

**Alpaca Breeders of the Rockies  
Board Meeting Agenda  
November 18, 2009  
6:00 PM  
Parker Fire House**

**Members present:** Beth Blonder, Kim Kastner, Tom Costner, Kim Sawyer, Marci Milius, Ron Hinds, Becky Zierer, Julie Averch, Ann Danielson, Carl McGill.

**Meeting call to Order**  
Meeting to order 6:10

Kim Sawyer

**Minutes Review**

Please put your name at the bottom of the minutes to document that you have looked at the minutes.

Marci Milius

**Item 1. Calendar of Events**

Becky Zierer  
Julie Averch

Mail membership renewal – Ron  
NWSS – January - Need Booth set up Christiann Schade, and Barb Ziek to setup Retail booth.  
Becky will email the 2010 schedule for revisions.

[Becky please insert any date changes.](#)

**Item 2. Treasurer's Report**  
BOD reviewed report.

Ann Danielson

**Item 3. Old Business**

1. Election results  
Advise Membership

Marci Milius

Marci will advise the membership of the election results. Kim thanked the members that will retire at the end of the year.

2. Google Refresher  
Tabled until the January 2010

Julie Averch

3. Long Term Strategy

Kim Sawyer  
Ron Hinds

- a. Placards Ron will finish them and send them out and send out PDF.

1. What to do with fiber?
2. Industry information for Livestock discussions
  - a. EPD traits
  - b. AI / ET
  - c. DNA profiling

- d. Communicating your management plan
- b. Items to work BOD
  - Post Card for follow up from Shows
  - Colorado Farm Show Jan 26-28. Becky is looking into see if ABR can get a booth.
  - Colorado Farm Bureau convention - look into Nov 19-22, 2009

- 1. Youth Initiatives
- 2. Public Awareness - Promote Alpacas to other Livestock Industries  
Should we be sending our Newsletter out? Danny Reddick will be the liaison to the board.

- 4. I Love Alpacas – follow up with Phil Neas Carl McGill  
Carl contacted Phil and talked with about the idea of ABR helping with this project. ABR can not assist a private marketing enterprise.

#### **Item 4. New Business**

- 1. Director One on Ones Kim Sawyer  
Becky Zierer

Kim and Becky will work on Matching Directors to Strategies and Director Profiles. The new BOD will have a one day session for new BOD in 2010. Kim and Becky will meet with each Director to review Director Profiles.

- 2. Brett Kaysen Slide Deck review Kim Sawyer  
Kim will review the slides, compose notes for membership and then will send out to the BOD.

- 3. Fall Fest Marketing review Tom Costner  
Tom gave a presentation about how Fall Fest Marketing was sent and how the money was spent to get people in the door. He would like the budget split out better to reflect marketing expenses.

#### **Item 5. Officer Committee Reports (rotated each month)**

- Marketing Tom Costner  
Notes for BOD from last Marketing Meeting

Reviewed Fall Fest results and noted the lower vendor revenue and lower attendance. Something to bring to the BOD as a warning for future events.

Update on NWSS:

- I talked with Becky and agreed to produce an ABR members reminder to sign up for NWSS halter show, marketing booth, and product booth. I talked with Barbara about her and Christianne managing the product booth for NWSS and GWAS. Awaiting a response.

- Randy put together an ABR member flier that we can also email out to remind

people to sign up

- Randy is working on the flier for ABR members to hand out or send out to their contacts inviting them to join us at the NWSS for the shows and product booth.
- We still need to get the GWAS postcards printed for handout at the booth and by ABR members, plus mailing out to public before the show.

Communication Julie Averch  
Newsletter Committee January newsletter is next edition.

Website Committee Update calendar for 2010. On the homepage the next big event should be the majority of the homepage and then removed on the day of the event.

Secretary Marci Milius  
Will research pricing for new bulb for a projector and report to the BOD.

Education/Fiber Kim Kastner  
Kim will email report to BOD.

Membership Ron Hinds

Current Membership  
273 Farm  
15 Business  
9 Associate

Look at the membership benefits and get a change to the by-laws. Kim also requested that the Membership committee look at membership fees.

Ron will mail membership letters and renewal forms to membership.

Vice President Becky Zierer  
By-laws committee will review the current By-laws and make revisions and have membership vote done by August of 2010.

GIRCOM – has not met.

Long Range Planning – not met.

Shows and Events Beth Blonder  
NWSS – 74 stalls 91 animals 21 performance. Need more sponsors. Deadline is November 20, 2009.

GWAS – meeting tomorrow night (11/19) to make decisions about the show.

**Item 6. Good of the Order**

Feb Quarterly meeting: Gwen Bosley and marketing possibly Elly Winesley  
Any ideas for the meeting would be welcome. Current health issues possibly Dr.  
Callen from CSU or possibly the vet that is studying the Vitamin E deficiencies.

Brett's thoughts from the meeting. Being or verbalizing negative thoughts about our  
industry. Try to be positive about the BOD and industry.

Meeting adjourned at 10:03.

**Next Meeting – December 16, 2009  
5:30 pm**

**Parker Library**