ALPACA Owners Association Inc

2018

ANNUAL REPORT

PRESIDENT'S MESSAGE



Congratulations on a very successful 2018! This report provides you with a look at the performance of Alpaca Owners Association, Inc. (AOA) during 2018. The success of AOA is because of you, our members, and your dedication to our industry.

During 2018, your AOA Board of Directors was engaged in several activities for you, our members, which are listed below.

- Restructured fees for transferring alpacas, allowing for a longer period before prices increase.
- Offered a holiday for registering alpacas over one-year of age.
- Engaged in a process to update the strategic plan, using member input through surveys conducted by AOA.
- Adopted the US Alpaca Fiber Council's grading and classing standards.
- Hosted the first ever Natural Fiber Extravaganza.
- Recognized Steve Hull as the Shining Star and Dr. Norm Evans as the James G. King Award recipient.
- Approved changes for the future of *Alpacas Magazine*.
- Alpaca registration numbers increased for the first time since 2008.
- AOA membership numbers increased for the first time since ARI/AOBA merger in 2014.

Your input as members has set the direction for our strategic plan, and our core strategies – (1) Cultivate Demand for Alpaca; (2) Educate, Engage, and Empower Members; (3) Strengthen the Alpaca Industry & Community; (4) Facilitate Breed Improvement; and (5) Improve Organizational Effectiveness and Maintain Fiscal Health. Each of these core strategies are focused on helping members and building a stronger alpaca industry. We as a Board will continue to update you on our progress on the implementation of our strategic plan.

While looking forward, we want to look back and thank Vern Butler, Joe Crocco, and Laurel Shouvlin for their service as members of the AOA Board of Directors. Each of them has given great time and thought to helping our industry grow. Their impact on the Board and industry will continue to be felt for years to come.

Please continue to be active in your national association. You are the ones who make this industry go. We want to hear from you, and we want you involved in the organization. Look for opportunities to get more active to continue to help AOA grow, especially by signing up to serve on committees.

Reflecting back on 2018 and the President's messages I have written for prior *Alpacas Magazine* publications, the Autumn 2018 issue—"Stronger United", Winter 2018 issue—"Making a Difference", Spring Herdsire 2019 issue—"Looking Forward" and Summer 2019 issue— "A Clear Picture of Success", I believe that we as an organization have evolved and understand more of our membership needs and plan to provide another great year in 2019.

Alpaca Owners Association at its core cares for you, your well-being, and your livelihood. The Board looks forward to building long-lasting relationships and comradery with you in 2019 and beyond. Together we can make our industry the best it can be for years to come.

Lastly….I would like everyone to welcome our newest members of the Alpaca Owners Association board of directors: Wendy Dittbrenner of Peaceful Prairie Ranch in Arizona, Rhonda Deschner of Tierra Prometida Alpacas in Texas, and Shauna Brummet of Hobby Horse Farm in Ohio. With perspectives from all over the country, I believe all of these members will be valuable assets to our organization and I'd like everyone to reach out and take the opportunity to welcome, congratulate, and encourage them for a bright AOA future.

Thank you for your continued support of AOA!

Sincerely,

Mike Vigus, President

EXECUTIVE DIRECTOR'S MESSAGE



Dear AOA Members,

Thank you for another great year in 2018! We continue making strides toward advancing the alpaca industry and this is because of the support of you, our members.

The work of the Association could not succeed without the hard work of our dedicated team at AOA. I want to personally thank Margie Ault, Jo Ashley, Natalie Dettmer, Dan Huntley, De Monson, Angela Nosal, and Marie Schlater for all they do for our members daily.

Our organization is financially strong, and we continue to find ways to best use the resources available to best serve our membership. Last year we introduced the inaugural Natural Fiber Extravaganza outside Nashville, Tennessee, which was well-received by our members. Our AOA committees provided input to adopt the US Alpaca Fiber Council's grading and class standards, to grow the membership, and to enhance the show system. This success is because members took time to get involved and provide feedback.

Membership input was critical in the evolution of updating the strategic plan to set our course for the future. Over the course of the next few years, the Board has set aggressive goals with the purpose of adding value for AOA members. For instance, the Board restructured fees for transfers, expanded the office hours to better serve our members, and offered a holiday for registration of alpacas over one-year of age. These ideas were directly from conversations with our members. One great area of pride for our team at AOA is the fact we completed more registrations in 2018 than the previous year, which hasn't happened in over a decade. There was also an increase in membership numbers for the first time since the merger.

Looking to the future, we ask you to continue supporting AOA through your membership, attending and participating in your local affiliate education and events, registering your alpacas and completing the appropriate transfer paperwork. From time to time, we are looking for members to assist on committees to help provide input and set direction. I hope you will consider taking time to serve your national association by serving on a committee.

Thank you for everything you do to support AOA and the industry!

Best Regards,

Bud Synhorst
Executive Director

BOARD OF DIRECTORS
2018–2019

Mike Vigus, President
West Penn Alpacas

Joseph R. Crocco, Treasurer
Copper Star Alpaca Farm

Patty Hasselbring
Hasselbring's Harmony Ranch

Jeff Williamson, Vice President
Liberty Alpacas

Karen Ball
Heart & Soul Alpacas and Spinnery

D. Andrew Merriwether, Ph.D.
Nyala Farm Alpacas

Steve Aitchison, Secretary
Epic Alpacas

Vern Butler
Morning Beckons Farm LLC

Laurel Shouvlin
Bluebird Hills Farm

AOA STAFF
& CONTACT INFORMATION



Bud Synhorst
Executive Director



Jo Ashley
Registration Specialist & Magazine Ad Sales



Margie Ault
Show & Marketing Division Administrator



Natalie Dettmer
Graphic & Web Designer



Dan Huntley
Customer Service Manager



De Monson
IT Manager



Angela Nosal
Event & Member Services Coordinator



Marie Schlater
Lab & Transfer Specialist



ALPACA OWNERS ASSOCIATION, INC.

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Lincoln, NE 68512

Phone: 402.437.8484

www.AlpacaInfo.com

2018
IN REVIEW

JAN

- Started selling advertising for *Alpacas Magazine* in-house
- Association members started receiving email certificates for registrations and transfers
- Transfer time extended from 90 days to 180 days before price increase
- AOA office starts opening on Fridays during show season
- AOA's Election Committee begins search for Board candidates
- AOA releases 2019 Show System Handbook

FEB

- Board approves registration fee discount period for alpacas 1-year of age and older

MARCH

- Herdsire issue of *Alpacas Magazine* ships
- AOA National Show sponsored by Fun in the Country Alpacas reaches Level V in Peoria, Illinois
- Steve Hull is presented the Shining Star Award
- AOA holds the 3rd National Supreme Championship Competition

APRIL

- Membership Committee releases a survey to research membership options

MAY

- AOA Board starts to work on an updated Strategic Plan
- Online voting opens for AOA Board election
- Board approved the Fiber and Fiber Products Committee recommendation to adopt the US Alpaca Fiber Council's grading and classing standards

JUNE

- Summer Issue of *Alpacas Magazine* ships
- AOA Board releases a survey regarding opening the registry
- 2018 AOA election results announced

JULY

- The inaugural Natural Fiber Extravaganza powered by Alpaca Owners Association, Inc. sponsored by Long Hollow Suri Alpacas/New Era Fiber takes place in Lebanon, Tennessee, with 22 workshops and 24 seminars
- AOA Board elects officers for 2018-2019
- 2018 AOA Annual Meeting held
- Dr. Norm Evans is presented the James G. King Award
- The 15th annual Student Design Competition announces scholarship winners
- AOA Photo Contest displays winners at the Natural Fiber Extravaganza
- AOA releases RFP for *Alpacas Magazine* editor

AUG

- AOA releases RFP for Certified Public Accountant

SEPT

- 214 farms participate in National Alpaca Farm Days
- GIRCom publishes information on disaster-preparedness
- Autumn issue of *Alpacas Magazine* ships

OCT

- AOA attends FFA National Convention in Indianapolis, Indiana

NOV

- AOA adds 11 unique gift ideas for alpaca farms to shopping cart
- AOA releases downloadable Alpaca Etiquette poster to members
- AOA membership numbers increase for the first time since merger

DEC

- Membership renewal opens
- 2018 EPD calculation is completed
- Winter issue of *Alpacas Magazine* ships
- FiberCom publishes results from commissioned study to test the antimicrobial properties of raw fiber
- GIRCom publishes information to help emergency responders learn about alpacas
- Alpaca registration numbers increase for the first time since 2008
- Deb Hill retires as editor of *Alpacas Magazine*

AUDITED FINANCIALS
2018

INDEPENDENT AUDITOR'S REPORT

The Board of Directors
Alpaca Owners Association, Inc. and Subsidiary
Lincoln, Nebraska

We have audited the accompanying consolidated financial statements of Alpaca Owners Association, Inc. and Subsidiary, which comprise the consolidated statements of financial position as of December 31, 2018 and 2017, and the related consolidated statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the consolidated financial statements.

Management's Responsibility for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of Alpaca Owners Association, Inc. and Subsidiary as of December 31, 2018 and 2017, and the changes in their net assets and their cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Other Matter

Our audits were conducted for the purpose of forming an opinion on the consolidated financial statements as a whole. The supplemental consolidating information is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audit of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the consolidated financial statements as a whole.

Lincoln, Nebraska
February 26, 2019

Complete audit can be found online in the Member section

Alpaca Owners Association, Inc. and Subsidiary

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

December 31,

ASSETS

	2018	2017
CURRENT ASSETS		
Cash and cash equivalents (note A)	$ 611,947	$ 385,726
Certificates of deposit	716,062	822,050
Accounts receivable (note A)	23,806	26,721
Prepaid expenses	19,019	23,673
Total current assets	1,370,834	1,258,170
PROPERTY AND EQUIPMENT, net (notes A and B)	8,359	13,577
OTHER ASSETS		
Association software costs, less accumulated amortization of $1,330,749 (2018) and $1,270,702 (2017) (notes A and C)	187,781	232,678
Deposits	-	3,490
Total other assets	187,781	236,168
Total assets	$ 1,566,974	$ 1,507,915

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable	$ 10,786	$ 23,793
Accrued payroll	6,261	4,226
Accrued vacation (note A)	24,090	32,345
Deferred revenue (note A)	71,132	75,892
Total current liabilities	112,269	136,256
NET ASSETS (note A)		
Without donor restrictions		
Undesignated	1,454,705	1,371,659
Total liabilities and net assets	$ 1,566,974	$ 1,507,915

See accompanying notes to consolidated financial statements.

Alpaca Owners Association, Inc. and Subsidiary

CONSOLIDATED STATEMENTS OF ACTIVITIES

Years ended December 31,

	2018	2017
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
REVENUE		
Registry income	$ 592,886	$ 619,995
National show	375,932	280,924
Show system	146,670	165,671
Member marketing	23,500	25,465
Membership and voting rights	136,405	147,410
Product income	66,937	55,913
Other member services	122,857	110,022
Other business income	2,049	15
Advertising income	143,415	141,564
Interest	15,085	6,672
Total revenue	1,625,736	1,553,651
EXPENSES		
Program services		
DNA testing and registration services	259,568	279,351
National show	296,088	246,326
Show system	212,444	139,723
Other AOA	480,421	328,796
Total program services	1,248,521	994,196
Management and general		
Management and general before depreciation and amortization	284,094	473,356
Depreciation and amortization	10,075	88,607
Total management and general	294,169	561,963
Total expenses	1,542,690	1,556,159
INCREASE (DECREASE) IN NET ASSETS	83,046	(2,508)
Net assets at beginning of year	1,371,659	1,374,167
Net assets at end of year	$ 1,454,705	$ 1,371,659

See accompanying notes to consolidated financial statements.

Alpaca Owners Association, Inc. and Subsidiary

CONSOLIDATED STATEMENTS OF FUNCTIONAL EXPENSES

Years ended December 31, 2018

	Program Services							
	DNA Testing & Registration Services	National Show	Show System	Other AOA	Total Program Services	Management and General	Total
Wages and benefits	$ 76,167	$ 82,502	$ 99,410	$ 138,240	$ 396,319	$ 129,342	$ 525,661
DNA testing	149,803	-	-	-	149,803	-	149,803
Other member services	-	-	-	141,935	141,935	-	141,935
Member products	-	-	-	32,588	32,588	-	32,588
Conferences and fees	-	100,881	87,808	-	188,689	5,938	194,627
Board and lodging	-	60,765	-	-	60,765	-	60,765
Travel	-	18,036	-	-	18,036	-	18,036
Judges clinic and student design	-	-	-	35,282	35,282	-	35,282
Publication services	-	-	-	77,607	77,607	-	77,607
Professional fees	-	-	-	-	-	74,206	74,206
Board of directors	-	-	-	-	-	16,200	16,200
Rent	5,830	5,883	4,377	9,504	25,594	4,672	30,266
Building maintenance	3,198	3,227	2,401	5,213	14,039	2,563	16,602
Utilities	2,943	2,970	2,210	4,798	12,921	2,359	15,280
Insurance	-	-	-	-	-	7,731	7,731
Office expenses	9,055	9,138	6,799	14,761	39,753	7,257	47,010
Bank charges	-	-	-	-	-	30,508	30,508
Depreciation and amortization	12,572	12,686	9,439	20,493	55,190	10,075	65,265
Other	-	-	-	-	-	3,318	3,318
Total expenses	$ 259,568	$ 296,088	$ 212,444	$ 480,421	$ 1,248,521	$ 294,169	$ 1,542,690

Alpaca Owners Association, Inc. and Subsidiary

CONSOLIDATED STATEMENTS OF FUNCTIONAL EXPENSES

Years ended December 31, 2017

	Program Services						
	DNA Testing & Registration Services	National Show	Show System	Other AOA	Total Program Services	Management and General	Total
Wages and benefits	$ 117,324	$ 79,117	$ 76,987	$ 62,852	$ 336,280	$ 176,574	$ 512,854
DNA testing	162,027	-	-	-	162,027	-	162,027
Other member services	-	-	-	149,767	149,767	-	149,767
Member products	-	-	-	12,696	12,696	-	12,696
Conferences and fees	-	126,116	62,736	-	188,852	704	189,556
Board and lodging	-	41,093	-	-	41,093	-	41,093
Judges clinic and student design	-	-	-	14,101	14,101	-	14,101
Publication services	-	-	-	89,380	89,380	-	89,380
Professional fees	-	-	-	-	-	116,534	116,534
Board of directors	-	-	-	-	-	12,682	12,682
Rent	-	-	-	-	-	35,562	35,562
Building maintenance	-	-	-	-	-	9,167	9,167
Utilities	-	-	-	-	-	16,603	16,603
Insurance	-	-	-	-	-	11,232	11,232
Office expenses	-	-	-	-	-	51,690	51,690
Bank charges	-	-	-	-	-	37,474	37,474
Depreciation and amortization	-	-	-	-	-	88,607	88,607
Other	-	-	-	-	-	5,134	5,134
Total expenses	$ 279,351	$ 246,326	$ 139,723	$ 328,796	$ 994,196	$ 561,963	$ 1,556,159

Alpaca Owners Association, Inc. and Subsidiary

CONSOLIDATED STATEMENTS OF CASH FLOWS

Years ended December 31,

	2018	2017
Cash flows from operating activities		
Cash received from members	$ 1,490,709	$ 1,448,689
Cash paid to suppliers and employees	(1,493,268)	(1,505,025)
Miscellaneous services income	122,857	110,022
Investment income	15,085	6,672
Net cash provided by operating activities	135,383	60,358
Cash flows from investing activities		
Purchases of certificates of deposit	(144,012)	(671,943)
Proceeds from maturity or sale of certificates of deposit	250,000	650,000
Purchase of association software	(15,150)	(16,559)
Net cash provided (used) by investing activities	90,838	(38,502)
Net increase in cash and cash equivalents	226,221	21,856
Cash and cash equivalents at beginning of year	385,726	363,870
Cash and cash equivalents at end of year	$ 611,947	$ 385,726
Reconciliation of increase (decrease) in net assets to net cash provided by operating activities		
Increase (decrease) in net assets	$ 83,046	$ (2,508)
Adjustments to reconcile increase (decrease) in net assets to net cash provided by operating activities		
Depreciation	5,218	6,391
Amortization	60,047	82,216
(Increase) decrease in assets		
Receivables	2,915	11,732
Prepaid expenses	4,654	(20,209)
Deposits	3,490	-
Increase (decrease) in liabilities		
Accounts payable	(13,007)	(4,892)
Accrued payroll	2,035	833
Accrued vacation	(8,255)	-
Deferred revenue	(4,760)	(13,205)
Total adjustment to increase (decrease) in net assets	52,337	62,866
Net cash provided by operating activities	$ 135,383	$ 60,358

See accompanying notes to consolidated financial statements.

2019 AOA BUDGET
& ACTIVE AOA ACCOUNTS

INCOME TOTAL JAN-DEC '19

Registry Income	$574,176
National Conferences Income	$366,676
Show System Income	$126,491
Advertising Income	$208,625
Product Income	$59,965
Member Marketing Income	$17,295
Benefactor Income	$69,750
Student Design Income	$8,550
Membership Income	$130,656
Misc. Services Income	$36,505
NAFD Income	$5,691
Lead List Income	$840
Other Publication Income	$11,217
Interest Income	$3,895
Total Income	**$1,620,332**

EXPENSE TOTAL JAN-DEC '19

Registry Expense	$127,655
National Conferences Expense	$282,840
Judge Clinic	$21,500
Other Conference Expense	$3,445
Board Expense	$15,075
Awards & Gifts Expense	$1,260
Dues & Subscriptions	$725
Insurance Expense	$10,500
Corporate Fees Expense	$805
Alpacas Magazine Expense	$160,000
Accounting Fees	$12,000
Legal Fees	$24,000
Marketing & PR Expense	$52,000
Member Products	$24,625
Student Design	$11,195
AOG Expense	$8,000
Printing	$22,450
Mailing & Shipping	$26,850
Technology Services	$109,500
Employee Expense	$594,381
Misc. Office	$6,375
Office Supplies Expense	$6,850
Building Expense	$59,500
Bank Service Fees	$18,225
Equipment Expense	$6,450
Other Expenses	$64,904.58
Total Expense	**$1,606,206**

Net Ordinary Income $14,126

ACTIVE ACCOUNTS

UNITED STATES

Alabama	26
Alaska	4
Arizona	99
Arkansas	35
Armed Forces Pacific	1
California	423
Colorado	486
Connecticut	54
Delaware	19
District of Columbia	3
Florida	161
Georgia	113
Hawaii	5
Idaho	78
Illinois	172
Indiana	119
Iowa	65
Kansas	66
Kentucky	103
Louisiana	6
Maine	73
Maryland	99
Massachusetts	80
Michigan	225
Minnesota	121
Montana	52
Nebraska	84
Nevada	39
New Hampshire	64
New Jersey	110
New Mexico	74
New York	299
North Carolina	160
North Dakota	6
Ohio	435
Oklahoma	83
Oregon	269
Pennsylvania	358
Rhode Island	19
South Carolina	48
South Dakota	20
Tennessee	109
Texas	268
Utah	59
Vermont	72
Virginia	253
Washington	329
West Virginia	45
Wisconsin	151
Wyoming	42
Unknown	49

CANADA

Alberta	71
British Columbia	41
Manitoba	16
New Brunswick	8
Northwest Territories	1
Nova Scotia	3
Ontario	71
Prince Edward Island	3
Quebec	74
Saskatchewan	33

WORLDWIDE

Australia	9
Austria	2
Canada	321
Chile	1
Germany	7
Japan	8
Netherlands	1
Peru	3
South Africa	1
Sweden	1
Switzerland	1
United Kingdom	7
United States	6,286

EPD STATISTICS
2018

The 2018 EPD calculation included observations for at least one trait on 34,166 Huacaya and 7,936 Suri animals. The constructed pedigree for Huacaya included 71,316 animals and for Suri included 15,869 animals. These animals and their relationships formed the basis for the EPD calculations.

For an animal to receive an EPD, it must have been within 4 generations of an animal with an observation and have an accuracy greater than 0 for fiber diameter.

Read the producers report at www.AlpacaInfo.com/report for a complete analysis of the 2018 calculation.

- **69,408 Huacayas with EPDs,** with an increase of 9.4%
- **15,409 Suris with EPDs,** with an increase of 5.1%
- **31,245** Alpacas Marked Public
- **10,694** Accounts with EPDs
- **5,343** Accounts that have alpacas with trait data

ALPACA OWNERS GUIDE
2018

The AOG is printed once a year and is the only publication of its kind! Listings and advertising are only open to members of AOA. The AOG features educational articles along with a regional directory of alpaca farms and ranches. New in 2018 was a marketplace section for businesses.

2018 was a record breaking year with 47 ads sold, a 38% increase from 2017. Affiliate involvement increased exponentially with 14 affiliates placing ads. 426 farms chose to participate and have their farm information published in the directory, up from 416 farms.

Over 600 AOG's were mailed to leads, online sales went up 18%, and website readers were up 7%. A very good year for the *Alpaca Owners Guide*!

ALPACAS MAGAZINE
2018

For the first time since the merger, advertising was sold through the AOA office in 2018. Advertising revenue increased 3% in 2018, which is a positive trend over the decreasing ad revenue from the previous years.

Another big change in 2018 was Deb Hill retiring as the editor of *Alpacas Magazine* after the winter issue. AOA would like to thank Deb for her years of service to the magazine, and the many years she has spent providing education and guidance to the industry.

After an RFP process, Jared Johnston with Selle Design Group was chosen as the new editor of *Alpacas Magazine*. Jared has over 15 years of experience in the alpaca industry and is well known at industry events. We are very excited to be working with Jared! Thank you for continued support of the magazine, and we look forward to it getting better and better!

NATIONAL ALPACA FARM DAYS (NAFD) 2018

Another positive trend this year was that farms participating in NAFD increased in 2018. Website traffic to the NAFD website remains the same as previous years, and September continues to be the busiest month online.

Participating farms that contacted Cindy Berman Morrow for the free PR assistance increased this year to 17%, up from 11%. It is exciting to see more members take advantage of the benefits offered for NAFD registration. The new downloadable "Alpaca Etiquette" poster was a big hit this year with participating members.

NAFD takes place the last weekend in September, and will be held September 28-29 in 2019. Let's work for an even better NAFD weekend!

WEBSITE 2018

Our website receives a lot of traffic, both from the public and members. Our mobile users are increasing, currently 42%, up from 38% in 2017, with 50% of mobile users on the iPhone. Our login page remains the most visited page on our site, followed by the home page. Website traffic was up slightly over 2017 with 1,632,708 page views

Other interesting 2018 stats:

- **20,013,155 total web requests,** which is more than 1.6 million per month or almost 55,000 per day.
- **4,508 distinct users** logged into our site a total of 80,951 times, or almost 20 times per user.
- **10,499 orders were completed,** or an average of 875 orders per month

MEMBERSHIP BENEFITS 2018

2018 was a quiet year on the membership front. There weren't many changes, but the few changes there were have made a huge impact. Association level members started to receive their certificates by email. This copy is taken by all show superintendents and can be used for show entries. Another added benefit to all members was the number of days for a transfer was increased from 90 to 180.

A quick breakdown of the number of memberships: Registry level members increased by 8%, while association and show memberships decreased slightly. There were a record number of Silver benefactors, Gold increased by one and Platinum benefactors stayed steady in 2018.

- **1038** Registry Members
- **1158** Association Members
- **886** Show Members
- **30** Basic Marketing Packages
- **13** Advanced Marketing Packages
- **38** Silver Benefactor Packages
- **5** Gold Benefactor Packages
- **3** Platinum Benefactor Packages

AOA SHOW SYSTEM
2018

The 2018 show season was another successful and busy year for AOA with a total of 80 official competitions! A very strong fiber year with a total of 49 shows in fleece, walking fleece, cottage fleece, and auxiliary fiber categories. Halter competitions remained strong with 31 shows spanning from California to New York.

The show system expanded in 2018 to include a new show called the Novice Small Breeder Show. In tandem with this category, creating novice/small breeder classes within a regular full fleece halter show structure is currently being piloted. These shows/classes offer new and small breeders an opportunity to compete among their peers.

In September of 2018, Judges gathered for several days for a hands-on-fleece experience and collaboration. This fleece clinic offers Judges a time of calibration and discussion with their peers from around the world. Show Superintendents also gathered that same month for a weekend of intense training and debriefing. The show section of the AOA website was expanded to include information on all trained AOA Show Superintendents.

The AOA Show System office would like to thank the Judge Training and Certification (JTCC), Judges Advisory Committee (JAC), and the Show Rules Committee (SRC) for the tremendous amount of time and work they give to the AOA Show System! These committees are dedicated to researching judging practices used both internationally and in the US to ensure that the AOA Show System maintains the most accurate judging possible.

- **31** Halter Shows
- **13** Fleece Shows
- **18** Walking Fleece Shows
- **4** Cottage Fleece Shows
- **6** Spinoff Shows
- **2** Hand Spun Skein Shows
- **2** Mill Spun Skein Shows
- **4** Fiber Arts Shows

2018 NATIONAL SHOWS

The 2018 year was another great year for the National Halter and Fleece shows. We had a record number of entries at both shows.

The National Show was held in Peoria for the first time. The weekend was full of surprises: from a snowstorm on Saturday to a three time supreme champion winner. The people of Peoria were enthusiastic about alpacas, and they showed it by showing up in numbers. The Peoria Civic Center was the perfect size to showcase the four show rings; and the animals loved being in the same room as everyone else.

The National Fleece Show was held in conjunction with the Natural Fiber Extravaganza. This was the first year for the Natural Fiber Extravaganza, and it proved to be a winner with the alpaca industry and fiber enthusiasts from all over. Judging of the fleece show was finished by Saturday afternoon and the fleece room was ready to be opened for the Saturday evening Fleece Reveal and Social. All awards were handed out at the social, including the Student Design Competition. Eight student design competitors were present at the show, and all were awarded an award. Workshops, educational seminars, vendors, fashion shows, selfie booth and Alpaca Yoga filled in the rest of the weekend.

We are looking forward to two great national shows in 2019.



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