



## **ABR Newsletter E-'Paca Parade July, 2008**

(This issue is provided through e-mail; no paper copy will be sent.)

### **ABR Newsletter Committee**

Lynn Boak, Editor  
Denise Haines  
Becky Zierer

### **Newsletter Contents**

|                                     |            |
|-------------------------------------|------------|
| Message from the President          | Page 2     |
| Quarterly Membership Meeting Agenda | Page 2-3   |
| Vice President's Corner             | Page 3     |
| Communications Report               | Page 4     |
| Show & Events                       | Page 4     |
| Education                           | Page 5-7   |
| Membership                          | Page 8     |
| Marketing                           | Page 8-9   |
| Schedule of Shows, Events, Meetings | Page 10-11 |
| Interesting Stuff                   | Page 11-12 |

## **Message from the President**

Carl McGill  
Bayou Creek Alpacas  
President

We have all heard that old adage that “changes are in the wind’... well I believe this year we can feel that changing wind more than we have in a long time. With the increase in fuel prices and cost of everything in general we are all taking a long hard look at what shows we can attend and how far we can send some of our girls to be breed. I feel we are truly blessed with the high quality of shows and studs we have within our Rocky Mountain and High Plains area.

This past year we enjoyed the biggest and best GWAS ever (at least to date) and with our move north with Fall Festival it grew in size and excitement as well. We could not do this were it not for the many wonderful volunteers that we have in ABR. Thank you everyone.

It’s hard for me to sit here and ask you to spend gas money to come to our Quarterly meeting. But, I think we have some new and exciting things to announce and along with the educational program we have planned and the opportunity to network with our great members it will be worth your time. I will also be in Nashville during the last of July with the Affiliate Presidents Congress and will bring a report on those actions to the August meeting. I look forward to seeing you all there.

May your ribbons be blue and your Crias be girls.

Carl

## **Alpaca Breeders of the Rockies**

### **Quarterly Membership Meeting**

**August 9, 2008**

**Embassy Suites – Denver**

**4444 Havana St.**

**I-70 and Havana**

**9:30 AM to 12 Noon**

Welcome

Introduction of new Members/Guests

Call for Quorum

Director – Membership Report

Treasurer’s Report

Old /new Business

Introduction of New Board member

Affiliate Congress Meeting

Carl McGill

Ron Hinds

Jody Sharp

Ron Hinds

Ann Danielson

Carl McGill

|                                   |                    |
|-----------------------------------|--------------------|
| Election update                   | Becky Zierer/Greg  |
| Milius                            |                    |
| Vice President – By Laws Report   | Lynn Boak          |
| Director – Communications Report  | Denise Haines      |
| Director – Education/Fiber Report | Kim Kastner        |
| Fiber Collection 2008             | Carl McGill        |
| Director – Marketing Report       | Tom Costner        |
| Director – Shows/Events           | Beth Blonder       |
| Fall Festival Update              |                    |
| Member forum for bulletins        | (events not sales) |

**One – Three PM  
Afternoon Education Program**

**Deb Hill - Representative of Alpacas of Arizona's Fiber Program  
and  
John Merrell President of AFCNA**

Fiber coops and/or fiber pools.  
Important information breeders should know about.  
An open forum will include questions and discussion on fiber  
coops/pools, etc.

**Vice President’s Corner**

By Lynn Boak  
Arroyo Seco Alpacas  
Vice President

The year is really zipping by! The By-Laws Committee has met recently and will meet again after the next Board meeting to make some decisions. The Long Range Planning Committee will have something to report next issue. The Government Relations Committee is still looking for a few more members. Please consider donating a couple hours a month to help with this very important committee. Be a part of shaping the future of the alpaca industry in regards to the government. Take care everyone! Lynn

## **Communications**

Denise Haines  
Daybreak Criations Alpacas  
Director of Communications

Member events can be posted on the website. Send information to Denise at [Daybrkcriation@aol.com](mailto:Daybrkcriation@aol.com).

The web site has undergone some terrific improvements over the last few months. If you haven't surfed the site lately, you should see what is new. Briefly, under the Members Only section there is a new Bulletin Board section for posting information, a Classified Ads section to sell things (with the exception of alpacas), and a Marketing Tips section. Be sure to check it out and add to it!

Some future things the web site committee is working on are combining the ABR and Breeder events calendars, adding evacuation planning info. to the Members Only section along with the Annual Budget. If there is something you would like to see on the website that isn't there, let me know and the committee will investigate suggestion.

The newsletter is always looking for new ideas and articles. If you have an article you would like to submit, please send it to Lynn Boak at [lboak@aol.com](mailto:lboak@aol.com).

## **Shows and Events**

By Beth Blonder  
Red Creek Ranch Alpacas  
ABR Director of Shows & Events

Now that the Spring show season has wound down, our alpacas are getting their summer "Dos", and young crias are gracing many of our pastures, it's time to contemplate the sheer joy of the alpaca lifestyle.

BUT WAIT! Fall Festival, 2008 is not so far away, and it's time to start thinking about entering those Spinoff fleece samples, and skirting those gorgeous show fleeces. Plans are well underway for our wonderful Fall show, and, as always, we will be looking for the support and volunteer help of our members as the show date approaches. Please be thinking about areas of interest to you, and remember that volunteering for shows provides some great alpaca education and the company of some fine folks! In the meantime, enjoy those long, lazy (sure!) days of summer!

## **EDUCATION**

By Suzy Rosenkranz  
ABR Director of Education  
Chairman, Education Committee  
E-mail: [sirosenkra@aol.com](mailto:sirosenkra@aol.com)

It's hot! I hope you and your critters are keeping cool. The good news is that as of June 22, the days start getting shorter.

### Education Committee

Our next major seminar will be held on July 26-27 with Jane Wheeler who is now President of CONOPA in Lima, Peru. For those of you who are not familiar with Dr. Wheeler's contributions to the world of camelids and alpacas specifically, I would like to provide a bit of background information.

Firstly, CONOPA is an organization composed of camelid specialists who have many years of research experience, and extensive publication records. Raul Rosadio (Jane Wheeler's husband) is a veterinarian who holds a M.Sc. in Veterinary Virology from Washington State University and a Ph.D. in Experimental Veterinary Pathology from CSU. Jane holds degrees in Anthropology and Archaeology from American University, Cambridge University and the University of Michigan.

As taken from interviews with Dr. Wheeler published in CQ Magazine in 2006:

"CONOPA is the name given by traditional Andean herders to small carved stone figurines which represent both the domestic and wild South American camelids. Most conopas have a small depression on their backs, which according to legend, represents the lakes of the high Andean grasslands through which alpacas came into our world on loan from the mountain gods, and through which they will return if humankind does not take good care of them. Other conopas represent vicuna and guanacos, animals that belong to the mountain gods. Although manufactured up to the present, conopas are of prehistoric origin and continue to be used during ceremonies carried out in order to insure the well-being and multiplication of vicuna, guanaco, alpaca and llama herds. As such, conopas symbolize the world of Andean herders, their beliefs, their practices and the South American camelids upon which they depend.

\* \* \* \* \*

"According to legend, the daughter of a god visited this world and fell in love with a human. She returned home and persuaded her father to allow her to live with the man in our world and to bring her alpacas with her. Her father consented, with the condition the man take special care of the alpacas, especially one small animal called the illa, which he was to carry in his arms at all times. Together the man, the woman and her herd emerged into our world through the lakes of the high Andean puna and all went well until one day when the man placed the illa on the ground. At

once the woman and the alpacas raced towards the lakes, entered and returned to her father. The man tried his best to prevent her flight, but only managed to stop a few alpacas from escaping. Today the few, sad eyed animals that remain prefer the swampy wet meadows of the highlands because they long to return through the lakes to their origin. If humans do not take good care of their alpacas, their disappearance will herald the end of the world. For this reason conopas have a small depression on their backs representing the lakes through which they emerged into this world, and through which they will return when the world comes to an end. Symbolically the conopa defines the world of the Andean pastoralist, and for this reason we chose it as the name of our organization, together with the motto “taking care of the Apu’s herds,” because it is also a synthesis of what our organization is all about.”

I cannot say enough about Jane Wheeler’s contributions to the world of camelids, specifically alpacas, vicuno and guanaco. Her knowledge covers details from their beginnings to the present to providing a glimpse to what the future can be with these wonderful animals. We also will be privileged to have her husband, Raul Rasadio, share a brief presentation on camelid virology.

In the event we do not generate enough interest in this particular seminar, we will cancel the program. I encourage you to send in your registrations early and prepare to enjoy a wonderfully informative and beneficial educational event.

In addition to the Jane Wheeler presentation, we already have been receiving registrations for Dr. Cebra’s program on September 13, which will include discussion of most common causes of diarrhea in Alpacas, types of bugs that are normal/ones that aren’t, preventions to put in place at both shows and on the farm, incubation periods of symptoms, treatment protocols for Coccidia, Corona Virus, etc.

Our second neonatal clinic will be held at CSU on October 4, and we will end the year with a “Trip to Peru” at our November ABR member meeting. (Might be a dizzying experience!)

We are already working on programs for next year that will include a presentation from Angus McColl of Yokum-McColl Testing Labs on March 7 from which we will schedule tours of his testing lab; a couple of parasitology clinics to be held at CSU, neonatal clinics, and a few extra events to round things out for 2009. Knowledge is power!!

#### Fiber Committee

Jane Haddock, Diane Hollenbeck and Christin Jones are working on a program for the ABR member meeting to be held Saturday, August 9 at the Embassy Suites. The program will consist of a panel of fiber coop representatives organized along the lines of the fiber mill panel discussion we had at last year’s August member meeting. As of this writing, details are being finalized and a full description of the program will be sent to the membership shortly. It promises to be a wonderfully interactive and informative program, so please do plan to attend.

The Fiber Committee is in dire need of someone to chair the committee. We have new members on the committee; a few fairly new to the alpaca industry. With active, goal-oriented and visionary leadership the opportunity is there for ABR to be strongly instrumental in building up the U.S. alpaca fiber industry. While I will stay with the committee until a chair is in place, I am unable to give it the time and attention needed to move it in the direction(s) it needs to go. I encourage anyone who is interested in being a part of building up the fiber industry to consider taking on this exciting task. Please let me know if you have any questions.

#### Colorado State University Grant

With funding from the Western Center for Risk Management Education, Colorado State University will host two educational conferences for alpaca breeders in October 2008 and March 2009.

The focus of the conferences is to assist alpaca breeders with risk and strategic risk planning. Emphasis also will be placed on risks frequently encountered by female agricultural producers and start-up operations, including labor and management challenges, and how to cope with price fluctuations in the changing commodity market. The 10-step risk management program includes strategic, tactical, and operational practices.

These conferences will be all-day, interactive sessions. Curriculum training will be conducted in the morning. A hands-on computer simulation exercise, "Ag Survivor," will be offered during the afternoon. Group rap sessions will be included, where attendees mentor and support one another with risk management solutions.

Two similar conferences were hosted last year by Colorado State University ag economics professor, Catherine Keske. Ms. Keske states that there are two main differences between the 2007 programs and the upcoming conferences:

"We hope to make this year's session more tailored for alpaca producers and small businesses, with more specific alpaca examples. The industry leaders have been so supportive that we have been able to provide more resources in growing the program.

Furthermore, we will be developing a quarterly newsletter to highlight the individual producers who are able to use several of the tools that we introduce at the conference. This is a great opportunity for breeders to implement the educational tools, and we can promote the good work that you're doing!"

The October meeting is tentatively scheduled to be held on the Western Slope. The March 2009 meeting is tentatively scheduled CSU in Fort Collins.

Denise Haines, Kathy Gilliland and I have had the opportunity to attend one of the conferences. It is a fantastic tool! That CSU now has the opportunity to apply these tools specifically to the alpaca industry is exciting, especially for new breeders. More information will be coming to you as this program is pulled together.

Lots of exciting things ahead! Happy summer to everyone!

## **MEMBERSHIP**

Membership Report

Ron Hinds

El Zorro Colorado Alpacas

ABR Membership Director – 2007/08

As of 7/9/08:

Farm Members: 272

Business Members: 14

Associate Members 18

Total: 304:

## **Marketing Committee**

Tom Costner

Sunny Mesa Alpacas, LLC

Director of Marketing

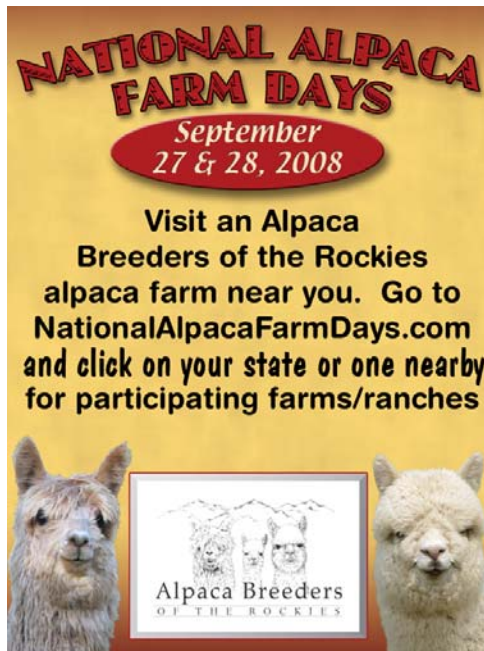
## **Coming Soon to an Alpaca Ranch Near YOU**

**“National Alpaca Farm Days”**

**September 27 & 28, 2008**

September will be here before you know it and with it comes the 2<sup>nd</sup> annual National Alpaca Farm Days, September 27-28, 2008. Start your planning now! Do you plan to participate? Did you participate last year? What worked and what did not work? How much of your marketing plan do you allocate for this promotional period?

These are just a few of the questions you'll be asking yourself over the next 30-60 days and you may want to start sooner than later. AOBA will be running national television spots to promote the event and ABR will be supplementing the program on a regional basis with print and some television spots as well. Here is a sample ad to be placed in several area/regional publications:



National advertising is planned to run during the month of September to inform the public of National Alpaca Farm Days. Articles in *Alpacas Magazine* will be featured in upcoming issues and a website [www.nationalalpacaфарmdays.com](http://www.nationalalpacaфарmdays.com) will go live to the public on September 1<sup>st</sup>. The website offers a link to the participant's farm website and will include the farm phone number. All advertising for this event will direct interested parties to the website for a listing of participating farms. The [AlpacaInfo.com](http://AlpacaInfo.com) site has had over one million hits and over 21,000 visits to their website for the last 9 months. The link to [www.nationalalpacaфарmdays.com](http://www.nationalalpacaфарmdays.com) will give every farm listed more exposure than any other event to date.

When you renewed your AOBA membership, you received a 16x20 poster in your Membership Directory to be used to promote this annual event. If you need a larger version, AOBA "may" have a few available. However, the ABR Marketing Committee will be sending you a PDF version in a smaller size and it may be personalized with your ranch/farm name for your distribution. Several places may be at your local supplier outlets such as ranch supply locations, your medical doctor's office, your local library, etc. I think you get the picture.

If you have or know a local media contact, send them a press release (a sample follows) promoting your participation in the event. But if you just don't know what you may do to promote your ranch/farm, Barb Nuesle of the AOBA Marketing Committee has written an outline you may find useful (see attached PDF).

In addition, your local ABR Marketing Committee will be sending you additional ideas to supplement the poster. And, at the August meeting, there will be a supply of colorful postcards which you can personalize and either pass out or mail to your prospects. If you are unable to attend the meeting, a supply can be mailed to you.

This can be a great marketing opportunity for you. Capitalize on the moment and bring prospects to your location.

## UPCOMING EVENTS AND DEADLINES

|                          |  |
|--------------------------|--|
| July 14, 2008            | Agenda Items due for July BOD Meeting        |
| July 16, 2008            | July BOD Meeting                             |
| July 26 – 27, 2008       | Jane Wheeler Seminar<br>Judges Training??    |
| August 2, 2008           | Summer Quarterly Membership Meeting          |
| August 18, 2008          | Agenda Items due for August BOD Meeting      |
| August 20, 2008          | August BOD Meeting                           |
| August 22 – Sept 1, 2008 | Colorado State Fair                          |
| September 13, 2008       | Fiber Arts Committee Fiber Workshops         |
| September 15, 2008       | Agenda Items due for September BOD Meeting   |
| September 17, 2008       | September BOD Meeting                        |
| September 22, 2008       | Articles due for fall 'Paca Parade           |
| September 22, 2008       | Agenda Items due for Fall Membership Meeting |
| September 27 - 28, 2008  | National Alpaca Farm Day                     |
| October 1, 2008          | Fall 'Paca Parade Newsletter E-mailed        |
| October 1, 2008          | 2008 Budget e-mailed to Membership           |
| October 4, 2008          | Neonatal Clinic – CSU Animal Hospital        |
| October 13, 2008         | Agenda Items due for October BOD Meeting     |
| October 15, 2008         | October BOD Meeting                          |
| November 2, 2008         | Annual Membership Meeting                    |
| November 8 – 9, 2008     | 12 <sup>th</sup> Annual Fall Festival        |
| November 17, 2008        | Agenda Items due for BOD Meeting             |

|                   |   |
|-------------------|---|
| November 19, 2008 | November BOD Meeting                            |
| November 20, 2008 | Membership Renewal Forms Mailed                 |
| December 15, 2008 | Agenda Items due for BOD Meeting                |
| December 17, 2008 | December BOD Meeting                            |
| December 19, 2008 | Newsletter Articles due for winter 'Paca Parade |
| December 19, 2008 | Agenda Items due for Winter Membership Meeting  |
| January 5, 2009   | Winter 'Paca Parade Newsletter E-mailed         |

## **INTERESTING STUFF**

**Compiled by the Newsletter Staff**

### **Disaster Preparedness, Response and Recovery**

The Affiliate Congress team "Disaster Preparedness, Response and Recovery" has been in contact with ARF, ILR, IRC and ICI this past month in order to coordinate a national easy to go to web site for information on current U.S. disasters, including current CA Fires and Midwest Tornadoes and Floods.

Go to [www.icinfo.org](http://www.icinfo.org) for response and recovery resource list and crisis current events.

Go to ARF's website for latest developments on the Coronavirus (Splats) and upper respiratory virus (Snots).  
<http://www.alpacaresearchfoundation.org/> Check the rotating banner on the top of the page for information on new Coronavirus grant made available for investigators to apply for.

There's a new link on ICI for vets to get the latest news and information on events affecting our industry. Tell your vet.

There's also a web site for small ruminant vets, recommended by Dr. Pat Long of ARF. You can sign up your vet for a small fee.  
<http://www.aasrp.org/>

Tips sheets are being prepared for distribution in the camelid community by Affiliate Congress team members. One person hit by tornado in the midwest shares this most important immediate tip: Check your insurance policy. If an item isn't listed (pastures,

sheds, fences), it isn't covered!

Here's how to do outreach, if you have hay, feed, or housing to share. Watch the news to learn which areas are reporting trouble. Google town name newspaper to get current news. Check your affiliate member list to see if there are any alpaca farms/ranches in the area. Give folks a call or send an email to see how they're doing.

**July 9, 2008**

**ALPACA BREEDERS OF THE ROCKIES**