



Virginia Alpaca Owners and Breeders Association Monthly Board Meeting

August 18, 2008

Attendees:

Keli Harold – Current President
Ken Crews – President Elect
Joanna Maas – Secretary
Fred Obenchain – Treasurer
Judy Howe – Director at Large
Les Fuller – Director at Large

Due to difficulties with the conference call, the meeting was called to order at 7:55pm.

Minutes from the July minutes – Fred moved to approve as written; Ken seconded.
Motion passed unanimously.

Treasurer's report: There were some additional deposits, current balance will be forwarded via email.

Committee Reports:

Education – no report received from Patty. She has been talking with the speakers for the Expo, including Pam Whiting.

Fiber: No report submitted.

Industry Relations – Keli is attending a meeting at Eric Canter (congressional rep) – main thrust of meeting is the farm bill. Alpacas are listed in one portion as livestock but in another are listed as taxed.

Marketing – rolling along with Jane Tholan and the farm stories. She would like to have 3" sections of roving tied with contrasting yarn. She would like about 150 to send up.

Membership – have not received a report from Hank. Judy says that she is not sure that she has updated information on the website. Fred had questions regarding how the



money from new memberships was processed – he will get Hank deposit slips and Hank will deposit the membership funds as they come in. The fewer hands money passes through before getting in the bank, the better chance that things won't get lost.

Newsletter: Deadline was set for today, but holding off for info on keynote speakers for the Expo.

Joanna had a question regarding putting ads into the newsletter rather than just an insert. Keli thought it was a great idea to help fund the newsletter; Les pointed out that they may want to be charged a premium as it was part of a newsletter rather than as an insert that could be lost.

Les moves that we create a new advertising pricing structure for the body of the newsletter as per previous VAOBA meeting minutes and/or per new policy as established by the VAOBA marketing committee. Judy seconded the motion; motion passed unanimously.

Show Reports:

Judy updated the website – new tab with general show information.

Show Solutions: We are not listed on their website; she has contacted him but haven't been able to get any return communication from him. Fred said that the regular monitors worked well, but the large projector screen was very difficult to read. Judy will try to call an alternate vendor and check their availability.

Location of the Fleece show – there has been considerable dissention. Site TBD.

Debbie McLeish has volunteered to be our volunteer coordinator – she will maintain the master list and call and schedule volunteer times and duties. She said that she has done this a lot with the horse world and has been at six alpaca shows. She says she is very organized, and we should have our volunteers taken care of.

Fred talked with Yolanda Lightfoot who sounded interested in being a vendor coordinator. Judy will call her.

Store: Judy talked with Catie Dutcher – having an option that vendors could have an 10x10 space if they have a lot of stuff or just a table. Fred expressed concern about the horse center.

Joanna presented information on the dinner menu and the Friday night buffet. Keli said she was working on a sponsor for Friday night's meal.



Fred had some questions about the catalog, and expressed that he would like fleece and fiber art entries listed in the attendee catalog so that if a farm had just fleece or fiber art entries they would not be left off the attendee list. He would like the ads and a list of sponsors so he can get the ads in plenty of time.

Helen Humphries is now our suri and performance judge. Changes to the judging have been sent to the membership and will be posted on the website, and consideration will be given to those with objections to the judging changes.

OLD BUSINESS:

- Disaster preparedness plan:

VAOBA has joined SART with Keli as the contact, and Keli is on the affiliate congress disaster preparedness team.

- Affiliate Congress Representative:

For now, Keli would like to keep the representatives as they stand (president serving as the representative) as she feels that it is part of the responsibilities of the president.

NEW BUSINESS:

Topics for Keynote Speakers at Expo:

Joanna suggested that Jess speak on his passion for the small farms and what AOBA can do to help with marketing, fleece, etc. for the smaller farms.

We would like David to speak on his vision for AOBA in the future and the transition from a specialty market to a true livestock industry.

Keli would like each member of the board to contact her with their vision of what they would like to see VAOBA accomplish and/or focus on in the coming year.

Next meeting is scheduled for September 15th at 7:30pm.

Fred moved to adjourn; Judy seconded. The meeting ended at 9:43pm.

Respectfully submitted,

Joanna Maas