

ITAA NEWSLETTER



International Textile
and Apparel Association

The Global Organization of Textile & Apparel Scholars



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As people are making their plans to travel to the annual conference many are asking about extending their stay. First, let me clarify that the discount rate at the hotel is available from three days before the conference begins through Thanksgiving weekend. So for people wishing to eat turkey with your extra mai tais you have some extra days at a great rate. Second, if you wish to travel to the other islands flights are relatively inexpensive and some airlines, such as Hawaiian Air and Mokulele Air/Go, offer air/hotel/car packages.

Each island offers something different so I've compiled a brief description of each island based on my experiences. Of course these are just *some* of the things you can do.

Oahu (the Gathering Place). This is the main island with the majority of the population and home to Honolulu and Waikiki Beach. You'll be here. Outside Waikiki you can visit the Dole Pineapple Plantation Visitors Center to learn all about pineapple, walk through the world's largest hedge maze, and take a train ride through a pineapple field; the historic surf town of Haleiwa; world-famous surf spots; and the Polynesian Cultural Center, a sort of Disney-type entertainment venue great for families.



Maui (The Valley Isle). Actually two volcanoes that merged together, Maui offers the seafaring town of Lahaina on the west side and Hana on the east side. Hana is a small town and offers beautiful scenery but it is the legendary drive to Hana along the coastline where you see waterfalls, bamboo forests, blue and green pools, and a red sand beach.

Hawai'i (The Big Island). The largest of all islands, you can visit Volcanoes National Park; take a helicopter ride over Kilauea to see flowing magma; visit resort-oriented Kona and quaint Hilo; and see green and black sand beaches.

—Continued on Page 2

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ITAA 2012 ANNUAL CONFERENCE

Visit the Islands—Continued



Kauai (The Garden Isle). The western-most of the islands, you can ogle at the spectacular Waimea Canyon, the “Grand Canyon of the Pacific”; or take a boat ride to see some of the tallest cliffs in the world along the Napali Coast; or zipline over lush, green forests.

Molokai (The Friendly Isle). If you want a beach to yourself this is the place for you. Only 38 miles long and 10 miles wide you can plop yourself on the shore and not see anyone for hours. Or you can hike down to the former leper-colony of Kalaupapa to see how those affected with Hansen’s Disease lived in isolation—but be warned, once you hike down you have hike back up!

Lanai (The Private Isle, The Pineapple Isle). At one time owned by Dole the entire island used to be one large pineapple plantation. Today it is a quiet island with one town and a resort. This is a good place to relax and recharge.



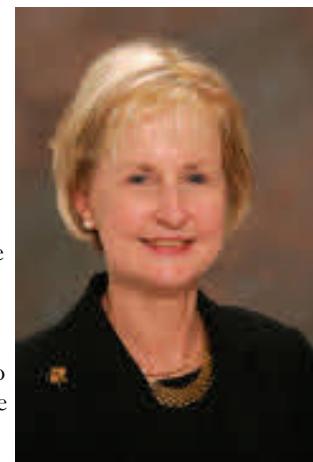
Kauai

Take advantage of airline offers as you make your conference travel arrangements.
Details on the [2012 Conference Website](#).

President's Message

By Kathleen Rees

This summer, as faculty have been busy teaching summer classes, working on research projects, and trying to find time to relax and rejuvenate before the fall semester begins, we also have invested time and effort seeking a book to serve as our “freshman departmental read”. One of the books that has been suggested is *The Ring in the Rubble: Dig Through Change and Find Your Next Golden Opportunity* by Dr. Gary Bradt. As I began to read this book, it struck me that over the past several years, members of ITAA have been masters of not only bringing about positive change for the organization, but also creating numerous “golden opportunities” to move us forward in realizing the mission and vision we have established for our association.



This edition of the newsletter attests to meeting goals established for ITAA. Plans for the annual conference in Hawaii include amazing experiences for members. We look forward to inspiring speakers, sharing of research findings and teaching strategies, workshops and industry tours, networking with colleagues, and quiet time on the beautiful beaches of Hawaii. We're also excited about the ITAA-KSCT Joint Symposium to be held in conjunction with the 2012 annual conference. We appreciate Dr. Eunae Kim, President of the Korean Society of Clothing and Textiles, in initiating discussion of collaboration between ITAA and KSCT and efforts of Dr. Leslie Davis Burns and Dr. Cheunsoon Ahn in planning the joint symposium. We look forward to future opportunities for collaboration between the International Textile and Apparel Association and the Korean Society of Clothing and Textiles.

International expansion of ITAA has continued with the Culture and Industry Learning Tour to Italy. Those of us who were not able to personally participate were able to be “mental travelers” enjoying Nancy Rutherford’s email updates and Sonya Meyer’s newsletter article about experiences of the group. We now begin to anticipate receipt of proposals for a 2014 South American Culture and Industry Learning Tour – these are great opportunities for ITAA members to travel and enhance their own knowledge of culture and the global industry, as well as to further internationalize curricular offerings!

Later this month I have the honor of traveling to Korea to participate in the 2012 ITAA-KSMS Joint Symposium which will be part of the 2012 Global Marketing Conference in Seoul. The International Textiles and Apparel Association will be one of the hosting academic organizations for the 2012 GMC in Seoul, and the ITAA-KSMS Joint Symposium will consist of four sessions including eighteen papers to be presented within the larger conference. These papers will be presented by both ITAA members and other international scholars. Continued collaboration between ITAA and KSMS, as well as working with Dr. Eun Joo Park, Co-chair for the 2012 ITAA-KSMS Joint Symposium; Dr. Eunju Ko, President of the Korean Society of Marketing Science; and Dr. Kyung Hoon Kim, Executive Secretary of KSMS, in planning the Joint Symposium has been an enriching and wonderful experience with significant mutual benefits for both associations.

On a final note, Council has approved a recommendation brought forward by Nancy Miller, Vice President-Publications, to appoint Co-Associate Editors in the area of Consumer Behavior and Theories for the *Clothing and Textiles Research Journal*. This area has historically had a high volume of submissions and having Co-Associate Editors to share responsibilities associated with the manuscript review process will facilitate compliance with the desired timeline for manuscript review. This edition of the newsletter also contains a call for an Associate Editor for the Historical and Culture area. This is another way ITAA members can volunteer to serve our association!

I hope everyone has a wonderful summer. We look forward to seeing you at the 2012 annual conference this fall!

Associate Editor—Historic and Culture Clothing and Textiles Research Journal

Applications are now being accepted for the CTRJ Associate Editor of Historic and Culture track. Active or reserve ITAA members who have served on the CTRJ Editorial Board or who have extensive experience as reviewers and/or editorial board members are encouraged to apply for this Fall 2012 position. Associate Editors serve a 3 year term. To apply, send a letter of application and curriculum vita to Nancy Miller, VP of Publications, at Nancy. Miller@colostate.edu.

Bella Italia



At Mercato Nuovo (or Porcellino) in Florence. Left to right: Sonya Meyer, Cindy Istook, Nancy Rutherford, Molly Eckman, Liz Mullens, Catherine Burnham, Wanda Cheek and Dawna Baugh

Imagine sitting on a cashmere covered bench admiring a silk sky surrounded by a forest of silk/cashmere scarves while touching fabric used by Chanel. Or maybe you might prefer being draped in fabulous designer fabrics that match your tastes and ideal colors. Or maybe something less exotic would fit your taste such as a tour of the Ratti Silk manufacturing process or a visit to the Ratti Foundation to see and, yes, touch fabrics from the 15th-19th Centuries. These are but a few of the amazing adventures had by eight ITAA members on the inaugural Culture & Industry Learning Tour. We also gained great insight into the campuses and programs utilized by Study Abroad Italy for their programs in Florence and Milan. European train travel, including safely stowing of one's luggage, was a new experience for some. Becoming lost in Venice is always a given but can lead to amazing discoveries like the perfect bead shop or spectacular views. Italy's fashion center, Milan's Golden Quadrangle, came alive for us with the help of our tour guide who serves as a personal shopping assistant for some of the world's lesser known rich and famous. Although there were many, the ultimate ah ha moment of the trip occurred on the last day in Italy. Every member of the group who wanted to was able to secure a ticket to see Leonardo Da Vinci's *Last Supper*, housed in the church Santa Marie della Grazie; according to many sources a near impossible feat to accomplish.

ITAA's first Culture & Industry Learning Tour by all counts was a huge success. How do I know? I know from the comments I heard during the last few days of the trip: "I feel more confident and comfortable with bringing my students here next year", "When I get home I plan to start looking for funding sources for our students to travel to Italy".

The next Culture & Industry Learning Tour is scheduled for 2014. The committee will soon issue a call for proposals for a South American tour.

— Sonya Meyer

Call For Papers: Special Issue of the *Clothing and Textiles Research Journal* focused on Fashion and Health

Fashion and health are symbiotic--each affects the other. As aspects of culture become invested with individual's identities, the desire to participate and be in fashion gives fashion power with the potential of enhancing or harming health. This issue will connect fashion to the topic of health and wellbeing. Manuscripts are requested that explore, define, and document the interconnections between fashion and health.

Editor, Karen LaBat, University of Minnesota and Associate Editor, Hye-Young Kim, University of Minnesota

Topics may include (but are not limited to) the following:

- issues related to body image (cross cultural or cross historical)
- the diet industry and diet discourse and how they impact health
- health/disease and beauty/ugliness as it relates to body size
- fashion and risky appearance management behaviors
- medical monitoring in wearable products
- historical views on dress and health
- cross-cultural views on fashion and health
- selling health
- advertising images of health, healthy lifestyles and fashion
- fashion and mental health
- fashionable protective apparel
- unhealthy consumption practices

Clothing and Textiles Research Journal is the official publication of the International Textile & Apparel Association, Inc. Submissions undergo a double blind, peer review process. Manuscripts must be no more than 30 pages in length including tables and figures. Figures and tables must be uploaded as separate files (e.g. 4 tables = 4 files). Do not include the abstract in the main manuscript file. Submit a file called "author bios" consisting of 50 words or less for each author. When prompted for "manuscript type" indicate "focused issue" and on prompt select or type in "fashion and health". For specific instructions go to:
<http://www.itaaonline.org/displaycommon.cfm?an=1&subarticlenbr=19>

Full paper submission is due October 1, 2012

If you have questions, contact: Karen LaBat klabat@umn.edu

Presenters at the University of Minnesota Fashion and Health 2012 Symposium are encouraged to submit a full paper; however, submissions for this special issue are not limited to authors of the symposium.

Curriculum Committee Report

Mary Ruppert-Stroescu, Ph.D., Oklahoma State University

Building on the foundation of the ITAA Meta-Goals that were developed from the work of this committee, in 2011 the members focused on sharing best practices regarding assessment and how the ITAA Meta-Goals may or may not have influenced institutional assessment processes. Members from institutions ranging in size, geographic location, and majors offered prepared a special topic presentation at the 2011 annual conference in Philadelphia. Drawing an audience of over 40 members, the session resulted in engaging discussions, ranging from practical tips to philosophical inquiry.

Parallel to addressing curricular assessment techniques and practices, members of the Curriculum Committee are reaching out to industry contacts in merchandising with the intent to validate the ITAA Meta-Goals in relation to the human resource needs in areas of store management, buying, visual merchandising, merchandising, marketing, and related professions. This study is in the data collection phase and the investigators hope to have results by 2013. A natural next step from this merchandise focus would be to replicate the industry validation study in another focus area, such as apparel design or textile science. If anyone in the ITAA membership would like to see such further study, please let the Curriculum Committee members know.

In preparation for future ITAA meeting workshops or special sessions, the Committee is considering subjects such as developing creativity, integrating sustainability, and teaching with technology. We would like to address issues that are relevant to the overall membership, and in order to better understand where member priorities and interest lie, we have developed a quick survey where you can give us your feedback. Please click on this link to participate: https://okstateches.qualtrics.com/SE/?SID=SV_29T6Ati7Y2G7n80

Publications by ITAA Members

Ha-Brookshire, J., (2012). Country of parts, country of manufacturing, and country of origin: Consumer purchase preferences and the impact of perceived prices. *Clothing and Textiles Research Journal*, 30, 19-34

Norum, P., & Ha-Brookshire, J. (2012). Analysis of children's textile and apparel product safety issues using recall data from the U.S. consumer product safety commission. *International Journal of Fashion Design, Technology and Education*, 5(1), 25-31.

Norum, P., & Ha-Brookshire, J. (2011). Consumer trade-off analysis and market share estimation for selected socially responsible product attributes for cotton apparel. *Clothing and Textiles Research Journal*. 29, 348-362.

Ha-Brookshire, J., & Norum, P. (2011). Cotton and sustainability: Impacting student learning through sustainable cotton summit. *International Journal of Sustainability in Higher Education*. 12, 369-380.

Ha-Brookshire, J., & Norum, P. (2011). Willingness to pay for socially responsible products: Case of cotton apparel. *Journal of Consumer Marketing*, 28, 344-353.

The following is a graduate student degree award.

Laura Mc Andrews. *Between the Devil and the Deep Blue Sea(m): A Case Study Exploring the Borders between Work Life Domains Described by Women in the U.S. Apparel Industry*. Masters' of Science, Adviser: Jung Ha-Brookshire, May 2012.

Banson NYC Experiential Learning Tours



Banson NYC offers “real-life tours through your dream career” to fashion students. We give participants a flavor of the fashion world in NYC by introducing them to industry leaders in retail, wholesale, publishing and public relations. We teach retail math seminars, internship workshops, assortment planning programs and career opportunity seminars. Check out our website at www.bansonnyc.org or contact us at hollandg@bansonnyc.org to see how we can help support your academic initiatives.

Position Announcements Posted Since Last Newsletter

Assistant Professor (tenure track) or Lecturer (non-tenure track) in Fashion and Interiors Merchandising, Texas A&M University - Kingsville, [click here](#)

Lecturer in Fashion Design and Merchandising, Southern Illinois University, [click here](#)

Chair, Department of Retail Merchandising and Product Development, Florida State University, [click here](#)

1-Year Visiting Instructor/Assistant Professor, Retail Merchandising and Fashion Product Development, Ohio University, [click here](#)

Tenure-Track, Assistant Professor, Fashion Textile Technology, Buffalo State College, [click here](#)

Call for Papers

New Journal from Intellect: *Critical Studies in Men's Fashion*

Critical Studies in Men's Fashion is now accepting submissions for its inaugural issue, to be published by October 2013.

Deadline to submit a manuscript for the inaugural issue is January 10, 2013.

Critical Studies in Men's Fashion examines the multi-faceted dimensions of men's appearance. It uses the holistic definition of dress as a means of examining the tangible and intangible aspects of creating and maintaining appearance. This journal is the first to exclusively focus on men's dress. Men's dress and fashion have been side-lined in scholarship and this journal provides a dedicated space for the discussion, analysis, and theoretical development of men's appearance from multiple disciplines. All articles are peer reviewed in order to maintain the highest standards of scholastic integrity. Theoretical and empirical scholarship in the form of original articles, manuscripts, research reports, pedagogy, and media reviews are welcome. The journal will publish three issues per year (2 open call + 1 focus issue).

Contributions are welcome from any discipline, including but not limited to fashion studies, anthropology, art, art history, business, consumer studies, cultural studies, economics, gender studies, humanities, literature, marketing, psychology, queer studies, religion, sociology, and textiles. Diverse viewpoints and methods are encouraged. In addition, the journal will also accept media reviews.

Articles will be selected on their content, scholarship, and technical quality. The content must be in line with the journal's vision of advancing scholarship on men and appearance. Potential topics include:

- accessories • advertising imagery and appeals • androgyny • body image • branding • case studies of designers or leaders in the field of men's fashion • changes in menswear due to immigration • children and adolescents • cosmetics and grooming practices • cultural aesthetics of masculinity • cross dressing (men in women's clothing, women in men's clothing) • economics of the menswear industry • education • ethics • fantasy and costuming/dressing up • fragrance • generational differences/age effects on fashion • identity • history of men's fashion • influence of television and film • legal aspects of the menswear industry • luxury goods • marketing strategies • modeling in the menswear industry • modernism/postmodernism/postpostmodernism • promotion in menswear industry • religious doctrine on men's appearance • textiles and their use in menswear • semiotics • sexuality and sexual behaviour as related to appearance

All submissions must follow Intellect's house style for review. Attached and at: <http://www.intellectbooks.co.uk/MediaManager/File/Intellect%20style%20guide.pdf>

Please send submissions and queries to the principal editor, Dr. Andy Reilly, at areilly@hawaii.edu

Call for Participation

Encyclopedia of Ethnic Clothing in the United States

Co-Editors, Dr. Mitchell D. Strauss, University of Northern Iowa and Dr. Annette Lynch, University of Northern Iowa

DESCRIPTION: This A-Z encyclopedia will cover approximately 200 "ethnic" items, from headwear to footwear, that have been worn or are now worn by Americans as everyday clothing, fashion, ethnic or religious identifiers, or style statements. Each narrative entry, ranging from approximately 750 to 1,000 words, will define and describe the item, its origins and its arrival in the United States, how it has been/is worn, and what it has represented over time. Further Reading per entry where possible. X-references. Timeline. Sidebars with quotations, factoids. Selected Bibliography. The encyclopedia is under contract with AltaMira Press, a division of Rowman & Littlefield Publishers, Inc. Publication is expected approximately 2014. Please see [Full Announcement](#) for details.

SUBMISSION PROCEDURE: We invite authors to contact us to indicate interest by the end of May 2012. Earlier contact is encouraged. Authors should indicate general geo/ethnic areas of competence/interest during initial contact. Authors will be notified by July 31, 2012 regarding the status of their involvement. Our goal is to have all written entries submitted for review by mid-December 2012. If interested please contact: mitchell.strauss@uni.edu

ITAA 2012 Annual Conference

Tours and Workshops

WORKSHOPS

Leaning towards Leadership

Topics and activities designed to develop and strengthen your ability to confidently and effectively lead others. The book, *Leadership the Eleanor Roosevelt Way*, will be used as a framework.

Coordinators/Presenters: Karen K. Leonas, Washington State University; Jane Hegland, South Dakota State University; Gwen O'Neal, University of North Carolina, Greensboro; Holly Bastow-Shoop, North Dakota State University; and Leslie Davis Burns, Oregon State University.

**Wednesday, November 14, 8:00 am – Noon

Cost: \$30 (includes book); 10 people minimum, maximum 25

Use and Application of the Sustainable Apparel Index

A work session to learn the use and application of Sustainable Apparel (SA) Index for measuring the environmental and social performance of apparel products and supply chains that produce them. SA Index is a tool developed by the Sustainable Apparel Coalition, an industry-wide group of leading apparel and footwear brands, retailers, manufacturers, non-governmental organizations, academic experts and the U.S. Environmental Protection Agency working to reduce the environmental and social impacts of apparel and footwear products around the world.

Coordinators/Presenters: Marsha Dickson, University of Delaware; Anupama Pasricha, St. Catherine University; Kelly Cobb, University of Delaware; Cossette Armstrong, Oklahoma State University; Representative of the Sustainable Apparel Coalition

**Wednesday, November 14, 8:00 am - Noon

Cost: \$50; 30 people minimum, Maximum 50

Teaching Textiles Online

Back by popular demand, in this workshop Patty Brown will demonstrate the use of The Textile Kit™ swatch set and iTextiles™ e-Textbook and full course support software for teaching textiles. Particular emphasis will be given to how to use the software's electronic textbook, how to access its thousands of digital images and video clips, the use of PowerPoint lectures provided to students versus instructor-only PowerPoint presentations, interactive review features available to students, Study and Review Questions and Table-Top Labs, Exercises and Experiences, reference features such as terminology definitions and audio pronunciations, conducting online assessment of student learning, and other available online assistance and support for kit assembly and use.

Significant time will be spent on all participants sharing past experiences (what worked well, what didn't), technology issues and solutions, institutional constraints and how they can be overcome, and brainstorming new ideas for teaching Textiles both online and in traditional classroom or blended settings. We will question and compare the effectiveness of online delivery methods versus (or in addition to) traditional classrooms, and discuss what can make online teaching more effective.

Coordinator: Patty Brown, ATEXINC Corporation

**Wednesday, November 14, 1:00 pm – 4:00 pm

Cost: No Cost; 6 people minimum, maximum18

CRAFT WORKSHOPS

This year, three hands-on workshops are offered to introduce you to traditional crafts of the Hawaiian Islands. Instructors are experts in their crafts. Prices include all materials, so all you have to do is show up. This is always a great activity for kids!

Ribbon Lei—traditional leis wither and die in days but with this workshop you will learn how to make a lei that lasts forever. \$10 per person, 20 people maximum. Thursday, November 15, 1:30.

Lauhala Weaving—the front of the lauhala plant is used to make many different items in Polynesia, from hats to bracelets. In this workshop learn to weave a fist. \$10 per person, 20 people maximum. Thursday, November 15, 2:30.

Raffia/Shell Bracelets—bring home a beautiful souvenir that you can wear. Raffia and local shells are combined to make artistic and unique jewelry. \$10 per person, 20 people maximum. Thursday, November 15, 3:30.

ITAA 2012 Annual Conference

TOURS

Honolulu Museum of Art and Shangri La

Honolulu's premiere fine arts museum houses a large collection of Asian arts. A guided tour of textile items in the museum's collection is planned. Shangri La is the Honolulu home of the American tobacco heiress and philanthropist Doris Duke. Built in 1937 it houses Duke's impressive collection of Islamic art and is considered one of Hawai'i's most architecturally significant homes. A small group tour provides a unique opportunity to see the massive painted ceilings, elaborately carved doorways, intricate mosaic tile panels, colorful textiles and other art forms, accompanied by the sound of crashing waves, fountains, and bird calls. Have lunch in the lovely outdoor café.

***Wednesday, November 14: depart hotel at 8:00 am; depart venue 2:00 pm;*

Cost: \$75 + Lunch -- 10 people minimum, maximum of 12

Iolani Palace

An architectural treasure, this original residence of Hawai'i's royal monarchy has been meticulously restored and is recognized as one of the most spectacular restorations in Polynesia. A docent-guided tour of the upper floors followed by individual exploration of the basement galleries is planned.

***Wednesday, November 14: depart hotel at 12:30 pm; depart venue at 2:30 pm*

Cost : \$55 – 10 people minimum, maximum of 15

Tori Richards

Hawai'i's most prestigious apparel manufacturing firm specializes in luxury resort apparel made up in unique, sophisticated, in-house fabric designs. Tour the facility accompanied by a company executive who will describe the history, design philosophy, and operations of this family business that has achieved worldwide recognition for designs that reflect exotic resort destinations.

***Thursday, November 15: depart hotel at 1:30; depart venue at 3:00 pm*

Cost: \$35; 10 people minimum, maximum of 15

DFS-Galleria – Hawai'i

DFS is the world's leading luxury retailer catering to the international traveler. The Galleria – Hawai'i stores occupy prime retail space along Kalakaua Avenue bordering Waikiki Beach. The tour includes a visit to the high-end stores and facilities, and a talk by a DFS-Hawai'i executive.

*** Thursday, November 15: walk to venue at 1:00 pm and arrive by 1:30 pm; depart venue at 2:30*

Cost: No Cost; 10 people minimum, maximum of 25

Bishop Museum

Bishop Museum is the largest museum in Hawai'i and is home to the world's largest collection of Polynesian cultural and scientific artifacts. Wander the extensive galleries on your own. Then join us for a special guided tour of the Alfred Shaheen collection, an exhibition of aloha ready-to-wear and textiles that originated in the early days of Hawai'i's unique apparel industry. Shaheen's firm played a key role in generating a fashion and fabric design aesthetic representing the multi-cultural ethos of Hawai'i and the Pacific.

***Saturday, November 17: depart hotel at 10:00 am; depart venue at 2:00 pm*

Cost: \$75 + Lunch; 10 people minimum, maximum 15

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