



Virginia Alpaca

Virginia Alpaca Owners and Breeders Association
Board of Directors Meeting
February 10, 2008

Attendees:

Linda Polak, Past President
Sue Ives, President
Keli Harold, President Elect
Joanna Maas, Secretary
Judy Howe, Director-at-Large
Les Fuller, Director-at-Large

Meeting was called to order at 7:40pm.

January minutes are pending; approval tabled.

Current bank balance is \$39,228.06.

Committee Reports:

Affiliate Congress:

The new Affiliate Congress Executive Council was approved at F2F. Minutes from the meeting are posted on the VAOBA website. We haven't heard answers yet to the AC questions regarding the impact of moving the AOBAs corporation from Colorado to Tennessee.

Education Committee: (Patty Fuller, chair)

Neonatal clinic – Saturday's clinic is almost full; 8 spots are left for Sunday. Dr. DeWitt will give a short seminar to vet students on Friday.

A survey will be sent in the February newsletter with the goal of booking VAOBA sponsored seminars 24 months ahead to avoid conflicts with farm-hosted seminars. We will try to send these surveys to new members as they join. We decided to go with a print survey rather than an online survey service as we don't really use that many surveys.

Fiber Committee:

They anticipate doing a fashion show in conjunction with the fall show. The committee is also finalizing the Virginia Alpaca branding and logo and hope to have it finished soon. They will be meeting again this week.

Legislative Watch:

The Agribusiness Council is watching animal husbandry bills. A home business license is required in some locals for the sale of fiber products off the farm – each county has their own rules.

Also watching tariffs on imports of Peruvian goods (part of NAFTA) – this will go up for renewal in 2009. This will become more important as the production of American goods



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increases and we begin competing directly with Peruvian goods. Jeff Whiting has been watching this on a national level.

Marketing: (Keli, chair)

She has sent an email to Jerry Miller about doing another commercial for us. Ad will be appearing in the Virginia is for Lovers magazine and in the Ag Bureau magazine.

We still have fliers from last year – we either ordered too many or need to do more distribution next year.

Keli needs to get some volunteers to delegate some of this work.

Membership:

We are up to 135 members.

Newsletter:

Please mark your calendars and send contributions to Ray Tubbs (April 30th deadline).

Upcoming themes will include membership renewals and the elections. The current newsletter will include a request for nominating committee members.

Sue – Show update:

We have confirmation from Shannon and Wade on the new show date; Kevin usually goes to the NECC and is consulting with his wife re: the rescheduling. Photographers have been confirmed.

Microchips – are we going to allow re-chipping at our show? AOBA has a specific form for a change; following discussion, it was agreed that this may be used.

Keli has met with the folks at the Lexington Horse Center.

Questions – Dept. of Ag/National Animal ID system – OK as vendor? We don't want it to appear that VAOBA has taken a side in the debate. No problem anticipated if they just have a booth.

The fiber committee would like to see some fiber seminars during the show and would like to do a mini-fashion show during the dinner. Not quite sure how this would work.

Dinner would be held in the Mezzanine area – the Horse Center uses only one caterer so we will rely on them to guide us as we plan.

The hotel blocks are finished (thanks to Joe Kyger.) Officials have been booked at the Holiday Inn Express (newest hotel there.)

Leads on fleece show superintendents – have talked with Geoff White about his wife Pam. She has been working a lot with Al Beatty. Linda will touch base with her. Amanda VandenBosch



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is another possibility. We need to get contracts back so we can get paperwork done – would like to advertise show at least as “AOBA Certification pending.”

Trailer – we will make the trailer purchase as soon as we can get a check. Sticker price on an 8’x20’ trailer is \$5700; we’ll try to get a break. We also need to figure out liability and will need to get plates in Spotsylvania County as it will be parked at Keli’s farm. Property taxes will also need to be investigated.

Marketing Display – Keli would like to order a marketing display. A tabletop tri-fold display runs \$350-500 with cloth overlay. We would need to put out a call for pictures to be used. Les also suggested a setup similar to his herdsire display – we will look into this.

Annual meeting – David Barbosa will attend as a representative as the AOBA board. He would like to talk on youth programs, which would dovetail well into Keli’s presidency as it is a passion of hers.

Follow-up on F2F:

VAOBA picked up the ticket for the VA Tech’s Fashion Design dept. head to attend F2F as Tiffany’s instructor couldn’t go. She had a great time and got very excited about alpaca fiber and wants to work it into the VA Tech curriculum. Tiffany also had a great time; she learned a lot and has a passion for “green” technologies.

New Business:

1. Sue would like to increase associate member’s dues rather than cut their benefits. Right now, associate membership is \$35. As it stands paying \$35 to become an Associate member and gaining \$25 stall discount on however many stalls are purchased for the show. The only difference between Farm & Associate Membership is the vote. Discussion followed.

Linda moved that we increase associate membership dues to \$75 as of June 30th. Sue seconded; passed unanimously.

2. We have had a “must be a member by” date to get the benefit of VAOBA membership price reduction for seminars. We haven’t seen abuse of this policy; some are using this benefit as impetus to join or renew their memberships. Discussion followed; we are making a policy change of eliminating the “must be a member by” dates for future seminars and will revisit if necessary.

3. Pam Whiting – does everything with fiber and is doing 4 hours of seminars at MAPACA.

4. Virginia Fiber Mill - There are a lot of grants available on government sites; should the organization pursue grants for economic development for an alpaca fiber mill? Linda has looked at this and determined there are a lot of grants out there and non-profits seem to be awarded the grants they seek. Discussion followed; further exploration would be required on the implications.



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5. Vendor/Display booth at the VA Classic – should we pursue? A Gold Sponsorship gets us a large booth, a full page color ad, dinner tickets, and other benefits.

Les moved that we pursue a gold sponsorship for the VA Classic and talk to Paige about a possible price break if we don't need dinner tickets, etc. Judy seconded; passed unanimously.

The next meeting was scheduled for March 10, 2008 at 7:30 pm.

Les moved to adjourn; Sue seconded. The meeting was adjourned at 9:13 pm.

Respectfully submitted,
Joanna Maas