

Alpaca Marketing in Michigan

Sponsored by MI-Alpaca

When

Saturday, January 30, 2010

8am -4pm

Where

MSU Veterinary Medical Center, Room A213

Lansing, MI

What

A two part seminar on how to market your alpaca farm in Michigan.

Diversify Your Farm and Farm Branding

Diversify Your Farm

The seminar will be presented by Evelyn Brumwell of YB Normal Farms, Small Suri Breeder of 2007 and Jan O'Neill of Clare Limerick Alpaca Ranch, Author of the "Annabelle Alpaca" children's books. This seminar will show you how to diversify your farm from only animal sales to a multitude of income

possibilities. Instruction about conducting farm tours, children's fleece projects, how to start an alpaca clothing store, carding, felting, spinning and weaving demonstrations will be given. Each participant will receive a seminar notebook full of resources and projects. If there is time participants will have a chance to make hands-on projects designed for children's tour groups. Each person will leave with a wealth of knowledge on ways to bring more income into their alpaca farm.

Farm Branding

Sandy Morden of Pine River Alpacas also operates RAMP - Realistic Alpaca Marketing Projects. RAMP focuses on seamless marketing and branding of alpaca farms and ranches. Most alpaca breeders know they need to market their product but don't know where to begin. Sandy, a former educator in both the public and private sector, has transformed her individual style of teaching into an alpaca marketing seminar. She has developed exciting ways to convey complicated marketing techniques in easy to understand and easier to carry-out methods. Sandy looks forward to sharing her knowledge and ideas for your personal marketing solutions. Feel free to contact Sandy at info@ramp-projects.com any time before and after the seminar.

Pricing

MI-ALPACA members \$30 - each additional person from the same farm \$25

Non-members \$60 - each additional person from the same farm \$55

Lunch will be provided.

All reservations must be paid in advance to

MI-Alpaca

c/o Mark Dayrell

13600 W. Eaton Hwy

Grand Ledge, MI 48837-1873

Ph. 517 627 4769

Parking

Parking on campus can be confusing--please plan to use either Lot # 27 on the South side of the veterinary complex, or the Wharton Center parking ramp across the street on the North side. Parking spaces marked "Faculty/Staff Only Monday - Friday" will be available for use on weekends. Do not park in the gated lot in front of the Small Animal Clinic--this lot is for emergency clients ONLY.

Please enter the building using the Small Animal Clinic door