

# SEPTEMBER - DECEMBER 2015 CALENDAR

MONTH	SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				
WEEK STARTING MONDAY	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
<b>PRODUCT + MARKETING</b>	FALL/WINTER LAUNCH (Designer New Product Packs + TOM 7/27; Launch 8/3)																
	COLLEGIATE LAUNCH (Designer Team Packs + Rack Card 8/18; Launch 9/1)																
	SEASONAL LAUNCH (Designer 8/18; Consumer 9/1)																
	HOLIDAY LAUNCH (Supplements 10/8, Packs + SKU's 10/12; Consumer Launch 10/19)										VALENTINE'S DAY LAUNCH 1/5 (Designer + Consumer Launch, Supplements)						
<b>MONTHLY BUSINESS PROGRAMS**</b>	SEPTEMBER BUSINESS PROGRAM JEWELRY BAR FOCUS: FALL CELEBRATION				OCTOBER BUSINESS PROGRAM JEWELRY BAR FOCUS: HALLOWEEN + FORCE FOR GOOD				NOVEMBER BUSINESS PROGRAM JEWELRY BAR FOCUS: THANKSGIVING + HOLIDAY				DECEMBER BUSINESS PROGRAM JEWELRY BAR FOCUS: HOLIDAY + NEW YEAR'S EVE PARTIES				
<b>HOSTESS EXCLUSIVE</b>	FALL HOSTESS EXCLUSIVE (7/27 - Extended to 12/31)																
									HOLIDAY HOSTESS EXCLUSIVE (10/12 - 12/31)								

<b>COMMUNICATIONS + TRAINING</b>	<b>DIRECTORS CALL</b>				10/1		10/19			11/5					12/14		
	<b>THE HOOT</b>		9/22				10/20				11/17				12/15		
	<b>LEADER TRAINING (YOU-WHOOO)</b>		9/22				10/20				11/17				MOVED TO 1/5		
	<b>ALL DESIGNER WEBINAR</b>		9/23				10/21				11/18				12/16		

\*All product launches go live at noon CST

\*\* Consumer facing promotion