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Dear Presidents,

Welcome to 2011.

I trust that this year will see us continuing to work together, so that we can “grow the AAA membership.”

1. **FLOODS**

The recent floods and subsequent damage to property and lifestyles in 3 of our States has certainly been a shock to us all. The aftermath and clean up will continue for many weeks to come. We can only hope that all of our alpaca members in Queensland, Northern New South Wales and now Victoria will be able to sustain their energy levels until all is back to some semblance of normality. Our support and thoughts continue to be with those fellow members who have been affected.

2. **BOARD MEETING**

The next meeting will be held on the weekend of 12th /13th Feb. If you have any regional items you would like addressed, please contact your Board liaise Director as soon as possible. I shall report Meeting outcomes to you at the end of February.

3. **SHOWS**

Many Regions are beginning to prepare for the Show season and I wish you well in all of those endeavours.

I was recently advised that this year’s Sydney Royal will see some new innovations. A section of the HORDEN Pavilion will be dedicated to showcasing our industry with a focus to present the AAA as a maturing industry and one that is a genuine option for land owners. The display will be open to the public from 14th - 17th April.

The aim of the organizing group is to make the pavilion unexpected, different and leave visitors with a positive memory of our industry.

Sponsored sites are available, as are display only sites and all interested parties are invited for further information, to contact key organizers:

Janie Hicks on 02 4878 5266, mobile 0419 995 553 or Ian Frith on 02 4464 1728.

If your Region or any member within your Region can assist in any way, I am sure Janie or Ian would love to hear from you.

4. **SHOWING and JUDGING**

The S&J panel met recently and forward the following information on to you.

- The starting point for our judge allocations is based on the number of alpaca entries in a show. The levels are as follows

Show Level	Approx number of alpacas required
Level One	200+
Level Two	120 - 200
Level Three	Up to 120

This information will be placed on the AAA Website in due course. Could you in the meantime please pass this information on to your respective Show Committees. Thank you.

- Grey /Roan /Fancy definitions. Feedback on proposed definitions is currently being sought. Once that has been collated it is the intention of the S&J to:

Communicate any revised changes to all members, but in particular to all judges, show convenors, Regional Secretaries/Presidents.

Develop for stewards and convenors an easy-to-follow laminated pictorial swatch of information on greys/roans for practical use when stewarding at shows.

5. NATIONAL ALPACA WEEK 2011

The Industry Promotion Panel is intending to have a CD in the hands of the Regions by early February. This CD will have suggested press releases, adverts for use in local news Media, photographs to send to the media or use on your members advertising flyers, and information required to enable open farms and events to be placed on the AAA website.

The National Office has requested information regarding the stocks you are holding of promotional material by the requested date of 31st January and we also hope to have an order form included on the CD. We should like to remind Presidents that there is possibly a reasonable amount of unused promotional information held on the properties of members who have opened for the last two NAW promotions and we would like to see all outstanding material used up as most of the brochures need to be revamped to bring them up to date.

6. AAA MAGAZINE

The current edition was at the Printers when the floods struck. Some were able to be salvaged and those will be sent to some members this week. The copies that were damaged will of course be reprinted. The expected mail out date for the reprinted copies is expected to be the 8th February. The situation as you can appreciate is out of our control at this point.

Please do not hesitate to contact us if you would like further clarification on any matter. Best wishes for a successful 2011 in your Region.

Regards,



Jennifer McAuliffe
On behalf of the AAA Board of Directors
President

24th January 2011