

CALPACA – Membership Meeting for February 9, 2013

Arapahoe Rose Alpacas 10:00 am - Noon

Welcome - Laurie opened the Meeting at 10:29 am and thanked Karen Kelly for hosting the meeting and opening her ranch to those in attendance.

Karen then offered “Important Details” on finding their way around her ranch.

Laurie

- Asked if there any new or first time attendees, and we all welcomed Terry Scott of Scott’s Fiber.
- Laurie reminded everyone that if they haven’t signed the attendee roster to please do so before they leave. We ended up with 30 attendees.

Secretary Report – Joyce Judy

- Joyce asked if everyone had a chance to review the Minutes of the previous Membership meeting in the Connection. Joyce asked for a Motion to approve the Minutes and Kay Rodriguez so Motioned, Dale Davis seconded and those in attendance approved the Motion.
- Kay also mentioned that we have a host for the August meeting, which will be at Ranch of the Oaks owned by Tom and Mette Goehring at 3269 Crucero Road in Lompoc, CA 93436

Treasurer Report – Karen Kelly

Karen reported that we have the following amounts in our various accounts:

- General Checking - \$12,300.85
- Maximizer Savings - \$20,106.42
- Connection Checking - \$5028.39
- Gold Country Gathering Checking \$7732.25
- California Classic Checking: \$17,850.87
- Symposium Checking - \$27,229.06
- For a total of \$90,247,87

These totals fluctuate quite a bit throughout the year, depending upon whether all of the bills for the shows have been paid or not.

Membership update – Pam Brady/Joyce Judy

- Pam reported that we are only at 46% of our renewals at 61 farms, and that she can take checks if people wanted to pay that day.
- Joyce reported that the Membership Committee is slow going largely as there has been difficulty in finding a time for all to attend. Joyce also asked for additional volunteers and Kathleen Friend and Roger both stepped up to join the Committee and we certainly welcome their addition

Marketing – Laurie Findlay/Dianna Jordan

- **New on-line Connection Update – Dianna Jordan**
 - Dianna spoke about the new on-line Connection having the same look and feel as the hard copy. It was mentioned that articles that switched to another page were hard to read as it was so folks will go back and see the advertising.
 - Pam and Dianna will be working together to put the Membership Directory inside the hard copy of the Connection.
 - All ads and business cards have to be in to Dianna by April 1, 2013 in order to make it in to the hard copy Connection.
 - Sheila asked if Dianna could send out the parameters for ads as hers looked blurry, which she agreed to do.
 - Dianna asked that you send her your actual business card rather than scanning it.
 - Lastly Dianna reported that the current cost of the single hard copy will be around \$1500 which will be an annual savings of \$4500.

- Winagenerator – update – Phyl has taken over the Management of the Winagenerator drawing and reports that we still have 55 tickets left to sell. If we can sell enough tickets at the Classic, then the drawing will be at the Classic.

- Website update - Laurie reported that we are approximately 2 weeks away from going live on the new Open Herd site and it only cost us \$1400. Everything from the old site is being moved over to the new site with the exception of show results (which are already on Open Herd), the Classic registration and the Minutes (these will be up soon after launch).
 - When one does a search of California alpacas, the Calpaca site is the first to show up so we are making certain that we are keeping our domain name.
 - Alpacas for Sale will have Farm Members alpacas that are for sale and this service is for free. Additionally analytics click statistics for each farm will be available, which wasn't available on the old site.
 - If you are a Farm Member and haven't yet created an Open Herd account, you need to do so as soon as possible to take advantage of the new site. IT'S FREE to create an Open Herd account and will continue to be free going forward.
 - Since this meeting the new Calpaca site has gone live. In order to get on the site if you are a Farm member, go to calpaca.org, click on About and select Join Calpaca. All of the instructions are there on how to join.
 - OpenHerd can create a personal website for you at very reasonable prices.
 - It was asked how we would keep from going stale and Laurie responded by continuing to add pictures (people can always donate them) to the rotating banner, the Connection will be on-line, people can add their Events and we will be adding new tabs for other information (including Minutes, Forms and Documents, Financial info), perhaps an area for vendors like shearers, mills, etc. that are Calpaca members and we will be likely adding something for paid advertising.
 - It was asked how the "I'm interested in alpacas, send me more information." will be handled. Initially a Calpaca brochure will be sent and then the info will be available to all of the membership.
 - There will also be a way to click a button that will link all of your alpacas that are on Open Herd to Facebook...biggest free advertising you can do.
 - Laurie will also be sending out emails to members to make certain that everyone gets on the gmail account. Once we get everyone on the gmail account then we

will create a gmail Marketing email account which folks will have to use for their marketing.

Joyce asked that, before we move to the AOBA Update, we have Rick Brady speak at little about the Endowment Fund

Endowment Fund Update: Rick Brady

Seven-eight years ago Calpaca Rick Brady (when he was on the Board) started the UC Davis Calpaca scholarship Endowment Fund, which was designed to get to a place where the Endowment Fund would create enough income that it would pay for the scholarships that Calpaca had been paying for. Dave Scroggins (as Calpaca Treasurer) realized that we should be rolling the interest earned on the Fund back into the account, so this was changed to earn us a bit more each year. We believed that we would be fully funded if we reached \$100,000, but currently we are only at about \$26,000, so we have a ways to go. Calpaca will continue to fund scholarships as their membership funds allow for this. Silent Auctions, winagenerator funds (and the like) go to the Endowment. In 2013 Calpaca will be contributing two \$1000 scholarships versus two \$2000 scholarships in 2012 due to reduced income from Memberships. The Endowment and the Symposium have helped increase awareness at UC Davis of Camelids and more Camelid vets are graduating each year. Bonnie was asked if we could get their Development group to solicit funds for our endowment and she said she would see if that was a possibility.

AOBA Update: Dianna Jordan

- First, Dianna wanted to remind everyone that our very own Phyl Clempson (currently serving on the Calpaca Board) and Deb Galway are running for the AOBA.
- Tom Petersen and Dianna are redeveloping/rekindling AOBA's relationship with Affiliates. They now conduct Town Hall meetings with the Affiliate Presidents or their designee. Members are encouraged to send their questions to the President. Phyl and Laurie are going to be writing an article about Calpaca.
- Kathleen Friend has been serving on the Affiliate Grant Committee and AOBA decided to blend this Committee with the Membership Committee into create a new Members Services Committee.
- A question was asked about the joint ARI/AOBA Task Force and she reported that there are 3 Board members each from AOBA and ARI, along with Darby Vanier and Margie Ault that have been working together for the last year to determine ways in which ARI/AOBA could work together for the future of the industry. The Committee will be making their presentation to their respective Boards in the near future.

Events

- Symposium Update – Bonnie Potter
 - We had 200 attendees with 90 people from faculty and staff. There were 55 students signed up and more community veterinarians attending. A bunch of camel owners showed up when they heard that Dr. Tibary was coming. Bonnie has proceedings for sale for at \$35 if folks who didn't get a chance to attend want to purchase them. Dale and Phyl were Sponsors and that helps to keep costs

down and also enables the Symposium to make a donation to the Endowment Fund.

- Gold Country 2013 update: Kay Rodriguez
 - Kay and Eva are retiring and, because of this, Calpaca sent out a request for proposal and Phyl Clempson has agreed to be new Event Manager with Kay's help along the way. Russell Ratti and kids will be barn management. Phyl says you can't come unless you bring a costume – Stephanie Glypsis or Helen Humphries (as of this date Stephanie has been confirmed) are possible judges. Dale said that it was agreed that we would have a Saturday evening cook-off, which will save the show money, and Eva will handle preparations and decoration.

- CA Classic 2013 Update: - Joyce Judy
 - The Classic is now open for Registration and there are lots of new rules in particular Halter Classes and Bred and Owned Classes in all breed, age, color and sex groups alternating. In addition we will be doing Color Group Awards as opposed to Championship Awards as a test for AOBA. This will mean fewer alpacas required in a class and thus possibly more ribbons for all.

New Business:

Citizen(s) of the Year Award – Laurie

Because the Grammys are here we wanted to give our Citizens of the Year awards:

- 2011 Joan Clappier who took on the website for 8 years (and worked so hard for all of us) as well as the volunteer work she does on the Symposium and always at our shows
- 2011 KarenKelly & Lin Murray for the rescue effort they managed. They made enough money from the sale of the alpacas to pay the vets and pay back everyone who donated money.
- 2012 – Dale for all she does, which would take pages to speak of everything she has given our industry over the years.

And this year we are awarding the 2013 Citizens of the Year award to Rick and Pam Brady for their years of volunteer work on the Endowment Fund, Rick as a Board member, Silent Auction, and now Membership.

Announcements

- IAO March 16-17 (March 29-30) up 30-40 stalls from last year for Early Bird. Deadline Feb. 20
- Karen reminds everyone to vote in the ARI and AOBA elections and Bonnie asks for another term to continue the good work both she and the other incumbents have been doing.
- Rick noted that Heart & Soul Spinnery is now doing rug yarns.
- AFCNA – 3000 lbs from Calpaca. Alpaca Mania shipped 1000 lbs. For 2013 Dale and Jan Davis are once again offering one of their barns as a temporary storage for fiber going to AFCNA. AFCNA is accepting unskirted fiber, but not grade 6-7. We would appreciate 16x16x16 sizes boxes.

Lastly Joyce noted that the May meeting will be held at Dave and Shiela Scroggins Colusa Riverside Alpacas, 6909 Cordorniz Road, Colusa, CA 95932 (530) 458-4022

The meeting was adjourned at 12:12 pm

Lunch:

Featured Speaker Darby Vannier, ARI Executive Director:

EPDs and parentage validation.

Every day we are hearing more and more about Expected Progeny Differences (EPD). They are available for our animals on the ARI website. So how do we interpret them?

Following the afternoon program Lin Murray and Karen Kelly gave hands on skirting instructions.