

MARKETING COMMITTEE

a publication of The Suri Network

We hope you will plan to attend this year's annual Suri Network Symposium and All Suri Fleece Show, August 16-19, in Estes Park, Colorado. To view the schedule or to register, please visit our web site at www. SuriNetwork.org

It is time to form the "Suri Network Breed Standard Council" (SNBSC) and this is an invitation for you, as members of the Suri Network, to apply for membership on the council. This group will serve an important function for Suri breeders as our

industry moves forward. Your participation will be instrumental in establishing this important model for the alpaca industry and assuring the integrity of the Suri Network Suri Alpaca Breed Standard.

For your convenience I have included a copy of the Governance and Revision Process that outlines the goals, purpose, and eligibility for the SNBSC. The first meeting of this group will be at the Summer Symposium in Estes Park on Friday, August 17 at 1:00 PM. Attendance is encouraged but not mandatory and it is anticipated that much of the council's work will be done by phone conferences. There is a \$50.00 fee for membership.

Also included in this issue of Suri Network News, is an application for membership on the SNBSC that you can mail or fax to 970-586-6685 or simply contact the office at 970-586-5876.

If you have any questions regarding the SNBSC please feel free to contact any Suri Network Board member to get your questions answered.

FROM THE PRESIDENT



by Mike Murphy, Board Liaison

As we all come off a (hopefully) successful and busy show season and into the hotter months, we look forward to the Premier event of the year... The Suri Network Summer Symposium! While there are specific marketing ideas and efforts, almost everything we do as breeders and as an association, affects marketing, and this can be negative as well as positive. I hope as we progress in this year of marketing you all will be very impressed by what is being done on your behalf. We are very pleased with the response to our marketing survey we took this spring.

Briefly, the latest Herdsire Edition of PurelySuri has been mailed (additional copies are available to members for only \$2.50 ea. plus S&H); the marketing video is a work in progress and we hope to unveil it at the Symposium; we are experimenting with various ways to produce leads; we are preparing a marketing folder for prospective new breeders; we are promoting Suris in publications outside of our own. If you have not see the latest issue of CQ (Camelid Quarterly), you need to get one and take a look... it has many articles about Suris; in fact it looks like a Suri publication! We are developing long range goals and plans Diell Walth Diell Walth Suri Alpaca - Rarest of Breeds, Ultimate Natural Fiber with the growth and stability of our Suri industry in mind. This is an exciting time to be raising Suris and be a part of an industry with

by Toni Cotton DVM, Board Liaison

Phase 2 of the luster testing for all of the color research animals has been completed. The white samples will be sent in soon and the testing will be complete by the Symposium. This luster testing has been a key component of the research project. In the previous update, we discussed that the samples in the study had been examined and given a "visual" rating by two certified AOBA judges. The completion of the color samples in Phase 2 has shown that there is a consistent correlation between the "visual" luster rating and the measured luster rating. We will soon find out if this trend is the same with the white samples. Further testing of high, medium and low luster samples of four color groups is needed to determine the measurable luster ranges for these categories. These samples will be collected and sent for testing to complete this phase of the study.

The Research committee is in the process of working on obtaining a consultant for the project to complete Phase 3 of the project, the evaluation of the data collected and the completion of the research project. There will be a detailed report of the Suri Network Research Project available at the August Summer Symposium in Estes Park and the same report will be posted on the Suri Network website, <u>www.SuriNetwork.org</u>

THE SURI NETWORK NOMINATION AND PETITION PROCESS IS OFFICIALLY CLOSED

by Miriam Donaldson, Board Liaison to the Nominating Committee

The Suri Network Nominating Committee; Suzanne Backer, Deb Powers, Gary Truitt, Susan Tellez, and Miriam Donaldson; (liaison) are proud to offer the following slate of six (6) candidates:

NOMINATED:

Patti Anderson - Maryland Jim Barker (incumbent) - Ohio Kelly Jarvis - Washington Carla Llewellyn - Utah Mike Murphy (incumbent) - Kansas VIA PETITION: Charlene Pearce - Indiana

Important Dates to Remember:

First Week of July, 2007: Ballots - with candidate photo, biography, answers to specific questions - mailed to Suri Network membership.

SURI NETWORK ANNUAL MEETING NOTICE

The Suri Network Annual Meeting will be held on <u>Friday, August 17, 2007</u>, from 9:00 am to 9:45 am at the Conference Center (Holiday Inn) in Estes Park, Colorado. This meeting will be held to discuss business of the association and to announce the results of the election.

LOOK FOR YOUR BALLOTS IN EARLY JULY AND PLEASE VOTE.



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ALL SURI JUDGES CLINIC-A GREAT SUCCESS

by Jim Barker

From Tuesday June 5, 2007 through Thursday June 7, 2007, the second All Suri Judges Clinic was held in Findlay, Ohio. Sponsored by the **Suri Network** and the **AOBA Judge Training and Certification Committee**, 13 current judges and apprentices gathered to better educate themselves in the judging of Suri alpacas. The clinic was led by Senior Judge/Senior Judge Trainer, Amanda VandenBosch, Senior Judge/Trainer, Kristin Buhrmann, and Fleece Judge/Trainer, Cheryl Gehly. Organizing the clinic from the JTCC were Mary Lou Clingan and Stephanie Barnhart and from the Suri Network, Miriam Donaldson and Jim Barker. Special thanks go out to Miriam Donaldson for coordinating the Suris and the staff from Alpaca Jacks for setting up all the pens and providing much needed assistance. The Suri Network wishes to thank the following for taking time out of their busy schedules to bring Suris (over 60 were present) to the clinic and act as handlers:

Ann Amash – Riverboat Alpaca Ranch Jim Barker – Sweetbriar Suri Alpaca Farm Mike and Stephaine Barnhart – The Alpaca Trading Co. Bill Clapsaddle – East Fork Alpacas Mary Lou Clingan – Waywood Farm Alpacas Jack and Miriam Donaldson – Alpaca Jack's Suri Farm Carolyn Marquette – The AlpacaRosa Joy Smith – Riverstone Farm Suri Alpacas Jack and Marsha Williams – Alpaca Valley Suris Joyce White – Tinkers Creek Alpacas And the following who volunteered their time as handlers: Tim Hirt – Erie Blue Alpacas Sara Kuhlman – Lindfield Farm Vicki Hinshaw – Sea Ayre Suris

By all accounts, the Clinic was a great success. The judges commented on the fantastic quality of Suris that were presented. You should have been there for the discussion on color checking Greys and Multis. The judge trainers as well as all the participants felt the clinic was extremely helpful in the training process as we attempt to provide more qualified Suri Judges for our shows. Sincere thanks to all who were involved.

HERDSIRE BREEDING LIVE AUCTION

Mark your calendar for the Suri Network Summer Symposium August 16-19, 2007. On Saturday August 18, 2007, at approximately 4:30-5:30 pm, there will be a fund raising Herdsire Live Auction of breedings from five different Herdsires. If you cannot attend and are interested in placing a bid, please email or call any of the Suri Network Board members or contact the office. TheSuri Network gives a big THANK YOU to the following farms for donating these breedings:

"ACCOYO APACHE"

Greg Mecklem and Diana Yates, Pacific Crest Accovo America 12995 NW Bishop Road, Hillsboro, OR 97124 (503) 647-7770 alpacas@teleport.com; www.accoyoamerica.com NGG Accovo Apache II Herdsire: DOB: June 24, 1998 ARI: 803336 PPeruvian Uribe Sire: Dam: **PPPeruvian** Dulcinea Color: Fawn

Apache's previous owner paid \$40,000 for the privilege to select Apache's dam, Dulcinea, in addition to the actual purchase price, at the 1995 Peruvian 5 Star Import Sale. Considered the best fawn suri female to come off the Accoyo ranch, she conceived Apache in a breeding to another famous fawn, Accoyo Uribe. Apache has grown into the image of his sire, with large size, and solid bone and dense independent peach-colored locks.

<u>Show Record</u>: Reserve Champion at the AAA Futurity; Suri Champion at the PNAA show; AAA Futurity Reserve Champion Herdsire of the Year 2005; AOBA National 2nd place Get of Sire 2006.



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"COMMANDER"

Randy Welman, American Style Farms, LLC3401 S. Timber Street, Santa Ana, CA 92707Cell: 949-466-4193Admiral's Commandor - BeigeARI #1442564DOB10/19/2004Sire:PIVAL Accoyo AdmiralDam:5Peruvian Penelope 8116

Admiral's COMMANDOR is truly an amazing alpaca with all the potential to become a LEGENDARY SURI HERDSIRE! He has exceptional conformation with heavy bone and more coverage than he has skin! From birth, Commandor has shown such presence, as if to say "Look At Me, Here I Am!". Having that "SOFT ROLLING SKIN" feel and that "GREASY" handle to his fleece. HE HAS LUSTER, LUSTER, LUSTER, !!! Exceptional lock structure with uniformity from head to tail to toe. Beige in color and has extreme density through-out this "TOTAL PACKAGE" Suri alpaca.

"COMMANDOR" won his first Color Championship at MAPACA 2005 at only 6 & 1/2 months at the biggest alpace show to date. So far, he has earned a total of Ten-1st places, Eight Color Championships and Two Reserve Championships. Finishing the first show season with becoming

Light Color Champion at the 2005 AOBA National. All of this under 19 months of age. He finished in 2006 earning 10 Champions hips! COMMANDOR has been awarded Color Champions by the best Suri judges in the industry! We are all truly blessed to have this high quality animal to use in our North American Suri Breeding Program!

"SIERRA BONITA'S SERGEANT PEPPER"

Susan Swope-Attardi of Alpacas of the Bluegrass, LLC

1200 Bluegrass Parkway, LaGrange, KY 40031502-222-9100 or 502-817-9093Alpacas@AlpacasoftheBluegrass.com, www.alpacasofthebluegrass.comARI # 838635Sire: Peruvian MacGyver; ARI #181450Dam: Picabo De Kolorado; ARI #801091Color: Medium brownDOB: 9/5/2002

For good reason, Sierra Bonita's Sargent Pepper was the Highest Selling Suri in The Futurity Sale 2006. He is one of the most highly decorated Macgyver sons to date with 20 blue ribbons and 8 color championships.

Sargent Pepper's pedigree is nothing short of royalty. He is full Peruvian and 1/4 Accoyo to start. His dam, Picabo De Kolorado, has won numerous blue ribbons including first place at AOBA National Conference in 1998 and has only produced champion offspring. She is an incredible female and has been described as irreplaceable to the Sierra Bonita breeding program. His Sire is DDF Peruvian Macgyver needs no introduction to the suri breeding community. He has produced more champions than any other suri herd sire in

history and has won AAA Futurity," Herd Sire Of The Year" in 2003, 2004, 2005, 2006 and 2007. No other alpaca herd sire has ever been so awarded.

Could it be that Sargent Pepper will follow in his famous sire's footsteps? He is off to an astounding start as his first crop of crias have hit the 2007 show circuit. We have received several emails and phone calls from jubilant owners, and these cria are already bringing in plenty of top placements. For example:

Dr. Pepper: 1st and Res Champion Brown Males, Southwest Regional; 1st Alpaca Western Extravaganza; **Peruvian Aji Pepper**: 1st & Res Champion Light Female- Great Western; **Summerlin's Sargent Magnum**: 1st & Res Champion Black Male Alpacapalooza; 1st & Res Champion Great Western; **Vash of Greystone**: (brown) 2nd The Futurity

And, MORE crias with top three placements at the big shows!







Jim Weir, Wildlife Ranch Suri Alpacas 10500 Wildlife Way, Littleton, CO 80125 303-470-5887 or 303-885-3377 wrsa@prodigy.net, www.WildlifeRanchSuris.com DOB: June 24, 2001 ARI #: 829047 4Peruvian Silver Bullet 6071 6Peruvian Infinity Grey 6746 IMPR98 Medium Rose Grev

Wildlife Ranch Suri Alpacas introduces you to Yodi. He is the son of 4P Silver Bullet and 6P Infinity Grey, both of his parent's exhibit strong gray fiber. These "true gray" genetics are imported straight from Peru. This pair hit the bull's eye with Yodi! He is a Full Peruvian gray, producing 3rd generation gray crias!

YODI is mostly gray with some brown and black spots. His amazing soft gray fleece has tremendous lock and luster with good density, winning the "Breeder's Choice" for his fleece at the 2004 AOBA Nationals. This great fleece is on a perfect frame. He has great bone and a nice typy head with all the presence one could want!

Judges and breeders alike have all shown their appreciation of Yodi. He has won a total of nine 1st place ribbons and four Color Championships! Earning the Gray Color Championship at the 2002 AAA Futurity! Yodi is also a two time AOBA National Gray Champion!

Yodi is producing crias stepping right into his shoes! One of his first sons, Gray Illuminator, won the Gray Suri Male Reserve Championship at the 2006 AOBA Nationals! Don't miss your opportunity to breed to this Champion Gray Suri Stud!

1st Place AOBA National Fleece Show 2004

Breeders Fleece Choice AOBA Nationals 2004

1st & Color Champion AOBA National 2003

1st & Color Champion AOBA National 2002

1st & Color Champion AAA Futurity 2002

1st & Color Champion Southwest Regional Show 2002

1st Place Wild West Alpaca Show 2002

1st Place Estes Park Wool Market 2002

1st Place Fall Festival 2002

1st Place PAOBA 2002

FIVE STAR'S ACCOYO SOMETHIN'S UP

Bill, Mary & Charlene Pearce, Five Star Alpacas, LLC & Five Star's Elite, LLC

5720 N. Range Road, LaPorte, IN 46350 219-326-5249 fivestaralpacas@comcast.net, www.fivestaralpacas.com DOB: June 12, 2002 ARI #: 836572 Sire: Accovo Ramilo Torbio's Accoyo Caraballa Dam: Color: White

Somethin's Up is a multi-time Champion producing Champions. He is a full Accovo son of Accovo Ramilo and his dam, Caraballa is sired by Accoyo Torbio. His conformation and fleece are *ideal* for the suri breed.

In addition to his halter show winnings, at the 2005 AOBA Mid-winter Fleece Show Somethin's Up won 1st place, Champion, Best Lock Structure and Judge's Choice. At the 2007 AOBA Fleece Show the first son of Somethin's Up, First Edition, won 1st place. Reserve Champion and Best Luster. To his credit Somethin's Up has sired 20 cria, ~75% have been female.

This breeding is to be used no later than December 2008. A proven female must be provided; we are not allowing any maidens. We reserve the right to refuse a female who does not meet our selection criteria.

With less than 20 progeny, outside breeding's to Somethin's Up were closed in April 2007. Each of the last five breedings were sold for \$10,000. This is your last opportunity to breed to Somethin's Up. Suri Alpaca - Rarest of Breeds, Ultimate Natural Fiber





GOVERNANCE AND REVISION PROCESS FOR SURI NETWORK SURI ALPACA BREED COUNCIL

A mechanism for governing and at times amending the breed standard is necessary. Such a process is needed because standards must be amendable in order to allow for changes deemed necessary by the industry. Knowing how this will be dealt with in the future will remove any doubts about this process.

Goal:

Establish a mechanism that will provide for a stable, methodical, objective, and deliberative process for the maintenance of the Suri Network Suri Alpaca Breed Standard. Further, to insure that this process is directed by and under the control of Suri breeders. A breed standard should not change too frequently, nor should it change without good reason or in response to fads and temporary market conditions. It should only change incrementally, with much deliberation and for valid, objective reasons. The process should provide adequate opportunity for input by all interested stake holders and provide <u>checks and balances</u> within the procedures. The following mechanism was developed to address these objectives.

Governance:

The Suri Network Board of Trustees will be responsible for the oversight of the Suri Network Suri Alpaca Breed Standard. A new entity, the **Suri Network Breed Standard Council**, will be formed to serve the Suri Network Board of Trustees and Suri Network Membership regarding maintenance and future revisions and updates in the Suri Network Suri Alpaca Breed Standard.

Suri Network Suri Breed Standard Council (BSC): Overview

- 1. **Purpose** to serve the Suri Network Board of Trustees and membership in overseeing the Suri Network Suri Alpaca Breed Standard. The BSC will serve to channel opinions and suggestions from breeders and other stakeholders on any recommended changes to the breed standard. The BSC will provide a forum for review, critique, and refinement of any suggested changes.
- 2. Who membership of the BSC will be made up of <u>any and all</u> interested and eligible Suri breeders. (see eligibility requirements) The BSC will elect an administrator from the membership of the BSC by a simple majority vote of those members voting. This individual must be approved by the Suri Network Board and will serve as liaison to the Suri Network Board for a term of two years.
- 3. Eligibility: Suri Network and AOBA farm members
 - 18 years and older
 - Have an ARI owner code
 - Currently own one or more ARI registered Suri alpacas
- 4. When Formation of the Breed Standard Council (BSC) will begin following a vote of the membership on the proposed Suri Network Suri Alpaca Breed Standard.
- 5. **Funding** A budget will be submitted by the Council for approval by the Suri Network Board of Trustees. Members may assess a <u>voluntary</u> annual fee to serve on the BSC and this fee will be used to defray expenses of the Council. This fee will be set annually by the council with approval from Suri Network Board. This fee will initially be capped at \$50.00.
- 6. **Meetings** An annual face to face meeting of the BSC, the Suri Network Board of Trustees, and the membership will be conducted in conjunction with the Annual Suri Network Meeting. In the event there are proposed amendments or modifications to the breed standard under active consideration, an additional face to face meeting of the BSC and Suri Network Board of Trustees will be held in conjunction with the AOBA National Alpaca Conference. Additional regional or national meetings could be held at the joint discretion of the BSC and Suri Network Board.
- 7. Procedure for Initiating Modification/Amendment Process:
 - Proposals to amend or modify the Suri Network Suri Alpaca Breed Standard may be initiated by <u>any</u> <u>interested party</u> by completing the appropriate form and submitting it to the BSC Administrator.
 - Any such proposals will be distributed to all members of the BSC and the Suri Network Board of Trustees for review.

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- It will be the responsibility of the BSC to inform and educate the membership about any proposed changes.
- The BSC will review each submitted proposal and prepare a summary. In preparation of this summary the BSC may bring together experts such as veterinarians, geneticists, fiber processors and other consumers of Suri fiber. Membership surveys may be used as part of this process. Face to face meetings may also play a role in developing this summary and provide a forum for members to participate.
- Following this review process a summary, including findings and recommendations, will be presented to the Suri Network Board of Trustees and all Suri Network members.

8. Procedure for <u>Amending</u> the Suri Network Suri Breed Standard:

- Having investigated each proposal and developed a Summary of the issues involved, the <u>BSC will vote on the</u> <u>merits of each proposal</u> for possible inclusion in the Suri Network Suri Alpaca Breed Standard.
- A proposal will pass if approved by a majority of BSC members voting and will then move on to a vote by the <u>full membership</u>.
- Any proposal approved by the BSC will go to the Suri Network Board of Trustees for final review prior to submission to the membership for a vote.
- Both the BSC and the Suri Network Board of Trustees will jointly agree on the final language of any proposed changes to the existing Suri Network Suri Alpaca Breed Standard before presentation to the membership for a vote.

This 'check and balance' function fulfills the Suri Network Board's responsibility of oversight. The board, as your elected representatives, has the final responsibility to insure fairness and objectivity' regarding all Suri Network activities.

- Final proposals for amendments and changes to the existing Suri Network Suri Alpaca Breed Standard will be submitted to the Suri Network Membership for a vote by all eligible Suri Network members. It will become part of the Suri Network Suri Alpaca Breed Standard if voted upon by at least 30% of the membership and passed by a majority of those members voting.

The Suri Network Suri Breed Standard Council will be responsible for writing detailed policies and procedures for fulfilling their mission. These will stipulate in somewhat more detail how the above process will work. The Suri Network Board of Trustees will, through their oversight, insure that the final details will comply with the above overview of the 'Governance and Revision Process for the Suri Network Suri Alpaca Breed Standard.

This overall process was approved by our membership in a survey completed on 10-15-06 in which 86 % of responders approved of this format. The same survey sent to nonmember Suri breeders was approved by an even higher percentage.

Should events unfold such that the Suri Network Suri Alpaca Breed Standard is accepted by AOBA as the AOBA Suri Alpaca Breed Standard then certain allowances may be necessary regarding the format for this procedure. It is important to take note that AOBA has utilized this same procedure in designing there proposed Governance and Revision Process.

2008 DAY PLANNER

Plans are now being made for the next Suri Network Day Planner. Look for details coming soon!

SURI NETWORK MEMBERSHIP DIRECTORY

By this time, all members should have received the 2007 Membership Directory. If you have not received yours, please contact the office, or, if you wish to order additional copies, the cost is \$15.00 ea. plus S&H.

Our apologies go to Linda Berry & Brent Walker for omitting the information that they are "Lifetime Members" of the Suri Network. If you have any corrections, please let us know.

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APPLICATION FOR SURI NETWORK SURI BREED STANDARD COUNCIL (BSC)

Last Name	
First Name	
Last Name	
Farm Name	
Mailing Address	
City	StateZip Code
Primary Phone	Addl Phone
Fax	
Primary Email	Addl Email
 (2) I am an AOBA farm (3) I am over 18 years (4) I have an ARI owned 	
Signed:	
Date:	
Enclosed is \$50.00 per person as t	he annual fee for the BSC
CHECK VIS.	A D MC D AMEX
Credit Card #	
Name on Card	
Expiration Date	Last 3 digits on back of Card
Billing Address if different from a	bove
	E SEND APPLICATION & PAYMENT TO: SURI NETWORK PO Box 1984 Estes Park, CO 80517 or fax to: 970/586-6685 Record of Brock (Minimedia Manual Titlan
Juri Alpaca -	Rarest of Breeds, Ultimate Natural Fiber