

# **Emergency Meeting of ALSA BOD Meeting Minutes: November 20, 2008**

The emergency ALSA BOD meeting was called to order by President, Mary Beth McCormick, at 8:05 p.m. EST.

## **ROLL CALL:**

### **Members present:**

Mary Beth McCormick – President  
Kay Sharpnack – Vice President  
Marilyn Nenni – Secretary  
Cathie Kindler – Treasurer

Mary Alice Pilbin – Board Member  
Julie Heggie – Board Member  
Bob LaMorte – Board Member  
Cheryl Ryberg – Office Manager

## **PROCEEDINGS:**

**Next Board Meeting:** Tuesday, December 9, 2008 at 8:00 p.m. EST

### **Approval Of Minutes: November 12, 2008**

Julie made a motion to approve the minutes.  
MaryAlice seconded.  
Motion carried by a majority vote.

Kay made a motion to enter Executive session at 8:15. Marilyn seconded.  
Julie made a motion to exit Executive session at 8:25. Kay seconded.

## **BUSINESS:**

### **1. November Show Management Report** – Tabled from Nov. 12 meeting

11-9-08

#### **Proposal for Rule Change:**

In an effort to provide a more stable and predictable show format for show superintendent's, exhibitors and performance course designers, the SMC is proposing the following change to the handbook and ALSA website:

The SMC proposes the following:

All ALSA Board approved rules and amendments made between January 1 and Sept 30th will go into effect on the first of January of the following year.

The SMC proposes that all rules changes or amendments be made and approved by the ALSA Board from January 1 through Sept 30<sup>th</sup>. The SMC proposes that all changes made during that time would be submitted to the handbook committee for inclusion into the handbook for the following year. This would allow the handbook committee from Oct. 1 thru Dec. 31 to make the changes and publish the handbook for the following year.

This proposal would insure better compliance by all show personal and ALSA exhibitors, ALSA members would be clear on what rules they are to follow and it will serve to keep them from being confused or from missing a change that may have taken place in the middle of the show season.

The SMC believes the appropriate place for the proposed statement based on the current hand book would be following the published statement on page 22, Section A, item 9.

***Discussion:** The rule above is already in place and is normally followed. However, it is probably not stated in the Handbook. The BOD recommends that it be stated: “All new rules made between January 1 through December 31, will go into effect in January of the following year.” This will be added to the BOD Director’s Book. This issue is being sent to the Policy & Planning Committee for their review and to see if it should be included in the ALSA Handbook.*

### Proposal: Regional Award Program

In an effort to enhance the current show format of the ALSA show program, we the Show Management Committee would like to propose a Regional Award Program - a Regional Top Ten award program. This program will recognize the top ten show llamas and their owners and the top ten youth in each region. Since many ALSA members enjoy their Regional Shows and are looking for ways to encourage participation, our belief is that his program will provide ALSA members with much needed recognition on the Regional level and will benefit Regional Show attendance. Also having it be an annual award with the equal opportunities for achievement, many members will be encouraged to compete at additional shows bringing more enthusiasm, attendance, and monies to local shows.

Here is our proposal for the Regional Award Program:

1. The basis for this program will be the current ALSA point system.
2. The points for this program will accumulate with current ALSA standards, but will break out llamas and youth per their respective region.
3. Awards will be given to the animal or youth with the top ten points, in the categories listed below, in each Region.
4. The program will include all ALSA shows during a 12 month time period – starting on Sept. 1 and ending on Aug. 31 of the following year. By using this time period, this will enable the Office time to tally all awards in time to award them at the annual Regional Shows.
5. Like all other ALSA awards, only animals with ALSA Show Numbers will be eligible to participate in the Regional Award Program.
6. We hope to be able to provide the accumulated points on the ALSA website and update monthly as data is reported to the site. This will enable members to see ongoing placements within their region and encourage participation.
7. If there are ties within the list, more than one (eg.) 3<sup>rd</sup> place may be awarded.
8. Proper Certificates of Achievement will be awarded to each animal or youth achieving enough points to be on the Top Ten Listing. The awards will be presented at the Regional Shows. Further acknowledgement and recognition will be given through the ALSA website and the Showring. (it would be nice if in the future the 1<sup>st</sup> place could be awarded something more substantial).
9. Awards will be given in the following categories:
  - Top Ten Regional Suri Female
  - Top Ten Regional Suri Male
  - Top Ten Light Wool Female
  - Top Ten Light Wool Male
  - Top Ten Medium Wool Female
  - Top Ten Medium Wool Male
  - Top Ten Heavy Wool Female
  - Top Ten Heavy Wool Male
  - Top Ten Produce of Dam
  - Top Ten Get of Sire
  - Top Ten Novice Performance (total points of obstacle, pr, & pack)
  - Top Ten Advanced Performance
  - Top Ten Masters Performance
  - Top Ten Driving Animals (total points of pleasure driving & obstacle driving)
  - Top Ten Beginner Youth Performance (total points of obstacle, pr, & pack)
  - Top Ten Intermediate Youth Performance
  - Top Ten Senior Youth Performance
  - Top Ten Beginner Youth Showmanship
  - Top Ten Intermediate Youth Showmanship
  - Top Ten Senior Youth Showmanship
  - Top Ten Beginner Youth Judging

Top Ten Intermediate Youth Judging  
Top Ten Senior Youth Judging  
Top Ten Adult Showmanship

10. This Award Program is being offered to give ALSA members more for their membership. Our committee believes we need to approach this project as an *Extra Perk* to members and hopefully, down the road, build and improve the program.

Benefits: This annual High Point Regional Award would make more use of ALSA points, encourage competitive members to attend more shows, build attendance numbers and income at local shows, give additional recognition to animals and owners, bring in attendance at Regionals, and give everyone an equal chance to make the Top Ten List since we're going by points and not just a first place or Grand or Reserve Champion place. A good animal consistently in 3<sup>rd</sup> or 4<sup>th</sup> place could easily gain recognition with this award. This would also benefit those farms and youth who for whatever reason, time off work, money, or travel distance, will most likely never feel they can attend a National Show. This award will give added importance to our Regional Shows, hopefully bring in more attendance and income, and make our Regional Shows more fun.

***Discussion:*** *The BOD felt that a Regional Awards Program may be beneficial to our membership. This issue is being sent to the Regional Committee Chair for their review and input.*

## 2. Showring Magazine

A proposal has been submitted to the BOD from Gayle Woodsum who has volunteered to oversee the publication of Showring with an in-house publisher.

For Consideration:

Returning *Showring* magazine to in-house production.

Proposal drafted by Gayle M. Woodsum; printing estimates from Lincoln Printing, Laramie, Wyoming

Initial proposal:

Copy and production staff: by volunteer committee

Publishing/design/editor-in-chief: volunteer committee chair with one ½ page color ad per issue gratis

In-House Publishing Proposal

One potential version for Showring from professional printing estimate (printer local to volunteer publisher). Recommended bimonthly publication as opposed to quarterly. Quality and size can change to adjust price if desired.

Quality: full color, 16 numbered pages, 80# gloss, plus covers (4 pages) on gloss cover stock  
2000 copies/copy

Cost for printing: \$2771.25 Bulk sort and mailing can be done here @ 7 cents or less/copy \$140/2000)

### **Sample color ads (single issue):**

inside covers: \$450  
back cover: \$400  
full page inside: \$275  
half page: \$190  
business card: \$50

### **Sample black and white ads:**

full page inside: \$190  
half page: \$150  
business card: \$25

To pay for this proposal through ad sales alone would need to look something like this:

Two inside covers and back cover: \$1300.

2 Full page color ads: 550.

2 Full page b/w ads: 380.

4 Half page b/w ads: 600.

TOTAL REVENUE \$2830.

***Discussion:*** *Advertising prices were reviewed for a bi-monthly publication for ALSA. Marilyn made a motion to accept the new Showring proposal as submitted by Gayle. Conditional to receiving recommendations from the ALSA Treasurer and the Finance &*

*Budget Committee, work on Showring may start immediately. Bob seconded. Motion carried unanimously.*

### **3. Mass Email to Membership and President's Bulletin**

**Discussion:** *The BOD discussed sending another ALSA News bulletin out to the membership and also sending a President's bulletin. Additionally, in order to respond to some circulating concerns and accusations, a document addressing these issues will be posted on the ALSA website. Cathie made a motion that these two bulletins be sent out to the membership and the documents be posted on the ALSA website. Bob seconded. Roll Call vote: Julie, yes; MaryAlice, yes; Kay, no; Cathie, yes; Marilyn, yes; Bob, yes. Motion carried by a majority vote. Preparation will be started for these two communications to the membership.*

### **4. Motion**

Bob made a motion, "Given the economic times that we are all living in at this time, and the need to give our members as much value for their investment in our organization. I move that we suspend, but not prohibit the current requirement for members to register NEW animals with the ILR for a period of one year as a trail period and that ALSA be empowered to issue ALSA Registered Show numbers for new animals with proof of sire and dam. This new show number would be in lieu of the ILR number. This number should be recorded with ALSA as a "R" number as we have now "L" and "NA" numbers. This number would differentiate that the animal is now registered with ALSA and additional paperwork for that animal will no longer be needed. The fee for show and registered numbers would be \$25 to save our members a total of \$15 per animal."

Motion was not seconded or discussed at this time.

### **5. Concerns of the Lama Community**

**Discussion:** *The ALSA BOD is concerned about the lack of harmony in the lama community regarding issues of the ILR and ALSA. The ALSA BOD thinks it would be advantageous to issue an invitation to the ILR Board of Directors to have a joint conference call or face-to-face meeting at everyone's earliest convenience. Marilyn made a motion to send an invitation to the ILR BOD to invite them to meet with the ALSA BOD on either a conference call or a face-to-face meeting to discuss a commonality of goals. Cathie seconded the motion. Roll call vote: Julie, yes; Kay, yes; Marilyn, yes; MaryAlice, yes; Bob, abstain; Cathie, yes. Motion carried by a majority vote. The ALSA President will send the ILR BOD an invitation to join the ALSA BOD in a meeting.*

November 24, 2008

Mr. Mark Smith, President  
International Lama Registry  
[msfllama@omnicityusa.com](mailto:msfllama@omnicityusa.com)

Re: Invitation to the ILR Board of Directors

Dear Mark,

We, the Board of Directors of the ALSA, would like to extend an invitation to the Board of Directors of the ILR to meet in a joint session to discuss common industry goals.

As the success of each of our organizations is of mutual benefit, it is our Board's desire to explore means of strengthening both organizations, and in the process destabilize any intentions there may be to damage either or both. Further, it would be in the best interests of the llama community for both of the primary llama organizations to present a united front in cooperatively forming a vision for the future direction of the industry and to address current llama community financial concerns.

We believe this would best be accomplished through a face-to-face meeting, if such can feasibly be arranged; or by phone conference if the face-to-face option cannot be arranged. In your response, please feel free to present any specific topics you would like to recommend for consideration for the agenda. The ALSA Board will, in the meantime, also be working to put together topics for the agenda.

We look forward to your earliest response,

Respectfully,  
Mary Beth McCormick,  
ALSA President

Board of Directors:  
Kay Sharpnack, Vice President  
Marilyn Nenni, Secretary  
Cathie Kindler, Treasurer  
Julie Heggie Member  
Mary Alice Pilbin, Member  
Bob LaMorte, Member

**MEETING ADJOURNED:**

Kay made a motion to adjourn the meeting.  
MaryAlice seconded.

Meeting was adjourned at 10:26 p.m. EST

**Minutes Approved:**

Marilyn Nenni  
Secretary