



# LLAMA FUTURITY ASSOCIATION

## MINUTES OF THE MEETING

**February 9, 2004**

The teleconference Meeting was called to order by our President, Dale Petersen. Barb Parsons, Janine Rotter, Phil Feiner, Doug Able and John McDougal were all present for the call at 7:00 P.M. Central Time. Janet Wilkins joined the call 10 minutes later.

The minutes were read and approved with typing errors corrected.

Sponsorship of the Western States Llama Futurity, which is tied into The Rogue River Show, was brought up as a possible Futurity to sponsor. This brought about a discussion of what we should be requiring from the shows that LFA Sponsors. There were suggestions of charging a higher entry fee if they were not members of the LFA. That extra fee would come back to the LFA. Also discussed is what advertisement do we get from these shows we sponsor. It was decided that Barb Parsons would get back to them to discuss this further with the Show Superintendent.

Phil gave the Treasurers Report and you will find it attached to these minutes. Phil reported that he got the financials from Sandra Bradford, the past treasurer.

Phil also reported that GALA would share their Credit Card processing with us. A motion was made by Janet to accept Treasurer Report. Phil seconded it.

Janine Rotter gave an advertising Report. She took the LFA Budget from last year and added some extra newsletters and advertisements in the Llama Banner. I have attached her detailed outline of where we are advertising and the costs involved. The total advertising budget for one year is \$48,651.00.

Barb made a motion to accept \$48,651.00 for Advertising and Doug Seconded it

There was discussion regarding the Brochures that were printed last year for the LFA and if there were any left. Janine said they are at her place and she will check to see how many are left and report to our Board at the next meeting.

It was discussed that Kathy Peterson might want to serve on the Marketing Committee. Next was the report for the Marketing Committee. Janet Wilkins had submitted a report to the BODs, but the ideas she submitted go under the Sponsorship Committee and the Board felt the rest of the suggestions had already been taken care of through postings on the Web Page.

Doug Able then presented his idea of a future Marketing Campaign that the LFA could try to implement. It is patterned after the AOBA Breeders Guide concept. We asked that Doug get us a few more details financially to help us get a better look at the cost of this program.

Janet then expressed some frustration of not knowing what the Marketing Committee was responsible for. It was agreed that Janet, Doug, & John would try to connect via phone to try to work this out. It was mentioned that the Marketing Committee was responsible for Presenting the Show and Sale to the Public.



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Dale suggested that each BOD member & the Auction and Show Staff have wear matching Maroon Blazers during the LFA Fall Futurity so they would be more visible and recognized. Dale stated that he would look into where we could order them and the cost. Those on the LFA Board who want them could then order them.

Barb gave her report on the Show Committee. She and Phil are moving forward and reported that they have two judges confirmed, Maggie Schuller and Penny Davidson.

They have been working on an Amateur Division for the show this fall. It would be one male and one female class in the younger age division. They are having trouble getting a time slot for this. The only time available appears to be for Saturday night 2 hours after the auction. This would probably make it start at 7:00 P.M. They have a Sponsor for these two new classes and will continue to work out the details.

The report from the Sponsorship Committee was very good. Dan Goodyear has agreed to help on this Committee. They have come up with different levels of Sponsorship as follows:

Signature Sponsor--\$50,000 to \$100,000--They would be on all media, catalogs, banner, ads, and regional shows. First class air fare to the LFA Show, rental car during the LFA, product marketing, exclusivity for that product, use of our e-mail or mailing list, full page ad and Announcer recognition etc.

Dinner Sponsor—\$20,000 or more --signage, media, banner, full page ad in catalog- for LFA premier stalling, roundtrip airfare for 4, rental car.

Premier Sponsors: \$5,000, Show ring signage and auction, recognition in programs, select stalling. Complimentary stalls, engraved recognition, recognition from the podium.

Supporting Sponsors: \$1,000—listing recognition in program, signage, announcement, 3 free stalls.

This is a rough draft and will be worked on some more.

We asked John to cost this out if he can for our next meeting and see what this would cost the LFA.

We were reminded again to run everything for the Web Page through Janine Rotter.

Dale gave the Auction Committee Report. Dale has the contract with Bill Able. They are using same numbers as they had last year. A copy of the signed contract will be attached to these minutes.

We discussed Photo & Video personnel. Phil will take care of the video person for Candid shots. JPT will do the photos of the llamas and their placings.

Dale brought up the cost of rolling up and removing the Sod from the facility. He had some ideas for getting it accomplished at a much lower cost and will check into it.

Dale reported that tomorrow he is going to Louisville to look over the facilities and the motel.



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It was reported that we have an additional \$5,000 Sponsor and that we now have 3 Herd Sires that have been committed to be auctioned off during the sale.

Our next meeting is the 16<sup>th</sup> of February, 2004 at the same time.

Janine mentioned that the first entry form for the Futurity is set to go out on March 1<sup>st</sup>, 2004. Those who have committed to being sponsors will be in this mailing.

There also was discussion on the number of animals in the auction. Most on the Board agreed that they would like that number to stay close to the 100 animals like last year.

Barb will let the decorating group know that they are not going to do the lighting. Dale & Bill will do the lightning.

Phil will send out billings to Sponsors

Barb made a motion to close the meeting & Doug seconded it. Our next meeting is scheduled for February 23, 2004.

Submitted by  
Janet Wilkins, Secretary