Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
April 6, 2015

Meeting: Conference Call—April 6, 2015, 8:00 p.m. EDT

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

Board Liaison: Dianna Jordan

Staff Representative: Andrea Harrington (absent)

1.0 Meeting Opening: Meeting began at 8:05 p.m. EDT.

1.1 Approval of March Minutes: B-J made a motion that we accept the minutes of our last meeting; motion was seconded and passed unanimously.

2.0 Old Business:

2.1 Student Design Competition (SDC): Ruth reported that there are currently 138 entries making this the biggest competition to date Ruth stated their greatest need at this point is money. She reported they would need $13,800 by June 1st and they only have about $1000 so far. Ruth said they would like to raise at least $15,000 to cover the entire budget for the competition. More needs to be done to raise the necessary funds. E-blast went out in March but there has not been a great response. Calls to the affiliate chairs should be made to solicit sponsorship funds. We need to increase awareness and create excitement regarding the Student Design Competition. B-J and Stacie volunteered to contact affiliates. All committee members were asked to follow up with their affiliates.

2.2 National Fleece Conference Update: June 26–28, 2015, Denver, Colorado

2.2.1 Spin-Off Update: A superintendent has not been announced. Diana said one should be in place next week. Entries are currently being sent in to the AOA office. Problems have arisen because a Spin-Off superintendent is not in place and some samples are being returned to the owners. Dianna will pass this information on to Darby or the Board regarding complaints of samples being returned. It was recommended that entrants be reimbursed for their postage.

2.2.2 Working with GWAS: The question was raised if we could work with GWAS to hold fleeces entered there and transport them to Nationals. Stacie said that she would contact the fleece superintendent for GWAS.

2.2.3 Promotional Materials for National Fleece Show: Stacy asked if the flyers for local Denver fiber studios, yarn shops, and area shops will be completed and distributed to promote area fiber artists and foot traffic to the show. Dianna said that the PR person is working on lining up advertising.

2.2.4 Topics and Speakers: As a follow up to the committee's speaker and topic recommendations provided to the board, Stacy asked which topics and speakers had been selected. Diana said that is currently unknown what has been done to secure speakers. Stacy asked if anyone on the Committee would care to be a speaker or give a seminar and Stacie offered to do a power point presentation about the National Fiber Collection. Stacy suggested that Stacie send Andrea a description of the topic for consideration.

2.2.5 Demonstrations: Stacy asked if area guild members or fiber artist were in place for fiber art demonstrations. Stacie said she would talk to the ABR for recommendations. Types of fiber art demonstrations were discussed and several options were considered including dyeing, spinning, and weaving.

2.2.6 Displays: Stacy asked about the displays for the Spin-Off, Fiber Arts, and Skein Competitions. Diana said that Andrea has all the information pertaining to the displays.

2.2.7 Fashion Show Update: Stacie reported that she has not heard back from her potential sponsor. Diana reported that it is unknown whether AOA has had anyone respond to the article in the Herdsire issue of *Alpacas Magazine* regarding sponsoring this event.

2.3 Update Fashion Brochure: It was decided that the name for the fashion brochure should remain the same: Fiber to Fashion. Stacy said she had changed some of the subtitles to update the content of the brochure. The slant of the brochure should focus on general information to increase public awareness of alpacas, their fiber, and the industry.

B-J suggested we have a "fiber as a business" section but Stacy feels that subject should be a separate brochure. We will touch on the subject in the Fiber to Fashion brochure. We may start working on the new brochure after this current project is complete, perhaps in May. Stacy said we would have to propose this to the board as a new project.

Darby wants a polished draft, and then the AOA office will buff up the brochure, do some final editing, and get it printed in time for the National Show. Stacy said she will finish the rough draft by next week, send it to the committee members for review then forward it to Darby by the end of the month.

3.0 New Business:

3.1 Regional Affiliate's Fiber Art Event: Stacy invited us to come to her regional affiliate's fiber art event to get an idea of ways to increase public awareness and participation in the fiber portion of the industry. MOPACA has an event called Fiber U and they have had great success with their attendance at their classes and seminars. She feels this is a great way to pump up fiber arts awareness and increase participation. Dianna said she sees great potential in the program and suggested that Stacy invite Darby to attend to observe.

3.2 Spin-Off Judge's Certification Program: There have been some complaints with a few Spin-Off Judges in affiliate shows with the lack of knowledge in completing the score cards. It was suggested that whoever hired the judge should be made aware of the complaints. It was recommended that some sort of formal training and certification is needed for Spin-Off Judges.

Stacy reported that Wini, Margie, and herself have been discussing how best to handle training and certification. Stacy asked Dianna if she knew if this program was moving forward. Dianna said this program will not come under regular guidelines so keep the topic in front of Margie and Wini.

4.0 Meeting Wrap:

4.1 Next Meeting: Monday, May 4, 2015, 8:00 p.m. EDT.

4.2 Adjournment: Motion to adjourn was made by Ruth and seconded by Stacie. Motion passed and meeting adjourned at 8:59 p.m. EDT.