Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
December 1, 2014

Meeting: Conference Call—December 1, 2014, 8:00 p.m. EST

Present: Stacy Heydt, Chair
Launda Soper, Secretary
Stacie Chavez
B-J Ellis
Chris Reachard
Dianna Jordan, Board Liaison
Andrea Harrington, Staff Liaison

Absent: Kate Campbell
Ruth Fuqua

1.0 Meeting Opening: Meeting opened at 8:03 p.m. EST.

1.1 Welcome Andrea Harrington: Stacy introduced Andrea and welcomed her back.

1.2 Approval of Minutes: B-J made the motion to approve the minutes from our last meeting, Stacy seconded, motion passed unanimously.

2.0 Old Business:

2.1 National Fleece Show Update: Show is to be held in Denver, June 26–28, 2015.

Andrea will confirm with Darby an email requesting spin-off and fiber judges/superintendents to fill out and send in. Spin-off deadline should be set for some time in March. Stacy will provide a list of people interested in judging. A formal request has gone through to Darby pertaining to the waiver to enter 2014 fleece. He will send it on to the Show Rules Committee then it will go to the Board.

Stacie introduced some ideas for "pumping up" the show including giving cash prizes. Andrea said that would be a question for Margie but thought it would be breaking our own rules. Chris said they had tried that at the Jubilee, with a waiver, and that it had been a pain.

Chris suggested we offer free fiber processing from a mill. Also, he has had some success with offering "Enter 3, Get One Free" and felt that increased entries and participation.

Stacie asked about offering a skirting class or seminar pre-show to encourage entries but it was determined we would need an additional day at the venue. Andrea suggested perhaps a local ranch could provide a space and offer the skirting day.

Stacie also suggested that we use Constant Contact to send out save the date notices and to update the public as to what is being offered and who will be participating. We could also ask the public what kind of information they'd like to have for seminars or classes.

Stacie recommends that we solicit fiber buyers and fiber artists and invite them to attend. Andrea suggested that we provide the show Superintendent with a way to mark fleeces that will be available for purchase after the show is over, especially the 2014 fleeces. Chris mentioned that a Sort-a-thon with certified sorters results in many fleeces being offered for sale.

Stacy suggested that we compile a list of possible speakers and topics by the beginning of January.

Andrea let us know that the vendors will be set up in the general session room and a floor plan and measurements will have to be made up before we know how many vendors we will be able to have.

Stacy asked about putting together a fashion show and Chris said we should be sure to feature products from the vendors and offer two divisions, a professional division and a cottage art division. We can ask someone from the Rocky Mountain affiliate to be the fashion show superintendent and also ask for sponsorships in order to keep costs at a minimum. Andrea mentioned some of the details we'd need to consider such as volunteers, music, models, length of show, the timing of the show, having a contingency plan in place for things that will pop-up on the day of the show, etc. Stacie already has people who would be interested in participating including Peggie Ehlers and Our Back 40. It was mentioned that we should emphasize knitting, weaving, and crocheting at the show. Stacie mentioned we should promote networking and said that UNC has been working closely with alpaca fiber. All ideas for the fashion show will be funneled to Stacie and must be ready for the January meeting. Stacie will have her friend, who recently held a fashion show, forward a copy of the budget they used so we will have some idea of what our costs might be.

2.2 Student Design Competition (SDC): Deadline for materials for the SDC is December 15. Chris has received 10 skeins of yarn from Our Back 40, some skeins from a suri farm, some from a spin-off judge, has received some roving and felted sheets from a suri farm, and will be contributing several himself. We are still in need of material swatches and more yarn. Should have fabric still on hand that we received from Rosehaven last year. Everything should be forwarded to Ruth soon.

2.3 Project Updates:

2.3.1 List of Mills: Everyone has contributed to the list and B-J has forwarded a couple more that will need to be added. She is looking for the new owners of Lonesome Stone and will get the information to us to add to the list. The directory is coming together nicely.

2.3.2 Resource Directory/Web Page: We determined that the directory should be on the web where it is easily updated.

2.3.3 Fashion Brochure Contents: Stacy went through the brochure page by page and we discussed what should stay, go, or be updated. We feel "How Far We've Come" should be added as well as the "Future of Alpacas." We feel the following items should be kept:

- Why Alpaca
- History of Alpaca Fiber
- How it's Harvested and Processed
- Rare Specialty Fiber
- Alpaca Advantage
- Characteristics
- Influence the Value of Alpaca Fiber
- Marketing Alpaca Fiber in North America Today (provide a link to our website)
- Fleece to Fabric
- Caring for Alpaca Garments

Stacy asked Andrea if the committee should write the brochure and Andrea said she will get back with us on that. Stacy asked how much time they would need to get the brochures printed up so we will have them available to hand out at the show in June and Andrea though if we could get it to them by April they should be able to have them done in time.

2.3.4 Articles for *Alpacas Magazine*: Deadline is January for articles. Any submitted by a committee member must go through Darby. Stacy asked if Stacie would submit her article about "How to Structure Your Business" to Darby. Chris inquired about restrictions on length of articles and Stacy said she did not believe there were any. She mentioned that pictures were a nice addition to an article and that non-committee members could submit their articles to Deb Hill.

3.0 New Business:

3.1 Display of Auxiliary Fleece Show Score Cards: Chris sent the documentation to Margie on the Spin-Off display. Margie had a question pertaining to openly displaying the judges report. Stacy will talk with Margie again and let her know these are only suggestions and see what she thinks. The new score cards with the new logo are ready.

3.2 Approval of Auxiliary Fleece Show Skein Competition: Southern Select is awaiting feedback on how well the waiver was received and the new categories. Suri and huacaya would not compete against each other, rug yarn would have its own category, etc.

3.3 Congratulations to Stacy!!!: We're all so excited and anxious to read the new book Stacy is having published! What a fantastic accomplishment and a boom to our industry!

4.0 Meeting Wrap:

4.1 Next Meeting: Next meeting to be held at 8:00 p.m. EST on January 5, 2015.

4.2 Adjournment: B-J made the motion to adjourn, Chris seconded, passed unanimously. Adjourned at 9:28 p.m. EST.