

Southeastern Alpaca Association

Affiliate of the Alpaca Owners and Breeders Association

Your Southern connection
to All Things Alpaca!

SeAA News And Notes



October 2011

Annual Meeting Review

The annual SeAA meeting on August 13, 2011, was held at the Chattanooga Trade and Convention Center. The meeting was called to order by President Bill Peacock who recognized the outgoing board and announced the three new board members: Karl Heinrich, Liz Bates and Tom Butchko. Congratulations to all of you and a heart-felt "thank you" for your willingness to serve the SeAA. It was also announced that current board member Carol Grace submitted her resignation, and the board will appoint someone to fill the two years remaining in her term. Thanks to you, Carol, for the work you have done on the board and your continued assistance with Southern Select.

Hazen Reed and Susan Muther from BreedWorks presented two interesting educational seminars- one on photography tips for marketing purposes and the other on social networking for marketing. Attendees enjoyed a catered luncheon before the meeting was adjourned around 2:30 pm.



President's Message

Some of you may not realize this, but your Board of Directors has a teleconference every month. The newly elected board met on the evening of September 13, 2011, to discuss SeAA matters. Just so you know, about two hours later we all had enough. There is a lot going on in the SEAA: Education plans, Website upgrades, financial reports, Southern Select 2012 & 2013, Fleece show changes, Sunbelt Expo, and AOBA Nationals 2012, just to highlight a few topics.

So what's happening this time of year? The clock is ticking on over-seeding pastures. I hope the rest of you are not procrastinating. You folks in Florida may not be even worried about this for awhile? One thing I am seeing and I think it affects all of us is the migration of hay to Texas and the Southwest in general, because of their summer drought. If you haven't gotten your year's worth of hay, I suggest you get it in your barn before it disappears.

Who's having babies? We learned a lot about social media at the SeAA annual meeting, and I would love to see some alpaca baby pictures on facebook and on the SEAA face book page. It's FREE for the using. The SEAA is available to the world in this media. If you have questions on how to use this media format I suggest you contact Jacki Robert who has done a lot of this work for the SEAA. Also, Jacki will spotlight your farm on the site if you give her permission. IT'S FREE because you're a member of the SEAA.

The fall show season is almost upon us. If you want to see how effective your breeding program is, you need a comparison beyond your own. I'm sorry, but I think it is only natural to be "barn blind." Every time I go to a show I find a fleece or an animal that blows me away. We lose track of the fact that there are thousands of other breeders trying to do the same thing we are. Sometimes they get it right! (Lucky Buggers! ☺).

There is nothing more telling than an independent evaluation or comparison. Even if you can't show for whatever reason, attend the show, volunteer in the fleece room or as a ring steward and see what your competition is "criating."

The Sunbelt Expo opens on October 18. Carrie and Company have room, I'm sure. October 21, will find us at two shows - The Kentucky Classic and SAFF in Fletcher, NC. Jan and I plan to divide and conquer that weekend. November 4, is check-in day for the RAC in Georgia. We're looking forward to the "Celebration" party weekend. We're off to a show in Maryland on November 12, and then we look forward to meeting SEAA members at the Virginia show December 2.



Then there is nothing to do for a month or so except Christmas and the Holidays! Then BAM, BAM, BAM!!! The Florida, and North Carolina shows leading up to the SOUTHERN SELECT 2012. Wow, less than 5 months from now, and a lot to get done. There are so many opportunities to show off your best to your peers and to the general public.

Speaking of volunteering and seeing what's out there, the AOBA National Show is in our neighborhood again. It's been years since it was this close. There is a committee of state association presidents that is providing input as to what we would like to see in the show. (That's a novel idea if I must say so.) Thanks AOBA Board of Directors. We need volunteers for a tremendous number of jobs. This is an opportunity for you, because you can pick the job you want and you get to look at 100's of fleeces or color check the top show animals in the country. Being ring steward or clerk allows you to look at every animal coming into your ring up close & personal while you volunteer. Not only the quality of the animal, but also the temperament of the animals and the breeders. This is valuable information if you are considering doing business with these people. If you are interested in volunteering at Nationals in Louisville, Kentucky for Memorial Day weekend 2012, please contact me and I will provide some information and try to get you the job that you're looking for.

Let me close this by saying I feel it is very important to get "Alpaca" into the hands of as many people as possible. Do your part to put alpaca out there any way you can. The more the public sees and feels an alpaca or alpaca fiber, the more our industry will grow. There are so many people that still don't even know what it is, even after all these years. We need to share our product with these people.

Please thank Lynne Richard for her work on the newsletter when you see her. Sometimes it takes a push from others to get me/us working. Thanks to all who make the SEAA what it is.

Karl Heinrich
SEAA President





Southern Select 2012

Calsonic Arena
March 3 - 4, 2012

Educational Seminars

Two extremely interesting educational seminars were presented at the SeAA annual meeting. Susan Muther and Hazen Reed of Breed Works presented:

“Photography tips for alpacas for marketing purposes” and
“How to use social networking to market your alpacas.”

Both presentations were very informative and well received by attendees, some of whom brought their own cameras for a one-on-one help session with getting the best picture for marketing purposes.

Another educational seminar is being planned for the third week in February, 2012. Linda Berry Walker of Wood’s Edge Wools Farm will present "Six Figure Income from your Fiber Sales." Up-dates on this and other educational events will be coming your way.



Hazen Reed gives tips on alpaca photography and social networking at annual SeAA meeting

Southern Select 2012

Southern Select will be held at the Calsonic Arena in Shelbyville, TN for the last time in 2012. Peg Stephens will once again be the Show Superintendent. Susan Darling, assisted by Carol Grace and Kay Kemp will be the Event Chair. Our judges for the 2012 show will be Jude Anderson for male halter classes, Jill McLeod for female halter classes, Winnie Labreque for fleece, and Suzanne Cox for performance. Diane Hoschler will be judging the Handcrafters' Spin-Off.

Early Bird Deadline Extended to December 31st!

Sponsorship Levels:

PLATINUM - \$750 - Full page color ad in the show book, 2 free stalls, 2 class sponsorships as well as a holding stall in the arena and an FFA student assigned to help you in any way needed on Saturday!

GOLD - \$500 - Full page color ad in the show book, 1 free stall, 1 class sponsorship as well as a holding stall in the arena and an FFA student assigned to help you in any way needed on Saturday!

SILVER - \$250 - Half page color ad in the show book, 1 class sponsorship and community stall in the arena!

BRONZE - \$100 - Business card ad in show book, 1 class sponsorship and community stall in the arena!

ALL sponsors will be listed on the Southern Select Show Sponsor ad in Alpacas Magazine!

Please make check payable to
SeAA
Mail to: Susan Darling
814 Friendship Rd
Chickamauga, GA 30707

Spin-Off Entries

All spin-off entries for Southern Select 2012 must be **post marked by NOVEMBER 1ST**

Mail To: 2012 Southern Select Spin-Off
c/o Patty Fuller
2621 Mt Tabor Rd
Blacksburg, VA 24060

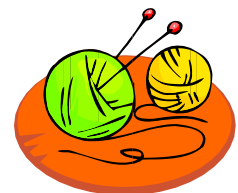


IT'S BACK: THE STORE AT SOUTHERN SELECT

Thanks to Kathy Swift-Lawson who will serve as manager, the store will be back at Southern Select 2012. Besides re-opening the store, Kathy also has great ideas to add some member and crowd pleasing features to our annual show. Contact her for more information or to volunteer to help set up or run the store. She can be reached at 423- 658-9495 or 423-290-8834.

All handmade items or other fiber-related gifts need to be double tagged. A 10% commission fee goes to SeAA to cover expenses. Again, contact Kathleen for more information.

In addition, other fiber art demonstrations and workshops will be located near the store area. In addition to our usual fiber display, we plan to have a children's fiber art "Fun Show" for our young artists to show off their talents and creations.



ON-LINE SHOW REGISTRATION

On-line Registration for Southern Select 2012 is now available

NEW for 2012! We will be accepting credit cards this year through PayPal. You **do not have to have a PayPal account** to use this feature, and there are **no extra fees** for using this service!

Southern Select 2013 Overview

The criteria used for the new Southern Select venue was explained to the attendees at the SeAA annual meeting on August 13, 2011. Maintaining the same show dates as our usual show was at the top of the list. Those dates were locked in. We looked for an indoor facility with good lighting. Animals had to be close to the show ring. The facility had to be in a well-travelled area. In addition, the facility had to be big enough to handle our show. Proximity of hotels and restaurants to the event was another consideration.

The facility that meets this criteria is the Sevierville Event Center in Sevierville, TN. This facility is only six miles from I40 and fifteen miles east of Knoxville. The population is 1.3 million within 15 miles of the event. The surrounding area is the 3rd largest tourist site in the US with 12 million visitors a year. Another key consideration is this area uses extensive advertising to attract tourists. Sevierville's advertising budget alone is \$8-10 million for tourism. We can get keyed into this marketing for Southern Select 2013.

The Event Center is 108,000 square feet. We can have up to 370 stalls (all inside) and 30-40 vendor booths. All show rooms, meeting rooms, and in-house food court are under one roof. Numerous restaurants and hotels are within four miles, and 75% of the nation's population is within a day's drive.

We can have up to three rings, and there is room for up to 40 end-cap sponsors. Stalls within the facility are close to the rings. We are committed to 2/3 of the show room, and we have first-right of refusal for the other portion through 2016.

The facility has a concrete floor, and we will carpet the aisles and either cardboard or sod through the stall area. Show rings will be sod. Electric and water are available. Stalls are 10x10 back to back and 8 deep. There is a loading area and parking lot for our membership. Fees are not finalized, but should be about the same.

Holly and Kortney Williams will serve as show managers for Southern Select 2013. A virtual tour of the Event Center is available at:

www.seviervilleeventcenter.com.

Mail-In Fleece

Southern Select will be accepting mail-in fleeces this year. We are fortunate to have Jacki Robert, Alpaca Creek Farm, taking on the duties for this new feature to our annual show. Not attending Southern Select? Just get those fleeces boxed up and on their way. Entering fleece is such a great way to get valuable feedback from the judges. Contact Jacki at

jacquelin.robert@med.ge.com
The deadline for mail-in fleeces is Wednesday, February 29.
Mail To: Jacki Robert
1745 Saundersville Rd.
Hendersonville, TN 37075

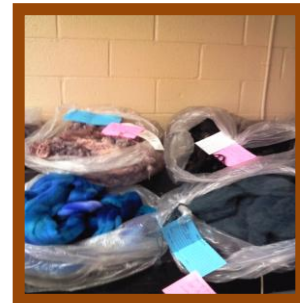
A fleece tag should be placed in the bag with each individual fleece. A copy of each ARI Certificate should be placed in the box with the fleeces. Payment and registration will be sent to a separate address. PLEASE DO NOT MAIL PAYMENTS TO JACKI.

If the fleece is to be returned by mail, appropriate monies or postage along with a return address label must be included OR you can include \$8 per fleece for return postage and handling. Fleeces not picked up after the show or that arrive without proper return postage will be donated to the AOBA Student Design competition.

The Tradition Continues

Yes sir! We will definitely be having a Friday evening barbecue social at Southern Select 2012. Susie Conn has once again generously volunteered to organize this event. She'll be looking for volunteers to assist her, and we'll all be looking forward to those homemade goodies that our attendees show up with. Contact Suzie at www.willowcreekalpacas@earthlink.net

SeAA Members Take Top Honors In Fleece Competition



The Tennessee State Fair held its first ever alpaca fleece completion early this fall. It was a small beginning for this event, but it was met with resounding interest from the public and great success, especially for a couple of our Tennessee farms. Karl and Jan Heinrich, Long Hollow Suri Alpacas, took home two first place ribbons as well as the Reserve Champion Tennessee fleece and the Reserve Champion overall fleece. Jacki Robert, Alpaca Creek Farm, took home four first place, two second place and one third place ribbon. A total of 18 alpaca fleeces were entered in addition to other entries in the "Alpaca ready-to-spin" and "Alpaca blend ready-to-spin" categories.

The fleece competition, held in its own building, featured spinning examples throughout the duration of the fair with 28 spinners gathering on Saturday for a large demonstration.

The fair entry fees were only \$3 per fleece, and all entries were eligible for money pay-outs. Our SeAA members took home over \$200 for their winning fleeces. That's a great return on investment. We've received notice already that the 2012 Tennessee State Fair is on, so keep some of those fleeces in mind for next year. This is an excellent way to get the "alpaca" word out to the public and have the opportunity to get some money back.



