

ITAA NEWSLETTER



International Textile
and Apparel Association

The Global Organization of Textile & Apparel Scholars



VOLUME 38, NO. 5

OCTOBER 2015

IN THIS ISSUE...

President's Message

ITAA 2015 Conference
Update

Sponsor Presentations

Message to Graduate
Students

Join a Committee!

Announcements

Fiesta on the Roof!

Ecuador Study Tour

INSIDE THIS ISSUE:

Santa Fe Conference 1-2

President's Message 3

Sponsor
Presentations 4

Conference Items 5

Message to Graduate
Students 6

Committee
Involvement 6

Announcements 7

ITAA Study Tour to
Ecuador 8

Visiting the "City Different" for ITAA 2015

2015 Conference in Santa Fe, November 10-13

Conference Co-Chairs: Jana Hawley and Mary Littrell

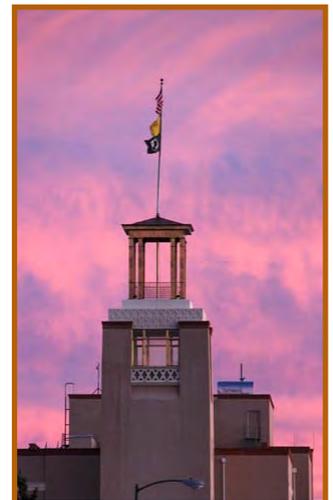
By Mary Littrell

Welcome to the upcoming ITAA conference—"Celebrating the Unique." The spirit of "unique" originates with Santa Fe's distinctive architecture dating back to its founding over 400 years ago. A 1950s zoning code insures that the city's Spanish-Pueblo style of architecture of adobe (mud and straw) and wood construction, is preserved and celebrated. Our hotels are based in the city center with plenty of opportunity for walking and enjoying Santa Fe's iconic building design.

"Celebrating the Unique" has guided our conference planning in selecting keynote and theme session speakers, meals, and special events including the Friday evening fundraiser on the roof of the Eldorado Hotel. In order to prepare for the conference, we offer the following tips and recommendations for staying healthy and enjoying the "city different."

Altitude and Water. Santa Fe lies at 7,199 feet above sea level. As a result it is very easy to become quickly dehydrated. Signs to watch for are dizziness and headache. We encourage you to drink lots of water to prevent and/or alleviate signs of altitude sickness. To help you stay hydrated, we are providing a water bottle with your registration materials. We encourage you to keep the bottle with you throughout the day as a reminder to drink water frequently.

Breakfasts. Breakfast is provided with your registration on Friday. For Wednesday and Thursday, you will find a list of nearby restaurants, coffee shops, and bakeries in your registration packet. Our keynote speaker sessions start early at 8:30 am so plan accordingly to be on time for our keynote speakers—Amy Hall with Director of Social Consciousness, Eileen Fisher Inc., on Wednesday and Simone Cipriani, Founder and Chief Technical Advisor to the United Nations Ethical Fashion Initiative on Thursday.



(Continues on Page 2)

2015 ITAA COUNCIL**President**

Elizabeth (Missy) Bye
University of Minnesota

President-Elect

Tammy Kinley
University of North Texas

Treasurer

Kathy Mullet
Oregon State University

Secretary

Sonya Meyer
University of Idaho

Counselor

Mary Lynn Damhorst
Iowa State University

Vice President-Education

Jaail Lee
Seattle Pacific University

Vice President-Operations

Jung Ha-Brookshire
University of Missouri

Vice President-Planning

Jane Hegland
South Dakota State University

Vice President-Publications

Rinn Cloud
Baylor University

Vice President-Scholarship

Andy Reilly
University of Hawai'i

Graduate Student Liaison

Angela Uriyo
University of Missouri
Ex-officio Member

Celebrating the Unique

(continued from page 1)

**Co-Chairs: Mary Littrell & Jana Hawley**

Shopping—A Unique Boutique Crawl. Also in your registration materials you will find a map for a “boutique crawl” of some of Santa Fe’s unique small apparel businesses. The list includes some of our favorite locally-owned enterprises. We have also asked Santa Feans to nominate apparel and accessory stores not to be missed by visitors.

Flying into Albuquerque: It is essential that you make a reservation before you arrive in Albuquerque to ensure that you will have a ride to Santa Fe in conjunction with your arrival time. We have made special arrangements with Sandia Shuttle Service for special rates making it \$40.00 round trip rather than \$48.00. Use Code **ITAA1115** to get the discount. Here is the link: <https://www.sandiashuttle.com/>. Indicate that you want to be let off at the Eldorado or Chimayo Hotels when you make your reservation.

Flying into Santa Fe: The Eldorado Hotel and the Hotel Chimayo do not have a shuttle service to and from the airport. [RoadRunner Shuttle](#) is located in the airport. For reservations, call (505) 424-3367.

All the best for safe travels to Santa Fe.

**Join Us for the Private Reception
and Shopping Opportunity
at the Eileen Fisher store in Sante Fe!**

One of our keynote speakers in Sante Fe will be Amy Hall, Director of Social Consciousness for Eileen Fisher. Eileen Fisher Company is celebrating 30 years of wonderful fashions that are created with a socially conscious commitment. As Amy says, when a company is committed to social consciousness, it must be “patient and persistent work where small steps can lead to big leaps”.

A wonderful value-added to her talk will be a private reception and shopping opportunity at the local Eileen Fisher store on Thursday night from 6:00 – 8:00. The store manager, Nancy Hardwick, has agreed to hold a private reception for ITAA members and guests. They will be offering appetizers and wine and there will be a savings coupon in your conference bag! We have a packed schedule at this year’s conference, but hope you can make time for a little Thursday night shopping at the Eileen Fisher store, 142 Lincoln Ave, Suite 101. Walking distance from our hotel!



President's Message

By Missy Bye



Greetings!

There is something about the start of the school year that fills me with hope and excitement. New classes, a fresh notebook and new 'school' clothes are traditional signs that it is time to get back to a schedule and lay out a few strategies for accomplishing your goals for the year. I hope one of your goals is to attend the ITAA annual conference in Santa Fe November 9-13, "*Celebrating the Unique*". The conference program is available on the ITAA website and the deadline for early bird registration is October 1.

This year we are embracing a few new events to accommodate the conference venue. There will be three days of standing exhibitions for our design scholarship with a fresh group of designs each day. We have a mega poster session to share our research and teaching scholarship with fewer oral sessions. There are new conference theme sessions and an Experience Santa Fe afternoon (sign up for these when you register). Our days are full with meetings and events scheduled from early morning into the evening. We have held on to some of our traditional events including the opening reception, our Friday morning breakfast with town hall meeting and our awards luncheon at noon.

It takes many individuals in both leadership and supporting roles for ITAA to continue to grow and move forward. As you begin a new academic year, please consider how you can engage in the work of ITAA, and if you have interest in serving on a committee, please let us know or attend the committee meeting during the conference. By the way, you don't need to attend the conference to serve on a committee. There are lots of opportunities, and our members have wonderful talents and a great deal to offer!

It is also our responsibility to grow and support the next generation of our profession. Please join us for *Fiesta on the Roof* Friday night! This is a fundraiser for the new Legacy Fund that will support both graduate student scholarships and faculty awards. You won't want to miss it!

I wish you a wonderful fall and look forward to seeing you in Santa Fe!

2015 International Bazaar

It's perfect time to dig up treasures from your closet and bring them to **Santa Fe, NM!** The annual ITAA International Bazaar has been a unique tradition for ITAA members. This year, the committee hosts another fantastic bazaar on **Wednesday, November 11th**. Bidding **starts at 5:30pm and closes at 8:30pm**. Winning bidders must complete the payment (either cash or check) and pick up the items **by 8:45pm**.

The revenues generated from the highest bidders of each item will be used to support the *Jan Else Visiting Scholar or Practitioner Award* established to defray the travel expenses of scholars to attend an ITAA annual meeting.

We also ask for your **generous donations for the Bazaar**. Donations of items collected on your international travels, artisan handicrafts purchased in the United States, and your own handcrafted items will be greatly appreciated. Your donations to the Bazaar are tax-deductible and the Committee provides you the necessary documentation upon request.

If you have any items to donate or are interested in knowing more about the Bazaar, please contact **Julie Chang, International Bazaar Chair** <julie.chang@ttu.edu> or simply bring the items to the area designated for the Bazaar **by 5:00 pm on Nov. 11th**.

We hope y'all have a safe and pleasant travel to Santa Fe and look forward to seeing you at the International Bazaar!

Warm Regards,
International Relations Committee

ITAA 2015 Annual Conference - Sponsor Presentations

Wednesday, November 11

6:30-8:00pm **Taste of Hollywood Fitting Design**

Joe Vecchiarelli, Fashion Supplies

Joe Vecchiarelli will be doing a presentation with a taste of Hollywood fashion. The presentation will consist of Joe's work with several TV shows such as Dancing with the Stars and Fashion Star presented through PowerPoint. During the presentation in a fabulous Hollywood style, prizes will be given away to the audience. Don't miss this once in a life time event and share the excitement.

8:00-8:30pm **Gaining Knowledge through COTTON UNIVERSITY™**

Laura Perdue, Cotton Incorporated

Increase your understanding of cotton textiles through education and a networking community. Hear what's new this fall from COTTON UNIVERSITY™, the leading textile resource for industry professionals, students and faculty!

Thursday, November 12

3:00-4:30pm **Lectra's Digital Presentation of Modaris3D V7R2 and Diamino's Newest Release V6R2**

Sophie Gervais, Senior Solution Expert, and Toni Lublin, Education Partnership Manager, Lectra

Sophie Gervais, Lectra's Senior Solution Expert, will demonstrate Lectra's Modaris 3D V7R2, the powerful solution for pattern making, grading and 3D virtual prototyping. Plus, Sophie will showcase the latest release of Diamino V6R2, Lectra's pre-costing and marker-making solution. Lectra's Modaris 3D technology is a revolutionary approach to apparel product development. Adopted with leading global brands as the "go-to" design and preproduction tool to meet the demands of shorter lead times, while also improving product quality and realizing cost savings.

4:30-5:00pm **New Digital Resource for Fashion Education and Scholarship**

Amanda Breccia, Senior Acquisitions Editor, Fairchild Books and Hannah Crump, Assistant Editor, Bloomsbury Academic Bloomsbury Publishing and Fairchild Books unveil Bloomsbury Fashion Central, a new digital platform packed with classroom, research and teaching content in one convenient place. With over 600,000 never-before-seen digitally published fashion images, video content, original articles, and more, it will be a perfect resource for any fashion professor, student or scholar. Presenters will give an overview of the product and how it has been designed to meet the needs of students, academics, and instructors, and then invite the feedback of attendees and take questions.

5:00-6:00pm **The Evolution of Technology in the Classroom and Its Parallel in the Industry**

Sabrina Cove, Optitex; Janine Burrows, Academy Sports and Outdoors; and Lynn Boorady, Buffalo State University

When we look at technology in the world of education, we tend to do so from current perspective. However, technology and innovations in technology have always been important in education. We can go back to the early 1900's with the introduction of the radio and on-air classes, to the overhead projector, videotapes, Skinner Testing Machine, and even the handheld calculator in the 1970's. The 1980's saw the introduction of computers and the flood gates opened up. Today, a laptop or tablet is common for most students and forget your heavy Biology books, we now have eBooks. In the same way, schools teaching courses in design, pattern making, and merchandising must look at the new technologies available to best prepare their students to enter the **modern** workforce.

Schools need to look into the evolution of technology in the industry, where CAD is no longer sequestered within the 4 walls of the pattern making room and provide their students with the knowledge of how their skills can span across multiple avenues of the business, design, e-comm, marketing, store planning, merchandising, sales and so much more. It is the obligation of higher learning to best prepare their students to enter the modern workforce with the tools for today and the vision for tomorrow. We at Optitex are proud partners of this initiative at universities nationwide.

5:00-6:00pm **How to Get Published: A Presentation and Q&A**

James Campbell, Intellect Books

James Campbell will give a presentation focusing on Intellect and the companies publishing program. The presentation will include a section on some important dos and don'ts when it comes to submitting a book proposal or journal article for consideration. This will be followed by a Q&A session.

6:00-6:30pm **The Use of Half-scale Dress Forms in the Classroom and in Professional Development**

Susana Charm, Alvanon, and Susan P. Ashdown, Cornell University

The use of half-scale forms in conjunction with CAD for patternmaking is changing the dynamic in the classroom, as students can create using fewer resources: less space, less material, and less time in initial development of patterns, patterns that are ready for first prototype once they are digitized into the CAD system and scaled up. The use of half-scale can also benefit us as professionals, opening a pathway to more efficient development of our own creative practice, and, with the Halfscale Forum, connecting us with our peers across the country, across the world, and from academia to industry. Come see and experience the process of creating on the half-scale form in the classroom and in our own studios. Participants of the Halfscale Forum pilot test and anyone interested in participating in this Forum in the future are invited to come and network. Learn about the Forum at halfscale.human.cornell.edu. Alvanon will also announce the details of their student Half-Scale Design Competition! Learn more about Alvanon's Half-Scale AlvaForm at <http://halfscale.alvanon.com/about>.

Fundraiser Activities! Join Us

Attendees of the first inaugural ITAA Scholarship Fundraiser will have the opportunity to buy from very special international artists. A portion of the proceeds will go to the scholarship fund. If you have not already purchased a ticket you can still join us by registering for the event through the [ITAA Conference Store](#)! We promise you will have fun!

Here are some of the featured artists:

Tuareg Jewelry by Elhadji Koumama

<http://www.folkartalliance.org/artist/elhadji-mohamed-koumama-and-ismael-elhadji-mohamed/>

Bandhani Tie Dye scarves by Abdulaziz Alimamad Khatri

<http://www.folkartalliance.org/artist/abdulaziz-alimamad-khatri/>

Handwoven Scarves by Dahyalal Kudecha

<http://www.folkartalliance.org/artist/dahyalal-atmaram-kudecha/>

Latin Dance Lessons by Ursula Drabik: http://www.bodyofsantafe.com/body_studio_bios.html

Dress Form Raffle

At the end of the 2015 ITAA Conference, the dress forms used to display garments in the Mounted Exhibit will be raffled off to attendees.

Tickets can be purchased at the registration desk during the conference. Sales will stop prior to the Friday lunch, and winners will be announced at the final luncheon on Friday, November 13th.

Tickets are \$5 per ticket. Ticket(s) may be purchased for a chance to win a “small” dress form (B: 33.38”, W: 22”, H: 32.25”) and/or a “large” dress form (B: 37.5”, W: 26.38”, H: 36”). These are display forms, with shoulders that do not compress.

Winners are responsible for retrieving their dress forms immediately following the luncheon. Please note the following information if you will need to ship a dress form.

1. The hotel does not have a shipping center and suggests using FEDEX.
2. There is a FEDEX center near the airport. ITAA members who ship their dress forms will need to establish an account prior to shipping. There will also be a service charge to pick up the item from the hotel (\$4 according to the FEDEX representative at the airport location).
3. The hotel has a business center where people can print out their labels.
4. Cost to ship depends on the destination. Please check FEDEX.com to estimate shipping costs. The box dimensions are 29” x 15” x 10” and weight is approx. 12 lbs.

Advice Column for Graduate Students Preparing for Careers in the Academy

Q&A

Part of my vision as the 2015 Graduate Student Liaison is to feature professional development issues that affect graduate students as future faculty and leaders in the academy. This Q&A is the last part of a three-part series of interviews conducted through email with graduate faculty and administrators at the University of Missouri who impact the lives of graduate students.

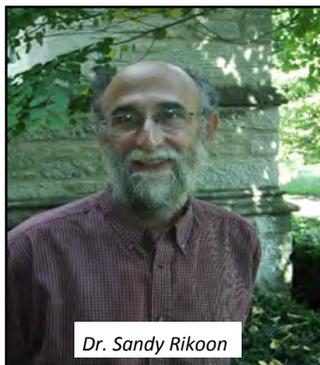
I interviewed Dr. James Rikoon, Interim Dean for the College of Human Environmental Sciences, Curators Professor of Rural Sociology, and Director of the Interdisciplinary Center for Food Security. This is a summary of our email communication.

Q: “What is the most important piece of advice that you can give graduate students, as they prepare for a career in the academy?”

Dr. Rikoon: “After working with PhD and MS students for nearly 30 years, some of the advice I give students today

remains the same. Being a graduate student is normally a ‘full-time’ job and one of your main responsibilities is to read and learn and discuss across diverse topics and disciplines. I do not know any professors who claim they do this more as a working academic than they did as a graduate student. The biggest change in my advice today is that graduate students need to ‘perform the profession’ prior to graduation. One can no longer wait (or compete effectively for the top jobs) without already having proven that you can conduct scholarly research, write articles for peer-review journals, compete for grants, and effectively teach. It used to be you might learn some of these things on the job.

Nowadays it is really necessary to learn and perform these skills as a graduate student.”



Dr. Sandy Rikoon

-by Angela Uriyo

2015 ITAA Graduate Student Liaison
Doctoral student at University of Missouri

Committee Involvement Opportunities

Aloha ITAA Members:

Thank you all for sending me your ideas and suggestions for improving the review process for teaching/research/conceptual abstracts and for designs. With your suggestions and concerns we can work on improving the process.

Many have asked how they can become further involved in the various ITAA committees. In order to join a committee please sign into the ITAA website; click on MEMBERSHIP on the top banner, then click on ITAA COMMITTEES. Below the list of the different committees you can join is a link that reads COMMITTEE INVOLVEMENT FORM. Please click on this and complete the form.

To read descriptions of each committee, please click on MEMBERSHIP at the top banner then on RESOURCES. Near the bottom is the link ITAA POLICIES AND PROCEDURES HANDBOOK. Committees and duties can be found in chapter 4.

Many people have asked specifically about helping with the work that centers on planning the design exhibition and reviewing abstracts and designs. If you want to help define what constitutes design scholarship, please join the Design Education and Scholarship Committee. If you want to help with the mounting of the annual design exhibition, please join the Design Exhibition Committee. If you want to help review designs, please join the Design Review Committee. If you want to help review teaching/research/conceptual abstract, please join the Conference Abstract and Paper Review Committee.

--Andy Reilly, VP Scholarship

Position Announcements Posted Since Last Newsletter

Assistant Professor Fashion Program (Tenure Track), School of Design, Stephens College, [click here](#)

Assistant/Associate Professor in Textiles and Material Culture, Department of Textiles, Merchandising & Fashion Design, University of Nebraska-Lincoln, [click here](#)

Assistant Professor in Merchandising, Department of Textiles, Merchandising & Fashion Design, University of Nebraska-Lincoln, [click here](#)

Assistant Professor in Wearable Product Design (Tenure-Track), Apparel Design Program, College of Design, University of Minnesota, [click here](#)

Full-time Professor in Fashion and/or Textile Design, Universidad de Monterrey, [click here](#)

Assistant Professor (9-month, tenure track) in Retail, Merchandising, and Product Development, Florida State University, [click here](#)

Assistant Professor (9-month, tenure track) in Apparel, Merchandising, and Design, Iowa State University, [click here](#)

Full-time Faculty Position in Fashion Merchandising, Mercyhurst University, [click here](#)

Senior Assistant or Associate Professor (9-month, tenured or tenure track), Department of Consumer, Apparel, and Retail Studies, The University of North Carolina at Greensboro, [click here](#)

Assistant Professor (9-month, tenure track) or Lecturer, Department of Consumer, Apparel, and Retail Studies, The University of North Carolina at Greensboro, [click here](#)

2 Year, Full Time Teaching Position (non-tenure track) in Fashion Design, Department of Clothing and Textiles, Kyung Hee University, [click here](#)

Call for Papers

Call for Papers: 2016 Academy of Marketing Science World Marketing Congress - Marketing at the Confluence between Entertainment and Analytics. July 12-23, 2016, ISEG School of Management, Paris France. The congress will consist of presentations of peer-reviewed papers, special sessions, panel discussions, and plenary sessions. To participate, submit competitive papers or special session proposals electronically. **Submission deadline is October 24, 2015.** For more information, see [Full Announcement](#).

Call for Papers: *Fashion and Textiles* is seeking articles for a special article collection. The volume will explore topics related to sustainability and the triple bottom line in the global clothing and textiles industry. This special article collection will focus on advancing knowledge related to current sustainability challenges within the global clothing and textiles supply chain and seek new perspectives on initiatives within the industry to advance sustainability and the triple bottom line. **Deadline to submit is December 1, 2015.** For more information, see [Full Call](#).

Rutherford Teaching Challenge 2015. The flipped classroom is a pedagogical model in which the typical lecture and homework elements of a course are reversed. The "Challenge" is to examine the significance, challenges, implications for teaching and learning and the way forward. **Deadline for submissions is September 30, 2015.** For more information, see [Full Announcement](#).

Call for Papers, Ethnic (Aboriginal) Fashion. Editors: Dr. Miguel Angel Gardetti and Dr. Subramanian Senthilkannan, This book is planning to detail about the crux of Ethnic (Aboriginal) Fashion covering its entire elements. This edited book will address the significance of sustainable aspects (including culture) and having Ethnic Fashion in the apparel industry. This book will deal around the conceptual aspects and case studies pertaining to Ethnic (Aboriginal) Fashion and certainly this will be the first book in this arena to deal with this peculiar subject. **Deadline for submission of initial abstract is October 15, 2015.** For more information, see [Full Call](#).

ITAA Study Tour of the Highlands of Ecuador

Two Weeks in June 2016, All-inclusive Cost Approximately \$2,950

Tour Coordinator: Linda Arthur Bradley; Washington State University

This tour to the beautiful highlands of Ecuador, where a great deal of American clothing is made, is designed for our ITAA members to examine the entire development cycle of garments from concept to consumer, and from the raw fiber to the final product. This includes yarn-spinning, weaving, dyeing and printing, in both native traditional settings, as well as modern factory environments. We will spend time in Quito visiting production facilities, and in Otavalo, at the home of Winter Sun Clothing where Anga Miller, the CEO, designs each line as well as the prints, weaves and knits, and frequently designs buttons and other notions as well. We will reside in a beautiful bed and breakfast adjacent to the Winter Sun factory for a portion of the time we are in Ecuador. We begin by designing our own textiles that will be made into garments of our choice while we are in Ecuador. This is a reasonably priced all-inclusive package to Ecuador with round trip airfare to/from Miami, and nearly all food is provided, as are interpreters. All travel is by private coach.

Final details are still in process, and the particular dates, site visits and actual costs are being worked out now. Linda Arthur Bradley will be at ITAA in Santa Fe and will provide more detailed information there, and can be reached at linda.bradley@wsu.edu for specific information.

In the News

A recent study on the Trans-Pacific Partnership by Sheng Lu, Assistant Professor at the University of Delaware, was featured by the [American Chamber of Commerce in Vietnam](#).

ITAA Newsletter Editorial Staff

Editor: Vanessa Jackson, University of Kentucky
E-mail: vpjackson@uky.edu

Media Review Editor: Cynthia Jasper, University of Wisconsin-Madison
E-mail: crjasper@wisc.edu

Managing Editor: Nancy Rutherford
E-Mail: executive_director@itaaonline.org

The *ITAA Newsletter* is a bimonthly publication of the International Textile and Apparel Association, Inc. The purpose of the newsletter is to provide timely information to members. Unsolicited articles should not exceed 300 words. ITAA Editors reserve the right to edit, cut, or not publish all solicited and unsolicited articles. Articles submitted via e-mail will be acknowledged by e-mail. Articles submitted by mail or on disk will be acknowledged only if a stamped, self-addressed postcard is included with the mailed item. Neither the editors nor ITAA assumes responsibility for statements made or opinions expressed by authors of articles published in the *ITAA Newsletter*. Submissions must be authors' original works or give appropriate attribution.

Email newsletter copy to Vanessa Jackson by the following dates: January 15 (for February issue), March 15 (for April issue), May 15 (for June issue), July 15 (for August issue), September 15 (for October issue), and November 15 (for December issue). Article, book, thesis, and dissertation titles can be submitted to Editor for each newsletter.