

# Application for ABR Board of Directors 2010

**Name:** Julie Averch

**Farm Name:** U2Ranch

**Address:** 13963 Powhaton Rd    **City:** Brighton    **State:** CO    **Zip:** 80603

**Phone:** 303-437-0109

**EMAIL:**

ABR Farm Member    YES  \_\_\_\_\_    NO \_\_\_\_\_    Became member in 2006    (year)

AOBA Farm Member    YES  \_\_\_\_\_    NO \_\_\_\_\_

I understand that being an ABR Board of Directors member requires that I attend regular board meetings and devote eight (8) hours or more per week carrying out the duties of my position.    **Initial ja**

I am interested in being considered as a candidate for the following open positions in 2010:

President    (2 year term) \_\_\_\_\_    Director – Marketing (2 year term) \_\_\_\_\_  
Treasurer    (2 year term) \_\_\_\_\_    Director – Communication (2 year term)  \_\_\_\_\_

**Please respond to the following questions and submit to the Chair of the Nominating Committee no later than September 18, 2010.**

**When did you purchase your first alpacas?** 2006    **# in current herd** 35 Huacaya

**Have you every held office or served as BOD member in a corporation?    Non-profit?  for Profit?**  
Name/type of company:

Alpaca Breeders of the Rockies 2009 - 2010

**How would you describe your organizational skills & follow-through?**

I have been a software project manager for many years and have been successful by being extremely organized, efficient and having the ability to multi task.

**What Committee leadership or Board roles have you held in ABR [Required for President by By-Laws]?**

Director of Communications for the past two years  
Event Manager for Fall Festival 2009 and 2010

**What are the three (3) most important issues that you feel ABR should address in the next 2 years?**

I strongly believe in the ABR strategic plan that the BOD developed in 2009. Below are the strategies that need to be addressed by the communication director

1. Promote public awareness of Alpaca – animal and products
  - a. Update the website to make it more externally focused and create an external focus Newsletter
  - b. Assist in the preparation of collateral for distribution to livestock related businesses
  - c. Create a Members only collateral library online
  - d. Online Fiber Resource Directory
2. Broaden education to members

- a. Online Education Resource Library
  - b. How to videos
  - c. Social networking
  - d. blogs
3. Support & Expand Volunteer Participation
  - a. Develop a database of volunteers
  - b. Develop tracking for recognition programs
4. Support & Expand Youth Involvement
  - a. Create a Youth Webpage with information on how alpacas fit within the youth organizations such as 4H, FFA, etc.

**What particular skill sets would you bring to the ABR BOD?**

I have extensive knowledge of computer software and internet capabilities.  
Proactive, detail oriented and willing to do whatever it takes to get the job done.  
Passionate about alpacas and enjoy learning and sharing information with others.  
I am constantly looking for ways to increase how we communicate with our members and have tried to create a more professional look to our newsletter, email communications, survey's and clinic event registrations.

Your response to the above will be sent to the ABR Farm Members with the ballot for the election. Please limit your total response to two pages, please. If you have questions, please contact Suzanne Thomas, Chair of the Nominating Committee, [suzanne@snowmountainalpacas.com](mailto:suzanne@snowmountainalpacas.com), 720-685-0063, or Kim Sawyer, ABR Past President, [Kim@tapestryalpacas.com](mailto:Kim@tapestryalpacas.com), (303) 699-0997