

1987

Shawn Banner, Illustration, creates whimsical cartoons for advertisements and children's books. This year, 16 of his ballet illustrations were exhibited at the National Museum of Dance in Saratoga Springs, NY. The illustrations, which originally ran in *Ballet Beat*, a newsletter promoting the New York City Ballet Summer Residency, also in Saratoga Springs, were paired with dance criticism by his late mother, Mae Banner, who was an institution in the local ballet community.



Duet 585, *Reflections on Everywhere We Go*, ink on paper, 8½ by 11 inches.

1991

Cassandra Williams Newman, Textile/Surface Design, placed third in the Toastmasters International Speech Contest at the district level, surpassing contestants at 150 clubs. Her talk, "The Seeds of Greatness," focused on the moment she knew she would become an artist and the teachers who inspired her. Besides entering the world of professional motivational speaking—she has already given the speech at Rollins College in Winter Park, FL—she teaches art at SunRidge Elementary in Winter Garden, FL, and paints murals.



Newman displays her Toastmasters awards for "The Seeds of Greatness." From left, the trophies are from the division, the district, the club, and the area.

1997

Georgette Pascale, Marketing: Fashion and Related Industries, owns a public relations agency for health care firms, approaching its tenth anniversary. Her 21 employees work from home on publicity for companies such as Abbott Medical Optics, a vision-care company, and Mscripts, an online pharmacy. Not having a central office saves on rent, eliminates commutes, and reduces idle conversation.

2000

Tanita Holloway Gray, Accessories Design, Fashion Design '97, is lead designer for Max Martin shoes, a new made-in-the-USA luxury footwear line, co-founded by entrepreneur William Panzarella and rapper MC Lyte. (Max Martin refers to the name of Panzarella's dog, not the record producer.) According to Gray, Max Martin is the only company manufacturing high-heeled boots in the U.S. She also edits *Last-Report*, a footwear magazine.



MC Lyte examines the Betty shoe as Gray looks on, at the gifting suite at the 2014 Grammy Awards.

Veronique Salimbene Lindell, Fashion Design, repurposes vintage fabrics from estate sales—carpeting, kimonos, hunting pants, a military duffel—into tote bags and pillows. She designs each bag separately, and her mother sews them in their Bradenton, FL, shop, Ocean Rock Design. Much of her product sells through Facebook and Scoutmob. Her customers love ocean themes. "Anything I put a whale on—as soon as I finish it, it's gone."



Some of Lindell's vintage tote bags.

COMING HOME

Kate English, Advertising and Marketing Communications '02



Walk into *HGTV Magazine's* office and you might see salvaged decorations from a recent '80s-themed party, kits for painting ceramic garden gnomes, abundant tubes of glitter, and a herd of stuffed West Highland white terriers. These items are evidence of Kate English's successful work as associate publisher of the magazine, which launched in the summer of 2012. The magazine, like the cable channel, shares design and DIY tips from HGTV stars, focusing on home improvement, gardening, and crafts. After only ten issues, it became, and remains, the number one home-lifestyle magazine on newsstands, with a distribution of 1.3 million.

"Our January/February 2014 cover had a cute little dog on it, wearing a blue sweater, and I thought, *That dog is adorable*," English says. She ordered boxes of tiny stuffed Westies sporting blue sweaters emblazoned with the magazine's logo. The dogs became promotional gifts to help her team sell ads and sponsored content in the magazine. "The goal is to communicate to advertisers—you want to have your name in our magazine because look how much fun we're having!" she says.

A smiling gnome appeared on the cover of the June issue, so she created the gnome-painting kits (with a colorful note that read, "Make 'gnome' mistake, *HGTV Magazine* is perfect for your brand!"). Her sales team then hosted painting parties for current and potential advertisers.

English and her staff also plan events, such as setting up a lounge at the annual Keene Pumpkin Festival in New Hampshire to promote their October issue. They hosted DIY-inspired demonstrations, including a "Trick Out Your Trick or Treat Bag" crafting station and pumpkin-carving lessons.

"You could never do that at *Harper's Bazaar*," English says, laughing.

Most of her career has been in marketing, but with fashion and luxury brands—Donna Karan, *Interview* magazine, and in Hearst's corporate office. She enjoyed all of it but found her home with *HGTV Magazine*, where's she's been since its launch.

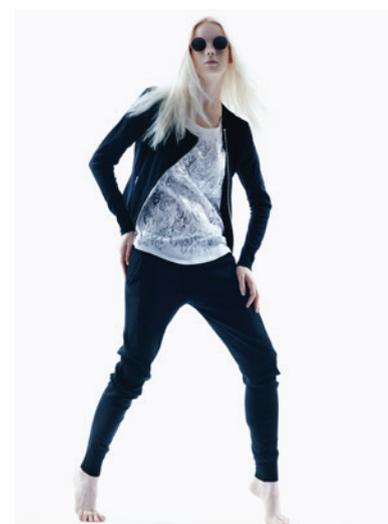
One of her favorite features in the magazine, "How Bad Is It?," reveals the truth about our daily habits. "This content is much more *me*," she says. "We're asking, how bad it is to drink from the garden hose, or throw the dishwasher detergent tab in with the dishes instead of in the compartment for it on the door?"

—Katharine Reece

2002

Kiyeon Nam, Fashion Merchandising Management, launched N/A/M, an androgynous, architectural knitwear line, this fall after working for 12 years at Donna Karan, Elie Tahari, and other companies. To find inspiration for her futuristic collection, she researched planets and aliens, trying to craft a universal style that defies assumptions about what clothes say about people. N/A/M isn't just her name; it's an acronym of her three favorite things: nature, art, and music.

Right: Viscose/polyester jacquard jacket and pants, cotton T-shirt, and Gentle Monster sunglasses.



Hyuna Shin