

Application for ABR Board of Directors (Term 2022-2023)

Name: Mark J. Choiniere

Farm Name: Dusty Road Alpacas


Phone: 540-229-1706

EMAIL: mchirp@comcast.net

ABR Farm Member **YES**

AOA Farm Member **YES**

**Became member in 2017**

**I understand that being an ABR Board of Directors member requires that I attend regular board meetings and devote six (6) hours or more per week carrying out the duties of my position.** Initial MJC 

I am interested in being considered as a candidate for the following open positions:

**Secretary (2 year term)**

**Please respond to the following questions and submit to the Chair of the Nominating Committee no later than October 18, 2021.**

**When did you purchase your first alpacas? 2017 # in current herd 45 Huacaya**

**Have you ever held office or served as BOD member in a corporation?** No. However, I represented my government agency for several decades as the lead point of contact for myriad issues, including the establishment of the Director of National Intelligence, revamping the production of the Presidential Daily Briefing, technology integration lead for the implementation of mobile secure devices, and as executive lead for a number of community and agency projects. I was on the Chief Information Officer council that allocates information management budgets and prioritizes efforts. I also attended Saturday morning meetings with my boss (NGA Director Jim Clapper) with the leaders of all the intel agencies to work programmatic and strategy-somewhat of an informal intelligence community corporate board. I was also on the investment committee as an office chief running our In-Q-Tel projects, a quasi govt-commercial entity worked in collaboration with the Central Intelligence Agency, based out of Silicon Valley, Menlo Park, California, to invest in promising small businesses and entrepreneurs with leading edge ideas that are high risk and high payoff for the US government.

**Non-profit**

**Name/type of company:** National Geospatial-Intelligence Agency (NGA,) an Intelligence Community and Department of Defense Combat Support Agency.

**How would you describe your organizational skills & follow-through?** I have strong organizational skills and follow-through with some 42 years of federal service as a government senior executive, military service (Army,) and five years as a government contractor. I led business units, managed large programs as the milestone decision authority, led technical developments and modernization upgrades for several decades. In the Army I served as a company commander on two separate occasions totaling 36 months, led eighteen tests to evaluate and make recommendations on the purchase of new equipment, served as a battalion level operations officer for a 2400-person unit, and later served as Executive Officer and briefly as Battalion Commander prior to my retirement, leading our response to the Northridge Earthquake of Jan 1994.

**What Committee leadership or Board roles have you held in ABR?** None

**What are the three (3) most important issues that you feel ABR should address in the next 2 years?**

- (1) A focus on outreach and education for potential new alpaca owners and ABR members as we emerge from the COVID disruptions and return to normalcy.
- (2) Marketing opportunities for animals and fiber with an emphasis on processing, sales, products and opportunities for same.
- (3) Medical information, camelid care and best practices.

**What particular skill sets would you bring to the ABR BOD?** I'm a big fan of organization, deliberate planning and documentation. I'm a self-starter who is motivated by the things that need to be done, not necessarily the items that are easy to do or what is needed to get by. I served myriad times in positions of trust and responsibility, and more importantly have been the person accountable for results. We still feel like relative newcomers to the alpaca business as we close on our fourth year of breeding choices and birthing cria, but my wife and I have learned a lot and much of it has been the hard way through trial and error. I feel a lot of those experiences are relevant to my potential input as we as a BOD market to and embrace new potential alpaca owners and we work to represent value added to existing members and attract new members. My work as ABR secretary will help us learn a lot more about the business side of alpacas and give back to the organization as we gain experience.

Mal J. Chorini  
DUSTY ROAD ALPACAS  
540-229-1706