



'Paca Parade

October 2009

Alpaca Breeders of the Rockies

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Paca Parade – October 2009

President's Message

Kim Sawyer

Tapestry Farm Alpacas

Hello ABR!

Not to steal from a master...but the words of Dickens "it's the best of times, it's the worst of times" can certainly fit the times today. I keep tabs on the news; I see the various emails on alpaca auctions and read the emails from the experts in the industry. With all that information, I try to ponder where we really are as an economy and as an industry. I know its tough times for all of us as we struggle through what I believe to be an extremely slow recovery. While I have my moments of doubt, at the end of the day, I do believe we will recover as both a national economy and as an industry. But how does that help us all now? I keep thinking about what I hear from those industry experts (this would be the large farms, the marketing gurus, and those that have been in this business since its inception) and everyone tells the same story – stick to basics.

What are the basics? Don't let people forget who you are and that you're out there. That means you need to stick with your marketing plan – whatever form that takes. Your plan could be going to shows, going to farm events, advertising through email, direct mail or magazines or taking advantage of public

relations. Yes, some of this costs money but there are ways to market inexpensively to keep your farm name alive. Take the time to look into it. ABR had some great marketing presentations at the August Quarterly meetings and those presentations can be found on the ABR website for those that are interested in pursuing your marketing goals.

As with individual farms, this also continues to be difficult times for ABR. The BOD continues to closely monitor the budget as we've done all year and this will continue through 2010 and beyond. ABR will continue to make some tough decisions on what we can continue to provide to our members and what items may be on hiatus until we have a more stable budget.

The one area I see a continued decline is in our volunteers. Our committee members have fallen off in some areas while in others we have volunteers but no one willing to lead the group. We had great success at our Fiber Round Table discussions leading to some great ideas. Unfortunately we didn't have any further excitement from anyone to continue those actions as a project. Fortunately we have members that step up to ensure the success of our shows. I do applaud each and every one of our members who gives of their time. I also understand how our personal lives can make it difficult to contribute and I know that some of us are just plain burned out! I know I still have an outstanding item to deliver on – Fiber Herd



Kim Sawyer President of Alpaca Breeders of the Rockies

Business Model (The team and I will get there!).

These economic times can do a great deal to zap our energy and inspiration. But while we may be dealing with the "worst of times" on one level, I'm going to ask each of us to also consider that this can be the "best of times". Don't be afraid to speak up if you think there's something ABR can do to get our committee or projects back on track. Don't be afraid if you want to be on a project – I know each of us have a passion for this business, sometimes we just need a little push to rekindle it.

And don't forget to take a peak at the agenda for the November Quarterly meeting. It's going to be a great time! You won't want to miss it.

Till next time... Kim

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Fiber Resource Directory

Last Chance to Advertise - 2010 ABR Fiber Resource Directory Going to Print!

Thank you for the good response to the opportunity to advertise in the 2010 edition of the ABR Fiber Resource Directory. Black & white business card ads on the tab inserts costs \$75 for members or to reserve a whole insert for your business - \$200. Ad copy is needed by November 1st. Send ad copy and

questions to Linnea@AlpenglowAlpacas.com. Payment goes to ABR. Remember to tag the payment for "ABR Fiber Resource Directory".

A lot of members who wanted to add their listings to the directory responded to the query a few months ago. Only a few previously listed members responded. If you were previously listed in the directory and are active on the ABR membership list, you will remain in the directory. If your information regarding what you sell in your farm store has changed, it is unable to be updated without your input. Send updated information

for current listings by November 1st to

Linnea@AlpenglowAlpacas.com

A lot of the yarn stores in the current version have gone out of business. If you know of any newly opened yarn and fiber shops to list, please send the information my way.

Thank you for your help to make the directory as accurate as possible!

*Contributed by Linnea Laurila
Alpenglow Alpacas*

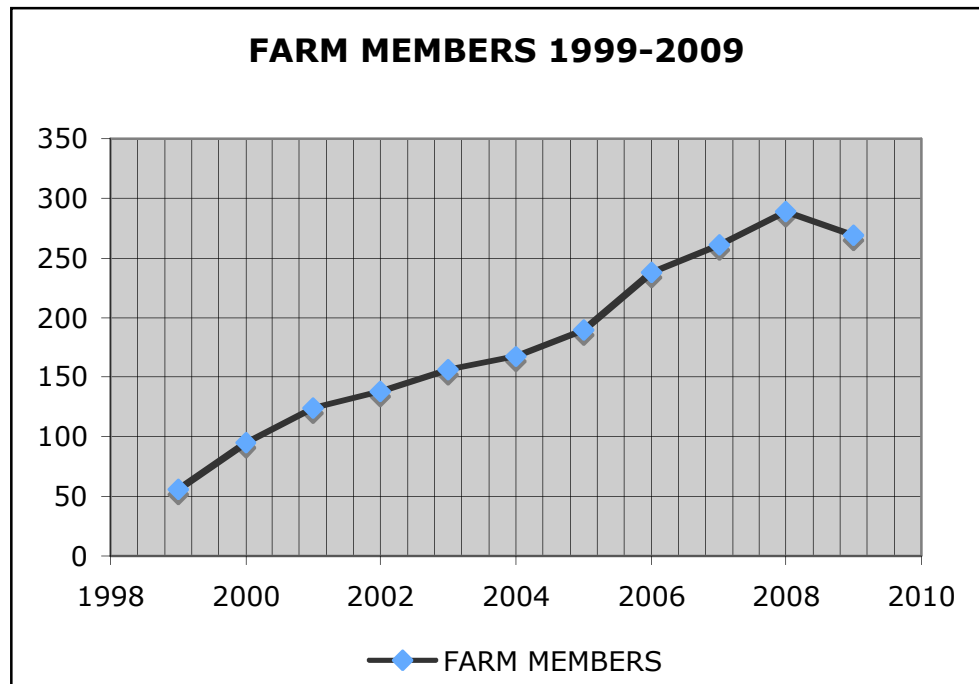


*Contributed by
Nicki Bensley
CrossWind Alpacas & Fiber Sorting*

October Membership Report

Every quarter we post the membership numbers in the newsletter. Did you ever wonder how ABR membership has changed over the past ten years. As you can see from the chart, farm membership has increased every year until 2009, which has a slight drop.

See page 4 for additional information regarding 2010 membership



- Membership**
- **October 5, 2009**
 - **Farm Members 270**
 - **Associate Members 10**
 - **Business Members 14**

National Western Stock Show

It's more than a rodeo



According to the NWSS webpage, Alpacas are America's newest entry into the livestock industry. Last year alpaca show was wildly successful. So successful that not only have alpacas have been invited back to the NWSS again this year they have been moved to the first week-end of the show. Don't delay, registration information is available on the National Western Stock Show website, www.nationalwestern.com.

The alpaca show is January 9 and 10, 2010. Move in will be on Friday, January 8, and we can stay through 5 PM Monday, January 11. Deadline for registrations is November 20,

2009. There are more stalls available this year since the alpaca and llama shows are on the first week-end but we are expecting a sell-out, so register NOW!!

We want a great showing of alpacas for that first week-end!! Sponsorships are also available with the key benefit being able to pick your stall space, a big advantage if you consider how many people stopped to see and chat about the alpacas!!

Any questions, please contact Becky Zierer, lzbalpacos@aol.com.



Great Western Alpaca Show 2010

Yes, it's time to start planning for the Great Western Alpaca Show 2010! GWAS was a great success this year and the biggest show in the country. The dates will be April 30, May 1 and 2, 2010. We will do the Early Bird registration for stalls beginning in November so look for more information soon!

ABR is blessed with wonderful volunteers who are the reasons why GWAS is the best show! If

you are interested in being a part of that team for 2010, please contact Becky Zierer, lzbalpacos@aol.com. We know we will need a Scorekeeper Coordinator, a Fleece Show Superintendent, Hospitality Coordinator, Volunteer Coordinator and Photography/Art Show Superintendent!! Please contact me if you are interested in any of those positions and I will send you the position descriptions! Join the GWAS 2010 Team!!



Fall Festival 2009

The 13th Annual Fall Festival Alpaca Show and Rocky Mountain Fleece Harvest is just around the corner. Join us at The Ranch Event Center November 7 & 8 in Loveland, CO. It should be a fantastic show with higher registrations than were expected after reviewing other shows across the country. We are excited to announce that Fall Festival 2009 will be a Level IV (4) Halter Show and a Level III Fleece Show! The Fall Festival Steering Committee and all the volunteers are doing a fabulous job making sure that the show will run smoothly and that everyone attending will have a great time. There are 63 farms attending from outside the ABR membership and alpacas coming from 18 different states. Spin-off entries will be on display and vendors will be throughout both barns and in the pavilion. We hope to see you all there!

*Contributed by Julie Averch
Fall Festival Event Manager*

Education

The Education Committee of the Alpaca Breeders of the Rockies (ABR) sponsored another successful Neonatal Clinic at Colorado State University. The neonatal clinics are always well received and usually fill up fast, but we want to incorporate some new ideas. Are you new to ABR, or have you been a member for awhile and feel the need to get more involved in your organization? We are in search of more people to become volunteers for the education committee. ABR will be sending out a survey to solicit feedback asking what people would like to learn about, so please be thinking of topics or speakers you would like to see in the next couple of years. Please make sure that you fill out and send in those surveys.

Contributed by Patty Jensen of Dream Catcher Alpacas

ABR Membership Drive

The 2010 ABR Membership Drive begins in November with **NO increase** in dues for 2010. ABR membership is a great value and not just because of the discount received at shows.

Have you heard that ABR is one of the strongest affiliates across the country? I have, every time someone from outside our area visits one of our meetings or attends one of the ABR Shows it's one of the first things they mention.

ABR has a strong membership base and while numbers may have dropped this year we are still adding new members. Just since March of this year we have added 23 farm members, 1 associate member and 2 business members.

Check out all the benefits of renewing/joining ABR. Help make 2010 a great year for the alpaca breeders in the Rocky Mountain region.

MEMBERSHIP BENEFITS

Farm Members

- Eligible to vote with one vote per Farm
- May attend all meetings and functions of ABR
- Receive all correspondence and ABR newsletters by e-mail
- May advertise alpacas, services and products for sale in ABR newsletter
- Listed in ABR Membership Directory.*
- Will be listed on ABR Web Site

- May display fliers, sales sheets, business cards, etc. at membership meetings
- Eligible for discounts at selected ABR sponsored events.
- Eligible to be listed in the Annual Fiber Resource Directory.*
- Farm Events listed on ABR Web Site's Calendar of Events
- Eligible to chair an ABR Committee
- Eligible to be a candidate for the ABR Board of Directors
- Receive Membership Directory.
- Access to current Membership listing.

Business Members

- May attend all meetings and functions of ABR
- Receive all correspondence and ABR newsletters by e-mail
- May advertise Business services only in ABR newsletter – but not selling alpacas
- Listed in ABR Membership Directory
- Eligible for vendor space discounts at selected ABR events
- Receive Membership Directory

Associate Members

- May attend all meetings and functions of ABR

- Receive all correspondence and ABR newsletters by e-mail
- Listed in ABR Membership Directory
- Receive Membership Directory



Contributed by Ron Hinds
And Julie Averch

* Requires membership by Jan. 15th of each year

ABR Membership Directory The Maps Are Back for 2010 !

The 2010 ABR Membership Directory will contain the maps again for all farm members.

From here on out the current plan is to create map directories for even years, name and address only directories in the odd year.

Be sure to renew or join ABR no later than January 15th to be included in the 2010 Membership Directory.



Contributed by Ron Hinds



Alpaca Breeders of the Rockies

Quarterly Membership Meeting

November 15, 2009

Embassy Suites

9:30 AM to 3:00 PM

General Meeting – 9:30am Start

Welcome	Kim Sawyer
Introduction of new Members/Guests	Ron Hinds
Election Results	Carl McGill
Thank You to the Retiring Board	Kim Sawyer
Member forum for bulletins	Kim Sawyer

Events not sales – please submit your events to Kim Sawyer before the meeting

NAIS Update – 10:00am

Update on Premises ID and Animal ID from Gwen Bosley – Animal ID Coordinator, Division of Animal Industry, Colorado Department of Agriculture. There should be new information from Secretary Vilsack's recent listening sessions and from the ID INFO EXPO in Kansas City in late August that will provide a forum for new information.

Networking Brunch – 10:30am to 11:30am

Please contact Ron Hinds at pacaron@estreet.com to make reservations. There is a \$5 fee for brunch payable at check-in.

Continued on page 6



Continued from page 5

Talking Livestock at NWSS

with Brett Kaysen - 11:30 am until ?

Whether you are attending National Western Stock Show or not, this is an event you don't want to miss - how to market to the livestock industry. Brett Kaysen was born in Denver, CO and raised east of Brighton, CO. Brett's family still resides on a small farm there. While growing up, Brett was an active 4-H member and successfully competed in livestock shows at many levels and in many events. While attending middle school, Brett took an interest in livestock judging and competed at several youth contests around the state of Colorado as well as on a National level. Brett continued to participate on livestock judging teams throughout his undergraduate career at Northeastern Junior College and Colorado State University where he majored in Animal Sciences and earned a bachelors degree in 1997. Brett was a member of a Reserve National Champion Livestock Judging Team while pursuing his undergraduate degree. Brett continued his education at CSU earning a Master's degree in Cooperative Extension and Education in 2003.

Brett joined the Department of Animal Sciences during the spring of 1998. Brett managed the university beef, swine and sheep units at the university farm. The diverse position at CSU has allowed him to broaden his horizons and diversify his education, two traits Brett considers very important as an educator of Animal Sciences.

Brett has been an influence in the Alpaca Community on many levels since 2001. He has traveled coast-to-coast teaching seminars on alpacas consisting of classroom presentations as well as "hands-on" workshops. Brett also holds an instrumental position with the AOBA Judges Training Program where he teaches Oral Reasons and Conformation. Brett has a passion for educating, especially in the area of youth education. He has taught the nation's youth about various livestock industries and has spent countless hours volunteering to educate youngsters involved in 4H programs nationwide.

Colorado Has Twins, Again

When one of Carl and Freda McGills girls decided to have her baby, while Freda was teaching a Fiber class, Freda thought 'no big deal, I'll deliver, get Jody (Sharp) to come and keep an eye on mom and the baby and I'll get on with the class'. That worked great for about 45 minutes, until a second nose appeared above the first placenta, which had not dropped yet.. At that point Freda's "fiber class" turned into a "neo-natal class".

After a major struggle, mom had quit pushing; the second little girl was out. Although she was breathing her body temperature was so low that she was grey. So with Freda in sweats and babies in plastic bags, all but their heads, everyone was in a tub of warm water trying to bring up body temperatures.

When Carl got home from school he could only look with disbelief at a kitchen full of friends and two of the smallest crias he had ever seen wrapped around hot water bottles. Baby one is dark brown to bay black and she weighed in at 5 lbs 13 ozs. Baby two is white and she weighed in at 6 lbs 14 ozs. Born about a week early, their combined weight was less than a normal healthy cria. Both were so small that, if they could have stood to nurse, they would have had problems reaching mom.

A pen was set up in the kitchen, a milking and bottle feeding schedule was set up and not much sleep was on tap for the next few days. Thanks to great alpaca people and wonderful friends it seems to have worked. Diane Cribley had frozen colostrum, Jody Sharp took shifts milking and feeding and Cheryl and Michael Swanson brought

food for everyone and helped milk and feed. It was truly a group effort that brought the babies to where they are.

They were born on Wednesday September 16th and on Sunday afternoon the dark baby nursed from mom for the first time. On Monday, even though she would have rather had the easy bottle, the white baby latched onto mom as well. Being a maiden, mom probably thinks two babies is normal and lets them both nurse at the same time.

At the time of this writing they are three weeks old. They are both pushing thirteen pounds and doing well. The dark girl is called Ziva, (Hebrew for splendid) and the white girl is Zuri, (French for white and lovely). When the weather is nice they spend their days out with the other moms and crias but because of their size and the cold weather, they still live in the house and all three are being spoiled rotten.

*Contributed by Carl and Freda McGill
of Bayou Creek*

Alpacas



Qualifying Leads Lead to Sales

Marketers love to exercise their creative muscles, their right brains, and think up wonderful new ideas for persuading prospects to buy. But in the alpaca business, creativity is, frankly, not necessarily much help.

As dull as this may sound, the secret to success in alpaca marketing is in the process. It's not about marketing creativity. It's not even about conducting more or better lead generation campaigns. The leverage lies in converting more inquiries into qualified leads and, then, more qualified leads into sales.

With the 2009 Alpaca Fall Festival on the horizon, breeders will have the opportunity to meet and speak with both new prospects and other breeders (remember they too are prospects). But, it is the breeder with the best inquiry management process who will win or have the opportunity to make a sale. Inquiry management is about setting up a solid, methodical process, and then executing daily.

Research has found that over 60 percent of the inquiries generated from advertising or obtained from trade show events like Fall Fest receive no follow up whatsoever. In general, most breeders fail to put in place a process to handle the inquiries. How sad.

The key to success is follow up...follow up...follow up!!!

Just because you meet someone and tell them about your great alpacas or your alpaca products doesn't mean they will remember you, your services or your products.

Follow-up may be in the form of up an email, a phone call, a mailing including your farm brochure or other informational material or a personal hand-written note with the objective of obtaining a farm visit to your farm/ranch. But FOLLOW-UP!

Here's how to create a great inquiry management process. Begin by optimizing each step in the inquiry management chain:

Response planning. Start response planning early in the process. Make sure you have a specific plan and time frame. ABR has a policy of sending all registered guests information to each member who participates in an event within two weeks. That information contains the name, address, phone number and email when provided by the guest at the registration entry. Qualifying the prospect in advance is imperative so don't be shy about including qualification questions when speaking to the prospect or including them in your written communications.

Response capture. Your response capture process will work only if you keep adequate records of the original contact, your follow-up methods (it may take three to five times to attain a positive response), the dates and the response of the prospect.

Inquiry fulfillment. Most successful breeders respond to prospects within one week after the event. It indicates the value the breeder places on the prospect. Also, try to match any fulfillment material to the need and the value of the prospect.

inquiry into a nurturing process. Nurturing involves a series of ongoing communications intended to build awareness and to maintain contact until the prospect is ready to make a decision.

Develop a database. Most prospects do not make impulse buys of alpacas. With all of the information available today, prospects who make the final decision to either enter the business, expand their herd, or not to enter at all may take months. Just keep following up and you may get that unexpected call to visit or even better to buy.

*Contributed by Tom Costner
Of Sunny Mesa Alpacas*

How to Sell a Pencil

If I gave you a pencil and asked you to sell it, how would you go about it?

This is one of the most basic of interview questions for sales reps, and the answer reveals so much about your previous training, your understanding of the sales process, and ultimately about what kind of sales rep you are.

So, what is the most effective way to sell a pencil?

Well, first let's look at how most sales reps go about doing it. When I'm interviewing sales reps I love using this technique. After letting a rep tell me how good of a closer they are, I pull out a pencil, hand it to them, and tell them to sell it to me. And off they go!

80% of sales reps start the same way – they start pitching. "This pencil is brand new, never used. It has grade "2" lead and a bright yellow color so it's easy to find. It comes with a built in eraser," etc.

Some reps can (and do!) talk about it for 5 minutes or more before they ask a question or ask for an order. As the sales rep rambles on, I begin to yawn, roll my eyes, etc. Amazingly, this just makes them talk even more! "What's wrong with these people?" I think.

Now let's look at how the top 20% go about selling a pencil. As soon as I give a top rep the pencil, they pause, and then they begin asking me questions:

"So how often do you use a

pencil?"

"How many do you go through in a month?"

"What other locations does your company use pencils at, and how often do they order them?"

"What quantity do you usually order them in?"

"Besides yourself, who's involved in the buying decision?"

Quite a difference, huh? I'll tell you right now, I listen to hundreds of sales reps in a month and they can easily be separated into these two groups: Those who pitch, pitch, pitch, and those who take the time to understand their prospect's buying motives, and properly qualify to understand the entire selling process.

Now let's see which category you fit in. When you speak with a prospect for the first time, how much of your script is focused on describing and pitching your product or service as opposed to questioning and uncovering buying motives?

If yours is like most scripts I review, then it's filled with descriptions of what you do and how your product or service helps them. Most scripts attack the prospect with a barrage of "value statements" that turn people off and make them want to get you off the phone as quickly as possible.

Want a better way? Then take a tip from some of the best "pencil sales reps" and change your script and open-

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Exploring the Promise of Alpaca Fiber and Bringing It to Reality

Many alpaca owners purchased animals with the promise of a profitable outlet for their valuable fiber. However, realizing profit from this value has been an elusive task. The Alpaca Fiber Symposium organizers have energized this hope by bringing realities, possibilities, and dreams together in one place. More than just another program, TAFS has fostered concrete progress in the alpaca fiber industry.

Participant momentum continues to gather beyond that first meeting as the second approaches in Denver in October, and some new commercial ventures are in the works. The second TAFS will build on the first to move producers further toward profitability. It will use the same format as the first symposium, with new and expanded content. A focus on business processes, finances, and lessons learned in other fiber industries will be a unique part of the meeting.

Connections, ideas and resources came together at the first TAFS. Held in the heart of textile country, North Carolina, nearly 200 participants gathered for a jam-packed weekend. They heard and questioned speakers from three phases of the alpaca fiber industry—Today, Tomorrow, and Beyond.

Realizing that producers need to have a good understanding of the current commercial ventures for fiber, the TAFS committee went to the marketplace. A representative group of companies and organizations currently using alpaca fiber beyond the cottage level provided TODAY information. These speakers shared their projects, methods, and wisdom

about what does and doesn't work. Participants enthusiastically questioned the speakers and spent breaks learning more about the ventures that excited them. The presenters learned about new opportunities for their products too. Among the connections made at TAFS is a new outlet for large quantities of previously unusable fiber and increased participation in current ventures.

During TOMORROW presentations, participants heard about the steps and requirements necessary to work within the current textile industry. Experts explained processes and expectations producers would meet in the marketplace. They were gratified to learn about the cooperative environment that exists in the U.S. textile industry. They were also excited about the lower poundage requirements of some commercial operations. Alpaca producers were urged to understand the commercial milling process before beginning new mill projects. They also learned about training options and new equipment. As a result, alpaca owners enthusiastically signed up for a mill operator class held at Gaston College. New classes there will help make new links between alpaca producers and the textile industry.

Speakers repeatedly urged alpaca producers to gain scientific evidence about their product and its capabilities. Gaston College, the site of the meeting, showed and explained the fiber testing they do routinely for other textile products. As a direct result of this segment, alpaca fiber testing has begun in an organized fashion. TAFS agreed to fund some specific testing, and AOBA board members who attended caught the enthusiasm for this

project too. AOBA has joined in to fund some additional ones and the two groups are coordinating efforts.

New enthusiasm and interest were captured during a look at the very big picture of the future textile marketplace. BEYOND speakers challenged listeners to think outside the boxes traditionally used in alpaca fiber products, terminology and marketing. They were urged to pay attention to changing requirements in large retail as well as niche retailing. Point of origin documentation and sustainable resource composition trends may yield big benefits.

Taking alpaca fiber into the medical and defense industries requires new knowledge of advanced textiles and the ways they can complement each other. Speakers gave advice about funding opportunities for these projects. The defense expert gave a product design critique to a current alpaca producer's prototype, and everyone learned lots about product research and design for the military within a few minutes. They also learned about low-cost resources for finding this help.

TAFS generated lots of good conversation, public and private, about realizing the hope of a commercial alpaca fiber industry. Existing projects have gained momentum and new ones are at various stages of development. Producers are excited about the possibilities and are eager to gain important education and make contacts. Thanks to generous sponsors, this is a very affordable way to supercharge individual efforts. Anyone who wants to join in this pursuit is welcome to

join in the journey!

www.alpacafibersymposium.com

Contributed by

Gwen Wolff of Alpaca Kingdom

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We're on the Web

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Advertising in Paca Parade

Did you know that Paca Parade offers advertising space in the newsletter? This is a great, inexpensive way to highlight your product, farm or event.

All ads must be in .jpg format. There will be a \$10.00 up charge if you provide hardcopy that Paca Parade will have to scan. Discuss your requirements today.

The newsletter for the rest of 2009 will be e-mailed out 7/1 and 10/1

Ads must be submitted two weeks in advance.

Please contact Julie Averch to discuss your advertising requirements today, javerch@u2ranch.net

Rates are as follows

- Classified Ad - \$2.00 for up to 30 words \$.05 per word over 30
- Business Card Ad - \$5.00 3.5 x 2" horizontal
- Quarter Page Ad - \$10.00 3 3/4 x 5" Horizontal or Vertical
- Half Page Ad—\$25.00 8 x 5" horizontal or vertical

National Animal Identification System

FORT COLLINS, CO, May 11, 2009 – Secretary of Agriculture Tom Vilsack today held a roundtable discussion with a variety of stakeholders on the National Animal Identification System (NAIS). This was the second in a series of listening sessions the USDA will hold throughout the country on the subject so the department can gather feedback and input that will assist the Secretary in making decisions about the future direction of animal identification and traceability in the United States. On April 15 of this year, more than 30 stakeholder groups met with Secretary Vilsack to discuss NAIS at the USDA's headquarters in Washington, DC

"Much work has been done over

the past five years to engage producers in developing an animal identification system that they could support," said Vilsack. "However, many of the issues and concerns that were initially raised by producers, such as the cost, impact on small farmers, privacy and confidentiality and liability, continue to cause debate. In the spirit of President Obama's call for transparency in government, now is the time to have frank and open conversations about NAIS. We need to work collaboratively to resolve concerns and move forward with animal traceability."

USDA is engaging stakeholders in an effort to hear not only their concerns but potential or feasible solutions to those con-

cerns. The listening tour will seek input from communities throughout the country.

"I recognize many groups have provided input into the system previously and I encourage stakeholders--both small and large--to embrace this opportunity to tell us what kind of system they feel would work and to talk about solutions," added Vilsack.

In 2004, APHIS began implementing NAIS, an animal traceability system that would enable producers and animal health officials to respond quickly and effectively to animal health officials to respond quickly and effectively to animal disease

events in the United States.

USDA
<http://www.usda.gov/wps/portal?contentidonly=true&contentid=2009/05/0161.xml>

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