

# Connection

Spring 2011



## **From the President....**

Each new year the CALPACA organization begins with change. We elect new board members in the fall and they take their place on the board in January. The board agrees on a budget for the coming year and what the focus of the board will be based on the funds that are available. We are going to do everything we can to help the CALPACA membership promote the industry to new potential clients, whether they come to us as alpaca owners or fiber consumers. Here are the things we have decided on for 2011.

In January, the Camelid Symposium was again the best money anyone will ever spend on a set of classes focused on the care of the alpaca. Thank you so much Dale, Bonnie and Joan for your continued efforts to bring us the best speakers, with the most pertinent information available in the alpaca industry

On March 23rd we sponsored a booth at California Ag Day at the state capitol to introduce the California legislators to our industry. This is the third year we done this and each year we are gets us more recognition.

The California Classic is April 30th and May 1st, and we always have good contingent of curious folks that come to the show to check it out.

At the Cal State Fair we have been asked to participate with CAL-ISLA to create a joint llama-alpaca show.

On Labor Day weekend (Sept 3-5) we are co-hosting four booths with So CalPaca at the Mother Earth News Fair at the Marin County Fairgrounds. It is a three day event that usually draws 10,000 attendees that are the exact demographic we look for in a potential alpaca enthusiast.

In October we have the Dixon Caper at Lambtown, where we are going to have tons of fun and introduce lots of livestock owners to the joys of alpaca ownership.

And we will finish up our year with the Gold Country Gathering, where we know we won't have 6" of rain again, but we will have just as much fun and camaraderie as we did last year.

Sound like a busy year? Yes it will be, and we need you to help make it successful. We have always leaned heavily on a few key members to drive new ideas, and be there to make sure the ideas come to fruition. We have been so lucky to have people like Dale Davis, Bonnie Potter, Joan Clappier, Joyce Judy, Bruce Nelson, Russell Ratti, and Kay Rodriguez to name just a few. You know them because you have seen them at every event, setting up, running the event or taking it down afterward. If we are going to be successful in the years ahead, we each need to take on a little bit of the load, so it we don't break the backs of the great volunteers who have always been there for us. Our affiliate is so lucky to be where we are, especially when so many groups are struggling to survive. We can continue be successful, if we all participate, because these events are for the benefit of the CALPACA membership and when we help each other we help ourselves. Getting involved in any of the events is easy, the organizers are always looking for extra hands. If you have any questions on getting involved, contact any of the board members and we will connect you with the right person to get you started.

This is the first edition of the Connection in nine years that was not created by Aase Frederick. The task of newsletter editor is not easy and we have been very fortunate that Aase was willing to take on the job and build the publication to one that is known for its quality and member participation. The task now passes to Maureen and Larry Macedo, of Macedo Mini Acre. They are very excited to take on the newsletter and continue to build upon the work that Aase has done. They will be looking for content for our newsletter, please don't be shy, it is a great way to share your experiences with the membership, whether in an article or a photo, to tell us about your alpaca experience.

The next CALPACA meeting is on May 14 at Renaissance Ridge Alpacas hosted by Ken and Julie Rosenfield. Diana Jordon is the guest speaker and the topic will be fiber, especially the Build a Tent initiative in which CALPACA purchased a Founding Member share so our membership would be represented in this new endeavor to promote the attributes of alpaca fiber. I am looking forward to seeing you at the meeting and hearing your ideas on what we can do together to make CALPACA all you want it to be, and all it can be for our membership.

**Dennis Rabe**

"WE are CALPACA"



**2011 Alpaca Board**

Left to right: J. Scroggins, L. Findlay, J. Jordan,  
K. Rodrigues, D. Rabe

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Alpaca Owners & Breeders Association

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ARI @ alpacaregistry.net



**Alpaca Research Foundation**

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Www.alpacaresearchfoundation.org



California International Llama Registry

Cal-IlIa

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Www.americasalpacas.com

Front cover: "Girls in Almonds",

by Dale Davis



# Machos

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El Toro  
2010  
cria



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Ribbon  
winners  
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El Commandanté 2010 cria



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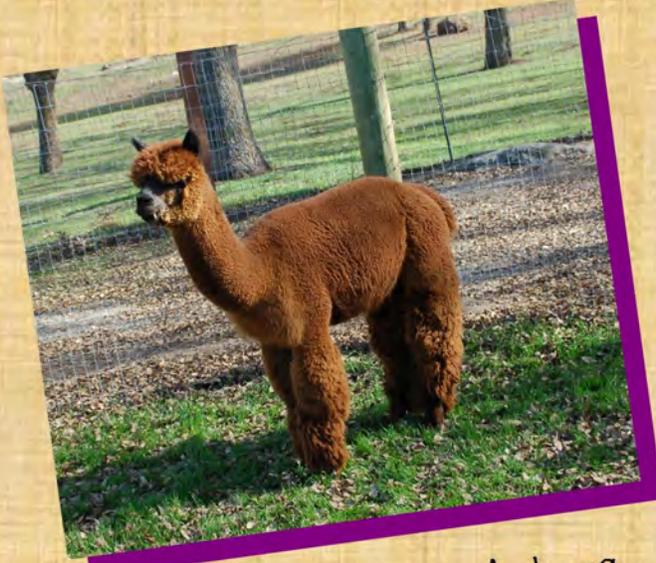
North Fork, CA

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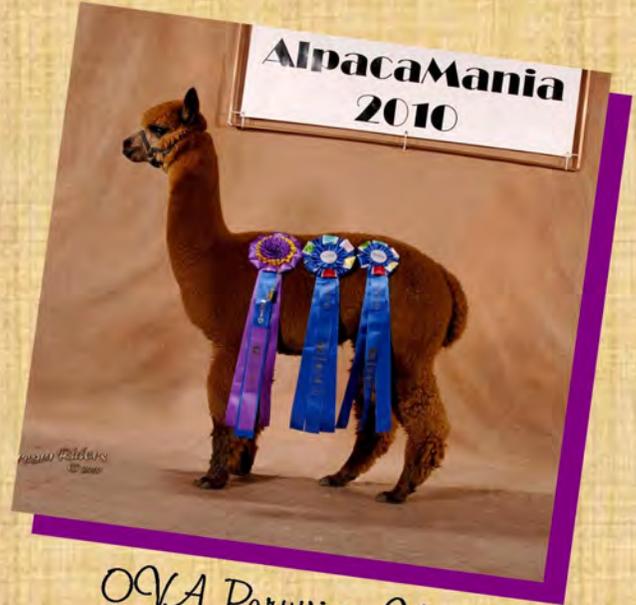
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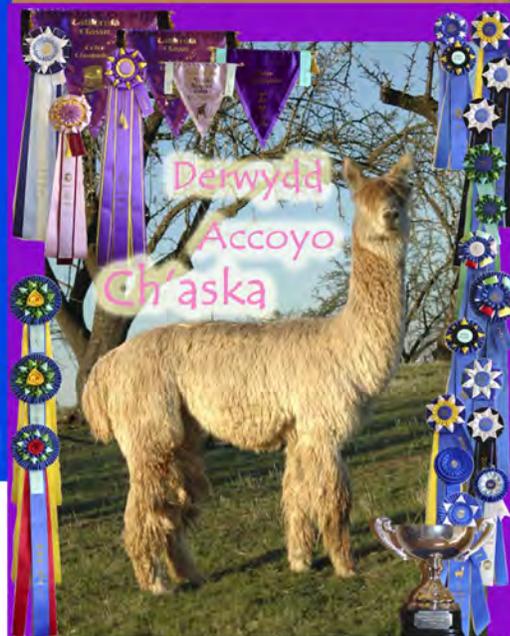
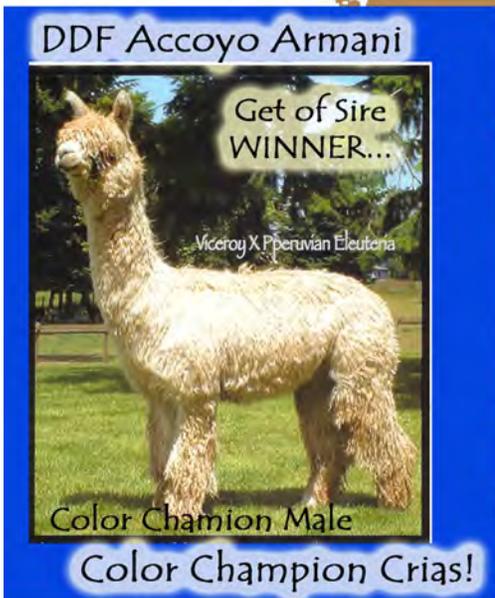
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Julia had a little cria, it's fleece was chocolate brown...

- photo & song by Jeanne Sharkey

## Connection

### Deadlines:

**Summer: June 15**

**Fall: September 15**

**Winter: December 10**

**Spring: March 15**

Your ad could be HERE!



2010 Calpaca Board

Top, left to right:

D. Scroggins, L. Findlay, J. Daniels, K. Rodriguez, D. Rabe

Bottom, left to right: T. Peterson, D. Davis

# Award Winners



**Blue Ribbon Yarn  
Monterey Pronk  
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**Judges Choice  
Alpacafest West**



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## A Tale of the Eye

Hayley Jessup, Alpacas at West Ranch



In August 2010, Alpacas at West Ranch had the pleasure of hosting the quarterly membership meeting. The featured speaker, Dr. David Jensen DVM, presented a fascinating and informative talk about the anatomy of the camelid eye and some of the challenges facing alpacas and llamas. The members, who were lucky to hear Dr. Jensen, found his talk informative and educational.

As luck would happen, about 6 weeks after this talk, we, at West Ranch, noticed one of the suris holding his head rather gingerly. As with most suris, this beautiful rose grey male, Barney (Greystone's Platinum Standard), had lovely bangs covering his eyes hiding whatever was bothering him. On closer examination, we realized that Barney had a cut in his eyelid that was not fresh (probably a day old) but that if left alone would cause future challenges in how his eye would be protected. The lid was compromised and the way that it was healing would cause there to be a gap and so fully closing his eye would not be possible. We guessed that he probably cut it by scratching on a fence as the cut was small but right at the center of the eye.

Dr. Jensen was called to examine the eye and suggest a course of action.

As soon as Dr. Jensen saw the eye, he knew that repair work had to be done. As we suspected the future functionality of the eye was at risk. So, Barney was anesthetized, the area clipped and the beautiful bangs cut so that the area would be kept clean. Luckily for us and for Barney, Dr. Jensen really is an eye expert. As the photo shows, Dr. Jensen had to remove the necrotic tissue that had already started to form in order to be able to stitch the healthy tissue together and repair the eye. The injury had affected the various layers of the eyelid so it was delicate and exact work that he performed.

Once the unhealthy tissue was removed, Dr. Jensen began the tedious work of carefully suturing the sides of the cut so that the eyelid would line up and heal properly. The injury was probably 3/4 inch long and took about 25 minutes to suture. The goal was to realign the sides so that when healed, Barney would have no ridges, bumps or anything that would bother the eye; that his eye would once again be protected by the various layers of eyelid.

We were given instructions to administer eye ointment 2 -3 times a day for a minimum of 10 days. This was not an easy post-op but we were determined to follow through. Abraham, the main man at West Ranch, made it his personal mission to treat Barney and they became firm and fast friends!

Now, just over three months later, the eye is totally healed. In fact, another alpaca owner who took Barney to her ranch for some breeding activity for almost 2 months, did not even notice that there had been an injury. Thank you, Dr. Jensen for your expert care and medical knowledge.



Greystone's Platinum Standard

# Services

## Shearing

Steve Murray  
Lassen View Alpacas  
530-945-2181  
[stevemurray@shasta.com](mailto:stevemurray@shasta.com)

Russell Murray  
530-604-3830  
[Murray44185@yahoo.com](mailto:Murray44185@yahoo.com)

Steven Mortimer  
Escalon Ca  
209-988-3396  
[sandyacresalpacas.com](http://sandyacresalpacas.com)

## Fiber Events

Bonny L Rice MBA **Tax Preparation** located in Clearlake Oaks, Ca 707-998-9156. Specializing in Alpaca Farms along with traditional Individual, Partnership and Corporation returns. Consultations offered. CalPaca discount. [www.bonnyrice.com](http://www.bonnyrice.com)

Brookfarm ~ Alpacas in the Valley of the Moon is your local Schacht Spindle Co. dealer. **Spinning Wheels, Weaving Looms, equipment and accessories.** If it is on the Schacht website at [www.schachtspindle.com](http://www.schachtspindle.com), Brookfarm sells it! 707-996-0350 [brookfarmalpacas@mac.com](mailto:brookfarmalpacas@mac.com) [www.brookfarmalpaca.com](http://www.brookfarmalpaca.com)

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**Alpaca Acres Ranch** is a full-service, family-operated ranch offering **sales, agistment, business plan consultation, alpaca-related products** in our Ranch Store, and great customer support. Our mission is to produce healthy alpacas with correct conformation and an abundance of very dense, fine fiber. Some of our bloodlines...6Peruvian Ninaya, JA Camelot, Peruvian Aladdin, Peter The Great, MFI Peruvian Gallant Deed, JA Dorado, JA Halebob, Peruvian Hemingway, Peruvian Fuego and El Ganador of Peru. [www.AlpacaAcresRanch.com](http://www.AlpacaAcresRanch.com) \* Christi Amoroso & Cathy White, owner/operators \*(707)928-0354 \* Alpacas...Our Passion...Our Pleasure!

### Hand Weavers Guild of America

<http://www.weavespindye.org/?loc=8-00-00>

**HGA Convergence® 2012 Long Beach July 15 - 22, 2012 Long Beach, California**

### ANWG Conference

**Salem, OR May 30-June 5, 2011**

<http://www.northwestweavers.org/>  
<http://www.exploringfiberhorizons.com/>

### CNCH

**May 13-15 - Sutter Creek, CA**

<http://www.cnch.org/conferences/2011-sutter-creek/>

### Vogue Knitting

**Los Angeles September 23-25**

[http://www.knittersreview.com/upcoming\\_events.asp](http://www.knittersreview.com/upcoming_events.asp)

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## For Sale

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## Herdsires

**Primitivo of the Shire:** Dark gray suri out of gray and black parents. Blue Ribbon Halter and Blue Ribbon Spin-Off winner. Has produced a black offspring, plus he's easy to handle. Look for him at the **Alpaca Shire** or [www.alpakanation.com/alpacashire](http://www.alpakanation.com/alpacashire) and contact Vicki Arns to make a date for YOUR female. (707) 938-5412 or email [vickiashire@vom.com](mailto:vickiashire@vom.com).

**Callaway Jaxon:** The only silver offspring of Axtion Jaxon to date, a non-fading true black male that won four Reserve Color Championships and Get of Sire over two white males! Callaway's first and second year histograms were below 20 microns. He's soft, he's dense and has great conformation; and is a sweetheart to handle. He has produced silver and rose gray. Co-owned by Vicki Arns, **Alpaca Shire**, [vickiashire@vom.com](mailto:vickiashire@vom.com) or (707) 938-5412 and Paige Romine, **Retiredice Alpacas**, [paige@retiredicealpacas.com](mailto:paige@retiredicealpacas.com) or ((530) 620-1415.

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4 x Get-of-Sire, color champion and too many blue ribbons to count – **Derwydd Peruvian Inti-Sapa** is a winner - both in the show ring and in his progeny! One of his off spring, medium fawn ALR Inti-Sapa's Peruvian Ruffo earned Reserve Champion at the 2010 AlpacaMania fleece show (class of 19). Inti has a 22 micron fleece at 7 years old! He started his breeding career at 2 years of age. With 57 registered females and 40 males on the ground, Inti-Sapa is one of the West Coast's hottest herd sires. His fleece is dense with a very high frequency and low amplitude crimp (S/P ratio 11.8; follicle density 47 –biopsy at 61 months). Inti-Sapa will be at Alpacas at Lone Ranch in Southern Oregon from April through September and is available for lease & lease to own. Call Richard or Renate at 541-826-7411 for details. Visit Inti at [www.alpacasontheweb.com](http://www.alpacasontheweb.com)

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## The TAP Fourth Annual Herdsire Showcase

~ Let's make a deal.... *Ice cubes optional!*

By Rick Brady

In spite of rain, sleet, snow, wind and FRIGID temperatures in the days leading up to TAP's Fourth Annual Herdsire Showcase, our largest ever, went on without a hitch.

Participants and attendees alike bundled up and were prepared for the cold temperatures but as the day of the Showcase arrived the skies were clear and while it was very cool in the barns the winds were light and it was very comfortable in the sun. Lots of deal making was going on in little pockets of participants and attendees usually clustered together and sharing the little patches of sunlight or strategically surrounding the one propane heater that was available.

As is always the case at the Showcase, there was a lot of trading going on between participating breeders. Trading and bargaining for breeding discounts has become one of the fun benefits of the Herdsire Showcase and this year was no different. Most breeders were offering aggressive discounts and many breedings were sold at the event or verbal commitments made for future breedings.

The weather in the days immediately preceding the Showcase did prevent a few "upcountry" participants from getting their herdsires out and down the hill. Even though the herdsire couldn't make the Showcase, several of the owners were there actively participating and selling breedings.

As has been our tradition at the Showcase, the six ranches of TAP raffled off a breeding to one of our herdsires. This year the winner had a choice of one of ten herdsires all for the bargain price of a \$5.00 ticket. This year the lucky winner was Sheila Scoggins of Colusa Riverside Alpacas. Sheila has already selected OVA Peruvian Vyper for one of her females. One hundred percent of the income from the raffle this year was presented to the UC Davis Camelid Medicine Club. TAP would also like to acknowledge Dr. Julie Dechant and her team for their help and support at the Showcase.

TAP has already started planning for next year's Showcase, our Fifth Annual. We expect the date to be in March and will let everyone know as soon as we have a commitment from the Dixon Mayfair grounds. We take all suggestions seriously and make a real effort to improve what has become one of the top alpaca events in California. We have a limited number of Herdsire Directories left over from the Showcase and directories will be available at the TAP booth at the CA Classic or from any TAP member. The Directory is a great resource for future reference.

The six member ranches of TAP would like to thank all participating ranches and Showcase attendees for your continued support and we look forward to seeing you all back again *NEXT* year.

Joan & Bruce ~ Ahh... Sweet Alpacas

Sue & Tom ~ Alpacas All Around

Debbie & Mark ~ Brookfarm - *Alpacas in the Valley of the Moon*

Karen & Russell ~ Heart & Soul Alpacas and Spinnery

Pam & Rick ~ Oak Valley Alpaca

Cheryl & Xavier ~ XC Alpacas



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The 5th Annual**



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## CALPACA QUARTERLY MEETING MINUTES 2.12.11

Meeting was called to order at 10:20 am. All board members present. The new board for 2011 is Dennis Rabe, President, Laurie Findlay, Vice President, Jack Jordan, Treasurer, Kay Rodriguez, Secretary and Dave Scroggins, Director. Dennis thanked the outgoing members Tom Petersen and Dale Davis for all the hard work and support over the past two year. And Tom and Susan Petersen were also thanked for inviting us all to their ranch for this meeting.

First agenda item was to approve the December minutes as posted on the web site. Joyce Judy made motion and Russell Ratti second. Motion Approved.

Treasurer Report - 2011 Budget - Jack advised that Calpaca is still very strong financial and is working on the 2011 budget now. All our income comes from dues and shows. Calpaca gives a lot of support to other entities like the UC Davis scholarship/Endowment fund, Fiber on the Foot, Lambtown, AG Day at the capitol and many other things. These things all cost money. Calpaca currently has about \$100,000 combined in all accounts and we could continue to support all our activities and donations for a while, but with a 10% loss of membership and shows not bringing in what they use to, we may have to go to alternate funding ideas. Dave Scroggins has come up with a raffle idea that might help us keep up with all our donations. Dave will keep us posted on this idea as it is researched more.

Membership Report - Lin Murray was on hand to collect any membership fees that have not been sent in yet. We are down about 60 members so far this year. We had 2 first time attendees at this meeting, Teresa Crowley from Shingle Springs and Caroline Waddell from Sawdust alpacas. There were 7 new members in that last quarter. Bruce Nelson advised that he and Joan give a Calpaca membership to all new buyers at their ranch.

### OLD BUSINESS:

UC Davis Symposium - Joan advised that the Symposium was a huge success and in the end had 141 attendees. Their first meeting for the 2012 Symposium is next week and once again they planning committee is looking for topics that you would like to hear. One thing they would like to try for next year is tiered pricing for Calpaca members. Everyone thanked Joan, Dale, Jan and Bonnie (Jan and Bonnie not present) for all their hard work on this prestigious event.

Affiliate Roundtable - Laurie, Tom and Dennis all listened in to the last conference call of this group. There are 90 affiliates and only 12 people (3 from Calpaca) where on this call. There is a rotating facilitator that runs the calls for 3 months and it seems disjointed and not very organized. There are still no minutes from the last call. All agreed that they would continue to listen in and see if there is any improvement in this group. An effective way to talk with AOBA need to be found.

### New Business:

AG Day - March 23 at Capitol - Bruce Nelson will once again take some of his well behaved boys and will have help from Dave Scroggins. Maureen Macedo will be getting spinners together and Joan Clappier will have end products for view. This is a great way to get CA government involved in local agriculture. Last year it was pointed out that alpacas were the fast growing livestock in CA. This will be the 4<sup>th</sup> year that Calpaca has participated in the event and we always sponsor to make sure that we get that great spot in front!

California Classic - Joyce is right on schedule with the plans for this year's show. They are still looking for some key volunteers so if you have some spare time and would like to help, please see Joyce or Robin. Spin-off is now closed and ended up with 85 entries, proving that alpaca breeders are true procrastinators! Dale advised that there are only 6 big sponsorships left and a big THANK YOU to all sponsors who signed up early. Sue Petersen is in charge of the wine tasting event and compliance check. Joyce is still looking for someone to handle the silent auction on site. If you want to place an ad in the show program, please make sure you have your reservation in and ads by March 29. All vendor spaces are sold out! Joyce also wanted to make sure everyone book their rooms with the host hotels so we can get free rooms to help pay for the cost of the judges. Mark your calendars for April 30 and May 1!

Lama show at State Fair - Maureen Macedo is working with Cal-Lama on having alpaca join the lama show at State Fair this July 22-25. They will be in an air conditioned building. Performance, showmanship and other classes are being worked on right now. If you are interested in attending or helping, please talk to Maureen.

Dixon Caper - Joyce is waiting for Calpaca to decide what kind of show the Dixon Caper will be. A vote was put out to the group at this meeting to decide the basic format of this 1 day show. AOBA or not AOBA? Vote was to do a non-AOBA show and making this a teaching show. Do you want to learn to be a gate keeper, ring steward, or recorder? How about registrar or Super? Want to learn how to show your alpaca? How about a time race through the performance course again a sheep? These are all things that have been discussed and will be worked on for this show. Lambtown is a great place to sell your fiber. Karen Kelly, Lin Murray and Gabrielle Menn advise they skirt and clean their fleeces and get top dollar for them. So prepare your best fleeces, or last year's show fleeces, and sell them at Lambtown!

Gold Country Gathering – Kay need to know if we wanted to go 60/40 again this year? Yes was the response. Do we want another fleece show this year? Yes was the response. Everyone said they would like the BBQ back along with the fire pits and heat lamps. If we could make the rain go away, that would be appreciated too! Kay is filling for certification this week, so mark your calendar for October 22-23 in Grass Valley for another great Calpaca event. We will be looking for volunteers and a few paid positions. Announcements will be going out soon. Halter judge will be Wade Gease. Will announce fleece judge as soon as we hire someone. Spin off, fiber arts and fleece to shawl will all be coming back again this year.

Updating Web site – The board would like to see that Calpaca web site updated some. There are things on the web site that need to be easier to find. Did you know that you can post your upcoming events on the Calpaca web site? Email your information to Joan Clappier and she can get it up on the web site.

Are you interested in being the next Calpaca Connection editor? The board is taking requests to be considered for this job. Do you want to do the Show Program for CA Classic? There is an RFP for that and more coming for Gold Country. Connection deadline is February 15. Please submit your application to Dennis Rabi,

Location for 2011and 2012 meetings – Our next meeting will be held at Renaissance Ridge Alpacas in Mount Aukum, CA. The board is still looking for August and November location. Please contact a board member ASAP to be considered for this year and we need 2012 sites also. Please go to the Calpaca web site on guideline for hosting a Calpaca meeting.

Build a Tent – AOBA has given \$10,000 to Nick Hahn to start making alpaca a brand name. Don't know who Nick Hahn is? Have you seen a cotton ad? See the brand? Now you know who nick Hahn is. A steering committee is being formed and a tier level of support is being funded. Calpaca would like to be a voting member on this very important mission. Deadline for the 1<sup>st</sup> step in this goal is today, February 12. A motion was put to the membership present to become part of this voting group. Jack made motion and Deb second. Motion was approved and Jack will do this tonight will credit card so Calpaca can be a voting member. This is a very big step to making alpaca fiber known as the amazing fiber we all know it is. Several of our membership have already signed up and may be considered to be on the steering committee. More on this in the meetings to come.

ARI – EPD update – Dave Scroggins advised that ARI is running behind on getting all the EPD data entered since it joined with IAC. Some of the information is up but it may be 2-3 more months before more data is available.

Do you know that Tom Petersen is running for ARI board? Dianna Jordan for AOBA board? Kathleen Friend is now on the Grant Committee? We have some of the most devoted people to make our industry a success.

Bruce Nelson advised that the TAP Herd Sire Showcase is at the Dixon Fairgrounds on February 26. There are 62 great boys for you look at for 2011. There will be a raffle again this year to support the Camelid Club at UC Davis and the parade of Stud Muffins for your viewing pleasure. Don't miss out. Hours are 10 am to 4 pm.

Kay advised that IAO is still open for registrations and that there are a lot of new things happening this year. The fleece show is now being copied by AOBA and this could be your first chance to try the new categories of Get of Sire and Produce of Dam. The show will be March 19-20 at Seaside Park in Ventura, CA. Cottage will be judged by Wade Gease and Sally Brendan from Kansas Fiber Mill and Commercial will be judged by Peter Kennedy from Australia, Val Fullerlove from England and Dr Julio Sumar from Peru. There will also be a walking fleece show. For more information in IAO, please go to [www.iaoshow.com](http://www.iaoshow.com). Russell Ratti and Karen Ball announced their engagement and the joining of their 2 ranches. The new name will be Heart and Soul Spinnery, since Russell also purchased a new fiber mill! Congratulations and good luck!

Meeting was adjourned at 12:20pm. A pot luck lunch was provided by all and our guest speaker was Assembly Member Linda Halderman MD.

Next meeting, May 14, at Renaissance Ridge Alpacas in Mount Aukum. Look forward to seeing everyone there.



Thunderbolt and friend...  
-photo by Debra Emory



Paul (8 yrs old) from San Jose teaching ALR  
Cass the art of counting fingers. - photo by  
Renate Gyuro



### Ag Day at the State Capitol March 23, 2011

A HUGE THANK YOU to **Bonnie Potter** and **Joan Clappier**, who managed to set up a very nice product display.

**Diane Hoschler** did a terrific job spinning, answering questions and directing people to the various products. Thanks to **Vicki Arns** and **Kerry Anderson** for their contributions of products for the booth.

**Dave Scroggins** was on hand, both in and out of the pen. He worked the crowd from both sides.

And a very Special Thank You to one of Calpaca's own at the Capitol. **CA Assemblywoman, Distr. 29, Dr. Linda Halderman** and her **Chief of Staff Eric Stein** were absolutely fantastic. First of all they put together a flyer and sent it throughout the Capitol, inviting all the legislators to come and see Mango (one of Linda's alpacas).

Thank You everyone for another Great Day at the Capitol,

**Bruce Nelson**



Photos by Maureen Macedo



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Where's the beach?

- photo by Christi Amoroso

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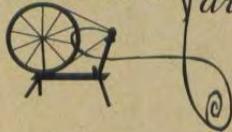
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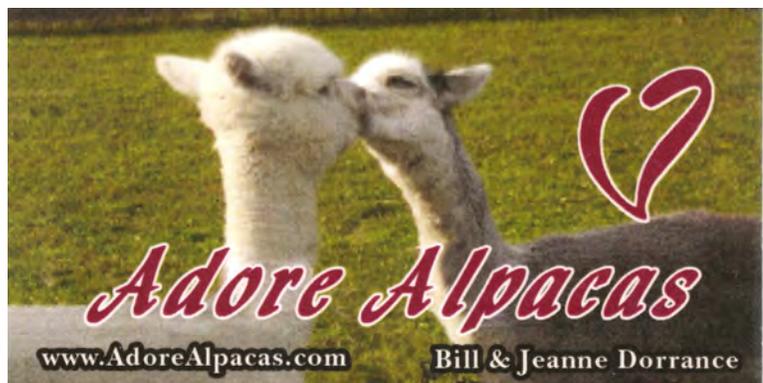
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## How Productive is Your Website?

By: Sheila Scroggins of Colusa Riverside Alpacas



In 1990, with lightning speed, the means for finding information for the general public went from the library to the internet. The internet started by linking universities and quickly spread to its use by the public. Hence came the vernacular “Google it”. So when someone wants information about alpacas they will “google it”. The words they choose to seek information, will depend on many variables; however the results you want is for that person to link to your website. The only way to do that is either pay a significant amount of money each year to a web optimization service or to do it yourself.

Most alpaca literature indicates the most common means of generating sales for an alpaca business today is through web searches. A majority of alpaca are purchased over the internet, sight unseen. If you are not using the web for generating sales you will be missing out on the most important aspect of the business, generating revenue. Yet many owners’ websites are years out of date or have little information that reflects current prices and current herd information.

I think it is safe to say that if you are looking to buy an alpaca and you have a certain criteria for the purchase, such as histogram results, you will choose the website that lists that criteria. If you’re a customer and you link to two different sites, one is outdated with limited information and the other site is aesthetic, current and informative, it doesn’t take a genius to figure out which one the customer will choose to do business. I have even seen websites that advertise their alpacas and have no pictures of the animals. Think of your website like a store, when the customer enters what do they see and how hard is it to find what they are seeking.

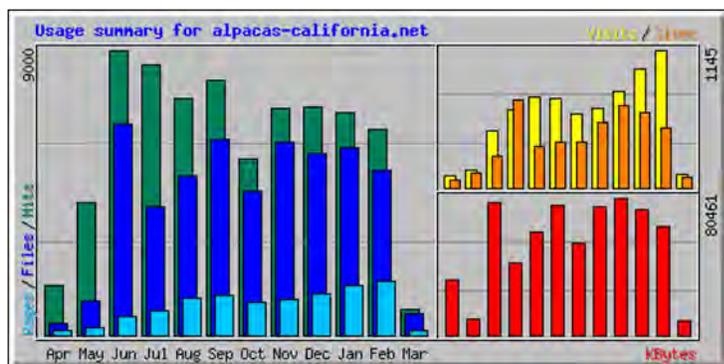
We are lucky to have so many public sites where we can list our alpacas. The down side is we can spend hundreds of hours keeping the many websites updated, not to mention spending significant amounts of money paying for these web site providers. With this in mind your business may be better served in applying your money and time on your own website.

But back to our initial topic, and that is how to get people to your website without having to pay for it. First and foremost get your website current. Provide enough web links on your site and any free optimization tools to get traffic to the site. Some very useful free services are provided by Google Webmaster Tools website. Other ways to get the name of your business out into the internet is through Google Places, web Superyellowpages, Yelp.com, and many more advertising sites that are free.

Internet browser companies such as Yahoo have web crawlers that pick up data from millions of websites to gather information for their search engines. The more crawlers you have viewing your site, the more likely your website will come up in a general search. All you need to do is begin to crawl your site on a regular basis. Submissions can be given to all the better known search engines.



If this is too much computer knowledge for you to handle, there are untold numbers of internet companies that can do it for you for a fee. Most website hosting companies and web building companies also offer optimizing services. But if you don't optimize your website it will never come up in a search unless the internet user types in your exact email address.



It's not enough to just have your website come up in a google search, but you will need to track how much traffic your site is generating. The above graph is from Colusa Riverside Alpacas website hosting statistics, which are generated daily. Our site has gone

from less than 100 visits a month to over 1000 a month in one year. Site "visits" is by far the most important measure of website visibility, "visits" represent people finding and looking at your website. Google will also provide monthly statistics for your site when you use Google's free web optimizing tools. You should at some point evaluate the statistics to determine if your site is growing in site visits. If this is not happening more optimization may be needed. If you add a Blog on your website you can use Google and Amazon to advertise on your Blog page which further increases the web exposure to your site.

The personal website is a necessary evil for the alpaca owner, and I believe you would agree it should not be the only means by which we generate internet interest in our business. Public sites are great as additional internet business sites, but I do not believe they should be your only website. When looking for an animal I use public sites to find what I want, then link to the listed personal website for more information. I don't believe today I would buy from a business that does not have a website. You may need to be selective in the number of public sites you list your animals. It is better to have two complete up to date listing on public websites than 5 listings that are all incomplete and or out of date. It is impractical to keep up all those sites if you have a large herd of animals. I would suggest ARI's new ARList only because it will enable publishing of certificates, histograms and EPDs without having to upload multiple files which are some of the more tedious web upkeep.

Business websites reflect the health and well being of our industry. It is the most powerful source for dissemination of information on our alpacas from which public interest can be generated. Someone seeing an interesting website today may be your customer tomorrow, if not your customer, someone's customer. As alpaca business owners and breeders we all have a responsibility to promote the industry in a professional manner. Anything less will harm the industry. We all benefit when the industry has a quality web presence.



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209-648-2384, Maureen's cell  
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**Make checks payable to: Calpaca c/o Larry Macedo**

Larry Macedo  
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**CALPACA**

**Calpaca Membership Meeting May 14, 2011**  
at



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JULIEANDKEN@EARTHLINK.NET



Directions at [www.RenaissanceRidgeAlpacas.com](http://www.RenaissanceRidgeAlpacas.com) (click on Directions tab)

**Schedule:**

**10:00 - 12:00 Business Meeting**

**12:00-1:30 Lunch** We will be serving a

Mediterranean lunch with main course from the wood-fired oven. Please bring salads/sides or desserts to share. We will have drinks available.

**1:30 Speaker; Dianna Jordan: "If There Ever Was A Time To Focus On Fiber, It Is Now!"**

We will be having an al fresco meeting and lunch so hope for beautiful spring weather to enjoy the scenery and gardens, but bring a sweater just in case. Please bring chairs for your use.

Please RSVP to let us know you will be attending at [julieandken@earthlink.net](mailto:julieandken@earthlink.net) or call Julie at 916-715-5722

**We look forward to seeing you all and having a great time!**

For a complete listing of "What's happening" at Calpaca Ranches, go to

<http://www.calpaca.org/events.htm>

## PhotoShop Tip

### VINTAGE PHOTO LOOK

Wanna get a really old and vintage styled look to your photos? The new Grain feature in the effects panel works great. However, try this tip. First go to the Hue/Saturation panel and convert the photo to a black and white. Then go to the Effects panel and start adding grain. The black and white look to the photo really brings home that classic style in a photo.

*Calpaca Connection*

%– Maureen & Larry Macedo

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