



# Association of Textile, Apparel & Materials Professionals

## **AATCC C2C Interest Group Meeting Minutes May 6, 2015 (1:00 – 2:30pm) Doubletree Hotel Raleigh Durham Airport Research Triangle Park, NC**

Convened at 1:00pm May 6, 2015 at 1:00pm by Chair Karen Kylo

A motion was made by Kerry King, Spoonflower to approve November 12, 3014 meeting minutes, second by John Darsey, CSI and recognized by the chair Karen Kylo, SGS. C2C IG has 2,605 members to date.

1. Guest Speaker  
Dr. Martin Bide from University of Rhode Island  
Topic: Real Life case studies of Spandex and Best Practices  
Testing colorfastness - takeaways for brands and retailers consider what's useful TM can it be supplemented with moisture management testing for example - explore solutions for spot problems, etc.
2. Student Competitions written report presented by Suzanne Holmes & Manisha Patel  
C2C Design Competition - This year's competition theme is Hot Technology for Cool Days. Students showcased their talent in design by creating a cohesive outerwear collection including technology features in the fabric selection or product design for 18-30 year old males and/or females. Monetary awards in the amounts of \$1,000 (1st), \$750 (2nd) and \$100 (2-Honorable Mentions) will be awarded. First and Second place winners will also receive Pantone's Color Passport and \$100 Spoonflower gift certificate. In addition to the \$100, the two Honorable Mentions will receive a \$50 Spoonflower gift certificate. We have received 44 entries for the 2015 C2C Design Competition. The winners will be announced May 22, 2015.

C2C Merchandising Competition – For the first C2C Student Merchandising Competition students showcased their skills in business, marketing, and merchandising by creating a business concept for a hypothetical new product line of an outerwear collection that includes one technology feature, in either the fabric selection (ex: water repellency) or style (ex: solar panels). Students are to research and take inspiration from outerwear products and technologies currently in the textile and apparel market. Monetary awards in the amounts of \$1,000 (1st), \$750 (2nd) and \$250 (Honorable Mention) will be awarded. We have received 25 entries with a total number of students of 66 (several students worked in groups) for the 2015 C2C Merchandising Competition. The winners will be announced at the end of May. 44 entries. Thanks to judges fro VF, Smart Wool, Cotton Incorporated, Spoonflower, REI

The chair recognized the great job Manisha Patel did on this first year of the Merchandising Competition; it attracted a high level of participants – congrats to Manisha!

3. Workshops & Symposia, - Education report given by Peggy Pickett  
China June 10-14, Peter Houser and Mike Tyndall presenting  
Antibacterial & Odor Control Symposium, September 16 & 17]  
Color Management Workshop, Oct 21-22  
Introduction to Textile Testing Workshop, Dec 9-10

IC 2015 March, Savannah –218 attendees, C2C track program presentations, tutorial prior to full program and keynote speaker. 12 exhibitors, positive feedback, meeting rooms standing room only

2016 Williamsburg PA April 19-21, 2016

Webinars are needed – Trouble shooting, What do the results mean, new material handling challenges

4. Mike Quante reported about social media  
791 -> 920 followers on Twitter  
700 -> 1970 on Facebook  
Question can we capture info to get new members signed up, attending and purchasing
  
5. Workshop Task Group  
Meeting notes from April 8, 2015 at 1:00pm  
Scope: 1-2 days, # of people, cost  
Purpose: brands, retailers, product development, designers, merchants, color  
Objectives: training, education, color, lighting, textile technology, fundamentals, testing, results interpretation...  
How to present to retail designers and merchandisers; seeking more innovative ways to present short programs to small groups? Task force had first conference call and identified action items; second call will determine what is needed, logistically. Considering program in New York City, since this area has high concentration of retail designers/merchandisers. Peggy is reviewing what to do to make the workshop cost-effective. Review topics from Paula, PVH, and Jean Hoskins, venue NYC, Calendar & schedule date  
Lab dips, Lighting, Communication Process, Fabric Dev, Print Patterns, review Process, Best Practice, Typical Challenges, Tried & True, Q&A, Evaluation of Test Results  
Product Mgr., Sourcing Cost, Fabric impact, Quality, Fiber dyes, Color Mgmt., Why can't dye on substrate, On-time submits, fabric components  
What not being taught, Lighting, Prints to Materials vs. Solids, New Technology  
  
Action Items: create Steering Committee with brands & retailers to work with Peggy  
Report next meeting.
  
6. New Business
  - a. Social media follow up discussion what tools are available or need to be developed for promoting the interest group. They are looking at more involvement in blogs, Twitter: becoming more proactive in social media events.  
Other tools EBSCO, Tool Kit for membership, QR code, and outreach
  
  - b. Roland Connolly is looking for who is responsible in brands and retailers for lighting specifications, purchasing, evaluation etc. for developing list of contacts for LED lighting
  
  - c. Need two (2) nominated from C2C for HMGSPC
  
7. Next meeting during Fall Committee meetings November 3-5, 2015

Adjourned 2:30pm

E-mailed 10-7-15