



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

SEAMS President Spotlight - Q&A with our President

Britt Moore aims for continued SEAMS growth and expansion during his term.

Note: Following is a Q&A with SEAMS President Britt Moore, Vice President of Sales & Customer Support at Minnesota Knitting Mills (MKM). Moore will hold the gavel as President for the first-time next week at SEAMS Spring Networking Conference in Myrtle Beach, SC.

SEAMS: Britt, you recently took the reins as SEAMS President. Please speak to the privilege of leading such an esteemed organization in our industry.

Moore: The rich history and knowledge encompassed by the SEAMS organization and its members is something that benefits everyone in the textile industry, and it's an honor to be part of the leadership of the SEAMS organization. The leadership of SEAMS has always been very strong and forward-thinking, and I hope to continue that tradition.

SEAMS: Tell us a little about your company and your background and involvement in the textile/apparel/cut-and-sew industry.

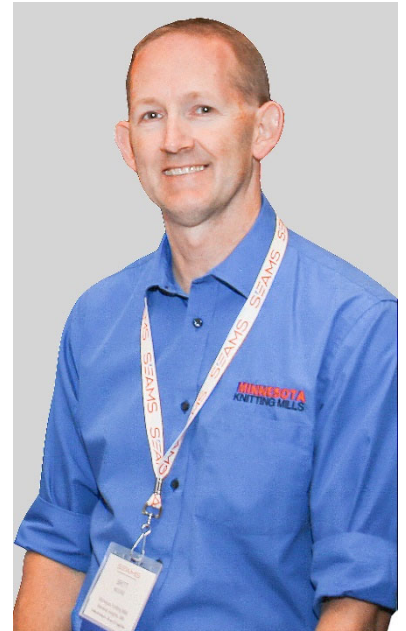
Moore: Minnesota Knitting Mills is a 116-year family-owned company that specializes in circular knitting products in the consumer, medical, industrial and military industries. To have a history of over 100 years in the textile industry, it is essential to have close relationships with competitors and customers alike. With my background of relationship building, I am always looking to expand on our connections to other industry professionals and resources – and SEAMS is the perfect association to make these connections.

SEAMS: What are your goals for the association during your time as President?

Moore: My goals for the next couple of years are to continue the growth of SEAMS membership across the U.S. by ensuring that SEAMS is viewed as the most welcoming and valuable association for US textile companies. This includes expansion of networking, tools for sourcing and an expanded number of events for SEAMS members – including additional SEAMS Pavilions at industry trade shows.

SEAMS: SEAMS has a lot of “moving parts” that make it successful, especially those who step up to serve in officer and director roles. Please comment on how your colleagues in leadership are supporting you and your goals.

Moore: The member companies are the real backbone of the association, as they spend countless hours and resources to help other SEAMS members as well as the association itself. The Board of Directors then works to ensure that this effort is fully supported to ensure that SEAMS continues to be a prominent voice in the textile industry. Whether the ask is large or small, members and Board Members





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are willing to support one another.

SEAMS: Please speak to the leadership of your predecessor, Ron Roach of Contempora Fabrics, having worked closely with him the last few years. And how did he help ease the transition for you to the presidency?

Moore: If there is a more natural and vision-based leader in the textile industry, I haven't met them. Ron carries with him a vision of what is needed to support the textile industry and can easily communicate this vision to anyone inside or outside of the industry. Aside from being a leader, Ron is one of the most well-meaning people I have ever met and has supported myself (as well as everyone on the BOD) for as long as I have been part of SEAMS. I am lucky to have him as a mentor in my current position.

SEAMS: The industry is currently experiencing an economic downturn, of course. Why – especially during times like these – is being a SEAMS member and participating in its activities important?

Moore: No company is an island, and in this economic climate no company can fight the current headwinds of the textile industry alone. The connections that are made by attending SEAMS events are invaluable for our members, as it allows them to build a network that can provide support and guidance through difficult times as well as allow for new solutions to be developed.

SEAMS: How long have you attended SEAMS meetings, and what compelled you to serve the organization?

Moore: Minnesota Knitting has been a member of SEAMS for many years, and I have attended SEAMS events as long as have been with Minnesota Knitting. To see the amount of effort being put forth by the other member companies was very inspiring and something that I think anyone would want to be part of. In addition, I wanted a way to help all our members that have historically supported Minnesota Knitting over the last few decades.

SEAMS: What is your elevator speech for prospective members?

Moore: If you need connections, knowledge or support within the textiles industry, the SEAMS Association and events are the best ways to find all three. SEAMS members cover the breadth of the textile industry, and you will likely see them at the next industry event, providing support and guidance for anyone that has questions.

SEAMS: Tell us what keeps you up at night and what drives you during the day, from an industry/SEAMS standpoint? And along those lines, what are your thoughts on the future of the industry and next-generation development both within SEAMS and as an industry?

Moore: The impact of offshore production has been, and will continue to be, the biggest issue affecting the U.S. textile industry for the foreseeable future. While there has been a push by some consumers to "Buy American," it has not stopped the dumping of cheaply made products in the U.S. that continue to be consumed by the U.S. market. In order to combat this offshore production and bipolar consumer demand, it requires a daily effort to ensure that products made in the U.S. are of the highest quality

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while ensuring offshore manufacturers are not circumventing the trade laws. The next generation is more aware of these issues, which provides hope and support that the “Buy American” narrative will turn into more action from consumers.

SEAMS: In a week or so, SEAMS is holding its first of two networking conferences this year. Tell us a little about the program and what attendees expect.

Moore: I’m biased of course, but I don’t think there are better networking events in the industry than SEAMS Conferences. The conferences include all areas of the supply chain – from fiber production through cut and sew – which allows attendees to better understand the needs and issues of the industry but also develop complete solutions. Expect a welcoming, relaxed atmosphere where any attendee can find new ideas to solve their current questions while dramatically expanding your network. Presentations at the conferences are engaging and include relevant and real-life industry topics that apply to companies, supply chains, and anyone connected to the textile industry.