



Llama Futurity Association

LFA Board of Directors Minutes From Teleconference Call of March 1, 2005

Roll Call: Janet Wilkins, Phil Feiner, Barb Parson, John McDougall, Mike Gerken, Larry Steffel, and Ken Austin

Time: 7:05 P.M. EST

Approval of January 10, 2005 Minutes: The December 20, 2004 minutes were read and Barb made a motion to approve them and Larry seconded it. They passed unanimously.

Treasures Report: Financials were reviewed and no action taken.

Linda Pierce Scholarship: Veck's will donate \$2,600 to the fund. Barb made a motion that a group of board members will visit with Michael at Celebrity to discuss how the funds are used. Janet seconded the motion. It passed unanimously

Committee Reports:

Marketing:

The RFD-TV video has not started production yet. The next show should come out in May. Three advertisers have agreed @ \$4,000 to sponsor the next production. They need to be confirmed.

All leads need to be sent out to people who have paid to be in the marketing program.

Dan Milton is talking to LC about purchasing the video.

Janet will send bullet points when the next will be made. They will be included in the minutes.

Promotion:

The advertising budget is \$16,000 for the magazines. More effort needs to be put in the local associations this year.

The marketing committee is: **Janet Wilkins, Larry Steffel, Dan Milton, Lisa Saunders, Debbie Shellabarger.**

Newsletter:

Barb is starting to put together the next newsletter. It will focus on the show and sale.

Missouri requires permanent id.

Dr. Christy Brown will be a contributing to the news letter.

Having Llama Life quote the newsletter.

Janet and Larry will develop pricing for advertising in the newsletter.

April is the target for mailing the newsletter.

Show Update:

Had a discussion for the 3rd judge and are contacting one more person this week.
Still waiting for dates for 2006 in St Louis. We cannot get in Louisville in 2006, will try for 2007.

Sales Update:

The website needs to be updated.

Entries need to be in by June 1.

Change the application to include animal ID, and blood typing.

Add advertising for the catalog with the application.

Reviewed printing prices of the catalog. Janet is recommending American Livestock to do the printing.

Celebrity booth will be manned thru the sale and show. Ken will man it most of the time.

Barb move and Larry seconded it to move into executive session to discuss sponsors. Came out of executive session.

Useful Llama Items has discussed participation as a sponsor in conjunction with Wahl clippers. We agreed to work with Bruce as a sponsor

Still looking for more sponsors.

Other Business:

Vogel request: Mark Brandt has offered to use 3 other males to Vogel instead of Kantu. John will respond to Vogel that she work it out with Brandt.

Posting results on the web: Do nothing at this time.

Next Meeting: Face to Face @ Celebrity

Janet made a motion to adjourn the meeting and John seconded it. Meeting adjourned @ 9:10 EST.