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HSA's "The Road Less Traveled" Event Draws Strong Industry Attendance

NEW YORK, NEW YORK - The **Home Sewing Association (HSA)**, the organization representing every facet of the sewing industry, introduced its new president and unveiled cutting edge business strategies at a special breakfast meeting on Thursday, December 9, at Arno Ristorante in midtown Manhattan's Fashion District. The breakfast event, entitled "**The Road Less Traveled**," generated an enthusiastic response from the 75 plus HSA members and industry representatives in attendance.

Dotty Grexa, Vice President and General Merchandise Manager of Jo-Ann Stores, the nation's largest fabric and craft retailer and President of HSA, encouraged the assembled industry executives to consider the HSA as their definitive resource for "all things sewing."

Joyce Perhac, Executive Director of the HSA, provided a brief overview of the association's educational initiatives, including the Trained Sewing Educator (TSE) program, which launched in the fall in 8 key cities, and the Sew Trendy high school fashion show program, which is in its inaugural year in four pilot states. Perhac also introduced a dynamic DVD presentation that showcased the association's highlights for 2004. These accomplishments included a first-ever golf outing, notable contributions to communities across the country and over 2,000 placements in print and broadcast media.

The highlight of the event was a presentation by **William (Bill) D'Arienzo**, Founder and Chief Executive Officer of WDA Marketing Solutions, a brand consultancy based in Princeton, NJ. With significant experience in offering management solutions, brand building, licensing strategies and marketing communications, D'Arienzo highlighted ways companies in the home sewing industry could effectively brand their products to access a specific target consumer group. He also addressed the branding process and how it draws upon virtually every aspect of a company's organization and culture.

"Our event was incredibly well-received by those in attendance; and our members were particularly engaged by Bill D'Arienzo's presentation which garnered high marks and really got people thinking," Perhac offered. "Bill outlined proven techniques for building brand rapport with the consumer, and for reinforcing and updating the relevance of a brand to changing consumer lifestyles. I am so pleased that the HSA was able to bring such a valuable and thought-provoking discussion to our membership and the home sewing industry at large."

"We received so many compliments on the morning's program and we're thrilled with both the quantity and the quality of attendees that we attracted," Perhac added. "We endeavor to continually deliver immeasurable value and service to our membership."

The Home Sewing Association, formed in the 1920's, represents every facet of the home sewing industry. Serving as the trade's creative and educational voice and "the authority on all things sewing," the mission of the organization is to "Get People Sewing!".

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