

[SeAA Board of Directors' Meeting](#), Oct 14, 2009: held via Tcon.

Meeting brought to order at 6:30 pm CST with a full board present: Kimball, Goldston, Peacock, P Gamblin, Darling, Cox and Robert.

Last meeting notes are not ready to be approved. This was tabled.

[Education Cmte](#): Peggy, chair: The "What a judge is looking for" seminar was a huge success with a lot of good feedback. We were hoping to break even, but we made a little money on the seminar. We have a waiting list for the "Vet care you can do on your farm" seminar that is coming up. This seminar is limited to 20 people due to the hands-on learning. Would like to do this again in the Spring 2010. We have an interest in people wanting to be on the waiting list for 2010.

University seminars- Jean is working on one for the University of FL during the fiber show for 2010. Keith said the original plan was to have a traveling seminar program in different states each year. This year was UT, next will be Univ of FL. The BOD will decide on 2011 state and then have someone in that state work with the school to get it accredited.

Peggy was contacted to co-sponsor a parasite seminar at Auburn in January. The BOD agreed this would be a good idea. Parasite control is important to all of our members. She will get that started.

Peggy also asked if we should consider a neo-natal seminar since we haven't had one in awhile. Charlotte updated that the new large animal clinic opened in her area (TN) and is open to holding seminars. Charlotte suggested Dr Evans having one locally. Dr Bravo also still does them – Keith can talk with him next week. Charlotte will talk to Dr Evans about holding a neonatal in TN at the new clinic next year. Maybe Jun-Jul

[Sunbelt:](#) Steve, chair. Peggy reported: Thinks we will have almost all pens filled. Didn't get a huge response to the free pens – maybe 4 farms signed up. We had 4 farms originally signed up and one cancelled. The barn should look fairly full with about 7 farms represented and each has a few stalls.

Would like to come up with some ideas on making this more successful. Charlotte asked if the GA or FL association could encourage people to come. Maybe they could work with the SeAA to do something with Sunbelt? Maybe a sponsor? Jacki suggested having an educational seminar at Sunbelt. If people were coming to the seminar, then maybe would want to bring alpacas and participate in the show. The problem with that is the seminars have to be during the day and that's when the public would want to go to the stalls. Peggy suggested ½ day seminars. Carrie suggested mini-seminars for the people there. The BOD will discuss ideas at our next meeting

[Marketing Cmte](#) We discussed ordering informational brochures from AOBA and putting a SeAA sticker on them. These would then be available for the Southern Select and Sunbelt. We should give this to the Marketing Chair. This is fairly inexpensive and a good marketing idea. Paul will work on the stickers. These would be a good member benefit and we could have some available to order for individual farm events such as farm day. This would be particularly helpful to farms that do not have their own website – the stickers would have the SeAA website on them and all farms

have a farm page there that is included with their membership. These would be available for individual Farm Days.

**Southern Select**: Kay, chair – Discussion continued around changing the location for the Southern Select. There have been other state shows that have changed locations and/or their date and then started losing attendance and money. The Southern Select is one of the few shows that makes money each year. There are some shows that book their shows around our date so they don't have to compete. We might be able to find a nicer facility, but if we move out of the Shelbyville arena, then we might not be able to secure our date annually at another venue and Shelbyville will probably book that week (it's a popular weekend). The BOD feels that having that weekend locked in helps the membership and attendance. Moving venues could jeopardize the success of the show. Over half of the sponsorship money comes from farms that are not part of the SeAA and they come to the SS because it is centrally located. If we move farther south, we would probably lose these sponsorships (Ohio, Kentucky, etc). This benefits the SeAA as a whole. We feel that this should be discussed in the newsletter as an address from the President explaining why we feel it's better staying in Shelbyville and locking in our weekend annually. We may find a better location, but there are many other things to consider. Paul will work on an announcement to the membership explaining the rationale behind needing to stay in Shelbyville and send it to the BOD to review. Currently we are committed to the Shelbyville location through 2011.

Kay is working on a replacement judge for Tim Lavan, who is unable to judge next year.

**Website Cmte**—Charlotte, chair. The submitted meeting notes have been posted on the website. We are waiting on the last few notes. Many articles are posted, but additional articles are welcomed. We should also update the educational tabs from the recent and upcoming seminars – we should have a write up on each event and pictures. Peggy and Keith will work on a write-up for those.

Sunbelt participants can be added to the website – there is a separate tab for Sunbelt. If someone can send a write up to Charlotte, she will post. Steve, as chairman, can also update this himself and can include photos.

**Membership**: Amber Peacock Adams, chair. No update.

#### **Other discussion:**

**Increased Communication**: Keith proposed that we increase communication to the membership. Several ways were discussed from Twitter and Facebook to regular emails from the BOD. Concerns were discussed about too much information having a negative impact. We all agreed that we do need to keep Lynne more apprised of what is going on for the newsletter. In addition, we have to post the meeting minutes timelier. We won't need to send regular emails if we post the minutes quicker. The membership can be fully updated by reading them. We feel these 2 changes will have a big impact on increasing communication. We also discussed having the employee questionnaire sent out every other year or so to get feedback and ideas from the membership as a whole. We need to give more ideas and input to Lynne for the newsletter.

**Scholarships:** With feedback from the universities, the BOD feels that the scholarship funds may not have been the best idea because of questions and conditions in qualifying for it. Universities are restricted to only give the scholarship based on what we outline. Too much restriction could eliminate anyone from qualifying (ie: the student MUST be in the Camelid field of study and must commit to being a vet in the SE). Not enough restriction and it could go to someone not interested in alpacas. In addition, this doesn't ensure that someone will become a vet for alpacas in the SE. They can change their mind. We feel it is better to put all contributions to the school to distribute for the needs of the camelid and large animal area where it's needed the most. Bill will contact the Univ of GA and answer their questions. Keith has not discussed the scholarship with UT. Charlotte will follow-up with UT and Carrie has had discussions with Auburn.

**Student Design** – BOD feels this is a great investment in the alpaca future. Motion passed to donate \$1000 as a Platinum sponsor. Passed unanimously. Ruth can make a blast email to the SeAA that we've done this. Jacki will contact Ruth and get the paperwork to Carrie

### **Close:**

Paul asked that we have another Tcon next month since we have several open issues still to discuss. BOD agreed.

Meeting adjourned 8:00 pm CST.

**Next meeting:** TBD in Nov 2009

### **Action items from this meeting:**

- Jacki will send these meeting notes and the prior meeting notes to the BOD for approval.
- 2010 "Vet care you can do on your farm" seminar
- Further discussion and ideas to generate additional interest/participation at Sunbelt
- Bill will give scholarship direction to Univ of GA, Charlotte will touch base with Univ of TN.
- Jacki will have Ruth send the Student Design announcement to the SeAA that we will be Platinum Sponsors this year. Get the paperwork to Ruth.
- Paul will work on SeAA sticker design for farm brochures. Once these brochures are available, we need to have this communicated to the membership with supplies available to order and it needs to be added to the website/application as a benefit to membership.
- Decide on 2011 University site for educational seminar and appoint a state chair
- Peggy will confirm SeAA co-sponsorship of the January parasite seminar at Auburn.
- Charlotte will contact Dr Evans about hosting a Neo-Natal clinic in TN next year
- Paul will draft a letter to the membership to discuss the reasons we have decided to keep the Southern Select at Shelbyville. Will send to the BOD for feedback.

- Steve should send Charlotte a write up with participating farms in Sunbelt to Charlotte to post on the website. Also pictures if available.
- Peggy and Keith will send Charlotte write-ups on each of the educational seminars to add to the website. Also pictures where available
- Paul will set up the next meeting and email the BOD with the date in Nov. We will have all committee chairs invited for an update. (Kay, Amber, Carrie, Steve, etc)

#### Tabled topics from previous meetings:

- Farm and Ranch guide. We discussed getting a chairperson assigned to this. Do we want to continue, do we need it to be updated? Reprinted? etc. We also need to add this to the benefits page on the website. This needs to be in the works soon if we want any updates for 2010 Southern Select. Kay headed this for 2009. We need her input
- Also “discounted educational seminar costs” and “discounted SS registration” on the website and application. We should build and publicize member benefits. Let them know what they are getting
- Discussed adding the SS picture contest photos to the website.
- We discussed moving the membership dues to be due in Aug at the meeting vs. year end
- The gelding class at SS. We decided on the 09 SS payout, but we should decide on the future of the gelding class being offered or not. If this is to be a cash payout, someone will need to drive it for donations.
- Extra booklets made from the UT educational seminar to be offered to the membership at a small fee
- Should we post the budget and financials to the website for the membership? It would have to be in a spot that only the membership can access (not the public)
- Discussed allowing people to watch the fleece judging (for a fee)
- SeAA membership questionnaire responses – additional actions
- Should we have agenda items or voting items at the annual meeting
- Discussed having committee break downs at the annual meeting. Everyone break into different focus groups - ideas for committees - Fiber committee, New members Q&A, Show vendor generation
- Did we get the pro-rata NEW membership announcement on the website?
- Can we send a list of ideas from the recent emails to Lynne for the newsletter?

- Annual membership meeting – Amber will check with Kay on 2010 annual meeting change of sites. She did research some additional sites and presented to the BOD in August 09. Further discussion is needed.
- Feed vendors – Should we restrict feed vendors at the show. After much discussion, topic is tabled so we can discuss later.
- We need to put a committee together to generate vendors for the shows.