

**Alpaca Breeders of the Rockies  
 Quarterly Membership Meeting  
 April 27, 2008  
 Embassy Suites, Havana & I-70  
 9:30 AM to 12 Noon**

Welcome

Carl McGill

Carl welcomed ABR members to the meeting.

Introduction of new Members/Guests

Ron Hinds

Ron introduced Timothy Leon of Alpacas de Leon  
 Timothy has 15 alpacas.

Call for Quorum

Jody Sharp

We have 52 farms present. We do not have a quorum.

Director – Membership Report

Ron Hinds

Ron reported the following membership numbers:

- Farm Members - 268
- Associate Members - 19
- Business Members - 14
- Total ABR Members - 300

Treasurer's Report

Ann Danielson

Below is the ABR treasurer's report.

Alpaca Breeders of the Rockies						
2008 Treasurer's Report						
		1/31/2008	2/29/2008	3/17/2008	3/31/2008	4/30/2008
First National Bank of Estes Park			\$ 165,811.87	\$ 166,103.78	\$ 179,780.02	\$ 208,183.23
Wells Fargo			15,884.28	15,884.28	15,884.28	15,884.28
<b>Total Checking</b>			- 181,696.15	181,988.06	195,664.30	224,067.5

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Integrity Bank CD #52622			23,040.49	23,040.49	23,040.49	23,270.26
	9 mo, matures 10/18/08, 4.0%					
Integrity Bank CD #50345			22,787.95	22,787.95	22,787.95	23,043.61
	12 mo, matures 10/15/08, 4.5%					
Total CD's			- 45,828.44	45,828.44	45,828.44	46,313.87
<b>Grand Total</b>			\$ - 227,524.59	\$ 227,816.50	\$ 241,492.74	\$ 270,381.38

Old Business

Carl McGill

National Conference

ABR is sponsoring the ARI breakfast on Friday morning. Cold drink cozies with the ABR logo on them will be available to AOBA members at all of the open bars during the auction on Saturday afternoon.

Director – Communications Report

Denise Haines

The ABR website now has the new message board. It presents a means for members to communicate with other members. If there are other headings you would like on the message board, contact Denise and she will set it up.

We also have a classified section. Anything other than alpacas can be advertised here.

Please check out these areas in the member section and take advantage of the opportunity to communicate with each other. It's a great resource for us.

The user code for the website is ABR and the password is rockies. These are case sensitive.

Director – Education Report

Suzy Rosenkranz

The Education Committee has a program set for the year. Thanks to all for completing your evaluations after programs.

Director – Marketing Report

Tom Costner

National Alpaca Farm Day has been changed to September 28<sup>th</sup> and 29<sup>th</sup>.

GWAS - The majority of advertising for the public started yesterday.

We are doing the following advertising for GWAS:

Colorado Way of Life - It goes to 28,000 people in rural areas.

Mountain Neighbor

Half-page ad in the Peak to Peak publication.

A full page ad in Prairie Times

Thursday Denver Post and Rocky Mountain News

Your Hub.com - a column at the side of calendar and we are listed on the calendar. We bought 16 areas.

Colorado community newspapers for the south of Denver area from Highlands Ranch to Black Forest.

TV ads - starting yesterday thru next Saturday on the cable channels.

There are 348 commercials in 9 days plus 40 channels on network

TV and channel 426 on Fox 31

Postcards were given out at National Western Stock Show.

Brochures and flyers in counter holders at Big R feed stores etc.

Fifty-five easels made for yarn shops with posters on them.

Also Peter has signs to put out on roadways and corners.

Elizabeth Cline has put out news releases.

Alpaca GEE-WHIZ – Allison Lynch has created a Scavenger Hunt card for the public to fill out as they visit various areas at GWAS. The card has questions about alpacas. Answer to question will be posted in various places at the show. They also give us information about themselves and drop it in a box so that we can gather information on them.

The marketing committee has spent about \$30,000 in advertising.

On the ABR website Tom has posted 16 marketing tips. There are lots of helpful ideas on marketing.

In an effort to begin promoting all ABR farms throughout the year, on a regional basis, we have an ad in the Camelid Quarterly. This advertising is not based around one event.

Fiber Committee

Suzy Rosenkranz

The Fiber Committee had its first meeting last week. Jane Levine is in charge of revising the Fiber Resource Directory. She needs responses from ABR members to make the directory as accurate as possible. She recommends that the directory be a bi-annual publication.

Carl thanked Jane for being our show manager for Fall Fest.

#### By-laws Review Committee

Lynn Boak

The Bylaws Committee has a full compliment now. The ABR Board of Directors has recommended that two new board positions be created. These two positions would be the Director of Fiber Resources and the Director of Camelid Health. A membership vote on creating these two positions will be needed.

ABR now has a legal counsel in case we need representation. Her name is Star Waring.

Lynn also announced that the deadline for the GWAS Silent Auction is Wednesday for contributors to be listed in the GWAS Show Book.

#### National Western Stock Show

Carl McGill

ABR has been invited to participate in a demonstration alpaca show during the National Western Stock Show. The alpaca show will share the arena with the Llama Show on Friday evening. On Saturday afternoon, we will have a Costume and Obstacle show. Nothing is final yet. We will probably have about 30-50 stalls and bring in about 100 alpacas. This will be a family event. This will not be a demonstration show to introduce the public to alpacas. It will not be an AOBA certified show.

#### GWAS

Becky Zierer and Lucy Farrar

Lucy passed around a sheet showing GWAS stall assignments. This week we meet with National Western representatives at 11:00. Clyde Rodrigues will be at storage area Tuesday to load equipment for the show in his trailer and deliver it to the National Western Complex. Stalls can be set up on Wednesday between 1:00PM and 8:00PM. On Thursday, vet check will start at 8:00 AM for volunteers and 9:00 AM for everyone else. . Compliance Check starts at 9:00AM for the volunteers and goes to 5:00 PM. We will have four vets for check-in.

Specialty fleece awards will be announced at 4:30 Saturday afternoon in the halter ring. Spin-off and other special events will also be announced then.

Lucy reported that we have 447 Huacaya males, 362 Huacaya females, 271 Suris, 88 group entries, and 56 performance entries for a total of 1224 show entries. There are 304 farms entered in the halter show. Huacaya Males will be shown in Ring 1, Huacaya Females will show in Ring 2, and Suris will show in Ring 3. The Performance Show will probably be in Ring 1.

We also have approximately 190 Fleece Show entries for a Level 3 Fleece Show!

This is our biggest show ever and GWAS is the largest show west of the Mississippi.

#### Volunteer coordinator

Diane Hollenbeck

Diane thanked everyone who has volunteered for GWAS. She will be sending out another email to ABR members asking for volunteers. Contact information for coordinators in each area will be included in the email. You can also sign up at show central to volunteer. We have new volunteer t-shirts. We can pick up our shirts today.

#### ABR Board of Directors Election

Becky Zierer

The ABR Nominating Committee must have the slate to the board no later than September 2. Contact Becky if you would like to serve on Nominating Committee. The positions up for reelection are the President, the Treasurer, the Membership Director, the Communications Director, and the Education Director. They are all two year terms.

#### Pioneer Award

Becky Zierer

The Pioneer Award is given each year during GWAS. It is an award given to ABR members who were early members of ABR and are still contributing to the alpaca industry. The recipient of the award will be announced at the Saturday Night Dinner.

#### Rose Bowl Parade Task Force

Becky Zierer

AOBA was hoping to have a float in the 2009 Rose Bowl Parade. There was not enough money raised by members, so we will push for

the 2010 Rose Bowl Parade instead. To participate in the parade, we will need to raise between \$100,000 to \$400,000.

### Show Monitors

Michael Ledwich

If you are advertising on the monitors at GWAS, the deadline for copy is Monday. There will be three monitors on stands, one in each of the rings. The monitor will show the ranch name, the alpaca name, the event number and the results of the judging. This information can be seen from laptops.

You can find entries for any ranch and when they will be showing in each ring. You can see all alpacas that will be in an event. It should be up to date electronically from the laptop. For each ring you can see for every hour how many minutes each judge has taken to judge. This helps us to help us plan ahead. All of the banner ads will be shown on all 8 display points and on all laptops. We will have 3 large projectors and 5 other monitors, one will be in the fleece area. The monitors will show the estimated time for events. It is still the exhibitor's responsibility to be in the ring in time for their classes.

### Vet Check

Deb Powers

We will have a card with a list of exhibitors and a list of all alpacas from each farm. Volunteers will need to bring rain gear. The forecast is for rain.

The National Alpaca Sweepstakes will advertise at GWAS and ABR will have a table at the Sweepstakes. We're going to have our new full size ABR display for the table. Brenda Gallagher has been working on this. We will also have information about Fall Fest available for the public.

The winners of the door prizes during this meeting were Jane Levine, who won the VIP parking pass and Kathy Garrett, who won the Sherri Konya Class plus a photo digital key chain.

### ARI

Lucy Farrar

The ARI office has moved to a new location in Lincoln, Nebraska. More space was needed for storing the blood cards. The new space has a climate controlled environment and a bigger parking lot. And they won't need to have to rent storage sheds.

### AFCNA Fleece Collection

Carl McGill

ABR collected over 900 pounds of fleece from our members, which was transported to New Mexico free of charge to members.

AFCNA just finished sorting the 2006 clip and started on 2007 in March.

### Open Forum

Carl McGill – Paca Buddies is a group of about 30 farms. The Paca Buddies event will be held June 21-22 at Arapahoe County Fairgrounds. There will be a marketing seminar presented by Breed Works in NY. The Paca Buddies website is [www.pacabuddies.com](http://www.pacabuddies.com) .

Deb Powers - The National Alpaca Sweepstakes Show & Auction will be held in Colorado Springs at the Phil Long Center. Deb has the auction catalogue. Pick one up from her if you need one. Gary Truitt, Jim Weir, Linda Kondris and Deb Powers are Colorado members. They are still accepting entries for the show to end of month.

Jane Meyer – The Estes Park Wool Market will feature an alpaca Fleece Show. Registration forms for the fleece show are on the back table. Amy Bliss Miller is judging the show. The cut-off shearing date is March 25, 2007 or later. The entry deadline is June 2. Check in is Tuesday, the 10<sup>th</sup> at noon. The entry fee is \$20 per fleece. Sharlie Watts will collect fleece at GWAS to take to Estes. The website is [www.estesnet.com](http://www.estesnet.com) .

The meeting was adjourned at 11:36 AM

**The afternoon program was Sara Jane MacLennan: Fleece Room and Show Ring**