



Committee Document-Not for Publication

AATCC
Concept 2 Consumer Interest Group

Meeting Minutes

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

Karen Kylo, 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