

**Minutes of Empire Alpaca Association Board Meeting  
October 19, 2002  
Annual Meeting of the Membership**

Present: Richard Jonassen – Rain Dance Pond  
Scott Young – Hilltop Alpacas  
Tim Wilson—Alpacas of Pleasant Valley  
Jennifer Marti—Apple Ridge Alpacas  
Kelly Quinn Zanella—Spa Alpacas  
Polly Michaelis—Finger Lakes Alpacas  
David Friedman – Adirondack Alpacas

Meeting called to order at 5:23 p.m. at the Cargill Center, NYS Fairgrounds, Empire Alpaca Extravaganza.

**Empire Alpaca Association**

Old Business:

Minutes of the 9/15/2002 meeting were approved by motion and seconded.

New Business:

The Meeting was opened by President, Scott Young. Board Members were introduced, new Board Member Chris Gilman welcomed and resigning Board Member Jen Marti thanked.

Product Booth at the Extravaganza has already had \$4,100 in sales. All the Volunteers were thanked

Education Committee: Kelly Quinn Zanella discussed the Mid-Winter Educational Symposium scheduled for February 15 and 16 in Albany (Desmond Americana). Target audience is owners and breeders. Vets only part of the conference will be February 14. Everyone was asked to collect names and addresses of new owners/breeders, customers and veterinarians so these folks can be invited to the event. Addresses can be provided to any Board Member but it was suggested that Kelly be primary contact. Speakers' bios will be put up on the Association's website.

Ethics Committee: The Ethics Statement and rationale behind it was discussed by Richard Jonassen. Copies of the Statement were handed out at the close of the meeting. Comments and concerns are to be directed to Richard.

Web Site: Tim Wilson discussed the Association's web site. Don't forget to advertise your farm events on the website, just send the information to Tim (tech@empirealpacaassociation.com). Get some free publicity, send digital photos to Tim

to be put up on the site (less than 300 dpi, jpeg format). Don't forget to put reciprocal links back to the Association on your websites (moves everybody up on the search engines and helps search engines find you). Don't forget to send in your member profiles if you've paid for them. We're up to 10 to 12 hits per day on the web site, this is really quite good (averaging occurs).

Treasurer's Report: Thank you to the early show sponsors, they helped get the Association on the ground. As of the morning of 10/19 we had \$55,000 in the bank.

Marketing Committee: We're able to purchase additional ads now. Anyone with marketing ideas, publication ideas, let Polly Michaelis know. Participation in the Empire Farm Days was discussed and that we'll have an even greater presence next year. The Association will also have a booth at the New York Farm Show this winter (3d week in February). We're also going to set up a display that can travel should the need be.

AgriTourism: Jen Marti, Kelly Zanella and Tim Wilson discussed AgTourism. Remember to work with your County Extension Agent as all grants and programs are county specific.

Nominating Committee: Two board seats will be up for election next year. We need to have two candidates for each seat so four folks to run. Ballots will be out in June or July. Think about running!

Newsletter: The time has come to think about putting out a new newsletter. Send any articles or ideas for articles to Scott Young.

General: Comments were invited as to participation in Board meetings; would people be interested in attending? Next year's Extravaganza was discussed. The date is still being negotiated with the Fairgrounds (we won't know until after November 15<sup>th</sup>). We always need volunteers to help with any number of projects. If members are interested in having "regional meetings" and then getting back to the Association, that would be great

The next meeting will be on November 17<sup>th</sup> at Adirondack Alpacas at noon.

Motion to adjourn, seconded. Meeting closed at 6:17. Everyone went to a lovely dinner!

Respectfully submitted:

Polly B. Michaelis, Secretary