

# **Footwear Materials & Innovation Summit: DRAFT AGENDA**

## **North Carolina State University College of Textiles: Raleigh, NC**

### **Day 1 – Material Technical Insights, Applications and Innovation**

Tuesday, September 26<sup>th</sup>

**8:00 Bus Departure from Hotel**

(ubers available, as are parking spots for those who rented cars)

**8:15 Registration and Breakfast**

**9:00 Footwear State of the Union: A Quick Update on Sourcing, Trade & Costs Impacting Footwear & Footwear Materials**

- Matt Priest, President & CEO, *FDRA*
- Gary Raines, Chief Economist, *FDRA*

**9:30 Keynote: The Do's and Don'ts of Footwear Knitting – How to Improve Your Product and Process**

A presentation on what works with knits and what doesn't

- Dr. Andre West, Assistant Professor, Textile and Apparel, Technology and Management (TATM) Department, *College of Textiles, NC State University*

**10:00 Technical Aspects, Sustainability and Execution/Application of Key Textiles, PU (Synthetics) and Plastics in Footwear: Panel And Audience Discussion**

A panel on how to best execute key textiles, PU and Plastics in terms of footwear development/sourcing and application. Including a discussion on sustainability.

- Dr. Trevor Little, Professor and Head of the Textile and Apparel, Technology and Management Department, *College of Textiles, NC State University*
- Thomas White, Sr., Director of Material Innovation – Footwear & Accessories, *Under Armour*
- Brand or another professor TBD
- Moderated by Matt Priest, President & CEO, *FDRA*

**11:00 BREAK**

**11:30 Business Changes and Innovations for Leathers in Footwear**

**This will cover** changes in the leather industry, directions brands are taking when choosing suppliers and using leather. It will also include pricing and fashion changes.

- Kerry Brozyna, Vice President & General Manager, *Wolverine Leathers & Material Sourcing* at *Wolverine Worldwide*
- Jeff Dougherty, Director of Materials, *Wolverine Worldwide*

**12:15 Comfort: Midsoles and Outsole Developments in terms of 'bilities'**

A discussion on issues including: Flexibility, Breathability, Stability, Cushionability, Wearability.

- Chris Favreau, Vice President, Innovation and Operations, *Vibram USA, Inc.*
- Mike Chamberas, *Materials Consultant, FDRA*
- Moderated by Matt Priest, President and CEO, FDRA

**12:45   Lunch, Exhibits, Networking & Connecting with Professors**

**1:45   The Future of Footwear Materials** – An interactive discussion on new materials and innovations in material development.

- Dr. Lisa Chapman, Associate Professor in Textile and Apparel, Technology and Management Department, College of Textiles, NC State University. Her research focuses on digital design technologies that aid the transition from design to manufacturing.
- Dr. Traci Lamar, Faculty, Department of Textile and Apparel, Technology and Management, College of Textiles, NC State University. She currently directs the textile design component of the Fashion and Textile Design Degree program.

**2:30   The Future of Material Management: Materials Database Demo & Discussion**

- Chris Hillyer, Director of Innovation, *Deckers Brands*
- Andy Polk, Senior Vice President, *FDRA*
- Brion Carroll, Vice President, *PTC*

**3:20   Networking Break**

**3:45   Capstone For the Day and Teeing up Day 2: An Interactive Discussion and Audience Q&A on the Current State of Footwear Material Management & Innovation** – Key Highlights from Day 1; Your Perspective on What's Current & What's Coming in Terms of Challenges and Opportunities; What Innovations Make Actual Commercial Sense; What are the trends right and where is the market headed for footwear.

- Chris Hillyer, Director of Innovation, *Deckers Brands*
- Thomas White, Sr. Director of Material Innovation – Footwear & Accessories, *Under Armour*
- Scott Labbe, Vice President Product Development, Virtual Innovations, Advanced Concepts, *Wolverine Brands*
- Natacha Alpert, Director of Innovation, *Caleres*
- Mike Chamberas, *FDRA*
- Moderated by Matt Priest, *President & CEO, FDRA*

**4:30pm Closing on Day 1 head to Outdoor Cocktails – Aloft Raleigh (transportation provided)**

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**Day 2 – Development and Commercialization**

Wednesday, September 27<sup>th</sup>

Morning Session:

**8:15   Bus Departure from Hotel**  
(ubers available, as are parking spots for those who rented cars)

**9:00   The Future of Development in Practice from A Process Viewpoint**

- Scott Labbe, Vice President Product Development, Virtual Innovations, Advanced Concepts, *Wolverine Brands*

**9:45 The Future of Development in Practice from a Consumer Viewpoint**

- Natacha Alpert, Director of Innovation, *Caleres*

**10:15 Break**

**10:45 Going Deeper: 3D Footwear Design and Development Tips and Best Practices from Starting a Program to Executing it at Maximum Efficiency**

- Jean Marc Pedeboy, *Straegies*
- Chris Hillyer, Director of Innovation, *Deckers Brands*

**11:15 A Broader Discussion on Design and Development Innovations That Meet Speed-to-Market Demands – Ample Time for Audience Q&A**

- Chris Hillyer, Director of Innovation, *Deckers Brands*
- Scott Labbe, Vice President Product Development, Virtual Innovations, Advanced Concepts, *Wolverine Brands*
- Natacha Alpert, Director of Innovation, *Caleres*
- Jean Marc Pedeboy, *Straegies*
- *Moderated by Matt Priest, President & CEO, FDRA*

**Noon Summation & Closing - Lunch, Exhibits, Networking,**

**1:00pm Material Production Lab Tours** - Through the Zeis Textiles Extension, NC State's College of Textiles houses a diverse array of textile production equipment, from the tried and true to unique, custom-made machinery. This infrastructure is the most comprehensive of any textile program in the United States, beginning with fiber production and covering the entire supply chain through finished fabrics. A comprehensive tour of these facilities will demonstrate how ZTE clients avail themselves of College of Textiles expertise and equipment to address business needs.

- In 2225 - Groups all together
  - Kent Hester, Director, Student and Career Services (15mins)
  - Traci Lamar, Fashion and textile Design Program (10mins)
  - Jon Rust, Interim Associate Dean for Academic Programs, Interim Director ZTE (include opportunities to sponsor Senior Design)
- Split Groups and Tour Labs Featuring:
  - Knitting
  - Weaving
  - Dyeing and Finishing
  - Short Staple Yarn Spinning
  - NWI Short Staple Lab
  - Digital Printing Facility

**Tours and Conference ends by 3:00pm**