

# ITAA NEWSLETTER



International Textile  
and Apparel Association

The Global Organization of Textile & Apparel Scholars



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## Start the Journey—New Orleans Welcomes ITAA!

October 15-18, 2013

By Sheri Drago and Wanda Cheek



Your entire Annual Meeting Committee is hard at work, preparing for your arrival. We cannot wait for you to come to this magical city! Excitement is in the air because registration numbers are the highest in several years. This year's theme is built around Regeneration—of new ideas, new contacts, new vision. It's been said that if one attends a professional meeting and returns home with five really good ideas, then the meeting has paid for itself. Our hope is that your journey to New Orleans is inspired by the culture and the region and that you leave feeling regenerated and rejuvenated.

Here are some last minute helpful tips:

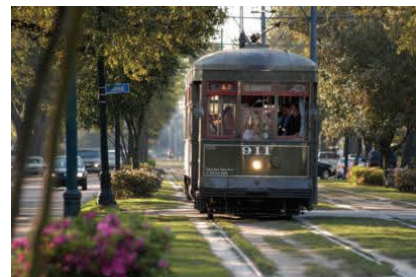
- Learn to speak the language! In local-ese, we are meeting in Nawlin's. The caramel goodness that is synonymous with Nawlin's is pralines, pronounced praw-lean, not pray-lean. Also, pecan is puh kahn, not pee can!
- Visit our conference website, Facebook® and Pinterest pages for exciting things to do while in the big city.
- Transportation options to and from the hotel are posted on the ITAA conference website.
- We like receptions, Nawlin's style. Even if you are not on Tuesday's pre-conference tours, we hope you will arrive in time for the Tuesday evening, opening Mardi Gras reception, complete with food and a local jazz band. Fashion yourself a Mardi Gras mask and win a prize.
- Speaking of tours, we still have a few spaces available on some tours, so ask at registration.
- Special Optional Event: Saks Fifth Avenue Canal Place is just down the street from the hotel and is a sponsor for our meeting. They have invited us to attend their largest charity event of the year at their store on Wednesday evening. "The Key to The Cure" gala is one of the best tickets in Nawlin's and is an evening to enjoy delicacies from over 30 restaurants/eateries, libations and live entertainment on all three levels of their Canal Place store. Tickets are only \$75 and can be purchased at the door. Dress is cocktail or LBD or suit/tie, and many of you will already be dressed from the Live Gallery that afternoon. Attention! Saks has graciously offered a group of free tickets, and chances for these will be drawn at the Tuesday evening Opening Mardi Gras Reception. You must be present to win. Others will be awarded to the winners of the best Mardi Gras masks at the opening reception. This admission ticket is optional and is not included in your conference registration fee.
- Weather should be very nice, with highs around 80 and lows in the mid 60s. New Orleans is considered to be somewhat tropical, since palm trees grow along Canal Street! It could be warmer, so layering clothes is the best answer.



**2013 ITAA COUNCIL****President****Sherry Schofield  
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Oregon State University  
Ex-officio Member****2013 Annual Conference Highlights**

**Wednesday Events:** Packed full of outstanding features, our Wednesday agenda continues with the Lectra sponsored Live Gallery and pre-show reception. Following is an evening opportunity, not to be missed, the Saks Fifth Avenue “Key to the Cure” Evening of Excellence. Simply walk the block and a half from our conference hotel to this charity event featuring an extravagant evening of dining, music and beverage. Support a fabulous cause while feasting on the best of New Orleans. More information follows on page 6.

**Thursday Highlights:** Thursday offers a hearty morning and early afternoon of sessions and academic learning, featuring the ITAA Distinguished Lecturer as morning keynote, and a dynamic fashion panel as the luncheon feature.



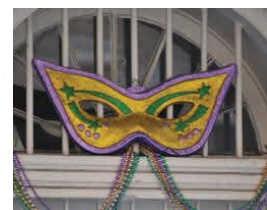
Because New Orleans is a location to see and experience, we have planned the afternoon with a broad assortment of tastes and sounds of New Orleans for every visual and tactile palate. There is an option for everyone, so peruse the list on page 8 carefully as you make your selections.

Follow up your tour with one of many delicious fine dining establishments in the city. Visit our Pinterest page, <https://pinterest.com/ITAA2013/> and Facebook site, ITAA Conference 2013, for location information, dining and entertainment options.

**Friday Highlights:** Friday morning features special topic sessions, oral presentations, and multiple poster sessions. All conference awards will be presented at our closing Awards Luncheon!

**Mardi Gras Mask Competition Guidelines**

ITAA members may enter our friendly competition for the Most Outstanding Mardi Gras mask, Tuesday evening, October 15, at the Fairchild Books Opening Reception. Masks may be store-bought and embellished or made from scratch.



Three award categories will be assessed by competition judges observing throughout the evening. Award categories are Outstanding Embellished, Outstanding Designer Created, and, to support our conference theme, Outstanding Regenerated (this could be Recycled, Up-cycled, or Vintage Enhanced). Judges will visit with mask wearers for details, so plan your marketing language and sales pitch. Each category winner will be awarded a ticket to the Wednesday, October 16, Saks Evening of Excellence Key to the Cure event. So begin brainstorming and creating today and join in the NOLA ITAA fun!

**2013 Conference Program [Available Online](#)**

# President's Message

By Sherry Schofield



Autumn is one of my favorite times of the year! You have warm, sunny days, contrasted with cool, crisp mornings. Colorful leaves dance gracefully in the breeze, as they release their grasp of a withering branch. The atmosphere is thick with the scent of burning leaves, while homes are fragrant by the smell of pumpkin pie in the oven. And best of all – friends and colleagues reconnect, are rejuvenated, and are rewarded through their participation in ITAA's Annual Conference. (I know... I know, but my excitement for the conference is making me more loquacious than usual.)

We recently received an email from the Executive Director with the list of conference participants and resource exhibitors participating in this year's annual conference. I quickly opened up the file and started perusing to find out who was attending and which exhibitors I wanted to visit. And using the new Build-A-Program function, I will start making my plan for which presentations and events to attend. (Don't you hate it when there are more presentations to attend than you have time in your schedule?)

At the same time, I am troubled by those names I did not see on the attendance list. We all know that schedules are busy and finances are tight, but why aren't all members attending the conference? I wonder if the organization is not meeting the needs of our members.

What should the organization do to make ITAA's Conference **THE** conference to attend, even when the member isn't presenting? I don't ask this question lightly; we need to know how the organization can be improved. So I challenge all members to come up with a list of how we might better serve our membership. Send it to me via email ([sschofi1@kent.edu](mailto:sschofi1@kent.edu)); speak with me or one of the other Council members during the conference; or, make a proactive choice to join a committee and be the change. Whatever your method, let us know what you are thinking. Of course, I can't promise that the organization can meet everyone's needs, but if we don't even know that a need exists, then we can't assist in a transformation.

I hope to see you all in New Orleans! If you aren't attending this year, I hope to see you next year in Charlotte.

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## 2013 Resource Exhibit and Career Fair

We have very strong participation for this year's Resource Exhibit and Career Fair!

Be sure to visit the 2013 Resource Exhibit—Wednesday afternoon and Thursday morning. Career Fair takes place Wednesday afternoon, 3:00 to 4:30pm.



## Regional Exhibit Review

### By Rachel Sullivan and Casey Stannard

For those living in parts of the western United States in the early 1900s obtaining the latest and greatest styles was challenging due to the limited availability of retail stores devoted to fashionable goods. Lucy A. Stevenson met this challenge in the sleepy town of Issaquah, Washington in the early 1900s. “Pioneering Business Woman: The Journey of Lucy A. Stevenson” was an exhibit that chronicled the story of an early female entrepreneur in Issaquah, WA, while providing material culture examples and information about costume and textile history at the turn of the century. The main aim of the exhibition was to demonstrate how a singular businesswoman in the early 1900s was able to thrive in a male dominated climate by using her wits and keen eye for fashion. The exhibit was shown in the Special Collections Gallery at Washington State University’s Holland Terrell library in March 2013 for Women’s History Month. Dr. Linda Arthur Bradley, curator of the Apparel, Merchandising, Design and Textiles historic costume and textiles collection, curated the exhibit, assisted by the students from her senior level museum management course. Further input on the content of the exhibition was gathered from Lucy A. Stevenson’s great-granddaughter, Loralyn Young, who also served as the primary donor for the exhibition.

Lucy A. Stevenson owned and operated a millinery and dressmaking shop in Issaquah from 1900-1913. She opened the shop at age 60 and kept the property in her name, which was unusual for a woman to do at the time. Her establishment was the first retail store for fashionable women’s goods in Issaquah. Donated artifacts from Lucy A. Stevenson’s store and personal life were merged with objects from AMDT’s costume and textiles collection to tell the story of this early business woman. Additional items were borrowed from regional collections to complete the exhibit.

The artifacts from Lucy A. Stevenson included her handmade quilts as well as notions from her store, such as an embroidery thread cabinet, hat pins, spools of ribbon and other materials. Another item owned by Lucy A. Stevenson was a large trunk manufactured by the Seattle Trunk Company which was opened to display a mass of different colored laces and other notions from the time. Period hats, garments, embroidery samples and fashion images from the AMDT collection also appeared in the exhibit. The blending of the two collections effectively filled out the exhibit’s visual story.

The highpoint of the exhibit was the sewing table vignette in the middle of the room, which featured a mannequin in period dress at a sewing machine with a quilted petticoat made and worn by Lucy A. Stevenson. From there, the path of the exhibit was circuitous, with the possibility of starting at any point in the room and following the narrative of the exhibit. The space was small, but the exhibit was efficiently designed with a good flow. The exhibit was well lit with spotlight lighting throughout, effectively highlighting key objects. The signage was brief and useful, telling the exact amount of information needed about each item.

The exhibit featured a multimedia component in the form of a constantly running slideshow providing historical context, which was an effective way to give the viewer more information while taking up little space. The items of dress were a particularly lovely and eye-catching aspect of the exhibition. Full ensembles with hats and jackets from the time when Lucy A. Stevenson’s shop was in operation were carefully positioned in the space. Perhaps the most stunning was a white lingerie dress with a pearl grey embroidered overcoat.

Another highlight of the exhibit was the wedding quilt made by Lucy A. Stevenson for her daughter that featured quilt blocks signed by women in the family. The signage noted that some of the surnames on the quilt were the names of campus buildings at WSU, which helped to ground the importance of Lucy A. Stevenson in the history of Washington. Additionally, one sign contained an anecdote about Lucy A. Stevenson’s hat pins being used by other members of her family to check the doneness of baked goods. This provided humorous description of the use of items in daily life.

A few additions to the exhibition would have made a great impact. There were no hats made by Lucy A. Stevenson in the exhibit. As the hats were a major portion of her business model this absence was felt by viewers. However, the exhibit did feature period hats from the AMDT collection displayed on actual hat stands from Lucy A. Stevenson’s shop, which helped the viewers to understand the major product of the business. Finally, more contextual information about the amount of women who were sole proprietors of shops in the early 1900s would have given support to the importance of Lucy A. Stevenson.

Overall, the exhibit “Pioneering Business Woman: the Journey of Lucy A. Stevenson” presented a well-curated story of a unique, entrepreneurial woman as well as a view of fashion and history at the turn of the century. The artifacts from the donor and the AMDT collection were seamlessly combined to present a view of Lucy A. Stevenson’s shop as well as garments, hats and images from when she lived. The exhibit was only mounted for a short time, in deference to this fact a digital exploration of the exhibit space and story of Lucy A. Stevenson will soon be available.



## Position Announcements Posted Since Last Newsletter

Department Head and Professor, Consumer, Apparel and Retail Studies, University of North Carolina - Greensboro, [click here](#)

Assistant Professor of Apparel, Virginia Polytechnic Institute and State University, [click here](#)

Assistant Professor of Fashion Communication and Promotion, Lasell College, [click here](#)

Assistant Professor, Family and Consumer Science - Textiles, Design and Merchandising, University of Wyoming, [click here](#)

Assistant/Associate Professor, The Fashion School, Kent State University, [click here](#)

Assistant/Associate Professor of Fashion Merchandising, Texas State University - San Marcos, [click here](#)

Non-Tenure Track Lecturer/Senior Lecturer in Apparel Merchandising, Indiana University, [click here](#)

Assistant Professor in Merchandising, College of Merchandising, Hospitality and Tourism, University of North Texas, [click here](#)

Full-Time Lecturer in Merchandising with Expertise in Apparel/Product Development, University of North Texas, [click here](#)

Full-Time Lecturer in Merchandising with Expertise in Merchandise Buying, University of North Texas, [click here](#)

Assistant Professor of Fashion Design, Albright College, [click here](#)

Chair, Fashion and Accessory Design Departments, Savannah College of Art and Design, [click here](#)

Full-time Faculty Positions in Fashion, Savannah College of Art and Design, [click here](#)

Assistant/Associate Professor, Textiles, Apparel, Merchandising, Louisiana State University, [click here](#)

Lecturer, Merchandising Apparel and Textiles, University of Kentucky, [click here](#)

Associate or Full Professor, Apparel Merchandising, Indiana University, [click here](#)

Assistant Professor, Fashion Design and Retailing, Framingham State University, [click here](#)

Assistant Professor, Fashion Merchandising and Apparel Design, Georgia Southern University, [click here](#)

Director of Fashion Design Program and Associate Professor of Fashion Design, Philadelphia University, [click here](#)

Assistant Professor, Apparel and Textiles, Kansas State University, [click here](#)

Assistant Professor, Fashion Merchandising, Texas Christian University, [click here](#)

Assistant Professor, Fashion Design, Montclair State University, [click here](#)

Graduate Teaching and Research Assistantships, Textile and Apparel Management, University of Missouri, [click here](#)

Assistant Director, Career and Leadership Development Center for Hospitality, Merchandising and Recreation, Ohio University, [click here](#)

Assistant Professor, Textiles, Apparel and Merchandising, Northern Illinois University, [click here](#)

Director, School of Human Environmental Sciences, Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas, [click here](#)

Chair Professor of Fashion/Textile Design, Hong Kong Polytechnic University, [click here](#)

## Connections: New Faculty Networking and Mentor Session

Thursday, October 17, 6:30pm, Hotel Lobby

This event is intended to provide an opportunity for faculty members in the first three to four years of their academic career to connect with one another. Informal discussions will center around challenges and best practices related to balancing the teaching, research and service components of new faculty in respective institutions, while providing a chance to meet one another in a social setting. In addition, a senior faculty member will be invited to offer advice and tips for a successful career in academics. Please be prepared to discuss research areas and interests in an effort to promote future collaboration opportunities. Coordinated by Dr. Charles Freeman, Mississippi State University and Dr. Rick Cottle, Middle Tennessee State University.

## 2013 International Bazaar

It's perfect time to dig up treasures from your closet and bring them to New Orleans!

The annual ITAA International Bazaar has been a unique tradition for ITAA members.

This year, the committee hosts another fantastic bazaar on Thursday, October 17th. Bidding starts at 8:30 am and closes at 11:30 am. Winning bidders must complete the payment (either cash or check) and pick up the items by noon.

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 Catherine Jai, [catherine.jai@ttu.edu](mailto:catherine.jai@ttu.edu), International Bazaar Chair or simply bring the items to the area designated for the Bazaar by 8:15 am on Oct. 17th.

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

## ITAA Member Highlights

### Awards and Honors

**Karen LaBat** was selected as a recipient of the 2013 Horace T. Morse-University of Minnesota Award for Contributions to Undergraduate Education. The Morse award recognizes excellence in contributing to student learning through teaching, research, and creative activities; advising; academic program development; and educational leadership. The award represents the highest recognition by the University community of its most distinguished scholar-teachers. Recipients are nominated through colleges on all 5 UMN campuses across the state, selected for the award by a committee of peers and former awardees, and are inducted into the Academy of Distinguished Teachers.

## Rutherford Teaching Challenge A Multi-Year Commitment to Support the ITAA Teaching Collection

The vision for the **Rutherford Teaching Challenge** follows:

Each summer there will be an announcement of the Teaching Challenge for the coming year.

Institutions are encouraged to have faculty members or faculty and graduate students work in teams to develop a teaching module for Undergraduate Curriculum for a chosen topic.

Only one submission per institution will be allowed. The submitter needs to be an ITAA member.

The challenge can be completed as a project for a graduate level seminar or teaching methods course; or faculty members can work together to develop the module.

Modules should be developed during the fall; incorporated into an undergraduate class in the spring; and the project written up for submission for a **June 15** deadline. Submissions should follow the existing [guidelines](#) for preparing materials for the Teaching Collection. These are available on the ITAA website. The Teaching Innovations and Resources Committee will review submissions and determine the winning teams.

Winning modules will be presented in a special topic session led by the Teaching Innovations and Resources Committee at the following fall conference, where the current year's project also will be discussed, as well as future needs. Winning modules (as well as others) should be added to the ITAA Teaching Collection.

Nancy Rutherford will commit \$1,000 per year for 5 years for the **Rutherford Teaching Challenge**, to be divided into 3 awards: \$500 for 1<sup>st</sup> place; \$300 for 2<sup>nd</sup>; and \$200 for 3<sup>rd</sup> – to give a small stipend and national recognition for team efforts.

**To jump start the challenge, Nancy Rutherford has specified the challenge for this year, 2013-14.**

### *The Ladies' Paradise*

....Years ago my daughter, who majored in French literature as an undergraduate, gave me *The Ladies' Paradise*, by the French novelist Emile Zola. Written in the late 1800's, it is a romantic novel about the rise of the department store (based on Bon Marche) in Paris. In reading the book, I was impressed by the similarities between then and now – how societal factors, technology, competition, etc. affect retailing.

Personally, I think there is a lot that could be done using this book as a central resource and then having students explore current parallel themes. So, the Rutherford Teaching Challenge for 2013-14 is to develop a teaching module using *The Ladies' Paradise* as the primary resource.

Note: BBC adaptation of the novel begins October 6 on PBS.

Teams need to identify the course (might be an introductory level or advanced level retail course; might be an interdisciplinary or general education type course), develop lectures/discussions and learning activities. Ideally, this activity would occur in the fall. The team would then incorporate the module in the designated course in the spring, evaluate its effectiveness, and prepare the submission for the June 15 deadline.

**The Teaching Innovations and Resources Committee will have a Q&A about the challenge at the 2013 Annual Conference, October 16, 3:45-4:30 – Southdown.**

## Popular Culture Association & American Culture Association's (PCA/ACA)

April 16-19, 2014 Spring Conference Chicago, IL ([www.pcaaca.org](http://www.pcaaca.org))

**Fashion, Style, Appearance, Consumption & Design** is seeking paper proposals for oral presentation at the annual conference.

Please join us in **Chicago, IL** April 16-19, 2014 for the National Conference. We will be staying at the *Marriott Chicago Downtown Magnificent Mile*. The PCA/ACA is highly regarded in the academy with well over 5,000 academic oral presentations given internationally, two top-tier journals (The Journal of American Culture and Journal of Popular Culture), and over 3,000 members. This year's Chicago conference should be exciting with papers on an enormous array of subjects. The deadline for online abstract proposal of papers will be **November 1, 2013**. Please do not email your abstract to an Area Chair, submissions can only be submitted via PCA 2.0: <http://ncp.pcaaca.org/>. You will select a Subject Area, after that enter your proposal's title, abstract of no more than 250 words and a short 50-word bio (please review your name, university, abstract title and abstract for spelling & grammar). **Submit only one proposal to one area.** You may not submit the same proposal to multiple areas.

### **Key Dates:**

Nov 1, 2013 – Deadline for abstract proposals

Nov 15, 2013 – Deadline for Travel Grant applications

Dec 15, 2013 – "Early Bird" registration deadline

Jan 15, 2014 – Last day to register for the conference and remain in the program

Feb 1, 2014 – Preliminary schedule published on-line

**Fashion, Style, Appearance, Consumption & Design** is concerned with all areas and aspects of style, fashion, clothing, design, and related trends, as well as appearances and consumption using and/or including: historical sources, manufacturing, aesthetics, marketing, branding, merchandising, retailing, psychological/ sociological aspects of dress, body image, and cultural identities, in addition to any areas relating to purchasing, shopping, and the methods consumers construct identity.

Papers from all methods and disciplines are welcome! Innovative and new research, scholarship and creative works in the areas of fashion, design, the body and consumerism are encouraged!

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## New and Forthcoming Titles from Fairchild Books and Bloomsbury Academic

### **Color Studies, 3<sup>rd</sup> Edition**

Edith Anderson Feisner and Ron Reed | PB:  
9781609015312 | \$90.00 | October 2013

The third edition of *Color Studies* introduces students from all concentrations of visual arts to color theory, the physiology and psychology of color perception, and the physics of color.

### **The Fairchild Books Dictionary of Textiles, 8<sup>th</sup> Edition**

*100<sup>th</sup> Anniversary Edition*

Phyllis G. Tortora and Ingrid Johnson | HB:  
9781609015350 | \$195.00 | September 2013

An essential reference for students and professionals involved in the textile industry.

### **The Fairchild Books Dictionary of Fashion, 4<sup>th</sup> Edition**

Phyllis G. Tortora and Sandra J. Keiser | PB:  
9781609014896 | \$79.00 | November 2013

With over 15,000 fashion definitions and 900 illustrations, *Dictionary of Fashion* is the definitive reference work for all terms related to fashion.

### **Fashion and Age**

*Dress, the Body, and Later Life*

Julia Twigg | PB: 9781847886958 | \$29.95 | August 2013  
Drawing on fashion theory and the first-hand accounts of designers, fashion editors and older women, this book offers the first systematic account of the relationship between dress and age.

### **Islamic Fashion and Anti –Fashion**

*New Perspectives from Europe and North America*

Edited by Annelies Moors and Emma Tarlo  
PB: 9780857853356 | \$29.95 | September 2013

*Islamic Fashion and Anti-Fashion* is the first comparative study of this highly topical issue and brings together cutting-edge contributions from leading scholars.

### **Merchandise Buying and Management, 4<sup>th</sup> Edition**

John Donnellan | PB: 9781609014902 | \$111.00 | August 2013

The fourth edition of this textbook covers topics that are important to aspiring retail buyers and store management personnel with responsibilities for managing retail sales and inventories.

### **Queer Style**

*Adam Geczy, Vicki Karaminas*

PB: 9781847881960 | \$29.95 | October 2013

*Queer Style* offers an account of queer fashionability in historical as well as contemporary lifestyles.

### **Vampire Culture**

Maria Mellins

PB: 9780857850751 | \$29.95 | September 2013

Exploring the little-known London vampire subculture, *Vampire Culture* is the ultimate guide to all things gothic and a fascinating ethnographic resource.

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