

Sent 10/1/16

Dear FABA Members,

MARKETING COMMITTEE FORMING

Marketing and Fiber were the 2 main areas that the membership voiced a need on the survey you all completed. In an effort to meet the your request we are seeking members who can volunteer to work on our Marketing Committee. The Marketing Committee would be responsible to develop ideas for FABA members to promote alpacas and/or alpaca products, and submit/present to Board for consideration. Ideas would then be voted on for viability by the Board. We will then look to take the top 1 or 2 ideas provided by the Marketing Committee to follow through in planning/executing? If you would be interested in serving on this committee please email me.

BOARD MEETING MINUTES

At the end of each month, we will post on the FABA website, the minutes of the months Board Meetings. They will be presented in Topic format. If you have any questions about the minutes, please feel free to contact any member of the board for further clarification. September 2016 is now available on the FABA HOME PAGE (see the bottom under Minutes)

MEMBERSHIP DIRECTORY

We are in the process of planning to put together another membership directory. It will be in an 8x5 booklet format. All members will be listed in the directory with your information and your logo. We are also going to offer advertising space. Details will be coming out soon about the cost. This directory will be on the website in PDF format to be printed and also will be distributed at our seminars and events. With the formation of the Marketing Committee we are also hoping to have additional venues to distribute the directory. Look for further info to come to you about the "nominal fee" for ad space.

ARE YOU TAKING ADVANTAGE OF THESE FABA PERKS?

Have you joined Openherd?
Have you submitted pictures to be added to the website? (only 3 farms so far have taken advantage of this FREE advertising) email jpeg pics to jflores2@tampabay.rr.com
Are you planning to attend the Marketing Seminar with Jay Reeder? DON'T LET THIS PASS YOU BY! Your fellow members that attend will be moving forward with this information to improve their marketing strategies.
All that attend the seminar can bring advertising material to put on our FABA table.
Have you joined FABA's Face Book page? This is YOUR Face Book page!! This is a FREE opportunity for you to promote your farm and events, ask questions and interact with fellow Alpaca Breeders. Please LIKE and SHARE so that we can spread the news about FABA!!

Are you taking advantage of all the FREE PERKS available on the FABA Website?
Member Events? Classifieds (items for sale)? Farm Store? "Other Business?
THIS
IS PART OF WHAT YOU PAY YOUR FABA DUES FOR! Take advantage of these FREE
PERKS!

TIME TO CHECK YOUR INFO ON THE FABA WEBSITE

We want to make sure we have all of the correct info on the FABA website for
your farm. Take a few minutes to check it out and let me know if you have
any
changes.

NEW MEMBERS

Please welcome 3 new members to FABA.

Ryan Lewman-Central Florida Land Trust, LLC
Tracy Weaver-Lotsa Llamas
Janet Ricklick-Sunshine Dreams Farm

EXCITING TIMES

We are very excited about the future of FABA and as your board we look
forward
to working with each of you. We are working hard to give the members the
opportunities you have requested. Will you take advantage of these
opportunities
or "sit on the side lines?" We all want more from our FABA dues money! We
are
making that happen! Let's all work together to keep FABA strong!

Thank you,

Your FABA Board

Brenda Crum, Debbie Pettis, Nancy Plyler and Jamie Flores