

## **Alpaca Breeders of the Rockies**

### **Board Meeting Agenda**

**March 18, 2009**

**6:00 PM**

**Conference Call: 1 866 766 7046 \*2687873\***

#### **Meeting call to Order**

Kim Sawyer

**Kim S., Ron, Becky, Julie, Kim, Ann, Beth, Marci were present. Tom was excused**

Kim called the meeting to order at 6:04

#### **Item 1. Calendar of Events**

Becky Zierer

Julie Averch

Becky is still working on the calendar will get to Julie as soon as done.

#### **Item 2. Treasurer's Report**

Ann Danielson

See reports. BOD discussed the budget and current financial situation.

It was decided that at the ABR Quarterly Meetings, coffee, tea, and water, will be served but no breakfast. **BOD, please review the Detail Financial statement provided by Ann and send her any corrections or changes.**

#### **Item 3. Old Business**

1. Membership Survey

Julie Averch

**Please review, make suggestions and send to Julie.**

2. BOD Notebooks – Disks and Backups

Marci Milius

Cleaning up laptop when done will sign up for backup service. Will purchase flash drives for each BOD member. Beth reported that she is unable to get an answer about how long to keep health certificates and copies from ABR shows. The BOD determined that we will keep the records for 2 years after the shows.

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

1. April Qtrly meeting Agenda

Kim Sawyer

a. Round Table Topics

i. Fiber Co-op

ii. Fiber Herd Business Model – Plan & Implementation

iii. Fiber grading & sorting seminar – Plan & implementation

iv. Develop website resource directory (build on printed document)

1. Fiber committee working on putting Fiber Directory on line.

v. Nutrition & Breeding education for developing superior fiber

vi. Create demand for alpaca fiber – what are end products and what grade of fiber is needed?

**BOD is requested to look at topics and make suggestions.**

2. Early Bird Round Table Topics

Kim Sawyer

a. Marketing for a show - Tom will be presenting

b. Paca Parade Advertising - Julie will be presenting

c. Compliance – color changes - Blair Christensen try as a presenter

- d. Volunteering on committees - Becky will be presenting  
**Kim will mention in her article on Hello ABR and Paca Parade and ask for topics and presenters.**

3. AOBA Affiliate Table at Nationals

Kim Sawyer

AOBA has offered to give a free 10 X 10 booth on Affiliate row for all of the national affiliates. BOD decided that this is a good opportunity for ABR and will send in the application. **Will send an email out to ask to see who will be driving to the AOBA show and if they would be available to take the ABR Display. BOD will ask Tom to develop some marketing materials for the AOBA booth.**

4. Pioneer Award

Beth Blonder

**Beth will email the list of eligible ABR members and each BOD member will make recommendations of 2-3 farms and send back to Beth.** At the April GWAS meeting a decision will be made to determine who will receive the award.

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

Marketing

Tom Costner

The MC held a conference call last week and all efforts are towards GWAS. We have retained a local PR firm who will be coordinating efforts for local non-paid promotion and hopefully will be able to work on a year-round plan for regional awareness and breeder promotion and direction. We are planning to continue with the "Alpaca Information Search" and will have adequate "answer" signage in 10 relevant locations around the NW facility.

There are small classified ads in the Interweave publications for the Fiber Fiesta and ads in the Prairie Times. Television will be reduced to coincide with budget limitations.

Sally Ball is the MC coordinator for GWAS and will attend the 3/29/09 Coordinators Meeting. We will be on budget.

Secretary

Marci Milius

No report

Education/Fiber

Kim Kastner

Education

The neonatal clinic is full with 9 on a waiting list; they will be advised the next clinic is to be held at CSU on October 3<sup>rd</sup>. After this clinic, breakfast will no longer be served at education events to help keep expenses under control. Vets and students will be offered the second farm member rate, space allowing. The education budget cannot afford the food and handout expense to continue to let them attend at no charge. Registrations are starting to come in for the fecal testing clinic in June.

Fiber

The question continually arises regarding what products should be accepted at ABR sponsored product booths, if each event should have its own specific guidelines, and if there should be strict guidelines or suggestions and then left to the coordinator and committee discretion. A sent a poll to the fiber committee asking for their input and it will be forward to the Board as well. I've received a few replies and will compile the results to send back to the Fiber Committee and the BOD so plans can be made to move forward.

#### Membership

Ron Hinds

Membership numbers as of 3/10/09 are: Farm 247, Associate 12 and Business 9 for a total of 268 members.

#### Vice President

Becky Zierer

By-Laws Committee meeting tomorrow night. Asked for BOD thoughts about what needs to be changed. Some suggestions: add an additional BOD member, and develop a succession plan.

LRP: No meeting yet. Waiting on completion of BOD strategy.

Government Relations Lynn Boak is chair person. There are several areas that need to be monitored: New bill that explains Farm bill, NAIS, Farm Service Agency (State and Federal) considers alpacas as non farm revenue.

#### Shows and Events

Beth Blonder

ARI will have a vendor booth at GWAS.

Fall Fest – Julie Averch will be the Event Manager.

Judges training is scheduled for July 11 – 13<sup>th</sup> at Jefferson County Fairgrounds.

The July Judges Clinic will combine (for the first time) Form and Function and Oral Reasoning. AOBA will determine agenda and send to us.

Judges training is scheduled for July 11 – 13<sup>th</sup> at Jefferson County Fair grounds. Classes/trainings will be both form and function. Waiting for agenda, set by AOBA.

Estes Park Wool Market ABR is a sponsor.

NWSS- Becky reported NWSS management is very happy with our show and possibly will move the Alpaca show to the first weekend. Start looking for judges for the show January 2010. Some more stalls might be available.

#### Communication

Julie Averch

Newsletter Committee: Classified ads in 'Paca Parade costs reviewed and determined that the rates would stay at the current rates. Julie will remind ABR members that they can purchase an ad in the 'Paca Parade.

**Kim requested that the BOD have pictures so that they can be posted to the website. Ask if Ronnie Bramhall can do at GWAS.**

Website Committee: Checked with Amy about an on-line map link and would cost \$400. At this time the BOD decided that it is cost prohibitive. Julie should put the amount in the budget calculations for next year.

#### **Item 6. Good of the Order**

Kim S. thanked Beth for organizing the strategy session in Colorado Springs last weekend. Kim S. also thanked the BOD for the time spent in the strategy session and reiterated that there is a lot of work to do.  
Meeting adjourned at 8:41

**Next Meeting – April 15, 2009 (Hope your taxes are done!)**

**6:00 pm**

**Parker Fire House**

**Becky will bring Dinner**

**Julie promised dessert**