

Minutes for April 16, 2008 Board of Directors meeting:

The meeting was called to order by President, Mike Gerken at 7:20 PM Eastern time.

Roll call showed Fran Soukup, Doug Overman, Mike Gerken, Phil Feiner, Pam Jensen, John McDougall and Carol Ann Tallmon present and attending. Keith Wattigney joined the meeting at a later time. Absent was Larry Kisner.

APPROVAL OF MINUTES: The minutes of the March 4, 2008, Board of Directors meeting were reviewed, and on motion of Fran Soukup, seconded by Carol Ann Tallmon, were approved.

FINANCIAL REPORT: Phil Feiner reported that Lew McGinnis has renewed his membership as a Life Time Member. Phil also reported that our credit card company dropped us for “non-use”. In the future, all people paying with a credit card will pay through Pay-Pal.

After a review of the financial reports, on motion of John McDougall, and seconded by Fran Soukup, they were approved.

MARKETING: The production of the member marketing kits was discussed. The matter of reproducing the video on a CD is currently being reviewed and will be edited and then copied to the CD's for The LFA members. It is estimated that the costs for the marketing kits to the members will be about \$10.00 per member. Fran Soukup has contributed to The LFA the costs of producing the CD (about \$150.00 so far) thank you Fran. Further, Pam and Gordon Jensen and John and Debra McDougall have each contributed \$300.00 for the production of the marketing kit. Many thanks for this generous contribution.

John McDougall suggested a drawing several times during the fall event for LFA members, consignors and exhibitors that will reward them for coming. A member, exhibitor, consignor will be able to receive a cash reward, to be determined, by depositing a receipt, signed by them, for gas/diesel on the way to the LFA event, in a container provided. Several times during the weekend, a slip will be drawn and that person will receive an amount. The winner must be present to win. Since gas/fuel prices are referenced often as a deterrent to attending shows, it is hoped this promotional incentive will stimulate attendance, and to help defray the costs. On motion of Carol Ann Tallmon and seconded by Pam Jensen, the motion was carried. John McDougall will write up a news article on this event for the June newsletter.

It was discussed that we need to find ways to advertise The LFA at events such as Celebrity and other shows. The LFA pays the highest premiums of any llama event in the country. We need to make this fact known to potential exhibitors and members. The marketing committee will be taking a look at this area and making suggestions.

ADVERTISING: Nothing new to report on advertising. Our next ad for the Fall event will be in LamaLink.

FACILITY: Nothing new to report. Same set up as last year. The Equestrian Center is ready to go and all is proceeding as planned.

SPONSORS: We currently have 6 Diamond sponsors, 2 Gold sponsors, 2 Grand entrepreneur. Several people are still to be contacted concerning their sponsorship.

NEWSLETTER: The next newsletter is scheduled for mid-June. All articles MUST be into Pam Jensen no later than June 1st. Monica has a tight schedule and we have to be on top of this. Articles need to be sent to Pam promptly.

HERDSIRE AUCTION: Thus far there are 2 donated herdsires for the herdsire auction. Lock Ness owned by Larry and Barb Laux and Starr Alliance owned by Fran and Ali Soukup. Mike Gerken is contacting additional people for a donation of their herdsire.

CONSIGNMENTS: Consignments are slowly coming in. The deadline is June 15th.

VENDORS: Vendors committed thus far to The LFA event is American Livestock Magazine. Pam will contact Loren and Judy Stevens of Stevens LlamaTique for a commitment, and will contact Margo Schultz to make sure she will be coming with her vendor booth. Susan Gray has indicated that she will most likely have her vendor space. Applications need to be submitted to Pam Jensen to make sure that the space is reserved and allocated in the vendor area. The sooner they are received, the better for advertising the presence of the vendor on our website.

ALSA SHOW: The ALSA show is set and ready to go. The judge is Penny Davidson. It will be a single show.

FUTURITY: The 3rd judge for the Futurity has been contracted – it will be Lora Crawford.

SPONSORED FUTURITIES: No additional requests have come in for LFA sponsored futurities.

WEBSITE: The revisions to the web site are complete.

THE LFA EVENT PHOTOGRAPHER: Carol Ann Tallmon to contact the photographer that was used in Colorado. The Board agreed that this is a priority.

SILENT AUCTION: Fran Soukup will be in charge of the silent auction. Donated items to be sent to her prior to The LFA event or at the beginning of the weekend's festivities. Article to be in the newsletter concerning this.

THURSDAY EVENING MEAL: Keith Wattigney is planning a very special time for all consignors, exhibitors, etc. at the Thursday evening meal. There will be a wonderful Cajun shrimp boil with all the fixings. After everyone is full and content, the evening will be capped off with karaoke. Keith and Patti extend an invitation to all that are on hand to come and be a part of the fun and friendship of The LFA event.

On motion of Fran Soukup, seconded by John McDougall, meeting was adjourned. Next schedule Board of Directors meeting is May 20, 2008 at 7:00 PM Eastern time.

Respectfully submitted,

Pam Jensen
Secretary