

Michael O'Kelly
NPGA Vice President

Report to the NPGA Board

PR Booth

Since my last report I was able to put together an information booth which includes an EZ-UP canopy tent which I purchased from a members business at a discounted rate. I had the canopy screen printed with the National Pygmy Goat Association banner and Logo that can be seen on the website. Along with the canopy tent I purchased a heavy duty folding table from Costco for the booth. I made some standard display boards with general information and pictures of pygmy goats to catch the eye of the passer by. I provided several NPGA handouts including the Brochure, Color page, Membership application, Herdname application, and Memo's for display.

I first erected the booth at the California State Fair during the time which pygmy goats were on display for four days which included two days of shows. I along with other pygmy goat exhibitors were on hand to handle the large amounts of people that attended the State Fair during this week. The booth received a lot of traffic, and at the very least made people aware of the NPGA. It didn't hurt that our booth could be seen from across the huge exhibition building. The booth was also displayed at the Sierra Pacific Pygmy Goat Association's November show in Gridley, CA.

I am unaware if the booth actually produced any memberships to the NPGA, but have recently decided to put "PR BOOTH" on the membership applications that are handed out in hopes that it could be tracked at the Central Office.

The cost of the booth was somewhat less then \$400.00 which includes tent, table, cost of photo copies, and screen printing. I provided the display boards as I have plans to improve on what I am currently using.

Nationwide Article

I had put in motion the idea of placing an article in several publications around the country. I asked my committee to provide lists of news papers, or rural publications which may be suitable for an article regarding pygmy goats and the NPGA. To date I have not received any information in this regard.

I enlisted the help of a member who volunteered his expertise in writing to author a newsworthy article promoting pygmy goats. I provided the article that was written to my entire committee and the feed back and recommendations to alter the article were so drastic that I felt it would be offensive to the author, so I have decided to set this one aside for the time being.

Respectfully Submitted
JT Struthers
Public Relations Chair