

**VIRGINIA ALPACA OWNERS & BREEDERS ASSOCIATION**  
**BOARD OF DIRECTORS MEETING**  
FEBRUARY 4, 2007  
At Linda Polak's Home  
18295 Hewlett Road, Beaverdam, VA

The meeting was called to order @ 4:07 pm by Linda Polak, President. In attendance were Sue Ives, Judy Howe, and Glenda Hertless. Conference call attendees included Donna Snyder and Les Fuller.

The minutes of the January 7, 2007 meeting were reviewed and approved as amended.

**Committee Reports:**

The **Education Committee** report from Dawn Dolpp was given by Sue Ives. The one day Neonatal Seminar is set for March 24 with repeat on the 25<sup>th</sup>. Good attendance is expected. It was agreed upon that associate members of VAOBA will be able to attend the seminar at the full membership prices. Prices are set at \$75 for VAOBA members and \$225 for non-members. Linda reported that the Albemarle County Building is not yet confirmed for as the place for the Ian Watts seminar set for June 23 & 24. She has been unable to reach the contact person. Glenda reported that she has not yet received an email response to confirm The Meadows for the July meeting. It was agreed that the educational seminar dates will be put on the VAOBA website as soon as possible. It was also agreed that only board members may contact Mark Bisson the make any changes to the website.

The **Membership Committee** report was given by Linda with 117 farm and associate members currently. Dawn Dolpp and Ed Kinser will organize a SW Virginia membership drive for late spring/early summer.

**Show Committee:** Schwartz submitted the following report for the 2007 VAOBA Expo:

VAOBA EXPO 2007 Planning Summary                      February 4, 2007  
For VAOBA BOD Meeting

**Show Certification (Halter & Fleece):** Our goal is to submit the applications by February 15, 2007.

**Judges:** Wade Gease and Kevin O'Leary have been confirmed for Halter.

Ruth Inglefield has been confirmed for performance classes on Sat, Oct 27<sup>th</sup>. She will also do a performance clinic.

Al Beatty has been confirmed to be Fleece Show Superintendent.

**Grant Application:** Grant application has been completed and submitted.

**Fleece Show:** Al feels a tent situation for the fleece show will not work. He would like to use the clubhouse (where dinner took place this past year) and we would look at other options for locations for the dinner.

We need to make every effort (website, newsletter, meetings, educational seminars) to promote the fleece show. It needs to be emphasized that the success of the fleece show will be dependent on our member's involvement.

We are still looking for a fleece judge. Diana Timmerman is being approached. If she is not available, Charlene Friedman will be approached.

**Photography:** It has been decided we will use Doug & Donna Herrmann (Photography by Herrmann).

**VAOBA Expo 2007 Flyer:** This flyer will be worked on in February in hopes to have it completed and ready for distribution at the VA Classic in Lexington in March. Les offered Patty's service to create this flyer.

**Recruiting Positions:** My objective is to get the coordinator positions for the Expo filled ASAP. Then the focus will be to fill all the volunteer positions. We want to gain commitments to fill these early so all tasks involved can be assigned and carried out.

Announcement of currently filled positions with contacts will be placed in the Newsletter. I would like a webpage designed now for the VAOBA Expo 2007 and all position information placed there as well as a request for volunteers in the open positions. As positions are filled, the website needs to be updated accordingly.

Along with this information being placed on the website and newsletter, I would like to do a mail blast to the membership asking for volunteers. This should be done monthly or bimonthly, depending on the response to fill these positions.

### **Show Management Positions**

Event Manager:	Kathy Schwartz
Show Superintendent:	Sue Ives
Fleece Superintendent:	Al Beatty

**Volunteer Coordinator:** Responsible for organizing the volunteers and recruits volunteers for areas needed. Works with each area to identify the number of volunteers needed for each task. **Judi Bisson**

At Show Jobs:

Clerks  
 Ring Stewards  
 Gate Stewards  
 Ribbon Distributors  
 Announcer  
 Check-in  
 VAOBA Booth  
 Member Store  
 Raffle  
 Compliance Checkers (color, microchip, health papers)  
 Hospitality Host  
 Fleece Show: Day 1 - Station Setup 8am – 12pm (3 people), Fleece Checking, 12pm – 8pm (3-4 people); Day 2 – Scriber, Transcription clerk, class setup clerk; Day 3 – Fleece check-out (3-4 people)

**Vendor Coordinator:** Responsible for seeking vendors to come to show. Main contact person for vendor questions. Receive vendor applications & fees; pass vendor information to webmaster to be posted on website. Collects vendor fees and forwards to Treasurer. **Judi Bisson**

**Spin-Off/Fiber Art Coordinator:** Responsible for receiving spin-off entries, acts as contact person for all spin-off entry questions, prepares spin-off entries for judge. Brings spin-off entries to show for winners display. **Patty Fuller**

**Silent Auction/Raffle Coordinator:** Responsible for being the main contact for items being donated to raffle/silent auction. Solicit for donations for both. **Dawn Dolpp**

**Sponsor Coordinator:** Responsible for being main contact for accepting and working with sponsors. Collect and keep track of sponsorship payments. Ensure all needs of our sponsors are met. Ensure all info is in on time. **OPEN**

**VAOBA Store Coordinator:** Responsible for managing complete operation for store; member item sign-up, inventory control, money, volunteers, set-up, tear-down. **Catie Dutcher**

**Marketing Coordinator:** Work Email Blasts, Direct Mail, Press Releases Manage ad sales, getting advertisement of show in local newspaper, requesting coverage from local reporter. **OPEN**

**Sales Ad Coordinator:** Responsible for selling advertisements in our show program, receiving ad applications and fees and distributing information to the proper person. DSL capability preferred. **OPEN**

**Program Coordinator:** Gathers all the ads and information for the program, develops the program layout and gets it to the printer **Linda Benson In process of confirming!**

**Seminar Coordinator:** Manage and coordinate all educational seminars for show.  
**Dawn Dolpp**

**Concessions & Banquet Coordinator:** Responsible for being the main point of contact for all catering and concessionaire needs to ensure a well function banquet dinner and food accommodations during show; getting bids from area caterers and banquet ideas (same place, area hotel), submitting costs for approval **OPEN**

**Show Shirts Coordinator:** Responsible for ordering all show shirts. (Orders & volunteer shirts) **OPEN**

**Show Ring Coordinator:** Coordinates and sets up the show ring and works with volunteer coordinator to ensure positions are staffed. Responsible for getting the rings set up for obstacles and other performance classes. Assist gate keepers and ring stewards when needed. **OPEN**

**Barn Manager:** Assists with stall arrangement setup, welcomes exhibitors and directs them to vet & compliance check. Advises exhibitors of any meeting times/locations. Direct exhibitors to trailer parking & exhibitor parking. **Mike Hertless**

**Fleece Show Coordinator:** Work with fleece show superintendent and volunteer coordinator to ensure area is staffed adequately and all needs of the show superintendent are met. **JoAnn Wood**

Open positions will be advertised by posting on the VAOBA website, in the winter edition of the VAOBA newsletter, and email blasts the VAOBA membership.

VAOBA will participate in the Va Classic Show in March 2007 by having a membership booth in exchange for staffing positions at the show. Sue reported that Purely Alpaca has offered a \$25 gift card, yarn sample cards and a chullo hat for raffle items at the show. We may additionally have a herdsire raffle.

Linda contacted Carl Persons to chair the **Nominations Committee** and reports that he declined the chair position but will possibly work on the committee. Linda will approach Ken Chapman for the chair position.

**AFFILIATE CONGRESS REPORT-** Linda attended the Affiliate Congress meeting January 27 & 28. Her report on the meeting will be published in the VAOBA Winter newsletter as well as discussion of the show committee regulation changes and the VAOBA farm survey results.

VAOBA membership in the **VIRGINIA AGRIBUSINESS COUNCIL** was discussed. The Council is a non-profit organization whose main purpose is to monitor legislation that directly affects the agricultural industry. It currently has 40,000 members and the yearly membership fee is \$450. It was determined that VAOBA would join this group.

**ADVERTISING** of the alpaca industry through VAOBA is still in development as reported by Linda. Virginia Farm Bureau Magazine was considered and found that a quarter page ad is \$390/issue with 4 issues per year. Linda will further investigate this option and Patty Fuller will design the ad. March 20 is the deadline for the May issue. Linda reported that there was no further progress with ads with AOB

**WEBSITE REVIEW-** The VAOBA membership will be surveyed via email to ask what county/region of the state that they reside in. Revision of the website will then be considered in relation to counties and/or regions of the state. The website will also be updated to include a prompt to capture how a person visiting the website learned about VAOBA.

Contributions to the VAOBA Winter **NEWSLETTER** are due next week. Donna will send the letter seeking support for the VSU alpaca research grant by Dr. Stephan Wildeus to Susan Schmidtke.

Linda reported that she was unable to discuss the liaison position between MAPACA and VAOBA with Carol Pfister as she was not present at the Affiliate Congress meeting.

The next meeting is scheduled for March 13, 2007 @ 7pm. The meeting was adjourned @ 6:10pm.

Respectfully Submitted,  
Donna Snyder