



Llama Futurity Association

LFA Board of Directors Minutes Teleconference Call of June 6, 2007

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

Time: 7:15 P.M. EST

Approval of Minutes: Minor corrections were made to the minutes. Larry moved to accept the minutes with the noted corrections and Janet seconded. Motion passed unanimously.

Financials: Financials were reviewed. Pam moved to accept the financials and Carol Ann seconded. Motion passed unanimously.

Marketing:

- As one of the lead volunteers on the Marketing Committee Fran Soukup has been working hard.
- Janet reviewed the issues with RFTV:
- LV says we have no rights to the film that we took several years ago.
- Becky Wilhite has contacts in the Cedar Rapid area with TV and radio stations.
- Overall the marketing effort for the event is ahead of last year.
- Becky would like a handout about the event to give to vendors and the media. Larry will contact Monica about a handout.

Advertising: The advertising is on schedule, sponsors need to be updated.

Newsletter: Ideas for the newsletter: Badgerland futurity, the girl that received the LFA money, and asking for articles from all futurities that were sponsored by LFA.

E-mail Campaign: A discussion about using the mass e-mail as a benefit of the marketing committee in relationship to TV sponsors.

LFA Sponsorship:

- Sherry Sheridan has committed.
- Sponsorship money is down a little.
- No pooling for sponsorships.

Herdsire Donations: Mike Gerken has committed to taking care of this task. Mike reported that the process will begin soon.

Consignments: We have 34 paid consignments, 61 commitments as of this Board Meeting which include 4 bred females, 11 males, and 45 females. The Consignment Committee will be getting together soon to review and select the consignments.

Vendors: One vendor has paid. Work continues to secure quality vendors for the event.

Shows:

- **ALSA:** A discussion took place about the possibility of doing a double point show. It was agreed that we will keep The LFA's ALSA Show a single point show for 2007.
- **Futurity:** Everything is set and all looks good for an outstanding Futurity.
- **Senior Jackpot:** A discussion took place about the obstacles for the Senior Jackpot. Everything is coming together well.

Next meeting: July 10 2007 at 7:00 PM EST.

Adjourned at 8:50 PM EST: Phil made the motion to adjourn and Pam seconded it. Motion passed unanimously.