

NEAOBA Minutes of the Meeting  
Saturday May 3, 2003  
Tri-County Fairground  
Northampton MA 0

Officers Present: Jim Mullen, President  
Joan McCurry, Vice Present  
Laura Busky, Treasurer  
Cindy St.George, Secretary

1. **Call to order 8:15**
2. **Secretary's Report/Minutes:** A Motion was made to accept the minutes of January 12, 2003. The motion was seconded and APPROVED.
3. **Treasurer's Report:** Report was given by Laura Busky.
4. **NEAF 2003:** Erica Dwyer was acknowledged and thanked for being Chair of this years show.
5. **NEAF 2004:** Erica Dwyer has agreed to Chair next years event with the help of Patty Bleecker. Different sites were discussed, such as Essex, VT. Millbrook, NY Cheshire Fair Grounds near Keene NH. Some discussion issued about a new building in Hopkinton, NH in combination w/the Sheep and Wool Festival for 2004. Audrey Rhoades sits on that Board and she will check further for next year as well as Jim King who will be attending the show next week. They will report back to the BOD.
6. **NECC (2003 & 2004):** 2003 will not happen under NEAOBA due to time constraints and contract problems at the Portland Expo Center. It was explained that the highly varnished wood floor could be damaged and the NEAOBA BOD did not want to put the membership at risk for liability. There has been an LLC formed by Tim & Cindy Lavan, Nicola Blake and Jack Dibb. They will be holding a show in the fall slot at that location. NEAOBA will not be a sponsor for those same liability issues. The dates are Oct 10<sup>th</sup> and 11<sup>th</sup> and Dr. Sumar is to be the judge. NECC 2004 was discussed and work needs to ensue quickly to secure a location and dates. No chair person was assigned. There was a brief discussion about the Shriners Auditorium and the other placed named under item #5 above.
7. **Marketing Committee:** Dave Sanderson gave a report on what Tholen Assoc has been doing to promote our industry in New England and New York. They hired a media clipping service and a display was available to view. Tholen was hired 7 months ago for a one year contract with a review at 6 mos. The BOD had extended that by one month to carry it through NEAF and the annual meeting. Explanations were made that this is a long term event and not immediate gratification. Advertising money is being spent more effective w/Tholen than on individual adds. Just recently a fiber segment was on Martha Stewart, which reaches 1.5 million viewers; it mentioned alpaca fiber. Terry Callery gave an overview of how Tholen helped his mussel business in Maine. He said the free advertising he rec'd was worth over 50x's what he could have spent. Jim Mullen's opinion was that the contract should be extended for the balance of the year. A motion was made as follows: That the BOD reviews the activities of

Tholen on a monthly basis to be sure they are effectively advertising and that the contract is continued on that basis. The contract would be continued until October of 2003. A vote was taken to continue and no opposition was voice. Motion Passed.

8. **Nominating Committee Report & Election of Directors:** The nominees were, Dave Sanderson, Liz MacEachran, Bob Hebler, Cindy St.George, Leslie Bacon, Jerry Weisgrau and Mark Russell. Ballots were collected and those sent via fax or mail was given to Laura Busky for a count. The ballots were to be tallied and the outcome announced later in the day. The new BOD would chose then the new officers amongst themselves.
9. Other Business: New BOD would set next meeting.
10. **Motion accepted to Adjourn at 9:15**

The outcome of the elections of the BOD and the new officers was as follows:

Dave Sanderson, President	3 Yr Term
Liz MacEachran, Vice President	2 Yr Term
Bob Hebler, Treasurer	2 Yr Term
Cindy St.George, Secretary	3 Yr Term
Jerry Weisgrau, Director	1 Yr Term
Leslie Bacon, Director	1 Yr Term