

January 6, 2009 LFA Board of Directors meeting minutes

Meeting was called to order at 7:05 PM. by President, Mike Gerken.

Present for meeting were Venesa Carter, Mike Gerken, Pam Jensen, Larry Kisner, Doug Overman, Fran Soukup, Carol Ann Tallmon, and Keith Wattigney. Ken Austin, absent.

Approval of minutes of prior meeting: Minutes were reviewed. A minor change was made to the minutes. On motion of Fran Soukup and seconded by Carol Ann Tallmon, minutes were approved.

Financial statements and reports: Pam Jensen reviewed the financial reports, as submitted by Phil Feiner. On motion of Fran Soukup, seconded by Carol Ann Tallmon, financial reports were approved.

2008 General Election results: Venesa Carter and Ken Austin were elected to the LFA Board of Directors. Both were welcomed to the board, where their contributions will be greatly appreciated.

LFA Board of Director elections:

The officers for the 2009 year are as follows:

Keith Wattigney nominated Mike Gerken for President, seconded by Doug Overman. Mike was unanimously elected as President.

Carol Ann Tallmon nominated Doug Overman for Vice President, seconded by Keith Wattigney. Doug was unanimously elected Vice President.

Carol Ann Tallmon nominated Fran Soukup for Secretary , seconded by Venesa Carter. Fran was unanimously elected as Secretary.

Carol Ann Tallmon nominated Pam Jensen for Treasurer, seconded by Fran Soukup. Pam was unanimously elected as Treasurer.

2009 Committee/Department Reports –

Marketing: Fran Soukup reported an email blast would be coming out soon as a membership drive. She asked for another board member to join the marketing committee of Barb Parsons, Shawn Norman, and Monica Tocci-Brown. Venesa Carter volunteered. Carol Ann volunteered to continue to help with the Silent Auction.

Advertising: Larry Kisner reports the 2008 photographer for the LFA event in Cedar Rapids is very uncooperative. It has been a challenge to obtain photos for *LamaLink*, but the top sellers and class winners will be featured in the next issue of *LamaLink*. Ads planned for 2009 include May, 1 page; June, 1 page; July, 2 pages; August, 1 page; September, cover; and February, show results.

Facility in Cedar Rapids: Pam Jensen reported little new due to Christmas break. She is waiting to confirm and sign the facility contract. She also is attempting to clarify the role and responsibilities of the Ag Leadership group in supporting LFA. The need for signage was discussed to direct the increasing numbers of general public and first time exhibitors at the Event Center. Carol Ann Tallmon offered to be responsible for making the signs if she was given a list of verbiage for the signs and how many signs. Fran Soukup and Pam Jensen will develop that list and forward to Carol Ann Tallmon.

For the year 2009 the Silent Auction will be moved back into the large arena for greater exposure and security. This location is on the back wall, where people enter from the stalling areas, near the Diamond Sponsors area.

Catering: Larry Kisner volunteered to be responsible for organizing catering. He will contact Deb McDougall to help with catering, as she has done an outstanding job in the past.

Newsletter: Pam Jensen continues to carry responsibility for the LFA quarterly newsletter. She would like a President's letter, pictures from LFA, a Marketing Tip, and an article on the Herdsire auction. Carol Ann Tallmon offered to write the herdsire letter, in conjunction with Mike Gerken. Keith Wattigney is to provide an article on a fun activity, the Llama Bean Drop, for the newsletter.

Herdsire Auction: Mike Gerken will continue to lead the coordination of the Herdsire Auction with Carol Ann Tallmon. After discussion, it was agreed to seek 8 herdsires from across the county as a starting number.

Consignments and Auction: The committee members are Doug Overman, Keith Wattigney, and Venesa Carter, with Doug Overman as lead. The number of consignments planned for the auction was discussed with numbers around 50 to 60 llamas to be accepted. The quality of consignments was discussed, as was the quality of the males to be consigned, and if males should be accepted at all. The question was asked relating to the income from consignments in proportion to a reasonable number of consignments to cover expenses. The consignment committee is to consider only *quality* females and males. If the photos submitted with consignments are not of good quality, the committee chair should request another set of photos.

After considerable discussion, it was agreed to continue with the minimum selling price of \$2000. The requirements for consignments shall remain the same. A request was submitted to remove the consignment application form from the internet.

As chair of the Consignment Committee, applications are to be sent to Doug Overman, who will then send a copy of the application and the applicant's check to Pam Jensen, as Treasurer.

Pam Jensen is to research the rationale behind using PayPal versus credit cards. Also needed is more information about the rate schedules for credit cards. She will report back at the February meeting.

Vendors: Fran Soukup will assume responsibility for the vendors, along with Becky Willhite. LFA has already received one vendor application from an alpaca clothing vendor.

Fall Harvest Show: Considerable discussion was held related to the Fall Harvest Show. Options considered included an ALSA Show, an ILR Show, a combined show, an open show, and canceling the show on Friday for this year. Discussion included the pros and cons of each of these options. Board members are to continue discussion on our next board call. In addition to show options, other fun options for Friday were discussed. The Fall Harvest Show discussion will need to be continued in February, as things continue to evolve.

Obstacle Courses: Tabled, pending decisions on the Fall Harvest Show.

Futurity: It is time to be sending contracts to the LFA judges for 2009. The board is to submit a short list of judges to Pam Jensen, as she will be sending out the contracts.

Amateur Futurity: The decision was suggested to cancel further Amateur Futurities, for now. Numbers are dropping and there is not enough participation to warrant continuing this part of the futurity. Pam Jensen made the motion, seconded by Carol Ann Tallmon to drop the Amateur Futurity. Motion passed.

Nonbreeder Futurity: After discussion, it was agreed upon to continue the Nonbreeder Futurity for one more year. It was agreed to hold this Futurity on Sunday, before the open futurity, to decrease judging costs.

Sponsored Futurities:

Barb Parson's request for the Badgerland Sweepstakes was approved.

Justin Timm's request for sponsorship of his futurity was approved, after information from Justin Timm was provided as to intent to follow LFA guidelines for judging.

\$1000 will be provided by LFA to both shows requesting sponsorship.

Gas Drawing: Doug Overman generously offered to provide the financial support for the gas drawing at the 2009 LFA event.

Photographer: Pam Jensen will seek a new photographer, starting by contacting the photographer from 2006 – 2007.

North American Livestock Show: Tabled for further discussion in 2009. Mike Gerken will follow up and obtain more information so the board may make an informed decision

Other Items:

Barb Parsons has submitted a request to include a Youth Futurity at the Badgerland Sweepstakes in May of 2009 as a pilot project to increase youth involvement in LFA. Pam Jensen moved and Fran Soukup seconded the motion to accept Barb Parson's proposal for the Youth Futurity. Motion passed.

Fran Soukup raised several concerns from the LFA membership application for board review. The application stated that LFA would provide a list of approved judges. The group agreed LFA will provide guidelines for judging, but declines to develop a list of approved judges.

The membership application form also states that as a membership benefit the LFA will post private treaty llamas on the website. It was agreed this statement should be removed from the membership application, as the website is not set up to offer this.

The membership application also states the Future Goals of LFA - "The direction of this association is dependent upon the desires of its members. The goal of the board is to operate with an open mind, remain progressive and innovative, and to respond to necessary changes responsibly and swiftly. As our budget grows, we will continue to sponsor llama futurities across the country. Working together toward these goals will ensure the continued viability of both the llama industry at large and this association specifically." As a group we thought it was important to review our goals and felt the current statement reflected our goals. Pam Jensen made a motion in support of the LFA goals as set forth in the membership application document. The motion was seconded by Doug Overman. Motion carried.

The next meeting is scheduled for February 3, 2009 at 8:00 PM EASTERN time.

On motion of Fran Soukup, seconded by Carol Ann Tallmon, meeting was adjourned at 7:54 PM.

Respectfully submitted,
Fran Soukup
Secretary