

Minutes of the January 17, 2008 Llama Futurity Association Board of Directors meeting:

The meeting was called to order by out-going President, Mike Gerken at 7:06 PM.
Attending: Phillip Feiner, John McDougall, Pam Jensen, CarolAnn Tallmon, Larry Kisner, Mike Gerken, Fran Soukup, Doug Overman and Keith Wattigney.

The minutes from the December 4, 2007 meeting were reviewed. Motion by Pam Jensen to approve minutes as submitted. Motion seconded by Doug Overman. Motion carried.

The Financial standing of The LFA was reviewed as submitted by Phil Feiner. Motion of Pam Jensen to approve as submitted. Motion seconded by Doug Overman. Motion carried.

The election of offices for the year 2008 was held.

On motion of Pam Jensen, seconded by John McDougall, Mike Gerken was elected President.

On motion of Mike Gerken and seconded by Pam Jensen, John McDougall was elected Vice-President.

On motion of CarolAnn Tallmon, seconded by Pam Jensen, Phil Feiner was elected Treasurer.

On motion of John McDougall and seconded by everyone, Pam Jensen was elected Secretary.

The terms for direction/officers is written in the by-laws, John McDougall will send a copy of the By-laws to all board members.

The matter of finding sponsors was discussed. Mike and Wendy Gerken will be renewing Diamond sponsors; John and Debra McDougall will be renewing Diamond sponsors; CarolAnn and Macolm Tallmon will be renewing Diamond sponsors; Doug and Kamala Overman will be renewing Gold sponsors; Gordon and Pam Jensen will be renewing Gold sponsors; Ken and Celia Austin will be renewing Diamond sponsors; Keith and Patti Wattigney will be renewing Diamond sponsors.

There was a discussion on the sponsor levels and whether we need to consider raising the levels in the future. All board members agreed we need to bring in more sponsors so the payback at the futurity can be bigger. Mike Gerken will contact the sponsors from 2007 as ask them to renew their sponsor and/or increase the level of their participation.

Marketing and advertising of The LFA was discussed. Fran Soukup agreed to chair the marketing for The LFA. Phil Feiner will work with Fran. The LFA needs to determine the true purpose of our marketing efforts and how this can best be accomplished. The targeting of potential and new llama owners is a priority.

Advertising – Larry Kisner indicated that we are on target for 2 pages in the January Lama Link, 2 pages in the May and July Lama Link, a page in the August Lama Link and the cover on the September Lama Link. The consensus of the Board was to keep the advertising as currently targeted.

Facility – Iowa Equestrian Center – Phil Feiner reported we are on course for the 2008 September event. He has discussed those areas with the facility management that need to be addressed. We will once again be using the Ag-Leadership students in the Equestrian Center to assist the exhibitors and consignors during their time at LFA.

The newsletter – the target date for all articles for the spring issue of the newsletter is no later than March 1, 2008.

Herdsire auction –The Board decided to keep the number of herdsires at 10 – with only the best being accepted and to spread them around the country, so as to avoid having them coming from one area.

Consignments – The selection committee for the 2008 LFA sale will consist of Doug Overman – Chair, Keith Wattigney and CarolAnn Tallmon. We will keep the consignments to 75 and again use the same ration of 10% males and the balance being females. Phil Feiner will assist the committee as needed. It was indicated that The LFA has already received one consignment.

Vendors – Pam Jensen reported that Becky Willhite is working hard to get vendors lined up. There will be sandwich boards directing people to various areas, people will act as greeters and welcome everyone, there will be plants to decorate the vendor area, etc. A new vendor application will be submitted to the Board for their approval and posting on the website for LFA. It was reported that we can offer our vendors advertising on the website if they sign up early.... A great way to advertising their products for only \$150.00 vendor application fee.

ALSA show – The Judge for the ALSA show will be Penny Davidson. The show will be a single ALSA show – people like to hear oral reasons. As a result, the ALSA show will stay a single show.

Jackpot Obstacle and Geriatric Obstacle – Norris Berg will once again design and construct the courses. He has a green light to proceed and indications are he already has many new, inventive and entertaining ideas for this year's event.

The LFA Futurity judges: Danielle Wagoner from California and Beth Myers from Ohio. A third judge is yet to be selected.

The LFA Board has voted to approve sponsorship at three Futurities thus far – Badgerland in Jefferson, Wisconsin, Ag Fest in Oregon, and Llama Show Case in Indiana.

The Amateur futurity was discussed. The Board agreed to review the rules for future shows. Fran Soukup, CarolAnn Tallmon and Keith Wattigney will review the present criteria and make recommendations to the board.

Website revisions.... Phil reported that the revisions are currently underway and we should see new things on The LFA website.

Phil reported that Larry and Norma Sides have agreed to announce and clerk, respectively, this year's ALSA and Futurity Shows. The Sides have a great deal of experience in such activities and come highly recommended by Members of The LFA Board.

The next schedule board meeting will be February 19, 2008 at 7:00 PM, Eastern time.

On motion of Fran Soukup and seconded by Doug Overman, the meeting was adjourned at 9:30 PM Eastern time.