

CONNECTION

Spring 2014 & Membership Directory



*California Alpaca Breeders & Owners Association
connecting members to Calpaca, the industry and each other*

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Left to Right
Back row: Lisa, Laurie, Karen Ball
Front row: Karen Kelly, Phyl



In California's tradition as a pioneer of progress, Calpaca was the first—and is the oldest—regional alpaca association in the Northern Hemisphere. Calpaca and past and current members have been leaders in the American alpaca industry since 1989.

Its member farms are home to some of the oldest and most respected bloodlines in North America.

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www.alpacaregistry.com

Alpaca Research Foundation "ARF"

www.alpacaresearchfoundation.org

International Lama Registry "ILR"

www.lamaregistry.com

Alpaca Fiber Coop of N America (AFCNA)

www.AFCNA.com
www.americasalpacas.com

Staying Connected

***Keep up with member and
Calpaca News***

Calpaca Website

http://www.calpaca.org/

Group Emails

calpaca1@googlegroups.com

Calpaca Facebook

Calpaca— California Alpaca
Association

THE CONNECTION BASICS

**Advertising Prices,
Submission Guidelines on
back page**

Calpaca President's Message

As I sit here writing this while watching over our pregnant dams due to give birth over the next several weeks, I feel it is a good time for reflection on times past and what lies ahead in our Calpaca and alpaca futures.

In the last ten years I have seen an industry change dramatically, maybe not as fast as some of us would want, but still change and grow. Ten years ago, these animals were sold as the "Huggable Investment" but even then we knew it was all about the fiber.

The alpaca industry has actually created jobs that we might have never known existed. It has created "Mini Mills" and shearers, CO-OP's and markets for raw fleece and yarn. We have more vet students studying camelid medicine than ever before. Alpacas created a need for specialized transporters and people who have become famous training alpacas and who have become judges. We've got authors who now write books about alpacas and a TV program dedicated to shearing. And who ever heard of "EPD"s and histograms until you became involved with alpacas.

The marketing of these animals has changed the most in the last ten years. From expensive print media to the explosion of Social Media! How many of us now sell alpacas and alpaca products using Social Media? The future knows no bounds.

Now is the best time for all of us to become involved with our local and national affiliates. We are again on the brink of exciting changes and are beginning to realize these animals are livestock and in order to move our industry forward new and very different livestock models need to be looked at and explored.

The camaraderie, the team spirit, the willingness to help one another achieve a common goal is what drew us to this industry and what keeps us engaged and that should never change. The current and future alpaca investors are much different than we were ten years ago and they are looking into our industry in a very positive way. They know they are reaping the benefits of our past knowledge, hard work and committed breeding programs. By working with our local and national affiliates we can continue to direct the changes and move our industry in a positive direction. I look forward to seeing what the next ten years will bring.

Laurie Findlay, Calpaca President

The annual Calpaca Connection Membership Directory is one-of-a-kind. It's the only published copy of the quarterly "Connection" and the content is selected to serve as a hands-on resource for our membership.

Are you looking for marketing tips?

Learn about the power of on-line marketing in the article ***"Digital Media for Marketing Alpacas"*** on **page 8**

Learn how to enhance your on-line presence in ***"Website Basics"*** on **page 10**

Check out the information at the AOA Member Public Relations Support Center at <https://www.alpacaowners.com/prsupport.asp> and **page 4**

Do you want to stay "Connected" with other Calpaca members?

Review the list of Calpaca member ranches:

New members will discover nearby ranches

Current members will discover new members that may be close by

Carry the directory with you when you travel (especially if you are transporting alpacas).

You never know when you might have an emergency and need to reach out for nearby help. Alpaca people are wonderful when it comes to helping others.

Page 2 lists the contact information for the current Calpaca Board Members, the membership chair, the Calpaca members currently serving on the AOA Board of Directors and how to submit articles and ads to the Connection.

Are you looking for resources on the internet?

Check out **page 13** for a list of alpaca related sites on Facebook

Other Content:

Meet Calpacas 2014 Citizen of the Year: Bonnie Potter **page 5**

Calpaca in the News: Calpaca members participate in AG Day at the Capitol **page 6**

You've Got Fiber...Now What? Article **page 7**

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AOA Member Public Relations Support Center

<https://www.alpacaowners.com/prsupport.asp>

The information found in the AOA Member Public Relations Support Center provides AOA members access to the templates and sales tips for alpaca breeders. The Press Kit section provides assistance in getting news coverage for your alpaca farm or ranch. Topics include:

- 1) How to Contact the Media
- 2) Helpful Hints on Talking to the Media
- 3) Press Kit Contents
- 4) Public Relations Photo Library
- 5) How to Write a Press Release
- 6) Story Ideas

2014 Calpaca Citizen of the Year

On behalf of the Calpaca Board of Directors, we would like to announce that Bonnie Potter received the Calpaca Citizen of the Year award for 2014. We've been trying to personally award this to Bonnie, but unfortunately have not been able to catch up with this very, very busy woman. But....we will. Here is some background information about Bonnie, from Dr. Google.



Not only has Bonnie given herself tirelessly to the alpaca industry since 2003, she was a past President of the California Alpaca Breeders Association, Inc. (Calpaca), she served as a member of the joint Alpaca Registry Inc. (ARI) - Alpaca Owners and Breeders Association's (AOBA) Government and Industry Relations Committee and for the past 3 years has served as President of the ARI Board of Directors. She is now the current President of the Alpaca Owners Association, (AOA).

Bonnie had a naval career that spanned over 30 years - just ask Dr. Google! After graduating from UC Davis with a BS in Animal Science and working as a Medical Technologist in Sacramento, she decided to go to medical school. She completed her last two years on a Navy Health Professions Scholarship, for which she owed two years to the Navy as payback. She was a clinician and teacher of internal medicine for the first twenty years, and then transitioned into executive medicine, retiring as a Rear Admiral in 2003.

This alone is deserved of an award, but what we love most about Bonnie, is she is always there for the people of the alpaca industry. Whether it is for our local community or on a national level we have always counted on Bonnie and she has never let us down. Next time you see Bonnie and her husband August, give her a salute, a handshake or a hug and congratulate her as being our Calpaca Citizen of the year for 2014!

Calpaca Board of Directors

Calpaca Members Participate in AG Day at the Capitol

Hi Everyone,

Just wanted to give you a report on AG Day at the Capitol this year. I believe we had another very successful day at the Capitol. Bonnie (Potter), Joan (Clappier), Vicki (Arns) and Tom (Petersen) were all terrific, doing their part as alpaca ambassadors. Bonnie and Tom guided more than 50 FFA students (a lot more, I lost count) into the pen to take pictures with the alpacas. Never saw so many "Selfies" in one spot in all my life. I was very impressed with the questions some of these young people asked, and their enthusiasm towards alpacas. Joan & Vicki did a fabulous job of showing everyone all of the wonderful products our animals produce. Vicki would draw them to the booth with her spinning demonstration and then Joan would take over showing all of the North American Alpaca Products. A great demonstration of just why we are raising these animals, and their contribution to California Agriculture.

Bonnie conducted several press interviews both print and radio. Seemed like every time I looked up from the Alpacas, Bonnie had a microphone held up to her. Great Job Bonnie? Tom, again was indispensable. Keeping a sharp eye out for various legislators and their staff members. Since Tom works at the Capitol, he was able to recognize the legislators and did a great job of guiding a dozen or more into the pen to get their hands on the alpacas. We were all able to tell our story of the California Alpaca Industry to several legislators.

I was particularly impressed with one Assembly Member. I had a rare moment with no one in the pen but me and the alpacas. When a lady approached, tapped me on the shoulder, and ask very politely if it would be possible for her to come into the pen with the animals. I motioned towards Tom (he was engaged in conversation at the time) and said that he would let her in. Tom, turned around and immediately recognized Assembly Member Yamada. Turns out that ASM Yamada represents District 4 (Woodland, Davis, Dixon and the outskirts of Vacaville) and is my representative. She stayed in the pen for a good long time, got a couple of photos, got her hands on all four alpacas, and then began asking a string of questions. We had a nice long discussion of how alpacas are contributing to California's Agriculture, with family run small farms, and how most of us would not be contributing at all if it were not for alpacas. I was thrilled that unlike most of the other legislators, who were expertly guided to the pen by Bonnie & Tom, ASM Yamada came intentionally looking for more information. I believe that we will get a representative from her office to visit us at The Classic in Dixon.

All and all, it was a very good day for Calpaca. Hundreds of Calpaca brochures were handed out to the public, and told that they could find a ranch near them. Weather was great, and I believe we created a good deal of enthusiasm (especially among the young FFA and 4-H members) towards our Alpacas.

Great Job, Bonnie, Joan, Vicki and Tom!

Bruce Nelson

Ahh...Sweet Alpacas

Editor's note: Thank you Bruce Nelson for your dedication to this event through the years. You didn't mention that you help organize this event, supply the panels for the alpacas and select alpacas from your herd that you know will interact well with the public.

You've Got Fiber.....Now What?

Dianna Jordan, Alpacas of Somerset Farm

The shearing is finished, life is back to normal for your alpacas, and you find yourself surrounded by bags of your bountiful harvest. Now, what are you going to do with it? Fortunately, you have many choices available.....from independently owned mini mills to fiber cooperatives.

Determining your best option(s) begins with asking some key questions. Your answers will help guide you to the fiber processing choices that best meet your needs. Some questions to ask include:

- Does your business plan include a ranch/farm store? If so, do you want to sell a variety of merchandise from different sources? Do you want to sell only fiber and fiber products produced by your own herd? Do you want to sell a combination of both? Do you want to provide only "made in America from American fiber" products?
- Would you prefer to purchase or trade for "ready made" products or create your own?
- How important is it to get back end products created by your favorite alpaca from your own herd?
- What is the size of your clip (number of bags, weight, etc.)?
- What is your budget for fiber processing?
- What is your anticipated ROI (Return On Investment)?

Your answers to these questions will give you a good idea of which options, or combination of options, are best suited to meet your needs.

MINI MILLS

Mini mills are just what the name implies...miniature versions of full fiber production mills. By design they process smaller volumes of raw fiber, the processed goods are individualized to the needs and requests of the fiber producer, and they ensure that the products returned are from the fiber producers own alpacas.

In answering the few simple questions, you may have discovered it is important to you to submit fleece from a specific alpaca and receive back finished product from that particular alpaca. When sent to mini-mills, you control the outcome. You can request rovings, yarns, blends, felt, etc. You can ask for blends from two or more alpacas. Mini-mill owners will work with you to produce the products that work best for your needs.

If you are looking for personalized service, products made from the fiber of your own animals, and are willing to wait until your fiber can be worked into the mini mill schedule then using the services of a mini-mill is a good option for you.

FIBER POOLS AND COOPERATIVES

Fiber pools and cooperatives are another option for fiber processing. Unlike mini-mills, when you submit your fiber production to a fiber pool or cooperative the products you receive will not be made exclusively from your alpacas. As the names suggest, the raw fiber is collected and then processed together.

If you have a ranch store and want to sell a variety of products from different sources, then sending your raw fleece to fiber pools or cooperatives may a good solution. The cost of purchased product varies depending on the individual organization and the agreements with the contributors. As the fiber producer, you determine what works best for your situation.

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Digital Media for Marketing Alpacas

By Joe Preston, Openherd.com (adapted by Dianna Jordan)

In 1810, the mayor of New York City, DeWitt Clinton, proposed what many considered to be a delusional idea—digging a canal by hand 363 miles long through the wilderness that would create the first transportation route between the eastern seaboard through the Appalachian Mountains to the western interior. However, the project lacked a critical element—special hydraulic cement to prevent water seeping out of the canal and lock system. So a young canal employee named Canvass White traveled at his own expense to England to learn what he could about the technology. On returning, he experimented with native materials and hit on a compound that worked. The Erie Canal opened early in 1825 after just 8 years of construction and cut transportation costs by about 95%, securing New York's economic prosperity.^{1,2}

This story of a vision, a plan, the right technology, hard work, and eventual success, serves as a framework for understanding how to select and use digital media to market alpacas. “Most of us claim to make logical decisions,” says Zig Ziglar in *Selling 101*, “but the reality is we generally make emotional decisions.” This is even more the case with digital technology because we don't really understand how things work, so we tend to just do what everyone else does and hope it will do the trick, or at least relieve our fears of being left behind. When you understand the role digital media plays in your overall marketing plan, your choices will become more focused and applied with better results.

A Vision

Getting into alpacas is a bit like marriage - relatively easy and compelling to get into but hard to make it successful. Behind every alpaca farm there are dreams about what will hopefully be achieved and strategic marketing is critical in that success. And since digital media is now so central in marketing, it is no wonder that it can be so confounding. DeWitt Clinton's canal idea may have been ambitious but he had a plan and made it happen.

A Plan

It is important to understand that digital media (anything that is created, stored, transmitted, and consumed in digital format) does not make sales happen on its own. Rather it facilitates and multiplies your efforts in the overall sales process commonly known as the Sales Funnel. The concept is simple: start broad and wide getting lots of exposure, then channel prospects to your farm—online or in person—where they can be engaged in a sales presentation and your farm's brand, and finally converted to a sale. This process has to have breadth, depth, and, most importantly, be a complete, uninterrupted system from beginning to end. As in the case with Canvass White's hydraulic cement, you will find potential customers seeping away to other farms if you don't have the right technology in the right places to direct them successfully to your farm—and keep them coming

Right Technology

Since we're dealing with digital media, I'll just touch on the Traditional and In-Person categories: Traditional media tends to carry a bit more weight than digital media but it is generally more costly, timelines are longer, and its effectiveness is not as measurable. In-person contact can be time-consuming and somewhat costly but if, for example, you are participating in a show, the advantage is that you are able to do a sales presentation with your alpacas present, which is like doing the whole sales funnel in one step! Word-of-mouth is gold! It's powerful, free, and the reward of doing what you do excellently and consistently over time.

Let's start at the top of the Sales Funnel: The most basic “feeders” into the top of your funnel are links from other websites to your pages. Links can be placed by request, such as on fellow breeders' websites, but are usually added automatically when you are active on forums, special interest or social media sites, if a website does a write-up on your farm or you have an interesting article, unique resource, or products/services that others are compelled to link to from their websites.

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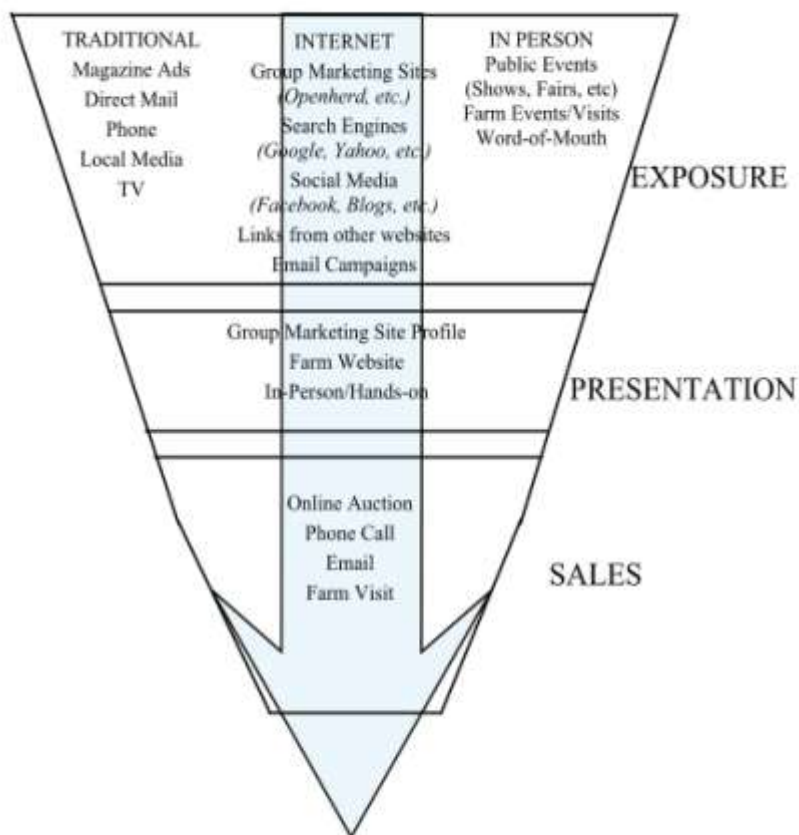
Social media goes a step beyond a one-way link from another website because your comments, photos, and links are posted onto your “friends” pages and then their friends’ pages. While this kind of activity might appear to be idle chit-chat, it is a very powerful form of social marketing. The old adage, “people do business with people they like” is key here. Blogs are part of the realm of social media but are mostly the work of a single author posting news, updates, commentary, photos, etc. While this may seem, again, to be a time-consuming indulgence, they can get you listed in search engine results because you are writing about subjects that people are searching. Once someone hits your blog page, it’s an easy click over to your sales list!

Special Interest Websites, such as Ravelry.com, can be great places to network with knitters and advertise your fiber. However, you’ll need your dedicated investment of time and effort, and, a good product line to make it worthwhile.

Search Engines

In an AOBA’s 2009 Member Survey, those researching alpacas for the first time said that they used internet search engines (Google, Yahoo, etc.) and individual farm websites by very similar high percentages—82% and 80% respectively.³ However, because search engines usually display only one link for any given website, if you’re relying on a group marketing site, which can represent thousands of farms, to get your farm directly into search engine results, this is unlikely to happen. Visitors have to make their way to your farm indirectly via search or directory pages and can easily browse away to another farm. On the other hand, if you have your own farm website that is properly optimized for search engines, you are far more likely to be directly listed in search engine results. This puts your farm just one click away (see diagram to right), engages visitors in your identity and sales presentation and makes it less likely they will browse away to another farm.

Group Marketing Sites, such as Openherd.com, are highly specialized search engines for browsing the largest selection of alpacas, farms, and other resources, and generate the busiest marketplaces (relative to number of members) for advertising to other breeders. Along with features such as online stores to sell alpaca products, group marketing sites offer sales list presentation and management systems superior to what individual farms can afford and the ability to automatically display them on your personal farm website. This is a good example of how technology is used effectively to multiply your efforts by editing in one place with two sites being updated simultaneously. Because of the importance of having a personal farm website, as noted above, we recently took this idea a big step further by providing members with a complete farm website that is connected to their member account, giving them the benefits of being on both a group marketing site and having their own farm website, with updates made in one place. While we’re talking about group marketing sites, it is interesting to note that online auctions encompass all three stages of the Sales Funnel—exposure, presentation, and sales all in one.



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Website Basics

By Joe Preston, Openherd.com



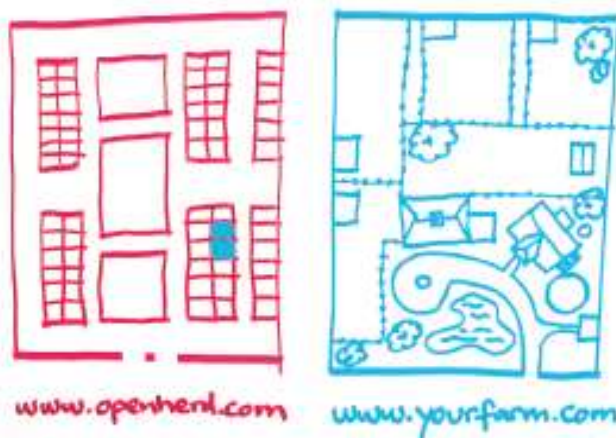
I know you're passionate about alpaca farming but would you realistically entertain a farm visit at 11 o'clock on a Sunday night? The truth is that you easily could—and should—business is business, right? So am I pushing night tours as a new twist on alpaca farm marketing?

No, of course not. I'm talking about your farm's website. Potential customers can be getting familiar with what your farm is all about, looking at your animals or store, and getting excited about visiting you from the comfort of their home a hundred miles away, and all while you sleep! Isn't that a marvel? Yet, from our experience at Openherd with talking to hundreds of farms, you're more likely saying to yourself, "it would be a marvel if I ever get my website figured out!"

The reasons many farms don't have a functioning website are either because they don't really know what a farm website is, or they've had difficulty with a previous attempt and gave up at some point in the process. So I'd like to start back at the basics with clearing up what a website is (and is not), then explain the main things you need to have a functioning website, and finally look at different website solutions.

What Is a Website?

I know this is a very basic question but from our experience people have different ideas of what a website is. Many people, for instance, think their Openherd profile is their website. Take a look at the diagram below:

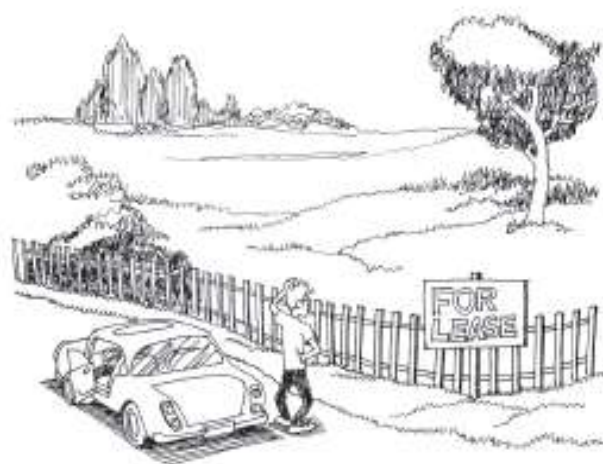


Openherd.com is like an alpaca show—many farms are represented under one roof and you rent stalls for your animals and set up your marketing table. It's a great place for exposure, networking, and participating in group activities, but it's not fully your farm—it's someone else's venue.

On the other hand, www.yourfarm.com (or whatever your website address would be), is like your real farm: The address goes to a place that is exclusively yours, bears your identity, colors, and feel and you are not competing against other farms for attention. If someone called you up and wanted to visit your farm, would you tell them to meet you at the alpaca show or come to your farm? Which would leave them with a better impression of your farm?

So a farm website is not just some informational pages on someone else's website but is your own exclusive website with its own unique website address. Marketing is first and foremost about engaging people emotionally. People buy what they want, not what they need (55 million people don't need an iPad, but they bought one anyway). So when you have your own website, visitors will be fully immersed in your farm experience, raising their emotional involvement, and making them far more likely to go the next step and get in touch with you.

So now that we have a better idea of what a website is, let's look at the four main things you need in order to have a functioning website:



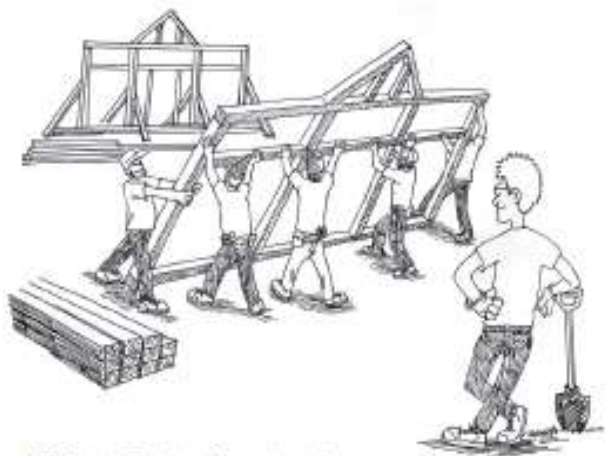
1. Website Space

Imagine that you live in a townhouse and want to start a farm. The first thing you'd do is find some land because your current place isn't set up to be a farm. The same thing goes for a website—you'll need to rent some hard drive space from a company that specializes in website hosting because your home computer isn't set up to be a web server. This is where your website files will be kept and served to someone when they visit your website. So this is your "property" for your new website.



2. Website Address

Now that you have some land, you decide on a unique name for your farm. Your postal address is the information needed to locate your farm but once someone has programmed this into their GPS or has the way memorized, they won't need to refer to your postal address any longer—the GPS or memory will take them to Your Farm. The same thing goes for a unique website address, known as a "domain name." When you sign up for website hosting they will give you a temporary website address but it's not usually very personal or easy to remember. So you'll find a unique domain name that includes your farm name (i.e. www.yourfarm.com), and register that name with a domain registrar company. Most website hosting companies offer domain registration. Just like programming an address into your GPS, once your domain account has the correct technical information for where to find your website files, your visitors will be able to get to your website by just knowing your domain name, www.yourfarm.com. So this is your "name" for your website.



3. Website Design/Construction

Now that you have your land and a unique name for your farm, you'll need to plan your farm, construct some buildings, and put

your alpacas there. The same goes for a website—your website hosting is just empty space until you put something there. Since most people don't have the skills to design and build their own website, they'll either hire a company to build one for them or they'll use "do-it-yourself" software. The former is expensive and the latter can be frustrating and time-consuming. So it's understandable that many people have attempted a website but gotten stuck at this point. This step completes your "farm" online and you're ready for business!



4. Website Updates

Now that you have your land, a unique name for your farm, and your property developed into a fully functioning farm, you're going to need to keep it running and in good shape. When visitors come, it'll need to be attractive, well maintained, and have new alpacas and products to look at. The same goes for a website. The first three points are "pre-business" steps. The only step your potential customers will care about is this fourth one—what your website looks like when they visit it. Imagine what a turnoff it would be if a potential customer pulled up at your farm, the grass was long, a pile of construction materials out front, and the "Summer Sale" sign in your farm store even though it's November! A website that looks outdated, has old information, or hasn't changed since the last visit is a big turnoff.

Part of the emotional appeal in marketing I mentioned earlier is not just your product but also your personality. People do business with people they like. So if your website has gone to seed, people won't like the idea of doing business with someone who lets that happen.

Getting Going

If you're ready to get your own website going, you're probably wondering, "where do I get started?" The following website options are the most common ones and I have listed some pros and cons for each:

Continued on next page

High End Custom Website

This approach will give you most of what you want—a completely custom designed website coded from the ground up and tweaked for search engines. However, it's the most costly way to go (often many thousands), and can take a long time to go through all the stages of design, review, and production. This type of website often comes with a decent self-editing system but don't forget that time is usually a more precious resource than money because everyone only has 24 hours in a day and you can't make time back like you can money. So even though you'll have a "Cadillac" website, you'll need to make sure you have budgeted the time or personnel to make all the updates yourself on top of what you have to update on other websites.

Low-Budget "Custom" Website

Many people are drawn to these attractively-priced "custom" websites but expect to get what you pay for. While this option may seem good enough, you'll likely be paying a web person with a slow turn-around time for all your updates. So even though this saves you money up front, you can end up paying a lot of money over time for all of your updates—equivalent to a nicer website that comes with a self-editing system to do your own updates when you want.

Do-It-Yourself Website

If you have the website design and coding skills then this can save you some money and you can make things the way you want them. However it can be a sink on time and you may never get it finished with all your other responsibilities on the farm. If you do, you'll not only be responsible for updating your content but also your site's code as new web technologies and standards come out. Also, if your web building software becomes obsolete, you may have to buy and learn a new program. You probably didn't leave your previous career to build a website, so unless you want to do this as a part-time job, I would avoid this even if you have the skills because it'll cost you more time than it's worth.

Content Management System (CMS) Website

Many farms go with these shared online editing and design template systems because they're all-inclusive and very affordable. Because the website code, templates, and editing system are centrally administered, costs can be kept low and the quality generally high. Plans typically include website hosting, domain registration, email accounts, shopping carts, blogging, etc., and a user-friendly system for editing your pages. You also don't have to worry about keeping your site's code current because the company does this all for you. On top of this you will get technical support if you need help. However, updating your pages—your sales lists especially—is still going to be the same investment of time as all the other options above.

Openherd "Fully Synchronized" Website

All of the previous options have their pros and cons but they all require valuable time to make updates. With marketing you have to be in as many places as possible but updating a variety of sites separately is a big time burden. So that's why Openherd pioneered the "fully synchronized" website. It is essentially the same as the CMS option except that you don't have to make those time-consuming updates. All you need to do is keep your Openherd pages and sales lists up-to-date and your farm website pulls this information from our database and automatically updates your website. So you get the benefit of great exposure and use of Openherd membership features plus your own website, all in one affordable package. Openherd can even register a domain for you.



Openherd farm website & included mobile website "app"

To learn more, go to www.openherd.com/join/ or contact us at support@openherd.com or 724-954-3044 and we'll be happy to help find the best solution for you.

Join Openherd Today!

Openherd.com is the largest alpaca marketplace in North America with over 3000 farms represented. Openherd provides you with easy-to-use tools to easily manage your information in one place but market in many places. Openherd also offers industry resources, such as alpaca show results, Peruvian import records, a breeder forum, and materials to help with your marketing.

Get started with your online marketing today by going to www.openherd.com/join

More Information...

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Facebook Groups by Interest

Alpaca Associations

Ohio Alpaca Breeders
Calpaca – California Alpaca Association

Sales and Marketing

Alpaca Auction Marketing
Alpaca Marketing on Facebook
Alpaca Search
Alpaca Swap
Gray Alpaca Central
Gray Alpaca Central Marketing
Gray Alpaca Central Studs for Hire
Livestock Farmer's Market
Suri Alpaca Marketing
Used FARM Equipment!! Sell/Buy/Trade!!
UAFF's - The World of Livestock, Fiber & Feathers

Special Interests

Alpaca Beginning to End!
Alpaca Bragging Rights
Alpaca Fiber Animal Network
ALPACA RE-HOME REMEDY
Alpaca Transport
Healthy Alpaca
LLAMA THIS!
'Silky'...The Elite Huacaya Alpaca group
Spot My Alpaca - (for people who love Patterned/Appaloosa/Spotted alpacas)

Fiber

Alpaca Fiber Help
Fiber Artist's Marketplace
Fiber Arts - Barter and/or Trade
Fiber Mills
Not Afraid to Dye (techniques of dyeing fiber)
Products made from Alpaca
Raw Wool for Sale
Spin a Pound Get a Pound
The Fancy Felter's Market - (End products that are felted)
Virginias and Carolinas Spinners and Fiber Artists (all are welcome)
Wholesale Fiber Lots

2014 Calpaca Ranch Directory

101 Alpacas Ranch	Dennis & Vicki Rabe	Farm
925 Sterling Alpacas, LLC	Nancy & Dave Helwig	Farm
Adorable Alpacas	Sandra Erickson	Farm
Ahh...Sweet Alpacas	Bruce & Joan Nelson	Farm
Alpaca Country Estates	Nancy Chapel	Farm
Alpaca Reserve of Napa Valley	Phyl & John Clempson	Farm
Alpaca Shire	Vicki Arns	Farm
Alpacas All Around	Tom & Susan Petersen	Farm
Alpacas at Lone Ranch	Renate & Richard Gyuro	Farm
Alpacas by the Sea	Victoria & Ken Hibbits	Farm
Alpacas del Oeste	Joyce Judy	Farm
Alpacas of El Dorado	Scott & Laurie Findlay	Farm
Alpacas of Marin/SoCal Suri Alpacas	Sandy Wallace	Farm
Alpacas of Somerset Farm	Dianna & Jack Jordan	Farm
Alpacas of Sunny Meadows	Paul Henderson	Farm
American Pride Alpacas LLC	Donna Poplawski MD	Farm
Andante Alpacas	Sid & Susan Crane	Farm
Arapaho Rose Alpacas	Karen Kelly	Farm
Argonaut Farms	Rick & Cindy Shipley	Farm
Astral-Light Alpacas, LLC	Naomi E. Flam	Farm
Ater's Alpaca Breeding	Madelyn & Gary Ater	Farm
Autumn Day Alpacas	Sabina Pokorney	Farm
Barb's Alpaca Ranch	Barb Bray	Farm
Barros Alpacas	James Barros	Farm
Bear River Alpacas	Nadine Joaquin	Farm
Belvoir Mine Alpacas	Shalon & Lester Smith	Farm
Brookfarm...Alpacas in the Valley of the Moon	Mark & Debra Emery	Farm
Celestial Alpacas	Jan Sherrill	Farm
Cindy's Farm	Cindy Oyenuga	Farm
Colusa Riverside Alpacas	David & Sheila Scroggins	Farm
déjà vu Alpacas	Patricia Kemberling	Farm
Derwydd Alpacas	Dale & Jan Davis	Farm
Desert Star Alpacas	Mark & Gayle Shaw	Farm
Epic Alpacas	Steve & Casey Aitchison	Farm
Fair Winds Alpacas	Bonnie Potter	Farm
Five Oaks Ranch	Allen & Pat Schulz	Farm
Fleece Station	Julie Mae Campbell	Farm
Friendly Farm Alpacas	Kathleen L. Friend	Farm
Good Vibes Alpacas	Edna Kram	Farm
Heart & Soul Alpacas and Spinnery	Karen Ball	Farm
Integrity Alpacas & Fiber	Charlene Schmid	Farm
Jackson Valley Alpaca	Bill Lucas	Farm
Juniper Creek Alpacas	Eva & Rick Fisher	Farm
KMLRanch	Marsha Ludwig	Farm
KT-Lee Ranch	Lisa & Ken Theis	Farm
La Dolce Vita Alpacas	Joe & Susan Attili	Farm
La Vida Real Alpacas	Sandy Laws	Farm
Lassen View Alpacas	Steve & Lin Murray	Farm
Lilly of the Valley Alpacas	Nancy and Dennis Lilly	Farm
Luv R Pacas	Dennis & Donna Morris	Farm

2014 Calpaca Ranch Directory

Macedo's Mini Acre	Maureen & Larry Macedo	Farm
McCarty Creek Ranch	Kim & Mike Bisceglia	Farm
Menagerie Hill Ranch	Debra Galway	Farm
Moon Shine Alpacas	Victor and Melissa Epperson	Farm
Moss Gathering Ranch	Pauline & Ron Bowen	Associate
New Age Alpacas	Barbara Zachary	Farm
Oak Valley Alpaca	Rick & Pam Brady	Farm
Ocean View Ranch	Denise Moles	Farm
Opus Two Alpacas	Joan Clappier	Farm
Quidish Fields Alpacas	Bill Posey	Farm
Rainshadow	Shannon Verissimo	Associate
Ranch of the Oaks	Tom & Mette Goehring	Farm
Rancho Margarita Alpacas	Alida & Wayne Webb	Farm
Ray of Sunshine Alpacas	Matthew & Yvonna Ray	Farm
Renaissance Ridge Alpacas	Julie & Ken Rosenfeld MD	Farm
Retiredice Alpacas & Guanacos	Paige Romine	Farm
Robbin Gale Ranch	Patrick & Sharlene Boone	Associate
Rockstar Alpacas	Lisa Beatty	Farm
Sawdust Alpacas	Glenn & Carolyn Waddell	Farm
Serenity Valley Alpacas	Jeff Bennett	Farm
Shari 's Suris	Shari McKelvy	Farm
Shekinah's Alpacas	Wendy MacBain	Farm
Shiloh Springs Ranch	Nancy & Richard Masak	Farm
Sierra Nevada Ranch	Anita Jacobson	Associate
Sierra Rose Alpacas	Howard & Cynthia Kuhlmann	Farm
Simple Life Farm Alpacas	Nancy & Michael Brletic	Farm
Sky's the Limit Alpacas	Terri Tienken	Farm
Skylark Ridge	Kathryn Amann	Farm
Summer Star Alpacas	William & Darlene Hagen	Associate
Sunny Acres Alpacas	John & Shannon Galvan	Farm
Triple J Alpacas	Roger & Maxine Hoeflinger	Farm
Two Trees Alpacas	Alison Marschewski	Farm
Valhalla Farms	Signe Ostby	Farm
Vello Vellon Farm	Gaye Cornell	Farm
Wandering Star Alpacas	Clark Wurzberger	Farm
Wooden Valley Alpacas	Targie & Laura Lewis	Farm
Yoffi Farm	Marlene Stein	Farm
ZZ ALPACAS	Dave Zandberg	Farm
	Linda Cline	Associate
	Donald Crowder	Associate
	Fred & Michelle Relyea	Associate

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Targie & Laura Lewis

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Maureen & Larry Macedo

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2014 Calpaca Membership Directory

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Bruce & Joan Nelson

Kathryn Hamilton

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7924 Charlotte Lane
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Donna Poplawski MD

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Paige Romine

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2014 Alpaca Membership Directory

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Gretchen & Airell Nygaard, **EvenTyrGaard Alpacas**, 17600 Fitch Ranch Road, Sonora, CA 95370, 209-928-5959

Continued from page 7

If you aren't concerned with getting product back that comes from your own alpaca(s), want a variety of finished products to choose from, and want instant access to available products then joining a fiber pool or cooperative is a good option for you.

CHOOSE TO USE BOTH...BUT CHOOSE

Another option is using the services of mini mills and fiber pools and/or cooperatives. You may have one or two special alpacas and you want that fiber processed separately and returned. If so, send that fiber to a mini mill and send the rest of your fiber production to a fiber pool or cooperative.

Whether you choose mini mills, fiber pools and/or cooperatives, or a combination of both, please do something with your fiber. Alpaca ranchers have a consistent end product and that product is fiber. As you look at your bags of fleece stop for a minute and picture luxury clothing, warm wraps/sweaters/coats, toasty toes and warm heads. Picture quiet evenings turning yarn into a special gift for that special someone. Think about the flourishing fiber industry we are on the verge of creating and become part of that process by choosing to process your harvest and getting it into the hands of the consumer.

Alpaca Ownership...The "Good Stuff"

There is a song being played on the "Country" music stations that focuses on the "Good Stuff" in life. Here are some responses from Calpaca members when asked what they consider the "Good Stuff" about life with alpacas.

Sharon Turner-Bootleg Alpacas Watching my daughter grow up with a cria and become best friends...that's the good stuff.

Anita Jacobson Teaching children responsibility through caring for alpacas.

Carolyn Waddell Sharing what we have learned about alpacas with people we know already and those we just meet.

Anita Jacobson The enjoyment of growing fiber, processing it and turning into a finished product.

Yvonna Van Vliet Ray Witnessing the new bond of mom and cria. My favorite!

Yvonna Van Vliet Ray Finally seeing the nose of a cria that has been long waited for over 11 months or more! And the absolute joy and relief of seeing two feet coming along with that nose! And what he or she looks like after drying out.

Karen Ball I LOVE the animals and the farm life I was raised in but I have really enjoyed the diversity of the kinds of people that are drawn to alpacas. You find people from every walks of life, age profession, financial status, etc, who's commonality is alpacas. I think this is a unique trait of the alpaca community, local, statewide and nationally.

Joyce Judy When halter training a cria, watching the moment when the cria "gets" what you want him/her to do.

Joyce Judy Getting nuzzles from open females.

Anita Jacobson Watching your suris fiber flow while they are pronking through the pasture, it's breath taking!

Deb Galway The way the crimp in the fleece "pops" after a good soaking rain.

Deb Galway The way the cria pronk and play. And the way all the girls come to check out a new cria.

Deb Galway After taking care of a cria with a choke... the way he calmly headed straight for mom and started nursing like nothing happened!

Dale Davis The year of dreaming over ALL the breeding decisions made and the crias that will come - makes savor a tame word...

Cindy Harris Fieg When you walk out your door, take a deep breath of fresh air and think, "This is what it's like to go to work!"

Dee Souza The wonderful people I have met along the way, the babies are my heart and loving the animals themselves make my life worth while. Seeing them out in the pasture, it is such a wonderful site to see.

Dianna Jordan Meeting wonderful people I would probably never have met if not through alpacas.

Dianna Jordan Watching crias run just for the fun of it.

Dianna Jordan Watching adult alpacas run just for the fun of it.

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Black N Bleu, a true black maiden so shiny when she was born that she looked BLUE, she is half sister to the amazing Jasper Alpaca-the first registered therapy alpaca for the Delta Society (they share the same dam). Bleu's sire was **Luxor of PVA from Kobe** who has suri offspring that have over 23 Color Championships to date. Bleu carries not only the most sought-after genetics, but she brings excellent mothering skills from both her dam and grand-dam. Her suri head and conformation are excellent and she exhibits a sweet temper within the herd. Asking \$750



Tiger Eye, with the beautiful suri head, strong conformation and well defined locks, as yet unproven but just waiting to pass on his genetics from sire **Masterlock of PVA**, Keanu, Diamonte, Kobe and the legendary Mahogany Prince. Black Jewel's son. Asking \$500

"I have loved my alpacas since purchasing my first little suri herd in 2008, and will continue loving the animal forever. But, I now live with a health situation that forces me to reluctantly give them up.... While I am heartbroken to do this, I want these beautiful animals to produce more beautiful crias and provide their lovely suri locks for someone who will enjoy them for years to come." ...Cathy Greer

Heaven's Promise Alpacas www.alpacastreet.com

Please call Cathy @ 562-606-9523 or email @ greerc@att.net and make an offer. Financing available.

Herdsires

Menagerie Hill Ranch announces our newest herdsire, Snowmass Velvet Legend! Legend's pedigree is deep with Snowmass black & grey. At 18.3 microns in his third year, his fineness is holding nicely. In fact his 2013 EPDs are stellar! With an AFD of -1.739 and a ranking in the top 2.5% he can make a big impact on our breeding program and yours! Legend has already settled several girls with pregnancies confirmed. We'll be using him to breed quite a few of our girls this spring, but there is still room on his dance card for your girls. We have set his breedings at an introductory price of \$750. But that price will likely rise after we see what he produces. Get your breedings now and take advantage of his great genetics! Deb Galway & Kirk Howard, Owners. www.menageriehillranch.com 707.290.7915

WHERE THERE IS SMOKE...THERE IS FIRE! Alpacas of Somerset Farm proudly introduces our multiple color champion (five color/reserve color champions between them) Huacaya herdsires. **"Wisp of Smoke"** is a classic medium rose grey...with no spots! His sire is a multiple color champion producing color champions. **"Hot Stuff"** is black and HOT, HOT, HOT. His sire is a multiple color champion producing color champions. **ATTENTION SURI BREEDERS: "GVA Kootenay"** is a light fawn, 3/4 Accoyo, multiple blue ribbon winning Light Color Champion. His top knot sports a fashionable streak of mahogany. His fleece is fine, with a cool slick hand, locking that holds to the skin, with density and luster to burn.

For more information on these impressive young males visit www.alpacasofsomersetfarm.com then contact Dianna or Jack Jordan, 530-620-6033 to book your breedings.

El R Cash, an El R Luciano son, now standing at Macedo's Mini Acre. Cash is a harlequin grey boy, who's throwing lots of different colors. Offspring conformation and fleece characteristics are stunning as well. Other studs available as well. www.macedosminiacre.com or maureenmacedo@aol.com Larry's cell 209-648-2338

For Sale

Menagerie Hill Ranch announces our third annual Spring Alpaca Sale! We started in 2008 with five alpacas and are now at 32. It's time to make room for our spring cria. In breeding alpacas our goal is continuous improvement in fiber quality, while maintaining excellent conformation and producing vibrant color. Bloodlines include Peruvian Hemingway, Ppperuvian Yupanqui, Ppperuvian Auzengate, Snowmass Royal Promise, Ppperuvian Cahuide, Pperuvian Caligula, MSA Peruvian Brunello, Peruvian Grand Moreno, and more. Package prices are 20% off.

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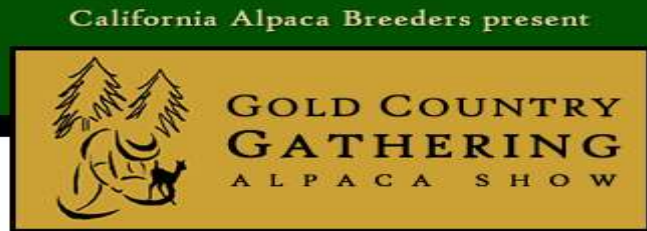
Suri or Huacaya alpacas for sale, males and females. Plus, Derwydd Inti-Hatun offspring for sale at Macedo's Mini Acre. We're breeding for colorful patterns and these stunning dark brown "chip off the old block" kids need to go somewhere they can be used! Extremely reasonable pricing, especially if you take more than two! www.macedosminiacre.com or maureenmacedo@aol.com Larry's cell 209-648-2338

Agisting

Menagerie Hill Ranch is a full service, family run ranch offering **agisting, consulting, sales, support and alpaca fiber products**. Our agisting service includes quality feed/water, routine husbandry, vaccinations and other care. Alpacas on a long term agisting plan receive free shearing. Owners are welcome to visit any time and we will help you learn how to care for your alpacas. Veterinary care, breeding, training and other services are extra. Standard rate \$3 per day. We are located in the English Hills area of Vacaville, close to Hwy 505.

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MARK YOUR CALENDAR
The GCG is scheduled
October 18-19, 2014
Grass Valley, CA



continued from Digital page 9

Email campaigns (“email blasts”) are both a form of exposure and sales presentation because they take a good amount of the sales presentation to the recipients’ inboxes rather than relying on them to come to you. Email campaigns can be tracked to see who opened them, what they clicked on, etc., are highly effective, measurable, and affordable but depend on having a well developed list of email contacts, which can be gathered from farm events, promotions, website signup forms, etc. Other digital media such as PDF brochures, digital photos of your animals/fleece/products, videos, etc. are important in marketing but are used in conjunction with other digital media, such as email or being uploaded to a website where they can be viewed/downloaded by a visitor.

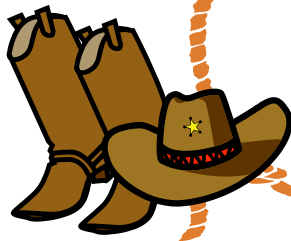
In *Selling 101*, Zig Ziglar says that there are three key steps to selling: 1. Appeal to the emotions (“wow! look at that!”); 2. Back up the emotions with logical reassurance (solid information and reasons for buying); 3. Prompt for a decision (“Call-to-action”). Creating appealing, complete sales information and keeping it up-to-date, along with all of the other digital marketing activities we’ve covered, takes constant, hard work over time. As mentioned earlier, digital media can facilitate and multiply your efforts but it can’t replace them.

Summary

DeWitt Clinton understood a very simple truth: the commerce was out there, it just wasn’t flowing to New York. So he figured out a plan, employed the right technology, worked hard in a consistent direction, and succeeded in diverting prosperity to his city rather than letting it go elsewhere. Success takes time and perseverance but you can do it!

References:

1. Bill Bryson, *At Home - A Short History of Private Life*, Doubleday, 2010.
2. Erie Canal, http://en.wikipedia.org/wiki/Erie_Canal.
3. AOBA member survey, *Alpacas Magazine*, Autumn



CAPTURED AT THE CLASSIC ROUNDUP



The Calpaca Connection
c/o Dianna Jordan, Editor
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The Connection is the official Calpaca publication created to connect members to Calpaca, the industry and each other.

Business Card and Classified Ads (Stud, Agistment, services offered, for sale) up to 100 words are **FREE** for Calpaca Farm Members - \$1.00 per line thereafter. Non-Member and Associate Member rate is \$1.00 per line per issue (\$5.00 minimum). The **FREE** ads are available for the online Connection (Summer, Fall, and Winter) only. Ad pricing for non Business Card ads for the online Connection:

Color 1/4 Page \$15 per issue
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Color Full Page \$55 per issue (8.5x11)

Stud advertising and **Cria** announcements **with pictures** and text are considered paid advertising.

The Spring Connection (May) is combined with the annual Membership Directory and is the **only hardcopy** publication a year. Ad prices for the Spring Connection:

Business Card B/W \$10
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ADVERTISING AND BUSINESS CARDS must be submitted electronically via email or CD. File format must be: .jpg (jpeg) or PDF. If the file size is large, send it on a CD. Please remember that a low quality file will not print that well, especially 1/2 or full page color ads, so if you want quality ads and business cards, send them on a CD to ensure quality.

If you do not have your ad or business card in electronic format and you do not own or have access to a scanner, you may arrange with the Editor to mail a hardcopy (actual business card or good quality copy of your advertisement) and have it scanned. If your business cards are done professionally, the designer will often provide you with artwork on a CD as a courtesy. **Please submit your advertising the way you want it to appear, Stud, Agistment and Classified advertising will appear the way it is submitted. The Editor will not re-write them.**