

OABA Quarterly Meeting at AlpacaFest 2010
November 7, 2010

Present: Nora Custer-Haberbusch, Kathie Thompson, Spencer Reamel, Rick/Char Johnson, Christopher Mulier, Karen Mulier, Dennis Radesic, Bob and Nancy Danielson, Marie and Jeff Bradford, Claude Custer, Duane and Becky Thompson, Cathy Moore, Cheryl Laufer, Charles. L. Thompson, Debbie Shank, Chuck Andrie, Jim and Barb Bailey, Annette Paulus, Tom Zona, Marilyn Wentworth, Theresa Birkemeier, Carolyn Marquette, Marcee I. Stephenson, Larry Weaver, Heather Perin, Bill and Louise Goebel

President, Jeff Bradford, called the meeting to order at 8:00 AM.

Jeff announced that the children's program for 4-H and FFA kids was a great success. Over 20 kids were involved. They were actively involved in learning from Dave Barbosa and one young lady even scored 142 on the judges' test.

We are late having our elections because no one has come forward to head up the Nominating Committee. No one from the board can have this position because it would be a conflict of interest. We hope to find a volunteer very soon.

We need more help with the Government and Livestock Committee. OABA representation is very important as we move into the year and interface with the new members of Ohio's government.

The Education committee will be important to provide up-to-date information to our members at quarterly meetings and next year's AlpacaFest. Marilyn Wentworth volunteered to head up this committee.

The Fleece Show this year was really successful. There were 125 entries! All entries were on view near the show ring for the entire show, which was wonderful exposure for this very important aspect of our business. Judging was completed before the halter show, so fleece was highlighted all weekend.

Jeff announced that he will be attending the "Big Tent Event" as the voice of OABA. He is asking the members to send their questions and comments. Some suggestions were better education, high end speakers, and trying to get the states and affiliates to work in harmony. There are no officers at this event, only "Chairs". Jeff is leading a roundtable discussion so he will have first hand information to report back to us.

Louise Goebel, Chair of the Fleece Committee, said that we can check the email archives on AOBA if we have questions about the rules and happenings in that area.

Bill Goebel said the 3rd issue of *Ohio Alpaca Life Magazine* went to the members this week. He needs photos and articles for the next issue. The editorial crew can help people with their submissions. If they feel they have a good idea for an article, the magazine staff can even write the article. He would like to see more articles by veterinarians.

Advertising in the magazine is down. The first issue was highly successful in this area, but we need more people to take advantage of the “target rich environment.” Content will still be 60% with ads being only 40% so the magazine is primarily for education. Let’s see more support for this endeavor. Information on advertising is on the OABA website or people can contact Laura Lee at bc_alpacas@windstream.net . Advertising in the magazine has a double benefit because ads posted in the magazine on line have live links to the advertisers’ web sites.

Jeff explained that we have lost money on this AlpacaFest, but that’s usually the case. It is put on for the members and is one of the benefits of belonging to OABA. We need more volunteers and more ideas to make it grow and succeed.

The Herdsire Auction is helping offset costs since all bids go to OABA. We anticipate that this will help us balance the budget. The OABA Board appreciates all who donated herdsires and placed bids

OABA membership is on a June 1, 2010 through May 31, 2011 cycle. The members will get invoices to remind them to renew their memberships.

OABA will have a booth (shop) at the Wool Gathering and at the Livestock Congress. If you have items that you’d like to sell at our shop, we will be taking them with us. OABA only takes 15% commission, and asks for a couple of hours of time helping to run the booth, much less than most retail shops, and your items will go to a target audience.

We recognized Dennis Radesic for his help in updating our website. All of OABA’s events and communication with membership is there. People can list up to 10 herdsires on it and it helps visitors find your farm. It’s another benefit of belonging to OABA.

The next meeting will be in January, 2011. Suggestions for educational topics are welcome. Exact date and location are to be determined and will be announced as soon as possible.

Meeting adjourned at 9:00 am.

Respectfully submitted,

Marilyn Wentworth, OABA Secretary