



MAPACA

Mid-Atlantic Alpaca Association

Newsletter

November 2007

Volume 7, issue 11

Membership & Meeting Committee

We hope to see everyone at our Membership Meeting in Hershey, PA on November 4th. If you are coming and have not done so, please RSVP to Kathy Schwartz at (540) 908-7420 or simplyalpaca@aol.com. We will continue to conduct our membership meetings in different locations throughout our region, in an effort to reach out to all our members. If you have an interest in hosting a future meeting, please contact Kathy Schwartz.

We would like to have your recommendations on speakers for future meetings. Is there a seminar you would have liked to attend, but could not due to distance? We would love your suggestions. Please email to Kathy at simplyalpaca@aol.com.

Thank you!

Kathy Schwartz

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**Please Mark Your Calendars
and Plan to Attend.....**

MAPACA ANNUAL MEETING

The Hershey Hotel
Hershey, PA
November 4, 2007

Registration: 10:30am
Meeting starts at 11am
Lunch Provided

☺ DOOR Prizes For all you
chocolate lovers out there,

**Speaker: *Internet Marketing*
presented by BreedWorks
Hazen Reed & Susan Muther
Reed**

The Hotel Hershey
100 Hotel Road
Hershey, PA 17033
Phone: 717-533-2171

Website: www.thehotelhershey.com

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Jubilee 2008—April 24-27—Update

By Monica Kline

Please plan to join us once again for the most spectacular alpaca show on the East Coast ... the MAPACA Jubilee! The Pennsylvania Farm Show Complex in Harrisburg will be the venue for our 2008 Jubilee. And this Jubilee will be better than ever.

The MAPACA Board has worked very hard to bring a sense of appreciation of our exhibitors back to the show ... just because we're big, doesn't mean we have to be impersonal. And we intend to keep adding to the foundation we've laid this past year.

The most obvious change in 2007 was the check-in process and the floor plan of the actual show. Both seemed to be a HUGE hit! Many of the responses to our post show survey commented that this was one of the best check-ins they've seen. And we've got plans to make it even better in 2008.

The floor plan saw the show rings moved into the Equine Arena giving us the entire Exposition Hall for the Fleece Show, exhibitor stalls and the vendors. While we did have a few folks comment on the "long walk" to the show rings, the overwhelming majority of exhibitors were THRILLED with the change. They were pleased that the general public was able to sit in the bleachers and view the entire show. And we made sure that jumbo screens were mounted in the Expo Hall to inform exhibitors of the current classes in the rings. Plans are in the works to fine tune these logistics for 2008.

The 2008 MAPACA Jubilee will have a renewed and expanded focus on fleece! We're happy to have Al Beatty back as our fleece show superintendent. 2008 will see the addition of a Spin Off. This is a terrific way to promote your outstanding fiber but you need to act early. Watch the MAPACA website for details of the Spin Off and we'll be sure to send out emails to our membership. We will also focus on getting more fiber processing related vendors at the Jubilee. We're working on educational seminars that will guide you in improving the quality of the fiber on your farm.

I'm pleased to inform you that Chuck Gulotta

(Continued on page 3.)

(Jubilee Update –Continued from page 2.)

will serve as our Barn Manager. We will put the large “Barn Manager” banner above his booth so that anyone in the room can spot THE place to go for help with your alpacas. You can rest assured that Chuck will be able to calmly assist you during the show.

And for our wonderful sponsors, I’m delighted that Wayne Robinson has committed to being the 2008 Sponsor Concierge. This was a new position we created for the show and it was an obvious hit. I’ve gotten many emails from other shows asking, “What did you do with your sponsors?” Answer: “We TOOK CARE OF THEM.” So, if you’d like a little extra TLC consider being a 2008 MAPACA Jubilee Sponsor.

And most important, we have an ALL-STAR line up of judges for the 2008 Jubilee! The names will be announced in a future Newsletter as we secure final contracts. But, some of the biggest names in the industry will be in Harrisburg in April of 2008 to use their critical eye in selecting the best of the best in the Fleece and Halter Shows ... please join us!

Editor’s Ramblings:

Another breezy warm October day while I’m awaiting the births of two more crias. Some people say that there is no such thing as “Global Warming.” Well, I can’t say that I agree with that after the warm weather we’ve been having here in October. Usually by October 15th I’m pulling out winter jackets. Why I remember as a child going trick or treating with my winter coat under my costume! The weather sure does seem to be changing. I put my fans away the other day, as the weather had turned a little cooler and then wouldn’t you know it, today and yesterday saw the mercury hit the 80 degree mark again. Fortunately it is breezy out.

My thoughts go out to any alpaca breeders caught in that firestorm out in California and I hope they and their alpacas have come through unscathed. It seems that the bonds of comradery extend throughout the alpaca community and even though we are across the country, you still get concerned for how others are making out under adverse circumstances.

On another note, I would like to congratulate the new members of the MAPACA Board of Directors who were recently elected. I can see that this board of directors is a very energetic group and I’m sure that many good things will be in store as they work towards the goals they have set out for MAPACA.

I would also like to thank Carol Pfister for all the work she has done for MAPACA in the last several years. Carol went above and beyond in working on the IRS audit and in handling everything that needed to be handled over the last few years. I will very much miss working with you, Carol and hope that we will still see each other at MAPACA meetings and of course, at the Jubilee. Also, thanks to Bob Ciszewski, who is also leaving his position on the Board of directors. Bob lent his level head to many a discussion and kept the ball rolling on various projects that he worked on. Bob is retiring from the alpaca business and I wish him well in all his future endeavors.

As is brought out in the Membership News blurb on this page, MAPACA is not doing its normal membership renewal drive this month. Some exciting changes are being worked on, so we encourage you to come to the November 4 Annual Meeting. MAPACA is on a roll and I’m sure you will like the directions the Board of Directors is taking.

I hope to see many of you in Hershey on November 4th. If any of you have a story to share, please let me know. Bring your story with you to the meeting. That would make my day. I currently have no backlog of articles for the newsletter and I am always looking for something interesting to share with the membership. Every writer gets credit in the “by” line for their farm and location. So please send in those articles.

Enjoy those breezy fall days!

Best to you all, Alice Brown

Membership News

**Membership renewal time
will soon be upon us. There
are some exciting
changes....stay tuned.**

**More information at the
Annual Meeting on
November 4th in
Hershey, PA.**

Alpacas on the Today Show!

*By Bill Johnson, Abenaki Acres Farm, LLC,
Sergeantsville, NJ*

After our experience with the recent Today Show segment, I want to recap how this event came about and our reactions to it. So here is the whole story.

First our conclusions:

Was it worth it? – Yes! At least 5 to 6 million people across the country saw the alpacas - they got some cute shots of the alpacas – they announced National Alpaca Farm Day – we got to show some alpaca product – you couldn't miss the scarf!

Did it cost much? No dollars were outlaid by AOBA; the advertising firm spent time negotiating and getting the commitment from the Today Show, we spent time getting ready and getting there (diesel fuel plus \$10 in tolls), and some lost sleep. All a small price to pay for the exposure for the alpacas.

Was it fun? Absolutely – we got to see behind the scenes of a major network program, and we got to share our alpacas with the crowd that was there. (Shamelessly I handed out some farm business cards.) Even the build up to the day was exciting, and the feedback was positive.

Would we do it again? For sure.

Here's how it happened:

Please note the lack of control anyone has over an event like this for one of the news programs.

A little over a week before the National Alpaca Farm Day we got a call from Cindy Berman (from the advertising firm AOBA uses) introducing herself and explaining that they had been able to get The Today Show to air a segment on alpacas in recognition of National Alpaca Farm Day. Cindy indicated that they had checked with the marketing committee and that Abenaki had been recommended as a farm that might be willing and

interested in doing the spot.

After the initial shock, we said sure – we can make that happen! Cindy was cautious in that the segment might not make it on the air, that if something happened to the scheduling or another event popped up, we might be dropped from the show. We said we understood and went about getting ready. As we got closer to the day, we were asked if we could provide suris as well as huacayas; not having any suris we quickly called one of our mentor farms (Meadowgate Farm) and they said sure they would provide a suri! We then got more details – we needed to get there (48th Street next to Rockefeller Plaza in Manhattan) by 5am which is about 1 ½ hours from our farm. We were to park and check-in with the staff. We would do a walk through and then wait to be called to bring the alpacas onto the plaza.

A lot of discussion ensued leading up to the date; what to wear, how to respond to questions, how to make sure the major points were made (Alpaca Farm Day, Alpacas, Fiber). We had calls with Cindy to review the goals that AOBA had; she warned us again that this still could fall through. We went about our business the week before (including the Breeders Edge Auction at Double O Good) and during the auction it was announced that Abenaki Acres Farm would be appearing on the Today Show for National Alpaca Farm Day. We received a number of supportive comments and good wishes during the auction.

Then the press release came out and the word continued to spread and we received emails that were very supportive and some great advice from people who had made public appearances and had knowledge of the TV Media. Basically it was recommended that we relax and that we should keep our answers short and to the point – great advice! Also we were encouraged to be prepared, because no matter what I said during the interview – someone would think we should have said more or others would not like how something was said, etc etc. Well, the butterflies and excitement continued to mount.....The day before (Wednesday) the producer talked to us to go over

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(Today Show—Continued from page 4.)

the details, to get more input for the interview and to get us ready – we were again warned that it could still fall off the schedule. The producer also asked for information that could be posted on the Today Show web site that could be referenced after the show.

Finally the day came (real early – up by 3am) we loaded the four alpacas into our transport vehicle (we decided to use the Sprinter Van versus a trailer because of the New York Traffic and parking on the street) and headed off to New York City. At that hour there was very light traffic and we traveled on the New Jersey Turnpike to exit 16 for the Lincoln Tunnel – exiting the tunnel we weaved our way to 48th street (by then the streets were beginning to get busy at 4:30 in the morning). We found an open parking spot right up front and next to the fire hydrant which made sure our ramp from the van could be unfolded without fear of getting blocked by another vehicle.

Then came the first scare of cancellation, when we were locating the people to check in with we were not on the schedule list – the crew took our name and the producers name and added us to the list. We were re-assured though, as the outdoor crew on the plaza knew about us and told us to be ready to come out about 6am to do a walk through. We then went to wait in the "Green Room" to relax (yeah right) and wait. We took turns going out to the van (which was locked and running with the air conditioner running) to make sure the alpacas were ok. At one point a fire alarm went off and our van was surrounded by New York fire department trucks with lights flashing – the alpacas maintained their cool and soon the trucks disappeared. During the waiting, the producer came and said the web people didn't like what we provided and could we get something different – so the producer took us to a computer where we composed a new set of paragraphs.

We went and took the alpacas out of the van. OK, then the walk through – we walked along a side walk and onto the plaza and across some cable and across a couple of different sets (a country & western theme, a cooking set up, and

a fashion runway) to the area where they had put astro turf down for the alpacas. Waiting for us was a mannequin with alpaca clothing – they lined us up and discussed how it would occur. The producer said "OK, we've got you squeezed into the 9 o'clock segment. Al Roker will do the interview and here are four or five questions that he might cover, be prepared, it will go quickly!" After that 10 minute review we were sent back to the green room (we put the alpacas back into the van).

We were then told that we needed to come out at 8:35 to get into position and that the interview would be at 9:05am. When the time came, we got out there and there was a crowd all around the outside set area – and we created quite a stir among them as they realized there was something unusual on the set – people were friendly and asked a lot of questions. And then we saw the hosts come on to the set and do a brief introduction (they were downwind of us and they did notice an alpaca smell – hence the comment during the intro). Al Roker came over and "bam!" He said "National Alpaca Day, Farmer Bill Johnson of Abenaki Farm and 3-4 quick questions and the handshake and it was over. We were back on the road by 9:45am.

Well , we weren't done yet – during the afternoon we continued to work with the producer to get something on the web and about when the segment clip appeared a reference to our visit and the web sites for AOBA and National Alpaca Farm Day appeared as well. And did the emails ever flow – at least 99% were positive and appreciative and we thank all of you who sent us comments. We finally got a small reference on the Today Show web site that highlighted the NAFD web site and the AOBA web site

I can't speak to the overall goals when AOBA and the marketing company started working on this project, but we feel it did give the alpacas good exposure.



Camelid Humor:

By Alice Brown, *Forever Precious Alpacas,*
Vineland, NJ

You know you're an alpaca farmer when:

You're walking around MACY's shopping and suddenly realize you are the only person wearing MUCK BOOTS because it's such a habit to slip on your MUCK BOOTS since you very rarely use your "going to the mall loafers!"

You're driving up to the entrance of a toll road and see the sign that says, "Pay Toll Ahead, \$.50." You reach into your pocket and realize all you have in your pocket is \$.25 and some hay!

While at the grocery store checkout counter you reach into your purse or wallet and as you open it out falls several pieces of straw and some hay, as you try to explain to the cashier that you have a farm!

Every teller at the bank knows you are the "alpaca lady" (or man, as the case may be).

The workers in the post office always ask to see the latest pictures of your alpaca babies as they are filling your request for stamps!

You find yourself trying to explain that you forgot to change your jeans and the smell is because you just finished cleaning up all the poop piles, as the doctor's receptionist explains that she doesn't really mind animal smells!

Calendar of Events

Nov. 2-4, 2007—The Good, The Bad, The Beautiful!- All-inclusive seminar, Friday evening through Sunday. Contains all the information you will need to become a successful alpaca breeder. Topics include evaluating and purchasing alpacas, husbandry, reproductive issues, and how to make informed genetic breeding decisions. **Go to www.criativeacres.com or contact Renee Petersam 410-557-6869, criativeacres@verizon.net.**

Nov. 3-4, 2007—Dr. Norm Evans, DVM—2 Day Seminar—Topics include: Herd health/management, Parasite Control, Nutrition, Breeding and Birthing, Mother and Cria Assessment, Reproduction, Skin and Fiber Issues, Skin Biopsy. \$225 per person. **Contact Misty Sheehan, Misty Starr Alpacas 304-279-5321, info@mistystarralpacas.com.**

Nov. 4, 2007—MAPACA Annual Meeting. Hershey, PA Lunch included. Meeting starts at 11AM, Registration—10:30AM. See page 1 of this Newsletter for further details or go to www.mapaca.org.

November 10, 2007—Fiber Seminar with Winnie Labrecque—Fleece Show (certification pending). Bordentown, New Jersey. **For registration form and further details visit: www.AlpacaHeritage.com.**

November 10 & 11, 2007—Holiday Bazaar at Annapaca Farm/The Alpaca Shop LLC Near Hagerstown, MD. Vendors, yarn, alpaca products, handcrafted jewelry, ceramics, digital photos, antiques, organic soaps, candy, perfumes, and candles! **Contact Bert and Ann Kramer, 301-824-2840 or bertkram@aol.com.**



Classified Ads:

Any member may post an ad for alpaca and/or alpaca farm related equipment and items.

The ad may include a short description and contact information. This will be a free service to current MAPACA members ONLY. Please send your ads to Alice Brown, fpalpacas@aol.com or call 856-697-8127.

- 1. Alpaca Equipment:** Destron microchips, Premier shearing machines, combs & cutters, scales by Salter-Brecknell & Arlyn, chutes, hay saver feeders, bar & mesh panels, gates, travel pens, & shearing tables by MSA; alpaca restraints by Pro-Tie; & tooth trimmers by Tooth-A-Matic. See our insert in this month's Newsletter. **Visit us online at www.lightlivestockequipment.com or call Jay Ward of AuSable Valley Alpacas at 866-999-2821.**
- 2. Transportation Services** from Origins Alpaca Ranch: Private Transport, Emergency 24/7 Transport and "The Show String" - Will transport your alpacas to shows and show them on your behalf. **If interested contact Mike Kober at 908-239-8676 or mike@originalpacaranch.com.**
- 3. Non-Breeder Boarding**—Fenwick Manor Farm is now offering a discounted boarding option for non-breeder alpacas. In our lush 5 acre pasture, alpacas have plenty of grass and room to roam. One nominal fee covers a year of boarding, basic shots and shearing. Save your pasture space for your ladies! Let us care for your fiber Animals. **Contact: Katharine Thompson, Fenwick Manor Farm in New Lisbon, FMFAlpacas@Fenwick.net.**
- 4. Custom Fleece Processing**—Yarn, rovings, batts, felt sheets available. The Fiber Factory, 493 Clark Rd. Ext., Alfred Station, NY 14803. **Call Wendy at 607-382-7811 or contact us at east-valley-alpacas@eznet.net or www.east-valley-alpacas.com.**
- 5. Transportation and Showing Services** provided by Warford Creek Alpacas, LLC. No trailer or time to show your alpacas? Let us Transport and Professionally show your alpaca (s) for you. We will be attending all the Fall shows for 2007, so book early. **Contact Deborah Hoff at 908-996-2128 or 980-894-8044.**
- 6. Advertise** your alpacas for sale, herdsires or alpaca equipment or services on our highly ranked website. **Go to www.MountAiryAlpacas.com/ads.html for more information.**

Classified Ads:

- 7. Alpaca Care DVD**—shots teeth & toenail trimming, birth, breeding, comprehensive segment on shearing and shearing equipment and more. **Contact Kate Perez 301- 607-9129 or www.mountairyalpacas.com/.**
- 8. Still Showing Animals and Haven't Sheared Yet.** If you do your own shearing and would like to save your back and make the job significantly easier, we have a shearing table for you. Our table is the Totara Grove Shearing Table that was developed in New Zealand. We have used this table for 5 seasons and it is in excellent condition. It comes with a shearing guide and a "how to" video. It is a steal at \$995. **Call Bob or Lee of Almost Heaven Alpacas at 304-496-1073.**
- 9. Shearing Table**—Excellent condition, used 1 season for 12 animals. Asking \$850.00. **Call 302-381-6062.**
- 10. Boarding or Long Term Leasing of Farm Land For Your Alpacas**—The Farm at Rainbow's End, located in Lafayette, New Jersey, in Sussex County offers Boarding or the opportunity of Leasing Land for your Alpaca Farm. With 60 Acres of pasture and Woodlands available, there are unlimited possibilities for structuring your own design or simply to integrate your herd with ours. We also have 75 acres dedicated to growing Premium Orchard Grass Hay. Our Complete Package is Full Care including Veterinary Services on the Farm. Facilities include a Maternity Barn. Dr. Lori Walker DVM co-owns and lives on the farm. Call or visit us and make the Farm at Rainbow's end your alpacas home. **Contact Larry Scheer at 973-903-8624 or email Larry.scheer@yahoo.com.**
- 11. Big Sky Alpacas Ranch for Sale**—Downsizing and relocating to PA near our children. Magnificent 6 acre "Gentleman's Farm", home, barn and property in Southern New Jersey. MLS listing #4960739. Also available with part of our alpaca herd. **Contact Paul at 856-223-0570.** Recommendation fee for MAPACA member, commission on any alpaca sales.
- 12. FOR SALE: Male weanling llama**, alert personality, potential guard, silky intense brown fiber, DOB 5/25/07. Price—\$800.00. Contact: **Aurora Farm—Cindi Hassrick, Ottsville, PA 215-795-2584.**

Camelid Veterinarian Continuing Education Grant Program

**PLEASE NOTIFY YOUR
VET!**

The MAPACA Board of Directors has established a program to support continuing education for camelid veterinarians serving alpaca owners in the MAPACA region. Grants will be available up to **\$1000** to attend camelid educational programs. Includes travel expenses, meals, rooming as well as the conference. Grants are limited to one per year for each veterinarian. In the case of veterinary practices, only one grant per practice per program.

Contact Alice Brown, with any questions.

Funds will be available retroactively for programs attended in 2006. The Camelid Veterinarian Continuing Education Grant Application is available at: www.mapaca.org.

Print out the application on line from the MAPACA website (www.mapaca.org) and give it to your veterinarian to fill out and send to:

**Alice Brown
458 Main Road
Vineland, NJ 08360**

Please send your comments, articles, or submissions to Alice Brown at: Fpalpacas@aol.com.

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 ½" 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.

Any AOBA affiliate may advertise their event for \$200. Any business that sells products or services relating to alpacas or farming in general that would benefit alpaca farmers may place an insert AD in the MAPACA Newsletter at a cost of **\$200.00**.

Please send copies of your ad, 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. When you send inserts, do not require that I have to sign for them! **Any questions email Alice Brown: fpalpacas@aol.com or call: 856-697-8127.**

"Love the animals:
God has given them
the rudiments of
thought and joy
untroubled" ~

Fyodor Dostoyevsky