



Llama Futurity Association

LFA Board of Directors Minutes From Teleconference Call of February 21, 2006

Roll Call: Phil Feiner, Barb Parsons, Janet Wilkin, John McDougall, Mike Gerken, Larry Steffel, Larry Kisner, and Ken Austin

Time: 7:05 P.M. EST

Approval of Minutes: The January 17, 2006 minutes were read. Phil made a motion to accept the minutes as amended made and John seconded them. It passed unanimously.

Treasures Report: The financials were reviewed with some minor corrections. A motion to accept the financials with corrections was made by John and Barb seconded them. It passed unanimously.

Advertising:

Llama Link: Will advertise in the July, August and November issue. The July issue will feature cover, diamond sponsors and the show.

American Livestock: 2 full pages

Camlid Quarterly and Llama Life II: Nothing.

Llama Banner: They have reduced prices on advertising. Will do 1-2 page ads, one before the event and one after.

An advertising budget of \$13,000 was approved for this year.

Catalog: discussion of who will print the catalog. A motion to have Llama Link to do the catalog for \$13,000 with additional items requested by LFA was made by Janet, Phil seconded it. It passed unanimously.

Marketing: Janet has contacted 5 local associations, need membership, sale and show applications available for them. All board members need to contact their local associations.

Newsletter: Waiting for corrections to the newsletter, planning on mailing it on March 1.

Auction/Consignment: People are asking about consigning llamas already.

Show Report: It is all go; Norris Berg will help with the challenge.

ALSA Show: Discussion about second judge.

Sponsors: Reviewed sponsors, still working on getting more sponsors, reviewed existing sponsors.

Membership: The membership committee has met. They are looking for stories about the LFA, and will do a mailing with stories in them.

Site visit: Phil and John bring your measuring tape.

Shenandoah Showcase: John made a motion to approve LFA sponsorship of the show for \$1,000 and Ken seconded it. It passed unanimously.

Next meeting: March 21, 2006 at 7:00 PM EST. Please do a reminder prior to meeting.

Adjourned at 9:35 PM EST: Ken made the motion to adjourn and Barb seconded it. It passed unanimously.