



LANA NEWS

Llama Association of North America
Late Summer Edition 2022



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PRESIDENT'S MESSAGE

As the end of summer approaches, I look back at how fortunate LANA was to offer the camelid community so many events.

It was LANA's first year to host the California State Fair Llama & Alpaca Show at the end of July. Due to COVID, the Fair had been cancelled for two years. With the Fair's theme "Back Together," exhibitors were enthusiastic to return to the four-day event. If you haven't checked out the California State Fair special edition newsletter, it's worth a look.

LANA held two performance play days in Wilton, California. It was an informal gathering for people to practice, train, and share tips and suggestions. Participants asked for more of these play days.

BOD Margaret Drew hosted another fabulous fiber clinic at her ranch.

Be sure to mark your calendars and save the dates January 27 - 29, 2023, for LANA's Hobo Classic. More information to come.

What type of events or clinics would you like LANA to host? Send your suggestions to lanquestions@gmail.com.

Take care,
Kathy Nichols
LANA President

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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

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THANK YOU for CONTRIBUTING

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

Lee Beringsmith, Susan Ley, Kathy Nichols, Joy Pedroni, Stephanie Pedroni, and Cathy Spalding

Editors Note:

In this newsletter learn more about marketing in Part 3 of a four part series. Read about how some of your LANA BODs and members are sharing their camelids with the public: Stephanie Pedroni and Joy Pedroni took their llamas to a Family Field Day Lee and Linda Beringsmith along with Mike and Jana Kane took their llamas to the Marysville Library for a llama read-along. Read a great article written by BOD Joy Pedroni about an alpaca's journey finding a new home. Enjoy the pictures from LANA's two Performance Play Days and LANA's fiber clinic taught by BOD and fiber artist Margaret Drew. Please read Cathy Spalding's article about Stress and Illness Indicators. You never know when this information may help you.

Kathy

CALENDAR OF EVENTS

WESTERN REGIONALS

September 30 - October 2, 2022
2551 West Avenue H
Lancaster, CA 93536
contact: labendeira@yahoo.com
550-916-8567
www.alsashow.net

LANA YOUTH WRITING & ART CONTEST

Deadline: November 1, 2022
contact: susan.rich9631@gmail.com

*2023 LANA HOBO CLASSIC SHOW

January 27-29, 2023
Merced County Fairground
Merced, CA
contact: lanaquestions@gmail.com

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



**Miners' Ravine
Alpaca & Llama 4-H Club
Loomis, California**

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.

The World of LANA

It's a Family Affair . . .



. . . It's Educational . . .



. . . It's Research . . .



LANA
is about
people . . .



. . . and Llamas.



LANA is about fun!

1246 Meadowlark Drive, Vacaville, CA 95687
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MARKETING STEP THREE...

How an Open Field Day Generates Sales

by Susan Ley

Once you have made contacts and started to get a feel for how to find clients and generate sales, you'll want to consider having an "open field day" once or twice a year. The folks you invite, should be serious prospects you have weeded out from your mailing list. This is the time to concentrate on serious lookers that you've been teasing along with information tidbits (by phone, email and postcards) about your ranch.

Planning an open field day is a great way to cater to a lot of serious lookers at once and give these folks a chance to experience lamas as a lifestyle. But although you want it to look as if you are having a wonderful time entertaining and showing off the ranch, you need to be taking a very close look at the lookers. We call this "x-raying" or grouping your potential buyers. Review my last article for ideas on how to get leads, and then get busy at your next promotional event collecting names. Find someone to enter them onto a disk, and presto, your marketing campaign is well under way with your very own mailing list.

X-raying your costumers? Well it's a stretch, but it will help you to keep focused on what you need to do. Very simplistically, there are two basic ways to sell something: by chance or by design. If you go to a color with a significant pain, he or she can prescribe a pain killer and ask you to come back in a week, or they can take an x-ray to fine tune the diagnosis. In the first instance, we'd probably consider their "try this and see if it works" approach as malpractice.

The same applies to sales. If you sell by chance, you are practicing "sales malpractice." If you instead, you use a careful step-by-step approach to your customers, you are going to substantially increase your market base. So during your open farm day, you have a few knowledgable teens to help

(hopefully from a local 4-H club), and you send the children who come with their parents over to the “teen” area where you have some events going on to keep the children busy.

This will free you up to concentrate on the adults and to focus in on grouping them into categories. Suggested groupings might be: serious, lookers, or just out for a fun afternoon. You can obviously break down the groups any way you wish, depending on the people resources you have available to help, but the important point is to group the serious lookers with your best sales person.

If that person is you, relax! Remember, even if you are not a great salesman (and very few of us are), we all have some sales technique in us that we can develop. Start by filling the air with your product knowledge and love of your work and your enthusiasm will catch on.

As you talk, your goal is to get these potential buyers from the left side of their brain where they are thinking, “How do I care for these animals, how much work will I take and do I have the time to devote to this?” to the right side of their brain, the emotional side that says, “I love this animal and I want own some.”

And the best way to get them to think in emotional terms to halter up an animal and suggest a walk with it around the ranch. Your lama does the rest as folks begin to experience, right now, this minute, lamas as a lifestyle and if you have ben careful to this point to separate the lookers from the buyers, they are hooked.

When they return from their walk, it’s time to put forth your super salesperson.

Don’t despair. There really is a super salesperson inside you just waiting to get out. In the next issue we’ll explore what you can do and say to close the sale—it’s all a lot easier than you think.

*Reprinted from a LANA Expo notebook
Look forward to part 4 in the next newsletter*

An Open
Field Day
gives
folks the
chance to
experience
lamas as a
lifestyle

SHARING THE LLAMA LLOVE

AT BAYER CROP SCIENCE'S FAMILY FIELD DAYS EVENT

BY STEPHANIE PEDRONI

Every summer, the Bayer Crop Science's Woodland, CA site (where I work as a geneticist in our Vegetable Seeds R&D organization) hosts a week-long open house for out-of-town colleagues, farmer customers and media to come experience our best and brightest upcoming vegetable varieties. To cap off the week, there is an employee appreciate event on Saturday where all employees are welcome to bring their families for a day of fun and entertainment.

This year's event included a variety of bouncy houses, some amazing face painting, a giant bubble station, a snow cone & donut food truck, field tours with our breeders, fun kid activities in our newly opened Bayer STEM (Science, Technology, Engineering and Math) lab, fruit and vegetable give aways, and last but not least: LLAMAS!





As we have done in pre-pandemic years past, Joy Pedroni and I happily brought a few llamas as a fun attraction for the event. It's no surprise to say that the llamas were a huge hit with adults and children alike. Everyone marveled at how soft their fiber is, how they have the most amazing eyelashes, and the way their lips can deftly find every single little piece of llama pellets in their palms. We even had one particularly enthusiastic pair of sisters that jumped at the chance to rake up some llama poop! You've got to train them young!

We brought an offering of beaded ID badge lanyards, keychains, earrings and bracelets with cute llama charms for purchase to commemorate the event. We also set up a great activity table where kids (and some of my adult co-workers!) used crayons, glue, googly eyes, and llama fiber to make a llama or alpaca of their very own to take home. Sticky fingers, the use of far too much glue and way too much fiber abounded, and it was great.



We're already looking forward to next year's event and another opportunity to spread the llama love! Write into KathySVA@aol.com and tell us about your own great PR experiences!!





LANA Youth Writing & Art Contest

LANA invites youth members of all ages to submit an article on any camelid-related topic of interest to the youth. Younger members (11 years and younger) are also invited to submit a piece of original artwork.

Written pieces should be 1000 words or less with four pictures or less. If completed on the computer, written pieces should be written in Times New Roman 12 point font and double-spaced, with the author's name on each page in the header.

Pictures or scanned artwork should be submitted as .jpeg files with a resolution of at least 300 dpi. The content should be the original work of the youth author.

Written pieces and scanned artwork should be submitted electronically to Sue Rich at susan.rich9631@gmail.com.

One winner from each of the four age categories (sub-junior; junior; intermediate; and senior) may be selected twice a year

Submission due: November 1st

May 1st

Winners will receive a \$25 cash prize and will be published in the LANA newsletter and posted on the LANA website.

LANA PERFORMANCE PLAY DAYS

by KATHY NICHOLS

Ring...ring... I answer the phone.

Me: "Hi Lisa. What's up?"

Lisa: "Jana said you were talking about having a performance play day at your ranch."

Me: "I did?"

And that's how LANA had two play days. The best dates were selected - August 20th and September 3rd. The play days were open to anyone who wanted to practice and train their animals on a variety of obstacles. Arrive when you want; leave when you want. A very informal gathering.

On August 20th, eleven people participated with twelve animals. Temperatures reached triple digits that day. Thank goodness for the shade provided by the big oak tree. Animals were hosed frequently and lots of shade breaks were taken. Over 30 obstacles were set up: jumps, backing, side pass, bridges, ramps, stairs and steps, step overs, weave, blankets, tunnel, duck-unders, etc.

Another triple digit day on the September 3rd date. Again, I set up over 30 obstacles. Six people participated with twelve animals. The shade was a welcome relief as it seemed to warm up early and gave us a "cool" opportunity to catch up with friends.

My 24 year-old llama took a few turns over the obstacles. She performed as though she was still showing, reminding me of the good 'ol days.

Thank you to everyone who participated and endured the heat. I hope your animals benefited from the experience. I plan to have more play days next year.









LLarry Not a LLama - a rescue story

by Joy Pedroni

On occasion, I get a phone call from someone who needs help rescuing a llama. This time, it was a real estate agent selling a property whose owner had passed away, the son was special needs, there was no one able to care for the family llama and he only had a week to remove the llama before the new owners took possession. I told him that was a pretty short time period and his response was that he had personally been caring for the llama for the last two months and enjoyed it so much, he just put off taking care of the real problem of finding him a home. After I let him have it for making his one week problem MY problem, I got the address and agreed to come check out "LLarry the Llama". Then he texted me a picture. I texted back "Ummmm.....that's NOT a llama."





Stephanie (my D-I-L) and I drove to the property to find piles of construction debris and supplies which we had to navigate through to get to the backyard. Going through an unlatched gate in the privacy fence, we found rundown sheds, lots of debris, discarded equipment and LLarry.



Here's a sad coincidence. Many years ago, I used to shear commercially. I had been to this property a long time ago and sheared the 3 llamas that lived there at that time. I warned the owner that he had a lot of oleander on the property and that he was likely going to lose his animals if he didn't remove it. Sadly, the real estate agent confirmed to me that there had been other animals on the property but they had all died mysteriously.



Although Larry seemed friendly and interested in us, he was certainly not interested in being caught. With the help of a neighbor we gradually walked him into a corner, got an arm around his neck and didn't let go. He let us put a halter on without too much resistance and although hesitant, walked on lead as if he'd done it before at some point in the past. Despite being nervous, he nibbled on some pellets we had brought and to our great surprise loaded up into our Llamasine with less coaxing than some of our own critters!





As most of you know, my place is still out of commission due to the 2020 wild fires so my very good friend, Margaret Drew, offered to house LLarry until we could get him shorn, healthy and in a new permanent home. By the time we made the trip to Margaret's ranch, the name "LLarry Not a LLama" had been cemented.



Once there we were able to check him out more thoroughly and see the extent of his neglect. His toenails were so long they were curled up and out to the sides making it difficult for him to walk properly. He had not been shorn in many years (if ever) and he was definitely an intact male. Larry continued to surprise us by letting us pick up his feet for a quick trim, check his teeth and stand quietly for some face rubs after we took his halter off. We collected some fresh pellets to conduct a fecal (which amazingly came back clean), loaded LLarry up with fresh food and water and let him get settled.

Shearing day came several weeks later and we took 13 pounds of fiber off of him! Underneath all that mess, Larry turned out to be a beautiful butterscotch color with a nice healthy body score. We could tell he felt so much better.



Larry's next stop was the UC Davis Large Animal Hospital for gelding and to have his fighting teeth trimmed.

He was immediately a staff favorite and even happened to be overseen by a vet student who had attended the LANA Butte's Hike event a couple months previous.



I have to confess that I became a bit attached to LLarry and didn't work too hard at finding his new home, but I couldn't keep taking advantage of Margaret's generous nature and he needed a herd to hang out with. Jerry Kimbro, a member of the LANA Lifeline committee, offered to let LLarry live with his herd for awhile and in return for his keep, LLarry is teaching Jerry about alpaca behavior. LLarry is looking for his forever home so if you're interested in being that home, drop me a line.



In the meantime, I still do the random rescue. Just the other week, I picked up a giant turtle from the middle of the road. What did I do with him? Took him to Margaret's, of course. Meet "Kaiju Not a LLama".



Thank you to everyone involved in LLarry's rescue: Stephanie Pedroni, Margaret Drew, Jerry Kimbro, UC Davis and LANA Lifeline for covering the UCD vet bill. Rescue is always a team effort and we've got a great team!

POSSIBLE INDICATORS for STRESS and/or ILLNESS

.... A small collection

by Cathy Spalding

A phrase often repeated throughout the camelid communities is:
“They are so stoic. Once they really begin to act as though something may be wrong ... something usually is really wrong!”

Following is a brief listing of some possible behavioral cues that may indicate something may not be going well. Though these behaviors can mean different things at different times for different animals, they do give us cause to pause and consider the possibilities.

- Up and down frequently — can not seem to get comfortable
- Consistently changing positions when pushed
- Stays kushed in one area much of the day
- Awkwardly kushed
- kushed alone and apart from the herd
- Excessive humming
- Stomping feet
- Kicking belly
- Eyes glazed, partially closed, squinting
- Eye wrinkles, drooping eyelids
- head/neck very forward
- Head held straight out just above the ground
- Holding neck very stiff
- Burping
- Drooling
- Flared nostrils
- Tight lip or drooping lip
- Hunched top line
- Grinding teeth
- Out of balance
- Sniffing pasture grass or feed bin but not actually grazing or eating
- Sweating
- Clamped tail, rear tucked under
- Ear continually half mast
- Holding breath, irregular or heavy breathing
- Grumpy with herd mates
- Lack of participation in herd activity

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Sales, Training, and Breeding of Outstanding Pack Llamas

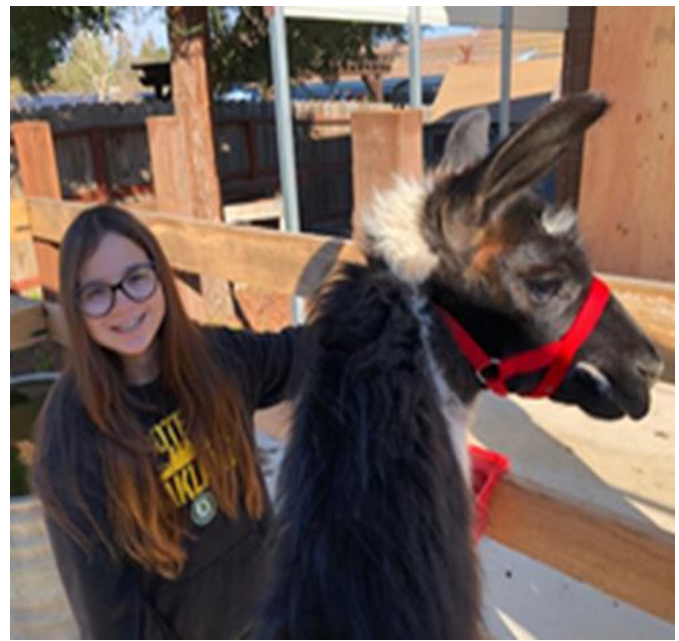


Greg Harford (Proprietor)
15025 Potato Ranch Road
Sonora, California 95370
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potatoranch@gmail.com

A very heart-felt and sincere

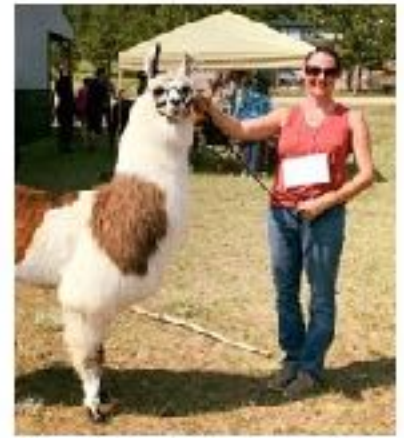
Thank You

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



Something to Cheer About, aka Cheerio, was born in 1998. She is the smartest llama I've owned. With that intelligence, she would get herself into some mischief. You could see her wheel turn when she was contemplating. She hasn't changed that attitude (I call it her spirit) either. At age 24, she is physically in great condition maintaining the same weight for over 20 years. Her teeth aren't as good as they could be. She gets her hay cut into bite-sized pieces and additional pellets. Cheerio was an amazing performance llama. My proudest achievement with her - first female llama in California to earn the ALSA Performance Champion title. She truly is something to cheer about.

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

Election of LANA BOD

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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