

AATCC California's Q2 Student Engagement Meeting 6/6/2017

VF Headquarters-Alameda Campus

Led by Lisa Cram

6:25 PM START

- Announcements
 - Q3 Technical Meeting on September 6th led by Bill (Chemical Applications Chair)
 - Arleen Blum will be presenting about highly fluorinated chemicals
- Thank you's to the educators and Karen Muhlin
- Introductions by Lisa Cram
 - Taylor Massey-Taylor started as an intern at TNF and later returned as a Materials Developer and is now a Materials Manager
 - Taylor will be speaking about interview tips
 - Devon Tompkins-Works as a Global Merchandiser at Levi's. She started in the industry in a study tour at Nike in college. She will be talking about company culture and mentorship.
 - Liana Delucca Johnson - Founder & Design Director, (DELUCCAJ DESIGN). She has 10 years' experience in the outdoor industry. She will be speaking about being a woman designer in the outdoor industry.
- Taylor
 - 6 ½ years at TNF
 - His senior year, he interned at The North Face with QA/Materials. He built connections and contacts. Great exposure to the various areas within the company. He saw what he liked and what areas he didn't.
 - After college, he started as a Material Developer with the Equipment Category. He later moved to the Global Innovation Center where he worked on new constructions, engineered pattern making and garment development. He is now back at TNF as a Material Manager for the Snow sports and Summit categories.
 - How to prepare and what to expect in the interview process
 - Practice is key-going through the interview process just for practice even if you aren't 100% sold on the job
 - Prepare
 - Research the company and product. Have a basic understanding of the company background/structure/brands.
 - Know yourself-Know what is on your resume and be able to build upon that.
 - Dress for the situation. Know the company culture and how the campus dress code works.
 - Have questions ready. Ability to digest the conversation and ask questions. Be prepared for any type of question and have an ability to elaborate on questions and create a conversation. Ask questions about next steps/expectations.
 - Know the position you are applying for.

- Know your interviewer. Check their LinkedIn site and background, etc. Being able to read your interviewer and elaborate on their questions is key. Making yourself memorable will make you stand out!
 - Have fun and be yourself. Speak about your passions.
 - Send thank you's.
- Devon Thompkins
 - Global Merchant at Levi's
 - College at Oregon State, started in finance and then wanted to explore buying/merchandising
 - Had an opportunity for a study tour at Nike
 - Ability to job shadow, led to networking, she kept in touch with a buyer at Nike
 - By interviewing with other companies after college, you can see what areas you like and what areas you don't.
 - Devon later worked at Nike for 4 years and started as an assistant buyer, which sparked an interest in product presentation and merchandising
 - By having a strong connection with her mentor at Nike, Devon was coached to get to the position she wanted to be in. She utilized previous contacts.
 - Devon later left the company to work in NYC at Sak's Fifth Avenue to get more experience. This taught her what she didn't want in a job/company. Brand culture is very important to her.
 - Later transitioned to a job at Levi's.
 - Levi's is a very brand focused environment and has a similar culture to Nike. She landed her dream job in product creation.
 - Get as much experience as you can. It will add a lot to a company and culture. Talk, mentor, get mentors.
 - What is the difference between a buyer and merchant?
 - Merchant is more like a product line manager-where you manage the business of an entire line with design and RD&D. You have the ability to drive business and product POV. Sells the line to a buying team.
 - Regional buyers are usually geographically focused and fit the geographical needs. They are financially driven and own retail metrics such as sell out, sell in.
- Lianna Delucca Johnson
 - Started as student at UC Davis in bio-science. Was passionate about art, which sparked an interest in design. Later majored in industrial design.
 - Internships are important to gaining experience.
 - After college, started as a color analyst at Pottery Barn kids and later transitioned to be a designer at Camelbak.
 - Being a woman in the outdoor industry is hard, it's important to have a voice and speak up in a male dominated business. Collaborate and speak with other women. Be relatable and open to new experiences/activities.
 - Worked in the Equipment Team at TNF for 6 years designing many products.
 - Special favorite products included race vests and Olympics.
 - Lianna is now a consultant and works with Camelbak and other clients. It's important to have a balance with family.

- Q&A Session
 - What is one piece of advice that you would give your college self?
 - Taylor-find a company/product that you are passionate about and don't settle.
 - Devon-pay attention to the people around you. It tells a lot about the culture, environment and teams.
 - Lianna-be bold, reach out and network, do informational interviews.
 - What's your favorite product that you've worked on?
 - Lianna-Electra Backpack, running vest
 - Devon-Levi's Denim Trucker Jacket
 - Taylor-Fuseform Sleeping bag because it was a material driven product
 - How do you start/build a mentorship?
 - Devon-have a goal of what you want to do and find someone who can coach you to get there. Also, look to mentor someone else. Look for a mentor within your function and outside your function.
 - What was the most difficult/unexpected question you've had in an interview?
 - Taylor-probably something very deep and technical about a material
 - Lianna-What designers are most influential to your work?
 - Devon-If you had a store, what would the name be? Wishlist!
 - What is the company culture you work at like?
 - Devon-the interview process shows a lot about the company environment. Look for diversity. Find a company with balance (female/male) and that is passionate about the product/brand.
 - Taylor-on the fly learning. Ask questions about the company and their job. Do they enjoy coming to work? What's the turnaround time for employees. Google about the company to research more. You are part of the culture, you can help make it how you want it.
 - Lianna-willingness to learn and try new activities. If you are open to new experiences, people will help you!
 - What are your job functions? Can you speak to your skill sets, personalities, etc.?
 - Taylor
 - Materials-work with designers on sourcing and engineering fabrics/trims, create new textiles to solve product needs. There are many types of backgrounds for a Material Developer, must be passionate about textiles!
 - Lab Roles-testing-they help to ensure quality and push innovation. They are very analytical and data driven.
 - Color Analyst-Is the fabric color correct? Does it match the Pantone std? Involves color theory, palette trends, design, chemistry
 - Q/A-garment construction (design, finish, color, etc.)
- Meeting End at 7:45 PM followed by tours of the Materials Library, QA Labs and Color Lab