

ADGA YEAR END REPORT GUIDELINE

YEAR END REPORT

Date: 9/23/2016

COMMITTEE: Publicity/Promotional/Educational Committee

COMMITTEE CHAIRPERSON: Ellen Dorsey

COMMITTEE MEMBERS: JANE BAILEY, BETTY LOU BRONSON, LINDA S CAMPBELL, KATHERINE S GOODIN, JODY KLINEDINST, DEBI KLINGELSMITH ROE, CAROL ANN KLOIBER, SHIRLEY MCKENZIE, RACHEL PETERSEN, ROBIN SAUM, MICHAELA SIEVERS, PETER SNYDER, DAWN NANCY WEAVER.

1. STATEMENT OF GOALS AND OBJECTIVES FOR THE YEAR:

- A. Our committee was tasked with hiring artist Lynn Fancher to create the Guernsey Goat artwork for the Own a Dairy Goat Brochure at the rate of \$100.
- B. We were also tasked with hiring Lynn Fancher to create breed posters from our artwork. The board approved a rate of \$35 per hour for this job.
- C. Lynn has asked for our committee to select the font for the posters as well as the breed description we would like on each one.
- D. Our committee was tasked with coming up with a brief breed description for the Guernsey Goat for the Own a Dairy Goat Brochure.
- E. Our committee requested the use of a "check box" for breeders who export dairy goats and hashing out the details to make this a workable idea.

2. SUMMARY OF COMMITTEE WORK AND ACTIVITIES FOR THE YEAR:

- A. Photos of breed examples have been sent to Lynn along with the approved breed standard for the Guernsey Goat.
- B. I sent a request to Paula Hughes & Shirley McKenzie to release the digital copies of the breed examples for her to do so. I've also done a follow up email to see if the digital copies have been sent, but haven't at this time heard word of their release.
- C. We've discussed the fonts and the majority said they liked the idea of uniformity and would like the same font used as what we've used in our brochure.
- D. We've had a couple of suggestions for the breed description in the Own a Dairy Goat Brochure, but haven't had much input on the subject at this time. Though I did send a link to the breed description included in the Guidebook and I also sent the description from the Guernsey website.
- E. When I last spoke with Lynne Fancher, she was working on our art pieces and I am hoping I'll have something to show at convention. She also mentioned a t-shirt idea ADGA could use as a fund raiser. Waiting to hear more on that.
- F. Linda Campbell has asked us to explore the idea of a place to deposit member photos as a cache of material for our website. The photos currently on the website were never intended to be permanent, so we've discussed various possibilities for photo submission from our members. For example; Have a location where photos can be uploaded by members (we would probably want to set to manually approve to avoid getting inappropriate ones). With the upload, members would agree to allow ADGA to use them and we would develop some disclaimer language. It was also suggested we could pay for use of photos or have a contest so 'winners' get a prize - perhaps a credit in their

ADGA account? Most of us were opposed to payment for use of photos as many of us are happy to donate photos to the association.

G. We haven't discussed the subject of the "check box" at this time.

3. **FINANCIAL STATEMENT - COMMITTEE EXPENSES:**

The board approved paying Lynne Fancher \$100 for the Guernsey artwork as well as \$35 per hour for the poster design. Nothing will be paid till the job is completed.

4. **PROBLEMS ENCOUNTERED:** None

5. **DECISIONS REQUIRING BOARD ACTION:** What sort of location for a photo cache would the board prefer? A photo script on adga.org, a service, or a facebook page.

6. **WORK TO BE COMPLETED BY NEXT YEAR'S COMMITTEE:** Get our artwork finished and approved. Get started on website photo cache.

CHAIRPERSON: Ellen F. Dorsey