

Welcome 2009

As the New Year begins, we fondly look back on 2008 and marvel in our successes.

- Over 70 crias born on the farm
- Expanded our Double “O” Good family with the addition of more than 20 new clients
- Sales growth nearly doubled from 2007
- Enhanced our **Client Benefit Program** through the addition of:
 - All females sell with 2 breedings
 - Female cria guarantee or rebreed for free
 - 30-day live birth guarantee or rebreed for free
 - Creative financing options with the addition of our 10-yr amortized loan with a 3-year balloon payout
 - Affordable bio-secure transport
- Held numerous successful events at the Double “O” Good Campus with a good time had by all
 - March-13th Anniversary Pen Sale
 - September-Breeders Edge Auction
 - December-Pic-A-Paca Pen Sale
- Instituted “Immerse Yourself” Seminar designed to assist prospective owners with the knowledge base to determine if alpaca ownership is right for them
- Sponsored and/or attended 9 AOBA-certified shows
- Continued to support the industry with substantial donations to alpaca research as well as provided stud service donations to AOBA affiliates
- Donated Jr. Herdsire, ELK Virginia Thunder, to the Virginia Alpaca Owners and Breeders Association for their silent auction
- Supported Toys to Tots through our “Toys for Tickets” campaign with the donation of ELK Bold Storm at our Pica-A-Paca Pen Sale
- Further strengthened our world class customer service team by providing unparalleled support to both new & existing clients and the industry as a whole

All these successes could not have been possible without our client family, and we know that. Fortunately for us, we have had the great pleasure

through the years of working with many breeders in either getting their farms up and running or further enhancing their current breeding programs.

As a way to say thank you to our valued clients, we will be holding a sale of only clients’ alpacas. **The 1st Annual Customer Appreciation Pen Sale** will be held here at the **Historic Falkland Farm on Saturday, March 28 and Sunday, March 29**. The weekend will consist of seminars, alpaca consultations with AOBA-certified judge, Diana Timmerman, along with food, fun and networking. Also, during the Saturday night cookout we will have a repeat performance of “Alpaca Bingo” with the grand prize being a free “Jr. Herdsire,” ELK Courageous Sam, son of Herdsire Hall of Fame male, ELK Hercules.

The addition of this **1st Annual Customer Appreciation Pen Sale** is our new **Client Benefit Program** enhancement for 2009. This will enable Double “O” Good Alpacas to provide an even stronger, more cohesive end-to-end **Client Benefit Program**, from start to finish.

As we move into 2009, we expect another strong year for the alpaca industry and Double “O” Good Alpacas. We are still in the planning phases for many projects and will be updating you in the near future; however, the **Breeders Edge Auction** dates have been firmly nailed down -- **August 28, 29 & 30**. Please note this is a change from our previously announced dates of September 18, 19 & 20.

Barbara and I remain excited about the alpaca industry and welcome opportunities to assist new and/or existing breeders in their search for world class genetics. We personally invite you to attend both our planned upcoming events:

**1st Annual
 Customer Appreciation Pen Sale
 March 28 & 29**

**Breeders Edge Auction
 August 28, 29 & 30**



See you in March & August!

We would like to welcome the following breeders to the Double “O” Good client family

- Carolyn Calarco
- Vondell Carter & Susan Morris
- Kevin & Christy Chavez
- Tom & Lisa Cooper
- Pam Desjardins
- Rickie Gilbert
- Thomas Grape
- Kathy & David Hancock
- John & Sara Hanna
- John Helman
- Amy Hodder
- Lyn Kessie
- Amy Jo Labbe
- Paul & Joyce Lee
- Bob & Carol Leiston
- Jim McDonald & Chuck Blevins
- Lisa & Mo Morawek
- Kathy & Giovanni Sansone
- Robin Schaffer
- Patrick & Christine Scheer
- Mary Lou Walker
- Joanne Wood
- Carrie Yurica

Once again, thank you to our valued clients for making 2008 such a successful year!

The 2009 show season is upon us and we are gearing up for a strong showing of our Herdsire Hall of Fame males' offspring. Plans are under-way with commitments to sponsor and attend the following shows:

Sunshine State Alpaca Expo

Jacksonville, Florida
February 7th & 8th

Carolina Alpaca Celebration

Concord, North Carolina
February 21st & 22nd

Southern Select Alpaca Show

Shelbyville, Tennessee
March 7th & 8th

The Virginia Classic

Lexington, Virginia
March 14th & 15th

MAPACA Jubilee

Harrisburg, Pennsylvania
April 24th & 26th

PAOBA Breeders Showcase

York, Pennsylvania
May 9th & 10th



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*Customer Appreciation Pen Sale
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Ernie and Barbara

In this column, we share valuable tips to improve your knowledge about being an alpaca breeder and to clue you in to some of the lessons we've learned since we began breeding alpacas in 1988. How short do we want alpaca heads? Ideally, we like to see a balanced head with comparison to the body frame, not a peanut on a barrel. As we have been evolving the alpacas to shorter heads, we are finding that some heads are so short halters cannot properly fit them. This current breeding strategy is also leading to bad bites, a problem which has also been experienced in the dog world. It is important to remember that breeding long heads to short heads in one breeding can result in characteristics of both sire and dam, for example long jaw on top and short jaw on bottom or vice versa. Breeding decisions should be carefully made to ensure that conformationally sound animals with balanced proportions are the end result.

