

Minutes of Empire Alpaca Association Board of Directors Meeting 12/11/2012

Kathy Bryan	Tinbrook Alpacas
Sue Caston	Patchwork Meadow
Cindy Cuykendall	Song Meadows Alpacas
Holly Jacobs	Alpacas in the Glen
Leslie Oliver	Limestone Creek Alpacas
Jen Power	Cedarvale Farms Alpacas

Absent: Sarah Lamanna **Claddagh** Farm

The meeting was called to order at 7:03pm.

Agenda

- Election of Officers for the 2012-2013 term:

 Cindy Cuykendall – President

 Jen Power – Vice President

 Holly Jacobs – Treasurer

 Sue Caston – Secretary

Motion to accept the slate of officers was made by Leslie, and seconded by Sue.

Approved by all.

-Treasurers Report - Holly reported that the unofficial income to our checking account is \$37,335.95. It was noted that all bills related to the Trifecta are not in yet. The Association now has a debit card for use with business transactions.

-Trifecta Recap –

Many people attended and enjoyed the Cocktail Party. It seemed to be a better transition from the halter show, since the Annual Meeting was switched to Friday evening. The Coffee Sponsors (Michelle and Rob from Rosehaven Alpacas) and the Cocktail Party Sponsors (Doug and Denise from A.L. Paca's Farm) were greatly appreciated by the participants for their generosity, which added to the enjoyment of the weekend.

The Herdsire Sweepstakes got off to a good inaugural presentation, and is the first event of its kind that we know of in the alpaca world. We are learning and revising as we go; there was a tremendous amount of behind-the-scenes groundwork necessary to get this program instituted, especially by Leslie and Cindy. The Sweepstakes is projected to grow in size and popularity in the future.

There were multiple concerns brought to the Board's attention regarding the Fleece Show. While there was good participation in this aspect of the Trifecta, there were a number of issues that need to be reviewed.

The names of alpacas and farms were not posted on the fleece boxes for display.

Additionally, competitors and viewers did not have sufficient time to go through the fleece show, as fleeces were removed as soon as the awards were given, and fleeces were not available until late in the day. There was an unfortunate backlog for pick-up of fleeces, as well. The Board will take action with the Show Coordinator to ensure that these aspects of the fleece show are corrected in the future.

Re: Seminars - more signage is needed, with the schedule and locations clearly indicated. Jen suggested that seminars should be listed on the website as soon as they are finalized, as that might influence more people to attend.

The FAMACHA Workshop was successful, and participating breeders benefitted from attending.

There was discussion about keeping the Fleece Show and Fiber Arts as part of the Extravaganza in the fall. There will be further consideration of the educational offerings which were part of the Symposium in the past. There are a number of possible options for continuing to offer educational and medical seminars to our members.

Ann Merriwether has graciously offered to continue to work on Seminars for the coming year.

-Committee Needs

EAA currently has the following committees in place to assist the Board in serving and meeting the ongoing needs of our members:

Education Committee
Show Committee
Marketing Committee
Fiber Committee
Ethics Committee
Nominating Committee

It is vital that we get more members involved through committee participation. It was decided that Board members will approach individual farms for assistance on committees, in addition to involving any volunteers who offer their help.

Cindy will **act as liaison to** the Fiber Committee, including continued follow-up for the Yarn Project.

Sarah Lamanna has offered to be the Public Relations Coordinator.

Jen will chair the Marketing Committee, which will be responsible for FOCUS, Website updates and e-blasts, in addition to other marketing activities.

Sue will be the board liaison for the Show Committee, with help from Leslie, who will continue to oversee the Herdsire Sweepstakes.

Kathy has stepped up to head the Education Committee.

Sue Zelazny will be asked to continue to serve on the Ethics Committee.

We thank all those members who have given of their time and talents in the past.

Members are encouraged to contact any board member if they would like to be involved in any of these key aspects of our association. Member participation will keep us strong and support the Board in moving forward with a dynamic association.

-Report from NY Sheep and Wool Festival – Holly and Todd represented EAA at the Rhinebeck festival this past fall. Holly reported that they talked to many visitors about alpacas, in addition to handing out membership lists and FOCUS magazine.

New Business-

-Sportsmen's Show Jan. 25-27, 2013. Robin Shatzkin from Autumn Kiss Alpacas and Karen Chien from Object Mythology will have an alpaca product sales booth at this event. A free space for EAA has been arranged, for alpacas and Association participation in public relations.

-CNY Fiber Fest – EAA will continue to participate in this event, with Cindy and Holly offering to man the booth and offer demonstrations and information about alpacas, fiber and our association. Volunteers are welcome.

Next Meeting Date: January 16, 2013 @ 7pm.

The meeting was adjourned at 8:55pm.

Sue Caston
Secretary

Date for Next Meeting 8/29/12
We adjourned at 7:56