

1989 ITAA Fellow – Geitel Winakor



Geitel Winakor, Professor of Textiles and Clothing, Iowa State University, has been recognized As a Distinguished Professor in Home Economics at Iowa State where her dedication to research has resulted in a number of benchmark works in consumption economics of textiles and clothing. Notable among these are her model of the clothing consumption process, research on clothing expenditures adopted by the USDA for standard clothing budgets, and continuing updates of her valuable compendium of resources, Economics of Textiles and Clothing, a Bibliography. In ACPTC she has served on the National Board and on a variety of committees. She has been our conscience reminding us of what we ought to do, sometimes she has been the cheering section telling us to keep up the good work, sometimes she has been the gadfly irritating us enough to counter with a few creative thoughts of our own which was all she wanted in the first place. She is one of the most esteemed scholars in the field of textiles and clothing.