Presence on a global stage!

During the past six months, TAM faculty have been showcasing their scholarship and doing good works on a variety of global stages! Drs. Norum, Ha-Brookshire, and Myers presented scholarship at the Consumer-11 Conference in Bonn, Germany.

Whether it is Germany, Indonesia, Guatemala, or Korea, the global experiences of TAM faculty enrich our understanding of the global soft-goods industry.

Dr. Pam Norum talked about Cotton Apparel Product

In October, Dr. Hawley delivered an invited keynote at the International Congress of Costume Culture, Ars Textrina, and Institute of Teknologi in Bandung, Indonesia. She has also been asked to serve as liaison to India for MU.

The Korean Scholars of Marketing Science invited Dr. Jana Hawley to be Honorary Chair and Keynote for the annual meeting in Seoul, Korea in November.

Dr. Jana Hawley giving keynote

In May, Jana Hawley traveled to Guatemala to work with women artisans in Fair Trade cooperatives. This led to volunteer work at the International Folk-Art Festival in Santa Fe, NM in June.

Dr. Brookshire interacting with colleagues in Bonn, Germany

Dr. Beth Myers presented research on Factors that influence consumers' perceptions of cause-related marketing campaigns. Bonn, Germany

Mark Your Calendars!

March 11-12: 2012 Advisory Board meeting and Target Leadership Conference. Drew Dudley will be featured speaker.

March 22: Exhibit, Lecture and Reception honoring Dr. Laurel Wilson’s career. Dr. Wilson has announced her retirement effective the end of Spring semester.
Senior Exit Surveys Reveal Student Attitudes Toward TAM Program

Each semester, we conduct surveys with our graduating seniors. Their comments are revealing and indicate that we seem to be doing things right around here!

Below are some of the comments they shared with us.

♦ My TAM experience has been wonderful. I have learned and been exposed to so much. I have made solid relationships with my teachers that I look up to. I have traveled with TAM, been involved with ATAM, and thoroughly enjoyed my classes.

♦ TAM has been so rewarding. I have appreciated my experiences to express myself and be creative as well as my opportunities to learn a span of information from Textiles to Laws to Marketing. I have appreciated the relationships I have made with my professors.

♦ This department truly cares and prepares us for industry. I am very grateful for my experience here.

♦ I transferred into the TAM department and was welcomed with open arms. All of the faculty are very knowledgeable and respected in this field. Its great to learn from the best.

♦ All of the professors want you to succeed, and are extremely helpful getting you to where you want to be.

♦ I am a transfer student. Since day 1 I have felt inspired and encouraged by the enthusiastic, passionate team of TAM faculty and staff. I am so lucky to be in the position I am in today.

♦ The TAM program has made me more confident in myself and I feel ready to enter into the professional job market. The faculty has such a great wealth of knowledge. I wish more people understood what the TAM program is all about!

♦ The greatest experience and the best opportunity I could have imagined. After I transferred, I knew I made the right decision. TAM guided me to expand my knowledge, take risks, and opened up opportunities in industry.

Note: Students gave consent to share their comments.

MU Alum Speaks to Students About Styling

This fall, Laura Schuffmann (2000 MU Alum) originally from Jefferson City, Missouri, spoke to TAM students about her career in styling. After graduating, Laura spent some time in New York and then decided to change coasts and moved to Los Angeles where she spent almost 2 years working at Creative Artists Agency. The agency opened many doors and eventually led her to a career in fashion. She began working for top stylists Deb Waknin, Vanessa Moore and Seneca Moss.

Laura is currently the Contributing Style Editor for Los Angeles Weddings Magazine, Orange Coast Weddings Magazine, and is the ABC Family Stylista with her partner Saba Salehi. She has been a featured stylist in Japan Vogue and her work has been featured on countless commercials, advertising campaigns, magazine covers and editorial pages in publications such as GQ, In Style, Parade and Maxim. Laura has also worked with a number of celebrities including Eminem, Mischa Barton, Brandon Boyd, Carolyn Murphy, Samantha Morton and Raven Symone.
Dr. Jung Ha–Brookshire receives the Rising Star Award!

Each year, the International Textile and Apparel Association recognizes a junior faculty member that excels in research, teaching, and service. This year, ITAA named Dr. Jung Ha-Brookshire as the 2011 Rising Star! Jung demonstrates excellence in all that she does. She has published over 16 publications, presented in excess of 20 presentations, was an invited speaker to Korea, and received more than $150,000 in grants.

In ways that are not so easily quantifiable, Jung also exceeds. She is amazingly entrepreneurial in her approach to finding real-world research projects as well as teaching partnerships. Her students have partnered with students in the United Kingdom and Korea on global sourcing projects.

Few young professors match her entrepreneurial spirit and level of professionalism. Definitely a Rising Star!

Welcome Dr. Jean Parsons to TAM faculty

In August, our newest faculty member, Dr. Jean Parsons arrived in Columbia! Internationally known and respected, Jean is an expert in creative product development. She brings a wealth of information to the product development area with emphasis on digital printing and sustainability.

Dr. Parsons describes her design process during her welcome reception. Her work was on display in Gwynn Hall during Fall 2012 semester.

She received the prestigious Rossman Manatt Faculty Development Award for her exceptional level of creativity and productivity in scholarship, teaching, and service.

She earned her Ph.D. from University of Maryland. Her industry experiences includes work in the maternity, women’s sportswear, theater, and patternmaking industries.

Over the years, many of Dr. Parsons students have won awards at international competition.

No doubt, Jean is a team player, a collaborator, and highly creative. We welcome her warmly.

For more information on Dr. Parsons’s background and accomplishments, you can find her vita on TAM’s website.
The Missouri Historic Costume and Textile Collection continues regular events that bring awareness to the collection. The second History’s Closet event was held in September. This year’s theme, Delightful, Delicious, De-Lovely, focused on dress of the 1920s. History’s Closet is not only a fundraiser that helps build much-needed funds for collection management, but also showcases the collection.

In September, the Historic Costume and Textile Collection was one of the stops along the annual Gallery Crawl. This year, our theme was Coverlets Uncovered. TAM alum, Carol Leigh Brack-Kaiser demonstrated her loom technique.

In June, Friends of the Collection traveled by chartered bus to Kansas City for a day of fun-filled appointments, including Breakfast at Tiffany’s, shopping at Asiatica, lunch at Webster House and a tour of the Princess Diana exhibit at Union Station. After a day of laughs, learning, and great food, we determined that Friends will do similar trips every summer! Hope you can join us next year!

Bragging Points!

- Four TAM students are named 2012 YMA Scholars! This year, ten TAM students submitted for the YMA Competition. YMA recognized 125 students from across the nation with $5,000 scholarships, a gala Awards Reception and Dinner at the Waldorf Astoria, and assistance in acquiring high-level internships. We placed 40% of our applicants. This year’s recipients are: Anne Lopez, Abigail Lazecky, Michal Maropis, and Krista Schmidt. Congratulations to all!

- TAM alum Jake Hammel made his TV debut in December! He was the assistant designer for Qristyl Frazier on a capsule collection for Lane Bryant Stores. Jake continues his upward climb in NYC!

- TAM instructor, Kerri McBee-Black is acknowledged for her work in teaching with technology.

- Jana Hawley was named Distinguished Alum for Oklahoma State University where she received her Master’s degree.

- Dr. Ha-Brookshire and graduate student, Gargi Bhaduri’s article regarding transparency in the apparel making process has received strong response and is ranked among the most retrieved articles on the topic!

- Jana Hawley will be representing MU in India this January. Purpose of the trip is to develop faculty/student opportunities.

Dr. Wilson’s career at TAM has brought significant presence to our history program. She will be retiring in June, 2012, but we will celebrate her career in March with a special lecture and exhibit on History of the American Cowboy. Watch for announcements!
Letter From the Chair: Jana Hawley

During this past year, I have been involved in the President’s Administrative Leadership Development Program. This involves a series of workshops that focuses on honing one’s leadership skills in areas of communication, recognizing strengths, and recruiting the best and brightest. No doubt, I have learned a lot and appreciate that each of us has different ways of doing things. Participants in the leadership cohort were tasked to identify projects for the upcoming year.

Since I arrived in July 2010, I have worked hard to lead a great team into even greater horizons. We have re-visioned our graduate curriculum, doubled the size of our graduate program, hired new faculty to move our product development program into promising new areas; meanwhile we continued important initiatives for which TAM is known: Technology, Global, Sustainability, Creativity and Leadership.

A main goal for the next year is to develop TAM’s brand. We will identify the visible aspects and collection of our qualities along with physical and social characteristics of TAM.

“A brand is a message based upon a promise and expectation”

After we develop our strategy, we will begin sharing our brand with prospective students, campus officials, parents, and alumni. Our brand persona will be the public face of who we are. As we develop the TAM brand, watch for a revised website, a new mission statement, and messaging that depicts who we are.

We invite friends and alumni to share their vision of TAM so that it can help us hone our branding strategy to best depict who we are to our constituents. If you would like to offer ideas, please email me at hawleyj@missouri.edu

Happy New Year!

Jana

Fall 2011 Merchandising Capstone Focuses on Sustainability

TAM 4990 — Retail Marketing and Merchandising Capstone

During the Fall 2011 semester, retail marketing and merchandising seniors completed 4 unique business plans that will meet all triple bottom lines of sustainability—environmental, social, and economic goals. Each group found unique problems related to sustainability in the marketplace, found the niche, proposed new brands that will fill that gap, and created effective marketing strategies. The new recommended brands are:

* **Tricycle by Janie & Jack** (a children’s wear brand that promotes reuse of gently used highly quality apparel through the “donate, purchase, donate again” cycle. The tagline is “Give a gift, Teach a lesson, Preserve our world”)

* **Under Armour Eliminate** (a women’s yoga/leisure wear brand that uses zero waste technology, such as knit-to-shape production and solution dyeing, and promotes healthy lifestyles. Tagline is “PROTECT THIS WORLD. WE WILL”)

* **Rachel Zoe Sustain for Target** (a stylish fashion jewelry product line made with recycled cotton shirts by Mayan artisans in Central America. Tagline is “Transformed. Epic. Style”)

* **Revival by Kellwood** (a fashion accessory product lines, such as handbags, purses, and headbands, made with recycled linens. Tagline is “change. begins with you”)

These business plans were presented to other fellow students, parents, faculty members on December 7, 2012. Copies of the final projects will be mailed to representatives from each company to showcase the depth of understanding that our students have learned.
The Mizzou Advantage initiative was established to increase MU’s visibility and stature in higher education and to strengthen these areas:

- Quality of faculty and students
- Instructional programs
- Value of an MU degree
- Success of grant proposals
- Fundraising results
- U.S. and Missouri economies
- Venture-capital investment

“Not only will Mizzou Advantage contribute to 
MU’s status in higher education, it will create jobs and 
improve the quality of life for Missourians.”

The result was a network of collaborators awarded funds to help drive the initiative. TAM received recognition on three of the projects. The following projects were awarded:

- Current Textile Labeling Requirements: Disruptive and Transforming. Networking Grant submitted November 2010, Mizzou Advantage $20,000. Jung Ha-Brookshire, Principal. Myers, Hawley, Norum also on project.
- MU Global Connect: Development of a Digital Global Studies Undergraduate Program. Seed grant submitted November 2010. Mizzou Advantage $50,000. Hawley, Co-PI

TAM Faculty Receive Grants:

- Ha-Brookshire (2011). Comparison of Willingness to Pay for Organic, Sustainable, and U.S. Cotton Apparel. Faculty International Travel Fund, MU $1500
- Harben, B. (2011) Faculty International Travel Grant $1,500

TARGET/TAM Leadership Conference, 2012: Leadership and Lollipops

On March 11-12, Drew Dudley will be a strong presence in the TAM department as he leads discussions and delivers a keynote at the TARGET/TAM Leadership Conference. His speech is entitled: *Redefining Leadership and the Secrets of Lollipop Moments*

Drew is the former coordinator of one of the largest university leadership development programs in the country. He embraces the idea that “leadership cannot really be taught. It can only be learned.” Now the Founder and Chief Catalyst of Nuance Leadership, Inc., Drew works with dozens of universities around the world to empower young people to increase their leadership capacity. If you would like to join us, contact Jaime Mestres at mestresj@missouri.edu

*Drew’s lecture is funded with funds from a Target Leadership Grant. Thank you Target!*
The following list represents TAM faculty and graduate student scholarship since last newsletter! We’ve been busy!

Publications


Papers Presented at Meetings


Invited Speeches