

**Regular Monthly Board Meeting of ALSA
BOD Meeting Minutes: March 11, 2008**

The regular monthly ALSA BOD Meeting was called to order by President, Lora Crawford, at 8:06 p.m. EST.

BOD Members Present:

Lora Crawford – President
Julie Heggie – Vice President
Marilyn Nenni - Secretary
Mary Alice Pilbin - Board Member
Kay Sharpnack – Board Member

Others Present:

Wayne Rankin – Treasurer
Cheryl Ryberg – Office Manager

Proceedings:

The next regular monthly BOD Meeting will be held on April 8, 2008 at 8:00 p.m. EST.

Approval of Minutes:

Minutes of February 6, 2008.

Kay made a motion to approve the minutes of February 6, 2008. MaryAlice seconded the motion. The minutes were approved as written.

Minutes of February 26, 2008.

Kay made a motion to approve the minutes of February 26, 2008. Julie seconded the motion. The minutes were approved as written.

TREASURER'S REPORT: Wayne Rankin

Wayne presented a report for January through February, 2008, showing profit and loss with a previous year comparison. The percentage of decreased income as compared to 2007 seems to be consistent with the general flow of financials that is being seen across the country in most businesses.

OFFICE BUSINESS: Cheryl Ryberg

Work requested by ALSA BOD and Accomplished:

1. ILR numbers: ILR numbers have been requested to add to our recorded animal database. This number will in the future be used to submit results using one number to help with the recording procedures but the office and show superintendents.
 - A. ILR numbers on recorded animals will be showing up on individual animal records that may be found on the ALSA Website under individual animal results as well as individual shows.
 - B. We have added a field in the ALSA data base to record animals that are NOT recorded but still place and qualify for National and Regionals. These are considered (NA) animals. These animals numbers will be kept in the data base but will not show up on the website until they are turned into RECORDING numbers.
 - C. We have NOT added a field in the result sheets (46 pages would not only have to be completely redone but would squeeze too much the information that we need. Suggestion,

have supers supply list of ILR numbers to submit with results, that would save them from having to add the extra number, potentially multiple times for each animal.

2. We are waiting for a schedule for audit with Brian Beerman, due to lateness of scheduling. I will let Wayne know when the audit is to begin.
3. We are printing out checks and will be sending a packet of checks with copies of invoices for Wayne's approval, signature and mailing.
4. We have altered the database to permit youth birthdays to show up on their ALSA Cards.
5. We are working on ways to permit Wayne to have Internet access into the ALSA Financial Data Base. Suggestions have been provided to Wayne and Lora as to how this may be accomplished.
6. Backup is pulled for Lora, could not be emailed due to size, Put into a Zip File and emailed to her today, this should work better for future months.

Suggestions regarding ALSA Sanctioned Shows:

1. Getting Committees involved with successful ALSA Shows.
 - A. Develop a business plan and provide solid business advice to our show superintendents. (Show Management?)
 - B. Encourage members to travel with other farms and provide other advice to help our members get to shows less expensively.
 - C. Have the Show Management Committee work with shows that are financially successful. (Including Regional)
 - D. Promote our Regional and National Show by use of members that are familiar with doing regional and national press releases. Hammer the press and media for free publicity. Deb Gaskill and Barb Flynn both are experienced at doing press releases and have offered to help months ago when this "Job" was posted on the website.
 - E. Congratulate the ILR and other llama show organizations for providing alternate places to show. Remember we, the ALSA, still is the largest Llama Show Association IN THE WORLD! Not to mention the only one that does all that the ALSA is capable of. Be proud and encourage a sense of pride and ownership in our members and volunteers

It is spring; a new season is well under way, lots of excitement to get out to the first show. Let us help to make it a positive, fun and meaningful experience. Here is one attempt at establishing a national presence; Promotion Committee can follow up realizing that it is promoting the ALSA as a show association.

FYI: Here is a note from Craig Swindler, we spoke yesterday and are putting together a media kit for the press at a NC Governor Conference:

Per our discussion yesterday thanks for sending the info I can include in a media package. Again I will be attending the NC Governor's Conference on Tourism this coming week. One of the workshops I am excited about is "Get to Know the Media You Need to Know" which will have five panel members to give their best advice on how to get stories placed in the top publications. We are to learn what these journalists are looking for, when they need it and the best way to get it into the hands of the right people. Members of the panel include: John Bordsen, travel editor, Charlotte Observer; Vicky Jarrett, editor in chief, Our State; Randy Johnson, editor, Hemispheres – The Magazine on United Airlines; Warner McGowin, executive editor, Southern Living; and Chanize Thorpe, freelance travel writer.

It was great to throw around several ideas on how to positively promote our llamas. Thanks again for your time, insight, and input.

Craig Swindler

Benefits of using the "ALSA" Show Recording Software:

1. ALSA Class Lists are incorporated. (drop down selection)
2. Members/Youth can be automatically added by their membership number

3. Animals Names with ALSA Numbers and ILR numbers may be added to be automatically selected. (drop down selection)
4. Points are automatically calculated
5. Super has but to press a button and the data is uploaded to ALSA. Report can be viewed, edited if necessary and then concluded into database.
6. This software has been developed years ago to help supers and the office, Grant and I greatly appreciate Marilyn for taking the time out to review what we feel would most benefit our supers, members and office.

MONTHLY STATISTICS 2008 vs. 2007													
	Jan 12	Feb 6	Mar 11	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Totals
2008 Sanctioned Shows	?	77	33										
2008 Total Year to Date		77	110										
2007 – Year to Date													
Animal Entry in Shows	?	?	986										
2008 Total Year to Date			986										
2007													
Adult Memberships 2008	?	631	237										
2008 Total Year to Date		631	868										
2007													1,546
Youth Memberships 2008		175	104										
2008 Total Year to Date		175	279										
2007													564
Animals Recorded 2008													
2008 Total Year to Date	?	?	360										
2007													
2009 Sanctioned Shows			1										

OLD BUSINESS:

1. ALSA Handbook

Discussion: Handbook Committee Chair will overnight copies of the new Handbook on Saturday, March 15, to John McDougall, MaryAlice Pilbin, and Marilyn Nenni for proofing before sending to print.

2. ALSA Email Address

Discussion: The ALSA Webmaster is looking into the problem with executing the new office email address.

3. ALSA Database & Website

Discussion: Marilyn reported website updates and information regarding the ALSA database.

Marilyn made a motion to go into Executive Session at 9:54 p.m. Julie seconded.

Julie made a motion to come out of Executive Session at 10:38 p.m. Kay seconded.

NEW BUSINESS:

1. Signatures on the three ALSA Capital One Accounts

Discussion: Three signatures are now being submitted to all the Capital One Accounts.

2. Office Criteria

Discussion: The BOD discussed the criteria for the new Office Contract for 2009.

3. Standing Rule Changes

Discussion: *See Election Committee Report.*

4. Goals for 2008

Discussion: *Item tabled until the April Meeting.*

5. Change to Petition of Nomination due to recent BOD change.

Discussion: *Vacancies for the upcoming election were discussed.*

COMMITTEE REPORTS:

1. Alpaca Committee (liaison: Kay)

Chair: Mary Reed

No Report

2. Education Committee (liaison: Lora)

Chair: Dawn Moore

1. Bill Schultz, our Level 3 judge, has resigned from the committee in order to chair another committee. Currently, the committee is searching for another Level 3 judge who would like to participate.
2. It has been discovered that the judges' manual does not exist on disk. Therefore, the manual will either need to be re-typed or possibly the existing PDF can be converted into a Word document. Dawn Moore is currently having an IT person look into the possibility of the conversion, including graphics. The text portion of the manual can be easily converted to a Word document, but the graphics would require a time-intensive cut & paste unless the IT person can devise a simpler method.
3. When the manual is converted into a Word document, it will be distributed in sections to the committee members to begin the process of editing and updating. The committee has suggested that the manual should be divided into the following sections: Section 1--The ALSA Program to include Chapters 1-4 listed below. Section 2, Rules & Criteria would include chapters 5-8. Section 3 would be dedicated to fiber. Section 4 would be reference materials.

Chapters:

1. The ALSA Association
2. Judging Program and Show Judges
3. Ring Procedures
4. Oral Reasons
5. Llama Halter and Confirmation
6. Performance Classes
7. Optional Classes:
 - Driving Classes
 - Showmanship
8. Youth Division
9. Fiber
 - Shorn Fleece
 - Walking Fiber

3. Election Committee (*liaison: Lora*)

Chair: Lougene Baird

The Committee has revised the Election Guidelines to be more user-friendly and accurate in terminology. No changes of substance were made. For the convenience of the membership, the committee has forwarded the revisions to the website manager and requested immediate replacement of the guidelines currently posted.

The Committee is requesting an update on anticipated information from Policy and Planning Committee. Are any bylaw changes scheduled to be included with the 2008 Directors Election ballot package?

Standing Rules: Acknowledging that membership is not required to vote on changes in Standing Rules, the Committee is requesting the Board of Directors correct Article II – Election, Compensation, Employees, Section 1: Election, (c) to read as follows.

The Election Committee or a CPA firm will tally the ballots. The Election Committee will then inform their liaison of the results. The Board Liaison will then notify the highest member of the Board of Directors whose position is not on the ballot. This individual will verbally advise all nominees of the election results, (and only the nominees). This individual will then advise the Election Committee that the nominees have been notified and the Election Committee will confirm the results to the nominees in writing, and forward a notice of the results to Showring by the next publishing date. **The Election Committee will notify the ALSA website manager of the results of the election for immediate posting on the ALSA web page. The Election Committee will also notify the manager of ALSA e-mail blasts of the election results for immediate distribution to the membership.**

Note: Currently, the Standing Rules do not require any communication to the membership until the next Showring Magazine. This addition, as read in bold copy, will guarantee good communication to the membership. As it now reads not even the existing Board knows until the next issue of Showring! The Committee is requesting the Board assign Alaska, Hawaii, Canada and other international countries to a specific Regional Show Region. As it stands now, because of this omission, ALSA members in good standing from these states and countries are prohibited from running for a seat on the Board of Directors.

The Committee has received from McCall and Company, PC (Certified Public Accountants) an engagement letter for their commitment to process the ballot counting for the 2008 General Election. The Committee is currently involved in securing the printer/mail agent for the General Election. The Committee is submitting a budget of \$1.07 per ballot mailed to qualified members.

Discussion: BOD felt that this addition to the standing rules was not necessary.

4. Ethics Committee (*liaison: Julie*)

Chair: Cindy Ruckman

The Ethics Committee regretfully accepts the resignation of committee member Rob Spencer. It is the goal of our committee to fill the vacant committee position as soon as possible.

Currently we are evaluating the purpose of the Ethics Committee as stated in the handbook (B.2.C.a&b). We are also discussing the possibility of refining the former proposal of a "Grievance Procedure" or creating a new protocol for members to come to the Ethics Committee with their concerns without having to file a formal protest. We have had several "Letters of Concern" addressed to our committee and we currently have no protocol to act or make recommendations in such matters. We believe that our inability to act in such instances is leading to an increase in frustration among concerned members.

Paperwork and follow-up for Protest #008-2007 has been completed.

As a final note, we would like to remind everyone that we are all ambassador's for ALSA. Positive words and actions are what make and keep ALSA growing and successful.

5. Finance & Budget Committee (*liaison: Kay*)

Chair: Joe Payne

No Report

6. Grand National Committee (*liaison: Kay*)

Chair: Norris Berg

GNC agrees it is probably time to change the style/color of the GN Ribbons. As in the past we should also recycle those ribbons which are clean and new. GNC recommends that recycled ribbons be used in the performance classes in 2008 provided they are in good condition.

Contracts for all seven approved judges for the 2008 Grand National Show were mailed on January 21, 2008 and have been returned and copies sent to the ALSA office.

Something new for the 2008 Grand Nationals. The Lancaster Event Center is under construction with several additions. It is currently on schedule and will be completed by show time. What's new.....

Amy Country Arena Building	244 x 359	
Arena	125 x 300	
Food Court	58 x 32	
Heritage Meeting Room	33 x 56	
Lancaster Meeting Room	33 x 56	120 Banquet sitting
Nebraska Meeting Room	45 x 70	230 Banquet sitting

The committee requests the approval of Margo Schultz of Hammond, WI to the Grand National committee. Initial primary responsibilities will include vendors, banquet, cocktail party and entertainment areas.

Discussion: *Kay made a motion to approve Margo Schultz as a member of the Grand National Committee. Julie seconded. Motion carried.*

7. Handbook Committee (*liaison: Lora*)

Chair: Helen Feick

Discussion: *Handbook will be sent out for proofing on March 15, 2008.*

8. Judges Committee (*liaison: Lora*)

Chair: Lavona Fercho

The primary focus of this Judges' Committee report is relative only to the two Judging levels, revisions to the Handbook that clarify and enhance the level acquisition, and the rationale for Handbook changes.

With considerable input from many former level I, II, and III judges, and with declining numbers at many ALSA Halter shows, it became obvious that it was almost impossible for level I and II judges to advance to the next level under current Handbook rules.

With the ALSA office not being able to supply the show number information, the JC did acquire a list of most 2007 ALSA shows, counted by a Level II judge, from the ALSA

website. It was apparent from this list that show numbers indicated the former three level judges system handbook rules regarding judging, were inhibiting and redundant. There were not sufficient single judge shows to allow former level II judges to qualify for advancement, and former double judge shows, hired level III judges.

Also apparent, was that shows in several regions did not have Driving or Youth Judging classes and Judges could advance to the former level III judges level, without having judged these classes. Several superintendents also voiced concerns that this was happening in some of their shows.

It became apparent with this amount of input, that criteria in numbers and practical judges experience had to change. Time previously spent Judging, did not make for better Judges but just at greater individual cost.

The new ALSA Level Judges will be required to judge a minimum of only four full Halter, Showmanship and Performance shows, but with one of them having Driving and Youth Judging Classes. Several of the former level II judges have already met this qualification, some are still in the process.

After the 2008 show season, individual Judge commitments will supply further data that may qualify more for the ALSA Senior Level. Names of these judges will be forwarded to the BOD for approval in subsequent reports.

Some Judges will be attending clinics this year which will be significantly enriched with more focus on Driving instruction as well as Youth Judging. Some Level Judges will continue to focus on these achievements for future advancement. It is important to Superintendents that all ALSA Senior Judges be capable of judging all ALSA classes, and deemed of equal importance to an accredited show association as ALSA.

The former three levels will remain through the 2008 show year as to not cause confusion. The new list of approved judges is currently being drafted, and finalized right after the 2008 show season, in time for the Judges list to be supplied for the Nationals and Regionals. Superintendents will also be sent the new Judges list as well to make Judge selections for 2009. At this time the transition to the new two level judge system should be complete.

Discussion: Julie made a motion to accept the Judge's Committee report. MaryAlice seconded. Motion carried.

9. Llama Fiber Committee (*liaison: Julie*)

Chair: June Black

1. The Llama Fiber Committee has received a hard copy of a PowerPoint presentation (six frames per page) from Lavona Fercho (pertains to general fiber/fleece instruction) and another (six frames per page) from Fran Soukup (pertains to Walking Llama Fleece class instruction). Both women state these are proprietary documents. Since they are 'proprietary' the Llama Fiber Committee understands that **these documents cannot be used at ALSA clinics**. If any of the material is to be considered for use at ALSA clinics, it must belong to ALSA, be approved by the appropriate committee(s) and the ALSA Board of Directors.
2. The recently updated ALSA Llama Fleece Judging Clinic Manual *may be* further revised by the Llama Fiber Committee before sending it to all ALSA Llama Fleece Judges and Apprentices. We are considering what (if any) changes to make at this time.

3. Ongoing planning for the 2008 Grand National Fleece Show: Ribbons will be the same style and colors as last year, and we will reuse many ribbons with minor change (mostly year) to the tab. The ribbon expense for the 2008 ALSA Grand National Llama Fleece show should be minimal, especially compared to the 2007 show expenses (because we included shorn alpaca fleece classes, which is no longer our responsibility).
4. The process of updating llama fleece show forms is on hold until other more urgent matters are completed. Once updates are completed we will submit them to the ALSA office for posting on the ALSA web site.
5. We have discussed creating two levels of ALSA Llama Fleece Judges, and decided it is not necessary at this time. We are trying to get the fleece show numbers (number of llama fleece shows, and number of fleece entries) from the ALSA web site. However, the ALSA web site has been consistently returning "timeout" error message, so we have not been able to determine the numbers. When we are able to get this information, we will evaluate it and make a recommendation to the Board regarding the "leveling" of ALSA Llama Fleece Judges.
6. Cindy Ruckman is on the Llama Fiber Committee, but not listed on the ALSA committees web page. Please restore her to the list of committee members. Also email links are missing except for the committee chair. Please correct. ***Corrections have been made.***
7. ***Has this been addressed?*** The Recap form as posted on the ALSA website needs corrections. There should be NO \$5 fleece fee. The \$3 fleece entry fee is ONLY applicable when the animal is not concurrently being exhibited in the halter and/or performance show. ***Corrections have been made to the website.***

10. Membership Committee (*liaison: Marilyn*)

Chair: Pam Jensen

The Membership Committee has been busy reviewing the request of a suggestion to the Board of Directors concerning Regional representation at the Annual face-to-face meeting at Grand Nationals. Each member was requested to review the proposal and submit their view, opinions, etc. to the Membership Chair. The Membership Committee feels that this proposal, overall, would be a good one and that it should go forward. The Regional Committee also reviewed this proposal and recommended that we encourage such a meeting and allow superintendents to schedule as appropriate.

Discussion: *The BOD felt that the results of these Regional meetings would best be reviewed by the entire membership at the Annual Membership Meeting. This issue will be directed back to the Regional Committee to implement.*

11. Nomination Committee (*liaison: Lora*)

Chair: Deb Garvin

The ALSA Nominations committee has been working hard trying to solicit candidates to run for the BOD. So far, only one person has shown any interest. This individual is from the Pacific Northwest. We have had a couple people from the Rocky Mountain Region show interest, but there are already two BOD members from that Region.

As Trish informed the BOD last year and as I tried to express in a previous report/letter, the system we are now using does not work. The nominations committee has no idea who has submitted petitions to the election committee. We are totally in the dark.

In other organizations, the nominations committee is responsible for submitting a slate of candidates to be placed on the ballot. The ballot is then made up of those people. With the current

methodology, we have no idea who might be submitting petitions from any part of the country and therefore cannot try to assure the ballot is balanced with representation from all Regions.

I understand Trish's frustration from last year, as I have no idea where we stand on who is committed to running for what office. I also feel adamantly that if the Nominations committee is functional that anyone nominated through this committee should not have to get 5 additional petitions. The one candidate in the Northwest would be excellent, but he was totally unaware if contacted by the nominations committee to run that he would still be required to solicit nominations.

Due to the structure of this process, the nominations committee cannot even provide the BOD a decent report as we have no idea who may or may not be running.

Discussion: *This report is being returned to the Nominations Committee for recommendations.*

12. Performance Committee (*liaison: Julie*)

Chair: Melanie McMurray, MD

We recommend to the ALSA BOD that the entrants be required to enter all three performance events, i.e., obstacle, public relations, and pack to be eligible for Grand and Reserve Grand Champion in Open and Advanced Performance, effective January 1, 2009.

A majority of four members of the committee agree with requiring entrance into all 3 performance events to be considered for Grand and Reserve Performance Champion, so it carries (with 2 not replying, so I will count as abstentions).

Discussion: *This issue was also discussed within the Show Management Committee and they made this same recommendation to the BOD. Kay made a motion to accept the recommendation of the two committees to require three classes in order to be eligible for Performance Champion and Reserve in Open or Advanced Performance Classes. Marilyn seconded. Motion carried by a majority vote.*

13. Policy & Planning Committee (*liaison: Julie*)

Chair: Jerry Miller

No Report

14. Promotion Committee (*liaison: MaryAlice*)

Chair:

15. Protest Committee (*liaison: MaryAlice*)

Chair: Jim Nenni

The Protest Committee is working on a protest. It has not been finalized.

16. Publications Committee (*liaison:)*

Chair:

No Report

17. Regional Committee (*liaison: Kay*)

Chair: Glen Pfefferkorn

1. The ribbon order has been turned in to the liaison for contacting Royall Awards to facilitate determining the 2008 cost. The only change made from the 2007 order was not putting a 2008 tab on

the Top 5 ribbons awarded to the 3rd, 4th and 5th place winners. Tabs will remain on Champion and Reserve Champion ribbons.

2. I am working with Norris Berg, Grand National Chair on insurance coverage for the 2008 regional shows and Grand National. Review of our current policy shows that the cost charged to the 2007 regional shows included the Grand National premium. Some of the 2008 Regional shows may be covered by the premium paid last year. That policy is an annual policy effective for October 2, 2007 through October 2, 2008. We are investigating whether an event coverage policy will be less costly and are soliciting a comparative bid from a second vendor.

3. Norris is assisting with continued follow up of the injury accident at the 2007 Southeastern Regional show. The communication has been slow on the details regarding the responsibility of coverage.

4. Seven shows have judges confirmed. The communication between the superintendent and the judge for the final show has not been expeditious.

5. A draft of Guidelines has been presented to the regional superintendents, ALSA treasurer, Finance and Budget Committee Chair and the Regional Committee Board Liaison. When finalized these will provide clear direction for superintendents but in particular offer guidance to first time superintendents. The final draft should be ready for presentation to the ALSA Directors at the April meeting.

6. A draft of the General Information page and class number list of the regional registration packet has been reviewed by all superintendents and will be posted soon on the website.

7. Review of drafts of all forms needed for the regional shows will begin soon. I have been communicating with Marilyn Nenni and Bill Schultz, Show Management Chair reviewing form drafts for ALSA shows. When this process is finished, the regional committee can adopt, modify or add forms specific to the Regional Shows.

8. The committee has reviewed the request that each Regional schedules an ALSA member meeting. Two superintendents favor the idea. Two favor the idea but are concerned about scheduling. There are no scheduled evening gatherings, Friday evening is move in, Saturday the show may run late and Sunday is move out. I recommend we encourage such a meeting and allow superintendents to schedule as appropriate.

***Discussion:** The Membership Committee also reviewed and recommended to support Regional Meetings for input from each Region. See Membership Committee Report.*

18. Show Management Committee (*liaison: Marilyn*)

Chair: Bill Schultz

1. The committee responded to the request from members to discuss the proposal of a Classic Llama Division. After considerable committee member discussion the Show Management committee decided by a unanimous vote six in favor and zero opposed to approve the Classic Llama Division as an optional ALSA class. (.i. minis). This proposal includes the following definition as provided by the Classic Llama Focus group.

The Classic Llama definition:

-Double coat with prominent, abundant guard hair throughout coat.

-On the body (except juveniles and yearlings), undercoat has moderate to sparse density and is either minimally or not at all visible under the guard hair.

-Very short smooth fiber on face, ears, forehead and head.

-Short leg fiber above the knee or hock and short smooth or minimally ruffled hair below the knee or hock.

- "a large "window" of short, smooth hair on either side of their sternum."

-Neck fiber that often sheds out leaving a discernable guard hair "mane".

Discussion: *Kay made a motion to accept Classic Llamas as optional classes at ALSA shows for 24 months to prove they have the numbers that warrant representation at the Regional and Grand National Show. Julie seconded. Motion carried.*

2.The SMC is currently reviewing show packets and show information currently available on the ALSA website for accuracy. We have corrected several documents to date.

This will be an on going, step by step process as much of the information in the show packets reference the ALSA Handbook. Because the ALSA Rules are changed through out the year this makes it a continual challenge to keep the information available to the general membership correct on the website.

We were informed of a member with concerns regarding inaccurate information on the website and we contacted said member. To date we have not received a reply from the member.

3.The SMC referred a member's concern as to the reason for the ALSA rule regarding the Youth Division requirement to enter three performance classes to be eligible for a Performance Championship, but in the Open and Advanced Division only two performance classes are required to be eligible for a Performance Championship. The question was referred to the Performance Committee. *(See Performance Committee report)*

4.Currently the SMC has representation from the following regions. Great Lakes, Buckeye, Eastern, Central, and Northwest. We will add members from the remaining regions when candidates are presented to the committee.

19. Website Committee *(liaison: Marilyn)*

Chair:

No Report

20. Youth Committee *(liaison: Julie)*

Chair: Barb Harris

No Report

MEETING ADJOURNED:

Motion: Kay made a motion to adjourn this meeting. MaryAlice seconded. Motion carried.
Meeting was adjourned at 2:12 a.m. EST

Minutes Approved: March 13, 2008

Julie made an email motion to approve the minutes of March 11, 2008. Kay seconded.
Motion carried unanimously.

Marilyn Nenni
Secretary