

Minutes of the March 4, 2008 LFA Board of Directors meeting.

Meeting was called to order by President, Mike Gerken. Attending were Phil Feiner, John McDougall, Pam Jensen, Fran Soukup, Keith Wattigney, Larry Kisner, CarolAnn Tallmon and Mike Gerken. Doug Overman was absent.

Minutes of the January 17, 2008 Board of Directors meeting were reviewed and with one typographical error correction, on motion of Phil Feiner, second by Fran Soukup, said minutes were approved.

Treasurer, Phil Feiner reviewed the financial records for the year 2008 to date. On motion of Pam Jensen, second by Fran Soukup, financials were approved.

Mike Gerken has not yet contacted the sponsors from 2007. After discussion, it was determined that a personal contact at this time would be best and then network at other shows and events to re-affirm or obtain additional sponsors for the 2008 year. Mike Gerken will contact last years sponsors, and CarolAnn Tallmon will contact a couple of new potential sponsors.

Fran Soukup reported that the marketing committee currently consists of Phil Feiner, Monica Tocci-Brown, Shawn Norman, Barb Parsons and Fran Soukup. Fran Soukup has the original video produced for LFA and has reviewed the same. There will be an interview article with Pauline Funk in either Llama Link or Showring – a small farm/pet operation to a Futurity winner. Small farm success story. Similar articles will be forthcoming on other small breeders that have had success (Sandy Savage Stern will be one article that will be in a future publication).

Additionally, “press kits” are being prepared and will be mailed to all LFA members. This will contain the reworked LFA video (on DVD), stock language for ads in local papers, a generic LFA ad where the farm name can be inserted and the farm logo and address can be used and it will promote the user farm and The LFA. The cost of this is \$8.00 to \$10.00 per kit. No charge to members. Pam Jensen indicated she would “kick in” some dollars to help defray this cost.

It was mentioned that a marketing tip would be included in the LFA upcoming newsletter. This will be a regular feature in upcoming newsletters.

Phil Feiner indicated that he would like to compensate Monica Tocci-Brown for her work in putting together the press kits. She is invaluable to The LFA in her work and assistance and she should not have to bear the brunt of the time and materials to put this press kit together. No action taken on this at this time.

Concerning the facilities for The LFA 2008 event – nothing new to report. Phil Feiner did report that he has changed florists to a local florist which should save about \$3500.00 for The LFA. The photographer we had in 2007 is not available for 2008. CarolAnn

Tallom volunteered to contact a photographer that was used in Colorado, who she felt was excellent, to see if he would be interested in coming. The LFA pays no expenses, etc. This is entirely the photographers expense, and he gets all the profits of any photographs.

Larry Kisner reported that in 2007 The LFA had a 2 page ad in the May Llama Link. He is changing this to a 1 page ad in May, and a 1 page ad in June. The LFA will have the cover of Llama Link in September issue (mailed in August).

Newsletter – Pam Jensen reported that the newsletter articles have to be in to her promptly. Material out to Monica by 3/7/08 and the newsletter out asap after that date.

Herdsire auction – nothing new. Want to have 10 herd sires from around the country. Mike Gerken to contact potential contributors on this.

Consignments – Phil Feiner reported that 1 consignment has been received already. The deadline for consignments is 6/1/08. Phil will send out a mass e-mail concerning the consignments.

Vendor application form – approved as submitted to The LFA Board.

Judges – again, Penny Davidson will judge the ALSA show.

Futurity judges are: Danielle Wagoner
Beth Meyers
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Obstacle courses: Norris Berg in charge. He is working on ideas.

Keith Wattigney brought up the concern of DNA testing on consignment llamas. Phil Feiner indicated that the original ILR certificate and proof of DNA testing is required once the consignment is accepted. A problem arose last year in that an animal that was purchased is not sired by the llama that was listed on the certificate. The DNA testing was not completed at time of sale. The issue was discussed, and it was recommended that the consignment committee notify Phil Feiner of any consignments that do NOT have the DNA testing in and their sale proceeds will be withheld until the DNA proof is submitted.

The matter of the Amateur futurity qualifications was discussed. After discussion the following are the recommended new criteria for entries in The LFA Amateur futurity:

1. The exhibitor, the farm, or the immediate family must not have placed among the top five in either the LFA or Celebrity in the past two years (starting with the Spring Celebrity 2006).
2. The animal shown must be registered in the name of the individual, farm or an immediate family member.

3. Immediate family is defined as mother, father and children.
4. The animal must not have placed among the top five in either the LFA or Celebrity in the past two years (starting with the Spring Celebrity 2006).
5. Youth under 19 years of age may show a llama, if the animal owner or an immediate family member.

On motion of Pam Jensen, seconded by John McDougall, recommendations were approved. Phil Feiner to post on The LFA website.

Phil Feiner indicated that The LFA will be contributing sponsor money to the futurity at Badgerland Show in Jefferson in May, and to Agfest in Oregon in April. To date these are the only LFA sponsored futurities.

Phil Feiner indicated that the website revisions are moving along, albeit slowly, but they are getting accomplished.

The Board of Directors discussed the possibility of adding a non-breeder class to The LFA fall event. After discussion, it was determined that this was not really a futurity class, as these were non-breeding llamas, and the event was about the future of the industry and non-breeders were just that – non-breeders. As a result, it was decided to make this a Non-Breeder jackpot class, with the entry fee being the same as the amateur futurity fee, ie \$100.00 entry, ages would be from 18 months to 36 months. On motion of Fran Soukup and seconded by Pam Jensen, motion carried – there will be a non-breeder jackpot class to be held on Friday of The LFA fall show. This class will be judged using the futurity rules and payouts.

The possibility of also adding a Get of Sire class was tabled until the next meeting.

The discussion of the Thursday night consignor, exhibitor, etc., get together for a meal on the show grounds was discussed. It was felt that for all consignors, exhibitors to bring something could potentially lead to a health issue. Therefore, Keith Wattigney volunteered his expertise and services to provide a shrimp boil and the fixings. In exchange for his supplying this, The LFA will give Keith and Patti Wattigney, PK Llamas, an free full page of advertising in The LFA show catalog. Everyone agreed that the camaraderie that this generated was well worth having it continue. This puts the “fun” back in the llama industry.

Date for the April meeting was set for April 15, 2008 at 7:00 PM Eastern time.

On motion of Larry Kisner and seconded by CarolAnn Tallmon, the meeting was adjourned at 9:15 PM Eastern time.