

Virginia Alpaca Owners & Breeders Association  
Board of Directors Meeting Agenda

Date: 1/10/11

Members in Attendance: Sue Ives, President  
Russ Pond, Treasurer  
Pat Hamilton, Secretary  
Hank Boyd, Director at Large  
Donna Higgason, Director at Large  
Marian Holmes, Director  
Margaret Hamilton, Director

Submitted by: Pat Hamilton, Secretary

Topic	Discussion	Action
Meeting Called to Order: 7:32 p.m.		
Approve Minutes:	<p>Approve December Minutes Ratify email votes</p> <p>1. December 14<sup>th</sup> – Sue motioned and Russ seconded: Motion to endorse neonatal seminar and set fees at \$100 per member and \$225 per non member. December 15<sup>th</sup> – Quorum met with Hank abstaining. Motion carried.</p> <p>2. November 16, 2010 – asked to sponsor the Student Design Competition – Decided to send \$700 - \$500 for sponsorship and \$200 to cover Virginia entries. Motion carried. <b>Russ has written the check.</b></p> <p>3-November 19, 2010 - asked to donate to the National Show Silent Auction – everyone favored giving an ad in our show book as a donation – on December 6, 2010 Sue sent out a sample of the ad page for the book – need to record vote on this.</p>	<p>Minutes Approved – Donna motions – Marian Seconds – all in favor.</p> <p>Russ makes the motion to ratify the email votes -Donna seconds – all in favor.</p>
Treasurers Report: Russ Pond	<b>Russ spent 3 days working on back taxes. He is trying to get SS#s for past Board Members. In the next couple of weeks he needs SS#s of current Board members. Donna suggests we collect this info when you become a Board Member. Total in both accounts \$34,290.54.</b>	Hank makes the motion – Margaret seconds – all in favor.
Committee Reports – reports follow agenda		
Education: Pat Hamilton	<p>(Neonatal update – as of Monday morning 11 people have signed up for Saturday) Patty will cancel Sunday if we do not have anyone sign up for Sunday. We have sent out one email blast and it is on the website.</p> <p><b>Some discussion about having the seminars the same time as the show – Sue thinks not – we will discuss more in the future.</b></p> <p><b>Cheri Seiler has agreed to help on the Education committee.</b></p>	Margaret makes the motion to accept Cheri – Donna seconds – all in favor.
Fiber: BJ Ellis	<b>NO REPORT</b>	
Government & Industry Relations: John Ferrante	<b>NO REPORT</b>	
Marketing: Margaret Hamilton	<b>Margaret thinks we should plan Marketing with emphasis on social marketing for the annual meeting – lots of</b>	Hank makes a motion to have the marketing

	<p><b>discussion about finding a more centrally located spot for the annual meeting. Margaret, Pat and Sue will work on this seminar.</b></p> <p><b>Margaret has set up a facebook account – there is a small problem – it will not let her capitalize VAOBA – so she has it as VAOBA. We could set up a fan page but it is more limited. She has also loaded in the VAOBA logo. Margaret recommends that we post a note that we will not allow animal sales, negative or derogatory comments on the VAOBA facebook page. We can start posting upcoming events. We will also allow folks to post personal seminars, farm events and farm days on the VAOBA facebook page.</b></p>	<p>seminar at the annual meeting – Donna seconds – all in favor.</p> <p>Margaret makes the motion that we accept the VAOBA facebook page as a personal page (not a FAN page) – Sue seconds – all in favor</p>
<p>Membership: Hank Boyd</p>	<p><b>Are we going to prorate membership. Membership runs from June to June – lots of discussion about changing it to a calendar year. All agreed not to tackle this question tonight. Hank says we got a few new members – folks who are attending the neonatal seminar. Membership up to 99. Hank asks Margaret if we can put something on facebook about membership. Margaret will take care of it.</b></p>	<p>Donna makes the motion to accept the report -</p> <p>Russ seconds.</p> <p>All in favor</p>
<p>Newsletter: Ed &amp; Joanie Kinser</p>	<p><b>Next newsletter due out in February. Sue says that she is certain Ed would appreciate any articles. Hank wants to know if the VDACS letter can go into the newsletter. Sue needs approval to respond to the response.</b></p>	
<p>Show: Judy Howe</p>	<p><b>Teleconferences will be on Sunday nights. The committee will meet at the facility on 1-16-11. Judy Schroeder is interested in being the fleece show super again. There is a building on the Fairgrounds that can be used for the fleece show. Pat Rice wants to be appointed to the Show Committee to work on the Photo Contest. Patty Fuller wants to be appointed to the show committee to work on graphics. Hank thinks we should send out info on the fleece show super to see if anyone else is interested. Margaret wants to know if we can put out a statement that the Board handles the bid process – not the show committee.</b></p>	<p>Marian makes the motion to appoint Pat Rice to the show committee – Donna seconds – all in favor.</p> <p>Sue makes the motion to appoint Patty Fuller to the show committee – Hank seconds – all in favor.</p>
Old Business:		
Item #1	<p>VA Finest letter – This letter was sent and reply received. Approve response or do we drop it? Copies at end of this document. <b>Sue wants to send out the Virginias Finest letter via email.</b></p>	<p>Margaret makes the motion – Donna seconds – all in favor.</p>
Item #2	<p>Discuss parameters for the committees and implement ways to get people to join. Discuss proposed direction to Fiber Committee.</p> <p>Discussion during Fiber Committee report; Education Committee Report and Marketing <b>Sue is going to work on the problem with the Fiber Committee and will get back to us. Perhaps a Co-chair.</b></p>	
Item #3	<p>– Judges for 2011 show – Discussed and Margaret suggested waiting for the show committee meeting with Judy to get their opinion.</p>	<p>NO ACTION</p>
Item #3	<p>VA Agri-business invitation</p>	<p>Hank makes the motion that we not go to the AG dinner or pay for anyone to go or sponsor tables –</p>

		Donna seconds – all in favor.
Item #4		
New Business:		
Item #1	Alpaca Alliance – Build A Tent Initiative Does the board want to purchase a voting share? \$250.00 Investment Share(s)? \$250 each  <b>Margaret makes the motion that the President execute the vote based on the decision of the Board – Hank seconds – all in favor.</b> <b>Sue wants a policy book – Put the important things in it – at the end of the year we can present the book to the incoming board. Pat will make the book.</b>	Pat makes the motion that we buy 1 voting share and 3 investment shares – total \$1000. Margaret seconds – all in favor.
Item #2	Graphics Person – In years past we have secured bids on a years worth of graphics work for VAOBA that includes creation of any ad VAOBA needs for the show or other, various forms, logos etc. Patty Fuller will submit a proposal to once again be this person (note: we have always selected Patty in the past).  <b>Sue has attached the bid – cannot be in the minutes -</b>	Sue proposes that we approve Patty as the graphics person.  Russ makes the motion – Donna seconds – all in favor.
Item #3	VA Agri-business member <b>Should we renew - \$500 to join – Margaret &amp; Hank think it is important to rejoin.</b>	Margaret makes the motion to rejoin – Hank seconds – all in favor.
Item #4	Alpaca Show Contract for annual show – 2011 <b>all members have reviewed the contract and suggested that Sue proceed and sign the contract.</b>	
Item #5	Fiber Grant – <b>What is the status. Sue says we are hoping to hear something from them t his month.</b>	
Next Meeting Date: February 7th		
Adjournment: <b>9:29 p.m.</b>		
		Hank makes the motion – Donna seconds – all in favor.
<p>Email Notes &amp; Votes:</p> <p>1-17-2011 – Sue asks for discussion and vote on Pro-Rated Membership Dues or Not. All were in favor of not prorating the dues this year.</p> <p>1-21-2011 – Sue sends Dept of Ag Health Requirements out and notifies all of the meeting on March 24, 2011.</p> <p>1-23-2011 – Sue notifies all of the BAT call.</p> <p>1-24-2011 – Motion to hire Patty Fuller as Spin Off Coordinator – Sue motions – Russ seconds - all in favor.</p> <p>1-31-2011 – Sue notifies all of the Presidents message for the Newsletter.</p> <p>Sue received an inquiry about farm and animal financing from the website – she would like discussion regarding handling future inquiries.</p> <p>Neonatal Seminar – consensus seems to be that we leave registration open until February.</p>		

## Education Committee January Summary

Date: **January 1, 2011**

Committee: **Education**

Members in Attendance: **Pat Hamilton**

Report Submitted by: **same**

<b>Topic</b>	<b>Discussion</b>	<b>Action</b>
Meeting Called to Order –		
Approve Minutes:		
Treasurers Report:		
Agenda Items:		
Item #1 Seminar Dates	<b>Dates for proposed Education Seminars – possibly tied to the fleece show? Need some guidance from the BOD – is there going to be a fleece show in December?</b>	Ask BOD for approval to proceed with plans to do Symposium in conjunction w/ fleece show.
Item #2	<b>Research other Alpaca Association Seminars -  Provide an Annual Education Symposium for 3 levels of attendees:  Introductory Seminars Advanced Owners Veterinarians</b>	
Item #3	<b>Estimate costs associated with the Education Symposium.  Provide Board with a new list of possible classes. Provide Board with costs associated with providing speakers for Symposium</b>	Next month provide a list of classes and costs.
Item #4	<b>Contact Debbie Bailey Contact Kim Shand Contact Cheri Seiler Have asked each one to be on the Education Committee.</b>	Waiting for response from 3 email requests.
Old Business:		
New Business:	<b>Suggest we offer Marketing Seminars in June at the annual meeting. Suggest Margaret Hamilton and I work together.</b>	Need approval from BOD to proceed.
Next Meeting Date:	<b>Last week of January 2011</b>	
Adjournment:		

Show Committee Report:

Minutes

Date: January 4, 2011

Committee: Show

Members in Attendance: N/A

Report Submitted by: Judy Howe

540-604-4914

<b>Topic</b>	<b>Discussion</b>	<b>Action</b>
Meeting Called to Order – n/a		
Approve Minutes:	n/a	
Topic #1	Meeting Schedule <ul style="list-style-type: none"><li>Trying to keep teleconferences on Sunday nights</li><li>Recommend facility tour during dog show on the last weekend of January to see ring set-ups etc.</li></ul>	1 <sup>st</sup> teleconference set for Sunday, January 16 <sup>th</sup> at 7pm.  F2F last weekend of January to tour facility
Topic #2	Fleece Show <ul style="list-style-type: none"><li>Judy Schroeder interested in being Fleece Show Super again</li><li>Meadow Event Park Contact recommended a facility for the fleece show – a small, separate building out by the horse stalls with a kitchen and rest rooms. If it works as far as square footage we could collect fleeces at the halter building and transport them there for the fleece show and then bring them back on Sunday. She will try to get a good price.</li></ul>	
Topic #3	Agenda – <ul style="list-style-type: none"><li>discuss &amp; come up with fleece show recommendation – during the show or stand alone?</li><li>discuss scope of show as to what kind of Saturday night event we want to offer and the scope of performance classes.</li></ul>	
Topic #4	Pat Rice has volunteered to be Photo Contest Coordinator and requests being appointed to the show committee	
Topic #5	Patty Fuller requests being appointed to the show committee	
Old Business:		
New Business:		
Next Meeting Date:		
Adjournment:		

Virginia Finest letters:

#1 Our letter to VDACS

**From:** Sue Ives [mailto:ives@alpacasofnottinghamhollow.com]

**Sent:** Saturday, December 18, 2010 9:44 AM

**To:** Wilson, Olivia (VDACS)

**Cc:** Sue Ives; Marian Holmes; Russ Pond; Hank Boyd; Donna Higgason; Pat Hamilton; Margaret Hamilton; Linda Polak

**Subject:** Virginia Finest

To: Olivia Wilson and Review Board – Virginia Finest Program

From: Board of Directors; Virginia Alpaca Owners & Breeders Association

Re: Preservation of Virginia's Finest for All Virginia Farmers

Since formation in 2005, the non-profit Virginia Alpaca Owners and Breeders Association (VAOBA) has been the official statewide Affiliate of the national Alpaca Owners & Breeders Association. Our Virginia organization is nearly 100 Virginia farm members strong.

Our main focus has been twofold at the request of our membership: education and marketing. Since most of our farmers market their goods both in and outside the state of Virginia, the structured VDACS program that we looked to for demonstrating excellence in products was obviously Virginia's Finest.

We worked diligently to compile an expert, and member, approved set of Amended Standards, correcting the original submission which contained errors; we provided industry review for compliance, and forwarded the proposed Amendment as instructed. Since that delivery in July, we have been awaiting response.

We are now told that VDACS is considering favoring one group of Virginia farmers with the opportunity of participating in the Virginia's Finest designation, while denying it to others.

Obviously Virginia Grown is not a substitute in any way for Virginia's Finest. The programs accomplish two entirely different purposes with two entirely different messages. One emphasizes merely geography; the other superior quality. All Virginia farmers should have access to, and make use of, both.

Virginia Grown will be important to Virginia consumers in that: (1) this is a local product, perhaps fresher for that reason; (2) by purchasing it, they are supporting neighboring farms.

This doesn't matter a bit to - nor will it carry any marketing benefit with - consumers outside the state of Virginia, where many Virginia farmers market their goods.

Virginia's Finest, on the other hand, will impress both Virginia and national consumers that: (1) this is a superior Virginia product; and (2) it will withstand scrutiny for excellence. This makes our farmers competitive when they are marketing not just to consumers in Virginia, but all over the country.

The two programs are not interchangeable. Denying one group of Virginia farmers utilization of the only marketing program demonstrating Virginia excellence seems discriminatory, unfair and will have a negative effect within our state industry. We worked very hard with our membership to approve a correct set of quality standards, and farmers are now looking forward to the opportunity to participate in the program. VAOBA's Fiber Committee is in the process of initiating an ambitious statewide commercial processing project that has already been proven successful under the Pennsylvania's Preferred and Maryland's Best programs. We were counting on Virginia's Finest for our farmers.

We appreciate your consideration of all the above factors and hope your finding will be that all Virginia farmers deserve to have the support of the Department of Agriculture for their excellent products.

Respectfully yours,

The VAOBA Board of Directors

#2 VDACS response

Date: Wednesday, December 22, 2010

Dear Ms. Ives and Board of Directors, Virginia Alpaca Owners and Breeders Association,

Thank you for your recent correspondence regarding the Virginia's Finest Trademark Program.

I join you and appreciate your support of Virginia's number one industry, agriculture.

The Virginia's Finest Trademark Program promotes the development of Virginia's value-added agriculture industry by highlighting and recognizing top quality specialty food and beverage products that meet state and federal food labeling regulations, are properly packaged for retail sale, and have demonstrated their superior quality through acceptance in the retail marketplace. Since the inception of the Virginia's Finest Trademark Program, the Virginia Department of Agriculture and Consumer Services (VDACS) has approved a few standards for non-food items, such as Virginia alpaca fiber, as well as standards for fresh products, such as fruits and vegetables. Four Virginia alpaca producers have earned the Virginia's Finest designation for their products. We understand from VAOBA members that some members feel the current alpaca standards may not properly highlight the best of Virginia's alpaca fiber. Other VAOBA members have informed us that they feel the current standards are applicable to the industry.

Coincidentally, around the same time discussions of potentially updating and/or changing the Virginia alpaca fiber standards began, the Virginia's Finest Trademark Program was tasked with examining each of the Virginia's Finest standards to determine which ones are truly standards of high-quality Virginia products. Virginia's Finest was also tasked with determining which standards the program can properly manage, in regards to field, safety and/or product inspections. Virginia's Finest foods and beverages must earn and maintain a current inspection certificate with the VDACS Office of Dairy and Food Safety and products must be processed in a facility that has been inspected by the VDACS Office of Dairy and Food Safety. If a specialty food or beverage product is processed in an out-of-state facility, the applicant must submit a copy of the out-of-state inspection certificate from an officially recognized regulatory authority. The VDACS Office of Dairy and Food Safety is a regulatory arm that is organized within the Virginia Department of Agriculture and Consumer Services (VDACS).

Approximately 15 years ago, VDACS created the Virginia Grown Program to promote fresh Virginia agricultural products such as fruits and vegetables, Christmas trees, nursery items and other non-edible Virginia agricultural products, such as wool and alpaca fiber. Nearby state programs, such as Maryland's Best (<http://www.marylandsbest.net/>) and Pennsylvania's Preferred Program (<http://www.papreferred.com/>) mirror the Virginia Grown Program in that they are each designed to identify local products from their respective state's farmers and producers. With the emergence and growing popularity of the Virginia Grown Program, Virginia farmers and producers now often rely on the Virginia Grown logo and signage to promote their Virginia products. Benefits of Virginia Grown include complimentary point-of-sale materials, consumer-oriented publications on where to locate locally-produced products and promotional campaigns throughout the year. You can learn more about the Virginia Grown Program by visiting [www.VirginiaGrown.com](http://www.VirginiaGrown.com).

In early 2011, it is our goal that the Virginia's Finest Trademark Program will finalize its review of the current Virginia's Finest standards. We will continue to explore your suggestions and we will be sure to keep you

abreast of any new developments. In the meantime, please consider the Virginia Grown Program for your upcoming promotions, as many Virginia agricultural producers are finding great success with the program elements.

Please let us know how we can be of further assistance.

Many thanks,  
Olivia

*Ask About Top Quality Virginia Foods & Beverages*

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***Fresh From the Farm.  
Fresh to You.***

#3 Proposed reply

January 10, 2011

Dear Olivia

Thank you for your recent e mail regarding the Virginia's Finest Program.

Of course, the most important element of any marketing program is how effective it is. And of course its effectiveness is measured by the consumer's positive perception, and purchase, of the good being offered for sale.

In that most important element, Virginia Grown does not mirror Maryland's Best, Pennsylvania's Preferred, or any other agricultural marketing program speaking to the superior quality of a product - not just emphasizing its geographical origin. After all, everything is from somewhere!

Picture a consumer in Ohio interested in the fiber goods in three booths – one offers Maryland's Best; one offers Pennsylvania's Preferred; and one offers Virginia Grown. Why on earth would that Ohio consumer (or any of the other states outside Virginia to which we alpaca farmers routinely travel with our goods) care one bit that the product came from Virginia? They'd be looking for the quality label!

In this scenario, Maryland and Pennsylvania have given their farmers an edge by providing them with a seal of quality that VDACS seeks to remove from Virginia farmers – forget how anybody signs up to use anything – we're talking marketing help given to farmers by their departments of agriculture!



Not to disparage Virginia Grown – it will appeal to Virginians. Fresh From the Farm- Fresh to You again reinforces that foods should be the goods marketed under this label – this does not make any sense for fiber goods, the attraction of which is that they last for years and years - freshness is a non-issue!

Even with food, though, with a choice of both a Virginia's Finest or a Virginia Grown product before them, a Virginia consumer would probably still purchase a product labeled Virginia's Finest – the “finest” product is still from Virginia, after all - and beyond that, it is “quality.”

The Board of Directors of VAOBA remains steadfast that alpaca fiber and goods should have their rightful place in the Virginia's Finest program; we have submitted to you a standard of quality, a review procedure and panel to assure it is followed. The Board is aware that there are a few members who feel the needlessly strict standards currently in place, complete with erroneous criteria, should not be changed. They bypassed our process and went directly to you; the vast majority of farmers – both VAOBA members and non-members – worked through us, so you did not receive direct communication from them.

That is why we engaged an independent expert to render her opinion, and adopted her recommendations so that the final standards sent to VDACS had her approval. Ms. Labreque is a nationally recognized, award winning fiber expert, certified judge and teacher – and she is not from Virginia. Her opinion, therefore, is supported by her credentials, education and experience – not tainted by self interest. It was given the greatest weight by us.

We have been advised in the past that VAOBA (Virginia Alpaca Owners & Breeders Association), the recognized Virginia affiliate of our national Association, is considered by VDACS as the Virginia industry representative.

In that capacity, we strongly urge our VDACS, which is supposed to represent us all, not to provide a benefit to one group of Virginia farmers while denying it to others.

## Jan. 10, 2010 VAOBA Treasurer's Report

### Current Accounts

Wachovia Non-profit Checking Show Account \*4532

Description	Amount	
Beginning Balance (12/01/10)	\$13,787.72	
Deposit/Transfer:		
Credit Card Charges:		
Checks Cleared:	\$ (3,040.25)	
Bank Commercial Charges: Checks for Main Account	-	
Closing Balance (12/31/2010)	10,747.47	
January Charges or noted expenditures: AOBA	\$ (250.00)	
<b>January Adjusted Show Account Balance</b>		<b><u>10,497.47</u></b>

Wachovia Non-profit Checking Primary Account \*8660

Description	Amount
Income	
Beginning Balance (12/01/2010) from *8660	\$27,783.75
Check Deposits:	
<u>Automated CC Deposits</u>	\$ 425.00
<u>Total Deposits</u>	<b>\$425.00</b>
Deposit items Adjustment	

### Debits

AUTOMATED DEBIT MERCHANT BNKCD DISCOUNT	\$ (3.07)
AUTOMATED DEBIT MERCHANT BNKCD FEE	\$ (116.39)
AUTOMATED DEBIT MERCHANT BNKCD INTERCHNG	\$ (49.87)
AUTOMATED DEBIT PAYPAL TRANSFER	\$ (516.00)
CHECK 1616: Kinser	\$ (276.13)
PURCHASE AT CONFERENCE INC 12/21	\$ (152.84)
PURCHASE CONSTANT CONTACT 1 12/16	\$ (189.00)
<b>Total Debits</b>	<b>\$ (1,303.30)</b>

Closing Balance for Main Account (12/31/10) **\$26,905.45**

Deposits in January \$950.00

### Expenditures in January

Checks:	ARF	Donation	CHECK 1618	\$ (1,000.00)
	Pat Fuller	Exp./Fees	CHECK 1619	\$ (3,097.02)
	Russ Pond	1099 Forms	CHECK 1620	(\$34.64)

**Adjusted Current Balance (1/9/10) \$23,723.79**

**\*COMBINED ACCOUNT BALANCES (Adjusted) \$34,221.26**

### Receivables:

Andean Tradition (Vendor Expense)	\$250.00
David Headley (Herd Sire Auction 50% due towards breeding)	\$262.50
<b>Total Receivables</b>	<b>\$512.50</b>

Russ Pond, Treasurer