

**LIM**

The College for the  
Business of Fashion

# Family Pipeline

Volume 3, Issue 1  
Fall 2008

## President's Message

Dear Parents,

We are pleased to present the Fall 2008 issue of *Family Pipeline*, the newsletter of LIM's Parents Association. The Association's function is to connect you to the LIM community and keep you informed about the programs, activities, and opportunities available to your young adult at the College.

LIM is in the midst of a wonderful period of growth and development. We will soon add 16,500 square feet of space to our 216 East 45th Street location. This expansion will include the addition of a College bookstore, an extended-time testing room, a Library Archive room, and possibly a small café. And at LIM's 54th Street building we plan to open a 4,500 square-foot Career Services Resource Center, which will be four times larger than our existing Office of Career Services. This will become an important destination for one of the most significant components of an LIM education. Construction will begin shortly and all phases of the expansion are scheduled to be completed in time for the start of the Fall 2009 semester.



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August 13, 2008 was also a significant day in LIM's history, as nearly 400 of our students moved into the brand-new, amenity-filled 1760 Third Avenue Residence. Its opening brought all of the College's student housing under one roof, furthering the sense of community that LIM has always prided itself on.

As a result of all this amazing growth, we decided to begin a formal rebranding process last year. After much research and deliberation, the decision was made to formally change the name of the institution from "Laboratory Institute of Merchandising" to "LIM College," which captures both our unparalleled past and our vibrant future. We will "go public" with the College's new name and visual identity, as well as a completely redesigned College website, in July 2009.

All of these exciting developments, which you can read about in more detail on the following pages, allow us to strengthen our programs and services and continue to provide your student with the best educational facilities and resources available.

I look forward to sharing this next, exciting chapter in LIM's history with you.

Sincerely,

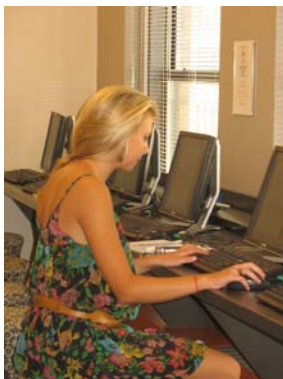
Elizabeth S. Marcuse

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## Did You Know...

LIM offers your student a comprehensive academic support system?

This system was created to assist all students in their quest for excellence. All programs are available to all students at no additional cost. Please encourage your student to take advantage of LIM's academic support programs, as surveys have shown that students who utilize these resources improve their grade point average.



**The Office of Academic Advising** is staffed by advisors who help students understand LIM's majors and concentrations, graduation requirements, and institutional policies and procedures. Academic Advisors also provide referrals to the Math and Writing Centers, and personal or career counseling. Academic Advising is located in the Office of Student Affairs at 545 Fifth Avenue. Office hours are Monday through Friday from 8:00 a.m. to 5:30 p.m. Contact: Karen Callender, Director of Academic Advising [kcallender@limcollege.edu](mailto:kcallender@limcollege.edu)

**The Math Center** offers tutoring in Math Essentials, Introduction to Algebra, College Algebra, Statistics, Computer Applications, Spreadsheet Applications, Finance, Accounting, Economics, Merchandising Planning and Control, and all math-related issues in professional electives, fashion and business courses. The Math Center is located at 226 East 54th St. and is open Monday through Friday from 9:00 a.m. to 5:00 p.m. E-tutors will also answer any math-related questions via email ([mathtutor@limcollege.edu](mailto:mathtutor@limcollege.edu)). Contact: Anahu Guzman, Director of the Math Center [aguzman@limcollege.edu](mailto:aguzman@limcollege.edu)

**The Writing Center** helps students strengthen their communication skills and achieve excellence in all forms of expression. Tutoring is available to all students in Writing, English, Public Speaking, Professional Communications, and liberal arts elective courses. Workshops are held on a regular basis. Past workshops have included Writing Skills, Resumés, Thank You Letters, Scholarship Essay Writing, Meet New York Writers, and APA Publication Style. The Writing Center is located at 216 East 45th Street and is open Monday through Friday from 8:00 a.m. to 4:00 p.m. Contact: Dr. Robert Clark, Director of the Writing Center [relark@limcollege.edu](mailto:relark@limcollege.edu)

**The PASS Program** (Probationary Assistance for Student Success) is a mandatory program that helps students who have been placed on academic probation or who have been admitted to LIM on a probationary basis. PASS aims to help students achieve academic success and provides support on any academic, study skills, or personal issues that may hinder academic success. Students in the PASS program are required to meet with the Interim Assistant Dean of Academic Affairs, Patricia Fitzmaurice [pfitzmaurice@limcollege.edu](mailto:pfitzmaurice@limcollege.edu)

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## Key LIM Contacts for Parents

### Academic Affairs

Patricia Fitzmaurice  
Interim Assistant Dean for  
Academic Affairs  
[pfitzmaurice@limcollege.edu](mailto:pfitzmaurice@limcollege.edu)  
212-752-1530 ext. 204

### Academic Advising

Karen Callender  
Director of Academic Advising  
[kcallender@limcollege.edu](mailto:kcallender@limcollege.edu)  
212-752-1530 ext. 272

### Counseling

Dr. Jodi Licht  
Director of Counseling  
[jlicht@limcollege.edu](mailto:jlicht@limcollege.edu)  
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### Student Financial Services

Beatrice La Rue (Financial Aid)  
Associate Director of Student  
Financial Services  
[blarue@limcollege.edu](mailto:blarue@limcollege.edu)  
212-750-1530 ext. 389

Brigette Baynes (Billing)  
Senior Associate Director of  
Student Financial Services  
[bbaynes@limcollege.edu](mailto:bbaynes@limcollege.edu)  
212-752-1530 ext. 389

### Student Life

Brett Cameron  
Senior Student Life Counselor  
[bcameron@limcollege.edu](mailto:bcameron@limcollege.edu)  
212-752-1530 ext. 279

### Residence Life

Samara Schindler  
Director of Residence Life  
[sschindler@limcollege.edu](mailto:sschindler@limcollege.edu)  
212-752-1530 ext. 288



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## Faculty Highlights

We are extremely proud to introduce you to two new members of the LIM community. Our academic leaders play a key role in shaping your student's education. The depth and breadth of experience Dr. Coronel and Professor Londrigan bring to their new roles will be invaluable as we take our academic offerings to a new level.



### **Francisco F. Coronel, Ph.D. – Dean of Academic Affairs**

Dr. Coronel comes to LIM with more than 30 years of experience in higher education. Holding a Ph.D. in Marketing from Purdue University, as well as an M.B.A. and a Master's degree in Mathematical Statistics from Columbia University, he has held professorships in Marketing and Business Administration at the University of Cincinnati, the University of Wisconsin, the Illinois Institute of Technology and Loyola Marymount University. He has also served as a Visiting Professor at the University of Southern Europe in Monaco, Madrid Business School, and the International University of Monaco. Dr. Coronel's most recent position was Professor of Business Administration and Marketing at Hampton University, where he also served as Assistant Dean of the School of Business and Chairperson of the Marketing Department.

Over the course of his career, Dr. Coronel has served as a consultant for a variety of companies, including Frito Lay, NCR, and government organizations in Latin America. He was a Senior Economist and Coordinator of the Marketing Research and Computer groups at the Chicago Board of Trade from 1979 to 1982 and has been named to *Who's Who in Education* and *Who's Who Among Hispanic Americans*. Dr. Coronel is also the author of numerous journal articles and co-author of a textbook on marketing management.

### **Michael Londrigan – Chairperson, Fashion Merchandising Department**

Professor Londrigan has 30 years of experience in the apparel industry, focusing on retail, wholesale, and textiles. He brings a strong background in product development, along with extensive executive sales, marketing, and merchandising skills. Most recently, he was a full-time instructor in the Fashion Merchandising Department at Berkeley College and an Adjunct Professor in Westchester Community College's Business department. He also served as Project Coordinator for Social Accountability International's "New York City Factory of the Future Project."

Professor Londrigan recently authored a textbook titled *Menswear: Business to Style*, which was published by Fairchild Books. This groundbreaking text allows colleges throughout the country to introduce a course specifically in menswear marketing.

Additional positions Professor Londrigan has held include National Sales and Marketing Manager for Ulster Weavers, Sales Executive for Regal Menswear, Managing Director of U.S. Marketing for Cotton Incorporated, Vice President of Sales at Harper Industries, Account Executive at Oxford Industries, and Associate Menswear Buyer for J.C. Penney.

Professor Londrigan holds an M.B.A. from Fairleigh Dickinson University and received his undergraduate degree from St. Peter's College. Since joining LIM he has been quoted as an expert source on the apparel industry in numerous publications, including *Crain's New York Business* and the *Asbury Park Press*.



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## Counseling Services

LIM offers its students a variety of counseling services. Services are free and confidential, which means that students are not charged to see a counselor and the information they disclose is not discussed with others unless the student gives consent. LIM's Director of Counseling is Dr. Jodi Licht, who is a clinical psychologist. She is assisted by Clinical Psychologist/Special Needs Counselor Dr. Jay Gould. The Counseling Office is located at 216 East 45<sup>th</sup> Street on the 14<sup>th</sup> floor.

### Individual Counseling

Similar to traditional therapy, individual counseling at LIM consists of weekly meetings that last approximately 45 minutes. Issues such as relationships, identity, and family problems are often discussed.

### Behavioral Therapy

This is focused, short-term therapy designed to target a specific problem. Issues that respond best to behavior therapy include anxiety about public speaking, stress reduction, panic disorder, social anxiety, and obsessive-compulsive disorder.

### Crisis Intervention

If your student is having a bad day, or even a bad moment, and needs immediate support, he or she can come to the Counseling Office to vent, cry, and/or talk.

### Academic Counseling

Students who need help with study skills are welcome to consult with us. We can teach them time-management techniques, offer test-taking tips, and show them how to improve memory and reading skills.

### Workshops

Throughout the semester, the Counseling Office offers a variety of workshops to promote mental health awareness and a healthy lifestyle. Encourage your student to take advantage of these opportunities.

### Disabilities Notification and Accommodations

If a student has a learning, physical, or emotional disability and wants professors informed about their situation(s), they should self-identify as soon as possible. In order to obtain reasonable accommodations and /or services, students are required to meet with the Director of Counseling to discuss their disability and needs.

Professors are notified with a signed release if a student in their class has a learning, emotional, or medical issue that may affect her/his academic performance and functioning. Because students are encouraged to be their own advocate, it is the student's responsibility to make an appointment with their professors and to remind them of their condition and any accommodations they need. This includes notifying the professor (and the Director of Counseling) that they would like testing accommodations and are requesting extended time for assignments.

### Making Appointments

Please contact Dr. Jodi Licht at [jlicht@limcollege.edu](mailto:jlicht@limcollege.edu) or 212.752-1530 Ext. 229.



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## Career Services: The Scoop on LIM Internships

From their first day with us, LIM students learn not only about the business of fashion in the classroom, but they are also exposed to the inner workings of the industry first-hand through field trips, guest speakers, and internships. Experiential learning, which combines course assignments with practical work experience, is an essential component of an LIM education and is what sets our students apart from graduates of other colleges as they pursue their careers.

LIM's internship programs begin in your student's freshman year and conclude by focusing on permanent job placement during the senior year. As your student becomes more and more familiar with the many businesses that form the fashion world, they will find there are unlimited opportunities out there, and many diverse ways to capitalize on the education they receive at LIM.

### Required LIM Internship Programs

**Work Projects are requirements that must be completed by all LIM students.**

**Work Project I** is a five-week, full-time, hands-on internship that starts November 24 and continues through December 24. Retailing forms the foundation of the entire fashion industry and this internship affords the freshman student on-the-job experience in a retail setting and allows them to put theory learned in the Retailing course into practice in the workplace. Students must also participate in a required Work Project I seminar series class, prepare a Work Project Report, and give a 5-7 minute oral presentation. The report and presentation are designed to evaluate the student's ability to apply what was learned in the Retailing class and relate it to her/his work experience. All students are required to work for the entire five-week period. If a student quits, or is discharged before successful completion of Work Project I, it will result in automatic failure of the course.



**Work Project II** is geared to the sophomore student and is also a five-week, full-time, hands-on internship that affords on-the-job experience, putting theory learned in the Management course into practice in the workplace. Students have the opportunity to work in a retail store, or in the corporate offices of a manufacturer, retailer, or any other company within the fashion or related industries. Every student must also participate in a required Work Project II seminar series class, prepare a Work Project Report, and give a 5-7 minute oral presentation. The report and presentation are designed to evaluate the student's ability to apply what was learned in the Management class and relate it to her/his work experience. If a student quits, or is discharged before successful completion of Work Project II, it will result in automatic failure of the course.

**Junior Work Project** is a requirement for the junior transfer student. Guidelines are similar to the Work Project I and II programs, except that these students intern over the course of an entire semester. This internship can be completed in a retail environment at the managerial level, or in a corporate setting.

**Co-op Prep** is a program for first-semester seniors. It prepares them for their final Senior Co-op internship semester. The focus is on resume writing, interviewing, career planning, and self-assessment.

**Senior Co-op** takes places during the second semester of a student's senior year. Students work full-time Monday through Thursday (28 hours a week) in an internship and attend a Capstone class on Fridays.

The Office of Career Services focuses on permanent job placement during the beginning of a student's senior year. Your student should be thinking about what she or he wishes to do after graduation when selecting a Senior Co-op internship.

All students are assigned to a counselor at the beginning of their final semester at LIM. Counselors meet with students to review post-graduation plans and give advice on searching for a full-time job. If your student is a senior, check to see if he or she has scheduled an appointment with his or her counselor. You can also encourage your student to attend LIM's Career Fair on April 16, check our online jobs database, and start applying for jobs well before his or her actual graduation date.

Additional details and deadline dates are available on the LIM website. If you have questions about any of LIM's internships programs you can also contact the Office of Career Services at [careerservices@limcollege.edu](mailto:careerservices@limcollege.edu) or 212-752-

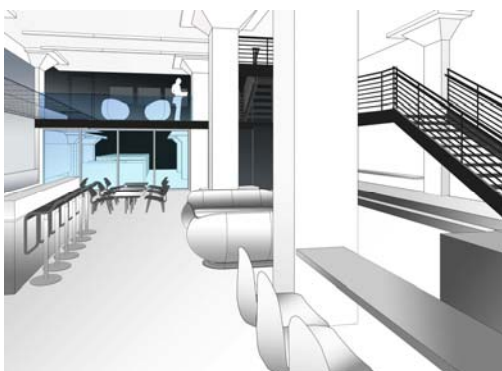
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## LIM's Future: Bigger and Better

We are very pleased to announce that LIM will soon add 16,500 square feet of space to our 216 East 45<sup>th</sup> Street location. We will occupy the lower level, mezzanine and ground floor of this building, creating a highly visible, street-level presence and new main entrance for the College. We will also take over the entire eighth floor.

This expansion will embrace the existing design philosophy of our campus and the ground floor will house reception, a large student lounge (including a quiet study area), a College bookstore, and possibly a small café. The lower level and mezzanine will be home to a blend of classrooms, studios, and computer labs. The eighth floor will house classrooms, student and faculty lounges, and offices.

Additional improvements at 216 East 45<sup>th</sup> Street include the addition of an extended-time testing room, expanded IT and Academic Affairs offices, and the addition of a Library Archive room. Our Math Center and Math, Finance & Technology department will also move into this building.



Architect's rendering of LIM's new space at 216 East 45th Street

We are also pleased to announce that we will open a brand-new Career Services Resource Center at our building on East 54<sup>th</sup> Street. This 4,500 square-foot space will include a reference library, interview and seminar rooms, and computer areas for your student to use as he or she prepares for internships and career placement. This location will become an important destination for one of the most significant components of an LIM education.

Construction will begin soon and will be completed in time for the start of the Fall 2009 semester. We will continue to keep you informed as more details become available. We are very excited to expand LIM and make these improvements as we continue to provide your student with the best educational facilities and resources available.

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## Welcome Week Photo Gallery

The week of August 11 was an exciting one. Students moved into our new residence hall at 1760 Third Avenue and the Office of Student Life hosted many fun events that allowed students to get to know one another, including a trip to a taping of the Wendy Williams Show, a visit to the Statue of Liberty and a BBQ in Prospect Park.



- 1) LIM President Elizabeth S. Marcuse and Vice President for Student Development Dr. Michael Ferry help new students and their parents on move-in day. 2) LIM staff help new students move into the 1760 Third Avenue Residence. 3) Senior Director of Institutional Advancement Gail Nardin explains the mission of the Parents Association. 4) The 2nd Annual Welcome BBQ in Prospect Park 5) Students give their feet a break at the base of the Statue of Liberty. 6) New students at LIM's 12 East 53rd Street building 7) Students attend a taping of the Wendy Williams Show.

## Around the World in the LIM Library

From required texts and fashion history to the latest trends in marketing for the apparel business, students can find just about every book they need to succeed academically within the Adrian G. Marcuse Library. Yet we also strive to enable student success beyond the walls of LIM.

Many students look forward to participating in the College's annual study abroad opportunity in Paris. So for these fans of *haute couture*, we offer more than a dozen guidebooks that feature various aspects of life in the "City of Light." From the highbrow shopping manual *Where to Wear: Paris Shopping Guide*, we learn of a little-known vintage trove handled by former model Anouschka. Students who wish to view this priceless selection (ranging from the 1920s to the 1980s) will need to make an appointment with Anouschka herself – and the *Guide* lists her number. In *World Food: France* readers will find recipes and menu ideas for everything from picnics to gourmet entertaining, as well as maps of one of the most famous open-air markets, the Bastille—but be warned, it is only open on Tuesday and Sunday mornings.



LIM Librarians George Sanchez, Tiffany Schureman, Ana Noriega and Maria Rothenberg

Besides shopping and eating, there is also the possibility of finding a job in the world of fashion. Those looking into the perfume industry might reach for Chandler Burr's, *The Perfect Scent: A Year Inside the Perfume Industry*, a delicious account of intrigue and politics in what should be a very sweet industry. For the fashionista interested in Parisian designers there is Christian Lacroix's seminal book, *Christian Lacroix on Fashion*. Of course, there are some students who prefer a literary approach to travel and to them we recommend *Literary Paris* by Jessica Powell, which provides a map of historically important authors' residences.

There is also a vast world of fashion beyond Paris. From *Bridal Durries of India* to *Fashioning Africa: Power and Politics of Dress* to *Russian Textiles: Printed Cloth for the Bazaars of Central Asia*, the Library offers something for everyone. So, while students may not be able to hit the road this semester, they can still check out a book and follow Mark Twain's advice to "Sail away from the safe harbor. Catch the trade winds in your sail. Explore. Dream. Discover."

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## What's in a Name?

In the last few years LIM has grown and evolved dramatically. As a result of all this amazing growth, in August of 2007 the College launched a strategic rebranding initiative. One area the rebranding process immediately identified was the strong feelings that all of our constituencies had around the name Laboratory Institute of Merchandising.

While many felt there was strong equity in the name, it was also thought to be confusing, leaving newcomers to the College unsure about our focus, mandate and credentials. **Therefore, the decision has been made to formally change the name of the institution to LIM College beginning in July of 2009.**

LIM has been educating students and preparing them for successful careers in the business of fashion for nearly 70 years. For this reason, it was important that our new name not divorce itself completely from Laboratory Institute of Merchandising. However, an LIM education extends far beyond merchandising. Students are prepared to enter fields from marketing to management, and public relations to publishing.

So the decision was made to keep LIM, but de-emphasize what those initials stand for. The addition of the word College was also deemed important. LIM College, which many in the LIM family have already been using, captures both our unparalleled past and our exciting future.

As we move forward with the rebranding process, we will also develop a brand-new visual identity for the College, including a new logo, and launch a completely redesigned LIM website.

The official public announcement of the College's new name and brand identity and the website launch will take place next July. Over the next year we will work hard to make all the changes that must occur prior to that time.

We are delighted to share the initial findings of our rebranding initiative and the strategy behind our future plans. We will keep you updated on this process and look forward to sharing this next, exciting chapter in LIM's history with you.

# LIM

LABORATORY INSTITUTE OF MERCHANDISING

12 East 53rd Street  
New York, NY 10022  
212-752-1530  
www.limcollege.edu

## Save the Date

- **October 22** - *Effortless Style* book signing with celebrity stylist June Ambrose
- **October 27** - *Who By Fire* book signing with LIM Professor Diana Spechler
- **November 6** - LIM Drama Club presents an evening of Leah Ryan - (Leah Ryan Scholarship Event)
- **December 5** - Annual Holiday Shopping and Breakfast at Henri Bendel
- **December 11** - Annual Holiday Party
- **April 24** - 2nd Annual Fearless Luncheon

We will update you with more details on these events as the semester progresses.



Remember to check the LIM Parents Association website page for information and updates. To access this page visit [www.limcollege.edu](http://www.limcollege.edu), then click on the Alumni section, then click on Parents Association.