

## DBJ CONFIDENTIAL



Katherine Cromer Brock

Professional organizer **Tonia Tomlin** of Plano is scheduled to appear on a series of “Smart Tips” features airing nationally on the **Fine Living Network**. As the founder of **Sorted Out** and author of “**Chaos 2 Calm: The Moms-of-Multiples’ Guide to an Organized Family**,” Tomlin, who has twin girls, has also been featured on **HGTV’s** “Mission Organization.”

**University of North Texas** President **Gretchen Bataille** will be the next guest on **KERA-TV (Channel 13)**’s monthly business program “CEO,” hosted by **Lee Cullum**. Bataille will discuss the impact of the economy on the university’s budget, students and their families. The show will air at 7:30 p.m. April 24. ... **The Elisa Project**, a nonprofit dedicated to education and support for people with eating disorders and their loved ones, has appointed **Colleen Trabold** its new board president. Trabold brought on two new board members, **Robin Bagwell** and **Vicki Andrews**. The Elisa Project was founded in 1999 by **Rick and Leslie McCall** in honor of their daughter who struggled with an eating disorder and ultimately took her own life. “I am so happy to be a part of the Elisa



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Project,” Andrews said. “For so long this illness has been hushed and not talked about. When families needed help

the resources were so limited. The Elisa Project brings open discussion and resources for all to use.”

Dallas runway diva and “Bob Mackie girl” **Jan Strimple** will participate in the **DIFFA/Dallas Collection** 20th-anniversary fundraiser May 2 at the **Hilton Anatole**. Strimple’s special segment, recreating her early appearances for the Design Industry Foundation Fighting AIDS, has been developed by **Brian Brothers** of **Planet Productions** and event co-chairmen **John Ahrens** and **Mark Stafford**. The event at which denim jackets embellished by famous designers are auctioned raises money for AIDS-related charities.



■ Dallas Cowboys Executive Vice President **Jerry Jones Jr.** confirmed a tidbit of vitally important news last week on the heels of the announcement that the new **Dallas Cowboys Stadium** in Arlington will partner with **Wingstop**. In an attempt to make sure that the food and drink at the new stadium reflect “local flavor,” yes, there will be a branded margarita. “Some of our research and surveys show that margaritas are important to our fans,” he said, very officially. This reporter would like to be kept in mind for a margarita survey. And a tasting. ... **Moroch Partners** sponsored a Tweetup April 8 at **Bengal Coast** that was attended by about 80 Dallas-area Twitterers. Have no idea what that sentence just said? Get with the program. And follow the **Dallas Business Journal @dbjinsight**. And yes, that was shameless self-Twittermotion.

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