

**Suri Network
Board of Trustees Meeting
September 16, 2007
Alpaca Jack's Suri Farm, Findlay, OH**

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

Others Present: Marsha Hobert

Meeting called to order at 8:45 by President Dick Walker.

Minutes: Toni Cotton moved to approve the Board of Trustee meeting minutes of August 15-19, 2007 as corrected. Miriam Donaldson seconded the motion. Motion passed.

Treasurers Report (Toni Cotton): Not available at this meeting.

Education/Conference Committee (Toni Cotton): Discussion on next year's Symposium in Estes Park, August 14-17, 2008.

1. Three proposed clinics: Neo-Natal, Fiber Sorting/Prep., and Parasite/Fecal.
2. Suggested speakers/topics:
 - a. Dr. Tibary – reproduction
 - b. Karen Timm
 - c. Brett Kaysen
 - d. Line Breeding
 - e. Update on luster meter
 - f. Dr. Pam Walker
 - g. Ian Watt – skin biopsies
 - h. Ken Hobert – Joy of Alpacas – pedigree marketing
 - i. Fiber processing panel with Kathy Stumpf, Gary Truitt, Claudia Raessler, and Karl & Jan Heinrich.
3. Discussion on whether to invite veterinarians to attend for a reduced fee or at no charge as long as they are sponsored by a breeder who will attend.
4. More speaker notes are needed for the conference notebook. Toni will address this.
5. Motion by Toni Cotton, seconded by Jim Barker to have two apprentices at next year's All Suri Fleece Show. Marsha to send letters to apprentices to apply for next year. Once apprentices are approved, send full amount immediately to each apprentice to offset expenses. Motion passed.
6. Continue with space for vendors; but need to promote their presence more.
7. Auction – donation(s) of suri female(s), medical equipment, trips?

Marketing Committee (Jim Barker)

1. Motion by Jim Barker, seconded by Toni Cotton, to order 1,500 marketing folders. Motion passed.

- a. Include in folder to leads: PurelySuri magazine, DVD, flier, Suri Network Breed Standard & cover letter.
2. Motion by Jim Barker, seconded by Kelly Jarvis on print advertising: Alpacas Magazine (drop ad for time being); American Livestock (full pg. to ½ pg.) and Camelid Quarterly (full pg. to ½ pg.). Motion passed.
3. Start new section in PurelySuri and/or Suri Network News to welcome new members.
4. Aggressively promote the utilization of the video: Jim Barker to contact ad agencies for bids on placing infomercials, on airlines, ads in magazines, etc.
5. Develop and conduct a Suri Alpaca marketing seminar. Jack Donaldson to work with committee.
6. Expand marketing to other livestock industries and general public. Marsha to check with Zane Akins on lists from National Pedigreed Livestock Council (NPLC) of which the SN is a member.
7. Motion by Jim Barker, seconded by Miriam Donaldson, to order one additional Suri Network stand-up banner. Motion passed.

Research Committee (Toni Cotton)

There needs to be additional testing because of tensile strength. \$40,000 budgeted.

Need to begin collecting data for fiber testing and correlation as selling point for fiber:

- a. SEM & luster ratings
- b. Skin biopsy results
- c. Tensile strength

Website:

1. Add resource section on website and add list of veterinarians
2. Add link to ICI and ARF

Fiber Committee (Miriam Donaldson)

1. Motion by Dick Walker, seconded by Toni Cotton to change name of the Fiber Committee to “Product Development Committee.” Motion passed.
2. Committee to investigate an educational fleece grading system by January, 2008.
3. Product Development Committee to explore branding: Certified Suri Fiber, PurelySuri Fiber, etc.

Affiliate Committee (Miriam Donaldson)

Affiliate Congress executive committee to meet monthly. Jerry Forstner is AOBA board liaison to Affiliate Congress; Carl McGill is chair of Council.

Survey:

Survey to be developed and sent by November 15, 2007 to include following questions:

1. Do you want to have an AOBA Certified all-Suri halter show?
 - a. include 2-3 options for time of year

- b. include 2-3 locations
2. Question on staple length.

Discussion was held about future candidates for the Suri Network board.

Meeting adjourned at 12:45 pm.

Respectfully submitted,

Jim Barker, Secretary