

## **TSA HAS A BRAND NEW LOOK!**

### **1) What is the official blue shirt?**

In the fall of 2010 a survey was posted on Facebook, Twitter and TSA's website and sent to all TSA chapter advisors regarding the official attire. After a thorough review of the survey results and at the request of the National TSA Officers, the TSA, Inc. Board of Directors approved replacing the white shirt as part of the official TSA attire with a royal blue oxford shirt. A modified TSA logo is embroidered on the shirt with the words Technology Student Association appearing directly below the emblem. This shirt is known as the "official blue shirt."

### **2) How was the decision made to add the official blue shirt to the TSA attire?**

In the spring of 2011 the TSA, Inc. Board of Directors made the decision to implement the official blue shirt after reviewing the results of the survey and at the request of the National TSA Officers. Almost 2,000 people responded to the official attire survey including over 25% of TSA's current chapter advisors; 53% indicated interest in a royal blue, button down, long sleeve oxford shirt.

### **3) Is this shirt a required part of the TSA attire?**

Beginning with the 2011/2012 school year, the white shirt may be replaced with the official blue shirt. The white shirt must be replaced with the official blue shirt when the 2014 national TSA conference opens on June 27, 2014. During the 2012 and 2013 national TSA conferences, either the white shirt or the official blue shirt may be worn by participants when they compete in contests. Beginning with the 2014 national TSA conference, the official blue shirt must be worn by participants when they compete in TSA competitions.

### **4) Is the TSA navy blazer being eliminated or changed?**

No. The official royal blue shirt may be worn with or without the blazer. The blazer is not being eliminated or changed.

### **5) Can a similar blue shirt be purchased elsewhere and substituted?**

For trademark and branding purposes, only the TSA official blue shirt sold through the TSA Store by the E- Group will be recognized as official TSA attire.

### **6) Must a TSA tie be worn with the official blue shirt?**

Females will wear the official blue shirt with an open collar (no tie or scarf). Males will wear the official blue shirt with the official TSA logo neck tie.

### **7) Can the state delegation or chapter name be added to the top red bar?**

No words, lettering or markings will appear on the top or bottom bar of the modified logo on the official blue shirt. The official blue shirt, including the modified logo, may not be altered or modified in any way.

### **8) How can I purchase the official blue shirt?**

Shirts may be purchased at the time of affiliation or at any time through the E-Group website (<http://www.tsaweb.org/Shop>). All priority affiliations (chapter affiliations completed by November 28, 2011) will have the opportunity to receive one free shirt, which must be ordered at the time of their chapter affiliation.

**9) How many shirts must I buy in order to receive a free shirt?**

There is no minimum quantity. Any chapter that completes affiliation by the November 28, 2011 priority deadline can receive a free official blue TSA shirt whether or not other shirts are ordered at the same time.

**10) Who receives the free official blue shirt?**

An advisor may choose to order the free shirt for himself or herself, a chapter member, school principal, business sponsor, etc.

**11) Must the free official blue shirt be ordered at the time of affiliation?**

Yes. The free blue shirt is only available to chapters that affiliate by November 28, 2011.

**12) Is there a shipping charge?**

Yes. Shipping charges are as follows:

Shirts	S&H
1-2	\$ 9.95
3 to 5	\$ 15.50
6 to 10	\$ 23.50
11 to 25	\$ 35.50
26 to 50	\$ 58.00
51	5.00%

**13) Does the shipping charge apply to the free blue shirt?**

Yes. Shipping charges apply even if only the one free shirt is requested by the priority membership deadline.

**14) What shirt sizes are available?**

- Men's XS to 5XL plus LT, XLT and 2XLT
- Women's XS to 3XL

A sizing chart is available at: <https://www.costore.com/TSA/layout2/SizeChart.pdf>

**15) What is the cost to purchase the official blue shirt?**

\$27.99 each for 1 to 9 shirts, for orders placed at the same time (plus shipping)

\$27.50 each for 10 to 99 shirts, for orders placed at the same time (plus shipping)

\$26.05 each for 100 or more shirts, for orders placed at the same time (plus shipping)

**16) Is a purchase order or credit card payment required when ordering the official blue shirt?**

Yes. When you place an order for the official blue shirt as part of your affiliation, the price of the shirts and shipping will be included on your invoice. Your purchase order must include the cost of the shirts and shipping before your order is forwarded to the E-Group for processing. Note that even to receive the free blue shirt, the shipping charge must be paid via credit card, check or purchase order. Please fax purchase orders to (703)758-4852.

**17) What if I need a separate invoice for the shipping charge and/or shirts?**

To request a separate invoice for the shipping charge and/or blue shirts please contact Leanne Guido at [lguido@tsaweb.org](mailto:lguido@tsaweb.org) or call toll free at 888/860-9010.

**18) Can I order additional items (pins, patches, etc.) on the affiliation invoice?**

Only the official blue shirts may be ordered with a chapter's affiliation since this is a special offer to introduce the shirt. Blue shirts may also be ordered any time through the E-group via the TSA store. Other TSA branded products (pins, patches, etc.) may only be ordered directly through the E-group at any time at <http://www.costore.com/tsa/welcome.asp>.

**19) What does the official blue shirt look like?**



The official blue TSA shirt is customized for TSA and made from 3 ¾ oz. cotton/poly blend poplin fabric with a full color TSA logo on the left chest and an official TSA tag on the sleeve. The shirt may be washed in cold water. Complete care instructions are on a tag inside the shirt.

**20) What if I need to exchange a shirt for a different size?**

All returns and exchanges must be handled through the E-Group, not through national TSA.

**21) Does national TSA receive a royalty payment on the sale of official blue shirts?**

National TSA will split the 10% royalty it receives from shirt sales with state TSA delegations whose members have purchased the official blue shirts.

**22) When will I receive the shirts I order?**

Order fulfillment will begin in December 2011.

**23) Are there any other changes being made to the official TSA attire any time soon?**

No.

**24) So, what has been changed?**

The official blue shirt is replacing the white shirt. The female tie is being eliminated. Beginning with the 2014 national TSA conference, the official royal blue shirt/blouse must be worn by participants when they compete in TSA contests.

**25) Where can I find information on the national TSA dress code?**

Go to <http://www.tsaweb.org/Dress-Code>.