

**Maine Alpaca Association  
Members' Meeting  
19 March 2017**

The meeting opened at 11:30 AM

Attendees: 15 Members

**President:** Anne Gobes gave the welcoming address. She introduced the new Board members and stated that the Vice President position was still open and asked for the attendees to consider nominating themselves or someone else. Anne then talked about the presentation on Open Herd that Pam Drew would give and that she would talk about utilizing Instagram as a means of also promoting our farms and products.

We then moved on to getting our lunch and sat down to listen to our speaker presentations.

Pam spoke about the different applications that are available for use in **Open Herd** and how they populate over to the information on our farms in the Maine Alpaca Website. The MAA is an affiliate of Open Herd and with this membership your farm gets nationwide exposure. There are many benefits to just having the free membership, but an updated membership does provide more benefits.

- It is critical to our farms success to have online presence. For a non-profit like MAA the search engines like Google, Yahoo, etc. give it a better placement when the queries are found.

Free Membership is designed for those that are not actively selling but want to:

- Have a free farm profile page on the nation's #1 alpaca marketplace.
- Be included in our national farm search directory.
- Upload unlimited animals and products for display on their association website participating in Openherd's [Affiliate Network](#).
- Comment in our breeder forum, bid on online auctions, add an event to our events schedule, or purchase advertising on Openherd.

If you're new to the industry, a hobbyist, 4H-er, advertiser, or just wanting to learn by talking with breeders in our forum, then you're in the best place to get started!

- Without having the paid membership relationship between MAA and Open Herd, your farm is limited on Open Herd to posting just 5 animals; but you can select whatever 5 animals you want to highlight and can change that selection at any time.
- A "Contact Us" page can be created with the free membership to Open Herd.
- You receive monthly updates on page activity
- The benefit of having one of the paid OH plans is the ability to create a full website and for you to register a domain name.

Anne followed Pam's presentation with a short introduction on how to use **Instagram**.

Anne created an Instagram account for Maine Alpaca Association. You can post on Instagram and use the hashtag (#) for MAA. Our MAA Instagram can also share to Facebook.

To set up your account on Instagram, choose your user name and password. When you have something you want to post, you should always tag (#) display your farm name, then #Mainealpacaassociation. There is a power point presentation that Anne created to help you sign on and start using Instagram.

Both of the presentations will be available on the Maine Alpaca Website.

The meeting adjourned at 2:30 PM.