Dallas designer, Oscar Fierro embodies the phrase “mover and shaker.” Born in El Salvador, Mr. Fierro started his design ideas at the young age of 11. Today, he is working toward achieving international status as an apparel designer.

Speaking to a large group of Wade students, Mr. Fierro shared his wisdom on the challenges of a career in design. “There are two kinds of designers in this world—those who MAKE it and those who simply survive.” He stressed the importance of an education and stated simply, “Knowledge is power.” He acknowledged that college is an opportunity to develop a foundation of skills, but also a chance to develop contacts that can lead to successful partnerships.

Mr. Fierro emphasized that the most successful professionals, in any industry, create “to do” lists so they can be more organized and productive. Setting goals is the key. He asked the group, “How are you going to spend your life? How can you make a difference?”

During his presentation, Mr. Fierro announced the opening of his new boutique in Mockingbird Station at the end of January. In addition to promoting his own unique designs, he is planning to use his boutique as a springboard for new designers. He encouraged Wade students who are developing their line to submit designs for consideration to be placed in his boutique. Wade graduate, Brittany Puckett, will have pieces from her line, Modish Clothing, displayed in Mr. Fierro’s boutique. The boutique is located at Mockingbird Station, 5307 E. Mockingbird Lane, Suite 140, Dallas.

We are proud to introduce the new Wade College logo. Drawing from the combined efforts of our talented faculty and staff, this new logo and color scheme captures our artistic, career-driven focus. Wade College works to keep in sync with modern technology and teaching practices through continuously updating our resources, equipment, and curriculum. These new changes along with our powerful connections with the Dallas Market Center and the Design District of Dallas allow students to get hands-on experience and training in their field of interest. Many of our graduates continue with full time jobs from the connections they make during their time at Wade College.

Students are often referred to us by their friends, family, and alumni. If you know of other students who would be interested in a challenging and rewarding career in design and merchandising, please let them know we are accepting applications. Our admissions office direct line is 1-800-624-4850.
Wade College Sponsors 2009 PIN Show Highlighting Independent Fashion Designers

After months of preparation, Union Station housed the 2009 Pin Show on February 24th. The event was attended by photographers, stylists, hair and make-up artists, and set stylists. This runway show, founded by Julie McCullough Kim and Rachel Nichelson, showcased creative spring and summer collections by local fashion designers. The event gave the public an intimate view of an independent fashion show and yet another reason to put Dallas fashion on the map.

Several Wade College students, including many MDSA members, took part in volunteering for the event. For Wade College graduate candidates Amber Donnell and Carmen Campos, the show proved to be a very hands-on experience. Some of the tasks required of these individuals ranged from hemming, making lunch for the models, directing other volunteers, and running the boutique. “The morning started at 8 am at Union Station,” Amber recalls. “We started checking in collections from designers and volunteers. Designers were required to have tear sheets (photographs) of the complete outfits with everything the model should be wearing on the runway and exactly how it should be worn. If it’s not on the tear sheet, it won’t be on the runway.”

As volunteers, Amber and Carmen were able to network, strengthen connections, and gain valuable experience toward their field of study.

Rocio Wilde, MDSA Publicist

Wade College Guest Spotlight: Julie McCullough Kim

Dallas-based entrepreneur and designer Julie McCullough Kim visited Wade College to give students first-hand advice on starting up their own business in the fashion industry. Julie’s list of personal accomplishments includes opening Make – Shop & Studio, located in the Bishop Arts District, offering hands-on classes in various design crafts. She is also the founder of the annual Urban Street Bazaar, and the co-founder of the Pin Show, both popular Dallas events showcasing independent designers and artists. Julie started her own clothing and accessory line, Enju, in 2005.

Internship opportunities are available at Julie’s store Make – Shop & Studio, and volunteer opportunities for both the Urban Street Bazaar and the Pin Show. Please contact Mrs. Macready if interested.

Phi Theta Kappa Inducts New Members

Wade College plays host to the Alpha Mu Phi chapter of Phi Theta Kappa, the international honor society for students of two year colleges. Also known as PTK, the organization is open by invitation only to students who have earned a 3.5 or higher GPA during their first trimester. This organization gives members unique scholarship and service benefits.

The fall 2008 starting class produced 37 nominees who were issued invitations to join. The induction ceremony was held on the college campus on March 18th. The Merchandising and Design Student Association (MDSA) members, faculty, and family were in attendance to see the nominees be inducted into the college’s PTK chapter. After the ceremony, a short reception was held for the new members and attendees.
Students are constantly being bombarded with homework, assignments, projects, and tests, and the stress levels sometimes become overwhelming. The Merchandising and Design Student Association (MDSA) provides an outlet where students can escape the everyday stresses of college life. During the Fall 2008 Trimester, MDSA sponsored several social events where learning became a secondary goal while fun, food, and networking were the primary objectives.

During the month of October, a Halloween Costume Party/Luncheon was held on campus. Members, as well as various instructors, were dressed in costumes ranging from a 70’s love child to a bright-eyed pirate and even a picnic table. A pot-luck lunch was provided by various group members and included items like bat-shaped sandwiches, chips and dips, ghoulish cookies and cupcakes, and of course, lots and lots of candy. The festivities concluded with a costume contest where awards were given for the top three costumes of the day.

Following this event, the month of November provided another chance for members to relax at a social mixer where students from the day and evening programs came together for hot dogs, nachos, and scrapbooking galore. The event began with a “speed dating” type networking opportunity for members to get to know each other a little better and ended with personal scrapbook pages being created for each of the members in attendance. Who knew that there were so many different personalities involved in such a small group?

The spirit of giving was all around at the Attitudes and Attire 2009 Kim Dawson Attitudes Award Fashion Show and Luncheon. Wade College’s outstanding MDSA Attitudes and Attire volunteers were in attendance with more than 70 hours of volunteer work given to the non-profit organization. Those seventy hours did not mark the beginning or end of Wade College’s involvement with Attitudes and Attire. Wade has maintained a relationship with Attitudes and Attire for several years. Several of the students in attendance were also volunteering at the event to help guests check in and find their seats as well as purchase raffle tickets. Once guests were seated, the event began with a light and delicious luncheon and an entertaining fashion show by local designer Paulette Martsolf of Allie-Coosh. Evelyn Earl, Attitudes and Attire’s boutique manager, as well as a Wade College alumnus, was one of the lovely ladies strutting her stuff on the runway for a good cause! Speakers included Lyn Berman, Executive Director of Attitudes and Attire, Clarice Tinsley, News Anchor for Fox 4 and the event’s Honorary Chair, as well as Karen K. Farris, President and CEO of Roach Howard Smith & Barton and the recipient of the 2009 Attitude Award. Karon Clayton, the Attitudes and Attire Programs Director, introduced three of the program participants to share their inspirational success stories. Tear jerker doesn’t even begin to describe the way these women’s stories tugged on everyone’s heart strings. Their stories are a reminder of the importance of looking forward and illustrate how lives are transformed by this wonderful organization that builds women’s self-esteem one kind word at a time. Students in attendance: Neeyah Kabanga, Carmen Campos, Tina Williams, Andrea Kareh, Teresa Kemp, and Bernadette DeLeon. Staff in Attendance: Lisa Hoover, Mitzi Morris, Valda Macready, Renee Martin, Julia Andalman, and Megan Case.

To brighten up the trimester during the season of giving, students had the opportunity to participate in a Wade College tradition—a holiday bazaar—during the month of December. The “Bizarre Bazaar” gave talented and crafty students the chance to sell their goods and services to others. Students sold hand-made headbands, cupcakes, and t-shirts during the event. Even an instructor took part in the festivity by selling t-shirts and donating the proceeds to MDSA and the Ralph Lauren Breast Cancer Fund. In addition to selling merchandise, several students sold services at the event. Austin Robinson showcased his talents by providing three dollar makeovers to several interested students; Daniella Gaitan also used a “hands-on” approach as she gave one dollar instant manicures; and Joy Hunt helped to improve the scenery at Wade College by furnishing ten dollar haircuts to men and women alike.

All in all, the social events held throughout the trimester brought food, fun, and entertainment to all those who participated. Don’t you wish you were a member of MDSA?
Fashion Design Students Win Awards in Bustier Competition

Third trimester Fashion Design students participated in a draping competition focused on bustier design. The submissions were judged by a guest industry professional and the results are in! Taking first place was student designer, Brion Montgomery. Coming in second with her red/black lace up was Kristy Mraz. Amber Donnell placed third. Wade College fashion design students learn the full process from original concept to finished product during their time here. Skills such as draping and flat pattern making along with advanced sewing techniques prove to be challenging and incredibly rewarding. Congratulations to all!

MDSA Teams Up With Leslie K. Bedford Memorial Foundation

For two trimesters now, Wade College has been partnering with the Leslie K. Bedford Memorial Foundation (LKB) whose mission is “to assist females ages 10-25 to develop and maximize their potential so they may be productive in a competitive society”. Our partnership has allowed students of the Merchandising and Design Student Association (MDSA) to provide skills and knowledge that may be lacking in the lives of these young women.

During the Spring 2009 Trimester, LKB brought several girls from their “Lace Academy” (made up of girls in the 7th through 12th grades) to the Wade College campus to take part in an LKB/Wade College Day. During this event, girls were given information regarding the history of the college and current programs being offered. After short presentations from MDSA chairpersons regarding the practical applications of the four various concentrations, the girls were divided into groups where they participated in different workshops based upon the program selected. Even Ms. Phyllis Bedford, the group’s President, Founder, and CEO, took part in the day’s activities.

Participants took part in Fashion Design, Interior Design, Merchandise Marketing, and Graphic Design workshops that gave them a hands-on opportunity to learn more about these specializations.

At the end of the day, the LKB students and MDSA members made connections with each other that inspired personal growth and professional commitment in a way that encourages each to continue their personal paths for self improvement. Both LKB and Wade College hope to continue with this event and make it into an annual tradition.

News From the Library

Beginning Thursday, April 16, the Wade College Library will begin hosting a weekly writing workshop. The workshop will be held from 3 pm-5 pm in the afternoons for students who want to improve their basic writing skills, including grammar, sentence structure, and organization of a paper. Assistance is also given for students seeking to create, format, and improve their resumes. If a student is unable to attend a workshop, he/she may set up an appointment with the Library Director for one-on-one instruction.
Another season rounds the corner, and might I mention that everyone did a fantastic job with their winter wardrobe choices this year. I saw so many fabulous boots and chic unisex scarves around campus...at moments, I even shed a tear. If you can't cry over fashion, what can you cry over? Anyway, I'll keep my long windedness only mildly breezy this go around and jump right into my forecast for spring.

Lucky for you, I happen to have some major dish on hot trends for this spring and summer. And lucky for me, I've got you...my dear, devoted, merchandising and design obsessed readers to share in the joy. “Thank you, thank you to the Academy”...oh, right, we're not at that part. On with the show...

If there is one trend this year that will stand out, figuratively and literally, it's going to be the use of electric color. Pops of saturated fuchsia, super lemon yellow, palatial blue, and vibrant citron green are blossoming all over the runways and even into home décor. Inspirations include Warhol's pop art, New York graffiti, and a matured version of 80's punk. Now before you go all Madonna and start singing Lucky Star, I must place some restrictions on how to make these looks work. No pouting...it's for your own good. Here's a simple formula for all my style mavens.

Electricity + Neutrality = Serendipity! Ahem...

You're right, I never was any good at algebra. What I am saying is that if you are going to wear those funky purple tights, most certainly pare down.

Perhaps with a classic black dress or even a small print like houndstooth or gingham.

Let your hot colors act like the little sister to a more controlled mellow palette of slate grey, blush, soft lavender, and clean white. They'll get noticed, but your onlookers will know immediately who's in charge. Irony and playfulness in any type of design can draw interest and create a one of a kind look.

Gucci and Hermes are right on target this year with their use of sophisticated and vivid color. Graphic designers and artists have been using these principles of color theory for centuries. Reference local artists like Shane Pennington and his “Rorschach” series for true inspiration.

Wade College students are sure to brighten up the hallways in the coming months with original creations. I'll be looking forward to seeing your interpretations of this spring and summer's hottest trend. Until next time...

Dream, Believe, & Create.
Julia Andalman
Global Design Contributor
Admissions Advisor

Graphic Design Students Visit Creative Center

In November Wade College's Graphic Design Portfolio class took a field trip to Clampitt Paper Company’s Creative Center. The Creative Center's resources include:
- a sample room with more than 3,000 printed papers and sample books
- monthly showcases from selected paper mills
- exhibitions of artists’ work
- current industry publications
- a large exhibition and conference room
- a coffee bar with complimentary refreshments

Students learned from industry professionals about the different classifications and variations of paper. They also spent time doing self-guided paper exploration in the center's impressive sample room. They gathered paper samples which some of them later used on portfolio projects.

Graphic design senior Gabriel Deanda said, “It was inspirational to be able to look through brochures and other samples that designers had created.”
Why choose Wade College? Each current student, alumni, prospective student, faculty member, administrator, industry professional, and employer has a different reason for pursuing a relationship with Wade College and each has a role in answering this question and making Wade the special and unique place it is today.

There is something very special about Wade College. One could easily reference its 47-year history and the fact that the founder of the college is still an active member of the school. You can walk into the school and say, “Good morning, Miss Wade,” and hear her friendly voice respond with a positive and genuine interest in connecting with each student! This is a rare and intimate opportunity in our modern society. The example Miss Wade offers is contagious and far-reaching. This is what makes Wade College what it is – personal and genuine individualized attention. The instructors, staff, and administration are purposeful in their aim to meet the needs of the students. They are all dedicated.

Dedication. Sixteen to twenty months of dedication from a student can translate into securing his/her place within the students chosen field. It really is that simple. The most important requirement is dedication. Career success is not dispensed out of a vending machine. There are three things one needs to succeed in any industry: skills; a place to demonstrate your skills; and contacts to help you turn your skills into a career. Attending Wade College provides students with the opportunity to develop all three. The dedicated student is the secret ingredient!

Why do I choose Wade? I believe in Wade’s dedicated founder, faculty and administrators, students, alumni, and those professionals dedicated to the merchandise marketing, interior, graphic, and fashion design industries. It is my joy to be a part of such a far reaching and unique educational program. I am dedicated.

Kelsey Wandless—January 2009 Merchandise Marketing Grad
Sales Associate—Ralph Lauren

Her story: “I work for Ralph Lauren in the West Village. I am a sale professional, but I do so much more. I help build clients by meeting new people and building relationships. I also work in the back getting transfers and charge sends.”

Her take on Wade: “It was an experience like none other. I am happy to say certain classes really helped me along the way. It gave me high standards for myself and for any job for which I was applying.”

Ashley Combs—2008 Interior Design Grad
Design Consultant—Bassett Furniture

Her Story: “As a Design Consultant for Bassett Furniture, I provide a complimentary in-home design service which allows me to discover my clients’ needs and preferences. This also allows me to coordinate a unique decoration plan and presentation that will reflect their life, style, and budget.”

Her take on Wade: “At Wade College I gained the necessary education to turn my passion into a successful career.”
Alumni Spotlight

Brittany Puckett—2007 Fashion Design Grad
Owner/Designer Modish Clothing Company

Her Story: “Currently, I am a business owner/designer. I have my very own line of clothing consisting of both men’s and women’s collections. Last August I spent a month in Los Angeles launching my first collection. It was a great success and I managed to land a lot of contacts that would help me in the future. Currently I have my line in four boutiques, one of them being Oscar Fierro at Mockingbird Station. It amazes me to know that I am living out my dreams at the young age of 21. Anything is possible.”

Her take on Wade: “Wade College was perfect for me. I could go full time, be done in less than two years and start fulfilling my dreams in the fashion business. Wade College allowed me to focus on my major from start to finish and it also allowed me to obtain the knowledge that I needed for the “Real World.”

Kaycee Phelps—2005 Fashion Design Grad
Account Associate—Dockers®

Her story: “I currently work for Levi Strauss & Co. at their regional sales office in Frisco, Texas. I am an Account Associate on the Dockers® for Women team selling to JC Penney. The entire sales office here in Frisco mainly deals with JC Penney, selling Levi’s® and Dockers®. My main job focus is to support the Sales Executive and Planner on a daily basis. I run reports that analyze the sales performance of our products in all JCPenney stores. I am learning something new every day about the fashion industry in a different way than I thought I would. I graduated with a Fashion Design concentration but I definitely hope to continue in sales and possibly planning. It’s interesting and exciting to be a part of such a large corporation like Levi Strauss & Co. and to work so closely with another such as JC Penney. It’s a challenge and a blessing everyday. Good luck future graduates!”

Lisa Tolliver—2008 Interior Design Grad
Interior Design Intern—Duncan Miller Ullmann Design

Her Story: “I am currently an Interior Design Intern at Duncan Miller Ullmann Design. DMU Design is a hospitality interior design firm. I have been interning for a whole year! I am very lucky because I get to see and help with amazing projects and learn from very talented people.”

Her take on Wade: “One of my favorite parts about my time at Wade was how close my class was with each other. We all helped each other out and it was motivating to have my classmates support. I still talk to some of the girls and it’s nice to already have somebody to network with! I had a great teacher and I learned so much about interior design. I love the feeling at my job when I think, “I can do that!”
Wade College

Wade College is a small, private college offering an Associate of Arts degree in Merchandising and Design. Full-time students can complete the program in as few as 16 months of intensive study. Classes are small. Personal attention is emphasized.

Our location in the heart of the Dallas Market Center, Decorative Center, and Design District is unsurpassed. Students have the opportunity to network with industry professionals, work daily in showrooms, and work numerous markets a year, thus gaining priceless industry experience. Many students make connections that allow them to travel to other markets around the country as well as enter permanent employment once they graduate.

In 2009, the college is celebrating its 47th year in higher education. We welcome you to explore what we have to offer.

Wade College

Kourtney Smith—2007
Interior Design Graduate
Owner/Designer—Bella Rouge Designs

Her Story: “I earned my Bachelor of Arts from the University of Oklahoma majoring in Human Relations (graduated in 2005)...then on to Wade College where I was valedictorian graduating in 2007. I got started in interior design while finishing my degree at OU. Design has always been a passion of mine and I finally got the courage to just go for it! I started my business, Bella Rouge Designs, with my business partner Wendy McLaughlin one month before graduating from Wade...a risky choice...but have been happy ever since. Bella Rouge Designs focuses on home and commercial interior design, as well as remodel, new construction, and spatial planning.”

Her take on Wade: “Wade’s interior design program helped prepare me for interior design in the real world by educating me in CAD, drawing floor plans, history of art and design, and much more. We just opened our new interior design studio at 33 Main Street Suite 160 Colleyville, TX 76034 817-605-8003.”