

Results of the MSPA Apparel Sale:

The MSPA had its first offering of branded apparel in December 2017 and January 2018, to coincide with the annual Symposium. MSPA branded apparel is something that had been discussed for several years at the 4P meetings, however, this year, Wendy Villarreal took the idea and made it a reality. Wendy had previous experience working with a Michigan company, Underground Printing, so she contacted them about helping with the MSPA offering. After a re-work of the current MSPA logo to make it embroidery friendly, Wendy and UP put together a selection of merchandise that would be appealing and useful to producers in winter weather. The offering included 2 different kind of hats, a ladies half-zip sweatshirt, a unisex hoodie, a t-shirt, and a youth hoodie. The apparel offering was set online, so that the MSPA would not have to purchase and hold inventory. Each member could order individually and have the items shipped to their home, or picked up at the annual Symposium. The apparel offering was promoted via MSPA Facebook group, and by group email. There were also some items offered for sale at the Symposium. At the conclusion of the offering, the MSPA earned \$307.64 in profit, to be used for membership activities. Although the participation by membership was smaller than anticipated, Wendy Villarreal feels it was a successful first effort. In addition, the process has been put into place to allow for future offerings of MSPA apparel. Wendy envisions having different merchandise offered for the various seasons. For example, the MSPA could put together a summer apparel offering to be picked up at the annual summer picnic, or offering youth apparel for show season, etc. The MSPA branded apparel is a great way to show support to a great organization.