

St. Croix Hair Sheep Breeders, Inc.

Annual report dated 10 June 2012

Membership

As of May 31, 2012 the St. Croix Hair Sheep Breeders, Inc. had 125 members in good status with dues current. Included in that number are 37 new members. New membership has occurred in 21 states across the country, indicating that St. Croix sheep are being recognized nationwide. Since many breeders pay their dues when they register lambs, there are very likely others who raise registered St. Croix sheep who are not included in the 125 number.

Registrations

Data on this association began in September 2011. Since that time, there have been 525 sheep registered as of May 31, 2012. During that same time there were 410 transfers, indicating sales. When an entire year's records are considered, there have been 946 registrations and 486 transfers.

Newsletter

Since September 2011 we have published two newsletters, one posted only to the website and one printed and mailed to members as well as being posted to the website. We decided to post one only on the website because association funds were low, and printing and mailing the newsletter is a major expense of this group. In a cost saving effort, classified ads are no longer being printed in the newsletter. This allows us to reduce the price of newsletters, which is based on the number of pages printed.

Website

One feature of the website that is becoming popular is the "Buy St. Croix" page, which is opened by a link on the home page. This page operates much like craigslist, with members submitting information about St. Croix they have available, which is listed in the order it is received, with the newest information at the top. This has the advantage of being very current, with members able to modify or remove their ad when their sheep are sold. Also, the classified ads that were formally run in the printed newsletter were often outdated before they were published, and their audience was only active St. Croix members. Now anyone who looks at the St. Croix website, whether they are currently breeders or are only interested, can see who has sheep available and where they live.

Members who wish to have their information on the "Buy St. Croix" page should mail or email their information to me, and I will post it on the website.

Another area of the website that I would like to see increase is the "Awards" link. When members show their St. Croix at venues across the country, they can have that recorded on this page. All they need to do is send me photos and information about the event, date, name of members showing and awards won. I will work to get this on the website in a timely manner.

Contacts

I frequently receive phone calls or mail from members requesting information about St. Croix sheep in general or breeders in their area. I answer questions as best I can and refer them to the website for the Breeders List. However, a surprising number of callers do not use computers, so I print and mail the Breeders List to them (which currently lists approximately 130 breeders).

Kathy Bennett, Secretary