## **ISBONA NEWSLETTERS**

Most issues contain even more articles, more recipes, Letters from the Editor and President, our Historian's Corner, featured Southram AI rams, and more! As you would expect, things change over 25 years, so best advice today might vary from what was given – especially in the earliest articles. Anyone on the Board will help you find the latest and greatest information!

lssue	Partial Contents
<u>Spring 2024</u>	Editor's Letter, Show Premiums, DNA Parentage Testing, VAI:More Lessons Learned, Fecal Egg Counts, Recipe, Calendar, Baa-ha-ha!
<u>Summer 2021</u>	ISBONA on Instagram, Tips from the Registrar, Buddy and his Flock, Farm Profile: Isafold Icelandics, Mud Memories, Morse Code Sheep
<u>Winter 2021</u>	#LAMBS, Frelsi Farm Icelandics Lambing Supply List, Lambing Time Schedule, Tube Feeding ,The Organic Shepherd's Lambing Kit, Feeding Newborn Lambs, Uterine Torsion, Lambing Season in Iceland, Finding the Fit
Winter 2020	Dewdrops & Lambchops, Need for Pragmatism, Pasture Beer, Stuffed Lamb Meatballs, Bedstraw, #LAMBS, Ten Years of AI, Checking for Anemia
<u>Spring 2020</u>	Board Candidates, Cooking Guide, Lamb Cuts, Scenes from a Century Ago, You Can Fight City Hall
<u>Summer 2020</u>	Farm Profile: Bright Earth Farm, Effects of COVID-19, Breed Standards, Checklist for New Owners, Exhibiting Icelandics
<u>Fall 2020</u>	Leadersheep, Choosing Replacement Ewes, Farm Profiles: Nicholson & Strand, Sheep Farming in Iceland

Winter 2019	Mysteries of VAI, Registry Update and Coding for Registrations, Mating Management and Farming in Iceland, Icelandic Fleece, Board Minutes and Budget
Spring 2019	Mating Management in Iceland, Norwegian Textiles, Warp Weighted Loom, #LAMBS, Loa Gene, Fencing for the Small Farm
<u>Summer 2019</u>	Entering a Wool Show, Parasite Susceptibility, Leadersheep, Lamb Hot Dogs, Farm Profile: Shields
<u>Fall 2019</u>	Leadersheep Conservation Committee, Genetics & Selection Committee, Breed Association Committee, Carcass Evaluation, Toxoplasmosis, Matilda, Creative Collusion in Colorado
Spring 2018	BOD News, Color & Pattern Codes, #LAMBS (Grafting), Mineral Interaction, Boreal Mitts, Sheep Milk Soap, Library
<u>Summer 2018</u>	Color/Pattern Coding, Nominations, Focus on Iceland, Premiums & Awards
<u>Fall 2018</u>	Board Candidates, Association Resolution, Registration Coding, Vet's Office, Color Code
Spring 2017	MI Fiber Festival, Show Congrats, Stalking the SGGM, Native Sheep and Wool Conference, Krokbragd Weaving, Ewe Maine Knits, Sheep & Goat Farming in Iceland
<u>Fall 2017</u>	Tanning, Fiber Artists in Iceland, Washing Fleece, Q&A Sheep Production, Shepherd's Pie
Winter/Spring 2016	#LAMBS, Winter Projects, Grazing by the Numbers, Silvopasture, Four Hornedness, Instagram, Raising Sheep in Iceland
<u>Summer 2016</u>	Shepherding - Start to Finish, Naalbinding, Lamb Coats, General Meeting, BOD Minutes, AI in Iceland

Winter 2015	#LAMBS, Processing Fleece, Fashion in the Slow Lane, Leadersheep, 7 Trace Elements, 2015 AGM, 8th World Congress, Iceland Conference
<u>Summer/Fall</u> <u>2015</u>	BOD Candidates, Maine Icelandic Club, Silver Screen Sheep, Breeding Selection, Showing Off, Instagram
Winter 2014	AGM, Rooing Icelandics, Spinning and Knitting Icelandic Wool, How to be A Border Collie, Richard Morgan's Sensible Sheep Barn
<u>Spring 2014</u>	Festivals & Shows, BOD Candidate Bios, Culling, Lamb Liver Pate, Halter Training, Alethea's Shawl Quarantine Companions, Northern Woolen Mills
<u>Summer 2014</u>	Meningeal Worm, Guadalupe's Sweater, What to Expect From Your Fleece, Master Spinner, Icelandic Horn Types, AGM, Viking Ship Museum, Irish Lamb Rolls
Winter 2013	#LAMBS, Minerals, Millie's Tale, Felting, Fiber, Simple Sheep Sheds, Icelandic Journey, Fiber Artist
<u>Spring 2013</u>	Spring Vasey Essay, BOD Candidate Bios, Lessons from a Wether, Cobalt & Vitamin B12 for Health, Farm Profile: Tideview Farm, Photo Essay
<u>Summer 2013</u>	Michigan Fiber Fest, Parasite Cycles and Grazing, Co-Parenting, Hog Panels, Portable Lamb Pens, Granny Knots, Iceland, Fluffy Sheep
<u>Fall 2013</u>	Parasites, Surnames from Sheep, Beyond Skyr, Emergency Sheep Music, Assessing Rams, Restoring & Maintaining Health, North Atlantic Sheep & Wool, Two Jerks in the Field at Six This Morning

<u>Winter 2012</u>	Breeding and Lambing Out Ewe Lambs, #LAMBS, A New Shepherd Learns to Spin, "The Icelandic Sheep - 1848"
<u>Spring 2012</u>	Winter Board Meeting, An Endangered Goat, Joy of Manure Spreading, Past & Present, Natural Lambing, Walter Breaks a Leg, Heat Stress, Progeny Testing in No America, Icelandics in Wales
<u>Summer 2012</u>	Mosaic Ram, White House Ram, Blizzard, An Amazing Recovery, Entering Fleeces in Shows, First Rug!, SGGM Update, Lamb Shoulders
<u>Fall 2012</u>	AGM & Oregon Flock & Fiber, VAI Survey, Emergency Plans, Marketing Lamb Products, Michigan Fiber Festival
<u>Winter 2011</u>	Sheep in a Dunce Cap, Multiple Uses of Sheep, Horse vs. Sheep, Why Sheep are Better Than Fruit Flies, More Than Just Pretty Faces, Our First Sheep Show
<u>Spring 2011</u>	Proposed Bylaws, Southram, Wet Felting, Regional Stress Factors Survey Results, Use Your Wool, Guard Yaks, Shearing Song, Portable Shade Shelters
<u>Summer 2011</u>	Survey Results, Bylaws Proposals, Midnight Breakout, SGGM Pattern, Gloor's Excellent Adventure, One Serious Mid-Life Crisis
<u>Fall 2011</u>	Wisconsin Sheep & Wool Festival, Survey Results, A Vegetarian Eats Icelandic Lamb, Rettir, Mobile Matanza. Breeding & Lambing Out Ewe Lambs, Fencing Upkeep, Culling

<u>Winter 2010</u>	Tanning Hides, Soremouth, CLRC/CSBA/ISBONA - Oh My, Our First Fiber Festival, Lambing Pens, Lamb & Vegetable Stew
<u>Spring 2010</u>	Thomas Jefferson's Icelandic Ram, Long Journey, Board Candidates, Clicker Training, Ultra the Trick Sheep, Dying Fleece, Parasite Cycles & Grazing
<u>Summer 2010</u>	Board Candidates, Well Loved Sheep, Black Sheep Wool, AGM, Subarus & Sheep, Fiber Arts & Animals Festival
<u>Fall 2010</u>	Elimination of Barberpole, Watching Grass Grow, Hen of the Settlers, Traveling Sheep, Chlamydia, Counting Sheep, Tips for Better Photos, Stress Factor Survey
<u>Winter 2009</u>	Mysterious Lameness, Are You Covered?, StarThrower Update, NAIS & Grass Farmers, Naturally Raised Standards, Lamb Checkoff, Posters for Sale, Fried Lamb Loin, Beat the Stress with Wool
Spring 2009	Searching for Sheep, Candidate Bios, Get Your Grill On, Scrapie Revisited, Dairy, FDA Grant Program
<u>Summer 2009</u>	Pricing Yarn, Teaser Ram Effect, Halter Training, No. European Short Tailed Sheep Breeds, Downside of Raising Sheep, Volts, Amps & Joules, Geep or Shoat?
<u>Fall 2009</u>	Marketing Grassfed Lamb, The Herbal Medicine Chest, VAI Seminar, Milking & Cheesemaking, Mutton, Story of Ella, Cedar Salve

Winter 2008	DNA Parentage Proves Pattern Mutation, Lots of Photos, Greek Pasta & Ground Lamb, Breeders Directory, Color Genetics, Lamb Pilaf, Iowa Sheep & Wool Festival, Lamb & Black Bean Chili, USDA/APHIS Import Regulations (2007), VAI Seminar Review
Spring 2008	Wait Until You Taste This, Herbal Dewormers, Fence Tips for Floods, Coding Color & Pattern Genes, Cooking with Lamb
<u>Summer 2008</u>	Queen of Icelandic Sheep (Stefania) Part 1, Candidate Bios, Development of AI in Iceland, Moving Birch Tree Farm, Smarter Than a 5th Grader, Poem: Oreo the Geriatric, Leg Of Lamb, Sheep Dairy: Getting Started.
<u>Fall 2008</u>	In Memoriam: Susan Briggs, Queen of Icelandic Sheep Part 2, Michigan Fiber Festival, AGM & National Sheep Show, International Year of Natural Fibers, Election Results
<u>Winter 2007</u>	AGM & Sheep Show Bid, Original Oil Paintings & Giclee Prints, Controlling Mud, Oregon Flock & Fiber, Swedish Mittens, World Meeting of Food Communities.
<u>Spring 2007</u>	Dedicated to Stefania Dignum, AGM Silent Auction Items, Breed Standard, Fascinating Color & Pattern Genetics of Icelandic Sheep, Natural Sheep Care, Stefania Thordis Sveinbjarnardottir Dignum: Shepherd & Visionary, Memories of Stefania, Why I Prefer VAI Over LAI, Stefania on the Icelandic Sheep, Scrapie Virus
<u>Summer 2007</u>	Results from National Sheep Show & AGM Minutes, Sheep & Herbs, Natural Dye Day on the Farm, Lots of Photos, Summer Breeding Journal (Part 1 of 4), Future of British National Scrapie Plan & Possible Effect on No. American Scrapie Plan
<u>Fall 2007</u>	Fall Activities, Scrapbook & Poster Reminders, Boy Is It Hot Outside!, Yearly Breeding Calendar (Part 2 of 4), Photos & Winners from MI Fiber Festival, Guard Llamas, Lamb Stew

<u>Winter 2006</u>	Rhinebeck AGM, Boreal Icelandics, West Elm Farm, Copper & Icelandics at Bella Vista Farm, Understanding the Southram Ten Point Ram Scores (Interview with Mundi), Clean Up Rams, Sheep & Face Identity, Stefania's Sock Formula, Rhinebeck Show Scoring Cards, Notes on Lambing, <i>Icelandic Food &amp; Cookery</i> Book Review, Hand Breeding vs Pasture Breeding, Ten Things a Buyer Should Ask and a Seller Should Be Ready to Answer, My Secret Slippers (Felting)
<u>Spring 2006</u>	Farm Profile: Schacht Fleece Farm, Planning for AGM & Sheep Show, Growing Hay, Old Grey Pet, BOD Candidate Bios, Family Relationships in Icelandics, What Can Be Done with These Big Coarse Fleeces From the Old Rams?, Barberpole: Review of Literature, Save That Colostrum, Pasture Lambing, #LAMBS, Essays on Lambing, Interview with Mundi (Explaining Southram Catalog), Lambing Jugs
<u>Summer 2006</u>	Part 3 Mundi on Southram Selection Process, Preventing Copper Deficiency & Control of Barberpole, First Lambing Season, Make a Felt Purse, Heat Stress & Sheep, Icelandics at Maryland Sheep & Wool, NAIS the Real Deal, Marketing Your Sheep & Their Products on the Internet, Preparing for Next Lambing Season
<u>Fall 2006</u>	Management & Welfare of Sheep on Conventional & Organic Sheep Farms in Iceland, Vermont Sheep & Wool Festival, Three Stages of Research, Icelandic Fleece at the Clark County WA Fair, AGM & MI Fiber Show Winners, Postcards from Iceland (The Ideal Carcass), Line Breeding, Natural Resistance

<u>Winter 2005</u>	Sustainability of Sheep & Goat Production, Visit to Iceland & Travelogue, Ramblings from Wales, Golsa, Flock Protection, Icelandic Horses, The Meat Market, Lamb Cuts, Butcher Block, My Milking Experiences, Back Forty Cheese, Leadersheep, First Autumn Shearing at Whippoorwill Hollow, Plucking My Icelandic Sheep, Selecting the Best for Breeding Stock, Floating Electric Fence for Stock Watering Ponds, Minutes of 8th AGM, New Members List, In Memorium: Jimmie Londagin
<u>Spring 2005</u>	Dedicated to Memory of Jimmie Londagin, Farm Emergency Folder (error in printing), Dancing Shepherd of True North Farm, Farm Profile: HeartsEase Farm, Guard Dogs & Donkeys, Wool from Morning Star Fiber, Breeding Issues, Info For Better Choices (Mundi Interview), Breeding Ewe Lambs (Part 3), Rate of Consanguinity According to Family Ties, Four Horned Icelandic Sheep, The Icelandic Cow
<u>Summer 2005</u>	20 Years of Icelandics in No America, Farm Profile: Jager Farm, When Are They too Old?, Curds & Whey, Women That Inspire Us, Interview with Stefania, Experiments on Sheep Milking in Iceland, Felting with Icelandic Fiber, Farm Emergency Folder (reprint due to error), BOD Minutes
<u>Fall 2005</u>	Fiber Week Coloured Fleece Show Icelandic Results, Montana State Fair Sheep Show Results, Four Hornedness, Plan a Fall Shearing Festival, Hands-on Cheesemaking Class, Experiencing Loss

<u>Winter 2004</u>	Developments in Sheep Housing in Iceland, Straw Bedding, Developments in Sheep Breeding in Iceland, Ram Soundness, Ram Semen Testing, Farm Profile: Reedbird Farm. Nordic Gene Bank Farm Animals, Misty Meadow Ewes at the Mall of America, Preparing Your Sheepskin for Tanning, Coyote Control, Al Seminar in Iceland, Why VAI?, Farm Profile: TK Icelandics, Ramblings From Wales, The Nightshades, BOD Minutes, Book Reviews, Sheep Medicine Kit, Facts About Sheep's Milk
<u>Spring 2004</u>	Icelandic Sheep At Borg Farm Iceland, Erik the Viking Sheep, GoodBye Old Blesa, Guide to Showing Icelandic Sheep, Polioencephaomalacia, Sally the Three-Legged Ewe, Wool is Baaad (PETA), Alfalfa: The Father of All Foods, Injection Methods, Felting Made Easy, A Sorting Table for Wool, The Pampered Ewe, Farm Profile: Black Fen Farm, Meningeal Worm, BOD Minutes, Mail Order Cheese & Dairy, Control of Footrot
<u>Summer 2004</u>	Three Old Friends/Leadersheep, Sheep & Goat Farming in Iceland, VAI Results Report, Youth Conservationist Program, Iceland's Spindle: The High Whorl, Sandy's Rug, Farm Profiles: Dent & Grandview Farm, Milkweeds, Smart Drenching & FAMACHA, Barberpole, Culling, Truth & Consequences, Black Sheep Gathering, Ewe Lambs: Breed or Not, Maryland Sheep & Wool Show, Kids Page, BOD Minutes, AGM Planning
<u>Fall 2004</u>	Icelandic Sheep Dairying, Great Lakes Sheep Dairy Symposium, Skylonda Farmstead Dairying, Guard Dogs & Right to Farm, multiple articles on Milking Icelandic Sheep, Nutritional Value Ewe & Goat Milk, Grow Pumpkins in Your Barn Waste, Feet & Hooves, Oregon Flock & Fiber Show and AGM, Michigan Fiber Festival Show & Winners, Notes from Wales, Hope, Farm Profile: Isfaxa Farm, Sheep & The Universe, Culling vs. Selection, Breeding Ewe Lambs (Parts 1 & 2), Felted Ornaments, Visit Iceland, BOD Minutes

<u>Winter 2003</u>	Organic Sheep Farming in Iceland, Blades & The Art of Gentle Shearing, NY Bred Ewe Sales Results, 4H Sheep, Learning About Icelandic Sheep, Scrapie Rantings from the UK, Honorwood Flocks, Cruels, Hoof Trimming, Hay Usage & Production, The GREAT Bale Box Feeder, Homemade Pulley System for Weighing of Sheep, BOD Minutes, "Only One Wether, Honey" - A Story of Sheep Addiction, Farm Profile: Felicity Acres, Bloat, Under- & Overshot Jaw Conformation Faults, The Icelandic Goat Breed, UC Davis Parentage Testing
<u>Spring 2003</u>	The Icelandic Sheepdog, My Bargello Embroidered Footstool, A Glimpse of Southram History, Common Icelandic Horn Types, Sheep Selection: Guide to Conformation, Bringing Sheep Home, Treating Mastitis, Instructions for Machine Milking, Color in Iceland, Farm Profile: DeMoss Mountain Meadow Ranch, Joel the Guard Cow, Tube Feeding, A Comparison of Grassland Types, Shearers List, Icelandic Ear Flap Hat, BOD Minutes
<u>Summer 2003</u>	Colors & Patterns with Pictures, Integrated Parasite Management, Doing Your Own Fecal Testing, Use of Specialized Crops to Control Parasites, Farm Profile: Ellison Sheep Farm, My Love Affair with Icelandic Sheep and Wool, Notes from Magi's Wood Farm, Shearing Your Sheep Your Way, Color Coding, SGGM Mystery, Which Scrapie Program?, Milking My Sheep, Notes from Wales, Estes Park AGM and Show Results, Addressing the Strain of Stress Nutritionally, On Becoming an Agripreneur, Treating Eye Infections, Putting Your Animals First, BOD Minutes
<u>Fall 2003</u>	Breeding From Ewe Lambs Common in Iceland, Sheep Nutrition, Rams: Respect Them But Don't Fear Them, Ram Management, Beneficial Holistic Treatments, Farthingate Farm in Wales, Shearing: What Time of Year, Leadersheep, Skylonda Livestock Guardian Dogs, Pasture Lambing in Extreme Weather, More on Cobalt and Vitamin B12, BOD Minutes, Comfrey, Garlic and Wild Onion as Antibiotics, Skirting Fleeces for Shows, Michigan Fiber Festival Results, How is Your Fiber Stash?, Ideas for Fleeces in Crafts

<u>Winter 2002</u>	Duration of Oestrus, Southram Presentation, Rhinebeck 2001 Results, What Could You Do?, Oregon Flock & Fiber Results, BOD Minutes, 2001 Silent Auction Results, Poster Fundraiser, Color Coding with CLRC, ISBONA-logo Items: Biosecurity Signs/ T- Shirts/Tote Bags,
<u>Spring 2002</u>	Icelandic Sheep Facts, Bangladesh Shelters, Farmstead Cheesemaking (Part 1), BOD Minutes, <i>The Icelandic Fleece</i> by Beth Abbott, Reproductive Efficiency of Icelandic Sheep, Breeders List, Ideas from the Membership
<u>Summer 2002</u>	Marco!! Polo!!, Multiple Sheep & Wool Festival Announcements, Learning Curve of Building Sheep Fences, Sheep Round Up in Iceland, Icelandic Sheep in the Big City, My Badgerface Fleece Project, Jumping in With Both Feet! Icelandic Fleece, Farmstead Cheesemaking (Part 2), Conversations from the Web, BOD Minutes, Election Results, Max
<u>Fall 2002</u>	Sheep & Goat Farming in Iceland, Grass to Milk to Cheese Plus Pecorino 101, Sheep Judging Guidelines, Oregon Flock & Fiber Results, Body Condition Scoring of Sheep, Correspondence from North Wales, Icelandics in Britain, You Know You Are Addicted When, Intensive Grazing, Herbal Treatments, The Shepherd's Life, Breeding Calendar, Cobalt Deficiency, Farm Profile: Littlebear Rare Breed Farm, Miniature Icelandics?, BOD Minutes, USDA Livestock Compensation Program, Cider Vinegar For Good Stock Health, Growing the New Grasslands

<u>Winter 2001</u>	BigDay at Hawk's Mountain, The Rams Are Still Naked, Feeding Ewes During Gestation, To Co-Op or Not To Co-Op, Icelandic Knitting, Color Coding,. Notes from Judith MacKenzie's Class on Icelandic Fiber, Farm Profile: Mennenga, Breeders Directory, BOD Activities
<u>Spring 2001</u>	Bluetongue Virus, Norse Mythology, Saddleback, Color/Pattern Coding, Secrets to Successful Carding, Spring/Summer Fiber Shows, 5th AGM, Foot & Mouth Update, Sheep Software, The Icelandic Alphabet, <i>The Icelandic Fleece</i> Excerpt, #LAMBS, Electric Fencing, Farm Profile: Back Forty Sheep Camp
<u>Summer 2001</u>	Icelandic Sheep as a Dairy Animal, Four Horned Ram Born at Lavender Fleece?, Sheep Make Good Friends, Coding Colors/ Patterns, Pasture Management, Minerals Comments, Annual Meeting, How to Enter a Fleece, Fleece & Spinning School At True North Farm, How to Market Icelandics
<u>Fall 2001</u>	Breeding Ewe Lambs in Iceland, Color/Pattern Coding, Icelandic Spinning Wheel, Winter's Work, Horn Genetics, Hebridean Horn Genetics, Email Group Chat

<u>Winter 2000</u>	LAI Update, Leadersheep, Horn Genetics, Color Genetics, Working Icelandic Sheepdogs, Health Project Corner/OPP, Fiber Corner Comments, Feltmaking, Lamb Pelts, Reintroducing Your Rams, Tunnel Huts, Dairying Operation at True North, Farm Profiles: Myrrhwood Farm, Vizual Delite Icelandics
<u>Spring 2000</u>	President's Message: They're Darn Good Sheep But Not Super Sheep, Southram Export Report, Al 2000 Lambing, Separating & Using Tog, Spring Shearing, Washing Thel, Antique Hackle, Web Hosting Tips, Color Coding, Farm Profiles: Jager Farm, Purple Sage Ranch, Al Sires, Susan's Pattern Gene Drawings
<u>Summer 2000</u>	BOD Nominee Bios, Black Sheep Gathering, Multi-Horned Sheep, Leadersheep Society Iceland, Preparing & Spinning Thel, Fiber Notes, Thoka Gene, Iceland's Top Vet, Super Sheep Response, Farm Profile: Lavender Fleece
<u>Fall 2000</u>	Breed Standard, ISBONA Bylaws, Library Policies, Fiber & Festivals, Notes from Judith MacKenzie's Class on Fleece Selection & Grading, Health Corner/Aging, 5th AGM, BOD Notes, Farm Profile: Flashpoint Farm
Winter 1999	ISBONA's 3rd Annual Meeting, List Service, Q&A Forum, Ram Semen Importation
Spring 1999	First No. American Quintuplets from Frozen Semen, Shearing, Tattooing & Tagging, Ram Semen Update, Condition Scoring Ewes
<u>Summer 1999</u>	Parasite Control/Herbal Wormers, Hoof Rot, Horn Genetics, Festival Booth Displays, 1st ISBONA Cookbook
<u>Fall 1999</u>	Y2K & Your Flock, Charitable Challenge, Managing Breeding Rams, Managing Internal Parasites, Goodbye to Old Mori, Disease Prevention, Leadersheep, Mount Your Own Skull. Preparing Pelts for Tanning, Website, Marketing Locker Rams, How to Make a Diz, Farm Profile: Rogue Icelandic Farm

<u>Jan 1998</u>	Feeding in Winter, Al Update, Horn Genetics Update, Breed Standard, Icelandic Sheep Displays, Fiber Corner - Skirting & Washing
<u>April 1998</u>	Feeding, Aug Sheep Breeders Meeting & Survey, Iceland Tour/ Round Up Trip, Shearing & Belly Wool Rams, Folklore of Iceland
<u>July 1998</u>	Color Coding, August Breeders Meeting, Update and Voting, Horn Genetics, Fiber Festival News
<u>Fall 1998</u>	Aug Breeders Meeting, Update, Natural Deworming, Fiber Festival, Fiber Corner
<u>Feb 1997</u>	Adapted Breed Standards, Formation of an Association, Farm Visit - Tongue River, OPP Awareness, 12 Years of Icelandic Sheep, Fleece and Fiber Corner
<u>July 1997</u>	Breed Standard & Description, Color Genetics, Icelandic Folklore, Fleece and Fiber Corner
<u>Sept 1997</u>	Details from First Eastern Meeting, Icelandic T Shirts, Horn Genetics, Advertising Co-Op