



THANK YOU

To CFA Members
... and 'Friends'

All of those reading this short missive have our sincere gratitude for your support of the CFA mission as the **California Fashion Association** comes to the end of our 23rd year. The industry has faced turbulent times in recent years, requiring needed adjustments to the latest blizzard of technologies and retail realities...with even more whirlwinds of change to come....all of which will demand an even greater reliance on information in the future.

In addition to the myriad of seminars, panel presentations, "Protect Yourself" newsletters, and bulletins marketing the CFA Members' events, the CFA office has worked with a global network of industry associations from apparel producing regions throughout the world including Hong Kong, Guangzhou, Korea, Italy, England, Colombia, Peru, Canada, Pakistan, Mexico, Brazil, and Egypt.

At the *California Fashion Foundation (CFF)* annual Scholarship luncheon we showcase the talent coming from the state's advanced educational programs and continue the tradition of a Christmas party for the children of the downtown child-care centers. Throughout the year, the *CFF* lends marketing support to the charitable events sponsored by CFA members.

We were also there to 'pound-the-table' when focusing our city, state, and federal officials toward a friendlier knowledge-base about the business of fashion and we will continue to be ahead of news so that your departments are 'prepared'.

What will 2019 bring?.....more change for sure! No aspect of bringing product to market will ever be the same and, while we will not assume to know the answers, we WILL focus on the questions and find the 'experts' who can bring some light to the upcoming issues.

Keeping you, as an industry 'thinker', constantly informed about the issues helps your colleagues and employees make intelligent choices when navigating 'new' concepts....and that is what is happening - new concepts - new ideas - new opportunities!

All businesses need to embrace even more radical changes to avoid being left behind.

This note also offers a special 'thank you' for those of you who show up at the various events and write that 'extra' check when called upon. We know it remains challenging for you to respond to all of the 'asks' on your desk, but you do find the time and resources to commit to the CFA's mission.

Thank you again for being a member of the California Fashion Association, and we wish you a healthy and Happy Holiday season....and a successful 2019.

Sincerely,

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