

**Suri Network  
Board of Trustee Teleconference Meeting  
October 10, 2007**

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

- A. Minutes:** Miriam Donaldson moved to approve the Board of Trustee meeting minutes of September 16, 2007 as corrected. Kelly Jarvis seconded the motion. Motion passed.
- B. Treasurer's Report:** Toni Cotton reviewed the current financial reports and in comparison the prior year. The cash balances are up from last year. The 2007 Symposium and Fleece Show financial results were reported by Ken Hobert, which show an improvement from the prior year and are projected to be close to break even. Jim Barker moved to accept the Treasurer's report. Miriam Donaldson seconded the motion. Motion passed.
- C. Marketing:** Jim Barker reported that the PurelySuri Fall 2007 issue is still targeted to be finished around Thanksgiving. Advertising in this issue is down. Ken Hobert will review the financial outcome of the past issues and report to the Board so that advertising structure can be reviewed. The Board also discussed methods to gather future articles, including reports from the Symposium clinics and speaker notes/articles.
- Jim Barker reported on his advertising discussions with Jerry Miller. Advertising on TV requires repeated exposure and a budget of around \$30K to \$40K per month, which is far beyond the resources of Suri Network. Jim said that the committee is discussing many ideas to try to find strategic targeting within the budget limitations of SN. Ken Hobert will gather what demographic data is available with regard to Suri breeders and report to the Board. The Board agreed to continue, at this time, advertising in Alpacas Magazine, American Livestock Magazine and Camelid Quarterly. It was agreed to modify the existing advertisement with SAM to include the message "Investigate the Unique Advantages of Suri Alpaca Ownership."
- D. Youth:** Kelly Jarvis reported on the status of the new youth (FFA/4-H) Committee. Sandy Morden is set to attend the FFA convention, but needs help in manning the SN booth and has person who will go with her, but the expense will be \$500. Jim Barker moved to approve the \$500 expense as requested. Dick Walker seconded the motion. Motion passed. It was also agreed to ship a supply of the leftover calendars for the SN booth. Also, Marsha Hobert is working with Sandy on the printing of a handout flier.

Kelly stated that future actions by the committee will be determined after the FFA convention and what was learned from this convention.

**E. Research:** Toni Cotton updated the Board on research projects and the task assignments being given to the Research Committee. The Board agreed that proposals for funding further research on tensile strength testing and luster meter testing should be submitted to ARF for consideration.

**F. Education:** Toni Cotton reviewed the plans to date for the 2008 Summer Symposium and Fleece Show (August 14-17, 2008). Jude Anderson and Tim Lavan have agreed to judge the fleece show. Toni will contact Freda McGill to see if she will be the superintendent again so the contracting process can begin.

Suggested Clinics are Neonatal, Fiber Sorting, and Parasitology. Speaker/Topics include Brett Kaysen, Dr. Ahmed Tibary, Ian Watt, Ken Hobert, Future of the Industry, bio security, and a fiber processing panel.

A resource section in the conference notebook is being considered. The Board also discussed fund raising auction items, which included a microscope, the Bronze Statue, a pop up SN Banner with Sam, Vet day of Services, and a vacation spot. Expanded vendor opportunities were also discussed.

**G. Fiber Product Development Committee:** The board discussed and agreed to the renaming of the Fiber Committee to the Suri Network Product Development Committee (SNPDC). This name change is made to better reflect the goal of the committee: To facilitate an infrastructure that creates a pathway to development of Suri Alpaca end products. Miriam Donaldson will notify the committee of the change.

**H. Nominating:** The Board discussed the need of putting together requirements for future Board nominees, which include the amount of time involved, liaison responsibilities, and ability to pay their own expenses.

**I. Other Business:** Toni Cotton reported that the 1<sup>st</sup> International Workshop on Camelid Genetics will be held in Scottsdale, Arizona, February 22-24, 2008 and is limited to 40 attendees. The workshop is being organized by the Alpaca Research Foundation and Alpaca Registry. After discussion, Miriam Donaldson moved to have either Toni Cotton or Dick Walker attend. Jim Barker seconded the motion. Motion passed.

Miriam Donaldson reported that Mary Lou Clingan has an opportunity to go to Peru and study fleece grading and sorting with the Groupa Inca. This learning opportunity fits into the possible development of certified sorting and grading of Suri fiber. After discussion Jim Barker moved to provide up to \$1,500 in travel expenses for Mary Lou Clingan. Dick Walker seconded the motion. Motion passed.

Miriam Donaldson reported that AOBA has asked the Suri Network if they want to make a presentation at AOBA's January F2F conference. The Board agreed to ask Bill Vonderhaar if he would be interested in presenting a topic on the Luster Meter testing project.

Next meeting is scheduled for Tuesday, November 6, 2007 at 4:00pm Eastern.

Meeting adjourned.

Respectfully submitted,

Jim Barker, Secretary