



Family Pipeline

Volume 3, Issue 2
Spring 2009

President's Message

Dear Parents,

We are pleased to present the Spring 2009 issue of *Family Pipeline*, the newsletter of LIM's Parents Association. The Association's function is to connect you to the College community and keep you informed about the programs, activities, and opportunities available to your young adult.



Given the current economic climate, you may be concerned about your student's career prospects when he or she graduates. This is understandable. Yet despite contraction in the industry, there are still enormous opportunities in the business of fashion. Many of these are coming from newly formed companies or new concepts developed within existing companies. Your student can also use his or her education to succeed in areas that go beyond traditional career paths in apparel and retail -- such as e-commerce or digital media.

An LIM education combines experiential education via required internships with a solid liberal arts foundation. This means that by the time your student graduates, he or she will already be knowledgeable and experienced in the business of fashion. Being able to "hit the ground running" will provide a competitive advantage with prospective employers.

LIM also provides comprehensive career development services that start during your student's first semester with us. Our Office of Career Services assists with resume preparation and interview skills, in addition to hosting numerous job and internship fairs and networking events throughout the academic year.

It is important that you to encourage your student to take full advantage of the College's events, internship programs, and volunteer opportunities. In this challenging economic environment, all of these factors can come together to give your student the edge they will need as they pursue their chosen career.

Sincerely,

Elizabeth S. Marcuse

LIM

The College for the
Business of Fashion

In this Issue

- A Message from the Office of Student Financial Services.....2
- Meet LIM's Young Entrepreneurs.....3
- LIM Students Participate in SIFE Competition.....3
- Faculty Spotlight.....4
- Congratulations to LIM's YMA Fashion Scholars.....4
- Career Services.....5
- Cross-Cultural Study / Travel Abroad Programs6
- Cotton Incorporated and LIM Partner to Establish Cottonworks® Global Fabric Library at LIM.....7
- Did You Know.....7
- Graduation Update.....8

A Message from the Office of Student Financial Services by Christopher Barto, Dean of Student Financial Services

Whenever we turn on the television or pick up a newspaper we are reminded of the current economic crisis. Most of us have been impacted in one way or another and, unfortunately, quite a few have experienced loss of employment. Throughout this academic year the Office of Student Financial Services (SFS) has assisted a number of students who have had a parent recently lose a job. President Marcuse and others within the LIM community have been working on a number of ways to help your student continue their studies without interruption. We would like to offer the following guidance:

- The Office of Student Financial Services (SFS) will continue to re-evaluate family financial circumstances for this academic year throughout the spring semester for any instance in which a custodial parent has lost employment to determine if we can offer need-based LIM Grant-in-Aid assistance. President Marcuse has also recently established an Emergency Grant Fund to assist students experiencing extreme short-term financial difficulties purchase books and limited other non-tuition expenses. Please contact our Associate Director, Beatrice LaRue blarue@limcollege.edu or 212-752-1530 Ext. 318 to discuss your circumstances.
- For the 2009-2010 academic year the College is increasing our need-based LIM Grant awards, which will range from \$750 up to \$4,500 annually. In late spring we will begin to notify students of their aid eligibility for this next academic year.
- For those with concerns about access to and availability of education loan funds, please be assured that the Federal Direct Loan Program that LIM participates in is extremely stable and continues to provide guaranteed Federal Direct Stafford Student loans and credit-based Federal Direct PLUS Parent loans without interruption. In fact, last fall Congress approved an increase in the annual student loan limits by providing additional Unsubsidized Stafford loan funds in the amount of \$2,000 to all students who needed it. Many LIM students have utilized this additional eligibility. If you are not sure if you are eligible please refer to your latest financial aid award letter (which you can access online in Payment Planner).



Student Financial Services Members Bridgette Baynes, Beatrice LaRue and Christopher Barto

If you simply need more time to make payments for the Spring 2009 semester we will allow you to do so without a late fee penalty by establishing an alternate payment plan with our office. Please contact our Director of Student Accounts, Brigitte Baynes bbaynes@limcollege.edu or 212-752-1530 Ext. 213 to make these arrangements.

If you have questions or need assistance please contact the SFS team at 212-752-1530 Ext. 389. If there are other specific circumstances that you would like to discuss you can also contact me directly at cbarto@limcollege.edu or 212-752-1530 Ext. 226.

Important Dates to Remember:



- | | |
|---------|--|
| May 11 | Summer Session I Payment Due to Avoid Cancellation of Course(s) |
| June 22 | Summer Session II Payment Due to Avoid Cancellation of Course(s) |
| July 15 | Fall 2009 Tuition, Fees and Housing Payment Due |

Meet LIM's Young Entrepreneurs

Most college students aren't eager to wake up at 4 a.m. But LIM students Samantha Vigorito, Taylor Sugrue and Alexia Panza eagerly rose at that early hour in October 2008 to try and make their dreams come true.

The three roommates and business partners put the knowledge they've acquired about the fashion business at LIM to use and got in line at Henri Bendel on Fifth Avenue in Manhattan to attend an "Open Call." The young women (along with a fourth partner who is a student at another college) presented their collection of hair accessories to the upscale store's discerning buyers and were granted the opportunity to debut their line there at trunk shows in December and March.



LIM students Alexia Panza, Taylor Sugrue and Samantha Vigorito

Their company, Stella Accessories www.stellaaccessories.com (named for the young ladies' pet Pomeranian) offers one-of-a-kind fashionable headbands at affordable prices.

Samantha says that she and her friends draw the inspiration for their designs from a variety of sources, including the people they see on the streets of New York, as well as their LIM classmates, and the store windows they see while walking to class along Fifth Avenue. They use unique materials, including vintage buttons, ribbon remnants, glass beads, and flea market jewelry. Much of it is also holds deep meaning. For example, on certain pieces they use their grandmothers' vintage earrings.

As a Marketing major, Samantha notes, "Marketing was easy at first. Our friends started buying headbands right off of our heads. Now we hope to see Stella Accessories really take off. We'd like to get to the point where the business is financially secure enough so that we can have our own office in Manhattan and hire employees."

Stella Accessories will also be featured in the May 2009 issue of *InStyle* magazine. So it certainly looks like these young ladies are on the way to achieving their dreams.

Congratulations to LIM's SIFE Team!

LIM's 2008 - 2009 Students in Free Enterprise (SIFE) team took first place at the regional competition on April 3 and move on to the national SIFE competition next month in Philadelphia. The SIFE Team Leaders and presenters are: Elizabeth Burns, Adrian Reamey, Tyler Emerson, Darya Mishina, Nerissa Calder, Katie Lemay and Samantha Rego. The team projects included financial literacy seminars for refugees, helping high school students learn business skills, and workshops to help underserved women re-enter the workforce.



LIM SIFE team members with Management Chair Dr. Steven Shapiro and Sam Walton Fellow Faculty Advisors Marla Greene and Pablo Pick

SIFE is a global program that challenges teams of students to develop community outreach projects with support from local businesses. Active on more than 950 campuses in the United States, SIFE enables students to showcase their leadership and entrepreneurial qualities in front of an audience that includes representatives from major corporations.

Helping refugees from Russia and the former Soviet Socialist Republics become financially literate was one of SIFE's priorities this year. LIM SIFE students partnered with the Federal Employment and Guidance Service (FECS) to conduct bi-monthly seminars on topics including how to cash payroll checks, credit and debit card usage, and maintaining savings and checking accounts in the United States.

Another group of SIFE students partnered with The Bottomless Closet to conduct workshops on topics including resume and cover letter writing and interview skills. Bottomless Closet is a nonprofit organization that provides professional clothing, job readiness, and post-employment training and coaching services to women on assistance and working-poor women.

SIFE students also partnered with Jeter's Leaders to teach high school students how to write and present a business plan. Jeter's Leaders is a youth leadership, social change program named by the Captain of the New York Yankees, Derek Jeter, and funded by his Turn 2 Foundation. The program is designed to promote healthy lifestyles, academic achievement, and social change activism among high school students. Members of Jeter's Leaders are involved in projects that offer opportunities for them to learn more about themselves and their community.

Faculty Spotlight

We are proud to share information with you about two new members of the LIM community who play integral roles in creating a well-rounded educational experience for your student.



Michael Sachs - Associate Vice President for Student Affairs

Michael Sachs comes to LIM as a seasoned student affairs professional with more than 20 years of experience in the field of higher education. He is responsible for all strategic and tactical student affairs operations, including the Offices of the Associate Dean, Academic Advising, Registrar, Counseling and Wellness Services, Student Life, and Housing and Residence Life. Prior to coming to LIM, Sachs was the Dean of Campus Life at the New York Institute of Technology where he managed the Office of Counseling and Wellness, the Office of Student Activities, the Office of Housing and Residence Life, First Year Programs and Orientations, and International Student Services. He holds a Bachelor of Arts degree in Anthropology from the University of California, a Master of Arts degree in College and University Administration from Michigan State University, and a Juris Doctorate in Real Estate and Corporate Law from the University of Southern California.

Dr. Jodi Licht - Director of Counseling and Wellness Services

Dr. Licht is a Licensed Clinical Psychologist with additional postdoctoral training in Psychoanalysis and Advanced Psychotherapy. She oversees the Counseling department and provides counseling services for LIM's student body. Dr. Licht's scope of counseling services includes personal counseling, psychiatric assessment, testing services, peer counseling, and training. Prior to joining LIM, she was the Director of Counseling and Career Services at SUNY College at Old Westbury. Dr. Licht earned a Bachelor of Science degree in Human Ecology, majoring in Human Development and Family Studies, at Cornell University and she holds a Doctor of Psychology degree from George Washington University. Her postdoctoral training was done at Adelphi University. The Counseling Office is located at 216 East 45th Street on the 14th floor and is open to students by appointment Monday through Friday from 10 a.m. – 3 p.m.



Congratulations...to LIM's YMA Fashion Scholars

LIM seniors Kristin LaRocca and Samantha Rego were selected by the Young Menswear Association (YMA) as YMA Scholars for the 2009-2010 academic year. As YMA scholarship recipients, they will each receive \$5,000 towards their senior year tuition. Workshops and networking and internship opportunities are also available to all scholarship recipients through an extensive network of YMA members and supporters. YMA scholarships are competitive, with college students in fashion-focused majors from throughout the nation vying for these funds every year.

Kristin and Samantha will be honored at the annual YMA Awards Dinner in January 2010. LIM's 2008-2009 YMA scholars were Daniella LaFemina and Sara Molinaro



YMA Scholarship recipients Samantha Rego and Kristin La Rocca

Career Services

Experiential learning, which combines course assignments with practical work experience, is an essential component of an LIM education and is what sets LIM students ahead of the average college students. LIM's internship programs begin in your student's freshman year and conclude by focusing on permanent job placement during your student's senior year.

Required LIM Internship Programs

Work Project I This five-week practical work place experience affords the freshman student actual on-the-job training in a retail setting, putting theory learned in the retailing classroom into practice. 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 retailing class, and relate it to her/his work experience.

Work Project II is geared to the sophomore student and is also a five week practical workplace experience that affords the student actual on-the-job experience, putting theory learned in the management classroom into practice. The student has an opportunity to work in a retail store, corporate offices of a manufacturer or retailer, or any other company within the fashion or related industries. Each 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 management class and relate it to her/his work experience.

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 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 or 212-752-1530 Ext.329.



Cross-Cultural Study / Travel Abroad Programs

Given the steady rise in globalization throughout all sectors of the business world, international study has become an increasingly important aspect of the college years. LIM offers several opportunities for our students to enhance their college experience with an international experience while earning academic credit. These include a 12-day trip to Europe, a semester at a university in London, and two-week trips to Paris and China.

This year's Cross-Cultural Analysis trip to Europe was a tremendous success. A group of LIM students, faculty and family members traveled to Florence and Rome in January to learn about the European fashion industry. Students visited CK Jeanswear, where the company's President, Dan Ward, gave a presentation focusing on the marketing and merchandising challenges facing European and Asian markets. Other field trips included stops at Fendi, Karl Lagerfeld Furs, and Stefano Bemer Shoes. The group also enjoyed visiting the Trevi Fountain, the Vatican's Sistine Chapel, and museums and art galleries, including the Uffizi Gallery.

Our exchange program in England is offered to juniors during the spring semester. It allows students to spend a semester in the Fashion Merchandising program at the University of Westminster. Students complete three classes and one internship and earn 16 credits.

The Paris program is offered in collaboration with MOD'SPE, a fashion business school created by the French Federation of Ready-to-Wear. This two-week program is held in June and is open to students of all levels. It consists of lectures and workshops, as well as visits to art galleries and luxury markets, and allows students to discover the fashion capital of the world.

LIM's first trip to China will take place in June. This three-credit course will help students understand the history and culture of China and its current place in the business of fashion.

For more information on LIM's international opportunities, please contact the Office of Student Affairs at studyabroad@limcollege.edu



Cotton Incorporated and LIM Partner to Establish Cottonworks® Global Fabric Library at LIM



Cotton Incorporated, the association of America's Cotton Producers and Importers, and LIM have partnered to open The Cottonworks® Global Fabric Library at LIM.

The Cottonworks® Global Fabric Library, which showcases an international fabric selection from more than 350 mills, knitters and converters from the United States and abroad, has been installed in two LIM fashion merchandising studios at the 545 Fifth Avenue building.

Displaying fabrics in wovens, knits, home furnishings, and lace/trim constructions that contain 100% cotton, or are cotton-rich (containing 60% cotton or more), the Cottonworks® Global Fabric Library at LIM will be used in conjunction with several LIM courses, including *Textiles Product Development*, *Applied Fashion Merchandising*, and *Senior Fashion Merchandising Capstone*.

This Cottonworks® Global Fabric Library was previously housed in Cotton Incorporated's Los Angeles office, which was closed during the last quarter of 2008.

In announcing Cotton Incorporated's contribution to LIM, President Elizabeth S. Marcuse said, "We are enormously grateful to Cotton Incorporated for this gift. It will be an invaluable teaching tool for our students in their understanding of cotton's colors and textures and their use in product life cycle management and apparel merchandising at retail."

"The Cottonworks® Global Fabric Library is the premiere resource and comprehensive guide on cotton fabrics. We are very excited to have this installation at LIM, the only college in the United States focused exclusively on the business of fashion," said Mark Messura, Executive Vice President of Cotton Incorporated, adding, "We are very excited that it will give LIM students a comprehensive understanding of cotton and its attributes."



The Cotton Incorporated donation of the Los Angeles Cottonworks® Global Fabric Library to LIM was facilitated by the Chairperson of LIM's Fashion Merchandising department, Michael Londrigan, and Mr. Messura of Cotton Incorporated. Earlier in his career, Professor Londrigan was the Managing Director of U.S. Marketing Implementation at Cotton Incorporated. Cotton Incorporated's New York Office will work with LIM to update the Cottonworks® Global Fabric Library at LIM with new fabrics and displays.

Did You Know?



Now you can nurture your own inner fashionista through LIM's Fashion Lab. This July LIM will offer parents interested in exploring the fashion world the opportunity to take 2 workshops designed especially for them. These workshops are one week (five days) in length each and will be held Monday through Friday from 9:30 a.m.—12:30 p.m. Tuition for each one-week workshop is \$200.00. There is a one-time non-refundable application fee of \$50.00

Event Creation is an overview of the event planning process that will enable you to plan well-organized, creative, and memorable events. Theme and venue selection, budget, invitations, décor, floral arrangement, music, and favors will all be covered.

Fashion Trends and Styles focuses on trend identification, analysis and synthesis. You will discover how to take the latest fashion trend and develop it into your own personal style. This workshop offers personalized attention to help you focus on your own unique image. Materials Fee \$40.

Schedule

Week 1: July 6 - 10

Week 2: July 13-17

Week 3: July 20-24

Week 4: July 27-31

For more info. on LIM's 2009 Summer Fashion Lab for Parents contact Jennifer Bullis at jbullis@limcollege.edu.



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

LIM Graduation

Friday, May 22, 2009

Congratulations to the Class of 2009!

Commencement begins at noon;
graduates must arrive at 10:00a.m.

Jazz at Lincoln Center
33 West 60th Street
New York, N.Y. 10023

Each graduate will receive 2 free tickets; with the opportunity to purchase up to 3 additional tickets at \$25 per ticket. Tickets go on sale end of April and are available through the Office of Student Life. Only guest with a ticket will gain admittance to the commencement ceremony.



Remember to check the LIM Parents Association website page for information and updates. To access this page visit www.limcollege.edu, then click on the Alumni section, then click on Parents Association.
