

VIEWPOINT

Vol. 7 • Fall 2004 • College of Arts & Sciences Alumni Association

Rice inspires, instructs, entertains students

Dedication, inspiration, exposure, acceptance, and hope are some of the words that Beverly Rice instilled in several Indiana University students. On Tuesday, April 13, 2004, Rice spoke to a group of AMID students before receiving the first Merchandising Education and Research Center's Lifetime Achievement Award from the Department of Apparel Merchandising and Interior Design.

Rice was born in Indiana, where she graduated as valedictorian and class president from Edinburgh High School. When applying to college, she was discouraged from attending Indiana University and was told she would be eaten alive, coming from such a small town. Rice replied, "If I was going to be eaten alive, I wanted to be eaten alive at Indiana University."

Rice followed her instinct by being true to herself and graduated from IU with

honors before going on to an outstanding career in the retail industry for more than 40 years. She said that there was something about Indiana University that instilled a type of creative thinking in her. She



Beverly Rice speaks with students at a reception during her visit to campus.

strongly believed that she would not have achieved as much as she did without the exposure and acceptance she received at IU. She chose to stay in Indiana because it

brought her a sense of comfort and she believed it was the right place to grow and learn. Upon graduation, Rice went to work for L.S. Ayres, where she held such positions as general merchandise manager, divisional merchandise manager, assistant to the fashion director, and, later, fashion director and manager of the college board. In 1973, she also became the first woman at L.S. Ayres to hold the title of vice president. Two years later, she was recognized in *Who's Who of American Women*.

After almost 30 years at L.S. Ayres, Rice moved to Gidding-Jenny, where she held the title of vice president/general manager. Here she was awarded five citations for "Best of Indianapolis" by *Indianapolis Monthly Magazine*. Upon retiring from Gidding-Jenny, Rice was lured back into the fashion world by Theobald's as vice president/general manager of their high-end fine gifts store.

In 1997, Rice made her final move from Theobald's to Jacobson's as senior vice president of fashion and merchandising strategy. She has also worked with designers Bill Blass, Michael Vollbracht, and Yves Saint Laurent.

Rice left the Indiana University students with two quotes that none of them will ever forget: "It's a long way, but it's well worth every mile," and "Find your heart, find your reason, find your soul, and go after it."

We were so impressed with this amazing woman's accomplishments, her genuine interest in helping us in any way she could, and with her words of advice.

Thanks, Beverly Rice — we will never forget you!

— Jamie Held, Sophomore

IU celebrates Blass legacy, awards

When Bill Blass left a \$1 million legacy to the Indiana University Elizabeth Sage Historic Costume Collection, he made it possible to carry on the tradition of fashion design in Indiana. During his 1999 visit to the Bloomington campus, the time he spent at the Sage Collection, meeting and talking with fashion design students, was inspirational to the students and personally rewarding to Blass. He valued his experience guiding design students, and his gift to IU reflected his desire to continue to influence young artists.

The Department of Apparel Merchandising and Interior Design celebrated Blass's legacy this spring with the first annual Bill Blass Fashion Design Awards, the first annual Bill Blass Lecture, and three special achievement awards. On April 13, during the AMID honors reception, five students received cash awards recognizing their fashion design and illustration skills. J.R. Stallsmith, of J.R. Stallsmith & Co. Menswear, and Sally Walker-Foltzer, of Argentum Jewelry, both in Bloomington, assisted IU apparel faculty in judging student portfolios, with the following results:

Outstanding Senior Design Line: **Anne Wingate**; Outstanding Design Potential: **Carol Coelho**; Excellence in Fashion Illustration: **Jessica Schroeder**; Honorable

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Faculty Updates

Heather Akou has been hired in a tenure position to take the place of Jaehae Jung, who left the university a year ago. Akou comes to us from the University of Minnesota, where she just completed her PhD. She will now be teaching Textiles and International Textiles, as well as a few electives.

Deb Christiansen is moving West with her husband, who has accepted a new position at New Mexico State. They also are awaiting the first little Christiansen, who is due this fall. Those of you who took classes with Professor Christiansen know she will be greatly missed, but we wish her the best!

The big news from **Eloise Paul** is that she was married in May! Don't worry, however; she is still going to keep her name and be the same "Ms. Paul"! She and her new husband, Bill Lee, have established a scholarship fund for apparel merchandising majors, thanks to the generosity of their wedding guests. And thanks to the great idea of Eloise and Bill, more AMID stu-

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Student Activities

Field Seminar takes class to RLG–Macy's in Atlanta

This fall, 20 students from the department were selected to attend a field seminar to the Rich's/Lazarus/Goldsmith's–Macy's headquarters in Atlanta. The two-day experience was educational and amazing!

The first day was spent at the flagship store. There were panels consisting of people from many positions, from the president to security, interacting with us. We toured the expansive store with all the latest merchandising concepts and technology. The most exhilarating part of the visit was when senior management grouped us into teams for a given case study. After hours of exploring, comparing, and analyzing findings, we successfully presented our case to the president of RLG–Macy's.

The second day took place at the corporate headquarters. We were able to interact with several panels of corporate-level personnel. After the panels, we paired off to shadow managers on their daily routines. This experience was insightful and gave all of us a positive view of store management.

The entire trip was so beneficial because it really provided more knowledge about

each facet of the retail field on all different levels, and we met so many great people from Macy's. Thanks go to everyone at Rich's/Lazarus/Goldsmith's–Macy's for making this possible!

— *Falan Gold*

AMO raffle garners scholarship money

We would like to extend our thanks to the alumni and businesses who contributed to the Apparel Merchandising Organization's raffle this year.

Thirty-five companies donated more than \$13,000 in merchandise, and we sold more than 3,000 raffle tickets to earn \$3,300! All the money earned goes toward student scholarships. We would like to thank the following companies for making this year's raffle a huge success:

Betsey Johnson, Max Studio, Bloomingdale's, Merlin Merchandising, Carson Pirie Scott & Co., Mondo Delgado, Chicago Gallery, RB Concepts, Coach Leather, Red Ella, David Wynja and Associates, Rich's/Lazarus/Goldsmith's, Divino (now Rumblefish), Steak 'n' Shake, Gap Inc.,

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Blass legacy

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Mention in Fashion Illustration: **Geoffrey Coyle, Emily Lafflin.**

Nelda Christ, of Bloomington, IU professor and Sage Collection curator emerita, received a Lifetime Achievement Award recognizing more than five decades of dedication to textiles and clothing education. As a faculty member and Sage curator, she brought the collection from a valued teaching resource to a nationally known museum collection of more than 20,000 pieces.

Dale Leff, of New York, who was unable to attend the event, received the special Friend of the Sage Collection Award, recognizing her outstanding retailing career, her commitment to fashion education, and her extraordinary efforts to bring Bill Blass together with Indiana University.

Beverly Rice, of Indianapolis, was presented with the Merchandising Education and Research Center's Lifetime Achievement Award. Rice has contributed to IU through



Nelda Christ, right, accepts a hug and a Lifetime Achievement Award in honor of her service as a textiles/clothing educator.

her involvement with the Apparel Merchandising Education National Advisory Council as a charter member, through seminars in the AMID department, and through her role in making connections with Bill Blass that ultimately led to his retrospective exhibition of 2002.

The first Bill Blass lecturer, Helen O'Hagan, spoke on April 14 to a standing-room-only audience of more than 300 students, faculty, and community members. O'Hagan, Blass's close friend and co-editor of *Bill Blass: An American Designer*, served nationally and internationally for more than 20 years as a publicist with Saks Fifth Avenue. While promoting American and European fashion designers and their creations, she developed a unique perspective on the designers and their lives. She spoke about her career and shared insightful recollections and images of dozens of designers with whom she worked.

— *Kate Rowold,*

Professor and Curator, Elizabeth Sage Historic Costume Collection

Student activities

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Steve and Barry's, Indiana Pacers, Indianapolis Motor Speedway, Target, Target Corp., JoAnn Fabrics, Texas Roadhouse, Jonden, TIS Bookstore, Kerasotes Theaters, Tommy Hilfiger, Kohl's, Tooflee, Lamberston, Truex, TSE, Liz Claiborne, Valdor, Macri's Deli, Worldwide Apparel, Macy's East, and Macy's West.

— Sarah Mechlem,
AMO Scholarship Chair

'AMO has fantastic year'

The organization has grown to more than 400 members, including 24 officers and two advisers. The members have been active both in the university and in the community. We were the largest group to participate in the Jill Behrman Run this fall, and AMO continues to support the Big Brothers/Big Sisters Bowl for Kids' Sake. This year, we were the largest student organization to participate for IU and topped the charts by raising \$2,600! We received

the trophy for the most money raised, but the real achievement was in helping a great organization gain much-needed funds.

Two buses of students went on the annual fall Field Seminar to Chicago AMO, where one bus visited the Sears corporate offices and had presentations by their product development department while another bus went downtown for more appointments. On Friday, both groups had a fabulous tour of the Marshall Field's North State Street store, where personnel talked about the ideas and work involved in rein-



The runway helped with a run-away fund-raiser for AMO.

venting the store. The career seminar and recruiter event (formerly called the pizza party) were huge successes, with speakers

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Where have all the seniors gone?

As many of you will remember, the focus of most seniors is always interviewing and making trips to the Business Placement Center or the Career Development Center. This year, students found positions all over the country (actually, the world). Here is where some are beginning their careers:

Jennifer Arnold, Coach
Laura Barker, Bloomingdale's
Vanessa Barnes, Macy's West
Sarah Bass, Abercrombie & Fitch
Jill Bastedo, Carson Pirie Scott/Saks Inc.
Julia Brannon, Target
Hallie Burson, Nordstrom
Emily Cooke, Coach
Liz Danley, Nordstrom
Kimberly Davies, Target
Amy DiSalvo, Carson Pirie Scott/Saks Inc.
Katie Downing, Panera Bread
Meghan Ehmann, Kohl's
Rebecca Firestone, Ross Stores
Karielle Foist, Target
Carly Glass, Macy's West
Ashley Griffin, Rich's/Lazarus/Goldsmith's-Macy's
Fayme Hayes, Finish Line
Lindsey Hire, Von Maur



Some of the 2004 graduating seniors

Alison Idzik, Kohl's
Dong Woo Kim, Samgong Trading Co.
Kristen Krueger, Ann Taylor Loft
Kathy Krzepinski, Target
Jaclyn Levinstein, The Kamber Group
Janine Lalia, Mervyn's
Kim Luomo, Coach
Michelle Marco, Abercrombie & Fitch
Jacqueline Mikusevich, Bloomingdale's
Kari Oswalt, Kohl's
Carmelina Pizzi, Nordstrom
Brooke Pletcher, Macy's West

Rebecca Plotnick, Carson Pirie Scott
Jessica Rosenblum, Federated Merchandising Group
Rachael Rugh, Mervyn's
Kiely Russell, Macy's East
Charissa Spaetti, Fossil
Lauren Stucky, Ryan Timm-Kohls, Sears
Keely Tober, Rich's/Lazarus/Goldsmith's-Macy's
Cassidy Troeger, Abercrombie and Fitch
Brooke Wiginton, Rich's/Lazarus/Goldsmith's-Macy's

Internships take students to the action

More and more of the AMID students are participating in internships all over the country. Most of these internships are done in the summer, but students also participate through the school year. During summer 2004, more than 50 students were doing internships at such companies as Coach, Betsey Johnson, Donna Karan, Kohl's, Target, DKNY, Bloomingdale's, Teen People Magazine, Theory, Rich's-Macy's, Fashion Express, Jonden,

and how the internship builds confidence.

Here is a sample of the comments we received from interns this summer:

• **Lauren Goode**, an intern at Target Stores, says, "My internship is wonderful, and I truly love it here! I have a lot of fun and learn many new things every day. I am not only

learning how to run a business, but I am learning valuable life lessons. I love my job and cannot wait to share my projects and everything that I have learned!"



Interns Lauren Goode, below, Candice Peters, above, and Kathleen Dombek, left, learn the tools of the trade.



Worldwide Apparel, WalMart, The Buckle, Macy's East, Macy's West, Crate and Barrel, Celine, Fossil, and RB Concepts.

Reports from student interns share many great comments about how much they have learned, how excited and directed they are about entering the industry, how quickly they have been able to accept responsibility and adapt their education to the real world,

• **Candice Peters**, at Worldwide Apparel, said, "Working at Worldwide Apparel has taught me a lot about production and sourcing. It has opened my eyes to career paths within the apparel industry that I probably would never have thought of

before my internship. Plus, living in New York for the summer has been amazing!"

• **Kathleen Dombek**, at RB Concepts said, "From creativity to critical thinking to crunch time panic, my internship gave me a well-rounded experience of the apparel design and production process."

• **Lauren Stucky**, who worked with the Indiana Pacers Sports & Entertainment, said, "My internship with the Indiana Pacers provided me with an invaluable and excellent understanding of the merchandising cycling that exists in the field of professional sports retailing. The merchandising internship with the Indiana Pacers Sports & Entertainment provided an excellent opportunity to explore the world of merchandising while gaining beneficial experience that will be essential in the development of a future career in the merchandising industry."

'Fantastic year'

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and recruiters from Federated Stores, Marshall Field's, Too Brands, Kohl's, and many more. The final meeting featured leadership speakers and activities from Bradford Woods. As the year came to a close, we celebrated with the Banquet, Raffle, and Fashion Show, so fabulous that it filled Alumni Hall!

As we look to the 2004-05 school

year, the sky is the limit. Our 19 officers are looking to continue to bring in more members, expand our mix of speakers, add leadership events for the seniors, and so much more. We are excited about next year and have a new Web site (www.indiana.edu/~amid/studorg.htm) that is continuously being updated with important information regarding activities, dates, contact information, and exciting pictures. This has been a fun, fascinating, and successful year.

— Pam Probst, 2004 AMO President



Alumni Corner

Laura B. Adams, BS'92, BSM'98, lives in Fort Wayne, Ind., with her husband, Jeffrey, and is director of concert operations for the Fort Wayne Philharmonic Orchestra. She can be reached at laurab@fortwaynephilharmonic.com.

Melissa E. (Rosenberg) Bilsky, BS'99, was married to Jeremy L. Bilsky, BS'98, on

June 14, 2003. She works as an assistant merchandise manager for Jo-Ann Stores Inc. The couple lives in Cleveland and can be reached at melrose1477@hotmail.com.

Chanda A. Burns, BS'02, writes, "I have recently completed my training program and have taken my first position with Sears as the store marketing man-

ager in St. Petersburg, Fla." She lives in Clearwater, Fla., and can be reached at chandaburns@sears.com.

Lenora "Nora" J. (Sarkesian) Railey, BS'00, assistant technical designer at Too Brands Inc. in New Albany, Ohio, writes, "I got married in July of 2003." She lives in Pataskala, Ohio, with her husband.

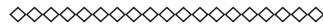
Stephanie L. (Rush) Ramsamooj, BS'99, writes that her husband, Dean, received his MBA in May 2004 from IU's Kelley School of Business. They live in Indianapolis and can be reached at dean.ramsamooj@4086.com.

Laura A. (Limp) Siebold, '96, has launched a personal stylist organization called LiveStyle, based out of downtown Chicago. She writes that LiveStyle will "lend itself to a market of men and women who need assistance with wardrobe." She lives in Lake in the Hills with her husband, Jeffrey, and daughter, Hannah. She can be reached at laurasiebold@aol.com.

MERC Corporate Scholarships

Through the generosity of corporations and individuals supporting the Merchandising Education and Research Center, even more awards were given to apparel merchandising students this year. In this time of increasing education costs, this has been a great opportunity and a reward for the hard work and dedication of so many students. A special "Thank you!" goes to those sponsoring the awards:

- Famous Barr Leadership and Initiative Award: **Christine Swiatkowski**
- Kohl's Retail Studies Awards: **Heather Basore, Anne Schutte**
- Macy's West Professional Development Awards: **Dana Cece, Jamie Dietrich**
- MAGIC Field Seminar MERC Awards: **Natalie Miller, Brooke Pletcher, Brooke Winginton**
- MERC Internship Awards: **Candice Peters, Carrie Turner**
- Rich's/Lazarus/Goldsmith-Macy's Work Contribution Awards: **Kathy Krzepinski, Robin Napier**
- Rich's/Lazarus/Goldsmith-Macy's Service Award: **Karielle Foist**
- Sears "Excellence in Academics" Senior Award: **Laura Barker**
- Sears "Excellence in Academics" Junior Award: **Kathleen Dombek**
- Smith Sport 'n' Shoe Retailing Award: **Heather Basore**
- Target Corp. Merchandising Planning Awards: **Janine Lalia, Kari Oswalt**
- Target Corp. Underclassmen Awards: **Jamie Held, Nicole Moll**
- Worldwide Apparel Work Contribution Award: **Sarah Armstrong**
- Apparel Merchandising Organization Sponsored Award: **Sarah Mechlem**



2003-04 MERC National Advisory Council

A great "Thanks!" goes to members of the National Advisory Council, who are a part of the Merchandising Education and Research Center supporting the Department of Apparel Merchandising and the students. They are a wonderful resource and contribute so many great ideas that continue to help keep the department in high regard throughout the retailing industry.

- Rick Bomberger, president/CEO, RB Concepts
- Susan Burns, director, College Relations, Federated Department Stores
- Marty Cohen, owner, Tooflee Footwear by Herschel's
- Jerry Eckstein, vice president, Vald'or Inc./Cannon Country Knitting Mills Inc.
- Kurt Kress, director of design, Riviera
- Rick Maguire, senior vice president/merchandising, Target
- Patrick Donahue, director, IU College of Arts and Sciences Placement Office
- Mike Johnson, vice president/divisional merchandise manager, Kohl's
- Marny Reed, marketing consultant
- Bobby Reiss, president/CEO, Worldwide Apparel
- Beverly Rice, former vice president/merchandising, Jacobson Stores and L.S. Ayres
- Hal Schwartz, senior sales/merchandising, Stepping Stones
- Kristin Scott, vice president/merchandise planning, Marshall Field's
- Steve Smith, owner, Smith's Sport 'n' Shoe
- Susan Stokes, account manager, Nameson Industrial
- Tom Wilson, president, MotionWear

Honorary Members

- Alan Gilman, president/CEO, Consolidated Products Inc.; former chair/CEO, Abraham & Straus and of Sanger-Harris
- Eloise Paul, former merchandising vice president, Paul Harris; IU AMID faculty

To publish your note and update your classmates, just use the form on the back page of this newsletter. We'd love to hear from you!

Apparel Merchandising

This newsletter is published by the Indiana University Alumni Association, in cooperation with the Department of Apparel Merchandising and Interior Design and the College of Arts and Sciences Alumni Association, to encourage alumni interest in and support for Indiana University. For activities and membership information, call (800) 824-3044 or send e-mail to iualumni@indiana.edu.

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