Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
March 2, 2015

Meeting: Conference Call—March 2, 2015, 8:00 p.m. EST

Members: Stacy Heydt, Chair
Launda Soper, Secretary
Kate Campbell (absent)
Stacie Chavez
B-J Ellis
Ruth Fuqua (absent)
Chris Reachard (absent)

Board Liaison: Dianna Jordan

Staff Representative: Andrea Harrington (absent)

1.0 Meeting Opening: Meeting began at 8:06 p.m. EST.

1.1 Approval of February Minutes: B-J motioned to approve the minutes from our February meeting, Stacy seconded, motion passed.

2.0 Old Business:

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

Dianna stated that the plans for the conference are coming along. Stacy asked if we could start advertising for the Spin-Off now instead of waiting, Dianna suggested contacting Andrea and Stacy said she would email her.

2.2 Fashion Brochure: The topic of the brochure was raised with regard to the fact that each of us working to re-write the brochure has a different writing style. Stacy said she and Ruth would be working on the final project together to hone the final draft so it would appear to have been written by one person instead of a collective.

2.3 Fashion Show: It was determined that sponsorship is still being sought and that great care is being taken to not overlay sponsors. Initial bids were higher than predicted and plans are being re-worked. Should be ready by the beginning of April.

2.4 Strategic Planning Update: Stacie told us she enjoyed the break-out groups and found the topics very interesting. She felt Business Models and helping to educate people new to the industry were very important topics. Dianna let us know that people were chosen to participate in the event by a third party and not by the Board. They were chosen according to demographics, business focus, time in the industry, and other criteria. It was mentioned that one of the interesting displays were headstones depicting the death of AOBA and ARI and the beginning of AOA. Fiber and business plans were hot topics. Processing fiber and getting it into the pipeline, education, fiber prep, return on investment, what to do to make the most from your fiber, all were important topics. Stacie felt that while fiber had been a very “back seat” portion of the industry it has now become a main focus.

3.0 New Business: Just continue to get our goals achieved as scheduled.

4.0 Meeting Wrap:

4.1 Next Meeting: Monday, April 6, 2015, 8:00 p.m. EDT.

4.2 Adjournment: Motion to adjourn was made by Launda and seconded by Stacie. Meeting adjourned at 9:07 p.m. EST.