1) Pacific Section Annual Outing 2004:

**Location:** Alfredo’s Beach Club, Belmont Shores, Long Beach, California.

**Date:** September 11, 2004, 6:00PM – 10:00PM

The 2004 AATCC Pacific Section Outing was a one-night event held at Alfredo's Beach Club, 5400 Ocean Ave, Long Beach, CA 90803 on Saturday evening, September 11, 2004 at 5:00PM.

Alfredo's Beach Club was an authentic Polynesian experience. Those who attended found it a night to remember.

The evening included Hawaiian food, entertainment and music, an optional sunset boat ride on a genuine Polynesian craft that toured the harbor, appetizers, torch-lit dining at tables right on the sheltered beach, plus the usual AATCC discussions, prize raffle and an open bar (wine, beer, Hawaiian punch/mai-tai and soft drinks).

Hawaiian attire for guests was encouraged. Family groups with children were welcome. The children got to play on the beach and paddle in the sheltered ocean bay.

**Attendance:** 56 Adults, 8 children.

2) Tuesday, September 21, 2004

**Location:** Maggie’s Pub & Restaurant
11900 East Telegraph Rd., Santa Fe Springs, CA 90670
(562) 944-5399

**Speaker:** Dr. Brian Glover,
President, Society of Dyers & Colourists, Bradford, UK
Professor, Colour Chemistry & Textile Design, Leeds University, UK.

**Topic:** "Surviving The Challenges Of China".

The late Dr. Brian Glover, then President of the Society of Dyers & Colourists, the British sister organization to AATCC, presented the results of a detailed study into the impact China had on the global textile industry.
Dr. Glover developed many dyestuffs during his years with ICI (UK & USA), later worked for Yorkshire Dyes & Chemicals (UK), and was lecturing at Leeds University.

He used his travels and the resources of the University to gather economic and marketing information useful to our field. His talk showed the effects and response to China from both US and European standpoints. He outlined how to improve in the globally expanding textile market and proposed surprisingly positive suggestions relevant to companies in California.

He also explained the ‘Zara Model’, a European business strategy using only domestic EU production that yielded annual growth of 27%.

Attendance: 42

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Stuart Williamson
Chair, AATCC Pacific Section
Submitted: June 24, 2005