made with cash, check or credit card. Your credit card will be billed the day of the event. No shows will be charged in full.

This event is tax deductible as a business expense.

Celebrate FGI Members

Have something to brag about?

Let us know!

We'll celebrate with you!

Joy Sewing

Congratulations to Joy Sewing for recently being named to Who's Who in Black Houston.

Toni Franklin

Our own Toni Franklin was recently recognized for outstanding service. She is one busy lady. In addition to serving on the FGI Board of Directors, she has just completed her annual commitment to the Houston Livestock Show and Rodeo, School Art Committee where they raise funds to offer scholarships to hundreds of students.

Wedding Bells for Debbie

Congratulations to Debbie Nguyen on her recent marriage to Tim Nguyen (Can you believe they have the same last names!) on March 8th. Debbie is one of our new members.

Big questions. Local answers.

CONGRATULATIONS TONI!

Leon Rosner Award Recipient GSWH Chamber of Commerce 2007 Chairman

At Tradition Bank, our bankers understand that quality service stems from personal relationships. As your neighborhood bank, we are proud to partner with the Greater Southwest Houston Chamber of Commerce.

Big questions deserve local answers. We're a community bank, locally owned, and committed to you since 1963.

tradition bank.com

- Alief * Katy
- * Fry Road * The Woodlar

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Pat Dahnke

Congratulation to our own Pat Dahnke! She was one of the 5 MUST HAVES for the Houston Livestock and Rodeo show. She made the Houston Chronicle on Monday, March 10th. The picture is of one of her belts. The belt is reversible, made of hair on acid washed calfskin then burnished with gold metallic. The magnetic pin attaches to both sides. This is her #1 item—and we can see why! For more information about Pat's designs, call her at 936-931-2177.



Student Membership Program

You want to be in the exciting fashion industry! The Houston Region of The Fashion Group International provides a Student Program just for you. It provides you with the opportunity to learn more about the industry and become involved in fashion events.

FGI is a forum and a force for promoting the advancement of women and men in the fashion industries . . . apparel, accessories, beauty and the home. Our events bring your world into prominence providing information – and answers – on business topics that affect you and your business. We meet the executives and entrepreneurs who drive the fashion world. We deliver news, previews and trend information now – when you need it.

Founded more than 60 years ago, FGI was fashion's first non-profit organization established by and for women. Our founding members were none other than Elizabeth Arden, Edith Head, Eleanor Roosevelt, Helena Rubenstein and Carmel Snow, who had the foresight and who believed that the business of fashion needed a forum and a catalyst to ensure that women would have an ever expanding role in the developing of the US fashion industry. Today, we welcome men among our ranks! We're located in 44 cities worldwide, 6000 members strong – and still growing, still evolving to meet your needs. Each region has a distinctive character and unique involvement in their community.

There are many benefits from joining the FGI Student Program.

You will be part of an exclusive group. Student Membership is limited to just a few members. You will learn more about the fashion industry.

You have the opportunity to connect with people in your chosen field.

You will receive FGI Bulletins and information about Houston and FGI events.

You will receive discounted rates for at least 4 events per year.

Qualifications for Student Membership

Student must have completed 24 credits.

Student must have a minimum 3.5 GPA and is required to carry at least 12 credits a semester. Verification documentation must be submitted at the time of application.

Student must submit two faculty recommendations or reference letters

Responsibilities

Assist at FGI events, including Career Day.

Get to know FGI members and find ways to become involved with those in your chosen field.

Dues

The annual dues for Student Membership are \$25 per year.

Our Student Membership Program is currently limited to 8 members.

The deadline for becoming a student member has been extended until the end of May.

Other than programs specifically designed for students, such as Career Day,

attendance by students is limited to **STUDENT MEMBERS** only.

If you are interested in becoming a student member of FGI, please contact

Jeanette Coon at 713.467.3988 or Suzette Brimmer at 713.718.6158.

"Fashion is architecture: it is a matter of proportions." Coco Chanel

Jeanette Coon Regional Director— Houston

12311 Huntingwick Drive Houston, TX 77024 713-467-3988—office 713-935-0303—fax 713-870-2161—cell

jeanette@professionalpolish.com



HOW WE BEGAN

Founded in the 1930s the first non-profit fashion organization established by and for women. The Fashion Group International today offers membership to men and women alike. Elizabeth Arden, Edna Woolman Chase, Lily Daché, Edith Head, Claire McCardell, Virginia Pope, Eleanor Roosevelt and Carmel Snow were among the founding members; legendary figures who left an indelible print on the American Fashion landscape.

WHO WF ARF

The Fashion Group International is a global, non-profit organization of dynamic professionals, men and women of achievement and influence in all areas of the fashion and design related industries: apparel, accessories, beauty and home.

WHAT WE DO

The FGI mission is to be the preeminent authority on the business of fashion and design, and to help its members become more effective in their professional lives. FGI offers insights on major trends in person, online and in print; hosts programs and business symposiums; provides access to industry leaders and peers.

AS A MEMBER

Publications: The International Membership Directory, an invaluable resource, lists all FGI members around the world. The Members' Bulletin reports regularly on the latest trends and industry issues that help members market and manage their businesses while it updates readers on member related news. The RTW Trend Report publishes twice-yearly straight-from-the-runway commentary.

Website: The FGI online community includes comprehensive news, event information, fashion and business reports 24/7. Updated daily, the members-only Fashion Access Network features members' profiles. Executive Job Bank, forums and more.

Chapter Events: Our member only industry events (retail trends, informational seminars, and panels designed for decision makers, IPOs, etc.) keep you informed.

Our Networking Opportunities are limitless. Use our directory to maximize business trips by networking with potential clients, suppliers, and manufacturers among the FGI membership worldwide.

