



## FABA BOARD TOPICS October 2016

### Education Seminar

Digital Marketing Seminar with Jay Reeder as speaker took place on 10/22/16 in Gainesville, FL. Feedback from participants indicated great topic and definitely a way to generate more interest and sales of alpaca and related products.

### FABA Membership Directory

Paper copy of FABA Directory created and distributed at the Education Seminar on 10/22/16.

Online version of FABA Directory will be made available on the FABA website.

Rates to advertise in the FABA Directory:

Advertising Costs:

Business Card Ad	\$12.00
Full Page Color 8Hx5W	\$20.00
Full Page B&W 8Hx5W	\$15.00

The next printing of the FABA Directory will be November 25th and distribution will begin after the printing to different venues. If you want to place an ad, please email [jflores2@tampabay.rr.com](mailto:jflores2@tampabay.rr.com)

### Marketing Committee

Looking for volunteers for the Marketing Committee. This committee would help identify various ways to promote members' alpacas and products.

There is the opportunity to help plan these events/activities as well.

New Members – visit the Members tab on website to see all members

Peace Alpaca Farm and More

Modern Day Alpacas

### Next Education Seminar

Scheduled for Feb 28, 2017 – Kevin O'Leary. He can speak on a wide range of topics. If there is anything in particular you would like to learn more about, please contact either Jamie Flores, Brenda Crum, Nancy Plyler or Debbie Pettis.