Department of Textile and Apparel Management

TAM hosts the 2011 Margaret Mangel Lecture:

The Margaret Wilson Mangel Endowed Lectureship Series was established in 1977, to honor Dr. Mangel, who retired that year as Dean of the College of Home Economics. The lectureship recognizes the many years during which Dr. Mangel directed the growth of our college and stimulated the efforts of both faculty and students.

The lectureship is designed to enrich intellectual and professional life in the college and the university. The series brings speakers whose achievements and contributions support the goals of maintaining and enriching the quality of life for individuals and families in an ever-changing society. The lectureship supports the breadth of what is means to be part of the human sciences: The arts, social sciences, physical sciences, and positive problem solving.

This year, the Margaret Mangel Lecture focused on sustainability. The chosen lecturer, Lewis Perkins, is a paragon of the lectureship series. His message was pertinent to all departments across HES.

Lewis is a man that believes in doing the right thing by helping companies learn to survive and even thrive in the current world condition. He sees the great strength of sustainability in the power that women bring to our world. After all, he says, women represent what the word “sustain” means: to hold, carry, nurture, and nourish.

Lewis is president and founder of New House Consulting Group—a company that works with Fortune 500 and mid-sized businesses to develop strategies and solutions to stay competitive in a shifting environment.

Prior to consulting, Lewis was the director of sustainable strategies for the Mohawk Carpet. At Mohawk, Perkins drew on his passion to help advance the company’s mission of environmental and social responsibility. He also works with not-for-profit organizations such as Susan G. Komen, Easter Seals, and the US Green Building Council. He has collaborated with large companies such as Sprint and The Home Depot and you can hear him on Sky Radio or follow his blogs on FastCompany.com.

Lewis’s work is steeped in his personal moral code that epitomizes social consciousness, and takes into consideration factors such as human rights, wellness, and spirituality.

Mr. Perkins holds an MBA from Emory University in marketing and strategy with a focus on social responsibility. He has a BA in art history from Washington & Lee University. He lives in Atlanta. His talk was entitled: “Sustainable Design, Innovation and Insight”.

Mark Your Calendars!

The second History’s Closest is scheduled for September 30th, 2011 at Old Hawthorne. This benefit event showcases the Missouri Historic Costume and Textile Collection. We hope you will

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Regular Features

- A message from the chair
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We are excited to announce that TAM will graduate a bumper crop of master’s and Ph.D. students this spring/summer! Five students will receive their M.S. and 3 will receive their Ph.D. They are:


Sheng Lu, Ph.D. Dissertation title: Competition or Cooperation? A Study of the Relationship between Import Penetration and the Operation of the U.S. Textile and Apparel Industries from 2002 to 2008. Degree awarded May 2011. Sheng has accepted a position as Assistant Professor at University of Rhode Island.

Amanda J. Muhammad, Ph.D. Dissertation title: Women Owned Micro-Enterprise Businesses in Bridgetown, Barbados. Degree to be awarded August 2011. Amanda has accepted a position as Assistant Professor at Ball State University.


Nicole Johnston-Blatz, M.S. Thesis title: The Effects of the American Civil War on Northern Fashion of the Era as Reflected in Peterson’s Magazine. Nicole has accepted a position as Collection Manager for the Missouri Historic Costume and Textiles Collection in TAM.


As these students launch their careers, we are also excited to welcome a large cohort of new graduate student recruits that will start this fall.

Congratulations to each of you!

The theme for this year’s Advisory Board was “Leadership Challenge—Are you Ready?” The meeting was held in conjunction with the 2nd Annual TAM Tiger Target Leadership Conference. On Sunday, Target Team Leaders led a session with students while Board members held their annual meeting.

On Monday, the Advisory Board led a panel discussion on “Climbing to the top with your elevator speech”, followed by “The Significance” an inspiring keynote by motivational speaker, Wendi Fox. Wendi speaks from her heart and soul to teach audiences how to turn their dreams into reality.

Students are still talking about the impact Ms. Fox had on them.

Afternoon sessions included Round Table Discussions led by advisory board members on the topic of “Leadership in the Workplace”. The day ended with industry updates from Advisory Board members.
TAM Faculty Scholarship Activity, Spring 2011

The following list represents TAM faculty scholarship that was published Spring 2011.


TAM Collaborates with Colorado State and Kansas State on Study Abroad Field Experience to India

During semester intercession, 18 participants and 3 faculty traveled to India on the “Fabric of India Life” study tour. The purpose of this 3-university collaboration (Colorado State University, Kansas State University, and MU) was to explore textiles, business, and culture throughout northern India including Mumbai, Bhuj, Rajasthan, and Delhi. The highlight of the experience was the hands-on workshop with the Rabari tribes at the Kalaraksha Vidhyalaya where India’s textile artists hone their craftsmanship and business acumen. Kala Raksha works with over 1,000 artisans from seven ethnic communities. The cooperative aims to preserve the traditional arts of the area. Embroidery, batik, bandhani (tie dye), block printing, ikat weaving, and mirror work were featured workshops.

From exploring Indian foods, to seeing the Dhobi Ghats laundry in Mumbai, the group began to understand both the complexities and simplicities of Indian culture. The group also enjoyed the MarketPlace Fair Trade Cooperative in Mumbai, the famous Calico Museum in Ahmedabad, rode elephants in Jaipur, rickshaws in Delhi, and visited the Taj Mahal.

The group was led by Drs. Jana Hawley (MU), Eulanda Sanders (CSU) both Indian 2007 Fulbright Scholars and Dr. Ajoy Sakar (CSU).
TAM Graduate Student, Gargi Banduri was selected to introduce the Danny Pearl Fellow, Mr. Umar Cheema. Mr. Cheema was sponsored by the Center for the Digital Globe, of which TAM is an active partner.

Umar Cheema, an award-winning investigative journalist from Pakistan, is known for his bravery in the face of adversity. Heralded by The New York Times for his work, Cheema has regularly faced threats. In honor of his work, he will receive the International Free Speech Award, which will be presented at Syracuse University in April 2011.

Last September, Cheema was abducted in the early morning hours and tortured by masked men. He was told not to speak about the incident or face death. After his release, Cheema immediately went on television to tell his story.

An article in The New York Times paid tribute to Cheema, saying he took the biggest risk of his career: “He has done all Pakistanis a favor by refusing to be intimidated.” It was not the first attack. A car ran over him on the dark night of December, 2004, causing multiple fractures and keeping him in bed for six months.

Cheema works for The News, the largest English-language daily newspaper in Pakistan. He has broken stories on important political developments, exposed relationships between the security agencies and the private militia, and called into question the sitting government.

Bragging Points!

Dr. Laurel Wilson was invited to be on the Visioning Team for the Avenir Museum of Design and Merchandising at Colorado State University.

Three of the Four 2011 YMA Scholars have accepted internships as part of their YMA honor. Jordan Leinen will be working at Hampshire Group in New York, Abigail Luzecky will and Brianna Brandon accepted an internship at Under Armour in Baltimore. The other YMA recipient, Michal Maropis, is currently on Study Abroad at the American Intercontinental University in London.

Sheng Lu received honorable mention in HES Week Poster research at the upcoming International Consumer Sciences Research Conference in Bonn, Germany.

Jana Hawley and Randy Westgren were named Co-Directors of the new MU Undergraduate Entrepreneurship Minor.
Letter From the Chair: Jana Hawley

In his book, *It's Not Easy Being Green*, author, Jim Henson presented a list of what Kermit considers the "good things about being a frog." These include: sitting in the sun on a lily pad, going to the hop, playing leapfrog, and getting kissed by a princesses hoping to turn you into a handsome prince. When I read this list, I thought of good things about being TAM's department chair. My "lillypad" is my office that features huge windows and a view of our gorgeous MU campus. I work with a team of faculty, staff, and graduate students who keep me hopping. I haven't played leapfrog in the hallway lately, but we certainly still have a good time at work. And while I don't believe I've ever been kissed by a real prince, I do get friendly greetings from students on a regular basis that make me feel like royalty. Thinking about the good things at work each day gives us the perspective that keeps the day-to-day stressors from overwhelming us.

Speaking of green, TAM continues to integrate green concepts into our curriculum. As examples, Dr. Myers' branding class competed for the Target Case Study Scholarship by analyzing a Case Study on sustainable products for Target. Instructor Matt Kritis implemented a sustainability project in his *Creativity for Design and Merchandising* course. And I will be teaching a new graduate course next year on *Sustainable Softgoods: Global Practices and Policies*.

In our *Teaching Across the Curriculum* strategy, we have also incorporated concepts of technology, creativity, global business, and leadership across several of our classes. Recent research (Lu, 2011) argues that branding, design, engineering, marketing, and profit analysis will be important concepts for students to understand in order to be competitive for today's careers. Because we are committed to making sure that our students are well-prepared for their future, these concepts are part of who we are!

One more note on "green". I'm driving my second VW Beetle. This one is Sunset Orange and I call her "Ginger." But my first VW Beetle was a green one appropriately named "Kermit". Have a happy day!

—Jana Hawley
TAM Dept. Chair

Spring 2011 Capstone Projects Offer Unique Opportunities for Students

TAM 4990 — Retail Marketing and Merchandising Capstone

Seniors of the Retail Marketing and Merchandising track worked on a semester-long project to propose 7 new business opportunities using nano-silver technology. This project was in collaboration with Dr. Zack Hu, an MU engineering professor who developed a special process that would allow nano-silver to permanently attach to most fibers. Nano-silver kills most micro-organisms, thus, such products would have anti-microbial, anti-fungal, and anti-bacterial properties. To take advantage of this unique technology, seniors came up with new product lines in the areas of socks, golf wear, scrub or medical uniforms, football equipment, children's bedding, children's playwear, and cosmetic application tools. Their business plans will be presented on May 11, 2011 to engineering professors, TAM faculty, and marketing personnel at Leggett and Platt, a Fortune 500 company that sponsored Dr. Hu's research.

TAM 4980 — Product Development Capstone.

The Product Development Capstone allows students to participate in real-world projects that involve all areas of product development and form them into one project. This allows the students to use all the skills they have acquired during their career in the Textile and Apparel Management department. The projects involve working with companies to develop new product designs that involve target market research, trend research and design development. From these findings the students construct a complete garment or product. Finally, the students present their project's to a diverse audience including faculty, staff, vendors and investors. The students gain valuable product development experience and more importantly learn how to handle deadlines and pressures associated with industry expectations. This year, the students extended the Mizzou Plaid to products for the new Truman Build-A-Bear. Mizzou Plaid was initiated and developed by TAM students in 200_. TAM continues to develop product ideas using the Mizzou Plaid. Capstone students also developed product ideas for ADTM — American Discovery Textile Manufacturing, a company located in Glasgow, MO.