



ABR Newsletter E-'Paca Parade March, 2008

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

ABR Newsletter Committee

Lynn Boak, Editor
Denise Haines
Becky Zierer

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Message from the President

Carl McGill
Bayou Creek Alpacas
President

As I sit and write this message, winter is about over and spring will soon be here. Spring, a time for showing, shearing and shoveling. The mud is drying out and the poop piles are starting to thaw. But best of all spring is the season of the new crias. Here's hoping your number of girls is higher than your number of boys. Aww, 'tis exciting.

Speaking of exciting, there are two upcoming events I want to share with you.

1. After a long discussion, we (your board of directors) have come to the conclusion it is time, if not past time, to create a new position on the board, a Director of Fiber Resources. We are in a livestock industry and the renewable resource from our animals is fiber. We feel that it is time we had someone on the Board whose job is to work at the local, regional and national level to help us develop and market that resource. In order to accomplish this we will have to ask you to support us with another by-laws vote to increase BOD positions, but we feel that it is important for ABR to lead our industry into the future, not follow.

2. As most of you have heard by now, I have been selected to run for the Board of Directors of the Alpaca Registry. I have discussed this with the ABR BOD and we feel that because ARI and AOBA are two separate corporations, there is no conflict with my finishing my term as ABR President should I be elected.

Thanks to everyone who voted and helped get the improvements to the by-laws passed. These changes are going to create a smoother operation and help ABR as we continue to grow.

I know I say this every time I'm speaking to you, but I don't think it can ever get too old. THANK YOU to our many volunteers. Without the uncountable hours that you put in, we would not continue to be one of the premier affiliates of AOBA. I know that if we continue to work together we will accomplish great things, because we all have something wonderful in common, Alpacas.

**Alpaca Breeders of the Rockies
Quarterly Membership Meeting
April 27, 2008
Embassy Suites, Havana & I-70
9:30 AM to 12 Noon**

Welcome	Carl McGill
Introduction of new Members/Guests	Ron Hinds
Call for Quorum	Jody Sharp
Director – Membership Report	Ron Hinds
Treasurer’s Report	Ann Danielson
2008 Budget, review	
Old Business	Carl McGill
Director – Communications Report	Denise Haines
Director – Education Report	Suzy Rosenkranz
Director – Marketing Report	Tom Costner
Director – Shows/Events	Beth Blonder
GWAS	Lucy Farrar
	Becky Zierer
Fiber Committee	Suzy Rosenkranz
By-laws Review Committee	Lynn Boak
Presidents Congress Information	Carl McGill

**Afternoon Program:
Sara Jane MacLennan: Fleece Room and Show Ring**

Vice President’s Corner

By Lynn Boak
Arroyo Seco Alpacas
Vice President

Bylaws Committee

I am asking all members who want to be part of the new Bylaws Committee to let me know. This committee is charged with evaluating the Bylaws and suggesting changes that will bring improvement to the smooth functioning of ABR. Hey, somebody has to do it. So far, Larry Zierer has stepped forward to work on this Committee. Thanks so much, Larry. As soon as we get a few more members, especially a Chair, we will start moving on the addition of two new Board positions.

Governmental Relations Committee

Everyone who has always wanted to work on a Governmental Relations Committee (there have to be a lot of you!) is needed for brainstorming and other

fun activities. Please let me know, as we are putting together a new Committee for that purpose. We will be defining ourselves as we go along.

Long-Range Planning Committee

The Long-range planning Committee also needs some fresh, new members. Current members are: Lucy Farrar, Becky Zierer, Greg Smith, Lynn Denning-Costner and myself. Long-range Planning is an essential Committee and is open to any interested member of ABR. This Committee looks at the members' "wish list" from past surveys and brainstorming sessions and tries to implement it.

Communications

Denise Haines
Daybreak Criations Alpacas
Director of Communications

Member events can be posted on the website. Send information to Denise at Daybrkcreation@aol.com.

Website

Have you been on the website lately? If not, be sure to check out the new options under the Members Only section. We have the Classified Ads section done and the Bulletin Board up and running. You will need to log in with the ABR member password. If you need the password, contact Ron Hinds at pacaron@estreet.com. Also added to the Members Only section is Marketing Tips. Check it out!

Newsletter

We are always looking for contributors to the newsletter. If you would like to contribute an article, please send it to Lynn Boak, Editor, at lboak@aol.com.

Shows and Events

Beth Blonder
Red Creek Ranch Alpacas
Director of Shows and Event

Great Western Alpaca Show

The Great Western Alpaca Show will be held May 2 – 4, 2008 at the National Western Complex in Denver. This level 5 halter show will have over 1400 alpacas attending from 22 states. Performance, Fleece, Fiber Arts, Photography

and Art competitions will also be held. Registrations will be taken thru mail date April 3. So if you haven't registered those animals yet, better get a move on!!

If you'd like to donate an item to the Silent Auction, please contact Lynn Boak, lboak@aol.com. Saturday night dinner plans are now being firmed up and the sign-up form will be on the website soon. Our Food Coordinator is Suzy Rosenkranz and she always does a great job picking the menu and creating the centerpieces!!

Go to the GWAS website for more information, www.greatwesternpacashow.com.

See you there!!

Fiber Committee (Now under Education)

EDUCATION

By Suzy Rosenkranz
ABR Director of Education
Chairman, Education Committee
E-mail: sirosenkra@aol.com

Ah, Spring! Cooler weather, brighter skies, smiling faces and pronking critters!

We are off to a great start with exciting educational programs in 2008. Our February member meeting provided us with a wonderfully informative presentation on preparing for a tax audit by Lynn Boak and John Pippinger. Two main things that stood out to me from that presentation are don't volunteer any information other than what is specifically requested, and put off an audit as long as possible. Sound advice!

Eric Hoffman's recent presentation was a wonderful success. So much information, so much learned in the areas of Understanding Camelid Behavior For Better Management; Alpaca Anatomy And Conformation: Understanding Camelid Form And Function; Learn To Identify Minor And Major Defects; Alpaca Fiber A To Z: Alpacas' Role In The International Marketplace And Its Unique Properties; and Breed Standards Revisited: The Need For Genetic Diversity; What We Do And Do Not Know About Alpacas—An International Perspective. Everyone came away with new and expanded knowledge.

Margaret and Angus McColl of Yocum-McColl Testing Laboratories attended Mr. Hoffman's presentation. Thinking of future programs for us and heeding requests from members and our education survey, I naturally secured a presentation from Angus McColl for early March 2009 that will include a tour of

the testing lab for attendees of the presentation. This will be one I hope everyone won't want to miss!

In addition to the above, the Education Committee has the following exciting programs planned for you:

(1) Neonatal Clinic with Dr. Kim Gardner-Graff at the Douglas County Fairgrounds April 12—this still has a few slots available, so do sign up for it;

(2) At our member meeting on April 27, Sara Jane MacLennan will provide a presentation on What Happens InThe Fleece Room and What Happens In The Show Ring. A very timely program immediately preceding GWAS;

(3) Toni Cotton will provide updated information on EMAC and Mycoplasma Hemolamae at GWAS May 1 (buffet dinner included, so sign up early—see GWAS and ABR websites for registration form);

(4) Drs. Leon Anderson (Elizabeth Animal Hospital) and Timothy Holt (CSU) will present their Alpaca Health Issues June 28 at the Embassy Suites. Will be interesting to learn of any new treatment methods;

(5) On July 26-27, Jane Wheeler will present on the Origin and Evolution of the South American Camelids; The Andean Alpaca Textile Tradition; Alpaca Breeds and Breeding; Conserving Alpaca Biodiversity; Vicuña and Guanaco: The Wild South American Camelids; and DNA Testing. In addition to Jane's presentation, we are doubly blessed to have her husband, Raul Rosadio, Professor at the University of San Marcos in Lima. He is the foremost authority in Peru on camelid diseases and will do a brief presentation on Alpaca Health Issues. A full program indeed and one I hope you will not want to miss.

(6) The Fiber Committee is putting together a panel of fiber coop representatives for a program at our August member meeting—similar to the fiber mill panel we had last summer. A definite must-attend!

(7) Christopher Cebra, Interim Head of the Department of Clinical Sciences at Oregon State University will join us September 12 for a presentation on the 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, and treatment protocols for Coccidia, Corona Virus, etc.

(8) Our Fall neonatal clinic with Dr. Tim Thompson and Marci Stille is scheduled for October 4 at CSU in Fort Collins; and

(9) Our November 2 member meeting program will include A Visit to Peru with K. Lea Ginnodo. This will not be "just another slide show" of someone's trip to Peru, but will include informative aspects from the various legs

of travel to mills, ranches, etc. I think I'll leave you to enjoy some daydreaming on this one!!

ABR is extremely lucky to be able to attract some of the finest speakers in the country (and Peru) and on so diverse a selection of topics.

Whew! The Education Committee has been busy—and having a lot of fun in the process. As Chairman of this committee, I can't thank the members enough for their hard work in putting together some exciting programs for ABR's membership. We have a terrific group of people on the committee! What is that old saying (slightly modified)--“We may be small, but we're mighty”!

A very happy Spring to everyone!

MEMBERSHIP

Membership Report

Ron Hinds

El Zorro Colorado Alpacas

ABR Membership Director – 2007/08

The Directory will be out soon. We are now contacting non-renewing members to determine why they have not rejoined. But we have a net loss of only a few members due to a large number of new members!

SHOWS & EVENTS

Beth Blonder

Red Creek Ranch Alpacas

ABR Director Shows and Events 2008/2009

GWAS is right around the corner. Halter entries are due and must be postmarked by April 3!! To register your halter entries, go to www.alpacabreeders.org and print out your registration form.

Marketing Committee

Tom Costner

Sunny Mesa Alpacas, LLC

Director of Marketing

Trade Show Marketing: A Vital Component of Your Marketing Plan

Trade show season is upon us and using it to your advantage requires more than you might think. Trade shows offer you a marketing advantage unlike any other form: You communicate one-on-one with customers and prospects!

But let's ask ourselves why we participate in these events. Several reasons may be:

1. **Network with other breeders:** With several hundred other breeders within footsteps, use part of your time to meet those you do not know and greet those you do know. No form of communication is better than face-to-face.
2. **Maintain awareness with other breeders:** If your communication with other breeders has been sparse during the previous months, just let them know you are still there. Simple dialogue goes a long way in re-establishing your business.
3. **Generate leads from breeders and guests for future contact:** As you talk with breeders/guests ask questions to identify their needs and where you may have animals/products to fit their needs at a later time. Here is the opportune time to invite a breeder/guest to your ranch/farm location for further communication.
4. **Make sales or take orders of alpacas and/or alpaca products:**
Although alpacas are often sold at shows and events, products are often sold more readily. Be prepared if someone should ask about the sales price or a breeding fee to your prized herd sire, be prepared to tell them.
5. **Compete for ribbons:** Although this is usually the first reason many breeders attend shows, perhaps it should be the last. Ribbons have become a marketing tool and unless you have previously researched a particular alpaca and it has specific characteristics you may need in your breeding program, its ribbon placement may not be what you really need.

However, the real #1 reason for alpaca events and shows: "Alpaca Accessibility". What sells alpacas better than any ad or PR or ribbon? Accessibility to the alpaca, especially for prospective breeders, the "cuteness" of an alpaca hits the emotional button and creates the thought of, "I want to own alpacas because they are so cute". This may not be a valid reason, but it may initiate a conversation.

Research indicates two important aspects of trade shows:

1. Exhibitors who set Objectives and Measurements are more successful, and,
2. Trade shows are More Effective than most other mediums for generating both short and long term sales.

As you prepare for the trade show season, there are very important questions you may need to consider. Some basic thoughts include:

1. **Have a plan; don't just show up.** Do you have a written trade show plan as part of your over-all Marketing Plan, which is part of your Business Plan? Know why you decided to rent 2, 4 or 6 stalls. Understand traffic patterns to be best prepared for flow.
2. **Create a need to visit your booth.** Does your plan include any pre-show mailings or communication to specific breeders asking them to visit your booth and view your new, up and coming herd sire or even to meet your Mother-in-law? Promote registering at your booth for a free gift. Everyone wants more products made of alpaca.
3. **Develop a prospect profile – qualify before communicating.** If you are a Huacaya breeder, does your contact list include Suri breeders? Qualify! Qualify! Qualify!
4. **Make your exhibit interesting, yet functional.** Don't try to put everything including the "kitchen sink" in your booth. Keep it simple and keep it clean---clean being "less is more". Keep clutter out of your "marketing space". Your photographs are beautiful if they are large and simple. Small photographs are a waste of time. Place signage in EVERY stall. Offer chairs where feasible. This takes careful planning.
5. **Booth occupants should be well versed.** If you have not memorized the stats of every alpaca in your booth, be sure to have handy "crib notes" such as ARI's, histograms, fees, etc. A trade show booth is no place for children. Although sometimes unavoidable, this may be a detriment unless the children are showing alpacas in the various classes.
6. **Be aggressive** Unless you are a seasoned salesperson, this is difficult for most breeders. But, don't just sit there and wait for a prospect to drop-in. Ask a passer-by a question, a qualifying question. If you can determine this is a prospect and not a breeder, you may ask, "Would you like to take "Molly" home in your car?". To a known or identified breeder you may ask, "Are you interested in adding "high frequency crimp" to your breeding program? You have questions to be answered.

Just remember the "**2-Second Rule**". You only have "2-Seconds" to attract and STOP someone walking through a trade show. The same applies to print advertising. A reader will flip to the next page within "2-Seconds" unless the image or headline appeals directly to them.



One last tip. Unless give-a-ways have a specific value, more often than not, they are a waste. Pens, toys and candy most often are tossed or consumed without ever attracting someone to your business at a later time. Trade show research says; “80% of ALL materials obtained at a trade show never reach home”. Check out the garbage cans and you may find your materials there. They are too expensive to be wasted. Give them ONLY to those whom you have qualified and have a sincere interest.

Have a great show season.

UPCOMING EVENTS AND DEADLINES

April 12, 2008	Neonatal Clinic – Douglas County Fairgrounds
April 14, 2008	Agenda Items due for April BOD Meeting
April 16, 2008	April BOD Meeting
April 27, 2008	Spring Quarterly Membership Meeting
May 1, 2008	GWAS Thursday Night Seminar – Dr. Toni Cotton
May 2 - 4, 2008	Great Western Alpaca Show
May 12, 2008	Agenda Items due for May BOD Meeting
May 14, 2008	May BOD Meeting
May 21 – 25, 2008	AOBA National Conference – Sandy, Utah
June 7 - 8, 2008	Fiber Workshop – Sherry Konya, Needlefelting
June 14 – 15, 2008	Estes Park Wool Market
June 16, 2008	Agenda Items due for June BOD Meeting
June 18, 2008	June BOD Meeting
June 23, 2008	Articles due for summer ‘Paca Parade

June 23, 2008	Agenda Items due for Summer Membership Meeting
July 1, 2008	Summer 'Paca Parade Newsletter E-mailed
July 14, 2008	Agenda Items due for July BOD Meeting
July 16, 2008	July BOD Meeting
July 26 – 27, 2008	Jane Wheeler Seminar 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 th 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

Colorado State University's Annual Camelid Shearing Days

ALPACAS AND LLAMAS NEEDED!

Come join in the fun at the CSU-VTH annual camelid shearing days. Paul Smith will be at CSU May 21, 22, & 23, 2008 to shear for you. Bring your animals in for shearing and let us do all of the work, all you have to do is pay for the shearing. Please help our students learn while they work.

Prices: Alpaca - \$25.00/hd
 Llama - \$35.00/hd

Other services available upon request by the Livestock Medicine Dept. are: foot trimming, teeth trimming, vaccinations, deworming, and other misc. services.

Please email Marcia Stille at Marcia.Stille@colostate.edu or call 970-297-4521 to book your animals for shearing.

NEW CSU FACILITY

The I-70 Scout
 Tuesday, February 19, 2008

CSU starts construction of \$42 million diagnostic center

Fort Collins – Colorado State University recently broke ground on its \$42 million Diagnostic Medicine Center near the Veterinary Teaching Hospital.

The 90,000-square-foot building, scheduled for completion in December 2009, will house the university's Veterinary Diagnostic Laboratory, Clinical Pathology Laboratory, Animal Population Health Institute, and the Cooperative Extension veterinarian.

"This facility will help the university meet the health and safety needs of the local community, state and nation by identifying and tracking infectious diseases among animals that could infect humans as well as by providing education and outreach in an effort to protect animal and human health," said Larry Edward Penley, CSU president.

Diagnostic testing is on the rise because of new animal diseases and national security concerns over bio-terrorism threats such as the use of infectious and zoonotic diseases, diseases which can spread from animals to humans, as a weapon or part of an attack on the nation's health or economy. The building will provide specialized laboratories and space for cutting-edge equipment.

"This new facility is desperately needed to meet the increasing needs for veterinary diagnostic services for private residents, and state and national agencies as well as to keep up with advances in diagnostic technologies," said Lance Perryman, dean of the College of Veterinary Medicine & Biomedical Sciences, "This state-of-the-art building will enable the university to increase productivity and to provide expert diagnostic testing that could not be conducted outside of specialized laboratory space."

The Veterinary Diagnostic Laboratory and Clinical Pathology Laboratory provide services to pet owners, livestock owners and government agencies such as the Colorado Division of Wildlife. The laboratories diagnose and recommend treatments for ill animals in addition to monitoring the health of animals statewide. The diagnostic laboratory, for example, houses the testing services for avian flu in poultry and wild birds for the entire state.

The clinical pathology laboratory provides services such as blood, fluid and urine analysis to identify diseases in animals.

The veterinary diagnostic laboratory is one of seven labs in the nation selected by the U.S. Department of Agriculture to test for bovine spongiform encephalopathy, or mad cow disease.

The Animal Population Health Institute encourages collaboration in veterinary epidemiology among scientists, institutions and government agencies around the

world. The institute focuses on multidisciplinary research to improve the health of animal populations, to prevent and control diseases, and to contribute to animal disease policymaking processes by providing a better understanding of disease epidemiology and pathogenesis.

EVACUATION PLAN FOR FIRE AND FLOOD

Developed by Fran Etzkorn, retired fire chief for High Country volunteer fire department in Gilpin County and Jerry Dunn, former High Country fire captain.

Do you have a plan that you have shared with your family and neighbors to evacuate your loved ones and animals in case of a disaster? Following are guidelines for such a plan.

BEGINNINGS:

- Decide which animals are to be evacuated first. You may only get one chance! Remember the family house pets.
- Make arrangements for housing for your animals before a disaster.
- Family pets need I.D. collars and should be transported in travel crates with leashes. Crate them before the confusion starts.
- Always back your vehicle into your driveway facing the exit, in front of your trailer if possible.
- Practice hitching your trailer. Check brakes and air in tires on a regular basis.
- Determine a safe staging area with extra stall panels.
- Practice backing your trailer into the loading area.
- Train all of your animals to lead and load into a trailer.
- Provide barnyard lighting with a back up in case the power goes off.
- Mark driving lanes for the rescuers with construction cones.
- Mark pick up point and/or the driveway with long streamers of surveyors tape.

- Provide orange vests with **ANIMAL RESCUE** printed on them with black magic marker. This reduces confusion if the fire company is there at the same time.
- Organize halters and lead ropes on a peg board in barn hallway.
- Print up a list of all of your animals and make copies. Photograph your herd and keep it with your master list. Organize your herd into groups (geldings, studs, moms and babies). Who should go first?
- Make plans for your animals if it is too late to transport them to a safe area.
- Get to know your volunteer fire department. Attend work parties and give them a copy of your evacuation plan. Ask for suggestions.
- Involve another reliable person, neighbor or close friend, in your plan. With one phone call that person can set your plan into action.
- Develop a phone tree of people who hopefully will not be involved in their own rescue. Provide a highlighted map to your place with the entry and exit plan. Make copies for all rescuers. Keep it simple and safe.
- Make a list of how many animals each rescuer can transport and safely house.
- Give each rescuer your vets name and telephone number.
- Keep a copy of all of the information on a clip board with extra pens and pencils, tape, orange vests, and a flash light in a place where your number one helper can find it. This list is to document “who went where” for later verification. You might not be home. One person needs to be in charge of the list on the clip board as the rescue begins.
- Carefully review your plan with all of the helpers.

RESCUE PEOPLE

The volunteers need to be clear about their responsibilities. Encourage them to practice backing their vehicle and trailer. Suggest that they have a special back pack in their vehicle which includes the following:

- Drinking water
- Emergency food and snacks.
- Flashlights and/or head lamps.

- Sturdy foot wear.
- Hat leather gloves, warm coat, rain gear, bandanna
- Shovel
- Extra lead ropes, stake lines, halters
- Surveyors tape.
- First aid kit

PLAN IN ACTION

- All markers in place
- Take a deep breath and stay calm!
- Begin catching and sorting animals.
- Clip board person puts on vest and begins the list with the first rescuer.
- When the last of the animals are loaded--get out of there!

WHEN SHOULD YOU EVACUATE?

BEFORE IT IS TOO LATE

You also need to plan what will be taken or moved from your home?

- Driver's Licences / Birth Certificates / Passports / Insurance Papers / Bank Documents / Tax records
- Special Medications / spare glasses / hearing aids
- Computer / CDs and or floppys
- Family pictures / Keepsakes / Jewelry / other Valuables

It might be wise to keep all of these things in one or two locations so they can be easily collected and stowed in your vehicle, quickly.

March 25, 2008
ALPACA BREEDERS OF THE ROCKIES