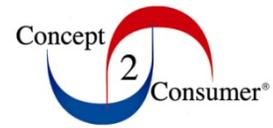




**AATCC**  
**Concept to Consumer Interest Group**



**Minutes**  
**May 9, 2012, 1:00-2:30 pm**  
**Radisson Governors Inn, Research Triangle Park**

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COMMITTEE DOCUMENT-NOT FOR PUBLICATION

1. Approval of November 16, 2011 minutes
2. Guest Speaker: Tom McCall, Tuscarora Yarns Inc: "Protura Cationic Cotton, Cotton Colors Made Easy"
3. Old Business
  - a. Membership Marketing – Maria Thiry, No report.
  - b. Design Competitions – Suzanne Holmes
    - i. 2012 C2C Design Competition – "Birds of a Feather Walk Together", judging will be completed and winners announced May 22. 34 entries from 13 schools. Six judges from REI, FIDM, Cotton Inc. Fewer submissions than in previous years: Suzanne to reach out to schools that have previously participated, but did not participate this year, so that we can learn possible reasons for reduced entries.
    - ii. Jack Daniels– joint SDC & AATCC international design competition. SDC approached Jack about possible joint NYC event in the future. Kerry suggested we take proposal to SDC to provide our vision of event.
  - c. Workshops and Programs- Peggy Pickett
    - i. Upcoming workshops and programs
      1. Sustainability: Innovations and Opportunities in the Textile Industry (May 2012)
      2. Shanghai Program joint with SDC and Donghua University (June 2012)
      3. Color Management Workshop (fall 2012, date TBA)
    - ii. Report on the 2012 AATCC IC Conference held March 21-23 in Charlotte, NC
      1. C2C Track
    - iii. 2013 IC – Greenville SC, need steering committee to develop program
    - iv. Webinars – recorded content available
  - d. C2C: Linked-In and Facebook Connections, Michael Quante
    - i. AATCC LinkedIn group was mainly chemical applications, C2C sub-group now setup for our community.
    - ii. Currently have 46 members in C2C AATCC LinkedIn subgroup (<http://www.linkedin.com/groups?gid=4078664>). Activity has been minimal. MQ just posted interesting article on Pantone Color Forecasting there. AATCC's Facebook page (<http://www.facebook.com/pages/AATCC/53271800215>) remains active.
    - iii. Would like to have more C2C participation in both of these resources as they are good promotion and engagement tools. Asking committee members to encourage participation by seeding questions and engaging in discussions.
  - e. Subcommittee- Outreach to Student Members (College) globally- Heidi Woodacre
    - i. Outreach from members when traveling
      1. Questionnaire distributed at Fall 2011 Meetings asking for members' availability to visit colleges to introduce AATCC & C2C.

2. Same questionnaire will be published in the quarterly newsletter to get more interest, and build the speaker list
3. Creation of AATCC Speaker Tool Kit to equip volunteer speakers
- ii. Need current (annual) contact with student chapters to ensure active participation. Collaborate with regional sections to increase activity.
- f. Subcommittee- Outreach for College Chapters Student Competitions – Kerry Maguire King of [TC]2(need additional subcommittee members)
  - i. Student Competitions
    1. Joint venture with AAFA on competition directed at Product Development and Apparel Manufacturing students
    2. Grow committee to develop the actual competition
    3. Possible prize of internship with industry partner?
      - a. UnderArmour and VF have both expressed interest in supporting this program.
  - ii. Student Chapter Colleges with Summer Camp for High School students (e.g., STEP at NC State is a program to recruit textile students to NC State).
    1. C2C was represented last year by A. Laidlaw
    2. Ann Laidlaw will present at STEP again this year. Presenting Color & AATCC material.
    3. Ann will coordinate schedule for 4 presentations (June 20, June 27, July 11, and July 18).
    4. Still looking for other colleges that have summer programs, and local C2C members who can go in and promote the organization
  - iii. On-Line Webinars offered to student chapters for use at chapter meetings. Discussed at EAB meeting, reported here.
    1. EAB approved making recorded webinar content available to student chapters. Can be the program content for the student chapter meetings. Student chapters may access multiple webinars if they wish.
  - iv. Subcommittee- Student Fashion Innovators- Michael Quante (Mike, Mary, Carly) (report by Mike Quante, **See Appendix A**).
    1. Outreach to all student chapter colleges with Fashion Shows
    2. Exploring the idea of awarding a cash award for students in the different fashion shows. Need to expand the committee to explore the idea and set criteria.
    3. Currently have \$2000/year we have earmarked for student fashion shows, could use this money for prizes.
    4. Exploring the idea of having students from different schools with fashion shows to do a blog, which is sponsored by AATCC to showcase the journey of a fashion show, participate. Bloggers representing each school.
      - a. Criteria to be set by this committee
    5. “Ready to Fashion” launch party May 23 (Kerry to provide details)

#### 4. New Business

- a. New Sub-Committee – Suzanne Holmes
  - i. Outreach to current/active student chapters to discuss communication, competitions, is we meeting all their needs, etc.
  - ii. Speak to both faculty advisor and student president at each college/university
  - iii. Folded into student chapter outreach efforts, above.
  - iv. Student chapter info posted on website: <http://www.aatcc.org/students/chapters/index.htm>
- b. 2013 Election of C2C officers in Nov 2012, including vice-chair, secretary, and BOD member.
- c. Any additional suggestions of growth for the C2C committee or AATCC?

- d. Glenna Musante requested input for 2013 editorial calendar, inquired about C2C concerns or Interests to pursue for *AATCC Review*.
5. Other
6. Meeting adjourned
  - a. Next Meeting during the Fall Committee Meetings November 13-15, 2012 in Research Triangle Park NC

Respectfully submitted,

Ann Laidlaw, Acting Secretary

16-May-2012

E-mailed to voting members of C2C Interest Group 5/16/12

## Appendix A: C2C Interest Group Subcommittee-Student Fashion Innovators

### AATCC Spring Committee Meetings, May 9, 2012

J. Michael Quante

#### Update

Since November 2011, AATCC has covered several upcoming student fashion shows in the *AATCC News* newsletter with an article in February on upcoming AATCC student chapter shows by our new Feature Editor Glenna Musante. School shows covered included Central Michigan University, Perdue University, Philadelphia University, and Washington State University. In April, Mike Quante wrote a newsletter article on recent international student fashion shows in China, Pakistan, Bangladesh, and Australia. Schools with collections in these shows included:

- China: Northeast Dianli University, Wuhan Textile University, and Dalian Polytechnic University
- Pakistan: Iqra University (Islamabad)\*, Gift University Gujrat\*, and Iqra National University (Peshawar)
- Bangladesh: Raffles Design Institute, Dhaka

\*as part of Islamabad Fashion Week 2012

It would be worthwhile to contact these schools and explore the potential for having student chapters established there. G. Musante attended the “Avant Garde” fashion show in April as part of NC State’s premier Fashion Week 2012. Collections from Donghua University, Hong Kong Polytechnic University, Ravensbourne, and NC State University were presented. M. Quante manned the AATCC booth at NC State’s University’s 11<sup>th</sup> annual Art2Wear show in April. This show was very well attended as in previous years.

In addition, AATCC attended Redress Raleigh in April, a relatively new eco-fashion show. Although not a student fashion show, one of the show’s co-producer was an NC State College of Textiles graduate.

#### New Business

AATCC has \$2000/yr budgeted for the Student Fashion Innovators subcommittee. After having extensively covered student fashion shows over the past year and a half, we are looking into new ways of encouraging student participation and accomplishment in fashion and design programs. Actual student fashion show coverage would continue. One idea was to give an award to student fashion designers. For non-members, a year’s free AATCC membership could be offered. For members, a cash award could be given. Prizes categories could be, for example, for the Best Use of Color, High Tech Fashion, Best Prints, etc.

Another idea is to encourage student fashion bloggers in AATCC student chapters to compete. These bloggers should be AATCC members as well. The idea would be for them to cover one entire show cycle from the time the designers begin working on their ideas, through the garment creation process, rehearsals, and final show. Faculty advisors would be notified and asked to post an invitation to apply for students in the respective chapter.

We could like input from the committee on these ideas and to setup guidelines for any contests or competitions. Other ideas and participation in this subcommittee are always welcome!