



The incoming MAA Board of Directors held a transition teleconference with the outgoing members on February 2, 2011 from approximately 6 PM until approximately 7:45 PM. Jeannine Anderson, Jennifer Caldwell-Jeans, Robin Fowler, Jill McElderry-Maxwell and Ginny Rebar represented the incoming BOD, while Dawn Brooker, Pam Drew and Pat Houde are ending their terms. The incoming BOD asked Dawn, Pam and Pat to comment on several areas of interest as MAA moves forward.

- I. Dawn, Pam and Pat were asked to recall what had been MAA's most successful projects, both in terms of financial gain and with respect to member satisfaction.
 - a) MAA's most successful fundraising project was a silent auction to raise monies for the Vet Fund. Spearheaded by Nancy Durst, it was held at the Coastal Classic and included many unique items as well as stud services. The auction raised approximately \$6-7,000, and was a direct result of the enthusiasm and effort expended by Nancy.
 - b) The projects most favorably received by the membership included the assumption of the Fiber Frolic and the first PR campaign for Alpaca Open Farm Days, although the results for the latter were far more mixed. The early educational seminars featuring speakers such as Dr. Tibary and Cameron Holt were also very well received and attended.

- II. In a similar vein, the incoming BOD asked Dawn, Pam and Pat to share their ideas on those projects least favorably received by the membership, in terms of member dissatisfaction and financial loss.
 - a) The publicity campaigns, while viewed very favorably by many of the members, also elicited some of the most complaints. Members felt that the costs of the campaigns were too high, did not understand the marketing process and did not feel that the campaigns benefited all members equally. Many members expect the MAA campaign to serve as their only marketing for the year, and are disappointed when they do not have outstanding turnout on Open Farm Days.

- b) MAA has not engaged in any activities that did not at least break even. The educational seminars and Fiber Frolic are designed to be self-supporting.
- III. Dawn, Pam and Pat confirmed that the only marketing materials created to date have been brochures and magnets. These items were distributed to member farms for use during their open farm events. The booth can also be considered a marketing tool.
- IV. The incoming BOD members inquired as to the protocol followed when the Marketing Committee wishes to spend any portion of the Marketing Fund. In the past, the BOD has approved all major expenditures. The BOD would like to see the committee function more autonomously, with clear goals put forth by the BOD and implemented by the MarCom.
- V. The BOD has never completed conflict of interest disclosures in the past.
- VI. MAA has never applied for or received grant monies.
- VII. The MAA booth is usually present at the Ag Trade Show, the Windsor Fair (part of the exchange for hosting the Fiber Frolic there; Raini may be the current point person), the Cumberland Fair (Tami Wayboer is spearheading this event), the New England Livestock Expo (Alan Russo is coordinating), Ag Day at the Statehouse, the Fryeburg Fair (CIndy Mingle is the coordinator) and the Fiber Frolic.
- VIII. MAA originally stepped in to run the Fiber Frolic when the llama community bowed out. Nancy Williams and Al Maloney have run the Frolic independently for many years, with MAA serving largely as a safety net (we provide insurance, and originally provided seed money for the Frolic, which was paid back). The books are kept separately, and the BOD has historically not micro-managed the event, although technically it is a committee. The Frolic is currently serving a probationary period as a licensed agricultural fair, and is investigating what need to happen for the Frolic to become an independent entity.
- IX. The Vet Fund has not been used much in recent years, and we need to raise awareness of the fund amongst our veterinary community. The percentages of dues allocated to the remaining funds have remained the same since MAA was established.