



'Paca Parade

July 2009

President's Message

Hello ABR...

Here we are - part way through our summer already. With all the snow we got in April and then the rain in June, it's hard to believe our summer is well underway. I hope the show season went well for all of you and that birthing season is blessing your farm with little girls or prestigious little herd sires to be.

GWAS and AOBA Nationals are now behind us and I wanted to make sure that our membership was aware that GWAS was the LARGEST show this spring, beating out both AOBA Nationals and MAPACA. This is something for ABR and the GWAS committee to really be proud of.

For those that didn't make it to the National Conference this year, here are a few tidbits for you:

- ARI will now be performing BVD testing straight from the FTA card you submit for reg-

istration. Refer to the ARI website for more details. This is fantastic news!

- AOBA moved next years Nationals from Sandy, Utah to Fort Wayne, Indiana. This is not such fantastic news and I'll be discussing this topic with other western state affiliates and the AOBA BOD. With GWAS the largest show this year, not sure why Nationals was moved back east. More to come on this topic.

- AOBA is working on a national branding that will hopefully be complete this year. Let's hope the change in the BOD won't impact this progress.

- Alpaca Research Foundation has made some great accomplishments in camelid research. Please review the ARF website to see the projects that have been completed and those still in progress.

- ARI reminds us to please review your profile and update your current information. Please be sure to also review your entire herd and



Kim Sawyer President of Alpaca Breeders of the Rockies

make updates for deceased or gelded alpacas. Our registry is only as good as the statistics we provide.

- EPD information is now being collected by ARI when you submit your fiber samples to Yocom-McColl and a few other fiber testers. There will be a minimal handling fee for this but what FABULOUS news that the EPD database has started collection. Keep posted on the ARI website for information on how this information will be reported. Right now you will be able to see information for your own herd.

If you need further information on any of these items, please

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Alpaca Breeders of the Rockies

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*President's Message**(Continued from page 1)*

refer to the appropriate organizational website or contact the AOBA/ARI offices.

Lastly, I would like to remind you of current happenings within ABR (and you'll find more information in this newsletter):

- August ABR Quarterly Meeting
- Nominating Committee for new 2010 BOD positions
- ABR Strategic Plan and BOD Restructure
- ABR Fall Festival Halter and Fleece show

As we continue on with fiber projects, immersion into livestock markets and work our own farm businesses, please remember that ABR is here to support your endeavors. I'm always here to listen to your thoughts, ideas and opinions of how to make the Rocky Mountain region the happening alpaca place.

Till next time...

Kim

3 Days of GREAT Educational Clinics, Workshops and Presentations for SURI & HUACAYA Alpaca Breeders. EVERYONE IS WELCOME to Register!

Suri Network's Summer Symposium
All Suri Fleece Show & Spin-Off
(Amanda VandenBosch/Tim Lavan, Fleece Show Judges; Donna Radd, Spin-Off Judge)
August 13-15, 2009 in Estes Park, CO

Four Thursday Clinics

- ★ Hands-On Parasitology Lab with *Dr. Pam Walker*
- ★ Felting From Beginning to Final Product with *Deanne Roubal*
- ★ Neo Natal (2-part Clinic, Lecture & Lab) with *Dr. Tami Cotton*
- ★ Fiber Grading & Sorting with *Mary Lou Clingan*

Friday & Saturday Educational Presentations

- ★ 1/2-Day Classification Workshop for all Attendees
- ★ Pacamarca EPD Program & Grupo Inca Suri Fiber Criteria with *Dr. Reuss Morante from Peru*
- ★ The ARI Registry at Work and How it Affects You with *Dorothy Vanuser*
- ★ Medications for Camelids with *Dr. Pam Walker*
- ★ An Overview of the Livestock Industry with *Brett Kayson*
- ★ Business Issues of Operating a Farm with *Claudia Roessler*

Presentation with *Dr. Robert Colton*

Saturday Social Fun and Herdsire Live Auction

www.SuriNetwork.org
1-877-NET SURI (638-7874)

Schedule of Events

Events

August 8th 2009—ABR Quarterly Member Meeting

Colorado State Fair—August 28th—September 7th 2009

National Alpaca Farm Day—September 26th—27th 2009

October 3rd 2009—Neonatal Class at CSU

November 7th—8th 2009 13th Annual Fall Festival

November 15th—Membership Quarterly Meeting

Class Info

The next program offered is a neonatal clinic, October 3 at CSU with Dr. Tim Thompson. Details and registration information will be coming out soon. Contact Kim Kastner, kim@columbineranch.com with any questions.

Reminder

Lunch at the Quarterly Meetings (starting with the August meeting) is \$5.00 per person payable at the door when you sign in. Please RSVP to Ron Hinds at pacaron@estreet.com so that we can have enough food available for everyone.

Never Fear...

Fall Festival is Near...



The 13th annual ABR Fall Festival and Fleece Harvest is just around the corner. The website will be up shortly and registration will be available soon. We will send out an email to announce the website once it is up.

Now is the time to pick your spot as a Fall Festival Coordinator or Volunteer for your favorite area. It doesn't take up too much of your time and is a great way to interact with other breeders and share your knowledge. It does not matter if you are new to the business or experienced your help makes a big impact on the success of Fall Festival.

If you are interested in volunteering, contact Julie Averch at javerch@u2ranch.net or 303-437-0109

If you are interested in being a coordinator please use this link to sign up.

Fall Fest 2009 Coordinator Signup Sheet (copy and paste on your web browser) http://spreadsheets.google.com/pub?key=r6eSofZFduPJmE_VLLW3mmQ&output=html

Watch your email mailbox for spin-off information. Entries will need to be sent in by August 29th.



ABR Strategic Plan and Board of Directors Restructure

Your Board of Directors has completed the ABR Strategic Plan – a strategy that will provide us vision and direction for the next 3 to 5 years. Along with our new strategic plan, the BOD analyzed our current BOD structure and determined that changes should be made to align the BOD in support of our new direction.

The Strategic Plan and detailed BOD Structure can be found on the ABR website and will also be reviewed at the August ABR Quarterly meeting. The new BOD structure for 2010 is:

President
Vice-President
Treasurer
Secretary

Directors:
Education
Communication
Marketing
Fiber
Programs

The ABR BOD hopes that these changes will benefit the growth of our organization as we move into the world of livestock breeders. If you have comments or require additional information, don't hesitate to contact one of your ABR BOD members

Kim Sawyer
ABR President
Tapestry Farm Alpacas

Membership
As of June , 2009

- **Farm Members 260**
- **Associate Members 9**
- **Business Members 15**

Nominations are now being accepted for ABR's Board of Directors

I was just reading in CAS-CAD-NAC's newsletter about stewardship and something struck me as really quite amazing and overwhelming. I will quote it directly from their newsletter as I really feel it is perfectly written and really makes an excellent point. Ian and Jennifer go on to write, " This is our industry. It does not matter whether your herd has 10 or 10,000: if you view yourself as an alpaca breeder then this is your industry TOO. The notion that the interests of small operations in some way lie in natural opposition to those of larger farms/ranches simply does not stand up when viewed outside of the prism of industry politics, in the light of day. OWN IT. It belongs collectively to ALL of us and our industry will be at the end of the day nothing more and nothing less than whatever it is that we all make of it." The point that I took from this snippet is that we all are empowered to make this industry what we want it to be. We are the makers of our own destiny. Everyone has great ideas and it is time for your ideas to be heard.

I write this to hopefully inspire you to take the time and seriously consider running for a position within the ABR Board of Directors. Please do not let the idea that oh, I won't win stop you from running. So what if you don't win – you are getting your name and your farm's name out there so people know who you are and what you stand for with your ideas. Chances are pretty good you will learn something from the entire process, and this is your chance to be heard within YOUR industry. Even if you don't win, you can still volunteer on a committee and help out and be heard. The following positions will be opening up on ABR's Board starting Jan 1, 2010.

Vice President
Secretary
Director of Programs
Director of Fiber
Director of Marketing

APPLICATION DEADLINE IS AUGUST 17, 2009

If you are interested in applying for one of the open positions please contact:

Andrew MacArthur
Email: Andrew@springtoofarm.com

Where has ABR Been?

FFA Convention, Greeley, CO

The 81st Colorado FFA Convention was held June 2 – 4, 2009, in Greeley, Colorado. The Alpaca Breeders of the Rockies (ABR) participated with an information table and ABR giveaways. Becky Zierer, Julie Averch, Kathy Garrett, Craig Stuckey and Mary Madison volunteered by talking with many of the 1,400 FFA attendees, their advisors and parents. There were some who had not seen alpacas before and did not know about their fleece with its many uses. Contacts were made with FFA officials conveying to them that

ABR would like to be involved with FFA programs. One of ABR's new strategies is to be more involved with Youth Organizations. If you would like to be involved with planning for future youth events, please contact Becky Zierer, lzbalpacas@aol.com, or Ann Danielson, anniesalpacaranch@msn.com.

Colorado FFA is dedicated to making a positive difference in the lives of students by developing their potential for pre-

mier leadership, personal growth and career success through agricultural education. The FFA motto gives members twelve short words to live by as they experience the opportunities in the organization. **Learning to Do, Doing to Learn, Earning to Live, Living to Serve.**

Agricultural Education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.



Over 1200 Colorado FFA Members attended the 2009 CO FFA CDE Awards @ CSU's Lory Student Center Ballroom on May 4th

Great Western Alpaca Show 2009

The Great Western Alpaca Show was a great success and the biggest show in the county. ABR is blessed with wonderful volunteers who make GWAS the best show. Thanks to all who gave their time and support and to all those who attended.

2010. If you'd like to be part of the team for 2010, please contact Becky Zierer, lzbalpacas@aol.com.

With over 40 coordinators, there has to be a place for you!!!

We will start preliminary planning in August for GWAS

National Western Stock Show 2010

It's official! The dates for the llama and alpaca show at the National Western Stock Show in 2010 are January 9 and 10. National Western has moved our shows to the first week-end of stock show!! We will move in on Friday, January 8 and can stay through 5 PM Monday, January 11. We will have an earlier cut-off this year, November 20, for regis-

tration. More information about the show will be sent out soon. Go ahead and save the dates and tell everyone you know to save theirs also!! We want a great showing for that first week-end!! Any questions, please contact Becky Zierer, lzbalpacas@aol.com.

All Show Articles Contributed by:
Becky Zierer
LaZyB Acres, Inc



Alpacas at the stock show

"GWAS is the biggest show in the country this year"

DO YOU KNOW... Internet Marketing?



Understanding the traffic to your site is child's play with the right tools

*“Using the internet
for marketing is all
about the traffic”*

Contributed by:
Ron Hinds
El Zorro Colorado

Got a Website?

Got traffic to your Website?

Do you know if you've got traffic to your Website?

(Everything you see below has no cost, just your time.)

GET WEB TRAFFIC:

Submit the site to Google using: <http://www.google.com/addurl/> *

Rank of websites in the search engines (especially Google) directly relates to popularity of that website.

So how popular is your website? not much.. well here's a few tips on how to improve your listing(s) with Google and other search engines.

Make sure you don't have any broken links.. i.e., links that don't go anywhere.

Make sure your website has up to date Meta Tags, especially Keywords and Description.

Have a lot of links to other related sites..... and have those sites link to you !

No misspelled words.

Make the site inviting.. Use the '3 second rule'.. You have 3 seconds to grab the attention of the viewer before you're 'history'.

First page takes too long to load. Keep the pages small so visitors don't have to wait... Use the slow DSL rate as a basis. Usually (hopefully) something will display on their screen within the first 3 seconds if you keep the size of the initial page sized at 1MB or less.

NOTE: There is a better and a more sophisticated way to submit your site to Google. If you'd like to give this a try and have access to your website server, contact me, I'll give you a tour.

Like to Learn More? I have two (free) .PDF e-books that I can e-mail to you. "[Marketing Guide – Unlocking Google's Hidden Potential](#)", 27 pages and "[101 Basic to Search Engine Optimization](#)", 31 pages. Let me know at: pacaron@estreet.com

Both e-books are a year or so old.. otherwise they wouldn't be free.

DO YOU HAVE TRAFFIC?:

(You have to have access to your website files on the server to use this.)

Yep... Google does this too! But you need to sign up for a Google account.

If you follow this link you can do sign in and/or get an account.

http://www.google.com/analytics/sign_up.html

Fill in the blanks and insert the code right at the bottom (just before </body>)

of any page that you would like to track the traffic.

Other methods?..... Search Google for "website stats".. You'll get 24 million results but stick with the first 100.

If your site is hosted by an ISP that also uses a software package known as 'Cpanel'. You already have traffic stats!

Visa Scammer Posing As An Alpaca Buyer

Wayne England, a Tennessee alpaca farmer, was duped into signing an invitation letter used by two Chinese men to apply for U.S. visas. The men entered the U.S. with the visas and then disappeared off the radar screen.

I was interested enough in the original story by [Forbes](#) that I decided to interview England to find out more about how he (and the Embassy) were scammed.

THE SCAM

The story begins in November 2008, when England received an unsolicited email from Huang Siyuan. The man claimed to be an agent working on behalf of Chunjiang Livestock Co. in Hebei, China. He said he'd seen England's website and was interested in buying up to 100 alpacas. (England's alpacas are listed at \$1,000 to \$32,000 each.) Huang said the company would send three people, including a veterinarian, to Tennessee to learn about the alpacas and discuss the purchase.

Huang and England discussed terms of sale. England agreed to a 10% discount off the list price. He asked for half the payment when the order was placed and the other half before delivering the animals to the quarantine station for export.

Huang drafted an invitation letter: which England signed.

Huang insisted that England mail him photos of the alpacas and other materials. England spent \$225 on UPS.

England subsequently received an email from a consular officer at the Embassy. On March 6, 2009, two applicants (Zhang Junqi and Liu Jianqiang) had applied for visas using England's invitation letter. The officer asked for verification that England had issued the invitation letter and that it wasn't "counterfeit" or "altered."

In fact, the invitation letter had been altered after England signed it. The names of the visa applicants were changed. Concerned, England forwarded the Embassy's email to Huang, who said these new individuals would be visiting instead. England then replied to the Embassy that the invitation letter was legitimate.

In mid-March, when the visitors still hadn't arrived, Huang told England they were hospitalized after a car wreck.

At this point, England was suspicious enough to contact the Embassy again, and the Embassy told him that the applicants had in fact been issued visas and traveled to California.

England wrote to Huang: "It pains me deeply to learn that you're such a fraud. Your two friends ended up in California." He asked for \$1000 compensation for his troubles. Surprisingly, Huang wired England \$600. Huang also offered to make England a partner in his visa scams, offering \$1000 to \$2000 for each additional invitation letter England provided. England turned down that offer.

In the end, England feels that he suffered significant losses

from the scam. Besides the \$225 UPS bill, he estimates he wasted 150 to 200 hours working on the deal. Most importantly, for the first few months of the year he didn't try to sell his alpacas by entering them in shows because he thought they would instead be sold to China.

THE WARNING SIGNS

In retrospect, England admits there were a number of warning signs that this was not a legitimate business deal:

- Huang's inquiry was unsolicited.
- England never communicated with the individuals who supposedly were coming to visit him. He only spoke with Huang, their supposed agent.
- While England was impressed that Huang asked "all the right questions" by email, the fact that they never spoke by phone may be a sign that Huang had something to hide.
- The strongest sign of a scam was when Huang altered the invitees names on the invitation letter after England signed it. (By this point, England was so eager to make a sale that he didn't answer the Embassy's inquiry as to whether his letter had been altered.)

DUE DILIGENCE

(Continued on page 8)



Learn about the visa process before dealing with buyers outside the U.S.

“One of the strongest signs of a scam is the altering of documents.



Do not let the money cloud your vision



Visa Scammer Posing As An Alpaca Buyer

(continued from page 7)

The Embassy [warns](#) that some requests for invitation letters are legitimate, but some are not. "Oftentimes, the PRC national initiating the contact has no relationship to his/her claimed Chinese employer. In fact, it is not unusual for these individuals to be part of elaborate human smuggling syndicates."

The U.S. Commercial Service [recommends](#) that exporters use the following precautions:

1. Request a copy of the business license; check validity of address and phone number, license validity date, name of registered representative
2. Request a copy of the company's certificate of import/export authority
3. Verify the company's international trade experience and avoid firms that have less than two years of experience
4. Seek multiple references and check them. Request referrals to both suppliers and customers
5. Order an [International Company Profile](#) report through the U.S. Commercial Service
6. Accept only secured forms of payment such as letter of credit or direct telegraphic transfer (T/T or wire transfer)

Due diligence may save a U.S. exporter time, money, and aggravation. It also may help the exporter to avoid inadvertently assisting persons in entering the U.S. illegally.

And it may protect the exporter's reputation. The next time somebody applies for a visa to visit England's alpaca farm, the application will probably be strictly scrutinized or denied outright.

(Huang Siyuan did not reply to emails requesting an interview).

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About the Author

[Gary Chodorow](#) is an Attorney and Chief Representative in Beijing Office of [Frederick W. Hong Law Offices](#). He graduated Summa Cum Laude with a Bachelor of Arts degree from Duke University in 1989 and earned his Juris Doctor degree from the University of California at Berkeley (Boalt Hall) in 1993. Before joining our firm in 2004, he was a partner in a Chicago law firm, where for ten years he practiced immigration law and employment law. Mr. Chodorow is an adjunct professor at Chicago-Kent Law School. In China, he has taught law courses at Beijing University, Beijing Foreign Studies University, and Liaoning University. He is a member of the American Immigration Lawyers Association. He also currently serves as Vice-Chair of the Visa Committee for American Chamber of Commerce-China. Mr. Chodorow is the author of a number of a number of articles on U.S. immigration law. Most recently, he authored a chapter of the American Immigration Lawyers Association's The Visa Processing & Consular Posts Handbook (2008-09 Edition). Mr. Chodorow also publishes LawAndBorder.com, a Beijing blog about U.S. visas and immigration law. Mr. Chodorow speaks conversational Mandarin and Spanish.

"Due diligence may save a U.S. exporter time, money and aggravation. It may also help the exporter to avoid inadvertently assisting persons in entering the U.S. illegally."

Avoid These Eight Copywriting Mistakes

In the alpaca business or any business, powerful writing can make or break a well-planned marketing campaign. When writing or evaluating copy that is intended to sell, careful attention must be paid to the message being communicated to your audience. Essential to developing effective copy is knowing the basic mistakes to avoid. Although there are many, here are eight common copywriting problems that can kill a marketing communications piece.

Dwelling on features instead of benefits. A feature is a descriptive fact about a product. A benefit is the “yeah, so what’s in it for me,” aspect of your product—and it’s what your customers care about the most. A 950 MHz Pentium processor is a common feature on desktop computers. The *benefit* of this feature is that programs quickly load and commands are executed with lightning speed. Copy written about your products should always focus more on user benefits than product features. This is the most common mistake among alpaca breeders. What you read most often is about the great fiber, or the conformation, etc., instead of what they offer the reader.

Leaving out a call to action. All of your marketing materials should have a clear call to action. As a general rule, your call to action should be the next step you want your customers to take in the buying process. Here are some common call-to-action lines:

- Purchase by July 31, 2009, and receive a 20% discount.

Call today!

- For more information, call our farm/ranch today!
- To order any product in this alpaca clothing brochure, call us toll free at (800) 555-2424 or visit our website at xxxxxxx@xxxxxx.com

Don’t worry about using lines that sound cliché, like the ones above. Research continually shows they work.

Using inappropriate jargon. Write to the level of your audience. Marketing materials for alpacas or alpaca products sold to *Joe Public* should be written in easy-to-understand language and be void of breeder jargon.

Cluttering your newspaper/magazine ads. If you want your audience to focus on your ads, your ads must be focused. Avoid cluttering your ads with multiple feature/benefit combinations. If your product or service includes several benefits, create a series of ads that tout one or two benefits each and roll them out in a campaign that has a consistent creative direction. Small consistent ads can be more effective than a large single insertion.

Writing a weak lead. Make an immediate impact on your reader. If you don’t state a benefit or promise in your headline, your first line or two of copy should. You only have a few seconds to compel your audience to read more—so don’t waste time being coy. Hit your readers with a special offer or a promise right up front, and write it with authority.

Delivering a voiceless message. Your campaign marketing messages should have a common and consistent tone. Don’t think of your writing as words on paper, think of them as your campaign’s voice and personality. Depending on your audience and your strategic objectives, your campaign should have a voice that emanates authority, confidence, wit, know-how, compassion, wisdom or insight. After you choose the appropriate voice, write all your campaign materials through it.

Leaving out the fear factor. People worry a lot. They fear being left behind or not being up to date, and they fear not having the latest tools they need to compete. Take advantage of this. Read and listen to successful marketing campaigns and you’ll find them peppered with phrases like, “Can you really afford to know less than your competitor?” “Don’t you want the best for your alpaca ranch?” “Don’t wait until it’s too late to start planning your breeding program.” Though subtle, fear is utilized in almost every winning campaign.

Failing to be persuasive. The underlying message of everything you write about your alpacas or alpaca products should be, “here’s why you should buy.” Think of your personal or business relationships. When you want people to do something for you, you use your vocal tones, expressions and body language to persuade and influence them before you make your request. Using your words, take the same approach with your writing and your collateral materi-

als you create will yield greater results.

Good luck and good writing.

Contributed by:

Tom Costner

Sunny Mesa Alpacas, LLC

“Powerful writing can make or break a well-planned marketing campaign”

Education & Fiber

Fecal Testing Clinic

The fecal testing clinic at CSU was absolutely phenomenal! It was gratifying from the education program standpoint to see breeders with a wide range of experience from a few months to over 15 years get so excited about what they were learning. The program presented by Dr. Lora Ballweber and Dr. Robert Callan combined classroom discussion with hands-on lab experience and answered so many questions for all of us: how many we should

sample, to pool or not, simple float vs. centrifuge methods and which gives more accurate results, types of solutions and the pros/cons of each, identification of parasite eggs, when to treat or monitor and what do we need to look at and change if/when we see a high egg count, and was presented at a level that everyone attending could understand. The Education Committee would like to offer it again in 2010.

Education 2010 and Beyond

The Education Committee is looking for ABR members interested in developing the 2010 and beyond programs. We would like to explore new opportunities to bring education programs to our members. If you have any a the new program (webinars, etc.), we'd love to have you join us. We are also going to begin work on a resource library and mentorship program for members and are looking for interested people to take on this project.

Please contact Kim Kastner, kim@columbineranch.com to discuss this wonderful opportunity to impact the continuing education of alpaca owners.

Alpaca and Llama Health Management in the Veterinary Clinics of North America, Food Animal Practice

"The new issue on Alpaca and Llama Health Management in the Veterinary Clinics of North America, Food Animal Practice just came out last week. You can view the table of contents for this issue by going to <http://vetfood.theclinics.com/>, clicking on the issue and then selecting the Full Text PDF for the Table of Contents. You can also order a copy of this book individually by clicking on the [Buy Back Issues](#) tab on the left of the page. From that page you will first select the region ([USA](#)) and then under subscription select

[Single Issue-Non Subscriber](#) and then finally select the [July 2009](#) issue that you want. The price is \$94. I have thumbed through this issue and it is an excellent and very detailed resource written by some of the top academic veterinarians that work on llamas and alpacas."

Message from Director of Education

As you have been reading in the emails, the Board is being restructured and will add a Fiber Director for 2010! We have many members with a vast knowledge of alpaca fiber and high motivation and I hope you will consider joining the ABR Board. I am thrilled to announce our new Fiber Committee chairs: Christin Jones and Christiann Schade. Thank you both for generously donating your time and experience to this committee. The Granny Square Afghan sold for a whopping \$4100 at the GWAS silent auction and the committee is

excited to begin exploring fiber workshops and clinics to offer to our members. If you would like to join the fiber committee, please contact Christin Jones at russtin1@msn.com or Christiann Schade at C2alpacas@msn.com. As Becky Zierer says, "Get Fibergized!"

Have a great summer!

Kim Kastner
Director - Education
Columbine Ranch Alpacas, LLC

Contributed by:

Robert J. Callan, DVM, MS, PhD, DACVIM

Associate Professor; Livestock Medicine and Surgery

Department of Clinical Sciences, Colorado State University



Alpaca Breeders of the Rockies

Quarterly Membership Meeting

August 8, 2009

Embassy Suites

9:30 AM to 3:00 PM

General Meeting – 9:30am Start

Welcome	Kim Sawyer
Introduction of new Members/Guests	Ron Hinds
ABR Strategic Plan/BOD Restructure	Kim Sawyer
Nomination Committee	Carl McGill
Member forum for bulletins	Kim Sawyer
Events not sales – please submit your events to Kim Sawyer before the meeting	

Marketing – Strategies for these Economic Times

Overview of General Marketing

3 Breakout Round Table/ Moderator Discussions
Rotate every 45 minutes

- Graphic Design
- Electronic Media
- Public Relations

Mid-Morning Topics (around 10:45am)

While we're setting up private breakout rooms for Marketing sessions

Topics include (Pending):

Colorado State Fair
Fall Fest Show Coordinator and Volunteers
Nominating Committee
Fiber Project Sign-ups

Scholarship Criteria

Student has demonstrated an interest in camelid medicine and surgery, enrolled in Small Ruminant and Camelid Medicine course (VM778D), has selected at least one additional senior rotation involving camelid medicine, shows a desire and intention to pursue a veterinary position that provides camelid service in Rocky Mountain States supporting the ABR (CO, NM, and WY)

ABR's CSU Scholarship Recipient Mirona Petrus Letter to ABR

I'm a native southern Californian who grew up in Yorba Linda and received a Bachelor's in Animal Science degree from California State Polytechnic University Pomona (Cal Poly Pomona). I moved out to Colorado for CSU's large animal veterinary program with the intent to specialize in beef cattle medicine--but have since been drawn to small ruminants and camelids.

For the past year, I've been intrigued by alpacas and llamas alike and am very eager and excited to learn more about and work within the camelid industry.

I am entering my fourth (and final!) year of veterinary

school in mid-May. I plan to continue my involvement with CSU's small ruminant practitioners club and I will be attending Oregon State's llama medicine and surgery course in September for more experience.

My revised "career goal" now includes work on alpacas and llamas, small ruminants and beef cattle.

I'd like to thank the Alpaca Breeders of the Rockies for the generous scholarship that will go toward furthering my camelid knowledge.

Please let me know if you need anything else!

Thank you!

Mirona Petrus
Colorado State University
College of Veterinary Medicine
& Biomedical Sciences
Class of 2010

ABR's CSU Scholarship Recipient Lindsay Helvey Letter to ABR

I am honored to be a recipient of Alpaca Breeders of the Rockies scholarship award. Your support will assist me through my final year of veterinary school and allow me to participate in invaluable externships with practitioners around the country. My career goal is to become a mixed animal veterinarian, and I am excited that I have studied in Fort Collins which has given me so much exposure to knowledgeable alpaca breeders and professionals.

I grew up in Murphys, CA in the Sierra Nevada Foothills, and went on to receive my Bachelors of Science degree from Lewis and Clark College in Portland, OR. My interest in veterinary medicine was

sparked by raising many different species of animals on my family's small farm. Although the alpaca industry is new and exciting to me, I have always had an interest in them due to my enjoyment of spinning and knitting. I grew up practicing these crafts with fiber from my own angora goats and wool sheep. As a Christmas gift this past year I gave local (Fort Collins) alpaca fiber to my mother for her own hobby; she enjoyed it so much she now owns six alpacas!

I am enthusiastically learning the medical and management aspects of camelids through events at the Colorado State Veterinary Teaching Hospital, independent clinicians and breeders who have given freely

of their knowledge. As the secretary of CSU's Student Chapter of Small Ruminant Practitioners I also organize events to local farms to assist with seasonal herd health days, and inform members of current alpaca events. As a result, if here is an alpaca event I am usually involved.

I would like to thank the Alpaca Breeders of the Rockies for their generous support, and the breeders who have been so welcoming.

Thank you!

Lindsay Helvey
Colorado State University
College of Veterinary Medicine
& Biomedical Sciences



Alpaca Breeders of the Rockies Scholarship recipients with Ann Davidson

ABR Members and their alpacas in the News

Luna Nueva Ranch

Luna Nueva Ranch had twin cria's last September. Barbara Byrd contacted several newspapers and TV stations trying to tie the birth in with National Alpaca Farm Days and their open house. A few of the reporters had indicated that they would really love to attend a shearing day and see how it's done. Barbara called them when they had a firm date for shearing and 2 reporters from the local papers came out to see the activities. The Longmont Times Call printed the shearing piece.



Helping the alpacas at Luna Nueva Ranch in Berthoud cool down for the summer, New Zealander Mike Morgan, center, shears a young alpaca on Saturday as Randy Vadovis, left, a ranch hand at Colorado Dreams Alpacas, and Tom Innonico, an apprentice shearer, hold the alpaca steady. Luna Nueva Ranch, along with Colorado Dreams Alpacas and Alpaca Clan Acres, get together to shear 40 alpacas while visiting shearer Morgan was in town. Jill P. Motu/Times-Call

Find creative venues to show people what the alpaca lifestyle is all about.

Be able to answer the question "why alpacas".

Please send us "members in the news" to share in our next newsletter. Copy of article or link can be sent to javerch@u2ranch.net

C & J Alpaca Ranch



Jeffrie Sue Carver is "Fit to Boom" She had an ah-ha moment, the trigger that made her realize it was a time for a radical change in her life. Her story is now told on Fit to Boom with a video about her alpaca lifestyle and related articles. Ms Carver entered the SUBWAY Refresh Your Life Contest. Her story was chosen as one of the 10 finalists. Go back to the Fit to Boom site on August 25th and place your vote for the most inspiring story.

Copy and Paste the link below to view the video and articles

<http://fittoboom.msnbc.msn.com?dl=home/video/9/0&source=permalink>

3rd Annual Fiber Fiesta

The 3rd Annual Fiber Fiesta at GWAS was a great success! Friday, May 1st, with the opening of the show, is usually a slow day for the upstairs vendors, but that was not the case this time. It was literally buzzing upstairs with excitement. Both the Fiber Arts/Skeins Competition and Photo/Art Competition were being judged. The Spin-Off Competition samples and ribbons were on display and participants of that competition were looking for their samples and ribbons. We had three great artisans teaching classes, Donna Druchunas, Galina of Skaska Designs, and Sue Bunch of Back to Back Fiber. When the participants took a mid-class break and during the lunch break they were visiting the vendors, watching spinning demos, socks being made by machine, trying to visit both competitions but being shooed away, and BUYING. The vendors upstairs were selling like crazy!

Saturday, May 2nd was even busier. Donna Druchunas had as many as 16 students in her Japanese knitting class. Galina of Skaska Designs was busy teaching another class, and if you missed seeing all her hand knit scarves and shawls, you really missed seeing something special. Sue Bunch was setting up classes for Sunday with people visiting her booth. The vendors were busy as bees, selling, talking, demonstrating. Joy Getha, one of our Spin-off judges from Fall Fest 2008 was demonstrating spinning all day and had people sitting at her spinning wheel trying their hand at it. There were so

many blue ribbons and perfect scores given to the items submitted in the Fiber Arts/Skeins Competition that we ran out of blue ribbons and have to mail a few to the winners of these. AND these blue ribbons were earned!! Our judge, Claire Walker, is a perfectionist and does not give points if she feels they are not deserved. There were no judge's remarks this time, but only because there were so many entries and she really takes her time in judging. She did not finish until 5pm and not only did she need to leave, but everyone was down at the Meet and Greet, visiting and pigging out on the munchies and drinking the wine. Claire was delighted with the variety of entries and how well everything was crafted and disappointed that she did not have the time to give the remarks. But if you entered something, she did make comments on the score sheet. If you did not get upstairs to see how much talent is represented by our ABR members, you really missed out. After all, as one of the bidders for the crocheted afghan at the Saturday Night Dinner/Auction kept saying as the bid went higher and higher -- "IT IS ALL ABOUT THE FIBER"!

Sunday, May 3rd, was the last day. The vendors were happy with the sales, and most already plan on coming back next year and were also discussing what they could do to bring in more people, particularly on Sunday. Galina of Skaska Designs plans on adding her classes that will be taught at GWAS 2010 to her website.

Donna Druchunas will be back as will Sue Bunch. One of my vendors Midnight Designs had sold out of many of her items that were in her inventory. It was a slower day, but sales were still being made. Already, ideas are coming to mind on how to increase public attendance on Sunday morning. Participants of the Fiber Arts/Skeins Competition were picking up their sweaters, scarves, blankets, hats, etc along with their blue ribbons, getting ready to head home after a great show.

Be sure and reserve April 30th, May 1 and 2, 2010 for the Fourth Denver Fiber Fiesta and it is not too late to begin something to submit to next year's Fiber Arts/Skeins Competition either.

"The vendors upstairs were selling like crazy. There were so many blue ribbons in the Fiber Arts/Skeins competition that we ran out: and will have to mail some.."

Contributed by:
Barb Dedecker
of Rapunzel's Farm



- Kim Sawyer President
- Becky Zierer Vice President
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- Kim Kastner Director - Education
- Beth Blonder Director - Events & Shows
- Carl McGill Past President

Advertising in Paca Parade

Did you know that Paca Parade offers advertising space in the newsletter? This is a great, inexpensive way to highlight your product, farm or event.

All ads must be in .jpg format. There will be a \$10.00 up charge if you provide hardcopy that Paca Parade will have to scan. Discuss your requirements today.

The newsletter for the rest of 2009 will be e-mailed out 10/10 Ads

must be submitted two weeks in advance.

Please contact Julie Averch to discuss your advertising requirements today, javerch@u2ranch.net

Rates are as follows

- Classified Ad - \$2.00 for up to 30 words \$.05 per word over 30
- Business Card Ad - \$5.00 3.5 x 2" horizontal
- Quarter Page Ad - \$10.00 3 3/4 x 5" Horizontal or Vertical
- Half Page Ad—\$25.00 8 x 5" horizontal or vertical

ABR Communications

Do you have a funny antidote, a passionate subject or topic you would like to share that is pertinent to the ABR membership?

Are you an expert in a field that impacts alpaca breeders and are willing to share your knowledge?

Do you have a few hours a month and are willing to volunteer on the Newsletter or Website Committee?

If you answered yes to any of the above, please contact javerch@u2ranch.net or 303-437-0109 (please leave a message)



Alpaca Breeders of the Rockies

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