

March	Type of Class	Title	Speaker(s)	Take Aways
13 MORNING	MASTER CLASS: MARKETING	TARGETING YOUR AUDIENCE	LORI RANDOLPH & MARC GRANT	
13 AFTERNOON	MASTER CLASS: TIME MANAGEMENT	DESIGNER'S ANNUAL CALENDAR	AMY WILLIAMS	
19 MORNING	MASTER CLASS: MARKETING	MEDIA TRAINING	RORY O'CONNOR	
27 AFTERNOON	MASTER CLASS: SOURCING	FABRICS & TRIMS	AMY WILLIAMS	
APRIL				
10 AFTERNOON	FISF TOUR: 9-13 DESIGN CAMP GROUP	DESIGNERS IN ACTION	JENNIFER SEER CCA	
13 MORNING	SITE VISIT: SOURCING / FABRICS	PICKERING TEXTILES	DAN PICKERING	
13 AFTERNOON	SITE VISIT: DIGITAL PRINTING	DIP PRINTERS	MARIA SOTA	
16 MORNING	MASTER CLASS: FINANCE	COSTING FOR DESIGNERS	LINDA LOU ELLARD	
17 AFTERNOON	SITE VISIT: PRODUCTION DESIGNER	BABETTE FACTORY VISIT	BABETTE STEVE PINSKY	
18 MORNING	FISF TOUR:	JOHNSON & WALES UNIVERSITY STUDENTS	SHAWNE ABLENIUS	
24 MORNING	MASTER CLASS: SOURCING	LOCAL MANUFACTURES & GREEN BUSINESS	DOROTHY YUKI	
MAY				
3 EVENING	AAU FASHION SHOW	SENIOR DESIGN SHOW AT THE CANNERY	AAU	
5 MORNING	SIFI TOUR: MACY'S	JEFF GENNETTE HEAD OF MERCHANDISING	BETSY NELSON	
8 MORNING	MASTER CLASS: BRANDING	LOGOS AND WEBSITES	JOHN CASADO	CD AVAILABLE
11 EVENING	CCA FASHION SHOW	SENIOR DESIGN SHOW	AMY WILLIAMS	
5-11 CONTINUOUS	SITE VISIT: PRODUCTION	"SF MADE" FACTORY VISIT	JANET LEES	
12 EVENING	"BLACK" FASHION SHOW	SF DESIGNERS AT ONE MARKET	OWEN BUENAVENTURA	
14 EVENING	MASTER CLASS: SALES	ALTITUDE SHOWROOM	KARI ANN FRERICH	

May	Type of Class	Title	Speaker(s)	Take Aways
15 MORNING	SALES & PRODUCTION	ENTERING THE MARKET DESIGNER'S 3 YEAR PLAN	ROGER KASE & DOROTHY YUKI	
22 AFTERNOON	FISF TOUR	MIKE KRAUTER, PRESIDENT OF STORES AT MACY'S	BETSY NELSON	
June				
TBD	MASTER CLASS: FINANCE	BANKING YOUR BUSINESS	ALICIA MADSEN BANK OF AMERICA	
5 AFTERNOON	MASTER CLASS: FINANCE	ANGEL & VC INVESTING	PHIL SCHLEIN	
13 MORNING	FISF TOUR	UNION MERCHANTS	BID	
16 EVENING	ART INSTITUTE FASHION SHOW	SENIOR DESIGN SHOW	ART INSTITUTE	
21 ALL DAY	PRODUCTION FITTINGS	MUSLIN'S	DOROTHY YUKI	
22 MORNING	MASTER CLASS: LEGAL	LEGAL ISSUES FOR ENTERPENUERS / BUSINESS	TYLER ROSSETTI & KIFFANIE STAHLE	CD / POWER POINT AVAILABLE
26 MORNING	FISF TOUR / MEETING	"SF MADE"	JANET LEES	
28 ALL DAY	PRODUCTION FITTINGS	ACTUAL FABRIC	DOROTHY YUKI	
JULY				
5 ALL DAY	PRODUCTION FITTINGS	ACTUAL FABRIC	DOROTHY YUKI	
6 ALL DAY	PRODUCTION FITTINGS	ACTUAL FABRIC	DOROTHY YUKI	
9 MORNING	MASTER CLASS: BRANDING	WEBSITE, LOOKBOOKS LOGO AND PHOTOGRAPHY	JOHN CASADO	CD AVAILABLE
11 MORNING	MASTER CLASS: LEGAL	LEGAL ISSUES FOR ENTERPENUERS / CONTRACTS	TYLER ROSSETTI & KIFFANIE STAHLE	CD / POWER POINT AVAILABLE
17 MORNING	MASTER CLASS: FINANCE	BANKING YOUR BUSINESS	ALICIA MADSEN BANK OF AMERICA	CD AVAILABLE
18 MORNING	FISF TOUR	INTERNATIONAL WOMAN'S FORUM	SHERRIE BARDEN & CINDY EISENBURG	
25 AFTERNOON	FISF TOUR	GAP	ANDREA GERLACH	

August	Type of Class	Title	Speaker(s)	Take Aways
21 ALL DAY	MARKETING: "MAGIC" LAS VEGAS	TRADE SHOWS	JANET LEES	
24 MORNING	BRANDING: MODEL CALL	HOW TO SELECT A MODEL FOR PRINT/LOOKBOOK	JOHN CASADO	
29 ALL DAY	BRANDING & MARKETING	LOOKBOOK PHOTOGRAPHY SHOOT	JOHN CASADO JE MODELS	
September				
14 ALL DAY	FABRIC SOURCING	FALL 2013	IVY MOYA FINE FABRICS	
14 EVENING	FASHION EVENT	GLAMORAMA	BETSY NELSON	
16 EVENING	FASHION EVENT	FASHION NIGHT OUT MACY'S THIRD FLOOR	BETSY NELSON SIMNE TOLIFSON	
17 AFTERNOON	COLLECTIOIN CRITIQUE	DIR SPRING 2013 COLLECTION	AMY WILLIAM DIANE GREEN ROGER KASE	
24 AFTERNOON	MARKETING	SELLING YOUR COLLECTION	RORY O'CONNOR FLEISHMAN-HILLARD	
27 EVENING	FASHION EVENT	MAIDEN LANE BLOCK PARTY AND FASHION SHOW	UNION SQUARE BID	
OCTOBER				
9 & 10 MORNING	ACCOUNTING	SELECTING A BOOKKEEPER	MISS KYRA LEE BLOCH	
10-11-12 ALL DAY	SITE VISIT: SOURCING	LA TEXTILE SHOW FABRICS FOR FALL 2013	LOS ANGELES FASHION CENTER	
13 MORNING	FISF TOUR & MEETING	REVIEW OF DIR COLLECTIONS BY MACY'S NEW YORK CITY	DUSTIN JONES GVP DMM MOLLY LANGENSTEIN / MCS NY MACY'S	
18 MORNING	FISF TOUR & PLANNING MEETING	2013 JUNIOR LEAGUE FASHION EVENT	LAYNE GRAY MICHELLE HARRIS	
24-26 ALL DAY	FASHION EVENT	ACCESSORIES BAZAAR IWF CONFERENCE AT THE FAIRMONT HOTEL	SUZY MORRIS FASHION CONSULTANT	
30 AFTERNOON	FISF TOUR & MEETING	FIDM AND FISF	JULIE ARMONE BARBARA CUPPER PAREDES JANICE	

November	Type of Class	Title	Speaker(s)	Take Aways
15 AFTERNOON	FISF TOUR	AAU STUDENTS	JEANNE & BETHANY	
15 EVENING	PUBLIC EVENT: SF DESIGN COMMUNITY	MEET THE BUYERS	LORI RANDOPH SHERI EVANS BARRETT PURDUM	
16 MORNING	MASTER CLASS: MARKETING	MEDIA TRAINING	RORY O'CONNOR	
30 MORNING	FISF TOUR & MEETING	EBAY	HIEDI WARE FASHION MARKETING	
December				
4 ALL DAY	TUTORIAL	USE & CARE: INDUSTRIAL EQUIPMENT & PROFESSIONAL SEWING TECHNIQUES	DOROTHY YUKI	
10 AFTERNOON	FISF TOUR: MEETING	LEGAL SERVICES FOR ENTREPRENEURS	MIYA CHANG STAFF ATTORNEY	
11 AFTERNOON	FASHION EVENT: PLANNING MEETING	2013 JUNIOR LEAGUE FASHION EVENT	NATALIE SMITH SPECIAL EVENTS	
January 2013				
14-17 ALL DAY	SITE VISIT: SOURCING / FABRICS	2014 SPRING TEXWORLD	NEW YORK CITY JAVITS CENTER	
16 AFTERNOON-4P	FISF TOUR AND MEETING	SFCED ANNUAL MEETING	DENNIS CONAHAN	
17 EVENING	PUBLIC EVENT: SF DESIGN COMMUNITY	COSTING: CHARGING WHAT YOU ARE WORTH	LINDA LOU ELLARD & ROGER KASE	
28 EVENING	FISF TOUR AND MEETING	WOMEN'S FORUM AND LA COCINA	SHERRIE BARDEN & LINDA MORIARTY	
29-30 ALL DAY	NEW YORK CITY TRIP LUNCHEON	MACY'S NEW YORK CITY	TERRY LUNDGREN	
February				
14 EVENING	FISF TOUR AND MEETING	CITY COLLEGE STUDENTS	SYLVIA RUBIN	
25-27 EVENING	SITE VISIT: SOURCING & FABRICS	LA TEXTILE SHOW FABRICS FOR SPRING 2014	LOS ANGELES FASHION CENTER	
March				
	FASHION EVENT	JUNIOR LEAGUE FASHION SHOW	LAYNE GRAY MICHELLE HARRIS NATALIE SMITH	