



Board of Directors Meeting Minutes

October 3, 2018

Present: Mary Forte – President
Glen Kirby – Treasurer
Donna Atkins – Director
Donna Higgason – Director Absent

Mike Engle – Vice President
Brenda Landes – Secretary
Elaine Simpson – Director [joined 7:40 PM]

1.0 Meeting Opening:

- 1.1 A meeting was held via telephone conference call and commenced at 7:04 PM. Mary Forte called the meeting to order.
- 1.2 Roll was called.

2.0 Business:

2.1 Meeting Minutes.

- 2.1.1 Mike made a motion to approve the meeting minutes of the September 5, 2018 meeting. Glen seconded the motion. All approved.

2.2 Treasurer Report.

- 2.2.1 Brenda made motion to approve the September Treasurer's Report. Mary seconded the motion.

2.3 Secretary Report.

- 2.3.1 Nothing to report.

2.4 Education Report.

- 2.4.1 Elaine resigned from the Education Committee prior to the Retreat.
- 2.4.2 The Education Retreat was held on September 16 at Point Of View Alpacas.
- 2.4.3 Discussion was tabled until 7:30 PM, when Dave Grembi will join the Board for discussion of the proposed Education Plan.

2.5 Marketing.

- 2.5.1 Lancaster Farming. Newspaper was discussed. Dave Grembi met David Ericson at the PAOBA Fleece Show. Mike asked how he could get a copy of the newspaper. <https://www.lancasterfarming.com/> Brenda indicated that a link to the online version was sent via email with sales info.
- 2.5.2 From a marketing point of view, it would be great to create a lot of excitement for the new venue. A lot of opportunity. Could we have a band or do something different that would draw a lot of alpaca farms and other livestock farmers.

2.6 Discussion of New Venue.

- 2.6.1 The show has been held on weekend prior to Thanksgiving successfully
- 2.6.2 Mary talked to Mary Reed, and she's more than willing to try to get her venue in October for 2020, but she has already locked in the November date.

- 2.6.3 November will have three shows in 2019. There will be three shows back to back. Empire, then Ohio, then Virginia.
- 2.6.4 The Board looked at 3rd weekend in October, but not available.
- 2.6.5 The livestock panels need to be provided by someone, and Johnathan Capon is not available for alternate dates.
- 2.6.6 Maryland President is coming to VAOBA show this year per Mary.
- 2.6.7 Everyone was so impressed with the Fredericksburg venue that we should move forward. We have more opportunity if we do this in a thoughtful way.
- 2.6.8 Donna A. asked if we should consider December? Glen indicated that it's not available.
- 2.6.9 If we keep the November date, some people could go to all three shows with the same CVI. Some people will not go to three shows, or to back-to-back shows.
- 2.6.10 Take note that the Ohio show has been inserted in between the Empire and VAOBA show.

This was paused to discuss the Education Plan. This discussion recommenced at 8 PM.

- 2.6.11 The Show Committee, Finance Committee, and Board need to look at the Venue Agreement to make sure everything we need is included.
- 2.6.12 Brenda made a motion to move forward with the Fredericksburg venue and have the Show Committee and Finance Committee review all of the details for November 21 – 24, 2019. Mike seconded the motion.
- 2.6.13 Elaine reported on the Alpaca Egg Race that will be immediately following the show. It's for adults and kids. Wade Gease will be the announcer. There will be prizes.

2.7 Education Report. (Dave Grembi joined the meeting at 7:30 PM and left at 8:00 PM)

- 2.7.1 Dave thanked the committee for their input, including Janis Conlon, Elaine Simpson, Brenda Landes.
- 2.7.2 The Education Retreat was held on September 16 at Point Of View Alpacas.
- 2.7.3 The committee started with the survey feedback. 14 members responded. Many of the priorities were set based on needs.
- 2.7.4 Bud Syndhorst joined the committee to talk about national trends and education objectives.
- 2.7.5 Dave reviewed the proposed 2019 Education Plan. An assumption was made that the Annual Meeting may be held in January.
- 2.7.6 All speakers in the plan are tentative. None of the speakers have been locked in. Cost is estimated.
- 2.7.7 Parasite control was #1, cria care was #2, fleece was not listed by anyone; however the committee felt it an important part and used its own judgement.
- 2.7.8 Stephanie Glyptis willing to participate (\$500 + expenses). Carl Heinrich interested and willing (expenses).
- 2.7.9 Dave has coordinated with Show Coordinator, Judy Howe. Education for show will continue to be done by show committee.
- 2.7.10 Education committee will be involved in Kid's Corner. Elaine Simpson has done a wonderful job getting this kicked off in the 2018 Expo.
- 2.7.11 New focus on General Public. Target audience is new people, so that they'll purchase more products and get interested in alpacas. Five seminars over the Saturday & Sunday – a light version of the "Developing/Maintaining a Sustainable Alpaca Business."
- 2.7.12 It is hoped that costs will be offset or recouped by participant fees.
- 2.7.13 Would the BOD like to make the proposed
- 2.7.14 Mary mentioned that the Annual Meeting will be moved up, but it won't be in January. It is more likely to be in April. Mary expressed that she believes the proposed meeting

topic for the Annual Meeting as last year shouldn't be done over for the 2019 Annual Meeting.

- 2.7.15** Mary stated that this is one of the most important things we should do. She isn't ready to vote. Brenda indicated that we need to move things forward and not let it stall.
- 2.7.16** Dave suggested that the Board consider the costs, the topics, the speakers, and any feedback to help move this forward. Some of the best value for our membership will come from education plan.
- 2.7.17** The other thing that was discussed at the Retreat is the web presence. Dave has not published those minutes yet. The surface was touched and it may require more thought and resources.
- 2.7.18** Glen suggested that we call a Special Meeting next week to discuss, post on the website, and approve a plan for next year.
- 2.7.19** We need an expert for the website. We need someone who can manage, post and provide information for the members. No one on the Board has this skill. We may need to pay someone to provide this for us. Elaine provided info on Andrea Lloyd a while back. Mary will check with another person. BOD should have a list of what needs to be done and some idea of how much effort/cost this will be prior to proceeding.

3.0 Adjournment.

- 3.1** Brenda made a motion to adjourn the meeting. Mike seconded the motion. Meeting was adjourned at 8:13 PM.
- 3.2** A Special Meeting to discuss Education Plan will be held next week.
- 3.3** Next regular BOD meeting will be Wednesday, November 7, 2018 at 7 PM.

Respectfully Submitted by Brenda Landes, VAOBA Secretary

Details from VAOBA Education Committee Retreat

Held on Sunday, September 16, 2018

2019 VAOBA PROPOSED EDUCATION PLAN SEMINAR DETAILS

Parasite Control - 2.5 hours

Parasite control was listed as the number one topic by the VAOBA members surveyed in 2018. This seminar, potentially presented by Dr. Heather Jenkins or another known camelid veterinarian, will include a listing of the most common internal and external parasites adversely affecting alpacas, diagnostic methods and tools for determining parasites, most current medications (including dosage and frequency of administration), medication controversies, management of the farm environment to prevent/reduce risk of parasite infestation, etc.

Essential Oils and Alpacas – 1.0 hour

This seminar focuses on the use of essential oils on alpacas. It is presented by Jeanne Krause and Dave Grembi and addresses “what are essential oils?”, “how do I define the quality of essential oils?”, “how are essential oils made?”, etc. It reflects their personal farm experiences using essential oils on their alpacas, national and international research outcomes, current veterinary trends with the incorporation of holistic, natural remedies into their traditional practices, and practical steps to get started using essential oils on your farm.

Alpaca Nutrition – 1.5 hours

This seminar would potentially be presented by the same veterinarian noted in the Parasite Control seminar. It will include diagnosing nutrition related diseases and/or conditions, recommended feeding guidelines, including hay, grain, vitamins, minerals, etc., considerations for building healthy immune systems, pasture management for best nutritional outcomes, other.

Birthing and Cria Care – 8 hours

Birthing and Cria Care was listed as the number two topic desired by the VAOBA members in the 2018 education survey. This seminar, potentially presented by Dr. Cheryl DeWitt or Dr. Karen Baum would include normal and abnormal birthing conditions, pre and post natal care, female reproductive anatomy and physiology, care of the dam, care of the newborn, vaccinations, colostrum, supplies needed, and the very popular hands-on wet lab for practicing various delivery techniques. This program is a MUST for any new alpaca farmer who will be breeding alpacas, and is highly recommended as a refresher for alpaca farmers who have been in the business for years.

Fleece Management Seminar – 6 hours

This seminar, possibly co-presented by speakers such as Winnie LeBrecque, Char Johnson, Patty Fuller or other, will cover a wide variety of fleece related topics that will be beneficial for both long time and new alpaca owners. The topics include pre-shearing decision-making about what you will do with your fleece (show, mill, retail products, hand made items, full fleece sales, co-op considerations, etc.), how to choose the right mill for your defined purposes, retail products you can make right on your farm, overview of fiber collection sites with specific details for participation, and skirting/sorting demonstrations for both mill and show considerations.

Developing and Maintaining a Sustainable Alpaca Business – 8 hours

This is envisioned as a three-part seminar that covers different revenue streams for the alpaca owner. Some alpaca owners only focus on one of the three revenue streams, but the seminar attendees will learn that there is overlapping in all three areas and additional business models may be appropriate for their farm. In addition to veteran alpaca owners, this three-part seminar could prove invaluable for the new or potentially new alpaca farmer. With the new farmer in mind, it would merit consideration to film each part and maintain it within the VAOBA archives to be used for future 4-H, FFA, General Public, etc. presentations.

Part I. Show Focus – 3 hours

This part of the seminar will focus on areas of importance to breeders who are engaged in the competitive showing of their animals. Topics include, but are not limited to, reasons and goals of competitive showing, how to make money with show animals, creative business models/partnerships for breeders, how to determine the selling price for show males and females, breed standards, practical show considerations, how to show, what judges are looking for, important show rules, possible show rule changes in the near future, breeding considerations to improve your show success, auction considerations, developing reputable show contacts and mentors, purchasing decisions, non-show animal considerations, international considerations, impact of open borders on the show world, etc. Speakers for this part may include people such as Kathy Klay, Stephanie Gliptis, Helen Humphries, Jill McCloud, Wade Gease, a large/successful alpaca owner, member of AOA Show Committee, etc.

Part II. Fiber Focus – 2.5 hours

This part of the seminar will focus on areas of importance to breeders who are primarily engaged in the fiber aspect of raising alpacas. Again, these three parts are not mutually exclusive, and an alpaca owner may indeed be actively engaged in all three parts of the business. Topics for the fiber focus seminar would include how to conduct a herd analysis for uniformity and consistency (not “fineness”), best practice tips and methods of sorting/skirting, shearing considerations for most lucrative outcomes, breeding/purchasing decisions consistent with herd development goals, retail product trends, developing retail fiber product outlets, product pricing considerations, important considerations when developing relationships and/or partnerships with mills, co-ops & other farms, top trending market outlets for products, future of alpaca in the fashion industry, inroads and considerations to partnerships within the fashion industry, etc. Potential speaker(s) for this part would include Karl Hienriche (New Era Fiber) or someone with similar background.

Part III. Agritourism – 1.5 hours

This part of the seminar will focus on up-and-coming trends in the agritourism industry that may be appropriate as an additional revenue stream for alpaca owners. Topics should include defining agri-tourism, defining agri-education, defining agri-tainment, review of current national trends, business models, liability considerations, insurance considerations, marketing considerations, training alpacas to be customer friendly, farm lay-out considerations, developing local/regional partnerships, availability of grant money to start the agritourism business, etc. Potential speakers for this part include Jay and Melissa Reeder.

2019 VAOBA Show

The 2019 show will be critical to achieving the goals of the Education Committee that relate to awareness of the alpaca and business opportunities available to alpaca owners. As such, the Education Committee puts major emphasis on education events geared toward the general public during the show. The annual Alpaca Expo should be the absolute best opportunity to educate the general public, and target public audiences, to the benefits of being an alpaca owner. The Education Committee strongly believes the venue

for the Alpaca Expo should be in a location that is extremely accessible and convenient to a large percentage of general public/farm population. The 2019 Alpaca Expo should consist of the following educational opportunities.

1. Seminars negotiated with Sponsors/Vendors by the VAOBA Show Committee

2. Kids Corner with brief (30 minute) presentations ongoing throughout the two days of the show. The goal would be at least 4 presentations on Saturday and 2 on Sunday. Topics include basic alpaca fun-facts, meet the alpaca, basic health considerations, showing an alpaca, selfies with the alpaca, fiber arts creative sessions, etc. The Kids Corner will focus on attracting children from the general public, 4-H, FFA, other agriculture focused youth groups, etc. Speakers to be arranged by Elaine Simpson and her committee of volunteers, but typically should include any interested VAOBA member, the VAOBA Alpaca Expo veterinarian, etc.

3. Adult presentation for the general public and target public audiences such as agriculture focused people within the immediate and broader geographic location of the venue. This presentation will be a more basic version of the "Developing and Maintaining a Sustainable Alpaca Business" seminar noted above. It will be geared toward general public and people curious about the alpaca and potential business opportunities. The name of the topic will be changed to something like *"What is an alpaca, and what can you do with them"*? The content will be presented at a level consistent with someone who does not currently own alpacas, the presentation will be light and fun, but the business opportunity will be noted and contacts will be encouraged between the seminar attendees and the alpaca owners showing their animals during the weekend. A list of VAOBA members, with contact information, will be given to all attendees. Brochures and flyers of VAOBA farms will be distributed as available from VAOBA members. The VAOBA website address will be distributed to all attendees as well with encouragement to visit the site to learn more about the Virginia alpaca owners and related alpaca information. Alpaca door prizes will be given away at each of the seminars. This 1 hour seminar will be presented Saturday at 11 am, 1 and 4 pm, and Sunday at 9 and 11 am. Potential speakers include Dave & Teri Grembi and other VAOBA members.

September Treasurers Report Detail

7:49 PM

10/01/18

**Virginia Alpaca Owners & Breeders Assoc.
Reconciliation Detail**

Union Bank & Trust, Period Ending 09/30/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						35,224.17
Cleared Transactions						
Checks and Payments - 4 items						
Check	06/10/2018	2009	John Conlon	X	-57.34	-57.34
Check	09/11/2018	draft	Constant Contact	X	-20.00	-77.34
Check	09/18/2018	2027	Able Printing	X	-240.00	-317.34
Check	09/20/2018	draft	Atlantic Specialty Li...	X	-740.90	-1,058.24
Total Checks and Payments					-1,058.24	-1,058.24
Deposits and Credits - 3 items						
Deposit	09/04/2018			X	50.00	50.00
Deposit	09/10/2018			X	2,649.63	2,699.63
Deposit	09/26/2018			X	190.00	2,889.63
Total Deposits and Credits					2,889.63	2,889.63
Total Cleared Transactions					1,831.39	1,831.39
Cleared Balance					1,831.39	37,055.56
Uncleared Transactions						
Checks and Payments - 1 item						
Check	09/18/2018	2028	Alpaca Owners and ...		-51.35	-51.35
Total Checks and Payments					-51.35	-51.35
Total Uncleared Transactions					-51.35	-51.35
Register Balance as of 09/30/2018					1,780.04	37,004.21
Ending Balance					<u>1,780.04</u>	<u>37,004.21</u>