



CAL-ILA Correspondence
Western Show Alliance

The following are copies of the email messages between Marilyn Milton and Barney McClung in response to the original flyer Mary Adams blasted to the CAL-ILA membership.

The original proposal is shown first below, with responses following..

6-21-2001

Subject: Proposing a cooperative effort to create a new venue to improve the future of llama shows

The Churchill County Fairgrounds in Fallon, NV, has been the location of the Llamas and More Show for the past several years. It is an ideal location because of its reasonable accessibility and low fee schedule. There is excellent stalling, extensive camping space and a great activities building with kitchen and nice rest rooms. The arena is covered.

Due to the failing economy making it difficult to attend numerous shows, it is proposed that the above organizations join together to host a multi dual-sanctioned show similar to the Celebration Classic which is held in Oklahoma City in April, only this show will include performance classes and additional fun events.

This type of show requires only two judges for halter and performance and a third if fiber classes are offered. The judges must be certified by both ALSA and ILR. This is how the show is organized:

HALTER

Exhibitors show in front of both judges at the same time. Class placings are awarded and ribbons given as they would be for an Open Show – gold and silver. This gives exhibitors the opportunity to see how they place within the whole group. It also saves the purchase of two complete sets of class ribbons. At this point, the score keepers divide the exhibitors into ALSA gold and silver and ILR gold and silver for class points and then assign them to their respective Championship rounds, where they are awarded ribbons and awards specific to their show divisions.

Results of the ALSA shows are reported to ALSA for points. ALSA points can also be reported to ILR for credit in their Universal Awards Program.

Results of the ILR shows are reported to ILR for the ILR-Show Division and the Universal Awards program.

PERFORMANCE

Exhibitors show in front of both judges at the same time – one time only. Class placings are awarded and ribbons given as they would be in an Open Show – gold and silver.

At this point the score keepers divide the exhibitors into ALSA gold and silver and ILR gold and silver for points and Championship awards.

PROPOSED SCHEDULE

Saturday AM-PM Walking Fiber/Fleece On
Saturday AM Halter Classes
Saturday PM Fun Events
Saturday PM Dinner



Sunday AM Halter

Sunday PM Performance *

- If the sign up for Performance classes is heavy, some Performance classes may be moved to Saturday.

GENERAL RULES

Each organization will have one member on the planning committee.

There will be a lottery to choose the judges: the names of each organization will be put into a hat. The first name to be drawn will choose the first halter judge. The second name to be drawn will choose the second halter judge, the third name to be drawn will choose the fiber judge. Those that did not get drawn will have first choice of judges for the following year.

COSTS

Costs are shared equally by the number of organizations participating. Costs include:

- Facility
Building @ \$180 per day (no charge for set up/tear down) = \$360
Grass areas for camping and RV parking @\$50 per day (Friday, Saturday, Sunday) = \$150
Stalls (16'X16' – panels – dirt floor – covered roof) @\$15 for first day, \$7 for consecutive days
Electrical (depends on level of use) generally runs under \$100
- Judges
Transportation costs vary due to location of origin. A single car rental will be involved. The Host Hotel has always complemented the judge's rooms in the past.
- Ribbons/Awards
Dan and Marilyn Milton will order, pick up and deliver ribbons and awards from their vendors in order to save shipping costs.

Committee members from each organization will decide on final class scheduling, fun events, vendors and show personnel. John Trauth will be the Show Superintendent, Marilyn Milton will be Show Secretary, Dan Milton will be the Announcer and Judy Johnson will be the Score Keeper and Recorder.

Although it will be optional as to what show divisions exhibitors wish to show in, the fee will be the same. Halter Class fee = \$40 (for a six way show)

Performance Class fee = \$80 for all three divisions (one class free). If only two divisions are entered the fee will be \$75.

Youth Class fee = \$30 for all three divisions (one class free). If only two divisions are entered the fee will be \$25.

Showmanship Class fee = \$20 for adults, \$10 for youth.

Walking Fiber/Fleece On fee = \$20

Stalling = \$30 for Friday/Saturday, \$10 for Sunday

Self Penning = \$5 per llama attending

RV = \$25 for the week-end (hook-ups available)

Dry Camping = \$10 for the week-end

All profits will be divided equally among the participating organizations.

PURPOSE

The purpose of this show is to provide a venue whereby people can come together for a show that presents multiple opportunities to gain awards and points for our llamas and have a great time while keeping expenses for travel, lodging, show fees and stalling fees at or below costs for attending a single show.

This show is financially a very low risk for the organizations involved. It will take a minimum of personnel to complete the event. It will give us the opportunity to work together to unify the industry and secure a future for showing our llamas



Western Show Alliance

We hope that you will be willing as BOD members of your respective organizations to participate in this cooperative effort to preserve showing and good will within the llama industry and that you will encourage your members to participate in every way that they can.

Members of the committee will work together to find further incentives to encourage participation and ensure the success and enjoyment that is our unified goal.

The suggested name for this new committee is the Western Cooperative Show Group or the Western Cooperative Show Alliance. The show could be called The Western Cooperative Show or Western Show Co-op.

Please take this proposal under consideration and let us know if you are willing to participate in this combined effort by July 15th.

Sincerely,
Marilyn and Dan Milton
On behalf of the Llamas and More Association

Responses Follow...

From: Barney McClung [<mailto:barney@napallama.com>]
Sent: Tuesday, June 21, 2011 1:04 PM
To: marilynmilton@charter.net
Cc: 'lora crawford'; llamaspn@castles.com; 'Mary Adams'; 'taahoal.com'; 'Ellen Goldsmith'; 'Yvonne Sumner'
Subject: Western Show Alliance

Dan & Marilyn,

Mary Adams shared with the CAL-ILA Board the proposal you have for combining efforts to host a dual ALSA/ILR show. I am NOT responding as a CAL-ILA Board Member, we have not had the opportunity to discuss your proposal, but I did have some comments I wanted to personally share and some questions.

I was supportive of previous efforts by CAL-ILA to partner with other groups to co-sponsor shows here in the West. It certainly makes sense. Most of the shows share the same volunteers and show management and we usually see the same exhibitors. The roadblocks seem to have been; who controls the money? and if we combined shows, are there fewer opportunities to exhibit and for the public to have contact with llamas and alpacas in a show setting?

Current ALSA Shows Scheduled for 2011 California & Nevada (No ILR shows found)

1. Feb LANA Hobo – Turlock, CA
2. Feb LASC Riverside County Fair – Indio, CA
3. Mar LASC March Magic – Lancaster, CA
4. May Llamas & More Show – Fallon, NV
5. May CAL-ILA Grass Valley – Grass Valley, CA
6. Jun LASC San Diego County Fair – Del Mar, CA
7. Jun LANA Round-Up – Turlock, CA
8. Jul CAL-ILA California State Fair – Sacramento, CA
9. Aug CAL-ILA Solano County Fair – Vallejo, CA
10. Aug CAL-ILA Hot August Nights Performance Show – Turlock, CA
11. Oct Llamas of the Wine Country Harvest Fair – Santa Rosa, CA



(see the attached map)

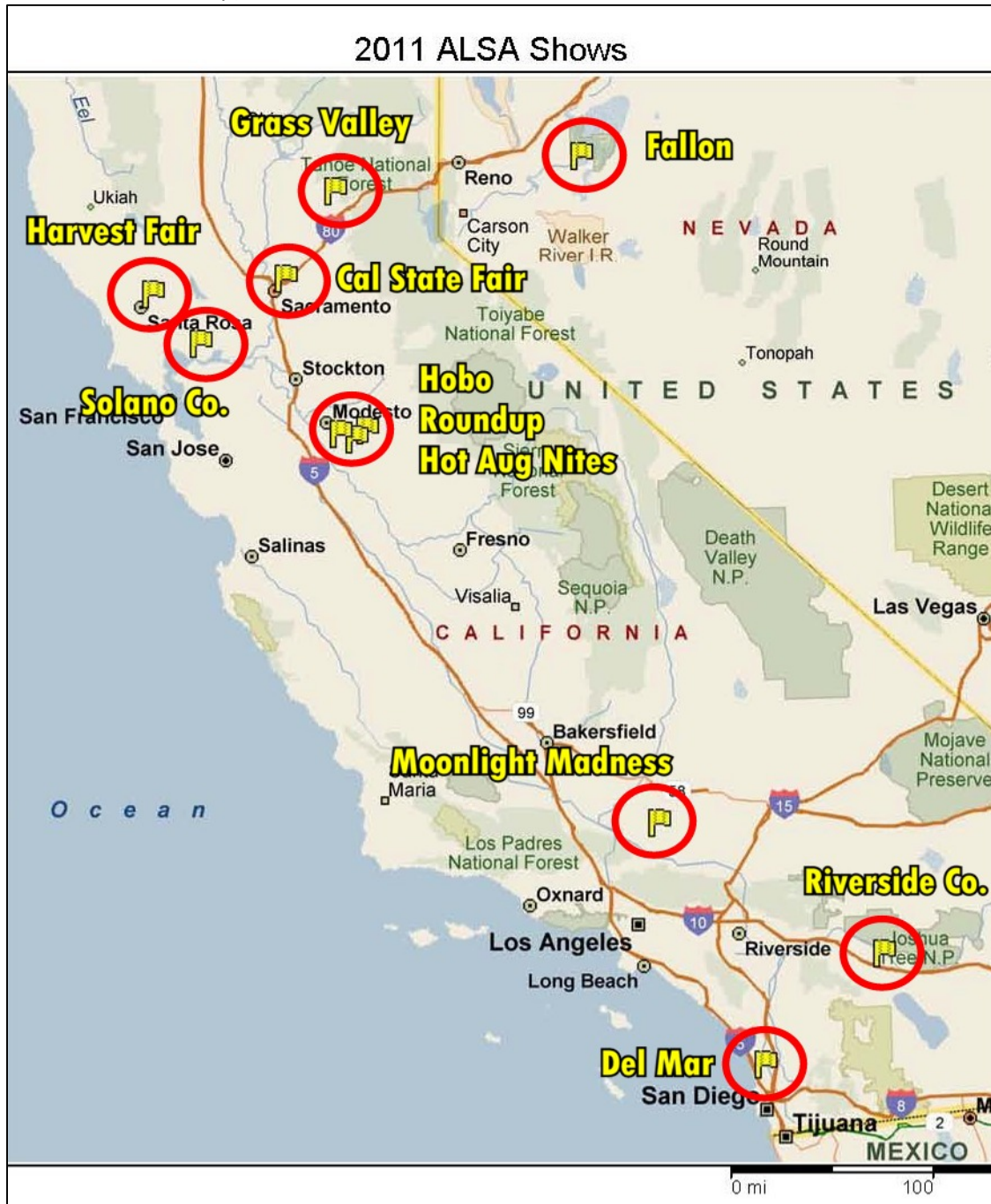


Fig. 1 Western Map

When I have done research for the low attendance at the California State Fair, most exhibitors say that they exhibit there for the Rosettes and the marketing value associated with a State Fair Champion or Blue Ribbon Winner. Folks not showing usually cite the heat or the crowds as a reason not to come (even though llamas and alpacas are exhibited back east in high temps and stifling humidity.) The County Fairs seem to attract the folks looking to capitalize on the marketing aspects of “County Fair Champion” as well. The other shows seem to have tried to provide a relatively inexpensive venue for llama and alpaca exhibitors interested in earning points as most of these are double or triple shows.



What I've heard is that it is too expensive to exhibit at all of the shows. I remember the CAL-ILA Board adding shows to address our members' concerns that there were not enough opportunities to earn ALSA points without traveling across the country. But now many of those members are no longer showing and at many of the shows exhibitors can earn double or triple points. Maybe the problem is we have too many shows. Frankly, with the big money investors having fled from the llama and alpaca markets, there are a limited number of owners interested in showing their animals. I would estimate that we have about 20 owners (and probably less) in California, Nevada and Southern Oregon interested in showing their llamas and alpacas. That is a small population to support five separate organizations with 11 or more shows a year.

It looks like consolidation is coming whether we like it or not. I tend to like to drive change rather than sit back and let change drive my actions. I think getting the various organizations to cooperate and co-sponsor a show is a good first step towards a new future for the camelid community.

I do have some questions that the flyer didn't address in enough detail for me.

Questions

1. Which show or shows are being replaced?
2. What are the proposed dates?
3. Who will be handling the money? Llamas & More Association? The Miltons? The Western Cooperative Show Alliance????
4. How will the show be marketed?
5. What are the costs for the show personnel?

Thanks,

Barney McClung
The Wool & Flax Llama Farm
707-812-8840

CAL-ILA Board Member

From: Marilyn Milton [<mailto:marilynmilton@charter.net>]
Sent: Tuesday, June 21, 2011 1:32 PM
To: 'Barney McClung'
Subject: RE: Western Show Alliance

Hi Barney,

Thanks for your reply. You brought up many interesting points. I have limit time right this second so just let me answer your questions and I will get back to you on the other things soon.

Replacing the shows would be up to the individual organizations who sponsor them. Llamas and more are replacing their show and handing it over to the new "group". The confirmed date is always the first week-end in May. Who handles the money is up to the "committee". Llamas and More Assoc. currently has some funds that they will be donating over to this show effort. The show will be marketed through



Western Show Alliance

each group to their membership and there will be several e-mail blasts to as many folks as we can each within a reasonable area. This will be strictly a volunteer effort. No paid show personnel except for the judges. We all need to learn to share the effort.

Must go. I will get back to you. Thanks again!

Marilyn

From: Marilyn Milton [<mailto:marilynmilton@charter.net>]

Sent: Monday, June 27, 2011 12:27 PM

To: 'Barney McClung'

Subject: RE: Western Show Alliance

Hi Barney,

Sorry I had to rush the other day and didn't get to all of your comments.

About having fewer venues for the public to have contact with the llamas. I would rather have fewer events that really show how interesting and how much fun llamas are that have a lot of events where there are one or two llamas in a class. Cal-ILA does a good job of promoting its show to the public but we need to have more "fun days", "fund raisers", parades and ranch-hosted fiber and activity-based events in order to promote to local folks who have acreage and don't know what to do with it.

Yes, we have too many shows that are not successful but cost just as much to attend. The more that you can offer folks at one event, the better, whether it is points, ribbons, marketing opportunities, service or just having a good time with the llamas. ALSA offers double points at Regionals and Triple at Nationals but, alas, there are no Regional shows in the Western Region due to politics. There are no ILR shows in the Southwest Region because organizations have chosen sides. This has caused a great division in the industry in more ways than one. It has cut in half the size of the shows and attendance is such that it is hard to achieve ROMs and Halter Championships due to poor attendance. Living in the Northwest Region, I have to show in Nevada or California to qualify for Nationals because there are no ALSA shows in my area due to the same syndrome and many of those have no full divisions – pathetic when it only requires 6. We have tried to re-introduce ALSA to the Pacific Northwest. The exhibitors are willing but ALSA keeps shooting us down. Don't even get me started on the Regional issues!

So, in a nut shell, because of economic times and general apathy and complacency among many llama owners, I am proposing a new way to get together and show, promote, and have fun with our llamas, and do it in a manner that we can share ideas and responsibility and at the same time foster a spirit of fellowship and good will and hope for a productive future for our llamas. There is no other location that I know of that we can afford to put on a show at so little cost and by sharing that financial burden it becomes a no-risk effort.

Who handles the money? Who cares, as long as it is done properly. I will be happy to handle the finances – I should anyway if I am the show secretary and all the entries come my way. One of the reasons I am presenting the proposal in this manner is that certain things are written in stone and certain things will be up to the committee. The groups are invited to participate but if they cannot agree



Western Show Alliance

to the basics of this proposal, then they should opt out. Keeping things simple always works best. Too much input and nothing is ever agreed upon.

I can tell you that the Celebration Classic is successful (291 llamas in 2010 and 220 in 2011) and it is just halter with four wool divisions. The Gathering had 300 llamas in attendance made up of mostly mid-westerners. So why can't this effort be successful for the Western Region?

It takes commitment from BODs and members alike to make these things happen. As I pointed out before, because of the structure of the show it will take very little personnel and the costs consist of facility, judges and awards only.

I hope that you will support this effort and promote it within and outside of your organization. When we told everyone at the Fallon Show about this proposal everyone seemed very excited about it.

The Llamas and More Association is closing its doors and donating the remainder of its treasury to support this effort.

Marilyn

6-27-2011

Marilyn,

I have forwarded your comments to the CAL-ILA BOD for discussion. We have a short meeting tomorrow night, but we are trying to limit discussion to the General Membership Meeting in Vacaville on July 9th (just around the corner!) so I don't know if we will have much of a chance to discuss it.

Personally, I think the West can only support 3-4 full shows a year. The tough part is having folks "let go" of "their" show so the Western Show Alliance can work. I don't think there are any easy answers to persuade everyone to jump on-board.

CAL-ILA was chartered to educate llama owners and the public. Shows are just an extension of that mission. Somehow over the years CAL-ILA has become known just for our shows (Grass Valley in the spring, Solano County Fair mid-summer, State Fair (was late summer, but now the end of July!), and the Hot August Nights Show). But we also have educational clinics almost every month! Those tend to be overlooked and may not get the attention needed by the Board because we are working on the shows. We have been trying to change the perception, but it's not changing very quickly.

I think that if CAL-ILA stops hosting shows it might help to assure that a Western Show Alliance would be successful. It would free up resources that could be better used for education activities of interest to the llama community. I think CAL-ILA could be a sponsoring member of the Alliance, but the specific details of how that would look will have to be worked out. But giving up an activity that CAL-ILA has been identified with may prove to be difficult.



Western Show Alliance

I think the industry has evolved and it's time for supporting organizations to evolve as well. When I first became involved in the llama community llama shows were more of a social event with a few core competitors really interested in the points. Most of us were more interested in the chance to visit with each other. The economy has weeded out those of us who would pay entry fees just to hob-nob with other llama owners. The serious competitors are now the majority and the shows need to evolve to meet their needs.

I think a dedicated Western Show Alliance will better meet the needs of the show community. Fewer shows, more points, better ribbons and banners, awards, and combined ALSA/ILR events will provide the competitive rewarding experience at a cost that's affordable. CAL-ILA, LANA, LOWC (Llamas of the Wine Country), LASC and the PLTA can each focus on the local educational and fun events while supporting the Western Show Alliance.

I applaud your efforts and think your ideas make real sense. However, I think there is some real political equity invested by each of the separate groups that will need to be worked through.

Barney McClung

Editor's Note: As you can see from the above messages, I support the idea of forming a show cooperative. But, I still have some questions and I believe that achieving a working group will be difficult because there are some many interests involve. Just because it may be hard and take some time is no reason not to pursue working together.

Now that you have read the original proposal, read Barney's questions and Marilyn's answers, please share your opinion with the board members. We need your input.

Thanks!

July 26, 2011