

**NCSU College of Textiles  
Guest Lecturer Series**

**Marshal Cohen**  
**Chief Industry Analyst**  
**The NPD Group, Inc.**

**Sally Kay**  
**President**  
**The Hosiery Association**

**March 20, 2007**

**Marshal Cohen** is currently the Chief Industry Analyst for The NPD Group, Inc. In addition to overall retail sales, he specializes in apparel, footwear and accessories, focusing on sales, trends, and forecasting. Marshal realigned his internal role as Co-President to a more external role to focus more on the analytics and applications of data to help clients and the industry learn how to use the data to unearth the vast opportunities within the industries that NPD tracks. By utilizing this uniquely combined consumer and point-of-sale tracking service coupled with his vast experience in the market place ranging from Manufacturing, Retailing, and Marketing, Marshal is able to offer unique insights into data application and industry topics. Marshal brings a unique blend of management skills, hands on sales experience, data usage and development, coupled with the ability to present it in such a way that organizations seek his presentations to ignite the audience, large and small.

Marshal has been frequently seen on NBC's Today Show discussing current apparel trends. He has also appeared on ABC's Good Morning America, The CBS Morning News, CNBC and CNN. In addition, Marshal has been extensively quoted on retail and fashion trends in *Fortune Magazine*, *The Wall Street Journal*, *The New York Times*, *Time Magazine*, *Business Week*, *Women's Wear Daily* and many other publications. Marshal speaks frequently to industry associations and conferences amongst the leading CEO's and high level executives within our industry. Additionally, Marshal recently released his first book entitled, "Why Consumers Do What They Do" through Mc-Graw Hill.

**Sally Kay** has been with The Hosiery Association for over 16 years and President since October 2001. Key responsibilities include industry spokesperson, media relations expert, legislative/regulatory issues, *Hosiery News* magazine editor in chief, THA executive committee and board liaison, THA chairman liaison, strategic planning, industry public relations and communications program, annual convention oversight, *Hosiery Insider* electronic newsletter editor, conducting presentations to the hosiery industry as well as other organizations and responsible for day to day operations of the Association.

Sally is author of The Hosiery Association's Centennial: Keep in Step with the Industry for a Hundred Years. Additionally, she is regularly quoted in *Women's Wear Daily*, *The Wall Street Journal*, *Allure Magazine*, *Accessories Magazine*, *Ask Heloise*, *The Charlotte Observer*, *Southern Textile News* and numerous other media outlets. Sally graduated from Clemson University; BS Degree in Tourism Management with emphasis in Meetings/Events Management; Marketing & Communications.

**Schedule:**

*March 19*

Dinner hosted by Cotton Incorporated personnel  
(Genessa Fratto to coordinate)

*March 20*

9:00

Arrive campus – met in Textile Visitor Parking lot by Holli Nelson

9:30

Meet with students (undergraduate, graduate) and faculty -- #3247  
Informal discussions re: research issues, industry perspectives,  
career opportunities  
(Sally Kay to meet with Mallory Foushee at 10:00)

11:30

Depart campus for The State Club  
Private luncheon hosted by Charlie Harris (College of Textiles’  
alumni)

2:20 – 3:35

Lecture, “*Consumer Segments*”  
Convocation Center, College of Textiles

3:45

Depart campus for airport