



MEETING OF NEAOBA BOARD MEMBERS

March 17, 2021

Lennie Foss, Josh Stockton, Linda Hettrick, Keith Tetreault, Marc Worrell, Sarah Utterback Perez, Meghan Chryst and Jon Phaneuf were in attendance. Leslie Frank was unavailable.

The meeting was called to order at 7:03 p.m.

January's minutes were accepted.

The current treasurer's report was accepted.

2021 NEAOBA Fall Shows:

Since the venue of the Eastern States has a seminar room, Lennie suggested that we take full advantage of it and plan for educational seminars during the show. He suggested seminars on breeding or EPDs perhaps involving Jen or Ian Lutz and Jody Hatch. An Education committee comprised of Keith, Meghan and Sarah will put together ideas to present at the next meeting.

2021 Showtacular:

The Showtacular committee will be meeting next week, therefore, at this point, nothing new to report.

Membership booklet:

At this point, there are 14 full page ads, 7 half page and 4 business card ads purchase totaling \$1990. The booklet is being designed by Terry Miller and will go to print next week. 500 booklets will be ordered and Linda will bring them to our Face-to-Face meeting next month. A list of references were included in the booklet (veterinarians and shearers). Other categories such as mills, supply companies, wholesalers will be posted on our website for reference.

New Business:

Due to the fact that Covid has caused so many cancellations of events, NEAOBA and our farms need to self-promote. Social media is a convenient and excellent outlet for showcasing our members and NEAOBA. Sarah volunteered to promote one farm a week on Instagram which also cross posts onto Facebook. Another idea for social media was a "question of the month". We also have our newsletter to promote NEAOBA.

Everyone agreed to meet for the Face to Face meeting on April 17 at noon at the Chateau in Andover, MA.

The meeting adjourned at 7:54 p.m.

Next meeting: April 17, 2021 @ 12:00 p.m.

Important Upcoming Dates

Face to Face meeting: April 17, 2021
AOA Fiber Extravaganza: July 9-11, 2021
Showtacular: Oct. 22-24, 2021
NEAOBA Fall Shows: Nov. 19-21, 2021