

New York City Student Tour

Monday, March 13 to Thursday, March 16, 2006

Monday, March 13:

3:00 p.m. Check into hotel room. Courtyard New York Manhattan/Fifth Avenue.

3:30 p.m. Courtyard New York Manhattan/Fifth Avenue lobby. Meeting to discuss entire trip, agenda, distribute city information and Q & A.

4:00 p.m. – 6:00p.m. Walking tour of retailers in the area. Students on their own.

6:15 p.m. David F. Miller Center for Retailing Education and Research will host the students for dinner. Tao Restaurant – 42 East 58th Street (between Park and Madison Avenues) 212-888-2288

Tao, the largest and most popular Asian restaurant in New York City, was created to offer guests a sensual trip through the cuisines of Asia. Tao is frequented by celebrities on a regular basis from Nicole Kidman, Tom Cruise, Ricky Martin, Robert DeNiro, and Sir Anthony Hopkins to members of the New York Yankees and Giants.

Tuesday, March 14:

9:00a.m. – 2:00 p.m. Brown Shoe/Famous Footwear

Showroom Address 693 5th Ave
11th Floor (54th and 5th Ave)
New York, NY 10022

Contact Maggie Laver
Phone 212-223-0808

9:00 AM Maggie Laver – Director of Marketing Communications & Showroom Manager

Topic: Leveraging public relations and showrooms to support our business

10:00 AM Showroom Tour and Brand Discussion

10:15 AM Mitch Hackmann - Regional Manager, Famous Footwear

Topic: Managing multiple retail distribution channels

10:45 AM Geoff Green – Director, Talent Acquisition

Topic: Internships and career development opportunities

11:30 AM Depart for Brown Shoe Bennett Footwear Showroom

156 West 56th Street
15th Floor
New York, NY 10019

Contact Nora Elmore
Phone 212-489-9770

11:45 AM Matt Rush – President, Franco Sarto

Topic: Brand Management

12:15 PM Brown Shoe Bennett Footwear Showroom Tour

12:30 PM Roundtable Lunch

Hosts Geoff Green – Director, Talent Acquisition
Matt Rush – President, Franco Sarto
Maggie Laver – Director, Marketing Communications
Mitch Hackmann – Regional Manager, Famous
Footwear
Jim Hanna – Vice President, Store Operations,
Famous Footwear

1:00 PM Depart for Famous Footwear

Rob Robles, Store Manager
250 West 34th St. (between 7th & 8th)
New York, NY 10119
212-244-4810

1:30 PM Tour Famous Footwear Store and Q&A
Comparison ShopPayless Shoe Source (across the street on the corner at 8th Ave.)

2:30 – 5:00p.m. Walking Tour of the Fashion District – Tour Guide, Mr. Michael Kaback – cell number – 212-947-5500 ext 101.

Meet at Lobby of 1410 Broadway, (at the corner of W39th St)
Walking tour of the fashion district, with an emphasis on Retailing. Tour includes the history of the apparel industry in NYC, visit an apparel showroom, visit a factory and if time permits stopping at a sample sale.

5:00 p.m. Students on their own for dinner

Wednesday, March 15:

10:00 a.m. – 12:30 p.m. Tour of Macy's Herald Square, Patti Lee, Senior Vice President of the Herald Square Store. 12:00 – 12:30 has been reserved for Q & A. 212-494-4452

We will be meeting Patti at the Information Center located at the entrance on Broadway between 34th and 35th Street.

Macy's Herald Square-The World's Largest Store! 34th Street between Broadway and 7th Avenue

12:30p.m. – 1:30 p.m. Lunch on your own.

2:00 – 3:00 p.m. Tour of Bloomingdales in Soho
504 Broadway (Between Spring & Broome Streets)

Eric Hogan, General Manager and UF graduate. 212-729-5902
Bloomingdale's SoHo opened in April 2004. The space on lower Broadway has 79,000 square feet of selling space over six levels. The smallest store in the Bloomingdale's group had been 250,000 square feet.

3:00 – 6:00 p.m. Visiting retailers in Soho. A list of suggested retailers will be provided.

Thursday, March 16

10:00 – 11:30 –Tour of Toys “R” Us

1514 Broadway
New York, NY 10036
Broadway & 44th Street
(646) 366-8855

Toys “R” Us Times Square, The Center of the Toy Universe, is the new Toys “R” Us international flagship store. The more than 30 million visitors who visit Times Square each year will discover the Toys “R” Us Times Square is much more than a toy store. The 110,000-square foot store is guaranteed to delight guests with an unrivaled shopping experience, and unbelievable array of toys, the best in customer service, and of the most amazing retail presentation in the world. The store has a carnival size Ferris wheel in the middle of the store.

12:00 – 1:00 – Tour and meeting with Women’s Wear Daily (WWD)

750 Third Avenue
Between 46th and 47th Streets
7th Floor
Contact: William Cotto (212) 630-3540

Often called "the fashion bible," Women's Wear Daily serves as the voice of authority, international newswire and agent of change for the fashion, beauty and retail industries.

First and foremost, WWD is dedicated to providing a balance of timely, credible business news and key women's fashion trends to a dedicated readership. This readership includes retailers, designers, manufacturers, marketers, financiers, Wall Street analysts, international moguls, media executives, ad agencies, socialites and trend makers.

What makes WWD the authority? Frequency, integrity, independence,

spirited coverage and a long tradition that demands staffers get the story and get it first.

1:30 - Head back to airport. If you are planning on flying out of New York today, I would recommend scheduling your flight to leave after 3:30 p.m.