Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
June 6, 2016

Meeting: Conference Call — June 6, 2016, 8:00 p.m. EDT

Members: Stacy Heydt, Chair
Launda Soper, Secretary (absent)
B-J Ellis
Ruth Fuqua
Chris Reachard
Clarissa Wisner

Board Liaison: Norm Johnson

Staff Representative: Andrea Harrington

1.0 Meeting Opening: Meeting opened at 8:00 p.m. EDT.

1.1 Approve Minutes: Approve minutes of the last meeting held on May 2, 2016. Stacy motioned to approve, Ruth seconded, motion passed.

1.2 Stacy welcomed Clarissa to the committee.

2.0 Old Business:

2.1 National Fleece Show Update: July 21 – 24, Thursday — Sunday, Arlington,Virginia: The 2016 National Fleece Conference is shaping up nicely. There are approximately 500 fleece entries, 85 cottage fleece entries, 208 spin-off entries, 10 fiber arts entries, and 6 skein entries.

2.1.1 Project #1 Artist Marketplace:

We have been given a 10 x 20 space. Information on registration and tag distribution will be forth coming. The AOA office wants the Fiber Committee to ensure there will be volunteers to staff the store as the AOA staff will not be available. Chris and B-J offered to handle the staffing and other committee members offered to help as needed.

2.1.2 Project #2 Demos from Guilds:

Andrea said there isn't room for demos other than the Fleece to Shawl demo.

2.1.3 Project #3 Fleece to Shawl:

Andrea said there is a space for the team to demo. Chris has the team lined up and will provide the fleeces (suri and huacaya) for the shawl. The shawl will be auctioned off on Saturday evening.

2.2 Project #1 Student Design Competition Update:

Ruth said the Student Design Competition is complete and the team is excited about the submissions. Six of the students will be at the National Conference. Presentation of results will be Saturday evening following the keynote speaker session.

2.3 Project #10 Fiber as a Business Brochure:

Andrea said the brochure is progressing and will be moving into publication shortly. She said it will meet the deadline for the conference and will be provided to all attendees.

2.4 Alpaca Fiber Council:

Norm updated the committee on the Alpaca Fiber Council. He reported that organizational work is still underway and that it is possible for a discussion to be held at the National Conference.

2.5 Project #11 Fiber Slogan/Branding Alpaca:

We will discuss at a later date.

3.0 New Business:

3.1 The AOK affiliate has made a suggestion to the Fiber Committee to develop educational posters to display at AOA shows regarding the Fleece Show, Spin-Off, Cottage Fleece, and elements of the Show System as to what the judges are looking for as the evaluation process is conducted. The purpose is to involve, engage, and educate the public when visiting any AOA show. The committee discussed and decided to place on hold at this time.

The AOK affiliate also suggested that the Fiber and Fiber Products Committee consider a campaign to promote every day, consumable, affordable, made in the USA alpaca products (such as socks), to promote with NAFD. The purpose of this suggestion is to drive the public to alpaca farms to purchase socks with the added benefit of additional farm store sales and to illustrate the "full circle" of alpaca ownership by showing end-products. The committee was concerned that we (our industry) would become known only for socks. They also stated that there are many other sock initiatives currently in place. Stacy stated that this recommendation falls under Project #5 — research projects to create revenue thru fiber/product sales. The committee did suggest insoles as a possible promotional product.

The AOA Office had forwarded an e-mail regarding the marketing of Alpaca Fleece to the Textile Industry. The team discussed the roles and responsibilities of Marketing and felt that AOA may need a marketing committee to be re-established. The team acknowledges that they have a role in this process, but this "new" customer base will require some thought and planning as how to best reach.

4.0 Meeting Wrap:

4.1 Next Meeting: August 1, 2016, 8:00 p.m. EDT.

4.2 Adjournment: Chris made the motion to adjourn, B-J seconded, motion passed. Meeting adjourned at 8:15 p.m. EDT.