

OLA Quarterly Meeting Minutes – January 25, 2014
Host: Dr. Michael Lemmers – RavenCroft – Mulino, OR.

12:00 – 1:00 pm – Meet and Greet

A tour of the garden at RavenCroft and a potluck lavender lunch was enjoyed by all.

1:00 pm – 3:15 pm - Chris Mulder, President, called the meeting to order.

OLA members and guests introduced themselves.

Education – *Four and a Half Ways to Energize Your Internet Marketing*

Presented by **Susan Harrington**, CEO, (Chief Education Officer) Labyrinth Hill, Hansville, WA.

Susan provided a handout with an outline of her talk. She gave us an excellent presentation of ways to improve our lavender businesses through internet marketing, and she included personal examples of how she has built her business. Susan's outline has some great quotes and website resources that she has found to be very helpful.

A copy of Susan's outline is included with these minutes.

Northwest Regional Lavender Conference II (NRLC II)

Update from – **Jack Harrington**, Labyrinth Hill Conferences and Workshops, Hansville, WA.

The NRLC II is being sponsored by Jack and Susan Harrington and the OLA on

October 24 – 26, 2014, Friday-Sunday, at the Monarch Hotel and Conference Center, Portland

The Harrington's have been very busy advertising and organizing the conference. They already have over 200 people that have signed up for their conference email list! If you are interested in receiving the most updated information about the conference, sign up now at <http://growinglavenderconference.com>

This conference will be an excellent networking opportunity for lavender farms and related businesses throughout the U.S. and Canada. Education will be offered for beginners, along with intermediate and advanced topics for people with established lavender farms and businesses.

There are a number of businesses interested in being exhibitors at the tradeshow that is being planned with the conference. Jack said there will be space 40-50 vendors. Some products may be sold to conference participants during the conference, but wholesale orders will be encouraged. They are also *considering* opening the tradeshow to the general public. (There was more discussion on that topic at our meeting). OLA will have two tables to display information to showcase OLA products and member's farms.

Jack and Susan will be sending out more information about early-bird registration in March. Since OLA is a sponsor and host for this conference, OLA members will be offered discounts for conference registration and tradeshow exhibitor fees. We hope that all OLA members will help spread the word.

Please put a live link to the conference website onto your own website to help promote the conference, now.

<http://www.growinglavenderconference.com>

Please consider how you might contribute to the OLA sponsorship for this conference.

If you would like to help by donating your time, talents, and/or products for the conference, contact

Chris Mulder, at Barn Owl Nursery – barnownluniversity@msn.com

Chris is organizing OLA volunteer opportunities. A list of members was started at the meeting.

Break – Members were given the opportunity to vote on one of four photos for the cover of the new Oregon Lavender Destinations Guide to be printed and distributed at the April OLA meeting.

Andy Van Hevelingen set up a blind fragrance test of lavender essential oils. Andy wanted to know if members preferred, or could tell the difference between, the oils he had distilled using dried flowers vs. the oils he had distilled using fresh/frozen flowers. (Andy used the EssenEx 100 microwave distillation kit to distill these oil samples). Members had the opportunity to sniff and vote on the different lavender oils. The oil samples included *L. angustifolia* 'Chelsea Pink' and *L. x intermedia* 'Jobert' flowers. After members voted, Andy revealed which flowers were used in the distillation process. The results of the blind test were:

L. angustifolia 'Chelsea Pink' - 4 voted dried flowers / 14 voted fresh flowers

L. x intermedia 'Jobert' – 50/50 - votes were the same for dried vs. fresh flowers

Education - *Scent and Science, Knowledge and the Nose*

Presented by **Mesha Munyan**, Oasis Naturals, Sequim, WA.

Mesha introduced herself and told us about her work. Her goal is to build a database and rating system for lavender oil produced in the U.S. She will be collecting oil samples from plants grown and distilled in the U.S. and she would like to offer more education about lavender oil to OLA members, and other lavender growers, in the U.S. Some of the steps that need to take place to achieve this goal are:

- establish who the experts are in the U.S
- work on educating ourselves on how to make good oils by promoting good practices
- learn how to judge our own essential oils
- set steps and specific procedures needed to judge essential oils in the U.S.
- learn from other countries that are already judging their own essential oils

Eventually, Mesha hopes that the U. S. will be in a position to produce superior lavender essential oils that can be judged beside other lavender oils produced in the world. She shared that Oregon has already set a precedent in growing Hazelnuts and is considered to be the best source for Hazelnuts, worldwide. She believes that there are enough people that are interested in pursuing the same goal for lavender essential oils. She would like to start training oil judges so the U.S. can set our own standards.

Mesha conducted a quiz with a few lavender essential oil questions for us to answer on our own, first. Then she asked the whole group to give the answers to these questions:

1. What part of the lavender plant produces the most oil? (**calyx**)
2. Stills can be made of three common materials, what are they? (**copper, glass, stainless steel**)
3. What is the approximate number of compounds you find in lavender essential oil? (**131**)
4. Which one of those compounds attracts bees? (**linalool**)
5. What other product is produced during the distillation process? (**hydrosol, distillate or hydrolate**)
6. Name two methods of distillation. (**steam, immersion**)
7. What type of lavender produces camphor? (***L. x intermedia* or *lavandin***)
8. Which lavender oil costs or brings more money per ounce? (***L. angustifolia***)

Mesha will be offering an introductory class to OLA members that are interested learning more about being trained as essential oil judges. Her workshop will be offered at Barn Owl Nursery on Sunday, April 27, the day after our OLA quarterly meeting. Members were asked to sign up, if they are interested in attending the class.

For more information, contact Mesha - meshazperfumes@gmail.com

3:15– 4:00 – OLA Business Meeting

Marketing Update – Amy Morris, OLA Marketing Chair / **Chris Mulder**, President/Marketing Committee

The 2014 Oregon Events Calendars were passed out to members. Amy and Chris told members about the OLA marketing decision to include the Oregon Lavender Festival/Oregon Lavender Destinations website this year. (This includes five separate listings in the calendar, one in each region of Oregon where OLA has participating members.) Two OLA member farms that are participating in the festival, also paid to list their farms individually, in their own regions. Each listing costs only \$35 a year. The Oregon Events Calendar is distributed widely for the whole year, at many different locations and visitors centers around Oregon, and online. The deadline for a listing or to place an ad in the Oregon Events Calendar next year is, November 1st, 2014.

Amy announced that OLA joined the Travel Oregon rack card program this year. OLA will be supplying *Oregon Lavender Destinations Guides* for all the Travel Oregon Visitor Centers and locations around Oregon.

Amy explained some of the changes that the OLA marketing committee has made for the *Guide* this year. The participating farms at the Promote with Us level will be divided into regions in the *Guide*, based on who has joined in each region. She passed out printed information on how to update or add information and photos for your farm for the *Guide*, using the OLA website/member's area.

Another feature that will be added to the 2014 *Guide*, is the opportunity for **every** OLA member to place an ad for their individual lavender business. All ads will be featured in the middle of the *Guide*. Separate directions were passed out on how to reserve and submit an additional ad for your business in the *Guide*.

The icons that were used in last year's *Guide* will be reduced to make OLA member's products and services clear to the public. **Directions are included on the OLA website/Member's area. If you have questions or need help, please contact Amy Morris - admorris@comcast.net 503-453-4021**

The marketing committee requests that you **update your text and/or photo for the Oregon Lavender Destinations website**. The deadline to submit all updated information, and an ad for the *Guide*, is February 15, in order to have the *Guides* printed and available for distribution at our April meeting.

Amy requested that all members that had not yet voted on one of the photos for this year's *Guide*, do so at the end of our meeting.

Membership Update - Submitted by **Bonnie Rinaldi**, Membership Chair/reported by **Chris Mulder**, President) OLA has **70** members: **30** – *Promote with Us*, **22** – *Grow with Us*, **18** – *Relax with Us*
OLA bags and products were distributed to the new OLA members that attended the meeting.

OLA Branded Products – Presented by **Chris Mulder**

Printed order forms for products were distributed to all members at the meeting. Samples of the products were shown and available to taste. The new prices and deadlines for ordering them were explained by Chris. These products included three OLA branded products: (Marionberry Lavender Seedless Preserves, Lavender Dark Chocolate Bars, and OLA Tote Bags) and two more products, (Little Oak Farms Lavender Honey and McTavish Lavender and Lemon-Lavender Shortbread cookies). OLA places group orders for all the products once a year.

The order forms for all of these products are included on the OLA website/Member's area. They can be downloaded and sent to Chris, by mail or email. Please note the deadlines for ordering and paying for these products are on each of the order forms. **If you have questions, please contact Chris. barnowlnursery@msn.com or 503-638-0387.**

Chris also offered several lavender books, Lavender Flavor Wheels, and bulk lavender sachet bags for members to purchase at wholesale prices. These items will also be available at the April meeting, while supplies last.

OLA Member Announcements

Jim Wilson presented samples of a few products and catalogs with products that can be ordered by OLA members, or considered as OLA group orders, in the future. (i.e., pens, water bottles, hats, t-shirts, etc).

Sarah Bader said that her book, *The Lavender Lover's Handbook*, can be ordered from Storey Publishing, tina.parent@storey.com 413-346-2175. You must be an established business and order a minimum 25 assorted garden books to receive a wholesale discount.

Donna Delikat brought a catalog from Nashville Wraps, a company that sells eco-friendly packaging products. They offer a new lavender design on assorted products that is featured in their spring 2014 catalog. www.NashvilleWraps.com

Douglas Shuff, American Solutions for Business, shared information about his business and a wide variety of products that OLA members might be interested in ordering – dshuff@americanbus.com

Chris Mulder announced that the **next OLA Quarterly Membership meeting will be Saturday, April 26, 2014, at Barn Owl Nursery in Wilsonville, OR.** The *Oregon Lavender Destinations Guides* will be distributed. (All products need to be preordered and prepaid by the deadlines listed on the order forms to be available for pick up on April 26 – barnowlnursery@msn.com

Meeting adjourned.

Minutes recorded by *Marilyn Kosel* - Edited and Submitted by *Chris Mulder*

Four and a Half Ways to Energize Your Internet Marketing
Presented for the Oregon Lavender Association
Quarterly Meeting January 25, 2014

Agenda

Building Your List

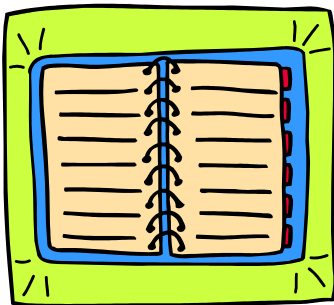
*I think that maybe inside any business,
there is someone slowly going crazy.*

~ Joseph Heller, *Something Happened* ~

Building Content

Generating Traffic

Engaging Your Market



How will you reach your customers?

If you're not building an email list, you're an idiot.

~ Derek Halpern, SocialTriggers.com

Social Media – Facebook, Twitter, Pinterest etal vs Website/Blog

http://conta.cc/SLH_CC

<http://aweber.com/?360069>

What does your target market want/need?

http://conta.cc/SLH_CC

newsletter/survey service

Keep it short

Do not ask personal information

Give an incentive for survey completion



*The Internet is the most important single development
in the history of human communication
since the invention of call waiting.*
~ Dave Barry ~



Research terms/phrases they use to find solutions to their problems

<http://www.google.com/trends/>

<http://www.amazon.com>

<http://www.youtube.com>

Connect with your email list regularly.

The Pareto Principle...

80% of revenue comes from 20% of customers.

~Vilfredo Pareto (1848-1923), Italian economist and sociologist



Presented by Susan L. Harrington, CEO
(Chief Education Officer)

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