

July 7, 2009 LFA minutes:

Meeting was called to order by President Mike Gerken at 8:10 PM EST. In attendance were Mike Gerken, Doug Overman, Larry Kisner, Ken Austin, Vanesa Carter, Fran Soukup, Pam Jensen, Carol Ann Tallmon, and Keith Wattigney.

The minutes of the June 10 and June 22 meeting were reviewed. There being no changes or additions, on motion by Pam Jensen, second by Carol Ann Tallmon, minutes were approved as presented.

The financial reports were reviewed. On motion of Fran Soukup and second by Ken Austin, financial reports were approved as presented.

At 8:11 PM EST, Doug Overman made a motion to adjourn to executive session, seconded by Venesa Carter. 8:30 PM, Ken Austin had to leave the meeting, due to an emergency situation. Upon motion by Carol Ann Tallmon and second by Venesa Carter, the Board of Directors left executive session. At 8:36PM EST, the meeting was adjourned due to technical difficulties; the meeting reconvened at 8:42 PM EST. Keith Wattigney joined the meeting shortly thereafter.

Marketing Committee – SCLA has contacted LFA to solicit interest in a Fall, 2009 ad in their regional newsletter. The costs seemed within parameters. Larry Kisner, Fran Soukup, and Monica Brown will put together an ad.

Advertising Committee – Venesa Carter inquired as to the cost of an LFA flyer. Cost seemed too high for the return. Ads to be placed in regional newsletters were also discussed but no further action plan was developed. Email blasts will continue to be the primary means of getting the word out.

Consignment of sale animals – Doug Overman reported 46 females and 5 males have been accepted as consignments, with possibly one more female, pending more current photographs. The information and payments will be sent to Pam Jensen to facilitate receipts for payments or refunds. Darrell Anderson and Doug Overman will sit down to place the animals in sale order on Thursday, July 9th. The information will then be forwarded to Monica Brown for the LFA sale catalog, on Friday, July 10th.

A motion was made by Keith Wattigney to allow the whole board to review the consignments in the future. The motion did not receive a second. Motion failed.

A suggestion was received from Dr. Kristy Brown to list the catalog through ILR. Proposal was rejected. In 2010, a marketing/advertising plan needs to be in place, including a budget for same.

An inquiry was made as to the fee to charge for one half page ads in the catalog. The board set the fee as \$150.

Catering – Larry Kisner reported a caterer has been selected, Dostal Catering. This is the same food vendor as in the past.

Stud Auction – The following studs/farms were confirmed as donating a breeding for the LFA Stud Auction:

Ollendicks/ GNLC Caspian
Parsons/ GC's All the Marbles
Dr. Kristy Brown/ Brownderosa's Infineon
Milton's and Adam's/ Silver Moon Chiri Alluro
Venesa and Chris Carter/ Peruvian Patronis
Ken Austin/ El Toro
Laux/ Lock Ness

Charlie Stephenson still needs to confirm Frenzy. Carol Ann has been unable to reach him for confirmation.

The next meeting is scheduled for August 11, 2009 at 8:00 PM EST.

There being no further business to come before the Board, on motion of Carol Ann Tallmon, seconded by Venesa Carter, the meeting was adjourned at 8:48 PM EST.

Respectfully submitted,

Fran Soukup
Secretary