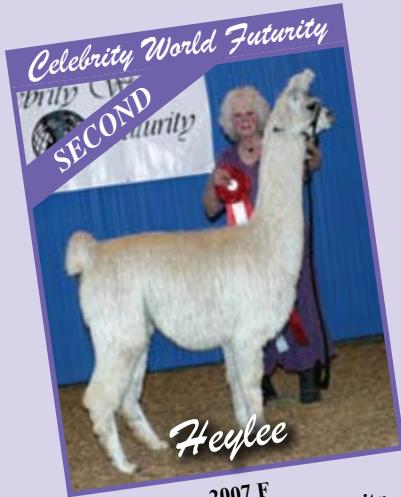


★ *Dare to Dream with No Borders and No Boundaries* ★



Heylee
2007 F
1st 2008 Western States Futurity
Qualified for Nationals



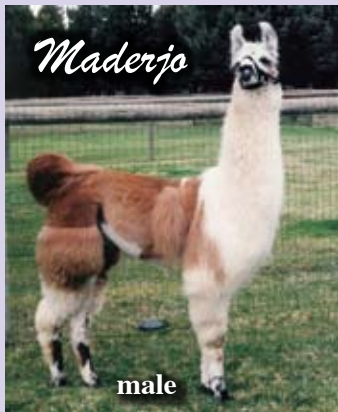
Hidalgo
2006 M
1st 2007 Western States Futurity
Qualified for Nationals



Starmaker
2006 M
1st 2008 Western States Futurity
Qualified for Nationals

The Goal

The Breeding Goal has remained unchanged over the decades: Correct conformation, Elegance, Presence, a Good Mind, Lovely fiber (a fringe benefit), and Elegance again! The Hinterland program recognizes No Borders and No Boundaries. Regardless of country of origin or bloodline, we selectively breed for the finest animal. This goal has been well validated in the Show Ring and Breeding Field. We extend a warm invitation. The Legacy is here for you to share at WALKABOUT VI. Why not treat yourself to Something Special? You might just find the Llama of your Dreams on July 26th.



Maderjo

male



Apprecio

1st 2008 Western States Futurity

male



Chicche

male



Sintra
CH ALSA ROM
Halter Champion

maiden female



Bananza (ET)

bred female



Sore'lla
Sore'lla

bred female

★ ★ NEW! Please check out the ILR website www.lamaregistry.com for online viewing of the entire WALKABOUT VI Collection ★ ★



Please Join us in Sunny Central Oregon for the Weekend of your Life enjoying Friends, Food, Fun, and a Selection of the Finest Show and Breeding Stock available. Including 20 Stellar Consignments from across the USA! Kay

Schedule of Events

Online RSVP at: www.hinterlandllamas.com

~Darrell Anderson, Auctioneer~

Friday, July 25, 2008

- 8:00 am Ranch open — Continental Breakfast
- 12:00 pm Lunch available on grounds
- 1:30 pm Presentation of Herdsires
- 2:00 pm Preview of Sale Llamas in the Big Tent
- 5:30 pm Hinterland hosted Western Style BBQ

Saturday, July 26, 2008

- 8:00 am Ranch open — Continental Breakfast
- 11:00 am **WALKABOUT VI SALE BEGINS**
- 12:00 pm (Lunch will be served during the sale)
- Post Sale The ever popular "Humdinger Selections"




HINTERLAND
 Eric Sharpmack, DVM
 (541) 549-1215 PO Box 1839, Sisters, OR 97759 Rch Fax: (541) 549-5262

For Catalogs and Info

hinterlandllamas@peoplepc.com • www.hinterlandllamas.com

Interview with

Justin Timm

by Sue Wilde



Starr Fyter- Producer of Champion and high selling offspring. Co-owned with East Fork Ranch

Hi Justin, welcome to Linking Up! I enjoyed meeting you at the Cascade Llama Sale.

Hello Sue, it was my pleasure to have met you at the Cascade Sale. We had a great time, didn't we?

Where is Frog Pond Llamas and Suri Alpacas located? How long have you owned llamas and what was your introduction to llamas that made you get your first ones?

Frog Pond Llamas and Suri Alpacas is located on our 40 acre, family farm in Wilsonville, Oregon, just 20 minutes south of Portland. My parents purchased our first llama, Carlos, down at Grants Pass at one of the first Hartman Sales back in 1985. The picture below shows me with that male. I was just 3 years old at the time. As time went on, I would purchase two weanling

males at a time from either my parent's breeding program or friends of ours in the business and train them for pets and then sell them. After successfully training and selling males I purchased a single female whom I still own, Fancy Dancer! Fancy just celebrated her 20th birthday and she still looks as good as ever. I have always loved animals and especially llamas. What really launched my passion for llamas was back in 1997 when I purchased 4 females (two juveniles and two breeding females) from a local breeder. Just two months after making this purchase, I took one of the younger females, LL Silver Sheen to the Oregon State fair and showed her in the Heavy Wool division. And she not only won her class but she won GRAND CHAMPION! From that moment on, I was hooked on showing. I have been showing and breeding ever since!

You also raise suri alpacas. Which did you have first the llamas or the alpacas? Why did you choose the suri alpacas?

We had llamas first, by a long shot! We purchased our first llama in 1985 and we purchased our first suri alpacas in 2004. I

absolutely love suri alpacas. They are so much fun to breed. We concentrate on dark colored suris, which are some of the rarest alpacas not only in the country, but also the world. I love all the different aspects of breeding alpacas such as phenotype, coverage, style, color, fiber fineness, fiber density, LUSTER! Trying to work all these different aspects into a breeding program is not as easy as it may sound. Oh, not to mention that we put a huge emphasis of our breeding program on temperament, early maturity and milking. The education what we have received from the alpaca industry has also been incredibly valuable for our llama breeding program as well. I have applied the knowledge I have received from the alpaca industry not only in my suri llama breeding program but also my silky and more traditional style program as well. Suri alpacas are just so elegant as they walk through the fields in full fleece. They have been a great addition to the Frog Pond line up of animals. Truly enjoyable animals.

Describe your farm and management operations at Frog Pond. How is the management of both llamas and alpacas the same and different?

I run our management operation the same for both



Little Justin — Justin with the first llama ever purchased by Frog Pond in 1985. Justin was 3 years old in this photo. Carlos (the llama) was purchased in Grants Pass Oregon at one of the first Hartman Sales.

Cool Justin — Justin as a young guy at one of the Firecracker Sales.



Left — Justin in 2007 in Peru at the National Alpaca Festival with Grand and Reserve Champion Color Females



Right — Newest Inca Legend female cria

our llamas and alpacas. I am very much hands-on with our animals, so the shots, nails, shearing, birthing and any needed medication is done by me. It's a labor of love and, as a result, it allows me to have a closer connection with the herd, allowing me to make breeding, buying and selling decisions based on my day to day interaction with my animals. With 5 large barns and with many pastures it allows us to not only to do pasture rotation, but also barn rotation. This is a great benefit in keeping a strong healthy herd. We will run both llamas and alpacas together depending on the needs of the individuals, but mainly do this at birthing time.

When you are marketing llamas and alpacas what is similar and what is different? Are there tips that the llama community could use for marketing that the alpaca community is using?

My goal has always been to have a product that sells itself. I want to produce an animal that is so exceptional that it truly does that. Now having said that, it's still important to get that animal in front of as many potential buyers as possible. Frog Pond experienced great success with our

llamas at the Cascade Sale and we brought the best of our best. But I also pushed a large marketing campaign before hand. I had 4 full page ads where my animals were advertised in the sales catalog, multiple pictures of each sale animal and their parents on our website, two large email blast advertisements to over 2,400 llama breeders and then many personal emails and phone calls to individual prospective buyers prior to the sale. Then the icing on the cake was our great success at the Ag-fest Show the weekend prior to the sale. I took every one of our sale animals to the show and they all placed 3rd or better! This was a risk but with risk also comes reward. Frog Pond went home with 2 Grand Champions, 3 Reserve Grand Champions, 9 Blues and 2 Seconds all from the ALSA show! Then, at the Western States Futurity which was held the same weekend, we entered three animals and took three 2nd Places! We were so pleased to have had such a successful show and it certainly helped add value to our animals in the sale. Showing is a great way to promote individual animals and breeding programs, I encourage any breeder to get involved in doing so.

When I saw your farm display at the Cascade sale I was very impressed and it reminded me of the “old days” at llama events. You had a cozy “out on the deck” set up with comfy chairs, coffee, snacks and a great table with your ribbons and books on each of the llamas you were promoting. You were the farm to be noticed. What other marketing strategies do you use when at a sale? How are you marketing Frog Pond on a larger scale?

I had so much fun putting that farm display together, thank you for the compliment. I'm glad you enjoyed it along with many of the other of the participants at the sale. We came to have a good time and enjoy ourselves; I think we achieved that with flying colors. My goal was to create a “living room” atmosphere or “out on the deck” atmosphere just as if the people were at our farm. As a child, I grew up at the Firecracker, Hartman and Celebrity sales and always admired the

Continued on page 10...





breeder/llama enthusiast as well. I have great expectations for the farm store.

You are in a very important age demographic for the llama and alpaca industry, around 30? How can we attract more enthusiastic people of your age group to the llama industry?

I have always been a little younger than what I may appear. I'm actually 25. But I agree the more young people involved, the stronger our industry will become. Quite possibly the best way to reach our youth is through 4-H, FFH and simply opening up our farms to the general public to come and enjoy our animals as much as we do. Having good PR and performance animals is so instrumental for new people to experience. Allowing a little 5 year old girl to take a well trained performance animal through a simple performance course set up in your backyard will capture not only the little girl's heart but also her parents!!!! It's that old saying: you only have one chance to make a first impression. I'm very fortunate to have Little D here on our farm. He is a multi National Champion performance animal, so this is maybe easier for me to do than

others, but the value of this experience is worth breeders going out and purchasing well trained performance animals to use for such occasions. So many people are still "City Folk," so why not offer boarding for people who still live in the city but wish to own llamas? For those farms that have the space for additional animals, make it inviting for people to purchase animals from you and continue to board them on your farm. Then, when the opportunity presents itself for them to purchase a farm of their own, they very well may pass on the generosity to the next generation of llama enthusiasts.

Is your family involved with you in Frog Pond and if so what is their involvement? What is a favorite llama story that you could share?

Yes, both my parents play a vital role at Frog Pond, I simply could not do it without their support. My father is a retired airline pilot and he enjoys working on different projects around the farm. My mother opened and ran over a half dozen retail stores over the years. Her experience in marketing and display has been invaluable and instrumental in setting

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large farm displays. What they always seemed to be missing were people gathered in them! They were more for showcasing and not gathering. That was our goal, a place to gather, socialize and discuss llamas. I can't wait for the next event where we can do it all over again. We are also in the process of opening up a new fiber/farm store on our farm as well. I hope to have this up and running by September. This is a great way to get new people on the farm and introduced to llamas. As a small breeder, we love working with large operating farms, but really enjoy catering to the small or new

LANA

**Llama Association
of North America**

A MEMBERSHIP in LANA connects YOU with the camelid community

LANA's Annual EXPO, PTLA Pack Trial, and ALSA Show

Creating an environment for learning and having fun with our llamas in a relaxed atmosphere

LANA's Newsletter

Sharing current issues and information with the membership and other llama associations

LANA's Lifeline

A safety net for llamas. A network of individuals, businesses, and organizations that will take action to rectify poor or deteriorating living conditions through consultation, education, and/or placement of llamas in new homes.

LANA's Youth Program

Promotes 4-H, FFA, and independent youth to participate in llama projects locally, with application to our Youth Across America Program.

LANA's Hand In Hand Program

Provides veterinarians, nationwide, with basic references for llama medical care.

LANA's Camelid Research Fund

A yearly contribution raised by the membership, and turned over to the Morris Animal Foundation, where the interest is supporting vital research.

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