

**Suri Network**  
**Board of Trustee Teleconference Meeting**  
**January 9, 2008**

Present: Jim Barker, Miriam Donaldson, Kelly Jarvis, and Dick Walker  
Absent: Toni Cotton  
Others Present: Ken Hobert

- A. Minutes:** Miriam Donaldson moved to approve the Board of Trustees meeting minutes of December 12, 2007. Kelly Jarvis seconded the motion. Motion passed.
- B. Treasurer's Report:** Ken Hobert reviewed the current financial reports. Jim Barker moved to approve the report. Miriam Donaldson seconded the motion. Motion passed.
- C. Marketing:** Jim Barker reported that SN contracted for a full page advertisement in Camelid Quarterly at the 2007 rates with a discount for the annual contract. The Board approved the new full page ad designed by Marsha Hobert for publication in Alpacas Magazine, American Livestock and Camelid Quarterly.
- The Board reviewed the new advertising rate structure for PurelySuri Magazine including a new business card ad. Jim Barker moved to approve the new rates. Miriam Donaldson seconded the motion. Motion passed.
- The new marketing folder example was reviewed. The Board agreed to send one complete folder with inserts to all members and agreed upon a rate structure for members to order more folders, with or without the inserts. Subsequent to this meeting, the board agreed to include in the folder a copy of the new full page advertisement on the Summer Symposium.
- Jim Barker reviewed a proposal from the Fine Group on revamping the SN website and PR work. After discussion, it was agreed to have the Hoberts submit a proposal to improve the website, especially in the area of search engine optimization. Hoberts will email a proposed budget. Subsequent to this meeting, the Hoberts proposal was accepted.
- The concept of developing an online library of past magazine articles and other material was discussed. The Board approved pursuing this concept.
- D. Breed Standards:** Dick Walker reported that he had been in contact with CSU regarding database work on EPDs. CSU will be presenting a proposal and costs.
- E. Membership:** Kelly Jarvis updated the Board on the SNYP committee work. The plan is to have a "roll out" of the program in the next PurelySuri issue. There

will be a lot of material for the Board to review at their next meeting after the SNYP committee meets later this month.

- F. Education:** Toni Cotton's draft schedule was reviewed and looked good.
- G. Product Development:** Miriam Donaldson reported that Gini Barker had resigned from the committee and moved to approve Ann Mayes as a member of the committee. Dick Walker seconded the motion. Motion passed.
- H. Affiliate Congress:** Miriam Donaldson reported that the Affiliate Congress had some similar goals with regard to fiber and product development and asked if the SNPDC should be involved in the process. The Board agreed that some involvement may be good to keep the unique characteristics of Suri Fiber separate.
- Miriam reported that the subject of affiliate status with AOBA was discussed (90% of Affiliate members must be a Farm Member of AOBA). She reported to the congress that Suri Networks bylaws do not require membership in any other organization and thus, Suri Network cannot "force" a member to join AOBA.
- I. Nominating Committee:** A committee should be named at the next Board meeting in February. Submit ideas to Miriam Donaldson.

Meeting Adjourned.

Respectfully Submitted,

Jim Barker, Secretary