

Virginia Alpaca Owners and Breeders Association
Monthly Board Meeting Minutes
May 10, 2010

Attendees:

Ken Crews – President
Sue Ives – President-Elect
Fred Obenchain – Treasurer
Hank Boyd – Director at Large
Les Fuller – Director at Large
Robin Watson – Secretary

The meeting was called to order at 7:35 pm.

Minutes from meeting of April 12th, 2010 were approved.

Treasurer's Report:

Beginning Balance: \$34,148.35
Available Balance: \$32,068.90

Fred gave the report: there was little activity in the show account for the month; fiber committee mailing and Hank has one check to deposit. Les accepted the Treasurer's Report, Sue seconded and everyone approved the Treasurer's Report.

Committee Reports:

Youth Committee: No report submitted. (Need Volunteers).

Education Committee: No report submitted (Need Volunteers).

Fiber Committee: The Fiber Committee report was respectfully submitted to the Board in writing by B-J Ellis as follows:

Status of Amendment for Virginia's Finest Standards:

Packets (205) were sent out by regular mail by May 3rd, for member review of a draft proposed as the amendment for Virginia's Finest standards. The VAOBA proposal includes a Premium-Plus for histogram of less than 23 microns to grandfather current members of VAFinest.

Remarks were to be sent by e-mail to one place (Pam Whiting) by May 15th. It will take the Fiber Committee considerable time to contact non-responders, and it appears that are many of them, to compile the comments. Another draft will then evolve from the collected information and remarks.

All accepted B-J's Fiber Committee Report.

Board Discussion: Regarding the fiber committee mailing, some members felt that people were confused about replying to email. Sue and Hank did not feel that the committee should spend time contacting non-responders, that an email blast or newsletter would be good. We were

informed that the blind school is training to sort and grade alpaca fiber. Les brought up the email from the Paco-Vicuna Association that has asked the fiber committee to not use the name "Premium Plus" to describe alpaca fiber for the Virginia Finest Program. Their registry is nation-wide and they have an auction coming up that will be using the term. Les thought we should reply to the email directly. Robin felt that we should change the name, Fred felt we should change it slightly, Sue thought they should have trademarked the name. Sue motioned to accept the Fiber Committee report, Hank seconded and all agreed.

Industry Relations: No report submitted. (Need Volunteers).

Marketing: No report submitted. (Need Volunteers).

Membership: No report submitted.

Newsletter: No report submitted. The deadline for the newsletter was today. Our next newsletter will be in August.

VAOBA Expo Show Report: Judy Howe presented the following show report:

Spin off is ready to open in the next day or so. Registration will be online, thank you to Sue Ives for that major assist. Patty has the judge secured, her name is Sandy Ridge. She also has AOBA approval to give premiums as awards. She is working on getting sponsors and if she secures sponsors, she will offer the premiums (will not cost VAOBA anything). She DOES have (2) \$50 gift certificates as awards from Central VA fiber mill. The first eblast will not reference premiums, but if she is successful in getting the money out of sponsors, that info will be reflected in the upcoming eblasts.

Brenda Breedlove has secured some corporate sponsors. She expects to have sponsorships from Lowe's, Home Depot, Tractor Supply and Gore. She will work on some more, plus vendors when she attends Nationals in a week. She will be doing the 'store' for us as well as vendor organizer.

We have 2 education seminars lined up. The first is an 'alpaca 101' offered by Sandra Buckery. The second is a seminar that will be offered by the VA Tech vet students which will be a debriefing on the Camelid International training recently attended by them. They have apparently come up with some new protocols in treating camelids and the information should be very interesting. We will pursue trying to get the information offered in a written form. I had talked to Central VA Fiber Mill to get a fiber seminar going but have not yet got that worked out - it would be great if the fiber committee could take that over, but let me know if they will do that.

Food friday night will be the chili again as it was a big hit.

Food saturday night will be either 'station', like a pasta bar, or taco bar, or heavy appetizers or a combo. I have the menus from the caterer but have not selected the food yet.

Waiting to hear about the budget. Its structured so that we can drop down on some expenditures if we need to, especially in marketing (although most people really want us to do local advertising to pull in spectators/shoppers and that costs money).

Board Discussion: Les motioned to accept the 2010 Expo Budget, Sue seconded and all agreed pending further answers to the following discussion and invite Judy and Joe to attend the next Board meeting.

Fred is concerned about open-ended catering costs. Sue responded that it depends on the number of people coming, that the auction should cover the expenses along with the herdsire breedings. Fred said the fiber committee will have items donated to be worn and auctioned and a few fashion show and vendor items too. Les questioned how clothing items would be applied to the catering bill. Fred stated that he anticipates that the show will make a profit; with Brett Cayson he will break it up with the herdsire showcase (consisting of 6 to 8 animals) and that Brett is a very dynamic speaker. Fred stated that VAOBA is responsible for the catering bill even if we don't make enough money. Sue stated that Judy and Joe need to talk to Brett. Les asked if Judy had any herdsires lined up yet and if there would be a formal request sent out. Les wondered why Show Solutions was not being used. Sue said it costs about \$3,000 and that a whiteboard could be used to keep show expenses down. Robin and Hank expressed concern about using a whiteboard instead of the Show Solutions board. Les suggested that the gate steward could update the whiteboard and that Judy and Joe should be invited to the next Board meeting to make a presentation. Per Sue, Quality Llama wants to be a sponsor with exclusivity on tack. Jay Ward was at VAOBA last year and Sue would like to try to not have any exclusives. She will have Judy see who else wants to come.

Action Items from Previous Meetings:

Updates from Patty Fuller: Quick update, I received an article/recap from the Vet School residents that attended the Ohio State Camelid Conference that I would like to put into the VAOBA newsletter. I'd like the board's blessing on this first before passing it on to the editor, (and I do have editing of their write up for topics we may not want to delv into like embryo transfers if needed.)

The Vet School will be available again to do check-in at the show. This time around though they also would like to have a short seminar to inform / update on the more specific details of the Camelid Conference. I thought (and truly this is just an "off the top of my head" sort of thing that maybe we (VAOBA) could set up their seminar time possibly Friday evening after check-in or maybe Saturday at lunch break in the show. This would be with the understanding that the time would need to be held to about 30 minutes and also that for those that cannot attend the seminar notes would be made available to everyone either as a pick up printed item or posted on the website as a download.

I would also like to bring up that at the show VAOBA itself has no exposure. Is it possible to have some sort of budget for us to set up an unmanned display with a membership directory and also a membership form available. (This membership form needs to be in the VAOBA member's directory, online, and in the show book.)

Is it possible (and I'm really thinking out of the box here) for there to be a small fee as part of the show registration, for breeders to join VAOBA as part of their participation at the show? This is

a VAOBA event, so doesn't it make sense you should be part of VAOBA to participate? This amount could be the associate membership fee, giving them access to the show, free food on Saturday night and a mailing to them of the newsletter. They would not be voting members unless they joined as a farm.

New Business:

Election: July 1st, starts our new year. Positions opening for 2010-2011 are: President-Elect, Treasurer, Member-At-Large (2 year term) and Secretary. Les will be off the Board but has agreed to be Inspector of Elections. Board members not running may solicit volunteers. Ken will put info in the newsletter.

The Alpaca Fiber Symposium Sponsorship Request: The Symposium is in Richmond this year, Saturday, June 26th and Sunday, 27th, with a meet and greet on Friday evening put on by 2 VAOBA farm members. The VAOBA annual meeting will be in the afternoon Saturday, June 26th from 5:30 to 6:30. Fred moved and Robin seconded for the Board to approve to provide a \$50.00 rebate to every voting farm member in good standing for the 2010-2011 year as well as provide a \$1,000.00 sponsorship in support of their activities, all members agreed.

VAOBA Website: Hank brought to our attention that there may be some confusion when logging into the website. The login at the bottom is for admin login only. Suggested that the top login be changed to say "Member Login". Sue will check with the webmaster.

The meeting was adjourned at 9:30 pm.

Respectfully submitted,
Robin Watson
Secretary 2009-2010