

**Suri Network
Board of Trustee Meeting
November 10, 2009**

Present: Kathleen Cullen, Jack Hanna, Linda Kondris, & Mike Murphy
Absent: Eric Mort
Others Present: Ken Hobert and Liz Vahlkamp for a SNPDC presentation

A. Minutes: Jack Hanna moved to approve the Board of Trustee meeting minutes of October 13, 2009. Linda Kondris seconded the motion. Motion passed.

B. Treasurer's Report: The current financial reports were reviewed. Jack Hanna moved to approve the Treasurer's Report. Mike Murphy seconded the motion. Motion passed.

C. SNPDC: Liz Vahlkamp made a presentation to the board. She reviewed the history of Suri fiber, and current situation of processing and developing a market for Suri fiber. She and her committee believe it is time to investigate the possibilities of creating a model for purchasing Suri fiber from breeders and having it processed or sold in the market place. After much discussion, Kathleen Cullen moved to approve the SNPDC's request to continue the necessary research to determine the feasibility and/or business plan. Linda Kondris seconded the motion. Motion passed.

D. Marketing: Jack Hanna outlined his 2010 initiative plan with Board. This plan includes advertising in USA Today with a method for member participation, increased circulation of PurelySuri as the fulfillment piece to leads/inquiries thus more advertising revenue. The Board agreed for Jack to continue with the plans.

After discussion, Jack Hanna moved to reduce the PurelySuri advertising rates 15%. Linda Kondris seconded the motion. Motion passed. Jack agreed to draft a letter to go out to the membership with the advertising reservation form for the 2010 Herdsire issue.

Mike Murphy noted that there may a situation with the magazine editor that may require him to assume those duties for the next issue. He will notify the Board when he learns more about the situation.

Jack Hanna reported that he is still collecting data from breeders regarding developing a financial model for fiber farms, but that it is likely that an outlet to sell the fiber will first have to be developed.

E. EPDs: Kathleen Cullen reported that a method for data entry has done been completed.

F. Symposium: Linda Kondris presented a draft of the symposium schedule with clinics and speakers. The Board discussed many ideas to consider, including a panel discussion with successful breeders and other livestock producers moderated by Brett Kaysen; and moving the classification workshop to Thursday as a workshop available to anyone registered for the Symposium. Linda will investigate the possible changes and report back at the next meeting.

The next meeting was scheduled for Thursday, December 10th at 6:00pm Eastern time.

Respectfully submitted,

Ken Hobert, acting recording secretary