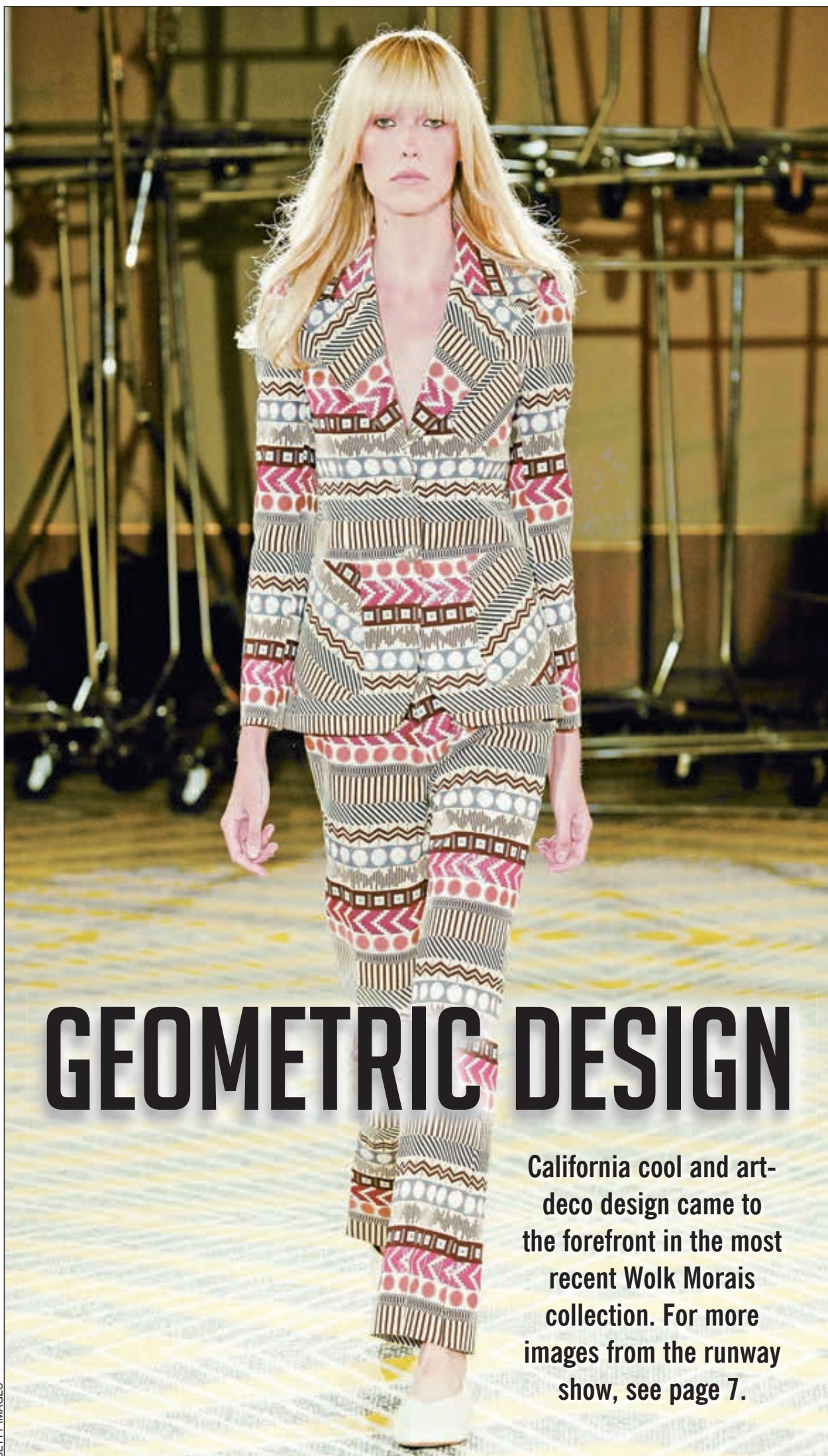


# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR **73** YEARS

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## GEOMETRIC DESIGN

California cool and art-deco design came to the forefront in the most recent Wolk Morais collection. For more images from the runway show, see page 7.

GETTY IMAGES

## BioCellection Breaks Down Sustainable Manufacturing

By Dorothy Crouch *Associate Editor*

As pollution from apparel production continues to bring greater attention to clothing manufacturing, many companies are seeking more-sustainable materials to produce their goods.

Efforts such as **The North Face's** Renewed line sell refurbished styles at a lower cost to consumers. Los Angeles-based **Upcycle** utilizes yarns produced from recycled plastic water bottles and scraps that would otherwise go into landfills after production.

These initiatives have shifted fashion's manufacturing focus toward a more sustainable direction. According to Menlo Park, Calif.-based technology startup **BioCellection**, only 8 percent of the world's plastic packaging is recycled. The other 92 percent is too contaminated or difficult to recycle. Products such as plastic wrap have not been recyclable—until now.

➔ **BioCellection** page 3

## Circular Systems Hits Boot Camps to Learn Sustainability

By Andrew Asch *Retail Editor*

Isaac Nichelson is on a mission. He wants to make the fashion industry more sustainable and deal with a predicted decline in the supply of natural fibers for textiles.

In 2017, he founded Los Angeles-based **Circular Systems** with Canada-based entrepreneurs Yitzac Goldstein and Geof Kime, who have backgrounds in textile science, plastics engineering and sustainable agriculture. The company is a clean-tech new-materials venture working on solving problems that will pop up with a growing population.

"Over the next 15 years, the world needs 40 percent more textiles, and cotton may only be able to supply 10 percent of this growth," Goldstein said.

To take care of this, Circular Systems created a division called **Agraloop**, which transforms food-crop waste—including pineapple leaves, sugar-cane bark and oil-seed hemp—into

➔ **Circular Systems** page 2

## INSIDE

Where fashion gets down to business<sup>SM</sup>

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## Differential Brands to Acquire Majority of Global Brands' North American Division

**Differential Brands**, the Los Angeles apparel company whose labels include **Hudson** and **Robert Graham**, announced it is buying a significant share of **Global Brands Group's** licensing business in North America.

The deal is valued at \$1.38 billion and should close some time in the third quarter, Differential Brands said. The purchase price will be paid in cash.

The brands that make up the North American licenses include **Calvin Klein**, **Under Armour**, **Tommy Hilfiger**, **BCBG**, **Bebe**, **Joe's**, **Buffalo David Bitton**, **Frye**, **Michael Kors**, **Cole Haan**, **Kenneth Cole**, **Disney** and **Star Wars**.

Once the deal is completed, Differential Brands will have an annual revenue of more than \$2.3 billion, making it one of the largest apparel concerns in Los Angeles.

Fully committed debt financing for the deal is being provided by **Ares Capital Management**, **HPS Investment Partners** and **GSO Capital Partners**.

Also, certain members of Global Brands' existing management team, co-investors and lenders will be making an equity investment in Differential Brands' common stock. **Global Brands Group Holding** is a Hong Kong-listed company, with Global Brands joining sourcing giant **Li & Fung** in 2009.

"On behalf of the board, I am thrilled that we were able to structure a transaction with the Fung family to acquire one of the leading branded consumer soft-goods companies in North America," said William Sweedler,

chairman of the board for Differential Brands and managing partner of **Tengram Capital Partners**, which played a pivotal role in bringing the parties together and getting the transaction signed.

Jason Rabin, current president of Global Brands North America, said the two ventures will be able to leverage their infrastructure, distribution and sourcing networks to drive growth.

Differential Brands has been trying to grow its business, but the Los Angeles company had a net loss last year of \$2.5 million compared with a net loss of \$17.8 million in 2016. Net sales for 2017 totaled \$164 million compared with \$149.3 million the year before.

Before becoming Differential Brands Group, the apparel venture operated as **Joe's Jeans**, which hit a financial hurdle in 2013 when it borrowed \$90 million to buy Hudson for \$97.6 million and then defaulted on its loans.

The company was close to declaring bankruptcy in 2015 but ended up selling its flagship brand, Joe's Jeans, to **Sequential Brands Group** and Global Brands Group Holding for \$80 million. Funds from the sale were used to retire Joe's Jeans' debt.

The Hudson label remained behind and the company was merged with the high-end label Robert Graham and then combined under the Differential Brands Group corporate name, which is publicly traded on the **NASDAQ**.—*Deborah Belgum*

## The North Face Gets New Top Exec

**The North Face**, the outdoor apparel company based in Northern California, has a new vice president.

**VF Corp.**, which owns the brand, announced that Travis Campbell has been appointed vice president, general manager, of The North Face, Americas. He will be reporting to Arne Arens, global president of The North Face, located in Alameda, Calif.

Campbell previously served as the president of **Smartwool**, a VF Corp.-owned mountain-lifestyle brand headquartered in Steamboat Springs, Colo.

In his new job, Campbell will lead The North Face's business within the Americas by focusing on executing growth strategies in sales, direct-to-consumer initiatives and merchandising.

"During his tenure with VF, Travis has demonstrated strong leadership and an ability to guide an organization toward the achievement of long-term business objectives," VF's Group President, Americas



Travis Campbell

West, Scott Baxter said in a statement. "His deep experience in the outdoor industry and personal passion for the outdoors, combined with his proven track record of business leadership, make him the ideal person to oversee the Americas region for our iconic The North Face brand."

Bringing many years of outdoor-brand experience to The North Face, Campbell previously served as president and chief executive officer of **Far Bank Enterprises**. The integrated manufacturer and fly-fishing product distributor is the parent company of **Sage**, **Redington** and **Rio**. Campbell became president of **Rio Products International**

in 2005 and president of **Redington Tackle & Apparel** in 2003. His experience also includes serving as director of business development for **Sage Manufacturing**.

Prior to working with Far Bank Enterprises, Campbell held various positions at **Deloitte Consulting** and **Andersen Consulting**.—*Dorothy Crouch*

## Circular Systems *Continued from page 1*

a natural fiber product.

It also created **Orbital**, which makes high-performance yarns out of recycled fibers, and **Texoop Recycling**, which recycles fabric.

To take his company one step beyond, Nicholson has been hitting various boot camps organized by companies around the world to help environmentally conscientious business people to become more successful entrepreneurs. "It's an investment in the future," Nicholson said. "They need these technologies to succeed in providing critical solutions for the textile and fashion industry."

The boot camps come at a critical time for Circular Systems, which hopes to close a seed round of funding this summer when it is scheduled to file patents for its products.

To further his knowledge, Nicholson received a fellowship to attend the second annual **Levi Strauss & Co. Collaboratory**, a special workshop June 21–24 with Levi's executives where ideas were traded among a number of people. The focus of the second Collaboratory was climate change.

"It was a powerful four-day intensive experience," Nicholson said. "They aligned everyone with a personal mentor based on their needs as an entrepreneur."

During the workshop, Collaboratory fellows listened to talks from thought leaders of the sustainable fashion movement, including Andrew Morlet of the **Ellen MacArthur Foundation**; Kirsten Spaulding from the nonprofit **Ceres**; Annie Gullingsrud, author of "Fashion Fibers: Designing for Sustainability"; and Bart Sights, the vice president of technical innovation at Levi's. Other speakers included entrepreneurs such as Bayard Winthrop of **American Giant**, a label made in the U.S.

The Collaboratory fellowship is the latest in a round of business boot camps and honors for Nicholson's Circular Systems. On March 20, **Agraloop** was awarded first place and \$349,000 by the Global Change Award, which is sponsored by the **H&M Foundation**. It is a nonprofit funded by the founders and main owners of Swedish fashion retailer H&M.

Part of the Global Change Award package is enrollment in a few "accelerators," or boot camps where executives and consultants help the award winners develop their business plans.

The accelerators are important for a new business. "It amplifies exposure to the market. It helps validate the business model we are proposing," Nicholson said. "It helps us come into contact with more human and financial resources. It helps us to become better businesspeople."

Last year, Circular Systems was selected to participate in the **Fashion for Good Plug & Play** accelerator produced by Belgian-headquartered retailer **C&A**. Also participating in this venture was the **Kering Group**, which runs brands including **Gucci**, **Saint Laurent** and **Alexander McQueen** as well as high-end




AWARD: Cofounders of Circular Systems receive the Global Change Award in Stockholm. From left to right, Geof Kime, Yitzac Goldstein and Isaac Nicholson.

French retailer **Galleries Lafayette**.

Held at C&A's Fashion for Good center in Amsterdam, the accelerator hopes to raise the profile of companies working in sustainable fashion and eventually interest the wider fashion industry in these companies' ideas.

These boot camps are proving beneficial for others, too. John Moore, cofounder of **Outerknown**, a label headquartered in Culver City, Calif., was awarded a fellowship in the inaugural class of the Levi's Collaboratory. "[Levi's] brought their industry veterans and leaders into the room to share with us their best practices and to inspire us to think in new and different ways," Moore said. "A multi-billion-dollar household name like Levi's is sharing vision, learning, resources and direction, with a bunch of artists, entrepreneurs, designers and suppliers all working together. It doesn't happen often."

Moore said that for most of the fellows, the workshop comes at a crucial time when these companies are just starting out. ●



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# FIDM Introduces Next-Gen Designers to 'The Dos and Don'ts' in a Design Career

By Dorothy Crouch Associate Editor

During its annual intensive-study program for high-school students, the **Fashion Institute of Design & Merchandising's** "3 Days of Fashion" provided opportunities for hands-on lessons, including a workshop for each participant to decorate tote bags provided to formerly homeless individuals who are now residents of the **Skid Row Housing Trust**.

The event also introduced students to influential industry professionals who offered real-world wisdom regarding how to navigate a career in fashion and design.

On June 21 these passionate student designers, many of whom are in their junior and senior years of high school, participated in a panel discussion held during their second day at FIDM and hosted by FIDM instructor Andre Barnwell.

Students learned important lessons, as three industry veterans—film and television costume designers Kimberly Adams and Mandi Line and Kimberly Culmone, who serves as

**Mattel's** vice president of Barbie design—offered crucial fashion education and career advice for today's young fashion set.

Relating to the teenagers by discussing her own high-school years, Line shared a personal story about how channeling hardship into a hobby laid the foundation for her future career. After falling ill and losing her hair, she began creating hats and headbands that gained positive attention from classmates.

"It changed my life because I took an ailment, something I thought wasn't okay in my life, and used this fabric that was bright and had daisies to construct something," Line explained. "I had a girl in the bathroom ask me, 'Can you make one of those for me? Can you make one for my mom?'"

As the first in her family to attend college, Culmone faced high expectations from her family members to enter a field they felt would lead to a more lucrative career than pursuing a creative area. She encouraged parents who were in the audience to support their children as more jobs in the future rely on skills attained through a creative education.

"For parents, as we move into 21st-century learning skills, many of the jobs your kids will have don't exist yet in the world," she said. "Creativity, communication and those skills of collaboration that come from the arts are the key to success in the future, so absolutely support your kids who are interested in creative fields."

While teenagers are often viewed as fickle or indifferent when it comes to career direction, the designers on the panel noted that students must grow out of these traits once they begin their careers, whether its during an internship or first job after college.



Kimberly Adams, Mandi Line, Kimberly Culmone, Andre Barnwell



Kimberly Adams, Mandi Line and Kimberly Culmone

"I want somebody who is excited about life and wants to learn," Adams said. "Show that you're excited about whatever it is that you're meeting somebody about. Be excited about it and find what it is that you love about it and talk about it."

Acknowledging the importance of paying it forward, Adams, Culmone and Line agreed that giving back to the school was extremely important.

"It's important because I remember being them. I am committed to giving back to the creative community," Culmone said.

Becoming part of the process that leads the students to determine where they want to go in their fashion and design careers was also crucial to shaping future designers.

"I think it's good to help them break the ice of how overwhelming this might be for them," Adams said. "I hope any little tidbits we might give them might help them either understand what they want to do or not want to do."

Looking toward the future of the industry, Line wanted to influence the students before the day arrives when she is working with them. "They're going to hopefully be the people that we hire, so I think the more realistic it can be, the better," she said. ●

## TECHNOLOGY

### BioCellection *Continued from page 1*

Hailing from Canada, high-school friends Miranda Wang and Jeanny Yao have a long history of promoting environmental sustainability. As young scientists, they founded BioCellection in college when Wang was studying engineering entrepreneurship at the **University of Pennsylvania** and Yao pursued biochemistry and environmental science at the **University of Toronto**.

"Jeanny and I met each other in high school and we first started working on building an environmental organization after meeting at a volunteer recycling meeting," Wang said.

The company has developed a strategy that turns these plastics into chemicals used by textile manufacturers to make materials such as nylon that can be used to create apparel.

"What we have developed is a liquid chemical process, which is able to deal with surface contamination, the dyes, the plasticizers and handle inconsistencies in the plastic," Wang explained.

By collecting presorted plastic from a recovery facility, Wang and Yao shred the plastic to prepare it for processing, without any other washing or sterilization needed. At BioCellection, the focus is now on one of the most ubiquitous and threatening forms of waste—plastic film.

"We are targeting plastic film, or polyethylene, because it is already well sorted. We are starting with that first and we also accept rigid polyethylene as long as it's well sorted."

The company is able to convert nearly 90 percent of the waste within three hours with intentions of increasing that figure to almost 100 percent by fall 2018.

"Our process right now is not yet able to reach 100 percent because we are in a laboratory system, so a lot of the reactions can be further optimized," Wang explained. "We're actually doing a demonstration this fall, where we can increase the throughput of the reaction, turn it into a continuous system and be able to create close to 99 percent."

Once the waste is transformed, BioCellection's process yields a chemical, or renewable virgin grade chemical intermediate, that acts as the foundation upon which materials to produce apparel—such as threads—can be made.

"We are contributing to a circular economy by provid-

ing these chemicals that currently are only produced by petroleum and we're producing a renewable source for them," Wang said.

Through creating these chemicals during a process that bypasses the use of petroleum, in addition to using existing plastic waste, BioCellection offers a new approach to fabric manufacturing for textile producers that want to shift production toward sustainability.

"We are able to produce small samples at the lab right now—up to about 100 grams per sample. We are working on purification processing of these chemicals, making sure



Miranda Wang and Jeanny Yao

these chemicals are pure for the synthetic polymerization process," Wang said. "We expect in six months to a year we will be able to achieve the level of purity needed to supply the apparel industry."

The potential for BioCellection's solution is obvious when looking at apparel manufacturers who have shown interest in learning more about technology that promotes sustainable sourcing. At **Adidas**, sustainability has become a large component of the sport-apparel giant's framework.

"We are striving to bring more of these initiatives into our brand and do more sustainability work that can resonate with consumers. Things that can solve the problems, rather than addressing needs," said Maryam Mazloumpour, senior manager of FUTURE material engineering for Adidas. "We

are interested in seeing how different technologies can adapt into our portfolio of products."

In addition to its Parley line of footwear and apparel, which is manufactured using yarns made from beach waste, the 2020 Adidas sustainability targets include improvements in water protection, energy conservation and investments in more sustainable materials sources to promote a circular fashion system. As the company works toward achieving these goals, it is investigating the most efficient, sustainable methods to evolve into a greener apparel brand.

"The whole concept of circularity is making a lot and



Beakers showing stages of plastic waste (from left): shredded plastic, BioCellection's chemical and threads that could be created from BioCellection's product

selling a lot, but we also need to take back a lot and do something with it—it can be upcycling or downcycling," Mazloumpour said. "We get the same, consistent message from gen Z and millennials that they want to know where these products are coming from and where they're going to end up."

As millennial scientists, Wang and Yao are providing a resource that will offer a transparent line of sourcing and answer the questions their own generation is asking regarding manufacturing.

"We have visited a number of waste stations in the U.S. and Canada," Wang said. "We have also been spending a lot of time in those labs and, now, as entrepreneurs in our own laboratory, developing this technology." ●



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## MADE IN CALIFORNIA

# Bricks & Wood's Mission for South Central Los Angeles

In 2003, the Los Angeles City Council voted to officially change the name of South Central Los Angeles to South Los Angeles.

The City Council hoped a name change would dispel stereotypes of crime, gangs and violence of the area below the 10 Freeway, but the name change never resonated with Kacey Lynch, a third-generation South Central resident.

Lynch tells people that his clothing brand,

boutique in his neighborhood.

He has placed the basics-focused line in independent boutiques such as **Threads & Needles** in Torrance, Calif., located in the South Bay of Los Angeles County. Looks include T-shirts, hoodies, baseball caps and beanies.

The silhouettes are rooted in a South Central style from the 1980s, but he also hoped to design a look that could be worn any-



**Bricks & Wood**, is headquartered in South Central Los Angeles, not South Los Angeles.

"A City Council vote will not change the identity of people," he said of his district. "I don't call it 'South LA.' People who are not from here call it South LA."

However, like the 2003 City Council, he hoped to change perceptions of his neighborhood. And he thought he could do it with a clothing line.

"I wanted people to know that success is not what you see on TV. I want people to understand that success is what surrounds you. You don't have to leave your neighborhood. The challenge might be tougher, but the reward will be more fulfilling. You can prove to the world that this place has creativity and beauty," Lynch said. In the future, he hopes to open a branded

where. "It is meant to be universal. I want to give people something that can be worn year-round," Lynch said.

T-shirts and hoodies bear embroidered Bricks & Wood logos. Beanies come in a variety of pastel colors. Baseball caps were designed with a variety of logos ranging from a capital "B" for Bricks & Wood to styles that show an ampersand. Another popular look was a velour-fabric baseball cap.



The brand's hoodies are made in South Central Los Angeles. The beanies are manufactured in Portland, Ore. The tees have been

produced in the San Francisco Bay Area. Retail price points range from \$30 for a T-shirt to \$110 for a hoodie on the brand's direct-to-consumer site at [www.bricksandwood.us](http://www.bricksandwood.us).

—Andrew Asch

## Calendar

### June 30

**Agenda Festival**  
Long Beach Convention Center  
Long Beach, Calif.

### July 4

**Blossom Première Vision**  
Carreau du Temple  
Paris  
Through July 5

### July 12

**Paraiso Miami**  
Collins Park  
Miami Beach, Fla.  
Through July 16

**The Professional Club's Summer Social**  
The Commissary at the Line Hotel  
Los Angeles

### July 14

**SwimShow**  
Miami Beach Convention Center  
Miami Beach, Fla.  
Through July 17

### Cabana

Collins Park  
Miami Beach, Fla.  
Through July 16

### Hammock

1 Hotel South Beach  
Miami Beach, Fla.  
Through July 16

### July 17

**DG Expo Fabric & Trim Show**  
Penn Plaza Pavilion  
New York  
Through July 18

### Première Vision

Pier 94  
New York  
Through July 18

### Spinexpo

Brooklyn Expo Center  
Brooklyn, N.Y.  
Through July 19

There's more  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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# Fashion Market Northern California Surpasses Expectations

By Deborah Belgum *Executive Editor*

Even though the June version of **Fashion Market Northern California** is normally quieter than its other shows, exhibitors were pleasantly surprised by the turnout and the number of orders written.

Mary Taft, the show's executive director, said attendance was up 2 percent over last year.

"We didn't sit down yesterday [Monday] at all," said Stuart Marcher, whose **Julie & Stuart Marcher Showroom** at the **Gerry Building** in Los Angeles carries several high-end brands including **AZI Jeans**, **Nally & Millie**, **Translation** and the sweater line **Unwine**. "We are well up over last year, about 15 percent. People in general are saying their business is good."

The trade show, which ran June 17-19 at the **San Mateo County Event Center** in San Mateo, Calif., usually concentrates on merchandise for Fall II, which is a time for retailers to write fill-in orders after Fall I and also an opportunity to patch up the gaps in the summer lineup with **Immediates**.

"Retailers were looking for fill-in items and to complete their Fall buys," said Lynn Anthony, the sales rep in Mill Valley, Calif., for **IC Collection**, an updated line of womenswear based in Los Angeles.

Nancy Provda, who represents the linen-centric line **Fridaze** as well as **Yasuko** and **Toofan**, said retailers came in looking for newness and to place more orders for things they had already bought. "I found most of my retailers were up-



Donuts lure in buyers



Karen Anderson showroom



Bali Queen booth



Hannah Johnson Sales

beat," Provda said.

Normally retailers attending the show come from mostly Northern California, Oregon and Washington, but there were store owners filtering in from Arizona, Colorado and Oklahoma. But several stores in Santa Rosa, Calif., hard-hit by a devastating fire last October that destroyed some 2,800 homes and killed 22 people in Sonoma County, were either not shopping as much or not showing up at all because a

said IC Collection's Anthony.

Sympli's Stone didn't expect as many buyers to show up to the three-day show. But they were there, taking more time to write orders. "I'm not hearing a lot of doom and gloom," she said. "This surpassed my expectations."

The next Fashion Market Northern California will be held Aug. 19-21 for the Holiday/Resort market. ●

number of their customers had moved out of town.

"Some of those retailers I am seeing on the road, but they are not coming to the show," said Jacqueline Stone, who lives in Fairfax, Calif., and is the sales rep for the Canadian womenswear line **Sympli**.

Exhibitors that did well had done their homework, rustling up buyers and retailers to the show. Stuart Marcher said he sent out emails and postcards as well as made phone calls to get the word out about the show, known for its open-air exhibition space and wide-open aisles that make it easy to navigate.

There are also several conveniences. Every morning, the Northern California show offers a free continental breakfast for buyers from 9 to 10 a.m. and afternoon snacks of lemonade and cookies. On Monday afternoon, show organizers host a sip 'n shop event where each retailer receives two tickets for complimentary wine or beer between 4 and 7 p.m.

With consumers feeling more secure financially with a federal tax deduction and practically full employment, retailers are more optimistic. "My good stores said they were out of merchandise and were writing heavy orders,"

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# Wolk Morais Tries On California Cool for Latest Collection

How's this pitch for a fashion line? "[Art deco] painter Tamara De Lempicka picnics in Topanga Canyon whilst Helen Lundberg and Lorser Feitelson paint and pontificate about the virtues of California cool."

The fantasy of historical art figures lunching together was the inspiration for **Wolk Morais's** newest collection, with 28 looks seen on the runway June 26 at **The Jeremy Hotel** in West Hollywood, Calif.

Some themes from past Wolk Morais shows made appearances in the array of styles called Collection 7. As with past collections, there was a focus on suiting for women and men. Also on view were long dresses that seemed to gain some inspiration from Hollywood in the 1940s.

Claude Morais, one half of the design duo, said many of Collection 7's looks were new. "The color palette was different. The colors are more earthy," he said. Prints seemed to take cues from the art-deco and surreal shapes in the work of De Lempicka and friends.

Runway looks included a jacquard mini-skirt suit, a maxi dress with a bronze starburst design and a tunic outfit as well as street-inspired looks. A one-piece item featured a mesh tank top bearing the Wolk Morais monogram.

The show also featured sculpture created by Canadian artist Bruno Billio. The installation—made from metal racks to hang clothes—served as the backdrop for the runway show.

Post show, Morais and Brian Wolk, the other half of the label's design team, led the models and runway-show audience across the street to the **Fred Segal** emporium, where there was a reception for the Wolk Morais boutique in Fred Segal, which will probably run until August.—*Andrew Asch*



GETTY IMAGES

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## EVENTS



Noel Ryan, Diane Ryan, Pamela Ryan and Sandy Ryan



Gail Bernstein

## National Jewish Health Holds Annual Fund-raiser in Pasadena

National Jewish Health is a medical institution founded in Denver in 1899 by Frances Wisebart Jacobs, the "Mother of Charities," as an institution for the needy.

The health institution did not send a bill to anyone until 1970 because fund-raising and charitable contributions covered its expenses. Today, National Jewish Health, which specializes in treating respiratory diseases, raises more than \$30 million a year through dinners and other fund-raising events to cover medical research, costs and treatment.

Part of that fund-raising effort takes place at the annual **Black & White Ball**, hosted by **Los Angeles Professional Services**. In the past, the ball has had one or two honorees to help with the fund-raising effort.

Last year, those honorees were Noel Ryan of **Houlihan Lokey** and Gail Bern-

stein of **PNC Business Credit**. This year, there were no honorees at the event, held at **The Langham Huntington** hotel in Pasadena, Calif.

But next year's honorees were named. They are Sydnee Breuer, executive vice president and Western region manager for finance firm **Rosenthal & Rosenthal**, and Nick Rozansky, a partner in the law firm **Brutzkus Gubner**.

Robert Ezra, an attorney and partner with **Freeman, Freeman & Smiley**, a past honoree and the event's cochair, told the well-dressed crowd that the facility is the only one in the world dedicated to groundbreaking medical research and treatment of patients with respiratory, cardiac and immune diseases. "It has been recognized as the No. 1 leading respiratory hospital in the coun-



Michael Savoy with Bonnie and Robert Ezra



Susan Lerner and Dr. David Beuther

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National Jewish Health *Continued from page 8*



The Souville band entertains the crowd.

try," he said.

Susan Lerner, a trustee of the facility, told her family's history of being treated at National Jewish Health. It started with her grandfather, who went to the hospital in 1929. "My maternal grandfather had contracted tuberculosis and was advised to go to the facility in Denver," she said. "My mother told me she and her family would stand outside the tuberculosis ward and wave to him but they weren't allowed to go in. National Jewish became his home and his fellow patients his family."

She noted her grandfather's care didn't cost the family anything. To-

day, she, her four children and 12 grandchildren are all asthmatic and have serious allergies. "I even took my granddaughter there who has a peanut allergy," she said. "As a trustee, I feel I am repaying the hospital for the care and kindness to my family."

Dr. David Beuther, a pulmonologist and researcher for 13 years at National Jewish Health, noted that the group's support helps the facility to care for patients and do groundbreaking medical research at the same time. His goal is to eliminate asthma in the next five years.—*Deborah Belgun*

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