



Llama Futurity Association

LFA Board of Directors Minutes Teleconference Call of July 10, 2007

Roll Call: Phil Feiner, Carol Ann Tallmon, John McDougall Larry Kisner, Mike Gerken, Pam Jenson, Doug Overman, Janet Wilkins, and Ken Austin.

Time: President Mike Gerken called the meeting to order at 7:06 P.M. EST

Approval of Minutes: Minor corrections were made to the minutes of the June 6, 2007 board meeting. Carol Ann moved to accept the minutes with the noted corrections and Pam seconded. Motion passed unanimously.

Financials: Phil presented the monthly financials and reported that expenses are on track and that he is continuing to work on collecting outstanding consignment money. Ken moved to accept the financials as reported and Pam seconded. Motion passed unanimously.

Marketing:

- Janet led a discussion about having a fashion show during this year's LFA. After reviewing the pros and cons, the Board decided to against such an activity for 2007.
- Janet reported that she would work on items and logistics for the silent auction. She is also talking to a potential volunteer to assist.
- A lengthy discussion about a national marketing program. Janet will work with ILR on that. LFA may support it financially.

Advertising: A two-sided brochure is presently being printed. When completed, Larry will mail all of the brochures to Pam.

- There is one week to put an ad together for Llama Link. It was suggested to have the ad show the donated herdsires for the cover. The major concern is receiving the photos in time. Larry will visit with Monica about the number of photos that can be printed on the front cover.

Newsletter: The articles for the LFA Newsletter are complete and include the president's letter; reports on the LFA sponsored Gold Rush and Badgerland futurities; a letter from the ten year old girl, Teisha Wilmot, thanking the LFA for the premium awarded to her for winning Junior Youth Showmanship at last year's ALSA Grand National; and a special thank you to Monica Tocci-Brown for her support of the LFA through the donation of ad space for auction at the Miller's Alberta Gold Production Sale, July 13-14, 2007.

E-mail Campaign: Phil will send out a mass e-mail will highlighting the amateur futurity, Jackpot and Senior obstacles.

LFA Sponsorship: Phil reported that Rick and Sue Clauson have agreed to become \$2,500 sponsors the 2007 LFA event.

Herdsire Donations: Mike Gerken has made a list of potential herdsires and will be contacting the owners ASAP.

Consignments: Consignments for this year's auction are now closed and we are pleased to have 74 females and 6 males.

Vendors: Two vendors have paid. Work continues to secure quality vendors for the event.

Shows:

- ALSA and Futurity: Nothing to report.
- Senior Jackpot: Pam has been give the okay to approve obstacles suggested by Noris Berg.

Schedule: In previous years Barb Parsons compiled a list of tasks and the responsible person(s) on the BOD. Ken agreed to forward the list to Carol Ann who volunteered to oversee and implement the accountabilities with the Board members for 2007.

Next meeting: August 7, 2007 at 7:00 PM EST.

Adjourned at 8:22 PM EST: Pam motioned to adjourn and John seconded it. Motion passed unanimously.