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January 2011

peopleWear SF reports "metered growth"

peopleWear SF was founded in the fall of 2007. The Founders' research and discussion at a meeting of early members and industry supporters at the Institute for Civic and Community Engagement at San Francisco State University in January of 2008 defined an ambitious agenda that included providing industry networking strategies, practical industry resources, workforce training, and support for innovative and sustainable design and production practices with a local focus.



Weston Wear's Kevin Coker, January 2008

Since then, the volunteer leadership team has **created a solid organizational foundation:**

- *Growing the Board of Directors* to eight highly-involved members, each of whom brings important expertise and

First person

Jeffrey Betcher

pWSF Co-Founder & President

I couldn't be more proud of *peopleWear* SF. I remain honored to serve as the organization's first president, humbled to do so alongside local industry luminaries, and steadfastly grateful to our loyal Members for their trust.



For the third time, I am formally reporting on the metered progress of a bold organization that was born in tough times, and grew in the face of challenges some said were insurmountable.

Challenges remain; but *peopleWear* SF is stronger than ever.

In the midst of obstacles, when it is easy to feel powerless, my fellow Board members stepped

leadership to our work.

- *Establishing governance and a fiscal relationship* with SFSU Corporation, developing governing policies, and creating responsible administrative functions within the Board.
- *Stewarding core funding* through membership dues and a seed grant from San Francisco Fashion Industries (the preceding trade association for our local industry). We remain fiscally sound for both year 2010 and cumulatively since our founding.

peopleWear SF has delivered on many of the requests Members have made with regard to **communications, networking, and policy**:

- *Providing ongoing, professional technical assistance* through the pro bono efforts of Member experts.
- *Developing a Members' newsletter* with early print editions and ongoing electronic ones.
- *Launching and refining online networking tools* including an online directory of local professionals and a growing library of useful information.
- *Maintaining visibility for the industry* through frequent contact with local policymakers, with particular emphasis on support of innovative and sustainable production methods.

We continue to **grow our membership** with a focus on individuals who have demonstrated commitment to our industry, and to **connect to allied organizations** throughout the region.

- *We now have 36 members*, and work (often in leadership) with educational and other professional organizations related to the apparel industry.
- *We have held 7 Member events* and trade shows since 2008, including 2010 events at Westonwear and Zoolnk. Each event was well-attended, received good feedback, and resulted in new and beneficial relationships.

An organizational strategic planning process in the last quarter of 2010 yielded a **recommitment to the work of *peopleWear* SF, with a stronger focus on the needs of existing professionals in our industry.**

NEW mission statement! *peopleWear* SF connects San Francisco Bay Area & Northern California sewn product industry professionals. It promotes innovation in manufacturing and operations and fosters industry cohesion. The all-volunteer association maintains an industry directory and instills best practices for its current and future members.

Ongoing strategies include:

- *Refining our industry directory*, a project that requires extraordinary research to locate and confirm details of businesses in our area.
- *Promoting our Members' accomplishments* and the local industry in general through communications and online networking.
- *Supporting all efforts to grow a reliable, trained workforce* in our region.
- *Reaching out to, and convening* all individuals and groups

forward with confidence, vision and stunning commitment. As a whole, the Board has been the hardest working board of directors I have ever been associated with. **Connie Ulasewicz, Cynthia Carley, Gail Baugh, George Arvan, Steven Pinsky, Wendy Miller, and William Garnsey** each has my deepest respect and gratitude.

Thank you for all **you** do for *peopleWear* SF and for the San Francisco/Bay Area and Northern California's fashion and apparel industry. Together we really are making a difference.

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who are concerned about the health and vibrancy of our industry.

- *Talking about the importance of local production*, sustainable processes, and, in general, doing things differently in a rapidly changing world.
- *Insisting on business-friendly public policy* and governmental practice.

We hope that you are as proud as we are of these accomplishments of which you have been so critical a part. We look forward to serving you in the future, and involving you in the development of a healthy, thriving and profitable apparel industry in our area.

Time to (re)join *peopleWear SF*

It's a new year, a new day for the economy (we hope!), and a new season of membership with *peopleWear SF*. Please (re)commit with a 2011 membership, or join for the first time. Your industry needs you. www.peopleWearSF.org

peopleWear SF Members are invited to send trade articles, professional highlights and personal notes for publication. [Email us today!](#)

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