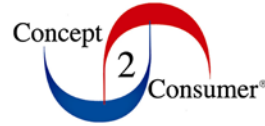




**AATCC CONCEPT 2 CONSUMER INTEREST GROUP
COMMITTEE DOCUMENT-NOT FOR PUBLICATION**



MINUTES November 16, 2011

RADISSON HOTEL, RESEARCH TRIANGLE PARK, NC

Chair: Mary Brannon

Secretary: Sandy Johnson

Guest Speaker: Ann Laidlaw: “The Future of Lighting: Color, Efficiency and Compliance”

Approval of May 25th, 2011 minutes.

Roland Connelly moved to accept, Mason Epperly seconded. Passed on voice vote.

1. Old Business

- a. Membership Marketing – Diana Wyman (See Attached Appendix A)
 - i. Membership – 592 members 232 – Voting Members
 - ii. Activities:
 - 1. New Fashion Show Series
 - 2. WGSN Reports in the News Letter
 - 3. C2C, Linked-In and Face Book continue to be updated
 - 4. At MAGIC, Diana identified specific interest among the attendees with regard to education.
 - 5. Efforts will continue to identify and reach the front end of the Supply Chain.
- b. Design Competitions – Suzanne Holmes
 - i. 2012 C2C Design Competition
 - a. Guidelines are almost complete and will be posted on the website within the next 3 weeks.
 - b. Theme: Students to design for a Baby Boomer Woman who walks for exercise.
 - c. The Textile Design Theme is birds.
 - ii. 2012 International Design Competition
 - a. AATCC will not participate this year due to expense associated with travel.
- c. RA36/C2C Guidebook – Ann Laidlaw
 - This is now completed and available for purchase.
- d. Workshops and Programs- Peggy Pickett
 - i. Upcoming workshops and programs
 - ii. AATCC Denim and Outdoor Performance Wear Symposium, December 7-9, 2011- Long Beach, CA

- iii. 2012 AATCC IC Conference will be March 21-23, 2012 in Charlotte, NC
 - C2C Track is Complete
- iv. Recent Webinars that pertain to C2C:
 - Color Evaluation – Part 1 & 2
 - Digital Printing – Part 1 & 2
- e. C2C: LinkedIn and Facebook Connections, Michael Quante
 - a. Get connected – Michael announced that C2C now has a group on LinkedIn. He urged everyone to get involved in both the LinkedIn and Facebook forums.
- f. Subcommittee- Outreach to Student Members (College) globally- Heidi Woodacre
 - i. Outreach from members when traveling – Scope is to communicate information to speakers and students.
 - ii. Speakers List is being compiled
 - As a speaker you will receive a Tool Kit to use when speaking to students.
 - iii. Questionnaire distributed at **all** committee meetings at Fall meetings. This questionnaire is designed to collect information that you may want to communicate to students.
 - iv. Harrie Schoots and John Darsey would like to serve on the sub-committee.
- g. Subcommittee- Outreach for College Chapters Student Competitions – Suzanne Holmes
 - i. Student Competitions
 - i. Possible joint venture with AAFA- Mary Brannon
 - Competition directed at Product Development and Apparel Manufacturing students
 - ii. Student Chapter Colleges with Summer Camp for High School students – Ann Laidlaw
 - STP at NC State runs a program to recruit students to NC State. Ann went to each of these (4) programs. She talked about Color and at the same time introduced AATCC to the participants of these programs.
 - iii. Currently gathering information to determine if there are other schools and colleges who have these High School programs that would allow AATCC an introduction/education opportunity.
 - iv. Maria Thiry would like to join this committee.
- h. Subcommittee- Student Fashion Innovators- Michael Quante
 - i. Follow up to NCSU Art to Wear Fashion Show- Spring 2011 – there were approximately 3900 people at the show. This show was chosen due to proximity to AATCC and high profile opportunity. AATCC had a booth at this show. Many High School students attend these shows.
 - ii. Planned outreach to all student chapter colleges with Fashion Shows to increase AATCC exposure.
 - iii. Maria Thiry is preparing a report on different university/college fashion shows She published 6 articles.

- iv. Collecting information and hoping to have the information regarding the shows by February 2012.
- v. The main emphasis is involvement in AATCC Student Chapters.
- vi. Will provide free AATCC membership to those students who design and participate in the Fashion show.
- vii. Ryan Stanley would like to join this committee.

2. New Business

- a) Any additional suggestions of growth for the C2C committee or AATCC?
 - a. Due to time constraints, there were no new suggestions.

3. Time and Place of Next Meeting (May 8-10-2012 in Research Triangle Park, NC)

4. Adjournment

- a. Ann Laidlaw moved we adjourn the meeting. Harrie Schoots seconded the motion.

Respectfully submitted November 16, 2011

Sandy Johnson, Secretary

Membership Services Report
Concept 2 Consumer® Interest Group Meeting

C2C Membership Counts (April 30, October 31)

	Chem Apps*	CA Voting**	C2C*	C2C Voting**	Materials*	M Voting**	No IG
April 2007			538 (19%)	171 (6%)			
October 2007			536 (19%)	172 (6%)			
April 2008			548 (20%)	183 (7%)			
October 2008			534 (21%)	186 (7%)			
April 2009			544 (23%)	200 (8%)			
October 2009			555 (26%)	201 (9%)			
October 2010	30%	16%	590 (25%)	204 (9%)	24%	6%	
April 2011	652 (30%)	357 (16%)	557 (26%)	225 (10%)	531 (24%)	140 (6%)	1094 (49%)
October 2011	699 (30%)	372 (16%)	592 (25%)	232 (10%)	585 (25%)	149 (6%)	1260 (54%)
* Individual AATCC members may participate in any or all interest groups.							
** Senior AATCC members may select one voting interest group.							

C2C Promotion Activities

- New student fashion show articles in *AATCC News* (Nov & Feb)
- WGSN reports in *AATCC News* (monthly; on hold pending staff changes)
- C2C web page (ongoing)
- LinkedIn/Facebook (ongoing; new LI subgroup)
- Attended Magic in Las Vegas to scope out opportunities and potential members for AATCC/C2C