

Minutes of LFA Board meeting on 10/1/08

Meeting was called to order by President Mike Gerken at 7:06 PM. Present were Mike Gerken, Doug Overman, John McDougall, Keith Wattigney, Fran Soukup, Larry Kisner, Phil Feiner and Pam Jensen.

APPROVAL OF MINUTES: – one typographical error was noted – with that correction, on motion of Phil Feiner, seconded by Doug Overman, minutes were approved.

FINANCIAL REPORT: - Phil Feiner reported that the sale gross was \$207,450.00 as opposed to \$365,000.00 in 2007. Further, 30% of the lots did not sell, due to not receiving a bid or a buy-back sale by the owner. Many factors came into play this year that caused the down turning of the sale – the current state of the national economy, the drop in the stock markets just days before the sale, an overall cautious nature of the buying public due to concerns about the national economy, and the high prices for hay and feed this year.

A major discussion took place concerning the sale and perhaps a potential need to further screen entries and if the photos submitted are not adequate or of poor quality to request further photos before any selections are made.

On motion of Pam Jensen, seconded by Fran Soukup, financial report was approved as submitted.

ELECTION: - Mike Gerken reported that there are currently three (3) individuals running for the two vacant positions on the Board of Directors:..... Ken Austin, Vanessa Carter and Jennifer McGinnis. Election chairperson – Merlene Anderson is aware of the time line and will adhere to that schedule. It was determined that having one more person on the ballot, ie: a total of four (4) candidates would be optimum, and Merlene is in the process of looking for an additional candidate. Ballots will be mailed in late October, with the new board members being announced by the end of December. New board members will be seated at the January, 2009 meeting.

GAS GIVE AWAY: - The LFA gas give away was a success with six (6) happy attendees each receiving \$50.00 gas. Each person had to submit a slip with their name on it for gas or diesel they had purchased on the way to The LFA show and sale. They had to be present to win the drawing. During the sale on show on Saturday and Sunday, 6 names were drawn and the gas give away winners were Larry Steffel, Mark Smith, John Porter, Debbie Wolbert, Gary Brant and one other person.

NEWSLETTER ARTICLES:- Articles for the upcoming newsletter have to be out and in the hands of the Monica Tocci-Brown by October 6<sup>th</sup>.

DEBRIEFING OF SEPTEMBER EVENT:-

President Mike Gerken commented that all members of the Board were to be congratulated on a great work effort.

Vendors for the 2009 LFA sale and show need to be contacted and locked in. Pam Jensen will make contact with all involved.

Consideration needs to be given to continuing to hold the amateur and non-breeder jackpot futurity classes. The additional cost of holding the classes may warrant moving them all to one day – ie: hold amateur and jackpot events and open futurity on the same day. This would eliminate the expenses of paying the judges for additional day of judging. The new board being seated in January will have to take a look at this suggestion.

Clerk, Norma Sides suggested the possibility of adding a bred and owned futurity and eliminating the amateur futurity, Class would follow the ALSA rules for the bred and owned class and would allow those exhibitors to enter the Open futurity. The new Board being seated in January will have to take a look at this suggestion.

Sale consignments and selection – much discussion took place. The current sale committee felt it did not have sufficient input into the selection of the consignment animals. The concept of allowing a selection member/committee from non-board members was not well received. The consignment committee needs to have more input and selection in the consignments. The new Board will review this process.

Facility – Iowa Equestrian Center – the facility needs to be fogged for flies. They were quite bad this year.

Ag-Leadership students- much more consideration has to be given to the times that the students are available and the number available. There were several time slots when no students were there at all. We definitely need Ag-Leadership students on Sunday to help with exhibitor loading, the breakdown of the tables, panels, etc. In the future a designated board member is needed who is willing to clarify and monitor the times and numbers of students available.

Silent auction – needs a more visible spot. Excellent items, but not enough people were aware of it, or visited the items offered. A more visible area for the silent auction table is critical to its success.

Facility layout..... consideration needs to be given for a better layout of the diamond sponsor area and show arena. A suggestion was made to hold the show in the warm up area (currently the vendor area) – not really possible due to poor lighting. Concern about seating for the show – bleacher area is not moveable. Person in charge of this portion of the set up will have to review the suggested changes and find workable solution.

Catering – Dostal Catering received very high ratings from all in attendance for the quality of the meals provided. They are easy people to work with.

Flowers in show arena and on stage. Flowers were adequate, but would prefer to not have stall plants. Hard for the people to see animals and the judges to see the animals walking in the ring.

ALSA show – continue with this event. Discussion on continuing with a single show or going to a double show. Time would allow orals in a double show. Suggestion to not start the ALSA show as early – possibly delay the start to 9:00 or 10:00 AM. This is something for the new Board of Directors to review and discuss.

Discussion took place about making the LFA a part of the North American Livestock Show in Louisville, Kentucky in the future. The dates are early November. Scheduling the event in connection with the North American show would allow additional people to see the llamas and the llama sale but the scheduling in the facility could cause issues. It would potentially offer less expense than we currently have for facility. If this is something the new Board wants to consider, need to have a “wish” list of what we want by April, and get to Mary Jo Miller by then. Not possible to have this happen until 2010 at the earliest. Weather in November is a problem, as many consignors and exhibitors come from the west/mid-west where weather in November is questionable at best. This is something for the new Board of Directors to review and discuss.

Jackpot obstacle courses – exhibitors and people really love these events. Need to continue.

Judges – need to continue to have top judges. It is difficult to continue to find those top judges. Good and bad comments received on the ALSA and futurity judges.

We need more directional signs and information to hand out to the general public. Have to have sandwich board signs, etc. directing people to the sale animals, show area, silent auction, llamas 101, etc.

Membership drive – we need to do an e-mail blast to current members and the general llama industry to encourage membership in the LFA. Phil Feiner will accomplish this through two separate e-mails.

Date for next meeting was set for December 2, 2008 at 7:00 PM eastern time.

On motion of Fran Soukup, seconded by Phil Feiner, meeting was adjourned.