

February 8, 2006

To: Office of the Mayor
Fr: Rita Warford
Re: BID #19 Board of Directors
CC: Todd A. Coleman

Bio. of Mrs. Rita Warford

Per the request of the Office of the Mayor of Milwaukee, I am submitting my brief biography pertaining to my involvement or desire to become involved with the Villard Avenue Business Association. My name is Rita Warford, owner of Sew-What, located at 3524 W. Villard Ave. Sew-What is an alterations operation that also retails name brand tennis shoes, men's clothing, and accessories.

Mrs. Warford, a devoted wife and mother of 4 young men, has resided in the Villard Ave. area for over 3 years. As a seamstress, she has been doing alterations for over 12 years and decided, due to location and efforts towards revitalization, to move her operation to Villard Ave. from an already prospering West Capitol Drive during the winter months of 2003.

Mrs. Warford has been an active member of the Villard Ave. Business Association and a vocal member of the BID #19. She has served on the committee which created Villard's moto, "*CATCH THE FEELING, CATCH THE VIBE!*" Mrs. Warford was an integral part of the *Villard Ave. Day Festival* held in October of 2005. Her commitment can be found from the sewing machine of Sew-What, to the meeting room of the BID #19 Board of Directors meeting. Always willing to lend a helping hand towards the progress and growth of Villard Ave.