



**Newfoundland Club of America, Inc.**  
**Board of Directors Face-to-Face Meeting**  
**Bavarian Inn Lodge**  
**Frankenmuth, Michigan**  
**May 1-3, 2011**

## Agenda

**1. Reading of the minutes of last meeting**

- Approval of the March 17, 2011 minutes

**2. President's Report (Roger Frey)**

**3. 1<sup>st</sup> Vice-President's Report (Jacqueline Brellochs)**

- The CTMB teleconference held April 11<sup>th</sup>. Chairman, Clyde Dunphy, reported that Susan Kohut, Development Manager for Morris Animal Foundation is interested in attending our National Specialty and so arrangements for her to do so have been made. It is expected she will attend our Annual Membership Meeting and will be present at our Newfoundland Health Challenge silent auction area to meet people.

The Morris Animal Foundation sent an invitation to attend its Annual Sponsorship Meeting, June 22--25. Roger Powell tentatively agreed to represent us and to be there for the detailed explanations of their peer review process. Canine Health Foundation's National Parent Club Health Meeting, August 12--14 will be in St. Louis and Clyde Dunphy will represent us.

The next CTMB teleconference will be April 27, 2011.

**4. 2<sup>nd</sup> Vice-President's Report (Kathy McIver)**

- Having served in this position for three years, it is my recommendation the Board reconsiders the following:  
*4/30-5/1/07: All committees are required to hold teleconference meetings of their committees at least quarterly. There must be a quorum of said committee. All committee actions must result from a teleconference or face-to-face meeting with a quorum of said committee.*

There are many committees that do not need to meet quarterly (please refer to item #1- *Breeders List* report). Several committees have voiced the opinion that this policy is the Board giving the committees "busy time" rather than letting them do their work.

I think the Board should allow productive and well functioning committees the freedom to set their own meeting schedules. However, if the Board wishes to have some sort of meeting policy, I suggest something opened ended as such this: *All committees are required to hold committee teleconference meetings as needed to properly conduct business. There must be a quorum of said committee. All committee actions must result from a teleconference or face-to-face meeting with a quorum of said committee.*

**5. Recording Secretary's Report (Mary Lou Cuddy)**

**6. Corresponding Secretary's Report (Lynne Anderson-Powell)**

**7. Treasurer's Report (Mary L. Price)**

**8. AKC Delegate's Report (Mary W. Price)**

- AKC term limit vote (page 5)

**9. Committee Reports**

- *Breeders List* Committee (page 8)
- Electronic Publications Policy Committee (page 9)
  - Commercial Advertising Policy: The EPPC, at the Board's direction discussed developing guidelines that would grant NCA members advertising preference over non-members. We feel that the price differential is sufficient, and that it would be unfair to accept payment for an ad and then bump a vendor at the last minute because a member wished to advertise in that issue and waited until the deadline to send anything in. We also felt that adding another layer of preference beyond price would make the program more complicated to administer and given the small revenue expectation (goal would be to pay for cost of e-notes) would not be cost effective. We did address the issue of how far in advance someone could reserve ad space. Please see amended policy attached.
- General Education Committee (pages 10,11-15)
  - Purina Dog Library
  - Committee Overlap
- *Ad hoc* Governing Documents Review Committee (page 10)
- Membership Committee
  - NCA decals
- *Ad hoc* Newf Ambassador Committee (attachment pages 16-24)
  - Annual Meeting: If the Board approves the overall structure of the Committee's proposal, we would like a very short time (about two minutes) to announce this to the membership at the Annual Meeting (already scheduled). It will most likely be Sandy Gabel and Catherine Dunphy who will get up and make the short announcement. Joan Locker-Thuring may also be there.

Staffing: It is the recommendation of the committee (see page 18) that the Newf Ambassador Program be established as a sub-committee of General Education. (Donna Thibault has been copied on this email because this recommendation affects her committee.) Several members of the ad hoc committee have indicated an interest in staying on the committee, at least in the initial stages, to help implement the program. Because they have been so actively involved in putting together the proposed program, we request that the Board give consideration to the following appointments:

Chris Plum -- chair of the Newf Ambassador Sub-Committee operating under General Education

Sandy Gabel -- member of the Sub-Committee

Joan Locker-Thuring -- member of the Sub-Committee

Peggy Lange -- member of the Sub-Committee

Kathy Mitchell – member of the Sub-Committee

We appreciate in advance the Board's consideration of our proposal and appointments.

- *Newf Tide* Policy Committee (page 25)
- Steering Committee (attachment pages 26-29)
  - Increasing NCA membership report
  - The committee is still working on the question that the Board suggested we review: the possible formation of a committee to review and oversee long-term projects. We expect to be able to finalize it and to submit that report within the next two months.
- Working Dog Committee (see separate document)
  - Proposed WRDX changes for approval

## 10. Executive Session

- Approval of NCA Applicants
- Membership decal bids
- Member of the Year
- Committee Reappointment List
- Committee Appointment Discussion
- Grievance Hearings

## 11. Unfinished Business

- *NCA Policy Manual*
  - Update
- Motion: That NCA website add the following statement to the link for the Newfoundland database: Some Newfoundlands with OFA health listings may not be included. This was referred to the Technical Resources Committee per Barbara Finch's request for her and Debbie Bridge to provide preferred wording to be sent to BOD to vote on at March meeting. (Note: such proposed wording was not received then) (Jacqueline Brelochs)
- Discussion Item: Providing NCA loans for upfront costs to regional clubs hosting National Specialties. (from March 17, 2011 meeting)
- Annual Membership Meeting Protocol and Procedure

## 12. New Business

- Discussion Item: Suggestion(s) for possible By-Laws revisions:
  - i) Move the spring face-to-face meeting from the National Specialty week and the Board election to a date closer to the face-to-face to lessen the time between election of new Board members and their assumption of duties. (Note: when the February 1st date was set for the ballot deadline, the Board met in New York City the day before Westminster; both AKC and Robert's Rules strongly recommend a minimum lapse between election and duties)  
Drawbacks to current scheduling: cost and effort to arrive at each National site early; restriction of the Board's participation in activities during the specialty week; difficulties in tending to one's Newfoundlands during protracted meetings; restriction of accessibility of Board members for NCA members...both would benefit from more opportunities to interact; discuss concerns that eliminating these drawbacks might encourage more people to run for the Board
  - ii) Discipline -- re-word the Bylaws so the Board can consider the merits as presented to determine if there is enough "evidence to convict" rather than just considering whether the charges, IF proven, would constitute damage to the breed or the club rather as Board considers applicants for membership and sometimes declines to publish. (Jacqueline Brellochs)

## 13. Adjournment

## 14. FYI

- Board/Committee Item List
- AKC Humane Fund (page 6)
- AKC Breeder of Merit program report (page 7)

*To be  
voted in June*

**CHARTER AND BYLAWS OF  
THE AMERICAN KENNEL CLUB  
TERM LIMITS**

(To be read at the March 8, 2011 Delegates' Meeting)

<u>Rule (Bylaw or Regulation)</u> (Line Out)	Proposed (Line In)	Comments
<b><u>ARTICLE VII</u></b>	<b><u>ARTICLE VII</u></b>	
<p><b>Section 1.</b> No person shall be eligible to serve more than two consecutive terms on the Board. A Board member who has served more than half a term on the Board is considered to have served a full term. <del>This section does not preclude re-election of any delegate to the Board of Directors after a one year (or greater) hiatus from Directorship.</del></p>	<p><b>Section 1.</b> No person shall be eligible to serve more than two consecutive terms on the Board. <u>A term of service shall be four years.</u> A Board member who has served more than half a term on the Board is considered to have served a full term. <u>If a Director has served two consecutive terms he or she becomes ineligible for re-election to the Board of Directors for the length of one full term of four years.</u></p>	<p><b>This amendment was brought forward by the Greater Collin Kennel Club.</b></p> <p><i>This amendment would make an AKC Board member who has served two consecutive terms ineligible for re-election for the length of one full term of four years.</i></p> <p><i>The AKC Board of Directors has made no recommendation.</i></p>



## ABOUT THE AKC HUMANE FUND, INC.

Dedicated fanciers know that ongoing education is the key to success with dogs, whether in the breeder's whelping box, the exhibitor's show ring or the pet owner's home. That is why the AKC Humane Fund, Inc. places education about responsible dog ownership at the cornerstone of its mission.

*The AKC Humane Fund's mission is to unite a broad spectrum of animal lovers in promoting the joy and value of responsible pet ownership through education, outreach and grant-making.*

The Fund's Breed Rescue Grants help alleviate some of the financial burden clubs face when doing the right thing for dogs that need homes.

The Fund also is proud of its newest grant program for domestic abuse shelters that accept victims and their pets. These grants provide financial assistance to shelters that are equipped to serve as safe havens for women escaping domestic violence who might otherwise be reluctant to leave an abuser for fear of the fate of a beloved pet left behind.

The AKC Humane Fund provides educational programming that highlights the important role dogs play in our lives.

The Awards for Canine Excellence, administered by the Fund, honor dogs that have performed exemplary acts that have significantly benefitted mankind in the categories of law enforcement, search and rescue, therapy, service and companionship. The ACE Awards bring public attention to the innumerable ways in which dogs meaningfully contribute to our lives.

A new program will be a Hall of Fame for the dog fancy, to celebrate those who have shaped the history of their breed or the sport.

An unparalleled resource of canine education, the Library at the headquarters of the American Kennel Club is now under the administration of the AKC Humane Fund.

The AKC Humane Fund, Inc. is a non-profit charitable organization exempt from federal income taxation pursuant to Section 501(c)(3) of the Internal Revenue Code. Contributions to the AKC Humane Fund are tax deductible as allowed by law.

Gifts of \$1000 or more create a permanent memory on the Founding Members wall of the AKC Humane Fund at the headquarters of the American Kennel Club in New York City. Plaques commemorate donors and the individual, dog or club they choose to honor.

*Members and supporters of the AKC Humane Fund stand with thousands of dog lovers who believe in the value of responsible ownership education.*

# AKC's Breeder of Merit Program Gains Momentum

PHIL M. GUIDRY, J.D., AKC Director, Registration Advancement,

AKC Breeder of Merit Program

Since the October 2010 launch of AKC's Breeder of Merit (BOM) program, more than 1,500 dedicated breeders, with an overall average of 16 years experience, have become participants and ongoing enrollment remains strong! Not only does the Breeder of Merit program provide participants with a unique designation, it offers continuing education opportunities and valuable marketing resources for enhanced interactions with the puppy-buying public.

BOM program eligibility requirements were developed to define the basic requirements responsible breeders should strive for. Each BOM:

- has a history of at least 5 years involvement with AKC events,
- has earned a minimum of 4 Conformation, Performance or Companion event titles on dogs they bred/co-bred,
- is a member in an AKC club,
- certifies that applicable health screens are performed on the sire and dam as recommended by the Parent Club, and
- demonstrates individual commitment to ensuring 100% of the puppies produced are AKC registered.

Equally important BOM benefits were developed to give BOM breeders the tools to maintain and grow their newly rewarded distinction:

- Registration Certificates have been specifically designed for BOM breed-

ers, and carry a handsome distinctive gold border and the BOM logo.

- Individual Dog Applications for BOM breeders feature a BOM designation.
- One of the most popular BOM benefits are customizable breed-specific web banners for use on participants' web sites.
- A list of BOM participants appears both on the AKC website and in ongoing installments of the AKC Gazette. These are a powerful demonstration of the BOM's commitment to purebred dogs and a handy place to send puppy buyers to verify BOM status.
- Another important benefit includes free listings with Online Breeder Classifieds (OBC) on [www.akc.org](http://www.akc.org). All BOM litter listings appear at the top of each breed page. Additionally, based on feedback from BOM participants, further enhancements are being made online, which will include search functions based on breed, state, and last name of breeder.
- All BOM participants receive a keepsake silver lapel pin, a frameable Breeder of Merit certificate, and even a bumper sticker!

In addition to easier advertising, upgraded online registration options available in the coming months will ensure that BOM litters will be the easiest to register while helping breeders maintain their ongoing 100% AKC registration goal. If a BOM needs assistance, access to the AKC Direct toll-free number as well as technical

support with Online Record Keeping is always available.

The BOM program can be used to further the education of the novice breeder. For participants who mentor up-and-coming breeders, the BOM program qualifications can be used as a way to demonstrate what the basic requirements of a responsible breeder of AKC puppies should be. To help educate tomorrow's breeders, an instructional web page - Breeders Workshop, Tools to Assist AKC Breeders - can be found on the BOM home page.

The BOM program was designed to recognize AKC's core constituents while providing our foundation breeders with a way to work together with AKC to create a strong future for the organization and the sport of purebred dogs.

The BOM program is the best way to demonstrate your dedication to the breeding of beautiful, capable, and healthy purebred dogs. If you need proof of the caliber of breeders joining the ranks of BOM, look no further than the Group winners of the 2010 AKC Breeder of the Year awards. Each Group winner of the 2010 AKC Breeder of the Year awards is a Breeder of Merit! We hope you will join them and AKC in telling the world that AKC puppies are the best in the world. Let's spread the word together!

For more information or to apply for membership visit [www.akc.org/breederofmerit/](http://www.akc.org/breederofmerit/) or contact us at [breederofmerit@akc.org](mailto:breederofmerit@akc.org) 🐾

## COMMITTEE REPORTS

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### **BREEDERS LIST COMMITTEE** - BOD ACTION REQUIRED

Item #1

From: Johanna Matsuda

To: Kathy McIver

Cc: PATTE TESTA Lynn Nuss

Sent: Mon, April 4, 2011 11:01:23 AM

Subject: Re: set meeting times. Be sure to scroll all the way down to leadership. Permission to crosspost

Hi Kathy,

The Breeders List Committee requests to be exempt from this meeting requirement. Our justification: This Committee is seasonal (busy the beginning of the year). Any changes to the requirements or the application form are addressed immediately. Any problems or questions about the Breeders List among the committee members are discussed immediately via email or phone call.

Since there are only three committee members, we have tried to schedule a conference call, but it is difficult to have all 3 agree on a date/time since all 3 have to be on the call. It would be a waste of club funds to schedule a call & have nothing to discuss.

Please let me know if this is acceptable to the Board.

Thank you for your consideration!

Johanna  
Breeders List Chair

----- Original Message -----

From: Kathy McIver

Sent: Monday, January 10, 2011 9:02:45 AM

Subject: set meeting times. Be sure to scroll down to leadership. Permission to crosspost

Dear Committees,

I wanted to remind you all that committees are required to have at least quarterly meetings. *4/30-5/1/07: All committees are required to hold teleconference meetings of their committees at least quarterly. There must be a quorum of said committee. All committee actions must result from a teleconference or face-to-face meeting with a quorum of said committee.*

Some committees find it helpful to schedule a set meeting time. For example, Breeder Education meets the first Thursday of the month. This has worked well for us over the years as members know what is expected and can come to meetings prepared. As a chair, I think having regular meeting really helps to encourage team unity and helps to keep the committee focused.

Please contact me if you wish to set up either quarterly or monthly meetings for your committee.

Best wishes,  
Kathy Mc Iver



## Commercial Advertising Policy for NCA Electronic Newsletter

Effective date:

Commercial/Vendor Advertising will be accepted for the NCA Electronic Newsletter (*e-Notes*).

Ad size will be 100 pixels high by 185 pixels wide and may contain a company name, tag line, one image or logo (up to 75px x 100px) and a link.

### Advertising Rates:

NCA Member - \$25

Non NCA Member - \$50

Regional Club - \$12.50 (fundraiser, raffle, etc.)

A 10% discount is offered for vendors pre-ordering 6 or more months in a calendar year.

All ads will appear in the base of the right column and will be separated from non paid space by a horizontal bar.

A maximum of 4 ads will be accepted per issue on a first come-first serve basis. If an issue is full the vendor will be offered the next available slot, or the advertising fee will be refunded. The advertising deadline for each issue is the 15<sup>th</sup> of the month. [Ad space in any given issue may be reserved up to six months prior to the deadline date. Payment must be received in order to reserve space. Multiple ad spaces in the same issue will be available only if all spaces are not reserved by the advertising deadline.](#) The NCA may reject any advertisement for inappropriate content. Advertisements for dogs or puppies for sale will not be accepted.

Advertisements may be paid by check or charge. Checks must accompany ads and must be made out to the Newfoundland Club of America. Checks from Canadian and international vendors must be in U.S. dollars, drawn on a U.S. bank. Ads received without payment will be returned.

A webpage will be available for online advertising submission, and a link will be provided in the footer of each issue of the NCA Electronic Newsletter. (*e-Notes*).

**GENERAL EDUCATION COMMITTEE** – action required

**From:** Donna Thibault  
**To:** Kathy Mclver  
**Sent:** Wed, April 13, 2011 5:32:27 PM  
**Subject:** Agenda Items - For F-2-F Board Meeting

Hi Kathy!

Attached is the revised Purina Dog Breed Library Tool assigned to the Gen Ed Committee at the December 2010 meeting, and reviewed by the Board in March 2011. The attached document is for final approval by the Board at the May meeting.

Additionally, I would like to have a brief Board discussion of the expectations for the Gen Ed committee, the possible overlap of Gen Ed/REACT/? other committee work, and mention a few ideas the committee members have brought forward. I'm not sure if this would be in your 2<sup>nd</sup> VP /Committee Liaison section, or as an agenda item, or as new business. What's your recommendation on this?

Still working on confirming committee membership - got sidetracked working on identifying Juniors awards, and some events for the national.

Donna.

**GOVERNING DOCUMENTS REVIEW COMMITTEE** – FYI

The committee meets the third Wednesday of each month and all members participate. During the first few meetings we discussed generally our charge and focused on committee governance and Board meeting procedures. Each member is working on specific aspects of the overall problem (e.g. compliance of bylaws with Connecticut statutes) and we have made considerable progress in defining in detail the scope of our work. At the face-to-face meeting in November, the Board agreed that our scope included the degree to which policy (or standing rules) were in compliance with the more general governing documents. We are still convinced that this is an important aspect of our work. Some policies, for example, contain very detailed procedures that may diverge from the original intent of the bylaws and may represent considerable legal vulnerability to the club.

Unfortunately, the ambiguity in how the current policies could be delineated has been a continuing problem for our committee. We are grateful to Pam Saunders who has made great progress in pulling items from minutes over the last 3 years to update our existing policy manual. Unfortunately, it is often not clear from the minutes exactly what policy was being enacted. We are currently working on obtaining documents that were "approved" in the minutes, but are not themselves so easily available. Until this is done, or until we come up with another solution to the problem, it will remain difficult to complete our work. At the fall face-to-face we reported our progress on the other governing documents and we just have to incorporate the policy manual into a final document.

Pat Randall, Chair  
Kevin Gallagher  
David Helming  
Pam Saunders

Rev: March 2011

## Purina Dog Breed Library and Selector Tool

Purnia Website link:

<http://www.purina.com/dog/breed-library/breeddetail.aspx?breed=Newfoundland>

<b>Size:</b>	Giant
<b>Energy:</b>	Medium
<b>Barking:</b>	Low
<b>Coat:</b>	Medium/Long
<b>Shedding:</b>	Excessive!

### Description

The Newf is best described as being a gentle giant. Sweetness of temperament is the most important single characteristic of the breed. They are large and heavy in both bone and coat. As puppies they look like a cuddly teddy bear, however, this stage does not last long as they grow very quickly.

### Color

They can be black, brown, gray or white and black (Landseer) in color.

### Category Size

Large

### Coat Length

Medium/Long

### Weight/Height Range

Average height for adult dogs is 28 inches, for adult bitches, 26 inches. Approximate weight of adult dogs ranges from 130 to 150 pounds, adult bitches from 100 to 120 pounds. The dog's appearance is more massive throughout than the bitch's. Large size is desirable, but never at the expense of balance, structure, and correct gait. The Newfoundland is slightly longer than tall when measured from the point of shoulder to point of buttocks and from withers to ground. He is a dog of considerable substance which is determined by spring of rib, strong muscle, and heavy bone.

HEIGHT	MIN	MAX	WEIGHT	MIN	MAX
Female	26"	26"	Female	110 lbs.	120 lbs.
Male	28"	28"	Male	141 lbs.	150 lbs.

## Ailments

The Newf is, in general, a healthy breed. Raising a puppy according to your breeders' recommendations for diet, exercise, and physical environment should help to reduce the risk of bone and joint problems. Responsible breeders will screen their breeding dogs for elbow, hip, heart and eye problems, and other conditions such as cystinuria.

## Suitable Breed for Allergy Sufferers

No

## Common Ailments

Bones (Developmental) - Hip dysplasia; Bones (Developmental) - Elbow dysplasia; Eye – Entropion; Eye – Ectropion; Cardiovascular (Congenital) - Heart Murmur - Patent ductus arteriosus; Cardiovascular (Congenital) - Heart Murmur – Sub-aortic stenosis; Skin - Dermatitis - Acute moist ("wet eczema" or "hot spot"); Stomach - Gastric dilation and torsion (gastric dilation and volvulus); Musculoskeletal – Cruciate ligament rupture - spondylosis; Urinary tract – cystinuria – ectopic ureter; Allergies

## Personality

Newfs are very docile, gentle and make great family pets. Sweetness of temperament is the hallmark of the Newfoundland. They have a natural life-saving instinct. They are very outgoing and live life to the fullest, and are said to be one of the friendliest breeds. Intelligence

## Intelligence

The Newf is an intelligent dog that requires consistent training in a relaxed manner.

## Energy

Medium

## Tendency To Bark

Low

## **Overall Exercise Requirement**

The young dog should have all exercise monitored while it is still growing to ensure that no damage occurs to the bones and joints. They love water, swimming being one of their favorite forms of exercise.

## **Suitability for Personal Protection**

None

## **Suitability as a Guard Dog**

None

## **Suitability for Children**

High. Adult supervision around young children is a must due to their size.

## **Ease of Transportation**

Low, unless vehicle is of adequate size.

## **Level of Distress caused if left alone**

Medium, but varies from individual to individual.

## **Level of aggression**

Low

## **Other animal compatibility**

High

## **Grooming & Showing**

The grooming needs of this dog are very demanding. They should be combed regularly with particular attention being paid to the feathering on the legs, underbelly, chest, ears, hind legs, and behind the elbow – areas that tend to become entangled.

## Grooming requirements

Once a week

## Trimming required

Occasional

## Tendency to shed hair

Excessive

## Show characteristics

The head is massive, with a broad skull and a broad, deep muzzle. They have a soft mouth, with a scissors or level bite. Eyes are dark brown, relatively small, deep-set, and spaced wide apart. Ears are relatively small and triangular with rounded tips. They are set on the skull level with, or slightly above, the brow and lie close to the head. The expression is soft and reflects the characteristics of the breed: benevolence, intelligence, and dignity.

The neck is strong, well set on the shoulders and is long enough for proud head carriage. The back is strong, broad, muscular and level. The chest is full and deep. The tail is broad at the base and strong. When the dog is standing relaxed, its tail hangs straight or with a slight curve at the end. When the dog is in motion or excited, the tail is carried out, but it does not curl over the back.

Forelegs are muscular, heavily boned, straight, and parallel to each other. Feet are proportionate to the body in size, webbed, and cat foot in type. The rear assembly is powerful, muscular, and heavily boned. The coat is a flat, water-resistant, double coat that tends to fall back into place when rubbed against the nap. The outer coat is coarse, moderately long, and full, either straight or with a wave. The undercoat is soft and dense, although it is often less dense during the summer months or in warmer climates. Hair on the face and muzzle is short and fine. The backs of the legs are feathered all the way down. The tail is covered with long dense hair. Excess hair may be trimmed for neatness. The colors approved by the Newfoundland Club of America are black, brown, gray and white with black (Landseer).

## Breed classification

The Newfoundland is a member of the Working group. They were originally used for helping fishermen; today they are a very versatile dog and companion. Activities enjoyed by Newfoundland dogs and their owners include water rescue work, carting, obedience, agility, tracking, service and assistance dogs, and therapy dog work with children and the elderly.

## Origin

There are many conflicting stories as to the origin of the Newfoundland. It is agreed only that he is one of the older breeds of dogs in existence today. He may not have originated in Newfoundland, though skeletons of giant dogs have been discovered in Indian gravesites in Newfoundland dating from the 5<sup>th</sup> century, AD. One of the more appealing speculations rests on the legend that when Leif Erikson discovered North America about 1000 AD, he had aboard his boat a large black dog resembling a Newfoundland, called "Oolum." It is recorded that early in the 19<sup>th</sup> century some Norwegians kept and used Newfoundland-like dogs for bear and wolf hunting. The first record of the Newfoundland dog on the island whose name he bears dates from 1732 when an unknown author wrote, "The Bear Dog of a very large size is very watchful, his business is to guard a court or house, and has a thundering voice." The breed as we know it today was developed largely in 19<sup>th</sup> century England and America. The Newfoundland is an ancestor of the present day Labrador and Chesapeake Bay Retrievers, which follow the Newfoundland in their natural swimming ability. The rough-coated St. Bernard owes its coat to the Newfoundland.

**ad hoc Newf Ambassador Committee** – Board action required

**From:** Mary Lou Roberts  
**To:** Mary Lou Cuddy  
**Cc:** Kathy McIver; Roger Frey; Donna Thibault  
**Sent:** Wed, April 13, 2011 7:36:39 PM  
**Subject:** Ad Hoc Newf Ambassador Committee -- Report and Staffing Recommendation

MLC and KM -- here is the proposal from the ad hoc Newf Ambassador Committee for inclusion in the Board packet. Let me know if you have any difficulty reading it.

**Annual Meeting:** If the Board approves the overall structure of the Committee's proposal, we would like a very short time (about two minutes) to announce this to the membership at the Annual Meeting (already scheduled with MLC). It will most likely be Sandy Gabel and Catherine Dunphy who will get up and make the short announcement. Joan Locker-Thuring may also be there.

**Staffing:** It is the recommendation of the committee (see attached document) that the Newf Ambassador Program be established as a sub-committee of General Education. (I have copied Donna Thibault on this email because this recommendation affects her committee.) Several members of the ad hoc committee have indicated an interest in staying on the committee, at least in the initial stages, to help implement the program. Because they have been so actively involved in putting together the proposed program, we request that the Board give consideration to the following appointments:

Chris Plum -- chair of the Newf Ambassador Sub-Committee operating under General Education  
Sandy Gabel -- member of the Sub-Committee  
Joan Locker-Thuring -- member of the Sub-Committee  
Peggy Lange -- member of the Sub-Committee  
Kathy Mitchell - member of the Sub -Committee

We appreciate in advance the Board's consideration of our proposal and appointments.

MLR

**Newf Tide Policy Committee** – Board action required



**Newf Ambassador Program  
Program Description and Operation  
Latest revision: April 4, 2011**

**I. Newf Ambassador Program Statement of Purpose**

The following statement of purpose for the Newf Ambassador Program was formally approved by the NCA Board of Directors on November 20, 2010.

*In our role as guardians of the Newfoundland Breed, it is incumbent on the NCA to make available as many good resources as possible to provide both existing and prospective Newfoundland owners with good information and an accurate understanding of the breed. The Internet has made it extremely easy for people to find information—much of it bad. But information in the vacuum of cyberspace can never replace the knowledge that can be gained from face-to-face contact with a local person and real Newfoundland dogs.*

*The NCA Newf Ambassador Program is designed to ensure to the extent possible that any member of the public who wants to learn more about Newfoundlands has a knowledgeable and local person to talk with. This will include both people who are interested in whether or not a Newfoundland might be the right dog for them, as well as people who currently own Newfoundlands and may be wanting some additional help (for example, training, grooming, becoming involved with water or draft training, or simply having fun with their dogs). Newf Ambassadors will be experienced in and knowledgeable about the breed and the regional and national clubs and must be willing to spend time meeting with people face to face and providing an introduction to their dogs, when appropriate.*

*The goals of the program are to provide a local resource that can:*

- *Help more people make a correct assessment about whether or not a Newfoundland is the right dog for them.*
- *Encourage existing Newfoundland owners to join their Regional Club, local obedience/training clubs, and the NCA.*
- *Direct Newfoundland owners to information (Web site, Newf Tide, eNotes, and more) that can help them in taking better care of their dogs.*
- *Introduce Newfoundland owners to additional ways to have fun with their dogs (water work, parade carting, draft work, therapy dog work, obedience, CGC, and more).*

It is important to note that the Newf Ambassador program will not replace any existing programs such as Breeder Referral and General Education. Indeed, it will utilize programs that already exist at both the national and regional levels to ensure that the individual wanting information has access to all of the resources, both human and information, that the NCA can offer.

**II. History and Research/Findings**

Before embarking on determining the guidelines for the new program, the committee reviewed the following information.

1. Review of existing information (e.g., old RPC document; Web site information)

About six years ago, the old Rescue Prevention Committee had prepared a document on Breeder referral. This document was never submitted to the NCA Board. However, it was reviewed to determine if it contained content that would be relevant to this new committee. Committee members found nothing in particular that they believed carried over into the new Newf Ambassador program, primarily because the goals of the two initiatives were different.

2. Canvas of Regional Clubs

With the belief that Regional Clubs will play an important role in the implementation of the Newfoundland Ambassador program, the committee sought to review approaches that Regional Clubs currently use to provide members of the public in their regions with “mentors” and/or information. From the outset, it has been assumed that the National program will not interfere with Regional Club programs where an initiative is already in place to match the public with mentors. Any club wishing to control the “leads” in its area will have them forwarded to the Regional Club and will not be handled by the National program. Our canvas of clubs turned up only one with a formal program in place: Colonial Newfoundland Club. It is possible, though, that other clubs as well may choose to handle leads in their region themselves rather than work through the NCA Newf Ambassador program. That will be their option.

3. Review of AKC process

The AKC itself uses several different means to match members of the public with information about (and people in) specific breeds. While the NCA program will not directly “touch” the AKC approaches, we wanted to be aware of the AKC processes so that we could work best with them. It is a given that members of the public might contact various sources, either simultaneously or in close sequence.

The AKC Web site does provide a link to the NCA Web site. Perhaps it will be possible to direct inquiries coming from the AKC site to a page on which both Breeder Referral and the Newfoundland Ambassador Program are highlighted, making it easy for the general public to reach people who communicate directly with them.

### **III. Program Implementation and Operation**

#### **1. Where within the NCA does responsibility for the program reside?**

Several possibilities exist for operating the Newf Ambassador Program. These include a new, separate committee; REACT; and General Education.

This committee recommends establishing a sub-committee under General Education. Clearly the program should be run in conjunction with the general education of the public (and of NCA members), and should be kept current of resources available to help Newfoundland owners. In theory, this would be General Education. However, we recommend establishing it as a sub-committee with the singular purpose of operating the Newf Ambassador Program. Past experience shows that major initiatives put under large committees can sometimes get lost or

overwhelmed with opposing priorities. By making this program a sub-committee, the NCA can get the best of both worlds: close linkage with General Education, but singularity of purpose that will not be distracted by other initiatives.

## **2. What should be the makeup of the Newfoundland Ambassador Program Committee?**

The Committee should be composed of members who collectively have some expertise in the following areas:

- Initially, a few members of the ad hoc Newfoundland Ambassador Program
- General Education
- Rescue
- The NCA Web Site and electronic publications
- General working experience
- Health

## **3. What is the relationship between the NCA Newf Ambassador Program and Regional Clubs?**

Newfoundland Ambassadors should almost always consider the Regional Club in the area to be the first and best place to introduce a person with an interest in Newfoundlands. This is true both for those who are actively seeking to get a Newf as well as those who already have a Newf but have not joined the Regional Club.

The Newfoundland Ambassador Program will be explained to all Regional Clubs. If the Regional Club has its own program in place that ensures each member of the public is paired with a knowledgeable Newf owner, and wishes to continue to use their own program rather than the NCA program, then any queries that come to the NCA for that region will be handed off to that club for followup.

Inquiries for areas that do not have a program of their own will be handled by the NCA Newf Ambassadors. (Note: presumably there will be Newf Ambassadors from that geographic area.)

Periodically (perhaps every three months), the Newf Ambassador Committee may issue a report to the Regional Club noting contacts it has made and, where appropriate, suggest more followup to Regional Club events such as Fun Days, workshops, and working tests.

## **4. What are the requirements and the process for becoming a Newf Ambassador?**

The ad hoc committee discussed this question at length, perhaps spending more than 50 percent of our time on this one topic alone. Initially, the committee considered putting together a "test" to ensure some level of knowledge on the part of the Ambassadors. However, after reviewing the requirements (or lack of requirements) for belonging to any other NCA program or committee, this committee believes that there should be no test for this program either. Newf Ambassadors should be welcomed and supported for their willingness to serve in this capacity.

There are, however, other requirements that should be met:

Newfoundland Ambassadors will:

- Have owned two or more Newfoundlands over a period of five or more years.
- Have been a member of the Newfoundland Club of America for three consecutive years.
- Agree to respond to inquiries generated by the Newf Ambassador Program within 48 hours. (In certain circumstances, the lead may be handed off to another Ambassador (in case of vacation, illness, etc.), but the goal to respond quickly to all inquiries should be met in all cases.) While persons inquiring through the NCA Web site will receive an immediate, automated response, the human response should follow as quickly as possible with a maximum response time of two days.
- Agree to complete a brief online questionnaire about all contacts so that information about the program can be tracked.
- Where practical, agree to suggest local Regional Club activities as a place to meet and associate with Newf owners and, in some cases, breeders.
- Be able to converse intelligently about several aspects of the Newfoundland Breed and respond to common questions about Newfs. Just as important, each Ambassador should know what information is available (generally on the NCA Web Site) and how to access it. Knowing where to get the information is often just as valuable as memorizing the information.

While not a requirement, we strongly recommend that Newfoundland Ambassadors be members of their own Regional Club.

**5. How will interactions between the public and the Newf Ambassador Program be initiated and responded to?**

It is assumed that the majority of inquiries to the Newf Ambassador Program will come from one of two sources:

- i. The NCA Web Site – which will discuss the program and ask people if they would like to meet with a Newf Ambassador in their area. This source will also include links from Regional Club Web sites.
- ii. Chance meetings – Where we all have been talking about Newfs for years: parking lots; parks; hiking trails, NCA Working tests, etc.

Inquiries that come through the NCA Web site can automatically be directed to a program (verified by Marylou Zimmerman) that will pick up the inquirer's zip code and select the Newf Ambassador(s) (perhaps multiple) who are closest geographically. The program will then issue an automated response telling the individual that a Newf Ambassador will contact him/her, and issue a notice to the Ambassador(s) of the need for contact.

**6. Are there any “scripted” responses to questions?**

Some of the frequently asked questions often posed by the public should have somewhat “automatic” responses from Ambassadors:

- *Can you recommend a breeder?* (Newf Ambassadors should point to the Breeders List on the Web site; may refer the person to Breeder Referral; and may provide the names, phone numbers, and email addresses of any breeders on the Breeders List.)
- *How much do they cost?* The Newf Ambassador may respond that a Newfoundland puppy acquired from a reputable breeder may cost upwards of \$1800-2500. The Ambassador may also explain that what may seem like a high price is driven by the expense of doing all the health testing.
- *My Newf has a lot of skin problems (or any other health problem). What should I do?* (If the individual has purchased a dog from a reputable source (i.e., not pet store or puppy mill), suggest talking with the breeder as well as the veterinarian. If the Newf has been obtained from a pet store or puppy mill, direct all health-related questions to a veterinarian. The Ambassador may also point the questioner to any information that is available on the NCA Web site. Under no circumstances should the Ambassador offer any advice or comments that could be construed as medical advice.)
- *My dog is so gorgeous he should be bred. How do I find someone to breed with?* (Automatic referral to Breeder Education. That committee should let the Newf Ambassador Program know whom to contact.)
- *Where can I get a Newf rescue?* This response should be an automatic referral to the Regional Club and/or NCA Rescue. If Rescue wishes, the Ambassadors could be provided with a list of rescue dogs available so that the Ambassador would know, for example, that there are some Rescue Newfs available through the New England club, but not through Bear Mountain. In any event, Rescue can set the parameters for responding to this question.

## 7. What else should Newf Ambassadors know?

Following are a few examples of the general questions Ambassadors should be able to answer about Newfoundlands:

- What health problems do Newfoundlands have?
- How much do they weigh?
- How much do they cost?
- Are they good with children?
- How much do they eat?
- Do they slobber?
- How can I find out about Rescue dogs?

It is also important that Ambassadors have a general understanding of the organizations that serve and protect our dogs. They, therefore, should be able to talk about the purposes and processes of the following organizations and tools/databases:

- Newfoundland Club of America
- Regional Club in the area (or closest to it) of the individual asking the questions.
- The NCA Charitable Trust
- NCA Rescue
- American Kennel Club
- Orthopedic Foundation for Animals (OFA)
- CHIC
- NCA Database

Finally, Ambassadors should understand the conformation and working aspects of the breed and be able to discuss at a general level what is involved in showing a dog to its championship as well as both water rescue and draft work. It is not necessary that the Ambassador be a participant in these areas or an expert. It is important to be able to locate the more detailed information on the Web site and to be able to put the individual in touch with those who can help to foster the interest (such as someone to water train with).

The Ambassador should be aware of and able to discuss at a general level the following titles/designations:

- CH
- CD
- Rally
- WD and WRD
- DD and TDD
- CGC

Ambassadors should also understand and be able to explain the following NCA designations:

- VN
- ROM
- TOD
- TOD-D
- WAA

#### **8. What tools/information will be used to hand out to interested people?**

- Each Newf Ambassador will carry “business cards” with a space to write in name, phone number, and email address. The card will also contain the URLs for the NCA Web Site, and information about subscribing to eNotes.
- Initially, we will compile a list of documents (see Appendix A) available on the Web Site that are on topics that we believe will be most commonly asked about by the public. These topics may include grooming, training, feeding, and more. As newer material is added to the Web site, this document will be updated (perhaps every six months?) so that Ambassadors have the most current information.

#### **9. What process will be used for reporting about and review of the program?**

Each Newf Ambassador will complete a short electronic form after contact with a member of the public. These forms will be sent electronically to the Newf Ambassador Committee and followup will be recommended as appropriate.

We do want to be careful not to make this process paper-heavy or difficult. It is important, though, that we track the program to determine how effective its operation is and whether or not changes should be made in the program to improve it.

## 10. What happens next?

Following approval of the program as defined above, the ad hoc Newfoundland Ambassador Program Committee will work on the following tasks:

- Announce the program at the Annual Meeting of the Membership in May, and solicit volunteers, stressing the need for broad regional coverage.
- Prepare for the printing of the “business cards,” and provide the NCA Board with printing estimates.
- Compile/complete the list of Web links (see Appendix A)
- Establish the location on the Web site that will feature the Newf Ambassador Program
- Work with CTMB to get up to speed on Rescue issues.
- Contact all regional clubs to set up a working arrangement with the program
- Review the possibility of having the AKC site link directly to the NCA page on which the Newfoundland Ambassador Program and Breeder Referral are referenced
- Implement the zip code search program
- Implement the electronic form report for review of contacts
- Work with General Education to set up full implementation of the Program

## **Appendix A: Sample Links to Knowledge Areas on the NCA Web Site and Other Informational Sites**

(Note: a completed list will be given to each Newf Ambassador for easy access to information on the NCA Web site.)

### **Questions about Health**

General page on health: <http://www.ncanewfs.org/health.shtml>

Bloat: <http://www.ncanewfs.org/health/diseasearticles/genetichealthbloat.html>

### **Questions about Working Activities**

Water Work: <http://www.ncanewfs.org/working/water/index.htm>

Draft Work: <http://www.ncanewfs.org/working/draft/index.htm>

### **General Questions about Puppy Care**

Interested in a Puppy? <http://www.newfpuppy.com/>

...and so on, listing the Web site links for answers to what would be the most commonly asked questions or most important information.



TO: NCA BOARD OF DIRECTORS

FROM: NEWF TIDE POLICY COMMITTEE (Patti Emmerling, Julie Siefert, Beth Sell, Jeannette Voss, Ken Wildman, Meredith Reggie (*ex officio*), and Aura Dean, chair

DATE: April 13, 2011

RE: Items for face-to-face board Agenda

The first three items were discussed and voted on at our March 8, 2011 meeting. Items 4,5 and 6 were discussed at our March meeting but not voted on until April 12.

1. Newfoundlands that requalify for a title may submit to the *Annual of Titlists* and to the new titles section in *Newf Tide*. (Vote: 6-0) at March 8, 2011 meeting
2. The NCA's agreement with the editor of *Newf Tide* be extended for three (3) years. (Vote: 6-0) at March 8, 2011 meeting
3. The NCA's agreement with editor of the *Annual of Titlists* be extended for the production Of the 2010 *Annual*. (6-0) at March 8, 2011 meeting
4. Starting with the 3<sup>rd</sup> Quarter issue of *Newf Tide*, at an approximate cost of \$375 per issue , the magazine be perfect bound.  
This method of binding will permit *Newf Tide* to offer interior full page ads in color to our members at a reasonable cost. (4-0; 2 absent April 12, 2011 meeting)
5. That a full page color ad category be established at a cost of \$240 per full page ad subject to the existing policies governing ad submission. (4-0; 2 absent April 12,2011 meeting)  
Color ads on the inside front and back covers have proven to be popular and profitable. We would like to offer more opportunities to the members to show off their Newfoundlands in color at a reasonable cost.
6. Starting with the 3<sup>rd</sup> Quarter issue of *Newf Tide*, all "business pages" in the magazine be printed on 70 lb paper. (4-0; 2 absent April 12, 2011 meeting)

Depending upon the number of pages included, this will be a marginal savings on the cost of paper and a marginal savings on postage costs in that the weight of the magazine will decrease. Postage prices for Publication Rate postage may increase in late spring or early summer.

To: NCA Board  
From: Steering Committee  
Mary Lou Roberts, Chair  
Clyde Dunphy  
Roger Frey  
Chris Plum  
Roger Powell  
Mary Jane Spackman  
Marylou Zimmerman  
Date: March 11, 2011  
Subject: Resubmission of the "Increase Membership" Goal with Strategies as Requested by the NCA Board

#### The Board's Request to the Committee

At its fall Face-to-Face meeting in November, 2010, the Steering Committee submitted a revised version of its "Increase Membership" goal. The NCA Board accepted the proposal. *(See minutes for the 11/19-21/10 Board meeting: "Pam Saunders moved and Meredith Reggie seconded that the Board approve the Steering Committee's proposal of the concept of increasing NCA membership. Individual methods to accomplish increasing NCA membership will be brought before the Board for approval. The motion passed. 10 Yes (LA, JC, MLC, RF, SM, MLP, MR, PR, PS, DT); 1 No (KM); 1 Absent (JB).")*

1. Make a recommendation about the creation of a tiered-membership (Associate Membership) that would allow for different levels of voting capability; and
2. Suggest strategies for implementing an initiative to increase membership.

#### The Committee's Response to the Board:

The committee carefully considered both issues and has the following responses:

- 1) The committee does not support the creation of a tiered membership.
- 2) The committee has developed a number of strategies as requested by the board for increasing membership.

This document reflects the committee's work on these two topics.

Although it has been stated several times, it is important to note and keep in mind the following two precepts of the Increase Membership goal:

1. There is no effort or objective here to increase the ranks of the NCA by numbers alone. The goal seeks to bring into the NCA members who have evidenced a strong interest in and/or commitment to the Newfoundland breed.
2. New NCA members are expected to be drawn primarily from the following three communities: Previous NCA members; Regional Club members who are not NCA members; Newfoundland puppy buyers or well established dog owners who are recommended by long-time NCA members.

### **Strategies to Increase NCA Membership**

In response to the Board’s request for strategies to implement the “Increase Membership” Goal, the Steering Committee recommends implementation of the following strategies:

1. Identify through Regional Club listings those regional club members who are not NCA members but who are active and/or long-time members at the regional level. Pull together a group of people who will talk to these members and encourage them to join the NCA.
2. Have a Regional Club/NCA member available at Fun Days and Membership meetings to talk about the NCA, its programs, the Charitable Trust, and the membership process. For Annual Membership meetings, ask for a five-minute spot on the agenda. For Fun Days, set up a card table with NCA information and some copies of Newf Tide. For both, have membership forms and other educational and informative materials available.
3. Encourage NCA member breeders—and give them the tools—to inform their puppy buyers about Regional Clubs (first-time buyers) and the NCA (multiple-Newf homes and/or long-time Newf owners). Just as willingness to educate the public is a requirement for appearing on the NCA Breeders List, distributing information about and encouraging membership in Regional Clubs and the NCA should also be a requirement.
4. Identify from past membership records what people have dropped their NCA membership. In instances where it is not known why the individual dropped, put together a group of people who can contact these individuals and invite them to return.
5. Make it known that there are some real benefits to NCA membership. These benefits should include: (Note: new benefits that should be implemented are starred \*)
  - a. Receive the NCA Membership roster and the Annual of Titlists
  - b. \* Have access to “member-only” information on the NCA Web site
  - c. \* Have access to “member-only” information on the NCA database
  - d. Receive awards for titles and accomplishments
  - e. \* Get priority over non-members for room reservations at the host hotel at National Specialties
  - f. \* Receive a reduced rate and preferred placement for grooming space at National Specialties
  - g. \* When NCA working tests require a lottery for entry slots, give priority to NCA members over non-members
6. At National Specialties, have the ID badge from the registration packet indicate either by color or other special designation whether or not the registrant is an NCA member so that we can identify and talk to non-NCA members to determine their level of interest in the breed and the club.
7. Encourage Newfoundland owners who love Newfoundlands to avail themselves of the opportunity to participate in and work for the parent club whose responsibility it is to preserve and protect this breed, since the NCA is the only U.S. organization in existence with this purpose.

There are, of course, other member benefits that can be established, but the list above should be a good starting point.

### **Steering Committee Recommendation about Implementing a Tiered Membership**

The Steering Committee discussed this topic at length and, in the end, voted unanimously to recommend that the NCA not create a tiered membership for the following reasons:

1. If the creation of a “path” leading from Associate Member to Full Member that is based on time (e.g., someone must be an Associate Member for five years before applying to be a full member) during which a member can be assumed to gain knowledge of the Standard and the workings of the NCA, this objective will by no means necessarily be achieved. Many people who are long-time members of the NCA are not knowledgeable about the Standard, and many who are only short-time members are knowledgeable. The amount of time that one is a member is not necessarily tied to one’s knowledge of the breed or the standard.
2. Some have said that the addition of an Associate Membership category will allow the NCA to be more inclusive. However, right now the NCA is about as inclusive as any club could be, accepting nearly everyone who applies. In fact, a new category of membership would create exclusivity, at least from the status of full membership.
3. Establishing a new category of membership that would allow, for example, an Associate Member to advance to a Full Member after some period of time (or other criteria) would create an administrative nightmare, forcing time-consuming issues such as determining who is eligible to “move up” and who can vote on what.
4. Would the NCA ever want someone as an Associate Member that it would not want as a full member? What will be different from turning someone down for full membership after that individual has been an Associate Member? How would those qualifications differ from the criteria that the NCA currently applies for turning someone down? If you do turn Associate Members down when they apply for Full Membership, aren’t we risking being charged with the exclusivity that a tiered membership seeks to correct? Won’t there be increased pressure on the Board to explain the reasons why someone may be acceptable as an Associate Member but not as a full member? And if we do not turn down Associate Members and the path is simply dictated by a time line, what, then, is the real point of the tiered membership?
5. Asked another way, who would we want as an Associate Member that we would not want as a Full Member? If the Associate Membership is open to absolutely everyone (no NCA Board review at the Associate level), then we are risking allowing anyone to advertise as a “Member of the NCA,”—and they would be correct.
6. Would Associate Members be allowed to serve on Committees? On the Board? If the answer is yes, again, there is no real difference from the situation that now exists. If the answer is no, we could conceivably suffer some unintended consequences by cutting off a number of otherwise qualified and dedicated volunteers.
7. One Steering Committee member made the following suggestion about an Associate Membership: “If there were to be such a membership level, this is how it would look to me:
  - a. Dues of \$50/year
  - b. No application signatures; just “subscribe”
  - c. Get NewfTide electronically only and it would not include any of the pages on the Board, Committees, etc.
  - d. Cannot vote
  - e. To join NCA as a regular member with all the rights and privileges, join as is done today.

This approach, of course, “selects” NCA members on their ability and willingness to pay for the benefits of membership, and is not based on a who-can-vote-for-what basis.

8. One member of the Steering Committee suggested that the real concern that seems to be triggering the entire discussion about a tiered membership is a fear that some people have about who can and who can't vote on the Standard. While the Steering Committee does not share that concern, one committee member suggested that if that is the real problem we are trying to solve, there are other ways to accomplish this. For example, in its coming revision of the Constitution and By-Laws, the NCA can dictate that, perhaps, only those who have been on the Breeders List for 5 consecutive years can vote on the standard, or only those on the Breeders List and AKC Judges can vote on the Standard, or only those who have bred 10 or more champions can vote on the Standard...and so forth. Alleviating the concern many people seem to have about who can vote on the Standard can be better achieved by coming at it from the other direction rather than creating an unwieldy tiered membership structure that does not directly address the concern.

Our sole recommendation regarding Associate Membership is not to implement a tiered-membership strategy.