

...Continued from page 25

Cut out your pattern around the outside line.

### Mixing the Soap Solution

Fill the applicator bottle almost to the top with hot tap water. Shave enough soap into the bottle until the water feels slippery. This will take about 1 teaspoon of soap per liter of water. After adding the soap, shake the bottle vigorously to mix the soap. Be sure to cover the holes in the cap when shaking. It will take 1-2 liters of soap mixture to make the purse.

### Selecting the Wool

Choose wool that felts! Test a small sample first. Then make sure you have clean, carded wool. It can be in rovings or batts, but batts work best.

### The Felting Process

Separate the layers of wool. Don't use a single layer, but not a thick one either.

Position the fibers on the pattern very evenly. The fibers should extend over the edge of the pattern. But not more than an inch at most. Use 2 layers of wool, alternating directions with each layer.

Wet down the wool with your soap and water solution. Use only enough water to wet the wool. Pat down the wet wool so you know it is completely wet. Lay the netting over the wool. Press the wool down on the pattern to eliminate the air. Now carefully turn everything over.

Peel back the netting and take the wet edges of wool which extend past the edge of the pattern and fold them snugly over and around the edge of the pattern.

Place the wool in 2 layers on the 2<sup>nd</sup> side of the pattern.

Repeat steps 3 & 4.

Repeat steps 2-6. Now both sides should be covered in 4 layers of wool. You should be able to feel that there is enough wool on the pattern to be strong enough to be a purse. If you don't feel there is you can add more wool to both sides. It will get thicker in the felting process.

Use your hand to feel over the surface of the purse. Fix any irregularities on the surface. Thin spots should have wool added. Thick spots should have the wool

spread out.

Add any wool embellishment that you want to have felted in. This is the last step before the felting process starts.

The package of wool should now be: netting, wool, pattern, wool, and netting. Start with one end and roll it up like a jelly roll. Lift the roll over the bucket and gently squeeze out excess water. Do not wring.

Re-roll the bundle to make it tighter.



Put your hands on it and spread your fingers to cover it as much as possible. Press down firmly. Give your roll a 1/4 turn and press down again. Repeat this 80 times. Re-roll the bundle starting on each of the four sides and roll it about 80 times on each side. Then turn the project over and repeat on those 4 sides. This ensures that the fibers are worked in all directions and entangle the fibers. You should have 8 ways to roll your purse, 4 on each side.



Test the wool to see if it is felting. Unroll the package. Pinch a group of fibers between the thumb and fore finger, if the entire surface comes up, it's ready! If just the fibers you pinch come up, repeat step 11 going fewer times in all eight directions. Do this until the fiber passes the pinch test.

It is now time to cut open the felt to remove the pattern. Make a cut with your

scissors where you want your opening to be. Pull out plastic pattern.

Now it is time to full or shrink the purse down to size. Fulling is a continuation of the felting process with more energy and vigor. The two factors which must be present for fulling to take place are moisture and agitation. The moisture comes from the soapy water used to felt the purse. The agitation comes from squeezing and rubbing. The purse can be rinsed under hot water to speed up the fulling process. A cheater method of fulling is to use an automatic dryer. Ten to fifteen minutes in a hot dryer is all it should take. Fulling makes the purse smaller and denser.

Once the purse is the correct size, rinse it in water until it runs clear to remove the soap.

Add any additional embellishments. The felt can be embroidered, beaded or needle felted.

Now you can add a handle if you like. One can be braided with yarn, beaded, or crocheted. You can even felt one long strip and attach that.

You can also line your purse. It helps to keep the shape of the purse stable.

### Optional Design

You can add a flap to your purse to. Just add half the size of the flap you want to the pattern. Then when the felting process is complete and you are ready to take out the pattern, go down half the size of the flap and cut one layer across the purse. Take out the plastic and cut open the side seam just where the flap will be. You can trim the shape of the flap with scissors. Attach a button and you have a purse with a flap.





## Who's Buying What?



by Sue Wilde

I recently read an article about buying styles. It stated that until the last few years marketers had an easy time targeting shoppers by their buying styles but today people are shopping outside the box and inside other boxes until age, education, income, sex, etc are no longer parameters for sales projections. Wealthy people shop at Wal Mart and at Macy's. We shop differently when we are in a hurry as opposed to when we have all afternoon. We shop online, we shop from our friends multilevel marketing companies, we direct shop at stores. The contexts are different and so is the behavior because the motivations are different.

Harvey Hartman of the Seattle based consumer insight firm the Hartman Group, has classified 11 occasions for food shopping: random emergency, crafting a special recipe, meal eaten in the store, destination, party fixings, workout fuel, socializing with friends, after work supplement, recreation, coffee shop experience, and the traditional weekly shop. It pays to be mindful of the occasions and contexts your product fits into.

In the llama business our product is llamas but they come in various "boxes" like, suri, Argentine, silky, mini, packing, appy, etc. We also shop online, from our friends, and at sales and shows. We shop with a lot of thought and invested in what is going to work best in our breeding program, we shop on impulse, that looks good!, we shop by price, we shop by many different criteria. We may be a suri shopper but get attracted to Argentines too.

What are the best ways to determine llama shopping?

Dayleen Breed suggests:

- **Get out and observe.** It is important to immerse yourself in

your customer's lives. You can't understand them through artificial settings. Try to get the whole picture. Remember that there is no such thing as objectivity. Be aware of how your own perceptions color what you observe. After 20 years in the llama business I still can not figure out a llama auction! A llama comes up that I think is very worthy of a breeding program, the price is right and crazy! No one buys it! I think, anyone could use that bloodline, the animal looks good, what's the problem. Another llama will come up that I might think will be a "tough sell" and everyone is all over it! There is no objectivity in llamas, that's for sure. BUT if you want to understand the process at all you must be there, be a part of it and immerse yourself in it.

- **Listen.** This is always the first key to sales. Don't just wait for the person you are dealing with to stop talking

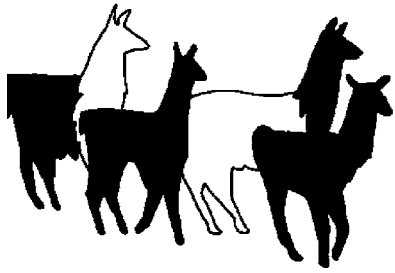
so you can talk. Slow down; listen for the specific words the customer is using about your llamas. Don't ignore the non-verbal part of communication and ask questions that help you understand what your customer wants. Get insights into what your customers' think and then talk!

- Create a picture of your customer and their lives. Does your product reflect their world? Are you trying to sell a mini to an Argentine breeder? Many companies have gained potent insights by collecting collages of images of their potential customers. Do you have the perfect llamas for "point chasers" at ALSA shows? Do your llamas have garment quality fiber that fiber feelers are seeking? Know who you are marketing to.

If you are immersed in your business you will know "who's buying what" and who could be interested in shopping at a new or different store... yours!

Show Me State Mini Llamas  
*"take two, they're small!"*

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**MILLENNIUM MAGIC**  
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The spring Millennium Magic 2008 Double Open Llama Show, Breeders Futurity, Fellowship dinner with free drawings, Llama Sale and Worship Service was a complete SUCCESS! Everyone in attendance was blessed indeed. Our fairgrounds were especially well prepared for our wonderful weekend full of excitement and awesome awards! Our judges were Terry Duespohl, PA; and Beth Myers, OH. They worked hard working through our classes and had fun doing so! Our show is all about giving and having fun and that was evident in the many smiles and hugs that were shared throughout our weekend. While being a double show, oral reasons were still given, as many do appreciate this learning scale while showing. This show is one of the first to be held using the ILR Show Manager program, with all ILR earned points easily tracked and accounted for, with no extra fees to the exhibitors. We are honored to have this new system in place and are so excited to reap the benefits of the ILR Universal Awards Program! The

easement in use and simplicity in sending in our results was one more blessing felt by show officials. Many exhibitors and friends stepped right in when asked and help was needed. We are so appreciative of the many that supported our show and look forward to holding more and serving in this capacity in the future. Our last account was that most all llamas in our small sale were sold to new homes; once again providing the place for both breeders and buyers proved fruitful.



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# WHERE TO BE

- **June 27-29, 2008 Backcountry Llama Rendezvous and Drive-In at Emigrant Springs, OR.**  
Lots of educational seminars about llamas and many fun things to do with them. New this year will be a guided pack trip into the southern Wallows (Main Eagle) immediately following the weekend activities. By guided, I mean it will be led by packers experienced in this particular hike, but it is intended to be a BYOLL (bring your own llama) event, for experienced and equipped packers. Backpackers are also welcome -see firsthand what real llama packing is all about. See the website for more details and lots of pictures.  
<http://www.rattlesnakeridgeranch.com/> Click on Events.
- **June 28, 2008 Wild 'N' Woolly Youth Show Custer County Fairgrounds**  
Junction Hwy 2 & 70 Broken Bow, NE Judges: Barbara Harris – Performance Geri Rutledge – Fleece Contact: Tami Schendt 308-872-2936 [ptschendt@yahoo.com](mailto:ptschendt@yahoo.com)
- **June 28, 2008 Vermilion County Fair Llama Show**  
Danville, Illinois ALSA show; Judge-Rick Neal; Halter, Get of Sire, Produce of Dam, & Showmanship Classes only. Contact: Leigh Snyder, for more info or visit the ALSA website.
- **June 27-29, 2008 All American Youth Jamboree & Shows Just outside Indpls., IN**  
ALSA Youth Show, 4-H Show, Fiber Workshops, Llama Care, Youth Challenges, Seminars. Fun Party, Farmer Olympics, Cook Out & Campfire Ribbons, Premiums, & Awards Open to all youth - no qualifying information at [www.youthjamboree.net](http://www.youthjamboree.net)
- **July 24-26th, 2008 "20th Celebration Ohio State Fair Llama-Alpaca-Fiber Show!"**  
Level III, every class imaginable. Judges: Tami Lash and Terry Duespohl. Prizes, food, vendors, tee shirts, music, favors, fun, phenomenal Fiber Show, Drill Team performance. Access all information, list of classes and entry form at [www.ohiostatefair.com](http://www.ohiostatefair.com). Deadline always June 20th. Questions: Donna Moore (740-743-1092) Held at Fairgrounds in Columbus, OH
- **July 25 & 26, 2008 WALKABOUT VI – Hinterland's 6<sup>th</sup> Tri-annual Llama Production Sale.**  
A Stellar Selection of the finest show and breeding stock in North America. Preview: Friday, July 25<sup>th</sup>; Auction: Saturday, July 26<sup>th</sup>. Please contact Kay: (541) 549-1215, [hinterlandllamas@peoplepc.com](mailto:hinterlandllamas@peoplepc.com), or visit us at [www.hinterlandllamas.com](http://www.hinterlandllamas.com).
- **August 1-3, 2008 Camelid Community 2008, Kansas City, MO**  
Open to everyone in the llama and alpaca community, this annual gathering will discuss "the state of the union" of the camelid world. All llama and alpaca organizations are encouraged to send a representative to this open forum, and interested individuals also are welcome. For registration information or more details, contact Sheila Fugina at [bsfugina@pressenter.com](mailto:bsfugina@pressenter.com) or 715-246-5837.
- **August 2, 2008 Lenawee County Fair Open Llama show Lenawee County Fairgrounds, Adrian, MI**  
Open Single Llama Show Official judge: Beth Myers Show contact: Tami Lash (517)467-2709, show forms a vailable on [www.LashesUniqueAnimals.com](http://www.LashesUniqueAnimals.com) or email [Uniqueanimal@aol.com](mailto:Uniqueanimal@aol.com)
- **August 2, 2008 Lenawee County Fair Open Llama show Lenawee County Fairgrounds, Adrian, MI**  
Open Single Llama Show Official judge: Beth Myers This show will utilize the ILR Show Manager Software and all ILR points will be tracked for ILR members and ILR llamas. Show contact: Tami Lash (517)467-2709 [Uniqueanimal@aol.com](mailto:Uniqueanimal@aol.com) Show forms will also be listed on [www.LashesUniqueAnimals.com](http://www.LashesUniqueAnimals.com)
- **August 23-24, 2008 Nebraska State Fair Als a Ii Llama Show State Fair Park Lincoln, NE**  
Judges: Barbara Harris – Halter Harold Herbold – Performance Contact: Eunice Cernohlavek 402-475-8636 [eunice@isp.com](mailto:eunice@isp.com) For premium book and application forms: [www.statefair.org](http://www.statefair.org)
- **August 29, 2008 -10am, Fulton County ALSA Llama & Alpaca Show, Wauseon, Ohio.**  
Judges- Deb Shellabarger, Mike Haumschild. Halter and Performance llamas & alpacas. Contact Joy Bishop-Forshey [drllamaj@yahoo.com](mailto:drllamaj@yahoo.com)
- **September 27-28, 2008 Millennium Magic Fall Festival Lenawee County Fairgrounds, Adrian, MI**  
Open Double Llama Show Saturday evening fellowship dinner Official judges: Darrell Anderson and Terry Duespohl Show contact: Tami Lash (517)467-2709, show forms available on [www.LashesUniqueAnimals.com](http://www.LashesUniqueAnimals.com) or email [Uniqueanimal@aol.com](mailto:Uniqueanimal@aol.com)
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- **Oct 3 - 4, 2008 Tulsa, OK Tulsa State Fair**  
Entry forms on Tulsa State Fair website Superintendent - Brenda Foulks [bfoulks74016@yahoo.com](mailto:bfoulks74016@yahoo.com)
- **October 4 & 5, 2008 8th Annual Alpaca Heritage Days.**  
Looking for that special alpaca to add to your herd? How about some prime fiber and alpaca products? Mark your calendar now! The weekend offers private treaty sales, free seminars, and lots of shopping fun at Terhurne Orchards in Princeton, NJ. For more information including directions, go to [www.AlpacaHeritage.com](http://www.AlpacaHeritage.com).
- **October 25, 2008, 9-3 Tucson Wool Festival**  
Sponsored by the Withers Ranch as a community outreach and educational awareness program on fiber animals and arts, various breeders and vendors from throughout the southwest will be demonstrating their wares from their fiber animals on the Withers Ranch in Tucson, Arizona. Free booths are available. Seeking instructors for 2-3 hour classes. Contact Kathy Withers (520)572-3758, [jmarckathy@aol.com](mailto:jmarckathy@aol.com). Additional information is on the Wool Festival page of [www.uniquedesigndesignsbykathy.com](http://www.uniquedesigndesignsbykathy.com).
- **November 8, 2008 Alpaca Heritage Events presents Dr. LaRue Johnson's Neonatal Clinic in Bordentown, NJ.**  
This clinic includes 6 hours of lecture and 90 minutes of wet lab for each registrant. Topics include reproductive anatomy and physiology, breeding and pregnancy diagnosis options, gestational development, care of the pregnant dam, normal and abnormal creation, and care of the newborns as well as high risk crias. The wet lab will include diagnosing the contents of the uterus, delivery plans and cria deliveries. Cost is \$200 per person and includes lunch. For more information and to register, visit us at [www.AlpacaHeritage.com](http://www.AlpacaHeritage.com) or contact Ingrid Wood at 609-261-0696.
- **November 9, 2008 Alpaca Heritage Events presents Camelid Infertility and Congenital/Genetic Defects,**  
a seminar presented by Dr. LaRue Johnson. This informative session will be held in the Rutgers EcoComplex in Bordentown, NJ from 10:00 am to 2:00 pm. Cost is \$75 per person and includes lunch. For more information and to register, visit us at [www.AlpacaHeritage.com](http://www.AlpacaHeritage.com).
- **November 9, 2008 Alpaca Heritage Event's Fleece Show at the Rutgers EcoComplex in Bordentown, NJ.**  
All you need to compete in this fun show is 2 oz of prime alpaca fiber! Great for novices and experts alike! Simply mail-in your entries ahead of time or drop them off in the morning. For more information, go to [www.AlpacaHeritage.com](http://www.AlpacaHeritage.com) or call Ingrid Wood at 609-261-0696.

Please submit your lama events to: [editor@lamalink.com](mailto:editor@lamalink.com)

