

MERCHANDISING OPPORTUNITIES DESIGN ASSOCIATION

Western Michigan University, Kalamazoo, MI 49008

FACT SHEET

Spring 2009

Executive Board Members:

Danielle Mihelich	President
Kathleen Herm	Vice President
Leigh Richards	Senior Public Relations Chair

Committee Chairs:

Heather Holland	Public Relations Chair
Katelyn White	Set Design Chair
Erin Kaplan	Fundraising/VIP Chair

Established:

1998

Organization Size:

Approximately 100 members

Fashion Shows:

- 2002 MODA produced first fashion show "Fusion"
- 2003 "Fusion" show brought in more than 550 attendees
- 2004 MODA introduced spring fashion show
- 2005 MODA donated \$2,000 to the Southwest Michigan affiliate of the Susan G. Komen Breast Cancer Foundation
- 2006 MODA donated \$3,000 to the Southwest Michigan affiliate of the Susan G. Komen Breast Cancer Foundation
- 2007 spring show had an attendance of more than 750 guests
- 2007 fall show MODA collected 108lbs. of food for donation to Loaves & Fishes of Kalamazoo

Student Benefits:

- Allows students to meet new people
- Gives students the chance to showcase their talent

- Helps students to build skills in communication, networking, leadership, teamwork, time management and production
- Gets students involved in the community
- Gives students an opportunity for hands-on fashion show production experience

Community Benefits:

- Money is donated to local organizations to help fight breast cancer
- Local food banks benefit from MODA's food drives
- MODA adopts single-mother families in need from the YWCA during the holiday season
- Fashion shows bring in visitors from all over who spend money in area businesses