

Providing Education, Guidance, Support and Resources

# MAPACA

Mid-Atlantic Alpaca Association

Winter 2011 Newsletter

## MEMBERSHIP DRIVE EDITION

Help us reach our goal of 500 new or rejoining members!

### In This Issue...

#### Alpacas Make Primetime & Late Night Television!

With a flurry of activity and a good dose of serendipity, Mid-Atlantic alpacas found their way to prime time and late night television last fall. Sit back as Kit Hower of Blankstone Farm Alpacas and Leda Blumberg of Faraway Farm Alpacas take you on their exciting journey to alpaca farm stardom!

#### What Are You Doing with Your Fleece?

With such an amazing natural fiber and after years of honing our skills to improve our alpacas' fleece quality, why is it still stacked in plastic bags and cardboard boxes in the barn?

#### Dealing with the Unforeseen

As alpaca breeders, we love our alpacas but are we prepared in the event that personal tragedy strikes? What will happen to the farm and the alpacas?

#### Come On Along!

*For practical purposes I gave up on making New Year's resolutions a long time ago: I'm too much of a workaholic to visit the gym on a regular basis, I have a sweet tooth with a nagging disposition, and my Southern upbringing tells me to at least be respectful even when the receiving party makes it difficult to keep a New Year's resolution to "be nicer to people."*

*I do like the concept of resetting time with a New Year holiday, and I'm glad that its inventors put it squarely at the beginning of the bitter cold and blustery wind season of the northeastern Pennsylvania highlands. With the alpacas tucked snugly in their barns and the snails and slugs cemented firmly in the frozen ground, the New Year gives me the time and a reminder to take stock of where I am in life. Do I like my non-alpaca-related job? Do I spend enough time with family and friends? Did I take that relaxing vacation last year? Am I glad that I own a herd of alpacas?*

*The answers to those questions are, in order: It pays the bills; definitely not; are you kidding? and Absolutely without a doubt. I do admit that my original idea of an alpaca farming business and what exists in reality for our farm today are quite different. The economic climate that we are weathering has changed the playing field for the whole world, so why would I expect to be immune as an alpaca farmer? Although the rules have changed, every reason that I chose to become an alpaca owner is still valid. I love*

**NEW**  
**Jubilee Dates for 2011!**  
**April 8-10**  
**Registration Opens**  
**Friday, January 14<sup>th</sup>!**

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

# Table of Contents

<i>President's Message .....</i>	<i>Page 1</i>
<i>The Financial State of the Organization.....</i>	<i>Page 3</i>
<i>Faraway Farm's Alpacas on The Martha Stewart Show .....</i>	<i>Page 4</i>
<i>Paca Patrol on "Late Show with David Letterman" .....</i>	<i>Page 6</i>
<i>Jubilee 2011 Update .....</i>	<i>Page 8</i>
<i>What Are You Doing with Your Alpaca Fleece? .....</i>	<i>Page 10</i>
<i>Dealing with the Unforeseen .....</i>	<i>Page 16</i>
<i>Want to Learn More About Fiber? Volunteer at the Jubilee Fleece Show!.....</i>	<i>Page 18</i>
<i>Calendar of Events.....</i>	<i>Page 20</i>
<i>MAPACA Honors.....</i>	<i>Page 20</i>
<i>MAPACA to Sponsor PASA Conference .....</i>	<i>Page 20</i>
<i>Meet the New Executive Director .....</i>	<i>Page 20</i>
<i>MAPACA 911 Now Active .....</i>	<i>Page 23</i>

*the rural lifestyle and watching our alpacas graze and prong about the pastures. I sit back, awestruck by the ensuing magic every time a first-time alpaca mom discovers her newborn cria. I have met, and continue to meet, the smartest and most interesting people I have encountered anywhere. And I still believe that such an amazing producer of fine, natural fiber can become the foundation of a profitable and sustainable business model in the U.S.*

*I won't pretend that I am an avid reader, and I find most books on management to be useless since many are written by people that have never rolled up their sleeves and built a business from the ground up like the typical alpaca farmer is required to do. Regardless, I have heard that in his 1998 book, *Who Moved My Cheese?* Dr. Spencer Johnson uses an analogy of mice in a maze to tell a parable about adapting to change. Johnson tells the tale of how a group of mice become very familiar with the route they take to food every day. The mice are happy and always know the way to the cheese until one day the cheese has been moved. Once the cheese is relocated, the mice divide into two very distinct groups – those who insist on doing it the old way (and starve), and those who, through much hard work, find the new location and get fed.*

*Although alpacas have been in the country for a long time, we are still in the infancy of a well-rounded livestock industry. The critical groundwork for a successful industry has been developed, but for a long time, the profits associated with raising and selling breeding stock were so good that there was no strong financial motivation to develop the fiber market.*

*But the cheese has been moved.*

*It is no longer a question of should we develop a U.S. Fiber market, rather how we should best go about doing so. As we move from the breeder-focused model of the early years, to the dawn of a fiber product market that carries equal importance, I believe that we will see a resurgence of interest in alpaca ownership in the U.S. Am I dreaming? No. Will reaching this necessary level take a lot of hard work and innovation? That and more. Plus, we need everyone on board, from the farm that produces 200+ crias a year to the alpaca enthusiast who keeps just two geldings to supply their fiber habit.*

*There is room at the table for everyone from seed stock producer, to multiplier, to fiber farmer. It's from this assumption that I will lead the MAPACA organization. You have a committed and hard-working Board of Directors and a legion of dedicated volunteers to propel us along the road to reaching our broad goal of assisting all alpaca owners in becoming successful. To me, success means becoming profitable in addition to reaping the enjoyment derived from being a part of such a warm and friendly community.*

*If you are a MAPACA member and haven't done so already, I urge you to renew your membership now by logging into your account and clicking "Renew Membership." If you are not a current member, won't you come on along with us? Joining MAPACA is easy. Just go to [www.MAPACA.org](http://www.MAPACA.org) and click on "Join MAPACA" at the top of the screen. We are working diligently to expand the benefits of membership as we work to become the strong alpaca organization that you need and expect. Granted, \$100 is harder to come by than it used to be, but we think it is a small investment in the future of our industry.*

*I hope you will join us and actively participate in shaping the future of alpacas in the U.S. As always, you can reach me by email at [alan@fincaaltavista.com](mailto:alan@fincaaltavista.com), or the entire Board of Directors at [bod@mapaca.org](mailto:bod@mapaca.org).*

*Alan Clark, MAPACA President*



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# The Financial State of the Organization

Submitted by Kim Conrad, Treasurer, MAPACA Board of Directors

This is my first quick report to the MAPACA membership as the new Treasurer. I'm happy to say that spin-off registrations have been coming in well and will be closed by this printing, with halter and fleece show registrations starting soon. Jubilee 2011 income is beginning. As you all hopefully know, the Jubilee is the main event, aside from membership dues, that provides the organization with its operating income, with which we fulfill our mission. Alas, as income for a new year's show begins, so does the outflow of expenses. The cash account numbers below reflect both some income as well as beginning expenses for Jubilee 2011.

With the membership drive beginning at almost the same time as this newsletter printing, we will also see income and some expense for that as well. We are excited for both the membership drive and the Jubilee to be a huge success for MAPACA this year with so many new membership benefits in the works and another excellent show planned.

While I am still new to the Treasurer position, I welcome any questions you may have and if I do not know the answer, I will do my level best to get it for you. I look forward to seeing and meeting as many members as I can at the winter membership meeting and in April at the Jubilee!

Cash Accounts as of 12/10/10 (rounded to the nearest \$10):

\$14,210.00 in checking  
\$118,720.00 in Money Market  
\$9,250.00 in PayPal  
\$142,180.00 Total All Accounts

## "Be The Change You Want To See In The World"

MAPACA Board Looking to Increase Member Involvement Through Committees.

**W**ant to contribute your ideas and talents for the good of MAPACA and the alpaca community, but just not sure how to get started? Consider volunteering for one of our association committees. Each committee is charged with important tasks associated with

the organization. All committees share one common goal... to help members become successful alpaca owners and breeders! For a description of each of the following committees, please visit the MAPACA website: [www.mapaca.org/pages/aboutmapaca/committees.html](http://www.mapaca.org/pages/aboutmapaca/committees.html)

### Current MAPACA Committees:

Youth  
Finance and Systems  
Government & State Liaison Show  
Long-Range Planning  
Marketing & Publications  
Election Nominations  
Fiber  
Education  
Membership



**Sublime Alpacas**  
Kathy Quinn

**The Good Shepherd Alpaca Farm in Pennsylvania**  
Suzanne M. Davis

**Monarch Suri Alpaca Farm**  
Cathy and Brian Miller

## Wanted: Your Great Shots!



Send us your best photos and we'll publish them! We will select at least one photo for every issue of the MAPACA Newsletter. All others will be considered for publication on the MAPACA website. Sending them in is easy . . . just include them as a photo attachment to your email addressed to the MAPACA Executive Director, Trish Tyler-Davis, at [trishtylerdavis@verizon.net](mailto:trishtylerdavis@verizon.net).

Please include your name, farm name, phone number and photo caption.

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# Faraway Farm's Alpacas on The Martha Stewart Show

By Leda Blumberg

When we received a phone call from The Martha Stewart Show, we knew we'd have an interesting time ahead. They'd heard about our alpaca farm from the editor of a magazine that I write for and they wanted to know more.

After a lengthy phone interview, two of Martha's producers visited our farm in Yorktown Heights, New York. My husband, Steve Cole, and I enjoyed showing them around the farm, introducing them to our alpacas and horses. We brought treats out to the fields and our visitors enjoyed getting their hands on our friendly herd. After learning about the history, use, care and breeding of alpacas, they scheduled filming dates for the following spring. The filming was planned for two separate days, so they could have scenes from a normal day on the farm, and then return for shearing day.

Martha wanted to show all the stages of making an alpaca garment, from shearing to finished product, so I called fiber artist extraordinaire, Faith Perkins of Quarry Ridge Alpacas in Salem, New York. Faith has been knitting since she was a schoolgirl, and I knew she would be the perfect person to demonstrate fiber arts. We chose to feature fleece from Marimba, an incredibly soft maroon-colored alpaca that I had purchased from Faith in 2008.

The first day of filming was on a lovely April day. Although the trees weren't leafed out yet, the pastures were filled with lush green grass and the alpaca were in full-fleece fluffiness. The cameraman, a soundman, a film crew assistant, the field producer and her assistant scouted around the farm picking out optimal locations to shoot footage and to interview us about care, history and fiber usage. Faith joined us to demonstrate carding, spinning and the knitting of a cable scarf using Marimba's yarn, filmed inside our farm store.

A few days later, the crew came back for shearing. We had informed them that shearing is stressful for the alpacas, so they were careful to be as unobtrusive as possible. Early in the day, our young male, Zingaro, experiencing his first shearing, spat directly into the cameraman's new high-definition camera. After cleaning his camera (and himself), the cameraman moved to the side, out of spitting range.

When it was Marimba's turn, her pregnancy hormones were in high gear (yes, spit and scream). The soundman had never heard anything quite like that before. Definitely not his typical Mar-

ing and filming equipment that was brought into their pastures.

Shortly before our segment was due to air, we got an unexpected phone call late in the afternoon. Martha's studio producer asked if we could be there the next morning and oh, could we also bring some alpacas along? We said yes to a studio visit, no to bringing alpacas. We didn't want to stress our alpacas with crowded city sidewalks and elevator rides! With little time to prepare, we threw an assortment of farm store merchandise in boxes and headed to New York City the following morning.

Martha's studio is wonderful -- all the sets are gorgeous and her staff couldn't have been nicer. Martha chose to wear one of our alpaca sweater/wraps throughout her show. When it was my turn to be on camera, I showed Martha our homegrown yarns, garments, throws and stuffed animals.

Immediately after the segment aired, online orders for our merchandise started pouring in. We spent the next several weeks filling orders constantly, just taking breaks to care for our alpacas and horses. We've been receiving phone inquiries

from all over the country, and we refer people to AOPA and regional organizations like Empire Alpaca Association and MAPACA for information about farms in their areas.

The producers of The Martha Stewart Show did an extraordinary job of capturing the joy of raising alpacas. They gave us the opportunity to introduce alpacas to a wide audience and we hope that our fellow alpaca breeders benefit from this positive exposure.

The television segment originally aired on October 22, but it can be viewed anytime on our website: [www.FarawayFarmAlpacas.com](http://www.FarawayFarmAlpacas.com)



tha Stewart experience! We decided to shear worldly Aphrodite next, knowing that she is calm and quiet. Using a bit of in-studio magic, the producers used the sound track from Aphrodite's shearing with the visuals of Marimba being shorn.

The rest of the filming was quite a bit calmer and the alpacas were on their best behavior as we moved them around into different fields for various scenes. Script development was collaboration between the producers, Faith, Steve and me. By the end of the second day of filming, the crew knew all the alpacas on a first name basis. Martha Stewart's staff is a team of dedicated professionals, serious about their work, but also a lot of fun to work with. They were very respectful of the animals' space, and the alpacas had fun checking out all the light-

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Dam: true black ; cria: true black



Dam: true black ; cria: bay black



Dam: med. fawn ; cria: dk. fawn

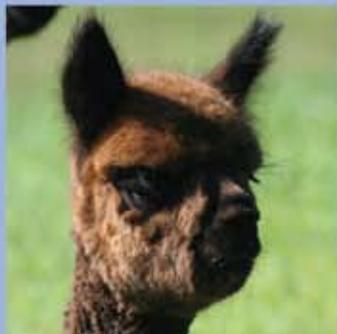


Dam: med. rose gray; cria: true black



Dam: true black ; cria: true black

# The Faces of the Future Are at Hickory Ridge today!



Dam: true black ; cria: bay black

The first sons and daughters of HRF Peruvian Challenger, winner of 21 Championships during his illustrious show career, have hit the ground running, and we couldn't be prouder or more excited. These youngsters should have a fantastic future!

The wait is over and his crias are showing all the style, fleece characteristics and potential of their dad.

He is also producing color, so if you are after show-stopping fleece, color, and conformation... Come and Get It! Make your breeding reservations today!

## Challenger... Proving himself again!



Dam: dk. fawn ; cria: med. fawn



Dam: true black ; cria: med. fawn



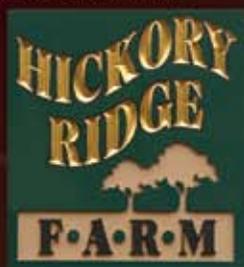
Dam: beige; cria: beige



Dam: light brown; cria: medium brown



Dam: med. brown; cria: med. brown



Hickory Ridge Farm ~ Kaye Provost  
13400 Fisher Road ~ Burton, OH 44021

(440) 376-9028 ~ [kaye@mailbag.net](mailto:kaye@mailbag.net)  
[www.hickoryridgealpacas.com](http://www.hickoryridgealpacas.com)



## PACA PATROL ON

# “LATE SHOW WITH DAVID LETTERMAN”

An article for the inquiring minds who want to know how it all came about Thursday, September 23, 2010

Having just returned from a grocery shopping trip at 1:30 p.m. on September 22, 2010, I walked into the house to the sound of the phone ringing. It was a member of the Marketing Department of the Alpaca Owners and Breeders Association who said she had seen the Paca Patrol on YouTube doing their Top Hats and Alpaca Tails dance routine last spring at an alpaca show. Furthermore, she said she had just received a call from Ryan Williams, a coordinator at “The Late Show with David Letterman” wondering if she knew of any dancing alpacas since the show was featuring dancing animals all week and they had a slot available the next day. She gave me Williams’ phone number and I called him to find out more information.

Williams said yes, they would love to have us come into New York City by noon next day with six alpacas and six Paca patrol members. I told Ryan that I didn’t know if I could reach the girls until after school and most parents work so they would not be easy to reach either. Then there was the logistics of how to get the alpacas and the girls to the midtown Manhattan studio. My thought was that I guess I will have to drive them. Driving in New York City isn’t fun to say the least but I kept thinking about what a fantastic opportunity it would be for Girl Scouts and Alpaca public relations!!!

I have to try!

The clock is ticking.....

I called my nearest breeder friend who has a trailer and he was en route to Ottawa so no go there. Next, I called my good friend, Alan Clark of Finca Alta Vista, who used to live in New York City and with whom I co-own an alpaca stud. After much back and forth he was able to get off of work and provide the trailer for the alpacas and his driver and handler service. Alan lives north of Scranton so for him this was a labor of love too!

Between calls, I was trying to reach parents and girls but their cell phones can’t be answered during school hours so I was getting nowhere and Ryan kept calling and asking how many girls did I have ok’d. Did I have the proper papers for the animals to cross state lines? That meant a call to the vet to get her to come and inspect the alpacas who would be going to the show. Paperwork from the vet had to be faxed into Letterman’s office to the high mucky muck by 4:45 p.m. or no go. Would I write up a paragraph on how I was going to keep the public safe from the alpacas...and on and on...a phone call and a new wrinkle every 15 minutes.

More clock ticking...

It dawns on me that the alpacas that were used in the spring show are all pregnant now! That meant that I had to take the vet to a nearby farm to get two more males and bring them back to my farm to be inspected and ready to get on the

trailer at 8 a.m. the next day.

Thankfully, the vet was cooperative and we got the paperwork faxed in time.... oh my, I need to put gas in the van.....and now I have four girls ok’d to go. Need two more. Two of the girls couldn’t go due to hockey and volleyball games the day after and couldn’t miss practice. Boo hiss.

Now I have a headache....and my groceries need putting away. Gee, I never ate lunch....more phone calls. They need lists of the alpacas’ names, the girls’ names and DOBs. Ryan sent me links for parents to fill out New York state permission forms for their participation. The Show will pay each girl \$150 and it goes into a trust the parents have to set up.

More forms to fill out....what is the length of the trailer and truck for curbside parking? Alan knows the city well. The girls are going in my minivan behind the trailer which eased my mind a bit as far as driving in New York City in the middle of the day.

Just a little pressure: Ryan leaves the studio at 7 p.m. so if it wasn’t wrapped up by then it wasn’t going to happen! At 6 p.m. we got confirmation from the last two girls and sent off the last bit of information at about 6:30 p.m.

I didn’t get much sleep that night for worrying about forgetting something.... but it all worked and we left Blankstone Farm on Thursday at 9 a.m. to be at the Ed Sullivan Theater by noon to rehearse and rehearse and then tape the show at 4:30 p.m.

Upon arrival at the studio we were greeted and treated like celebrities. The whole crew loved the act and were very encouraging to the girls. The alpacas responded in kind and we drew a steady crowd of paparazzi and interested onlookers who asked questions and gave the girls a chance to shine in their knowledge of alpacas. I was really proud of all of them.

They gave us the Green Room all to ourselves and brought platters of cheese, crackers, nuts and fruit to help calm our nerves. Then they did the girls’ makeup. So by the time the taping was being done we were watching from the Green Room and the girls were on stage. I was holding my breath....but there was no need. Such great troopers they are! Dave Letterman liked it too which is evident in the clip. We left with a Late Show T-shirt and hat and big hugs and smiles.

If you haven’t seen it, go to either my website, [www.blankstonealpaca.com](http://www.blankstonealpaca.com) or [www.autumnalpaca.com](http://www.autumnalpaca.com) and you can view the tape.

Two of my moms were back home watching for the eminent birth of an overdue dam and writing press releases which really gave the girls even more press. It was a memorable experience for them and I am most grateful for the opportunity to spread the word about alpacas and Girl Scouting.

*Kit Hower, Blankstone Farm Alpacas*



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# LONG ACRES ALPACA FARM 2010 FALL SHOW SEASON RESULTS 20 CHAMPIONSHIPS JUDGES' CHOICE AWARD

JUDGES' CHOICE EMPIRE EXTRAVAGANZA MALE  
1ST & CHAMPION EMPIRE EXTRAVAGANZA BLACK MALE  
1ST & CHAMPION EMPIRE EXTRAVAGANZA LIGHT MALE  
1ST & CHAMPION VAOBA EXPO BLACK MALE  
1ST & CHAMPION VAOBA EXPO FAWN MALE  
1ST & CHAMPION VAOBA EXPO LIGHT MALE  
1ST & CHAMPION VAOBA WHITE FEMALE  
1ST & RESERVE CHAMPION VAOBA LIGHT MALE  
1ST & CHAMPION NJAC BLACK MALE  
1ST & CHAMPION NJAC FAWN MALE  
1ST & CHAMPION NJAC LIGHT MALE  
1ST & CHAMPION NJAC WHITE MALE  
1ST & RESERVE CHAMPION NJAC WHITE FEMALE  
1ST & CHAMPION SEPA LIGHT MALE  
1ST & RESERVE CHAMPION SEPA LIGHT MALE  
1ST & RESERVE CHAMPION SEPA FAWN MALE  
1ST & RESERVE CHAMPION SEPA WHITE MALE  
1ST & CHAMPION MARYLAND CLASSIC BLACK MALE  
1ST & CHAMPION MARYLAND CLASSIC LIGHT MALE  
1ST & CHAMPION MARYLAND CLASSIC FAWN FEMALE  
1ST & CHAMPION MARYLAND CLASSIC WHITE MALE  
  
1ST GET-OF-SIRE MARYLAND CLASSIC  
1ST GET-OF-SIRE NJAC  
1ST GET-OF-SIRE VAOBA  
1ST GET-OF-SIRE SEPA

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BREEDING BEST QUALITY FEMALES TO ELITE MALES

# Jubilee 2011 Update

**T**his year marks the 15th anniversary of the MAPACA Jubilee, and plans are underway for the biggest celebration in the history of the Jubilee. We are still finalizing details in an ongoing effort to make the show more affordable and improve the total Jubilee experience for exhibitors and visitors alike. For complete details and current updates on the show, log in to [www.MAPACA.org](http://www.MAPACA.org) and click on "Jubilee Show."

## Same Great Show, New Weekend . . . April 8-10, 2011

Online registration will open on Friday, January 14, 2011. With lower stall fees and exciting new features, we expect to sell all available stalls this year. Be sure to register early to take advantage of the 20% member stall discount and Early-Bird discounts. Even if you are not sure which alpacas you will be bringing to the Jubilee, you should go ahead and reserve your stalls. Stall placement is determined by the time and date order of registration.

### Here are some of the show highlights:

- Top halter, fleece & performance judges Wade Gease, Jill MacLeod, Kristin Buhrmann, Tim Lavan, Cheryl Gehly and Ursula Munro. Please visit website for specific judging assignments.
- Great seminar lineup featuring Marty McGee Bennett, Dr. Norm Evans and Brett Kaysen.
- Championship Sunday Celebration with Reserve Champion, Champion and Judges Choice Showcase Stalls.
- Complimentary private judge consultations for non-placing alpacas at the conclusion of Sunday judging.
- "Out-on-Time" Commitment to make travel easier for long-distance haulers.
- Youth Activity Day
- Expanded focus on fiber including:
  - Our first fleece show and spin-off futurity – Win cash prizes for top fleece show honors!
  - Fiber-to-Shawl competition
  - Fashion show and ongoing fiber demos
  - Debut of the MAPACA Member Product Store – A low-cost way to sell your home-grown fiber products!
  - Comprehensive ad strategy designed to attract fiber enthusiasts

- Back by popular demand: "Battle of the Mid-Atlantic Herdsire All Stars" Herdsire Competition and online herdsire services auction.
- And introducing our most exciting award yet . . . THE MID-ATLANTIC ALPACA BREEDER'S CUP! (see website for complete details).

The Board always has a few requests to consider changing the Jubilee to a two day event rather than the usual three day celebration. These requests are taken seriously because we understand the financial and time constraints that alpaca shows impose, especially in difficult economic times. Last year your Board voted unanimously to keep the Jubilee in its current three-day format and renewed its commitment to make the Jubilee more than just a halter and fleece show event. As we move towards creating a market for our fiber products, it is more important than ever for us to stage a comprehensive alpaca event – a celebration of all aspects of the industry and a unified showcase to potential buyers of alpacas and fiber products. It is our goal to fill three days with meaningful and productive activities that will return your investment many times over.

We hope that you will join us in Harrisburg for what will be an incredible marketing and educational opportunity like you've never experienced before! And if you are looking for a way to gain valuable exposure for your farm, please visit the website for a complete listing of the benefits of becoming a Jubilee sponsor. You will find that there are valuable sponsor opportunities designed for every budget.

As always, we invite your comments and suggestions about how to make the Jubilee better. Send any constructive advice to the Board at [bod@mapaca.org](mailto:bod@mapaca.org), or to the Jubilee Coordinator at [alan@fincaaltavista.com](mailto:alan@fincaaltavista.com).



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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  
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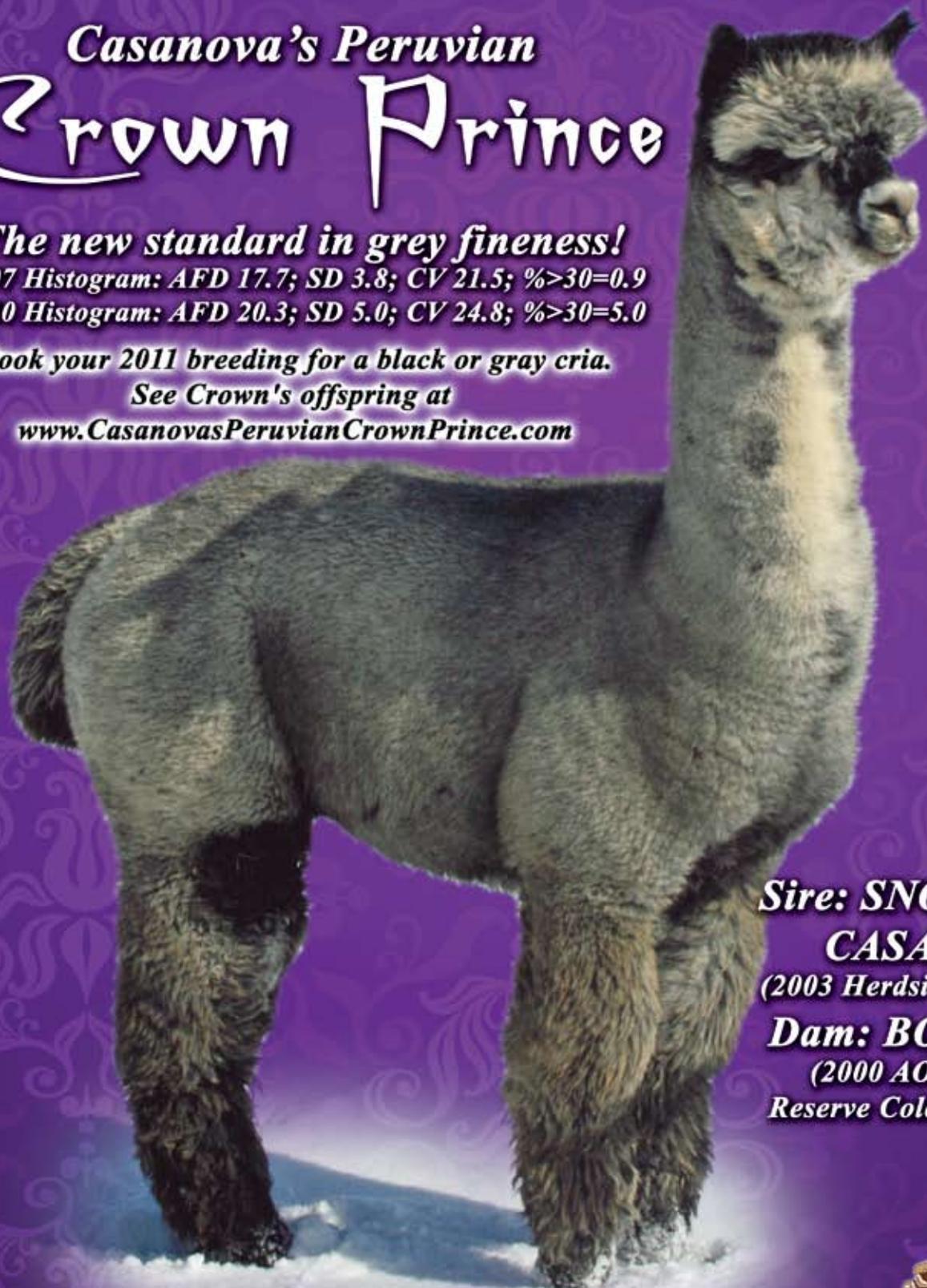
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# What Are You Doing with Your Alpaca Fleece?

By: Karen Kinyon, Double K Diamond Llamas and Fiber

**W**hat an exciting time to be producers of alpaca fleece! We know more than ever about the benefits of nutrition, great genetics, herd management, minerals and even how climate effects our alpaca fleeces. We have had numerous workshops and seminars in shearing, skirting and preparing fleeces for show or processing. There are numerous fleece judges and mentors available to answer nearly any fleece question that we have about this wonderful product that grows abundantly every year.

Then why is it still stacked in plastic bags and cardboard boxes in the barn? Why is it stockpiled year after year and not used to its greatest potential?

We have more fiber processing mills in the United States processing alpaca than ever before. They are producing excellent alpaca yarn, hand spinner's roving, carded batts for comforters and quilts, and felted fabric for garments. These products can be sold in on-the-farm shops and studios at value added prices so that fiber processing costs are fully recovered and profits are made. Almost anyone in the industry has a favorite mill that they will recommend. They also know which ones aren't doing such a great job. Find a mill that is doing a great job and start working with experts who can guide your fleeces into profitable products for your ranch.

At my ranch, all 42 animals are shorn in the month of May. My date to the mill is the end of June so I have an entire month for skirting, sorting, and grading. Fleeces are sorted by grade and color. My first quality fleeces are made into gorgeous two-ply yarns in lace and sport weight. Hand spinner's roving is made for those who prefer to spin this luxurious fiber themselves. My second quality fleeces are made into carded batts and felted fabric and my third quality fleeces go to be made into luxurious custom rugs.

Alpaca fiber is very fine, soft, strong and luxurious. Alpaca should be spun so that these qualities are enhanced. When spun softly without a lot of twist, alpaca will produce a lofty yarn suitable for knitting, crocheting or weft. When spun with more twist, it makes a very strong, durable warp yarn for weaving.

Choose fleeces that are clean, lustrous and soft. As in most other fleece producing animals, there is a wide range of quality. Garments made from alpaca are very warm. Alpaca is naturally lightweight and has tiny insulating air pockets so that a lighter weight garment can be worn that provides maximum warmth.

Alpaca is a wonderful fiber by itself, but can be blended with other fibers very effectively. By blending with other fibers, you enhance the quality of alpaca and add variety in texture and strength. It doesn't take a high percentage of blending fibers, usually a 20% blend is enough. Blending fibers that can be used are angora, kid mohair, tussah, bombyx silk or very fine sheep's wool. New soy silk and bamboo have also become very popular

as blending fibers. Make sure that staple lengths are similar when blending. Angora adds a soft halo to the yarn. Kid mohair is lustrous and adds strength. Silk is very fine and adds luster. A very fine sheep's wool adds elasticity. Experiment with these and see which ones you enjoy using. Fiber processing mills are very experienced in adding these fibers to your alpaca to produce high quality products so get their advice and start creating unique and unusual combinations that spinners, knitters, and weavers will flock to your ranch to buy.

This does take some additional effort on the breeder's part. Everyone is very busy and overlooked but if time can be made to get this wonderful commodity out of the barn and into local yarn shops for sale, rewards and profits are realized. Often, spinners, weavers and other fiber artists are available to help with the logistics of getting fleeces ready for processing.

They usually work for fleece so invite them on Shearing Day to help with sorting and skirting. They are knowledgeable and encouraging and will come back as future customers.

When products come back from being processed it is very important to package and label them for sale. Yarns should be washed so that all spinning residue is removed. Yarns become soft, lofty and much more attractive to sell. Labels and packaging should include what kind of fiber, weight, yardage and price. It is very effective to use a picture of an alpaca on the packaging. Customers relate to a personal touch. Those fiber

artists that helped on Shearing Day are often available to volunteer to help with these tasks as well. (And they work for yarn!!!)

After raising alpacas and llamas for 22 years, I've found that by processing fleeces into saleable products, these animals can nearly support themselves. My job is to market and promote their fiber products. I have an in-home studio where I teach classes in spinning,

knitting, weaving, felting, dyeing all with my alpaca and llama products. I teach these classes at various other alpaca ranches and venues across the country so that breeders and owners can learn skills to promote their own fiber products.

We are blessed with many alpaca organizations that offer information to encourage new owners in all aspects of raising alpacas. We all know how to grow fleece and how to show fleece. Now we need to emphasize processing that gorgeous show fleece into a marketable, profitable product.

Alpaca shows often sponsor a Fiber Arts Show. This is a great way to promote your ranch fiber products. Items entered need to be made from alpaca and various techniques are used to make garments and hand spun yarns. I recently judged a Fiber Arts Show that had beautiful sculptures made from alpaca. If you don't know how to make something yourself, give some yarn or fiber to one of those great fiber artists who have been helping you and have them make something wonderful to enter in your



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ranch name. Everybody wins!!

It's the season for growing warm, luxurious fleece and our alpacas are out there growing more as we speak. Take time this year to make something wonderful out of that gorgeous commodity and start watching your profits increase. It takes money to make money so spend some on fiber processing and start reaping the benefits. It's good for the alpacas and is a much better return on your investment than some of the products in the financial market right now.

*Karen Kinyon owns Double K Diamond Llamas and Fiber in Wellington, Colorado. Established in 1988, Double K Diamond Llamas started as a dream of owning a few llamas for hiking in the high country of Colorado. In twenty years it has grown to a handspinner's herd of 47 llamas and six alpacas all producing fine, soft fiber that is used in many products and garments. Karen can be reached by phone (970) 568-3747, or by email: kkdstudio@hotmail.com.*



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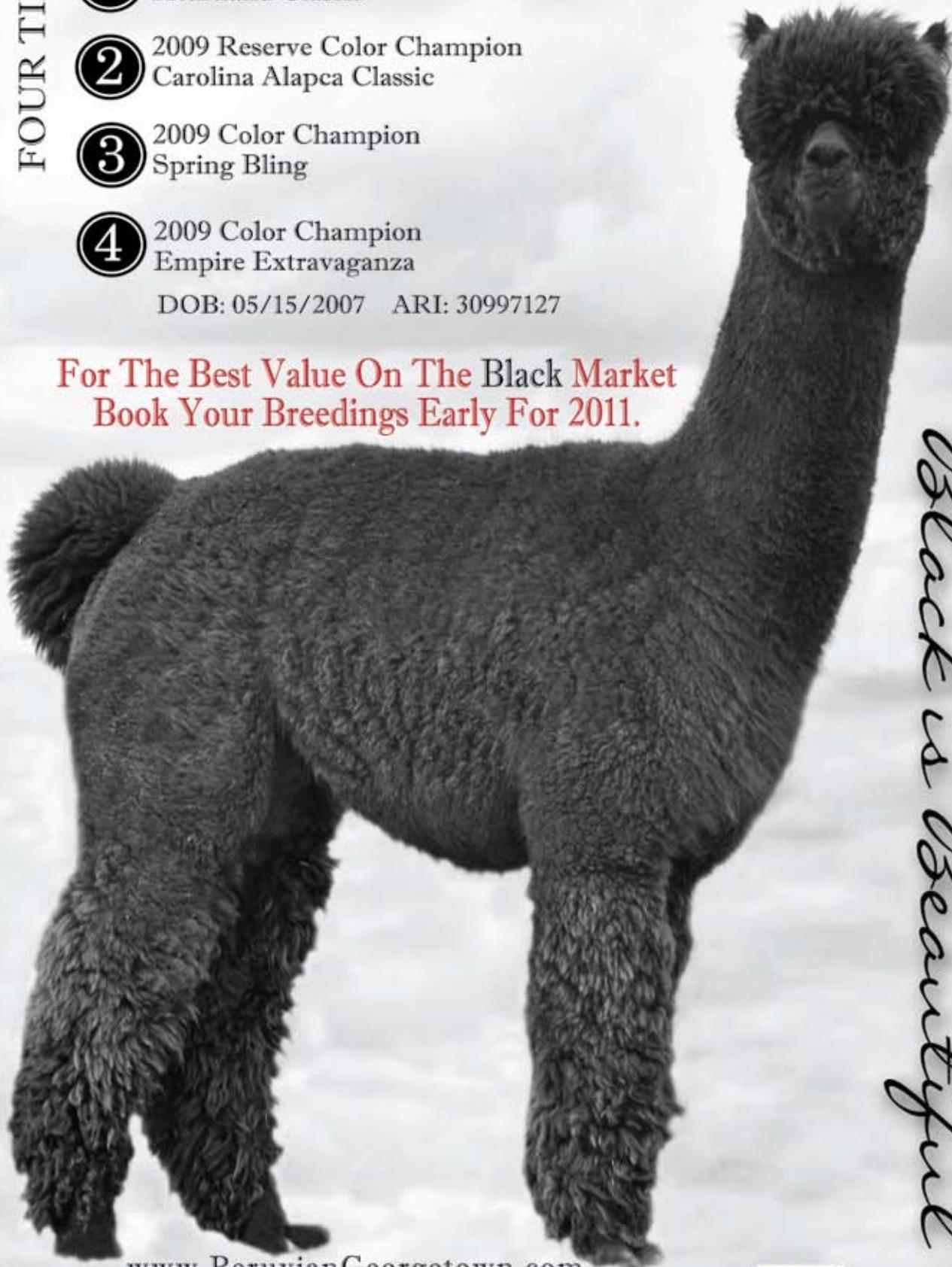
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# My Top Ten Reasons For Becoming a MAPACA Member

Diane Beauchner

1. My MAPACA membership fulfills my desire to be part of something bigger than myself and my own farm and lets me network with fellow alpaca owners.

2. I like receiving the printed quarterly Newsletter which I use for marketing to new breeders.

3. The MAPACA website is my "go to" resource for alpaca information, and I use the membership list to make contact with other breeders. I can also use the website as a free site to list my farm information and calendar events.

4. The membership meetings are fun and feature industry leading guest speakers and good food!

5. The Jubilee is my "must attend" alpaca show every year, and the MAPACA member discount that I receive on stalls almost pays for my annual membership! The show is a great way to see friends and stay current on trends in the industry. Since the Jubilee is one of the largest shows in the country, the ribbons that my alpacas earn there carry a lot of weight and the strong competition allows me to benchmark my breeding program against other farms.

6. MAPACA keeps me informed about important and exciting industry

news (alpacas in the Wall Street Journal, Martha Stewart, David Letterman Show), but I'm never bombarded by excessive email blasts.

7. In a farm emergency, I can use the new MAPACA 9-1-1 feature and immediately reach out for help to the whole membership with just a click of the mouse.

8. The Board of Directors and scores of volunteers work hard to improve the organization. Even though our farm is small, I have equal say in Board elections, and I can easily reach a Board member if I have a suggestion or complaint.

9. The new online alpaca and herd-sire services auction and classified ad features are an innovative way for me to market my alpacas, and it doesn't cost me anything extra!

10. I'm proud to say that "I'm a MAPACA member." I think this shows my commitment to the industry which is important to potential customers.

*Diane Beauchner and family own Shepherd Hills Alpacas. They have been members of MAPACA since 2005 and agist their animals at Blankstone Farm in Coopersburg, PA. [www.shepherdshillalpacas.com](http://www.shepherdshillalpacas.com) or [dbeau@ptd.net](mailto:dbeau@ptd.net)*

*To renew your membership, login to your account at [www.MAPACA.org](http://www.MAPACA.org), then click on "Renew Membership." Joining MAPACA for the first time is easy too! Just go to [www.MAPACA.org](http://www.MAPACA.org) and click on "Join MAPACA" at the top of the page.*

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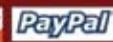
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# Dealing with the Unforeseen

By Lou Eustance

As alpaca breeders, we love our alpacas but are we prepared in the event that tragedy strikes? Are we prepared if one or both owners succumb to long-term or permanent disability or worse yet, death? What will happen to the farm and to the alpacas?

These are difficult topics to discuss. My husband Bob, who was diagnosed with multiple sclerosis over 15 years ago, and I have struggled with these issues since starting our alpaca business. My goal in writing this article is solely to provide food for thought and some suggestions to get the reader thinking about plans for dealing with the unforeseen.

Most of us dread the thought of our spouse, life partner or ourselves being disabled or dying. However difficult, these topics merit frank discussion and planning. The reality of life is that bad things happen, usually when we least expect it. Perhaps we secretly hope that by not talking about such things or planning for them, bad things won't happen. Nothing is further from the truth. We owe it to our loved ones, our alpacas and our pets to plan for their well-being and their future.

Let us start with the disability of one of the owners. Most alpaca businesses are owned by a husband and wife or life partners. Usually, the non-farm income is critical to the financial well-being of the farm. What happens when that income is no longer available or has been significantly reduced? To protect your family and your alpaca investment there are things you need to consider.

Do you have long-term disability insurance? While this may not replace all of your earnings, some policies pay up to 70% of your earnings. If you contributed through your employer's Long-Term Disability Plan and elected to pay taxes on your contributions, you may be eligible to receive your disability benefits tax free. If you do not have an employer that provides this benefit, you can purchase a long-term disability policy. The benefits provided by this coverage will far outweigh the premiums in the event of a long-term or permanent disability. Long-term disability benefits are paid until age 65. Thereafter, your retirement income would take over. If you are close to 65 years of age, you need to factor in what your monthly retirement income will be. Will you qualify for social security benefits as a result of your disability? How much income will this represent on a monthly basis? For an estimate of your social security entitlement, contact the Social Security Administration.

Communication is the key to being prepared. Sit down with your spouse or life partner and list all necessary monthly expenses for your home and alpaca business such as mortgage, utilities, car payments, grain bill, hay bill, veterinary services, etc. Once you have listed your necessary expenses, calculate whether your disability insurance payments and social security benefits will meet your necessary monthly expenses. If not, how will you make up the short fall? Is your alpaca business producing enough revenue through alpaca sales, outside breedings and fiber products to make up the shortfall? Are there other services that you can provide through your farm business to generate additional income? It is also helpful to list all of your variable expenses. Sharpen your pencil and flag the expenses that could be reduced or eliminated in order to meet your monthly obligations.

In order to secure the future of your alpaca farm you may need to market and sell more alpacas. Identify the alpacas in your herd that are the most marketable and can command the highest prices. While these may not necessarily be the ones you want to sell, you may need to sell them to keep the business going. Will you promote these alpacas to your existing client list and or to a specific target market? Will you sell certain animals at auction?

If you are unsure of the quality and value of your herd, it may be worthwhile to invest in a herd evaluation/valuation. There are qualified individuals in the industry who provide this service. The best time to evaluate/valuate your herd is when you are not in a dire situation. Wade Gease, co-owner of Londondairy Alpacas and an AOBA Certified Judge and Trainer, is one industry professional who provides this valuable service. Gease describes the evaluation process as: *"one to one training with the owners to evaluate the genetic characteristics and quality of the alpacas in their herd. It is also important to evaluate the different quality levels within a herd as it will affect pricing. Another component*

*of the evaluation process is the identification of ways to improve the quality of the herd, particularly within the lesser quality levels within the herd. By identifying these characteristics and the ways to improve the quality of future off-spring, it puts the owners in a better position to produce quality that can command a better price in the marketplace."* The valuation process addresses the pricing of the alpacas within the herd. Gease goes on to describe valuation: *"Once a herd is evaluated, general value ranges are assigned to the alpacas in the herd. This can be a significant tool in setting a price level that will attract qualified buyers. This information can be extremely useful in the marketing efforts to generate sales."* For more information about the evaluation/valuation process, you can contact Wade Gease at [wadegease@charter.net](mailto:wadegease@charter.net).

If the decision is not to continue with the alpaca business in the event of a long-term or permanent disability, you should outline your exit strategy complete with a realistic time line. (Six months, one year, two years?) Carefully consider the ramifications of a fire sale since it will significantly hurt your bottom line. Once you have delineated your exit strategy and time line, you need to put together a marketing action plan to promote the alpacas that you will be selling. Identify which of your alpacas you wish to sell first then prioritize the rest. Factor in the advertising costs of promoting your "for sale" alpacas. In many ways an exit strategy is as important, if not more important than your business plan or your annual marketing action plan. Once you have outlined your exit strategy and timeline, you should speak with your accountant or tax professional to see what tax exposure you might incur as a result of your exit strategy.

The long-term or permanent disability of a spouse or life partner can be emotionally difficult for all concerned and can have severe financial consequences. Advanced planning is the key to mitigating the financial consequences.

What if you, your spouse/life partner die unexpectedly? Will the surviving spouse/life partner carry on with the alpaca business? What are the financial considerations and tax consequences? Will the surviving spouse/life partner be able to afford to keep the business going? You should formulate two outlines, one delineating the financial considerations and plans in the event that the surviving spouse/life partner wishes to continue with the alpacas business, the other delineating an exit strategy if the decision is to sell the business. You also need to review your & your spouse's/life partner's life insurance in order to confirm that sufficient coverage exists.

How is your alpaca business incorporated? Is the surviving spouse or life partner a shareholder in the corporate entity enabling him/her to continue as the legal owner of the business? Your Wills should also be reviewed and amended, if necessary, to include the business. It should explicitly detail plans for leaving the ownership of the business to the surviving spouse or life partner. Your business incorporation as well as power of attorney documents should be discussed with your legal advisor. It is better to be overly explicit than to leave room for misinterpretation of your final wishes. I cannot stress enough the importance of consulting with an estate planner and tax professional in order to assess potential estate and income tax exposure.

Matters may be further complicated if one of the business partners is not a spouse or life partner. Under this scenario a legal and binding partnership agreement needs to be in place detailing what shares of the business will go to the heirs of the deceased business partner. This agreement should also state who the decision makers will be in the event of an untimely death; you will also need power of attorney documents in place to facilitate legal and financial decisions pertaining to the alpaca business.

Questions that need to be addressed include whether or not the surviving spouse/ life partner of the deceased business partner will play an active role in the alpaca business, if they do not already do so. Will the business be sold? Is there an exit strategy in place? Will the surviving business partner buy the deceased partner's shares? How much does that represent? (This is where a herd evaluation/valuation can be very useful). Will the buy-out consist of a stipulated lump-sum amount or a structured payment plan over time? Is the buy-out price a fixed price or will it be adjusted based on the herd's overall

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market value during the time of the structured payment plan? It goes without saying that the incorporation documents also need to be reviewed to ensure that the share-holdings in the business reflect the wishes of both business partners. To be able to fairly deal with this type of situation advanced planning is crucial both from a legal and tax perspective. Lack of planning may place significant financial and tax burdens not only on the deceased's heirs but also the surviving business partner.

Does your farm co-own alpacas with other farms? If so, you and your co-ownership partners need to determine what will be done with co-owned alpacas in the event of your death. Whatever decisions you and the co-owners agree upon should be reflected in a legally binding document.

The untimely death of both spouses or life partners also merits discussion and planning. Make sure that your Last Will and Testament is in order. Do you have a living will? While this does not affect the future of your alpaca business, a living will empowers you to make decisions about your quality of life and death in the event that you are not mentally able to decide for yourself. This is a burden that you do not want to leave to your loved ones.

It is vital that you choose the appropriate Executor to oversee not only your personal estate but also your alpaca business. You need to discuss the business with your heirs, your business partners and your Executor. If you have grown children, will they want to continue with the alpaca business or will the business be sold? If your heirs wish to continue with the alpaca business, you need to make provisions in your Wills. You may also need to restructure your corporate entity to assure that your heirs' interests in the business are properly represented. Consider leaving basic business guidelines and a list of helpful contacts to facilitate the transition into the business – e.g. grain supplier, hay supplier, veterinarians, tax consultants, attorneys and the name of close colleagues and friends that can provide mentoring.

If your heirs are not interested in your alpaca business, you need to leave specific instructions for the dispersal of your herd and business. There may be tax consequences, so you need to speak with an estate planner and a tax professional who can advise you of potential tax burdens that will be left to

your heirs and possible ways to mitigate these burdens. Make arrangements in your Wills for the interim care of your alpacas until they are sold. Speak frankly with your feed and hay purveyors and make arrangements for them to continue to provide feed and hay in the event of your death. Make provisions in your Wills for payment to your purveyors from your estate/life insurance proceeds. Also appoint an interim caretaker for your alpacas. Stipulate a rate of pay to be disbursed from your estate/life insurance. I cannot stress the importance of having your herd evaluated/valuated and being able to leave a comprehensive list of your alpacas and their market value. This information will facilitate their sale and ensure that your heirs receive the best possible price. Make sure that you compile your client list, with instructions to contact them first and offer them first choice of the alpacas for sale; provide a general mailing list for your target market and a list of auction information in the event that some of your alpacas are to be sold at auction.

We have discussed how to help your spouse, partner, heirs and your alpacas in the event of tragedy. Have you considered what will happen to your family pets? Their lives could be at risk if you do not make provisions for them. Through the years we have adopted several pets that had ended up in shelters, deemed unadoptable due to their age or physical condition because their owners died without making any provisions for their care.

It is only natural to feel uncomfortable during the discussions of such serious matters. I assure you the discomfort is well worth the peace of mind you will have when you know that you have made provisions for all the loved ones in your life, whether two footed or four footed.

*Lou and Bob Eustance own French Hollow Alpacas in Cambridge, NY. They have been in the alpaca business for ten years and have a herd of over 80 huacaya alpacas. They conduct a seminar titled "When Bad Things Happen To Good Breeders" which discusses many of these issues at length. For a "to do" outline pertaining to the topics discussed in this article, please contact Lou and Bob at (518) 222-1539 or via e-mail at fhralpacas@aol.com.*

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# Want to Learn More About Fiber? Volunteer at the Jubilee Fleece Show!

By Maggie Wright, Kraussdale Alpacas

As a career military man, my Daddy taught me to never volunteer. With respect to Dad, I would have to disagree. Last spring I had a wonderful experience as a volunteer at the MAPACA Jubilee Fleece Show. I confess that after a negative experience showing fleeces at a small show early in my alpaca career, I had avoided this important aspect of the alpaca show world. I was very discouraged because after hours of work on my fleece, I received the following comment: "Try skirting your fleece next time." There is no need to be Simon Cowell. Constructive comments don't have to be mean. "Better skirting would improve your score," says the same thing without being demeaning.

From this experience, my expectation was that fleece judging was approached from the negative perspective; each fleece started at zero and had to earn each and every point. To my surprise, the judge I worked with at the Jubilee Fleece Show had the opposite philosophy: what do I have to take points off for? I appreciated that she was encouraging in her comments on the scorecards.

Working side by side with the judge and her apprentice, I learned more than I could have thought possible in two days. Listening as she explained her scoring decisions to the apprentice and discussed the qualities of each fleece gave me knowledge to take a more clinical look at the fleeces my own herd is producing.

Before the show, I had no idea what actually took place behind the mysterious curtain and that first day I was very nervous. But there was no need to be; my duties as an assistant were explained and soon everything was working like a well-oiled machine. The judges have a huge amount of work to do in a short time frame so efficiency is important, but the careful examination of each and every fleece is the priority.

A few lessons that I took away:

- Make sure that your fleece is in the correct class. It causes havoc when a fleece is found in the wrong category after the class it should have been in has already been judged.
- Be ruthless in skirting your fleeces. When in doubt, leave it out! The subtraction for

uneven lengths and guard hair far out weighs any gain in fleece weight by leaving questionable fiber in.

- If the fleece has been shown before, it is good to repackage it for the next show. It takes a lot of time for the judge to reconstruct the fleece to be able to judge it.
- Judges expect the fleeces to be in a natural condition. They look for good qualities past dirt and vegetation. Fleeces that appear to have been washed or conditioned are very evident.

Just taking a critical look at the volume of fleeces and seeing what came in at the top of the class showed me the level of quality coming out of our breeding programs. It was very impressive.

If you are going to be at the 2011 Jubilee show, have some time, and are interested in expanding your knowledge of alpaca fiber, volunteer for the fleece show. I know I am glad I did.

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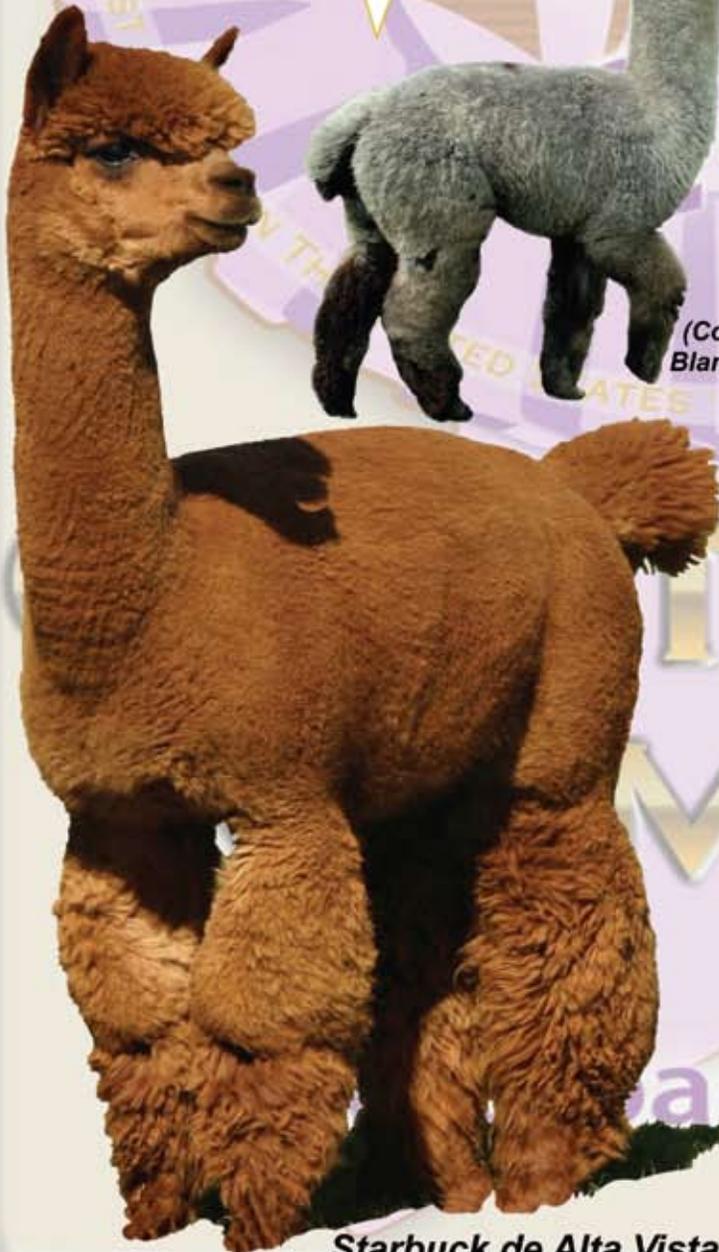
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## Calendar of Events

To have your event published in the MAPACA Newsletter Calendar of Events, simply list the event on the MAPACA website calendar. Go to "Calendar of Events" located under the "About MAPACA" website tab. Then choose "Click here to add a calendar event" and complete the online form.

To view the complete calendar entries for the listings below, visit [www.mapaca.org/pages/aboutmapaca/calendar](http://www.mapaca.org/pages/aboutmapaca/calendar).

### 2011

- January 11 (Tuesday):  
Jubilee Registration Opens for Sponsors
- January 14 (Friday):  
Jubilee Registration Opens for Everyone
- January 23 – 29:  
Sunset Hills Seminar Cruise and Fleece Show
- February 2-5:  
MAPACA attends as sponsor of the PASA Conference, State College, PA. Visit [pasafarming.org/conference2011/](http://pasafarming.org/conference2011/) for more information.
- February 6 (Sunday):  
MAPACA Quarterly Membership Meeting, State College, PA.
- February 26 (Sunday):  
Jubilee Early-Bird Discounts Expire!
- March 5 (Saturday):  
Jubilee Herdsire of the Year Application Deadline
- March 13 (Sunday):  
Jubilee Registration Deadline
- April 8-10:  
The 15th Annual MAPACA Jubilee, Harrisburg, PA.
- April 16-17:  
Alpaca Shearing Seminar with Matt Best, Light Livestock Equipment, NY.

## MAPACA Honors... MAPACA to Sponsor PASA Conference

At the 2010 MAPACA Jubilee, president Kristie Smoker presented three new awards to deserving MAPACA members for their service to the organization and the alpaca community. We want to make this a permanent addition to our Jubilee Celebration, so we are now seeking nominations for the following awards:

**Lifetime Achievement Award:** Presented to the MAPACA member(s) who have a strong history of consistently demonstrating their support for the organization.

**Ernie and Barbara Kellogg** of  
Double "O" Good Alpacas, 2010 Recipients

**President's Award:** Presented to the MAPACA member(s) who have gone above and beyond the call of duty to advance the goals of the organization in the past year.

**Sarah Donahoe** of  
Long Acres Alpaca Farm, 2010 Recipient

**Most Active New Member:** Presented to the MAPACA member(s) who have contributed the most to the organization in their first year of membership.

**Fred and Roni Fogelman** of  
Racheal Farms LLC, 2010 Recipients

The deadline for submission of nominations is March 12, 2011. To nominate deserving individuals, send their name(s) and a brief statement of why you think they deserve the particular award to our Executive Director, Trish Tyler-Davis, at [trishtylerdavis@verizon.net](mailto:trishtylerdavis@verizon.net).

Farming for the Future, the 2nd annual Pennsylvania Association for Sustainable Agriculture (PASA) conference, will be held February 2-5, 2011, in State College, PA. Thanks to MAPACA members Kristie and Brion Smoker, Dennis Balbac and Helen Humphreys, pre-conference track participants can learn about alpacas as an investment opportunity, how to care for them and how to assess alpacas for conformation and fiber.

Alpaca owners know how well our livestock breed fits into the future of sustainable agriculture. Members of the MAPACA Board and Executive Director Trish Tyler-Davis will also be on-hand all week at the MAPACA sponsorship booth to demonstrate the strength of our organization and answer questions and generate interest in alpaca farming and membership in MAPACA.

We will hold our Winter membership meeting in conjunction with the PASA conference. We hope you will attend the meeting and educational opportunity scheduled for Sunday, February 6, 2011 in State College. Speaker, times and topic to be announced soon via email.

If you would like more information about the PASA gathering, or you would like to volunteer your time at the MAPACA booth during the conference, please contact Board Vice-President Terri Kinka at [terri@goldenglenalpacas.com](mailto:terri@goldenglenalpacas.com).

## Meet the New Executive Director

Hello! My name is Trish Tyler-Davis, and I am so excited to have the opportunity to be a part of MAPACA as the new Executive Director. In way of introduction, I'd like to tell you a little bit about myself and how I "found" alpacas.

I've lived in rural Northeastern Pennsylvania all of my life, and have always had horses, as my father was an avid horseman and shared that passion with his only child. Upon the death of my Dad, I found that riding was not what I needed, but that I simply needed to be with, and care for, the animals. While some people go to religious services daily, I found that for me, my time spent in nature, and in my barn with my animals, was the spiritual balm I craved.

As I aged, so did the horses I shared with my Dad, and eventually I was forced to put them down. The only horse that remained was my Belgian draft mare, Chloe, who is a rescue that I got after my Dad's passing. So she wouldn't be lonely, we got her two companion animals, Beaker and Beatrice, who are huge, Dorset cross sheep. At this time I took up knitting, and after knitting the obligatory first wool scarf I bought some beautifully soft alpaca, and my love affair with alpaca fiber began.

Since I have a reasonably large barn that was virtually empty at this point, my very patient and long-suffering husband suggested we look into alpacas as additional "barn pets," particularly since I could then "grow my own" yarn. After doing some research, we found a local alpaca farm, and set out for a personal visit. On a frigid January night I got to see an alpaca herd up close and cuddle with them;

I was totally hooked! I knew from past experience with horses that I wasn't interested in breeding, but when I asked if one could keep a small herd as pets and fiber animals, the answer was "Yes." My first four "boys" came to live on the farm in July 2006, and my herd has now increased to seven spoiled but loving fiber geldings.

As much as I would love to be able to spin and knit up all of my pets' fiber, I don't have that kind of time, so when my "yarnie" friends started hounding me to buy it, I rather grumpily agreed. My friends tell me whose blanket they want each spring, at what weight they want it spun, and off it goes to the mill to be processed. My friends started showing other yarnies their alpaca yarn and giving out my name, and I now find that I need to send interested parties to other farms, as my poor little boys can only grow so much fleece in a year. Each year I keep one fleece for myself and sell the rest at a per ounce fee, depending on how much processing has been done to it. I find that I can cover all of the grain, vet fees, and of course fiber processing costs for all of my barn family by selling six fleeces per year. Because I've never had an animal hobby that didn't cost me a small fortune, I'm very impressed that the sale of fleece from my alpacas pays for their care and generates additional money as well!

An issue that concerns me within the alpaca industry is that there seems to be a serious disconnect between the producers of alpaca fiber and the consumers of it; this is an income stream that is not being utilized to its fullest potential. This is

a challenge that I believe MAPACA must assist its membership with in the future, and I am looking forward to helping the organization address that challenge. As the Executive Director for the Wayne Pike Chapter of the American Red Cross, I realize the importance of membership retention and growth, and this is best accomplished by providing members with value added benefits as well as information and skills that they find useful in their daily lives. I believe MAPACA can gain collective bargaining power and hope to see our organization be able to offer additional member benefits in the way of discounts on purchases of consumer goods and services, and continuing education seminars on pertinent issues. Given time and increased awareness, MAPACA can harness its cooperative spirit and utilize its "branding" power to become an even larger and more innovative asset to the alpaca industry. I look forward to being a part of that effort. Please feel free to contact me at [trishtylerdavis@verizon.net](mailto:trishtylerdavis@verizon.net) if you have any suggestions or comments.



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

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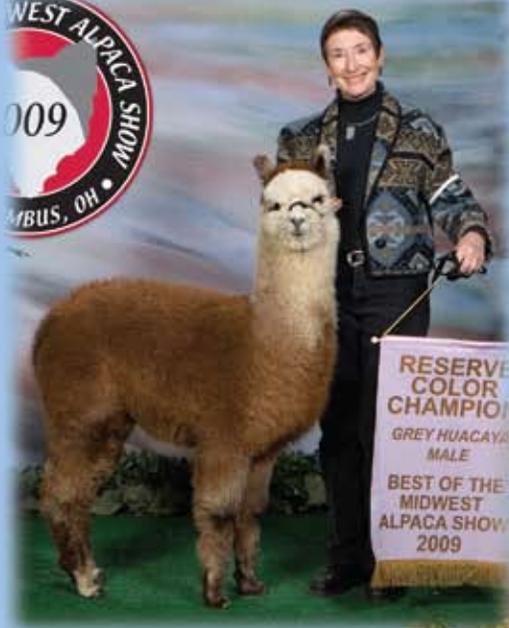
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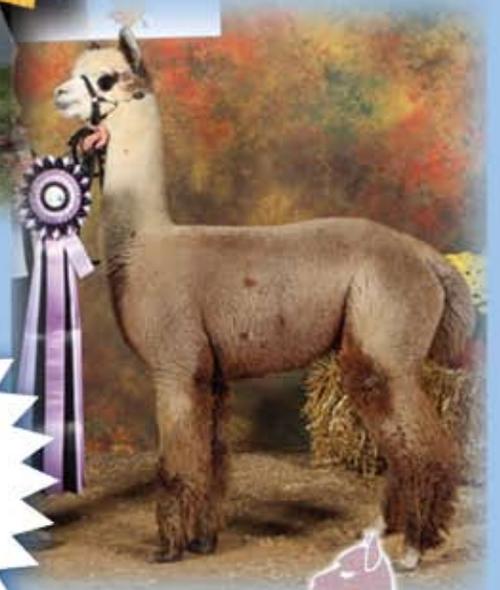


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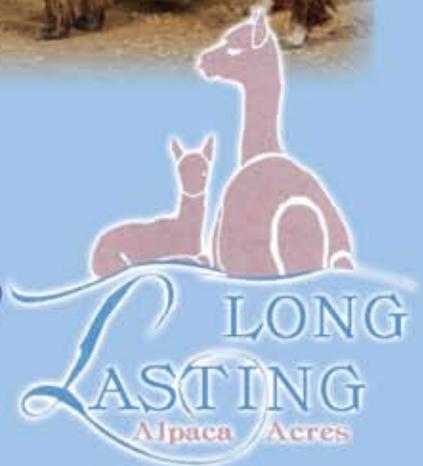


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## Promote Your Farm

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. The Quarterly Newsletter will also be distributed at shows across the region. You do want to be a part of this!

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### AD SIZES

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

\*\*You can now choose to order and pay for your newsletter ads online! [www.mapaca.org/pages/OnlineStore/](http://www.mapaca.org/pages/OnlineStore/)

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

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# MAPACA 911 NOW ACTIVE

## THE MEMBER BENEFIT WE HOPE YOU NEVER USE!

We have probably all had times when we walked into the barn or looked out in the pasture and saw something that just made us panic! MAPACA now provides you with a method to get you help quickly and ease your sense of panic...MAPACA 911. Members can use this service when unfortunate events happen at their farms such as the following:

- Sole owner breaks a leg and needs supplemental help for a couple weeks
- Hay barn burns down in winter and need emergency hay – fast
- Need emergency, short-term agisting for some reason
- Seeking colostrum in your area
- Etc.

### DIRECTIONS FOR USE:

For those unfortunate times, members can do the following:

- Go to the MAPACA home page: [www.mapaca.org](http://www.mapaca.org)
- Log In (click on "Log In" in the upper right corner of the home page)
- Enter User Name and Password
- Click on the "Submit MAPACA 911 email request" option
- Complete the Email as directed
- Hit, "Submit for Approval"
- A member of the MAPACA Board will review it to assure it adheres to the requirements of MAPACA 911 and the email is sent.

Please remember that MAPACA 911 is for EMERGENCY situations only! It is critical that members don't use this for sales/marketing or for general discussions of alpaca related topics.

\*) The Mid-Atlantic Alpaca Association assumes no liability for any damages, loss of any kind, or misuse of the MAPACA 911 member benefit.

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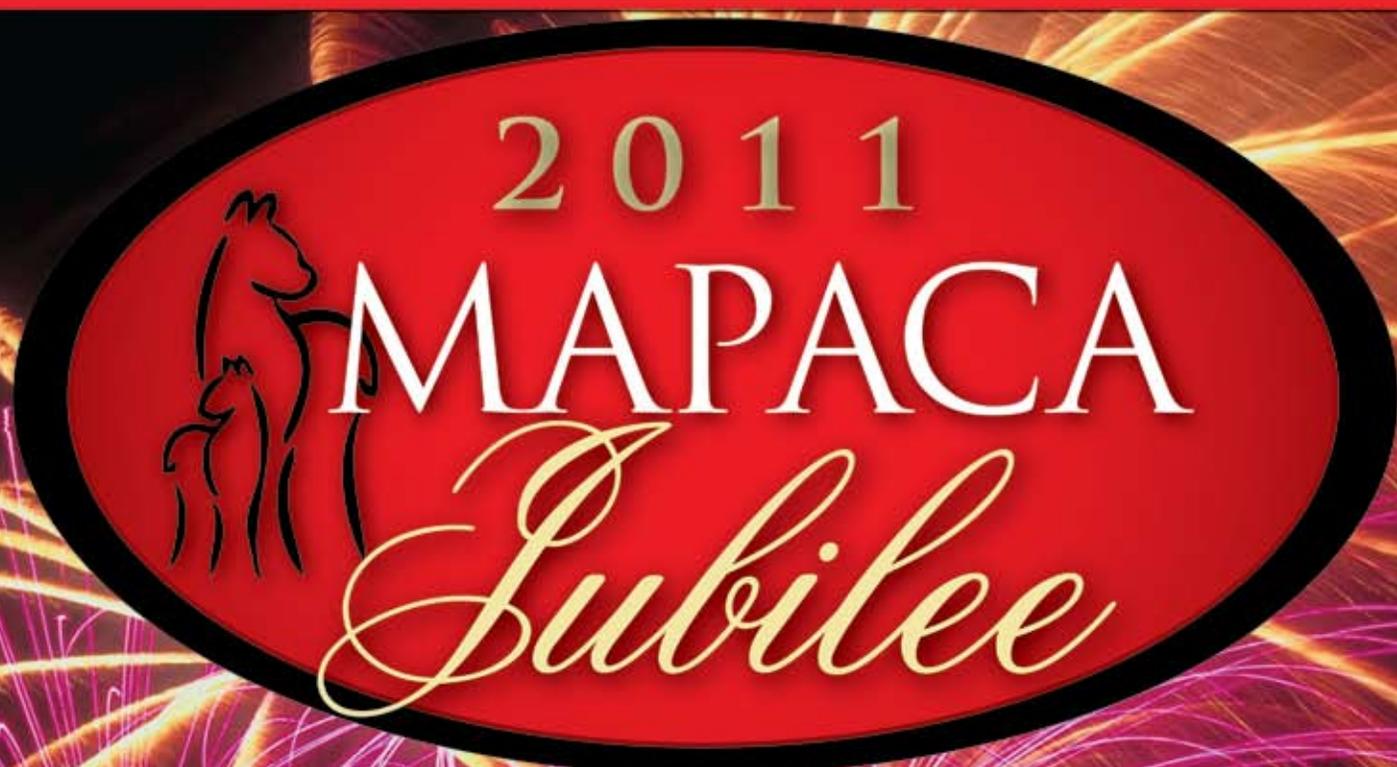
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Hickory Ridge Farm.....	Page 5
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Light Livestock Equipment .....	Page 14
Long Acres Alpaca Farm.....	Page 7
Long Lasting Acres.....	Page 22
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