



Some product photos including an image of the artist and her family.

AN INSPIRED BUSINESS



Alumna's original paintings give rise to full line of products in successful company

Initially forgoing her artistic passion to work in the sales industry, Tay Cossar Morgan (BA 87) has since changed gears and taken her design company from a concept to a successful nationwide business.

Morgan worked in sales and sales management at a national telecommunications company for nearly 13 years before becoming artistic director and creator of Tay Morgan Designs, Inc. Morgan has enjoyed painting and designing all her life. She now uses mixed media to create her inspirational designs and works mostly with acrylic.

"Design ideas and special verses come from a group of friends and family members who share ideas each year with me," says Morgan.

Established in fall 2000, Morgan's company offers a line of items inspired by her original paintings. Merchandise includes boxed note cards, inspirational note cards, bookmarks, checkbook covers, note pads, address books, personalized stationery, thank-you notes, Christmas cards, and annual wall and pocket calendars.

An annual Bible verse calendar was started in 2001 when Morgan was asked to design a calendar with Bible verses on each month for a school's annual fundraiser. The next year, Tay started marketing them to retail stores. From there, the calendar gained a following throughout the United States

"One of my favorite verses is 1 Peter 4:10, 'Each one should use whatever

gifts he has received to serve others,'" says Morgan. "I love giving special gifts—anything I can do to give back, to make someone feel happy and appreciated!"

Now available in more than 400 retail stores nationwide, Morgan's designs can be found at the Mississippi Wholesale Market in Jackson, the Atlanta International Gift Market, the Dallas Market Center and the National Stationery Show in New York.

Morgan and her husband, Bill, (BBA 88) have two children, Meggie and Cossar, and reside in Jackson. Information regarding her line of products and a list of retailers can be found at <www.taymorgandesigns.com>. *AR*