

## **What's the Buzz?**

### **Watercolor line is in the cards**

Most people fill out postcards on the beach. George White, general manager of the product development unit at Gibson Greetings, filled out a card line.

It happened on his vacation to North Carolina two years ago. While dining at a restaurant, Mr. White spotted a colorful, spirited painting by Deborah Cavanaugh. He liked it, tracked her down, bought a painting and then persuaded the artist to make greeting cards for Gibson.

"The more I see it, the more I like it," Mr. White said of the art. "She paints things that I like in a unique way; it's very stylized."

Ms. Cavanaugh's watercolors are among three lines added to Gibson's Artists' Corner program, available in more than 2,700 stores. The other lines are from the Laura Ashley collection and artist Kathryn White, creator of "Bumble B. Bear" characters.

Each line includes 21 cards.

Mr. White said Gibson annually "refreshes" two or three of the seven artist lines comprised by Artist's Corner.

Gibson, acquired by American Greetings in March, continues to operate as a separate brand. Its Covington corporate offices are expected to close by the end of the year and be consolidated into American's Cleveland offices.

**- Lisa Biank Fasig**

# BUSINESS

THE CINCINNATI ENQUIRER  
SATURDAY, MAY 6, 2000