

VAOBA  
MINUTES OF REGULAR MONTHLY MEETING  
OF  
BOARD OF DIRECTORS

The monthly meeting of the Board of Directors of VAOBA was held on Sunday, September 18th, at 1:30 pm, at the Ladysmith Rescue Squad, Ladysmith, Virginia.

In attendance (representing 8 votes) were: Linda Polak, Hank Boyd, Mike Hertless, Glenda Hertless, Sharon Hall, Robin Hall, Ken Chapman, Judy Howe, Mary Halsted, David Smith, Geoff Whiting, Pam Oakley-Whiting, Chuck Ives and Sue Ives. Guests, Susan Schmidtke and Heather Montgomery. Directors not in attendance (representing 2 votes) were: Teri Phipps and Jeanne Pelletier.

I. The President, Glenda Hertless, called the meeting to order and presided; Sue Ives, Secretary, recorded the minutes.

II. Susan Schmidtke, the appointed editor of VAOBA's soon to be newsletter, led a discussion on the goals and expectations of the board regarding the newsletter. It was decided that the newsletter would start out being an electronic newsletter. Geoff Whiting will be the board liaison. The newsletter will initially be a quarterly production with the first one made available to members in November followed by one in February, May and August. Board members will work with Susan on gathering the content. Susan departed the meeting following her presentation.

III. Heather Montgomery next spoke of her views of the PR and Marketing Committee direction. She offered several thoughts on marketing through visual means i.e. bumper stickers, newspapers, shows, press releases. A couple of other ideas were to have an organized presence at fairs and festivals throughout the state as well as large craft shows. Heather left the meeting at the conclusion of her presentation.

Immediately following, the board entered into discussion regarding the advisability of separating PR and Marketing into two committees. It was pointed out that most of Virginia's farms needed help with marketing strategy and that in all probability we need more professional guidance in this area. PR may well be more effectively accomplished on a regional basis and will be revisited.

Geoff Whiting will draft a strategic business plan within two weeks time. Geoff's background is in Marketing and Strategic Business Planning. Judy Howe will Chair the Marketing Committee. Judy has a Master's Degree in Business.

IV. Approval of Minutes

Directors having reviewed the minutes of the August 6th monthly board meeting with the correction made of the spelling of one name, upon motion duly made, seconded and carried the Minutes were approved.

V. Committee Reports:

Membership Committee - Hank Boyd

Hank reported that we now have 66 members. Hank will invite northern Virginia farms to come to the next meeting for an informal chat about VAOBA, via email with RSVP's requested.

Nominations Committee - Ken Chapman

As Ken had to leave the meeting early, he asked Glenda to request we all read the

handout he prepared regarding the timetable and tasks involved in the nominations and election process. This will be further discussed at the next meeting.

Education Committee - Pam Oakley-Whiting and Geoff Whiting

Pam reported that she has been in contact with Scott Gove, our AOBA Affiliate liaison, regarding grant possibilities for educational seminars. She is awaiting the applications for these grants.

Pam informed us that speakers such as Toni Cotton are booked a year in advance for their seminars. There was discussion of having Robin Erskin, CPA attend our next meeting and/or possibly give a seminar at the Blue Ridge Classic in October. As the next meeting is on a Sunday he will be unable to attend. Another suggestion was made to ask Jerry Forstner of Magical Farms give us a presentation on Marketing. Jerry will do this free of charge with travel and expenses paid. This will be pursued. Pam will begin to look for a location in Charlottesville or further west in the state. If unable to find a good location there she will look into having it at Meadow Farms in Doswell.

Pam also reported that Scott Gove told her MaPaca is preparing a syllabus on a course, Alpaca 101. It will be ready for summer of 2006. It is the hope that VAOBA will use this in training and education seminars.

Show Committee - Sue Ives

Time was spent discussing the various jobs we need to fill at the Blue Ridge Classic. Several board members volunteered for duties and names will be posted in the data base on the Yahoo site. It was decided we should have baseball style caps made with VAOBA on them (black caps- white letters) and all working the show would wear them. Chuck Ives volunteered to have this done at Peumansend Creek Regional Jail in the Industries section where this type of thing is done for not for profits. Discussion continued about the various jobs and it was decided to make sure that adults were responsible for the color checking duties as a few board members had previous issues with inexperienced color checkers.

VI. Other new business:

Logo - final logo was shown

Directory - a sample of the directory brochure for the State Fair was shown

Banner - It was decided to have the banner itself light blue, the state white, the suri charcoal gray, the huacaya black and the lettering black. Essentially it is the logo with the words: Serving Virginia's Alpaca Industry across the bottom. Linda will contact the banner company and notify Mike Hertless as to when it should be picked up.

Next meeting: Sunday, October 23rd at Pam and Geoff's in Marshall, Virginia

VII. Adjournment

There being no further business to come before the meeting, upon motion duly made, seconded and carried, the September meeting of the Board of Directors of VAOBA was adjourned.

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Sue Ives,  
Secretary