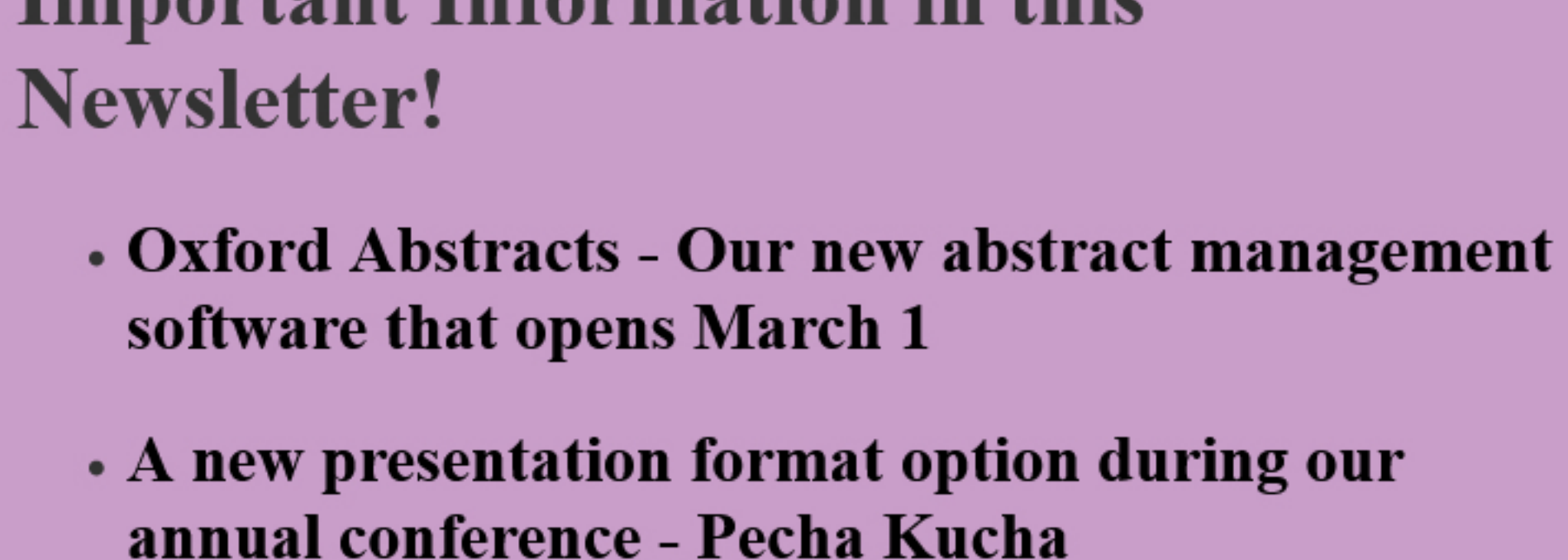




Supplemental February Newsletter

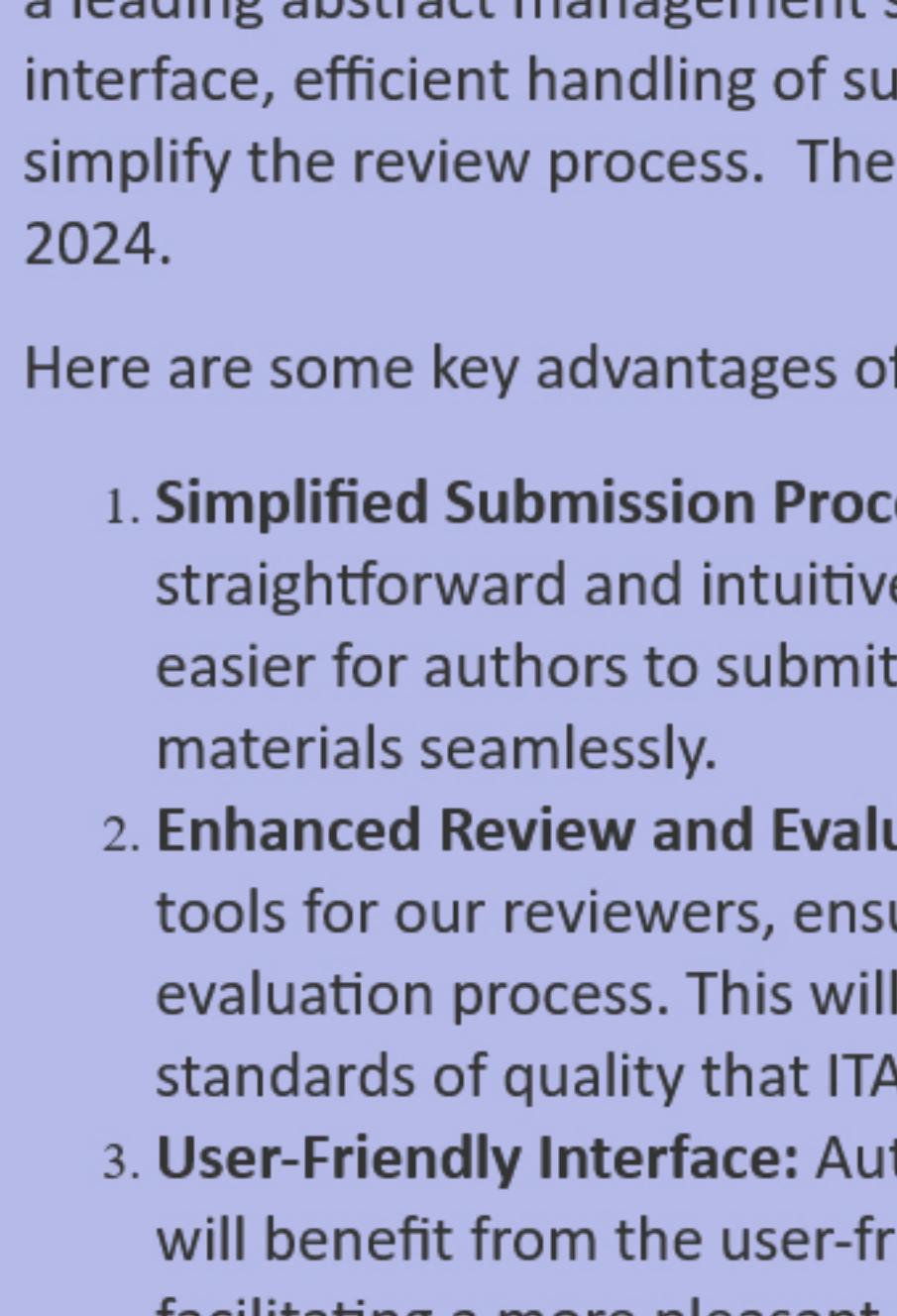
International Textile and
Apparel Association

Volume 47.1.2



Important Information in this Newsletter!

- **Oxford Abstracts - Our new abstract management software that opens March 1**
- **A new presentation format option during our annual conference - Pecha Kucha**
- **A report from our new Graduate Student Liaison, Khirul Basar Mim**
- **The new Margaret Rucker Awards available for 2024**
- **Submissions that are due April 1**



Exciting News: ITAA Submissions Now Being Processed Through Oxford Abstracts!

Jay Yoo, VP of Scholarship

We are thrilled to announce a positive change in our abstract submission process that will streamline and enhance the way we handle abstracts, reviews and presentations for the upcoming 2024 Annual Conference in Long Beach, California.

Starting this year, ITAA will be utilizing Oxford Abstracts as our submission platform for all abstract submissions. Oxford Abstracts is a leading abstract management system known for its user-friendly interface, efficient handling of submissions, and robust features that simplify the review process. The submission site opens on March 1, 2024.

Here are some key advantages of this transition to Oxford Abstracts:

1. **Simplified Submission Process:** Oxford Abstracts offers a straightforward and intuitive submission process, making it easier for authors to submit their abstracts and related materials seamlessly.
2. **Enhanced Review and Evaluation:** The platform provides robust tools for our reviewers, ensuring a smooth and efficient evaluation process. This will contribute to maintaining the high standards of quality that ITAA conferences are known for.
3. **User-Friendly Interface:** Authors, reviewers, and organizers alike will benefit from the user-friendly interface of Oxford Abstracts, facilitating a more pleasant and efficient experience for everyone involved.

To submit your abstract(s) for this year's conference, please visit the ITAA submission page (<https://itaasonline.org/page/SubmissionSite>), choose your submission category, follow the online instructions provided, and submit through the Oxford Abstracts platform using the unique link provided for each submission category.

We believe that this transition will enhance the overall experience for all participants in our conferences. We appreciate your cooperation and look forward to receiving your submissions on the new platform. If you have any questions or encounter any issues during the submission process, please don't hesitate to reach out to our Executive Director, Sherry Schofield at itaasherry@gmail.com.

New Presentation Format:

The Art of Pecha Kucha

Tracie Tung and Catherine Jai

2024 Conference Co-Chairs



To keep ITAA conferences evolving, we will be offering a new presentation format for the 2024 Conference in Long Beach, California, November 20-23 – Pecha Kucha. Pecha Kucha, pronounced "peh-chak-cha," is a unique and engaging presentation style that originated in Tokyo in 2003 and has since gained global popularity for its dynamic and concise approach.

So, what exactly is Pecha Kucha? Pecha Kucha, which translates to "chit-chat" in Japanese, is a presentation format that revolves around the concept of 20x20. Speakers showcase 20 slides, each displayed for 20 seconds, resulting in a total presentation time of 6 minutes and 40 seconds per presenter (<https://www.pechakucha.com/>). This concise structure encourages presenters to distill their content to its essence, fostering clarity and brevity in communication.

The key features of Pecha Kucha include:

1. **Speed and Precision:** Pecha Kucha is renowned for its rapid pace, challenging presenters to convey their ideas succinctly. This format demands precision and forces speakers to focus on the most crucial aspects of their message.
2. **Visual Impact:** With only 20 seconds per slide, presenters often rely heavily on visuals to complement their spoken words. This emphasis on visual storytelling captivates audiences and enhances the overall impact of the presentation.
3. **Diverse Topics:** Pecha Kucha is versatile and can be applied to a wide range of subjects, from business pitches and academic presentations to personal anecdotes and creative endeavors. This adaptability allows for a diverse array of content within the format.
4. **Engagement and Interaction:** The concise nature of Pecha Kucha keeps audiences engaged throughout the entire presentation. The format is particularly well-suited for events where multiple speakers share their insights, creating a dynamic and interactive atmosphere.

If you are interested in navigating this new presentation format, select this as your presentation format of choice when you submit your abstract. We anticipate having 2 concurrent sessions using this presentation style, for a total of 18 presentations. Only those who **self-select** this presentation format will be offered this unique opportunity. If you want to investigate further, I suggest you watch this YouTube video (<https://www.youtube.com/watch?v=32WEzM3LFhw>). All tracks are eligible; once the presenters are chosen, we will develop a logical presentation order. Whether you are a seasoned speaker or someone looking to explore new ways of sharing ideas, consider embracing the art of Pecha Kucha to captivate your audience and leave a lasting impression.

Graduate Student Liaison Report

By Khirul Basar Mim,
Graduate Student Liaison

kmim@itu.edu



Hello everyone! I am very excited to serve as the 2024 Graduate Student Liaison (GSL) and represent all the graduate students in ITAA. This is my first newsletter as the GSL, so I want to thank the amazing graduate student community for electing me as your representative. Also, I want to thank Luis Quijano and Danielle Honeycutt for their amazing work over the past years as GSL.

If you do not know me personally yet, I am from Bangladesh. There I used to work for garment factories as a merchandiser. Currently, I am a second-year doctoral student at Texas Tech University in the Hospitality and Retail Management department. My current research interests are transparency in the supply chain, sustainability, and consumer behavior. As the GSL, my aim is to create a supportive and engaging environment for all graduate students in ITAA.

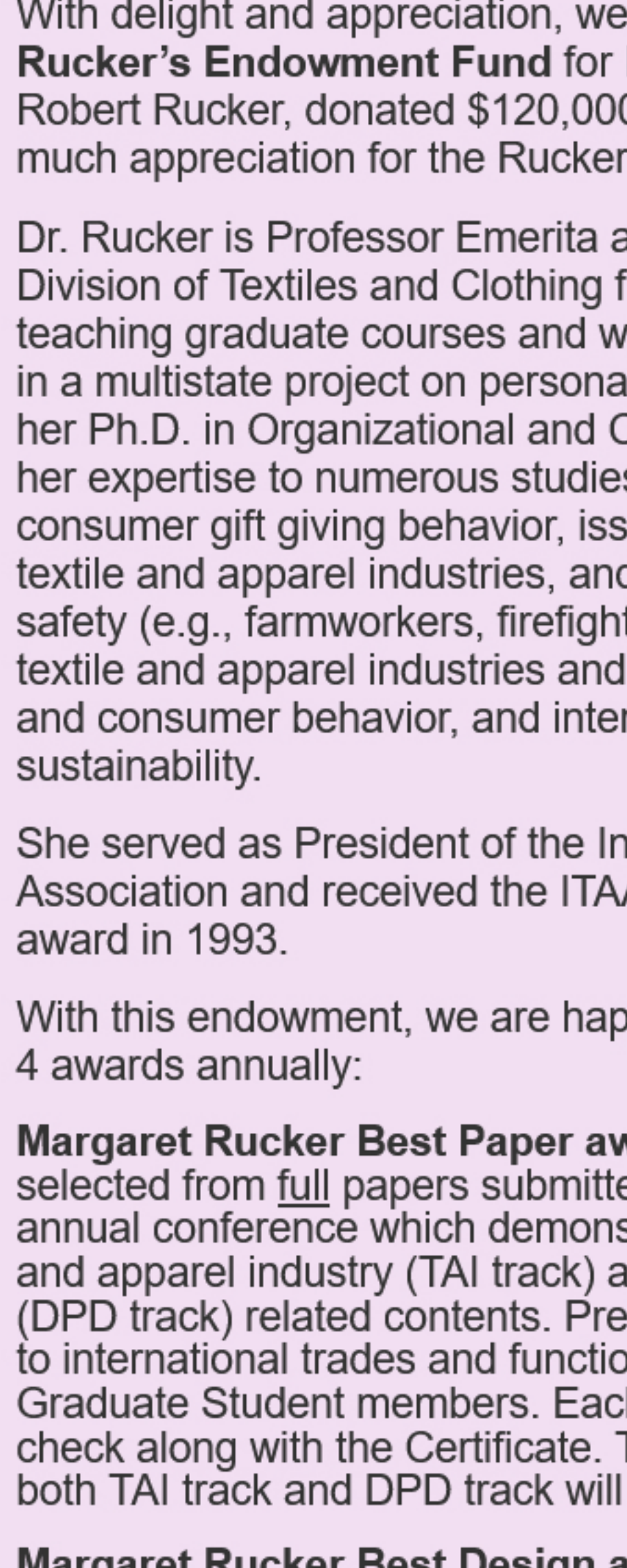
As graduate students, we have to maintain our work-life balance and manage many things such as study, work, and research. Sometimes this could be overwhelming. By getting connected with other graduate students who are on similar paths, we will be able to support each other. Also, we can share new ideas and learn from each other's experiences. Within ITAA, we have a very supportive graduate student community and I want to encourage you to get connected with us. Some ways to stay connected include the official Facebook group page for ITAA graduate students, "ITAA Graduate Students Online Community" and the official Instagram account @itaagradstudents.

In our social media groups, I will be continuously posting information related to submission deadlines, calls for papers, interesting research findings, industry news, conference highlights, and many more! You do not want to miss out on these amazing contents. Also, you can share your ideas and get suggestions from other graduate students on our social media groups.

As the GSL, my responsibility is to make our community stronger and represent the voice of the graduate students in the ITAA council. With that, if you would like to discuss any topics or share any ideas, please feel free to reach out to me.

In addition, I would like to announce an open call to find a new member for the ITAA Grad Social Media Sub-Committee. Further details will be posted on the Facebook and Instagram groups regarding this position. If you are interested, please contact me via email.

Let's have a great year together!



Welcoming Dr. Margaret H. Rucker's Endowment to ITAA

**Jung Ha-Brookshire,
President**

Dear ITAA members,

With delight and appreciation, we are announcing **Dr. Margaret H. Rucker's Endowment Fund** for ITAA. She and her husband, Dr. Robert Rucker, donated \$120,000 to ITAA earlier this year. We have much appreciation for the Rucker family and their support of ITAA.

Dr. Rucker is Professor Emerita at UC Davis, having served in the Division of Textiles and Clothing from 1977-2013 (and beyond in teaching graduate courses and working with students and colleagues in a multistate project on personal protective clothing). She received her Ph.D. in Organizational and Consumer Psychology and brought her expertise to numerous studies and publications related to consumer gift giving behavior, issues of social responsibility in the textile and apparel industries, and sustainability, as well as worker safety (e.g., farmworkers, firefighters). She taught courses on the textile and apparel industries and international trade, fashion retailing and consumer behavior, and interdisciplinary research on sustainability.

She served as President of the International Textile and Apparel Association and received the ITAA highest level of honor, ITAA Fellow award in 1993.

With this endowment, we are happy to announce that ITAA will make 4 awards annually:

Margaret Rucker Best Paper award: Up to two paper awards selected from full papers submitted to ITAA for presentation at the annual conference which demonstrate innovative approaches to textile and apparel industry (TAI track) and Design/Product Development (DPD track) related contents. Preference is given to the topics related to international trades and functional design. Open to Professional and Graduate Student members. Each awardee will receive the \$1,000 check along with the Certificate. The Paper of Distinction awards in both TAI track and DPD track will be considered for these awards.

Margaret Rucker Best Design award: Up to two design awards (one professional and one graduate level) will be selected from design scholarships accepted to be presented at the annual conference demonstrating innovative approaches to functional clothing design. Each awardee will receive the \$1,000 check along with the Certificate.

I know the Rucker family will look forward to celebrating your awards this year!

Conference Submission Site Now Open

Submit your abstracts by April 1, 2024 for

- Research, Teaching and Concept Abstracts
- Curatorial Exhibitions
- Visiting Scholar
- Nancy Rutherford Teaching Innovation Award
- Student Best Paper

Go to our Submission Page to submit your abstracts, papers, and nominations

<https://itaasonline.org/page/SubmissionSite>

The next newsletter will come out on April 1.

**If you have articles to include, please send to the
Executive Director, itaasherry@gmail.com, by March
15th for inclusion.**

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