



FABA BOARD TOPICS

September 2016

1. Education Survey and Membership Drive
 - a. Sent approx. 130 surveys to alpaca owners listed on OpenHerd and AlpacaNation.
 - i. 18% response rate
 - ii. Marketing and Working with Fiber – top 2 topics of interest. For additional details, see Appendix.
 - b. Application for FABA membership included with Survey for renewals or new joiners.
2. FABA Board Ballots
 - a. Ballots prepared and sent to FABA members.
 - b. Email sent to notify members of new Board in place.
3. Education Seminar
 - a. Confirmed topic (Marketing), speaker (Jay Reeder), date (10/22), location (Gainesville) and venue (Hilton hotel).
 - b. Attending members will be given the opportunity to place advertising material at the FABA registration table.
 - c. Membership directory will be printed and available at the Registration Table
 - d. Will seek volunteers to assist with the Seminar
4. Marketing Committee
 - a. Request volunteers from the membership to serve on the committee to seek avenues to market alpaca/alpaca products and the board will review.
5. Membership Directory
 - a. Discussion about Directory and cost of advertisements.
 - b. Will be available on the FABA website and distributed at Seminars and Events
6. Communication
 - a. The board will keep open lines of communication with members
 - b. Emails and updates will be sent out and updates to FB page
 - c. Members will be encouraged to take advantage of all free advertising and low cost seminars to further their alpaca business
 - d. Members will be encouraged to JOIN the FABA Face Book page to allow them to advertise member events and LIKE and SHARE to spread the news.

APPENDIX

Survey Summary

Rank based on # of times topic was selected:

Topic	# of Times Selected	Length	Cost
Marketing	14	1/2 Day	\$50
Fiber Arts	13	3 Hrs, Full Day	\$50
Fiber Ed	11	1/2 Day	\$50
Alpaca Bus.	8	1/2 Day	\$25, \$50
Alpaca Hub	7	1/2 Day	\$50

Top Choices

Q	Majority Choice
How Often	Quarterly
One Day Seminar (multiple topics)	Yes
Seminars Online (< 2 Hrs)	No
Location	Central FL-Southern