

AlpacaWorks

Meeting Minutes

Date: June 22, 2008 2:00pm

Title of Meeting: New Mexico Alpaca Breeders

Location: 3 General Sage

Santa Fe, Nm 87508

Attendees: Evelyn Simons, Mickey Wright, Susan Sasser, Tehani Hogan, Bob and Louise Hazen, Kathryn Ray, Lee B. Liggett, Lou and Linda Crooks, Cynthia Daly, Lynne Fatkin, Larry Royba;, Diane Blackburn, Mary MacGwyver, Melinda Tossani, Kathy Herman, Leslie Stoddard, Luca Tossani, Robert Louie, Cheryl Louie, Deirdre Murphy, Anne Stallcup, Mark Hogan, Melita Clark, Marilyn Knudsen, Roberto Ibarra,

Welcome

1. 2 new members : Sandy and Lee Liggett and Beckey Dame

Vice Presidents Report - Lynn Fatkin

1. Lynn expressed her gratitude to everyone for the support she received after Al's death and during her surgery.

Secretary's Report -

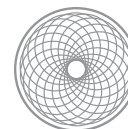
The secretary's report has been posted on the Web site. Anne Stallcup motioned to approve the minutes of the last meeting. Bob Hazen seconded the motion and the minutes for the last meeting were approved

Treasurer's Report - Mark Hogan

The report from First Community Bank shows a beginning balance since the last report to be \$11,557.23. The ending balance as of 20 June 2008 is \$20,923.41 which provides 15,886.42 for operational use and \$5,036.00 in the CD at 3% which matures in August.

Total income for the 2008 membership dues, vest sales, raffle and Dr. Kim's seminar is \$9,734.00. Our total expenses since 01 January 2008 is \$793.29.

Considering outstanding checks and added income as of 31 May 2008, NMAB has an available working balance of \$16,055.41.



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Mary MacGwyver motioned to approve the Treasurer's report. Louise Hazen seconded the motion and the Treasurer's Report was approved.

Membership and Website - Anne Stallcup

Lee and Sandy Leggitt were welcomed as new members. Not present new member Beckie Dame from Oklahoma was welcomed.

Melinda Tossani has been elected Membership Chairman and will relieve Anne of that responsibility. We look forward to working with her in this regard.

Breedworks presented a seminar at AOBA which Anne attended. She is anticipating incorporating their suggestions for making the website more user friendly and workable.

Election Results

Mickey announced the results of the election for the Board of Directors

They are as follows:

President = Leslie Stoddard of Albuquerque Alpacas

Vice President - Cynthia Daly of Milagro Moon Alpacas

Secretary - Susan Sasser of AlpacaWorks

Treasurer - Mark Hogan of Milagro Meadow Alpacas

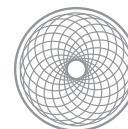
Membership Chairperson - Melinda Tossani of Rancho Meluca Alpacas

Website Diva - Anne Stallcup of Que Sera Alpacas

Leslie expressed appreciation to all who volunteered to help put on the neonatal seminar. Volunteerism is one of the foundations for our organization. She encouraged each of us to self examination for our areas of expertise and to share those with our group. If we think we're without these gifts, just volunteer to help in any capacity and we will be happy to find something for you to do.

At present we are in need of an Education Committee Chairperson.

Old Business



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State Fair: 2008 - Roberto Ibarra, Mary MacGwyver and Anne Stallcup

Revenue makers and Advertising Opportunities at the State Fair

Evelyn and Peggy are in charge of the new State Fair Auction and Raffle. Requested are donations from each ranch for which there will be a drawing. These items are tax deductible and are an excellent way to advertise and promote specialties of each donor ranch. This can come from your advertising budget!! The possibility of this becoming a huge revenue generator for NMAB is spine tickling. So lets get excited about it and come up with some enticing items for the raffle.

Evelyn also needs other volunteers for this project and for setting up the actual raffle at the fair.

Other opportunities to raise money for NMAB at the State Fair are:

Purchasing sponsorships which puts or \$25 or 2 / \$40

We discussed the importance of having volunteers man the NMAB information table as GREETERS during the show and siting the table in a place adjacent to the alpaca pens.

Marketing Committee Members are also needed and the contact is our president Leslie Stoddard.

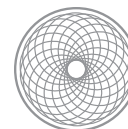
Mark reported that we finally received reimbursement from the state fair for our last 3 years of participation!

Committees should continue to meet for planning of their activities at the fair.

Roberto reported that there had been a significant turnover of the state fair contacts. Roger Beamer and Michael Henningson(media) are the current contacts. Past issues discussed in a meeting were :

making the info about the fair available online earlier, making the premium book available earlier, advertise the alpaca show earlier, give us signage which are important issues in increasing the number of entries to the show as people plan their show schedules early in the season. Reasons for these are that the alpaca show brings in significant revenue for the state fair and is the only show that does bring in significant revenue.

Melissa Shaw is the new livestock manager for the Animal Shows. She seems willing to accommodate our requests for an improved show. This year we will have 2 rings and 2 judges. The permit from AOBA is pending, Sara Jane McClendon has been retained as a judge and we continue to wait for confirmation of the 2nd judge. New AOBA rules limit a judge to 160 animals therefore we will have 2 rings with the clerk table between the 2 rings. Suris and Huacaya will be judged in their respective rings and after the lunch break the Suri Ring will be set up for performance classes on Saturday.



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Discussion around the limited one month on line registration period which ends August 8 brought forth suggestions for 3 email blasts starting now announcing the fair show. Contents of the email would bring attention to the limited registration window and need for planning now. Rosemary and Bob who have the AOBA member lists for this area purchased last year will be contacted ie obtaining the lists to send the email. Hard copy registrations will be accepted for a longer time but the deadline for them isn't currently available. There was also discussion that it wasn't necessary to wait for the AOBA approval to send out the email blast, but that the AOBA approval was pending.

Also new for this year is that the show numbers need to have the age in months of the animal and the last shear date on the front of the number. Of course this will be taken care of by the show superintendent!

Mary reported on the marketing work she's done as the Special Events Coordinator. She is in need of Volunteers and at present Dean is participating on the committee. Dean's thoughts about inviting the livestock people and providing educational opportunities for them about diversification of their livestock creates the potential for us to grow our show to the size of Phoenix. Her thoughts are to increase stall fees and price for sponsorships to increase revenue and to further the appearance that these are valuable marketing opportunities.

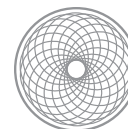
The actual raffle will be held at the Courtyard Marriott at the Party Saturday night since we are unable to sell "things" at the fair venue. Mary has arranged for us to get special rates on rooms of \$99. Another opportunity on which Mary is working, is a photographer. She suggests we tag \$5 to his price to raise a tad more \$. It is brought to our attention that this may not be in keeping with the "rules" of the fair. Rob or Anne will address this with the fair officials.

Committee chairs are requested to copy all on the State fair planning committee and Leslie with their emails to keep everyone abreast of the on going fair developments

Lou Crooks introduced the topic of NMAB having a presence at the Balloon Fiesta. Older members remember having done this in the past when Ellen Simons was the Marketing Person for the fiesta. The rate to participate was around \$10k then. I believe Ellen obtained a discount for us. It was an expensive venue but we were able to get television coverage one morning.

Las Golondrinas - Susan Sasser

A message was left for Jessie(our contact person from last year) at Las Golondrinas about a month prior to the event the first weekend of June. My phone call wasn't returned. About a week prior to the event Jessie called and asked if we were planning to attend. I explained that I had called and the call hadn't been returned so we weren't planning to attend. She then related that they had loads of animals for the event and that I should contact another person about participating in a later event. I agreed to contact this person. Leslie requested I followup with this contact.



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Attention had been raised about how to make participation equitable for those involved.

News Letter - Cynthia Daly

At the last Board of Directors Meeting, ideas were discussed on making the News letter more functional and with improved focus. We agreed that providing questions to the membership about different topics could broaden our horizons and identify those amongst us with expertise in certain areas. Soooo the topic for this time is: ?What do YOU do with YOUR fiber? Please send your response to Cynthia by 1 July 2008.

Date for next Meeting

19 October 2008 at the Louie's in Los Lunas