



Textile and Apparel Management Advisory Board Meeting
Pivoting for the Pandemic in the Fashion Industry

February 28 – March 5, 2021

Sunday, February 28, 2021

3:30- 4:45 p.m.

Meet the Board Members

For Faculty, Board Members, Students and Parents

Welcome:

- Dr. Jung Ha-Brookshire, Department Chair

Facilitator:

- Nicolette Leiby, President, TAM Advisory Board

Zoom Meeting ID: 995 9711 0707

Zoom Passcode: 540173

Monday, March 1, 2021

11:00a.m. – 12:00p.m. **Session 1: Pivoting for Pandemic:** Merchandising/Buying and Retailing (Online and offline)

For Faculty, Board Members, and Students

Facilitator:

- Dr. Jaime Mestres, Assistant Teaching Professor and Director of Undergraduate Studies

Featured Speakers:

- Misty Jackson, Director of Merchandising & Design, Build-A-Bear Workshop, Inc.
- Melissa Larson-Behrend, SVP Merchandising & Merchandising Operations, Scrubs & Beyond, LLC.

Zoom Meeting ID: 934 2076 3913

Zoom Passcode: 967149

Tuesday, March 2, 2021

12:30 – 1:45 p.m.

Session 2: Pivoting for Pandemic: Product Development, Design and Sourcing

For Faculty, Board Members, and Students

Facilitator:

- Dr. Kerri McBee-Black, Assistant Teaching Professor

Featured Speakers:

- Laura Bozoian, VP, Produce Development and Production, Kendra Scott
- Jenna Mason, Director, Product & Creative Development, Rev Up Brands
- Michele Dando, Product Development and Sourcing Consultant

Zoom Meeting ID: 953 2244 3883

Zoom Passcode: 212065

Wednesday, March 3, 2021

- 3:30 – 4:30 p.m. **Session 3: Pivoting for Pandemic:** Styling and Marketing
For Faculty, Board Members, and Students
Facilitator:
- Hope Horn, Instructor
- Featured Speakers:
- Debra Krivelow, SVP, GM, Caleres, Inc.
 - Laura Schuffman, Fashion Stylist, Salehi+Schuffman, LLC
- Zoom Meeting ID: 942 8310 8792
Zoom Passcode: 069705

Friday, March 5, 2021

- 9:30 – 10:00 a.m. Board Meeting
For Faculty and Board Members
- Sessions feedback
 - Election – President
 - Suggestions for Board Meeting 2022 Topics
- Zoom Meeting ID: 919 0751 8972
Zoom Passcode: 774792
- 10:00 – 11:00 a.m. **Session 4: Ask Me Anything:** Breakout sessions with the Board Members
For Faculty, Board Members, and Students
Facilitator:
- Dr. Li Zhao, Assistant Professor
- Zoom Meeting ID: 985 8045 2889
Zoom Passcode: 984595

Advisory Board Guests

This year we are excited to have five industry leaders as guests to the Advisory Board Sessions.

Please welcome:

- **Brian Carver**, CEO, Atlas 46 ([Atlas 46 American made gear and clothing](#))
- **John Elmuccio**, Founder and Managing Partner/COO, Co-founder, Evolution St. Louis ([Evolution St. Louis | High-Tech Knitting Facility](#); [John Elmuccio | LinkedIn](#))
- **Bret Schnitker**, CEO/ President, Stars Design Group, Inc. ([Global Clothing Manufacturers | Stars Design Group](#); [Bret Schnitker | LinkedIn](#))
- **Kathryn Knight**, Apparel Director, FirstSpear ((7) [Kathryn Knight | LinkedIn](#))
- **Michele Batye**, President at Dave Griggs Flooring America (<https://www.linkedin.com/in/michele-batye-533a559/>)