



**AATCC Concept 2 Consumer Interest Group
Meeting Minutes
Wednesday, May 12, 2021
Online Meeting**

Presiding: Tom Stutts
Stacy Chadwell, Secretary

1. Fall 2020 meeting minutes approved.
2. 2021 Textile Discovery Summit
 - a. Angi Jabara gave report.
 - b. New name – Textile Discovery Sheraton Imperial in Durham, NC for November 15-18 in combination with committee meetings and AATCC 100 year celebration.
 - i. Committee Meetings 15-16, 16-18 for Summit
 - c. Please make sure you are signed up for the AATCC Events email to get updates on status and schedule. You can also follow AATCC on LinkedIn.
3. Upcoming Digital Labs
 - a. May 19-20, 2021 Natural Dyes for Textiles
 - b. June 16-17, 2021 Flammability in Textiles and Polymers
4. Student Design & Merchandising Competitions
 - a. Manisha Patel reported
 - b. C2C Design and Merchandising Theme was Fashion Evolution.
 - i. Design entries are in, judged and winning entries are on the website. Official announcements will be issued during the next week or so.
 - ii. 9 entries for merchandising were received, winners have not been decided nor announced yet.
5. Time Capsule
 - a. In 1964 a time capsule was made to represent the textile industry during that time. During the 2021 Textile Summit the contents of the 1964 time capsule will be revealed! AATCC is looking for new items to put into a NEW time capsule. Visit <https://www.aatcc.org/about/timecapsule/> for more information.
6. 2022 Editorial Calendar Survey
 - a. AATCC staff is seeking to publish feature articles that are beneficial and enjoyable to their readers. We want input on the topics YOU would like to see. Share your thoughts with AATCC here: <https://www.surveymonkey.com/r/WB5KQTY> by June 30th.
7. Future Leaders Award
 - a. Stacy Chadwell and Alyssa McNamara were awarded the C2C FLA for 2021. They will received their awards during the 2021 Textile Discovery Summit.

8. Old Business

a. Mentorship Program

i. Still looking for volunteers to sign up as mentors. If you would like to participate, please visit AATCC's website: <https://www.aatcc.org/members/mentorship-program/>

b. Discussion was held regarding getting new members and what attracts and keeps members.

Marked difference was noted in participation in ASTM vs AATCC.

i. Retail Engagement Task Force consisting of Angela Jabara, Audra Hunter, Tom Stutts and Stacy Chadwell was formed to revisit current member participation, who used to be members, and brainstorm ideas and ways to engage new and existing members.

ii. Stacy will share Norma's National Brand Survey from 2014 as starting point to this group.

iii. Harrie Schoots volunteered to reach out to companies and members once engagement plan was established.

9. Speaker for today's meetings:

a. A speaker was arranged, but was unable to connect at the time.

10. Adjournment

11. Next meeting: Fall Committee Meetings – November 15-16