

**NCSU College of Textiles
Guest Lecturer Series**

Marshal Cohen
Chief Industry Analyst
The NPD Group, Inc.

Sally Kay
President
The Hosiery Association

November 15, 2006

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:

November 15

- 7:30 Breakfast (Cassill to coordinate)
- 8:45 Arrive campus
- 9:00 Meet with TAM 482 students (L. Sampson group; #3437 Textiles)
- 9:20 Meet with TAM 482 students (T. Bell group; #3437 Textiles)
- 9:40 – 10:00 Break
- 10:00 Professor Powell with Sally Kay (seamless knitting)
J. Oswald with Marshal Cohen (#3437 Textiles)
- 10:40 Meet with TAM 482 students (H. Poston group; #3437)
- 11:00 – 12:15 Meet with Graduate Students.
“Overcoming Research Methodology Challenges”
Students to bring 2 questions/issues for discussion
Box lunch: Faculty to join
- 12:50 – 2:05 Guest Lecture: **“Power Branding.”** #2431 Textiles
- 2:15 – 3:15 Meet with Fashion and Textile Design and Management faculty re:
design competition Spring 2007 (Port City Java)
- 3:15 – 3:30 Meet with TAM 482 students (A. Foster group; #3437 Textiles)
- 3:45 Depart for RDU airport