

ABR: Leadership, Organization & Members

Goal: Broaden and improve membership communication

Discussions:

- Improve communications w/ members and other groups;
- Relay and respond to membership re: communications that are sent,
- Provide shorter, improved meeting format,
- Consider social networks, newsgroups, and web-based resources such as alpaca Wikipedia for variety of membership/health topics

Task: Create a regional map of members to be used for education deployment, member supporting member, mentorship and membership drives

Task:

Goal: Focus on organizational health and growth by creating new leaders and board members, and improved mentorship, communication and involvement

Discussions:

- Involve more members in leadership roles
- Build leadership skills and roles
- Create an internship program to educate new members in the roles/responsibilities of ABR Board Members
- Integrate alpaca business into the mainstream livestock industry

Task: Grow involvement not necessarily membership by:

- 1) Identifying and responding to issue of how to get people to “step up”
- 2) Identifying and responding to how to energize and get new blood, and
- 3) Implementing a communications center for key information

Task:

Goal: Improve membership services throughout the rocky mountain region

Discussions:

- Serve distant members
- Since ABR covers a Region, our primary “leaders & doers” come from the Front Range of CO – How can we better involve all our members to spread the workload & also server all membership
- Utilize ABR membership better
- Involve leadership and members in creative problem-solving to overcome some membership apathy

Task: Inaugurate a Mentorship program through development and implementation of mentor groups toward educating, recruiting and visiting existing and non-member farms

Task: Develop membership and mentorship teams ~ create map of region with districts, define where are owners vs. member gaps, develop mentor teams, deploy teams, create focus groups per region, break into work groups **

Outcome: Encourage & support small groups across region

Task: ABR to develops skills workshops in smaller areas & provides team leader to facilitate (also builds team leadership); Train-the-Trainer = watch one – do one – teach one

Goal: Increase and celebrate volunteerism

Discussions:

- Increase volunteer numbers and involvement toward new energy and ideas
- Take advantage of membership varied talents
- Develop a recruiting program: Include volunteer opportunities and participation from both farm members and non-members (community at large)
- Be careful not to overextend / overwhelm membership with demands on their time (provide creative, project-oriented opportunities)
- Provide more and varying volunteers recognition
- Define *how* to continue and expand show volunteerism. *{Understand why people volunteer and how to honor their service}*
- Explore a Great Western 4-H booth and lowered performance fees to encourage more participation

Task:

Task:

Goal: Provide education and tools so membership educates their own customers & contacts

Discussions:

Task:

Marketing & Business Growth

Goal: Educate public and increase awareness about local alpaca industry through ABR sponsored PR, marketing and networking events

Discussions:

- Increase awareness of alpacas and end product
- Be active at national / affiliate levels and use ABR and membership as catalyst
- Encourage Individual business and small farms;
- Focus on niche market, then expand
- Focus on regional / neighborhood / county needs to grow business, start events (not Competitions necessarily) but marketing & education
- Develop organizational-driven Alpaca Marketing STRATEGY to take marketing & branding to the next level. We have the supply side – we should concentrate on the demand side
- Work nationally to develop marketing to support industry growth through the affiliates
- Increase awareness through more marketing- e.g., news, articles (Not necessarily costly ones)
- Exposure, awareness, paid exhibits;
- Teams in public places – to King Soopers, etc., present alpacas and fiber,
- Consider PAID exhibition team of two or more people who set up displays of alpacas at public outlets (King Soopers), fairs and any place people gather where they can show off the animals, products and the alpaca lifestyle. “They want one” demand is created.
- Introduce the alpaca lifestyle to as many people as possible
- TV ads for events
- Alpaca items sold local ski shops

Task: Be a presence at National Western with alpacas at show to increase public awareness of alpacas by January 2009. Include developing / staffing volunteers to greet public.

Task:

Task:

Goal: Increase sales of alpaca sales in this region by ___%, and outside this region by ___%

Discussion:

Task: Develop a marketing PLAN to include: increased business activity between/among members, increased group-wide marketing efforts

Goal: Initiate a Regional Alpaca Auction:

Discussions:

- Educate members on cost, process and feasibility of auction
- Benchmark other auctions
- Collect regional sales info
- Market auction through internet, mailings, ads

Task:

Task:

Goal: Help members grow their business

Discussions:

- How to Improve Growth: How to grow the business so everyone is successful.
- Focus on: Tourist orgs to include alpacas , Working with State Ag orgs and economy
- * Develop and provide member marketing assistance:
 - More support of small farms
 - Develop / Educate on SALES METHODOLOGIES for animals, fiber and products -- Develop a team (2 or more people) who go to members ranch's and help them to develop a winning alpaca farm program
 - Promote local breeders, breeding, auctions, mills, shows
 - Promote alpaca participation in NWSS

Help Members increase sales through:

- General marketing
- Hosting events and farm days
- Developing an info site about ABR farms
- Developing a Web site

Task: Link from ABR website to a marketing site for ABR members only to list for sale (alpacas and fiber)

Task: Explore a directory of who does what with alpaca products

Goal: Promote ethics in the alpaca business

Discussions:

Task:

Fiber

Goal: Provide leadership in Industry & Regional Directions

Discussions:

- Make fiber more prominent in future plans
- Provide leadership in defining the future of fiber; then develop what we need to know and do to get there
- Do what it takes to make the end product more exalted "fiber very desirable"
- Define evaluation expectations / differences between "show" quality and "fiber and processing" quality; emphasize benefits of processing quality
- Work with national levels to ensure what is evaluated in show fiber/fleece is consistent and reflects fiber industry production goals

Task: Increase demand by 10% for alpaca fiber products

- Identify markets (different grades) clothing, home décor, raw fleece
- Evaluate current demand (surveys)
- Understand what industry needs to profit from fiber
- Define how many fiber animals are needed
- Share best practices
- Develop fiber marketing

Task: Provide information and tools to ensure members have Fiber Knowledge:

- Develop information pamphlet on "What to do with fiber"
- Develop system to grade and produce alpaca based products
- Information Site for fiber to include: fleece feedback, farm reviews

Task: Support concept of Co-ops by region, area, or locality. Begin by identifying key regions.

Goal: Explore Fiber Markets to find new uses and products of alpaca fiber

Discussions

- Build a viable model for developing a fiber market (farm, group, region)
- Develop fiber markets and resources for members
- Find new ways to use our fiber
- Develop a local fiber warehouse / processing facility
- Find outlets for selling our fiber
- Develop a fiber and/or product co-op
- Develop a Fiber Auction

Task: Initiate a "Use All Your Fiber!" Campaign

- Within 1 year collectively accumulate all useable fiber from members so that we can process it into high end products (percentage by year)
- Within 3 years, determine what markets are available for grades and colors of fiber
- Within 5 years, define collection areas and processes

Task: Define short and long-term goals for improved fiber usage, markets, sales, _____ by identifying outlets for members to profit (group power) from 90% of clip within 5 yrs

Task: Provide opportunities and support to make alpaca fiber/products visible! * National Western Stock Show – Jan 2009 *Alpacas to 16th St Mall *Take alpacas to schools * 4-H, boy and girl scouts

Goal: Provide increased Fiber Education

Discussions

- Provide fiber sorting and grading education
- Provide fiber art education

Task: Explore possibility of a fiber arts scholarship

Goal: Provide Fiber Marketing leadership, information and tools

Discussions:

- Provide marketing assistance for: materials, farm days, animals for sale, website for farm details
- Focus on alpaca fiber awareness in the fashion world
- Push direction of fiber industry versus livestock production

Task:

Task:

Goal: Provide information, tools and opportunities for accessible Fiber Processing and Production

Discussions:

- Publish grading standards for consistency in the fiber handling and processing
- Develop a "fiber pool" or "co-op" within ABR toward fiber processing and products
- Explore:
 - * Regional fiber collection
 - * Joint fiber processing

Task: Upgrade fiber grading and sorting skills to ensure utilization of all fiber

- Within 1 year, survey how people are processing fiber (or why not); within 2 years define end product opportunities by fiber grade
- Within 2 years, 10% members trained (certified) in grading and sorting fiber by providing: defined grade system and education, certification program, grading warehouse location
- Within 2 years, create a guideline of available options for: sorting, grading, processing (including cost planning)

Task:

Education

Goal: Broaden education & information dissemination Communications

Discussions:

- * Focus on region wide (all members) education programs (eastern plains, south, & western slope)
- * Increased Web network of information, seminars, and on-Line library of documents / links
- * Explore HELPLINE for problems

Education of **Membership:**

- * Implement a defined, repeatable & sustainable "Newbie" education program
- Include: health, husbandry, shows.

Task: Develop a 5 year plan of improvement:

- More regionalized education
- Philosophy of "Will teach; will travel"
- Mentoring
- Educate people on how & where to get the resources
- Yearly assessment of accomplishments and direction

Goal: Increase the value & volume of alpacas & their fiber with education toward Industry Growth

Discussion:

- * Grow ABR through membership recruitment; target membership to 500,
- * Grow industry focusing on:
 - Existing agricultural industries,
 - General public

Task:

Task:

Goal: Broaden education program, including Health, Fiber / Fiber Arts, Husbandry for various skill levels (New breeder →Moderate/Advanced level)

Discussions:

Healthcare: Continued / expanded healthcare seminars, including emerging issues

"Deter bad health issue owners – bad 'PR'" {Develop information tools and support network for owners to combat "bad health" issues. Such issues affect public perceptions on viability of industry.}

Fiber: Continued / expanded fiber seminars:

- Provide information to aid breeders in creating a better fiber product – breeding analysis, genetics, etc.
- Seminars and published information on Fiber sorting: improved methodologies, state-of-the-industry

Generally increase Fiber and Fiber Arts education programs

Husbandry for show versus fiber

Task:

Task:

Goal: Increase number and skills of camelid veterinarians – CSU grants, etc., more vet students

Discussions:

Broaden Veterinarian education opportunities / support

Task:

Youth & Public Involvement

Raise visibility of youth and alpacas.

Develop a youth program: Provide experiences where kids get together with other kids to learn & to become involved with alpacas; develop kid-oriented activities

Develop future industry leaders

Establish a kids meeting or event at Quarterly Meeting(s)

Explore:

- * Youth corner at *{all}* shows,
- * Youth-only show,
- * GWAS 4-H booth,
- * Lowered performance fees
- * Non-exhibitor sponsors for youth

Health

Committee on developing / evolving health issues and vectors

Overall camelid health issues

Nutritional requirements for better fiber and health

Provide herd management information / tools on broad variety of topics such as behavior,

Explore collection and dissemination of illness statistics

Health of the industry

Unclassified

Explore a Co-op to buy hay, equipment, etc.

ABR has a role in keeping the industry going! How do we evaluate and contribute damage control to keep the bottom from falling out?