



International Textile  
and Apparel Association

The Global Organization of Textile & Apparel Scholars



VOLUME 34, NO. 3

MAY/JUNE 2011

## IN THIS ISSUE...

2011 Election Results

President's Message

Kimberly Spillman  
shares information on  
opportunities in  
Ghana

Jeong-Ju Yoo discusses  
technology in design  
education

## INSIDE THIS ISSUE:

CTRJ Special Issue 2

President's  
Message 3

Ghana 4

Design Education 5

In Remembrance 5

Textiles that  
Changed the  
World 6

2012 Conference  
Calls 6-7

## 2011 ITAA Election Results

By Nora MacDonald, ITAA Counselor

On behalf of the ITAA Nominating Committee, I am pleased to announce the results of the recent ballot. Congratulations are extended to the following ITAA members for securing the top number of votes by the membership for each of the following offices.



Sherry Schofield-Tomschin has been elected to serve as President-Elect during 2012 and then will serve as President during 2013 and Counselor during 2014.

Harriet McLeod has been elected to serve as Secretary, while Dee Knight has been elected to serve as Vice President of Operations. The Secretary and Vice President of Operations are three-year terms of office that will extend from January 2012 through December 2014.



John Jacob and Jung Ha-Brookshire have been elected to serve as At-large Nominating Committee members during 2012.



We wish to thank the other ITAA members who were willing to have their names placed on the ballot. We look forward to their continued engagement in the organization and will be pleased to have them consider a nomination in the future.

### *Make the Most of the ITAA Network*

A searchable pdf of the ITAA Membership will be sent to current members in June. The information in this pdf will be drawn from member profiles. Please take a few minutes to update and/or complete your profile. Log in, and you will find the "View/Edit Profile" link below your name on the Member Portal page. A list of ITAA current members with basic contact information is accessible now via the "Member Search" link at the lower left hand corner of the Member Portal page.

***Deadline for Design Exhibition Submissions is June 1.***

## 2011 ITAA COUNCIL

### President

**Jana M. Hawley**  
University of Missouri

### President-Elect

**Kathleen Rees**  
Texas A&M University-Kingsville

### Treasurer

**Marianne Bickle**  
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East Carolina University

### Graduate Student Liaison

**Hyo Jung (Julie) Chang**  
University of North Carolina-  
Greensboro  
Ex-officio Member



## **ITAA Graduate Student Liaison**

Hyo Jung (Julie) Chang is currently a second year PhD student in the Consumer, Apparel, and Retail Studies Department at the University of North Carolina at Greensboro, U.S.A. Her research interests include social psychological aspects of apparel and consumer behavior. Currently, she is researching the meaning of apparel with her co-advisors, Dr. Nancy Hodges and Dr. Yurchisin. She expects to graduate in Summer 2012 and eagerly anticipates sharing what she has learned and researched with her peers and prospective students in the near future.

## **Call for Manuscripts -**

### **Focused Special Issue of the *Clothing and Textiles Research Journal (CTRJ)***

### **SUSTAINABILITY MARKETING CLAIMS AND CONSUMER BEHAVIOR**

Submission Deadline: **September 15, 2011**

Expected Sage Publication Date: Mid 2012 (Volume 2 or 3)

Editors:

Dr. Jung Ha-Brookshire, University of Missouri, habrookshirej@missouri.edu  
Dr. Laurel Wilson, University of Missouri, wilsonl@missouri.edu

The purpose of the focused issue is to encourage research and to provide a specific outlet for researchers to share empirical findings *concerning sustainability-related labels, claims, and indices and consumer behavior*.

We will follow CTRJ's existing style guidelines and review procedures (blind review). We will also require electronic submissions through manuscript central (<http://mc.manuscriptcentral.com/ctrj>). Guidelines are outlined in the Guide for Authors inside the cover of CTRJ and online through the ITAA website. Reviewers will be selected from the list of the CTRJ editorial board and an ad-hoc list of reviewers.

Details are posted on the ITAA website: [www.itaonline.org](http://www.itaonline.org).

Please contact the Editors if you have any questions.

## President's Message — From Proceeds to Proceedings

By Jana Hawley



Dear ITAA Members:

Summer! I think of sleepy university towns that have been abandoned by all the students, sweltering/humid climates, barbecues with my friends and family, and tomatoes that taste like tomatoes! Summer also has me planning to do lots of things that I don't seem to have time to do during the school-year: go through old files, write a manuscript, and deliver castoff books to the Friends of the Library. But for those of us on ITAA Council and Board, summer also has us gearing up for the next ITAA conference.

In late March, ITAA Council met in Philadelphia for a very productive planning meeting. Everyone commented that the “vibes around the table were positive”! Great things are happening, and everyone could feel the difference. Council made many decisions that will result in streamlined processes, clearer fiscal management, and website development.

**With regard to proceeds:** In an earlier newsletter, I commented that we are having an audit completed. We are nearing the end of that process and promise to post a synopsis as soon as the accounting firm is finished. But Marianne Bickle and Nancy Rutherford are creating forms and budget documents that are clear, concise, and accurate. We appreciate council's diligent efforts on this much-needed process!

At council meeting in March, we met with the Annual Conference Planning Committee, chaired by Dr. Joe Hancock, and co-chair Alphonso McLendon. This year's

theme is “Celebrating Inclusivity and Innovation”. Obviously Joe lives this mantra because all of his committee has been included in discussions and decision-making throughout the planning process. If you log onto the website and search under “Events” you will have a chance to meet Joe's committee and learn more about this inclusive, diverse, hard-working team. Philadelphia will be a fabulous conference. The planning committee has great industry tours and speakers planned.

Our hotel is located in the heart of Philadelphia with easy access to the Reading Terminal (try Delia's macaroni and cheese—touted by Oprah as the best!), the Historic District with Independence Hall and the Liberty Bell, or the fabulous Philadelphia Museum of Art—one of the largest in the country and has a strong holding of woven and printed fabrics!

In April, we had more than 300 research and teaching submissions uploaded through our new site. Things went as smoothly as can be expected given the embryonic stage of our website. At the time of this writing, designs have not yet been uploaded, but we anticipate many submissions with few technology challenges. We will have the 2011 proceedings ready to launch at conference time, so members will have near-immediate access to their presentations. If you look at the proceedings on our website, you will notice that the older versions are not as “standardized” as the newer proceedings. That said, we urge members to pay attention to formatting their proceedings according to instructions

so that there is consistency in presentation (font, spacing, title, etc.). The “ownership” of accuracy and presentation style must belong to the author(s).

**With regard to proceedings:** Over the past six months, we have been working frantically to upload proceedings. Currently we have 2005-2010 completed. Unfortunately, we cannot locate the 2007 Design proceedings. If anyone knows where they might be, PLEASE let me know. As of now, you should be able to access proceedings from 2005-2010, plus 1999, 2002, and pdf versions of the some of the printed earlier volumes. We have also been challenged with some of the design abstracts. Photos were no longer properly associated with the correct abstract, so we did our best and loaded the abstract, most without their photos. For this we sincerely apologize to the design authors. We will continue to work on the rest of the proceedings with the goal that we eventually have all of them retrievable. Thanks to Kathleen Rees and her graduate student, Kate Korzeniewski from University of Texas A&M-Kingsville, and my graduate student Whitney Greene for assisting me in this huge undertaking! Their unwavering and often tedious efforts are very much appreciated!

Our membership numbers are up! The vibe is great! ITAA is on a roll as we finalize our proceeds and proceedings! Make plans to be in Philadelphia!

### Note Date Change -

The official dates of the Philadelphia conference have changed to November 2—6 to include the day of workshops and tours, traditionally held on Wednesday, as part of the official conference dates.



Celebrating Inclusivity & Innovation  
2011 Philadelphia Conference  
November 2<sup>nd</sup> - 6<sup>th</sup>

## Do You Have an Interest in Ghana?

**Kimberly Spillman, University of Kentucky**

The School of Human Environmental Sciences at the University of Kentucky has a unique connection to Ghana and offers an annual study tour led by Dr. Kwaku Addo, who is from Ghana. Dr. Addo and his wife have built a school – The Kentucky Academy – in their home village of Adjeikrom (see [www.facebook.com/KentuckyAcademyGhana](http://www.facebook.com/KentuckyAcademyGhana) for more information). Dr. Addo, a Nutrition & Food Science (NFS) professor has been leading this study tour for 10 years. He provides an excellent experience for first-time visitors to Ghana. In recent years, KY Extension Homemakers Association added a dining pavilion to the school. Another NFS professor and her husband added a kitchen to the school and began a feeding program; a one year study comparing quality of life before and after the feeding program. Just as there is a need for nutrition services in Ghana, there is also a need in the area of clothing and textiles.

In May 2010, I travelled with Dr. Addo on the study tour to Ghana. My intent was to observe current sewing practices, return to the US and write a grant to gift sewing machines for girls and women providing opportunities for increased income and education. Adjeikrom is where I thought I would start gifting sewing machines. However, I learned that the need for sewing instruction and resources is widespread. One has to be aware of cultural practices in Ghana to insure that gifting machines is sustainable. For example, men are considered tailors and women are considered dressmakers. Hand wheel operated sewing machines are preferred because of frequent power outages. The culture in Ghana includes industrialized fabric manufacturing (male employees) and small sewing cooperatives (females); there is not a culture of large apparel manufacturing in Ghana and there is a need for instruction on quality sewing techniques. In an effort to globalize Ghanaian fabrics, a few designers have begun to ethically source Ghanaian fabrics and use them in western dress designs. One designer has started a small apparel manufacturing business in Ghana to provide local women income while controlling quality construction. Similarly, there are several rural areas in the United States where this approach could be profitable.



I continue to reap benefits from my experience in Ghana. Traveling to Africa has broadened my cultural awareness and I continue to infuse what I learned into my research and courses; such as dress and culture, history of costume, and social psychological aspects of apparel.

I know that several universities have study tours to Ghana. Therefore I am interested in creating a “Ghana C&T Group” to address the need for clothing and textiles content in teaching, research and outreach. One approach would be to organize research efforts so that as each faculty member travels to Ghana they collect data on a specific topic. As a result, efforts are not duplicated and a big picture related to clothing and textiles can emerge (similar to other research groups, i.e., rural retailing). This systematic approach could lead to publications and grant applications that would benefit all participants and, ultimately, the field at large. There are many more possibilities in research as well as teaching and service. Perhaps the group could fund graduate student travel to collect data both for their own research and for the Ghana C&T Group.

If you are interested in brainstorming project ideas related to Ghana or if you want more information, please mail Kimberly Miller-Spillman at [kspill@uky.edu](mailto:kspill@uky.edu).

# Adoption of Technology in Design Education

Jeong-Ju Yoo – Baylor University

Adoption of technology in the curriculum has frequently been identified as a valuable tool in course instruction and students' learning (Frazier & Cheek, 2005). Almost all of fashion design, as well as merchandising programs across the nation provide computers, software programs and other forms of technology in the classroom in order to prepare students for the real world (Foster, 2005; Jenkins, Mimbs, & Kitchel, 2009). Students, especially in the design area, demand adequate technological facilities and equipment in order to develop their computer-based skills. Apparel manufacturing processes are computerized; indeed, planning and designing products for the mass market are no longer done by hand, but rather by various types of computerized systems. In addition, technological expertise is required for the retail and merchandising area in planning and analyzing retail sales (Foster, 2005). Students use various software programs on a regular basis in the classroom, and instructors are often trained so as to meet the changing needs of students and the demands of the industry.

However, especially for apparel majors, students might have varying degrees of access to technologies, in terms of what and how they are taught, compared to their peers at other institutions. An informal poll of several members of ITAA revealed the following list of technology used in their programs: *Microsoft Office*, *Photoshop*, *Adobe Illustrator*, *AutoCAD*, *Weave-it Pro*, and *Gerber* for pattern development, grading, and marking, *WebPDM*, *Nedgraphics Fashion Studio Products*, *Ujet MC2* and *RipMaster* for digital textile printing, *Creative Suits*, *Lectra Modaris*, *Optitex*, *Dreamweaver*, plotters, scanners,

and so on. Although faculty continue attempting to implement new software programs and technologies into course content, many barriers, at the same time, exist due to ever-changing demands in the fashion industry, a lack of time for faculty to become trained, budget and available space.

There seems to be no consensus on the technologies that must be adopted and taught for students. The effective use of technology can be determined by how well technologies are integrated in the curriculum, how easy it is for students to access them, how skilled students have become with the software programs, as well as faculty expertise and training. Technology in the curriculum should provide a variety of learning opportunities to accurately reflect the demand. However, there has not been any published research on the long-term benefits of using technology in the design curriculum from the students' perspective. Research should be conducted in order to build successful technology implementation, not only to prepare students to enter the industry, but also to understand how critical technology is for students in order to remain competitive in their profession. This will include obtaining a working knowledge of the impact of technology on business and society, which are beyond merely building hands-on skills.

As technology continues to evolve at a fast pace, the challenge is to determine what technology skills are needed for design and merchandising graduates in the next decade and to remove the barriers to technology use in the curriculum. Research on resource allocation in universities for purchasing technological tools and professional development for using those tools may provide better service to the faculty and students. In the end, faculty as well as

students should be more proactive in building knowledge. These initiatives include attending workshops and conferences, taking classes and engaging in self-directed learning in order to keep up with the use of technology as part of the learning process.

Further, the curriculum should be reexamined so as to meet specific technologies that will be required as technology use continues into the future. In this way, apparel merchandising and design programs remain current, and an ITAA program meta-goal (2008) is met. The specific goal is Professional Attitudes and Skills goal 2d:

Graduates of four-year baccalaureate textile and apparel programs should demonstrate ability . . . to use appropriate technology to facilitate critical, creative, quantitative, and qualitative thinking within the textile and apparel complex.

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## Remembering ITAA Members —

**Dr. Lina Rowe Godfrey** passed away on February 1, 2011. She retired from the University of Arkansas at Pine Bluff (UAPB) formerly AM&N College, a historically black university in 2009. She first started teaching there in 1965. She later earned her Doctor of Philosophy from Michigan State University and returned to UAPB in 1976 where she helped to establish the program in textiles and clothing. Dr. Godfrey was originally born in Jamaica in 1923.

**Dr. Paula King** passed away on March 28, 2011. She earned her Ph.D. at Oklahoma State University in 1992 and joined Southeast Missouri State University. Within two years she became chairperson of the Health and Human Services Department there and was serving as chair when she passed.

## Logo Contest for the 2012 Conference in Honolulu!

ITAA announces a logo contest for the 2012 contest in Honolulu. The logo should reflect the theme of the conference, “no one is an island,” be legible in color and black/white, and incorporate the text “ITAA” and “Honolulu 2012”. The logo will be used on conference programs, materials, and marketing.

The winning logo will be announced at the 2011 ITAA conference in Philadelphia. The designer of the winning logo will receive a certificate and one day comp to the conference or \$100. The designer will also need to sign a copyright agreement with ITAA.

Entries should be mailed to Dr. Andy Reilly at [areilly@hawaii.edu](mailto:areilly@hawaii.edu). Entries need to be in jpg format and high resolution (300 dpi). Deadline to submit entry is September 15, 2011.

## Call for Proposals

### Textiles that Changed the World Series From Berg Publishers

*Series Editor*

Linda Welters, Department of Textiles, Fashion Merchandising, and Design, University of Rhode Island  
[lwelters@uri.edu](mailto:lwelters@uri.edu)

Textiles have had a profound impact on the world in a multitude of ways – from the global economy to the practical and aesthetic properties that subtly shape our everyday lives. This exciting series chronicles the cultural life of individual textiles through sustained, book-length examinations. Pioneering in approach, the series focuses on historical, social and cultural issues and the myriad ways in which textiles ramify meaning. Each book is devoted to an individual textile, fiber or dye that characterizes a particular type of cloth. Books are handsomely illustrated with color as well as black-and-white photographs.

*Titles published and forthcoming in this series*

Jonathan Faiers, *Tartan* (2008)

Willow G. Mullins, *Felt* (2009)

Beverly Lemire, *Cotton* (2011)

Fiona Anderson, *Tweed*

Proposals are invited for additions to this series. Single-authored books rather than edited works are preferred. Please contact the Series Editor for further information or submit to her:

A short (500-word) summary of the proposed book

A table of contents and detailed chapter summaries

An overview of any competing or complementary books

Biographical details/short CV

## Special Design Category for ITAA 2012 in Honolulu

You have the opportunity to design for a special category of Hawaiian-inspired clothing for the annual design competition and show in addition to the usual standard categories. The Hawaiian-inspired designs can be in either RTW or fiber art categories. Inspiration can come from a number of sources, including but not limited to classic forms such as the Hawaiian shirt, mu'umu'u, holoku, holomu'u (examples respectively, in order, below); the iconic colorful patterns and forms of classic Aloha attire; the natural flora, fauna, and nature of the Hawaiian islands; etc. Further information will be included with the call for ITAA 2012 but take this time to start thinking and planning to enter a design into this special category. For more information, please contact Andy Reilly ([arcilly@hawaii.edu](mailto:arcilly@hawaii.edu)).



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Newsletter copy is due 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 are due to Editor on or before August 1.