



Alpaca Owners and Breeders Association Strategic Plan

Vision

AOBA is the leader in the development of a sustainable alpaca livestock industry.



Mission

To facilitate the expansion of a sustainable alpaca industry and its products.



Purpose

1. To promote public awareness and membership appreciation of the alpaca's unique qualities.
2. To educate the membership on alpaca husbandry and the operating of a livestock business.
3. To promote the growth of the alpaca industry as a whole.
4. To be a responsible and contributing member of the North American agriculture community.
5. To provide membership services.



Board Role

Strategic Planning & Governance · Communications · Financial Oversight
Set Organizational Expectations · Drive Initiatives



Core Values

Leadership · Member Services · Communication · Innovation · Ethics



2011 - 2015 Strategic Plan

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

Objective	Objective	Objective	Objective	Objective	Objective
To deliver the premier livestock show system	To explore the development of a national brand strategy	To expand the membership base	To promote alpaca fiber and fiber products	To enhance association and industry communication	To review the association's business model
Goals	Goals	Goals	Goals	Goals	Goals
a. make AOBA National Show the premier alpaca show b. develop a member-friendly show winnings reporting system c. increase farm and public participation in AOBA Certified Shows	a. identify comparable branding strategies and examples b. develop a funding model c. measurable increase in AOBA and alpaca awareness via a structured media campaign	a. improve renewal rate b. identify new member acquisition strategies c. increase member understanding of the value of AOBA membership	a. collaborate with fiber business organizations b. build awareness of products	a. develop AOBA Communication Plan b. develop creative communication vehicles c. Explore the development of a working affiliate relationship model	a. continue to review and implement financial stability strategies b. explore strategic corporate structure alternatives c. review role of ALCI
Facilitator: Scott Miller	Facilitator: Steve Putney	Facilitator: Bill Johnson	Facilitator: Claudia Raessler	Facilitator: Dianna Jordan	Facilitator: Julie Delaney