

# Alpaca Breeders of the Rockies

## Quarterly Membership Meeting

November 2, 2008

Marriott Denver South  
10345 Park Meadows Dr.  
Lincoln and I-25  
9:30 AM to 12 Noon

### Welcome

Lynn Boak

Lynn welcomed everyone and thanked them for coming.

### Introduction of new Members/Guests

Ron Hinds

Ron introduced new members and visitors and asked them to stand and be recognized.

### Call for Quorum

Jody Sharp

Jody reported that we do not have a quorum present today.

### Director – Membership Report

Ron Hinds

Ron reported the following membership information:

Farm members – 290

Business members – 17

Associate members – 16

Total ABR members - 326

### Treasurer's Report

Ann Danielson

As of 10/31/08, the total checking balance is \$128,989.64 and the total CD balance is \$63,321.03. For details, contact Ann.

### Old /new Business

Lynn Boak

#### Introduction of new BOD

Lynn introduced the 2009 ABR Board of Directors:

President

Kim Sawyer

Vice President

Becky Zierer

Secretary

Marci Milius

Treasurer

Ann Danielson

Director of Membership

Ron Hinds

Director of Communications	Julie Averch
Director of Education	Kim Kastner
Director of Marketing	Tom Costner
Director of Shows and Events	Beth Blonder
Past President	Carl McGill

### Fall Fest

Kim Sawyer

Kim reported that about 272 stalls have been sold for Fall Fest. She will be announcing the Fleece Show winner of the GWAS stalls. There are 90 entries into the Performance/Obstacle classes. This is a significant increase in the number of entries. More volunteers are still needed. Kim encouraged everyone to volunteer.

Volunteers will be at the ABR storage shed in Parker on Thursday morning to pack show equipment in trailers for delivery to The Ranch. They should arrive at The Ranch around 12:00. Mick Leighton, the Barn Manager, will have volunteers there to help unload the trailers, hang stall placards, and put cardboard bedding in the stalls. On Monday volunteers are needed to do things in reverse and get show equipment back in the storage.

Sponsors need to get their banners to Kim as soon as possible.

Kim will send a communication to exhibitors. The communication will include barn guidelines and show staff emergency numbers to call in case they are delayed on the way to the show. It will also include a reminder for them to bring vet check certs, which need to include BVD testing results, and ARI certificates when they check in their alpacas.

Tickets are still available for the Saturday Night Dinner. The speaker at the dinner will be David Barboza, the new AOBA President. He will talk about the youth program and alpacas as livestock.

Mick Leighton has made stall assignments. A map of the stalls was available for members to see.

Barb Dedecker, the Fiber Arts and Spin-Off Competition Coordinator, reported that a lot of hand spun, crochet and knitted items have been entered into competition. Barb would like a new volunteer to coordinate the Spin-Off for next year.

### National Western Stock Show

Becky

Becky reported that the National Western Stock Show premium books have been mailed to ABR members. She encouraged everyone to get their entries turned in as soon as possible. The entry forms are available online at NWSS or there is also a form in the NWSS premium book. The show will be held on January 16<sup>th</sup> and 17<sup>th</sup>. The halter show will be held Friday evening, and the performance show is on Saturday afternoon. Only yearling alpacas are eligible for the show this year because we are limited to about four hours for the show. Alpaca stalls will be located in Stadium Hall. ABR will have 70 stalls. Each farm can buy a maximum of two stalls. They do not permit stalls for display only. Linda Hayes will be doing both the Halter and Performance judging. Selling products from the stalls is not permitted. ABR will have a sales booth upstairs for member products. Check-in will be on Thursday, the 15<sup>th</sup> of January. You can also check in on Friday morning until noon. See the premium book for health requirements. All alpacas present must be entered in the show. Alpacas will only be there for 3 days. She is expecting a lot of public there, which will be great exposure for alpacas. There will be a parade on the Tuesday, January 13<sup>th</sup>. Anyone can take alpacas to walk in the parade. It's about a 17 block walk for them. A breakfast meet & greet is being planned for alpaca and llama breeders on Friday morning. We need a volunteer to set this up. Sponsorships are still available for \$500 each. Contact Billie Rogers if you are interested in a sponsorship. This is not an AOBA show. It is an exhibition show for the public. If we have a good showing, they may give us more time for a bigger show next year.

### Stock Show Commercial Booth

Becky Zierer

ABR will have a marketing booth and a product sales booth upstairs during the Stock Show. Tom Costner will be in charge of this. These booths must be manned for every day during the Stock Show. ABR members are encouraged to participate. An email sign-up sheet will be mailed to ABR members. You must have an exhibitors badge to participate.

### GWAS

Becky Zierer

The show dates for GWAS are May 1-3. Check in is April 30. The judges will be Dr. Julio Sumar, Cathy Merkley, Tim Lavan and Linda Hayes for Performance. Becky is Event Manager and Kim Kastner is the Assistant

Event Manager. Carl McGill will be the Show Manager. Lucy Farrar will assist Carl and Becky. This will be a 60/40 show. The website is scheduled to go live on November 21<sup>st</sup>, with Earlybird stall rates. An email will be sent out. Two new \$5,000 Platinum Sponsorships will be offered this year. We will still have \$3,000 Gold Sponsorships and \$1,500 Silver sponsorships. We may also have Corporate Sponsorships. We will need a coordinator for the Corporate Sponsorships. We also need a Photography Contest Coordinator, a Vendor Coordinator and Traffic Control Coordinator.

Vice President Lynn Boak

Bylaws report Lynn Boak

Lynn said that the board has not agreed on how to proceed with the two new board positions. It will be discussed at the next BOD meeting.

Communications Denise Haines/Ron Hinds

Denise was not able to attend the meeting, but asked Ron to report to the membership for her. Ron said that ABR is now able to take Pay Pal credit cards on the website.

ABR renewal membership forms will be sent out the 3rd weekend in November. The board approved an increase in Associate membership fees for next year. Farm and Business membership fees will remain the same as last year.

There will be a new membership directory next year, but it will not include a map.

Education Report Suzy Rozenkranz

Suzy will email the 2009 ABR Education Schedule to everyone. Suzy discussed these upcoming education events.

Marketing Peter Ziek Marketing for Tom

Tom was not able to attend the meeting, but asked Peter Ziek to give the Marketing report.

Peter reported that advertising for Fall Fest includes ads in papers, TV ads, color flyers and post cards. Peter brought post cards for members to distribute and encouraged everyone to pick up a stack of them from him after the meeting. Volunteers are needed for the NWSS marketing booth. There will be marketing material in the Stock Show booth to promote Great Western, Fall Fest, and other ABR events.

### Affiliate Congress

Becky

The Affiliate Congress has two face-to-face meetings a year and conference calls each month.

AOBA has a new board. They have been working on the 2009 Nationals and the World Alpaca Conference. They are also discussing the establishment of a new AOBA Youth Association. They are working on plans for a youth competition at the World Alpaca Conference. It may not involve taking alpacas. There will be information coming out soon.

### ARI

Lucy Farrar

Over 1,000 ARI members completed the EPD Survey. The results are posted on the ARI website. Thanks to all who participated.

### Member Announcements

Lucy Farrar - We have a member who has some fiber boys that she needs to give away. Get in touch with Lucy if you can take them.

Peter Ziek - As president of the SECAB group, Peter discussed some concerns that this group has about AOBA and ABR operations. The list included reducing fees for ABR members at shows, a follow up on the 2007 brainstorming session, and improved marketing efforts. Peter will send an electronic copy of these concerns to the ABR secretary. They would like a response from the ABR board.

Kathy Garrett – Kathy is the ABR Affiliate Grants Delegate to AOBA. She reported that there are 5 new affiliates in AOBA. The grant money has shrunk with more demands on this money. AOBA has told us that they are no longer able to offer category 4 grants (\$750) for small nonaffiliated groups such as Alpacas on the Rocks, Paca Buddies etc.

Kim Sawyer - As incoming president for 2009, Kim stated that if there are topics that you want to hear about at the February meeting, please send her an email. Her email address is in the ABR directory. Bette Rittinger commented that since alpacas are now counted as a livestock investment she would like an opportunity at an ABR meeting to brainstorm marketing ideas for the membership. The AOBA Government Relations Committee will be looking into this. There was discussion about the new livestock bill.

Kathy Garrett - There is a big issue in retrieving animals in an emergency. They are meeting with 4 commissioners to try to get animal response team covered by the USDA.

Timothy Leon – Timothy announced that his salon, Timothy D's, got the bid to do the fashion show for AOBA Nationals in Ohio next year. His farm and salon will sponsor the fashion show and they need other sponsors. This is a great opportunity for alpaca businesses in Colorado. We will be hearing more about this exciting opportunity in the near future.

The meeting was adjourned by Lynn Boak.