

ROSETTA S. LaFLEUR, PH.D.

Associate Professor

Department of Fashion & Apparel Studies
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EDUCATION

Doctor of Philosophy	University of Tennessee, Knoxville, Tennessee
Master of Science	Louisiana State University, Baton Rouge, Louisiana
Bachelor of Science	Southern University, Baton Rouge, Louisiana

PROFESSIONAL EXPERIENCE

Summer 2008	Merchandise Planning Educational Consultant Jos. A. Banks Men's Clothier Owens Mills, MD
Summer 2003	Curriculum Review Consultant Berkeley College West Paterson, NJ
Fall 1997 – 2001	Director of Student Services and Undergraduate Activities Department of Consumer Studies University of Delaware
Spring 1997	Faculty Director- University of Delaware Paris Semester Paris, France
Summer 1990	Visiting Professor Department of Design and Merchandising University of Vermont Burlington, VT
Fall 1988	Director, University of Delaware's Semester in London Program
Summer 1986	Educational Consultant, Microdynamics, Inc. Dallas, Texas 75238

Sept. 1983 - Present	Associate Professor, College of Human Resources Department of Fashion and Apparel Studies (<i>formerly Consumer Studies</i>) University of Delaware, Newark, Delaware 19716
Sept. 1983 - Present	Faculty Liaison, Fashion Institute of Technology Visiting Student Program University of Delaware, Newark, Delaware 19716
Jan. 1982 - Sept. 1983	Associate Professor of Home Economics West Virginia State College Institute, West Virginia
Jan. 1981-Dec. 1981	Graduate Assistant, Department of Textiles, Merchandising and Design, University of Tennessee
1978 - Dec. 1980	Associate Professor of Home Economics West Virginia State College
1975 - 1977	Doctoral Student Graduate Teaching Assistant University of Tennessee, Knoxville

INTERNATIONAL/DOMESTIC TRAVEL/STUDY TEACHING EXPERIENCE

Paris, France and London, England (Jan.2008). Course taught—*Couture-derived apparel and fashion products.*

Paris, France and Barcelona, Spain (Jan.2006). Course taught—*International merchandising strategies of apparel and fashion products.*

Paris, France and Barcelona, Spain (Jan.2005). Course taught—*International merchandising strategies of apparel and fashion products.*

Paris, France and Milan, Italy (Jan.1999). Course taught-- *European merchandising strategies.*

Paris, France (Spring, 1997). Faculty Director. Course taught—*Survey of French apparel and interior products*

Paris, France and Milan, Italy (Jan. 1995). Course taught-- *European merchandising strategies.*

London, England (Fall 1988). Course taught--*Product Knowledge-British manufacturers and retailers*

Paris, France and Milan, Italy (Jan. 1987). Course taught-- *Design and merchandising of French apparel and interior products*

Dallas/Denver/Los Angeles (Jan. 1988). Course taught-- *Domestic apparel marts, similarities and differences*

TEXTBOOK

LaFleur, R. (2010). *Merchandise planning workbook*. New York: Fairchild.

PUBLICATIONS AND PRESENTATIONS

Lopez-Gydosh, D. and LaFleur, R. (2010), "*Then and Now: Exploring the Evolution of Haute Couture, a Fashion History and Merchandising Project*". International Textile and Apparel Association Meeting, Montreal, Canada

Kim, H.S. and LaFleur, R. and Schaeffer, K. (2008). "*A multi-course collaborative project: Using technology to learn*". Journal of Family & Consumer Sciences, 100 (3), 34-41.

LaFleur, R. with Kim, Hye-Shin and Schaeffer, K. (April 17, 2008). "*Technology and decision-making: simulating industry practice in the classroom*". Poster presentation, Lilly East Conference, University of Delaware, Newark, DE

LaFleur, R. (2008). "*Increasing cultural awareness: Using African-American art as source for textile and apparel design inspiration*". International Textile and Apparel Association Meeting, Chicago, IL

LaFleur, R. with Kim, Hye-Shin and Schaeffer, K. (2005). "*Development of a technology enhanced multi-course project to connect concepts among courses*". International Textile and Apparel Association Meeting, Alexandria, VA

LaFleur, R. (2004). "*Metallic fan*". Clothing and Textiles Research Journal, 22 (3), 149-150.

LaFleur, R. and Kallal, M. J. (2004). "*Strategy for exposing students to concepts, perspectives and models of E-commerce in the fashion industry*". International Textile and Apparel Association Meeting Proceedings 2004, Savannah, GA

LaFleur, R. and Kallal, M. J. (1997). "*An instructional model for integrating design and merchandising courses*". International Textile and Apparel Association Meeting Proceedings 1997, Knoxville, TN

LaFleur, R. and Belleau, B. (1997). "*African-American men attitudes toward apparel and the media*". International Textile and Apparel Association Meeting Proceedings 1997 Knoxville, TN

LaFleur, R. with Marie Ray (1996). "*African-American converts--an exploratory study of clothing practices*." International Textile and Apparel Association Meeting Proceedings 1996, Banff, Alberta, Canada

LaFleur, R. with Bonnie Belleau (1996). "*African-American women attitudes toward apparel and the media*." International Textile and Apparel Association Meeting Proceedings 1996 Banff, Alberta, Canada.

- LaFleur, R. (1993). "*Strategic planning as a framework for incorporating French resource persons into an international travel/study course.*" International Textile and Apparel Association Meeting Proceedings 1995, Pasadena, CA
- LaFleur, R. (1993). "*Instructional linkage of design and merchandising processes using a problem-based learning approach.*" International Textile and Apparel Association Meeting Proceedings 1995, Pasadena, CA
- LaFleur, R. and Cross, N. (1994). "*Far east consumers--Factors that predict the importance of made in the USA label.*" International Textile and Apparel Association Meeting Proceedings 1994, Minneapolis, MN
- LaFleur, R. (1993). "*Manufacturer-sponsored logo design competition as instructional strategy for merchandising students.*" International Textile and Apparel Association National Meeting Proceedings 1993, White Sulphur Springs, WV.
- LaFleur, R. (1992). "*Relating textile properties to product development for merchandising and design students.*" International Textile and Apparel Association National Meeting 1992, Columbus, OH.
- LaFleur, R. with Kallal, J. (1991). "*Providing global perspectives in apparel design and fashion merchandising.*" International Textile and Apparel Association Proceedings: National Meeting 1991, San Francisco, CA.
- LaFleur, R. (1990). "*Socio-demographic differences in consumers' interest use and knowledge of clothing label information.*" Association of College Professor of Textiles and Clothing Proceedings: National Meeting 1990, Denver CO.
- LaFleur, R. (1989). "*A model for planning experiential activities for fashion merchandising curricula*" Association of College Professor of Textiles and Clothing Proceedings: National Meeting 1989, Atlanta GA.
- LaFleur, R. (1988). "*Linking design and merchandising program areas through computer-aided graphic design of private label.*" Association of College Professor of Textiles and Clothing Combined Proceedings: Central, Eastern and Western Regional Meetings.
- LaFleur, R. (1987). "*Increasing students' awareness of job performance ratings in retailing.*" Association of College Professor of Textiles and Clothing Combined Proceedings: Central, Eastern and Western Regional Meetings.
- LaFleur, R. (1985). "*Clothing attitudes of retired men as related to participation in activities and life satisfaction.*" Association of College Professors of Textiles and Clothing Combined Proceedings: Central, Eastern and Western Regional Meetings.
- Kelley, E. A., Daigle, C. W., LaFleur, R. S., Wilson, L. J. (March 1974). "*Adolescent dress and social participation.*" Home Economics Research Journal, 2, (3).

Kelley, E. A., Daigle, C. W., LaFleur, R. S., Wilson, L. J. (June 1973). "*Clothing acquisition and use practices of early adolescents.*" Louisiana State University Agricultural Experiment Station, Home Economics Research Report No. 2.

CREATIVE DESIGN

LaFleur, R. (October, 2010). "*Amalgamated Anemones*". Finalist, International Textile and Apparel Association Design Competition, Montreal, Canada

LaFleur, R. (November, 2009). "*Diamond Back Cocktail Dress*". Finalist, International Textile and Apparel Association Design Competition, Bellevue, WA

LaFleur, R. (November, 2009). "*Maasi Echo*". Finalist, International Textile and Apparel Association Design Competition, Bellevue, WA

LaFleur, R. (November, 2008). "*Gilded Cage*". Finalist, International Textile and Apparel Association Design Competition, Chicago, IL

LaFleur, R. (November, 2007). "*Metro Retro*". Finalist, International Textile and Apparel Association Design Competition, Los Angeles, CA

LaFleur, R. (November, 2006). "*Egyptian Fantasy*". Finalist, International Textile and Apparel Association Design Competition, San Antonio, TX

LaFleur, R. (November, 2006). "*Caged Birds*". Finalist, International Textile and Apparel Association Design Competition, San Antonio, TX

LaFleur, R. (November, 2005). "*Mixed Messages*". Finalist, International Textile and Apparel Association Design Competition, Alexandria, VA

LaFleur, R. (November, 2005). "*Olive Grove Morning Dress*". Finalist, International Textile and Apparel Association Design Competition, Alexandria, VA

LaFleur, R. (November, 2004). "*Ballerina Basket*". Finalist, International Textile and Apparel Association Design Competition, 2004, Portland, OR

LaFleur, R. (November, 2003). "*Eastern Breeze*". Finalist, International Textile and Apparel Association Design Competition, 2003, Savannah, GA

LaFleur, R. (November, 2001). "*Battle Cry*". Finalist, International Textile and Apparel Association Design Competition, 2003, Kansas City, MO

LaFleur, R. (November, 2001). "*Wind Sock*". Finalist, International Textile and Apparel Association Design Competition, 2003, Kansas City, MO

LaFleur, R. (November, 2000). "*Metallic Fan*". Finalist, International Textile and Apparel Association Meeting Proceedings 2000, Cincinnati, OH

LaFleur, R. (November, 1999). "*Cascading Irises*". Finalist, International Textile and Apparel Association Meeting Proceedings 1999, Santa Fe, MX

CREATIVE DESIGN AWARD

Outstanding Faculty Designer Award. *"Metallic Fan.* International Textile and Apparel Association 2000, Cincinnati, OH

SUPERVISION and SPONSOR OF UNDERGRADUATE SCHOLARLY ACTIVITY

am Ende, Erin (Summer/Fall 2007). *"Using African-American art as a source of inspiration for textile surface design.*

Ray, M. (Fall 1994-/Spring 1995). *"Clothing use and preferences among Muslims."*

Cross, N. (Fall 1993 /Spring, 1994). *"Survey of a label readership among Hong Kong consumers."* Results of the survey presented at ITAA International Meeting.

Rinehart, M. (Fall/Spring, 1986). *"Retired men's satisfaction with retail products in New Castle County."* Funded by Undergraduate Research Grant.

Doberenz, A. (Spring, 1985). *"Pucker-up, a survey of lipstick advertisements."* Selected for presentation by student at DHEA Annual Meeting.

GRANTS

LaFleur, R. (October. 2010). \$750 *"International Travel Award"* Grant from the Center for International Studies, University of Delaware.

LaFleur, R. (November. 2010). \$665 *"Faculty Research Enrichment"* Grant from the College of Arts and Sciences, University of Delaware.

LaFleur, R. (Apr. 2009). \$3,122 *"Development of new study abroad program in Africa"* Grant from the Center of International Studies, University of Delaware.

LaFleur, R. (Sep. 2006). \$150 Travel Awards Grant from the Commission on the Status of Women, University of Delaware.

LaFleur, R. (Sep. 2005). \$200 Travel Awards Grant from the Commission on the Status of Women, University of Delaware.

LaFleur, R. with Kim, H. and Schaeffer, K. (Fall. 2003). *"Analysis of information flow in the development, merchandising and marketing of apparel products"*. \$1,500 faculty industry award funded by Fairchild Publications.

LaFleur, R. (Summer 2002) *"Implementing a new merchandise planning system"*. \$ 11,000 funded by Office of the Dean College of Human Resources, University of Delaware.

LaFleur, R. with Kim, H. and Schaeffer, K. (Fall. 2002). *"Using technology to enhance understanding of connections among courses"*. \$57,000 funded by Technology-Enhanced Course Redesign Grant Program, College of Human Services, Education, and Public Policy, and the Department of Consumer Studies, University of Delaware.

LaFleur, R. with Kallal, J. (Fall.2000) *"Exposing undergraduate fashion merchandising and apparel design students to concepts, perspectives and strategies of e-commerce in the fashion industry"*. \$ \$7,500. Grant funded by Office of the Dean College of Human Resources, University of Delaware.

LaFleur, R. (Sep. 2001). Travel Awards Grant from the Commission on the Status of Women, University of Delaware.

LaFleur, R. (Sep. 1997). Travel Awards Grant from the Commission on the Status of Women, University of Delaware.

LaFleur, R. with Kallal, J. (Jan. 1993). *"Establishing a textile, design and merchandising center in the Department of Textiles, Design and Consumer Economics."* \$ 40,000. Grant funded by Office of the Provost and Dean, College of Human Resources, University of Delaware.

LaFleur, R. (Sept. 1993). Travel Grant from the Office of Women's Affairs, University of Delaware.

LaFleur, R. (Sept. 1992). *"Implementing ARTHUR merchandise planning as instructional technology in the fashion merchandising curriculum"* -- hardware acquisition. \$15,425 Grant funded by Office of the Provost, University of Delaware.

LaFleur, R. (July 1992) *"Auto identification teachers' institute"* at Ohio University. \$400 Grant covered a one-week Teacher's Institute focused on automatic data collection used in retailing and other industries. Funded by AIM USA.

LaFleur, R. Sept. (1991). *"ARTHUR merchandise planning and faculty training."* \$130,000 in software packages, faculty training and technical support. Funded by Comshare, Inc. Ann Arbor, MI and Comshare Retail Division, Wilmington, DE.

LaFleur, R. (Dec.1987). *"Developing a computer assisted learning experience in fashion merchandise planning."* \$500 Grant Proposal funded by the Center for Teaching Effectiveness, University of Delaware.

LaFleur, R. (Nov. 1986). *Establishing a visiting student program with the London College of Fashion in London, England.* \$500. Grant Proposal funded by Office of International Programs, University of Delaware.

WORKSHOP PRESENTATIONS

LaFleur, R. (2005). *"RAPID Merchandise Planning Workshop."* International Textile and Apparel Association National Meeting 2005, Alexandria, VA

LaFleur, R. and Elliott, C. (1993). *"ARTHUR Product Planning Workshop."* International Textile and Apparel Association National Meeting Proceedings 1993, White Sulphur Springs, WV.

LaFleur, R. with Kallal, J. (1994). *"Using technology to enhance instruction: Apparel product development."* ITAA Pre-conference Workshop. October 18, 1994.

INVITED TALKS AND PRESENTATIONS

LaFleur, R. (Aug. 1997). *"Introduction and use of specification programs in the merchandising curriculum at the University of Delaware"*. Invited Panelist, CAD Expo-National Knitwear and Sportswear Association.

LaFleur, R. (1996). *"Research in cultural diversity: Implications for Teaching and outreach in Canada and the U.S."* Invited Panelists ITAA International Meeting in Banff, Alberta

LaFleur, R. (Oct. 1993). *"Opportunities for minorities in the apparel industry and the role of universities in meeting the needs."* Keynote Speaker, Network for Black Apparel Industry Professional, Annual Meeting, Atlanta, GA.

LaFleur, R. (Oct. 1990). Discussion Leader, *"Use of computers in merchandising programs."* Association of College Professor of Textiles and Clothing National Meeting 1990, Denver, CO.

LaFleur, R. (Nov. 1986). *"Your personal and professional development --Strategic planning concepts."* Talk presented to Student Member Section of Delaware Home Economic Association, Delaware State College, Dover, DE

LaFleur, R. (Aug. 1986). *ADS Instructional Packet*. Developed for Microdynamics' Apparel Design Systems 100 Training Program. Dallas, TX

LaFleur, R. with Lamb, J. (March 1985). *"Developing a career marketing strategy."* Presented at Delaware Home Economics Annual Meeting, Newark, DE

PROFESSIONAL DEVELOPMENT

Fellow (June. 2005). Faculty Summer Technology Institute, Center for Teaching Effectiveness, University of Delaware. Newark, DE

Workshop Participant (Nov. 2004). *Lectra's CAD U4ia system*. Training covered development of wovens, knits and yarns. Training provided by Kathryn Kock and Tanya Domina in Portland, OR

Workshop Participant (Aug. 2004). *Lectra's Kaledo style design system*. Training covered use of design system drawing program to create styles, sizing and component information. Training provided by Lectra

Training Seminar (Summer 2002). One week training related to *Arthur assortment planning software...* Training provided onsite at JDA headquarters in Chicago

Arthur Training Seminar (September 2002). Update training related to *Arthur Rapid product planning system* used for instruction in fashion merchandising course. Training provided onsite at JDA headquarters in Chicago.

Workshop Training for use of Laser Cutter (Spring 2001). Training covered safety, hardware and software related to PLC Laser Cutter Systems. Training provided by University of Delaware College of Engineering staff

Faculty Internship (Spring 2000). in New York, NY. Product presentation and vendor negotiations during market. Training provided by St John Knits.

E-Commerce Symposium (March 2000). sponsored by Andersen Consulting, New York City

University of Delaware WebCT Training Workshop (Summer 2000). University of Delaware

Bobbin Show E-commerce Seminar (August, 2000). Atlanta, GA

Fellow (June 1998). Institute for Transforming Undergraduate Education, University of Delaware, Newark, DE

Computer and Software Training (Jan. 1998). User Training - *Prostyle* Software- Lectra Computer System. Training provided by Lectra Inc.

Computer and Software Training (Jun. 1996). *HTML webpage development workshop*. Sponsored by Academic Computing and User Services, University of Delaware.

Invited Workshop Participant (Oct. 1995). "*Artificial-life simulation*". Sponsored by The National Textile, Auburn University.

Computer and Software Training (Apr.1995). Administrators and User Training - *ARTHUR merchandise planning* software. Training provided by Comshare, Inc. Wilmington, DE.

Computer and Software Training (July 1994). in Camden, ME. User Training- *Style Manager Software* for industry and academia. Training provided by Animated Images, Inc.

Faculty Internship (Jul. 1993). in Mahwah, NJ. *Product planning using ARTHUR merchandise planning software for planning shoe production and distribution*. Training provided by Meldisco

Auto Identification Teachers' Institute (July 1992). Training covered *Automatic data collection* used in retailing and other industries and implementing bar code technology on personal computer systems. Training provided by AIM USA. Ohio University.

Faculty Training (June 1992). Training covered hardware and software use and maintenance related to *Microdesign Computer Systems* used in industry and academia. Training provided by Microdynamics, Inc. Dallas, TX

Faculty Training (Sept. 1991 - Present) in Wilmington, DE. Training covers the use of *ARTHUR merchandising planning* software version 3.1 and Window's version released in Fall, 1994. Training provided by Comshare, Inc.

Computer and Software Training (Oct. 1986). "*Strategic retail management microcomputer simulation*." Training provided by Dr. Jack Gifford. Miami University, Oxford, Ohio.

Workshop Participant (June 1985). *"Equal opportunity: A legitimate ideal or cruel hoax."*
Sponsored by Center for the Study of Values, University of Delaware.

UNIVERSITY and COMMUNITY SERVICE ACTIVITIES

Chair-African Heritage– Fall 2010

Member- University of Delaware Diversity and Equity Commission -Fall 2010

Chair- FASH Undergraduate Studies Committee- Spring 2010- Present

Liaison, FIT Visiting Student Program- 1982- Present

Board of Homeward Bound Inc. –Jan 2008 –Fall 2010

African Heritage Caucus Board Member – Fall 2007- Present

CHEP Human Subject Review Committee – Fall-Spring 2008

FASH Promotion & Tenure Committee – Fall 2007

FASH Advisory Board Liaison – Spring 2008

FASH Undergraduate Studies Committee Fall 2009

FASH Search Committee-Irma Ayers Professorship - Fall 2005-Spring 2006

CHEP College Council Committee Member –Spring 2006

FASH Human Subjects Committee Fall 2005-Spring 2006

CNST Undergraduate Studies Committee Fall 2004-Spring 2005

CNST Director of Undergraduate Services and Events 1999- 2004

CNST Undergraduate Studies Committee 2003-Present

Faculty Liaison, FIT Visiting Student Program. 1982- Present

CNST Chair's Advisory Committee 1999

CHEP Student Service Committee 1997-01

Committee on Committees and Nominations, 1995-97

AAUP Steering Committee, Fall, 1995

A.I. Dupont Scholarship Committee, 1984-97

Center for Teaching Effectiveness Advisory Committee, 1993 – 95, 1999

Special Sessions and International Studies Advisory Committee, 1989 - 92

Public Relations Committee, 1998-01

Peer Review Committee, 1992, 1996

Periodic Review of Department Chair Committee, 1991

Promotion and Tenure Committee, 1990, 2001

Search Committee, Apparel Design Position, 1994

Search Committee, Textile Science Position, 1990 - 91

Search Committee, Department Chair, 1991

Faculty Liaison for Department's Imitative Linking with 2-year Institutions, 1995-2000

Faculty Liaison for International Programs Fashion Option, 1989-95

Faculty Liaison for Fashion Institute of Technology Visiting Student Program, 1983-01

Director of Student Services, 1997- 01

Facilitator, Textile Science Course Review, 1991 - 92

Facilitator, Curriculum Review for Apparel Design and Merchandising, 1989 - 90

Facilitator, Department's Workload Policy Committee, 1989

Chair, Department's Course Integration Committee, 1994
Chair, Peer Review Committee, 1990

College Representative, Delaware Preview Day, 1994
Panel Member, Honor Student Orientation, 1991
TDCE advisor to the University's Honor's Program, 1989 - 91
CADesign Laboratory Manager, Fall, 1990

Service to Professional Associations Agencies

Pre-Conference Tour Organizer, ITAA Annual Meeting, 2002
Presider, Plenary Session, ITAA Annual Meeting, 1993
ITAA's 4-Year Institution Committee, 1991-1992
Reviewer for the Journal of Home Economics, 1989 - 1992
Reviewer, West Educational Publishing Inc., 1990
Facilitator, Merchandising Discussion, ACPTC National Meeting, 1990
Delaware's Humanities Foundation Member, 1989

PROFESSIONAL MEMBERSHIP

American Collegiate Retailing Association
International Textile and Apparel Association
Direct Marketing Association
Member of Omicron Nu National Home Economics Honor Society