



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

"Stronger Together: SEAMS Embraces Collaboration to Drive Industry Unity and Innovation"

By Devin Steele

Last year, the Alphabet Soup Collective – a collaboration of associations representing the global sewn products, textile, apparel and nonwovens textiles industries – was formed, and SEAMS dived headfirst into this effort.

SEAMS leadership has participated in two in-person meetings of the Collective – at Techtextil North America in Raleigh last August and at Texprocess Americas in Atlanta in May – and a number of monthly virtual meetings. Our members also have turned out in full force at two networking events between the 11 associations – at the Alphabet Soup Shindig at Whisky Kitchen in Raleigh last year and the Opening Night Reception at Der Bier Garten in Atlanta last month.

And, according to all reviews from our members, these gatherings that put industry representatives who typically might not be present in the same room were home runs that sparked conversation and forged friendships and business relationships.

This collaboration resulted from the associations' desire to work more collaboratively on industry initiatives and events that are beneficial to all of their respective memberships. The aims of the Collective are to:

- Bridge gaps in the various sectors of these soft goods industries' supply chains;
- Leverage the massive brain trust and expertise that exists among the association partners, sharing knowledge, ideas and resources as needed to better the industry;
- Identify ways to better support members through education and networking; and
- Coordinate industry calendars to avoid overlap on events and ensure industry stakeholders receive the best possible value from their invested time and resources.

SEAMS was among the first groups to take these goals to heart and begin to figure out a way to reduce the number of events in the industry while collaborating with other groups. Our members certainly have embraced the concept.

"This is more than a partnership – it's a reimagining of how our industry connects," said Will Duncan, Executive Director of SEAMS. "The Alphabet Soup Collective brings together diverse voices and unique expertise, and we believe that by breaking down traditional silos, we can better serve our members, foster innovation and shape a more unified future for the sewn products and textile industries."

Fabricating the Future Annual Conference

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Turning an idea into action, SEAMS reached out to the AATCC about the possibility of a joint conference – and, after an exploratory meeting – both groups loved the idea and wanted to move forward.

And the SEAMS/AATCC Fabricating the Future Annual Conference was born.

The inaugural [Fabricating the Future Annual Conference](#) will take place October 5-7 at The Westin Savannah Harbor in Savannah, GA, and we strongly encourage you all to participate in this landmark experience. The conference will offer a unique blend of shared and segmented programming, delivering the best of both worlds. It promises to bring together an eclectic mix of professionals across disciplines.

Key advantages of Fabricating the Future include:

- Cross-pollination of ideas by bringing together professionals from overlapping but distinct sectors who might not otherwise meet;
- Inclusion of major retailers and brands, adding a critical layer of insight and industry alignment;
- Reduced travel burden and cost by combining two conferences into one, giving companies more value for fewer trips;
- Elevated programming with high-caliber keynote speakers, engaging receptions and unique networking experiences – including a scenic river cruise;
- Focused breakout sessions, allowing each association to conduct its own business meetings while still benefiting from the broader shared experience.

We're diligently working to finalize the program, but two sought-after speakers who will address the joint associations have committed: Kim Glas, President & CEO of the National Council of Textile Organizations (NCTO); and Roger Tutterow, Ph.D., Professor of Economics at Kennesaw State University, where he holds the Henssler Financial Endowed Chair. The event will include insightful sessions covering trade, AI and the Made in America movement.

Further networking opportunities will occur on Sunday, October 5 when members of both associations will hop aboard a **Riverboat Dinner Cruise for two hours food, drink, music, fun and** an unforgettable tour of the historic waterfront city.

And we're excited to announce that an **Alphabet Soup Reception** (included with your registration) will take place **Monday, October 6 from 6 - 9 pm**, providing registrants an opportunity for an evening of great company, music, karaoke and fun as we unwind and celebrate together.

And we invite you to come in early for **SEAMS Golf Tournament and Networking** and the Westin's 18-hole PGA Championship Golf Course starting at 7:30 a.m. on **Sunday, October 5**.

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The tournament includes contests and prizes, so come with your game hat on. Your next great shot could earn you one of our 10K reward opportunities!

SEAMS Golf Sponsorships are available at various levels to meet budgets, and each provides great exposure throughout the conference with branding, connections and more. Check out the variety of golf sponsorships designed to meet your budget and goals, secure the best sponsorship for your company, complete the [Golf Sponsorship Form](#) and return it to Kim Nicholson at nicholk@aatcc.org.

The Alphabet Soup Collective underscores SEAMS' continued leadership in fostering innovation, reducing redundancy and prioritizing what matters most: meaningful, measurable value for members.

We strongly encourage all SEAMS members – and partners across the soft goods value chain – to mark their calendars and make plans to attend this unprecedented event.