

Educational Seminar Schedule

Friday

7pm Breathing and Other Things to do in the Show Ring - Patty and Les Fuller

Saturday

9:00 Internet Marketing and Social Media - Jay Reeder

Weaving for farm revenue – Theresa Jewell

10:00 3 C's of SBA Counseling: Counseling, Capitol and Credit – Eileen Joyce

11:00 Debi Weiss - Fashion Seminar

12:00 Unified Carrier Registration Requirements – NC State Highway Patrol

1:00 Alpaca 101 – Patty Fuller

2:00 The Good, The Bad & the Hairy - Christina Oliveri

3:00 Fiber Round Table

4:00 Fiber arts tools that won't break the bank" – Andrea Nissen

TBD How to develop and train a team for Fiber to Scarf competitions – PFG

Throughout the day on Saturday/ Sunday (kits available for purchase)

Free Children's Activities (Felted soap, Weaving and more)

Interactive knitting, spinning, weaving and crochet demos – Piedmont Fiber Guild

Spinning on a Spinning Wheel – Glenda Moore

Drop Spindle spinning - Andrea Nissen

Weaving – Sue Helmken

Kids Drop Spinning – Wil Dunlap

Needle Felting - Beth Dunlap

Piedmont Fiber Guild Fiber arts demonstrations

Naalbinding – Julia Roskamp

Saturday Night:

6-9pm Carolina Alpaca Celebration UFO (Unfinished Fiber Object) Night

- Preregistration required. Limited seating. POC Andrea Nissen andrea@ionarosestudio.com

Seminar Descriptions

Breathing and Other Things to do in the Show Ring - Patty and Les Fuller

This one hour class is a must for all first time exhibitors and exhibitors looking to improve their showmanship. From halter fitting to dealing with uncooperative alpacas, this seminar will review the show ring process from start to finish, highlight some do's and don'ts, and demonstrate safe handling techniques. You only have the judge's full attention for about 90 seconds in the show ring, so learn to make the best impression and have fun too. Les and Patty Fuller will guide you through the steps you need to take to have a successful and enjoyable experience. So bring your questions and your alpaca for a hands-on practice session that will give you the confidence to smile the whole time you are in the show ring.

Internet Marketing and Social Media – Jay Reeder

The internet provides many ways to promote your farm and farm products. Join Jay to learn how to identify social media and internet outlets to promote your business. Find out how to evaluate your current strategies then determine where to focus when marketing your farm.

Weaving your way to farm revenue – Theresa Jewell

Retail sales of your natural fiber is a thriving business, whether your focus is on the fashion industry in creating your own unique garments or home decoration. Join Theresa to learn how to use a loom to turn your fiber into beautiful finished products to sell.

3 C's of SBA: Counseling, Capital and Contracting – Eileen Joyce

Informed business planning is important to avoiding costly mistakes! Did you know that there are over 1,500 SBA assistance centers across United States? Learn how to utilize these invaluable resources to obtain the capital you need to grow and develop your alpaca business.

Fashion Seminar – Debi Weiss

Learn how to track fashion trends and make informed decisions for stocking your farm store. Debi will provide insight on trends for 2017 and how to gauge what 2018 may bring, how to market your items, budget for inventory, how to choose your wholesale supplier and what to expect from your supplier. She will also talk about how to market your fiber items.

Unified Carrier Registration Requirements – NC State Highway Patrol

Are you engaged in interstate commerce? When do you have to have a DOT number? Do you need a CDL? Are you required to stop at weigh stations? You can be cited and fined for not knowing and complying with the laws? The carrier rules are a puzzle. As states face tighter budget crunches, many of the laws that are in place but have not been enforced are now suddenly being enforced. Rick has spent many hours on the phone and emailing government

agencies to gain an understanding of how these rules and law are applied and what exemptions are in place.

Alpaca 101 – Patty Fuller

Are you a new alpaca owner? Are you considering becoming an alpaca owner? Join Les and Patty Fuller as they answer your questions about the things you should know and do to take care of these amazing animals. This class is must for new alpaca owners and those investigating alpaca ownership.

The Good, Bad and Hairy- Marketing to Fiber Artists - Christina Oliveri

Do you have bags of fleece in your barn, just waiting to be sold? Not sure about how to price them, or drum up interest in your product? We will have a live demonstration and discussion in of what fiber artists look for in a raw fleeces. Explore various qualities of fleece from soft and sublime to the hairy beast, and learn how *fiber artists* make purchasing decisions. Overcome the obstacles that prevent you from selling all of your fiber. You may never look at your fleece in the same way again!

Fiber Round Table –

Don't miss this opportunity ask your fiber questions and receive feedback from fiber artists with various backgrounds. There will be decades of experience represented at the table and multiple perspectives to include Spinning, Weaving, Knitting and Fiber sales.

Fiber arts tools that won't break the bank – Andrea Nissen

The price tag of basic spinning tools can be enough deter even the most enthusiastic of aspiring spinners, but knowing where to save and where to splurge can make spinning an affordable endeavor. Andrea will share what she has learned, through trial and error, about thrifty alternatives to turn fleece into lovely handspun yarn. Whether you are a fiber artist or farm owner who is looking to make the most of your fiber, these affordable tools will help you get the fiber job done without needing to take out a second loan on your home.