

ALSA Board of Directors Meeting Minutes April 14, 2021

Call to order: 7:00 p.m. CST

Roll call:

| | |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Board Members: | Cathie Kindler, President Lauren Wright, Vice-President Ron Baird, Secretary (absent) Carol Rutledge Deb Yeagle Anna Reese Ulin Andrews |
| Others: | Vern Wright, Treasurer Linda Kendall, Office Manager |

I. Office Report:

1. Facebook over the last 28 days (March 12-April 8, 2021)

| | | |
|-----------------|-----|---------|
| New page likes | 21 | +133% |
| Post Reach | 207 | +1970% |
| Post engagement | 118 | +11700% |

Shares & responses to post with HLSR livestream link 4 comments and 3 shares.

There is a Facebook page with the tag of ALSA Shows with the **ALSA logo**, location of Cypress, TX, and a descriptor of Religious place of worship. Caused a lot of confusion at Houston with people trying to get on the ALSA Facebook page. Judging from the location I can only surmise that Robin put this Facebook page up with the official logo. *Would someone please contact her to delete it ASAP?* It appears that the only traffic of late are posts from other Facebook pages that are being followed by the ALSA Shows Facebook page.

There was considerable discussion about this problem. No resolution to it was immediately available.

2. Listed below are the 3 bids that I received for Lapel Pins, I requested bids for 300 units and supplied the ALSA logo artwork. I also requested samples from all 3 vendors; I only received samples from 1. The vendor in bold is the one that I recommend.

Lapel pin bid summary 4/9/2021

| Vendor | Quantity | Unit Price | Total price | | | min donation | ttl sales | cost of goods | \$ to fund |
|-------------------|------------|---------------|--------------|----------------|------------|-----------------|----------------|---------------|----------------|
| PinMart | 200 | \$2.05 | \$410 | Quote# QN14135 | 200 | \$ 10.00 | \$2,000 | \$410 | \$1,590 |
| set-up | | free | | | | | | | |
| artwork | | free | | | | | | | |
| shipping | | free | | | | | | | |
| | | | | | | | | | |
| Lapel pins | 300 | \$1.36 | \$408 | Bill | 300 | \$ 10.00 | \$3,000 | \$408 | \$2,592 |
| set-up | | free | | Michaels | | | | | |
| artwork | | free | | | | | | | |
| shipping | | free | | | | | | | |
| | | | | | | | | | |
| Lapel pins+ | 300 | \$1.56 | \$468 | 166-210331 | 300 | \$ 10.00 | \$3,000 | \$468 | \$2,532 |
| set-up | | free | | | | | | | |
| artwork | | free | | | | | | | |
| shipping | | free | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

What I envision is to make these available to anyone who donates a minimum of \$10.00 to the Youth Scholarship fund. We are not selling them, but using them as a "thank you" for donations, much like PBS does during the bi-annual fund drives. To make this cost effective I propose that they are distributed at Regional and National Shows. Thoughts?

Discussion regarding this matter was extensive. A final decision was not reached.

3. Shows: I ran a quick synopsis of 2020 vs 2021 shows.

Red entries are cancelled shows due to Covid

Green entries are shows that were created in place of / in addition to due to Covid

Black entries are shows that were scheduled and took place as scheduled.

| DATE | SHOW | LOCATION | DATE | SHOW | LOCATION |
|-----------------|---------------------------------------------------|-----------------|--------------|---------------------------------------------------|----------------|
| 1/10-12/2020 | 2020 National Western Stock Show - Fleece | Denver | | | |
| 2/08-09/2020 | 2020 LANA Hobo Classic - Silver | Turlock, CA | 3/27/2021 | LANA Hobo Classic | Merced, CA |
| 2/9/2020 | 2020 Heartland Llama/Alpaca Youth Show | Phillipsburg,KS | | | |
| 2/15-16/2020 | 2020 Florida State Fair Llama & Alpaca Show | Tampa, FL | 4/23-25/21 | Florida State Fair | Tampa, FL |
| 2/15-16/2020 | 2020 Riverside County Fair | Indio, Ca | 2/12-13/2021 | Riverside County Fair (Date Festival) | Indio, CA |
| 2/15-16/2020 | 2020 San Angelo Stock Show - Llama Show | San Angelo, TX | 2/20-21/2021 | San Angelo Stock Show | San Angelo, TX |
| | | | | | |
| 2/28-03/01/2020 | 2020 SSLA Hillbilly | Perry, GA | 2/26-28/2021 | SSLA Hillybilly Mason/Dixon | Perry,GA |
| 3/19-22/ 2020 | 2020 Houston Livestock - Llama/Alpaca Fleece Show | Houston, TX | 3/18-21/2021 | Houston Livestock Show & Rodeo | Houston, TX |
| 8/29-30/2020 | NLA Corona Camelid Capers | Aurora, NE | 3/26-28/21 | Camelid Capers | Concordia, KS |
| | | | | | |
| | | | 4/10-11/21 | Millinnium Magic Spring Fling A&B | Onsted, MI |
| 4/11/2020 | 2020 Hillsdale Hobo Hootenanny | Hillsdale, MI | | 2020 fees applied to Mid-Michigan | |
| 4/18/2020 | 2020 Mellow Yellow (Mellow/Yellow) | Cumming,GA | | | |
| 4/18/2020 | 2020 Texas Bluebonnet Classic | Seguin, TX | 4/24/2021 | TX Bluebonnet Classic Blue&Purple | Seguin, TX |
| 4/24/2020 | 2020 Kids & Camelids Show | Turlock, CA | 4/17/2021 | Kids and Camelids | Turlock CA |
| 5/2/2020 | 2020 Mid-Michigan Llama Show | Charlotte,MI | 5/9-10/2021 | Mid-Michigan Llama Show I | Hillsdale, MI |
| 5/16/2020 | 2020 Marvelous May Performance Show | Turlock, CA | 5/17/2021 | Marvelous May Performance | Turlock CA |
| 5/16/2020 | 2020 HLAA Spring Fiber Show | Lebanon, IN | | | |
| 5/22-24/2020 | 2020 Northeast Tennessee Llama Show | White Pine, TN | | on SSLA website for 5/28-30/21 Sanction not rec'd | |
| 6/6-7/2020 | 2020 NLA Camelid Classic | Aurora, NE | | | |
| 6/6-7/2020 | 2020 San Diego County Fair | Del Mar, CA | | | |
| 6/13-14/2020 | 2020 Estes Park Wool Mark Llama Show | Estes Park, CO | | | |
| | | | | | |

The shows highlighted in yellow are shows that have disappeared or have explanations for not being scheduled

- Mellow Yellow would have been held on or around the date of the Florida State Fair new date.
- Hillsdale Hobo Hootenanny not being held this year – 2020 fees applied to Mid-Michigan.

4. Committees: I received responses from 2 Board members regarding the current committee chair Listed below is the list that will be published on the website. Are there any changes or additions?

| Committee | Chair | Board Liaison |
|---------------------------|-----------------|----------------|
| Alpaca | Vicky Donley | Deb Yeagle |
| By-laws / standing rules | Lougene Baird | Carol Rutledge |
| Elections | Lougene Baird | Cathie Kindler |
| Ethics | Cheryl Lambert | Cathie Kindler |
| Finance and Budget | Vern Wright | Ron Baird |
| Fleece | Judy Glasser | Deb Yeagle |
| Grand National | Susan Leslie | Lauren Wright |
| Handbook | Adryce Mathisen | Carol Rutledge |
| Judges | Cyndi Ernst | Ron Baird |
| Membership | open | Ulin Andrews |
| Performance | Susan Leslie | Anna Reese |
| Protest | Cheryl Lambert | Ron Baird |
| Publications, Promo, etc. | Reggie Durch | Deb Yeagle |
| Regional | open | Anna Reese |
| Show management | Kathy Duvaul | Lauren Wright |
| Youth | open | Carol Rutledge |

3/1/2021 - 3/31/2021

| date | start | end | hrs | tth/week | tasks |
|-----------|---------|---------|------|------------|--------------------------------------------------------------------------|
| 3/1/2021 | | | | | |
| 3/2/2021 | | | | | |
| 3/3/2021 | 10:45AM | 1PM | 2.25 | | Finish cards / sanc ? / renewal / update constant comment email list |
| 3/4/2021 | 915AM | 1130AM | 2.25 | | Finish cards / sanc new show & cleanup spread sheet/ renewal / 2018-20 |
| 3/5/2021 | | | | 4.5 | |
| 3/8/2021 | 8AM | 1045 | 2.75 | | PO & Bank/ update db with renewals / office report for BOD |
| 3/9/2021 | | | | | /Create and send cards / nconst con / Judges stuff |
| 3/10/2021 | 8AM | 9AM | 1 | | mbr renewals 3/9&10 |
| | 7PM | 8PM | 1 | | BOD |
| 3/11/2021 | | | | | /Create and send cards / nconst con / Judges stuff |
| 3/12/2021 | 9:30AM | 12:45 | 3.25 | | renewals |
| 3/13/2021 | 9:30AM | 11:30AM | 2 | | Mbr cards / GN sponsors |
| | | | | 10 | |
| 3/15/2021 | 10:15AM | 115PM | 3 | | PO, renew mbrs, bank / answer email / mbr cards |
| 3/16/2021 | 9am | 12P | 3 | | phone renewal/ member cards / member ?'s / email to BOD |
| 3/17/2021 | 12p | 100 | 1 | | member cards/ |
| 3/18/2021 | 830 | 930 | 1 | | mbr renewals |
| 3/19/2021 | | | 2 | | HSLR - new and mbr renewals |
| 3/20/2021 | | | 2 | | HSLR - new and mbr renewals / mbr confirmation with HSLR super |
| | | | | 12 | |
| 3/22/2021 | 9:30 | 2PM | 4.5 | | WEB updtes; judges stuff / GN info / chg to courses / email to bod re HS |

| | | | | | |
|-----------|---------|---------|------|--------|-----------------------------------------------------------------------------|
| 3/23/2021 | 1030AM | 11:30 | 1 | | / renewal phone-2 / ins cert-Camelid Capers / |
| 3/24/2021 | 10:30AM | 2:30 | 4 | | cut and scan course book / start GA show results /email cards / scholars |
| 3/25/2021 | 11:00 | 11:30 | 0.5 | | |
| 3/26/2021 | 9:45 | 12:15pm | 2.5 | | PO & Bank/update db / set up for cards |
| | | | | 12.5 | |
| 3/29/2021 | | | | | |
| 3/30/2021 | 9:15AM | 1:30PM | 4.25 | | m renewal / email cards / scholarship decision / GA show results / answe |
| 3/31/2021 | 9:30 | 12:30 | 3 | | email blast / supers for IA clinic / Tami Lash - new mbr & ins cert / GA sh |
| | | | | 4.25 | |
| | | | | 43.25 | |
| | | | | 15 | |
| | | | | 648.75 | |

Motion: Pay the office expenses of \$648.75 for March 2021. Motion by Carol. Seconded by Anna. Motion unanimously passed.

II. Treasurer's Report:

See the financials in Appendix A attached hereto.

III. Committee Reports:

Alpaca - Chair: Vicky Donley, Liaison: Deb
No report submitted.

By-laws and Standing Rules – Chair: Lougene Baird, Liaison: Carol

The ALSA Bylaws and Standing Rules are posted on the ALSA website. Currently, there are no suggested changes for either the Bylaws or Standing Rules.

Thank you,

Lougene Baird, Chair

Cc: Committee members

Elections - Chair: Lougene Baird, Liaison: Cathie

The Committee has begun work on the 2021 election process to be held this fall. Please refer to the Rotation of Directors document which was approved several months ago and is attached to this report.

As written in this document, ALSA members will elect three Directors this fall, and those Directors will take office January 1, 2022.

E-blast announcements inviting members to be on the ballot will be released starting the first week of May. Prior to that time, a resolution should be made to reduce the size of the 2022 Board to five Directors beginning January 1, 2022.

A copy of a Resolution previously written by this committee is attached. It may be used again by substituting the correct information within a new document.

Thank you,

Lougene Baird, Chair

Cc: Election committee members

Lougene is to prepare the resolution regarding Board reduction. It will be circulated to all Board members for a *manual* execution, which will be returned to the Secretary for filing in the corporate records.

Motion to approve a resolution to reduce the Board to five members as of January 1, 2022.

Ethics - Chair: Cheryl Lambert, Liaison: Cathie

There is nothing to report at present.

Respectfully Submitted

Cheryl Lambert, Chair

Finance & Budget - Chair: Vern Wright, Liaison: Ron

Please refer to the Treasurer's report that is presented above and appended hereto.

Fleece - Chair: Judy Glaser, Liaison: Deb

No report submitted.

Grand National - Chair: Susan, Liaison: Lauren

The Nebraska Llama Association has agreed to design, build, set up and tear down the courses for us for a flat fee of \$1000. All inclusive.

Susan Leslie, Chair

This report was greeted with much enthusiasm as NLA did a great job in 2019 at the Grand National. ALSA is looking forward for exciting and challenging 2021 performance courses!

Handbook – Chair: Adryce Mathisen, Liaison: Carol

Nothing to report. I will add the performance class changes to the addendum and send it for your approval.

I want to verify that your intent is to change the number of grands required to force an animal to change from novice to advanced from 3 to 4. Also, does winning 4 grands or reserves or any combo of those triggers the change? Adryce Mathisen, Chair

Discussion ensued, and it was clarified that any combination of 4 grands or reserves will push an animal from novice to advanced with at least 5 in the class.

Judges' – Chair: Cyndi Ernst, Liaison: Ron

All Judges have completed their tests and are ready for the 2021 show year.

I am going to communicate with Nick Hauptly regarding the May ALSA/ILR Judge's Clinic. I would like to send a copy of a 2021 ALSA Membership Application and Apprenticeship Application. I need a 2021 Membership Application from the office. I updated the Apprenticeship Application. The last time that I talked to Nick there were 36 applicants for the

clinic. Some are going to learn more about showing and others to earn judging certification.

I am very concerned about the wording of Item 1, #4 of the Performance Committee Report regarding exhibitors signing up for incorrect classes passed at the March meeting.. It is too open and could be interpreted to say that an exhibitor or animal would lose all awards ever earned if the exhibitor signed up for and exhibited in an incorrect Division. As a member of the Protest Committee and the Chair of the Judge's Committee I would have the responsibility of facilitating a protest regarding a rule that I consider to be unclear and unfair.

I request the Board to amend #4 to the following:

Item 1 and 4

Any animal shown in an inappropriate Division will have any placements, awards or titles earned from participation in that inappropriate Division removed.

Regards,
Cyndi Ernst, Chair

It was recommended by the Board that Item 1 and 4 be sent back to the Performance Committee for re-evaluation and resubmittal to the Board for its consideration and decision.

Membership - Chair: **OPEN**, Liaison: Ulin
No report submitted.

Performance - Chair: Susan Leslie, Liaison: Anna
No report submitted.

Sincerely
Susan Leslie
ALSA Performance Committee Chair

Protest - Chair: Cheryl Lambert, Liaison: Ron
Nothing to report.
Respectfully Submitted
Cheryl Lambert, Chair

Publications, Promotions, Marketing & Web Site - Chair: Reggie Durch,
Liaison: Deb
No report submitted.

Regional Committee - Chair: **OPEN**, Liaison: Anna
No report submitted.

Show Management, Policy & Planning –Chair: Kathy Devaul, Liaison: Lauren
No report submitted.

Youth Committee - Chair: **OPEN**, Liaison: Carol

The ALSA BOD members would like to extend their deepest gratitude to the 2021 ALSA Youth Scholarship Chair, Kim Kyst, for her willingness to oversee this invaluable program for our youth. Many thanks, Kim!

After discussion, including the mystery of why the office had not published Top Ten Youth Awards since 2017, the Board made the following decision:

**Motion: Reinstate the Top Ten Youth Award for 2021.
Motion by Carol. Seconded by Deb. Motion
unanimously passed.**

IV. Old Business:

A. None.

V. New Business:

A. None.

The next regular Board meeting will be May 12, 2021 at 7:00 p.m. CDT.

**Motion to Adjourn at 7:34 p.m. CDT. Motion by Anna.
Seconded by Carol. Motion unanimously passed.**

The ALSA Board of Directors may convene in Executive Session to discuss personnel matters, any items on this agenda or to consult with Legal and/or Accounting Counsel.

**Addendum
Financial Statements**

Mar 31, 21
ASSETS
Current Assets
Checking/Savings
Chase - Operating 9,256.46
Chase Savings Account 45,007.54
Youth Scholarship Account 3,310.52
Total Checking/Savings 57,574.52
Total Current Assets 57,574.52
TOTAL ASSETS 57,574.52
LIABILITIES & EQUITY
Liabilities
Current Liabilities
Accounts Payable
Accounts Payable -4,150.00
Total Accounts Payable -4,150.00
Total Current Liabilities -4,150.00
Total Liabilities -4,150.00
Equity
Opening Bal Equity 49,204.42
Retained Earnings 8,470.52
Net Income 4,049.58
Total Equity 61,724.52
TOTAL LIABILITIES & EQUITY 57,574.52

10:10 PM Alpaca and Llama Show Association

04/11/21 **Balance Sheet**

Accrual Basis As of March 31, 2021

Jan - Mar 21

Income

a MEMBERSHIP REVENUE

2021 Adult Membership 4,530.39

2021 Youth Member 1,848.43

Total a MEMBERSHIP REVENUE 6,378.82

ALSA SHOW FEES

Sanctioning Fee 246.35

Show Entry Fee 1,585.00

Total ALSA SHOW FEES 1,831.35

Income

Interest Income 1.02

Total Income 1.02

JUDGE REVENUE

2021 Judges Due 246.34

Total JUDGE REVENUE 246.34

Total Income 8,457.53

Gross Profit 8,457.53

Expense

Corporation Renewal 509.00

EXECUTIVE OFFICE - NEW

ALSA P.O. BOX 113.00

Constant Contact Eblast Expense 216.00

Internet 106.35

Office Labor Cost 2,433.75

Office Supplies 6.48

Telephone

ALSA Phone/iPad 298.37

Total Telephone 298.37

Total EXECUTIVE OFFICE - NEW 3,173.95

Legal-Prof Fees

Legal-Prof Fees; TAX PREP 725.00

Total Legal-Prof Fees 725.00

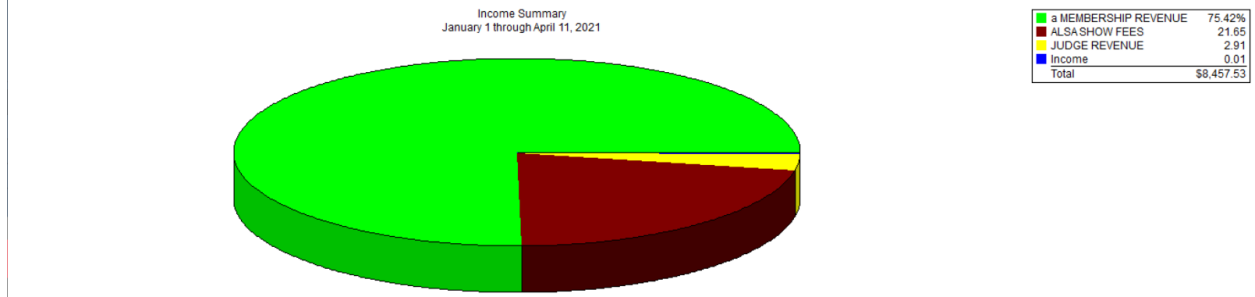
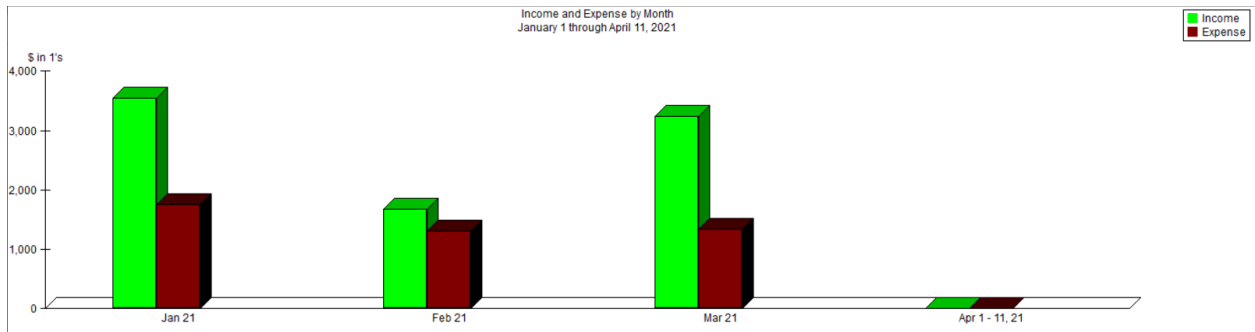
Total Expense 4,407.95

Net Income 4,049.58

10:12 PM Alpaca and Llama Show Association

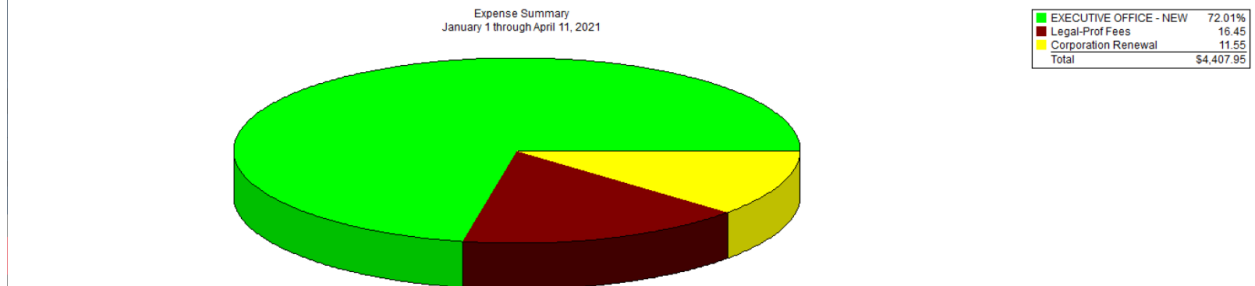
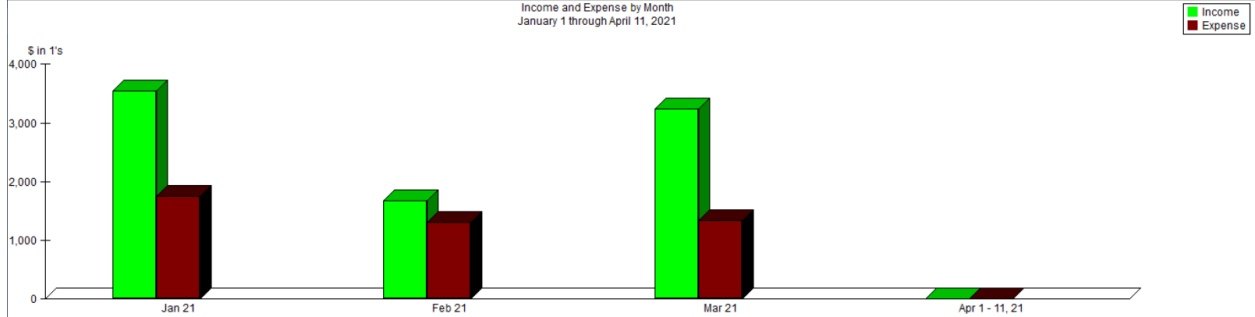
04/11/21 **Profit & Loss**

Accrual Basis January through March 2021



By Account

Show on Pie Chart: Income Expense



By Account

Show on Pie Chart: Income Expense