

**Minutes of Empire Alpaca Association Board Meeting
October 23, 2004
Annual Meeting of the Membership**

Present: Richard Jonassen – Rain Dance Pond
Scott Young – Hilltop Alpacas
Chris Gilman – Riverside Alpacas
Polly Michaelis—Finger Lakes Alpacas
David Friedman – Adirondack Alpacas
Barry Finer – Gore Mountain Farm

Meeting called to order at 5:35 p.m. at the Cargill Center, NYS Fairgrounds, Empire Alpaca Extravaganza.

Empire Alpaca Association

New Business:

The Meeting was opened by President, Scott Young. Board Members were introduced, new Board Members Susan Wissick and Steve McCarthy were welcomed as was returning member Richard Jonassen and outgoing Board Members David Friedman and Kelly Zanella were thanked.

Product Booth at the Extravaganza has already had a banner sales day. All the Volunteers were thanked

Membership Report: Empire has 148 members!

Marketing: We're working with Jerry Miller who does AOBA and I Love Alpacas advertising to come up with print ads to place in industry and non-industry publications. A mock of the "New York Alpacas Rock" ad was previewed. Suggestions for placement were solicited. Farm Show participation has been a great marketing tool for the Association. Web hits climb with each show. EAA will be participating in the New York Farm Show again in February.

Pride of New York: County Farm Bureaus are lobbying to have alpacas and alpaca produce made part of the Pride Program. The number of alpaca farms that have joined Pride to date have made the people at Pride sit up and take notice.

I Love NY Alpaca Weekend: A brief history of our lobbying efforts was provided. The resolution should be a reality for 2005. Our lobbyist is working on it.

Ethics Committee: Richard Jonassen discussed the ethical nature of EAA – no complaints have been referred to the Committee in 2004.

Web Site: The newly revamped website was discussed. Any comments or concerns should be directed to Scott Young, Polly Michaelis or Don Tompkins (our webmaster).

Treasurer's Report: We're going well. Donations from the proceeds of the show and EAA share of the product booth will be made to the Alpaca Research Foundation.

General: Next year's Extravaganza was discussed – we have the same weekend again so as not to conflict with the Rhinebeck Fiber Festival. Thanks to those members who offered to stall share this year allowing more farms to participate. We sold out before the early bird deadline. Discussion was opened as to whether or not to make the show bigger; requiring additional space and time. The Board will not make the show bigger without a push from the membership.

The next meeting will be decided at a later date.

Meeting closed at 6:13. Everyone went to a lovely dinner!

Respectfully submitted:

Polly B. Michaelis, Secretary