Rebranding of an Icon
CIDA Candidacy
Farewell Chairman
Rooms To Go: Dreams Come True!
Wade College Makes Its Mark on the “Pin Show”

www.wadecollege.edu
Wade College celebrated its 50th year educating individuals seeking to enter the creative and lifestyle industries over three years ago! It was time to embark on a journey to give the college’s brand a facelift that would reflect our creative present and dynamic future! The administration of the college called on the most prestigious and well-established advertising agency in Dallas, The Richards Group, known for its creativity and out-of-the-box solutions with clients like Chick-Fil-A, The Home Depot and Motel 6. The agency embarked on an internal study of the college to find out what makes us tick. After interviews with students, faculty and administration, the agency presented us with a completely new brand image—from the dynamic, new “W” with its vibrant colors and complex, splintering creative prints, to a whole suite of print and broadcast media. The Richards Group helped us to put into words our philosophy about our students and our institution. We are a difference maker for our students! To those students who want meaningful experiences, Wade is the college where unparalleled attention unlocks opportunities. We are welcoming, clever and tenacious. Students and alumni of Wade College refuse to settle.

Wade College is a fully accredited, fourth year institution granting bachelor’s degrees in merchandising and design. Last year, the college was emboldened on a new accreditation credential from the Council of Interior Designers Accreditation or CIDA. Students graduating from CIDA-accredited institutions can sit for the National Council of Interior Design Qualification (NCIDQ) exam in order to become licensed interior designers in the state of Texas. Those graduates who want to work for larger interior design firms can use the NCIDQ as an additional credential to further their careers in the interior design field.

In November, Wade College hosted a visiting committee from CIDA at the college over a four-day period. In preparation for this, the college conducted a year-long self-study, evaluating and updating the entire interior design academic program and investing in new software and hardware like a state-of-the-art Canon platter for industrial prints. The college built a display gallery showcasing interior design students’ work including studio projects, CAD drawings, models, construction documents, fine art and other endeavors. The 1,000 square foot gallery was located on the 7th floor of the Dallas InfoMart. The visiting accreditation team reviewed hundreds of student projects within this gallery, as well as interviewed students, faculty and administration about the program and the institution. The visiting team voted unanimously to recommend us for candidacy. In March, our Interior Design concentration received candidacy status within CIDA.

Wade College has become the largest in-kind sponsor of scholarship opportunities to the Miss Texas pageant system. The college pledged over $1 million in scholarship opportunities to participants being made available to the current Miss Texas and Miss Texas Outstanding Teen. The winner of all 50 local pageants, statewide, have access to quarter scholarships, providing each applicant to the college maintains a 3.5 GPA throughout their studies. Ivanna Hall, Miss Texas 2013, paid a special visit to Wade College to make the college’s sponsorship official.

Wade College administration and faculty attended the four-night-long Miss Texas pageant at the Eisemann Center in Richardson to watch Monique Evans, Miss Park Cities, be crowned Miss Texas. Evans is a pre-med student whose platform addresses heart health, nutrition and fitness. She has since been traveling the state to spread awareness. Wade College was featured in both video presentations and in the Miss Texas printed program. d&m 2015 www.wadecollege.edu
**Erbane Galore Magazine**

A new urban magazine focusing on fashion, music, art and other creative outlets was launched by Wade College alumna Erika Green. Putting her graphic design background to the test, Erika launched a magazine in a unique hand-held size, available also in digital format. Issues have featured original interviews with musicians Kelly Price and Trina. Other volumes have focused on celebrity bloggers, politics, health and beauty. The magazine is professionally produced with several advertisers signing on. The website is www.erbaneagolaremagazine.com.

**Successful Interior Design and Professor Has Banner Year**

Among the most exciting elements of an education at Wade College is the opportunity to network with industry professionals both in the creative industries and in the classroom itself. Each of Wade College’s classes is taught by experienced field content experts and this is certainly the case when it comes to our Interior Design courses. Joshua Metzger, who came to Wade College as a principal of Lee Design Group, an architecture and interior design firm specializing in health care, corporate, and retail design, as well as urban planning. The past year has been a banner year for Professor Metzger. He completed his Master’s of Fine Art from Academy of Art University. Hemerged his company with Enterprise Design, the 9th largest interior design firm in Dallas. Professor Metzger’s work for Uptown-based Grange Hall was recently featured in Paper-City Magazine. Metzger teaches Computer Aided Design, Revit, and several interior design studio courses focusing on various residers including one that focuses on the design of a kitchen for a kosher client. This is a challenging opportunity for Wade College students to conduct cultural research and make design decisions for a client with specific religious and dietary requirements.

**Interior Design Student Lands Hot Spot Restaurant Makeover**

In February, a local restaurant, Hypnotic Sushi, located on Oak Lawn Avenue at Cedar Springs Road contracted with Interior Design student Bernetta A. Sowells for a complete makeover of their outdoor patio. Situated with high visibility on a heavily traveled section of Oak Lawn, this was a prime opportunity to create a vibrant and welcoming space for patio diners. This project started out with just a simple face lift for their patio and led to additional work on the interior space. The restaurant is under new management and gave a talented interior design student a chance to use her creativity. Bernetta says, “I loved working with them and I can’t wait to finish the entire project. I would have to say that the skills I acquired taught by Professor Renae Graham, don’t think I would have landed this job. She is the best. I am so proud of the ‘before and after’ of the patio”.

**Benjamin Moore Guest Speaker**

**Jill Gragg Success After Graduation**

The goal of any residential interior designer is to bring to life an inspiring place to live, one that brings out the best qualities of each person in the dwelling. For those who live at or below the poverty line, it is struggle to provide a roof over one’s head, let alone one that is inspiring. This is where Dwell with Dignity comes in. The mission of this non-profit organization is to bring good design to those less fortunate, inspiring them to maintain a standard of living they can be proud of and thrive in. A group of interior designers under the direction of Dwell with Dignity’s founder, Jill Gragg, create soothing and inspiring homes for families struggling with poverty by providing and installing home interiors including furnishings, art, bedding, kitchen supplies—and food in the pantry. Why do they do it? A person’s surroundings can change their outlook on life. Exposing children, especially, to a nurturing home environment that includes good design and art can inspire a standard of living that can carry over to future generations. Exposing parents to this same environment will allow them to see the positive impact it has on their family; inspiring them to maintain a standard of living they can be proud of and thrive in. Often times, even after a family has received all of the counseling, training, and support from the organization’s partner agencies, they find themselves struggling to provide a home in which they can thrive. Dwell with Dignity addresses this critical economic need through their mission. Wade College students get the opportunity to work on Dwell with Dignity projects each term, taking on a design project for one lucky family. Jill Gragg, founder, serves on the Advisory Board of Wade College’s Interior Design concentration and will be honored as the May 2015 recipient of the Distinctive Achievement Award, given at the college’s commencement ceremony, to recognize contribution to the creative industries.
Wade College Students Dominate Terry Costa Design Competition

Terry Costa has been the premier event wear, prom and bridal gown source in Dallas for decades. Once annually, Terry Costa’s landmark location at the southwest corner of Preston and 635 hosts the Terry Costa Design Competition. Wade College student Sergio Armas went on to win the competition in a prior year, and became an in-house designer for Terry Costa. This year Wade College has four students who competed: LeMarcus Holloway, Cassi O’Brien, Megan Pollock and Lyenise Veasley. Each student presented their garments during a runway show at Terry Costa to a packed audience including judge Jan Strimple, famed runway model turned successful fashion show producer. Student Lyenise Veasley said, “From the moment I heard about the Terry Costa Designer Competition I was thrilled! I thought, ‘Project Runway-prom style.’ This was my opportunity to take my designs to the next level. The representatives of Terry Costa came to Wade College to go over the contest. Designers participated from everywhere; there was even a competitor from Sweden! She was a foreign exchange student who started sewing at a very early age. The designers and models all became like one big happy family and everyone was very encouraging.” Veasley recalls about the night of the event, “Once we got in the Terry Costa showroom, it was lights, camera, action! The models were prepped for the show by the makeup artists and hairstylists from TINT. They did an awesome job and models looked fabulous. The night began with a quick prayer backstage and everyone got in place. I cannot tell you how fast things went from there.” Students not only participated in the live event, but also had the opportunity to have their garments represented in Terry Costa’s social media campaigns, where the public voted on their favorite look.

Terry Costa Designer Competition

Little Black Dress Competition

Established in 2008 at a prestigious art gallery in Houston, The Little Black Dress Designer has grown into a state-wide competition for emerging fashion designers. The 2014 challenge was to submit a version of the iconic Little Black Dress to win part of a $30,000 scholarship. Judges included fashion industry legend Jan Strimple, designers Abi Ferrin, Prashe and modeling agent Kate Wagner, among others. Those entries placing in the top 10 received in addition to scholarship funds, the opportunity to be mentored by a successful designer and the additional opportunity to design for a fashion notable, acting as a “muse” for the emerging designer. Wade College had two students place in the top 10: BA alumna Bridgette Burke and Trena Elrod. Both students were recognized on stage for their expertly tailored designs. Founder of LBDD, Jeff Shell, went on to be the keynote speaker and Distinguished Achievement Award recipient for 2014 at Wade College’s commencement ceremony.

Fashion X Dallas

The Fashion Industry Gallery in downtown Dallas lit up for three consecutive nights as Fashion X Dallas brought a consortium of designers together to highlight the best of Dallas fashion design. Designers featured included Edi Popyen, Abi Ferrin and Isabella Rose Taylor among nearly 50 others. The Dallas Fashion Fund awarded its inaugural award to Jerry Matthews and Francesca Viamonte of Nine Minutes. Three of the events during the event weekend included a Bernina B 580 sewing machine and sorer, one year of services from Modalyst, one year professional membership to Maker’s Row and one year membership to Startup Dallas. The event also benefited The Rice School of Dallas, serving children who are developmentally challenged. Wade College students, administration and faculty were in attendance to support a trio of evenings celebrating the growing industry in Dallas.

Alyx Martinez

Alyx Martinez grew up in South Texas and graduated in 2012 earning her degree concentration in Fashion Design. While she attended Wade College, she took advantage of the opportunities and values the encouragement to work the Apparel Markets at the Dallas Market Center. “I also did a lot of volunteering with Jan Strimple. Combining that with my background in merchandising and design, allows me to have a better understanding and knowledge of different aspects of the fashion industry. I still learn everyday in my job and use practices I learned in school to push myself further whether it’s in a creative aspect (drawing, sewing), communication skills or managerial skills. Most importantly, I always have my mentors who I can go to for different insights on questions I may have.

Alyx is currently the National Sales Director for Pink Pewter, a company that specializes in high-fashion hair accessories that are fun and edgy. She leads her sales team, enhances customer relationships, and manages sales reps. “During Pink Pewter’s busy season, I basically live on a plane and travel from show to show. Otherwise, I am in the office answering phones, inputting data, designing or researching. Every day is different! I enjoy the combination of sales and meeting new people through traveling complimented with the office days of assisting in designs for the next collection.”

For students who are beginning their careers, she recommends that they network as much as possible. “You never know who you’ll meet. Always have a business card on you and ALWAYS put yourself out there! Keep an open mind and embrace the knowledge and wisdom people are willing to give.”

Shay Wilburn

Oklahoma native Shay Wilburn graduated in 2007 with a concentration in Merchandise Marketing. Her grandmother, who owned a fashion boutique, sparked her initial interest in the industry. “We used to travel to Dallas and attend Market so often that at the World Trade Center felt like home. This is where I was introduced to the process of retail buying.” She decided to enroll at Wade College to pursue her interest. “I’ve always been more left brained and logical, but I always knew I had a creative side. My classes at Wade College unleashed what I never knew existed and I felt free and comfortable for the first time.”

Shay is the Retail Account Manager at Imaginuity Interactive. Her clients are shopping centers across the U.S. “We provide websites hosting and email marketing services that integrate with their traditional and digital branding, social media campaigns, and mobile programs. We work closely with shopping malls on brand initiatives. We provide marketing strategies and trends to keep our clients on the cutting edge of retail and technology.”

“Don’t be afraid to take risks. If you know a job will enhance your resume, take it. Don’t be afraid to work for different retailers; you’ll gain something different from each of them. This is the best way to know what works for you. Whether it’s working for a company or being a business owner, start creating a path to get you there.”

Shay Wilburn

Alyx Martinez

Billy Crawford

Billy Crawford grew up in Arkansas and is a proud BA Merchandise Management graduate of Wade. “I chose Wade College because of the smaller campus size and the prime location in the Design District. Wade College was significant helped prepare me for my career by offering courses that relate to my current occupation as a Merchandise Assistant. Do not study just to make a letter grade; study to remember! There is a correlation between what I was taught in the classroom and with my current job. Billy proudly achieved a corporate level position in the merchandise industry within six months of earning his BA Degree. He is the Merchandise Assistant for Pier 1 Imports based in Fort Worth, Texas. “I assist three Buyers, two merchandise planners, and two allocation analysts among five different departments including Rugs, Bedding, Throws, Window Treatments, and Shower Linens. I create SKUs, process purchase orders to vendors, and execute purchase order changes. Two days at the office are the same.” Billy also assists buyers with samples including product validation for e-commerce and gathers competitive market research on other retailers. “There is daily involvement and communication with overseas vendors about purchase orders or characteristics about product. What I enjoy most about my job, thus far, is the constant involvement with different types of work in the office. I have worked with legal, product compliance, buying, planning and allocations. I create contracts and buy plans. I have a great group of coworkers and we have a great work culture. It has shown me the range of occupations that really exist out there.”

Students must prepare successfully for this industry. Billy’s valuable advice involves what employers are looking for. “Many students [at the time] focus on making straight As and fail to realize that is only part of the ‘game.’ Many employers are looking for candidates who are well-rounded. They want individuals who have experience, have stories to share, and have accomplishments outside of the classroom. You may be the smartest student, but that doesn’t make you the sharpest crayon in the box. Last but not least, you have to network! It is crucial in order to survive in these areas of concentration. I’m sure Mr. John Cente (VP of Education) would agree!”

Alyx Martinez

Billy Crawford

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Shay Wilburn
Pamela Davidson

I graduated from Wade College in 2007 with my degree concentration in Interior Design. In June of 2013, I was recruited by JCPenney to interview for a store design position. I went through a rigorous interview process and accepted the position. My title is Senior Store Design Specialist. This is the job that I dreamed of since I was a little girl! I am working with an amazing team of designers who have worked for Neiman Marcus, Belk, and many other recognized corporate retailers. I’m doing what I love, and I will always be thankful for Wade for giving me the tools to get started in the career of my dreams. It has been a long road working my way up from a CAD Operator to Store Design Coordinator with Rent-A-Center, and now to Senior Designer at JCP, but every step was well worth it!

Isi Gonzalez

“My life is constantly under construction. There is always something to improve.” 2013 graduate Isi Gonzalez proves just that! Native to Monterrey, Mexico, she obtained her Bachelor’s in Marketing while there, and then moved to Dallas for Wade College where she obtained her AA Degree with a graphic design concentration. “Wade College was the best option for preparing more for the real world. The professors are skilled in their teaching methods. The college is well-connected to the industry. They provide infinite intern and volunteer opportunities, too. Wade College experience taught me a variety of skills from the smallest thing such as being in class on time, how to carry yourself and be yourself at the same time, the focus towards building a portfolio, and the encouraging support to start in the industry with volunteering.” All of this helped prepare Isi successfully for her career.

Brandi Westbrook

Plano-native Brandi Westbrook graduated in 2014 with a degree concentration in Merchandise Marketing. “I did much research prior to choosing Wade like touring other schools and reading reviews. I was very impressed with the Professors’ backgrounds. Also, the trimesters allowed for you to graduate more quickly if you’re willing to devote the time and effort. When you have leading professionals in the industry become your professors, there is no room for failure unless you just don’t try. I was given every resource to use with people who genuinely care to see you succeed. It was up to me to see it through.”

Soon after graduation, Brandi’s high determination for success led her to become the Assistant Buyer for Rooms to Go’s Corporate Buying Office. “I am constantly reviewing my merchandise flow to ensure vendor deliveries will not be missed and all purchase orders are on schedule for those deliveries. In addition, I’m continuously writing orders to meet typical average sales per month. There are so many moving parts to my position. Every day is always different, which is what I love the most. I also make sure new groups are on schedule to meet advertisements in the near future, and merchandise is ready to transfer to the floors in-time. Those are the most important parts of my job every day.”

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Dallas native Shuntae Wordlaw graduated from Wade College with a degree concentration in Interior Design. “I have loved the design industry for as long as I can remember. One of my favorite things to do as a little girl was to sketch floor plans of my imaginary dream home. As I became older, I started sketching furniture to place inside my dream home. Later, I started imagining what colors the walls would be and what the accessories would look like. It was then that I realized that what I envisioned had become bigger than me and that I should pursue a career in interior design.” Shuntae is the Display Coordinator for Haverty’s Furniture. “I begin my day at work walking the showroom floor to ensure that everything looks presentable for the customers. After the showroom is nice and tidy, the real work begins. I spend my day hanging pictures, changing displays, placing accessories, and making beds. I also offer customers tips and tricks with designing their home. I love that each day is different. There is always a design challenge to be solved.” For people beginning their careers in this industry, Shuntae recommends, “Keep an open mind. The rules in design are not concrete. Don’t be afraid to step out of the box and take a risk. It’s in those moments that we create amazing things.”