

ABR Quarterly Meeting
Saturday, February 2, 2008
9:30 Am
Radisson Castle Events Center

Welcome

Carl McGill

Carl welcomed everyone to the meeting. He presented a certificate to Sharon Hegeman for preparing the ABR Paca Parade Newsletter for the last several years. Lynn Boak has volunteered to take her place in this venture. Carl also announced that at the end of the meeting, we will have a live Bulletin Board. ABR members will be given 3 minutes each to make announcements to the membership. These announcements may not include announcing alpacas for sale.

Introduction of New Members/Guests

Ron Hinds

Ron welcomed several new ABR members and guests to our meeting.

Call for Quorum

Jody Sharp

Jody announced that there were not enough members present at this meeting for a quorum.

Director Membership Report

Ron Hinds

We presently have 255 members who have paid their dues.

Treasurers Report

Ann Danielson

ABR has \$165,811.87 cash and \$15,884.28 in our Wells Fargo account for a total of \$181,969.15. We have two CDs - \$23,040.49 and \$22,787.95 for a total of **\$23,040.49**. The total of the cash and CDs is **\$204,736.64**. The ABR sales booth at the National Western Stock Show netted \$4,500.

Old Business

Carl McGill

Director of Communications Report

Denise Haines

The ABR website has the Member Profile update completed. Members are now able to update their own information. The online application for renewal of membership is completed. The Message Board and Classified Ads are in the process of being completed.

Lynn Boak has volunteered to be the new editor of the ABR Paca Parade Newsletter. Lynn asked if there was any interest in doing a hard copy of the Paca Parade. There was no interest expressed by those present at this meeting.

Lynn asked that members please send in updated information for the Fiber Resource Directory now.

Director of Education Report

Suzy Rosenkranz

Suzy passed out schedules for this year. The entire 2008 program schedule is completed and posted on the AOBA Calendar. Suzy highlighted several upcoming programs.

Members may purchase Eric Hoffman's "Complete Alpaca Book" for a reduced price of \$135.00 if we are able to sell at least eight of them.

Director of Marketing Report

Tom Costner

Tom thanked Peter Ziek for being in charge of the ABR booth at the National Western Stock Show this year. In addition to the marketing booth, ABR has added a vendor booth for alpaca products.

Tom explained the difference between marketing and advertising. He proposed that the Marketing Committee needs to promote ABR on a year-round basis in addition to the advertising that we do for shows and events.

Tom has added two more people to the committee to think outside-the-box and come up with new marketing ideas.

Tom outlined the marketing that is taking place for GWAS. He brought GWAS postcards and asked everyone to take a stack of them to distribute.

There are 16 sales and marketing tips on the AOBA website. He is having them posted on the ABR website also under Membership

Tom discussed the proposed alpaca float in the Rose Bowl Parade. It will provide exposure to sixty to eighty million people. This will heighten awareness of alpacas to a large population and benefit all alpaca breeders. AOBA members are in the process of raising funds to finance the float.

Director of Shows/Events

Beth Blonder

GWAS

**Lucy Farrar
Becky Zierer**

So far ABR has sold 644 stalls and 6 vendor booths. The GWAS committee has 43 coordinators. They still need coordinator volunteers for food, hospitality, the retail booth, registration, the Spotlight and the Showbook.

They have RFPs out for two photographers, the regular photographer and a roving photographer who would take candid shots during the show.

We will be ready to go live on the website for registration soon.

Lucy reviewed some new AOBA requirements for shows this year. There will be a sticker placed on the front of each show card telling how many months growth that alpaca had. There are also Mandatory Exhibitor disclosure forms required, one for Fleece and one for Halter.

GWAS Advertising

Donna Miller

Donna has treaty and herdsire catalogue forms available. They explain what you can buy and how to do it. The Earlybird deadline is February 8th. There is a \$100 savings if you and get in on the Earlybird sales and purchase advertising in the Showbook and the Spotlight. Contact Donna if you wish to participate.

GWAS Show Monitor

Michael Ledwich

Michael reported that we will expand the numbers of displays in the barn and the fleece room. There will also be three additional monitors, one at each show ring. These monitors will have information for the public watching the show, such as the names of ranches and people in the ring. Anyone with a laptop computer can also bring up the information.

Advertising on the monitors is available at a very reasonable price. Banner ads are available. Sponsors will get their own banner ad.

Michael needs four PC monitors. Anyone wishing to donate monitors, please contact him.

GWAS Volunteer Coordinator

Diane Hollenbeck

Diane will contact members by email asking for volunteers.

Fiber Committee

Christin Jones

The Hats for Cancer Day was held on January 19th.

Christin discussed having regional fiber committees. There will be a Loveland/Ft. Collins group and a Black Forest group.

She would like to see an expanding focus on fiber from fiber arts to utilization of fiber in North America. She would like to establish a fiber industry workshop.

Christin reviewed the scheduled monthly events for ABR members.

The Fiber Committee needs new members and new regional sub-groups.

Freda McGill announced that AFCNA is beginning to have huge success in the sale of its products, but they have run out of fiber. Those who join AFCNA and contribute fiber will benefit by being able to buy finished products wholesale. AFCNA has offered to pay for shipping of fiber to Mora, New Mexico if ABR can collect over 500 pounds of fiber from its members. Freda and **Nicki Elves** volunteered to coordinate a Fiber Collection effort for ABR. Fiber will be collected at the ABR storage unit on February 22nd and 23rd from 3:00-4:00.

By-laws Review Committee

Kim Sawyer

Presidents Congress Information

Carl McGill

Carl met with the Affiliate Congress and the ARI board for strategic planning while he was in Las Vegas. The AOBA Affiliate Congress will have a new website. Affiliates will be able to post information about events on the website.

Lucy Farrar reported that she also attended the F2F Conference in Las Vegas. One issue discussed was how to get non-registered alpacas registered. ARI and AOBA jointly sponsored GIRCOM. This organization focuses on keeping an eye on government issues that affect the alpaca industry. Carl McGill said that there is a drive for alpacas to become recognized as a livestock industry. He said that Brett Kaysen spoke in Las Vegas about EPD – Estimated Progeny Differences. This is an attempt to start tracking fiber characteristics, which is one of the major goals.

50/50 VS 60/40 Judging Rules

Sara Jane MacLennan

Also, Sara Jane MacLennan, ABR Member and AOBA Judge, discussed the 60/40 halter judging rule as it applies to shows. Some shows are already going to this type judging so we all need to be well-informed on what it entails. Sara Jane said that from a judging point of view, the differences are not significant. Judges want to initially look for correct conformation in livestock for health reasons. Judges won't place an alpaca in first or second position unless it has good confirmation. They will then look at fiber characteristics. The only significance would be for the bottom of the class.

On a side note, Sara Jane also asked members to read the rule book. There is no such thing as a Grand Champion. The correct term is Color Champion. She also emphasized that Suris have luster and Huacayas have brightness. These are terms that people often confuse.

Live Bulletin Board

Several ABR members made announcements about upcoming events.