

## **Pivoting for the Pandemic**

By Nancy Miller and Carol Engel-Enright, Conference Co-Chairs

Now that the semester is underway, we hope you have some time to think about our [virtual annual conference](#) and have or will register to access the activities.

All presentations and creative designs will be presented via the iPoster platform. Each research/teaching/concept (RTC) presentation and creative design will have an interactive poster created by its designated presenter. Posters will be made available to conference registrants two weeks prior to the conference so presentations may be viewed at your leisure in preparation of discussions that will be held during the timeframe of the conference. RTC presentations and creative designs have been grouped together by theme into 39 thematic discussion sessions, which will be held live on November 18-20 via Zoom through the iPoster platform. During the thematic discussions, there will be discussion only (no presentations), which will be facilitated by designated presiders.

We are excited to bring you Trent Bush and J.J. Collier as our keynote speakers. Both Trent and J.J. are industry leaders in outdoor product design and development representing a work history with several major companies and as entrepreneurs in the outdoor industry. Just a few of the companies they have served as industry leaders include Nike, Fjallraven, Burton Snowboards, Oakley, Pearl Izumi, Spyder, Ralph Lauren, and Global Brands Group. Trent started his career with domestic sourcing and manufacturing while J.J.'s career began as a top rider on the Pro Snowboard Tour.

Their presentations will focus on industry trends and post COVID-19 changes to many aspects of the international textiles and apparel industry. They have worked with graduates of our programs and will highlight what students will need to have as a knowledge-base for launching a career in the industry. They are very excited to be talking with you all and will be available LIVE to answer questions on Thursday, November 19, 2020 (Trent Bush) or Friday November 20, 2020 (J.J. Collier) from noon to 12:45 (EST).

Several preconference workshops will also be offered this year:

- Monday, November 16, 1:00-3:00 pm EST: Workshop on Elevate Your Leadership Opportunities
- Tuesday, November 17, 1:00-2:45 pm EST: Workshop on Visible Thinking for a Data-Driven Experiential Ecosystem in a Disruptive Marketplace
- Tuesday, November 17, 3:00-5:00 pm EST: Workshop on Writing the TAPAC Self-Study Report

For more information and to register for the workshops, visit the [conference website](#).

As in most years, the conference will also include Special Topic Sessions and a Salon Session, with this year's focus on Elevating and Evaluating Curatorial Scholarship. All will be held on Wednesday 5:00-6:30 pm EST, and Thursday and Friday 4:00-5:30 pm EST.

The Graduate Fireside Chat will be held Thursday 5:30-7:30 pm EST. Dominique Jones, ITAA Graduate Student Liaison, extends a special invitation:

Hi everyone! We are coming up on our virtual conference this year, and we look forward to “seeing” you all soon. The graduate student Fireside Chat will be held on Thursday, November 17, 5:30-7:30 pm (EST). The topic will be on life after graduation including what to know about the interview process in academia and how to meet and exceed expectations as junior faculty. We have a great panel of faculty members, and it is sure to be an informative session!

We hope you will join us in Pivoting for the Pandemic and look forward to “seeing” you there!

Nancy and Carol