

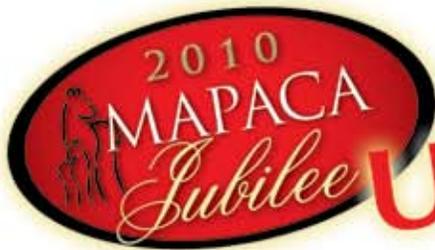
Providing Education, Guidance, Support and Resources

# MAPACA

Mid-Atlantic Alpaca Association

Winter 2010 Newsletter

## Alpaca News You Can Use



It won't be long now. Registration opens for the 2010 Jubilee on January 23rd so don't sleep in that day for sure. Here's why! This year everything is back in the main Exhibition Hall. Alpaca stalls, vendors, fiber demonstrations, fleece shows, show rings...**EVERYTHING** will be back under one climate controlled roof. No more trying to work your stalls and trying to figure out what is happening in the show ring. This under-one-roof design will provide the cozy atmosphere you need to maximize the tremendous marketing opportunities the Jubilee offers. This move has tons of benefits but it does have one drawback, we are decreasing our total space used at the facility. **Stall space will be limited which makes it even more important to sign up early that day!**

The Jubilee will feature all of the same things that have made it world famous and a must-do event for so many alpaca owners and enthusiasts around the globe:

- One of the largest and most competitive shows in the world.
- A true alpaca celebration encompassing all aspects of alpaca showing in one event: Full Fleece, Shorn and Performance Halter Classes plus a Fleece Show and Auxiliary Fleece Show which includes Spin-off, Fiber Arts and Skein Competitions. This year the Youth Performance classes will only be on Saturday and Sunday so the participants don't miss school on Friday.
- The incredible Wine and Cheese with the Champions event, where we announce the highest scoring entries of all the fleece competitions.

Looking for a creative way to market your farm inexpensively? Volunteer at the 2010 Jubilee! It's a fun and easy way to get instant face recognition. Be sure to check your volunteer area preference on the Jubilee online registration form.

- Dinner with Dr. Norm Evans on Thursday evening and the opportunity to see and hear him at other events throughout the show
  - World-class vendors.
  - A great opportunity to pick up fantastic products and breedings to top herdsires in our silent auctions and raffles.
- We have also assembled a fantastic line up of Halter Judges for the 2010 show.

- Kristin Buhrmann - Suris and Light, White, Grey and Multi Huacaya Females
  - Diana Timmerman - Huacaya Males
  - Ken Hibbits -Black, Brown and Fawn Huacaya Females and Performance Classes
- Don't forget about entering your fleeces in the Fleece Show. The judging will be completed there by:
- Cheryl Gehly
  - Stephanie Glyptis

Their judging assignments will be announced very soon. Fleece Shows and Auxiliary fleece events are an awesome way to extend the impact you can make on the show circuit. Don't forget to enter these competitions as well. Exhibiting at the Jubilee has major business benefits too! There may be no better show in the country with the incredible opportunity to network because of the sheer numbers of farms that choose to make the annual trek to Harrisburg. So how can you optimize the networking and stand out in the crowd? The answer is simple---**SPONSORSHIPS**.

The MAPACA Board has assembled a vast array of sponsorship opportunities with new pricing structures that should appeal to farms of all sizes. There is potentially something for everyone in the list. Most importantly, we are offering some payment options to try to make it easier for your farm to take the leap. The benefit of Sponsorship is twofold. 1) It certainly makes your farm stand out among the crowd, no doubt! 2) It also helps all attendees of the show as well as the sponsoring organization. You see Sponsorship dollars help to keep costs down for all exhibitors. The more sponsor funds MAPACA generously receives, the closer it gets to breakeven, which this year will be much needed. In effect the more money we get in sponsorships the longer we can hold fees where they are. So please consider supporting your farm, the organization, and the alpaca industry as a whole with one of the many options available. We are currently accepting sponsorships, so why not sign up now and start receiving the benefit of exposure immediately. The complete list of sponsorship opportunities is on the MAPACA website.

And don't forget there is only one alpaca JUBILEE and it is taking place April 22-25, 2010 in Harrisburg, PA-- your best opportunity to catch up with old friends and make tons of new ones! Make sure you mark it on your calendar and visit [www.mapaca.org](http://www.mapaca.org) to get all of the information.

Scott Young and Kevin O'Leary - Jubilee Event Managers  
Kristie Smoker - Jubilee BOD Liaison

Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)

This issue of the MAPACA newsletter focuses on two major items; 1) Membership and 2) the MAPACA Jubilee. Of course, as you read this we are in the middle of January and it is probably very cold and blustery. This hopefully gives you time to contemplate those organizations where you might want to renew your memberships and to plan for spring shows. In both those situations, we hope that MAPACA is at the top of your list!

In this issue you will see the many benefits of membership in MAPACA. Additionally, we hope that you have found that we as an organization are customer-oriented, responsive, listen to you, and truly care about the alpaca industry. Our goal as your Board of Directors is to make decisions that help to elevate the idea of alpaca ownership, positively market the alpaca industry, and offer a top-notch, premiere alpaca show in which others in and out of the industry strive to be involved.

Over the past month, you probably have received some MAPACA eblasts that have updated you on items related to this year's Jubilee. The article on the cover highlights the substance of those messages for you again. In essence, if you have continued to be a part of the MAPACA Jubilee year after year, we thank you and hope you have found that your investment of time and money has served you well. If you were not able to attend in 2009, we missed you and hope you will consider joining us in Harrisburg on April 22 through 25. You will find that over the past year we have listened to your input at the show, in the post-show survey, and throughout the year at membership meetings. We have not only listened to you, but implemented many of those items. We hope to see you in Harrisburg!

Speaking of Membership Meetings! We are very excited to have Dr. LaRue Johnson speaking at our February 21 membership meeting in Kennett Square, PA. Details are described within the newsletter and on the website ([www.mapaca.org/pages/aboutmapaca/membermeetings.html](http://www.mapaca.org/pages/aboutmapaca/membermeetings.html)).

Additionally as we begin this year, the MAPACA Board of Directors has an ambitious list of goals to accomplish. We are

striving to assure financial viability of the organization through some creative ideas; such as the Pre-Show Raffle which will come to a close at the Jubilee. We hope you have taken the time to purchase raffle tickets for this opportunity to win great prizes. Details of the incredible prizes and how to buy tickets are described in this newsletter issue. This year, the Board will also focus on goals related to Membership and Membership Benefits, we will complete the MAPACA website, implement a Youth Initiative, as always focus on Education for our members and perspective new farmers, develop a Long-Range Plan for the organization, and continue work on MAPACA's online repository of critical association documents.

Needless to say, this year will prove to be as exciting and interesting as those in the past. We will strive to represent your wishes in our decision making and to continue to listen actively to your needs. As always, please feel free to contact any one of the Board members with ideas, suggestions, and feedback.

Finally, Happy New Year!

Warm Regards,

Kristie Smoker, MAPACA President

## Board Members

**President:**  
Kristie Smoker

**Vice President:**  
Ken Clark

**Treasurer:**  
Terri Kinka

**Secretary:**  
Kim Conrad

**Member-at-Large:**  
Randy Strong

**Member-at-Large:**  
Jillian Ramsay Stern

**Member-at-Large:**  
Alan Clark

## Summary of MAPACA Membership Meeting of October 11, 2009, held at the Willow Valley Conference Center in Lancaster, PA

The meeting was run by President Kristie Smoker (bad throat and all). The report on this year's MAPACA election results were presented and posted. The results were:

Reelected:

Ken Clark  
Kim Conrad

Newly elected:

Alan Clark  
Jillian Ramsay Stern

The Board positions are now as follows:

President: Kristy Smoker  
Vice-President: Ken Clark  
Secretary: Kim Conrad  
Treasurer: Terri Kinka

Members-at-Large:  
Randy Strong  
Alan Clark  
Jillian Ramsay Stern

Kristie then complimented and thanked previous Board members, Chuck Gulotta and Helen Humphreys for their vital service to a solidly reemerging MAPACA from a time of great flux due to many transitions.

Various affiliates (MABA, PAOBA, VAOBA) that coexist with MAPACA in its geographic footprint then gave news of their events, both upcoming and previous.

After the finish of business, we all repaired to a lunch that was delightful and flavorful. That alone was well worth the price of admission!

After lunch, we listened to a lively panel discussion. Panelists were Leslie Joritsma from Autumn Mist Alpaca Farm and Mill, Chris Reilly from the New England Alpaca Fiber Pool and Mike Lupinsky of Georgia Mountain Fiber Mill. The virtues of mini mills and commercial mills were extolled. We learned quite a bit about the need

for preparations for either processing. We also learned quite a bit about the similarities and differences of processing by each of the organizations represented at the discussion.

Accompanying the panel discussion were a series of displays by the panels constituent members as well as an interesting hands on fiber quiz/contest that gave a reward for coming up with the correct identifications of the various yarn samples.

All in all it was definitely a rewarding day, thanks to the help of the volunteers and organizers at the meeting.



Providing Education, Guidance, Support and Resources

# MAPACA

Mid-Atlantic Alpaca Association

## New Members

- |                            |                          |
|----------------------------|--------------------------|
| Leda Blumberg & Steve Cole | Faraway Farm Alpacas     |
| Harmon & Jill Myers        | Myers Flock & Fiber Farm |
| Kevin & Tammi Halpin       | My Poppy's Alpacas       |
| Eric & Brenda Schenck      | Red Ghost Alpacas        |
| Pete & Penny Jones         | Silver Ley Farm, LLC     |

Membership is 284 as of 12/06/2009

New Members since 09/01/2009 is 5

## New to the Board



**Alan Clark • Finca Alta Vista, LLC**  
Pleasant Mount, PA

*My partner and I first came nose to nose with an alpaca during a New Jersey alpaca farm visit in 2002. We were certain that we wanted to buy "Max" right then and there. We were smitten. Never mind we still lived and worked in New York City and hadn't even turned a shovel in the dirt of the property that we just purchased in Northeastern Pennsylvania. We didn't even know the difference between a Suri and a Huacaya.*

*But with the unselfish guidance from this and other breeders we were soon to meet, we started looking instead at female foundation stock and purchased our first bred female just 4 months later. Soon our plans of retiring to the country were sped up by about 25 years.*

*Looking out on our colorful herd of 35 huacayas 7 years later, I still remember the excitement of that first day. I remember even more the encouragement and guidance of fellow alpaca owners all along the way. Dr. David Pugh once said, "It's not the animals that are unique...it's YOU people!" Anyone familiar with Dr. Pugh knows that comment to be slightly tongue in cheek, but his heart is in the right place...the industry IS about US. That's why I'm very proud to serve you on the MAPACA Board of Directors during this very important and exciting time in the life of the North-American alpaca industry.*

*Although preparations for the Jubilee dominate our lives this time of year, I will also be working on forming the Long Range Planning Committee whose purpose will be to identify things that are most important to our membership, brainstorm ideas that will help all members achieve their goals and put a cohesive plan in place to guide the organization to help meet those goals. We will be sending out an online membership survey early in 2010. Your feedback is important to the committee and the future of the organization, so I hope you will take a moment from your busy schedule to respond.*

*Please feel free to contact me anytime at (570) 642-1050 or alan@fincaaltavista.com with comments or questions.*



**Jillian Ramsay Stern • Ramsay's Alpacas**  
Pleasant Mount, PA

*Hello MAPACA members. As one of your new MAPACA Board members, I am beholden to tell you a bit about myself.*

*I am retired from my original occupation as a performer/stagehand/small theater owner in New York Theater and television. I retired as a stagehand in 1997.*

*I've worked in just about all the Broadway theaters in New York as well as Lincoln Center, Radio City Music Hall. I was involved (lighting) with fashion shows for Calvin Kline, Oscar de La Renta and many others. I taught for 4 years at Pratt Institute in Brooklyn, NY. I worked on the original TV show of Sesame Street for 12 years. So, I've been around in the New York entertainment business for over 40 years. As you can guess, alpaca shows are a piece of cake compared to a heavy Broadway production.*

*I moved out to western Pennsylvania about 11 years ago. I started a new career as a contract photographer for the local tourist board and other clients. I was invited to come and photograph an alpaca farm near where I live. I went and saw alpacas for the first time. I saw more alpaca farms and was intrigued with the animals.*

*I learned quite a bit about them and started buying shares of some animals. In 2006 I bought my first completely owned animal and haven't looked back since. I now have 18 huacaya.*

*I realized that these fascinating creatures were not going to return me an income if they weren't used for something besides selling to other alpaca breeders and the occasional new entrant in the breeding arena.*

*It was this thinking that got me started with idea of The Alpaca Fiber Symposium. I got together a great group of like-minded people and the rest is pretty well known.*

*I am also involved with recently created AOBA Communications Task Force. You soon will be, if you are not already, hearing about the results from that very busy and productive group.*

*So, in short, I am thoroughly invested in the industry. Being a member of the MAPACA Board is the latest expression of that commitment.*

*I thank all who voted for me. I will serve MAPACA to best of my ability and with the same full commitment that I have brought and continue to bring to a growing alpaca industry.*

## Alpaca Equipment

**FREE Shipping**



Scales



Chutes



Panels & Gates



Feeders



IgG Kits



Centrifuges



Fecal Parasite Kits



Ultrasound Scanners



Microchips & Readers



Health & Medical Supplies



Microscopes

Secure Online Ordering At:  
[LightLivestockEquipment.com](http://LightLivestockEquipment.com)  
Toll Free: (866) 999-2821



Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)

# How to Prepare Your Fleece for Show

Cheryl Gehly | Cria-tivity Alpacas

There comes the day when you wake up and face the reality that you must prepare your show fleeces! Having procrastinated as long as possible and practiced every avoidance technique known to humanity, you commit to the task, filled with trepidation and the terror of the unknown!! The first step in your adventure has finally begun and you should take a deep breath and simply relax. The task at hand is not only quite simple, although somewhat time consuming, but will actually leave you feeling rather proud of your accomplishments once the job is done. Let's go through it together, one step at a time.

Number one; yes, you should show your fleece. Entering a fleece show is an excellent opportunity to get feedback from a judge about your breeding program. Select your fleece show alpacas prior to shearing, checking for uniformity of color, fineness and overall character or style. Eliminate those that show evidence of excess weathering, matting or breaking. Just prior to shearing, your show fleece alpacas should be picked free of obvious, excessive debris and vegetation.

Shearing is obviously the process that presents the fleece to you. Just be thoughtful beforehand and parts of the preparation event will have been mastered. Decide how you will receive the fleece as it drapes off the body. Many possibilities exist: clean flat sheets, flannel-backed vinyl tablecloths, heavy

kraft paper, large cardboard boxes, etc. Use whatever seems handy for you and is readily available. Collect the blanket area of the fleece onto your tablecloth and transfer the whole unit to the skirting table. If time constraints prohibit you from skirting it immediately, the fleece can be rolled up inside the tablecloth (brush any dirt from the outside of the cloth as you roll so the clean, cut side of the fleece is not contaminated) and labeled for identification.

The actual process of skirting the fleece is what so often appears daunting to many breeders. The guiding principle for this task is to strive for uniformity. You will be removing those parts of the fleece that differ from the prime area in terms of micron, length and color, as well as character or style to a limited extent. Work around the entire perimeter of the fleece as it lies cut side up on the skirting table. Begin by removing clusters of coarse fibers and guard hairs that are commonly found around the belly and leg areas. Gently open an area near the center or mid-side of the prime blanket to use as a reference point for comparing uniformity as you continue skirting around the fleece. If variant spots of color exist in the fleece of a solid colored alpaca, they should be removed completely, unless they measure a minimum of six inches in any direction on the alpaca to qualify for entry in a multicolor class. Absolute precision is not required when skirting for



**PERKIOMEN CREEK RANCH**  
BREEDING AND SELLING AWARD-WINNING  
HUACAYA ALPACAS (*Raised with Love*).

[WWW.PERKIOMENCREEKRANCH.COM](http://WWW.PERKIOMENCREEKRANCH.COM)  
**610-754-8954**  
*Call us for a farm visit!*

**RRA Onyx's Nesquik**

**Our philosophy is that raising alpacas is a joyful experience.  
They should be as fun and wonderful to interact with in the barn as to watch in the field!**

**Ron Rissel and Marcia Slater**  
461 Township Line Rd  
Perkiomenville, PA 18074  
Near Collegeville, Pottstown, and Boyertown, PA  
Over 40 years of livestock experience

Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)

uniform fleece length since natural variation exists on the alpaca. However, the range of difference should be minimal after skirting off the shortest fibers from the neck area, as well as the longest fibers that grow in the leg (armpit) regions. Also remove any small nubs of fiber that collect and fall from the shearing blades, along with any existing second cuts.

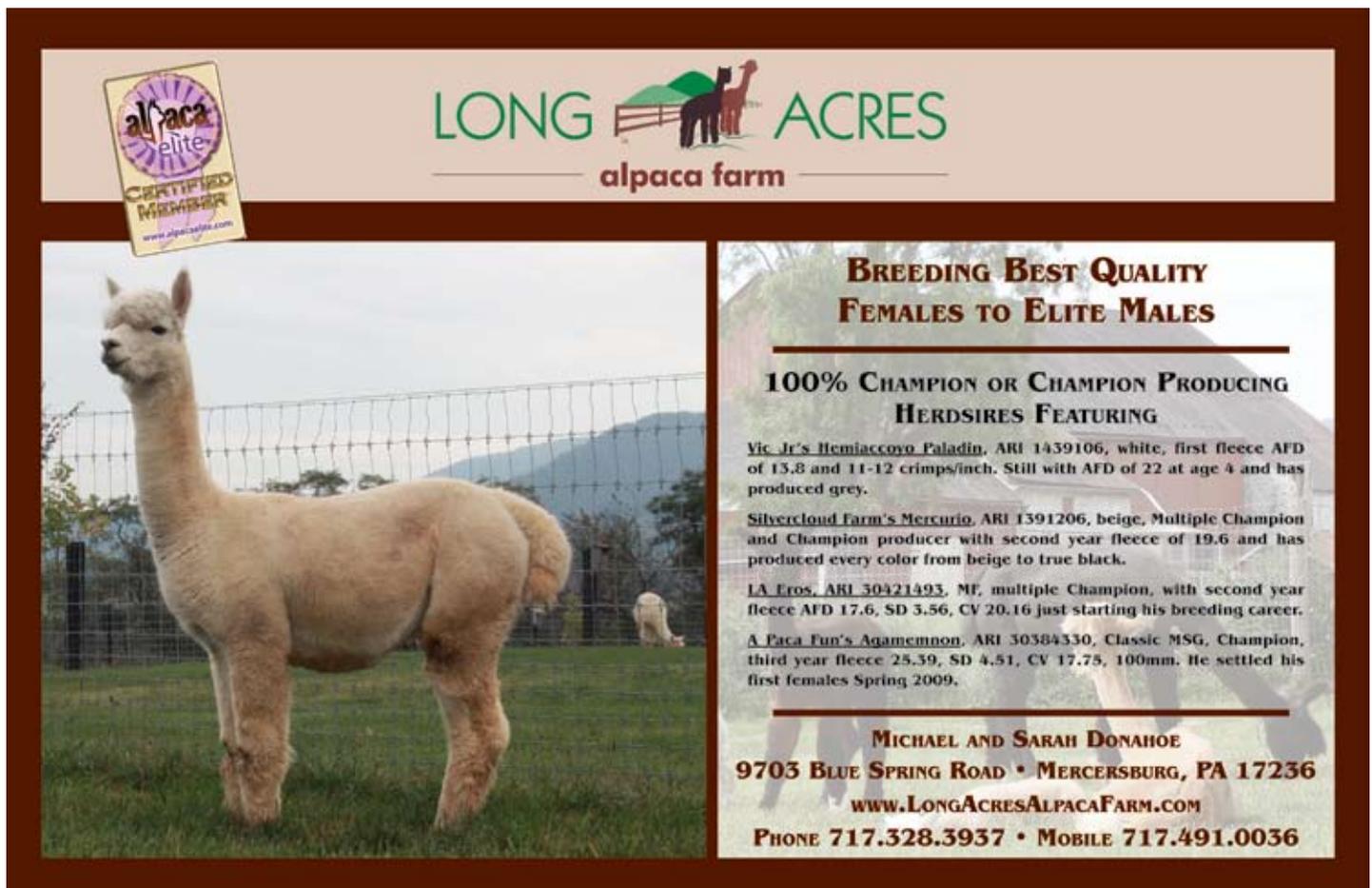
Next, the fleece should be flipped over to view the tip side. (Note for suri fleeces: initial skirting cut side up is for the removal of second cuts and shearing nubs, as well as guard hair areas. The remainder of the skirting occurs with the lock side up.) At this point vegetation and dung tags should be removed, again recognizing that alpacas are pasture animals and their show fleeces will also reflect this. Tweezers are NOT necessary for this part of the skirting process! Sometimes staples of coarse guard hairs will have fallen off during shearing and will also be seen from this view of the fleece. Once you have determined that the fleece is consistent for the required criterion, you are ready to prepare it for display.

Huacaya fleeces will be tri-folded from the tip side up: one third lengthwise over center, the opposite side lifted and placed on top of the first. You will have a beautifully, fluffy fleece “sausage” in front of you! The fleece is then rolled from one end to the other and resembles a puffy pillow (the soft cut side will be to the outside with the tip side inside the roll). Suri

fleece will be rolled lengthwise one third under, lifted gently then the other side under (lock side will be up with cut side inside the roll). The whole fleece will then be lifted carefully and placed inside a clear plastic bag, ready for transport to the show. Suri fleeces are often shorn as two side pieces and will then be placed in the bag beside each other.

You’ve done it! Congratulations! The more practice you have with the entire process, the more comfortable and confident you will become. The fleece preparation process is one that can lead to an even greater appreciation of just how wonderful the Gold of the Andes truly is.

Cheryl Gehly  
Cria-tivity Alpacas  
crgely@aol.com  
(508) 404-4373



**alpacas elite**  
CERTIFIED MEMBER  
www.alpacaselite.com

**LONG ACRES**  
alpaca farm

**BREEDING BEST QUALITY FEMALES TO ELITE MALES**

**100% CHAMPION OR CHAMPION PRODUCING HERDSIRES FEATURING**

**Vic Jr's Hemiaccoyo Paladin**, ARI 1439106, white, first fleece AFD of 13.8 and 11-12 crimps/inch. Still with AFD of 22 at age 4 and has produced grey.

**Silvercloud Farm's Mercurio**, ARI 1391206, beige, Multiple Champion and Champion producer with second year fleece of 19.6 and has produced every color from beige to true black.

**LA Eros**, ARI 30921993, MF, multiple Champion, with second year fleece AFD 17.6, SD 3.56, CV 20.16 just starting his breeding career.

**A Paca Fun's Agamemnon**, ARI 30384330, Classic MSG, Champion, third year fleece 25.39, SD 4.51, CV 17.75, 100mm. He settled his first females Spring 2009.

**MICHAEL AND SARAH DONAHOE**  
9703 BLUE SPRING ROAD • MERCERSBURG, PA 17236  
WWW.LONGACRESALPACAFARM.COM  
PHONE 717.328.3937 • MOBILE 717.491.0036

Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)

Please join us for the  
**MAPACA Membership Meeting and Educational Event**

**February 21, 2010**  
**10:30 AM – 3:30 PM**

**Red Clay Room**  
**423 Dalmation Street**  
**Kennett Square, PA 19438**  
**1.610.444.3573**

Go to [www.redclayrom.com](http://www.redclayrom.com) or Mapquest for directions

**LaRue Johnson, DVM, PhD**

**Topic: Breeding Problems and Challenges**

**Agenda:** 10:30 AM – 11:00 AM  
11:00 AM – 12:00 Noon  
12:00 Noon – 1:00 PM  
1:00 PM – 3:30 PM

**Registration**  
**Membership Meeting**  
**Lunch**  
**Speaker Presentation**

Here's an incredible opportunity to hear Dr. LaRue Johnson discuss a topic we've all encountered at some point in our alpaca experiences. Dr. Johnson has over 40 years experience and has presented over 300 professional or lay talks, written numerous book chapters, abstracts, referenced publications and presided over nearly 100 professional proceedings. He is well respected both nationally and internationally.

**RSVP by February 15, 2010** or questions to  
[Sarah@LongAcresAlpacaFarm.com](mailto:Sarah@LongAcresAlpacaFarm.com)  
717.328.3937 or 717.491.0036

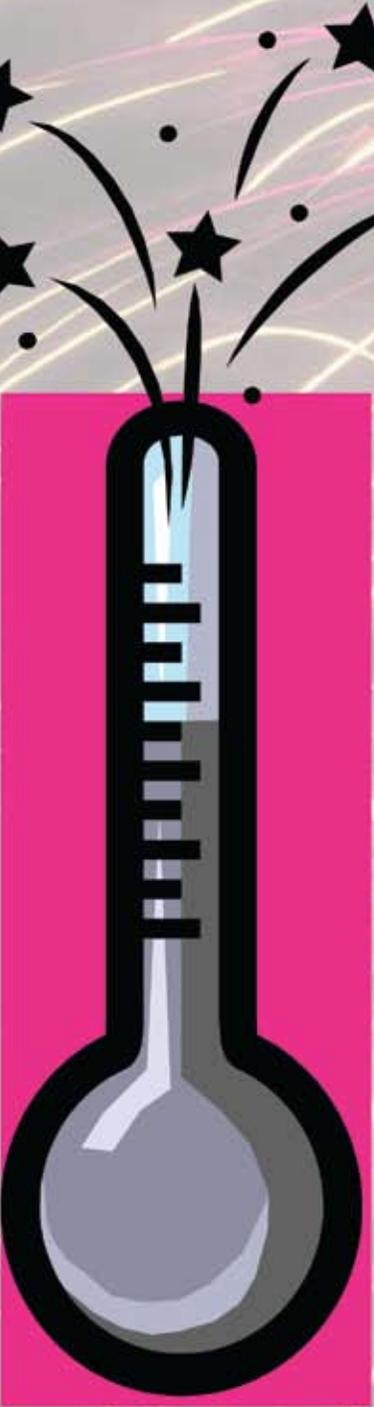
**Cost: \$20/person if paid by February 15, 2010. \$30 paid at the door.**  
**Send check to:**

**Terri Kinka, Treasurer**  
**Golden Glen Alpacas**  
**327 North New Street**  
**Lititz, PA 17543**  
[terri@goldenglenalpacas.com](mailto:terri@goldenglenalpacas.com)



**Buy more tickets,  
play for  
prizes!!!** **BIGGER**

**In the 2010 MAPACA Jubilee  
Pre-Show Raffle**

- 
- ★ **Surprise top value prize added when we sell more than 500 tickets!!!**
  - ↑ **A breeding to a champion-level suri or huacaya herdsire (est. \$3000 value)**
  - ↑ **Emerald sponsorship at the 2010 Jubilee (\$2500 value)**
  - ↑ **Lifetime MAPACA membership (est. \$1000 value)**
  - ↑ **One free full-page color ad in the 2010 Jubilee newsletter (\$325 value)**
  - ↑ **One free animal stall at the 2010 Jubilee (\$275 value)**
  - ↑ **One Year MAPACA membership (\$100 value)**
  - ↑ **Three free halter show entries drawn separately (\$50 value each)**

**Go to [www.mapaca.org](http://www.mapaca.org) for more information and to buy tickets!**

# Interview with Bill Johnson, President of AOBA

**Jillian:**

You've gone on record as to what you hoped to achieve [as an AOBA Board member] with your campaign statements. Has your feeling that generated all your campaign pledges changed in any way as a result of your first months in office?

**Bill J.:**

My commitment to the goals I had when I ran for office, remain the same: the need for better communication, the need for better business management, the need for promotion of the alpaca industry, all remain primary goals for me.

What is obvious is that the need for communication and the current Board's success in that has not matched what my goal is. The one positive thing I would say there is that one of our Board members, as part of the strategic plan that was worked on, created a communications task force in which we were able to get 24+ volunteers to work on (and that's an estimate that varied by one or two), to identify the various communication challenges that AOBA faces.

That task force has begun reporting back to the Board that their recommendations are. Those recommendations range from establishing a standing committee that is responsible for making sure that communication is ongoing, so that it is not dependent on a single person to generate the communication but that there are recurring updates and recurring e-mails that should be going out, that even the AOBA staff shouldn't be the only one producing those. So that will be interesting, as the Board gets the full recommendation from the task group and decides what to implement out of it, I believe you'll see some positive things along that vein

I do have to go back and say that in addition to those three goals, when I walked in the door with the other new Board members, you might recall that it was in the middle of our web site being down, that the AOBA national show was struggling financially, and that the Farm and Ranch Guide program and TV advertising was substantially less than in prior years; three serious problems.

I think you will see, as the financials get posted on the web site (which has been delayed), is that AOBA will suffer a loss this year. Meaning total income (revenue), versus total expense... we will experience a loss. I can't quote the specific number at the moment but it's likely to be in excess of one hundred thousand dollars.

As we look... As the Board met, additionally, three task groups looked at three things: one (besides communica-

tion) was the IT infrastructure and the need to stabilize it; two, to look at financials and to understand what the sources of revenue and where the shortfalls were and what the expenses were, to make sure it was being run as a business; the third was policy and procedures.

The IT task group was a subset of the Board plus the office staff and we instructed the IT department within AOBA (which is not a large department by any means) to insure that the web site was stable, secure and available to our members. The results of that research and report... We have been able to stabilize it much more than it was, but we've also identified certain areas that need to be improved because we have. I'll call it... we are behind the technology curve and need to move to a new platform to insure we remain as secure as we need to. I want to ensure our members that there's been no loss of data or disclosure of data to third parties. But the stability needs to be managed daily at the moment and we shouldn't be in that position.

On the financial side we've identified several areas of concern. One is that the magazine has not contributed as much to the revenue side as it should and remains a drain on our numbers during calendar 2009 and is partially responsible for the loss that you will see in the financials. The Board has acted and asked the contract to only be reworked for one year to insure that we match our expense and revenue numbers more closely to insure that we can deliver on the commitment to provide the magazine to all of our members as part of their membership services. That's a challenge that the Executive Director and a subset of the Board has undertaken and, hopefully, should be concluded this month.

The other area we discovered that was a drain on our finances was the National Conference. Over the last number of years the National Conference has not made money. Each time it was run in Sandy, Utah, it lost money, anywhere from \$30,000 and up. The first thing that was discovered was, due to the economy and due to the venue that we were using for the AOBA show in 2009, we were going to hit a much more significant loss with this particular show as animal attendance and farm booths were down. So the Board members like Bill Pearce, who has run a number of shows, undertook an effort to insure that that National Show suffered as small a loss as possible. And he did that. He was able to bring it down substantially from an original projected loss. But, it still left us with multiple years of losing money with the National Conference. If you recall, at the annual meeting (before the new Board was seated),

it was announced that the Western venue was cancelled for 2010 and that the 2010 show was going to be in Fort Wayne, Indiana. And that we were separating the educational conference from the show. In this way the show had the best opportunity to contribute in a positive vein to the finances of AOBA. Also, in this way we were comfortable with the current budget that was being laid out for 2010 as well as with the management of that show attaining a minimum of breaking even, if not a profit as other shows do. The National Conference aspects of education are being separated and put into the Midwinter Conference to insure that that becomes a self-sustaining event, as the show has to be.

One thing I want to assure our Western members of, is that in 2011 the National Show will be in a Western venue. We are in the process of publishing e-mail to the Western affiliates asking for their participation in selecting an appropriate location for 2011 that meets the same criteria as other shows. In other words that the site is livestock friendly and the appropriate environment for a profitable show. We want to engage the Western affiliates selecting that venue.

The last item was the TV advertising and the FRG [Farm and Ranch Guide]. The Farm and Ranch Guide, which a lot of people apparently didn't understand was a major source of funding for TV advertising. There were other components such as donated animal sales and other things in prior years, which were used to build up the TV advertising funds. We did not attain the revenue that we should have from the Farm and Ranch Guide, with the result that the Board made the decision to reduce the amount of TV advertising. We are currently working through the 2010 budget and trying to return to a TV advertising budget of a prior level, but will only do that if the necessary revenue comes in to support that goal.

So, all in all, from the financial side of things you should be hearing that we're doing the appropriate things that any business would, which is, reduce your expenses where possible; focus on the revenue items to make sure that you build up those revenues to be able to fund those activities you wish to perform for the benefit of the members. You will see how, through future announcements, we are beginning to reinvent AOBA from a presentation to our membership and the age-old issue of paper versus electronic delivery is being reviewed. We are looking at those opportunities and saying do we need to do more through the web for our members to enhance their visibility to new customers; whether they are interested in purchasing fiber, animals or breedings? It is a fact that AOBA consistently comes up in the top five selections when you put the word "alpacas" into search engines. There is value in that for our members. We are not maximizing that today. The IT vision has us exercising more web services to our members so that they gain advantage of that visibility that AOBA generates through the search engines.

**Jillian:**

One of the things that I've heard quite a bit of during my travels around the country and I'm sure you've also heard version of the same issue is the idea, or perception of members not being heard or not being given the proper weight or consideration to their thoughts and or remarks about AOBA. Are you aware of this feeling among some parts of the membership?

If so, how much reality do you feel this perception reflects?

**Bill J.:**

Well, the reality is, and I said it in the first segment, we have struggled at communicating effectively to our membership for a variety of reasons; whether it be focus on the internal stability and financial health versus communicating... That's not necessarily a good reason, but it's part of the reason. I will tell you that there are a number of Board members that are getting very worked up about that lack of communication and are pushing to publish various items. So I think you will see that change course over the next 30 to 45 days.

Another area that I would stress would be the Communications Task Force has identified that we definitely need to do things and are suggesting, for example, can we do Town Hall type of meetings? Can we set up a conference call to allow an AOBA Board member to speak for 5 to 15 minutes on a particular topic and deal with questions and answers following that? We feel that could be a very effective way of dealing with real time communication.

Another aspect of communication has been our experience (and this has been supported with statistics) that only 34% of our electronics communication even gets opened.

**Jillian:**

You're speaking specifically of e-mails?

**Bill J.:**

E-mails in particular

**Jillian:**

Okay

**Bill J.:**

Which is higher, by the way, than junk e-mail, or other e-mail that people get, but we feel that how can we insure that the e-mails get opened, or how can we improve the availability of information to our members? On that, we don't have a clear-cut answer yet.

This does not excuse that we haven't had our minutes out there on time and our financials out there on time on the web site. This is now being addressed. I believe that the minutes are up to date on the site. The financials will be up shortly. These problems are tied to our general IT challenges as well.

There is something that I want to address and stress. This does come under the "perception" issue as well. I will say that I find every Board member to be very committed and passionate about the industry and wanting to do the right thing. Obviously, the definition of "the right thing varies

from person to person and there is good healthy debate all of which is centered about, "What is the right decision for our members and the alpaca industry?" This has been refreshing. Sure we get into debates and discussions that can be frustrating, as with any volunteer organization. I do want to stress that that is what I find on dealing with the Board and that has been a gratifying discovery.

In the "stability" area there has been quite a bit of change in the last twelve months, if not more. If you look at the turnover in the Board during 2008, the turnover in the Board in 2009, coupled with a change in executive director, and then necessary adjustments in staffing levels, tied to our financial health, you'll understand that that is a lot of change to absorb and yet remain communicating at the same level as previously. Again, that's an explanation, not an excuse for why we haven't communicated as effectively as we should. It is, however, something that people should put into context.

**Jillian:**

Relating to the general national economic climate, many people are concerned with the idea of "weathering the storm." "Are alpacas going to come back to the prices that they were?" "Are we going to make our money back?" I know it's difficult to talk and look into your crystal ball but, though you are the president of our national organization, you will be expressing a personal non economic expert

view, what have you to say to those of us who are worried members?

**Bill J.:**

I understand where you're going. In the first place, AOBA does not set alpaca prices

**Jillian:**

I understand that

**Bill J.:**

It may be overstating the obvious but I do have to make that clear. In response to your question, yes there is an aspect of "weathering the storm." That's a general United States economy statement. When you look at the size of the investment that we ask people to make when they're buying breeding animals, you have to put that in the context of what are people spending money on when economic times are tight. But what we cannot do during tight economic times is lose our position or perception of our viable sustainable business that should be attractive to people. I do believe that. Everybody remembers the various slogans that we've had in the past. But when you start doing some research into what are people looking for these days, as they go forward; family values, sustainable industry, Green industry... things of that sort... AOBA and alpacas can fit into that model. There's no doubt that between the breeding aspects, the fiber aspects, and the end product aspects, that a person can create a sustainable business model with

**Thank You**

**The New Jersey Alpaca Community would like to thank MAPACA for their assistance in making our 1st Annual NJ Alpaca Classic a huge success!**

**Save the date for next year's show  
Friday, Oct. 29 -  
Sunday, Oct. 31, 2010**

**We hope to see you all there!**

**NJAC** | NEW JERSEY ALPACA CLASSIC  
DISCOVER ALPACAS

Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)

that. Is it a “get rich quick” scheme? Absolutely not. We all have to work at it. We all have to market. We all have to be knowledgeable about our animal husbandry practices. We need to make sure that we are managing our expenses properly. I do believe that it is core for AOBA to continue to promote that there are sustainable models that can continue to support alpaca breeders and fiber producers. In fact, that is one of the strategic objectives that you’ll see in the revised strategic plan. As the Marketing Committee has identified that we do really need to appeal to the family values, the Green industry, in particular to make sure that the message that AOBA is delivering ties into those things as part of the future economic drivers within the United States. We can’t use the same advertising we’ve always used and expect the same results, because the economy has changed. So we need to adapt to that and that is a core topic of conversation within AOBA.

**Jillian:**

One of the apparent popular misconceptions was the idea that alpacas are solely an investment. Would you say the marketing message that is going to be going out to the public is that for some, alpacas are a possible investment, but for most of us it should be thought of as a business?

**Bill J.:**

I definitely agree with you that it should be treated as a business whether you do it as an investment or as following a different business model. I think if we look back over the last few years, we’ve started to see an evolution of that model.

We can all go back to look at the “Huggable investment” model. But then if you look at the AOBA ads of the last twelve to eighteen months, and I think it might even go back further than that, the end product was being emphasized; the value of the garments, the textiles, etc. Those are all part of the evolving model of AOBA. I think what we’re seeing is that we need to continue that path. Yes, any business can be an investment if you execute it properly. Jillian you and I have talked about it, that if anybody is telling a prospective breeder that “you just have to acquire these animals and sit back and people will knock on their doors and want to buy alpacas...” well, obviously that is an over simplistic view of the effort required to build your business. AOBA does see this as an evolving process and does believe there have to be sustainable models at the different interest levels of our members. We will always have a breeding population. We will always have a “garment” or “fiber” population. We will have people that are in it just for the shows and others in it just to have pet alpacas. Those are all constituents of AOBA and the alpaca industry.

**Jillian:**

And, of course, none of them has any more or less value than the other.

**Bill J.:**

No, you’re absolutely right. There was no prioritizing

in that list. Just “here are four categories of potential constituents. Some of us will be members of more than one category. My personal farm tends to show a lot, also tries to run it as a business and has garments. We have a farm store. We are borrowing from various components of that model.

**Jillian:**

When it’s all said and done, how do you want your presidency to be remembered? What would be the nice phrase that you’d like people to say about your presidency?

**Bill J.:**

Two components... One, that financial stability has been enhanced by my participation. Secondly, that Bill acted in the interest of a commitment for AOBA to promote the awareness and success of an alpaca industry.

I hate to call it my administration or presidency, as the Board members are all equal. Yes there is a president, but it is the Board that should be remembered as directing the focus on all these activities and goals as they work together.

**Jillian:**

Is there anything you wish to add or that you wished I had asked?

**Bill J.:**

Well, in tough economic times it’s always tough to understand the value of an association that represents one’s industry. I would just ask our members, as they go through the renewal process, that AOBA, by its very nature, does add value to their ability to sell and market their products and services. When you look at the GIRCOM committee which got alpacas recognized as livestock at the Federal level; when you look at the Marketing Committee and educational aspects or even the Grants Committee, you realize that those are things that help us as in being viewed as a viable and healthy industry. We then begin to attract other businesses on the periphery, whether they are trailer providers, livestock pen panels or things of such a nature. So I think it’s important that people begin to look and realize that the core value of AOBA does require participation, and their participation, whether through membership or using services such as Farm and Ranch Guide, is what will enhance AOBA ability to help them.

**Jillian:**

Thank you, Bill

# Q & A For First Time AOBA Certified Show Attendees

**Q: I am showing my alpacas for the first time this spring. What are the health requirements for AOBA certified shows?**

*A: AOBA Certified Shows are required to post their health requirements on the show website or in the show registration packets. If you are showing your alpacas within your state, chances are you will only need a CVI (Certificate of Veterinary Inspection). If you are transporting your alpacas across state lines, additional testing may be required and results may take 5-10 days, so plan accordingly. The CVI should be dated within 30 days of the LAST day of the show.*

*AOBA requires that all Alpacas attending AOBA certified shows have a negative BVDV test. This is a one-time test and can be performed at any time. The results and testing date must be written on the CVI and a copy of the results must be attached. In order to expedite the check-in process, bring copies of both the CVI and BVDV testing to the show.*

*AOBA also requires that all Alpacas must micro-chipped and this number must be referenced on the CVI.*

**Q: I am not currently a member of AOBA or the AOBA Show Division. Do I need to join in order to show my alpacas?**

*A: No, you do not need to be a member AOBA or register with the AOBA Show Division to show, but you will be required to pay an additional fee at every show. It's much more cost effective to join both and the benefits of an AOBA Membership and registering with the AOBA Show Division far outweighs the costs! For more information about AOBA and the Show Division visit [www.alpacashows.com](http://www.alpacashows.com).*

**Q: I registered my alpacas for the show and they are requesting copies of my ARI's. Can I send in the copies available on-line from the Alpaca Registry?**

*A: No, at this point in time the copies available online on the Alpaca Registry Website are not acceptable. You will need to make a copy of the original ARI certificate and send that along with your show fees.*

**Q: The registration for my alpaca is pending. Will I be able to show with a pending registration?**

*A: Alpacas with pending registrations are not permitted to show, so I strongly recommended you register your alpacas well in advance of the show(s) you plan to attend. For example, if you plan on attending a show in April, the registration materials may be required a few weeks to a month in advance. To alleviate any problems, it's a good idea to start the registration process a couple months before the show. Most registrations take 5-10 days, but in the event there's an issue verifying parentage you'll be grateful for the extra time.*

**Q: I am not sure if my alpaca has enough fleece length to compete in the halter class and I am not sure what color group they belong in?**

*A: Every alpaca is compliance checked at the show, which means the show staff we will verify the alpaca's color and fleece length. Alpacas must have 3 inches of fleece length in the spring and two inches of length in the fall to compete in halter classes. The Compliance Checkers will determine which class your alpaca should compete in. If your alpaca is moved into a different color designation, or from halter to the shorn classes, make sure you are aware of the new class number and be prepared to show when your class is called. If you feel your alpaca was not properly compliance checked you are permitted to have the alpaca re-checked by the judge's prior to show. The judges' decision is final.*



**Unlock Your Breeding Future  
with**

# AW VIKING



- 5X Champion
- 1/4 Accoyo
- Light Brown
- Yupanqui Grandson
- DOB: 11/01/05
- First Crias are Here!!!



717-201-3708

[pottsragan@comcast.net](mailto:pottsragan@comcast.net)



610-926-6120

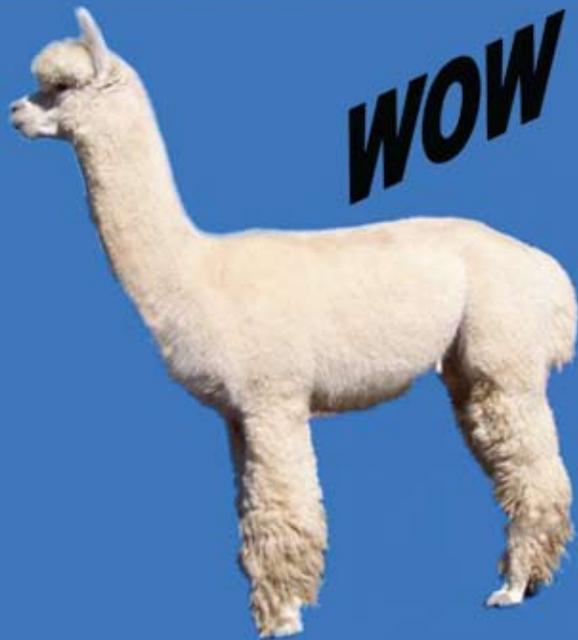
[info@almostaranchalpacas.com](mailto:info@almostaranchalpacas.com)



Golden Age Alpacas

717-653-2195

[pottsy@goldenagealpacas.com](mailto:pottsy@goldenagealpacas.com)



**WOW!**

**TWO Crias!  
TWO Girls!**



- Lineage of the most respected accoyo genetics in the industry
- Strong balanced frame
- Soft, fine, bright fleece
- A picture perfect Accoyo head
- Super disposition
- Full Peruvian Accoyo
- Son of Nwa, ltd Accoyo Prestige

**HDF Prestige's Accoyo Rocky**  
 Stud Fee ~~\$3,000.00~~  
 Special Offer - **\$1,000.00**

**THINK ACCOYO**  
 Call now! To book your breeding  
**(609) 298-1819**

Tuccillo Alpaca Farm  
 30 Hogback Rd., Chesterfield, NJ 08515

[www.tuccillofarm.com](http://www.tuccillofarm.com)

[tuccillofarm@att.net](mailto:tuccillofarm@att.net)



## The Alpaca Maturity

**MARCH 20, 2010**

**Don't miss this unique opportunity!**

**Cobia Corner Alpacas**  
**Hemlock Hills Alpacas**  
**Lazy Acre Alpacas**  
**Outback Alpacas**  
**Sixth Day Farm**



**The first ever alpaca show for the "older" crowd who have maintained their fiber & conformation through the years**

The Alpaca Network, LLC is pleased to announce that they will be holding the first alpaca "Maturity Show" at the Fair & Expo Center, one of Western NY's largest multi-purpose facilities for livestock, agricultural and trade shows.

This show is for animals over 3 years old because we think it is time that mature animals took a place on the stage of the show system.



For more details visit:

**[www.thealpacanetwork.com](http://www.thealpacanetwork.com)**  
**Online registration now open!**

**Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)**

# Calling All Owners of Multiple Champion Sires!

If you own either a huacaya or suri multiple champion proven sire, consider donating a breeding to the MAPACA Herdsire Services Auction. It's a great way to increase exposure for your breeding program and gain new clients with just a small investment of time.

As a herdsire service donor you and your herdsire will be featured on the Jubilee website, an email blast specifically promoting the featured sires and the Jubilee Show Program. In addition, the Jubilee announcer will mention your sire's name throughout the show.

Contact Alan Clark for more details:

(570) 642-1050  
alan@fincaaltavista.com

## Display Advertisers:

2010 MAPACA Jubilee.....	Page 7
Almosta Ranch Alpacas.....	Page 13
Alpaca Maturity, The .....	Page 14
Cloverleaf Alpacas .....	Page 13
Golden Age Alpacas .....	Page 13
Golden Glen Alpacas .....	Page 12
Light Livestock Equipment & Supply .....	Page 3
Long Acres Alpaca Farm.....	Page 5
Perkiomen Creek Ranch .....	Page 4
Tuccillo Alpaca Farm .....	Page 14

## Promote Your Farm

Now is *your* chance to advertise in the MAPACA Newsletter, a full color publication highlighting our industry and the farms and alpacas that bring us all together. The newsletter is mailed to a membership spanning seven states, over 350 farms and growing. The Quarterly Newsletter will also be distributed at shows across the region. You do want to be a part of this!

Full Page.....	\$350
Half Page .....	\$250
1/3 Page.....	\$185
1/4 Page.....	\$135
Business Card .....	\$65

### AD SIZES

Full Page.....	(w/ bleed) 8.75 x 11.25
	(no bleed) 8.25 x 10.75
Half Page .....	7.5 x 4.875
1/3 Page.....	7.5 x 3.125
1/4 Page.....	3.75 x 4.875
Business Card .....	3.5 x 2

We accept High Resolution photos in jpeg, EPS, & PDF formats (should be at least 300 dpi with all fonts embedded).

To be included in the upcoming MAPACA newsletter, email your advertisement to [info@americanlive.com](mailto:info@americanlive.com) no later than March 1, 2010. Please mail your payment (check made out to MAPACA):

Terri Kinka  
327 North New Street  
Lititz, PA 17543

If you wish to submit an article for consideration please send your photos separately (please do not embed in the document).

**\*\*Now you can pay for Promote Your Farm online!**

Any inquiries should be sent to [bod@mapaca.org](mailto:bod@mapaca.org)

*Printed and published by American Livestock Magazine & Publishing, 888-439-2748.*

Join MAPACA today at [www.mapaca.org](http://www.mapaca.org)



**Save the Date**  
**April 23-25, 2010**

 **MAPACA**  
Mid-Atlantic Alpaca Association  
141 Merritt Drive  
Butler, PA 16001

PRESORTED  
FIRST-CLASS MAIL  
US POSTAGE PAID  
GATESVILLE-TX  
Permit No. 59