AATCC
Concept 2 Consumer Interest Group

Meeting Minutes

May 7, 2014 (1:00-2:30 pm)
DoubleTree Hotel, Durham NC

Karen Kyllo, Chair
Sandy Johnson, Acting Secretary

Convened 1:00 pm
Approval of Minutes from November 2013

1. Guest Speaker
   Yvonne Johnson, Cotton Incorporated, Cary NC
   Topic: Natural Concepts
   Presentation is available at Cotton Inc.

2. Ongoing Business
   a. Membership Marketing – Maria Thiry
      i. Interest Group Membership: C2C – 742 members, Materials – 844 members, Chemical Applications 488 members
   b. Design Competitions – Suzanne Holmes
      i. 2014 C2C Design Competition - Boardwalk 2014
         Boardwalk 2014 is a swimwear (for males and females) competition
         There are 88 entries. The judges for the competition are from Spanx, Cotton Incorporated, Nike, Perry Ellis/Ralph Lauren.
         The winners will be announced on May 23rd, 2014.
   c. Workshops and Programs- Kim Nicholson
      i. Upcoming workshops and programs –
         ▪ Color Management – August 2014
         ▪ Introduction to Textile Testing – December 2014
      ii. Report on the 2014 AATCC IC Conference held in Asheville, NC
         ▪ C2C Track
            i. Concept & Design Insights,
            ii. A Glimpse of What’s New – Color, Print & Product Development
            iii. Supply Chain Trends – Today & Tomorrow
            iv. Consumer Interests – Product, Performance and Innovation for the Retail Market
               ▪ The attendance at the C2C track was very good.
      iii. Report on the 2015 AATCC IC
         ▪ Conference will be held in Savannah, GA in March 24-26, 2014 at the Hilton DeSoto.
   d. C2C: Linked-In (209) and Facebook (2035) Connections, Michael Quante
3. **New Business**
   a. **Growth for C2C**

   Manisha Patel reported that during her conversations with some of the Student Chapter Faculty advisors she learned that approximately 50% of the students studying in textile-related programs at the university level are merchandising/marketing students. Since the C2C Design Competition has been very successful, she prepared and presented a Merchandising Competition Proposal (Attached) in an effort to attract merchandising and marketing students to AATCC.

   Action: C2C will form a sub-committee to research this proposal. Sub-committee members to date: Manisha Patel, Kerry King, Alejandro Faraj, and Sandy Johnson

   Next meeting During Fall committee meetings November 11-13, 2014 at the DoubleTree Hotel.

Adjourned

Respectfully Submitted
Sandy Johnson, Acting Secretary

E-mailed to Members 5-22-14