



## Suri Network Board of Trustees:

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## Alpaca – Rarest of Breeds, Ultimate Natural Fiber

### 2011 SUMMER SYMPOSIUM

by Jack Hanna, Board Liaison ←

We are excited about the upcoming symposium in Chicago. A few facts: Chicago is the third largest city in the U.S. with a population of nearly three million people. Chicago has bears, black hawks, bulls, cubs and white sox to name a few. It is famous for the Chicago Board of Trade, McCormick Place, Willis Tower (Sears), Grant Park, the Chicago River which turns green St. Patrick's day and to top it off Chicago now has the 2011 Suri Network Summer Symposium, OMG!

We expect this year's event to be the largest ever. Our theme is "Setting the Stage for Advancement." The agenda is packed full of quality sessions. Our portfolio of speakers is outstanding. The topics are extremely relevant. The location is very accessible,

and Suri breeders are a great group of people. You will learn about herd health and well being, suri fiber/textiles, our new S.H.I.P. including Suri classification and EPD's, an update from Alpaca United, our youth program, breeding thoughts and ideas, how to use social networking to your advantage, the marketing of Suri products, and a host of other important aspects of the Suri industry.

The total agenda is below for your review. Registration is now available at the Suri Network website [www.surinetwork.org](http://www.surinetwork.org). This is our premier event of the year and not to be missed. We look forward to your participation.

#### — THURSDAY, AUGUST 4<sup>th</sup> —

|   |  |
|---|--|
| 8:00 am – 5:00 pm                                       | Registration   |
| 8:00 am – 5:00 pm                                       | Fleece Show Check-In   |
| <u>Full Day Pre-Conference Clinics (lunch provided)</u> |  |
| 8:30 am – 4:00 pm                                       | Parasitology Clinic with Fecal Analysis Lab – Dr. Pam Walker   |
| 8:30 am – 11:30 am                                      | Neo Natal Lecture – Dr. Toni Cotton  |
| 8:30 am – 11:30 am                                      | Suri Textiles 101 (Understanding manufacturing of Suri yarns & textiles) – Gwen Perkins & Suzette McHugh from Gaston College |
| 1:00 pm – 4:00 pm                                       | Understanding Suri Fleece & Fiber – Donna Rudd & Product Dev. Cmte.  |
| 11:30 am – 12:30 pm                                     | Lunch for clinic attendees   |
| 12:30 am – 4:00 pm                                      | Neo Natal Lab – Dr. Toni Cotton  |
| <u>Workshop (Included with conference registration)</u> |  |
| 1:30 pm – 5:00 pm                                       | Herd Classification – Hands on with Suri alpacas w/Susan Tellez and Dick Walker at Leraso Farm.                              |
| 5:00 pm   | Social and BBQ at Leraso Farm  |

#### — FRIDAY, AUGUST 5<sup>th</sup> —

|               |  |
|---------------|--|
| 7:15 – 8:30   | Breakfast  |
| 8:30 – 9:00   | Welcome, Annual Meeting & Intro new Board members                                      |
| 9:00 – 10:30  | What's New in Alpaca Medicine & Reproduction – Dr. Ahmed Tibary                        |
| 10:30 – 10:45 | Break  |
| 10:45 – 11:15 | Suri Network Product Development Cmte. Update  |
| 11:15 – 12:00 | Suri Network's Textile Project: Turning Suri Top into Fabric in the USA – Gwen Perkins |



|              |  |
|--------------|--|
| 12:00 – 1:00 | Lunch                                  |
| 1:00 – 1:30  | Alpaca United – Nick Hahn              |
| 1:30 – 2:30  | EPD / Genetics – Dr. Clint Schwab      |
| 2:30 – 2:45  | Break                                  |
| 2:45 – 3:45  | Breeding Strategies Q&A – Brett Kaysen |
| 3:45 – 4:30  | Board of Directors – Open Discussion   |
| 5:00 – 6:00  | Social Hour (Cash Bar)                 |
|              | Dinner/Evening on your own             |

## — SATURDAY, AUGUST 6<sup>th</sup> —

|               |  |
|---------------|--|
| 7:15 – 8:30   | Breakfast  |
| 8:30 – 9:30   | Social Network Marketing – Breedworks  |
| 9:30 – 10:15  | Marketing Suri Products – Panel (4 Participants)   |
| 10:15 – 10:30 | Break  |
| 10:30 – 12:00 | Juan Pablo – University of Madrid  |
| 12:00 – 1:00  | Lunch  |
| 1:00 – 1:30   | Youth Program/4H – Joyce White   |
| 1:30 – 2:30   | Suri Herd Improvement Program (SHIP) – Dick Walker & Susan Tellez<br>Moderated by Dr. Brett Kaysen |
| 2:30 – 2:45   | Break  |
| 2:45 – 3:45   | Top 10 Most Common Problems in Camelids –<br>Pam Walker  |
| 3:45 – 5:00   | Fleece Show Awards   |
| 5:00 – 6:00   | Social Time  |
| 6:00 –        | Herd sire Fund Raiser and Live Auction   |



### *Here are some of the exciting line up of speakers and educational clinics:*



**Ahmed Tibary, DVM, PhD, Diplomate ACT**, is a professor at Washington State University Veterinary Medicine. His research interest include large animal reproduction, bovine, Camelid and Equine. His topic will be "What's New in Alpaca Medicine and Reproduction."

**Dr. Juan P Gutiérrez, DVM**, graduated from the UCM (Complutense University of Madrid) in Spain at the School of Veterinary Medicine in 1987, completed post-graduate at the same University in 1991, and is also an engineer in computers from the UNED (National University of Distance Education) in Spain, with a Specialist Degree in Animal Breeding in 1989. He is currently a Full Professor at the Department of Animal Production at the UCM.



**Clint Schwab, PhD** is Director of Genetic & Technical Services at the National Swine Registry. He earned his bachelor's degree in animal science from Colorado State University and Master's and Doctorate degrees in Animal Breeding and Genetics from Iowa State University.





**NEW 2011 Clinic:** Suri Textiles 101, Understanding Manufacturing of Suri Yarns & Textiles. This is a 1/2 day morning clinic taught by **Gwen Perkins & Suzette McHugh**. Gwen Perkins is past director of Gaston College's Textile Technology Center and currently manages the new Echoview Fiber Mill located in Weaverville, NC. Suzette McHugh is currently on staff at Gaston College Textile Technology Center.

**Gwen Perkins** will also have a symposium presentation on Suri Network's Textile Project: Turning Suri Top into Suri Fabric in the USA.

**Pamela G. Walker, DVM, MS, Diplomate ACVIM-LA.** Dr. Walker's Parasitology Clinic will be held all day on Thursday. This clinic includes a hands on lab. For more information about Dr. Walker, click here. Dr. Walker will also speak at the symposium on the Top 10 Most Common Problems in Camelids.



**Toni A Cotton, DVM** will present her all day Neo Natal Clinic. This clinic is divided into a morning lecture clinic and then an afternoon hands on lab. You may sign up for either one or both.



**NEW 2011 Clinic:** Understanding Suri Fleece & Fiber. This is a 1/2 day afternoon Thursday clinic. This clinic will be presented by Donna Rudd of the Product Development Committee. The focus will be on how genetics, herd management, shearing and sorting relate to the types and quality of Suri end products.



Suri Herd Classification Clinic by Susan Tellez and Dick Walker will be held Thursday afternoon at Leraso Farm Alpacas. Coach bus transportation will be provided to the farm for a cost of \$10.

The Symposium will also have the following presentations: Updates on Alpaca United by Nick Hahn; Breeding Strategies Q&A by Brett Kaysen; SNPDC updates; Suri Network Herd Improvement Program (SHIP) by Dick Walker & Susan Tellez; Youth Program by Joyce White; Social Network Marketing by Breedworks; Marketing Suri Products - a panel discussion; and an open discussion with the Board of Trustees.

2011 Show registration and Symposium forms are now ready and available on the Suri Network website. **NEW! this year is a Photo Contest - check it out!**

## — WHERE TO STAY —



Hello Chicago! In 2011 our annual summer event will be held in the great state of Illinois. Estes Park, Colorado has been a wonderful host location for several years but we thought a change in venue might be appropriate. The board of directors discussed multiple locations and after polling our membership (70% voted for the windy city) we decided Chicago would be an excellent fit. Our host will be the “Renaissance Chicago O’Hare Suites Hotel.” <http://www.marriott.com/hotels/travel/chibr-renaissance-chicago-ohare-suites-hotel/>. Ask for the “Suri Network” block of rooms for a rate of only \$89.00 plus tax.

This all suite property offers excellent accommodations. Free pickup and return shuttle service from O’Hare (3 miles). The availability of terrific meeting facilities and a staff that is experienced in dealing with large meeting groups were important in our selection. Because of the ease of air travel in and out of O’Hare, plus the fact that a large percentage of U.S. Suri breeders are within driving distance we feel that the Suri Symposium 2011 could be the largest ever.



## — ADVERTISING & SPONSORSHIP OPPORTUNITIES —

- A. **Business Card Ad on Notebook Tab** ..... \$50.00
- B. **Bag Stuffer Piece** ..... \$75.00
- C. **Suri Fleece Show & Symposium Sponsorship** ..... \$250.00  
**Includes A & B Above and web site recognition with link, recognition in Suri Network News, Symposium Conference Notebook, and on Name badge.**

**D. Meal Sponsor** (cost per farm; more than one farm may sponsor a day's meal events):

1. \$450 sponsorship for Friday's meals.
2. \$550 sponsorship for Saturday's meals.

These special sponsorships include the general sponsorship benefits of a business card ad in the symposium notebook, a symposium bag stuffer piece, and general sponsorship recognition. In addition, these special meal sponsorships will include:

- a. Recognition card on each table.
- b. Special thank you signage for the day.
- c. Recognition in the symposium notebook, Suri Network News, Suri Network web site, and introduction at that day's events.
- d. AND, if you wish, an opportunity for you to place a handout at each place setting (business card, pen, flier, etc. handouts supplied by you).

## — SURI NETWORK'S "ENTER & WIN" \$100 BONUS —

Enter the Suri Network All Suri Fleece Show 2011 and earn one or more of the following:

- Suri Network News and web site recognition for 1st, 2nd & 3rd places
- Suri Network News recognition for Color Champions and Reserve Championship.
- Name badge recognition for attendees with fleece entries.
- All First Timers in the fleece show receive a special gift.
- For each set of five (5) fleeces, spin-offs, or Fiber Arts/Skein entered by a single farm, RECEIVE a coupon worth \$100 towards your next PurelySuri™ Magazine advertisement.

## COACH BUS TRANSPORTATION TO LERASO FARM

For those attending the Thursday Classification Clinic and/or BBQ at Leraso Farm Alpacas, Coach Bus Transportation will be provided at cost of \$10 per person. First bus will depart for the Classification Clinic at approximately 12:30 and return departure after the BBQ at approximately 8:00pm. The second bus will depart at approximately 4:30pm for the BBQ and return departure at approximately 8:00pm.

If you choose to take advantage of the Coach Bus, Check off on the registration form, which bus time you will be using and add in the appropriate payment of \$10 per person round trip.



# FREE, SURI ONLY MARKETING WEBSITE WITH PERSONAL STOREFRONT

by Linda Kondris

## JOIN THE SURI SOURCE NEW ~ Suri Network Membership Marketing Benefit

The Suri Network website has been expanded to include complete sales and farm information for each of our members. You may display all your Suris for sale, herdsires, foundation girls, as well as products and services, offered by your Suri farm along with your own personal on-line storefront. SuriNetwork.org will be advertised as the one stop shopping site for all things Suri! The Suri Source.

Your Suri Network Board of Directors studied presentations by both Openherd and Alpaca Nation as we investigated the expansion of the Suri Network web site with a focus on making an on-line store available to our members at no cost. Remember the survey we sent out recently? The response was very positive concerning the need for an on-line storefront, but also spoke strongly for this to be low or no cost to members. We listened, and feel we have made the best choice for all Suri Network members by offering a free personalized storefront with PayPal checkout along with complete sales and farm information using the Openherd platform.

Here's how it works. You must be a free Openherd member and a paid Suri Network member. What you load easily at Openherd.com is automatically synchronized to the Suri Network website and your own personal home website. Edit in one place and display at all three sites: Suri Network, Openherd and your personal website. All at no cost to Suri Network members. Your free personal storefront will appear at both the Suri Network site and your personal website. If you choose, you will need to increase your membership at Openherd to display your storefront there as well.

***To kick off the new Suri Source program we are offering a one time, \$50, 6 month June - December, Suri Network membership to Suri breeders who are not currently Suri Network members.*** This is a great opportunity for you to sponsor your clients with a 6 month Suri Network membership for just \$50 introducing them to the many benefits of joining the Suri Network.

We appreciate your feedback regarding the new Suri Source partnership between Openherd and the Suri Network and welcome comments at, office@suri-network.org.



*The Suri Network is pleased to bring its members this new marketing benefit in partnership with Openherd.com.*



- Tired of being just one more alpaca farm among thousands?
- Display your Suri farm and sales information at SuriNetwork.org.
- Increased marketing exposure focused exclusively on Suri alpacas and products.
- Add your Suri products to the Suri Network on-line Store using PayPal checkout.
- Individual storefronts for each Suri Network member farm.
- **NO COST** to Suri Network members.
- Edit in one place, free at Openherd.com, update your Suri Network site and your personal website with Suri sales, products and services.
- Exclusive Openherd Multipage™ allows you to add web pages, blogs and articles to draw visitors and increase your farm's search engine results.



*All you need to get started is a free Openherd.com farm membership, [www.openherd.com/join](http://www.openherd.com/join) and membership in the Suri Network, [www.suri-network.org](http://www.suri-network.org).*



It has been a very busy spring for the Suri Network Product Development Committee (SNPDC). We are busy promoting visibility for Suri fiber, researching and sharing Suri fiber characteristics and best uses, learning about the specific qualities involved with Suri fiber processing, evaluating the current market environment in the cottage and commercial arenas, and in general, all issues that help lead to a highly valued, luxurious Suri end product.

Our scope covers everything from fiber production on the alpaca to the highest and best use of all grades of Suri fiber. The majority of our efforts have been focused on gaining a better understanding of issues for the Suri fiber industry and our members; developing value added education materials for farms and the public and seminars that will help Suri farms be more productive and manage their fiber clip to optimize the value; identify fiber process barriers and opportunities, and identify and develop markets for end products.

Since the first of the year we have launched our first SNPDC Newsletter, initiated a collaborative effort with Gaston College in North Carolina to process 20 lbs of quality Suri top into woven fabric using a variety of twists and patterns to see which is the most accommodating to Suri fiber, continued planning and refining the Suri presence and demos at festivals, and continued the specially designed Suri educational seminars across the nation. We are counting on our members to host seminars in their areas so that we can bring the wealth of knowledge and materials that have been developed to help you gain a better return on your fiber investment. Please contact Donna Rudd for scheduling and details at donna.rudd070@gmail.com.

We have sent out a new member survey and are currently working on compiling the results for a report of the

findings back to the members. We have also sent a survey to the majority of North American mills to gain some insight on their experience and processing of Suri fiber. We have added a “one page” quick reference version of the Code of Harvest to our educational offerings on shearing. It is shearing time again and we know the quality of fiber processing begins with the clip, so we encourage everyone to refresh themselves and their shearers with the Code of Harvest process especially designed for optimizing the value of your Suri clip. With all of the new branding and marketing taking place for alpaca on a global perspective, we want to make sure we have volumes of quality Suri fiber being processed that can encourage the use of Suri by designers and commercial processors and increase the value of the fiber to you, the producers. You can do it!!!

We have several challenges in moving the Suri fiber industry forward and we are at the cusp of a new, major transformation...the evolution from our current cottage industry status, to being a recognized and competitive fiber industry in the high end commercial market. The opportunity is there, we just need to focus our efforts with the end goal in sight!

The SNPDC has lost two of the founding members of the committee in the past year, Liz Vahlkamp and Christine Perala Gardiner, whom are both off pursuing various aspects of the Suri industry. We thank them heartily for their service and passion for the progress of the Suri industry and wish them well in their new endeavors. Because of the openings we have on the committee, we are initiating an application process for filling 3 seats. We are seeking those individuals who have a passion around moving the Suri product industry forward. As you can see from some of the above mentioned projects, we are in need of a diversity of skills, so don't dismiss the opportunity.

The application is available and can be downloaded from the SN website at <http://surinetwork.org/pages/SNPDC/CommitteeMembershipApplication.pdf>. Please give it some serious consideration and see if you would be interested in volunteering your valuable time. Our SN members are the lifeblood of our industry! We need your energy, ideas and passion to keep us moving forward!

We will be accepting applications through the end of May. The SNDC will review the applicants and make a recommendation for appointment to the Board by mid June. If you are interested in participating in some manner but don't want to commit to being on the committee, let us know that as well as we hope to initiate some sub-committees that have a specific project focus over this next year.

#### Parting thoughts:

- 1.) Use the Code of Harvest process to optimize the value of your clip!
- 2.) Commit to hosting a seminar—get a time scheduled and DO IT!
- 3.) Consider applying for a seat on the Committee!
- 4.) Attend the Suri Symposium in August for fiber related seminars and the results of the Gaston College Suri Top Project results!

You can find the Code of Harvest (the full code and one-page summary), the committee application form, and contact information for the members of the SNPDC on the SN website under the Product Development Committee tab!

Wishing you a Happy Spring from the SNPDC!

*Kathy Gilliland,*  
SNPDC Chair





# SURI NETWORK SUMMER SYMPOSIUM & ALL SURI FLEECE SHOW

## AUGUST 4-6, 2011, CHICAGO, ILLINOIS

### EMAIL, MAIL OR FAX TO REGISTER

P.O. Box 1984 • 1140-A Manford Avenue (for UPS or FedX only) • Estes Park, CO 80517  
 Phone: 970-586-5876 • Fax: 970-586-6685 • office@SuriNetwork.org • www.SuriNetwork.org

|   | Clinic<br>1              | Clinic<br>2a             | Clinic<br>2b             | Clinic<br>2c             | Clinic<br>3              | Clinic<br>4              | Classification<br>Workshop |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------|
| Name #1 (as it is to appear on your Badge): _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   |
| Name #2 (as it is to appear on your Badge): _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   |
| Name #3 (as it is to appear on your Badge): _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   |
| Name #4 (as it is to appear on your Badge): _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   |
| Farm Name (as it is to appear on your Badge): _____ |                          |                          |                          |                          |                          |                          |                            |
| Address: _____                                      |                          |                          |                          |                          |                          |                          |                            |
| City: _____ State: _____ Zip Code: _____            |                          |                          |                          |                          |                          |                          |                            |
| Phone: _____ Fax: _____ Email: _____                |                          |                          |                          |                          |                          |                          |                            |

**Registration Fee includes ALL SEMINARS, including Thursday afternoon Classification Workshop & BBQ  
 (Other Thursday Pre-Conference Clinics are an additional charge and must be reserved in advance),  
 Friday and Saturday Breakfast and Lunch, Saturday Social Evening and Live Auction.**

|   | <u>Member</u> | <u>Non-Member</u> |                |
|---|---------------|-------------------|----------------|
| Early Bird Registration (per person) - Must be postmarked by July 20, 2011.....                             | \$265.00      | \$290.00          | \$ _____       |
| Postmarked after July 20, 2011 Registration (per person) .....  | \$290.00      | \$315.00          | \$ _____       |
| “Special” Veterinarian Registration .....   | \$200.00      | \$225.00          | \$ _____       |
| On-Site Registration (per person) .....   | \$315.00      | \$340.00          | \$ _____       |
| “NEW” Friday Only .....   | \$150.00      | \$165.00          | \$ _____       |
| “NEW” Saturday Only.....  | \$150.00      | \$165.00          | \$ _____       |
| <b>THURSDAY PRE-CONFERENCE CLINICS:</b>   |               |                   |                |
| (1) Parasitology Clinic w/Dr. Pam Walker (limit 25 in clinic) .....   | \$250.00      | \$260.00          | \$ _____       |
| (2a) Neo-Natal Morning Lecture only w/Dr. Toni Cotton<br>(max 2 people per farm; limit 40 in lecture) ..... | \$125.00      | \$135.00          | \$ _____       |
| (2b) Neo-Natal Lab only w/Dr. Toni Cotton<br>(max 2 people per farm; limit 20).....                         | \$125.00      | \$135.00          | \$ _____       |
| (2c) Neo-Natal Full Day Lecture & Lab w/Dr. Toni Cotton<br>(max 2 people per farm; limit 20).....           | \$250.00      | \$260.00          | \$ _____       |
| (3) Suri Textiles 101 w/Gwen Perkins & Suzette McHugh from Gaston College .....                             | \$125.00      | \$135.00          | \$ _____       |
| (4) Understanding Suri Fleece & Fiber w/Donna Rudd & SNPDC .....  | \$75.00       | \$85.00           | \$ _____       |
| (*) Classification Workshop (included with Registration but count needed for attendance) ..                 | \$0.00        | \$0.00            | \$ <u>0.00</u> |
| Coach Bus Transportation to Leraso Farm.....  | \$10.00       | \$10.00           | \$ _____       |
| Vendor Space (you must be registered; includes 1 skirted table & 2 chairs).....                             | \$100.00      |                   | \$ _____       |
| Additional Vendor Table.....  | \$ 40.00      |                   | \$ _____       |
| Business Card Ad in Symposium Notebook .....  | \$ 50.00      |                   | \$ _____       |
| Bag Stuffer Piece (must be received at Host Hotel no later than August 1) .....                             | \$ 75.00      |                   | \$ _____       |
| Sponsorship & Advertising Opportunity .....   | \$250.00      |                   | \$ _____       |
| Meal Sponsor (circle sponsorship) Friday (\$450) Saturday (\$550) .....                                     |               |                   | \$ _____       |
| <b>Registration Fee Total (U.S. Dollars): .....</b>   |               |                   | \$ _____       |

### PAYMENT INFORMATION

Enclosed is:  Check  Visa  MC  AMEX  Discover  Please check here if you require a vegetarian meal or have special needs

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card: \_\_\_\_\_ CVV (Security Code) \_\_\_\_\_

Address for credit card if different from above: \_\_\_\_\_

Cancellation/Refund Policy: \$25.00 per person/max \$50.00 per farm cancellation fee if cancellation made prior to July 20, 2011. No refunds after July 20, 2011.