

**Suri Network  
Board of Trustee Teleconference Meeting  
February 13, 2008**

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 Trustees meeting minutes of January 9, 2008. 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 the new marketing folder with inserts has been mailed to all the SN members and is being received very well.

The Herdsire issue of PurelySuri is on schedule.

The work on the website to improve search engine optimization (SEO) is progressing. Searching by Suri Alpaca, Suri Alpacas, or Suri has improved greatly in Google and Yahoo, and is number 1 or 2 in most cases. Ken Hobert discussed that the current website needs to be updated to separate that part that pertains to marketing and the other part that pertains to members. The Board agreed to proceed with those revisions.

- D. Breed Standard:** Dick Walker reported that he has contacted an Animal Science Professor at Colorado State University about getting started on an EPD database. There will be costs to budget, a review with the Breed Standard Council, and possible membership survey questionnaire.
- E. Show:** Dick Walker reported on the AOBA Board's decision to divide the AOBA Show rules committee into a Suri and Huacaya Committee. New members will be needed for the Suri portion of the committee and the Board discussed possible candidates to recommend to the AOBA for consideration.
- F. Membership:** Kelly Jarvis reported that the SNYP committee has their article ready for PurelySuri. Applications will be soon be ready for the website. The Board reviewed the SNYP committee's request for benefits for Host & Donor Farms, and agreed to develop a benefit that provides publicity for the participating farms. The board also discussed and agreed upon a \$10 annual SNYP participation fee for FFA and 4-H members, which will entitle them to benefits including PurelySuri, Suri Network News, Membership Directory listing and some website exposure. April 2008 is the planned roll out date for this program.

- G. Research:** Toni Cotton updated the Board on the luster research project. The Board discussed future plans and problems regarding the completion of this project. It was agreed that scientific researchers are needed to establish credibility for the future.
- H. Education:** Toni updated the Board on the Symposium. Costs are being reviewed and should be presented for approval at the March Board meeting.
- I. Product Development Committee:** Miriam Donaldson reviewed the SNPDC's request for establishing a presence at various fiber related festivals throughout the country. After review, Jim Barker moved to approve the 6 festivals proposed over two years and the proposed budget to cover expenses. Kelly Jarvis seconded the motion. Motion passed.
- J. Nominating Committee:** The Board discussed and reviewed nominating committee member candidates. Suggested committee members will be contacted and the committee will be finalized via email following this meeting.

Meeting adjourned.

Respectfully submitted,

Jim Barker, Secretary