



LLAMA FUTURITY ASSOCIATION

MINUTES OF THE MEETING

LFA Board of Directors Minutes

From Teleconference Call of January 10, 2005

Roll Call: Janet Wilkins, Phil Feiner, Barb Parson, John McDougall, Mike Gerken, Larry Steffel, and Ken Austin

Time: 7:04 P.M. EST

Approval of December 20, 2004 Minutes: The December 20, 2004 minutes were read and Barb made a motion to approve them and John seconded it. They passed unanimously.

Treasures Report: See attached. Phil had sent each Board member a review of the finances for 2004, and he pointed out that we experienced a deficit of \$23,000. However, it was a direct result of a lack of sponsorships in the amount of \$33,000 and we added the 4 amateur classes as well. In view of this, he felt we did quite well in 2004.

Looking to 2005, he pointed out several areas that will not be a cost to us this year that were in 2004. Some of this because of the new facility and difficulties we have each year with sod and panels. Janet made a motion to accept the financials and Barb seconded it.

Introduction and Welcome of New Members: New board members were introduced and welcomed.

Review of Election: Mike, Ken and Janet were elected for 3 year terms, Larry and Barb for 2 year terms, and Phil and John for one year terms.

Selection of Officers:

President: John McDougal, nominated by Janet, seconded by Barb.

Vice President: Mike Gerken, nominated by Barb, second by Janet

Treasurer: Phil Feiner, nominated by John, second by Barb

Secretary: Ken Austin, Barb nominated Janet as secretary and then withdrew her motion and changed the motion to Ken and Mike seconded it.

Committee Reports:

Marketing:

The RFD-TV video response was very good. Useful Llama Products and American Livestock want to be a sponsor again. RFD-TV wants to raise the rates from \$10K to \$12.5K for the next program. The next program will be of a ranch. It was suggested to show both large and small farms. We need to do a better job getting the word out about the show than we did this time.

The marketing committee should be a stand alone committee; the members are Janet Larry Phil. Janet will contact Sue Rolwing and John will contact Joe Yarrow about joining the committee.



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Promotion:

Janet will contact Tom Simmons about a booth at Celebrity.

Janet will contact RFD-TV about getting copies of the program.

Janet will refer the person who has contacted LFA to go to the website to contact a farm that is close to them.

Llama Banner has quoted LFA for an issue ad of \$550/ issue.

Janet will get the AOBA mailing list and the marketing committee will determine how best to use it.

We need a mailing to Llama Banner's list to remind people about the event in St. Louis.

Barb is going to an event in Wisconsin at the end of February and will handout the newsletter.

Barb asked the Marketing Committee to come up with an advertising plan for the magazines by next meeting.

Newsletter:

It was mailed on 1/5/05 and went to 2551 people.

Cost:	Design and print	\$815
	Postage	\$583
	Total	\$1398

Barb is planning of doing 4 this year. The next issue should be mailed in April covering the auction.

Bruce Armstrong, Useful Llama Products suggested selling ads. This was referred to the marketing committee. Barb will contact Doug Able to see how much additional this will cost.

Website:

The new website is up and running, positive feedback from it. It is slow to load on dial-up however.

2005 LFA Site:

Reviewed the decision to move to St. Louis. We are using the same decorator. There is a conflict with 2 ALSA regionals, Rocky Mountain and South Eastern. We will need to book the 2006 site in St. Louis because Kentucky is already booked.

Sponsored Local Futurities:

A discussion on how and how much we support local futurities. Phil made a motion that we support Shenandoah Showcase of Stars, VA; Badgerland Sweepstakes, WI; Western States, OR; and Hard Rock Futurity, OH at an amount of \$2,000 and Old Dominion Llama Show, Washington DC; and East Central Ohio, OH at \$1,000. It was seconded by Janet.

Barb and Phil will establish a committee to set futurity guidelines.

Sponsorship:

We need to look for more sponsors to the fall event.

A major discussion on the show criteria.



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A contractor at the show has to completely disclose what they are involved with at the show.

Auction:

Phil made a motion to go into executive session and Larry seconded it. Went into executive session. We came back out and continued with the meeting.

Darrel Anderson has quoted to do the auction at 3%, 2 ring stewards, 2 clerks, color commentary, and will suggest sales placement. He will not do the accepting of animals and putting the catalog together.

For 2% he will do all of the above without the clerks.

For 1% he will do just be auctioneer.

Barb suggested a Canadian auctioneer. She will contact him.

Larry will be the liaison to catalog.

75-100 animals for the sale.

Next Meeting: January 24, 2005

Janet made a motion to adjourn the meeting and Barb seconded it. Meeting adjourned.