

Dr. Nancy Rutherford is new ITAA Executive Director

President's Message

Textile and Apparel Programs are hiring!

More 2010 Award Winners

CTRJ

Book Reviews

Call for Papers

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## ITAA Announces New Executive Director

ITAA is pleased to announce the appointment of our new Executive Director, Dr. Nancy Rutherford effective January 1, 2011. Nancy has been a long-time esteemed member of ITAA where she served many leadership roles including President, and received the highest accolades that we bestow, including ITAA Fellow, and Prentice Hall Lecturer.

She is a visionary and forward thinking leader that knows and values ITAA. She is an excellent communicator, has a proven record of follow-through and a clear understanding of the role of ITAA Executive Director.

For nearly twenty years, Nancy has led various configurations of the Department of Retail, Hospitality, and Tourism Management at the University of Tennessee. Nancy plans to

retire from her Department Head post in June, 2011. Dur-



ing spring semester, she will have modified service to the University of Tennessee, meanwhile serving ITAA as our new Executive Director. Nancy sees her role as Executive Director to be a facilitator

of our policies, processes, and events. She understands that ITAA should be a "vitae-builder" and will help structure events so that members can not only network with colleagues, but also build their vitae at the same time. Please help us welcome Dr. Nancy Rutherford as our new ITAA Executive Director.

Nancy will operate the new ITAA office from her home in Knoxville, TN.

The new ITAA address is:

ITAA  
PO Box 70687  
Knoxville, TN 37938-0687

The new phone/fax number is: 865-992-1535

## Website Alert

ITAA will be changing website hosts this spring, and this will affect the submission process for the 2011 Annual Conference. The ITAA website will not be able to accept submissions for the February 1 deadline. Therefore, please email those submissions directly to Nancy.Rutherford2011@gmail.com.

The new website should be up and running to accept April 1 submissions, but the submission process may change somewhat from last year.

The preparation of documents will not change from last year — only the submission process.

## ITAA Membership Year Changes

If you pay attention to details, you might notice that the Volume/No. ordering for this Newsletter has changed! This marks the first newsletter of our new calendar year membership. In October, 2010, ITAA members elected to change the membership year from the former September 1-August 31st year to, instead, a January 1-December 31 year.

What does this change mean to members?

- Less confusion at submission time
- Better control over IRS filings
- Dues that coordinate with conference submissions and conferences

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## President's Message

By Jana Hawley

By all indicators, the 2010 annual meeting in Montreal was a huge success! Sherry Schofield-Tomschin and her team are to be commended for their outstanding work and making it appear to be an effortless task. Yet, we all know that it takes an enormous amount of work to plan such an event, and doing it out of the country realized even more challenges! Many times I heard members comment that all of the speakers were outstanding and the exhibits and sessions were very well done.

True to the theme of *Building Alliances*, many of us came home with new ideas, new colleagues, and new memories. Unique to this meeting was the Fireside Chat and the charter meeting of the Legacy Group.

We are already gearing up for next year's meeting in Philadelphia. Joe Hancock, the conference planner for the 2011 meeting, is booking spaces, finding speakers, and planning exhibits. We are also completing the transition from Bobrow and Associates to our new Executive Director, Nancy Rutherford. Part of that transition includes a financial audit. After it is complete we will be able to share a clear financial picture with members. Nancy Rutherford and I are frantically working on a completely redesigned website and hope to have it launched by March 1<sup>st</sup>, just in time for abstract submissions to start arriving by the April 1<sup>st</sup> deadline. While all of this has not been easy, we are excited about the future of ITAA and changes that will be implemented in the next year or two. We ask for everyone's patience as we make these transitions.

## Calls for 2011 Annual Conference



Celebrating Inclusivity & Innovation  
2011 Philadelphia Conference  
November 3<sup>rd</sup>-6<sup>th</sup>

Calls for submissions for the 2011 Annual Conference are now being posted on the ITAA website: [www.itaaonline.org](http://www.itaaonline.org). Document preparation for submissions will be the same as last year., but the online submission process may change. Detailed list of calls on page 9. Submission deadlines are listed below:

February 1, 2011: Special Topics Sessions Proposals  
Pre/Post Conference Workshop Proposals  
Graduate Student Best Papers  
Undergraduate Student Best Papers

Submissions for February 1 deadline should be emailed directly to Nancy Rutherford at [Nancy.Rutherford2011@gmail.com](mailto:Nancy.Rutherford2011@gmail.com).

April 1, 2011: Research Presentations  
Teaching Presentations  
Technical Design/Fashion Illustration/Textile Design  
Faculty Awards  
Student Awards

June 1, 2011: Design Entries

# Alliances Built!

ITAA held their annual conference in Montreal for the 2010 Annual Conference. Members interacted with colleagues from around the world for four days of *Building Alliances*.

Similar to past conferences, everyone was welcomed with the Opening Reception sponsored by ITAA and Fairchild Books, we recognized the participation of our members in the organization, and we applauded our members who excelled in their individual scholarship endeavors, in a variety of creative forms. We listened to presentations, learned new information, gained knowledge from others, and shared our hopes for the discipline, the organization, and the world. What made this conference different was the addition of the Fireside Chat; an informal gathering where members could voice their

**Montreal proved to be an exciting place to build Alliances!**

concerns or simply extend a conversation started earlier in the conference. There was also a change in the format of the poster sessions. For 2010, there were a larger percentage of poster presentations, but they were presented in groupings of ten so the session was still an intimate group with time for plenty of interaction and camaraderie. These changes to the overall conference format allowed more free time for participants, allowing plenty of Alliances to be Built.

As Conference Chair for this year's meeting, I must have easily been asked at least 50 times, "Wouldn't I be glad when everything was over?" And, with the

exception of a couple of tense moments, I could honestly say that "No, planning the conference was a privilege and I enjoyed most of the process." So I would like to encourage others to get involved and participate in helping to plan ITAA's annual conference. For although I may have received the credit, in reality the conference ran smoothly because the right people volunteered and fulfilled the responsibilities assigned them. Thank you to all who volunteered their time and efforts to make the conference a success.

*Respectfully submitted,*

*Sherry Schofield-Tomschin*

*2010 Conference Chair*

**"Planning the conference was a privilege and I would like to encourage others to get involved in a future conference!"**

**—Sherry**

**Schofield-**

**Tomschin**

## ITAA Newsletter Editorial Staff

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The *ITAA Newsletter* is a bimonthly publication of the International Textile and Apparel Association, Inc. The purpose of the newsletter is to provide timely information to members. Unsolicited articles should not exceed 300 words. ITAA Editors reserve the right to edit, cut, or not publish all solicited and unsolicited articles.

Position announcements are printed free-of-charge, are limited to a maximum of 75 words, and must be transmitted to the ITAA office (electronic submission preferred). Articles submitted via e-mail will be acknowledged by e-mail. Articles submitted by mail or on disk will be acknowledged only if a stamped, self-addressed postcard is included with the mailed item. Neither the editors nor ITAA assumes responsibility for statements made or opinions expressed by authors of articles published in the *ITAA Newsletter*. Submissions must be authors' original works or give appropriate attribution. An online-only edition for most of the year, ITAA prints and mails its November/December issue.

# 2010 Design Award Winners

## Undergraduate Student

### **ATEX, Inc. Award for Excellence in Marketable Textile Design**

Cassandra Clayton, University of Nebraska-Lincoln, for *Transparent Allusions*.

### **Eden Travel International Award**

Elizabeth Geisler, University of Delaware, for *The Awakening*.

### **ESRAB Award for Sustainable Design**

Jovita Lektzian, Texas Tech University, for *Flared Dress with Zipper Flow-ers*.

### **Blanche Payne Scholarship**

Calli Roche, Colorado State University.

### **Patternworks International**

Dongeon Lee, California State University-Northridge.

## Graduate Student

### **ATEX, Inc. Award for Excellence in Marketable Textile Design**

Sarah Bennett, Iowa State, for *Hi Fi Flora*.

### **ESRAB Award for Sustainable Design**

Nga Vu, University of North Texas, for *One-of-a-Kind Design by Repurposing of Damaged Garments and Accessories*.

### **Lectra Outstanding Graduate Student Award- Best Use of Technology**

Casey Stannard, Juyeon Park, Kristen Morris, Colorado State University, for *Pupa Butterfly*.

### **Lectra Outstanding Graduate Student Design**

Sandra Starkey, University of Nebraska, for *Minimize: Garment Design and Research*.

## Professional

### **ATEX, Inc. Award for Excellence in Marketable Textile Design**

Kristen Caskey: Virginia Commonwealth University

### **ESRAB Award for Sustainable Design**

Trudy Landgren, St. Catherine University, for *Local Vegetable Fur*.

### **ITAA Award for Excellence in Fiber Art Design**

Eulanda Sanders, Colorado State University, for *Fractal Bride*.

### **ITAA Award for Excellence in Target Market Design**

Anne Bissonnette, University of Alberta, for *Greatcoat: Variable Winter Wear for Mid to Subarctic Temperatures*.

### **Sandra Hutton Award for Achievement in Fiber Arts**

Kim Hahn, University of Wisconsin-Stout, for *Indigo Cross Hatch*.

### **Lectra Outstanding Faculty Award**

Rose Chui, Kinor Jian, and Diane Sparks, Colorado State University, for *Growing Breathing Shibori*.

Congratulations  
Award  
Winners!

## *Encyclopedia of World Dress and Fashion* wins

## 2011 Dartmouth Medal for Outstanding Reference

The Reference and User Services Association (RUSA) has announced its selection for the 2011 Dartmouth Medal for Outstanding Reference. The Oxford University Press "Encyclopedia of World Dress and Fashion," along with the online "Berg Fashion Library," was selected for its extensive and outstanding multidisciplinary coverage of dress, fashion and its impact on society. The 10-volume encyclopedia, edited by Joanne B. Eicher, is a landmark of scholarship that is complemented and updated by the database's content, including e-books, color images, and articles.

The Dartmouth Award, established in 1974, honors the creation of a reference work of outstanding quality and significance. The award is given to works that have been published or made available for the first time during the calendar year preceding the presentation of the award.

The Reference and User Services Association, a division of the American Library Association, represents librarians and library staff in the fields of reference, specialized reference, collection development, readers advisory and resource sharing. RUSA is the foremost organization of reference and information professionals who make connections between people and information sources, services, and collection materials. See the release at <http://www.einpresswire.com/article/280522-2011-dartmouth-medal-winner-honor-title-selection>.

# 2010 Papers of Distinction

## Consumer Behavior

- Jessie Chen-Yu, Hsiao-Ling, and Jihyun Kim, Virginia Tech, USA
- Hyun-Hwa Lee, The University of Texas at Austin, USA; and Yoon Jin Ma, Illinois State University, USA
- Minjeong Kang, California State University-Sacramento, USA; and Kim K. P. Johnson, University of Minnesota, USA

## Design and Aesthetics

- Young-A Lee, Mary Lynn Damhorst, Minsun Lee, Iowa State University, USA;
- Joy Kozar, Kansas State University, USA; and Peter Martin, Iowa State University, USA

## Historic /Cultural

- Genna Reeves-DeArmond, Oregon State University, USA; and Jennifer Paff Ogle and Ken Tremblay, Colorado State University, USA
- Ashley Ratute and Sara B. Marcketti, Iowa State University, USA

- Hye-Young Kim, Ji Young Lee, Dooyoung Choi, Juanjuan Wu, and Kim K.P. Johnson, University of Minnesota, USA

- Sejin Ha, Purdue University, USA; and Hyunjoo Im, California State Polytechnic University, USA

## Merchandising-Visual

- Soo In Shim, Veena Chatteraman, and Wi-Suk Kwon, Auburn University, USA; and Juan E. Gilbert, Clemson University, USA

- Juanjuan Wu, Hae Won Ju, Jieun Kim, Cara Damminga, Hye-Young Kim, and Kim K. P. Johnson, University of Minnesota, USA

## Professional/General

- Lu Ann Lafrenz, Ryerson University, Canada
- Anna A. Magie, Texas Woman's University, USA
- Kiseol Yang, University of North Texas, USA
- Fay Y. Gibson, North Carolina State University, USA; and Doris H. Kincade, Virginia Tech, USA

## Social/Psychology

- Jung Mee Mun, Kristy A. Janigo, and Kim K.P. Johnson, University of Minnesota, USA
- Jennifer Paff Ogle, Colorado State University, USA; and Mary Lynn Damhorst, Iowa State University, USA

## Sustainability/Social Responsibility

- Kelly Cobb and Belinda T. Orzada, University of Delaware, USA

## Textile and Apparel Industry

- Byoungho Jin, The University of North Carolina at Greensboro, USA; Mark Gavin, Oklahoma State University, USA; and Ji Hye Kang, Yonsei University, Korea
- Nancy Hodges, Kittichai Watchravesringkan, and Gwendolyn O'Neal, The University of North Carolina at Greensboro, USA; Jane Hegland, South Dakota State University, USA; and Elena Karpova and Sara Kadolph, Iowa State University, USA

**Formerly**

**Track**

**Best Papers**

## ESRAB Awards New This Year

### Teaching

Jennifer Paff Ogle, Colorado State University, USA; & Mary Lynn Damhorst, Iowa State University, USA. *Fostering Tolerance of Obesity Through Empathy and Reflection*

### Research

Sharron J. Lennon, University of Delaware, USA; Jaeha Lee, North Dakota State University, USA; Minjeong Kim, Oregon State University, USA; & Kim K. P. Johnson, University of Minnesota, USA. *Consumer Misbehavior on Black Friday: Individual and Situational Antecedents*

## Graduate Student Awards

- Jiyun Kang, Texas State University-San Marcos, USA (Doctoral, 1st Place)
- Katelyn Fulton, Central Michigan University (Masters, 1st Place)
- Arlesa Shephard, University of Missouri (Doctoral, 2nd Place)

# Position Announcements

For more information about these and other job postings, please visit [www.itaaonline.org](http://www.itaaonline.org).

**Assistant/Associate Professor** of Apparel Design and Textile Science, Oklahoma State University. Ph.D. with specialization in apparel design and textile science. Application review begins February 14, 2011.

**Assistant/Associate Professor** of Visual Merchandising, Promotion, and Communication, Oklahoma State University. Ph.D. in merchandising. Application review begins February 14, 2011.

**Director of Fashion Management and Marketing**, Indiana Tech, Fort Wayne, IN. Well-developed industry background and relevant university experience.

**Assistant Professor**, International Merchandising, University of Hawai'i, Manoa. Earned doctorate in related field. Application deadline, January 18, 2011.

**Assistant Professor**, Fashion Product Development, University of Hawai'i, Manoa. Earned doctorate in related field. Application deadline, January 18, 2011.

**Assistant Professor** of Retail Merchandising, Lasell College, Newton, MA. Ph.D. Preferred.

**Assistant, Associate, Full Professor** in Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro, NC. Earned doctorate in related field. Application deadline February 1, 2011.

**Assistant, Associate, or Full Professor** in Innovation and Entrepreneurship. Department of Textile and Apparel, Technology and Management. North Carolina State University. Earned doctorate or terminal degree. Applications will be accepted until position is filled.

**Full time teaching position**, Advanced patternmaking and construction. Mount Mary College, Milwaukee, WI. Application deadline, January 31, 2011.

**Assistant/Associate Professor** in retail buying, operations, marketing, and/or management information systems. Department of Apparel Merchandising and Management, California State Polytechnic University, Pomona, Los Angeles, CA. Earned doctorate in related field. Application deadline January 10, 2011.

**Career Services Advisor**, Harrington College, Bachelor's degree required, master's preferred.

**Assistant Professor**, Apparel Marketing, Department of Apparel, Textiles and Interior Design, Kansas State University, Manhattan, KS. Earned doctorate. Application deadline, January 20, 2011.

**Assistant Professor**, Textiles, Department of Apparel, Textiles and Interior Design, Kansas State University, Manhattan, KS. Earned doctorate. Application deadline, January 20, 2011.

**Department Head**, Apparel Marketing, Department of Apparel, Textiles and Interior Design, Kansas State University, Manhattan, KS. Earned doctorate, D. Arch, M. Arch, or M.F.A. Application review begins January 10, 2011.

**Professor and Department Head**, Department of Design and Merchandising. Colorado State University, Fort Collins, CO. Earned doctorate in related field; academic credentials eligible for Full Professor rank. Application closing date, January 15, 2011 or until position filled.

**Assistant Professor**, Department of Human Ecology, SUNY College at Oneonta, NY. Earned doctorate in Apparel and Textiles with merchandising focus. Applications are in review.

**Assistant, Associate, or Full Professor**, Fashion and Textile Design. Department of Textile and Apparel, Technology and Management. North Carolina State University. Earned doctorate or terminal degree. Applications will be accepted until position is filled.

**Assistant, Associate, or Full Professor** in Retail and Supply Chain Management. Tenure Track. Department of Textile and Apparel, Technology and Management. North Carolina State University. Earned doctorate in related field. Applications will be accepted until position is filled.

**Tenure Track position** in Fashion Design and Retailing. Framingham State University, Framingham, MA. Earned doctorate in related field. Application deadline, February 2, 2011.

**Assistant, Associate or Full Professor**, Apparel Design, Cornell University, Ithaca, NY. Earned doctorate in related field. Application deadline, January 17, 2011.

**Assistant, Associate or Full Professor**, Apparel Design Management, Cornell University, Ithaca, NY. Earned doctorate in related field. Application deadline, January 17, 2011.

**Assistant Professor**, Textile Science, Department of Dietetics, Fashion Merchandising, and Hospitality, Western Illinois University, Macomb, IL. Earned doctorate in related field. Application deadline, January 18, 2011.

**Chair**, School of Media, Culture, & Design. Woodbury University, Burbank, CA. Earned MFA or MS. Application deadline, February 1, 2011.

Full Announcements of available positions are posted on the ITAA web site.

## Call for Papers *International Journal of Communications and Information Technology*

The IJICTE announces a call for papers on Computer Applications in the Apparel Industry and Fashion Education. Deadline for submission is January 31, 2011. For more information see <http://www.idea-group.com/journals/details.asp?id=4287>.

# Resources for Teaching Retailing, Promotion and Design Courses

## Book Reviews by Cynthia R. Jasper

These two books may work well in conjunction with each other as textbooks for teaching retailing promotion and design courses.

**Fiore, Ann Marie.** *Understanding Aesthetics for the Merchandising and Design Professional*. 2<sup>nd</sup> edition. New York: Fairchild Books, 2010.

ISBN: 978-1-56367-809-7

<http://www.fairchildbooks.com/book.cms?bookId=804>

In *Understanding Aesthetics for the Merchandising and Design Professional*, Ann Marie Fiore has created a gorgeous, useful textbook for students of retailing, merchandising, and design. Fiore, a professor in the department of Apparel, Education Studies, and Hospitality Management at Iowa State University, has produced a textbook which is clearly written, entertaining, and informative.

The book is divided into two parts. The first, entitled "A Primer on Aesthetics," covers topics such as how consumers experience aesthetics, branding, the "5Ps" (product, property, product presentation, promotional activities, and people) of branding and how value is derived from them, and what influences consumers' aesthetic choices. The second part is titled "The Elements and Principles of Design." It breaks design into five principle parts (color, light, line and shape, texture, and space and movement) and devotes a chapter to each, exploring in detail the effect that these have on merchandising and design, including the rationale behind store lighting choices, typography and logo design, uses of texture in apparel design, and organizing space within stores to improve sales. Part two also covers auditory and olfactory elements of design and the use of complexity, order, and novelty in the creation of merchandise and brands.

Each chapter includes objectives, activities, and suggested additional reading for both beginner and advanced level students, as well as a summary and a list of references for the chapter. Key terms and concepts are also highlighted and the book contains

Powerpoint Presentations which offer help planning the course and using each chapter in class are available from the publisher.

Large, up-to-date photos are a key part of teaching retailing, merchandising, and design. *Understanding Aesthetics...* has a huge selection of recent photos which illustrate the book's concepts well and will inspire students to create their own designs. The writing is also excellent. The book explains not just aesthetic choices behind various designs but the metaphoric and symbolic sides of the ads, bringing to the forefront the lifestyle the brands are associating themselves with and the reasoning behind these choices.

If there are any complaints to be brought about the book, they lie in the decision to use, in a few cases, low-resolution images downloaded from the Internet and reprinted at large size rather than spending the time to track down a higher-resolution version of the image, create a new one, or downsize the picture. The graininess that results from stretching the low quality images too far brings down the entire tone of those pages. Hopefully this issue will be addressed in the next edition.

**Hancock, Joseph.** *Brand/Story*. New York: Fairchild Books, 2009.

ISBN: 978-1-56367-622-2

<http://www.fairchildbooks.com/book.cms?bookId=253>

*Brand/Story* offers an insightful and engrossing history of fashion brands and the culture surrounding them with a specific focus on well-known brands including Ralph Lauren, Dolce & Gabbana, Vera Wang, and Abercrombie & Fitch, as well as new and niche brands like Johnny Cupcakes and Ginch Gonch.

In addition to a thorough history of nine brands, including the choices made surrounding their branding both in advertising campaigns and in-store branding and

interviews with those who are responsible for key decisions surrounding the brands, the book covers the basics and history of fashion branding and explores what might be in store in the future as the market becomes more competitive and marketers begin to present style in different ways, for example as a hyper-personalized mode of self-expression. Each chapter includes discussion questions meant to foster critical thinking and exercises to help students examine their professional plans and take what they're learning out of the classroom and into the real world; the book is indexed and contains endnotes for each chapter with references cited. The publisher (Fairchild Books) also offers an Instructor's Guide which includes branding-related news items and project suggestions. As an object, *Brand/Story* itself is very nice, printed on high-quality paper with a sturdy paperback binding.

This book brings a lot of critical thought to something which is supposed to be almost invisible; that is, the effect brands are supposed to have is primarily emotional, not intellectual, so it is fascinating to see the lens of academia turned on questions of why Abercrombie and Fitch chooses to have a shirtless male greeter alongside a fully-clothed female "chaperone" at their main store in New York or why Ralph Lauren might hire model Tyson Beckford to pose in his ads. At the same time, the language is accessible and clear; it never descends into opaque academic prose which obfuscates for the purpose of seeming more complex than it actually is.

If *Brand/Story* has one weakness, it's that it could use more photos to illustrate some of the steps in brand evolution it discusses. For example, the chapter on Vera Wang notes that she broke into styling Hollywood stars after Sharon Stone wore one of her dresses on the red carpet. It would be nice to have a picture of that dress to see what might have been so arresting about it.

This book would work well for students of retailing, design, and merchandising, especially if used in conjunction with a more general introductory text, such as *Understanding Aesthetics for the Merchandising and Design Professional* (Ann Marie Fiore, 2010).

**Call For Manuscripts**  
**Focused Special Issue of the *Clothing and Textiles Research Journal (CTRJ)***

**SUSTAINABILITY MARKETING CLAIMS AND  
CONSUMER BEHAVIOR**

Submission Deadline: **September 15, 2011**

Expected Sage Publication Date: Mid 2012 (Volume 2 or 3)

Editors:

Dr. Jung Ha-Brookshire, University of Missouri, habrookshirej@missouri.edu

Dr. Laurel Wilson, University of Missouri, wilsonl@missouri.edu

**Purpose**

The purpose of the focused issue is to encourage research and to provide a specific outlet for researchers to share empirical findings *concerning sustainability-related labels, claims, and indices and consumer behavior*.

As consumers' awareness in sustainability rises, businesses have been busy with supplying information related to green, eco-friendly, and sustainability-related claims, labels, and/or indices (Sustainability Marketing Claims hereafter). For example, Wal-Mart announced in 2009 that they would develop a worldwide Sustainability Index. The U.S. Outdoor Industry Association and the European Outdoor Group have also launched the Eco Index™ initiative. Inspection businesses, such as Intertek and Bureau Veritas, offer their own sustainability certification services. Similarly, NSF International and the Public Health and Safety Company™ have various certification programs in product assessment, process verification, and standard development categories. Although important, these efforts are highly fragmented and product-/industry-specific, leaving consumers ever more confused as to which labels or indices are truly beneficial to the environment and society.

In response to this chaos, on July 15, 2008, the U.S. Federal Trade Commission (FTC) hosted a workshop to examine developments in green building and textiles claims and consumer perception of such claims. In the opening remarks of the "Eco in the Market: Green Building and Textiles" session, the FTC chairman, William Kovacic (now a FTC commissioner) emphasized that today's consumers have greater awareness and preference for different types of products and services, demanding green and sustainable services and products. However, he said, due to many different types of green or environmental claims and labels available in today's marketplace, consumers' confidence about the legitimacy of such claims and labels are in jeopardy. Throughout the workshop, a host of panelists, including representatives of the Organic Trade Association, Patagonia, the Good Housekeeping Research Institute, Consumer Reports, Cotton Incorporated, and U.S. Customs and Border Protection also agreed that they would like to see improved labeling guidelines and policies from the FTC based on solid, peer-reviewed, objective research findings about consumer perceptions and behavior. To help answer these questions, ***we call for research manuscripts sharing findings concerning sustainability-related labels, claims, and indices and consumer behavior and perceptions***. Country of origin labeling is also considered sustainability-related as many of today's consumers use such information to help domestic or other country's economies. Research findings from quantitative, qualitative, or mixed method approaches are welcome.

**Plan**

We will follow CTRJ's existing style guidelines and review procedures (blind review). We will also require electronic submissions through manuscript central (<http://mc.manuscriptcentral.com/ctrj>). Guidelines are outlined in the Guide for Authors inside the cover of CTRJ and online through the ITAA website. Reviewers will be selected from the list of the CTRJ editorial board and an ad-hoc list of reviewers.

**Questions? Please contact the Editors if you have any questions.**



**Workshops:** Requesting proposals for workshops held at the beginning and close of annual conference. These may include presentations, panels, group discussions, invited speakers, or any other program which may be of interest to members. ITAA is now accepting proposals from resource vendors. Deadline for submission is February 1, 2011; author notification by March 18, 2011.

**Special Topic Sessions:** Requesting proposals for sessions to be held during the annual meeting. These may include presentations, panels, small group discussions, or any other program which may be of interest to members. Special Topic Sessions occur within the regular meeting schedule and should address broad issues and encourage dialogue and audience participation. Deadline for submission is February 1, 2011; author notification by March 18, 2011.

**Graduate Student Best Papers:** Graduate students are invited to submit full papers for the Graduate Student Best Paper competition. The competition is divided into two categories, master's and doctoral. A first and second place award may be given in each category. A student who wishes to participate must be currently enrolled in a graduate program or must have earned a graduate degree within the past 12 months. Students must be members of ITAA to be considered and must be ITAA members at the time of the annual meeting. Both first place winners will receive \$500 toward travel and hotel costs to attend the annual meeting and present their papers. Conference registration fees will be waived for the first place winners. Deadline for submission is February 1, 2011; author notification by March 18, 2011.

**Undergraduate Student Best Papers:** Undergraduate students are invited to submit papers based on original research for the Undergraduate Student Best Paper competition. The paper may be written and submitted by any undergraduate student or student team (3 member maximum) under the sponsorship of an ITAA faculty member. Students must be currently enrolled in textiles, apparel, merchandising, or related programs or have graduated from such a program within the last 12 months. The faculty member supervising the research is to be entered as faculty advisor. The Undergraduate Best Paper will be presented in oral format at the ITAA Annual Meeting. The student author(s) of the winning paper will receive \$500 to be used toward travel and hotel costs and conference registration fees will be waived for the first place winner. Deadline for submission is February 1, 2011; author notification by March 18, 2011.

**Research Presentations:** Scholars are invited to submit proposals to present original research papers at the ITAA annual meeting. Appropriate submissions include research studies and scholarship from diverse theoretical positions. Research must be completed at time of submission and may not have been published or reported at a national or regional conference prior to the ITAA Annual Meeting. Each paper must be presented by one of the authors in oral or poster format. Deadline for submission is April 1, 2011; author notification by June 30, 2011.

**Technical Design / Fashion Illustration / Textile Design - Of special interest for undergraduate students.** Scholars are invited to submit proposals to present original research **posters** at the ITAA annual meeting on Technical Design / Fashion Illustration / Textile Design. Appropriate submissions include design **research** from diverse positions, recognizing that design includes apparel, costume, textiles, accessories, functional and technical design, apparel product development, and fashion illustration. This call is for research only, and does not include the teaching of technical design or fashion illustration. Although the final poster can have a strong visual focus, the proposal should include a strong research focus. Research must be completed at time of submission and may not have been published or reported at a national or regional conference prior to the ITAA Annual Meeting. Each paper must be presented by one of the authors in oral or poster format. Deadline for submission is April 1, 2011; author notification by June 30, 2011.

**Teaching Presentations:** Scholars are invited to submit proposals to present papers on the creative teaching, curriculum strategies and best practices at the ITAA annual meeting. Papers should be reported in narrative form and may not have been published or reported at a national or regional conference prior to the ITAA Annual Meeting. Each paper must be presented by one of the authors in oral or poster format. Deadline for submission is April 1, 2011; author notification by June 30, 2011.

The author(s) of the papers with top scores in each track will be invited to expand their paper into a full article that will be resubmitted for "Paper of Distinction" (*previously Track Best Paper*). The expanded paper will undergo a second double-blind review, and papers that are considered worthy of the title of "Paper of Distinction" will be recognized during the annual conference.

(The **Design Call** for the Live and Mounted Gallery for the ITAA Annual Meeting will come at a later date.)