

# Celebrating

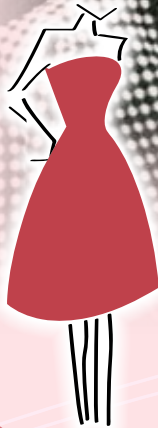
# fifty

# Years

1962 - 2012

*Success always  
depends on my  
"marvelous staff."*

*George W. Kutsunis*  
George Kutsunis



# FOUR Seasons





**We Announce**  
 ... with great pleasure the GRAND OPENING of our newly remodeled and expanded store. We invite you to see the nation's leading fashion lines:

**DRESSES & SUITS:**  
 Jonathan Logan  
 Butte Knit  
 R & K Originals  
 Gay Gibson

**SPORTSWEAR:**  
 Russ Tags  
 Darlene  
 Tami Sophisticates  
 Cos Cob  
 Pantree  
 Peppertree  
 Whistle Stop

**COATS:**  
 Armo of Norvelt  
 O.R.F. Juniors

**SLIMWEAR, LINGERIE & SLEEPWEAR:**  
 Warners  
 Maidenform

**HOSIERY:**  
 Hanes

**CHILDREN'S WEAR:**  
 Carters (Layette, Playwear & Sleepwear)  
 Kate Greenaway Dresses  
 Har Majesty Lingerie  
 Aileen girl sportswear  
 Fairfield for Girls

Kelly Arden  
 Stacy Ames  
 Irvington Place  
 Countrywise (by MacShore)

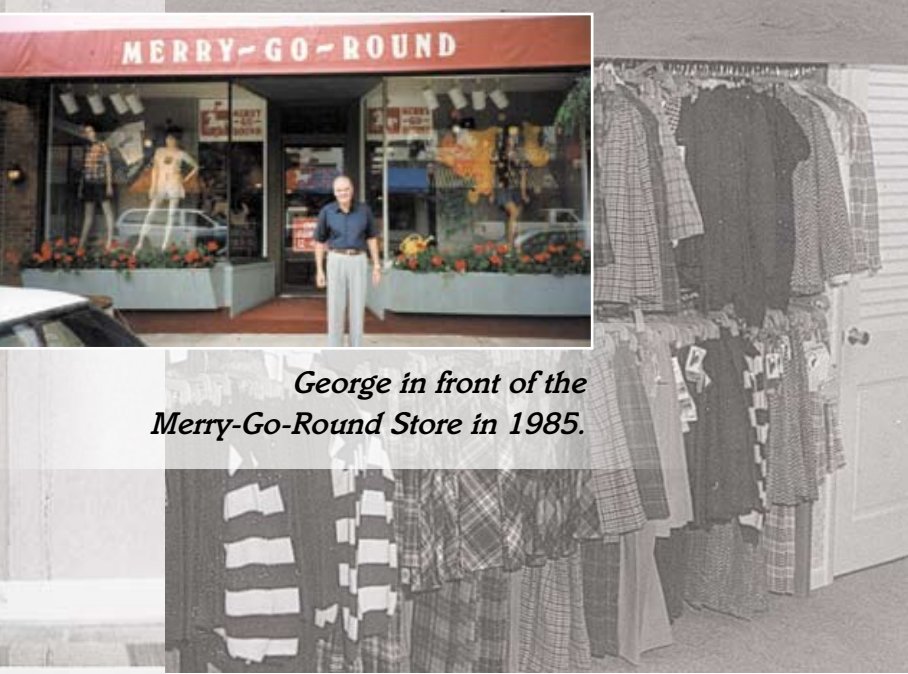
Lady Van Heusen  
 MacShore Classics  
 Kelita  
 Aileen  
 Trissi  
 Fairfield  
 Lee

Russ Tags

Snowdon



**On April 17, 1962,**  
 George opened the Merry-Go-Round Store  
 at 104 South State Street, Geneseo, Illinois.



*George in front of the Merry-Go-Round Store in 1985.*

# Celebrating *fifty* Years

1962 - 2012

Four Seasons is a family-owned business of seven women's apparel and accessory stores in Illinois & Iowa. Each store offers fashions in Missy, Petite and Plus sizes. We have been in business for 50 years and are known for our amazing customer service.

We invite you to visit us in our stores or online at [www.fourseasonsdirect.com](http://www.fourseasonsdirect.com)



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# Four Seasons — Celebrating *Five* Decades

## ► The *First* Decade (1962-1972)

### *The Beginning*

In 1962, George W. Kutsunis, a recent Augustana College graduate, was working at John Deere. George came from a long line of retailers, as his father, William Kutsunis, had owned and operated the Leader Store in downtown Geneseo for many years. Retailing was in George's blood, and he had a desire to start a business of his own. George was able to make this a reality as his mother owned a building in downtown Geneseo. He was able to convince her to let him open a store there, and he promised to pay the rent.

On April 17, 1962, George opened the Merry-Go-Round Store at 104 South State Street, Geneseo, Illinois. The store of only 1,600 square feet specialized in Junior and children's fashions. George later noted, "The first day, I didn't have a single customer in the store until 11:00 a.m. My total sales for the day were \$120.00. I was the only employee, I washed the windows, hung all of the merchandise, ticketed, and rang the register."



In August of 1962, George made a business decision that would change his store's future: hiring Agnes Beschorner. Agnes has been a loyal employee for the past 50 years. Her role at Four Seasons has been of the utmost importance, and we would not have been as successful without her.

In 1967, the Merry-Go-Round expanded, doubling its size. George hired many additional employees, and the business really began to grow.



Merry-Go-Round early staff – left to right, Kathy Tell DeBlicke, Cheryl Beschorner Benoodt and Jill Carmichael Buysse.

In 1970, George expanded and opened the Four Seasons at 110 South State Street. The new Four Seasons store was previously the Beachler Shop, owned by Russ and Winnie Beachler. It was the only women's specialty shop in town.



George claims, "When I learned that the Beachlers were going to close the store, I became alarmed because we needed competition to make the market in Geneseo. So I approached them to see if they would consider selling the store. They agreed and I decided to name the store Four Seasons to depict the change of fashions seasonally."

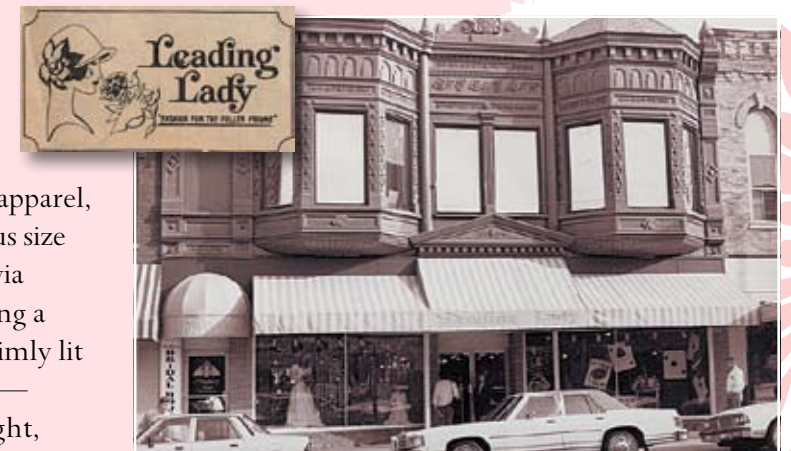
Like other entrepreneurs, George drew customers from Geneseo and the surrounding small towns. "I devoted all my energy to the business. I spent every day of the week in the store. We were open on Saturday nights then. It was a real agricultural community — people would come to town on weekends to shop for groceries and whatever else they needed. Then I would come in on Sundays to pay the bills, wash windows, and do displays. I ran all the ads, hired the help, and unpacked all the merchandise. I did literally everything."

Not having a lot of merchandise on hand, he had a movable partition built to shore up the selling floor. One vendor helped by sending every blouse "in a beautiful white box. So, we would unpack the blouses, hang them on a rack, and put the empty boxes on a shelf so that we looked full".

## ► The *Second* Decade (1972-1982)

### *Leading Lady Opens*

In the mid 1970's many vendors began to offer Plus size apparel, which was a whole new area of fashion. Prior to this, Plus size customers needed to make their own clothes or order via catalogs, which at that time were not common. Recalling a visit to a major New York store, George found "a very dimly lit department where all I saw was black, brown and navy — no fashion colors, no fashionable apparel. George thought, "If you could just give the Plus size lady fashionable apparel, then we will have a great opportunity." George not only shopped in the New York market; he went to California too, where the junior vendors were making real headway creating Plus size apparel. With a whole new market opening up, George opened the Leading Lady in 1976. "We gave that customer fashion and they loved us!"



### *Prophecy Bridal Boutique*

In 1978, George expanded into the bridal business, with his new store, Prophecy Bridal Boutique. The store carried a large assortment of bridal gowns, bridesmaid dresses, shoes and bridal accessories. The store became very popular, and brides came from all over the area to look for wedding attire. Annually the store put on a Bridal Show at The Deck in Geneseo. Almost every employee modeled for this event, wearing gowns from Wedding Dresses to Mother-of-the-Bride Dresses. It was a tremendous amount of work, but it provided a great deal of exposure for the bridal business.



This was the start of an exciting period of growth for Downtown Geneseo.



### Four Seasons Expands in Geneseo

In November of 1980, Four Seasons received a complete face-lift as it doubled its square footage. The newspaper quoted George, "The project has doubled the size of the shop in square feet, enabling us to offer twice the selection of women's clothing and accessories plus some new fashion innovations." This was the start of an exciting period of growth for downtown Geneseo.

### Sophie's Magic

Up to this point all of George's stores were located in Geneseo, and were very successful, but not widely known. One night, George had a vision about a lively character that would represent his stores, a woman named Sophie, who would help get the word out about his stores. George had his advertising agency look for someone with a unique look — Mary Best is who they found. Mary was an actress in Chicago who had spent her lifetime on television and the stage. Her first job on television was as a "RCA Color Girl". Mary was one of the first people portrayed in color on television, and her colorful hair and personality introduced color to a whole world of television viewers.

The first commercials featured Sophie in a variety of costumes. These costumes included Sophie as a detective following a trail of clues to affordable fashions for ladies of all sizes; Sophie as a bricklayer in overalls stating, "Build your wardrobe on a strong foundation of quality and classic styling when you shop at Four Seasons"; Sophie as a politician claiming, "When you elect to make changes in your wardrobe, make sure you go with a winner"; Sophie emerging from the jungle, searching for fashions and accessories to "go ape over." The magical closing line in all of these commercials was always the same: "TELL 'EM SOPHIE SENT YOU!" That line was how the customers related to our stores, and it put Four Seasons on the map.

In addition to the commercials, George added the "Sophie's Buyer Club Card," which customers could purchase for \$10.00 annually. The card entitled the customer to 10% off all purchases for 1 year. This program was hugely successful, helping Four Seasons to build a loyal customer base. Also featured were Sophie's Pins, which displayed a picture



of Sophie and her famous tag line "Tell 'em Sophie sent you!" The pins were highly sought after, and many people still own them today. Sophie became a local celebrity, who made many in-store appearances. Geneseo loved her so much that she was even named the Grand Marshall of a parade in town! Many People still remember Sophie and associate our stores with her.



### ► The Third Decade (1982-1992)

#### Davenport, Iowa

In September of 1987, George expanded outside of Geneseo into Davenport, Iowa. We opened two stores: Four Seasons and Leading Lady in Paul Revere Square, a quaint brick shopping center. The two stores were separate with Four Seasons serving Missy and Petite and Leading Lady carrying Plus sizes. The success of those two stores led to the building of our free-standing location directly across from Paul Revere Square on Kimberly Road. Our current Davenport location is 12,000 square feet and has been the model for all future store expansions.



#### Princeton, Illinois

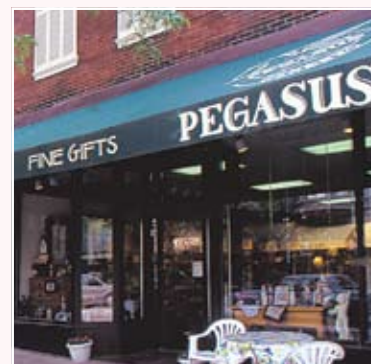
In 1990, a new opportunity arose in a community very similar to Geneseo: Princeton, Illinois. George found an empty parcel of land in downtown Princeton, which was right across from the County Courthouse. In this place we constructed a beautiful 9,000 square foot store with a brick facade and awnings to compliment the existing downtown community. The town of Princeton and surrounding communities have been supporting us ever since.



### ► The Fourth Decade (1992-2002)

#### Pegasus Fine Gifts, Downtown Geneseo

In April of 1992, Linda Kutsunis was finished raising her 3 children (Katie, Bill and Chris) and was ready for a new challenge! A beautiful gift store in downtown Geneseo called Pegasus. Pegasus is widely known for its fantastic selection of gifts and collectibles. The personality of the store reflects Linda's own personal style, her dedication, and her love of home decor and gift-giving.



#### Peoria, Illinois

In April of 1997, we opened a new store in Peoria, Illinois. The store is located on Brandywine Drive, directly across from the Peoria Mall. This store has seen a tremendous amount of growth from the time it has opened.



► **The Fifth Decade** (2002-2012)



**Iowa City, Iowa — Sycamore Mall**

The store is beautiful and has been a wonderful addition to our family of stores. The mall has really opened us up to a whole new consumer, and we are thrilled to be there.

**Cedar Rapids, Iowa — Lindale Mall**

In the fall of 2004, we opened another store in the Iowa market of Cedar Rapids in Lindale Mall. Cedar Rapids has been a fantastic market for us. Our store popularity continues to grow, helping us to become a fantastic destination with a great selection of products found only at our location.

**New Spokesperson**

While Sophie was impossible to replace, a new spokesperson was found in Katie.

As a family-owned business, we felt it was important to make that connection for our customers and Katie's down-to-earth persona has made Four Seasons a well known name on



the local television stations. Katie's commercials feature key items that customers come in and ask for by name. Katie's catchy tag line "Try us on, you're gonna love us" has become a fresh and welcomed strategy for customer relationship goals.

**Iowa City, Iowa — Old Capitol Mall**

In the Spring of 2011, we had the opportunity to go back to our roots and open a Junior store on the campus of the University of Iowa. This store has been a breath of fresh air into a new demographic. The students love our selection with much of our product shipping directly out of Los Angeles, California. Our fashions are on the cutting edge for the college student.



*Try us on...  
You're gonna love us!*

► **Key Vendors that have led to our success:**

**Ruby Rd.**

Ruby Rd. is our customers' #1 favorite. A great selection of mix and match coordinates with great style and unique embellishments.

**Spanx**

Four Seasons was one of the first speciality stores to embrace this new category of shapewear. Our customers trust us to have the knowledge and amazing selection to help them look and feel their best.

**Brighton**

Necklaces to earrings to the very popular charm bracelets that allow our customers to personalize high quality heirloom jewelry creations.

**Bestow Jeans**

Our first vendor that helped us introduce premium denim to our customers. Bestow is still on top for providing an amazing fit, slimming tummy panel, rear support and an all around great fitting jean!

**Vera Bradley**

The fantastic line of quilted, light weight handbags are extremely popular with our customers. Designed by women, the styles are perfect for any woman who wants function and style!

**Tribal**

Our favorite updated sportswear line providing a very updated and fashionable look to our customers 35-55. Great for the office or everyday — Tribal is the answer.

**Jag Jeans**

Jag's newest design — the flat front, no button, no zipper pull-on jean is on fire! Our customers love this amazing new design.



**Ruby Rd.**

**SPANX**  
BY SARA BLAKELY™

*Brighton*

**Bestow™**

*Vera Bradley*

**T R I B A L**

**JAG®**

**Congratulations**  
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**Downtown Geneseo**  
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309-944-1344

On behalf of  
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*Bounty Trading*

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New York, NY 10018

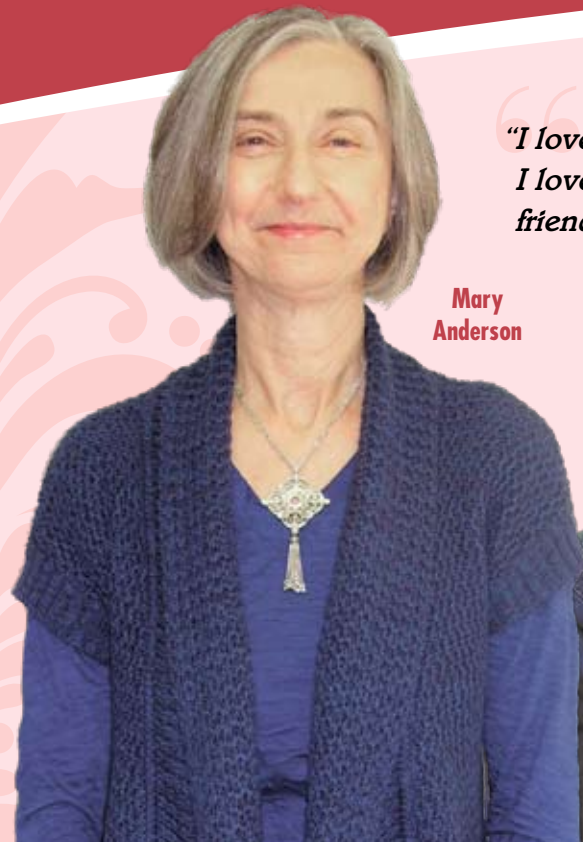
**Chicago Street Decorating Center**

*"Comfortable,  
beautiful,  
uniquely yours."*

**Congratulations on 50 successful years!**

Fulfill your home decorating dreams from floor to ceiling — we offer **flooring, cabinetry, window treatments, furniture, paint and more.**

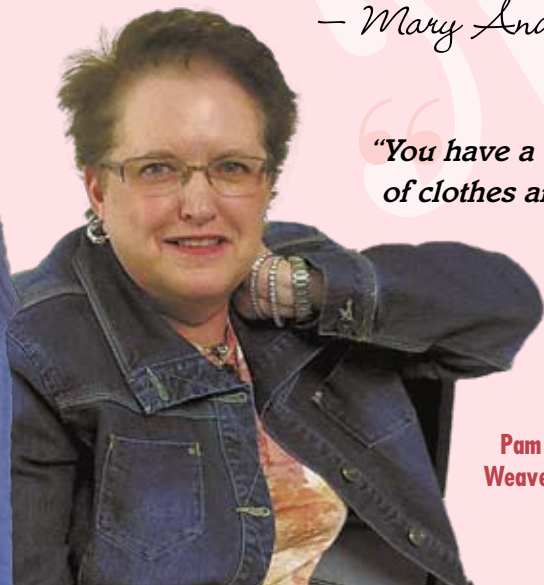
309.944.6854  
1000 S. Chicago St. | Geneseo, IL  
**ChicagoStreetDecoratingCenter.com**



Mary Anderson

*"I love to shop and Four Seasons is my store of choice. I love the quality of the merchandise and the friendliness and helpfulness of the staff."*

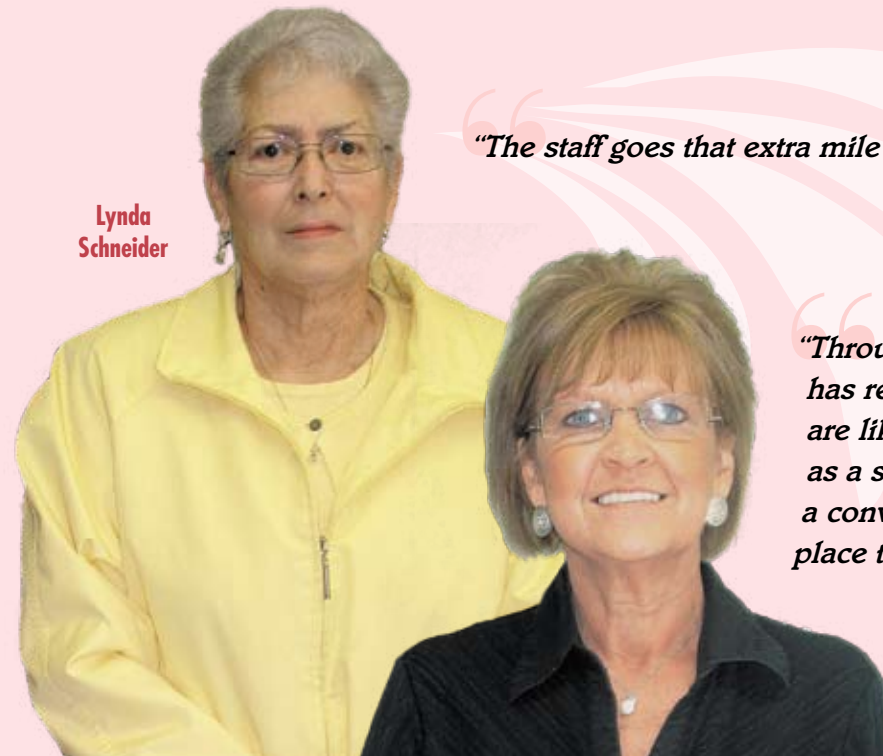
— Mary Anderson, Geneseo



Pam Weaver

*"You have a very nice selection of clothes and I especially love Ruby Rd. The staff at the Peoria store is awesome."*

— Pam Weaver, Peoria



Lynda Schneider

Deb Williams

*"The staff goes that extra mile to assist you in every way."*

— Lynda Schneider, Geneseo

*"Throughout the years, one thing has remained constant... the staff are like friends. How fortunate we are as a small community to have such a convenient and fashionable place to shop!"*

— Deb Williams, Geneseo

**Congratulations on Your 50th**

**Crowe**

1041 S. State St.  
Geneseo  
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And our new location

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www.CroweAutos.com

The Geneseo Chamber of Commerce would like to Congratulate GWK Enterprises, Inc. on their long standing tradition as a staple of the Geneseo business community.

*Happy Anniversary!*

Four Seasons  
**50 Years**

Pegasus  
**20 Years**

309-944-2686  
www.geneseo.org

**GENESEO**  
CHAMBER OF COMMERCE

**Congratulations on**

**50** years  
of Service!

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# George's Business Basics

George Kutsunis was born and raised in Geneseo, Illinois. After graduating from Augustana College in 1959, and spending many years serving in the United States Army and National Guard, George made his dreams come true. Following in his father's footsteps, George opened his very own store in 1962. The Merry-Go-Round store was located in Geneseo, and specialized in Junior and Children's fashions. Merry-Go-Round's opening was just the beginning for George. He later went on to start a very successful chain of stores, branching throughout Illinois and Iowa. Today he is known as one of Geneseo's most successful businessmen, and a retailing genius.

## Tell us about the first store you opened.

My mother owned a building in downtown Geneseo. She let me open my store there as long as I paid the rent. I did literally everything for the store. I cleaned, hung up all of the merchandise, rang the register. The first day, I did not have a single customer in the store until 11:00 a.m. My total sales for the day were \$120.00.

## How did things start to change for you?

I devoted all my energy to business. I spent every day of the week in the store.

The community of Geneseo was very supportive, and surrounding towns started to be too. We eventually opened other specialty shops in town, the Leading Lady and Prophecy, and eventually we expanded outside of Geneseo.

## What are your basics for business?

Be fair; be truthful; have honor and integrity; and work hard. You have to provide excellent leadership, build a team, train, give incentives, share the profits, and always put the customer first. The keys to success are listening to customers, caring for employees, and being willing to take risks. Today's retail environment seems complicated, but it all comes back to the basic fundamentals.

## Do you think these ideas will be relevant throughout the years to come?

These basic ideas will never be outdated. Treating the customer the way you'd like to be treated is, and always will be, the answer to success.

## To what do you attribute your success?

Our wonderful staff, who has made Four Seasons what it is today. Our loyal customers, some who have been shopping with us since junior high school. And the extremely supportive community in which we've been privileged to serve for 50 years now.

## All it took was a dozen roses...

*George Kutsunis, president of GWK Enterprises in Geneseo, a group of womens' specialty shops, discovered that one of his associates had just helped a customer with a very large sale. That afternoon, he called the employee and asked her to order roses for the customer and sign her name on the card. The flowers arrived, as it turned out, just in time for a dinner party.*

*"It had been a long time since anyone sent me flowers," said the customer, a widow active as a volunteer in the Quad Cities. She later invited the salesperson to lunch at her women's club. "Coming into your store is like visiting with friends," she wrote.*

## George's Awards & Achievements:

*George has been honored by many different groups and organizations:*

**Illinois Retail Merchants Association — Retailer of the Year in 1992**

**Illinois Retail Merchants Association — Retailer of the Century in 2000**

**Geneseo Chamber of Commerce — Lifetime Achievement Award in 2003**

Katie Andrios is the daughter of George and Linda Kutsunis. She was born and raised in Geneseo, where she was able to learn and experience life in the retail world. Katie earned an Accounting degree and is also a CPA. Katie is married to John Andrios, an engineer with John Deere, and they have two children: Christos and Eleni. Now the President of GWK Enterprises, Katie helps to keep GWK a successful, growing business.

## Seeing GWK expand and succeed throughout your whole life, has it always been your family's plan for you to become the President of the company?

My dad has been very supportive about me learning the business. He never forced me to follow in his footsteps; he only wanted to ensure if I was interested, it was my own decision. The best thing my Dad did for me was allow me to make my own mistakes. He is a great mentor!

## What, would you say, has made this company so successful in your community?

We are fortunate to have employees who work incredibly hard and are extremely loyal. We have over 80 employees and many of those have been with us for over 15 years. We credit our success to them. Also, we have implemented the Friedman Selling Program with all our sales specialists. This is a great program and it teaches them to show, show, show until the customer says 'no' and it uses 'Features, Advantages and Benefits' to show our customer what makes our products valuable to her.

## What are some ways that you advertise to ensure you reach your customer base?

About 6 years ago, our lead buyer at the time, Nancy Detrick, suggested I become the spokesperson for our stores. I was reluctant, but her enthusiasm and insistence that this was the right decision was ingenious. I am now the spokesperson in all our television advertising, which runs on a regular basis. Technology has also become very important in advertising. We ask our customers for email addresses, so that they can stay informed on new deals and information.

## What has contributed to your personal success in this company?

I have a degree in Accounting but have been taught well by my parents to be a merchant, too. That is a rare combination, and I work hard watching all of our numbers from the financial statements to the percent of postcards redeemed. I think knowing the numbers is crucial to our success. But I also enjoy the challenge of predicting trends, capitalizing on new and exciting products while creating a great experience for the customers in our stores.

## Do your children have an interest in being the next generation of GWK executives?

I am blessed to have two children, Christos and Eleni. They love the stores, and help me with even minor tasks as shoveling snow, vacuuming and helping take inventory. I love having them learn the business and I never pay them a dime for their help. I believe it is important for kids to learn work ethic without money incentives. All entrepreneurs know you have to work hard and you don't always get the financial payback you deserve — but you still have to get the work done. I hope to successfully instill this in my children.

## What new styles can we look forward to seeing in your stores this next season?

We have some great styles coming out that the buyers and I know will be a big hit. Fashion never sleeps... it just keeps changing and getting better. That's why we're so excited about the evolution of these classic styles and brands, that you'll be seeing soon. They've been reinterpreted to become Spring's hottest new thing — without losing their perennial cool.



# Katie Andrios

the future of Four Seasons

## Katie's Awards & Achievements:

**Geneseo Chamber of Commerce Business Person of the year — 1998**

**Leaders under 40 — 2007**

**Geneseo Rotary Club President 2002-2003**

**Geneseo Chamber of Commerce — President 2003 & 2010**

**Geneseo is for Tomorrow (GIFT) Foundation Board President 2004-2005**



# Linda Kutsunis

## Pegasus Fine Gifts

Linda Kutsunis successfully raised 3 children, supported George as he worked tirelessly at growing Four Seasons, volunteered with many local groups and organizations, and has been the Chairperson of the Geneseo Christmas Walk for many years. However, she soon grew ready for a new challenge, and Pegasus Fine Gifts was born. One of Linda's first decisions was to create "Linda's Gourmet Fudge", which became an instant success. Fudge Maker Penny Nanni does an amazing job of creating new flavors like Tiger Butter, Cream Cheese and Wedding Cake to name a few. As the Store Manager, Penny also attends Gift Shows, selects new product, creates displays and helps our customers select gifts and collectibles for their family and friends. Soon after Pegasus opened, Katie joined her Mom. Linda and Katie love sharing the experience of buying and managing Pegasus, but it is Linda's amazing "eye" for gifts that continues to be the reason Pegasus has such a great selection of unique gifts and style.



Pegasus Fine Gifts was started on April 12, 1992.



Bethany Lowe Santa

Vera Bradley handbags



Linda's Gourmet Fudge

Pegasus Fine Gifts is a special and fun place to shop — thanks to Linda's creativity and imagination! Isabel Bloom has been a fantastic addition and Pegasus has done several custom designed pieces from Isabel Bloom that are exclusive to our store. We are also very lucky to be able to show and sell Bethany Lowe Santas. Bethany is a world-renowned Santa designer living right outside Geneseo. Each year for the Geneseo Christmas Walk, Bethany creates a customized exclusive piece for Pegasus.

Vera Bradley handbags and accessories were introduced at Pegasus and have been such a success that the items are now available at all Four Seasons stores. Our Espresso Bar was a first for Geneseo and has become known for its wonderful Espresso drinks and smoothies. Pegasus has a wonderful feeling when you walk in the door, making your experience special with every visit!

*"When I need a gift, Pegasus is the place to go. I love to decorate for Christmas and this store provides me with some neat choices."*

— Cheryl Benoodt, Geneseo

*"Our home is filled with many lovely collectibles I have purchased."*

— Carol Miller, Geneseo

Cheryl Benoodt

Carol Miller



### Congratulations Pegasus on your 20th Anniversary!

We value our partnership and look forward to working with you another twenty years!

Garden Butterfly

Violet



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HANDCRAFTED SCULPTURE

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# Our Employees

*We have been so lucky as a company to have such great employees.*

As you will see, many have been with us for a long time. That kind of dedication and allegiance is not easily found today. George, Linda & Katie want to thank EVERYONE who has ever worked for us over the years. Your talents are truly part of our success. **We could not have done it without you!**

▶ **Agnes Beschorner – 50 years**

Agnes has been such a wonderful part of our company. Even before George hired Agnes, he knew she was an amazing Sales Specialist! Agnes worked in the Merry-Go-Round for many years. She then made the move to Four Seasons and she is, of course, still there! In the early years, we carried all types of women's foundations, which was Ag's expertise. She managed and did all the buying for that department. Agnes is still going strong. Her customers love her and so do we!

▶ **Marjorie VanHyfte – 32 years**

Marjorie is a great Sales Specialist. She knows how to find just the right item for our customer and has a golden touch. Marjorie is the one who will fix the snag in a sweater, remove a stain or perform any number of small miracles to help the customer or another employee. Marjorie also has a green thumb that keeps all of our plants alive – both in Four Seasons and the Corporate Office.

▶ **Linda Sellers – 22 years**

Linda is an integral part of our Corporate Office. She wears so many hats; it is hard to know where to start. Linda provides administration assistance where needed – be it a Corporate issue, a store question or help with computer hardware or software. Linda gives anyone in the office or the stores her full attention to a problem until it is solved. Many of our flyers, postcards, ads, etc. are designed by Linda. Her dedication to Four Seasons is outstanding.

▶ **Cheryl Travis – 22 years**

Cheryl is the Receiving Supervisor and the guru on all types of receiving issues. She is responsible for receiving, ticketing and sending over 300,000 units to 9 stores annually. She coordinates all of our van deliveries and so much more. Cheryl has huge responsibilities and always gives 110%!

▶ **Cheryl Broadbent – 21 years**

Cheryl joined us shortly after we opened the Princeton Four Seasons. Her sense of style is evident from the way she dresses to the way the store is merchandised. Under her leadership the Princeton store has seen tremendous growth.

▶ **Joyce Holst – 20 years**

Joyce has been a valuable part of our Davenport Four Seasons team. She started shortly after we opened the "new" store in Davenport. She immediately proved her worth on the sales floor. Joyce's name is always in the forefront when looking at the high sales achievers' listing. She is always eager to please our customers and we appreciate her efforts.

▶ **Penny Nanni – 20 years**

Penny not only manages Pegasus now, but has also attended many gift shows over the years. She is probably best known as our Fudge expert, as she makes fudge every week. Her influence at Pegasus has been amazing and her vibrant spirit is loved by the customers and us! Pegasus would not be the same without Penny!

▶ **Brenda Johnson – 18 years**

Brenda has an amazing visual eye. She creates wonderful displays and always has a creative and unique approach. Brenda loves to get involved with special floor moves and projects. Pegasus would not be the same without Brenda's special touch!

▶ **Beverly Miller – 17 years**

Bev is a jack of all trades at Pegasus. From receiving and tagging new merchandise, organizing the basement and back room to being a pretty darn good coffee barista! Bev makes every day at Pegasus a fun adventure!

▶ **Donna Wollbrink – 16 years**

Donna is the Receiving Clerk in the Distribution Center in Geneseo. Donna is not only well experienced in the duties of the Receiving Department she often times fills in on the sales floor when needed. Donna can always be depended upon to assist in any department and always with a smile!

**Secret to success?**

*"Like what you do."*

— *George Kutsunis*



► **Lori Steger – 15 years**

Lori is our Keyperson at Four Seasons in Peoria. She is important support to our Management Team, while excelling in merchandising and maintaining a wonderful rapport with the customers.

► **Judie Murray – 14 years**

Judie is always at the top of the sales ladder in Peoria. She can always be counted on to exceed her goals using her own set of tried and true sales techniques.

► **Diana Detl – 14 years**

Diana began her career at our Davenport store where she was Manager. She has recently been promoted to District Manager to assist all store locations with the daily routines, special projects, sales events, etc. Her vast knowledge of our merchandise, personnel, policies and procedures makes her a valuable asset to the Corporate Team.

► **Julia Flynn – 13 years**

Julia is the Accounting Clerk in the Corporate Office and handles the daily sales packets from the stores as well as assisting with the scheduling of our newspaper advertising. She is exceptionally organized!

► **Shari Bence – 12 years**

Shari was recently promoted to Assistant Manager at the Four Seasons in Princeton. Shari also has great sales techniques, which have allowed her to maintain a wide customer base over the years.

► **Penny Dressler – 12 years**

Penny is presently Co-Manager of our Davenport Four Seasons. Penny's management skills are exemplary. She is also very adept with merchandising and often assists with the planning and implementation of many style shows throughout the area.

► **Teresa Beachler – 12 years**

Teresa is a Sales Specialist in Peoria and another of those continually at the top of the sales chart. Her customers love her as she is always dedicated to finding them the perfect outfit.

► **Stacey Graham – 11 years**

Stacey is Co-Manager of our Davenport Four Seasons. She began her career with GWK in Geneseo on the sales floor. But after moving to the Quad City area, she transferred to the Davenport store where the customers truly enjoy her infectious smile. Stacey was quickly promoted in Davenport and has been a key part of our Management team in Davenport ever since.

► **A few other KEY PEOPLE** whose influence and talents have shaped Four Seasons that we could not have lived without:

**Jill Buysse – our first buyer**

Jill was our first buyer. She travelled with George to New York, selected fashion, and was instrumental in the early years to our success.

**Laurie Miller – 27 years**

Laurie was our General Manager for many years. Her hard work and dedication led Four Seasons through its highest growth period!

**Cindy Hancock – 24 years**

Cindy was our first Distribution Manager and helped develop policies and procedures we still use today.

**Jeanne Bervid – 20 years**

Jeanne was our Corporate Accountant. Jeanne's accounting expertise was instrumental in our growth.

**Susie Stojek – 20 years**

Susie was a Store Manager in Geneseo for many years. Susie was well loved by our entire staff as well as customers.

**Cory Sellers – 19 years**

Cory started at Pegasus and was then moved to the Corporate Office where she was a substantial member or our administrative staff".

**Nancy Detrick – 10 years**

Nancy was our Head Buyer. She is an amazing merchant with a keen eye for buying and a great merchandiser!

► **10 years**

**DuAnn Johnson** – Sales Specialist in Princeton  
**Kelly Alexander** – Keyperson in Geneseo  
**Marty Goodwin** – Sales Specialist in Iowa City – Sycamore Mall

► **8 years**

**Courtney Hancock** – Internet Specialist and Model  
**Patsy Swanson** – Sales Specialist in Geneseo

► **7 years**

**Connie Alexander** – Manager in Peoria  
**Liz Bates** – Keyperson in Davenport  
**Mary Marsh** – Sales Specialist in Peoria  
**Carol Ekstrand** – Manager in Cedar Rapids

► **6 years**

**Luan Railsback** – Sales Specialist in Peoria  
**Holly Tague** – Manager in Geneseo  
**Anita Ryan** – Sales Specialist in Peoria

► **5 years**

**Cindi Cathelyn** – Corporate Accountant  
**Kelli Patton** – Keyperson in Geneseo  
**Sharon Menke** – Sales Specialist in Cedar Rapids  
**Denise Williams** – Sales Specialist in Peoria

► **2 NEW KEY PEOPLE** that are critical to our future success:

**Erin Marshall** – New Tops & Bottoms Buyer with 13 years of buying experience. Her enthusiasm is infectious and she has already made a huge impact for Four Seasons.

**Joy McMeekan** – New Coats, Dresses, Coordinates and Accessories Buyer, Joy came to us with 19 years of buying experience. Joy's attention to detail and dedication is the secret to our future success.

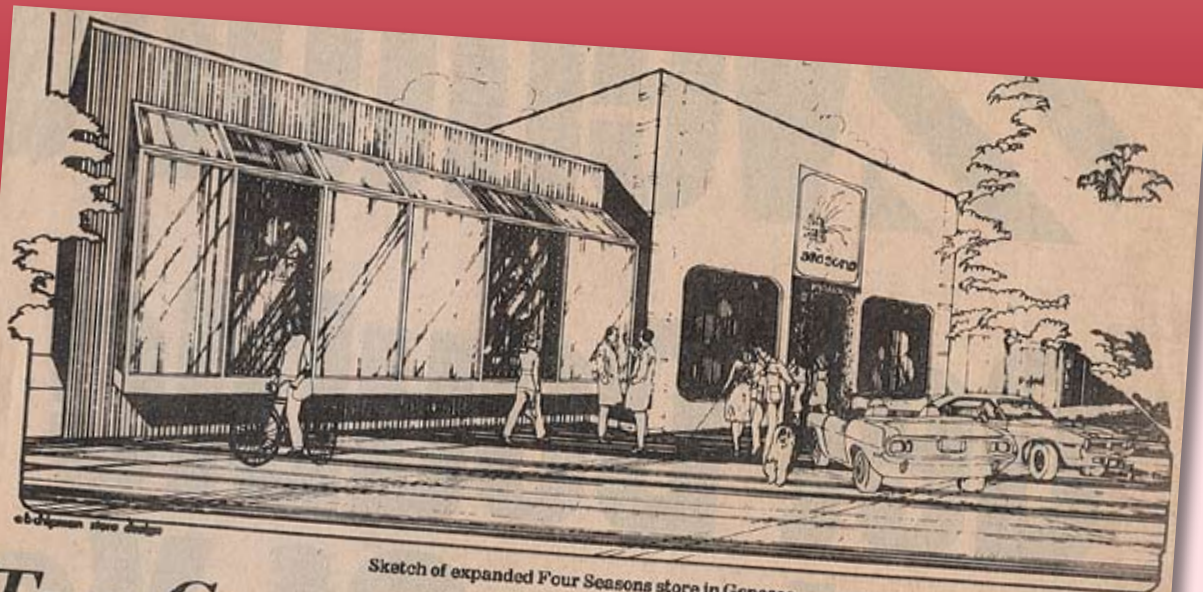
► **A FEW OTHER PEOPLE** we could not have lived without:

**Barb Ford, Dorothy Mills, Cindy Hudson, Cheryl Benoodt, Jan Varga, Lisa Mahar, Sue Kretschmar, Nancy Craig, Mary Saylor, Krista Munson, Beverly Frey, Conda McFee,** and so many more!

**Our Receiving Team:**

*George, Linda and Katie want to thank EVERYONE who has ever worked for us over the years.*





Sketch of expanded Four Seasons store in Geneseo.

## Two Geneseo stores expanding

By MARY WEILER  
Dispatch

expanding these two stores simply because business warrants it." The new Four Seasons women's apparel shop has opened in a 12,000-square-foot building near Jersey Ridge and Kentucky. The expansion will provide for additional employment of sales people. KUTSUNIS SAID he will be adding some designer brands in the Four Seasons, other than that, his line of women's apparel will remain the same — dresses, sweaters, coats and accessories. Kutunis is a native of Geneseo. Kutunis followed his parents' tradition and the expansion will provide for additional employment of sales people.

### Grand Opening

FRIDAY and SATURDAY, NOVEMBER 28 & 29  
FRIDAY 9:00 to 8:30, SATURDAY 9:00 to 5:00

OUR DREAM COME TRUE...  
THE NEWLY REMODELED AND EXPANDED FOUR SEASONS... TWICE THE SIZE AND DOUBLE THE SELECTIONS OF AMERICA'S FINEST FASHION LINES.

FREE CARNATIONS TO THE FIRST 100 LADIES

### Four Seasons celebrates 45 years

45th ANNIVERSARY SALE  
UP TO 45% OFF your purchase  
Friday, Saturday and Sunday, May 4, 5 and 6

Two sections plus American Profile • Friday, May 4, 2007

Geneseo's oldest business

Fall fashions

The new Four Seasons women's apparel shop has opened in a 12,000-square-foot building near Jersey Ridge and Kentucky. The expansion will provide for additional employment of sales people.

## CONGRATULATIONS!

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Celebrate 50 Years!*

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Geneseo

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Marti Campbell

*"First and foremost is their "awesome" customer service. This is definitely not the feeling you get while shopping at the mall."*

— Juneene Felderman, Davenport

*"Shopping at Four Seasons is a royal experience. The girls always have time for you."*

— Karen Acosta, Davenport

*"All of the associates are warm and very friendly."*

— Marti Campbell, Davenport



Juneene Felderman



Karen Acosta

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- Farm
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**"Be fair;  
be truthful;  
have honor  
and integrity;  
and work hard."**  
— George Kutsunis



**OPENS NEW STORE.** George Kutsunis, owner of the new Women's and Infants' apparel store in Geneseo, stands beside a rack of new fall coats which is one of the featured departments in the store which is named "Four Seasons." It is in downtown Geneseo in the location formerly occupied by The Beachler Shop. The new opening Thursdays also owns a Go-Round, operated by a nearly 35 year old South State street



**► Online Sales**  
started in July 2007 and continues to see over 120% increase every year in sales. All of our best selling items are featured on our web-site and we now have customers from all over the United States. Courtney Hancock, our web coordinator, stated "California & Texas are 2 of the states we get most of

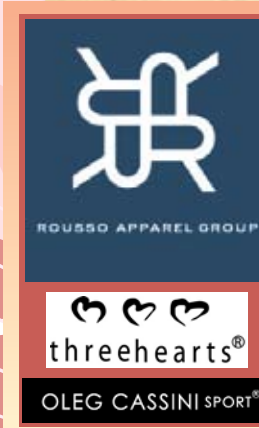
our on-line sales from." Bestow Jeans is our #1 on-line vendor. We are thrilled to be ranked #1 on Google search for Bestow Jeans!

Visit us at  
**www.fourseasonsdirect.com**  
for all the latest fashions.  
*Be sure to check out Katie's Closet!*

*Celebrating*  
**50 Years**  
*with Our Friends at Four Seasons.*

*Congratulations,*  
**The Cellar**  
*Fine Dining In Historic Downtown Geneseo*  
*~ Since 1960 ~*

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**CONGRATULATIONS**  
*on 50 years in business!*

Very Best,  
Roussso Apparel Group



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Wishing You All The Best As  
You Celebrate Your 50th Anniversary!

# A Separates Story

Give your casual winter dressing all the variables. Make it a versatile play of easy blazers over active skirts and pretty print blouses, soft velours. Pretty fashion tops and warm sweaters over long lean pants and jeans.

MAKE YOUR FASHION MOVES HERE!

**Largest Selection in the Area!**

**130**

**Different Sportswear Resources to Choose from!**

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Kenneth  
Mr. Alex  
Lady Copely  
Honey Harbor  
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Whispers  
Comosport  
Century  
Fem-E-Knits  
Mr. Marty  
Panther  
Sweettree  
Magic  
Cyn Les  
Ades of California  
Richard Todd  
The More the Merrier  
Poor Little Rich Girl  
Charles Angels  
Mickey's Clan  
B.T. Juniors  
Elliot  
Sheridan  
Sagamore Way  
Shellmaster

Time & Place  
Muriel-de-Givenchy  
After Ours  
Pr. poorn  
Jersiled  
Bonjour  
Devon  
Tan Jay  
Label 4  
Zeena  
W.E.  
Faded Glory  
Kitty Hawk  
Fashion Square  
Station Square  
Green Lantern  
Plackets  
College Town  
Jefferson Blvd.  
Male  
Chego  
Winsome Togs  
Bananas  
20 ANS.  
Modern Juniors

Bobbie Brooks  
Barry Ashely  
Shaker Sport  
Added Dimensions  
Morlove  
Knitivo Knitwear  
Jaylan of California  
Ample Togs  
H.I.S.  
Pandora  
Sweet Baby Jane  
Cecily  
Jasmine Teas  
Espirits Chemise  
X-Trovert  
Byer of California  
Miss Ingenue  
Ardee  
Melange  
Joysee  
Rhoda Lee  
Fritzi  
Trissi  
L & K  
CB IV  
Tomorrows Dream

Monrose  
Raffles  
Sky City  
Donagain  
Apple Sider  
Smart Pants  
Riddles  
You Babes  
Tomboy of California  
Red Eye  
Darn Knit  
Stuff  
Garland  
Ann Stevens  
Let's Get It  
That's Me  
Alfred Paquette  
Hug Me Too  
White Stag  
Country Suburban  
Koret of California  
Cos Cob  
Donn Kenny  
Sidney Gouid  
Penrose  
Jean Machine  
Ivy Stevens  
Ecco Bay  
Fire Islander  
Jane Holly  
Pantsmaker  
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Junior Sizes 3-15  
**the MERRY-GO-ROUND**

**Leading Lady**  
FASHION FOR THE FULLER FIGURE!

**DOWNTOWN GENESEO**  
Open Friday Evenings

Sizes 6 to 20  
**four Seasons**

Daily Dispatch, Tues., Nov. 8 A-42



Linda Kutsunis (left) with Agnes on the sales floor.



Agnes with Linda Sellers celebrating her 80th Birthday on the sales floor.



Agnes Beschoner, center, will celebrate her 90th birthday with a party at the Four Seasons clothing store in Geneseo, where she has worked for 49 years. With her in the photo are George W. Kutsunis, the store's owner, and Katie Andrios, president, Four Seasons. The service celebration will be from 1 to 5 p.m. Saturday at the store, 110 S. State St., Geneseo.

## Still working at 90 years young

By Claudia Loucks  
correspondent@qonline.com

GENESEO — Agnes Beschoner will celebrate her 90th birthday at her workplace.

"I plan to keep on working as long as I can and as long as they will have me," she said last week during an interview at Four Seasons clothing store, where she was worked as a sales specialist for 49 years.

"She works at least one day a week and "is still amazing on the floor," said Katie Andrios, president of Four Seasons.

various tops. She said, "I don't wear dresses, I always wear pants of some kind because then I don't have to

"I love to wait on customers, and I like clothes."

Agnes Beschoner, Four Seasons sales specialist

wear nylons and I can wear different kinds of shoes. It's just what I do."

Four Seasons owner George Kutsunis said, "Agnes came to our store in 1962 from (the former) M & W Shoes, a neighboring business." She is both a good friend and a working partner," he said. "She is loved and trusted by our customers to advise them on what fashions look best on them."

Rita Williams, of Geneseo, a customer and friend, said she "most always shops when Agnes is working. She knows what I like to wear and helps me coordinate my outfits."

### Agnes Beschoner ...

"She is loved and trusted by our customers to advise them on what fashions look best on them."

— George Kutsunis

**Congratulations!**  
Celebrating  
**50 years in style**

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## The legacy of leadership

Great leaders leave a mark on the communities they serve. They bring people together, create a consensus and work hard to make positive change. What is accomplished today can last for generations.

**Four Seasons, thank you for creating a lasting legacy of success.**

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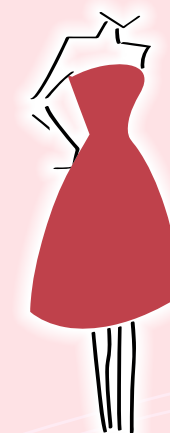


Our **"Look"** Over the Years

*Elite Petites*

**Sophie's Choice**

Dresses, Coats, Sportswear & Accessories



**FOUR**  
*Seasons*



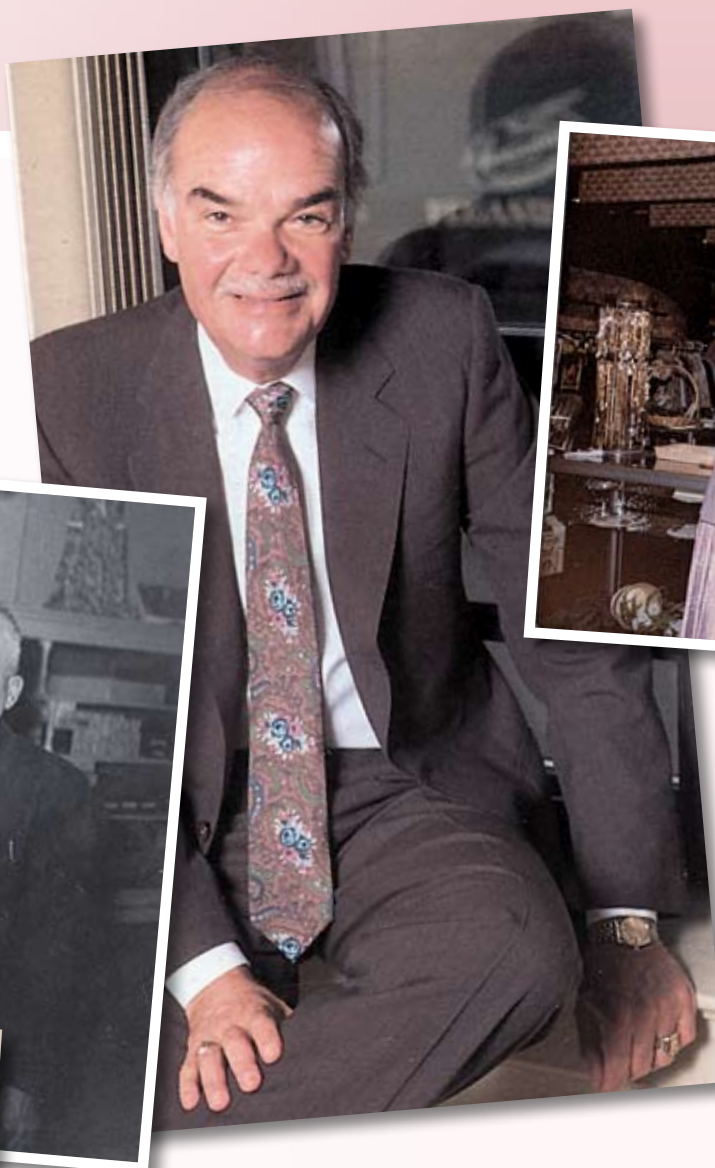
How it  
all started  
**100**  
years ago

In 1912, William G. Kutsunis immigrated from Greece to Geneseo. "Bill", as he was called, opened up a Shoe Repair Shop on North State Street in the current Tim's Barber Shop. In 1925, Bill returned to Greece to marry Toula Georgacopoulos and returned to Geneseo to continue his business interests and have a family. Toula and Bill raised 2 children, Eugenia (Jane) Kefalides and George. Jane and her husband, Dr. Nick Kefalides, reside in Philadelphia, Pennsylvania and had 3 children, Sandy, Patty and Paul. Shortly before WWII erupted in 1938, Bill opened a general merchandise store called the Leader Store. Bill and Toula with the help of both Jane and George ran the store for many years. George remembers as a small boy his weekly responsibilities were sweeping the floor with sweeping compound and washing the windows. These chores earned him \$.50/week and "that was just enough for a cherry-flavored Coke at the local soda shop, Orsi & Greens, and ticket to the weekly movie in town." William "Bill" Kutunis retired in 1951.



the Leader Store — 1940s

**Kutsunis family still running GWK Enterprises**  
By Lydia Sage  
Staff writer  
GENESE0 — When Geneseo-based businessman George Kutsunis goes on buying trips to New York City, he can't help but think about his father, the late William Kutsunis, a Greek immigrant. "I think about my dad a lot and how he must have felt. Just imagine when he came to the United States. There he was in New York City. He didn't know the language, he didn't know anyone, and he didn't have any money," said Mr. Kutsunis, owner of GWK Enterprises Inc., which operates retail clothing shops in Geneseo, Davenport and Princeton.  
**'I think about my dad a lot and how he must have felt. Just imagine when he came to the United States. There he was in New York City. He didn't know the language, he didn't know anyone, and he didn't have any money.'**  
George Kutsunis



**It's All About Family**

George was born and raised in Geneseo, Illinois. He attended Geneseo elementary and high schools. He graduated from Augustana College in 1959 with a degree in Business Administration. George served in the U.S. Army and U.S. Army National Guard from 1960-1966. George married Linda A. Nye in 1965. Linda started and manages Pegasus Fine Gifts in downtown Geneseo. They have three children:

Katie Andrios is currently the President of GWK Enterprises, Inc. She is married to John, an Engineer with John Deere and they have a son, Christos and a daughter, Eleni.

Bill is an attorney in Madison, Wisconsin that primarily practices in business and commercial real estate law with his own firm, Equity Advisors. Bill is married to Jennifer. They have two sons, George and Alex.

Chris is an attorney and practices primarily bankruptcy in his own firm in Indianapolis, Indiana. Chris is married to Amy and they have 3 children, Maria, Nick and Stella.

George is still very active in the business. His influence, ideas, and leadership are an integral part of our continued success.

**Other Achievements:**

*George has held many offices with different groups and organizations. Here are just a few:*

**Geneseo Rotary Club President — 1967**

**Geneseo Chamber of Commerce President — 1969**

**Illinois Retail Merchants Association Board — 21 years**

# Community Involvement

## ► Expansion of Customer Parking

George Kutsunis and several other local businessmen solved this problem by forming the Off Street Parking Corporation which bought, paved and maintained parking areas behind stores to provide accessibility to the businesses.

## ► Streetscape Improvements

George Kutsunis was instrumental in the \$500,000 beautification of downtown Geneseo's State Street. He commissioned his store designer, Chipman/Adams, Ltd., to develop a streetscape featuring vintage lighting, bricked walkways, trees and planters highlighting the Victorian character of the town. He changed his awnings to canvas from aluminum and encouraged other store owners to do the same in order to unify the downtown area and add to its new appeal. The "new look" of Geneseo not only increased new shoppers but also new residents to the community.

## ► Shopping Hours

George Kutsunis was instrumental in adding Sunday shopping hours of 12 to 4 p.m. in Geneseo. All other store locations followed suit therefore providing more opportunity for shopping in our stores.

# Economic Impact

George Kutsunis' stores are Geneseo. He made Geneseo a shopping destination! Even before expanding to other markets, Mr. Kutsunis expanded in Geneseo first — at one time having four separate stores in the downtown area. His stores are such an icon of the community that they are frequently featured on the cover of the local telephone directory and postcards distributed by the Chamber of Commerce.

When a downtown business was destroyed by fire, George Kutsunis bought the location and renovated the building for future use by another business. Several downtown buildings are currently owned by Mr. Kutsunis who believes the downtown area must be preserved and strive to keep all store fronts occupied by renting to new businesses. This alone has kept Geneseo attractive and inquiries are always numerous when a building becomes available in the downtown area.

... We shipped not only the New York market, we went to California too, where the juniors' vendors were making real headway. We were sort of a guinea pig, because we were a new store and were able to find fresh, bright, fashionable merchandise. We kind of took the area by storm."

**"A lot of merchants in small towns look at a neighboring metropolitan area as a liability. I've always looked on the Quad Cities as an asset. I-80 really does run in both directions."**

— George Kutsunis

Leading Lady, "an instant success," now accounts for the second greatest volume of his business.

But the move which really launched Kutsunis' business...



## ► Locations

### Illinois

120 South State Street  
Geneseo, IL 61254  
309-944-2517

643 South Main Street  
Princeton, IL 61356  
815-872-2225

4732 North Brandywine Drive  
Peoria, IL 61614  
309-686-0124

### Iowa

2205 East Kimberly Road  
Davenport, IA 52807  
563-355-5645

Sycamore Mall  
1670 Sycamore Street  
Iowa City, IA 52240  
319-358-9389

Old Capitol Town Center  
201 South Clinton Street  
Suite 141  
Iowa City, IA 52240  
319-338-1339

Lindale Mall  
4444 1st Avenue North East  
Cedar Rapids, IA 52402  
319-393-7939

**PEGASUS FINE GIFTS**  
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**At Four Seasons,  
we LOVE fashion  
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We are very proud to partner with Four Seasons!



Wishing you the best as you celebrate 50 years of making women look like stars!

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