

TOP STORIES

Honda rolling out remodeled CR-V

Honda unveiled its redesigned CR-V, a vehicle that already stands as the country's top-selling SUV. The design looks similar to the current version, but it is kicked up a notch with a turbocharger and new technology. The fifth-generation CR-V, assembled in East Liberty, and in two other plants, will go on sale in December. Pricing and fuel economy information were not available.

Ultra-fast internet launched by AT&T

AT&T launched its ultra-fast internet option in parts of Columbus, New Albany, Hilliard, Dublin and surrounding communities, offering service fast enough that users can download 25 songs in a second. Central Ohio is among 32 metropolitan areas in which AT&T has introduced internet service with speeds up to 1 gigabit per second.

Limited chief executive leaving for Chico's job

The Limited CEO Diane Ellis is leaving the Columbus-based company to become president of Chico's, a specialty retailer of women's clothing based in Fort Myers, Florida. Ellis said she is making the move because it fits with her family's long-term plans to live in that part of the country.

BIZ BLOG



JIM WEIKER

On the House

In a rare sign that the Columbus rental market may be cooling, a study by apartment listing service Abodo showed rent for a one-bedroom apartment dropping from \$937 in September to \$843 in October. The 10 percent decline was the third-largest drop in the nation. The service said the apartment boom over the past few years is finally starting to affect rents.

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Q&A: Melanie Corn

For more, pick up Columbus CEO magazine or visit ColumbusCEO.com

College, community, connections

New president wants to amplify CCAD's reach

By Jennifer Wray
Columbus CEO Magazine

As an art history student, Melanie Corn recognized that art could not only document culture, it could change it.

Now, Columbus College of Art & Design's fifth president — and the first woman to serve in that role — is setting a vision for the school in which students and graduates can pursue a creative practice that makes a difference, as well as enabling them to make a living and feel fulfilled.

Corn, a native of the Chicago area and provost of the California College of the Arts before starting at CCAD in March, plans to increase enrollment to 1,600 from 1,115 now by adding majors and expanding CCAD's reach beyond Ohio, home to about two-thirds of the student body. She'd also like to see CCAD further community connections with more sponsored studio programs, such as one it holds in partnership with Airstream, and do more project-based learning with nonprofit groups.

Corn discussed CCAD and its future in a conversation with Columbus CEO.



Melanie Corn, president of Columbus College of Art & Design, has plans to expand enrollment and help students and alumni make a difference, as well as a living. TIM JOHNSON/COLUMBUS CEO

Q: What attracted you to Columbus and CCAD?

A: The city is at such an incredible moment right now, a sort of revitalization of the urban core. And for me, I think what was most interesting in terms of the job was that the city's revitalization has a lot to do with the creative economy. ... It made me feel like this is a school and a region where I can truly believe in what I'm doing.

Q: How is CCAD diversifying its academic offerings?

A: We're launching a few new programs, starting recruitment in fall '16 and enrolling students in fall '17. We'll have two new undergraduate majors: Contemporary Crafts and Comics & Narrative Practice. I think those two are really opportunities to build

off of our strengths as an institution and (those of) the Columbus and central Ohio region. ... Columbus is the Midwest capital of comics in a lot of ways, and we already have very strong illustration and animation programs and a lot of faculty and students working in the sequential arts, so I think the comics major is a natural outgrowth of that. Similarly, in terms of craft, we have a strong tradition of fine arts and 3-D making. (This major will) ... help position CCAD as an important participant in the contemporary craft dialogue.

At the graduate level, we'll be launching a new degree, a Master's of Design (in Integrated Design). This program is geared toward thinking about the importance of design leadership, design practices and design thinking

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in a broad sense.

Q: Are "art" and "business" compatible concepts?

A: I think art and design pedagogy, the learnings from an art and design education, are ones that are broadly applicable. So not only can you come here and get a great education to be an artist or designer, you can also come here and get a great education to be a librarian, a lawyer, a business owner, an entrepreneur. ... I think the skills that one learns in an art and design education ... are incredibly important right now for the business world, for the nonprofit world, for thinking about social change and making a difference in society.

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RETAIL WATCH

Continued from G1

"Abercrombie has based its brand on its appeal to teenagers." And Wunderlich Securities' Eric Bederv wrote in a research note, "We see limited reasons for older customers to shift back to a 'teen' brand and, frankly, there are better brands and lifestyles for the 20-plus customer to focus on."

But executives at the retailer said something else.

"Actually ... the majority of our customers are over 20," Fran Horowitz, president and chief merchandising officer, said during a conference call with analysts. "So we are targeting that particular consumer."

Arthur Martinez, executive chairman, went into further detail later in a conversation with *The Dispatch*.

The retailer is seeking "a clear separation between Abercrombie and Hollister," he said. To do so, Abercrombie spent several months talking with focus groups to find out about the current attitudes of customers.

Based on that study, "our goal for Hollister is to be the iconic brand of the global teenage consumer," Horowitz said. "Now, for A&F with its rich 125-year heritage, our goal is to be the iconic American casual luxury brand for today's 20-something consumer."

"The surprise to me, and it was a positive surprise, is that there was a latent affection for the brand among the

20-somethings," Martinez said. "They kept saying, 'I grew up with the brand, but it did not grow up with me. It meant something to me.' That brand equity is real."

The proof will be in the profit, of course.

Restructuring

Ascena, the parent of central Ohio-based brands Justice and Lane Bryant, has made some organizational changes in the executive suite, restructuring its business into four operating segments — premium fashion, plus fashion, value fashion and kids.

Brian Lynch, most recently president and CEO of the company's tween-oriented Justice brand, has been named Ascena's chief operating officer.

Gary Muto, president and CEO of the company's Ann brands, will continue to oversee the Ann Taylor, Loft and Lou & Grey brands, which now make up the company's premium fashion segment.

Linda Heasley, most recently president and CEO of Lane Bryant, has been appointed president and CEO of the company's plus fashion segment.

George Goldfarb, most recently president and CEO of Maurices, becomes president and CEO of the company's value fashion segment.

Lece Lohr, most recently head of merchandising at Justice, succeeds Lynch as the new president of the company's kids segment.

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