



Minutes of the Annual Meeting

June 9, 2018

BOD Members

Present: Mary Forte – President
Glen Kirby – Treasurer
Donna Higgason – Director At Large
Brenda Landes – Secretary
Elaine Simpson – Director
John Conlon – Director

VAOBA Members

Present: Glen Kirby, Donna & Monte Atkins, P Jay Fetner, Ken Chatham, Elaine & Preston Simpson, Chanel Hamner, Brenda Landes, Dave & Teri Grembi, John Conlon, Mary Jane Cathers, Mike Engle, Judy Howe, Gail Macik, Melissa Mills

Guests: Monica Bocaner, Speakers

1.0 Meeting Opening:

- 1.1 The annual meeting was held at the Best Western Plus, Waynesboro, Virginia. The annual meeting included several seminars, the business meeting, and an opportunity to network with other members and guests. The meeting commenced at 9:10 AM.
- 1.2 A copy of the Meeting Agenda is attached.

2.0 Welcome Statements from VAOBA President:

- 2.1 Mary Forte opened the meeting with a welcome message to VAOBA members and guests. She thanked the current Board members for their work over the past year.
- 2.2 Mary emphasized the importance of the members, and how it takes all of us to support and help to make the mission of VAOBA happen.
- 2.3 One of VAOBA's most important goals is to provide more education; VAOBA also needs more members.
- 2.4 The Board is here to help the members. It is here to listen to its member Committees and make decisions on the feedback given by these Committees.
- 2.5 This Board has worked very hard to discover and implement processes and guidelines that will help the membership.
 - 2.5.1 Because education is central to VAOBA, members will receive discounts for all VAOBA sponsored events.
 - 2.5.2 The Board asked that anyone who has something to sell, and would like to offer special VAOBA member discounts, to let the BOD know and VAOBA will provide a special product listing on the website.

3.0 Pasture Management Presentation by Augusta Coop

- 3.1 Dave Grembi, Chair of the VAOBA Education Committee, introduced Hillary Morris from the Augusta Coop.
- 3.2 The Augusta Coop has locations in Staunton, Fairfield, Scottsville, and Weyers Cave.

3.3 An array of topics relevant to pasture management were reviewed and there was ample opportunity for members to ask questions.

3.3.1 Grazing Management

3.3.2 Pasture Establishment

3.3.3 Stocking Rates

3.3.4 Pasture Rotation & Rest

3.3.5 Sacrifice & Dry Lot

3.3.6 Mowing

3.3.7 Manure Management

3.3.8 Stockpiling Fescue (and discussion of endophytes)

3.3.9 Soil Nutrients

4.0 Steve Purdy represents Farm Family Insurance

4.1 Steve is a broker specializing in farm insurance. Steve facilitated an interactive conversation with the group regarding special requirements and considerations for alpaca farm insurance.

4.2 Steve is the Owner of Innovative Insurance Solutions in Charlottesville, VA, and he provides special farm insurance rates for VAOBA members.

5.0 Essential Oils and Alpacas Presentation by Jeanne Krauss and Dave Grembi

5.1 Jeanne is a consultant for Young Living essential oils. She gave an overview of plant based essential oils, the distillation process, grade, and how essential oils have been used for alpacas.

5.2 Dave and his wife, Teri, own Point of View Alpacas. Dave's background is research-based medical. He became interested in researching essential oils and alpacas due to his sister-in-law, Jeanne's recovery from serious illness by implementing a holistic health regime including essential oils.

5.3 Use of essential oils are more and more used in actual practice (Alternative Veterinarian is a referral resource). There is also a lot of research. Dave presented research that is done by many independent parties supporting the use of essential oil therapies.

5.4 Dave is working with JMU to look at parasite control and use of essential oils to fight them. Kelly Wilkes, a senior at JMU studying integrated science and technology with a focus on environmental is working with POV to look at parasite control and use of essential oils to fight them.

5.5 Resistance to current medications is rapidly approaching the crisis point (over next 20 years may be uncontrollable if keep going with current practice). Not a lot of new pharmaceutical choices are being developed or supported by Federal Government.

5.6 Dave discussed research based evidence that certain essential oils may be used to combat parasites, support rumen fermentation and digestive system, treat skin conditions, relieve stress, and control flies.

5.7 There is work being done on optimal dosing, absorption, distribution, etc. in alpacas and other livestock.

5.8 Jeanne covered additional topics such as: essential oils and Young Living products that support digestion, immune system, cellular function, calming, healthy feet, and the respiratory system.

5.9 The essential oils are used in conjunction with traditional medicine. The first edition of "Essential Oils and Alpacas" is available now.

6.0 VAOBA Annual Business Meeting

6.1 The Business Meeting commenced at 1:05 PM.

6.2 Mary Forte opened the meeting by turning it over to the Inspector of Elections, Jay Fetner.

6.3 Election Report.

6.3.1 There were 20 mail-in ballots received and 4 ballots delivered by hand prior to the meeting. The ballots were opened and counted. There were no write-in votes, therefore all candidates as nominated by the nominating committee and on the ballot were elected.

6.3.2 Jay explained the terms for Directors based on the new bylaws. There will be staggered directors going forward.

6.3.3 This election resulted in two directors with one-year terms (Elaine Simpson and Donna Atkins); two directors with two-year terms (Donna Higgason and Mike Engle); and three directors with three-year terms (Mary Forte, Glen Kirby, and Brenda Landes).

6.4 Secretary Report.

6.4.1 Brenda Landes explained that the Meeting Minutes on the website reflect the BOD meeting directly prior to and directly after the 2017 Annual Meeting; however, there were apparently no recorded minutes of the actual meeting. The meeting minutes of the first BOD meeting directly following the annual meeting were placed in each attendee's folder at this 2018 Annual Meeting.

6.4.2 Brenda asked if any of the members present would like to discuss anything from the June 2017 Annual Meeting moving forward.

6.4.3 A motion was made by Jay Fetner to dispense of the meeting minutes from last year. Motion was seconded by Glen Kirby. All approved. No Nays.

6.5 Treasurer Report.

6.5.1 Glen Kirby handed out the P&L for past 3 years. They are from March 1 – February 28 to reflect the show income and expenses. 90% or more of income comes from show. The rest of our income comes from membership and seminars.

6.5.2 The show has not done well over the past two years. The BOD believes that one reason we lost money in the show was lack of sponsorships sold. The new BOD is targeting early sales of the sponsorships and will bring back the Herdsire Auction with professional auctioneers.

6.5.3 The membership income shown on the 2018 Projected Budget assumes more members. The Membership Committee and BOD will need to recruit more members. The AOA list, VAOBA past members, and Openherd list will be used to reach more people.

6.5.4 In comparing the 2017 budget to 2018 projected budget, the 2018 VAOBA Expo line item is shown to be significantly higher (\$19K). The reason is that there will be a full complement of halter and fleece activities. This requires more judges, superintendents, an auctioneer, etc. VAOBA lost a lot of attendees by cutting the show to bare bones in 2018.

6.5.5 In response to a question about whether other venues been looked at, Glen indicated that they have, and that most have dirt floors. Some of the large sponsor farms won't come to a show with a dirt floor, and we must have these sponsors. The show committee will be looking at other venues for future shows, especially if we're joined by another affiliate. There are some other affiliates that may choose to join the VAOBA show if we are working together and successful.

- 6.5.6 The Treasurer is working on keeping a detailed accounting for 3 years consecutively, going forward. Last year, the online version of Quickbooks was problematic, so Glen rebuilt the information back onto the desktop version. A lot of the 2017 income was put in as “show income” rather than as a detailed breakdown of each item.
- 6.5.7 It was noted that the marketing budget isn't very substantial. The BOD would appreciate assistance from members in this area. Ideas about how to receive assistance in marketing and information dispersal on a limited budget were discussed: Event Brite? What about Darden Graduate School? JMU? How do we get an intern? Can we get universities interested in real world experience for their students, who will be given credit? It was suggested that VAOBA create a sub-committee for marketing and information.
- 6.5.8 The budget is directly related to number of members. Operating costs should not exceed the dues revenue. The show should run at breakeven or better. The VAOBA reserves are not sufficient to sustain the same kind of losses as are shown on the last two years' P&L.
- 6.5.9 Jay Fetner made a motion to approve the Budget. The motion was seconded by Mike Engle. All in favor.

6.6 Membership Discussion.

- 6.6.1 Where will new members come from? Response: The BOD plans to make direct calls to Virginia alpaca farmers that are members of AOA and Openherd, but not members of VAOBA.
- 6.6.2 Comment: As a new member, VAOBA membership page needs to be worked on so that it's easier for new members. Goes to PayPal and there are issues [with coding?]. Glen Kirby will look into this with Openherd and PayPal.
- 6.6.3 Must VAOBA members also be AOA members? Response: No, Virginia is grandfathered. In the past, AOA required the affiliate organization have 80% of its members be in the National organization. The logic is to belong first to State organization, then these migrate to the National organization. VAOBA should have ½ of State alpaca members in our organization. With member efforts, we should be closer to 100 members. This budget sets goal at 60 members.
- 6.6.4 Question: What are the benefits to members that don't show? Response: Guidance, seminars, outreach, parts of website are envisioned to be “for members only.” Also, members receive a free basic membership for Openherd.
- 6.6.5 It was suggested that the BOD put together a brochure on benefits of joining. Additional benefits to consider: Members may get 1 email blast free to advertise whatever you want with your farm. Discounts to VAOBA members for certain products and seminars. Page on website?
- 6.6.6 Question: There are a lot more people getting into this for pet/fiber. What about people who don't have alpacas, but related business? How can VAOBA serve these folks too? Response: This meeting is a great place to exchange ideas, learn about nutrition, pastures, share knowledge and welcoming, networking, and it's all part of the member dues. Discounts to members for VAOBA sponsored events are also a benefit. Membership costs have been maintained for many years.

6.7 Show Committee Report.

- 6.7.1 Judy Howe gave a brief report on what's happening.

- 6.7.2 Several seminars have already been lined up, including one by Sarah Donohoe of Long Acres Alpaca Farm, one by the Suri Network, and one on the meat market.
 - 6.7.3 The show committee is working hard on getting more suri's to the show.
 - 6.7.4 The show is for everyone, not just people who show. It's more than just a halter show – it's a marketplace with vendors, animals, and free seminars.
 - 6.7.5 The Show Committee is considering a new idea for the herdsire/live auction: to have the auction at lunch and provide food. This will keep folks there for the auction.
 - 6.7.6 The 2018 Show Committee is Judy Howe, Donna Higgason, Mary Forte, Gail Magik, and Chanel Hammer.
 - 6.7.7 The cost for Sponsorships were reduced last year, and we'll be keeping the rates the same.
 - 6.7.8 PAOBA Show has been moved to Spring. Empire/NEOBA show is in November now. So, VAOBA is in a good position to pull in a lot of people.
 - 6.7.9 A lot of members make a lot of their income off of product. One way to help is to make the vendor section of show stronger...and get public into the venue. VAOBA needs to figure out how to get the word out – for All Things Alpaca! New promotion budget for show. Need to find places to list events.
 - 6.7.10 The Show Committee needs your help. Please consider volunteering your time before, during, or after the show.
- 6.8 Dr. Heather Jenkins spoke about Alpaca Basics.** *(Due to time constraints, the Business Meeting was suspended for this seminar, and resumed following.)*
- 6.8.1 John Conlon introduced Dr. Heather Jenkins. Her practice in Galax, VA. She is one of the recognized experts in camelid neonatal.
 - 6.8.2 Heather started lecturing on alpacas about 5 years ago. Alpacas meet sweet spot of companion and farm animal for Heather.
 - 6.8.3 Alpacas do fabulous job of hiding their diseases.
 - 6.8.4 Heather's camelid population has changed over time as well...used to be breeders and showers. The pet and fiber contingent is rising and we need to help them with understanding, as there's a lot of misinformation out there. Heather has less farms breeding – they are breeding less due to pasture limitations and inability to sell.
 - 6.8.5 Topics covered: The Basics, Immunizations, Vitamin D, Parasites, Teeth, Geriatric, Pre-purchase exams, and Neonatal Care.
 - 6.8.6 Download a copy of her lecture here: <http://www.vaoba.info/page/5896/news>
- 6.9 Education Committee Report.**
- 6.9.1 Dave Grembi thanked the members of the committee.
 - 6.9.2 Highlights of the educational events since last year: toxic plant ID, AOA, successful farm store, livestock guardian dogs, prepping your fleece for mill, carding, Dr. Jenkins today, Dr Norm Evans at Clearview Alpacas.
 - 6.9.3 A survey was sent to all member farms with a return addressed stamped envelope. It went to 40+ farms, and only 12 responses came back, which was disappointing. As an organization, we want to be responsive to member priorities.
 - 6.9.4 A handout was given summarizing the survey results. Survey results of top 5 most important education topics: parasite control, birthing and cria care, breeding decisions, business planning, alpaca industry/growth potential.
 - 6.9.5 The committee has been talking to someone about a fiber seminar – prior to receiving the survey results. However, it is weighing whether or not fiber is a

good topic since fiber isn't in top 5 most important needs of owners. Since we received such a statistically low response rate, the committee will use the survey along with its judgment.

- 6.9.6** The feedback was to have 4 educational sessions per year. The months of July and Sept, and Saturday or Sunday are the most desired times. 11 of 12 respondents felt education seminars should be offered at the show. Online library of different topics as resource and live interactive meetings for members is requested.
- 6.9.7** The Education Committee made a proposal for a Grant program that was recently approved by BOD. Members will apply for Grants through the Education Committee for approval, and the education committee will make its recommendation to the BOD. Members will get a 25% discount on the cost to attend, and VAOPA will reimburse those discounts to the member participating in the Grant program up to \$500 per event. VAOPA will help promote the member farm event through eblasts and posting on the website. Details will be posted on the website, www.vaoba.info
- 6.9.8** Education is a primary benefit of an organization like this. The education committee needs your feedback and referrals.

6.10 Fiber Committee Report.

- 6.10.1** Brenda Landes reported that there is currently no separate fiber committee, as there has been no one stepping up with desire, interest, and expertise.
- 6.10.2** Discussion included that the Fiber committee could take over organizing fiber pickups in the state, and continue education...Bio-insulation, need to find more ways to make money from our fiber. Ironing pads. Quilts. Fiber to absorb oil spill.
- 6.10.3** Brenda will continue as liason between the fiber committee and the BOD if there is interest to form a committee.
- 6.10.4** Gail Magik, Patty Fuller, Chanel Hammer may join committee.

6.11 Adjournment.

- 6.11.1** Dave Grembi made a motion to adjourn the meeting. Teri Grembi seconded the motion.
- 6.11.2** The meeting was adjourned at 5:31 PM.

Respectfully Submitted, Brenda Landes

VAOBA Profit & Loss
(Period: March 1, 2015 through February 28, 2016)

Revenues

Membership Dues.....	<u>5,617.70</u>
Seminar.....	<u>1,500.00</u>
Store Income.....	<u>125.00</u>
Show & Auction.....	<u>93,366.61</u>
Show.....	<u>65,636.00</u>
Entries.....	<u>22,141.00</u>
Sponsorships.....	<u>11,870.00</u>
Stalls.....	<u>24,688.00</u>
Vendors.....	<u>5,330.00</u>
Raffle.....	<u>235.00</u>
Other.....	<u>1,372.00</u>
Auction.....	<u>27,730.61</u>
Herdsire.....	<u>25,632.50</u>
Silent.....	<u>2,098.11</u>
	Total <u>100,609.81</u>

Expenses

Show Expenses.....	<u>76,346.75</u>
Promotion.....	<u>209.55</u>
Food & Beverage.....	<u>2,222.20</u>
Rent & Facility.....	<u>22,879.50</u>
AOA Fee.....	<u>4,243.00</u>
Catalog/Program.....	<u>1,866.79</u>
Supplies.....	<u>1,123.66</u>
Judges/ Superintendent.....	<u>27,766.58</u>
Photographer.....	<u>2,500.00</u>
Other.....	<u>13,535.47</u>
Auction Costs (Fees).....	<u>1,000.00</u>
General & Administrative Operation Cost.....	<u>17,817.64</u>
Business Registration.....	<u>25.00</u>
Accounting & Legal.....	<u>3,405.00</u>
Outside Contract.....	<u>1,200.00</u>
Credit Card Charges.....	<u>2,263.35</u>
Donations.....	<u>2,124.00</u>
Education.....	<u>1,481.00</u>
Operations.....	<u>2,533.21</u>
Insurance.....	<u>1,690.55</u>
Pay Pal.....	<u>671.64</u>
Travel & Meetings.....	<u>2,523.89</u>

Net Income 5,445.42

VAOBA Profit & Loss
(Period: March 1, 2016 through February 28, 2017)

Revenues

Membership Dues.....	5,475.00
Seminar.....	<u>2,830.21</u>
Store Income.....	60.00
Show & Auction.....	<u>66,411.50</u>
Show.....	<u>50,580.50</u>
Entries.....	<u>17,764.00</u>
Sponsorships.....	<u>9,612.50</u>
Stalls.....	<u>18,359.00</u>
Vendors.....	<u>4,000.00</u>
Raffle.....	<u>345.00</u>
Other.....	<u>500.00</u>
Auction.....	<u>15,831.00</u>
Herdsire.....	<u>13,300.00</u>
Silent.....	<u>2,531.00</u>
	Total <u>74,776.71</u>

Expenses

Show Expenses.....	<u>67,283.75</u>
Promotion.....	<u>435.61</u>
Food & Beverage.....	<u>2,440.80</u>
Rent & Facility.....	<u>22,117.00</u>
AOA Fee.....	<u>2,356.00</u>
Catalog/Program.....	<u>1,352.64</u>
Supplies.....	<u>5,930.42</u>
Judges/ Superintendent.....	<u>23,192.75</u>
Photographer.....	<u>2,500.00</u>
Other.....	<u>6,958.53</u>
Auction Costs (Fees).....	<u>0</u>
General & Administrative Operation Cost.....	<u>25,142.73</u>
Business Registration.....	<u>25.00</u>
Accounting & Legal.....	<u>2,200.00</u>
Outside Contract.....	<u>0</u>
Credit Card Charges.....	<u>1,098.45</u>
Donations.....	<u>6,250.00</u>
Education.....	<u>3,840.30</u>
Operations.....	<u>6,059.15</u>
Insurance.....	<u>1,641.00</u>
Pay Pal.....	<u>1,217.13</u>
Travel & Meetings.....	<u>2,499.20</u>
Grants.....	<u>312.50</u>

Net Income -17,649.77

VAOBA Profit & Loss
(Period: March 1, 2017 through February 28, 2018)

Revenues

Membership Dues.....	3,384.00
Seminar.....	0
Store Income.....	0
Dividend.....	12.72
Show & Auction.....	49,522.51
Show.....	<u>reflected in show & auction</u>
Entries.....	14,820.00
Sponsorships.....	10,500.00
Stalls.....	18,550.00
Vendors.....	3,500.00
Raffle.....	<u>reflected in show & auction</u>
Other.....	2,152.51
Auction.....	<u>reflected in show & auction</u>
Herdsire.....	<u>reflected in show & auction</u>
Silent.....	<u>reflected in show & auction</u>
	Total <u>52,919.23</u>

Expenses

Show Expenses.....	53,835.03
Promotion.....	120.00
Food & Beverage.....	375.00
Rent & Facility.....	14,297.00
AOA Fee.....	2,388.00
Catalog/Program.....	<u>reflected in show expenses</u>
Supplies.....	<u>reflected in show expenses</u>
Judges/ Superintendent.....	15,918.85
Photographer.....	770.00
Other.....	19,966.18
Auction Costs (Fees).....	0
General & Administrative Operation Cost.....	9,360.15
Business Registration.....	25.00
Accounting & Legal.....	1,024.00
Outside Contract.....	0
Credit Card Charges.....	0
Donations.....	1,000.00
Education.....	0
Operations.....	1,055.53
Insurance.....	1,641.90
Pay Pal.....	378.75
Travel & Meetings.....	2,734.97
Grants.....	1,000.00
Sponsorship.....	500.00

Net Income -10,275.95

VAOBA 2018 Estimated Budget

	Projected 2018	Actual 2017
Opening Balance 01/01/2018	\$41,745.42	\$47,499.62
Total Revenue	\$79,725.00	\$57,440.98
Total Revenue plus Combined Cash	\$121,470.42	\$104,940.60
Total Expenses	\$89,916.00	\$63,195.18
Total Revenue plus Combined Cash less Expenses	\$31,554.42	\$41,745.42
Projected Ending Balance as of 12/31/2018	\$31,554.42	\$41,745.42
Revenue		
Membership Dues	\$4,000.00	\$3,384.00
Seminar	\$1,000.00	\$0.00
Store Income	\$50.00	\$0.00
2018 VAOBA Expo	\$66,775.00	\$52,919.23
2018 Auction (Herdshire and Silent)	\$7,800.00	included in Expo
Misc. Incom	\$100.00	\$1,137.75
Total Revenue	\$79,725.00	\$57,440.98
Expenses		
Operating	\$6,500.00	\$6,860.15
Seminars (Education)	\$5,000.00	\$0.00
Grant Funds	\$1,500.00	\$1,000.00
Sponsorship	\$1,500.00	\$500.00
2018 VAOBA Expo	\$72,916.00	\$53,715.03
Donations	\$1,500.00	\$1,000.00
Marketing (Advertising)	\$1,000.00	\$120.00
Total Expenses	\$89,916.00	\$63,195.18