



NEWSLETTER

Volume 1, Issue 1

July 2007

President's Message

Hello NJAC members,

Welcome to the first edition of the NJAC newsletter. I am certain you will find it to be informative, interesting and entertaining.

NJAC has made great strides over the past several years from its early beginnings as a group of alpaca friends who wanted to educate the public about alpacas. Almost two years ago NJAC was incorporated as a non-profit organization and has continued to flourish. Last year we held our first elections. Since then several committees have been formed to continue our mission to educate NJAC members and to increase public awareness of alpacas. If you haven't signed up for a committee (or two!),

check them out on our website under 'member info'.

The newsletter will serve as a forum to update our members on NJAC. There will be a report and feature article from each of the committees. The committees may ask for input on upcoming events or ideas they are working on. Please take the time to give your thoughts on these subjects.

Photos are always a welcome addition to a publication. We would like to have pictures of your alpacas working - 4-H, nursing home visits, school visits, fairs, etc. Please email photos as jpgs to Natalie Burger.

Election time will be here shortly. If you are interested in running for a

seat on the board, wish to work on the election committee or have questions as to what these positions entail, please contact Bill Johnson.

Our next meeting is scheduled for Sunday, September 16 in northern NJ. If you are interested in hosting this meeting, please contact us.

My thanks to our Board and the Committees for their hard work and congratulations to the newsletter committee for a job well done on their first issue!

Best Wishes for Continued Success!

Frieda Goodrich

Angel Wood Alpaca Farm, LLC

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Our Alpacas Can Help Warm Up America!

By Deborah Lamer, Fiber Committee Chair

More than 10 years ago, Evie Rosen, a handcrafter and former yarn retailer from Wausau, Wisconsin, decided to use her talents to help those less fortunate. She began asking customers and friends to knit or crochet 7"x 9" squares that could be joined to make afghans for those in need. She received an overwhelming response. Squares of all colors and designs were donated. What

began as a local outreach program soon became Warm Up America!, a nationally recognized charitable organization. To date, more than 250,000 afghans have been donated to the homeless, nursing homes, hospitals, victims of natural disasters and battered women's shelters.

What a truly spectacular idea! So simple, yet amazingly effective! What better way for the members of NJAC to share the warmth

of alpaca with the community?! As a service project the Fiber Committee calls NJAC members to take up their needles and hooks and make a difference.

Knitted or crocheted squares will be collected throughout the year. Each square should measure 7"x 9" (WUA! Recommends creating a 7"x 9" cardboard template rather than using a tape measure)

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Trinkets, Baubles & Treasures

Sue Robinson, Communications Committee

We look for many ways to promote our farms and businesses. We have business cards printed, create websites and show our animals. We hang banners in our pens and advertise in various publications.

Another avenue many of us pursue is the use of promotional products. These are take-away items displaying your farm's name and/or logo. These may be items we put on tables in our farm stands, give to farm visitors or provide our clients. Sometimes we use more than one item to fulfill these needs. It has been shown that an integrated marketing campaign utilizing internet promotion, print ads and items

with your brand or logo is the most effective use of your marketing dollars. Branded items serve to reinforce your message every time they are used.

There is no shortage of promotional items available. There are many, many websites and catalogs supplying them. Here are a few things to keep in mind when selecting the right promotional items for your needs.

- Decide the amount of your budget you want to allocate for this purpose
- Buy large quantities to take advantage of discounts given for volume buying

· Look for items that are unique and compliment your business and style

· Purchase items that will be used often

Never attend an event or show without a promotional give away, however small and seemingly insignificant you may think it is. If chosen correctly, and distributed often, your gifts will be seen and used by many and you will have successfully promoted your farm. Remember, one man's trinket or bauble is another man's treasure.



Our Code of Ethics

Sue Robinson, Membership Committee

ethics is defined many ways. Some of these are "the science of human duty", "a moral code that guides the conduct of a group of professionals" and "the study of values and customs of a person or group". Buddhists consider ethical behavior to be "abstention from immoral conduct".

Basically ethics is the individual set of rules we use to guide the way we live our lives. It is the "rights and wrongs" we use to conduct our business and feel good when we stare back at our reflections in the mirror at the end of the day. As such, our individual codes of ethics are very personal. Of course, there are universally and culturally accepted rules of ethics. According to the Thompson Gale Law encyclopedia, most societies share certain features in their ethical codes, such as forbidding murder, bodily injury, and attacks on personal honor and reputation.

As alpaca breeders, our personal codes of ethics greatly influence the ways we conduct business on our farms. I can boil down some of my ideas to a few clichés such as "treat others the way you want to be treated" and "what goes around, comes around", to name a few. I'm sure each of you can do the same. We need to consider our obligations to ourselves, our clients and the alpaca industry. How will our actions and decisions today effect each of these tomorrow?

This must be in our minds as we select our breeding pairs to strive for continued improvement in the breed. It must be in our minds when we provide the best possible daily care for the animals in our charge, whether they are members of our herds or are guests on our farms. It must be on our

minds when we represent the alpaca industry to visitors to our farms. It must be in our minds when we provide complete disclosure on our animal's strengths and weaknesses to prospective clients.

As NJAC begins the process of writing a code of ethics for its membership, I urge you all to evaluate your individual ethical codes. Resolve to maintain the highest levels of these codes in your day to day actions and business dealings. Assess your motivations. Perhaps you will find you agree with Abraham Lincoln when he said "When I do good, I feel good; when I do bad, I feel bad." I'll leave you to ponder

"If it is not right do not do it; if it is not true do not say it." - Marcus Aurelius

"Always do right--this will gratify some and astonish the rest." - Mark Twain

two more quotes I found on the subject. Continued success!

Making a Funding Request

Dennis Hite, Financial Committee

As treasurer of NJAC I'd like to give you a brief outline of my responsibilities. First the obvious: I am the administrator of the NJAC bank account in charge of depositing and disbursing checks.

In addition to myself, the finance committee consists of Frieda Goodrich, Bill Johnson and Helen Ribbans. We are in charge of overseeing and

coordinating requests for funds for activities from NJAC's other committees.

Each committee is requested to submit a written request outlining the estimated or actual costs needed to support the proposed activity. This request must include a description, the date and the payment deadlines of the event.

The request can be given to any member of the finance committee. A check disbursement will be authorized after the committee has reviewed and approved the request. We recommend that you consider using volunteers, grants, like those that are offered by AOBA and MAPACA, and other in kind services to cut expenses, as NJAC's available funds are limited. This will help make your event a successful one.

Looking for Members for the Election Committee and Candidates for the Board of Directors

The election committee is ready to form and start the process of working with members of NJAC that are interested in running for a seat on the Board of Directors.

The duties of the elections committee members consist of contacting interested members, collecting information from the members for bios and set up the ballots and mailing for the election itself.

The previous election committee and Bill Johnson, the board liaison, is will-

ing to work closely with any new individual interested in taking on this exciting project.

NJAC is also looking for dedicated members that are interested in running for positions on the Board of Directors.

Should you be interested in getting involved, or in learning more about the positions available, please contact Bill Johnson of Abenaki Acres.

Classified Ads Wanted

One of the benefits to NJAC members is to place a classified ad in the newsletter.

The ad may be for alpaca related goods or services that your farm has available that may benefit other farms.

Each farm may place one ad per farm per issue of a reasonable length (two or three lines of type). Please contact a member of the newsletter committee with your submission and we will be happy to include it.

Committee Contacts

Communications Committee

Board Liaison-Sue Robinson

Education Committee

Board Liaison-Howard Junkind

Election Committee

Board Liaison-Bill Johnson

Fiber Committee

Board Liaison-Frieda Goodrich

Committee Chair-Debra Lamer

Financial Committee

Board Liaison-Dennis Hite

Membership Committee

Board Liaison-Sue Robinson

Newsletter Committee

Board Liaison-Frieda Goodrich

Committee Chair-Natalie Burger

Show Committee

Board Liaison-Bill Johnson

Show Committee Update

As of this date the following has been accomplished in regards to the research into having NJAC sponsor a NJ based alpaca show;

Information requested and received from the group that established the Green Mountain Alpaca Extravaganza. They provided a check list of activities and dollar ranges of several large expense items.

Information received and requested from the North Carolina affiliate (CABO). Their information included some of the items they encountered during the planning and execution of the show set up.

At the last NJAC Membership meeting (June 24) a presentation was provided by Lori Benaker of Mountain View Farm (PA) as to an independent alpaca show planned for early December 2007. While the planning has begun (facility reserved, one judge signed), AOBA certification has not been achieved as of the date of this report. Based on this status - NJAC will reserve any decision about participating in this show (as an

AOBA affiliate) until the AOBA certification is attained. Options to be considered are: co-sponsor the event, provide NJAC seminars, or decline official involvement.

Next steps:

The BOD Show Committee Liaison (Bill Johnson) will distribute the information received to the members that volunteered for the show committee.

Dates for facility visits will be established and committee members invited to review the facilities.

A committee meeting will be held to work on a preliminary budget based on information collected prior to the next NJAC membership meeting.

Should you wish to become a member, please contact Bill Johnson of Abenaki Acres.

Communications Committee Report

This committee maintains the website, issues any e-mails or press releases, posts notifications of any upcoming events and/or meetings, sends a representative to the AOBA affiliate congress and acts as a conduit of communication for all other committees. It also serves as the organization's marketing group. Recently many updates to the website have been completed. Other necessary changes have been identified and revisions will be completed this summer. You will soon be able to find archived information from previous meetings and newsletters available on-line. The first meeting of the communications meeting will take place in August. If you have any interest or background in public relations or marketing and would like to be involved in this committee, please e-mail Sue Robinson at info@emelisealpacas.com.



Members of the A-pac-a Kids 4-H Club of Hunterdon County pose for a photo. For information on the 4-H club please contact Deborah Lamer at Bella Cria Alpacas

Membership Committee Update

This committee is charged with formulating a code of ethics, increasing membership recruitment and researching and implementing membership benefits. To date, the committee has not formally met but a list of membership benefits is being compiled and will be added to the website with a new and revised membership application. Devel-

oping a code of ethics to include on this membership application is also high on the committee's priority list. If anyone has interest in assisting in these projects, please e-mail Sue Robinson at info@emelisealpacas.com. A face to face committee meeting will be planned for August.

Fiber Committee Meets & Reports

The Fiber Committee's first meeting was held on June 16th at Bella Cria Alpacas. Those in attendance discussed various ideas related to alpaca fiber and organized their goals into three categories: Education, Show/Events and Fiber Sales. March 2008 was established as a target date for hosting an educational event focusing on fiber. Possible areas of focus are: skirting, fleece evaluation and fiber arts such as dyeing and felting. The possibility of hosting a fleece show in 2009 was discussed. The Fiber Committee is also planning on participating in/creating a fiber

sales opportunity for NJAC members. The timeframe established for this goal is autumn 2007.

In an effort to tailor our efforts to best suit the interests of NJAC as a whole, the Fiber Committee is asking that members respond to the following questions:

What fiber related topics are you most interested in seeing addressed at the March 2008 NJAC Fiber Seminar?

Would you consider participating in an NJAC Handcrafted Fiber Arts Sale

in the fall of 2007? If so, would you prefer an event that is open to only NJAC members, or a larger event that is open to other handcrafters?

Would you consider selling your handcrafted items as part of an NJAC table at an established event such as the Chester Craft Fair, the Waldorf School of Princeton Handcraft Sale, or the Spring Craft Fair at the Hunterdon County Fairgrounds?

Responses should be sent to Deborah Lamer at BellaCriaAlpacas@yahoo.com.



Members of the Apac-a Kids 4-H Club of Hunterdon County participate in the ABC Show.



Education Committee Announces Seminar

Through the efforts thus far of Mark Breese, Deb Lamer and Howard Jungkind it has been established that a September 29th 2007 Seminar will be held at the Clinton New Jersey Firehouse. An announcement and add campaign are being put together presently and will include an insert in the MAPACA newsletter, E Mail notices to all NJAC members, and post card invitations to every New Jersey alpaca breeder. Registration forms

will be included in the MAPACA insert as well as on the NJAC web page and will be mentioned in the E Mail notices. In addition, we will be inviting local veterinarians and contacting the local community colleges offering vet tech programs to invite interested students.

Our program speakers include Mr. John Sylvester PhD. from Buckeye Nutrition who will be covering the

nutritional needs of the alpaca ages 2-6 and Mr. Bob Mickel from the Hunterdon County Rutgers Cooperative Extension whose topic is pasture management.

The goal of the seminar is to give everyone an opportunity to meet two professionals who are regarded as experts in their fields and heighten their awareness of the topics they will be discussing.

Shearing Tips from NJAC Members

At the end of the last NJAC meeting a lively discussion ensued during the kitchen table topic about shearing. What worked and went well at each farm and what recommendations they had for others. The following are the highlights of the discussion.

Have a good shearer with an assistant.
Have plenty of help.

Have your histogram labels ready for samples to be sent for analysis.

Make a ponytail of the fiber sample to be sent before shearing so the area you would like to sample can be easily removed from the fleece.

Snip a sample before shearing to eliminate taking the time to do so on shearing day. This also gets your sample to the lab before they get busy.

Roll your show fleeces. Suggestions include using 50# brown paper, shower curtain liners or plastic party table covers. The suggestion was also made to mark the head and tail of each for easier skirting.

Some farms found a shearing table helpful.

Have old socks available for spitters and old towels available for urine leaks.

Shop vac between animals to prevent contamination of fleece.

Shear from light to dark to help eliminate fleece contamination.

Vacuum or blow out fleeces a few days before shearing. Possibly use sheep covers on your animals to keep your fleece clean.

Store your shorn fleece in a dry constantly controlled temperature location.

Hopefully some of these suggestions will help improve the shearing on your farm next year.

Warm Up America! (Cont.)

(Continued from page 1)

and can be as simple or elaborate as you wish. For basic patterns, go to www.WarmUpAmerica.org and click on the Crochet and Knit Patterns link. Be sure to make your squares out of 100% alpaca fiber. Completed squares can be brought to NJAC meetings or mailed directly to: Deborah Lamer, Bella Cria Alpacas, 20 Quaker-town Road, Pittstown, NJ 08867. Forty-nine squares are needed to create a full-size afghan. Feel free to

make more than one!

What? You don't knit or crochet? Well, now is a great time to learn. You don't want to learn? No problem. You can still help by suggesting an organization that will benefit from receipt of our afghan. Because of the careful care our alpaca afghans will require, we plan to donate the completed afghans to organizations that could raffle them off at their fund raising events.

We envision this being an ongoing

community service project so keep the squares coming!

I think most of us would agree that alpacas enrich our lives. We immerse ourselves in the alpaca lifestyle. We work hard; we network; we celebrate our triumphs and mourn our losses. Our rewards are many. Even when things are not going as we've planned, we realize that we are lucky to share our lives with these amazing creatures. Alpacas give us so much.....it's our turn to give back.

Greetings from the Newsletter Committee

The members of the newsletter committee hope that you enjoy the first issue of the newsletter and want to thank you for taking the time in your busy lives to read it.

If anyone would like to suggest a name for the NJAC newsletter we would love to hear your ideas. Please

contact a committee member with your thoughts.

If you have any ideas for articles, please contact the committee chair related to the article idea as all submissions for newsletter articles come directly from the committees. For example, if you would like to write an

article about how to be successful in the show ring contact the show committee with your idea. Photos with your articles would be great.

Also, don't hesitate to get us photos of your alpacas during educational events on your farm or off.

We look forward to your ideas!