**Mid-America Dorper Breeders (MADB) Resurrection Meeting #2**

**February 2. 2022**

Call began at 7:30PM

Joining the call were: Brent Dostal, Juanita Daniels, Tom Clark, and LeAnn Winters. Nick messaged that he couldn’t make due to work.

First item of discussion was the purchase of the Zoom program. We don’t know if Nick purchased or not (we never really said who would buy it). If Nick didn’t purchase that’s fine and we’ll purchase anyway even though discount may have expired.

We next discussed updating the address on membership applications as both the webpage and Facebook pages had the wrong addresses. LeAnn and Tom agreed to update the membership form on each page, respectively.

We discussed the differences between the two Facebook pages. One is kind of for anybody to post anything about their dorper sheep, while the Group page is more membership and sale oriented. We discussed how to truly demarcate the two. The one that is truly for membership would be where library of resources could(should be?) be housed. Should we think about imposing some sort of restricted access to the membership page as there is no reason out of territory sales etc. (like all the Texas sales) should be advertised there as there are many other outlets.

Tom also suggested we start a YouTube Channel to house our video content as if our plan is successful, it could eventually become an income/sponsorship cash cow (although this will take time but should be thinking long-term)

The Sunflower Sale was discussed as we need to know what is needed including assistance, donations, etc. Tom will call Freddie in the next few days to discuss what is needed and hopefully Freddie can join our next call.

Regarding membership recruitment/building Tom brought the thought that we (MADB) must have some success in our webinar series before the Sunflower sale (2 to 3 webinars completed) and ideally even before Duncan. This way potential members know that there is value to being in the organization and they may also want to contribute and bring their ideas and labor as well.

It was also brought forward that we should have a MADB presentation (membership drive) at the Sunflower sale and also something (at least the meeting) at the Mid-America as well.

As part of our information dissemination/service plan, it is critical that we have a built out schedule for our Webinar series. As part of this effort, we all agreed to write down our top three topic ideas and share them with the group. Tom also asked that folks be prepared to be the driver to procure speaker(s)/make slides for the topics they bring forward. Nick was able to text in that he secured getting Ash Philips to speak at our first webinar.

We all need to pay our dues and send them to Juanita’s corrected address.

We agreed to build out an agenda for what we will do at the meeting in Duncan.

We will have our next meeting on either Feb 9 or 16 (Tom will send out a survey). Wednesday’s seem to work best for everyone on the call.

**Mid-America Dorper Breeders (MADB) Resurrection Meeting**

**Jan. 26, 2022**

Open the call at 7:30PM

Joining the call were: Brent Dostal, Juanita Daniels, Nick Vos, Tom Clark, and LeAnn Winters

There was an open general discussion on ideas to build and maintain a membership via providing Dorper/White Dorper breeders/producers what they really need. What is important?

Generally, we agreed that our customers, potential buyers, partners, etc. seem to be hungry for information, training, education, markets, and marketing opportunities.

Juanita also provided the info that MADB has $1,749.89 in the account. She has also kept the account alive as there is a risk of it being closed due to inactivity.

Brent and Nick brought the ideas that Dorper articles with select contributors is a gap and many topics could be addressed: (grazing/feeding management, marketing of breeding stock, butcher lambs, breeding selection, typing, cull faults, etc.)

Similarly we could also cover some (all) of these topics with webinars (live and recorded), round-tables, in-person seminars (at sales or scheduled events). Nick brought the idea that webinars could have sponsor(s) and even opportunities for members to market their farms and/or sale sheep (which could easily be done with a slide or short video at the beginning, intermission, and finality of such events). We could also use such events to socialize our organization to recruit new membership.

I would also note that we could create a library of these webinars on a MADB **YouTube** channel that if we get good at it and capture a significant following , there may also be opportunity for an income stream there in the long-run.

Nick described the experience at the Dorper Days sale event in Plainview. Folks were very hungry for Dorper information of all types and interest in the breed had never been higher.

We briefly discussed the Sunflower Sale event and help there is desperately needed and recruitment of assistance needs to begin ASAP.

Back to the Webinar series Nick graciously volunteered to take the lead on the first one (Dorper confirmation and selection (along with a guide of what to cull from the standard perspective) to be one of the sponsors. We also discussed that a future related topic could bring in a guest speaker that is South African inspector (like Ash Philips or Colene van der Merwe, others).

We briefly discussed shoring up the MADB Facebook site (maybe we could discuss that a bit more in our next call). I will also mention that we still have our webpage that I would be happy to beef up and could place links to everything there as well. We could also socialize many things there as well.

We agreed to meet again on Feb. 2, 2022 @7:30PM via WhatsApp group call as it seemed to work very well.