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January 21, 2010

Suri Network Member,

As you may have heard the Suri Network is embarking on an advertising campaign using print media, specifically USA Today. The effort has two goals. First, to increase the awareness and visibility of the Suri alpaca on a national basis, and second, to promote member farms through a lead program tied to PurelySuri Magazine that will be administered by the Suri Network. Our effort will be small in the beginning and with success will grow over time. Here's our plan in outline format:

- A. We have designed a print advertisement that within the media world is referred to as a "strip ad." This ad is relatively thin (a few inches), horizontal and is placed at the bottom of a page in the paper. If you have not seen these ads before, pick up a copy of USA Today and you'll see many "strip ads" used throughout the four sections of the newspaper. By the way, USA Today is the largest paper in the U.S. It has a daily circulation of over 3 million readers and demographics that fit very well with our marketing strategy.
- B. We are targeting the first ad for early April to coincide with the spring show season and the normal alpaca excitement that exists as we move from winter to the warmer seasons.
- C. The ad will promote Suri alpacas and is designed to entice the reader to explore our industry by searching the Suri Network website or contacting SN by phone. Website would be best. By the way, the Suri Network website is being updated with a new look and enhancements which will benefit us all. Release date is scheduled for the month of April.
- D. The incoming SN website hits will be administered by the SN staff. Inquirer name, mailing address, etc will be collected and logged into a database specific to the USA Today initiative.
- E. The next step is the sending of the fulfillment piece to the interested party. This will be sent by mail. The contents will be PurelySuri magazine. (This will dramatically increase the circulation of PurelySuri magazine. Those of you who currently use the magazine as a way to promote your farm can look forward to many more readers in the future.) We will also include other items to further enhance the interest in Suri alpacas. The fulfillment mailing will further increase the interest level of the individual and hopefully lead to farm contacts and eventually viable prospects.
- F. The database that is being created due to website hits/interest will be used as a lead database. These leads will be distributed to members of the SN who participate in the USA Today lead program. The cost of the leads will be .21 cents and the lead program will work in the same manner as the current SN lead program. The administration will be provided by the SN office and lead distribution will be 100% transparent with information updated on the SN website.

*Suri Alpaca*  
*Rarest of Breeds – Ultimate Natural Fiber*

How do you participate?

First and foremost this is a level playing field opportunity. Participation is on an equal basis with all breeders benefiting in the exact same manner. The SN will pay for the first ad with fund raising beginning in January for future ads. We need the collective support of the entire membership for our advertising effort to be successful. The mechanism for raising money will be called the “IPHAY” program. This effort is modeled after a successful alumni program developed by one of our countries largest universities. IPHAY stands for “I Pay Hundred A Year.” You’re correct, we are asking the entire membership of the SN to initially pay \$100 to help fund the USA Today advertising program and be a part of the “IPHAY” program. With 500 members paying \$100 the total donated will be \$50,000. The SN will add another \$25,000 for a total of \$75,000 which will give us a budget that will pay for 4 advertisements. If successful and lead generation is working and clients/relationships are being developed, we believe our effort will begin to snowball.

As your board we understand budgets are tight but this is not the time to fade away. With the economy improving, liquidity becoming more available, and people feeling better about the future, this is the time to wave the SURI ALPACA flag. A national advertising campaign which benefits all participating breeders could jumpstart our industry and be the catalyst to bigger things. We respectfully request your consideration and participation in this exciting program. Be on the lookout for more information in the upcoming weeks including a draft of the advertisement and registration materials.

In the meantime if you should have any questions please contact the SN office at 970/586-5876 or [office@surinetwork.org](mailto:office@surinetwork.org).

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