

**Suri Network
Board of Trustees Meeting
February 15, 2006 – 1:00pm Eastern**

Present: Jim Barker, Toni Cotton, Miriam Donaldson, Mike Murphy, and Dick Walker.

Others Present: Ken Hobert

- A. Minutes:** Mike Murphy moved approve the January 11, 2006 meeting minutes. Toni Cotton seconded the motion. Motion passed.
- B. Treasurer's Report:** Toni Cotton reviewed the current financial reports, which now provide a comparison to the previous year. It was noted that the 2005 tax returns have been filed. Jim Barker moved to approve the Treasurer's Report. Mike Murphy seconded the motion. Motion passed.
- C. Marketing Committee:** Mike Murphy reviewed the activity of last committee meeting. The Board agreed that SN marketing should be Suri specific and the committee should also consider programs that raise money for marketing. After discussion, Jim Barker moved to allocate \$25,000 for marketing and \$2,000 to \$4,000 for website development. Toni Cotton seconded the motion. Motion passed.

The Board reviewed the advertising for the upcoming summer symposium and bronze statue.

Mike Murphy noted that the PurelySuri Herdsire edition is being finalized. The Board agreed to make a special offer to SN members for bulk orders of the Herdsire edition of \$2.50 for about 30 days to encourage members to have copies for guests to their farm. The Board also agreed that mailing labels can be made available at no cost for new Suri shows.

- D. Breed Standards:** Mike Murphy reported on the St. Louis Type Conference and the Board discussed preparations for the Denver and Ohio meetings. Dick Walker will work with Marsha on developing a follow up breed standard survey for the membership.
- E. Membership:** Jim Barker reported that the article written by Cindy Fronk on the SN banners is in the Suri Network News and now available for the membership. Cindy will be working with the office on promotional items for the summer symposium in Estes Park.
- F. Research:** Toni Cotton reported that they are still working on getting enough sample collections for the fleece biopsy study. They are at 65 suris now and would like 100.

G. Summer Symposium, Annual Meeting & Suri Fleece Show: The Board reviewed the content/schedule of the Symposium, incentives & recognitions for participation in the Fleece Show, Judges and Superintendent candidates.

H. Show: Miriam Donaldson noted that the AOBA JTCC committee is still considering the Suri judge training offer at the Donaldson's facility, but no decision had been made yet.

Other Business: The Board reviewed the Hobert's schedule for attendance at alpaca events. The Board agreed to create a membership naming contest for the Suri image being used on the SN Banner, SNN, and Purely Suri. Members can submit name ideas, which will be narrowed by the Marketing Committee and then voted on by the membership with the winner announced at the SN Annual Meeting.

Meeting adjourned.

Respectfully submitted,

Jim Barker, Secretary