

# The Suri Network Strategic Plan

## Vision for the Industry

To be the world's premier producer of Suri Genetics,  
Fiber and Value added Suri Products

## Vision for Suri Network

To be the premier organization enhancing economic opportunities for  
breeders of the Suri alpaca; livestock with the ultimate natural fiber.

## Our Priorities

1. Marketing
2. Communications/Dialogue
3. Breed Standard
4. Funding
5. Product Development
6. Research
7. Membership
8. Governance
9. Industry Relations

## Suri Network Goals

1. Marketing Goal Statement:  
To brand the Suri Alpaca as the ultimate livestock investment.

### Action Steps

- a. Expand our breeder base.
  - i. Who: marketing committee
  - ii. When: August 15, 2008
- b. Introduce the Suri Network Marketing Folder
  - i. Who: marketing committee and Office Staff
  - ii. When: by September 30, 2007
  - iii. Send one to all Suri network members with an order form by September 30, 2007
  - iv. 80% membership utilization by December 31, 2007
- c. Aggressively promote the utilization of the marketing Video
  - i. Who: Marketing committee
  - ii. When: Saturday, August 17, 2007
  - iii. Sell: 1000 by December 31, 2007

- iv. Air on Cable TV and Airline Networks
  - 1. Who: to be determined
  - 2. When: 52 times a year beginning January 1, 2008.
- d. Expand marketing to other livestock industries and general public
  - i. Who: Marketing committee
  - ii. Advertise in other livestock and lifestyle publications
  - iii. When: 6 times yearly
- e. Develop and conduct a Suri Alpaca marketing seminar
  - i. Who: Education and Marketing
  - ii. When: No later than August 15, 2008
- f. Conduct an annual Suri Halter Show
  - i. Who: Suri Network Show Committee
  - ii. When: Fall 2009
- g. Explore marketing campaign based on Sustainability, Eco Fiber, Low Impact, All Natural, Organic, Renewable, etc.
  - i. Who: Marketing Committee/ Product Development Committee
  - ii. When: begin development Fall 2007
- h. Develop a Suri alpaca Youth Program Involving FFA and 4H programs, etc.

To Partner with established youth programs for the expansion and support of Suri alpaca youth ownership and education.

- i. Who: Youth Programs Committee
- ii. When: Initiated August 17, 2007

## 2. Communication Goal Statement

To achieve consistent and effective dialogue with the suri network membership and all stakeholders.

### Action Steps:

- a. Develop a communication plan
  - i. Who: The Suri Network board
  - ii. When: Sept/Oct, 2007
 Identify Stakeholders; suri network membership, ARI, AOBA, etc.
- b. Survey membership on topics of interest
  - i. Who: SN office staff
  - ii. When: twice yearly starting November 2007
- c. Initiate a memo page on the SN website to encourage member communication

- i. Who: SN office staff
    - ii. When: Oct/Nov 2007
  - d. Disseminate SN Strategic Plan to Membership
    - i. Who: SN Board and staff
    - ii. When: Sept 2007
  - e. Join and participate in the National Pedigreed Livestock Council (NPLC)
    - i. Who: Suri Network Treasurer
    - ii. When: August 2007 and annually thereafter

3. Breed Standards' Goal Statement

*To enhance the SA breed through continual measured improvements  
as we gain knowledge and understanding.*

Action Steps

- a. Establish Breed Standards' Governance Council
  - i. Who: Dick Walker, President
  - ii. When: Accomplished, 8-17-07
- b. Develop data base, select data categories, identify sources, choose data repository
  - i. Who: Suri Breed Standard Council
  - ii. When: in progress
- c. Develop recommended enhancements for presentation to the SN BOD and membership
  - i. Who: SN Suri Breed Standard Governance Council
  - ii. When: as needed
- d. Investigate a Suri alpaca Classification System
  - i. Who: SN Breed Standards Governance Council
  - ii. When: Initiate Discussion August 2007, development process ongoing

4. Funding Goal Statement

*To assure the long term viability and growth of the Suri Network.*

Action Steps

- a. Establish an endowment
  - i. Who: SN Board
  - ii. When: Symposium 2008
- b. Establish an annual fund raising event
  - i. Who: SN Board
  - ii. When: October 2007

- c. Review fee structure for dues and marketing item fees
  - i. Who: SN BOD
  - ii. When: Nov/Dec 2007
- d. Develop a rolling five year financial plan that determines funding levels for each committee.
  - i. Who: SN BOD and SN Office Staff
  - ii. When: Each fiscal year

5. Product Development Goal Statement

To facilitate an infrastructure that creates a pathway to development of Suri alpaca end products.

Action Steps:

- a. Form a Product Development committee to evaluate the opportunities
  - i. Who: SN Board
  - ii. When: September, 2007
- b. The committee provides a semi-annual progress report to the SN BOD
  - i. Who: Task Force
  - ii. When: starting February, 2008
- c. Investigate an educational fleece grading system
  - i. Who: Product Development Com.
  - ii. When: January 1, 2008
- d. Explore branding; Certified Suri Fiber, PurelySuri Fiber, etc.
  - i. Who: Product Development Committee
  - ii. When: when appropriate

6. Research Goal Statement

To leverage all available resources to achieve measured progress with Suri genetics and end products.

Action Steps:

- a. To establish an ongoing working relationship with academic institutions conducting research in textiles and animals science.
  - i. Who: SN Board Liaison to the SN Research Committee
  - ii. When: ongoing
- b. To include research updates in all member communications
  - i. Who: SN Research Committee
  - ii. When: Ongoing
- c. To coordinate and share data with SN Suri Breed Standards Council
  - i. Who: SN Research Committee and BSC Liaison to the SN Board

ii. When: Ongoing

7. Membership Goal Statement

To empower and energize member participation and to maintain trust at all levels.

Action Steps:

- a. To continue to host the annual SN Summer Symposium and Fleece Show
  - i. Who: SN Board, Office and Education Committee
  - ii. When: August annually
- b. To develop incentives to increase participation in member surveys and events
  - i. Who: SN Board and Office Staff
  - ii. When: ongoing
- c. To develop ways to give recognition to new members and breeders
  - i. Who: Membership committee
  - ii. When: January 1, 2008
- d. To identify and quantify membership benefits
  - i. Who: Membership committee
  - ii. When: January 1, 2008

8. Governance Goal Statement

To ensure proactive and responsible leadership of the Suri network.

Action Steps: pending

9. Industry Relations Goal Statement

To sustain an environment that fosters cooperation and synergy between the Suri Alpaca community and all other stakeholders.

Action Steps: pending