

ASI WOOL COUNCIL AGENDA

Thursday, January 20, 2022

ASI WOOL COUNCIL MEETING 1:15pm – 3:30pm

- I. **Introductions** Randy Tunby, *ASI Wool Chairman*

- II. **Sheepskin Update and Consumer Information**
 - a. Social Listening..... Christa Rochford, *ASI Wool Marketing Program Manager*
 - b. Market Update.....Mike Wheeler, *Owner Nugget International*

- III. **ASI Italy Program Update (Pre-Recorded)**
Bianca Losekoot, *ASI Intl Marketing Consultant Western Europe and Egypt*

- IV. **U.S. Wool Testing Lab Update**Dawn Brown, *Manager, Bill Sims Wool Research Lab, Texas A&M*

- V. **International Program Update** Rita Samuelson, *ASI Deputy Director*
 - I. **American Wool Assurance (AWA) Audit Process**
 - a. Audit Process Ruth Woiwode, *ASI Consultant, American Wool Assurance*
 - b. Program Review.....Heather Pearce, *ASI Wool Production & Specialty Markets*

- VI. **Adjourn**