

## NATIONAL PYGMY GOAT ASSOCIATION ANNUAL REPORT

### Merchandise Committee

Sales during the Contract Period of July 1, 2012 through June 30, 2013 were received through Paypal, phone calls charged by credit card, orders received via mail, and orders sold via show attendance. During the months of April and May, e-bay sales were also accepted through an account owned by NPGA member Ashlee Gerner. This was done to ascertain the possibility of NPGA having a non-profit account through e-bay.

During this year, I did increase the sales price of some items such as the Basic Owners Manual, the Judging Manual, and T-shirts. This was necessary due to the increased cost of inventory for these items.

All sales items were shipped within 2-3 days of receipt with few exceptions. Due to the ever increasing cost of shipping over the last two years, all publications only orders were shipped media mail which saved a substantial amount of money to the NPGA. For example, a package weighing 16 oz that was able to be shipped in flat rate packaging was slightly more than \$11.00 if the order was completed online. By media mail, that cost of that order was less than \$4.00. The average delivery time of medial mail versus parcel post or regular first class was 2-3 days longer, although there was no guarantee of that time frame, especially during peak mailing periods. During those times, i.e. Christmas season, those packages were mailed first class or priority parcel. In general, orders that contain both clothing as well as publications were significantly more expensive to ship, often costing more than the charge for shipping. If there is to be revision of the NPGA website to incorporate online registration, I would recommend the investigation into a "shopping basket" inclusion in which shipping and handling is calculated dependent upon the items purchased.

As membership has decreased, so have the sales of merchandise. Items such as the Basic Owners Manual and the Pygmy Goat Management and Veterinary Care continue to sell well both to members and non-members alike. It is my opinion that the addition of goat items that are non-specific to NPGA, items such as glassware, wind chimes, signs, and other promotional items with pygmy goat designs would only enhance and increase sales, especially to those not specifically associated with NPGA. If this is accomplished, I believe that sales through e-bay and amazon would also be beneficial.

The NPGA Merchandise Department has its own credit card account through Costco. It has been the most cost effective way for this department to have access to credit card sales. The monthly minimum fee for this service is \$20.00 for a total of \$240.00 per year. Currently, the NPGA has very few sales through this account and therefore we never exceed the monthly minimum fee. I recently did some research on other options such as Square.com. While the percentage rate for this type of merchant services is greater than that of Costco, there is no minimum monthly fee. When I ran the numbers for 2012, the fee for the credit card sales during that year through Square.com was less than \$40. If we had utilized Square.com, the Merchandise Department would have saved \$200.00 in credit card fees! The only drawback to Square.com or other service of this type is the need of a 'smartphone" by the merchandise chairman to utilize this service.

Regards,

Lynette Clooney  
NPGA Merchandise Chairman