Sustainable Cotton Summit is Huge Success

TAM hosted the first Sustainable Cotton Summit on Tuesday and Wednesday, September 21-22 at the University of Missouri. The summit was funded by a Cotton Incorporated Grant received by Drs. Jung Ha-Brookshire and Pam Norum. Industry professionals spoke on sustainability trends in the cotton industry. An estimated 200 people attended each of 7 sessions.

Cotton production in the U.S. has increased yields while decreasing land and water use over the past 25 years, a trend toward sustainability that will continue. Missouri cotton farmers produce 2.5% of the total U.S. production with nearly 400,000 acres planted to cotton each year and annual cash receipts have been as high as $216 million. This represents a significant contribution to the Missouri economy. Advances in technology, specifically in machinery were addressed by cotton farmers. These tools are more expensive, but the farmers purchase them because of their efficiency.

"Cotton is here," Brookshire said. “It is natural, renewable, biodegradable and therefore can be sustainable. I wanted students to appreciate it more accurately.”

The sessions explored the cotton industry from three different perspectives: as a fiber, product and the incorporation of the consumer. Among others, attendees heard from cotton farmers, small businesses and large corporations about their efforts toward sustainability.

TAM has strong presence at ITAA

The International Textile and Apparel Association (ITAA) held its annual meeting in Montreal, Canada October 27-30. The Department of Textile and Apparel Management was a shining star with presence across several meeting events. Of particular note was Dr. Laurel Wilson’s Distinguished Scholar lecture. This honor comes from nomination and Council approval and is bestowed on the very best of ITAA members. Each year, only one distinguished scholar is recognized. Dr. Wilson delivered an inspiring lecture, "Developing a Research Focus and Sticking to It."

In addition, Dr. Jana Hawley serves as ITAA’s President. She welcomed members to the meeting with the annual presidential address entitled: ITAA as a Cultural Sub-System.

Five TAM graduate students attended the conference and, along with TAM faculty, presented oral and poster presentations on their research. The breadth of research presentations from TAM ranged from sustainability, supply chain, slow fashion, critical thinking, cause-brand alliances, cross cultural business profiles, small business motivation, creativity typologies, and the history of weddings.

No doubt, TAM had strong presence at ITAA!

Mark Your Calendars!

The Spring 2011 Advisory Board meeting is scheduled for March 13-14th. This year the Advisory Board meeting will be held in conjunction with the Target/Tam Tiger Leadership conference. A keynote speaker, John Johnson, Director of Global Business for Siemens, will talk about the “Art of Leadership Networking”
TAM Focuses on Growing the Graduate Program

In August, the TAM graduate faculty met to revise the graduate curriculum. The focus will be to offer a rigorous, content-focused curriculum that meets the needs of today’s graduate students. “Across the nation, changes are happening in TAM-related graduate programs, and our goal is to become the most respected go-to graduate program in the country”, says new department chair, Jana Hawley. With a reinvigorated program that focuses on substance, rigor, strong research methodologies, and theory development, MU’s program will most certainly vie for top applicants from around the world.

The revised curriculum embraces the new strategic goals of knowledge, technology, sustainability, creativity, and historical context all within the global textile and apparel industry.

In addition, we are recruiting for seven new graduate assistantships next year. We want the best and brightest graduate students to apply for these positions. If you are interested in a graduate degree in Textile and Apparel Management, or know someone who is, please consider TAM—you won’t be disappointed.

Missouri Historic Costume and Textile Museum is highlighted

Hundreds of people participated in the 6th Annual MU Gallery Crawl in September enjoying more than 8 unique galleries on MU’s campus. The Missouri Historic Costume and Textile Collection was among them. Participants were able to see the “Delicious, Delightful, DeLovely” costumes of the roaring 1920s.

“Museum Manager Nicole Johnston-Blatz does excellent work in exhibits that showcase our collection”, said Dr. Jana Hawley. Her displays are detailed down to the finest accessories with appropriate text to accompany each exhibit. Gallery crawl participants also enjoyed great food, music, and friends as they wandered campus on a beautiful Missouri Fall evening.

In fall of 2011 “History’s Closet” will feature some of the artifacts from the collection at a fund-raiser to benefit the Missouri Historical Costume and Textile Collection is home to thousands of artifacts that represent a broad spectrum of clothing and textile history. Dr. Laurel Wilson is the museum curator.

Dr. Beth Meyers receives award

Dr. Beth Myers, a graduate of Auburn University, received the Auburn University Graduate School Distinguished Dissertation Award for her dissertation on cause-related marketing. Dr. Meyers is in her second year as faculty for TAM.

Congratulations Beth!
**TAM Scholarship Activity, 2009-2010**

The following list represents TAM faculty scholarship that has been published during 2009-2010.


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**Kitty Dickerson Technology Lab Opens**

In October, the new Kitty Dickerson Technology Lab opened in Gwynn 103. The lab features the latest in computer technology including Optitex Software for product development and manufacturing.

The room has 24 new computer stations, a new plotter, new digitizer, and is fully scheduled for student use.

Eventually we want to implement a Smart Board teaching center to add to the learning environment.

TAM also has a new psychophysiology lab for conducting research on consumer behavior.

While the last fund drive for this space was successful, we seek your help in continuing to fund the Kitty Dickerson Technology Lab so that we can keep the lab up-to-date and thriving into the future. For more information, contact:

HES Development Office
573.882.

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*Historic Costumes from the 1920s displayed in the new Filleppello display case in Gwynn Hall*

*A collaborative field study to India will take place in January 2011. TAM students will travel throughout Northern India for 2 weeks with students from Colorado State and Kansas State University. Dr. Jana Hawley and two professors from Colorado State will lead the group.*

*TAM Students traveled to El Salvador in May 2010 to study sourcing in El Salvador*
Thanks to Dave Reid, President and CEO of DRI whose graphic team provided new marketing images for our department!

Bragging Points!

Dr. Pookalangara (an MU TAM Grad currently teaching at U of North Texas) and Dr. Hawley received Best Paper for their work in Channel Switching Behavior. The paper was published in the European Institute of Services and Studies.

Dr. Jung Ha-Brookshire received the 2010 Excellence in Education Award, MU Division of Student Affairs.

Dr. Laurel Wilson received the Distinguished Scholar Award from the International Textile and Apparel Association.

Dr. Laurel Wilson was invited to be a professor at Buffalo Bill Historical Center Summer Institute in 2010.

TAM has received re-accreditation by the American Apparel and Footwear Association. This designation lasts for five years before reviewed again. TAM is one of 13 U.S. programs endorsed by AAFA.

TAM has a psychophysics lab for conducting human behavioral research.

Gargi Bhaduri, a M.S. student, received the gold medallion award for the Best Academic Performance from National Institute of Fashion Technology in 2009. The award was presented by India’s Minister of Textiles.

Four TAM students were selected for the 2011 YMA Scholars award. They are: Abigail Luzecky, Brianna Brandon, Jordon Leinen, and Michal Maropis. Congratulations!

Sheng Lu, Ph.D. candidate, received 2nd place in the 2010 China Textile Economy Forum Best Paper competition. This forum is China’s top academic competition in the field of textile economy and management. Congratulations, Sheng!

Dr. Lewis Perkins will be the featured Margaret Mangel Lecturer on April 6, 2011. Lewis is an expert on corporate and environmental responsibility.