Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
February 1, 2016

Meeting: Conference Call—February 1, 2016, 8:00 p.m. EST

Members: Stacy Heydt, Chair
Launda Soper, Secretary
B-J Ellis
Ruth Fuqua
Chris Reachard

Board Liaison: Norm Johnson

Staff Representative: Andrea Harrington

1.0 Meeting Opening:

1.1 Approve Minutes from Last Meeting: Ruth made motion to approve, Chris seconded, motion passed.

2.0 Old Business:

2.1 National Fleece Show Update:

No new updates from Andrea, Board approved having a marketplace (Norm), Fleece to Shawl is approved by Darby. Stacy asked what we need to be working on next, Andrea said forward any names of speakers, no deadline yet as they are still working on the schedule. Chris will create a sheet for attendees. Chris will send a short description of the marketplace to Andrea and she will get the event up on the website. Ruth suggested we use AOA membership number for identification purposes for participants.

2.2 Project #12 Adopting International Yarn Standards:

E-blast went to Darby. Norm said they are waiting to get the wording just right before sending it out.

2.3 Student Design Competition Update:

Ruth has sent out 15 boxes to schools today. She feels we may not have as many entries this year, estimates perhaps 75 or so. B-J said she has reminded Rosehaven twice about their donation but Ruth has not received it yet. Ruth asked if there could be a booth at the National Halter Show displaying items from the SDC and sponsorship information. Andrea said she felt that would be fine.

2.4 Fiber as a Business Brochure:

Stacy feels the flow is a little rough right now but believes it will all come together nicely. Ruth feels the section on washing fleeces should be a small box instead of a section. Not sure that Etsy should be recommended as a retail outlet as they seem to be diminishing. Target dates for getting all the pieces assembled? (Norm) Stacy said within about 3 weeks in order to start piecing things together so she can send it out to us prior to our next meeting.

2.5 Project #11 Fiber Slogan/Branding Alpaca:

Norm: Thinks we need to be thinking about this issue. Stacy: North American Alpaca (includes Canada), will need a logo as well for branding. We have the theme of Luxury but we want to aim towards everyone having something made from alpaca. Affordable Luxury, a universal fiber, practical for everyday wear (socks, hats, gloves, mittens), Ahhhh-fordable Alpaca, Love the Alpaca…hug the products (Ahhh factor), engage the membership, perhaps take our ideas to a college and have them create three options for us, Chris feels we should steer away from huggable as it may have negative connotations for those who entered the industry and left after realizing alpacas are not all cuddly, feel good fiber that lasts, the energizer fiber. Stacy will have some guidelines for us for the next meeting.

2.6 Resource Directory Update:

Norm said to forward any new information on to the office and they would amend the list.

3.0 New Business: No new business.

4.0 Meeting Wrap:

4.1 Next Meeting: Monday, March 7, 2016, 8:00 p.m. EST.

4.2 Adjournment: Motion to adjourn-B-J Ellis, Chris seconded, motion passed, adjourned at 9:04 p.m. EST.