



Newfoundland Club of America, Inc.

Board of Directors

June 16, 2011

8:00 pm Eastern Time/ 7:00 pm Central Time

Agenda

- 1. Reading of the minutes of last meeting**
 - Approval of the May 1-3, 2011 minutes
 - Approval of the May 4, 2011 Annual Meeting of the Board minutes
 - Approval for publication of the May 3, 2011 Annual Membership minutes
- 2. President's Report (Pat Randall)**
- 3. 1st Vice-President's Report (Roger Frey)**
- 4. 2nd Vice-President's Report (Pam Saunders)**
- 5. Recording Secretary's Report (Mary Lou Cuddy)**
- 6. Corresponding Secretary's Report (Lynne Anderson-Powell)**
- 7. Treasurer's Report (Mary L. Price)**
 - Discussion: Projections – fiscal year ending June 30, 2011.
 - Discussion: Preliminary Budget – fiscal year ending June 30, 2012.
 - Discussion: Preliminary NCA National Specialty financial report.
- 8. AKC Delegate's Report (Mary W. Price)**
- 9. Committee Reports**
 - General Education Committee
 - Newf Ambassador Program response
 - Article on Evaluating Breeder Websites
 - *Ad hoc* Governing Documents Review Committee
 - Membership Committee
 - NCA decals
 - Regional Clubs Committee
 - Committee report
 - Regional Club Liaison
 - High Country Bylaws
 - Rescue Education and Awareness Committee
 - Report on New Buyers
 - Technical Resources Committee

- Versatile Newfoundland Committee

10. Executive Session

- Approval of NCA Applicants
- NCA decals
- Committee Appointments

11. Unfinished Business

12. New Business

- Motion: To approve South Central Newfoundland Club's NCA Incorporation Grant Application. (Mary L. Price)
- Motion: That the NCA offer a Completion of Title rosette for those who complete a title at the National Specialty, including the Regional Specialty held the day before the National Specialty. (Mary Lou Cuddy)
- Motion: That the Beginner Novice class in Obedience be offered at the National Specialty, including the Regional Specialty held the day before the National Specialty. (Mary Lou Cuddy)
- Motion: That the NCA Board request the Specialty Show Committee to review the offering of medallions for certain conformation awards at regional and national specialties. (Mary Lou Cuddy)
- Motion: To direct the AKC Delegate to gather information on the possible selling of information by the AKC to a pet insurance company with which it has developed a relationship. (Mary L. Price)
- Motion: That the NCA send one delegate each from the Breeders Education and Legislative Liaison Committees to the 2011 NAIA National Conference. (Lynne Anderson-Powell)
- Discussion Item: To address the TOD/TODD presentations at the Annual Membership Meeting (Lynne Anderson-Powell)

13. Adjournment

14. FYI

- Board/Committee Item List
- Board Directory
- AKC Delegate Correspondence

From: Donna Thibault [donnatbo@cox.net]
Sent: Tuesday, June 07, 2011 9:43 PM
To: Pam Saunders; Pat Randal
Cc: Mary Lou Cuddy; Lisa Lathrop
Subject: Gen Ed Committee Report

Importance: High

Attachments: ResponsibleBreeder MLZ_1.doc
Pat, Pam, and Mary Lou,

The Gen Ed Committee just concluded its teleconference. We had full participation by six of the eight members of the committee who had indicated they could attend the teleconference tonight. A seventh member joined the teleconference just after the vote was taken, and concurred when she was informed of the discussion and vote on the motion below.

The idea of placing the Newf Ambassador program under the umbrella of the Gen Ed Committee was discussed. The Committee members present felt that this is a very worthwhile and positive initiative, however it would not be a good plan to make a sub-committee within Gen Ed for this program. The consensus was that this is a regional program, as indicated in the proposal of April 4, 2011. It was felt that once the ad hoc sub-committee disbanded, this would either take over as the main task of Gen Ed or possibly not get the attention it deserved. Committee members also commented that there was no need to make yet another NCA committee, considering that many of the committees already in existence overlap as it is. Mention was made of the revised "Newf and You" booklets that were sent to each regional club from the National this year, and how these are an excellent example of how Gen Ed can assist the Newf Ambassador program without having it as a sub-committee.

A motion was made to recommend to the Board that the Newf Ambassador Program be incorporated as an expectation of the Regional Club Committee, with the support of General Education as needed. The motion passed with a vote of 6 yes, 0 no, 0 abstain.

The Committee also approved the attached article written by Marylou Zimmerman to be posted on the NCA website, with a few suggestions.

- 1) The committee would like to see a statement included that a responsible breeder will be available for the buyer and for the puppy for life; and
- 2) Beware of claims of 'designer dogs' – Newfs that don't drool, don't shed, apartment sized Newf, giant dogs, etc.

Thank you. Please let me know if you have any questions or concerns.

Donna Thibault

Part 1 - Evaluating a Newfoundland Breeder's Web Site

So, you are looking for a Newfoundland puppy. First off, know that there is nothing in the world that is cuter than a Newfoundland puppy. You will find many websites that are just loaded with adorable pictures of fluffy pups getting into all manner of cuteness. Stop for a moment and remember that puppy looks are fleeting and you are embarking on a purchase that will be part of your family for the next 10-15 years. Beginning the search for a Newfoundland Puppy on the Internet can be a good first step in adding a Newfoundland to your family. Many responsible breeders have websites which feature their dogs and accomplishments. [<link to breeders list>](#) Unfortunately many irresponsible breeders also take advantage of internet technology to promote their dogs for sale.

Finding a breeder website should be the first step in your purchase. This should be followed by emails, phone conversations and personal meetings.



Red Flag - Be very wary of breeders who are willing to complete an entire transaction via their website without any personal contact.

The internet has made searching for a good breeder very different from a similar search 10 or 20 years ago, but the qualities that make a good, responsible breeder have not changed. Responsible breeders are devoted to their dogs and committed to the future of the breed. Not every responsible breeder is a technological wizard. Their passion is the Newfoundland dog. The first rule in finding a breeder via the internet is that you should always look for substance over flash.

Here are some things that responsible breeders will feature on their website:

- **Full Registered (AKC) names of their dogs.** Every Newfoundland bred in the United States should be registered with the American Kennel Club (AKC) [<link to AKC>](#). For international breeders, dogs should be registered in the Kennel Club of their home country. Full registered names will allow you to verify information about the dogs via the many databases available online (more on this later).

Example of registered names:

Seaward's Blackbeard

Not Registered Names:

Captain

Sissy



Red Flag – Websites that list only the call names of their breeding stock may appear more “homey” but in fact this keeps you from doing your own verification of health and award claims.



Red Flag- Breeder does not register dogs with the American Kennel Club (AKC) but instead uses a “knock-off” registry such as APRI (American Pet Registry), DRA (Dog Registry of America) or NAPR (North American Purebred Registry).

• **Pedigree or link to pedigree.** Each dog should have information on their parents. A pedigree is a dog's family tree, usually either 3 or 5 generations. If it is not available on the breeder's website, the breeder should be able to provide it to you so you can research the dogs.

A word about all of the abbreviations found in a pedigree. Most pedigrees will list titles earned by a particular dog (Championship, Water Rescue Dog, etc.); some will also list health clearances. In the spirit of "buyer beware" you should always verify claims about a particular dog. Also, keep in mind that statements such as "championship lines", "championship pedigree", etc. really only have a bearing on the pups produced if the dogs are in the first few generations (closest to the left); the further to the right you read in a pedigree, the more distant the relative and the less influence that dog will have on the genetic make-up of the puppy you are considering. A dog with 50% or more of the first 3 generations being champions has a much more credible claim to "championship lines" than a dog with one or two champions in the 4th or 5th generation.

If a breeder's website does not provide pedigrees online, you can find pedigrees using one of the Newfoundland Dog online databases<[link to NCA Database](#)>. (See research section)

Example of a pedigree:

[Am CH Can CH Dryad's Tambarah Of Cayuga \(Tombie\)](#)
Am CH Can CH Dryad's Strong Sea Pirate ROM (Pi)
Am CH Dryad's Dotty Queque (Dottie)
Am CH Can CH Seaward's Jolly Roger Beaupre (Jolly)
Am CH Indigo's Fritzacker ROM (Fritz)
Am CH Beaupre's Dolphin Striker
Beaupre's Maighdean Mar
Am CH Can CH Seaward's Blackbeard ROM (Adam)
Am CH Can CH Dryad's Tambarah Of Cayuga (Tombie)
Am CH Can CH Dryad's Strong Sea Pirate ROM (Pi)
Am CH Dryad's Dotty Queque (Dottie)
Mylord's Sarah (Sarah)
AmCH Dryad's George ROM (George)
Radcliffe's Bear Paws
Am CH Edenglen's Missy Ii

Compiled on January 08, 2011. Copyright © 1997-2010 Newfoundland Club of America Database

• **Health Clearances** – Responsible breeders screen their breeding stock for genetic diseases. The Newfoundland Club of America considers the following tests as necessary for all Newfoundlands: Hips (x-ray), Elbows (x-ray), Cystinuria (DNA or parentage) and Hearts (cardiologist). Additional tests include CERF (eyes) Thyroid (blood tests) and Patellas (x-ray). DNA Banking is also strongly encouraged. A responsible breeder will list the health screening they perform on their breeding stock and will either provide the information via a public database such as the Orthopedic Foundation for Animals (OFA) <[link to OFA](#)>, the NCA Database <[link to NCA Database](#)>, or will provide prospective buyers with certificates of clearances upon request. One of the hallmarks of a responsible breeder is gathering as much information about their breeding stock as possible before planning a breeding.



Red Flag – Breeder does not do any health checks on their breeding stock because - “I’ve never had a problem with it before” or “They all run around the yard and nobody is limping so their hips are fine.”

• **Titles (Conformation, Companion or Working)** - Responsible breeders are active in the sport of purebred dogs. Newfoundland breeders who are passionate about the breed care about maintaining working instinct, proving their stock in the show ring and showcasing their dogs unique talents through performance events. Newfoundlands earn titles in obedience, Rally obedience, agility, tracking, water rescue, and draft work. They also obtain certifications in Search and Rescue, Therapy work, freestyle and flyball <link to working dog page> . There is a Newfoundland activity for every breed enthusiast. This indicates that they are proving their breeding stock, spending time training their dogs and are actively in contact with the dog world, where they can keep learning new things and stay current with advances in health, breeding, training and husbandry.

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Red Flag- Breeders whose dogs never leave their property, and who do not participate in any type of activity with their dog.

• **Membership in a dog club** – this could be a breed specific (NCA or NCA Regional Club) or All-Breed (geographically located) Kennel Club. Responsible breeders are always looking for ways to learn and to educate – club membership provides educational opportunities for breeders, as well as public education. Responsible breeders have a wealth of accumulated knowledge about the care, grooming, exercise and health of the Newfoundland <link to Newf Know How> as well as the history of the breed <link to history page> and its development <link to breed article>. One hallmark of a great breeder is a willingness to share this information with others, another is a quest to always learn new things. Being part of a group devoted to the breed is one way for a good breeder to fulfill both of these needs.

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*Red Flag- breeder does not participate in any dog related groups, clubs or societies.
Note- the American Kennel Club does NOT have individual members, only member clubs, so beware a breeder that claims to be a “member” of the AKC.*

• **Number/type of dog** – Breeding a giant breed, long-haired dog such as the Newfoundland is nothing short of a labor of love. It is an expensive and time consuming passion for a responsible breeder. Adult dogs require regular grooming, exercise and training and a litter of puppies requires 'round the clock care, often for weeks at a time. While it is possible for a breeder to be equally devoted to more than one breed, it is very unusual for a good breeder to make an appropriate time commitment to more than 2 breeds without professional kennel staff.

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Red Flag- Breeder having 3 or more breeds actively producing puppies.



Red Flag – Breeder having more females than can be appropriately cared for and socialized, all females being bred to one or two “house” stud dogs. Advertising that puppies are “always available”.

Part 2 - Using the Internet to Research a Newfoundland Breeder

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The Internet provides many useful tools to prospective puppy buyers to research breeders, even if the breeder does not have a website.

Health: One of these is the database of the Orthopedic Foundation for Animals (OFA) <link to OFA>. When visiting the OFA site, users can search using the registered names of dogs. One hint is to search using just the kennel name of the breeder; this allows you to see how many dogs the breeder has produced that have been screened for genetic disorders. The OFA Search results also show health clearances for parents, siblings, half-siblings and offspring. While health clearances on parents are not a guarantee of a healthy puppy, they are one part of the picture.

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<screen Shot OFA Search page>

Titles: Another useful tool is the Newfoundland Club of America (NCA) database <link to NCA Database>. This tool allows users to search using all or part of a dog's registered name. The NCA database contains 3 and 5 generation pedigrees for Newfoundlands who have earned AKC (conformation, obedience, rally, agility, tracking) or NCA (water, draft) titles, along with any health clearances that the dog has had listed in a public database. These searches can be used to verify claims made on a breeder's website. There is also a searchable database supported by the German Newfoundland Club <link to German Database> that contains many dogs with American and International backgrounds.

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Breeder: The AKC website <link to AKC> also has a very powerful search engine that allows users to search all of the AKC minutes. Searching by a breeder's name will give results for any infractions either in animal care or record keeping under the name of the breeder. You can also search USDA licensed breeders online through APHIS. Here's how to access the federal inspection reports: go to the APHIS homepage at <http://www.aphis.usda.gov> and click on FOIA Reading Room, in the right-hand portion of the screen. The inspection reports will be available under the Animal Welfare heading in the Reading Room. Choose the type of licensee or registrant you are interested in, and then choose the state. Once you choose the state, you will be able to scroll through the alphabetical list of licensee or registrant names and make your selection. Keep in mind that most reputable breeders will not have the numbers of breeding stock qualifying them for USDA licensing.

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Referrals: The Newfoundland Club of America (NCA) and its 25 Regional Clubs have members all over the country and around the globe. If you are researching a breeder, a club is a great place to get referrals and recommendations. You can contact the NCA both via phone (1-866-NCA NEWFS – toll free anywhere in the US) and email <ncanewfs@comcast.net>, and all Regional Clubs can be reached online <link to Regional Club Map>.

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The Governance committee met on 5/25 to review our previous discussions on NCA policy regarding committees. We had met previously on this topic with the then 2nd vice president, Kathy McIver attending who provided us with her impressions on the matter. We particularly reviewed past situations in which committee matters proved problematic. We reviewed RRONR and Sturgis on committees as well as the Connecticut not for profit statutes.

We send the following recommendations to the Board to consider during the discussion on committee reappointments. The Governance committee does not expect adoption of these recommendations at this Board meeting. We have confined our comments to policy matters regarding committees. The overall discussion of committee governance will be in our final report.

1. The Board must be sure to provide complete directions to committees regarding the charge they are receiving. In all but the simplest of cases, this should be in writing to the committee chair who should distribute it to the committee. The committee should be provided all supporting documents relative to the charge and the committee should have access to the audio recording of the Board's discussion leading to the referral for additional background information if sought. A realistic target date for committee response must be included in the charge.

To these ends, the Board should develop a checklist for committee referrals to be used when all else is equal. Under this procedure the Board would not be too rigidly bound to a format that will not meet all contingencies, but would be reminded of their obligation to be clear to committees when items are referred. This checklist document should be included in a packet received by incoming board members.

2. Committees should be provided with a rewritten set of general instructions. These instructions should include, but not be limited to: a copy of all current policies relating to the general function of committees (e.g. how often they must meet and by what mechanism, the committee voting rules as defined by our parliamentary authority or failing that, by the Connecticut Statutes, the degree of autonomy the committee has, the current inter-committee communication policy and the degree of informal communication that should be expected from individual board members.) A list of recurrent deadlines, i.e. budget, reports etc, should be included. Also included in this document should be those items traditionally (as defined by RRONR and Sturgis) included in committee reports. It is often the case that the Board is more interested in the committee's research findings than in a recommendation—committees should be specifically informed when this is the case.
3. Committees that are formed (or have as part of their charge) to report to the Board the results of investigation and deliberation on different courses of action, should be of sufficient size and diversity to represent the club as a whole.
4. "Action" committees, committees with a charge to perform activities that have already been agreed upon, should be smaller and made up of individuals who favor the activity.

While RRONR makes these recommendations with respect to special, or ad hoc, committees, Strugis does not make that distinction. The committee feels these principles are relevant to all committees.

5. The Board should not assign tasks to committees that are outside of the committee's charge. If this is necessary, the committee should be asked if they are able and willing to take on the additional charge.
6. The Board should make better and more frequent use of committees of the Board-small committees to do tasks that are clearly Board business, but are not efficiently done in a regular board meeting. Composing some documents, for example, would fall under this item. We have had many tasks assigned to individuals that are never actually completed. Small committees would provide an environment more conducive to completing assignments.
7. The Board should make better and more frequent use of special committees and narrow the charge of standing committees to be more specific. The proliferation of committees is a common concern. It should be emphasized that ad hoc committees are automatically discharged when they complete their final report. Further, we may be able to increase participation when the commitment is for a defined purpose and limited period of time.
8. Committees should be encouraged to form sub-committees where appropriate for specific tasks. Subcommittees are answerable directly to the main committee and are responsible for keeping the committee as a whole up to date on their work. Items for the Board prepared by a subcommittee or actions for which the committee has authority to act, must be considered by the entire committee.
9. The Board should not use a committee member who happens to be a Board member as the representative of the committee, unless the Board member is the Committee Chair.
10. Lastly, the Connecticut statutes require committees to operate under the same rules as the Board (e.g. voting rules). It is unclear in the statute whether this applies to the bulk of standing and ad hoc committees in the NCA, or only to committees of the Board. It is important to the function of committees to determine this.

From: Steve Britton [britone@centurytel.net]
Sent: Thursday, June 02, 2011 12:16 PM
To: Pam Saunders; MLPrice@mhtc.net
Cc: Mary Lou Cuddy
Subject: RCC Committee Report and Budget Considerations

Report of the Regional Club Committee
to the June Meeting of the
NCA Board of Directors

The RCC held a Special Teleconference on Monday, May 23rd at 9 PM EDT. Eleven members and one guest (non NCA member, but a regional club officer, nonetheless.) The chairman presided.

The focus of the meeting was to begin to formulate a plan that would enable the committee to meet the August deadline from the Board of Directors, regarding the proposals that were referred in May, and to discuss the pending NCA Budget request.

Regarding the referral:

The committee asks that the Board of Directors take appropriate action to revise and update the brochure, the "Newfoundland Club of America: who we are and what we do." The current edition is about ten years old and it was reported that it's information is presently, incomplete.

The RCC requests clarification regarding their charge. Some regional club's bylaws provide for associate memberships and some don't. Regarding the former, some region clubs already are meeting the 50% goal in their General Member Classification, but not in their Associate Member Classification.

The committee questions, "What is the process for documenting the reasons for non-renewals?"

The Committee asks the Board of Directors to take a moment and consider (or list) the overall Benefits of NCA membership. An example would be occasional Health Testing Rebates and ROM Awards

More specifically, what is it that the NCA has to offer a member as a benefit, that people aren't already receiving through their Regional Club membership?

It was asked that the Board of Directors make provision for each Regional Club to receive a small number of copies of Newftide each quarter. The intention is they would be used promotional material, given away to persons showing interest in joining the NCA.

Regarding the Budget:

In addition to any expense that might relate from something listed above (ex: complementary Newftides) the Committee asks the following Budgetary Considerations:

1) Funds for 8 teleconferences (26 Regional Clubs, 24 Committee members...with a little more than half usually attending. Our meetings are usually no more than an hour in length.

2) \$8,000. for 26 Table Top Display Boards @ \$400 each. (Here are some samples for display boards -

<http://www.displays2go.com/Product.aspx?ID=1121> or <http://www.displays2go.com/Category.aspx?ID=1339>)

Thank you for your time and consideration.

Steven Britton
RCC Chairman

High Country Newfoundland Club
Proposed Amendments to the HCNC bylaws
January 21, 2010

Approved @ HCNC General Meeting June 26, 2010

Rationale: The rescue efforts of High Country Newf Club were, for a time, handled as a separate entity which was pursuing separate nonprofit status. That separate status did not occur. It was determined in March 2009 by the general membership and board of directors that the HCNC rescue efforts be returned to HCNC as a standing committee, as was handled in the past. These bylaws changes only reflect returning Rescue to the committee within HCNC and not a standalone organization any longer.

ARTICLE III - DIRECTORS AND OFFICERS

1. Members of the Board - The Board of Directors shall be comprised of the following: President, Vice President, Secretary, Treasurer, ~~the President of High Country Newfoundland Rescue, Inc., (HCNR)~~ and four other elected members of the Board.

2. The club's Directors shall be elected for two (2) year terms: President, Treasurer, and two Board positions in even numbered years; and Vice President, Secretary and two Board positions in odd numbered years. ~~The President of HCNR shall be appointed by a majority vote of the other Board of Directors and shall serve as an ex-officio member of that Board.~~

3. ~~The President of HCNR shall perform all duties required by that position including, but not limited to: financial accounting, status of Harrison grants, and general reports to the board and general membership on activities of Rescue. The President of HCNR shall be an ex-officio member of HCNC's Board.~~

Renumber remaining articles from 3 – 5 to correct numbering only.

REPORT ON NEW BUYER PROPOSAL: NEWF TIDE COUPON REQUESTS

Rescue Education and Awareness Committee (REACT) Apr. 19, 2011

REACT was formed in 2001 as RPC, the Rescue Prevention Committee. Our charge is to:

Committee purpose: *“to address the address the issue of rescue proactively by finding ways to educate breeders and the buying public and to develop an arsenal of weapons and strategies to combat the ruthlessness of puppy mills and other forms of indiscriminant breeding.*

Background: In 2007, REACT conducted a survey of the NCA membership. Upon reviewing the results, one thing that became readily apparent was that through the development of internet-based puppy sales, new buyers were sourcing puppies without any opportunity for learning about the Newfoundland Club of America. While most of us began under less than ideal circumstances, we had the opportunity to encounter NCA members and to become engaged by the interests of other breed enthusiasts who were club members. Through this process, we learned about the breed and developed into breed enthusiasts and breeders.

The parent club is essential to maintaining the standard for the breed and for furthering improvements of health status. In order to preserve the standard, we need to sustain the Club, and to do this we need to reach those buyers who may become future breed enthusiasts.

REACT developed the idea for a coupon that would be included in the AKC registration packet which would offer those new to the breed a free copy of *Newf Tide*. We felt that presenting new buyers with an issue of *Newf Tide* would provide education and awareness in a way that would introduce them to the club and its resources and regional clubs and help them make better choices about their new puppy as well as future puppies. We felt that we could achieve multiple benefits through this effort, including:

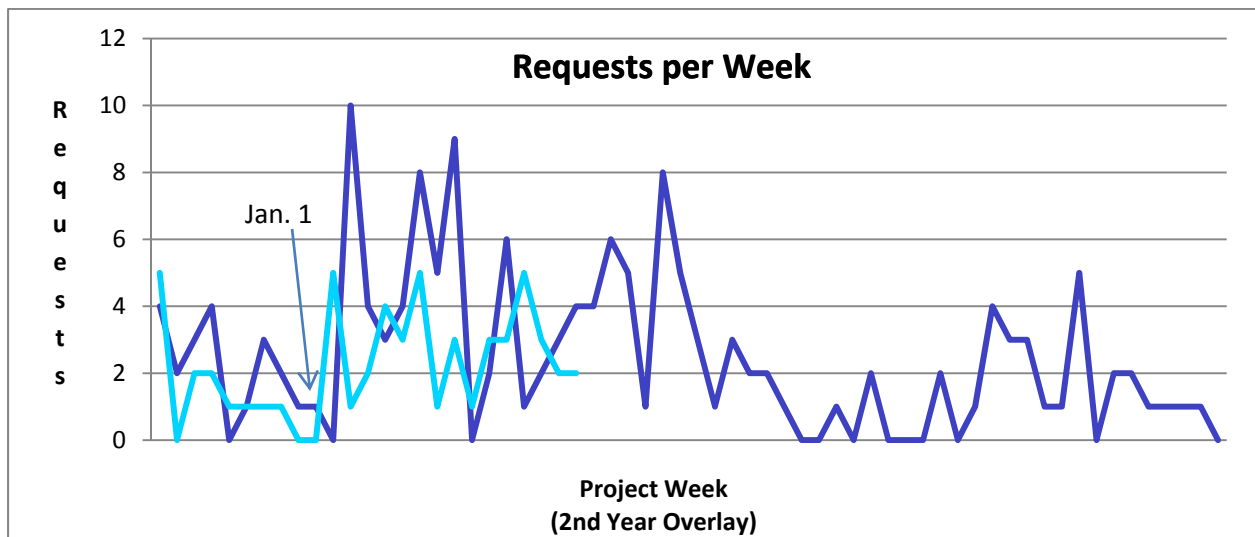
- 1) displaying photos of many Newfoundlands who represent the breed standard, along with kennel names for those Newfoundlands
- 2) presenting information about club activities, as well as information about regional clubs and those activities
- 3) providing some information on issues concerning our breed and on various activities that owners can take part in with their dogs
- 4) increasing awareness of Rescue, which could lead to more interest in adopting an adult or making contributions
- 5) providing REACT with a select database for future surveys, to learn more about issues such as how new buyers go about the process of research before selecting the source for their puppy, which may further help us further meet the goals of our charge

The issue of *Newf Tide*, as a high-quality printed document, may be also be displayed and viewed by friends and relatives, who then also have the opportunity to become aware of NCA, its regional clubs and Rescue.

PROJECT REVIEW PERIOD SUMMARY:

There were 124 total requests for the previous 52 weeks, with an average of 2.4 requests/week. This represents 5.3% of all Newfoundlands registered, and 13.0% of all litters registered, based on the 2010 AKC Stud Book data provided by Mary L. Price. Some of the puppies are kept by NCA members, who do not typically request an issue from the coupon. There were 893 litters and a total of 2326 Newfoundlands registered with AKC. This is 2.6 Newfoundlands registered per litter, similar to the previous two years.

7 of the requesters have subscribed to *Newf Tide*.



Requests were received from 35 different states and from Canada. Most states had from 1-4 requests. 16 states had four or more. (See the tables on the following page.) This information will be useful in deciding where to allocate resources in educational efforts.

REQUESTS
PER REGION:

Midwest	15
North Central	20
Northeast	45
Northwest	10
Southeast	19
Southwest	10
Canada	4

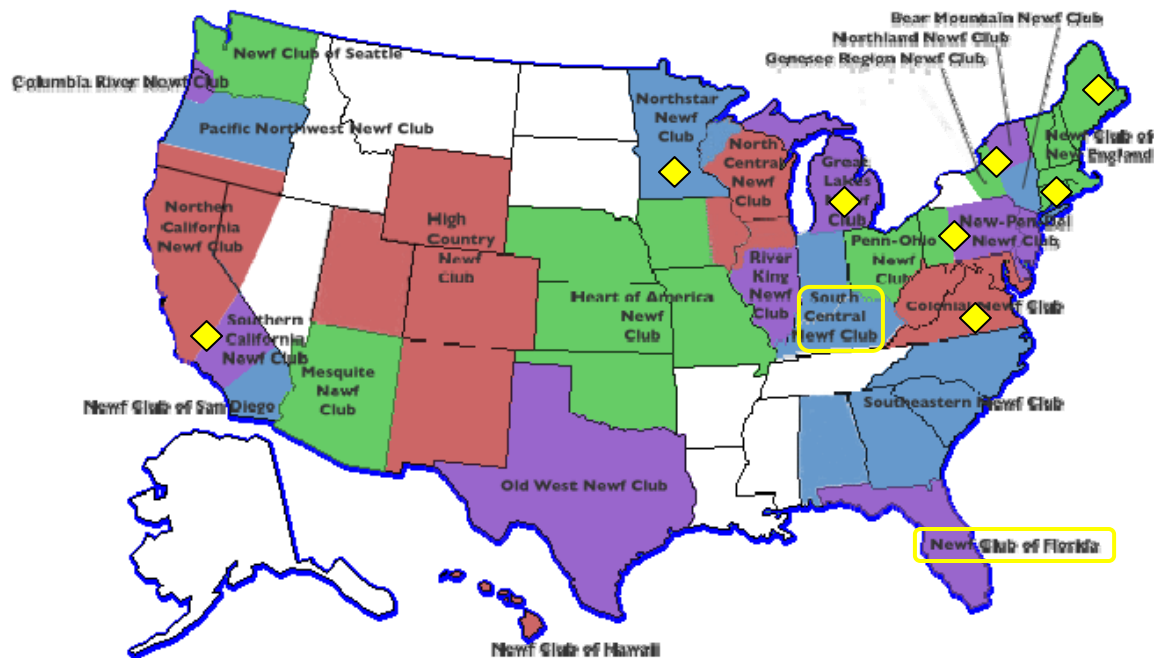
TOP REQUESTS
PER STATE:

MI	10
NY	9
PA	8
VA	8
CA	8
CT	7
MN	6

TOP REQUESTS
PER POPULATION:

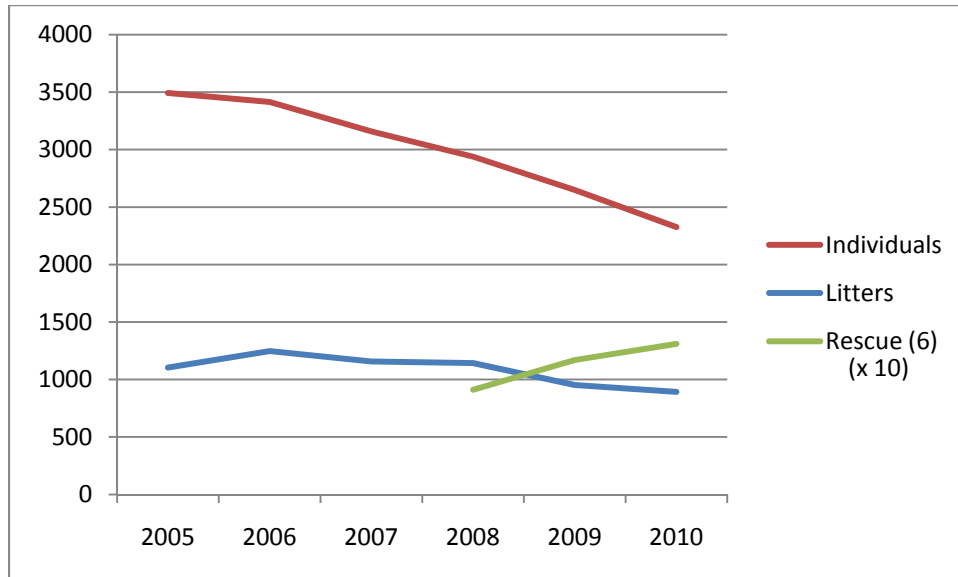
ME	3.8
VT	3.2
AK	2.9
CT	2.0
WY	1.8
DC	1.7
ND	1.5

For comparison, these are the areas covered by regional clubs:



Maine has been first in requests based on population density (Newfs per million people) at each of the three review points. Ohio had 16 requests during the first part of this project, but only 4 in the past 52 weeks. An interesting correlation is that SCNC, whose territory includes Ohio, had the highest rate of Newfoundlands turned in to Rescue, with 69 for 2010. Newfla had the second highest of the 7 clubs reporting data for 2010, at 29 Newfoundlands being turned in. Since most of the 16 requests from Ohio were from last spring, those have dropped to 5 in the current 52-week period. Ohio is still receiving a large number of Newfs into their rescue program, 15 in the first three months. One important thing to note is that the information on requests is based on where the owner resides, not necessarily where the puppies were produced.

This project was initiated in late October of 2009. We don't yet have two full years of data to compare request cycles, which we expect follow buying cycles. However, there has been a decrease in requests since 2010, and there has also been a decrease in the total number of Newfoundlands registered. We only have complete Rescue data for 6 clubs from 2008 – 2010, represented below. There is a slight increase in the percentage of first-time dams being bred by NCA members in the 2010 data, which actually appears to be based on a decrease in first-time dams by non-NCA members. If this is continues as a trend, the increase in relinquished Newfs being seen by Rescue at this time may also decrease over the next few years.



PROJECT COSTS AND BUDGET INFORMATION

Depending on the weight of the issue, these are mailed in catalog mailers or in flat-rate envelopes. The flat-rate envelope for average or heavier issues is \$4.95 per mailing for 2011. By ordering select issues (primarily 1st and 4th quarters), we are able to use the First Class postage rate, \$3.05 for 90 of the 4th Quarter issues. The Newf Tides are now being shipped directly from the printer for distribution to eliminate redundant shipping costs. Charges for Newf Tides have not been assigned to REACT at this point, so for purposes of estimation, we will continue to use an average cost per issue of \$5. This places the total cost of the project for the past 52 weeks at approximately \$1500. On a continuing basis, the cost is expected to range between \$1,500 - \$2,000 per year.

EXPERIENCES & OPPORTUNITIES

- We had some trouble with keeping one volunteer who could manage mailings and maintain the Post Office box, which has led to two address changes on the coupon form.

This has been resolved by Sue Mendleson volunteering to receive requests by mail and to forward that information by email.

- Expiration date: Due to the purpose of this project, if it is approved on a continuing basis, an expiration date for the coupon may not be necessary. However, if the project were terminated, valid coupons could still be presented for a long time. Perhaps an expiration date of one year should be added.
- Better data contribution from Rescue would be a valuable asset toward understanding changes and focusing educational efforts. Until we can reach this point, we will remain in the reactive mode instead of developing effective proactive measures.
- Some of our breed enthusiasts and club supporters adopt from Rescue. Should the adopters also be offered a coupon for a free issue of *Newf Tide*, to encourage their continued interest in the breed and the club and to encourage their continued support?

CONCLUSION

We believe that the offer for a free issue of *Newf Tide* provides the buyers with additional resources to build interest in an active relationship with their Newfoundland. We feel that it builds inroads between new buyers and NCA and its regional clubs, which will support both the buyers and the club. We also feel that the learning potential as we develop this pool of buyers is very important. Presenting a tangible document with photos of Newfoundlands who are good breed representatives, along with content that is both interesting and educational from multiple authors, allows the buyers as well as other people to learn more about the breed in a positive, indirect manner without requiring effort to search for information online and without the competition from other "informational" sites. We believe that we are reaching those who may take a more active interest in their Newfoundland and in the breed, and we feel that encouraging interest in these buyers is essential to the future of our breed as well as the future of our club.

It is important in any activity to assess whether the goals of the activity are being met. However, we have limited means by which to do so for this activity. One indication that we have generated increased interest is through those who subscribe as a result of this activity. There have been 7 subscribers thus far. NCA membership application is a longer-term process, requiring the development of relationships with sponsors, and we do not have a means of tracking activity at the regional club level. Ultimately, we hope to reach the goal of decreased relinquishment of Newfoundlands to Rescue, but this effort will be only one component of that success. At this time, this activity has been our only method of filling a critical void, of interfacing bi-directionally with new buyers who buy through the internet and would otherwise not have awareness of the Newfoundland Club of America.

We propose that this activity be supported on an ongoing basis within our committee, budgeted and approved as part of our annual budget rather than as a separate project.