Fiber & Fiber Products Committee Minutes
2 APR 2018 – Conference Call 7pm EDT

Attending:

B-J Ellis	Wini Labreque
Stacy Chavez	Norm Johnson
Laurel Shouvlin	Ruth Fuqua
~~Margie Ault, AOA Staff Liaison~~	B-J Ellis
~~Bud Synhorst, AOA Executive Director~~	Angela Nosal, AOA Event Coordinator

Absent: Margie, Bud

Meeting Opening: Approve Minutes of Mar 2018 Meeting
Motion to approve the minutes of the MAR 2018 minutes was made by Ruth and seconded by Stacie; Minutes approved.

It was requested to have the minutes sent out in advance of the meeting day.

Old Business:

Student Design Competition
Ruth provided an update on the process; We now have 30 schools participating; Everything is moving along smoothly. Boxes of materials are being delivered to participating schools.

There is the ongoing need for financial support in addition to yarns and fabric donations and an email blast will be going out soon.

Judging of the submitted entries will start on 8 May 2018.

2018 Natural Fiber Extravaganza
The Fiber show segments are set; Show Superintendents are set.

Close to 40 workshops are being defined; Instructors, timing, etc; Some fluidity exists and there is work continuing regarding the cost and material requirements.

The AOA Market Place details are set and registration is open.

Lydia Piper from Gurdy Run Woolen Mill will be our key note speaker.

Margie will be meeting with the Fashion Alliance of Nashville at the New ERA Fiber Mill, to discuss the extravaganza and how they may be able to assist/collaborate with the event.

Advertising is being arranged with Interweave Magazines and their websites.

Save the date cards are available; It was recommend to send some of these cards to the registered vendors.

A request was made to Angela for the organizing team to create an agenda / list of all of the great activities that are being planned. Seeing the specifics will enable the creation of excitement via social media and conversation.

Laurel suggested that if we are attending fiber conferences, that we possibly create an email list of the vendors at the conference and send them information on the extravaganza in addition to handing out save the date cards.

Alpacas Magazine Article

Two versions of an article were presented. One focused on why participate in the AOA Market Place and one Why to attend the Fiber Extravaganza. It was recommended to integrate the two, so we have a focus on why to attend the extravaganza with some emphasis on the market place being a reason. Norm will work on integrating and getting back out for review and approval. Ruth will provide input on the Venue section of the article.

New Committee Members

In our Feb Meeting, we had discussed a list of potential new committee members, there was a request in that meeting for more information about the individuals. Norm will work with Bud to get this information for review.

New Business:

New Project: Why Alpaca?

> The goal of this effort is to link benefits of alpaca fiber, to actual studies that have been completed and to potentially identify new studies that need to be completed.

A section of the AOA Strategic Plan aligns with the support of more fiber testing to provide greater scientific based research on the benefits for alpaca fiber. The AOA Board of Directors is asking the Fiber Committee to help define a prioritized list of research projects for consideration.

Tremendous effort was put forth by the AOBA fiber committee in the 2008 – 2010 time frame; There were tests completed in phase 1; there were future tests recommended (phase 2 & 3).

Ruth updated the committee that she as located the test results from the tests that were completed. The committee discussed the urgency of getting these results into an electronic form as quickly as possible.

Wini reminded the committee that a similar effort had been delivered by the US Alpaca Fiber Council. https://alpacafibercouncil.org/about-alpaca-fiber/ . The team did their best to ensure information listed, was supported by research available in the industry. We will want to define a process that minimizes the replication of effort but maximizes the value of available information.

The base foundation for this information should be in webpage information and not in a brochure form. This will allow us to actively link to the supporting research document. We did agree that there would be value of being able to print some form of a document to be able to share.

To get us started, each member will create a list of 10 benefits that they tend to highlight when speaking with farm visitors and potential customers of their fiber products. This list is to be submitted to Norm by 15 Apr 2018 if not before. Norm will consolidate into one document. The committee will review and link to known research and begin to prioritize new research initiatives.

Board Update:
Laurel highlighted the great success of the AOA Halter Show in Peoria, Ill;

Meeting Closure

Motion to adjourn was made by B-J, seconded by Stacie, approved by all. adjourned 8:05 EST.

Next meeting to be held by conference call on 7 May 2018. 7PM EST; 6pm CST; 5pm MST; 4pm PST;