



Alpaca Owners and Breeders Association (AOBA)

Strategic Plan

AOBA's Strategic Plan (Updated September 2009)

Vision

AOBA is the leader of a sustainable and viable alpaca livestock industry.



Mission

To facilitate the expansion of a strong and sustainable alpaca industry through the growth and development of the national herd and its products.



Purpose (from AOBA Bylaws)

- 1.1 To promote public awareness and membership appreciation of the alpaca's unique qualities.
- 1.2 To educate the membership on the care and breeding of the alpaca.
- 1.3 To promote the growth of the alpaca industry as a whole.
- 1.4 To foster the establishment of the breed outside of its native land by encouraging husbandry and breeding practices based upon, but not limited to, herd health, overall soundness and wool production
- 1.5 To establish and maintain an alpaca registry



Board Role / Responsibilities

Strategic Planning & Governance · Central Communication · Financial Oversight
Set Expectations of Committees · Drive Initiatives (empower)



Core Values

Leadership · Member Services · Communication · Innovation · Ethics



2009 - 2013 Strategic Plan

These objectives have been developed to promote, advance and market the alpaca industry.

Objective	Objective	Objective	Objective	Objective	Objective	Objective
To make national show the premier alpaca show in North America	To create and promote a sustainable herd health management model	To create a national alpaca industry brand	To improve member benefits and value	To create and promote business models for a sustainable alpaca industry	To enhance association and industry communication	To enhance the Association's financial stability
Owner: Bill Pearce	Owner: David Barboza	Owner: Ian Watt	Owner: Jess Bowers	Owner: Claudia Raessler	Owner: Libby Forstner	Owner: Bill Johnson

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