



Committee Document-Not for Publication

**AATCC**  
**Concept 2 Consumer Interest Group**

**Meeting Minutes**

**November 13, 2013 (1:00-2:30 pm)**  
**Radisson Hotel, Research Triangle Park**

**Karen Kyлло, Chair**  
**Heidi Carvalho, Secretary**

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**Convened 1:00 pm**  
**Approval of Minutes from May 2013**  
**Need nominators for E journal for Editorial Board, see Martin Bide Chair**

1. **Guest Speaker**  
Dr. Michael T. Fralix, President and CEO, TC<sup>2</sup>, Cary NC  
Topic: The Future is Now: 3D Body Scanning, 3D Printing Trends and Technologies  
\*\*can slides be available - yes, request from Mike
2. **Ongoing Business**
  - a. **Membership Marketing – Maria Thiry**
    - i. Students - subcommittee rekindle efforts 2014 for May outreach, tool kit
    - ii. 28% declined IG members need efforts in expansion and retention
  - b. **Design Competitions – Suzanne Holmes**
    - i. 2014 C2C Design Competition - Boardwalk 2014
  - c. **Workshops and Programs- Peggy Pickett**
    - i. Upcoming workshops and programs - Denim Fashion Garment Washing Symposium coming up December 2014 in Raleigh with tours
    - ii. Report on the 2014 AATCC IC Conference to be held in Asheville, NC
      - C2C Track - 16 presentations needed
  - d. **C2C: Linked-In (175) and Facebook (1300) Connections, Michael Quante**
    - news and developments - Student fashion shows, URI, NC State, FIDSM, etc
  - e. **Canada symposium - development interest**
3. **New Business**
  - a. **Growth for C2C - consult Adam Varley Metro / FIT membership interests**
  - b. **Webinar topics: Problem Solving Best Practices Series, advise Heidi or Peggy**
  - c. **Concerns or Interests to pursue were discussed as follows:**  
what to do about failed results, fiber id, label issues
  - d. **Create new guidebook for special cases - budget request for 2015**
  - e. **marketing survey results - possible speaker Norma Keyes present info**

**Next meeting During Spring committee meetings May 7, 2014**

**Adjourned**

**Respectfully Submitted**  
**Heidi Carvalho, Secretary E-mailed to members 4/2/14**