







Moda owner Mark Dunn may not make quilts, but he certainly appreciates them. Twice yearly he selects an antique quilt from his substantial collection and reproduces its fabrics for his Howard Marcus lines. The proceeds from these fabrics, known as "Collections for a Cause," benefit charities that touch Moda customers and employees, including support for breast cancer, juvenile diabetes, Alzheimer's, Quilts of Valor, and more.

Mark's generosity is based on his belief in the Golden Rule, and that extends to the way he runs Moda. "I treat people the way I want to be treated," he says. "We get along, have a good time, and utilize everyone's special talents. "He's on a first-name basis with most of his company's 150 employees.

Branches of Mark's Moda family tree and Dunn family tree intertwine. His father sparked his interest in the textile industry; the two sold notions and fabric together in Atlanta. When his dad retired, Mark moved to Texas to start United Notions and Moda. Thirty-six years later, two of Mark's four children work for Moda, with a third coming on board next summer.

The Moda family tree extends to Mark's customers, as well. "We watch out for shops to ensure they're going strong, and provide tools and tips to help them do better," he says. "I have a great feeling for our customers and want to and do everything I can to make sure they're happy, healthy, and doing well."



