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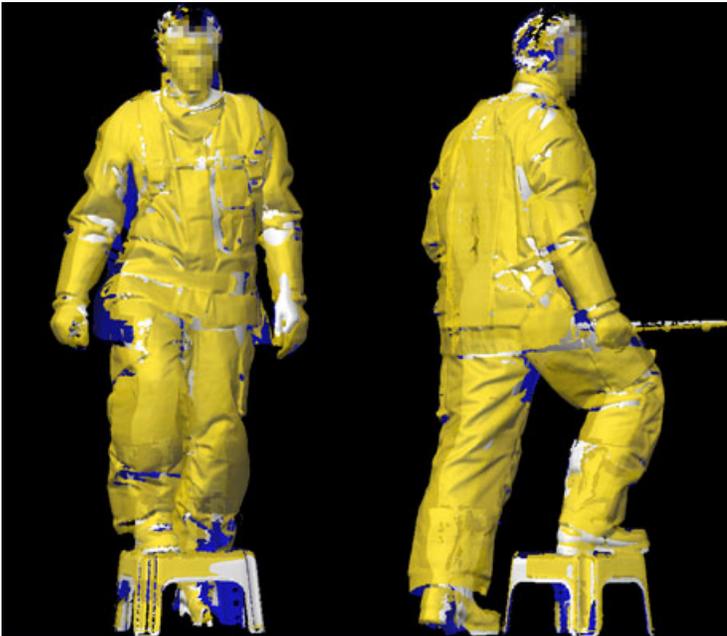
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## ANNOUNCING

by CHARLOTTE COFFMAN

### CCE Summer Intern



Congratulations and welcome to Elizabeth Esponnette, a rising FSAD senior, who was awarded a Cornell Cooperative Extension summer internship. Beth will evaluate firefighter uniforms for improved donning and doffing. She will work with career and volunteer firefighters who agree to be videotaped while they demonstrate gear set up, uniform donning procedures, usual body positions while working, and uniform doffing procedures. The 3D body scanner will be used to gather fit and function data as participants are scanned wearing close-fitting garments, personal turnout suits, and five other turnout suits. Beth will also conduct interviews with the firefighters to solicit their ideas about the benefits of different design features, problems they encounter with their turnout gear, and topics on which they need additional information.

Cornell Cooperative Extension has for several years sponsored summer internships through the College of Human Ecology and the College of Agriculture and Life Sciences with the intent to foster student outreach in local communities and to strengthen Cornell's missions of teaching, research, and extension.

# ENGAGING YOUTH

by CHARLOTTE COFFMAN

## Biofuel Blast <[http://4-h.org/NYSD/the\\_experiment.php](http://4-h.org/NYSD/the_experiment.php)>

Join the worldwide discussion on alternative energy and try the experiment that was selected for the 2009 4-H National Youth Science Day, October 7, 2009. You need to logon to the website and register in order to download the instructions, facilitator guide, and other resources. Practice the experiment, gather supplies, recruit youth in your area and get ready for this exciting fall event. This is the second year for the national science experiment that supports the Science Engineering & Technology (SET) mission to engage 1 million youth in SET experiences.



## New Class for the NY State Fair

As your 4-H members prepare their exhibits for the 2009 New York State Fair, remind them of the new Section DD Textiles and Clothing Class No. 26 *Recycled Non-garment, Sewn*. These entries encourage youth to make a useful item (not clothing) from discarded clothes or textiles. For example, jeans might be refashioned into lunch bags. Curtains can be remade into pillow covers. T-shirts can be cut and stitched into pet toys. To view the announcement, check out page 22 of the Youth Building Premium Book pdf. file <<http://nys4h.cce.cornell.edu/program/events/statefair.php>> This class will be evaluated using the Clothing Construction Beginner evaluation forms <<http://nys4h.cce.cornell.edu/program/events/SFEvalForms.php>>

## FSAD Youth Websites

You may have noticed that the FSAD Youth websites have been up and down lately. In fact, they have been mostly down due to maintenance, updates, failed servers, etc. All (except Go Figure!) are back online; some with new URLs. Check them out.

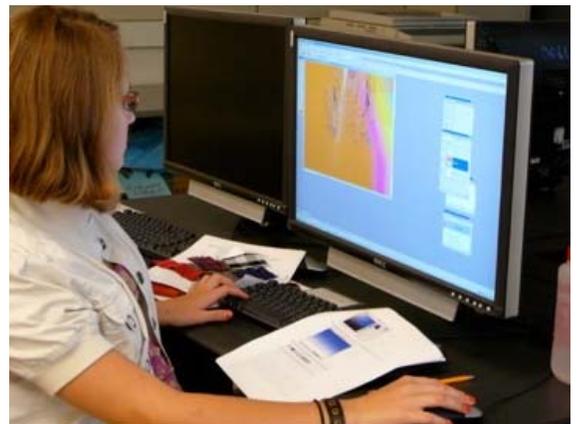
- **4-H Clothes Line** <<http://4hclothesline.cce.cornell.edu>> has a new URL and provides information about engaging young people in sewing by appealing to their desire to design something special for themselves. Patterns will be added to the site later.

- **In-Touch Science** <<http://www.intouch.cornell.edu>> retains its URL and its content on how to use the four In-Touch Science units, how to design a workshop for volunteers, and how to evaluate youth engagement.

- **Plants & Textiles — A Legacy of Technology** <<http://blogs.cornell.edu/garden/get-activities/signature-projects/plants-and-textiles/>> has a new URL because it has been incorporated into the Garden-based Learning website maintained by the Department of Horticulture. The activities of rope making, mat weaving, indigo dyeing, net knotting, and papermaking are still available and enhanced by new videos. The Mat Weaving video features FSAD graduate Constanza Ontaneda (2009).

- **FSAD Youth Programs** <<http://www.human.cornell.edu/che/fsad/outreach/programs/youth-programs/index.cfm>> provides an overview of the fiber science and apparel design programs supported by FSAD.

- **Go Figure!** website is still not functional. It is being moved to a different server and a new activity is under development. We anticipate reactivating the site with a new URL. Stay tuned.



## **FSAD Freebies – Offer good while supplies last**

With the lofty intention of encouraging CCE county associations to use FSAD youth activities and the practical goal of maintaining at least some order in the FSAD extension workroom, we will occasionally offer free supplies or teaching resources.

This month's offerings are:

- Beginning Knitting: Easy Project for Kids, a booklet written by Beth Davis. Limit 1 copy per county.
- Crocheting, a pamphlet published by PennState. Limit 10 copies per county.

To order, contact Karen Steffy, [ks247@cornell.edu](mailto:ks247@cornell.edu) or 607-255-8605.

## **CONCERNING CONSUMERS**

### **Where Do Old Mattresses Go?**

by CHARLOTTE COFFMAN



Conventional wisdom is that the life of a mattress is about 10 years. This translates into more than 300 mattresses being tossed daily. Considering that the average mattress contains 9 pounds of cotton and 25 pounds of steel, that is a lot of waste!

So, how do you dispose of your old mattress when the new one moves in? You have at least five options:

1. Dump your mattress in the landfill. This decision obviously contributes to landfill overload plus most landfills charge a high fee. Some landfills will not accept mattresses due to the 23 cubic feet that one mattress requires and to the fact that their bulkiness and metal springs may damage landfill machinery.
2. Allow your retailer to dispose of your mattress. Most home-furnishing stores or mattress outlets will haul away your old mattress when they deliver your new one. Some simply haul the mattress to the dump; others participate in recycling programs. You should inquire about disposal while you are mattress shopping. Some “green” retailers guarantee a built-in recycling program.
3. Give away your mattress. If the mattress is still serviceable (perhaps you are simply changing from a double bed to a queen size), you can post your mattress in the “free” section of a web-based network such as Freecycle or Craigslist.
4. Donate your mattress to a charity. Check with your local health department to learn whether organized charities in your region are allowed to accept used mattresses. Obviously, the mattress should be clean and in good condition.
5. Send your mattress to a mattress-recycling center. The past decade has seen the opening of several mattress-recycling operations across the United States. An efficient recycling factory can salvage up to 90% of the mattress materials. Metal springs are melted down and sold to steel companies. The cotton and foam are reused for carpet bagging, insulation, filters, etc. and the wood is sold to wood chippers. To search for a mattress recycling center in your area check the online database at [Earth911.org](http://Earth911.org).

Mattress recycling centers are only available in a few states so most readers will not have access to these services. Nonetheless, knowing that such centers are feasible can lead to consumer demand for more such facilities. In the meantime, make your mattress purchases based on where your mattress will go ten years from now.

#### Resources:

1. EarthTalk. Mattresses: Can Old Bedding Be Recycled?, Christian Science Monitor, pp 44. July 5 and 12, 2009.
2. NRRI Now. The Afterlife of Mattresses, University of Minnesota, Duluth, MN. Spring/Summer 2008.
3. Planet Green, How and Where to Recycle Your Old Mattresses, October 24, 2008.  
<http://planetgreen.discovery.com/home-garden/recycle-mattress.html>

# RECALLING TRADITION

## Lacoste: From Racquets to Runways

by MARLEY LUPIN



Celebrities, models or artists usually come to mind when one thinks about fashion icons. Although today's professional athletes are also part of the world of fashion and style, it wasn't always so. René Lacoste led the way back in the 1920s. Many probably do not know that the very familiar green crocodile on polo shirts all over the world actually originates from the functional designs of a professional athlete. René Lacoste, known as "the Crocodile" to both fans and opponents, was a French tennis player who dominated the game in the twenties and thirties. He supposedly made a bet with a friend that he would win a Davis Cup match in exchange for a crocodile skin suitcase. Although he did not win that match, the crocodile nickname stayed with him and he soon chose to brand the large crocodile emblem on the outside of his jacket.

From then on, René Lacoste began branding all of his personal tennis shirts with a green crocodile on the outside. He was an early proponent of functional athletic clothing. He wore cotton knit shirts with a uniquely aired mesh that better absorbed perspiration, ultimately replacing the typical woven, long sleeve, starched shirts most tennis players of the era used. In 1933 René and the largest French clothing provider, André Gillier, teamed up to produce the Lacoste tennis polo shirts, one of the first companies to have the brand name on the outside of the shirt. Soon they expanded their clothing line to include golf and sailing shirts, and by the 1950's Lacoste had become a must for all sport affiliates.

Throughout the years, Lacoste increased their product lines and number of locations. The Lacoste brand now includes apparel for men, women and children, shoes (typically sneakers), perfumes and colognes, glasses, watches, belts and various leather goods. They even make furniture—quite an expansion from the traditional white tennis polo! Lacoste is located in 113 countries, and sells clothing through their online store. Lacoste has over 1050 boutiques and a presence in over 2000 department stores such as Nordstrom, Saks Fifth Avenue, Macy's or Bloomingdale's. It is noted that every second there are two Lacoste items being sold worldwide. This somehow makes their 1.5 billion euro turnover each year a little easier to comprehend.

The Lacoste brand continues to stay true to its athletic roots, with a host of "Lacoste Ambassadors" in the Tennis and Golf world—famous athletes such as American tennis player Andy Roddick proudly display the crocodile. In addition to sponsoring particular athletes, Lacoste is a partner in many golf and tennis events around the world, from the Australia Tennis Open to the Golf Open de France in Paris.

The company's bright, fun and preppy advertising mirrors the same attitude which René Lacoste initially brought to the sports and fashion world—an original, unique and authentic message for both athletes and followers of fashion.

### Resources:

1. Fashion Windows, <http://www.fashionwindows.com/beauty/lacoste/default.asp>
2. USTA, Tennis Magazine. March, 2008.
3. Wikipedia, <http://en.wikipedia.org/wiki/Lacoste>

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