

Board Meeting June 7, 2012

Nancy Ogan, President
Joe Kyger, President Elect
Pat Hamilton, Secretary
Russ Pond, Treasurer
Donna Higgason, Director at Large
Al Dillon, Director

Meeting Called to Order at 7:06 p.m.

MINUTES: Joe makes the motion that we accept the minutes of the meeting held in May, Russ seconds, all in favor.

TREASURERS REPORT: Russ is concerned about a charge for tape that has not cleared the account. He called Megan at RIR and asked about the \$1000 deposit that has not cleared the bank. Nancy asks if Russ will hand off things to the new Treasurer and Russ says he will make himself available to the new Treasurer. Nancy thanks Russ for working through everything and getting our non-profit status back. Nancy asks if Russ had to write checks out of the VAOBA account to help pay for the show. Joe makes a

motion we accept the Treasurers Report, John seconds, all in favor.

EDUCATION COMMITTEE: Pat is working on an eblast for the annual meeting – will send it out for your approval. Nancy suggests we use one of the Art of Judging books as a raffle item. Nancy will donate something for a door prize. Nancy will call Light Livestock for a donation. Someone should ask Natural Bridge for something – how about a full page ad in the VAOBA Newsletter – how about a business card size ad in the Expo magazine. In the eblast ask if anyone would like to donate door prize and give them a cutoff date. Pat will check with Debbie and Cheri about an education committee meeting. Russ is considering being on the education committee.

FIBER COMMITTEE: Catie Dutcher is going to do the VAOBA Farm store at the EXPO. Nancy asks if the Fiber committee has a plan to replace Lisa? Can we eblast something out about the yarn dying workshops – Lisa and Catie are working on an eblast to send in for Board approval. Nancy makes the motion to accept the Fiber Committee Report, John seconds, all in favor

MARKETING & MEMBERSHIP COMMITTEE: Russ believes that the membership runs from July 1 through June 30.

Lite 98 – Clear Channel - \$6250.

K95 – Cox media - \$7925.

John suggests that the Board be willing to give \$10,000 for external marketing. Nancy would like to ask the Marketing committee to contact MAPACA and CABO about their marketing budgets. Are we talking about marketing for the show? Nancy thinks we should market other alpaca events such as National Alpaca Marketing Days. Donna thinks we should talk to a marketing company for help with our Marketing Plan. Nancy thinks that is a lot of money that we cannot afford. Donna thinks we should market over the entire state during the year. Joe makes a motion that we give the marketing committee a budget of \$10,000 to come back and tell us how to best spend the \$10,000 to market alpacas in Virginia with the show being the focus – Nancy seconds – all in favor.

Debbie Bailey joins the call – she has been looking at free calendar events for the Richmond area - newspapers – chamber of commerce websites – Virginia is for Lovers websites.

The AOBA newsletter comes out in July. Debbie thinks advertising is pricey because of the upcoming election and politics. Nancy asks

Debbie if she can have a committee meeting soon and get back to the Board. Donna asks Debbie if we can advertise on K95 and Lite98 and drop Q94 and 100.9. Nancy suggests that the marketing committee talk and go back to the radio companies for different pricing. Perhaps have K95 and Lite98 only and each one come 1 day to the EXPO. Nancy thinks we need to get the best bang for our buck. Nancy thanks Debbie for jumping in and getting this information together for us.

NEWSLETTER: Donna suggests that we have 4 reporters for the Newsletter – Nancy likes this idea – thinks that the reporters could interview different farms each time. Al makes the motion that we make Donna the permanent Newsletter person – Nancy seconds – all in favor.

SHOW COMMITTEE: Registration for the show will open June 15th, 2012. External marketing has been removed from Judys budget. We had approximately 21 herdsires last year. Joe makes a motion to accept the budget with the amendment to add in \$10,000 income from herdsire auction– Al seconds – all in favor.

Did everyone get Judys sketch – Joe wonders if Judy can move the Suri ring and allow more sponsor spots.

Nancy makes the motion that we accept the initial sketch with the idea Judy will get us a finalized sketch, Donna seconds, all in favor.

Al makes a motion – Joe seconds – all in favor for Donna to proceed with her sponsorships.

John makes a motion that we allow Don Tompkins to allow members to join VAOBA when they register for the VAOBA EXPO, Joe seconds, all in favor.

Judy joins the call – Nancy tells Judy that we have approved the budget and the initial sketch. Joe suggests that we move the Suri ring a little to allow for more Suri sponsors. Nancy also tells her that Don Tomkins has been approved. Nancy asks if we will get credit for panels not used. Did we get other RFPs from panel companies. What other companies provide panels – Judy says that kriter keepers did not respond last year. Does our show budget have to be submitted to AOBA – Judy says no. Nancy wants to know if we can price purchasing pipe and drape and tablecovers instead of renting. Nancy tells us that she has resigned from the show committee – Joe and Donna will be working together on the herdsire auction.

NEW BUSINESS ON THE AGENDA: Pat will check on recording the minutes.

Joe circulated an email about shearing crias – we need to send an eblast out about it.

Joe wants to thank Donna, Russ and Al for their hard work on the Board. Nancy thanks Russ, Donna for their hard work and Al for his calm demeanor. Nancy thanks Russ for volunteering for the education committee.

The next meeting will be Monday July 2, 2012

Nancy makes a motion to adjourn the meeting at 9:10 – Al seconds - all in favor.

FIBER COMMITTEE REPORT:

We had our conference call on Thursday, May 24 at 11:00 a.m – those in attendance on the call were BJ Ellis, Catie Dutcher, Lisa Darley and John Hanna. BJ, Catie and Lisa are the only people currently on the committee.

As of the end of this VAOBA fiscal year, Lisa will no longer be in VAOBA. We did not talk about who would take over as head of the committee, but BJ is busy getting new folks to take interest in the fiber committee.

Catie will again run the farm store for the EXPO. She will contact Judy Howe to get a floor plan of the foyer area where the store is planned to be set up.

Catie will be creating many e-blasts to advertise the store and will be sending them to Pat Hamilton to blast out when appropriate. Catie talked about monthly e-blasts starting to go out in June.

Catie also said she would take all the VAOBA yarn still in inventory at Lisa's house and ship the skeins to anyone who wants to purchase it. She also has a farm store where she will be glad to

sell it from. Lisa is planning on driving it up to Catie's sometime in June. Catie will research how much it will cost to run an ad in her local paper in Loudon County to advertise the yarn for sale in her shop. This advertisement is an investment in the sale of the yarn.

Catie has scheduled to host the yarn dying workshop on her farm August 4th 10-4. Lisa and Catie will work together to come up with an e-blast and send it to Pat for distribution to the VAOBA membership.

Lisa will contact Marion Holmes who also said she would put on a dying workshop at her farm, Ashland Alpacas.

BJ is creating a flyer for yarn shops across the state. The flyer will advertise the VAOBA yarn, quality of the yarn and quantity discount. Along with the flyer for the shops, she will also create a flyer targeted to the consumer. That flyer will announce a fiber arts competition using the VAOBA yarn.

End of the committee report.

Lisa Darley

Show Committee Report to Board

Report Date: May 31, 2012

Committee: Show – Minutes of meeting plus other significant happenings

Members in Attendance to show committee: Judy Howe, Donna Higgason, Pat Hamilton, Nancy Ogan, John Hanna.

Report Submitted by: Judy Howe

540-604-4914

Topic	Discussion	Action
Committee Meeting May 16 th . Start time: 7:30 pm and adjourn 8:51 pm		
Topic #1	<p>Role of the show committee members</p> <ul style="list-style-type: none"> • Although there are several Board members on the show committee it was suggested and accepted that the committee member role was different than Board role and to ignore the Board member status while on the committee. • Debbie Bailey will concentrate on marketing to public for the show and show committee members will assist. • To make sure all info is in sync, Pat, as secretary will request all changes to the website. • Additional folks will attend show committee as invited for their areas of expertise • Other positions: Donna for sponsors, Pat for vendors, silent auction & seminars, Nancy for Herdsire Auction, Pat Rice for photo contest, Catie Dutcher for vaoba store, Glen Kirby will be asked to be barn manager (offered sponsorship) 	none
Topic #2	<p>Budget questions</p> <ul style="list-style-type: none"> • Draft budget was presented. Several questions asked and a revised final budget is submitted with this report for approval by the board. • 10% discount for sponsorships paid by August 1st. • Combo platinum and 'meet and greet' for 2,500 • Meet and greet on its own is \$1500 • Sponsorship needs final approval by Board as well as budget so that we can move forward to get certified and open registration on June 15th. 	Request Board vote on budget and sponsorship package as attached
Topic #3	<p>Hotels</p> <ul style="list-style-type: none"> • Recommended we use hotels nearer to airport than those in inner city. • Pat will show Judy around hotel options and will get info back to committee for selection of host hotel. 	Recommendations back to committee in June/July
Topic #4	<p>RFPs</p> <ul style="list-style-type: none"> • Need to send RFPs to candidates for photographer and announcer. 	Committee will discuss RFPs after they are received.

	<ul style="list-style-type: none"> • Judy sent draft RFP and list of candidates to show committee members after meeting. Responses were positive. • RFPs sent out to candidates for both positions on May 31st. Responses requested by June 15th. • Committee will choose based on RFPs. 	
<p>Other items of interest during the month</p>	<p>Other</p> <ul style="list-style-type: none"> • Flyers were printed up and handed out at MAPACA and at Nationals. Thank you to Pat who got them printed and Nancy who distributed. • Nancy has resigned as show committee member and herdsire auction coordinator in order to focus on farm business. If there is another person who would like to step into this role, it would be greatly appreciated. • Glen Kirby has agreed to be barn manager. He will attend meetings closer to date of show. • Jonathan Capen of Light Livestock has submitted stall contract estimate at \$14,287. Of course this depends on actual number of panels used. • Superintendent contracts have been signed and sent out to Sue Ives, Judy Schroeder and Patty Fuller. • Several seminars have been offered: Two by Patty Fuller, one by John Hannah, one by the VATEch vets. More info to come on those next month. • Don Tompkins is working on our registration. We should be able to open on June 15th. 	<p>Looking for Herdsire Auction/Meet and Greet coordinator.</p>

VAOBA Marketing Committee Report

Type of Meeting: Teleconference

Committee Members: Deborah Bailey, Chairperson Nancy Ogan, VAOBA President, BOD Liaison,

I.

- a) VAOBA Expo website announcement for the website re-written and submitted for posting to the website announcing the show dates
- b) AOBA Newsletter article concerning VAOBA Expo submitted to Amy McCroskie, AOBA Newsletter Chairperson for next edition which will publish in 7/1/2012 on the AOBA website.
- c) Spoke with Megan Hazzard at Richmond International Raceway regarding track assistance on the outside marketing for show attendance. Ms. Hazzard stated the track will post our event on the tracks calendar of events, on the marquis during the show and list it on the website calendar of events. Since Ms. Hazzard is the Outside Event Sales Manager for the complex she deferred all other marketing questions to the promotional director who stated the advertising for all events is done in bids by advertising agencies.
- d) Spoke with Rae Berryman sales executive for Clear Channel Media the largest radio owner in the Richmond and Greater Richmond area. She put together a proposal for me for a concentrated advertising package that would begin airing sometime two weeks before the show, including the weekend prior to the show. This would air simultaneously on two radio stations Lite 98 and Q 94 and the internet media iHeart. Both radio stations are demographically geared towards the 25 and older groups with the internet reaching many more. The proposal has a total of 183 commercials at a rate of \$35.00 for 15 second spots, and \$65.00 for 30 second spots. The listener concentration would be during the commuting hours both morning and afternoon on both stations. Web advertising on the stations media and a homepage takeover on Lite 98 for Friday before the show would occur. A 2 hour live remote with radio Celeb Kat Simons would occur on Saturday at the event with station giveaways. We would be featured on their Twitter and Facebook pages. The listener reach would be 300,000 in the Richmond area. The total cost is \$6250.00 for this comprehensive package. This is a comprehensive package and can be trimmed by the BOD and show committee but it gives the board an idea of potential. The BOD must decide the dollar figure it wishes to spend and then let me know so we can then trim back this proposal. Please be advised this decision must happen quickly as advertising for the holiday season of which our show is in is being scheduled now while the rates are lower and locked in. These rates are the summer rates according to Ms. Berryman and the holiday rates which are traditionally higher have not yet been determined. She also cautions us to lock down the spots now as the larger advertisers who get preference during the holiday time are booking now. If a monetary decision is made now we are assured the spots etc.

- e) Free calendar of events postings. I have researched the Richmond and greater Richmond area for internet and print media calendar of events posting. Presently I am developing a posting which will be utilized for all the postings and will brand the VAOBA Expo event on all calendar postings. This will be ready before the end of June and I will forward it on for approval.

II.

SPECIAL BOARD MEETING

June 21, 2012

Nancy Ogan, President
Joe Kyger, President Elect
Pat Hamilton, Secretary
Russ Pond, Treasurer
John Hanna, Director at Large
Donna Higgason, Director at Large
Al Dillon, Director

Nancy spoke with Patty Fuller today about the Virginia State University Alpaca Information Day – July 24, 2012. The \$33 fee is to cover lunch and Patty's travel expenses.

Russ suggests that we put a shopping cart on the website in the future for seminars. Russ thinks we should announce this Saturday that all checks for seminars need to go to the Treasurer. Russ thinks that VAOBA should collect the money and disperse the money. Russ says that we did the Neonatal seminar by check or on the web.

Nancy thinks that for VAOBA sponsored events the education committee needs to be involved in them.

Nancy makes the motion that all future VAOBA sponsored educational events come through the education committee and be reported to the BOD – Russ seconds – all in favor.

Nancy asks how to handle this event?

1- ask that registration take place on the web or checks go to the treasurer.

2- Russ – do you want to talk to Janet about the web?

3- Nancy will go back to Patty and ask her to change it on the website.

4- Nancy does not think any VAOBA sponsored event should be held at any individually owned farm.

Nancy makes the motion that we ask Janet to fix the website to accept payment or have checks sent directly to the VAOBA Treasurer.

Patty said there will be no cost to VAOBA at all – unless there are not enough participants – then we will have to pay Pattys expenses. Donna makes a motion that we not pay any expenses for any committee member to attend any volunteer project – Joe seconds – all in favor.

Donna thinks we are setting a precedence if we pay for Pattys expenses. Are we going to start paying for volunteers expenses. Donna thinks that we did not pay expenses for Lisa Darley and BJ last year for the fiber seminars. Remember we have fiber dyeing workshops set up and could possibly have to pay their expenses. Russ wonders if we need to rethink this.

Donna makes a motion that we not pay any expenses for any committee member to attend any volunteer project – Joe seconds – all in favor.

Nancy will email Patty.

Nancy asks Russ if he has set aside the \$10,000 for external marketing and the \$5000 for the AOBA platinum benefactor.

Nancy makes a motion to adjourn the meeting at 7:57 –
Donna seconds - all in favor.

ANNUAL MEMBERSHIP MEETING
Virginia Alpaca Owners and Breeders Association
June 23, 2012

The Annual Membership Meeting of VAOBA was held on June 23, 2012 at the Natural Bridge Hotel and Conference Center in Natural Bridge, Virginia.

CALL TO ORDER

At 9:30 a.m. Nancy Ogan, President, began the meeting by announcing that the voting was closed and the Nominating/Election Committee would be counting the votes and the results would be announced during the afternoon business meeting. She also introduced Dr. Anne Zajac. Dr Zajac is an Associate Professor in the Biomedical Science and Pathology Dept at the VA-MD Regional College of Veterinary Medicine in Blacksburg, VA. Dr. Zajac presented a seminar on parasitology. Her principal research interest is gastrointestinal parasites of grazing animals especially small ruminants and camelids.

ATTENDEES

There were 35 VAOBA members at the meeting.

Officers and Directors present: Nancy Ogan, President; Joe Kyger, President Elect; Pat Hamilton, Secretary; Russ Pond, Treasurer; Donna Higgason, Director at Large; Al Dillon, Director.

BUSINESS MEETING

The business meeting was called to order by Nancy Ogan. Members were provided a booklet which included a Summary of the Year presented by the Board of Directors, a list of Educational Seminars provided by VAOBA and the Treasurers

Report and Budget. Russ Pond makes the motion that we accept the reports, it is seconded and approved unanimously.

The newly elected Officers and Directors were announced by the Inspector of Elections, Russ Pond, and introduced to the members.

PRESIDENT – Joe Kyger

PRESIDENT ELECT – Brian Bois

PAST PRESIDENT – Nancy Ogan

SECRETARY – Pat Hamilton

TREASURER – Cheri Seiler

DIRECTOR AT LARGE – Al Dillon

DIRECTOR AT LARGE – John Hanna is serving the second year of his 2 year term.

COMMITTEE REPORTS

There was no report from The Fiber committee. Allison Bois volunteered to be on the committee for the upcoming year.

Judy Howe reported to the membership about the VAOBA ALPACA EXPO to be held December 8-9, 2012 at the Richmond International Speedway Complex in Richmond, VA. Glen Kirby will serve as the new Barn Manager.

Donna Higgason reported that most of the sponsorships had been sold. She also explained that there would be a meet and greet at the Herdsire Auction on Saturday night in the same building as the show.

Pat Hamilton reported on the Education Committee. They are working on seminars for the VAOBA EXPO. There is a flyer in the handout about the VSU/VAOBA Seminar on July 24, 2012 – for more information please contact Patty Fuller.

Russ Pond, outgoing Treasurer presented the year end figures as well as the approved budget for next year July 1, 2012 through June 30, 2013.

Nancy Ogan and Debbie Bailey tell the members about the approved budget for Marketing for next year. Nancy Ogan also tells the membership about VAOBA becoming a Platinum Benefactor with AOBA for next year.

Donna Higgason makes the motion to adjourn, it was seconded and approved unanimously.

Joe Kyger, President

Pat Hamilton, Secretary