Fiber & Fiber Products Committee Minutes
5 Aug 2019 – Conference Call 7pm EDT

Committee Members:
B-J Ellis
Elizabeth Taylor
Stacie Chavez
Karen Ball
Margie Ault, AOA Staff Liaison
Charlene Schmid
Denise Coonley
Wini Labrecque
Norm Johnson
Ruth Fuqua
Clarissa Wisner

Absent: Stacie, Denise, Ruth, B-J;

Message from AOA President – Shauna Brummet
Karen Ball will be our Board Liaison
The Board is supportive of our work and looks forward to future projects and initiatives that will bring recognition of fiber and end products to the industry.

Approve Minutes of JUL 2019 Meeting
Motion to approve the minutes of the JUL 2019 minutes was made by Clarissa and seconded by Wini;

Why Alpaca Poster?

We need to look at the printing of this document; It looks great on-line, but is very hard to read when printed; Clarissa will work with Natalie to make some adjustments.

Natural Fiber Extravaganza;

Norm provided a high level summary;

- Market Place was very well organized and populated; Sales were slightly better than 2018.
- Natural Fiber Display was extremely well received; Thank You Wini, Elizabeth and Karen.
- Lectures were very informative and well attended;
- Hands on Classes were very well attended. Some classes sold out of 2 occurrences of the class.
- Key Note Speaker was very informative.
- Student Design was awesome; the design presentations were incredible. Thank You Ruth for all you do and investing in our youth.

Improvement Ops;

A document with improvement thoughts from email exchanges had been sent out. Some other items discussed in the meeting

- The host city is Lebanon and not Nashville;
- Website needs to be more friendly for non AOA members to register
- We need to continue to enroll promoters to help make the event visible to the different communities that are our customers.

It was suggested to consider Deb Robson, teacher, spinner, author as a potential key note speaker and possibly featured instructor.

We need to be aware that Convergence 2020 is two or three weeks following the Natural Fiber Extravaganza 2020;

Look at what the variety Stitches events are doing, Vogue Knitting Live for potential instructors.

Natural Fiber Display;

- The AOA office has taken on the responsibility to store the fiber display. They will be looking for new display boxes, updating the information boards, applying the AOA Logo, creating a sign and making it available for affiliates to rent;
- We need to continue to grow the display with more fiber sources;
- Participants of the sheep show event that was occurring the same weekend as the NFE spoke to Wini and offered to send her fleece samples.
- Each committee member is encouraged to find 2 new sources as well.
- An opportunity for the alpaca fiber components are to add more details to promote the qualities of the fiber when compare to other fiber sources.

Committee Goals

Karen had sent a document regarding potential goals for the committee; Norm failed to send them on to the committee with the agenda, so we tabled this discussion; everyone should now have a copy of the proposed goals in their email box.

Board Update:

- Karen had nothing additional to what Shauna had shared.

Meeting Closure

Adjourned 7:45 pm EST.

Next meeting to be held by conference call **on 2 Sep 2019**. 7PM EDST; 6pm CDST; 5pm MDST; 4pm PDST;