



## Home Fashion Products Association's 2014 Annual Meeting, Honoring Mark Grand with the Carl Goldstein Lifetime Achievement Award

On November 13, 2014, Home Fashion Products Association (HFPA), the premier association for companies involved in the home fashion products industry, will hold its annual meeting. The event will feature a keynote presentation, *Sustainable Style: Driving Fashion Forward in the 21st Century*, presented by **Marci Zaroff**, President of Portico Brands. With a shift in popular culture led by the millennial generation, social innovation & global responsibility are no longer about staying ahead, but instead, about not being left behind. Today's consumers are demanding authenticity & transparency and are seeking products & brands that speak to both value and values. Come learn how & why this new paradigm is the future of home fashion.



Marci Zaroff coined the term and pioneered the market for "ECO-fashion," and is an internationally recognized ECOLifestyle entrepreneur, educator and expert. Founder of "Under the Canopy," Producer of "THREAD|Driving Fashion Forward," and Co-Founder of "The Institute for Integrative Nutrition" Marci has been instrumental in driving authenticity, environmental leadership & social justice worldwide for over two decades. Currently President of PORTICO BRANDS and Director/Advisor on numerous Boards - including the Organic Trade Association, Textile Exchange, Fair Trade USA, Fashion Revolution Day, Cradle-to-Cradle's Fashion Positive and Teens Turning Green - Marci is featured in "Eco Amazons: 20 Women Who are Transforming the World" and has received countless recognition, such as New York Moves "Power Woman Award," The Natural Product Industry's "Socially Responsible Business Award," Fashion Group International's "Rising Star Award" and a prestigious "Henry Crown Fellowship" of The Aspen Institute. [www.marcizaroff.com](http://www.marcizaroff.com)



We are thrilled to announce that **Mark Grand**, President, Peking Handicraft, will be awarded HFPA's Carl Goldstein Lifetime Achievement Award, recognizing his commitment and dedication to the HFPA, its Board of Directors, and the industry at large. Read more about Mark's career below.

**Date:** Thursday, November 13, 2014

**Time:** 9:00am-11:00am  
9:00-9:30 am- Continental Breakfast and Networking  
9:30-10:00 am- Annual Meeting of HFPA/Legal Report by Robert Leo  
10:00-11:00 am- Lifetime Achievement Award/Keynote Address

**Location:** 295 Fifth Avenue, Buyer's Lounge

**Cost:** FREE for HFPA member companies  
\$75.00 for nonmembers  
RSVP to Ellery at [emoses@kellencompany.com](mailto:emoses@kellencompany.com)

**Interested in sponsorship opportunities?** Contact Ellery at [emoses@kellencompany.com](mailto:emoses@kellencompany.com) or at 212-297-2131.

**Mark Grand** was born and raised in The Bronx, and had to learn survival at an early age in the streets of the city. "It wasn't good enough to just steal hubcaps", he remembers, "we stole hubcaps from moving vehicles. Sometimes police cars". He was accepted to and attended The Bronx High School of Science ("I still believe someone must have made a serious clerical error"), followed by The George Washington University (1971) and The University of Pennsylvania (1973). Upon leaving graduate school, he was deciding between offers from a leading consumer products company and a famous advertising agency, when he took his last interview, with Abraham & Straus. "I had offers from other department stores, but A&S was different. The environment was electric, the people were stimulating and challenging, and you got a report card every day. You couldn't be bad numbers, and I was ready to bet on myself. Frankly, I fell in love more with a company than an industry".

Grand was a member of the A&S Executive Training Class of September, 1973. On his first day at A&S he met Laurie Cope, an HR Executive Development Rep, who was in charge of running the Executive Training program. They became good friends, but it took Mark 14 months to build the courage to ask Laurie out on a date ("She placed me as Assistant Buyer in the Ladies Hosiery department. Was that a sign?"). They started dating in November, 1974, and were married on September 14<sup>th</sup>, 1975, a date which almost guaranteed that they would spend many anniversaries apart in the future.

In 1976 Mark and Laurie moved to Los Angeles; Mark transferring within Federated Department Stores to Bullock's, and Laurie going to work for May Company. It was at Bullock's that Grand found his idols and models in Retail Management: Allen Questrom, Michael Steinberg, and Arnold Aronson. "I was lucky enough to work for a great boss, Howard Goldaper, who gave me exposure to these three executives, who were like gods, and exposed them to me. They inspired me, taught me, and modeled the behavior that became the way I wanted to do business and conduct myself. 38 years later I still idolize and love them". Grand's first buying position was in the Lamp Department, and then, as recruiters and PR people say, move on to positions of growing responsibility, until 1981. By that year, all three of his idols were gone, and replaced, he says, by people of significantly less talent and integrity. At that time, Laurie, who also had a successful career with May Company and later Carter Hawley Hale, convinced Mark to take a stab at a secret passion – comedy writing. Mark left Bullock's on good terms to pursue his hidden dream. The fact that you are reading this now speaks to how successful a comedy writer he was ("but I had a great tan").

He returned to Bullock's in 1984, and became DMM of Home Textiles in early 1985, a position he held until 1987, when he took a chance and joined upstart specialty linen store Strouds ("good timing, as the scent of Robert Campeau coming to Federated was strong"). Over eight years at Strouds, Grand was Vice President of Bedding, Vice President of Stores, and finally

EVP/GMM, and was chief merchant during the process of taking Strouds through to its IPO in 1994. Bill Stroud had a strong influence on Grand during those years, and Grand incorporated the Strouds "style" into his approach to doing business. Grand was also the writer and a performer of the industry-lambasting skits at the annual Strouds Golf & Tennis Tournaments. ("this, and the occasional funny email is what's left of my comedy writing career").

In late 1995, Grand became VP GMM of Home Fashions at Sears, which gave him responsibilities over Housewares, Furniture, Luggage, Floor Coverings, Custom Decorating, and Mattresses, as well as Bed and Bath, and Window Coverings. After 7 years of surprising success, he left to become a supplier. He was COO at Peking Handicraft from 2003 until 2008, when he was promoted to President. He has won several Industry Awards, and has made many presentations to Industry gatherings. He does wonder, however, why his jokes seemed to be funnier when he was writing big orders as a retailer.