Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
January 5, 2015

Meeting: Conference Call — January 5, 2015, 8:00 p.m. EST

Present: Stacy Heydt, Chair
Launda Soper, Secretary
Stacie Chavez
Ruth Fuqua
Dianna Jordan, Board Liaison
Andrea Harrington, Staff Liaison

Absent: Kate Campbell
B-J Ellis
Chris Reachard

1.0 Meeting Opening: Meeting opened at 8:04 p.m. EST.

1.1 Approval of Minutes: Launda made a motion to approve, Stacie seconded, motion passed.

2.0 Old Business:

2.1 National Fleece Show Update: Show is to be held in Denver, June 26–28, 2015.

Andrea let us know there is no official name or theme selected for the fleece show. Stacy suggested that the Committee be permitted to supply some suggestions.

Stacy asked what the deadline for the show rule changes are and Andrea said she would text Margie and get back to us with the answer.

Ideas were flowing fast and furiously for putting together the fashion show. We discussed a Friday night Meet and Greet with display boards showing the results of the SDC.

- Ruth suggested we begin the Meet and Greet with student presentations. We discussed having each item at the fashion show announced then having the model mingle with the crowd so each piece could be viewed closely.
- We talked about an auction on Saturday night to auction off the pieces from the fashion show. Each attendee at the Meet and Greet would be given a form to keep track of the pieces.
- We discussed sending out e-blasts to increase interest in participation as well each of us submitting a list of artists we know who may be interested in taking part.
- We also talked about jurying the pieces and selecting only three per category which would be entered in the fashion show. Entry forms would have a box to check if you wanted to have your item in the auction.
- Ruth suggested the name of the fashion show should be “Alpaca Criations” and we agreed. The theme suggested is “What’s being done with your fiber?”
- We discussed the equipment we’d need such as easels, information cards, etc., and personnel such as a starter, models, an MC, and volunteers.
- Promotional materials, e-blasts, sponsors, all under discussion. Dianna said to make sure we keep track of the expenses for our budget.
- Stacie and Ruth mentioned trying to get a volunteer to be the show superintendent so we would not have that added expense. It was suggested we speak with Becky Zierer, the President of GWAS, who is coordinating their fashion show.

The next topic we covered was having speakers at the fleece show. Several topics were suggested including:

- What do you do with your fiber,

- Critiquing your fiber,
- How to use Etsy and social media for your business,
- Skirting fiber,
- How to prepare a spin-off sample,
- How to build a basic website,
- Basic business plan,
- Where to find customers,
- Marketing your business, etc.
- Ruth suggested we make sure to offer advanced classes to draw in the “oldies” that have been in the business for some time and have the basics covered.

Stacy asked that we submit recommendations for a list of spin-off, skein, and fiber arts judges.

2.2 **Articles for *Alpacas Magazine*:** Stacy let us know that the deadline for articles to be submitted is January 9th and reminded us that all articles must go through Darby prior to submission. Stacy has written an article to promote interest in the fiber industry and to let the public know what is happening in the upcoming months with the committee and our projects. Stacie has also written an article for the next issue.

2.2 **Student Design Competition (SDC):** Ruth said she had sent out the SDC announcements and that she had already received 15 responses. There are five new schools participating. She feels that everyone loves the new time frame and how we will be showcasing the SDC in conjunction with the fashion show and National Fiber Show. Ruth said she has some very nice fabric to send out to the students and that she has more to work with than in years past.

2.3 **Fashion Brochure Contents:** Each of us selected a topic to review and/or update for the brochure. Launda selected A & B, Ruth said she would handle F & C, Stacie is taking on E, the remainder will be assigned to the other committee members by Stacy. The deadline is not too far off so we need to get these turned in soon.

3.0 **New Business:** No new business.

4.0 **Meeting Wrap:**

4.1 **Next Meeting:** February 2, 2015, 8:00 p.m. EST.

4.2 **Adjournment:** Ruth made the motion to adjourn and Stacy seconded, motion passed. Meeting adjourned at 9:05 p.m. EST.