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UPCOMING EVENTS

JUNE

WEDNESDAY, JUNE 11, 2008

PANEL DISCUSSION:

**“ADAPTING TO CHANGE,
REINVENTING YOURSELF”**

Venue: W Court Hotel, NYC

For additional information regarding Program events, please contact the Club Office at 845-758-6405 or Underfashionclub@frontiernet.net



MEMBERS: We invite you to contribute to future issues by submitting “op-ed” pieces, feature articles, comments and suggestions, or by asking questions.

PRESIDENT'S MESSAGE

BARRY ROSS

*T*oday's world is changing at an ever-increasing pace, and each industry is, therefore, faced with addressing issues that affect its members. As Mr. Shakespeare said, **“That things might change or cease.”** Many members of the Intimate Apparel industry are finding this sentiment to be all too true! They either “change” certain aspects of their approach to work and their career, or they find themselves without a career!

To provide our members with a snapshot of how various individuals have reacted to this phenomenon, the Underfashion Club will present, on **Wednesday, June 11th**, **“Adapting to Change, Reinventing Yourself”**. This program is a must for all of us! Please mark your calendar and plan to join us.

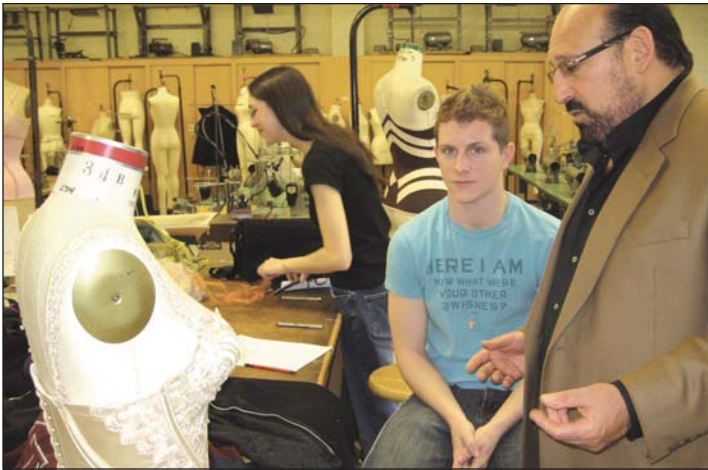
The work of the Underfashion Club is only accomplished through the dedicated efforts of our members! To recognize members who have given their time so graciously and have made significant contributions to the UFC, the **President's Service Award** was created in 2003. At our June 11th program, noted above, it will be my pleasure and honor to present this coveted award to two most deserving and extraordinary ladies: **Dianne Casey** and **Norma Reinhardt**! Thanks go to **Roslyn Harte**, Chair of the President's Ad-Hoc Service Award Committee, for astutely selecting Dianne and Norma as award recipients.

2008 WILL be a year of transformation and experimentation for the UFC as we strive to make our programs timely and relevant to all of you! We need and invite your participation! If you would like to join one of our committees:

- CHARITY
- IMAGE/
PUBLIC RELATIONS
- MEMBERSHIP
- NEWSLETTER
- PROGRAM
- SAIG
- WEB SITE

or if you have any suggestions to share with us, please contact me (barry@barryrossintimateconnections.com) or the club office (underfashionclub@frontiernet.net).

PEOPLE IN THE NEWS: Giving Back



At the request of lecturer **Ramona Calsada**, UFC Board Member **Steve Chernoff**, Chairman of Rago Foundations LLC, recently spoke to the Shapewear Design Class at FIT. As a manufacturer, Steve provided a practical perspective on the design and merchandising of shapewear for today's market. Steve also critiqued garments the students had designed and constructed as part of their class project.

UFC Board Member **Maria Gobo**, Director of Design and Merchandising for Leeward International Corporation, was recently honored by The Hispanic Business Council Scholarship Foundation of New Jersey, Inc. The HBCSF awards scholarships to high school seniors and current college students who are New Jersey residents.

Maria was recognized as a leader and mentor in the Hispanic community, serving as a positive role model for youth. Born in Chaparra, Cuba, Maria came to the United States with her parents in May of 1963. It has been her goal to make young Hispanics proud of who they are, to keep their culture strong in their hearts and to show them that there are no limitations in what they can accomplish as long as they hold a strong desire in their souls to realize their dreams. Maria has been able to not only achieve her dreams, but to balance successful careers with the demands of an active and strong family life. ■

ALERT!! ALERT!!

UNDERFASHION CLUB Panel Discussion on Adapting To Change, Reinventing Yourself

MODERATOR

Elizabeth Scheller, *Business Development Manager, 24|seven*

SPEAKERS

Barbara Lipton, *Vice President, SOMA Intimates*

Artie Nathan, *Insurance & Estate Planning Specialist*

Ernie Buffalino, *Vice President, 24|seven*

2008 SERVICE AWARD RECIPIENTS

DIANNE CASEY

NORMA REINHARDT MASCAROTTI

WEDNESDAY, JUNE 11, 2008 | W Court Hotel, 130 East 39th Street (Corner of Lex & 39th)

Registration: 5:00 PM | **Cocktails/Hors d'oeuvres:** 5:15 PM – 6:15 PM | **Discussion:** 6:15 PM – 7:30 PM

Members \$35 | Guests \$50

PLEASE RSVP by June 6th to 845-758-6405

**PLEASE ATTEND
AND BRING A FRIEND
OR CO-WORKER**

Visit our website: www.underfashionclub.org

The Underfashion Club, Inc. supports education today for a better industry tomorrow.

KOMAR CELEBRATES ITS 100TH ANNIVERSARY

Our thanks to Charlie Komar for allowing us to reprint the speech he gave the evening of May 5th, in honor of Komar's 100th Anniversary. Charlie's reminiscences are truly a celebration of the dreams and dedication of the company's founder, his family, and employees.

My name is Charlie Komar and I have had the good fortune of being the namesake of this company's founder – Charles Komar.

Charles Komar was born in Russia in 1886. By 1899 Czarist Russia made it unbearable for Jews to remain in the country.

Imagine you are a 14 year old boy and you have to flee your native country. Your family only has enough money for you and your sister, to travel with your father. The rest of the family is relying on the three of you to succeed in order to bring them to America.

You travel to Rotterdam by train to board a steam ship with over 1,000 immigrants crammed into steerage headed for a foreign land. You sail past the Statue of Liberty and arrive Ellis Island on August 12th, 1900. You do not know the customs; you do not speak the language.

Your sister gets a job as a sewing machine operator. You are small and can easily crawl under the machines. At the age of 14 you get your first job cleaning the factory at night.

It takes over a year, to save enough money to bring over the remaining family members to America.

In time, Charles became an expert on the sewing machine and after a few years he was promoted to train new sewing operators. While working at a factory in Paterson NJ, he met a bundle girl named Esther. It was either love at first sight or the money she loaned him to pay off his

gambling debt. Either way, Esther and Charles were married in 1907.

In 1908, Charles obtained a loan from the Hebrew Free Loan Association for \$500. He used the money to buy secondhand sewing machines and rent a 20 x 100 loft on Broome Street. On May 1st, 1908, at the age of 22 he opened his own business.

In those first years, the days were long and the profits slim. Fatigue and the grueling work made Charles second guess his decision to start a business. At the end of one work day, he noticed that the entire day's production had the sleeves sewn in incorrectly. Charles faced his first decision on business ethics: If he did not deliver the goods by the next evening, he would lose the order and maybe lose his business. Does he ship the incorrect product and hope no one will notice?

That night his mother Leah, his wife Esther and several other family members stayed up all night removing the stitching. The next day the sleeves were set correctly and the product was delivered.

A quote from Charles Komar, "In life you only get one reputation never compromise your reputation."

In 1909, Sidney the first son was born followed by Herman in 1911. In 1913, the post office introduced Parcel Post Service. Charles quickly embraced this new service and was able to sell directly to several big stores around the country. Komar

was growing rapidly. In 1917, Madeline was born followed by Harold in 1922.

In 1930, Komar opened up several small factories in NJ. Sidney and Herman joined the family business and the name of the company was changed to Charles Komar & Sons.

As the great depression loomed, the company's largest customer was Montgomery Ward. The buyer changed and the new buyer told Komar that in order to continue doing business they would need to start paying him bribes. Komar refused to pay the bribe and eventually lost his largest customer. The family all cut their salaries and re-grouped. The company survived.

A quote from Charles Komar, "Things will never be as bad as you fear or as good as you hope."

1940 Charles Komar built a 40,000 square foot plant in South Amboy NJ, it was his crowning achievement. At the time it was known as the most advanced sewing plant in the country. This was a major investment for Komar.

A quote from Charles Komar, "In looking at an opportunity do not focus on how much money you can make, focus on how much money you could possibly lose, as long as you can afford the loss it is an acceptable risk."

As the country went to war Harold joined the Navy. Herman was running sales and finance out of an office in NY. Sidney was

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KOMAR CELEBRATES ITS 100TH ANNIVERSARY

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running the factory in South Amboy. The workers were primarily Polish and Irish, all devout Catholics. Sidney arranged for a chapel with a statue of the Blessed Virgin to be built in the factory. Each day the employees said a rosary and prayed for world peace.

A quote from Sidney Komar, "These people are not our employees, they are our family."

1957 Charles was stricken with Leukemia; he was at a special hospital in Boston and knew he was dying when he wrote a letter to Herman. It was a wonderful letter; he spoke of the importance of family, friends and enjoying life. The closing line said, "Always remember your responsibilities to your brothers, your family and your employees."

At the time of his death Charles Komar & Sons volume was 6 million dollars and the company had earned a profit for 49 years in a row. Only 30% of family businesses even survive into the second generation.

The three brothers loved each other very much; they worked hard, played hard and raised their families. The business continued to grow and prosper. The children of Charles Komar continued to run their business based on the values established by their father.

Growing up in a family business I saw first hand how important the family was to the business. Charles, Sidney, Harold and Herman were all blessed with wonderful wives

who supported them. Without their love and devotion, Komar would not exist today. We enjoyed thousands of wonderful meals together where we mixed family and business.

A quote from Herman Komar, "That was the best Roast Beef I ever had in my life."

In 1968 Komar acquired the Seamprufe Company which more than doubled their production capacity and established Oklahoma as a base of operations.

Komar had banked with the Irving Trust Company exclusively since 1908. In 1968 they presented the company a beautiful silver bowl in honor of their 50 year relationship. After Komar acquired Seamprufe, borrowings increased and the several bankers from Irving Trust came to visit Herman. They explained that since Komar was borrowing more money, the company would need to pay a much higher interest rate. Herman calmly turned around and picked up the silver bowl from behind his desk, he handed it to the bank and said, "Take this back to your office and use it as a urinal." The bank decided not to increase the interest rate, the Seamprufe acquisition was a huge success, and the loan was paid in full within one year.

A quote from Herman Komar, "Treat everyone fairly but insist they also treat you fairly."

In 1971 Sidney passed away, leaving Herman and Harold to run the business.

The late 70's brought the challenges of a weak economy and high inflation. Komar responded by embracing innovation and newness.

A quote from Harold Komar, "If you are not willing to embrace change and reinvention you will not survive."

In 1980, when I joined the business Komar had over 1,000 employees in five factories. Sales were \$21 million dollars and the company enjoyed its 72nd consecutive profitable year. Only 12% of family businesses make it to the third generation.

How we got from 1980 to today is a story that I will leave for another generation to tell.

I will share one very important fact about the journey from 1980 to today. We would never exist without the support of our customers, suppliers, advisors and our employees.

We have been taught well. Through good times and bad times we have always tried to embrace the values of our grandfather as they were handed down to us by our parents. Herman and Harold Komar have continued as the heart and sole of our business. Without their unyielding love, devotion and support Komar would not be here today. Please join me in recognizing the patriarchs of our family Herman and Harold Komar. ■

UNDERFASHION CLUB SPONSORS \$2,000 LINGERIE AWARD AT THE 2008 "STRETCH TO THE FUTURE" DESIGN COMPETITION

BY EDGAR TRINIDAD

There were a number of UFC members in attendance at the May 20th reception hosted by the RadiciSpandex Corporation to celebrate the winning designs of its 2008 "Stretch to the Future" Design Competition, held with the junior class design students of The Fashion School of Kent State University. Staged at the Italian Trade Commission on Manhattan's Upper East Side, the event gathered professionals from fashion, textiles and intimate apparel to honor designer Marc Bouwer, who served as this year's "Stretch to the Future" honoree judge. The event also marked the first-ever participation of the Underfashion Club as sponsor of the newly reinstated Lingerie Award category.



From Left: Marty Moran, RadiciSpandex CEO; Barry Ross, UFC President; Dr. Elizabeth Rhodes, Kent State Fashion School Director & Professor; Marc Bouwer, Designer Judge & Honoree; Luciano Radici, RadiciGroup Regional Director for the Americas



Dr. Elizabeth Rhodes, director of The Fashion School of Kent State University, accepted the \$2,000 Lingerie Award from UFC President Barry Ross on behalf of Kent student winner Sydney Sustarsic (see left), who could not

travel from Ohio to attend the ceremony due to unexpected illness. Sustarsic won the lingerie category with a two-piece intimates design using fabrics donated by Milliken & Company and Startex.

This year's winners in the eveningwear, swimwear, and lingerie categories were selected from a field of 18 students who competed with garments

designed in stretch fabrics. In addition to Mr. Bouwer and RadiciSpandex Corp. Marketing Manager for Fashion Apparel Kim Hall, the diverse judging panel included Deborah Batcha, *Deborah Batcha Designs*; Virginia Borland, New York Correspondent, *Textile World*; David Burnett, VP, Merchandising, *InGear Swimwear*; Howard Ellis, VP, *Symphony Fabrics*; Kristin Kramer, Senior VP, Bra Launch and Product Development, *Victoria's Secret*; Camila Perez, Swimwear Designer, *Leonisa*; Danielle Potito, Associate Fashion Editor, *Life & Style Weekly*; Norman Szychter, Raw Materials Manager, *The Limited*; Claudia Velasquez Olarte, Lingerie Designer, *Leonisa*; and David Wolfe, Creative Director for *The Doneger Group*.

Created in 1999, the annual "Stretch to the Future" Design Competition inspires the creative development of design students while educating them about the technical aspects of garment construction. Each year, RadiciSpandex Corp. invites a well-known designer to head up the

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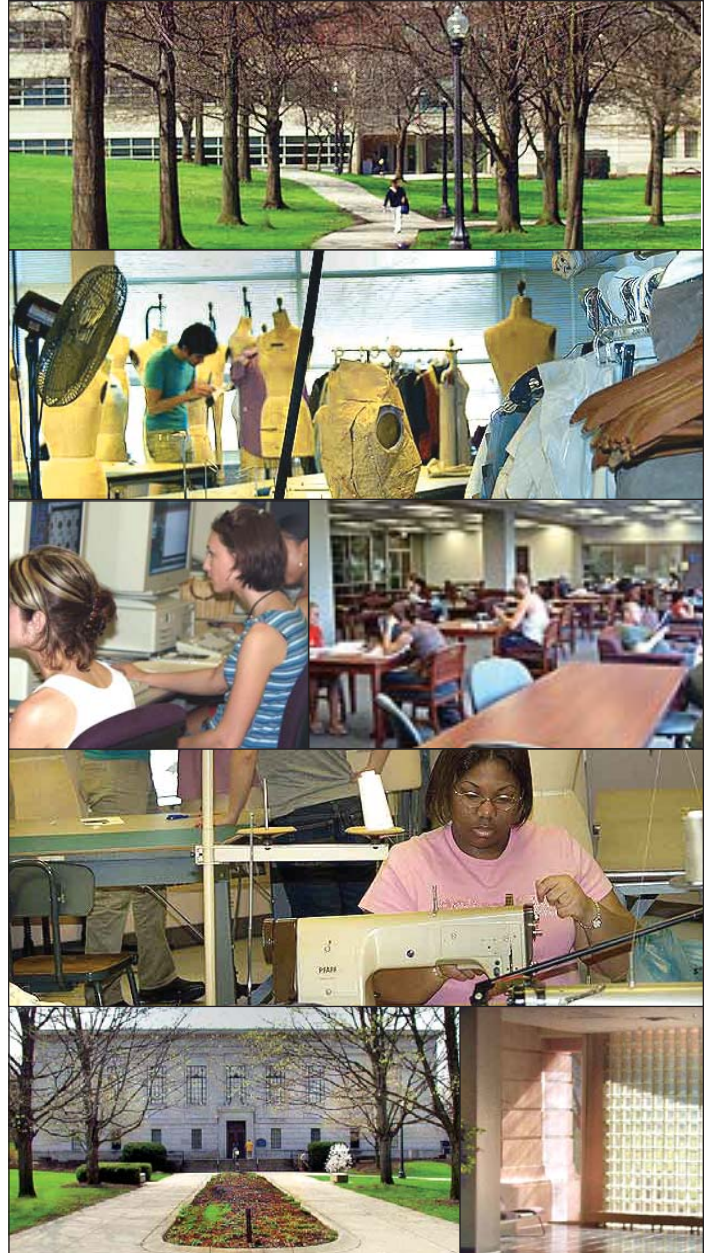
UNDERFASHION CLUB SPONSORS \$2,000 LINGERIE AWARD AT THE 2008 “STRETCH TO THE FUTURE” DESIGN COMPETITION

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“Stretch to the Future” judging panel of apparel industry experts. Previous recipients of this honor include: Betsey Johnson, John Varvatos, Nicole Miller and Carmen Marc Valvo.

ABOUT THE FASHION SCHOOL, KENT STATE UNIVERSITY

Since its founding as a teacher-training school in 1910, Kent State has become an engine for economic, cultural and workforce development in the region and beyond. It was one of the first beneficiaries of the Underfashion Club’s Grants Program to promote intimate apparel education throughout the United States. In addition to its Kent campus, The Fashion School has two outpost studios — one in Florence, Italy, and the recently opened New York City garment district location. Fashion students have the opportunity to study for one semester in either studio. ■



Kent State University



From Left: *UFC Members* – Camille Block, Tristine Berry, and Roslyn Harte – at the Italian Trade Commission

Networking Fun Information

Visit our website: www.underfashionclub.org

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