

ABR Long Range Planning Committee February 2007

Mission Statement:

The Long Range Planning committee is focused on the research and development of long range goals influencing the direction of the Alpaca Breeders of the Rockies in support of its purpose and vision. The LRP will interact with the Board of Directors, existing committees and initiate new committees in the fulfillment of its mission.

Deliverables:

- On going survey of membership and collection of responses
 - Formalizing results of survey
 - Provide BOD and committee chairs with list of suggested goals
 - Request ranking and timelines of goals from committees
 - LRP will work more strategic, far reaching goals possibly creating additional committees (temporary or permanent) in the process
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First Member Survey conducted Summer/Fall 2006 Project Responses (20) Final

Overall rating of importance:

- Fiber
- Education
- Alpaca Health
- Marketing
- Scholarships
- Alpaca Research follow

Long Range Planning

- Youth Programs:
 - More involvement with 4H, scouts, school children, expansion of Fiber To Fashion scholarship, more involvement of students in working with alpacas. Try offering opportunities to home schooled groups (projects, animal care).
 - Child center-projects to increase awareness between child/parents – some hands on activities-weaving, coloring. Farms could donate materials (e.g., fleece)
- Should ABR rent or purchase a building facility (meeting, education, storage)
- ABR to organize alpaca related trip to Peru or other locations.
- Future of Fiber
 - Gelding non-herd sire males for fiber
 - Direction of fiber industry

- Investigate development of a USA Fiber identification tag on alpaca products (AFCNA, or AOBA)
- Need more on fiber grading, fiber grades, innovative fiber usage in American market
- Need a vision statement as to what's possible in fiber by 2010.
- Continue involvement in Peruvian events here. Could we sponsor something in Peru? Could we do something with their music? At show dinners? Local fashion shows.

By-Laws

- Need to find ways of getting a quorum at meetings (or change by-laws)
- Make it a priority to resolve issues with by-laws preventing getting a consensus on critical issues.

ABR Web Site

- Emergency evacuation plans (work with News Letter Committee)
- Get more information to ABR from ARI. Speakers? E-mail, ABR web site? (Lucy already doing?)
- Are there areas of cooperation/shared tasks where having ABR group involvement would benefit members? (Purchase hay, shearing service, (web site-bulletin board) (already working?)
- Let committees reporting at business meeting provide information (e.g. add reports to web site) to Web Site committee.

Education

- Always a good idea, as long as we have some new ideas. I'm sick to death of the so called "experts"...let's get some real experts, the kind that have done scientific studies and have some credentials.
- Need some new ideas (e.g. Homeopathic animal care)
- Would like to have trip reports on visits to Peru, Bolivia, Chile
- Would like a list of recommended training (e.g. set of seminars) for new alpaca owners
- Have an on-site noxious-toxic weed field tour at one or more farms.
- Need class/demonstration on pasture management (over-seeding, no till drill, grass types, use of pesticides)
- Develop yearly education suggestion list. Get suggestions from area vets.
- Seminar on alpaca trailers and traveling animal care
- Discuss fetal development
- Update on alpaca genetics
- What about a series of tests your knowledge about the alpaca business? Answer would have references to check. Could follow or preface specific seminars.
- What about a mill tour? (Any, mini) (work with Fiber Committee to determine scope on which area belongs)

- More information on legalities (contracts, liability) (Education just provided but are there other areas? Or need repeating in future?)

Alpaca Health Care (Education)

- Continue neo-natal classes and medical topic alert
- Need practical first aid (e.g. treating cuts and scratches, dentistry, snake bite, ear care, toe-nail trimming, choking)
- How/when to give shots, determining doses, cautions
- Animal anatomy
- What to look for in an alpaca vet?
- Specific conditions (common?): abscess, alpaca exercise, fat farm, daily animal health evaluation, body scoring, fecals-worming schedule, de-sanding, burping, bad breath)
- Nutrition consideration for health and fiber
- Emphasize health care that can be safely done without professional involvement. Hints and tips.
- Breeder Health (Tetanus, West Nile, Parasites, Muscle Strain, Injury from Animals, Shearing Lacerations, Rabies)

Shows

- Address a cap size for GWAS. Is bigger better? Try using more experienced judges at Fall Fest. Do we want to keep it the 3rd largest show?
- Identify that we need a high level show planning committee (already in the works?)
- Can we get more feedback from judges? (Show to go to JTCC)
- Would like to tie judging more to function than to non quantifiable opinion. (Show to go to JTCC and AOBA Rules)
- Provide input to AOBA Show Rules Committee as to what is working and what is not. Demand AOBA feedback!
- There should be a well defined strategy for shows, not just last minute planning as we function now
- Would like shows mapped out one year in advance to determine the number of booths available and a decision made on the number of stalls permitted per farm
- Would like judges selected one year in advance for shows to help everyone with planning. This should be a working show committee decision rather than left up to a show super appointed at the last minute
- Investigate having earlier in year (to avoid bad weather) at a larger facility
- Develop 2 and 5 year plan for show locations.
- Define goals for GWAS versus FF. Do we want to control growth?
- Consider an alpaca auction (Auction committee already working this)
- Identify that we need a high level show planning committee

Camelid Health Committee (Scholarships)

- Look to supplying scholarships to other schools. Not just for DVMs but Vet techs.
- Need more opportunities to appreciate camelid curriculum at CSU. What about a camelid day at CSU to see facilities, meet students and faculty? Might even have talks on faculty /student research. Could open to public.
- What about scholarships for alpaca fiber artists?
- Can we get interns involved in alpaca issues at CSU?
- Would like direct feedback about how money is being used. Scholarships, ARF, etc. Post to ABR Website?
- Poll local vets for suggested research topics or improvements in camelid vet training. Present to CSU and ARF.
- Would be nice to have a say on what research is funded in future.
- Can we get a monthly update? (Quarterly)
- Need a device like a diabetic uses to take blood samples especially for DNA samples. (Lucy, ARI)
- Regional comparison of research suited for Rocky MT Region versus farms elsewhere in country/world.

Membership

- Investigate growth and retention rates. Are we losing a certain segment of our membership (experienced breeders)
- Continue to look for ways to involve members that are not in the mid-Colorado area. (e.g. Western slope)
- Continue to reach out to members not located in and around the front range-Denver.
- Promote involvement by people involved in the alpaca industry not necessarily owners/breeders. (e.g. transporters, fiber guilds, alpaca product retailers, importers, hay dealers)
- Need some way to understand why people are getting out of the business. Same for expectations about starting alpaca ownership

Fiber

- What about a fiber arts specific festival?
- What about a mill tour? (any, mini) (work with Education to determine scope of tour)
- Need more representation at AOBA (Fiber committee to fiber committee). Maybe topic for Affiliate Congress
- Keep promoting the idea "We are in this for the fiber". (ABR, AOBA)
- Continue events to promote fiber use (e.g. Hats for Cancer, local fashion show?)

Marketing

- Have activities to make middle income families feel the alpaca business could/is the a business for them
- Have activities to make younger families feel apart of this industry not just as a retirement goal. (e.g., information about using alpacas to save for college tuition.
- More exposure at smaller livestock events (county fairs)
- Market in local/regional farm papers and magazines (show, alpacas)
- Difference of alpaca industry and other livestock markets
- Participation in local celebrations, parades, craft shows –get information out to small local communities
- Work with Denver and local Chambers or regional business development organizations
- Use AOBA marketing material for TV ads about ABR events
- Opportunities for small breeder to advertise their farm events
- Fiber product booth at NWS
- Have activities to make middle income families feel the alpaca business could/is the a business for them

Government Representation

- What is happening internationally (Canada, Australia, New Zealand), e.g. type standards, ID methods
- Attempts to declare alpacas an exotic rather than livestock (e.g. California)
- Need standing committee to review legislation impacting alpacas (work with AOBA)
- Provide education with county zoning and HOA associations on alpacas
- Encourage involvement with local government officials (Sponsor political rallies at farms, invite tax assessor officials, zoning representatives, ag extension agents, US Soil Conservation Service representative).
- Is the 179 deduction at issues in Congress? We should know and be lobbying for continuation if it has an expiration date.
- What support does government provide the alpaca breeder?
- What are the legalities for a non-profit organization lobbying politicians about alpaca matters?

Board of Directors

- What about Better Business Bureaus? Can we formalize alpaca best business practices?
- Continue social event/volunteer thank you event but consider new ways or new venues.
- Have opportunities for controlled open forums. Try brain-storming issues to follow up on.

- Establish a suggestion box.
- Can we involve ABR in subsidizing training in regional sub-group