Department of Textile and Apparel Management

TAM 5 year Program Assessment Highlights our Accomplishments

Every 5 years, programs at the University of Missouri undergo a program review. This process allows us to review our strengths and weaknesses and to make plans for our future. The University provides institutional analytics that reveal comparisons and data against our peer institutions.

As part of the process, TAM faculty met to review mission, curriculum, and goals. As a result, we have tweaked our tag line to Innovative Leaders in the Global Fashion Supply Chain. We feel this tagline represents what we are trying to teach our students—be innovative, be leaders, think globally, and understand the global textile and apparel supply chain.

Since our last program assessment, the number of undergraduate student credit hours taught has increased by 25%, and our graduate student enrollment has increased significantly.

Despite our small faculty size, we rank better than the national median in all areas except book publishing. That, however, should change next review period because both Dr. Ha-Brookshire and Dr. Parsons will have books in press.

As Mizzou takes a strong look at economic development, we note that TAM faculty have contributed to economic development through the Missouri Cotton Growers’ Organization, the Outdoor Industry Made in USA Initiative, the Wear.Donate.Recycle program, and the Mentor to Market program in Santa Fe. These economic activities have state, national, and international impact.

Finally, it is our intent to continue recruiting the best and the brightest students and preparing them for careers in the global supply chain. Meanwhile, faculty will continue to conduct research that makes impact on human lives.

TAM Hosts the Sedona Think Tank to Vision our Future

Thanks to Mizzou Advantage funds, TAM led a visioning meeting of top researchers in the field of textile and apparel. The 13 person group came together in Sedona to develop a strategy to lay out a plan for the future of textile and apparel professionals and the field in which we work.

Using The Art of Hosting technique, the faculty who attended will now present their findings to the membership of the International Textile and Apparel Association (ITAA) at a special topics session at our annual meeting in Charlotte in November. In addition, a monograph and special topics journal volume will be published.
Fall 2014 Young Alums Event

Three years ago, we started the Young Alums event and the success of it continues to soar! Students learn from alums how to enter the job market and find their dream job!

This year’s keynote speaker was Andrea Fee, TAM BS ’05.

Andrea is a Merchandise Planner for baby&child at Restoration Hardware in San Francisco. She oversees and manages 70% of the baby&child business and manages inventory, forecasting, and vendor negotiations. She has also worked for Mervyns, Pottery Barn, and May Co. Her key message to TAM students was to make sure you build social networks and learn the ins and outs of Excel and retail math. In addition to her career, Andrea has served as President of the Bay Area Mizzou Alumni Association for the past 6 years.

2014 YMA Award Winners!

When a student receives a YMA Scholarship, they have opened the door to their future! The YMA awards rank as the premier scholarship a student can receive.

TAM is a YMA member school. The YMA Scholarship Fund is a national non-profit association consisting of influential members of the fashion community, dedicated to promoting education of fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships, and career programs. The national competition annually funds $5,000 awards to 80 students, with an additional four $25,000 awards to applicants chosen for the Geoffrey Beene award.

“I loved my internship so much that I have accepted a job offer that will start after I graduate. “

This year’s recipients were:

- **Jessica Dybul**
  Merchandising Internship at Gear for Sports in Lenexa, KS.

- **Kelsey Harris**
  Product Development Internship at Perry Ellis International, New York as a Design and Merchandising Intern.

- **Callie Norment**
  Product Development Internship at Chicos FAS, Fort Myers, FL. Worked on knit tops development team

- **Fabriana Watts**
  Merchandising Internship at Li and Fung in New York.

Panelists for this year’s event were:

- Betsey Birt, Project manager at Baldwin Denim in KC.
- Maryanne Certa, Men’s buyer for Buckle in Kansas City
- Lisa Stubblefield, Owner of Front Porch Boutique in Rolla
- Katie Suarez, Assistant store manager of Kohl’s Dept. Store in Salina, KS.

The case studies have been released for the 2015 competition and TAM students are gearing up for this year’s competition!
Spotlight...Dr. Pamela Norum

This newsletter we highlight Dr. Pamela Norum who just received promotion to Full Professor. Dr. Norum moved here from Ithaca, NY in September 1984, and joined the Department of Textile and Apparel Management in January 1985. She received both her master’s and Ph.D. in Consumer Economics from Cornell University. Her undergraduate degree, in Family & Consumer Sciences, is from San Diego State University. San Diego, CA is her hometown.

Dr. Norum works with students in the Apparel Merchandising & Marketing track. Over the years, she has taught Introduction to the Textile, Apparel, and Retail Industries; Softgoods Retailing; Retail Finance and Merchandise Control; and The Clothing/Textile Consumer. She also supervises internships and teaches a graduate course. Over the years Dr. Norum has been instrumental in redesigning the undergraduate curriculum. She also supervises graduate students on their master’s and Ph.D. work. Her various departmental responsibilities have included Director of Graduate Studies, Coordinator of Undergraduate Studies, Scholarship Committee Chair, and Advisor for our student organization. She also has served as the Acting Department Chair.

Dr. Norum’s scholarship has centered on consumer behavior from an economic perspective. This reflects not only her graduate training in consumer economics and marketing, but her ability to carve out a unique research niche within our field. She is one of the few academicians in the textile and apparel field that uses microeconomic theory (e.g., the theory of consumer demand) as the underlying framework for her research. She has been particularly interested in research that has policy implications, or that facilitates the ability of businesses to better serve consumers. Her research efforts have focused on three primary areas: 1) sustainable consumption behavior, 2) household expenditure patterns, and 3) generational differences in clothing consumption.

The growing interest in sustainability among consumers is becoming an increasingly permanent aspect of consumer’s lifestyles. Dr. Norum’s earliest research efforts related to sustainability and consumption focused on consumers’ responsiveness to products sold with specific characteristics: organic, transparent, and/or sustainably produced. Dr. Norum, and her co-author, Dr. Ha-Brookshire received the 2012 Highly Commended Award at the Literati Network for an article they published on this topic. Although the development of products with specific characteristics may be one piece of the puzzle, her research indicated that only a small percentage of U.S. consumers are willing to pay for such socially responsible attributes. In addition, consumption involves more than just buying clothes.

**It was my hope that if the seeds of volunteerism were planted early, my children would develop a lifelong commitment to help others.**

Clothing consumption encompasses clothing acquisition; maintenance, use and storage; and clothing disposal. In each stage, there are opportunities for sustainable consumption. European researchers took the first steps towards obtaining baseline data on sustainable consumer clothing consumption. In an effort to contribute insight about the U.S. consumer, Dr. Norum collected data from a U.S. sample of consumers in July 2012 regarding their clothing consumption patterns, sustainable consumption activities, and demographic characteristics. This past year, her article entitled “An Examination of Consumer Practices and Knowledge Regarding Apparel Maintenance and Care: Implications for Sustainable Clothing Consumption” received the Best Article Award in the Clothing and Textiles Area, 2013, from the Family and Consumer Sciences Research Journal. Her next research project, with Dr. Hawley, will examine clothing retention and disposal among consumers.

In 2010, Dr. Norum received the Distinguished Faculty Service Award from the College of Human Environmental Sciences. She has been active on numerous HES committees over the years, including Faculty Council on College Policy; Promotion & Tenure; Undergraduate Curriculum Committee; Graduate Council. At the University level, her service has included being on the Research Council; Dual-Credit Committee; Transfer Admission Committee; Honors College Committee; the Graduate Faculty Senate; and the Chancellor’s Task Force on Child Care. Dr. Norum has been actively involved with the International Textile and Apparel Association, and chaired various committees for the annual conferences. Among these have been the Research Reporting Chair, and the Resource Exhibit Chair. She has also served as a reviewer for eight different journals, selected publishers, and as a conference reviewer for research papers.

Dr. Norum is the parent of three children. Much of her life outside of work revolved around her children’s activities, primarily church, school, sports, and scouts. As a member of...

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Bragging Points!

- Dr. Pamela Norum has been promoted to Full Professor
- Dr. Jaime Mestres was named Outstanding Contributor for her work in establishing the TAM FIG
- Dr. Sarah Southworth is a Wakonse Fellow
- Dr. Jana Hawley was a 2015 Global Scholar to Turkey and led the Global Scholars to India in December 2014
- Dr. Ha-Brookshire’s textbook on *Global Sourcing* has been published.
- Dr. Parsons received the HES Distinguished Creative Scholar Award
- TAM has two new naming plaques in Gwynn Hall:
  - Richard W. Brookshire and Jung E. Ha-Brookshire for support of TAM Graduate Students.
  - Kathryn Detring Knipschild and Bedford F. Knipschild Design Research Laboratory
- TAM has received the following generous gifts:
  - Barbara Bloch Digital Archives in Textile and Apparel Management Endowment
  - Payless Shoesource Endowed Scholarship
  - Textile and Apparel Management Award for International Field Experience

TAM Returns Home to New Spaces

After being dislocated in McReynolds Hall for a year and half, TAM returned to sparkling new spaces in January 2014. While we were in temporary spaces, Gwynn Hall was stripped to the bare walls and dirt floors before she was rebuilt to her new glory. We were committed to honoring certain cherished Gwynn Hall iconography including the Historic Entrance, Mrs. Gwynn’s Portrait and the fireplace in Gwynn Lounge. All other spaces were renovated to fresh looks and more functionality.

As part of the renovation, TAM committed to having not only new walls, windows, and floors—but also new furnishings. The Kellwood Lab now has custom built work tables, new industrial sewing machines, new storage lockers, and new dress forms. The Dickerson Lab has all new computers with the latest in industry software, and new computer tables. The Holik Conservatory is fitted with compactor storage that allows for neat and organized storage of the collection, and the TAM Graduate Offices have new flex-use tables and chairs. For years, TAM operated on a shoe string often using reclaimed furniture from campus surplus. Our new spaces make it easier to recruit, be creative, and accomplish curriculum objectives. Stop by and see us soon!
TAM Hosts Faculty Workshop on Cotton and Sustainability

Drs. Norum and Ha-Brookshire hosted a workshop this past summer on “Sustainability in Global Supply Chain: Analysis throughout the Life of Cotton Products.” Attendees for the online workshop were from around the world.

The workshop was developed to provide curriculum support for faculty who seek more information on teaching cotton and sustainability. Faculty who logged on to the online workshop could learn more about teaching this important topic.

Thousands of students from all over the world will benefit through a ripple effect from the participating faculty members. Online workshops are an inexpensive way to educate more faculty members even if they may not receive the funding from Cotton Incorporated directly. Through this project, these faculty members will have access to the mission of the Cotton Student Sponsorship program, which otherwise might not happen.

TAM Graduate Program is Shining!

TAM Graduate Students are a galaxy of stars! Currently there are 16 TAM Graduate students. Dr. Jung Ha-Brookshire serves as the Director of Graduate Studies. As our graduate program becomes more successful, we receive more inquiries and questions about our program every day and our graduates are highly sought after for positions across the country.

For the upcoming ITAA Conference in Charlotte, TAM graduate students will be well represented with more than 20 oral and poster presentations to be made. In addition six designs were juried into the gallery shows. During the past year, TAM grad students have published the following articles:


During AY2014, four doctoral students graduated and have taken the following positions:

♦ Dr. Gargi Bhaduri, Assistant Professor at Kent State
♦ Dr. Allie Grotts, Instructor at Stephens College
♦ Dr. Katie Jones, Post-Doc at University of Missouri
♦ Dr. Jessica Ridgway, Assistant Professor at Northern Illinois

In addition to academic success, our graduate students raised over $5,000 by producing textile lab kits for TAM 2200. Proceeds from the lab kits help support the students to attend annual professional conferences.

...Spotlight on Dr. Norum...Continued from page 3

Missouri United Methodist Church (MUMC), she has been a substitute Sunday school teacher, provided food for families during time of need, and worked at Loaves & Fishes (L&F), a local soup kitchen providing dinner to the homeless. Dr. Norum says, “(t)hrough our experiences at L&F, my children witnessed activities ranging from fist fights to addiction to sincere expressions of gratitude...It was my hope that if I planted the seeds of volunteerism early, my children would develop a lifelong commitment to help others.” Dr. Norum was also involved in the local PTSA for over twenty years, helped at sporting events, Teacher Appreciation day, the Senior All Night Party, and provided an extra set of hands in the 7th grade sewing classes at Smithton Middle School.

Dr. Norum is involved with community organizations, such as the Columbia Art League and the Professional Leadership Auxiliary (PLA) of the Assistance League of Mid-Missouri (AALM). The main philanthropy of the PLA-ALMM is the Columbia Women’s Shelter, and money is primarily raised through Upscale Resale, a second hand shop for gently used items. Her volunteer efforts include working in the shop throughout the year.

Dr. Norum has had a lifelong commitment to working out...from completing a 10K in 2013 to the elliptical machine, weights, or yoga. She spends a lot of her free time outdoors gardening, hiking, and walking on the MKT trail. She is a member of RagTag Cinema and is an avid film watcher. She enjoys cooking, eating at local restaurants, and visiting farmer’s markets. Her most recent ventures included the Ithaca Farmer’s Market and the St. Paul Farmer’s Market. She enjoys traveling, has been to all states except Alaska, and her travels abroad have taken her from Mexico and Costa Rica to Europe, Bulgaria and India. Now that her children have left Columbia, she anticipates some of her travel will be to visit each of them. Her oldest son, Daniel, 28, currently resides in Atlanta, GA with his wife Alyssa. After going to MU, Daniel graduated with a Ph.D. from the University of Michigan and is now on faculty in the business school at Georgia Tech. Julianne, 25, became a South Carolina Gamecock as an undergraduate then received a master’s degree from the University of Pennsylvania. She is currently a first grade teacher in Philadelphia. Jimmy, 22, graduated from the University of Minnesota with degrees in Biology and Fisheries & Wildlife. He is currently working in a research lab at the UMN, and applying to graduate school.
Congratulations Spring and Summer 2014 TAM Graduates

The Department of Textiles and Apparel Management graduated 59 students this semester. Many of them have landed great jobs including corporate positions at Bass Pro Shop, Macy’s, DRI, Dillards, Belk, and Payless Shoesource. These new TAM alums are ready to make an impact on the fashion industry. We wish them the best as they move forward with exciting careers!

May 2014 Graduates include:

Olivia Anderson
Alexandra Ault
Robyn Banker
Alexandria Bannes
Kelsi Baum
Mackenzie Bonnem
Megan Claussen
Jessica Cooksey*
Courtney Cooper
Adiah Fauntleroy*
Hillary Franz
Molly Goldberg*
Christine Grippi
Amelia Haferkamp
Jessica Hargiss
Haley Hartwig*
Patricia Heddell
Jasmine Herron
Kacie Huber
Katey Hufton
Marcedes Hurd
Leighton Lloyd
Carson Love
Brooke Marquart
Katherine Massey*
Tracey Mayhood*
Cameron McCrary
Lia Milazzo
Rebecca Miller*
Kirsten Moen*
Jordan Montgomery*
Sydney Nieder
Hilary Oncken
Alexandra Pipta
Kara Quinn
Erin Robertson*
Kristen Sadowski
Rebecca Schaller*
Katie Schoenstedt
Samantha Skyles
Courtney Stoddard
Kaylyn Stoll*
Hannah Straw
Amy Sullivan
Krista Villers*
Fabriana Watts
Megan Westbrook*
Adeline Wolfgang
Hannah Zara

Summer 2014 Graduates include:

Seth Anderson
Morgan Bean
Olivia Farrar
Elizabeth Fitzpatrick
Kristen George
Hannah Ingle
Jillian McGowan
Sofia Rodriguez
Jalan Shaw
Catherin Sippel

Recruiters seek TAM students for careers and internships

More and more recruiters are finding their way to the TAM department to recruit graduates and interns. We have always had great relationships with companies such as Target, Dillards, DRI, Payless Shoesource, JCPenney, and Kohls among others. More recently we have added companies including Chico’s, White House/Black Market and Express. Thanks to the hard efforts of Dr. Jaime Mestres, our career services are becoming more user friendly, focused on TAM talents, and strategically aligned with our industry partners. Companies can now use HireMizzouTigers.com to post openings, and both students and alums can monitor the postings to find great career opportunities. In addition, students are asked to join the department’s LinkedIn space so they can be ahead on their networking skills and building their networks.

We invite companies who are interested in hiring great young professionals to contact Dr. Jaime Mestres at mestresj@missouri.edu
Letter from the Chair

Dear Friends and Alumni,

My newsletter is sorely overdue! I typically work on the newsletter the quiet week right after a semester is over. But last December, I spent the week after graduation with my father by his bedside. He died on December 26th and I had to leave for India that day to lead the 2014 Global Scholars program to India. This has probably been one of the most challenging professional/personal experiences I have had. My father was very dear to me and not being able to be at his funeral because of my professional commitments was tough—to say the least. I am glad I was able to spend what time I could with him—and he knew we were there with him during his last days.

Not to make more excuses, but the day after Spring graduation Dr. Ha-Brookshire and I took 19 students on a field experience to New York. I was home one day (and attended Dr. Norum’s son’s wedding) before I needed to leave again on the Global Scholars trip to Turkey. The day I landed from Turkey I quickly went to my car, exchanged bags, and caught another plane to Sedona (see our story on page 1 RE: Sedona). Returning from Sedona, I went to my home town in Kansas for the dedication service of stained glass windows in my parents’ country church that were dedicated in memory of my father. All tolled, this was 5 1/2 weeks on the road!

Four years have flown since I returned to Mizzou. This is a fabulous place to be and I am so proud of the accomplishments of faculty, students, and staff. You will find an abbreviated list of our Bragging Points on page 4.

This summer we finished our 5 year program assessment and no doubt we have made impressive gains! There is analytical evidence to back my claim! Some highlights in our review include:

- Faculty accomplishments exceeding or equaling our peer institutions (we are small but mighty!)
- Growth in Graduate Program
- Increased diversity among students
- Consistent & increased representation of YMA recipients

As we worked on our program review, we also tweaked our mission. TAM is focused on building Innovative Leaders in the Global Textile and Apparel Supply chain and we are committed to doing it with focus on sustainability, creativity, innovation, and technology.

Great things!
~ Dr. Jana Hawley

175 Years: Faces and Places on exhibit through February in the Fillepello Exhibit case

The Missouri Historic Costume and Textile Collection is showcasing University of Missouri Notables as part of the University’s 175th birthday celebration! Our collection holdings include several garments with University of Missouri provenance, including the garments that will be on display from now through February, 2015. Featured in the exhibit will be garments belonging to Dr. Middlebush, Dr. Rhynsburger, Don Faurot, Mable-Ruth Bandy Anheuser, Warren and Betty Hearnes, and Dr. Jesse.

MHCTC will be one of the featured galleries during this year’s Gallery Crawl. In addition to the 175 Years: Faces and Places exhibit, we will also show Tiger Spirit artifacts in Gwynn Lounge during the Gallery Crawl.

Make sure you stop by to enjoy music and food while you view a bit of Mizzou history.

1868 Faurot Family Dress