

What CFA Members are SAYING & DOING!

February 28th, 2013

The California Fashion Association (CFA) is a non-profit organization established to provide information for business expansion and growth to the apparel and textile industry of California. The mission of the CFA is to define the industry's economic impact, and to outline export opportunities as well as global sourcing options.

California is the "Gate to the Americas" and American style!

Upcoming Events:

March 1-4: Designers & Agents Show, Paris

March 11-13: Cover Accessories Tradeshow, LA / Cooper Design Space

March 11-13: Designers & Agents Show, LA / New Mart

March 12: Webinar: Trade in Obama's Second Term and the 113th Congress / Sandler, Travis & Rosenberg P.A.

March 14: CFA Advisory Board Meeting ([more info](#))

March 17-20: 25th Annual ROTH Conference / The Ritz-Carlton, Dana Point

March 18-21: LA Fashion Market / CMC

March 17 - 19: Gift & Home Market / CMC

March 18 - 21: Select Contemporary Show / CMC

March 18 - 21: Transit LA Shoe Show / CMC

March 18 - 21: FOCUS Apparel & Accessories Show / CMC

March 19: Apparel Magazine Tech Conference, LA ([more info](#))

March 23: FIDM Debut Runway Show / Barker Hangar, Santa Monica

April 8-10: Los Angeles 'Majors' Market/ CMC

April 17-18: UL's 8th Annual Responsible Sourcing Summit ([more info](#))



Mina Trujillo
Owner
Chief Brand Ambassador

Visit their website [here](#)

The second annual **West Coast Manufacturing Conference** on April 1st, 2013 is the brainchild of Mina Trujillo, owner of **CHRAFT PR**. The company specializes in producing large scale conferences and events. Leaders from the manufacturing industry convene for a morning of networking, panels, and keynote discussions. Issues addressed within Fashion/Retail, include the current state of the industry, today's retail landscape, the manufacturing supply chain for fashion merchandise, business development trends for both emerging and mature brands.

CHRAFT PR is a boutique PR, marketing and conference production agency. They work on communication campaigns and growth strategy for some of the most recognizable brands in the marketplace.

Contact: Mina Trujillo at mina@chraftpr.com

Upcoming Events:

May 1: [West Coast Manufacturing Conference](#) / Millennium Biltmore Hotel

June 4: Licensing Conference / Location: TBD



Roy Lamothe
GM & VP, North America

Visit their website [here](#)
UL (formerly UL-STR)

A NEW Testing Facility! A new **UL** 48,000 square-foot state-of-the-art facility has opened in Enfield, Connecticut. The move doubles UL's Connecticut lab and increases their quality and safety-assurance testing capabilities to meet the growing demand by U.S. retailers and manufacturers for analytical, physical, performance and compliance testing. The new lab is equipped for testing of consumer soft goods, including apparel, fabrics and textiles, as well as hard goods.

UL provides verification services for compliance testing to meet international, federal and regional regulations; safety risk assessment; quality inspections; and social compliance and fair labor-monitoring programs. UL today has a network of more than 250 labs and facilities in 46 countries; a far cry from its beginnings in 1894.

Contact: Jon Christiano, Operations Director for UL's testing lab in Enfield, CN at Jon.Christiano@ul.com

Upcoming Event:

April 17-18: [Responsible Sourcing Summit](#) - Santa Monica

April 18: California Fashion Foundation presents the 2013 TALA Scholarship Awards Luncheon

April 24-26: LAZR Tradeshow / Cooper Design Space

April 25: Fashion Industry Human Resource Meeting (FIHRA) - LA

April 27: Woodbury University Private VIP Dinner and Runway Show / Museum of Natural History

May 1: CFA Seminar for West Coast Manufacturing Conference

May 2: Woodbury University Public Runway Show / Red Studios Hollywood

May 4: Otis College of Art & Design Scholarship Benefit & Fashion Show

For more event information, please call the CFA office.



Ron Friedman
Retail Practice Leader
Partner-in-Charge

Visit their website [here](#)

Ron Friedman, Partner-in-Charge of Marcum LLP's Southern California offices, left February's MAGIC show with a very optimistic outlook: "The traffic at the show was steady and lots of deals were getting made. I think things are definitely on the upswing."

According to Ron, "Corporations have better balance sheets than they did a few years back. That's due to lessons learned from the deep downturn that began in December 2007, with many doing more at the same level of sales, but with reduced staff."

"Retailers in general have also been operating smarter and maintaining better inventory levels. My clients who supply the retailers at the manufacturing and distribution level have had clean balance sheets all year. They have been buying closer to the season, and buying smaller quantities."

Ron is considered an Apparel industry accounting and strategy guru in the manufacturing as well as the retail sector. He is frequently sought after by the media for his thoughts on the Apparel/Retail industry and his latest quote on JCPenney can be found [here](#).

Marcum is one of the nation's largest independent public accounting and advisory services firms in the nation.

Contact: Ron Friedman at Ron.Friedman@marcumllp.com

Upcoming Event:

May 30th: [Marcum Microcap Conference](#) - The Grand Hyatt Hotel in New York City
