



Newfoundland Club of America, Inc.

Board of Directors

April 19, 2012

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

1.800.977.8002, Participant Code 48664465

In-person reports:

CTMB – Clyde Dunphy – Monday evening

Technical Resources – Barbara Finch

Agenda

1. Approval of the minutes of last meeting

- Approval of the minutes of March 22, 2012

2. President's Report (Pat Randall)

- I received correspondence from the HSUS. (pages 1-2) This has obviously been going to all the parent clubs and I know there has been discussion on email lists regarding any response. I also received a letter from a member requesting information about the possible replacement of a Gaines Good Sportsmanship medallion. (page 3)

I have been working to get a Parliamentarian for the Annual Membership meeting. Also, arranging for volunteers to help sign in members and do the voting cards. Lastly, I've been reviewing collaborative software and with Steve Britton and Lynne Anderson have submitted a preliminary report along with some recommendations for later in the agenda.

3. 1st Vice-President's Report (Roger Frey)

- No report at this time.

4. 2nd Vice-President's Report (Pam Saunders)

- See committee reports

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

- Prepared the April 19, 2012 agenda packet
- Prepared the minutes of the March 22, 2012 meeting
- Letter from Mary Jane Spackman regarding 2012 National Specialty (pages 4-5)
- Board meetings at the National Specialty will be held in the hotel's Board room starting at 3:00 pm Sunday, April 29, 2012.

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

- Under separate cover

7. Treasurer's Report (Mary L. Price) (pages 6-7)

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

9. Committee Reports

- ad hoc Pin Committee (pages 8-10)
 - Report on information and costs
- Publicity Committee (pages 11-13)
 - Proposed article on NCA membership for use by regional clubs
 - Proposed wording for the *Canine Review* listing
 - Report on help given to the 2012 National Specialty Committee
 - Additional tasks for the committee
- Newf Tide Policy Committee (page 14)
 - Proposal for member ads and rates
- Ad Hoc – NCA Database Phase IV Committee
 - Update – Information to be submitted separately by the committee
- Technical Resources Committee
 - Update - Barbara Finch will attend the meeting
- Electronic Publications Policy Committee (pages 15-20)
 - Update - Pat Randall will report on information from attorney in regards to wording of waiver
 - February web statistics
- Working Dog Committee (page 28)
 - Proposal to remove application fee in wording of regulations
 - Discussion of a WRDX Handbook: to be submitted by WDC under separate cover
- General Education Committee (page 21)
 - Update - magazine ads
- Juniors Committee (page 23)
 - Invitation to Board to attend Juniors' pizza party
- Membership Committee
 - Update on electronic submission of NCA members to AKC (pages 24-25)

10. Executive Session

- Approval of NCA Applicants (pages 38-71)
- Member of the Year award
- AKC Lifetime Achievement Awards
- Companion Newf Committee (page 72)
- Health & Longevity Committee (page 72)
- Newf Ambassador Committee (page 72)
- Performance and Companion Events Committee (page 72)
- Recognition Committee (pages 72-73)
- Rescue Prevention Committee (page 73)
- Working Dog Committee (pages 74-77)
- Committees Discussion (pages 78-86)

11. Unfinished Business

- Discussion Item: Correspondence regarding the NCA Database and the Annual of Titlists. (from 2/16/12 meeting) (pages 26-28)
- Discussion Item: Collaborative Meeting Software (Pat Randall, Steve Britton, Lynne Anderson-Powell) (pages 29-31)
- Discussion Item: NCA Cyber-bullying Statement (Pat Randall, Meredith Reggie) (page 32)
- Discussion Item: *NCA Policy Manual* (Pam Saunders)
- Discussion Item: Teleconference recordings status update – when will the past and current teleconference meetings be posted? This had been talked about several months ago and the teleconferences are not being posted. (Mary Lou Cuddy)

12. New Business

- Motion: Newfoundlanders who have reached their 14th birthday should be recognized by the NCA. (Kathy McIver)
Rationale: Based on personal experience, I think the age should be lowered to 13. Any NCA member lucky enough to have a Newf reached such a grand old age should have the pleasure of receiving a certificate and having their dog's name printed in Newf Tide.
- Discussion Item: Discussion of the need for a Finance / Project Advisory Committee or the revival of the old Finance Committee. (from 3/22/12) (page 33)
- Discussion Item: Discussion of the Crufts' certificates given to the NCA and the current policies of The Kennel Club (England) (from 3/22/12)

- Discussion Item: Efficient resolution of items on the “To Do List” (Maredith Reggie) (page 34)
- Motion: I move the name of the Steering Committee be changed to the Long Range Planning Committee because they would more appropriately describe their mission. (Maredith Reggie)
- Discussion Item: We need to review the current committee policies. While well intentioned, in my opinion, these policies often hinder effective management. (Maredith Reggie)
- Discussion Item: Request AKC to impure breeding and improper record-keeping practices by a Wisconsin Newfoundland breeder. (Mary L. Price) (pages 35-36)

13. Adjournment

14. FYI

- Board/Committee Item List
- Board Directory

COMMITTEE DISCUSSIONS

Ad Hoc – Pin Committee:

Report of the
Ad hoc Membership Pin Committee
to the NCA Board of Directors
April 2012

The two members of the committee have conferred frequently and corresponded often, over the past few weeks.

The committee sent email inquiries to two board members regarding vendors which they had personally recommended during the March Director's meeting.

Also, the committee reviewed information provided from internet searches (as one of the inquiry responders, suggested).

The committee reviewed and recommends a quote from Four Star Marketing of Lincolnwood, Illinois.

Their representative, Todd Rhodes, has closely worked with Rita Van Brandeghen in the area of registration at some of the recent NCA Specialties Shows in Michigan. He and his firm come highly recommended.

The recommendation for a pin itself would use the NCA Club logo (seal). The cost for a plain pewter like die-stamped or a pewter with white enamel die-stamped pin, as seen, with our logo would be the same cost.

Two – thousand pins would cost, under \$4000. (\$1.71 per piece); no charge for the art work. A sample pin could be provided for the cost of \$50.

Rita's experience with Four Star's digital art work is that it will be identical to the final finished product. The die stamped pin is believed to be of a higher quality than the pins that was used with the 2009 and 2010 National Specialty pins.

Thank you to Rita Van Brandeghen for lending her expertise to this project.

Attached is the quote information received.

Both members of this committee, willing volunteer to mail initial pins to club members after 2012 mailing labels become available.

Sincerely,
Steve Britton and Rita Van Brandeghen

From: [Steve Britton](#)
To: [Mary Lou Cuddy](#); [Pam Saunders](#)
Subject: Re: Fw: RE: Lapel pins
Date: Saturday, April 07, 2012 10:09:57 PM

This is a copy of the quote from Four Star Marketing that Mrs. Van Brandeghen has obtained. Please include this with a copy of the report when I submit it, shortly. Mrs. Van Brandeghen is presently reviewing a draft of the report

Thanks for your help.

Steve

--- On **Fri, 4/6/12**, **rita vanbrandeghen** <revanbrand@yahoo.com> wrote:

From: rita vanbrandeghen <revanbrand@yahoo.com>
 Subject: Fw: RE: Lapel pins
 To: "Steve Britton" <stevebritton.ncaboard55@yahoo.com>
 Date: Friday, April 6, 2012, 7:21 PM

--- On **Thu, 4/5/12**, **Todd** <todd@fourstarmarketing.com> wrote:

From: Todd <todd@fourstarmarketing.com>
 Subject: RE: Lapel pins
 To: "rita vanbrandeghen" <revanbrand@yahoo.com>
 Date: Thursday, April 5, 2012, 6:09 PM

Hi Rita. We are happy to quote as follows:

Item: 3-D Die Struck Lapel Pin with Soft Enamel and Clutch
 Backing - up to 4 colors.
 Size: 1-1/2" Round
 Quantity: 500 pieces @ \$ 2.16 each
 & Cost: 1000 pieces @ \$ 1.79 each
 1500 pieces @ \$ 1.75 each
 2000 pieces @ \$ 1.71 each

Note: Please advise if you would like any other size(s) quoted.

All pins are individually poly bagged. Presentation boxes available for \$ 1.00 each. There are no set-up/die/mold charges (some companies charge between \$ 100 - \$ 250). Free e-proof with order. Actual pre-production sample adds \$ 50. Approximately 6-weeks lead-time required. Add 4-weeks if actual pre-production sample is required. Shipping additional. Please contact us with any questions, comments, or if you wish to order.

Sincerely,

Todd Rhodes
 Four Star Marketing
 3732 West Morse Ave.
 Lincolnwood, IL. 60712

Phone: (800)888-2991
 Phone: (847)679-7270
 Direct Fax: (847)972-2405

Are you aware of our price match policy? Please contact us for

all of your promotional product needs. We will "meet or beat" prices given written documentation while maintaining our personalized great service on everything available to us in the promotional products industry. That's over 300,000 products...

From: rita vanbrandeghen [mailto:revanbrand@yahoo.com]
Sent: Wednesday, April 04, 2012 10:11 AM
To: Todd Rhodes
Subject: Fw: Lapel pins

Sorry about that. You had everything but the attachment.

--- On **Wed, 4/4/12**, rita vanbrandeghen <revanbrand@yahoo.com> wrote:

From: rita vanbrandeghen <revanbrand@yahoo.com>
Subject: Lapel pins
To: "Todd" <todd@fourstarmarketing.com>
Date: Wednesday, April 4, 2012, 1:09 PM

Hi Todd,

Attached is the logo we want to use. Could you please quote us a price in die struck one color pewter and die struck pewter with white as pictured.

I am looking at about 1,500 - 2,000 quantity.

Thanks.

Rita

No virus found in this message.

Checked by AVG - www.avg.com

Version: 2012.0.1913 / Virus Database: 2409/4921 - Release Date: 04/07/12

Publicity –

TO: Newfoundland Club of America Board of Directors

FROM: Publicity Committee

Chair: Hope Taylor

ITEM 1: The Publicity Committee was asked to write an article for the Regional Club Committee about the advantages/benefits of being a NCA member. The article is attached, “For the love of the Breed”. This will be signed NCA not Publicity. We also have another article that can be used too. That article we will include next month.

ITEM 2: The Publicity Committee was given the specs for the new Worldwide Directory, **Canine Review**. The listing is attached and a logo is included at a cost of only \$10.00. The listing requires a contact name, city, state, phone number and e-mail so we will need to know who the BOD wants listed.

ITEM 3: We were asked to contact Mary Jane Spackman to see if the Publicity Committee could be of assistance. We helped Mary Jane on several issues, honestly we lost count and we helped all those that she forwarded to us!

ITEM 4: *The Publicity Committee would like more to do!*

Maybe NCA cards that people can hand out. I know that all of us have been approached at dog shows about our dogs and the breed in general and it would be nice to have something printed that would give some information along with web addresses.

Maybe start to help somehow with the 2013 Specialty!

Maybe come up with the way to help the Regional Club Committee help the clubs setup a booth at dog shows. Provide items that can be handed out and items for kids such as coloring pages of newfs.

I have attached our items for the BOD.

1. (Wednesday) This is our note to the BOD with our items and what has been done and what we would like to do. Please read because I told them we want more to do!
2. (“For the Love of the Breed”) This is the article we wrote for the Regional Club Committee about the advantages/benefits of being an NCA member...did not want this hard sell.
3. (Canine Review) Ad/listing

For the *Love* of the Breed

You are reading this so it means you care and you love your newf(s). We all do and that is why we are here. It may be just for companionship, one to share the couch and a potato chip with or one to patiently lie by your easy chair...one to share your world.

Maybe it is for the thrill of conformation...the high that you get when that judge points to you or when your buddy passes and receives his water work or draft title.

We have to mention those who become “rescue failures” and are proud of it just as all the others are so glad that they do it.

It is all “for the love of the breed”.

That is why we have the Newfoundland Club of America, the parent club of your Regional Club. The NCA is non-profit so all of the money raised through

annual membership dues and donations goes directly towards our Newfoundlands in one way or another. Some of the money goes towards helping a rescue with extensive medical issues or the funding of an important health study...we all benefit. The NCA participates in numerous health studies so that maybe we can understand and maybe breed out some of the illnesses that plague the breed we love so much.

As a member of the Newfoundland Club of America you get the quarterly "Newf Tide", the official color magazine. Beautiful photographs, enriching stories and articles of man and his companion, historical newfs and of course health issues, all submitted by talented NCA members along with special contributing authors. Photographs of the latest winners in the conformation ring along with photos and stories of the latest draft and water tests. As a member of NCA you can advertise in "Newf Tide". You will also receive the Annual of Titlists.

Every month members will receive the NCA's electronic newsletter, e-Notes with the latest club news, stories, health updates and much more.

NCA offers the DNA Rebate Program and the Doppler Rebate Program that gives you money back for participating. There are the Breeder List, Breeder Mentor and Referral Programs which has members ready to help you in every way possible. With the networking and education available through NCA members there is a wealth of information available whenever you need it.

There is the NCA Database, the Lending Library, Health Challenge and the NCA Committees. There are a lot of committees that oversee the operations of such a big club, from one that oversees junior handlers to a committee that oversees newf rescue... just two of the many committees...all very important to the NCA and to you.

You can become part of history and help our Newfoundlands. Yearly membership is only \$75 single. Again that includes the NCA official magazine, "Newf Tide", Annual of Titlists, e-Notes and family and friends from around the world!

Membership applications can be obtained from the Membership Chair at membership@newfdogclub.org or from the NCA website at www.ncanewfs.org

We all look forward to meeting you and having you become part of our family at the Newfoundland Club of America.

Canine Review

(CONTACT - First Name:

City:

Phone Number:

Last Name:

Providence/State:

E-mail Address:

NEWFOUNDLAND CLUB OF AMERICA

www.ncanewfs.org

The Newfoundland Club of America was created to help in the preservation, protection, welfare and the future of the Newfoundland dog. How does the NCA do this? The NCA is a comprehensive gathering of Newfoundland experts, lovers of the breed and novices to the breed. Everyone can benefit from what this Club has to offer. Just logging onto the NCA website (www.ncanewfs.org) you will be amazed by the amount of various and in-depth information waiting for you; from the legislative action center to information on your Newfoundland.

Are you interested in having a Newfoundland puppy join your family? Click on the "Puppy Information" section and you will be guided in how to; find a breeder, research, select and evaluate a breeders website, how to select your puppy, health information, etc. Maybe you have decided you would like to adopt a Newfoundland. The NCA Rescue Network will give you your local contacts, a reference library, rescue stories...whatever you need to make an informed decision.

So you have a Newfoundland, what can the NCA offer you? Well the camaraderie of all the fellow lovers of this magnificent breed, with regional clubs, forums, committees, Newf Tide - the quarterly magazine for all members to read, share, learn from and enjoy. There is a library full of books and videos for everyone from children to those who never learn enough about their dog. Are you looking for more education? Pick your topic - for breeders there is the "Breeder Education" and "Conformation Corner". The NCA also offers a mentoring program for breeders. Want to know all you can do with your Newf? Read about obedience, draft work, water work, agility, service, therapy, search and rescue...whatever interests you, it is there at your disposal. How about the health of your Newfoundland? The Health Information link takes you to various articles, recommended readings, health testing, health clinics, and resource links. And the list goes on.

The best way to learn about the Newfoundland Club of America is to join and experience it for you, your family and your Newf.



Newf Tide Policy Committee:

TO: NCA BOARD OF DIRECTORS

FROM: Newf Tide Policy Committee (NTPC)

Beth Sell, Jeannette Voss, Julie Siefert, Patti Emmerling, Ken Wildman, Meredith Reggie, editor, *ex officio* & Aura Dean, Chair

RE: Agenda Item

The NTPC unanimously requests the Board to approve the following policy for member-vendor ads:

Ad rates for member-vendors will be 25% more than the member rates.

The following **Newf Tide Rate Card** will be effective upon the approval of this policy:**Member Rates:**

Inside Covers:		\$300
Full page in color	\$260	
Full page b/w	\$160	
Half page	\$ 90	
Quarter	page	\$ 50

Member Vendor Rates

Full page in color	\$325
Full page b/w	\$200
Half page	\$112.50
Quarter page	\$ 62.50

Rationale: Current member vendor prices are: Full page b/w \$200, Half page: \$120; Quarter page: \$75. We had not established a rate for a member vendor ad in color. This policy will establish that rate at \$325 (25% more than the member price). Two ad rates will decrease, i.e.,

Half page and quarter page. NTPC felt that a uniform percentage should be utilized for each rate category.

Working Dog Committee:

The NCA Working Test guide still mentions an application fee in a few places.

I would like permission to just remove the few places that mention the fee.

Sue

Possible discussion of WRDX Handbook - to be submitted by WDC but not available at agenda deadline.

Website Report February 2012

Current Status:

Newfdogclub.org – This URL (address) is still active and online, but all pages point to the homepage of the ncanewfs.org, to encourage people to update their bookmarks. This was done so if anyone has older saved bookmarks for newfdogclub they will not get a “File Not Found” message and a dead-end.

In February 842 visitors to newfdogclub.org were redirected to ncanewfs.org.

NCANewfs.org –

Statistics for NCANewfs.org

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	14232	20499	67282	437551	37.25 GB
Feb 2012	18332	24359	70802	542507	49.63 GB

Top 5 Pages –

Homepage 11,805
 Calendar 8122
 Breeders List 5273
 All About Newfs 1447
 Regional Clubs 894

Top 5 Referral Sources –

- Direct link/bookmark/email – 10305
- Google – 9328
- Yahoo – 579
- Microsoft Bing - 554
- AOL - 170

Action Items for this quarter have included:

- Updated pages as content received – committees, minutes, summaries, agendas, etc.
- Updated WDC- Water Test Regulations and working event contacts
- Investigated Zip Code Search options for geographic search results

AddThis Analytics continue to show the most shared content on the site to be “Newf Know-How” There were 28 shares in January. 18% of all shares occurred on Facebook, and there was a 433% viral lift on the “Newf Know How: Shopping List for a New Puppy” page.

NCADatabase.org –

Statistics for NCADatabase.org

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	542	800	6419	9406	114.67 MB
Feb 2012	525	862	7317	11601	125.71 MB

NCACharities.org –

Statistics for NCACharities.org

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	485	654	1667	4853	121.34 MB
Feb 2012	606	780	1567	5812	185.23 MB

EBay MissionFish™ Summary - Current Status – \$1288.40 total funds raised to date. \$853.35 from Community Sellers. *MissionFish™* also now offers eBay buyers the opportunity to select a “Favorite Charity” and are given the chance to donate \$1.00 (or more) each time they check out on eBay, this has raised \$288.80. Additionally \$146.25 has been raised through the Mission Fish Donate Now button.

Facebook™ “Causes” page generated \$404.00 in donations to date, there are 786 Facebook members supporting this Cause.

Action Items -

- Updated pages as information received- minutes, health projects, Giving Center News
- Marketed OFA/NCA Survey through Monday raffle drawings
- Redesigned Facebook Causes page to match new look of main site

Newfbooks.org – aStore through Amazon.com

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	419	515	619	1716	15.55 MB
Feb 2012	575	818	1036	2524	21.23 MB

Amazon.com Statistics 2/1-2/29	Items Shipped	Revenue	Referral Fees
Total Amazon.com Items Shipped	7	\$95.10	\$5.72
Total Third Party Items Shipped	9	\$86.31	\$5.17
Total Items Shipped	16	\$181.41	\$10.89
Total Items Returned	0	0	0
Total Refunds	0	0	0
Total Referral Fees	16	\$181.41	\$10.89

NCARescue.org –

Statistics for NCARescue.org

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	4199	4976	7445	47818	1.42 GB
Feb 2012	4604	5381	8084	52840	1.55 GB

Action Items: • Updated index page and rescue contacts as needed

NCANationalSpecialty.org –

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	1563	2403	4296	30824	1.54 GB
Feb 2012	1670	2624	4256	30738	1.43 GB

Action Items: • updated 2012 as needed
• completed individual page implementation

NewfPuppy.com –

Statistics for Newfpuppy.com

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	2514	3245	5216	38513	1.12 GB
Feb 2012	3188	4056	6441	47215	1.35 GB

Statistics for Newfoundlandpuppy.org

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	3065	3470	5403	40034	1011.59 MB
Feb 2012	4006	4685	7524	53323	1.27 GB

Action Items: • marketed “Evaluating A Breeder Website” and “Researching A Breeder Online”

- 1029 total downloads of Newf and You in February

Google AdWords Information: 2/1/12-2/29/12

Clicks	Impr.	CTR	Avg. CPC	Cost
159	16593	0.96%	\$0.20	\$31.20

Electronic Newsletter/Survey Report February 2012

Issue	Sent	Bounces	Opens	Clicks	Forwards
Issue 1.12	2594	1.85% (48)	41.3% (1017)	39.9% (406)	0.6% (6)
Issue 2.12	2615	2.6% (67)	44% (1122)	39.6% (444)	0.4% (4)
Industry Average		5.9%	20.0%	12.3%	

Click through statistics - New Water Test Regs – 90
 NationL Specialty- 76
 Emily Dickinson Page – 73
 Squidoo – Bath Day - 58
 Squidoo- Coming When Called - 43

Contact List:

Contacts as of 1/31/12 – 2607
 new – 22
 Removed - 0
 Do Not Mail – 1
 Growth - 21
 Total Contacts – 2/29/12 – 2628

Continued auto distribution of Regional Club/Committee Chair contact email. (59 contacts)

Surveys:

- Squidoo Interactive features – Oldest Newf Poll – 165 responses
 Is Your Newf Chubby – 33 responses
 To Bathe or not to Bathe – 191 responses
- Currently no open survey or polls on Constant Contact

Social Media Report February 2012

Currently the NCA has a presence on FaceBook™ with 3 pages:

Newfoundland Club of America – 3712 (2/29/12) fans – This page contains postings of general NCA info – links to Agendas/Minutes, AKC Registration Pledge, DNA Submission, Photo Contest, etc.

Newfoundland Club of America Charitable Trust – 786 (2/29/12) supporters – weekly postings of activity from rescue and health challenge. \$403.73 donated to date. Causes™ (the nonprofit app for Facebook) offers matching challenges, pledge drives and setting fundraising goals and this should be explored by CTMB for future fundraising.

Newfoundland Club of America Juniors – 412 (2/29/12) fans – administered by the NCA Juniors Committee - highlights juniors news and info.

Action Items: A suggestion was posted on the main FB page to have a page devoted to new puppy owners – sent suggestion to BOD/Comm Liaison that this might be a good match for Newf Ambassador Comm.

Article Marketing Report February 2012

Lens Title	Visits	Page Views	Likes	Added	Edited
Bath Day for Your Newfoundland	90	105	3	02/11/2011	6/15/11
When Disaster Strikes- Are You...	7	12	2	03/13/2011	6/15/11
Newfoundland Dog Diet Plan	88	101	0	01/25/2011	6/15/11
Caring for your Older Newfound	87	110	0	01/13/2011	6/15/11
The Newfoundland Club of America	5	5	1	11/21/2010	6/15/11
Coming When Called...Or Not	55	57	3	6/14/11	6/15/11
Evaluating A Breeder Website	25	27	0	8/26/11	12/19/11
Researching A Breeder Online	21	21	1	8/26/11	8/26/11
Movies the Feature Newfoundlands	54	65	1	12/27/11	12/27/11

Total royalties to date \$43.78

General Education Committee:

Hi Mary,

I hope all is well! I wanted to follow up with you to let you know about our upcoming magazines for Dog Fancy and Dogs USA magazines. The club's ads are up for renewal and I wanted to make sure the club doesn't miss out on this magazines. Below will be the rates for the renewals and other options if the club is interested. Please reply back to me to let me know if the club will or will not be renewing.

Dog Fancy 12 issues, plus 2 FREE

Boxed ad (photo ad) \$1680

Text ad: 806.40 12 issues +2 FREE

Dogs USA Annual \$167 for the year

Portrait for the Newfoundland \$450 for the year

Exclusive position, you will be the face of the breed. Top guaranteed placement until the club gives it up.

If you have any questions or concerns, please let me know

Thank you

Kirsten Deflores

Advertising Sales Consultant

23172 Plaza Pointe Drive, Ste. #185, Laguna Hills, CA 92653-1477

tel 800-546-7730, ext. 4149 / Fax 949-588-5859

kdeflores@bowtieinc.com / dogchannel.com

P.S. Apply for the DogChannel.com "We Care Award" to show you are a responsible breeder that follows safe and healthy breeding practices. We will give you an award to post on your website showing your credentials. Also you will get a link in our Breeder Links directory located in the footer of DogChannel.com. [Click here](#) to apply today!

Modification:

Publisher shall have the right to edit, alter or otherwise modify the ad copy/ photo/illustration to the extent that Publisher, in its sole discretion, deems necessary. Publisher shall not be required to obtain Author's approval of any foreign language translations.

Representations and Warranties:

Author represents and warrants that: (a) the ad copy/ photo/illustration is original to Author; (b) Author owns all rights to the ad copy/ photo/illustration, which rights are valid and subsisting; (c) the ad copy/ photo/illustration has not been and will not be published prior to its use by Publisher and is not under consideration with another publisher; (d) ad copy/ photo/illustration shall not be

libelous, slanderous, obscene or infringe the rights of third parties; (e) all facts are true, and all quotes in the ad copy/ photo/illustration are accurate and true to the best of Author's knowledge; (f) Author is the sole author of the ad copy/ photo/illustration; and (g) this Agreement shall not violate the terms of any agreement between Author and any third parties. Author shall indemnify and hold Publisher harmless and defend Publisher against any liabilities, losses, damages, costs and expenses, including attorney's fees, arising from any claim, action or proceeding based upon or in any way related to any breach of this Agreement, including breach of these representations and warranties, which shall survive termination of this Agreement. None of these representations and warranties shall apply to any edits or other modifications to the ad copy/ photo/illustration by Publisher.

Advertising Disclaimer: We much appreciate the business of all our valued clients. In the best interest of our clients and company and to avoid any copyright infringement that may cause legal issues we have implemented a new policy regarding sending/designing proofs. Effective immediately all proofs sent will contain a watermark to distinguish between low resolution proofs and high resolution art files. This low-resolution proof is watermarked for content only, and is not color accurate. This is due to past incidents in which advertiser have used Bowtie Inc. ads for other means of advertising media. All watermarks will be removed from your ad prior to going to print. No watermark will appear on client's advertisements in print. Please contact your rep directly with any questions and thank you for your understanding.

NOTE: Two revisions per ad at no charge. Additional revision are \$20 per submission.