



# LLAMA FUTURITY ASSOCIATION

## MINUTES OF THE MEETINGS

**Llama Futurity Association  
Board of Directors  
Teleconference Meeting  
January 26, 2004**

**Janine Rotter, Board of Director member of the LFA, opened the special meeting of the newly appointed board. Present for the call were Doug Able, Phil Feiner, Barb Parsons, Dale Peterson and Janine Rotter.**

**Janine described the events that had transpired over the past several days concerning the attorney's review of the bylaws, removal of the board and subsequent reinstatement of four members.**

**Janine recapped the major amendments which she had made to the bylaws:**

- 1. Added regions as follows:**
  - a. West**
  - b. Midwest**
  - c. Central**
  - d. Northeast**
  - e. Southeast**
  
- 2. Changed term and tenure:**
  - a. Tenure previously was three years. Changed to five years.**

**Janine then opened the meeting for election of officers. By unanimous vote, the following were appointed:**

<b>President &amp; Secretary:</b>	<b>Dale Peterson</b>
<b>Vice-president</b>	<b>Janine Rotter</b>
<b>Treasurer</b>	<b>Phil Feiner</b>

**Phil Feiner opened discussion concerning Janine's reasoning for limiting the Board members to only one from each region, making a total of five directors. There was lengthy group discussion, and the following motion was made:**

**Motion by Phil Feiner:**

**Bring Janet Wilkins and John McDougal back onto the Board.  
Seconded by Barb Parsons**

**Vote: 2 ayes: Phil Feiner and Barb Parsons  
3 nays: Doug Able, Dale Peterson, Janine Rotter**

**Motion did not carry.**



# LLAMA FUTURITY ASSOCIATION

## MINUTES OF THE MEETINGS

Janine suggested that information should be put on the LFA website concerning the recent changes. All board members agreed that was a good idea. Janine will get this done ASAP.

### Discussion concerning sponsorships:

- It was agreed that each board member should work to secure sponsorships.
  
- Doug reported that Linda Berry Walker probably will donate a female to be sold with the proceeds going to LFA. Linda wants the proceeds earmarked for marketing. All agreed with earmarking the funds and giving Linda a full-page ad in the sale catalog to promote her farm and the female.
  
- It was reiterated that we need a total of 12 sponsors at the \$5,000 level.
  
- Herdsire auction: It was agreed that a free stall will be provided for those who donate a breeding for auction and wish to bring their herd sire for display.
  
- Premier Sponsors (\$5,000) will receive:
  - o Show ring & auction site signage
  - o Listing and recognition in program, catalog, website & publications
  - o Select 9' x 18' marketing display area and stall locations
  - o One complimentary stall
  - o Full page ad in LFA catalog
  - o Premier sponsor stall signage
  - o Engraved recognition piece
  - o Podium (announcer) recognition during dinner and auction
  - o One free night's stay at host hotel
  
- Supporting Sponsor (\$1,000) will receive
  - o Listing and recognition in program catalog and website
  - o One complimentary stall
  - o Stall recognition sign
  - o Announcer recognition during dinner and auction
  - o Banner display in auction area

Friday night party: There was lengthy group discussion concerning the host hotel and accommodations for the Friday night party. Dale Peterson agreed to contact the Hilton Garden Inn as a possible alternative location for the party. Dale will coordinate with the Yarbroughs and leave the final selection to them.

It was agreed by all that the LFA will pay for the Friday evening party, and the Yarbroughs will reimburse the LFA.

Hotel rooms: Barb Parsons and Phil Feiner led a discussion concerning requirements for paid rooms for judges, superintendent and clerk for the show. It was agreed that a total of 15 room nights will be needed. Barb and Phil also advised that one judge has been finalized and two are pending.



# LLAMA FUTURITY ASSOCIATION

## MINUTES OF THE MEETINGS

**Other show/sale discussion:** Phil advised that he has ordered ribbons, flowers and sod for the show. Dale said that he could get trophies for top ten placings and awards for sponsors for around \$5,000, which is a 50% discount off regular price. It was agreed that this is a good idea.

There was group discussion concerning sod removal and panel set-up & removal. Phil may have someone who will remove the sod for a reasonable price. Barb & Phil advised that it would cost approximately \$11,500 for panel rent, set-up, rearranging and teardown. All agreed with both proposals.

**Futurity Sponsorships** The Board unanimously agreed that it would provide one \$2,000 futurity sponsorship per region in 2004. The following were added to the approved list, making a total of five:

- Shenandoah Showcase was approved for the Southeast Region for \$2,000
- Western States Llama Futurity was approved for West Region for \$2,000.

Hot Mama Llama Sweepstakes was approved as an additional sponsorship for Central Region for \$500.

**Advertising** Janine Rotter advised that LFA ads will appear in the next issues of Llama Life and Camelid Quarterly.

### **Marketing**

- The group unanimously agreed that Sponsorships should be under the marketing umbrella.
- Doug gave an update concerning national marketing. He gave a couple of examples of cost estimates for a national marketing campaign that would be based upon a \$500 fee for each person who participated in the campaign advertising. Examples:
  - o Campaign that would include 250 farms contributing \$125,000 in advertising revenue (\$500 per farm). Magazine size would be about 104 pages. \$29,923 cost to print 15,000 copies; \$33,262 cost to print 20,000.
  - o Campaign that would include 350 farms contributing \$175,000 in advertising revenue (\$500 per farm). Magazine size would be about 140 pages. \$38,859 cost to print 15,000 copies; \$42,702 cost to print 20,000.
- Doug will continue to refine his ideas.

Next meeting set for March 8th at 8 p.m. Eastern time.

It was agreed that the meeting would adjourn at 8 p.m.

Respectfully submitted,  
Dale Peterson