

**Alpaca Breeders of the Rockies
Board Meeting Agenda
July 15, 2009
6:00 PM
Parker Fire House**

Meeting call to Order

Kim Sawyer

Meeting called to order at 6:10. Members present Kim Sawyer, Julie Averch, Kim Kastner, Ron Hinds, Becky Zierer, Beth Blonder, Carl McGill and Ann Danielson.

Item 1. Calendar of Events

Becky Zierer
Julie Averch

July

Paca Parade

August

Membership meeting

Colorado State Fair

Item 2. Treasurer's Report

Ann Danielson

\$12618.43 cash in bank. Integrity CD matures on Saturday Ann would like to cash in and put in a savings account. To have cash on hand; Kim S. would like to have the money in a special account so that it doesn't get mixed up with other cash. August meeting estimated cost is \$2400.00. One spin off judge from GWAS has not submitted and invoice, Beth will contact her and ask for an invoice.

Item 3. Old Business

1. Membership Survey Julie Averch
Would like to send out one more time. 20 people responded on the first go around.
2. BOD Notebooks – Disks and Backups Marci Milius
Handed out flash drives.
3. Fiber Symposium Becky Zierer
Julianne does not have the proposal ready for ABR BOD. Julie will post on the ABR calendar October 23 – 25th, 2009
4. August Quarterly Meeting Kim Sawyer
Kim will update agenda and send out to BOD. Ron will provide a receipt for money paid for lunch.
 - a. Marketing Topic Tom Costner
 - i. General One Hour Overview
 - ii. 3 Breakout groups for discussion
 - iii. Rotate groups
 1. Public Relations
 2. Graphic Design
 3. Electronic Media
 - b. Break Topics (give time to split room)
 - i. Fall Fest Coordinators & Volunteers
 - ii. Colorado State Fair

- iii. Nominating Committee
- iv. Fiber Project Signups

- 5. Nominating Committee Report Carl McGill
 - a. Director Profiles
 - b. Status of committee: Committee will start working on calling members to run for BOD. Application for candidate's deadline is August 17, 2009. Bio's can be placed on line by Sept 15th
 - c. Timeline:
 - a. Candidates applications due by August 17, 2009
 - b. Present candidate to BOD meeting at August 19, 2009
 - c. Candidates Bio's posted by September 15, 2009
 - d. Ballots need to be sent out before September 30, 2009
 - e. Ballots need to be returned by October 31, 2009
 - f. Results to be announced at November Quarterly meeting
- 6. Legal Retainer – ok to approve email? Kim Sawyer
 Star has left the company that she was practicing and rejoined her former firm. Kim S. will ask Star for a proposal on fees, retainer ect.

Item 4. New Business

- 1. Budget Review BOD
 The BOD reviewed the budget numbers and requested of Ann and Hoberts to realign the budget and expenditures so that they more closely aligned.
- 2. Lawyer Email Kim Sawyer
 See old business
- 3. November Meeting – Date is 11/15 Kim Sawyer
 - a. Agenda – Brett Kaysen
 "How to talk livestock" prep for NWSS
 - c. NAIS? Becky called John Heller but he is no longer there and a new person will be contacted to a present. They did say that someone will probably come to speak.
 - 4. Director Profiles – need President, Communications, Treasures, and Past Presidents please review profile and submit to BOD

Item 5. Officer Committee Reports (rotated each month)

- Vice President Becky Zierer
 By-Laws: no longer active
 LRP: decide on a new name after the new Strategy is presented to the membership
 Government Relations: New members from Nebraska and Montana and committee are putting together procedures and get signed up for emails from various organizations.
- Shows and Events Beth Blonder

JTCC - AOBA will only do the clinic in Hillsborough and Golden. We should expect to host this event every year.

Colorado State Fair – Linette Griffy is unable to coordinate this year. There is very little interest on the part of ABR members to participate in the fair. Recommend that ABR have an unmanned booth possibly have a people there on the weekends. Beth will send an email out to the membership asking for volunteers to set up and take down the booth.

Fall Fest

RFP was send to ABOA for the Fall Fest cost is \$200.00 for Halter Superintendent email list. Judge’s contracts in, has arranged for photographer and panels. Need more Coordinators for event. Possibly Jane Meyer will be the Fleece Superintendent with Deb Layton as assistant. Registration forms should be available soon.

National Western - no update.

Communication Julie Averch
Free apps from Goggle because of the 501 C status.

Newsletter Committee – Looking forward to contact new members.

Website Committee – no update. Getting bids to update

Marketing Tom Costner

ABR BOD Meeting
July 15, 2009

Marketing Committee Report

August 8th, Quarterly Meeting

Following is the planned marketing presentations and suggested timing for the August 8 quarterly meeting. The recommended content is aimed on providing marketing education for ABR members since the new ABR strategy is for more member focused promotion:

10:15 Marketing Overview Tom Costner, CBC

11:00 Break for room set-up

11:15 - Three concurrent sessions

Using Public Relations Effectively for your Farm/Ranch Sydney Ayers, CPRA

Effective Design for Your Farm/Ranch..... Randy Ridlen

How to Use Digital Media in Today’s Marketplace TBD

12:00 Lunch
1:00 2nd round of 45 minute concurrent sessions
1:45 Break for movement
2:00 3rd round of 45 minute concurrent sessions
2:45 End sessions

The committee is continuing to try and recruit a speaker for Digital Media. There have been three rejections to date. If the committee is unable to find a speaker, we may want to alter the format and only have two breakout sessions and then reconvene everyone for a general session whereas all three presenters can form a panel discussion as each speaker has experience in this area. By doing this, it also opens up the forum for a closing Q&A for all marketing subjects.

I would propose if the committee is unable to locate someone by Friday, 7/17/09, we follow the latter suggestion.

Further Business:

Marketing Plans for balance of 2009:

National Alpaca Farm Days – NO budget expenses required

The planning for National Alpaca Farm Day is underway and Tim Tobeck is taking the lead on this event. Each AOBA member received a copy of the 16" x 20" poster for use in promoting the national event. For ABR, the present plan is the same as last year, i.e., each Farm Member will be emailed a smaller (8.5" x 11") poster in PDF format as well as a guide for the day, a PR letter template for the member to promote their planned activity for the event days.

Alpaca Farm Festival – Budget Request in development

Info to come later

2010 National Western Stock Show – Minimal Budget required

Plans have been discussed for the NWSS and decided at the recent NWSS Committee conference call no print ad will be created for the Premium Book. The marketing plans to be presented later will include some briefly discussed items such as location maps for both the marketing/product booth and the alpaca stalls directing the public to each of the other respective locations. An email distribution, using the lists garnered from the 2009 NWSS event and the 2009 GWAS will receive promotional information. It has also been recommended a small (4'x6") postcard be mailed to the non-email list (approximately 150 names). There would be a print run of 1,000 cards (about \$40). The postage for 150 @ \$0.28 is \$42.00. The balance of the postcards would be distributed to members at the November quarterly meeting for them to

distribute. The printing of the maps is to be determined but relatively inexpensive. The 4' x 10' banner promoting the 2010 GWAS will have a date change at a minor cost. Some additional signage has been proposed but it is questioned as to whether this should not be a NW expense. Of course, there is the expense of the carpet, skirted tables and chairs which is about \$1,100.

Additional comments:

It would be beneficial if the previous months meeting Minutes and Treasurer's reports could be made available a week in advance of the meeting. Has there been a final P&L for GWAS?

Congratulations to Julie for a great looking newsletter and to Beth for hosting the JTCC.

Respectfully submitted,

Tom Costner
Director – Marketing
July 15, 2009

Secretary

Marci Milius

Laptop battery is damaged and not repairable. Needs to be replaced cost is \$155.86 from Dell. BOD authorized purchase of new battery

Education/Fiber

Kim Kastner

Education is in the black and the

Membership

Ron Hinds

Please bring 12 copies of the membership directory to August BOD meeting.

260 Farms

14 Business

9 Associate

Item 6. Good of the Order

Fair grants – need to follow policy and apply before the fair.

Meeting adjourned at 9:42.

Next Meeting – August 19, 2009

6:00 pm

Parker Fire House