

Company's journals going to the stars

BY CHERYL WADE
of the Daily News

A Bay City company's products will be in goody bags that go to elite stars at Oscars festivities.

Journals Unlimited, which began creating its fill-in-the-blank journals in 1997 and now sells to retailers across the United States and Canada, also will display its journals at a lush Beverly Hills mansion



Photo courtesy of Journals Unlimited

Barb Morina, president of Journals Unlimited, shows one of her company's fill-in-the-blank journals. The journals go in gift bags that will be given to 10 elite Oscar nominees during festivities this week.

for invitation-only Oscars Week festivities.

The adventure started when Journals Unlimited received a call from Madison & Mulholland, a company that creates gift bags to showcase interesting new, hip products. A Madison & Mulholland staff member liked the "Gratitude" journal. Could Journals Unlimited supply products for "ultimate nominee" gift bags?

"We were really skeptical at first," said Barb Morina, president of Journals Unlimited and a Bay City native. "Your first question is, 'All right, what's it going to cost me?'"

But a little research and a conversation with Madi-

son & Mulholland President Jane Ubell-Meyer convinced Morina this was the opportunity of a lifetime.

"You can't say no to something like this," she said.

Shelly Walczak, who sells customized journals for the Bay City company, said she can't reveal the names of the 10 stars who will receive copies of "Films — a Movie Lover's Journal" with their names printed on them. Release of their names might imply endorsement of the products. She said her company will be able to announce names after the festivities are over.

"Hopefully, it's an opportunity for us to get our name out there," Walczak said.

Besides the movie journal, each of the 10 stars also will receive a wine journal and a third journal based on her interests. Two of the actresses are new moms, so each will receive a journal with her child's name on it.

Morina and Walczak flew to California Monday for the pre-Oscars festivities today through Friday. Morina said she'll have difficulty with the "who's who" part once she arrives.

"I rarely watch a movie or a TV, so I will probably not recognize anyone," Morina confessed. But Ubell-Meyer told her not to worry and said, "You'll know."

The idea for her company was planted when Morina went on vacation and searched unsuccessfully for a journal that had spaces for her to write where she traveled, where she stayed and who she met. She quickly started putting feet to her idea.

Besides administrative offices in Bay City, Morina's company has warehouse facilities in Pinconning. The journals are manufactured in Indianapolis. Morina made a point of adding that all the printing is done in the United States, not sent overseas as many companies do.

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