

Pamela Flasch
1521 North Astor Street ✓
Milwaukee, WI 53202
414 225-9884

February 1, 2010

Laura Cole
President,
Brady Street BID

Dear Laura,

Thank you for inviting me to sit on the Brady Street BID Board. I am honored, as a fellow merchant and neighbor, to serve the greater good of the Brady Street Area. Here is a brief synopsis of my past experiences.

In 1984, I graduated with a Bachelors of Science from the University of Wisconsin – Stout. I majored in Clothing Textiles and Design with a minor in Business. My first post college job was in retail store management for the Limited Express. I began working for the Limited Express in Milwaukee, and transferred to Appleton in April of 1985 to open a new location in the Fox River Mall. After one year in Appleton, the Limited Express transferred me to Denver Colorado, where I managed all four locations in the Denver area. In September of 1987, I moved on to San Diego California and worked in retail store management at Banana Republic. In July of 1988, I moved back to the Milwaukee Area, answered a blind ad in the newspaper and began working for the Harley-Davidson Motor Company.

During the nine years I was employed at the Harley-Davidson Motor Company, I worked in three different departments. Initially I worked in Sales Administration, primarily calling dealers and soliciting orders via the telephone. After eighteen months, I was promoted to the Store Design Department. A new department with a total of three employees, we were responsible for helping dealers remodel their dealerships to become more retail friendly environments. My main duties included traveling to the dealerships after the remodeling was completed, and teaching the staff how to merchandise their dealership. After two years of extensive travel, I obtained the position of Product Development Coordinator in the Motor Clothes Department. There, I aided in developing private label products sold throughout the Harley-Davidson Dealer Network. After two years, I was promoted to Product Manager of Accessories, Riding Gear and Gifts.

In August of 1997, I left Harley-Davidson and went to work as a Product Manager for Amity / Rolf leather products. As the manager of men's small leather goods, I was responsible for the lion's share of the product line. I worked with the Sales Force in several

channels of distribution, including: Mass, Department Store and Outlets. When Amity / Rolf went bankrupt in the spring of 1998, I began to form a business plan for Miss Groove.

Realizing I had to have more money in the bank, I accepted a position with Seaquist Closures in Mukwonago, Wisconsin. Seaquist Closures make caps that fit on bottles and tubes. Seaquist Closures, is the leading supplier of caps to the Health and Beauty Aides Market in North America. As the Market Manager for Health and Beauty division, I was responsible for business to business marketing for North America and the marketing liaison for the European, South American and Asian subsidiaries. I left Seaquist Closures in March of 2000 to open Miss Groove.

Miss Groove was born out of wanting to stay in the fashion industry, yet remain in Milwaukee. Frustrated with Corporate America and hungry for a new challenge that utilized my past experience, I opened the doors of Miss Groove in May of 2000. Initially we sold only accessories and gifts. In response to market demand, we expanded our selection of merchandise to include apparel and lingerie. As a resident of the Brady Street Area one of my goals was to establish a store where people in the neighborhood could shop and buy gifts. Our merchandise mix has changed dramatically since the day we opened our doors, yet we continue to carry items under \$30 to serve our diverse neighborhood.

To grow the lingerie portion of our business and give the customer a distinct shopping experience, Miss Groove Intimate opened across the street from the first store in October of 2005. Miss Groove Intimate has received a multitude of positive press since its opening, adding to the allure of Brady Street.

In July of 2009, we combined Miss Groove Accessories and Apparel and Miss Groove Intimate and moved to 1330 East Brady Street. With the down turn of the economy, I needed to cut overhead and expenses. The importance of remaining on Brady Street cannot be understated.

After living in the Brady Street neighborhood for twenty years, I have a vested interest in the success of Brady Street. In 1995, I purchased my home on Astor Street. Miss Groove, Ltd employs four part time workers and supports my household. We are proud to be a part of the renaissance of Brady Street and hope to continue contributing to Brady Street's unique ambiance and diverse commerce. Thank you for your consideration.

Best regards,

Pamela Flasch
President,
Miss Groove, Ltd.