

# **The Llama Futurities Association**

## **Board of Directors Meeting**

**March 16, 2013**

Barb Parsons called the meeting to order via conference call at 7:03pm (CST). Present for the call were Jenni Olson, Venesa Carter, Tor Sorensen, Nick Hauptly, Kay Berg and Terry Duespohl.

LFA show secretary, Kay Berg, ILR Gathering Chair, Terry Duespohl and the LFA Board discussed the details of the 2014 schedule, stalling arrangements, and logistics receiving entries. All parties agreed that continued thorough communication will help both shows run smoothly for all exhibitors.

Terry and Kay left the call at 7:46 pm (CST).

The minutes from the February 23<sup>rd</sup> meeting were reviewed. Tor Sorensen made a motion to approve the minutes. Venesa seconded. Motion passed unanimously.

Ray Kratville joined the call 7:51 pm (CST).

Ray Kratville presented a report on the LFA finances. As treasurer, Ray recommended that the President has signature authority for the LFA Bank Account. This was approved and accepted unanimously.

Our current bank, BMO/Harris, does not have branches in Iowa or Nebraska which makes access very difficult for the Treasurer. Ray will research nationwide banks that offer more accessible branches and make a recommendation via email.

Ray also informed the board that our association's treasurer must appear in person at a BMO/Harris Bank location to establish a signature card. This situation is incredibly time sensitive. The board unanimously agreed to reimburse Ray's time and travel expense to Chicago to complete LFA business.

The LFA board agreed to renew our contract with the email marketing company,

Constant Contact.

Discussion followed about the sale and recruiting consignments. Nick and Jenni will start putting information on the LFA's facebook account. Tor will create a write up from the sale committee asking for consignments and forward it to Nick to include in the next e-blast.

Jenni reported on her communications from Able Publishing. The board came to the consensus that the catalog should be sent 3 weeks previous to the event. In order for this goal to be reached the sale deadline was set and approved for Friday, April 18<sup>th</sup>, 2014. All checks and entries will be sent to Jenni Olson and she will then forward information on to Tor and Venesa.

Advertising cost and deadlines were reviewed by the board and it was agreed to maintain the same rates from 2013. Venesa suggested doing an advertising trade with both the Cascade Llama Sale and the Ozark Llama Sale. The board agreed that this idea would be beneficial if their publishing deadline has not passed. Venesa will make contact right away and keep the board updated via email.

Nick Hauptly brought up a marketing contest to increase awareness of the LFA Facebook page. The winner, selected at random, will receive a ¼ page ad in the 2014 catalog. The winner may also use this reward as credit if they wish to increase the size of their ad, paying only the difference. The board agreed unanimously. Nick will announce the contest on Facebook this week.

Barb brought up discussion about the LFA ribbons and awards. It was unanimously agreed to order all World Futurity ribbons through the same company that the LFA has used in the past. Barb will move forward and complete this order. Nick Hauptly has ordered replacement ribbon for the Claims Futurity.

The board discussed ideas for the class winner trophies. Barb will continue to do research and contact a variety of suppliers.

Barb brought up including both a Male and Female Best of Show class for the 2013 World Futurity. After discussion the board agreed to separate the Best in

Show class by sex.

Tor Sorensen reported that we have verbal agreements from 3 judges Contracts will be sent out shortly and an announcement will be made with email blast and posted on the LFA website once contracts are signed. Tor will work with Kay Berg to establish a lead judge in the case of a tie.

Nick Hauptly reported that Rick and Brenda Andersen will again be the photographers and have agreed to the same contract as 2013.

Nick Hauptly made the suggestion to award monies to the winners of each youth showmanship class. The youth involved are the future of a strong industry and the board agreed to take part in encouraging their success. After discussion the board will award \$50 to each winner. Nick will contact Terry Duespohl, run the idea by him, and get assurance LFA will for recognition for their donation.

The board reviewed and updated a checklist of individual and group responsibilities.

The next meeting was set for April 13<sup>th</sup> at 6:00 pm (CST).

Nick made a motion to adjourn the meeting. Tor seconded and the meeting was adjourned at 9:21 pm (CST)

Respectfully submitted,

Nick Hauptly  
LFA Secretary