



LANA NEWS



Llama Association of North America
Fall Edition 2022



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PRESIDENT'S MESSAGE

Hello Llama Friends!

I hope you all had a wonderful summer.

Be sure to mark your calendars and save the dates January 27 - 29, 2023, for LANA's Hobo Classic. Margaret Drew will be our judge for this fun weekend. LANA's annual membership meeting will be held Saturday evening, January 28th, after dinner at the Merced County Fairgrounds.

Do you have ideas that could be of value to LANA? Want to volunteer to wonderful organization? Then LANA wants you. There are two Board of Director positions open for 2023, Terms are for three years. Candidate statements are due by November 30th. Please send them to Sue Rich.

Give the gift of LANA. With Christmas around the corner (already?!), a LANA membership is a great year-long present. Members get discounts to shows and clinics. A great gift idea for new owners and your clients.

December 9th is National Llama Day. How are you celebrating this noteworthy day? Post your pictures on LANA's Facebook page.

Please note the change of address for the LANA office. Joy is now receiving mail at her home address.

Take care,
Kathy Nichols
LANA President

LANA BOARD OF DIRECTORS

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KathySVA@aol.com

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LANA BUSINESS OFFICE

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Please contact the LANA Business Office for Member Services, Advertisements, Event Calendar updates, and any llama-, alpaca-, or LANA-related questions you may have.

Visit LANA at: www.lanainfo.org

LANA News DISCLAIMER

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THANK YOU for CONTRIBUTING

Thank you to the following for their contribution to this newsletter:

Lee Beringsmith, Linda Hayes, Kim Kimbo, Susan Ley, Kathy Nichols, Joy Pedroni, Sue Rich, and Kayla Rogers

Editors Note:

In this newsletter read the last installment on marketing from a four-part series. Enjoy pictures from LANA's Fiber Clinic. Read about the efforts in helping a newborn cria by Kayla Rogers. Be inspired by a few articles about how owners share their love of llamas. LANA has brought back its bi-annual Youth Art & Essay and the winner is (go to page 26 to find out)

Kathy

CALENDAR OF EVENTS

LANA BOD CANDIDATE STATEMENTS

Due date November 30, 2022

send to: susan.rich9631@gmail.com

NATIONAL LLAMA DAY

December 9, 2022

*2023 LANA HOBO CLASSIC SHOW

January 27-29, 2023

Merced County Fairground

Merced, CA

contact: lanquestions@gmail.com

LANA ANNUAL MEMBERSHIP MEETING

In conjunction with the Hobo Classic

January 28, 2022

Merced County Fairground

Merced, CA

CALIFORNIA STATE FAIR LLAMA & ALPACA SHOW

July 27-30, 2023

Cal Expo

Sacramento, California

LANA events in BOLD type

* denotes LANA member discount

If you would like your event added to the LANA
contact KathySVA@aol.com

WELCOME NEW MEMBERS



Karen Miller
South Fork, Colorado
mkmillermink@aol.com

Mission Statement:

Established in 1981, the Llama Association of North America (LANA), serves the camelid community by sponsoring medical research specific to llamas and alpacas; providing current and accurate information about camelid health and care; advocating for pro-camelid legislation and access to public lands; encouraging, educating and mentoring camelid enthusiasts of all ages in their interactions with camelids; supporting rescue for camelids in distress; and hosting a variety of activities including youth programs, hiking trips, shows, parades, fiber clinics, educational events and more.



LANA

Board of Directors Elections

There are two positions open in 2023

The term is for three years

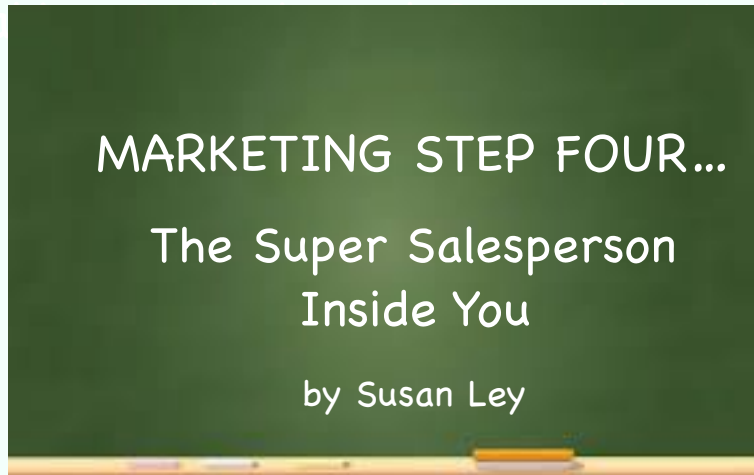
Must be a current member

If you are interested in serving LANA as a Board of Director,
please submit your candidate's statement

by **November 30th**

to Sue Rich at: lanaquestions@gmail.com





MARKETING STEP FOUR...

The Super Salesperson Inside You

by Susan Ley

Well we left our prospective buyers in the lama field leading around a cuddly animal. Presto! They are experiencing lamas as a lifestyle and when they get back from their walk, it's time to put forth your super salesperson to close the sale.

Oh no — no the dreaded word, “Sales.” This is where most of us, competent professionals in our chose fields, clutch and look over our shoulder hoping to see a magic fairy appear. We're just not comfortable at all with closing the sale, so we procrastinate and back off, just when we need to keep very focused on making a sale happen.

And it's not that difficult! Remember our first car? Remember how much you loved it and how you could talk about it for hours on end? Your lamas are no different, an if you show that enthusiasm and joy to other folks, they will want to have some of it too.

Talking and relating with buyers is the beginning of a long term relationship, called relationship selling in marketing jargon, and it takes practice. For starters, figure out who in your small business is the best people person for this job. That person should be designated as your super sales person, and should begin to practice every chance they get on how to close the deal.

The super salesperson has already mastered talking up a storm on the phone using those 3/ X 5 phone cards, and they have already shared their virtual encyclopedia of product knowledge with the clients whenever possible. Hopefully, the potential buyers at this point have a great deal of information. Now, when they come out to the ranch to experience lamas as a lifestyle, it's time for the super salesperson to stop talking and start *listening*.

This is a hard transition to make, because we are so used to answering questions that the tendency is to keep right on talking when we should now be *gathering information* about our potential buyer. With relationship selling, listening is the only way we can figure out how to meet our customers needs, so we ask them a series of questions designed to get the information we need to close the sale.

This is another juncture where there is no mystery as to what will work. Get out those 3 X 5 cards that you used for telephone responses and prepare a list of questions that will function as sales tools for closing the sale. Here are a few suggestions, but keep in mind that these are just guidelines and you need to continually fine tune your own list.

1. What type of animals do you want?
2. How many do you eventually plan to have?
3. Are you interested in packing? Shows? 4-H?
4. Do you plan to use the wool?
5. How soon do you want them?
6. How many do you want today!

Here are some other important variables to keep in mind as you get to that closing:

Always Have Something For Sale

You can't sell it if you don't have it! Some breeders have solved this problem by buying from other breeders so they have something for sale when folks come out to buy. That way, the choice becomes **what** to buy and not **if**. Would you go back to a store that didn't have anything on the shelves? Buyers will go where they can find animals and if that ranch practice relationship selling they will think twice before going somewhere else.

People Buy What You Show Them

I sell my work when people see my work. You'll find it is the same with selling your animals. If they visit many farms and see wonderful animals at your ranch, that's where they will want to buy. Remember that there is always a great deal of information communicated during a ranch visit on a non-

Talking and relating with buyers is the beginning of a long term relationship, called relationship selling

Making Contacts and Generating Leads

verbal level. For example, if you tell folks how gentle and friendly your animals are and your animals come running up to greet them, you have just reinforced your product information. If your animals run the other way when you appear, the non-verbal message is just the opposite.

To Get a “Yes” Answer, Ask Questions in Pairs

“Do you want to look at the yearling females or the bred females?”

“Do you want to see long-wooled or short-wooled animals?”

“Do you prefer packers or show animals?”

“Do you want to take two or three now?”

Packaging Increases The Perceived Value

When you deliver an animal be sure it is groomed, wearing an attractive halter, with toenails trimmed, eyes cleaned, in short that everything is perfect. This shows caring and professionalism. You really must deliver animals to new first time buyers because you want to inspect the new location for danger areas. As part of “servicing your accounts” you will see the red flags that new owners may miss. Happy customers are long term relationship customers.

Becoming a super salesperson is a learned skill that you must cultivate if you want to have a successful lama business. As you work through the learning curve, take heart! A lost sale can be a great learning tool, so analyze what went wrong and then eliminate the things that didn’t work from your sales plan. Persist. Persist. Persist. Marketing takes time.

*Reprinted from a LANA Expo notebook
This is the last article in a four-part series.*

Happy customers are long term relationship customers.

LANA FIBER CLINIC

by Kathy Nichols



ANOTHER GREAT FIBER CLINIC!

LANA held another great fiber clinic on September 17, 2022. The clinic was taught by fiber artist Margaret Drew. Margaret and her husband Ralph hosted the event at their ranch in Vacaville.

Fourteen eager participants were in attendance. We were given a variety of projects to select from. So many choices. Most of us chose to begin with wet felting for a first project.



Some participants had project ideas beforehand, while others looked for inspiration at the examples Margaret had displayed.

Once we decided on a project, we selected our resist shape and size, fiber, and got to work.

We layered fiber, sprayed soapy water, flip, and repeat till the desired thickness was achieved while working the fiber.





Margaret demonstrated how to use a palm sander to speed up the felting process.

After everyone had their turn using a palm sander, the wet felted projects were rolled up in plastic wrap, secured with string and tossed in the dryer to continue the felting process.

After the wet felted pieces came out of the dryer, participants continued working on their projects. Some people started a second project ranging from needle felting figurines, cookie cutter needle felting, weaving on a cardboard loom, and more wet felting.







The participants went home with a sense of satisfaction having gained knowledge about felting. They took home their beautiful projects and had an enjoyable afternoon.

Thank you Margaret and Ralph for hosting LANA's Fiber Clinic. Everyone had a fun time and looks forward to the next one.



A Star is Born (In My Eyes)

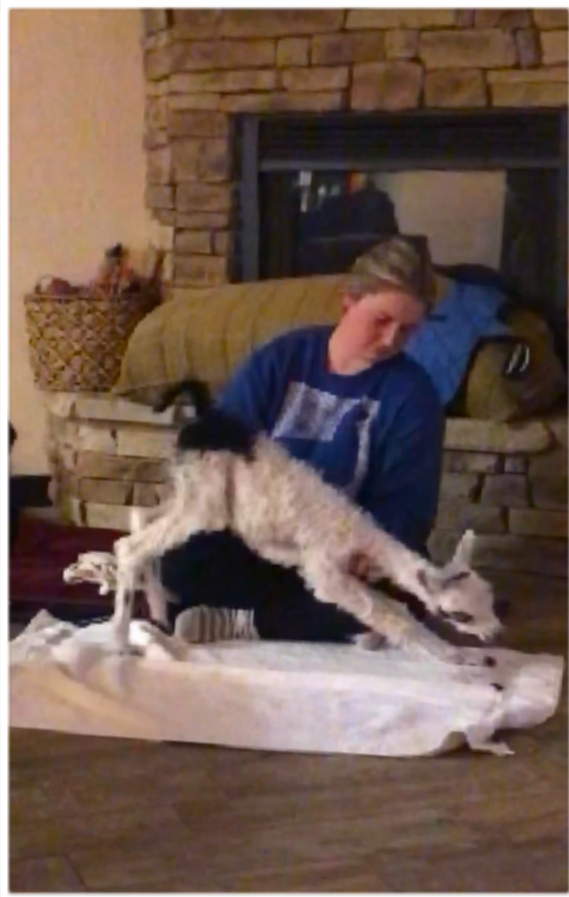
by Kayla Rogers

After what felt like an extra long wait, So (the dam) decided to give birth on November 29th, 2020. We had been waiting anxiously for this special pairing of sire and dam and we were so excited when the cria was born. Everything seemed to come together. The cria was healthy and a girl - yay!

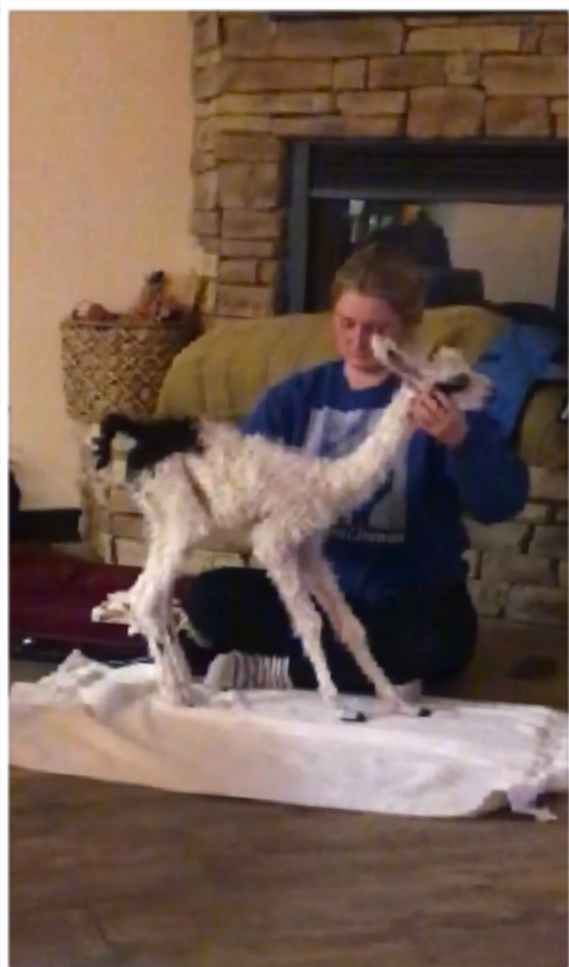
The first 24 hours - Once the cria started to move around we noticed a big problem. Her neck pulled to the side, and she couldn't lift it up. We milked out So, the dam, to get the colostrum to feed to the cria and So was very patient with me. All the while, the cria was strong despite not being able to lift her head.

Day 2 - After 24 hours of stretching and exercising the cria's neck, she was making minor progress. My mom nicknamed her "monster" because she would fight us and wiggle out of anything we used to prop her up. The only thing that she couldn't wiggle out of was the carpal tunnel wrist brace that I had put on her neck in order to keep her from pulling it too far to the side.





She definitely had a mind of her own and a fighting spirit. She had won me over and I knew I couldn't give up on her. I had to save this little lady. By that evening we had decided to bring her in the house for the night. Mom and I were having a hard time getting the cria to stay up when we weren't out with her. We had also been milking out the dam every 1.5 hours which she was being very sweet and patient for.



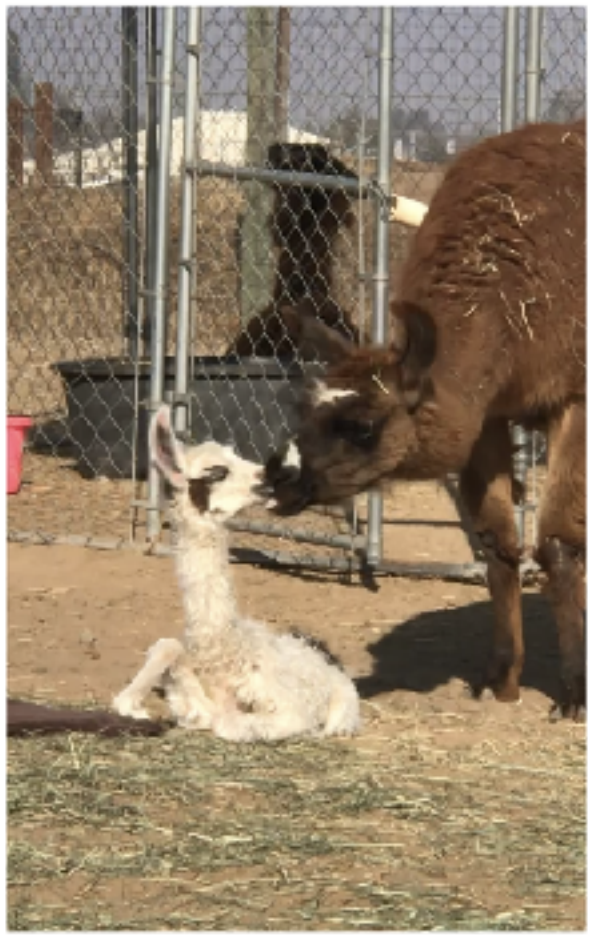
Day 3 - We were starting to get a schedule down, but everyone was exhausted. At this point I could tell when she needed to go potty by how she would wiggle. When she needed to go potty, I would take her outside at the same time that I would take our dogs out to do their business. She really enjoyed watching the dogs run around, and we could see that she wanted to play with them. Despite the goal of keeping her set up on her dog bed, her knack for finding her way out of things found her a spot on the couch with me so that I could keep her from hurting her neck. Then during the day, we would keep her outside with her dam as much as possible.



Day 4 - Even though we were starting to see improvement in the cria's neck, we wanted to get her seen by our vet to make sure that we were on the right track. Since we already had an appointment set up, we brought her along. They, of course, fell in love with her just like I did and told us that there was no way that we could give up on her and to just keep up with the physical therapy. Having this positive outlook, I told mom that we couldn't call her monster anymore and she needed a real name. One that was feminine and cute. After some brainstorming we decided on the acronym "Pita", and it stuck.



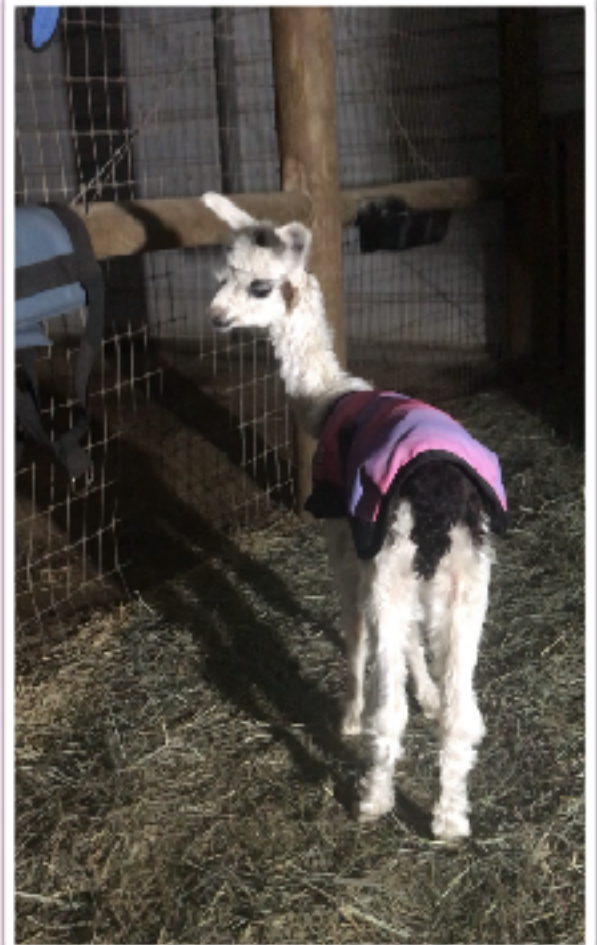
Day 5 - While Pita still could not hold her head up on her own for long periods of time, we were finally seeing major improvement. With my assistance holding her head up and several attempts and trial and error plus So being very trustful of me underneath her, Pita was able to nurse from her dam for the first time in her young life. This was a rocky experience, because Pita would quickly get tired and fight me on holding her head up, so I had to be ready when the motivation struck her. We were still feeling over the moon, however, because this was an incredible accomplishment that we often weren't sure would even happen.



Day 6 - Things were starting to go a little smoother. Getting her to nurse on her mom was getting easier, and each time she required less of my assistance. Since she was able to spend more time outside, more of her spunky personality would show. Even though she couldn't lift her head all of the way up most of the time, she could hold it halfway, and that was enough for her. Her love for life seeped from every pore, and even with her head and neck just halfway up, she would buck and run and play like any other silly baby and more. Due to the progress in her neck, that night was the first she was strong enough to stay outside with her mom again without assistance.



Day 7 - With one successful night outside under her belt, she could spend the full 24 hours outside with her dam. We didn't have to milk out So anymore since we could get Pita on a regular schedule nursing.



Three Month Update - Once Pita was past her stressful first week of life, you wouldn't have known that anything was different with her other than a slight tilt of her head. She had an incredible enjoyment of life as if she knew that she had been given a second chance and she intended to make the absolute most of it. With all of her crazy antics, she was living up to her name.



Now - With all of the time I spent with her, her spunky personality, and her passion for life my love for Pita only grew. None of that has changed in her almost two years, and now she has been to several shows. We are very happy with how her conformation turned out, and her fiber is even better. Next fall will be her first breeding season and we are looking forward to seeing what she will produce. She is a shining star for inspiration and hope.





LLAMA CLASS

by Linda Hayes
Llama Linda Ranch

"I love llamas and I love to share them with others."

This last fall, I did exactly that by holding a "Fun with llamas" class through Colorado Mountain College. It was held on Saturdays for two hours at my ranch near Glenwood Springs, Colorado.

It was a fun group of adults and vet tech students who were interested in learning more about an animal most had never even touched. Our first meeting was in the classroom and went over the questions that every non-llama person asks:

"What's the difference between...? "

"What do you do with...?"

"Will I get spit on?"

and etc.

We discussed health issues and basic care.

To break up the session, everyone got to try tying the safety quick release not. Only a couple were familiar with it, so it was quite a "hands-on" learning experience. The rest of the sessions met at the ranch with each person (nine and all) getting to work one on one with the llama of their choice. They were taught how to herd, catch and halter them. Time was spent grooming, trimming toenails and giving shots. Since it was fall, we didn't shear, but did some touch-up trimming to make everyone look better.

Every work session had its fun part where llamas were walked, tested on obstacles and trained. Even the llamas seemed to really enjoy the sessions with their “new persons.”

To show what correct conformation looks like and to reinforce the fact that genetics does make a difference, I had a couple of my past customers bring some of their award winning animals. We had several related bloodlines and multi-generations on hand.

Nancy Stover, Carbondale, Colorado, brought a new cria which was the hit of the day. Susan Proctor, Carbondale, Colorado, brought her champion gelding, Stormy, and demonstrated the correct way to negotiate obstacles.

The last day was spent taking the llamas on a short pack trip. When we missed the correct trail, one of the llamas started humming, and carrying on. She had been there before and knew that the “stupid humans” were going the wrong way. Once we listened to her and changed directions, she quieted down.

The college required that the students do a critique at the end of the course. Everyone said they enjoyed it and most asked that there be a follow up class. I have since heard from most of the students, and they all want to come back. They say they will help shear, train, and would love another hike.

This was a good way to spread some positive PR for llamas and for me to share what I know with others. I think I had more fun than my students. I will definitely do a follow up class. It’s something I think a lot of the RMLA members could do in their neck of the woods. Give it a try!

Reprinted from a previous LANA newsletter

“I love llamas and I love to share them with others.”

Llarry "Not-A-Llama" Update

by Kim Kimbro



Joy Pedroni got "Llarry Not a Llama" from someone who very obviously had no idea what the difference is between a llama and an alpaca, (or for that matter, I'm guessing the difference between a cat and a dog just might have eluded him too!). But that's another story. Margaret Drew was holding on to this critter for a while but Joy didn't want to impose more than necessary and asked us if we would take this guy in and possibly find a great home for him. Not a problem; we've done it many many times.

However, what was different this time, and she didn't really say it, she was attached to the little dude. So, he's here until she wants to take him home. Little dude has a bit of a personality so we're good with that. I guess we're just a bit "old school" where the llama camps and the alpaca camps didn't mix much. Jury is still out but he's certainly growing on me.

It was funny when he first got here. I have the boys and the girls separated only because we do have one that is intact. Of course, I put Llarry in with the boys. I have never laughed so hard as to see my big ol' boys RUN in fear from this little non-intimidating alpaca! This went on for a couple days and then we decided we

we needed to intervene. We put him in with the females who had members that were, let's say, "a bit more opinionated." After a few weeks of participating in the female "you best learn some manners group," he transitioned. In fact he BEGGED to be with the boys. He was now accepted into the good ol' boy club. They'll even eat at same feeder as him! Progress.

Little LLarry is still a bit hand shy but is more comfortable now than he was initially. My guess is that he's just a little thankful that I got him away from those darn girls! He still needs lots of work, but the other day he broke down and whispered to me that he was saving his best work for Joy.



I took a trip to Shingle Springs for a visit with Jerry and Kim Kimbro. They are fostering LLarry at their ranch. LLarry is in great shape and is quite the handsome alpaca. He wasn't too pleased to have his picture taken and didn't want to put his ears up for his photos. ~ Kathy

Youth Art Contest Winner



"Obstacle Course"
by Audrey Roberson
Age 9

National Day of the Llama

December 9th



Did you know there was a national day dedicated to llamas? Well, there is! Sources state that it was first celebrated in 1932. There are some fun and interesting websites to visit about this special day listed below. Sorry, there aren't links to these sites, but you can copy/paste them.

So what are you going to do? Please share your pictures by posting them on LANA's Facebook page - Llama Association of North America. We'd love to see them.

www.checkiday.com/31fca0d75a220e75203d785fb795f691/national-llama-day

www.daysoftheyear.com/days/national-llama-day/

<https://nationaltoday.com/national-llama-day/#:~:text=U.S.>

<https://eventful.com/national-llama-day/>

<https://nationaldaytime.com/national-llama-day/>

<https://artsphere.org/blog/national-llama-day-handout/>

Another Visit at the Library

by Lee Beringsmith

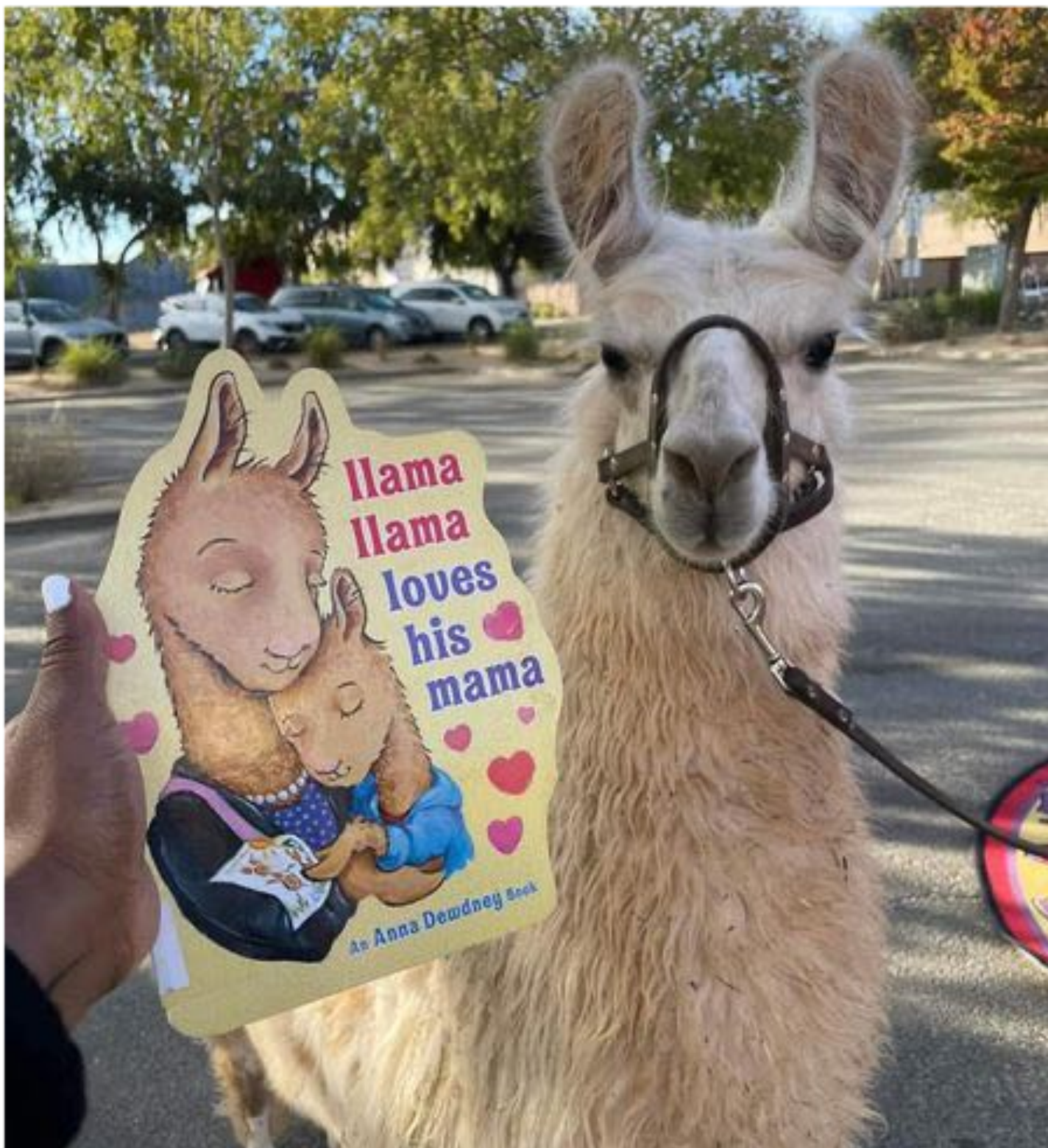


Photo credit to Yuba County Library

Jana and Mike Kane and Lee Beringsmith, once again visited the Yuba County Library as part of LANA Community Service. The children, their parents, and the Library staff love it when the llamas come to encourage young people to read. We had lots of fun and will be repeating this event a couple of times every year.



UC Davis Neonatal Foal and Cria ICU Unit

Recently UC Davis held an on-line fundraising event to raise necessary funds for diagnostic and therapeutic equipment for their Neonatal Intensive Care Unit for foals and crias. As stated on their CrowdFund page, “To maintain our high standards in medical care, we are in need of new equipment for the care and treatment of sick newborn foals and crias. We would like to develop and advance novel treatments and diagnostic modalities for use in the NICU, in order to provide these babies with the best possible chances.”



While not achieving their desired goal of \$10,000, they were able to raise \$4,250. There were a total of 28 donors from California, Colorado, Hawaii, Kansas, Montana, New York, and Ohio.

STONEHENGE CLIPPER SHARPENING



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Ralph Drew

Have your blades sharpened by fiber people

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707-430-3452

ship usps priority mail

7621 Clement Road

Vacaville CA 95688

POTATO RANCH LLAMA PACKERS

Sales, Training, and Breeding of Outstanding Pack Llamas

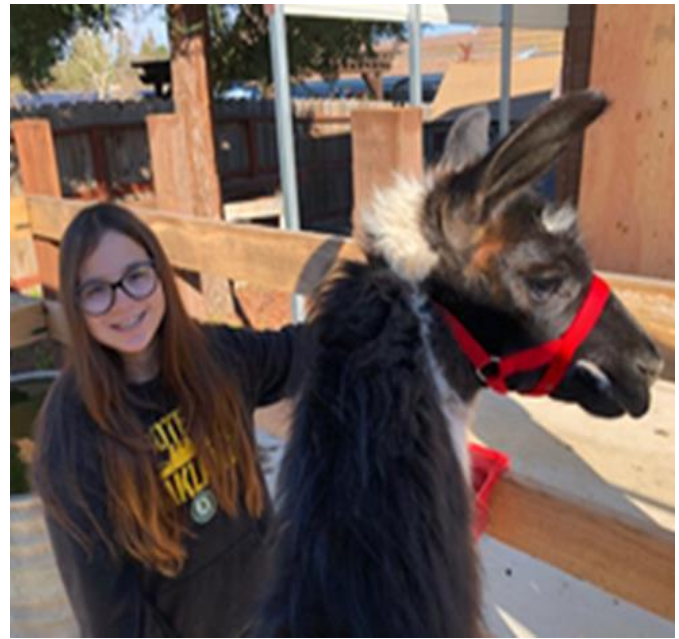


Greg Harford (Proprietor)
15025 Potato Ranch Road
Sonora, California 95370
209-588-1707
potatoranchllamas.com
potatoranch@gmail.com

A very heart-felt and sincere

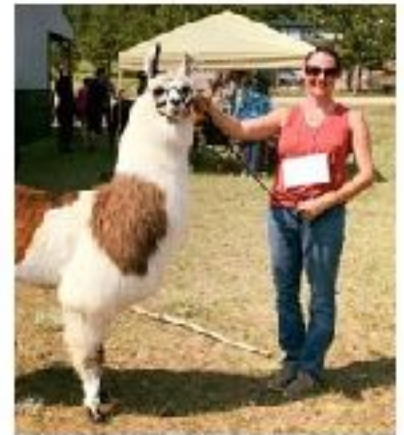
Thank You

to **Greg Harford** of Potato Ranch Llamas and **Arleen McCombs** of McShaggy's Ranch for their lending and donating of animals for 4H! Their trust and generosity make it possible to provide animals for the youth who join the Orange Blossom 4H Llama Project.



Susan, Fred, and Kenny Rich of

The Rich Ranch



Black Cat Llamas

JOY PEDRONI & STEPHANIE PEDRONI



LOCATED IN VACAVILLE, CA, WE ARE LLAMA ENTHUSIASTS THAT ENJOY:

- *Competing with our small herd*
 - *Hiking with our animals*
- *Doing educational & fun public events*
- *Creating & selling llama related crafts*

LAMARAH

Kathy Nichols

Wilton, CA



ALSA Nationals was held last month and I'm feeling a bit sentimental. Here are a few of my favorite pictures from past Nationals. Top right - SWLC Billy the Kid's first year at Nationals as a 2 year old with his winnings. Middle right - Billy jumping in Novice Obstacle. Bottom right - Mike & Eileen, Reggie & Crystal, Bacchus & Kathy, and Memphis & Susan. Bottom left - Bacchus in Pleasure Driving. He was so handsome in his turnout. Top Left - JLL Bacchus as a 5 year old with his winnings.



2023 LANA HOBO CLASSIC

January 27-29, 2023

Merced County Fairground

Merced, California

Judge: Margaret Drew

Saturday Evening Activities

Dinner

Annual Membership Meeting

Annual Awards

Dessert Auction

Silent Auction

ALSA sanctioned

Single Llama & Alpaca
Halter Show

Single Llama & Alpaca
Performance Show

Driving Division

FUN

CASUAL

NO GROOM

Hobo attire suggested



Minimum Standards of Care for Llamas and Alpacas

Minimum Standards of Care are mandatory to llama and alpaca survival and humane treatment. These are the most basic requirements that all llamas and alpacas must have for physical well-being and, as such, define minimum requirements for animal control officers and government officials investigating questionable llama and alpaca care situations.

1. **WATER:** Animals should have continuous access to potable drinking water.
2. **NUTRITIONAL:** Animals should have nourishment adequate to sustain life and health.
3. **SHELTER:** Animals should have natural or man-made shelter that enables them to find relief from extreme weather conditions. The sheltered area must allow for the ability to stand, lie down, rest and reasonably move about.
4. **MOBILITY:** Animals should have a living area through which they can move freely and exercise independently
5. **NEGLECT:** Animals should have a physical appearance free from signs of serious neglect. Signs of serious neglect may include such things as crippled ambulation due to severely curled toenails, ingrown halters, or living conditions not meeting the minimums listed above.
6. **SAFETY:** Animals should be reasonably safeguarded from injury or death within their defined living environment and/or when traveling.
7. **CRUELTY:** Animals should be reasonably safeguarded from cruel treatment and actions that endanger life or health or cause avoidable suffering.
8. **SOCIALIZING:** Llamas and alpacas are herd animals and should not live alone without a companion animal. A crier (a baby llama or alpaca under six months) should not be revised apart from other llamas or alpacas.

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Standards of Care Committees, June 2005
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