Membership Committee (MemberCom) MINUTES

Committee Members: Jim Beck
Ruth Anne Goss
Michelle Kutzler
Bonnie Potter, Chair

Meeting: **Conference Call – Wednesday, April 12, 2017**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening at 4:02 PM Pacific Time.

1.1 AOA News of Importance: Potter briefly discussed the highly successful National Halter Show, which included a Walking Fleece Competition, and the upcoming National Fleece Conference. The 2018 National Halter Show will be in Peoria, IL.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Bonnie Potter, as Membership Committee Chair and Laurel Shouvlin, as Youth Committee Chair, attended the ILR CCC Committee meeting on March 9th to begin discussing the development a specific proposal to establish an AOA Camelid Companion Certification program in collaboration with ILR. As a result of the meeting, Potter developed a list of proposed Ground Rules which were reviewed with committee members. The Committee members endorsed taking the proposed Ground Rules to the next CCC meeting for discussion.

3.0 New Business

3.1 What Should Registry/Association members receive when they pay their dues? There was a discussion of items that have previously been sent in a "Welcome Package" many years ago. Items have included membership stickers, educational pamphlets, etc. Currently AOA sells Fiber to Fashion brochures (25 for $20), Fun Facts (50 for $12), Kids Activity Book ($2), Meet the Alpaca brochures (25 for $20), Pocket Folders ($1.50 each) and an industry DVD (5 for $10 or download for free). It was suggested that a Welcome Package for Association Members might include one of each of these items as a thank you with a notation that additional copies are available for purchase. Marketing material is available for participants in National Alpaca Farm Days. Other items that might be considered include a sign and/or sticker that indicates you are a member of AOA, a checklist for your website, the ability to link to the AOA website from your farm website. There was a discussion of the importance of updating the information and changing the photos so that the information remains fresh and relevant. It was suggested that photos from a photo contest might be used.

4.0 Approval of Minutes

4.1 Minutes of 3/8/17 meeting. Goss made a motion to approve the minutes as written; Beck seconded the motion. Motion carried.

4.0 Meeting Wrap

4.1 Review Action Items: Potter reviewed action items.

4.2 Next Meeting Date: Second Wednesday, May 10, 2017 at 4 PM Pacific/7 PM Eastern.

3.3 Adjournment: meeting adjourned at 4:45 PM Pacific Time.

Minutes submitted by Bonnie Potter.