

# Department of Textile and Apparel Management

Dept. of Textile and  
Apparel  
Management

137 Stanley Hall  
Columbia, MO 65211

## Special points of interest:

- > Historic Costume Exhibit
- > ATAM Activities
- > Faculty Spotlight

## Peter McGuinness Receives Distinguished Service Award

Peter McGuinness, a 30 year member of the TAM Advisory Board, was the recipient of the 2015 HES Distinguished Service award at a ceremony on April 7, 2015. Peter was nominated by the department, and the award was selected by the HES Alumni Association. Peter McGuinness is President of Issues & Answers Network, Inc., a market research firm

he founded in 1988, headquartered in Virginia Beach, Virginia. Issues & Answers has over 500 employees in the US conducting telephone, web and in-person surveys and focus groups.

Besides his contributions to the Advisory Board, Peter has offered paid internships to our students. In addition to

providing a fabulous internship experience,

Peter also assisted the students with housing during the internship period. In addition to being very supportive of our TAM students, Peter has also generously donated the services of his company for data collection for faculty research projects. This included conducting nationwide surveys.

Admiration and appreciation for Peter extends beyond his work for our department. As his executive assistant of 19 years shared with our department....Peter "has the strongest work ethic of anyone for whom I've ever worked. He does whatever it takes to get the job done. There is no issue too big or small

**Congratulations, Peter on receiving this well-deserved award!**



Pictured: Amy Parris, Peter McGuinness, and Dean Jorgensen

## WORLD AT WAR – WOMEN AT WORK

*An exhibit exploring the changing roles of American women interpreted through period dress, the popular press, and political propaganda of World Wars I and II. Presented by the Missouri Historic Costume and Textile Collection of the College of Human Environmental Sciences and the State Historical Society of Missouri. The exhibit was from March 7 – June 6, 2015 at the:*

State Historical Society of Missouri Art Gallery,  
Ellis Library, University of Missouri.

*World at War – Women at Work* examines the many ways the World Wars led to changes in women’s lives, including family roles, wage-earning roles, and how women were perceived in the public sphere. The wars meant sacrifice, accepting the need to conserve valuable textiles and other traditional apparel materials and supporting governmental measures that restricted usage through willingness to “use it up – wear it



The wars also meant opportunities in the form of new jobs, more independence and even in more relaxed clothing standards. “Whether he {the husband} will gradually accept his wife’s new interests after the war is over is the problem, but it is not likely that she will...give up her new power. But where a woman for the first time has been complete mistress of the domestic expenditures, who has learned to think and act for herself as if she were widowed in fact, no woman will return to quite the same status...” – *De-lineator*, October 1917

**Contributed by Nicole Johnston.**

## ATAM 2014-2015 Highlights

The Association of Textile and Apparel Management (ATAM) has hosted another exciting year full of great networking opportunities and professional experiences for members interested in the apparel industry. ATAM started the year off with a trip to Kansas City Fashion Week in September. Over 60 members attended the event and were able to attend a meet-and-greet with past contestants on the popular television show, *Project Runway*. In October, they put on their semi-annual ATAM Yard Sale, which successfully raised funds that were used for their recent spring networking trip. Also in October, the organization went on a day networking trip in Columbia, visiting a variety of local businesses and downtown stores. In November, ATAM took a networking trip to St. Louis and visited Weisman's Designs for Dance and Soft Surroundings. The members were able to witness firsthand the different aspects of the apparel supply chain, ranging from product development and manufacturing to the final product. ATAM then finished the semester off with a Holiday Party where they created holiday cards for a local

children's hospital.

The Association of Textile and Apparel Management then kicked off the spring semester by participating in a Mizzou Sustainability Fair in February with a



booth where they repaired old clothing. They also hosted an etiquette dinner for members later that month to prepare them for various professional dining settings. ATAM put on their semi-annual Yard Sale in late February to continue raising funds for their spring networking trip. They then packed up

their bags and took a four-day networking trip to Chicago for a variety of networking opportunities. While there the group visited 3 companies, including Trunk Club, Crate & Barrel, and Piece & Co. to learn about different career pro-

spects in the fashion industry. The group also hosted an alumni networking dinner to connect with local alumni and toured a fashion exhibit at the Chicago History Museum. ATAM is finishing up the year with a trip to St. Louis Fashion Week in late April and volunteering at the local food bank.

Throughout the entire year ATAM members volunteered at Dreams

to Reality, hosted profit shares, and attended bi-weekly meetings to gain advice on a variety of professionalism topics. The ATAM members not only furthered their knowledge of the apparel industry and career opportunities post-graduation, but also made lasting friendships and contacts that will extend be-

### “2015 CAMEX Scholarship: Buying Trip Opportunity”- by Emily Cissell & Jerica Leiby

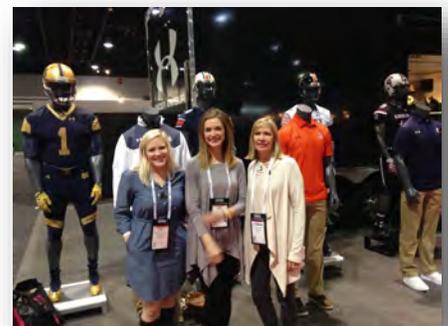
As merchandising students, the experience of “going to market” is something that, as of now, has mostly existed in the classroom. We have heard about the role of the buyer, vendor relations, and trend analysis throughout our college career, and going to CAMEX gave us the opportunity to experience it firsthand. CAMEX is the largest collegiate trade show in the country, and we were provided a scholarship by the Mizzou Store in order to attend. Tiffany Anderson and her staff hosted our trip. Providing this type of opportunity for students is just one of the many things that the Mizzou Store does in partnership with the department.

This year CAMEX was in Atlanta, GA. During our 2-day stay with the buying group, we were presented with a variety of new situations. First, we gained an understanding of how business is conducted at a tradeshow, from basic introductions to negotiating prices and reviewing upcoming lines. The bookstore allowed us to search for new product lines, so

we quickly learned some of the business jargon that is used and what types of questions to ask vendors. These included inquiring about Missouri licensing, purchase order minimums, merchandise displays, and pricing. We also quickly learned some of the guidelines for products that would or wouldn't fit within our merchandise assortment, a situation that we will encounter very shortly in our careers based on what customers our employers cater to. Another noteworthy situation we encountered throughout our trip was the importance of networking and maintaining professional relationships. We were able to sit in on various vendor meetings throughout the show, in addition to attending a dinner hosted by one of our vendors. We were able to witness firsthand the importance of maintaining professional relationships, as many of our team members brought back valuable information from their business meetings and encounters.

This opportunity that has allowed us to di-

rectly apply what we have learned in our TAM curriculum to a real world situation. We have enhanced our understanding of networking, product merchandising, buying, and just a general understanding of business interactions in this industry. We can now confidently say that this experience helped prepare us for a career in the industry, and we hope that many students can utilize this experience in the future to broaden their understanding



of all that this industry encompasses.

## Spotlight...on Dr. Sarah (Song) Southworth, Assistant Professor.

This month, we are highlighting Dr. Sarah (Song) Southworth, who is currently an assistant professor in TAM. She works with students in the Apparel Merchandising & Marketing track and currently teaches Global Consumers, Multi-channel Retailing, Softgoods Brand Management & Promotion, and Fundamentals of Entrepreneurship. From her industry experiences, she understands the importance of students' application in their class work to the actual fashion industry. Hence, her main goal in all her courses is to help students to apply their class work to the realistic expectations of the fashion industry. In addition, Dr. Southworth's scholarship is dedicated to develop viable branding strategies for underrepresented businesses on both a local and global level.

Growing up in Queens, NY, she was inspired by the glamour the fashion retail stores had to offer, and had her dream job set on being a buyer for a fashion company. To achieve this dream, she received her Bachelor of Science in Textiles and Apparel Management at Cornell University. During her college years, she tried to get a variety of experience in the field by

interning at Alster Import for accessories and Benetton PR, and after graduation, worked as an assistant buyer at Burlington Coat Factory in the accessories department. While she worked at Burlington, she was able to learn and apply what she always wanted to do



since high school, but soon realized a greater desire for higher education and her other passion to teach.

Before deciding to pursue graduate school, she taught a variety of subjects from English to SAT math in NY and South Korea to gain experi-

ence in teaching. In the process, she realized that she loved the classroom environment and engaging with students, but still wanted to be able to incorporate her love and knowledge of fashion. She connected both of her passions and received her Masters and Ph.D. in Design and Human Environment in the College of Business at Oregon State University. During that time, she also had the opportunity to teach fashion business courses including Fashion Trend Analysis, Applications of Design Theory Lab, and Merchandise Planning and Control for six years.

Dr. Southworth is married to Zach, an almost native Oregonian, and has an adorable 5 year-old daughter, Jessica, who is starting Kindergarten this Fall. After having a family and moving to Columbia, most of her time has shifted from shopping to children's activities, such as going to kid's birthdays on the weekends, playing in the park, taking family walks after dinner, and watching all the latest Disney and Pixar movies. But, she still finds ways to squeeze in her need for shopping as an excuse to examine the latest practices in retailing and stay relevant with her students.

## Lynne Greene, Group President of Estee Lauder

Lynne Greene, Group Presidents of Estee Lauder (Clinique, Origins, Ojon, Aveda, Darphin and the Men's Skincare Group) spoke to our Branding class on April 24<sup>th</sup>. Ms. Greene was on campus to speak at the Jefferson Club dinner, and the TAM department was fortunate to have her speak to our students as well. It was fascinating to hear Ms. Greene talk about the use of consumer research in development new products, the reaction of consumers to sustainable vs. traditional product offerings, and offering products to consumers even when prior research hasn't shown a need (what Ms. Greene like to call "the white space").



## 2015 Advisory Board Meeting

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Based on the theme, “Where in The World,” the 32<sup>nd</sup> Annual TAM Advisory Meeting kicked off the first day of the meeting with a symposium entitled “Global Encounters: The Good, the Bad, and the Ugly.” Student were able to learn about a wide variety of experiences ranging from board members’ encounters with unusual foods to their need to learn new ways of doing business. Following the symposium, the Student Showcase highlighted work of our undergraduate and graduate students. Parents of the featured students were also invited to attend this session. The second day of the Advisory Board meeting featured the always popular “Round Robin” sessions. This year the theme for these sessions was “A Day in the Life of...” Students were able to move from table to table learning about a myriad of careers from the 18 board members who attended the meeting. The Advisory

Board members discussed a typical day in their respective field. This was an excellent chance for students to visit with the board members in small groups. Every 20 minutes, the students rotated to have the opportunity to talk with several Board members during this block of time. The session were held twice to allow plenty of board member-student interaction. The afternoon wrap-up session, “Industry Updates,” gave board members the opportunity to share what is new in the industry from their companies’ perspectives. This session was open to both faculty and students. We had a fabulous meeting that included several new board members, as well as the gracious financial support of Design Resources, Inc. (DRI) in Overland Park, KS.

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## Congratulations May 2015 TAM Candidates for Degrees

The Department of Textiles and Apparel Management graduated 59 students this semester. Many of them have landed great jobs including corporate positions at L'Oréal , Kohl's, BCBG Max Azria, Nordstrom, J.C. Penney, and Walgreens. These new TAM alums are ready to make an impact on the fashion industry. We wish

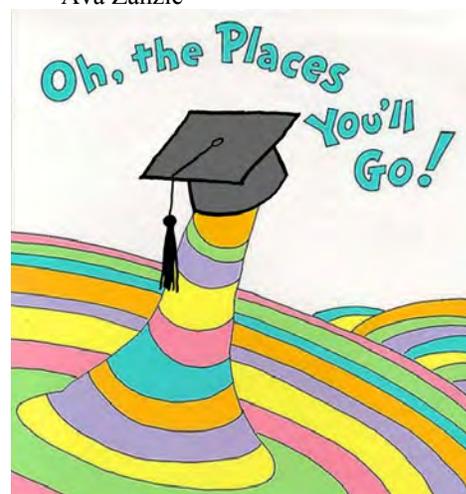
Kelsey Bond  
Kaylee Boyd  
Lindsey Buerger  
Paige Buerger  
Lindsey Campbell  
Emily Cissell  
Cayley Cohen  
Jasmine Cooper  
Hannah Copeland  
Dorothea Crowder  
Jessica Dybul  
Danielle Ferri

Colby Kraus  
Alexandra Lanasa  
Chole Lawrence  
Jerica Leiby  
Shannon Logan  
Melina Loggia  
Allison Marselle  
Codi Merel  
Kristin Moran  
Kelly Moyers  
Shannon Nelson  
Haley Packer

Simone Samuels  
Rebekka Shay  
Julianne Sinak  
Alissa Smith  
Stephanie Sunberg  
Madison Trussell  
Mary Turnage  
Cassandra Vick  
Kylie Vrbicek  
Tracey Wolfgang  
Ava Zanzie

Molly Gegg  
Miranda Gettemeier  
Cameron Goodman  
Melissa Goone  
Kelsey Harris  
Marissa Hewkin  
Sally Hoffmann  
Lauren Hookham  
Alyssa Hummel  
Hillary Hursh  
Olivia Isom  
Lamisha L Kelly

Zara Patel  
Brittney Patterson  
Sarah Pierce  
Jordan Plumb  
Caitlin Poltzer  
Brooke Purnell  
Tyler Reed  
Nathan Roberts  
Jasmine Ross  
Alexandra Rost  
Hannah Samson  
Elise Samter



~Thanks Dr. Suess!