



July 13, 2010

Dear ALSA Board of Directors,

The ILR Board of Directors, in accordance with our bylaws, welcomes the opportunity to work cooperatively with other llama associations. We feel it is important to provide our ILR Show Division members with a venue that is economical and provides them with the maximum exposure of their animals at our National Finals Event. With all three major show associations holding their national event within a 4-6 week time frame and within 200 miles of each other, most exhibitors will have to choose which one they can afford to travel to and may not have the time or finances to participate in all three and all associations will spend large amounts of money to host their individual events.

We view a cooperative effort between associations as a way to offer the llama show community the maximum opportunity to participate in either or both of these events as well as save each of our associations money – a “win” for the exhibitors as well as ALSA & ILR-SD.

The LFA Board told us they had discussed a combined three way national event with ALSA and you had declined. LFA has declined to commit to a combined show, but before we pursue our own independent event, we wanted to extend the offer to hold the ALSA Grand National and ILR-SD National Finals shows in a combined venue. Each show would have its own superintendent, etc and run independently, just sharing the same facility. Combining the ILR-SD National Finals and ALSA Grand Nationals would provide a real financial savings for both groups and to our memberships:

- shared facility costs

- shared advertising expenses

- shared sponsorship dollars

- expanded opportunities for our members – one travel cost, one set of stall fees for multiple national shows.

We have not set a date or confirmed a location for our ILR-SD National Finals Show, but we are willing to be flexible on location as long as the shared facility can provide adequate stalling and arena space to run two national events consecutively.

We would like to lock in a facility and date as soon as possible so that we may begin planning our National Finals Event. We understand that your board needs time to come to a decision whether you would consider a shared venue, but we hope that you can make that decision soon so that 2011 planning for both associations can begin. We look forward to hearing what the ALSA board decides.

Thank you for your consideration,

The ILR Board: Mark Smith, president; Mary Jo Miller, vice president; Kathi McKinney, treasurer; Kristy Brown, secretary; Bill Safreed, member at large; and Jan Wassink, ILR Registrar.

ALSA Response as copied from the ALSA minutes dated July 20, 2010 as posted.

Member's letters and/or email were reviewed by the BOD.

1. Letter re: ILR Letter

Motion by Trish: ALSA already has an established Grand Nationals. Therefore at this time we are not interested in combining with another organization.

2nd: Allen

Carried

Letter will be drafted and reviewed by BOD before being (sic) sent.

ALSA Response sent to ILR Board

Sent: Wednesday, July 28, 2010 6:54 PM

Subject: ILR Proposal

Dear ILR Board Members,

The ALSA Board of Directors has evaluated the ILR proposal of July 13, 2010 to explore the possibility of sharing a venue for the 2011 ALSA National Show and the 2011 ILR Show Division National Show.

The ALSA National Show is the single largest budgeted expense for the organization. Show expenses traditionally run around \$50,000 with the facility representing more than 50% of that charge. The show celebrates the culmination of the ALSA show year and is central to our organization. In 2009 we used about 250+ stalls and from all reports from exhibitors it was the most successful ALSA National show in many years.

Based on this demonstrated success in 2009 the ALSA Board of Directors is not supportive of the ILR proposal at this time. It is ALSA's intent to build on our 2009 National Show, attracting more ALSA members, however we do not have as a goal to go back to the era of 1,000+ animals at the show. Our position is that bigger is not always better. One reason for our success in 2009, beyond the hard work of Malcolm, Carol Ann and the crew, was the sense of community enjoyed by the limited size of the show. The Board believes that combining the event with an ILR National, while admitting that it would save money, may result in a dilutive effect on the ALSA National. The ALSA Board is unwilling to assume that risk at this time.

Respectfully

Ken Forster

ALSA President