

# Rocky Mountain Llama and Alpaca Association, Inc.

## Annual Meeting Agenda – October 19 2013

### Evergreen, Colorado

**Call meeting to order.** Record Directors present and number of members present.

Establish quorum. *RMLA Bylaws Article III – Meetings Section 4.6 Quorum. Five percent (5%) or more of members in good standing, in attendance or represented by proxy, shall constitute a quorum. At a minimum, a quorum must be present for a vote to proceed. Voting members shall not include Youth members under the age of 18. The affirmative vote of a majority of the members represented at a meeting where a quorum is present shall be the act of the membership.*

As of this date, the number of eligible voters in the membership of RMLA is 200, indicating 10 members must be present for quorum.

### **Welcome to the 2013 RMLA Annual Meeting**

Review the accomplishments, actions and issues since the 2012 Annual Meeting of the following Committees. The following committee reports have been submitted by the Chair or the Liaison to the Committee. Following each committee report is simple financial information. Comments will be welcome. These reports and any discussion and/or actions will be so noted in the minutes of this meeting.

### **I. Committee Reports**

**Bookstore** – Ann Bruhn, Liaison. History by Lougene. The RMLA Bookstore is the section of RMLA that processes orders for the sale of Caring For Llamas and Alpacas – A Herd Management Guide and The Youth Lama Project Manual. The Bookstore has its own accounting system for the purpose of paying royalties and other expenses and recording income so as to not be comingled with RMLA “corporate” and for accurate tax reporting.

CFL&A was first printed in May of 1989 with 1,000 copies to sell – a real risk not knowing how the book would be received. In April of 1990 the second printing of 2,000 copies was printed. It was well on its way to be the industry’s standard for camelid care. 1991, 1993 and 1994 again led RMLA to produce an additional 10,000 copies. In March 1996, the authors, Clare Hoffman, DVM and Ingrid Asmus diligently worked with RMLA to update and revise CL&A to contain all of the new information and techniques since the original publication in 1989. 4,000 copies of the Second Edition, First printing were delivered from the printer in March 1996. Since 1996 an additional 13,000 copies were printed in 1998, 2000, 2005. Only 1,500 copies were ordered in 2011. Sales have diminished substantially.

The RMLA Youth Manual was first printed in 1991 as a reference for youth in 4-H and quickly caught on as a great gift to have on hand to give to folks who visited members’ farms. It was reprinted in 1994, 1996 and 1999. In 2011, it was renamed The Youth Llama Project and all copy was updated.

Sales of both CFL&A and the YM have diminished as the industry has softened and many folks have outgrown or can no longer care fo, or afford, lamas.

Committee financials: The current inventory as of Sept 30, 2013 is 1,095 copies of CFL&A and 114 copies of the Youth Lama Project Manual. The year-to-date Gross Profit is \$4,338 with Expenses of \$2,667 showing a net profit of \$1,657.87. This amount will be set aside for future printings.

**Calendar** – Linda Hayes, Liaison. RMLA has produced a calendar each year for several years under the auspices of Patti Morgan and her talented daughter, Lindsay. Patti has been cutting back on her activities and resigned as committee. The task was handed over to a new committee. With the economy being down, the late start to finding a new committee and getting organized, the calendar has had to be put on hold temporarily. It has been a much enjoyed asset to RMLA in the past and hopefully, it will be a part of the organization in the future. The Board would like to thank Theresa Balkan and her son Luke for doing their best to make it work this year. Also, many thanks to Patti and Lindsay for everything they have accomplished in the past. Their help was greatly appreciated. No income or expenses.

**Education** – Linda Hayes, Liaison. One of the reasons for RMLA to exist is to educate llama owners about their animals and opportunities available to them. With a limited budget and waning interest in the organization it has been difficult to come up with programs to help meet these needs. Suggestions from members are encouraged. Some of the things being looked at include are holding a joint seminar with Alpaca Breeders of the Rockies or doing an educational day at Estes Park just before the llama show. A one day educational seminar (without animals) at a location convenient to most owners was also suggested. This is your association, please let us know what would work for you and how you would be willing to help put together an educational event. No income or expenses.

**Events/Marketing** – Jerry Dunn – Chair. RMLA sponsored 20 events for 2013. Within the 20 events, 6 were llama/alpaca shows, 4 were community service events and the remainder were information and trail activity events. Only three of the activities required proof of insurance certificates.

RMLA banners and liability signs were made available for all of the events, as well as the RMLA display booth for two events. In most cases, RMLA members delivered the materials to the event so there was no need to pay postage. Materials from the Fairplay and Leadville events have not been returned. Three additional 6' banners and 3 liability signs were ordered to replace unreturned materials during 2012.

All events were published in the Journal and on the RMLA website calendar. The availability of the event applications on the website has been a great help in getting information to the chairperson in a timely manner. Organizers for eleven of the events submitted articles for the journal. In some cases this year, event articles were not received for unexplained reasons.

Special thanks to all of the RMLA volunteers associated with the events.

Event Committee inventory: Special Edition Journals, assorted 150; RMLA brochures – 1,200; Release of liability signs – 14; RMLA Banner - 4- 8' Banners, 6- 6' banners; two-way radios 4 with tack box; Animal parade banners – 2; table top display – 1; and two boxes of photos.

The Event Committee had no income, expenses for 2013 were \$240.00 were covered by member dues.

**Note:** Fairplay Llama Race is a long-standing RMLA event. The net income from the 2013 event was \$2,177. This money will be set aside to pay for the 2014 RMLA liability insurance. The 2013 liability insurance was \$2,575. The Fairplay Llama Race covers 85% of the insurance cost that allows RMLA to purchase liability insurance for all other events. Member dues cover the remainder 15%. It is most important that as many members as possible go to Fairplay to help with this event.

**Fiber** - Geri Rutledge, Liaison. Patti Morgan – Chair. Included in the yearend report are the financials from 2012 and 2013. This year (2013) was a challenging year; crowds at most of the events were down, fuel was up, and we dealt with a stolen article: but we sold \$5820 for our consignors, we educated the public as to llamas, alpacas and their fiber usage, and we supported RMLA in selling CFL&A. At present we have 21 active consignors. In 2013, we had 14 volunteers who helped set up, break down, and man the booth. Our fundraiser, the silent auction was supported by 16 donors (not all Fiber Booth consignors) and 28 buyers. Because of the great support of our consignors and the RMLA membership, we again operated in the plus column. I am in total agreement with Jill and Cheryl's recommendations for 2014. As a note, the Fariplay event was the weakest of the events, but because we have a volunteer who has already stepped up for that event in 2014, I agree we should give it another try. Thank you for your continued support for the past years. I am leaving the booth in very capable hands and will continue to support it as a consignor and a volunteer.

Net profit for the Fiber Co-op was \$228.

**Finance** - Ann Bruhn, Liaison. Marilyn Arnold, Chair. The Committee designed a new QuickBooks file last Fall to enable the associations accounting to be more user friendly and understandable. The RMLA CPA was consulted on all changes and all bookkeeping on the redesigned file began January 1, 2013. The committee will work closely with the Board when building the 2014 budget. No income or expenses.

**Journal** – Lougene Baird, Liaison. Kathy Stanko and Ron Hinds Co-editors. The Fall Issue of the Journal was mailed to members on September 10<sup>th</sup>, approximately 10 days ahead of schedule. This is our first issue as Co-editors. We are very pleased with the content and the layout/design. There are 34 jam-packed pages of incredible information. As a team, and including Marilyn Arnold, our proof-reader, we had fun! Good ideas from all and lots of back and forth.

During the last year, the Journal was published for each season. While the page counts varied from 28 to 32 pages per issue, contribution and ads were scant. Sue Grimm was editor for the Winter, Spring and Summer editions. Sue gave of herself willingly even as her health and work consumed her days. In August, we decided to help Sue, volunteering to co-chair the committee and work together as co-editors.

Our Goals for the coming year are:

- Produce a quality, both in content & design, *Journal of the RMLA* four times a year.
- Meet the mailing deadline for each issue.
- Continue to create ways to ensure accurate record keeping of Journal statistics including costs and advertising revenue.
  - A spreadsheet has been created to track and document advertising.
  - A spreadsheet has been created to track & document Journal information needed for the annual report.
  - Additional spreadsheets will be created and/or modified as the co-editors or the Board of Directors see the need.
- Bring an Advertising Manager on the Journal staff (or co-advertising managers).
  - The co-editors will be pushing hard to find this person or persons.
  - An e-mail blast is planned for October.
  - We will highlight this need in the Winter Journal
- Until an Advertising Manager steps forward, the Co-Editors will look for ways to encourage advertising by RMLA members.

The Journal received \$1,394 in ad income and expenses were \$2,516.  
The net difference of \$1,122 was covered by member dues.

**Membership** - Ann Bruhn. Dick Williams, Chair. The current membership stands at 161 (200 eligible voters). This includes Youth Members – 4, Young Adult Members – 3, Life Members – 27 and Honorary Members 20. There are 48 members of all types from last year who have failed to renew. Renewal notifications were sent out by mail to all members (including Life Members so they could update information) in January. All of last year's members who had yet to renew were sent postcard reminders in early July. The committee has worked very closely with Ron Hinds (webmaster) to keep the membership on the website and I the database current. Many thanks to Ron for his great work and cooperation in this effort. The renewal process seemed to go smoothly with all monies reaching the Treasurer within a couple weeks of receipt by Membership. The membership data was transferred to Ron at the end of the year and was posted on the website as the current membership in very short order. The committee worked with Jane Levene to produce the 2013 – 2014 Membership Directory which was in the mail in July. We intend to have next year's template in place shortly after the first of the year so we can add members to it as they renew. This should allow the Directory to go to the printer within a week of the end of the membership year next April. We should be receiving a list of active members in states in the Rocky Mountain area from the International Lama Registry shortly. Early this fall, a mailing was sent to these lama owners inviting them to join the RMLA. That effort has already resulted in quite a few new members.

The Membership Committee had \$353 in expenses, which was covered by member dues. Production of the Membership Directory was \$660 and covered by member dues.

**Nominations & Elections** - Geri Rutledge – Liaison. Maggie Merrill Brown, Chair – The 2013 General Election was a success electing two new Directors.

The committee expenses were \$110 and were covered by membership dues.

**Pack** – Jerry Dunn, Liaison Dick Williams, Chair. This has been another extremely frustrating year as Pack Committee Chair. When I assumed this position, it was with high hopes that the past lack of activity by this committee could be turned around and become a productive part of the Association again. Sadly, this has proven not to be the case. Once again we attempted to organize both pack trips and trail service projects last year in both MT and CO with absolutely no interest shown by the membership – all of which had to be canceled except for one which was only accomplished by hiring a commercial outfitter. I have made numerous requests for pack-related material to include in the Journal and while some material may have been submitted directly there has been no response to the committee. Earlier this year, we tried to initiate a project to have a piece in each Journal describing a llama friendly trail that members would recommend to others looking for new places to go hiking with their llamas. We received ONE submission (which was printed) and that was from one of our Youth Members! Lastly, once again there has been almost no interest expressed in serving on the committee on annual renewals.

**Recommendation:** discuss the recent lack of interest in pack as observed by the Chair and members at large that was communicated to Pack Committee Liaison. If there is no workable solution suggested by the membership, designate the committee as inactive until such time as greater interest is shown in pack by the membership.

**Rescue** - Linda Hayes, Liaison. Olin Allan, Chair – For years the needs of lamas in transition have been met by 2 tireless workers; Becky Boltz and Olin Allen. Unfortunately, these two are making plans to move to Oregon. This leaves the Rocky Mountain region without a co-coordinator or someone to help with transportation and housing of lamas no longer wanted by their owners. There is a real need for a volunteer to step up and fill the boots left by Olin and Becky. All kinds of help is needed, from someone willing to catch loose lamas to housing them until they can go to a new home. People who are not physically able to do the hard work can help by donating money or services to the rescue group. For example, Glenn & Kathy Stanko of Delta had some extra hay. They donated 50 bales which are currently going to good use feeding rescues housed at Llama Linda Ranch.

**Website** - Ron Hinds (Liaison – Lougene Baird)

- Within the past 12 months, a system has been put in place that allows using only Excel spreadsheet to update the online membership listing. It is much easier to update a spreadsheet rather than write HTML code. It results in a much more consistent display of our members. A floating menu is used to navigate the alphabetical listing.
- Google search access has been added to the front page. This allows 'anybody' to search for 'anything' on the website.
- The new RMLA Online Service Directory has been implemented. All of the participants are listed on the front page with a link to 'their' own marketing page on the RMLA.com website. Marketing pages can include pictures, web links, a table of items, links to your own website, emails, maps, etc. At just \$30/year, it's a bargain considering the amount of Internet traffic the website gets.
- Various updates of forms that change from year to year, special pages and web functions are added occasionally for committees to help the members and RMLA BOD minutes are added throughout the year.
- Always working on various pages and functions to make it easier and more intuitive to navigate the site.

For your information, the forms that are filled out on the site do not incorporate the use of CAPTCHA, i.e. the need for visitors to fill in those odd characters before they submit a form. The current methods keep (most of) the spammer robots from submitting the forms.

A few robots get through, but the methods that are in place prevent odd characters, character strings that have repeating characters, an extensive list of blocked words and blocked specific IP addresses. The IP address defines, generally, where on the planet the emails come from.

Web Site Traffic - The number of 'hits', i.e. people accessing [www.RMLA.com](http://www.RMLA.com), is above 14,000 for the first 8 days of September. **Since Jan. 1, 2013, RMLA.com has had 610,000 visits.**

The website is gaining popularity. RMLA.com is the 5,822,023th popular website on the internet with a daily average of 1.90 pageviews per visitor. Information provided by [www.alexacom.com](http://www.alexacom.com). Go ahead, bring up the website and type in 'rmla.com'.

So where are these visitors coming from?

United States	75.0%	Canada	2.7%	China	2.2%
Others	3.5%	Australia	2.1%		
Ukraine	3.1%			and about 30 other counties	

Bottom line: It's becoming more beneficial to advertise on the website!

**Youth and 4H** – Brianna Cozzetto. The greatest news from this committee is the new RMLA Youth Awards Program to begin January 1, 2014. A residual of \$250 is reserved for the committee that was generated by the sales of 30<sup>th</sup> anniversary T-Shirts.

**RMLA Youth Annual High Point Award**

Call Brianna for questions – 719-371-4839

1. Must be a member of RMLA by January 1<sup>st</sup>, 2014—NO EXCEPTIONS!!!! It's only \$10 to join! The points will start as of this date and go through August 30<sup>th</sup>, 2014. Winners will be announced at the Rocky Mountain Regional Show (if youth member will not be present at this show other arrangements can be made)
  - a. **NEW RULE:** A sponsor is no longer needed to become a Youth Member!!

- b. **Eligible youth members MUST reside in the one of following states:** Montana, Idaho, Wyoming, Utah, Arizona, New Mexico, Nebraska, Kansas and Colorado.
  - c. On your honor system. *Please note: anyone caught cheating will be eliminated from the competition and will NOT be allowed to participate in this program again, ever.* Activities that have been completed should be sent to Brianna Cozzetto, RMLA Youth/4-H Committee Chair:
  - d. Online submission: <http://www.rmla.com/youth> a confirmation email will be sent to the email address provided. This information will be sent directly to Brianna and it will go on a spreadsheet. This is the BEST way to submit information if you have internet access. Please ask your parent's permission or have them help you enter your information.
2. Emailed: [Brianna0215@yahoo.com](mailto:Brianna0215@yahoo.com) Must email attached form. Information can be entered directly into a word document and emailed to the above address.
  - a. Mail - RMLA Youth Chair Brianna Cozzetto, 441 Olive St. Pueblo CO
  - b. Entries MUST be received no more than 30 days after the event. NO EXCEPTIONS!! If received after 30 days, it will not be counted.
  - c. Must be typed or clearly written on the form titled "RMLA Youth Annual High Point Award".
  - d. Youth and/or parent is responsible for turning in ALL activities completed!! If you don't tell us, we don't know!
3. Age - Youth member must be 18 or under as of January 1<sup>st</sup>. Awards given will be for the following age groups:
  - a. Sub- Junior: 7 & Under
  - b. Junior: 8-11
  - c. Intermediate: 12-14
  - d. Senior: 15-18
4. You do not have to be a member of ALSA or 4-H. You don't even have to own your own llama! You can borrow from grandma, grandpa, neighbor or anyone who has a llama or alpaca! The llama/alpaca does not have to be registered! You DO have to be an RMLA Youth Member by January 1<sup>st</sup>, 2014!! Again... NO EXCEPTIONS!!!
5. Awards that will be given:
  - a. High Point and Reserve High Point for all age divisions- Custom vinyl banner with name, year, award, a certificate, and recognition in RMLA Journal.
  - b. Overall High Point— This is the BIG award for 1 person. All age divisions combined! Larger Custom Banner, certificate, photo on cover of RMLA Journal. Stay tuned for more prizes as they come available!!
  - c. This is the 1<sup>st</sup> year that RMLA is trying a new youth point program. We are going to try to get sponsors so that the youth can receive cash awards. No guarantees of monetary awards yet. If sponsorship money is received it will be split between all the age groups. ALL money received for the Youth Point Award program will be used ONLY for the youth!!
  - d. ALL Youth Members who join this program will receive by mail a certificate with the total number of points earned.
6. How you get points: RMLA sponsored events are DOUBLE POINTS!!!!!!!!
  - a. Shows- ANY SHOW!!!! ALSA, AOBA, 4-H, FFA, Fun Shows

1. Points will be determined by how many are in the class, up to 6<sup>th</sup> place. For example- 10 participants- 1<sup>st</sup> Place is 10 points, 2<sup>nd</sup> Place is 9 points, 3<sup>rd</sup> place is 8 points, etc etc etc.
  2. ONLY youth classes will be counted—Showmanship, Obstacle, Public Relations, Pack and Youth Judging. No halter classes, no open performance classes!
- b. Community service with your llama/alpaca—20 points per event!!!!
1. Parades, visiting nursing homes, visiting schools, public education, etc.
  2. DOES NOT INCLUDE: practicing at home with your llama/alpaca, grooming, 4-H group projects, etc. This is strictly about educating the public about llamas/alpacas.
- c. Clinics- Show clinics, training clinics, etc. MUST be specific to llamas/alpacas! 20 points
7. RMLA Youth High Point Award Fundraising
- a. Participating in an RMLA Fundraising event- 50 points.
  - b. Sponsors of Youth Award- \$100 sponsor- 100 points, \$50 sponsor- 50 points any monetary amount will be matched in points. Sponsor MUST include name of youth on sponsor form for it to be counted and must be turned in by August 15<sup>th</sup>, 2014! If they are after this date, no points will be awarded and money will be used for the 2015 High Point Award.
  - c. Youth should ask sponsors before July 1<sup>st</sup>, after July 1<sup>st</sup> RMLA will look for sponsors so no points will be awarded to Youth unless it is directly specified on sponsor form. This is the youth members chance to get as many sponsors as possible!
  - d. Signing up a NEW Youth Member, please note they will NOT be eligible for this award because it begins January 1<sup>st</sup>, 2014, they will however be eligible for this program in 2015! – 20 points!!
    1. Must indicate on Membership Application first and last name of Youth that referred the new member or points will not be rewarded.
    2. They must have NEVER been an RMLA member before.
  - e. Signing up a NEW Adult member—40 points (to sign up a regular member)
    1. They must have NEVER been an RMLA member before.
    2. They must pay regular adult membership dues.
    3. If the adult joins with a lifetime membership 100 points will be rewarded to the referring youth!!!
    4. The adult member MUST include on the membership application the first and last name of the Youth Member referring them or the points will not be awarded.

## **II. New Business**

- A. History of ABWC and the group's interest in moving forward in a new direction – Brent Holt

## **III. Old Business**

## **IV. Motion to adjourn**