



**MINUTES OF THE AATCC CONCEPT 2 CONSUMER® INTEREST GROUP
November 12, 2014, Research Triangle Park, NC**

Karen Kylo of SGS, chair of C2C Interest Group, presented the report of the C2C Interest Group:

1. Suzanne Holmes of AATCC presented a report on the C2C Design Competition, entitled “Hot Technology for Cool Days.” An email blast was sent to student members, faculty advisors, and a prospect list of university associate and senior members. Entries are due April 19, 2015. Pantone and Spoonflower will sponsor this event.
2. Manisha Patel of AATCC gave an excellent presentation on the merchandising competition, “Business Analysis, Marketing Strategy & Merchandising Product Line for Outerwear. This competition was sent out to the same contacts as the C2C competition. This committee is current seeking sponsorships and judges. Peter Hauser of NCSU suggested that someone approach Nancy Cassill at NCSU for judging (she teaches brand management).
3. Workshops:
 - Introduction to Textile Texting, December workshop already full.
 - Best Practices for Wet Processing for Garments with Stretch will be held in February 2015
 - International Conference 2015 – March 24-26 in Savannah, GA
 - International Conference 2016 – considering Nashville, TN
4. Webinars: plans are to create a subcommittee to assist Peggy Pickett of AATCC with getting more people to present webinars. At this time, she has heard from:
 - Kerry King on digital printing; and
 - Joe Walkuski, from TexBase on refreshing work for commitment (trying to narrow in on dates).
5. Dr. Kylo reported that some members have been lost in C2C, and hopes to build up the membership (there are currently 193 voting C2C members).
6. Dr. Kylo reported that Maria Thiry of AATCC gave an excellent PowerPoint presentation on the EBSCO database and article archive system.
7. Under New Business, C2C discussed at length how to service interests from the Marketing Strategic Plan Study. From this study and input from discussion in the Education Advisory Board (EAB) brought up by president - elect Sandy Johnson of Color Solutions. it was learned that brand retailers need training in color and lighting fundamentals of textiles. C2C has established a task group to perform a brief survey of what topics to focus on. They talked of the possibility of different presentation formats that can be set up as modules, and presented to companies or set up in an area and companies invited to attend.

(At this point, Dr. Kylo told Ms. Pickett that she would let her know of a place in NYC with a small conference room (can seat 30-40) that is relatively inexpensive, and was not tied to catering requirements.)

A Task Group was assembled and will be scheduling conference calls in the new year.

8. C2C finalized their officers for 2015-2016:
Karen Kylo – Chair
Kerry King (Spoonflower) – At Large Member
Heidi Carvalho (Rothtec Engraving) – Secretary

The Board approved of the report of the Concept 2 Consumer Interest Group®.

Respectfully submitted,

Heidi Carvalho

Secretary

C2C Interest Group

E-mailed to Members 12-17-14