

INTERNATIONAL FORUM FOR COTTON PROMOTION  
COTTON PROMOTION WORKSHOP

May 23-26  
Cotton Incorporated World Headquarters  
Cary, North Carolina

Sunday

Check-in at 3:00  
The Embassy Suites Hotel  
Cary, North Carolina

Dinner on your own

Monday

Breakfast at the hotel

8:10 Bus or shuttle transport to Cotton Incorporated headquarters

Cotton Incorporated World Headquarters  
6399 Weston Parkway  
Cary, North Carolina

8:30 **Opening Remarks and Introduction of attendees**  
Allen Terhaar, Executive Director, Cotton Council International and Chairman, IFCP  
Jeff Silberman, Executive Director, IFCP

8:45 **Welcome Remarks**  
J. Berrye Worsham, President and Chief Executive Officer, Cotton Incorporated

9:00 **Overview of the Workshop Agenda**  
Mark Messura, Vice President Strategic Planning, Cotton Incorporated

9:10 **Retail and Consumer Promotion Programs for Cotton**—Case studies and group discussion  
Paula Rosario, Senior Executive, Retail and Fashion Marketing, Cotton Incorporated  
Andrea Samber, Associate Director, Retail Marketing

10:00 Break

10:15 **Retail and Consumer Promotion Programs for Cotton**—Case studies and group discussion  
Paula Rosario (Senior Executive, Retail and Fashion Marketing, Cotton Incorporated)  
Andrea Samber (Associate Director, Retail Marketing)

11:15 **Market Research and Evaluation to Support Promotion Programs**  
Kim Kitchings, Director of Market Research and Planning, Cotton Incorporated

12:00 **Buffet Lunch**

12:45 **Tour of Cotton Incorporated Research Center**

2:00 Break

- 2:15 **Cotton Council International Promotion Examples and Case Studies**  
Allen Terhaar, Executive Director Cotton Council International
- 3:30 **Open Group Discussion**
- 4:00 Bus or shuttle departs Cotton Incorporated and returns to Embassy Suites Hotel
- 5:30 Bus or shuttle departs Embassy Suites Hotel for dinner at the Angus Barn
- 6:00 Reception and dinner, The Angus Barn

Tuesday

- 8:15 Bus or shuttle departs hotel for Cotton Incorporated headquarters
- 8:30 **Opening Remarks**  
Jeff Silberman, Executive Director International Forum for Cotton Promotion
- 8:45 **Media Strategies for Cotton Promotion**  
Case studies and discussion will explore examples of radio and public relations as alternative media for promotion  
  
Paula Rosario, Senior Executive, Retail and Fashion Marketing, Cotton Incorporated  
Robin Merlo, Director of Public Relations, Cotton Incorporated
- 10:00 Break
- 10:15 **Using Television and Print Media Promotions**  
**The Joy of Shopping (Industry Cooperative Promotion Example)**  
  
Ira Livingston, Senior Vice President Consumer Marketing  
Allen Terhaar, Executive Director Cotton Council International
- 11:45 Lunch
- 12:30 **Building a Cotton Promotion Effort in the Mexican Market**  
Jed Stampleman, Director of Advertising, Cotton Incorporated
- 1:30 **Case Studies and Updates from Member Organizations**
- 2:00 Break
- 2:15 **Case Studies and Updates from Member Organizations**
- 3:15 Adjourn  
Bus departs headquarters and returns to Embassy Suites
- 4:00 Bus departs Embassy Suites for The Streets of Southpoint
- 4:30 The Streets of Southpoint Shopping Mall
- 6:00 Dinner at Maggiano's at the Streets of Southpoint

Wednesday

8:15 Bus departs hotel for Cotton Incorporated headquarters

8:30 **Open Discussion—Strategies, next steps, future directions for the IFCP**

10:45 Adjourn