

## 2008 OABA ACCOMPLISHMENTS

### EDUCATION:

Quarterly meetings were hosted by farms strategically located across the state offering geographic representation for all members. We wish to thank the host farms including: Jeff & Marie Bradford of Harmony Ridge Alpacas, Mike & Kathie Geib of StarGazer Suri Farm, and Ben and Lynda Fisco of Humming Hill Suri Farm.

The featured topics include: choosing the right alpaca for shows, training and showing your alpacas, fleece sorting and grading, alpaca and alpaca farm insurance, information all businesses need to provide to banks and the IRS, accounting tips to be successful, natural health remedies for alpacas, and a myriad of veterinarian lectures relevant to the industry.

Grants were awarded to assist members in promoting alpacas to the public and educating breeders.

AlpacaFest seminars featuring key note speakers such as Brett Kaysen, Alicia Rocco, Gary Harrisberger and Cool Breeze Fiber were coordinated to assist member farms of all sizes.

2009 meetings are currently being planned to focus on key educational areas to continue to assist in moving our industry forward.

2009 meetings will take place in central locations for ease of attendance by all and consists of day long seminars so the topics can be thoroughly executed.

### FIBER:

The first OABA Consignment Store has been created to facilitate the marketing and sales of our members Alpaca Products.

Fiber to Fashion is where the industry is headed and your board is continually working through all ideas to expand our opportunities in this area to serve the needs of our organization.

OABA is a co-sponsor of the 2008 Paca to Product Fiber seminar scheduled for Saturday November 15th. For more information please contact [jc@morningstarfiber](mailto:jc@morningstarfiber) or [karen@morningstarfiber.com](mailto:karen@morningstarfiber.com)

### LONG RANGE PLANNING COMMITTEE:

A comprehensive three-five-ten year plan has been created for our organization to assist in our efforts to grow and prosper as a viable livestock industry.

### GOVERNMENT AND LIVESTOCK RELATIONS:

The Ohio Alpaca Breeders Association has had a monumental year with House Bill 352 being passed AND SIGNED into law by Gov Ted Strickland designating alpacas as livestock in the state of Ohio. No amount of thanks will be enough for the creators of this bill, House Rep. Tom Patton and Bob Rodgers of Rodgers Reserve. These gentlemen have done more in one and a half years than we could have ever imagined for the alpaca industry. We as an organization are thrilled to recognize their contributions and we will look to them for leadership in the future as we move to the next level as a recognized Alpaca Livestock Industry in the State of Ohio.

Ongoing efforts were also focused on advancing the Alpaca Industry with traditional livestock organizations across the state including the Ohio Department of Agriculture, the Ohio Farm Bureau, and the Ohio State University Veterinarian School.

### MEMBERSHIP:

OABA kicked off their annual membership drive at the 2007 AlpacaFest.

For the first time in the history of our organization we have invited farms from outside the state to join, allowing our membership to rise to 247 farms the first of the year.

The process for producing our membership directory was upgraded, and our goal for delivery of the 2009 membership directory is February 2009, a four month improvement.

Several 4H and FFA programs were conducted to reach out to the future members of our industry. These workshops included an Alpaca 101 introduction at the FFA Convention this summer and a lecture conducted on alpacas to the state Vocational Education Agricultural teachers.

### MARKETING:

For the organization, a marketing package has been created including a new logo, slogan and url for consumer ease in locating our organization on the web.

A professionally created tri fold marketing brochure has been designed for our membership to tout the benefits of the Ohio Alpaca Industry and encourage business interactions with our member farms.

Creation of "Paca Pointers" to be submitted on a consistent basis to the web site to offer farms of all sizes marketing tips.

Industry media coverage was a focus throughout the year as was evident in newspaper articles and television interviews conducted across the state.

#### **OABA SPONSORED A REGIONAL OHIO FAIR AND PEN SALE.**

A comprehensive advertising campaign has been executed for AlpacaFest with the goal of reaching out to potential customers as well as the general public to create awareness of the industry and demand for the exquisite products produced with alpaca fiber. Components of this campaign included television advertising on the NBC affiliate and Time Warner Cable outlet, ABN Radio live broadcast, and a multitude of press releases and story ideas submitted to media outlets across the state.

Web site updates are a key area of focus for 2009 and the goal for the web site is to serve as a tool for communication, education, and business advancement for all members.

OABA has teamed up with many industry related organizations to bring more benefits to your business.

Those partnerships include: The Ohio Department of Agriculture-Ohio Proud, the Ohio Farm Bureau, and John Deere.

#### **FUNDRAISING:**

A newly created Special Vendor Sponsorship Program was created to invite organizations to participate and support our organization at AlpacaFest in a more financially significant manner.

The AlpacaFest silent auction was organized successfully to assist in raising funds to be invested by OABA in advancing our industry in Ohio.

An educational grant and an advertising grant were awarded by AOBA to our organization so that we could continue to offer premiere educational programs at AlpacaFest and support the advertising campaigns for AlpacaFest.

#### **SHOW COMMITTEE:**

The amount of effort and hard work by our members in this arena can not sufficiently be recognized in this format. Look around at the fabulous show this weekend and know it is the dedication and hard work of your fellow members that bring this opportunity to our organization and the great state of Ohio!

#### **AFFILIATE RELATIONS:**

We are very privileged to have the 2009 AOBA National Alpaca Show at the IX Center in Cleveland, Ohio the first week of June! Members of the OABA board worked diligently to assist in the process to have this endeavor come to fruition and as an affiliate state are very excited about this event. We are hopeful that it is just the beginning of a long term relationship that will allow us to host the show in our great state for many years to come. This will prove to be one of the most competitive National Alpaca Shows that this industry has ever seen. Look for the info at AlpacaFest for the 2009 National Alpaca Show & the International Fleece Show.

Representation at the Affiliate Congress meeting which included time for a face to face meeting with the AOBA board. The following is a list of topics that are being explored by the Affiliate Congress and will be presented to the AOBA board in the future.

- Alpaca Industry Livestock Model
- Creating an economic model for fiber livestock
- Coordinate with the USDA to add alpacas to the pamphlet series
- Developing an SOP for health screening at all AOBA certified shows
- Define a multi level show system
- Explore ways to encourage colleges to expand alpaca research
- Explore ways to attract vet students into the large animal field and specializing in alpaca's

As we strive to list the accomplishments of our organization in 2008, we recognize that we most likely will miss all that has been done. One thing is sure, we can not begin to measure the time and effort invested by your fellow members to help move our industry forward in the state of Ohio. The passion and commitment for what we do amongst this group is immeasurable.

If we all do what we can, we are sure to do more than we could ever dream! Please take the time consider how you can get involved in 2009.

Thanks for a great year,

Joe Osborn—Christi's Dream Weaving Suris

Laura Lee—Buckeye Country Alpacas

Bob Danielson—M & M Alpacas

Sheri Deily—Heatherbrook Farms

JoAnn White—Seven Pines Alpacas