



President's Message—

Welcome to the Tenth Annual MaPaca Jubilee! And a large THANK YOU to everyone who has helped to put this incredible show together. We're especially indebted to Anne Hallinan, Ken and Marsha Hobert, Peg Stephens and her team and the many volunteers who have given hours of their time. Without their skills, patience and energy, the Jubilee couldn't have come together.

To those of you showing your alpacas at the Jubilee, whether for the first time or the tenth, good luck and have fun! Plan to participate in the Silent Auction as well as the MaPaca Auction. Raise your hands high to bid for a breeding to one of the fabulous herdsires being offered in the Jubilee Auction. Proceeds from these auction donations are earmarked for research projects, such as those sponsored by the Alpaca Research Foundation (ARF) this year. See you in Harrisburg!

Nancy Johanson

Table of Contents

President's Message: pg. 1

Jubilee Update: pg. 2

Editor's Ramblings: pg. 3

Beginning Alpaca Marketing Strategies: pg. 4-5

Welcome New Members!: pg. 5

Classified: pg. 6

Calendar of Events: pg. 7

Update—Alpaca Fiber Cooperative of America: pg. 8

Results of Member Survey

The Member Survey was completed on 1 March with a total of 39 responses received. Thanks to all of you who completed the survey. The BOD elected to work on the four survey items that collected the most votes.

Those were:

1. Convene a seminar to investigate the pros and cons of establishing an alpaca breed standard.
2. Sponsor a summertime show that would focus entirely on judging fiber, fiber design, and fiber products.
3. Sponsor a number of small, one-day shows throughout the MAPACA states. The purpose of these shows would be to introduce alpacas and breeders to the show environment.
4. Rotate our membership meetings throughout the states that are included in MAPACA.

The BOD is working on these four now and the current status is:

1. The BOD is looking to host a breed standard seminar in June. Currently we are researching who should be invited as speakers. We are looking for persons who can objectively represent the pros and cons of an alpaca breed standard. If you are aware of someone who would be good in this area please contact a board member.
2. Trying to work out the details on this one.
3. Same as number 2.
4. We have already started doing this. The January General Membership meeting was held in Virginia and was a resounding success. If you are interested in hosting a meeting in your state please contact Bob Ciszewski at: almsthvn@frontiernet.net. The MAPACA BOD covers expenses incurred.

Again, thanks for completing your survey.

Bob Ciszewski

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Jubilee Update!

The MAPACA Jubilee 2006 is upon us. We have managed to squeeze a few more stall spaces in the Exhibit Hall this year, and provide a dust free environment for the vendors. The judges are ready, the speakers prepared.

It should be another banner year!

A few changes were made and a few surprises in store for those who attend and volunteer. We hope to make this alpaca show your favorite show to attend. Please be sure to complete the evaluation form that is included in your show materials. Your feedback will help planning for future years and assist in the quest to continue to make this show even better.

A huge **“Thank You”** to all of our sponsors and our auction donors. Without the generosity and financial support of these farms we would not be able to maintain the stall prices we have. Please be sure to make note of their names and thank them as you see them. They are listed on signage throughout the show, as well as in the show booklet, on the Jubilee website and in this copy of the Newsletter as an insert.

And we can't forget the volunteers. Dozens of people have given hundreds (if not thousands) of hours to pull this show together, especially the MAPACA Board of Directors. While at the show, please take a moment to thank the Board members, as well as the many volunteers who have worked so hard for the past year and during the show to make this a positive experience for all.

We hope you have a truly wonderful experience at the show this year. Good luck in the showing!

Anne Hallinan

Editor's Ramblings:

The other morning I was finishing up chores, raking up the manure pile near the entrance to the barn, when I heard a soft mellow hum behind me. I turned to see Topaz walking slowly out of the barn looking around and humming her soft hum. I looked out to the pasture and saw that her cria Pearl was out in the pasture nibbling leaves with the other crias about 100 feet away. I turned back to Topaz as her eyes rested on Pearl and she continued her soft hum. Pearl's ears perked up and she lifted her head, looking toward her mother Topaz. Then Pearl began running to meet Topaz as she walked out of the barn toward the pasture where Pearl was with the other crias. They met and Pearl nursed. Reminded me of summer days as a child out side playing with the other kids, when off in the distance I heard, "Alice, come in for lunch!" My stomach growled and I knew it was time to go eat. I told my friends, "I'll be right back in a few minutes." Off I ran, headed home to get my lunch. Are alpacas really all that different from we humans? I think not.

With spring here, as breeders we will be witness to moments like this, as we spend more and more time outside. Take the time to savor the moment and drink in the joy of owning alpacas. Yes, we have lots of work to do each day, but we still need to take some time to enjoy the fruits of our labor.

I hope to see many of you at the up and coming Jubilee. Don't forget the MAPACA meeting on Thursday evening at 7:15PM. Please stop by my booth or say hello when you see me running around. If you have any ideas for an article for the Newsletter, please share it with me. If you have some comments about the Jubilee, I would love to hear your thoughts.

MAPACA is planning on having a conference to present both pro and con sides of the Breed Standard debate. Since I recently received my copy of the Camelid Quarterly, I would like to recommend that you take some time to read the article by Eric Hoffman, entitled "*Some Thoughts on the Push for Breed Standards*" on pages 71-79. Hoffman brings out some very good points for consideration about maintaining genetic diversity and the need for further research on the alpacas genome. *My Best to you all, Alice Brown*

Volunteers Needed!

If you would like to help out at the Jubilee and would like a great learning experience at the same time please volunteer to help out at the Jubilee!

In appreciation for your time and effort you will receive an original FREE MaPaca volunteer T-shirt!

Please contact Anne Hallinan—
mapaca@mhevent.com

Silent Auction & Raffle Donations Needed!

Greetings to All,

The MaPaca Jubilee is just around the corner. Between reserving pen space and halter training please think about donating a special item for the silent auction or raffle. We are accepting donations of all types. Your donation need not be alpaca related. **What a way to advertise!!** Your name and farm name will be displayed with your donation. **Your donation will go to support the new Tuition Grant Program for Continuing Education for our Camelid Veterinarians.** Thank you in advance for your consideration and support.
Contact: George or Marian Sykes – Alpaca Ridge, LLC 973-827-3910 or sykesmarian@hotmail.com

Beginning Alpaca Marketing Strategies Part I –Setting Your Identity

By Renee & Barry Prokop Alpaca Vista Suris, Lanexa, VA

Marketing - some people love it, and some people hate it. However, whether you are on one side of the fence or the other, it is a necessary activity for any successful business. The website, www.websters.com, defines marketing as: *the commercial processes involved in promoting and selling and distributing a product or service*. Oh boy, I think that I am beginning to understand why people seem to shy away from marketing or are reluctant to embrace it as a way to help them succeed in their alpaca business.

If marketing is so important, then how come it seems to be hidden behind a wall of complexity? The first step in marketing our alpaca business was to define what our farm was and what it will provide to the industry and to our customers. Most owners have a good idea what they want to accomplish but may find it difficult to articulate that idea. This is the hardest part in the business development process because if your farm is defined too broadly then you can become stretched so thin that you will not have time to do everything well with the resources that you have available. If you define yourself too tightly then you may be missing out on a number of business opportunities and experiences. Each farm owner should sit down and seriously consider why they are getting into the alpaca business and what they want to get out of it. Ideally, we want to define what our farm is and what we provide in a couple of sentences. Less than that and people may not have a clear understanding of what you provide, more than that and you run the risk of people not remembering the critical points that you want to have come across.

The term that you will hear most often in selling circles is "What is your elevator pitch?" This means that in the course of a normal elevator ride, let us say 20 seconds, tell me who you are and what you do. It is a great exercise for one to better communicate who they are and why they are in the alpaca business. Practicing this elevator pitch will come in handy in the months to come as you attend alpaca shows, seminars, or even stand in line at the grocery store. **Don't aim for success if you want it; just do what you love and believe in it, and it will come naturally.** ~David Frost **Example: Alpaca Vista Suris is a family owned farm with two locations in Washington State and Virginia providing high quality Suri alpacas that are known for their great genetics. We also have an informative alpaca education program and love working with new farms – anytime - anywhere.**

In this short elevator pitch we communicated: **Who are we:** Alpaca Vista Suris

What are we: a family owned Suri alpaca farm

Where are we: Washington State and Virginia

When will we do business: anytime – anywhere

Why do we have a farm: to provide high quality Suri alpacas that are known for their great genetics; an informative alpaca education program; and the love of working with new farms

With this basic information, (which we consider the cornerstone of any marketing program), we can better understand: *why we are in business?* The next question to answer is: *to whom do we want to sell these products and services?* In using the same formula as above, we would come up with an elevator pitch to communicate this. **Example: Alpaca Vista Suris sells high quality Suri alpaca and stud services for a profit targeting new farms with access to Washington State and Virginia that prefer strong educational services and guidance on how to develop their Suri herd.** In this short elevator pitch we communicated:

Who do we sell to: All Suri farms but targeting new farms

What do we sell: high quality Suri alpaca and stud services; educational services

Where will we sell: farms with access to Washington State and Virginia

When will we do business: anytime - anywhere

Why do we have a farm: for a profit

The whole point of marketing is getting people to communicate their interest in buying something from you. In order for this to occur, they have to know at least some basic information like who you are and what you are selling. However, achieving these two objectives alone will not assist you unless the buyers also know how to contact you.

Once you accomplish these three tasks then your marketing program will be a success and selling moves to the forefront. While we have better defined the first two objectives, marketing is all about communicating all three to your buyers. Communicating your identify is where we actually get into marketing strategies. For us, marketing strategies are broken down into two categories: **identification** and **communicating**. Not real technical terms to be sure, but we think that these terms are descriptive. Identification has to be done before communicating because you have to decide on the messages that you what to communicate before you communicate them. Identification began when the elevator pitch is created. Those simple beginning statements will soon become marketing vehicles. **Identification**—Identification is simply identifying your farm with a name, logo, saying, or event so that it can be remembered. We run into examples of this in everyday life. The car, shoes, coffee, soda, superstar, or website are examples that can be recalled by a logo or jingle. In branding an alpaca farm, there are a number of opportunities to create something that can be remembered. The trick is to not have so many different or conflicting messages out so that everyone gets confused with which one is the real you. I would stick with a picture (logo), web address/farm name, and tag line to start with. We can then take these

(Continued on page 5.)

(Continued from page 4.)

basic building blocks and use them in a variety of ways to communicate with prospective customers. Examples include: *Web Address -www.alpacavistasuris.com or www.alpacavista.com Farm name Alpaca Vista Suris Tag Line Suris – The Other Alpaca (tm) and Logo.* It is true that a picture is worth a thousand words. A clever logo can get you recognized quicker than anything else. The downside to most logos is that while they are more easily recognized; they don't do much in the way of helping people communicate with you. So a logo should always be complemented with the farm name, phone number, or web address. In the years to come the logo may be able to stand alone so people that see the logo will remember the farm name, phone number or address, but in the beginning you have to develop that link and association in people's minds.

Farm Name – Try to pick a farm name that helps to uniquely identify you and your farm. We personally stayed away from cutesy because it just wasn't us. If possible, select a name that helps others understand what you are and what you do. In the above example, the farm name communicates that we are involved with Suri alpacas. Don't be afraid to be creative and innovative in a farm name. Just remember that you and your farm name will be developing a long term relationship, so make sure that you pick a name that you will not outgrow. I would also check to see if the farm is available as a web address. (*Editor's note: I would also suggest checking the AOBA membership directory to see if someone is already using that name.*)

Web Address - I would ensure that the farm name's web address is available on the internet since so many people use the internet as a way to research and explore. However, it would be pretty confusing to have someone remember your farm name and then go to the internet and pull up another person's farm. The best web address is the exact spelling of the farm name. The more you deviate from the farm name in a web address, the easier it is for people to not remember or not associate it with you. In addition, many companies buy up not only their company name as a web address but other addresses that buyers could misspell if they were looking for that company. In the above example, we bought a second address (www.alpacavistasuris.com) but regardless of which one is used, visitors go to the same website. It is a technology thing. Advertise one web address (the shortest) so that people will not get confused.

Tag Line – Tag lines are great for helping people remember your elevator pitch. Short, to the point, and catchy are critical. We tried a number of tag lines and spent many hours listing everyone that sounded good. It wasn't until we were at an alpaca show and someone asked me "how come your alpacas don't look like most of the other ones at the show?" I told her that mine were called Suris and that only about 5% of all alpacas worldwide were Suris. She said, "Oh, I got it Suris, the other alpaca!" Bingo. . As you can see in each of the examples, whether it is a logo, tag line, farm name or web

address, we have tried to hold a consistent theme together – Suri Alpacas. The theme that you may want to address could just have easily been alpaca fiber processing, alpaca education or alpaca nutritional supplements. Whatever it may be, repeating the theme in different ways and combinations will help people remember you and your farm. **There is no point at which you can say, "Well, I'm successful now. I might as well take a nap."** ~Carrie Fisher After you have identified some or all of these messages, it is time to cast them out into the world for all to see. *Copyright, 2005: Alpaca Vista Suris 12/02/2005*

WELCOME TO OUR NEW MEMBERS!

Paul & Diana Wilson, Fernwood Farm, LLC, Frederick, MD

Wendy Daily, East Valley Alpacas, Andover, NY

Nancy & Harry Ogan, HarNan Farms, Red Oak, VA

Larry Scheer & Dr. Lori J. Walker, DVM, The Farm at Rainbow's End, Lafayette, NJ

Joseph & Jacqueline Wentz, Timberscombe Farm, Troy, PA

Elizabeth A. Sample & Molly S. Kuntz, MoBe's Alpaca Farm, New Bloomfield, PA

Tara & Laurence Bowser, Mister Buddy Farms, LLC, Flemington, NJ

Richard & Peggy McKee, Kaleidoscope Farm, Pilesgrove, NJ

Terry Wooten, Mill Creek Alpaca Farm, Townsville, NC

Mark & Elizabeth Lacy, Elimar Farm, Marshall, VA

Kim Caruso, Antietam Alpaca Company, Hagerstown, MD

Doug & Teece Nowell, Twin Beeches Alpacas, West River, MD

MaPaca Meetings—2006

April 27, 2006 (At the Jubilee.)

July 16, 2006

October 15, 2006

***Please mark your calendars for these dates and plan to attend. Watch the Newsletter and the web site for announcement of the meeting times locations. The locations will vary.**

Advertise in the MAPACA Newsletter!

No ads will be accepted that include the PRICE of animals for sale. Stud Service prices are acceptable.

We will insert one-page ads for members in MAPACA Newsletters. Ads cost **\$40.00** for one 8 1/2" by 11" ad, on 24 pound paper or less, if you supply ALL the copies (they can be in color and two sided if you like). If your ad is on heavier paper than 24 pound, the cost will be **\$60.00**. If you would like us to copy your ad, supply us one copy and we will have it copied in black & white, one sided, for **\$70.00** total.

If you know any business that sells products or services relating to alpacas or farming in general that would benefit alpaca farmers, that would like to place an insert AD in the MAPACA Newsletter, you can recommend them if you are an existing MAPACA Member. The costs for businesses would be an additional **\$100.00** added on to the regular member fee for an insert AD. Thus it would be either **\$140.00, \$160.00, or \$170.00**. Please send copies, along with payment, to Alice Brown, 458 Main Road, Vineland, NJ 08360 by the 20th of the month you want your ad inserted. Make check payable to **MAPACA** and include check with inserts. **Any questions, email Alice Brown: fpalpacas@aol.com or call: 856-697-8127.**

Classified Ads:

Any member may post an ad for alpaca and/or alpaca farm related equipment and items. The ad may include a one sentence description and contact information. We will run your ad for one month, if you do not sell the item and wish to run it again, let me know. This will be a free service to current MAPACA members ONLY. Please send your ads to Alice Brown, 458 Main Road, Vineland, NJ, 08360 or fpalpacas@aol.com or call 856-697-8127.

1. Farm and alpacas/herd dispersal—Forkbridge Alpacas is for sale. Due to my wife's unfortunate passing I am moving and unable to keep my herd. Email with your interests/intentions to **sam@forkbridgealpacas.com** and I will send you the particulars or phone **Sam Perez at 856-358-1613. View the herd on our web site, www.forkbridgealpacas.com.**

2. Alpaca Wire Mesh Show Panels—Discounted from original price. 8ft panels-\$68, 10ft panels-\$78. Limited supply! Used panels may not be available at the shows this year, so get yours now while they last. For pick-up from Wild Rose Suri Ranch, Havre de Grace, MD. Call Patti Anderson 410-734-7084.

3. Alpaca & Light Livestock Equipment—in stock chutes, feeders, panels, and shearing table. Can be shipped or picked up at our farm. **www.lightlivestockequipment.com or call Jay at (518) 524-0545 AuSable Valley Alpacas, Jay, New York.**

4. Alpaca Clothing Wholesale—Thinking of starting a farm store? 2006 might be the year to do it! We have access to a brand new company outside Lima, Peru that does beautiful 100% alpaca clothing at very reasonable prices. **Call Dan Roberts at 540-663-2390** about receiving a clothing cd and a wholesale price list.

5. Alpaca Cria Sweaters—Made of 100% alpaca. Warm, durable, lightweight, soft! Small to 25lbs. Large to 35 lbs. Assorted colors. \$50.00 each + tax, S&H. Free shipping with purchase of 3 or more. **Mountain Meadows Alpaca Farm. 540-586-1745.**



Calendar of Events

April 8, 2006—Sedalia Spring Fiber Festival—A new celebration of fiber animals and the fiber arts. Demonstrations, performances, exhibits, classes, fine arts and crafts vending, music, food. Over 40 vendors. Notes artists. Lots of alpaca breeders. A day of fun for everyone! The Sedalia Center, Bedford Co. VA. **Website: www.springfiberfestival.com/**. For more information contact Marty Leist 540-587-9377.

April 9, 2006—Alpaca Heritage Budget Caper (ABC Show)—Sponsored by Alpaca Heritage Events. The ABC Show is a fun and affordable one day alpaca halter show to be held at the Howard County Fairgrounds in West Friendship Maryland. Judge: David Friedman. Full Fleece, Performance, Costume Classes and a Fleece Show. Free seminars, parking, and admission. Entry fee is \$60 per alpaca. \$20 for a vendor booth. No stall fees, bring your own panels. **Entry DEADLINE: FEB. 15, 2006.** For more information go to: www.AlpacaHeritage.com or contact Ingrid Wood at: 609-261-0690 or stormwindalpacos@comcast.net. See form in December 2005 Newsletter.

April 28-30-MAPACA Jubilee 2006-The MaPaca Jubilee will again be held at the Pennsylvania Farm Show Complex, in Harrisburg, PA. MaPaca web site: www.mapaca.org

May 6-7, 2006—Sixth Annual “Everything’s Coming Up Alpacas,” Ballston Spa, NY. Join Kelly and Paul Zanella of Spa Alpacas and guest speakers as they share their alpaca knowledge and experience. Seminar on Saturday, May 6th for 8:30AM-4:30PM. Reservations required. \$100 per person or \$180 per couple (includes continental breakfast, lunch and presentation booklet). Join us for shearing on Sunday, May 7th 10AM-4PM (rain or shine). Contact: **Kelly & Paul Zanella, (518) 885-0585** or pjzanella@aol.com



Calendar of Events

May 12, 13, & 14, 2006 Star Events’ Spring Fling Alpaca Auction—WoodsEdge Wools Farm, Stockton, New Jersey. Meet and mingle with breeders from across the country at the Sixth Annual Spring Fling Alpaca Auction, where top quality huacaya & suri alpacas will sell! Educational seminars at this 3 day event will focus on fiber, so mark your calendar and plan to attend! For more information or to request a copy of the auction catalog, please call the **Star Events’ office at (609) 397-2212.**

June 4, 2006—Bare Naked Halter Show-Alpaca Heritage Events, Inc. “A Cool Show for Hot Alpacas!” Show includes a fiber competition, 100% conformation judging on shorn alpacas, costume, showmanship, and agility classes. A fun show for breeders of all ages. **Go to www.AlpacaHeritage.com or contact Ingrid Wood at 609-261-0696.**

June 24-25, 2006-High Production Factors-Alpaca Breeders Fiber School Course-A Suri Farm, Ltd., Myerstown, PA. Dr. Julio Sumar and Diana Timmerman will instruct this course. Two days with these industry experts discussing the relationship between nutrition and high quality fleece and healthy crias, along with breeding procedures to ensure high fertility in your herd. **For details: www.asurifarm.com/ or call Dennis Balbac and Monica Kline at 717-514-0022.**

Up Date – Alpaca Fiber Cooperative of North America, Inc.

By Daryl W. Goodrich, Angel Wood Alpaca Farm,
Hackettstown, NJ, AFCNA President

The Alpaca Fiber Cooperative of North America, Inc. is the only US-based alpaca fiber cooperative and serves 1,100 members. Cooperatives play a major role in US agriculture. The cooperative business model can bring US alpaca farmers predictable and long-term income from their only consumable commodity – fleece.

Farmers working cooperatively can utilize production and selling practices frequently beyond the reach of individual members. This enables more of the pipeline from raw agricultural commodity to consumed product to be within the control of the farmer. Control is important since agricultural commodities are worth more in the manufactured state than raw.

Accordingly, AFCNA's goal is to open a large consumer market for fine and coarse fleece allowing your entire alpaca fleece clip to be sold. Its volunteer Board of Directors is working hard to position AFCNA for strength, expanded member services, and patronage distributions. They are now building AFCNA's infrastructure to make fleece a prominent component of all successful alpaca farms - large and small. Let me give you a tour of some achievements.

An AOBA certified AFCNA National Fleece Show will be presented the first weekend in August. Show rules, information and registration are at www.alpacawebsite.com.

A "North American Alpaca" certification mark was recently adopted to certify that product alpaca content is 100% North American alpaca. It will be placed on AFCNA products made with member-contributed fleece.

Member 2004-2005 contributed fleece collected at Tapedes de Lana in New Mexico is now being grade sorted. AFCNA's online store at www.americasalpaca.com is being redesigned and will have an expanded product mix for member farm stores. Members without farm stores will also be able to benefit from AFCNA product sales. A member sales commission is planned for retail sales placed through member farm websites to AFCNA's online store. Purchasing division net profits will be distributed to members based on their annual purchases.

AFCNA also markets member fleece in a value added form. Our Extreme Alpaca™ socks are very successful. A new spinning mill will supply sock yarn faster and at lower cost. A US prototype 100% member fleece hat-scarf set has just been completed and hand knitting yarn, gloves and a throw are being developed. Marketing division net proceeds will be distributed to members as payment for their fleece based on their annual fleece contribution total quality factor.

We have suffered disappointments as a pioneer in the uncharted waters of the large volume North American alpaca fiber industry, but a bright and successful picture is now coming into sight. The magic of AFCNA as a farmers' cooperative is that members benefit to the extent they contribute more fleece, purchase more products, and encourage more alpaca farmers to become members.

There is strength in numbers when alpaca farmers march to the beat of the same AFCNA drum. Members are the only ones benefiting. Please visit www.afcna.com for membership and other information.



AFCNA has been making tremendous progress in its effort to establish and build a market for North American Alpaca Fiber. A great number of problems that AFCNA faced during the first few years have now been solved and the co-op is moving forward with renewed energy. I urge everyone in your group (AFCNA member or not) to visit the afcna.com website for updates on some of the progress being made since these efforts will ultimately benefit everyone in the alpaca industry.

With members in all 50 states, collection of the annual clip (fiber harvest) has been a big challenge. There have been requests from members to explore alternative ways to collect the annual clip and that is what we are attempting to do.

I have been asked to form a working group (committee) to explore ways to improve or change the national clip collection process. At this time we really need help in 2 areas.

1. We need ideas!

Ideas as you know are a dime a dozen but good ideas are sometimes hard to come by. We would welcome any ideas MAPACA members might have on how the collection process could be improved.

2. We need volunteers to help us explore *alternative ways* that the annual clip can be collected and transported to Tapedes de Lana Weaving Center in Mora, New Mexico.

If any MAPACA members would be willing to join our group and work with us on this project they would be very welcome.

We would like very much to have 1 or 2 people from each AOBA affiliate represent their group in our committee.

This will not require travel or expense on their part, only a desire to help us in an important project.

Thank you,

Ed Schlede

Responses can be sent to me at: eschlede@msn.com

Alpacas of Oak Knoll Farms

1650 Hammer Road

Albert Lea, MN. 56007

Comments about the Newsletter, or any
contributions, send to
Alice Brown at: fpalpacas