

El Paseo Jewelers

FASHION WEEK™

EL PASEO

Presented by Franklin Loan Center

MARCH 18-25, 2017

2017

volunteer guide



A PALM SPRINGS LIFE EVENT

#FWEP

welcome, volunteers!

We are very pleased you are interested in participating as a volunteer at Fashion Week 2017. Volunteer categories and dates are listed below. In addition, if you have an interest in assisting us as a Fashion Week Volunteer Team Captain, please let us know.

Register now at fashionweekpaseo.com/volunteers.html

VOLUNTEER CATEGORIES AND DATES

- » Backstage Dresser (March 18-25)
- » Greeter: VIP Lounge, The Gardens, Step and Repeat (March 18-26)
- » Magazine Display Replenishment (March 18-26)
- » Media Booth (March 17-26)
- » Silent Auction Desk (March 19)
- » Ticket Booth (March 15-26)
- » Ticket Scanner (March 18-26)
- » Usher (March 18-25)

MANDATORY TRAINING DATES

Wednesday, March 15, 4-5 p.m.

- » Ticket Booth
- » Ticket Scanner

Thursday, March 16, 4-5 p.m.

- » Backstage Dresser
- » Greeter: VIP Lounge, The Gardens, Step and Repeat
- » Magazine Display Replenishment
- » Media Booth
- » Silent Auction Desk
- » Usher



VOLUNTEER TRAINING LOCATION

All training takes place at the Fashion Week Tents: West side upper level parking deck at The Gardens on El Paseo located at:

73-545 El Paseo
Palm Desert, CA 92260

Parking is available in the parking garage on San Pablo in the parking lot behind El Paseo Village.

TEAM CAPTAIN RESPONSIBILITIES

- » Attend the mandatory volunteer training meeting for respective category; see schedule.
- » Be knowledgeable about your specific area of responsibility.
- » Be knowledgeable about the event; able to answer questions.
- » Be available to lead and instruct your team of volunteers most days and times of the events.
- » Assist in coordinating the scheduling of your team of volunteers for coverage of all event days and times.
- » Troubleshoot issues as they arise and notify Lisa Laddusaw, Marketing Manager, if issues cannot be resolved:

Lisa Laddusaw
760-325-2333 ext 215 or lisa@palmspringslife.com

- » Have fun!

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— EL PASEO —
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2017 volunteer shifts

BACKSTAGE DRESSER

SAT 3/18 6:30-9:30 p.m.

SUN 3/19 5-7:45 p.m.

MON-SAT 3/20-25 6:30-9:30 p.m.

GREETER

VIP LOUNGE/STEP AND REPEAT

SAT 3/18 6:30-8:30 p.m.

SUN 3/19 4:30-6 p.m.

MON-TUE 3/20-21 6:30-8:30 p.m.

WED-THU 3/22-3/23 5:30-8:30 p.m.

FRI 3/24 6:30-8:30 p.m.

SAT 3/25 9:30 a.m.-3:30 p.m.

5:30-8:30 p.m.

SUN 3/26 10:30 a.m.-3:30 p.m.

GREETER

THE GARDENS

SAT 3/18 6:30-8 p.m.

SUN 3/19 4:30-5:30 p.m.

MON 3/20 6:30-8 p.m.

TUE 3/21 10-11 a.m.

6:30-8 p.m.

WED 3/22 10 a.m.-2 p.m.

5:30-8 p.m.

THU 3/23 5:30-8 p.m.

FRI 3/24 10:30-11:30 a.m.

6:30-8 p.m.

SAT 3/25 9:30 a.m.-3:30 p.m.

5:30-8 p.m.

SUN 3/26 10:30 a.m.-3:30 p.m.

MAGAZINE DISPLAY REPLENISHMENT

SAT 3/18 8:30 p.m.-9 p.m.

SUN 3/19 6 p.m.-6:30 p.m.

MON-SAT 3/20-25 8:30 p.m.-9 p.m.

MEDIA BOOTH

FRI 3/17 11 a.m.-2:30 p.m.

2-4 p.m.

SAT 3/18 11 a.m.-2:30 p.m.

2-5 p.m.

4:30-8:30 p.m.

SUN 3/19 11 a.m.-2:30 p.m.

2-5 p.m.

4:30-7 p.m.

MON-SAT 3/20-25 10 a.m.-2 p.m.

1:30-5 p.m.

4:30-8:30 p.m.

SUN 3/26 10 a.m.-1 p.m.

12:30-3:30 p.m.

SILENT AUCTIONS

SUN 3/19 4:30-6 p.m.



TIFFANY CLARK

A volunteer assists with backstage dressing, 2016.



TICKET BOOTH

WED-FRI 3/15-17	11 a.m.-2:30 p.m. 2-4 p.m.
SAT 3/18	11 a.m.-2:30 p.m. 2-5 p.m. 4:30-8:30 p.m.
SUN 3/19	11 a.m.-2:30 p.m. 2-5 p.m. 4:30-7 p.m.
MON-FRI 3/20-24	10 a.m.-2 p.m. 1:30-5 p.m. 4:30-8:30 p.m.
SAT 3/25	9 a.m.-1 p.m. 12:30-5 p.m.
SUN 3/26	10 a.m.-1 p.m. 12:30-3:30 p.m.

TICKET SCANNER

SAT 3/18	6:30-8:30 p.m.
SUN 3/19	4:30-7 p.m.
MON-TUE 3/20-21	6:30-8:30 p.m.
WED-THU 3/22-23	5:30-8:30 p.m.
FRI 3/24	10:30 a.m.-1:30 p.m. 6:30-8:30 p.m.
SAT 3/25	9:30 a.m.-12:30 p.m. 12 p.m.-3:30p.m. 5:30-8:30 p.m.
SUN 3/26	10:30 a.m.-1:30 p.m. 1-3:30p.m.

USHER

SAT 3/18	7-9:30 p.m.
SUN 3/19	4-7:45 p.m.
MON-SAT 3/20-25	7-9:30 p.m.



ADRIANNE BONAFIDE

A volunteer assists with backstage dressing, 2016.



TIFFANY CLARK

A volunteer ticket scanner, 2016.

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AT THE GARDENS ON EL PASEO // MARCH 18-25, 2017

SCHEDULE OF EVENTS

SATURDAY, MARCH 18

RBC WEALTH MANAGEMENT PRESENTS
**Opening Night Show Featuring Designers
Christopher Bates and Mikael D**
7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

SUNDAY, MARCH 19

**Trunk Show: Christopher Bates
and Mikael D**
11 A.M.–4 P.M.
LOCATION: POP UP FASHION STORE*

COASTAL COLLECTION PRESENTS

Le Chien Masquerade Party
5 p.m. Cocktail Reception
6 p.m. Fashion Show & Live Auction

MONDAY, MARCH 20

From El Paseo to Everywhere
7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

TUESDAY, MARCH 21

**Michael Costello and The Stars of
Project Runway**
10:30 a.m. Meet & Greet
7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

WEDNESDAY, MARCH 22

Trunk Show: Project Runway Designers
10:30 a.m.–2:30 p.m.
LOCATION: POP UP FASHION STORE*

JOHN AND VICTORIA HILL PRESENT
**FIDM/Fashion Institute of Design &
Merchandising**

7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

THURSDAY, MARCH 23

FASHION SCHOLARSHIP FUND PRESENTS
Rosetta Getty
7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

FRIDAY, MARCH 24

Trunk Show: Rosetta Getty
10:30 a.m.–3:30 p.m.
LOCATION: POP UP FASHION STORE*

The Best of Saks Fifth Avenue

7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

SATURDAY, MARCH 25

Trunk Show: The Best of Saks Fifth Avenue
10:30 a.m.–2:30 p.m.
LOCATION: SAKS FIFTH AVENUE, 2ND
LEVEL OF THE GARDENS ON EL PASEO

*FASHION WEEK EL PASEO'S POP UP
FASHION STORE IS LOCATED ON THE 2ND
LEVEL OF THE GARDENS ON EL PASEO

EISENHOWER MEDICAL CENTER
AUXILIARY PRESENTS

Finale Night Featuring CD Greene
7 p.m. Cocktail Reception
8:30 p.m. Fashion Show

PALM DESERT FOOD & WINE

PRESENTED BY
AGUA CALIENTE CASINO RESORT SPA

at *The Gardens on El Paseo* | March 24-26, 2017



SCHEDULE OF EVENTS

FRIDAY, MARCH 24

James Beard Four-Course Luncheon

11:30 a.m.-2 p.m.

With emcee Gail Simmons, Food Expert, Food & Wine Special Projects Director, and judge on Bravo's Top Chef. A four-course gourmet luncheon featuring fresh and vibrant flavors of the season kicks off the 7th annual Palm Desert Food & Wine. Each course is crafted by a celebrity chef and paired with premium wines.

SATURDAY, MARCH 25

VIP Grand Tasting with Gale Gand's Pie Camp*: 10 a.m.-4 p.m.

(Pie Camp is 10 a.m.-11 a.m.)

VIP Grand Tasting*: 11 a.m.-4 p.m.

General Admission Grand Tasting: Noon-4 p.m.

Chef Demonstrations: 12:30-3:30 p.m.

SUNDAY, MARCH 26

VIP Grand Tasting*: 11 a.m.-4 p.m.

General Admission Grand Tasting: Noon-4 p.m.

Chef Demonstrations: 12:30-3:30 p.m.

**VIP pass holders receive early entrance and exclusive chef demonstrations*



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contact information

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