



ALSA Annual Report 2009

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Letter from ALSA President

Welcome to the 2009 ALSA Annual Membership Meeting. Despite competitive challenges and economic hard times, ALSA continues to move into the future with financial cutbacks, outstanding committee input and the development of new software. We have worked hard not to increase fees to the membership.

The Board is hard at work, with committee, making adjustments to the new show module that will interface with the ALSA database, saving show supers hours upon hours of work. We hope to have something out to the supers with the new year.

June brought the addition of 3 new board members, they are Tom Parsons, from Wisconsin Keith Wattingey from Louisiana and Ken Forrester from North Dakota The board welcomed the new board members. They will be joining myself, Julie K. Heggie from Wyoming, Cathie Kindler from Georgia, Bob LaMorte from Michigan and Trish Brandt-Robuck from California.

The ALSA is always looking for people willing to serve on committee's, if you have a certain area of interest or expertise, please contact a board member and let them know you are interested. You can find a list of directors with their emails on the ALSA Website. www.alsashow.org

And, as always, please contact any board member or myself with questions, concerns or ideas for ALSA. We look forward to working for the membership in the upcoming year and would appreciate your feedback.

Thank you for your contribution to the ALSA in 2009, we look forward to seeing and working with you in 2010.

Julie K. Heggie
ALSA President

ALSA OFFICE ANNUAL REPORT 2009

2009 marks the end of 10 years of ALSA Office in Pittsburgh Pennsylvania. There were many milestones accomplished along the way and goals set for the future.

We have recorded 1,720 Shows and placed over a quarter of a million animals and youth into our show records. We have issued numbers for almost 29,000 animals.

Show results as well as upcoming shows have become available on a website that ties in with our database. Members can find all the information about their recorded animals shows there, as well.

This year we have been looking hard at trying to be more economical in all aspects of ALSA spending. We found a company that permits a greatly reduced rate for conference calls, saving thousands of dollars a year for the board and our committees may also use this service at no additional expense.

The most exciting news is the procurement of liability insurance for the ALSA Shows and ALSA Sanctioned Shows. This new policy has saved over \$4,000 for ALSA Regional and National Shows in 2009 and has the potential of saving our sanctioned shows \$40-50,000. We already have 2 new shows for 2010 that have taken advantage of this great opportunity.

The office is proud to work with our members and the hundreds of volunteers that continue to support ALSA by sanctioning shows and with their involvement on committees. From Pittsburgh, Pennsylvania, we salute you. Thank You. We look forward to working with you in 2010.

Cheryl Ryberg
ALSA Office
Administrative Manager

ALSA Treasurer's Report 2008

Results

Membership (Slight decline), number of shows, and number of animals shown all decreased in 2008 compared to 2007 for a variety of reasons. The most probable main reason for the decline is the worsening of general economic conditions as we officially entered into a recession in the fourth quarter of 2008. We saw extremely high gasoline/diesel prices much earlier in the year, a prime factor in show attendance. In addition another competing lama show organization was launched in 2008 which further diluted our comparatively small industry.

ALSA did manage to maintain a profit for 2008, about \$2,000, maintaining its strong cash position going into 2009. ALSA has experienced a further decline in membership, show fees etc. in 2009 and a substantial loss is anticipated for the year.

The current Treasurer was appointed in late 2008 and elected to the Board in June 2009.

The relationship between the Office and the Treasurer was strengthened in 2009 with near daily communication. All invoices continue to be reviewed by the Treasurer prior to payment. The existing requirement that all disbursements (checks) MUST have a related invoice or appropriate documentation has been rigidly enforced.

Bank accounts are reconciled monthly. All cash receipts and disbursements are reviewed by the Treasurer for appropriate account distribution to insure the later preparation of meaningful financial information. The Chart of Accounts has been revised resulting in the elimination of numerous accounts along with reformatting of the monthly financial reports to provide the Board with readable, comparable financial information. As in prior years a budget was prepared for the year however for 2009 it is updated with a quarterly forecast to assist the Board in making financial decisions. Board members are furnished monthly statements of Profit and Loss along with a Balance Sheet.

All required tax and information returns were filed on a timely basis. It was the decision of the Board in 2008 not to audit the records for the year saving \$2,500. The current Treasurer suggests an audit for 2009 to be performed in 2010. The Treasurer prepared the annual Federal Information return for non-profit corporations (990) saving ALSA an additional \$900.

Based on the complete results for 2009 it is expected that the Board will continue to look for ways to reduce costs to insure the ongoing viability of the organization yet continue to provide essential membership benefits without increasing membership/show fees. Tough choices will need to be made.

Your Board has approved approximated \$25,000 to be spent on the creation of a Show Program. A complete status report is presented elsewhere.

2008 was a tough year for both the lama industry and ALSA. 2009-2010 bring further financial challenges. Be assured the Treasurer and fellow Board members are working diligently as stewards of ALSA to insure the ongoing financial stability the organization.

On a personal level our farm President (Barb) continues our 20 year + tradition of buying high, selling low in support of the industry to the consternation of the VP of Maintenance and Accounting (Tom).

Tom Parsons
Treasurer, ALSA

Overview of ALSA System and Database

ALSA contracted for a Computer System that would integrate the office, shows and transfer all old show information into the new system. This was frequently called the Database, but it is so much more than a database, it was renamed to more accurately describe what ALSA was receiving. It is a computer System Application, taking information from various sources and combining that information so all types of reports, and requested data, would be easier, faster, and more accurate.

Delivery dates changed as the system progressed, and was expanded. A common occurrence when dealing with this type of application. Also more was added, and the original committee was not familiar enough with this type of work to realize the true time it takes for testing and working out the bugs.

I was asked by the President, Julie Heggie, to review the Database committee work, since I had a background in this area. I recommended some changes and to include members who were professionals in the arena of Computer Applications and Data Transfer, and worked developing systems that were larger and more complicated than ours. This new group with Steve Katakian as Chair, would work with our contractor to develop more comprehensive objectives. ALSA would have a SYSTEM MANAGEMENT program, pulling ALSA into the 21st century.

The objectives are:

1. Enable ALSA to add greater Value to its existing services.
 - a. reports, llama points, show management from paper to computer
2. Enable ALSA to provide more timely information to its members.
 - a. show results, llama awards
3. Enable ALSA to provide a higher degree of accuracy when providing information.
 - a. show points, membership
4. Enable ALSA to interface with the accounting system, office, shows, membership.
5. Enable ALSA to expand its membership base.
 - a. giving members more value for their money.

The ALSA System Management project will be declared a success when the following functional areas have been automated:

Membership Management – all aspects of what needs to be done to manage the Members' information.

Show Input – all aspects of managing shows (e.g., data collection, animal registration, point scoring).

Results Tracking (e.g., awards, points, placings) for all aspects of shows (e.g., animals, youth showpersons).

Membership Access – all aspects of members getting into and out of the system (please note this overlaps in many areas such as membership management, reporting, etc.).

Interface to the Accounting System – such things as membership management may collect fees and will need to pass data to an accounting system.

Trish Brandt-Robuck
BOD Liaison to ALSA System Management Program

