Board Meeting Agenda

Our Mission

We advance responsible alpaca ownership and breeding through our world-renowned registry, comprehensive education, leadership and vibrant member community. Through member and volunteer support, we build a community where we ensure the long-term sustainability and success of alpaca livestock for current and future generations.

Our Vision

To be the definitive livestock model and global leader advancing all aspects of alpaca ownership—from breeding and health to fleece utilization and business development—while growing a thriving community that champions the alpaca industry's future.

Board of Directors

Rhonda Deschner, Director
Gina Glasscock, Director
Brian Houchin, Director
Scott Miller, Director
Kristian Thordarson, Director
Jason Gill, Director
Tim Graber, Director
Michael Livingston, Director
Jay Penica, Director

Corporate Attorney: Sheri Visani **Executive Director :** Robin Gifford
Show System & Events Manager: Margie Ault

Meeting: Annual Board Planning Meeting - Monday, July 20, 2026 8:30 AM Eastern – Walnut Ridge Alpacas, Enola, PA

8:30 am **1.0 Meeting Opening | Houchin**
CTO: 8:51am Eastern
1.1 Welcome
1.2 Overview of the day
1.3 Icebreaker | Gifford

9:00 am **2.0 Consent Agenda | Houchin**
Motion to accept: Glasscock. Second: Deschner approved.
June minutes ratified, Executive 's Report, Dashboard
Committee reports NOT needing discussion or action.

9:20 am **3.0 Financials through Q2 | Gill**
Motion to accept: Penica. Second: Deschner. Approved
Document reference: June Financials, Year-to-date Financials, Executive Financial Summary

Board Meeting Agenda

9:35 am **4.0 Election of Officers | Houchin / President**

4.1 Election of President	Jay Penica
4.2 Election of Vice President	Gina Glasscock
4.3 Election of Secretary	Rhonda Deschner
4.4 Election of Treasurer	Jason Gill

10:00 am **5.0 Committee Liaison Appointments | President**

● Education Committee	Penica
● Fiber and Fiber Products Committee (FiberCom)	Gill
● Government and Industry Relations Committee (GIRCom)	Livingston
● Judge Training and Certification Committee (JTCC)	Houchin
● Judges Advisory Committee (JAC)	Miller
● Marketing Committee (MarCom)	Graber
● Membership Committee	Kristian
● Show Rules Committee (SRC)	Deschner
● Youth Committee	Glasscock
● **NAF Board Appointment - A good fundraiser!	Miller

10:15 am **6.0 AOA Board Member Legal Duties & Requirements | Visani**

Visani's presentation is tabled until the August meeting due to a family emergency.

- Legal responsibilities review - #1 responsibility of the board is fiduciary and strategic governance.
- Policy acknowledgments Board asking Visani to bring sample of NDA added to Code of Conduct and discuss pertinence against what's already signed. Goal: Need to be able to passionately disagree inside the confines of Board meetings.
- Any pending legal matters requiring board awareness

Concerns with color coat testing via AOA in Spain: 1. No lab contract. 2. Need for releases before sending results to board members. 3. Risk using the word "Interpret." Sheri wll speak more definitively on this in August.

10:45 am **BREAK (15 minutes)**

Board Meeting Agenda

11:00 am 7.0 Strategic Planning Framing | Gifford

An integrated review of where AOA stands — finances, membership, and registry together.

- **What's working:** non-dues revenue is producing (National Show auction, a new insurance sponsor at $10K, the standing Mazuri sponsor at $10K). The technology transition goes live for testing in August, with the new website built alongside. Net income is ahead of budget.
    - Tech will NOT go live in August. Still working through workflows and data integrity. New launch date: October.
- **The challenge:** membership is declining on two fronts. New-member acquisition has weakened — the pipeline is thinning — and the renewal rate has dropped well below what earlier figures assumed, so retention is now a live problem rather than a stable foundation. Registry income is down with industry contraction. AOA needs a strategy for both: bringing new members in, and holding the ones it has.
- **The question this raises for the planning sessions:** how AOA grows and holds its membership — and who it serves in doing both.

Detailed figures are in the pre-read packet.

We need to move the needle!

11:20 am 8.0 The Einstein Filter Article Discussion | Penica

- Most dangerous board = a board where everyone agrees
- The board needs to be clinically ruthless with data
- Must have an abundance mentality
- Seek truth. That means we might have to pivot in our thinking sometimes.

12:00 pm LUNCH (60 minutes)