



Newfoundland Club of America, Inc.

Board of Directors

July 18, 2013

8:30 p.m. Eastern Time

Agenda

1. Approval of minutes

- Minutes of the June 20, 2013 teleconference
- Minutes of the April 18, 28-29, 2013 face-to-face meeting

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

3. President's Report (Pam Saunders)

4. 1st Vice-President's Report (Pat Randall)

5. 2nd Vice-President's Report (Lynne Anderson-Powell)

- Update on adding International breeder judges to the NCA Approved Judge List

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

- Prepared the minutes of the June 20, 2013 meeting and the July 18, 2013 agenda
- Report on NCA Applicant vote on Wiggió
- AKC letter on AKC Outreach program

7. Corresponding Secretary's Report (Pam Rubio)

- E-mailed a synopsis of the AKC applications received/approvals for upcoming Regional Specialties. Robin Seaman informed me that these are sent to the show chair and the NCA Corresponding Secretary. I will continue to send her the information via e-mail
- Received and e-mailed to the NCA Board Conditional Registrations from AKC and the second quarter CHIC report from Eddie Dzuik.
- Joan Locker-Thuring has received the missing reports that were lost in a computer crash.
- Received an e-mail re an unhappy puppy buyer who purchased a puppy that died from distemper. Puppy came from a known puppy mill in Nevada, not an NCA member. Buyer was advised that since the breeder was not an NCA member, the NCA does not have jurisdiction.
- Received an email re Morris Animal Foundation lifetime study of Golden Retrievers

8. Treasurer's Report (Mary L. Price)

- 2014 Budget for NCA, Inc.

9. Committee Reports

- Breeders Education/Health & Longevity Committees
 - Update on Sub-Aortic Stenosis Screenings/ Sub-Aortic Stenosis DNA test
- General Education Committee
 - Response Concerning the \$5 General Education Packet
- *NCA Policy Manual*
 - Chapters for Review and Approval
- Recognition Committee
 - Replacement Pin Policy Proposal
- Rescue Prevention Committee
 - Lifetime Launch Statistics
 - RPC would like to add a couple of questions (voluntary participation) to the Lifestages newsletters subscription form:
Is this your first Newfoundland? If not, what three things did you learn after you got your Newf that you wish you had known in advance, to be better prepared?

10. Executive Session

- Approval of NCA Applicants
- Committee Business
 - Companion Newf Committee
 - Governing Documents Review Committee
 - Electronic Publications Policy Committee Chair
 - Research Advisory Committee
 - Legislation Committee

11. Unfinished Business

- Publicity Committee:
 - Develop article on the value of NCA membership for distribution to regional clubs by NCA Regional Club Committee. (from 4/28/13)
- Specialty Show Coordinating Committee:
 - Review concept of uniform trophies and methods of fund-raising (from 4/28/13)
- Technical Resources Committee:
 - Develop policy and procedures relating to the electronic information storage.
 - Report back regarding using Zooza and Club Express services by February 7, 2013 Board Meeting deadline. (December, 2012) - partial report received February, 2013.
 - Report regarding the following motion referred to committee: “Resolved, that the Technical Resources Committee provide the board with a critical appraisal of whether the services supplied by Club Express would provide a viable alternative to incorporating membership and other “people” functions into our current database. URL=<http://www.clubexpress.com/> “ (from 10/18/12)
- Motion: To ratify and/or implement the vote of the NCA membership, taken at the 2013 NCA Annual Membership meeting, regarding the National Specialty approved judges list. (Roger Frey)

- Discussion Item: Discussion of "Simply Voting" for NCA elections (from 4/28/13)

12. New Business

- Discussion Item: Is there a need to create a set of articles that can be used for breed features in show magazines (i.e. Showsight) and to review them annually to make sure they stay up-to-date. It is interesting that these publications, which have deadlines for placement of ads, don't plan ahead and give reasonable notice when they would like input from the NCA. (Lynne Anderson-Powell)

13. Adjournment

14. FYI

- *Newf Tide* Letter to the Editor
- Board Directory

Breeders Education Committee Report/ Request

From: pkrboard2011@comcast.net
Sent: Thursday, July 4, 2013 8:35 PM
To: Lynne NCA BoD 2nd VP
Subject: Re: AccuConference
Hi Lynne,

Here is a BEC report for this month's Board meeting.

The BEC has discussed at some length the presentation by Dr. Stern regarding the genetics of SAS in the Newfoundland and the use of the test offered in making breeding decisions. We felt that there were a number of issues emerging that Dr. Stern might be able to clarify for us. We would like to send the letter below requesting these clarifications. The letter was approved unanimously with two absences.

Dear Dr. Stern:

We want to thank you for your presentation at the Newfoundland Club of America National Specialty. It was exciting and thought provoking. We are delighted that such significant progress has been made, and hope that your research continues to shed light on the problems we deal with as breeders.

As we are trying to digest the information and come up with recommendations for breeders in light of this new information. We have run into several issues we are unsure of and wondered whether you would be so good as to shed some light our thinking.

First, it would appear that the breeding guidelines you presented are nearly identical to those usually given for a recessive trait, i.e. a) don't worry about breeding homozygous clear (gg) dogs. B) Don't breed dogs that are homozygous for the SAS mutation and c) breed heterozygotes only to homozygous clear dogs. We are interested in you comments about this in light of the rather striking differences between the recessive and incomplete penetrant dominant scenarios. With recessive disorders we can usually be pretty sure that by the time you recognize a breed wide problem, the undesirable allele is usually well established in the population, i.e. even with a 1% affected rate, we would expect 18% "carriers". This is clearly not the case with an 80% penetrant dominant. Most of the dogs carrying the allele will be affected with SAS, they will not be hidden carriers. Responsible breeders are already avoiding breeding any dogs with clinically detectable SAS, so we could rid the breed of this mutation simply by not breeding any of the 20% of the clinically normal carriers. This should not be a very big number. (e.g. with a 10% SAS incidence, something like 2% of the breeding population). As opposed to a recessive, it is questionable whether this would be an important loss to diversity. Further, this strategy endorses breedings that we can be pretty certain would produce, on the average, 40% SAS affected dogs, some certainly severe. We're not sure that this would be viewed as acceptable by some factions of the membership. Our question would then be: is it your opinion that removal from the breeding pool of all dogs carrying the allele would constitute a dangerous option. Unfortunately it is hard to estimate the effective population size. There are probably about 20,000 registered Newfoundlands alive at any one time in the United States, maybe a third of which come from serious fanciers. By the time you eliminate dogs for all of the various reasons, poor conformation, hip, elbow, cystinuria, cruciate, patella, and (hopefully very few for) temperament, our population is clearly small enough to be sensitive to genetic drift and any of the potential problems of small populations. So, how seriously should we view the loss of 2% of our available breeding population?

Second, it is unclear why we should still have a substantial problem with SAS with an 80% penetrant dominant disorder. Since 80% of those harboring the gene actually have SAS and are immediately detectable and removed from the breeding pool, simple mass selection with rigorous screening should be very effective at controlling the overall incidence. Animals escaping detection and being bred would usually be detected by progeny testing before too much harm is done. Virtually all responsible breeders do heart screening of breeding stock and for the most recent year in the OFA database over 70% of these examinations are performed by Board Certified Cardiologists. Only about 13.5%, however, are done by echo (and the examinations may have been performed because the dog was equivocal on auscultation). Is it possible that we are missing a substantial number of

SAS dogs with auscultation? We cannot find any way to estimate the false positive and false negative rate for auscultation relative to Doppler, let alone necropsy. Further, we certainly have no estimate of the reliability of Doppler other than it is not a rare occurrence to have two dopplers on the same animal differ. A number of us have direct experience with dogs failing the echo exam on the very same day that they pass auscultation, and done by the same cardiologist. We have struggled for several years over the question of whether we should be screening all breeding stock by Doppler. In our experience the overwhelming majority of cardiologists would not recommend it. Under most circumstances we would agree—it would not conform to general public health practices. Many of us do Doppler breeding stock and some of us, though we fall short of recommending this, would like to see dogs that will bred heavily be dopplered as well as dogs that have produced SAS affected offspring (particularly with more than one mate). Are there any guidelines you can give us regarding the false positive and false negative rates of auscultation and Doppler. This would be a great help to us in formulating our own breeding guidelines.

Third, we are concerned about the possibility that there is another genetic basis to SAS in the Newfoundland. There was one dog in the sample you presented that was homozygous clear genetically, yet was diagnosed with SAS. We are interested in knowing how much confidence you put in this finding, particularly since there is only one such dog. Obviously, dopplers are not infallible and I'm sure you can appreciate that we are not privy to all the aspects of sample selection, quality control of dopplers, etc. in the study. Particularly, since we have little real data on the allelic frequencies of either the mutation you observed, or this hypothesized mutation, it is possible that this could be a major contributor to the disease in our breed. On the other hand, from a naïve point of view, it could simply be a misinterpreted Doppler. Could you give us any idea on the confidence with which you view this finding and whether it might be a substantial contributor to our problem, even though it was a minor factor in your sample.

Lastly, some of us were surprised to learn that the dopplers performed at the National Specialty were quick screenings looking only at flow rates relevant to SAS. Many people were puzzled by the brevity of the exams, especially after our experiences at previous cardiac clinics at Specialties. Should we consider our dogs clear by echo for all of the potential cardiac abnormalities that have been recognized in the Newfoundland, e.g. PDA, tricuspid, DCM, pulmonic stenosis, etc.?

Thank you in advance for your thoughts on these questions. We appreciate your continued work and hope we can continue to communicate in the future.

Newfoundland Club of America, Breeders Education Committee
Patrick Randall, Chair
Janice Anderson
Lynne Anderson-Powell
John Cornell
Suzanne Jones
Jean McAdams
Kathy McIver
Pamela Rubio
Susan Wagner

Response from Gen Ed Chair – New address for Newf Info Packet requests

Lynne Anderson NCA 2nd VP

From: Lisa Lathrop <lathrop6@hotmail.com>
Sent: Monday, June 24, 2013 4:59 PM
To: Lynne NCA 2nd VP
Subject: RE: UPDATED INSERT FOR REGISTRATION PACKET

Certainly!! You can use mine. My mailing address is; P.O. Box 304, Warwick, MD 21912, and/or my email.
Thank you!

From: NCABoD2ndVP@live.com
To: lathrop6@hotmail.com
Subject: FW: UPDATED INSERT FOR REGISTRATION PACKET
Date: Mon, 24 Jun 2013 15:18:18 -0400

Hi, Lisa

RPC recently asked the NCA Board to approve some changes being made to the insert (see attached) that goes in the envelope with every new AKC registration. During the Board review we noticed that the request for the information packet that includes the Newf and You booklet is directed to Joan Pederson's address and Joan is deceased.

Does Gen Ed want to continue to provide for requests for the information packet? Mary L. indicated that there were only 4 requests in the last year and those requests may not have come from people who received the insert. All of the information is available to download from the NCA web pages.

If Gen Ed does want to continue this request process please provide an address so the insert and web pages can be updated.

Thanks!!!

Lynne

From: Greg or Donna [mailto:countrymouse@joplin.com]
Sent: Tuesday, June 4, 2013 5:26 PM
To: NCABoD2ndVP@live.com
Cc: 'Mary Lou Cuddy'
Subject: UPDATED INSERT FOR REGISTRATION PACKET

I received the proposed change for the insert from AKC. Because the LifeStages notice "disappeared" into the rest of the coupon, the person working on this proposed to add a new block above the coupon. Later on, we can look and consolidating these, but for the next year, it does a good job of making that more noticeable. The logo was centered under the Recording Secretary information (which also needs to be updated). If the Board accepts the format of the ad and the repositioned logo, I will take care of the change to the Secretary information when I reply to AKC.

Donna

AMERICAN KENNEL CLUB

The Newfoundland Club of America is a member of the American Kennel Club and is governed by the rules and regulations of the American Kennel Club as well as the Constitution and By-Laws of the NCA.

History

4/19/06: The NCA should participate in the proposed AKC Draft tests.

3/27-28/06: The AKC Canine Ambassador Program will be promoted in *Newf Tide* articles and in the Companion Dog column. Since Newfoundlands are such wonderful therapy dogs, the NCA should promote their work in this field.

6/29 & 7/6/05: The NCA will send a hard copy of the NCA membership roster to the AKC in response to the AKC's request for electronic membership files.

2/23-3/9/06: The NCA will send the NCA membership list (names and zip codes only) to the AKC to facilitate the verification of club membership by people advertising on the AKC Online Breeder Classified.

V35.4 8/11/04 Direct Mary W. Price and Robin Seaman to write a letter to AKC and other appropriate AKC personnel expressing the NCA's concerns regarding the online breeder classified ads. Board members should send their ideas and comments to Mary W. Price and Robin Seaman.

V35.4 6/30/04: The AKC Stud Book will no longer be published in hard copy format; instead the information for each breed will be electronically forwarded to a designated club member. This will be a complimentary service from the AKC. The [AKC] Board determined that the file can be distributed to club members for private use only. It is not to be sold, published, or used for commercial purposes.

It was the consensus of the NCA Board that Mary L. Price should continue to receive it and will distribute the electronic file.

V35.3 4/19/04: Noted: After May 1, 2004, premium lists for all AKC events must include a specified notice regarding veterinarians' recommendations to assure that dogs entered are free of parasites, any communicable diseases, and have appropriate vaccinations.

V33.2 2/7/02: Letter written to AKC regarding AKC's relationship with commercial breeders and dog auctions. Letter sent to all parent clubs and *Newf Tide* for publication.

V33.1 10/3/01: Board approves \$1000 donation to AKC/CAR Pet Disaster Relief for use to benefit Search and Rescue dogs and relief to pets of disaster victims of the September 11 disaster

V32.1 11/3/00 - Archive: Use of NCA archive materials: anyone may request to see the materials, access should be universal. Nothing is to be removed from AKC protection without the express written permission of the NCA Board.

V31.3 5/4/00 - ECTL (Annual Meeting): Membership votes to uphold support for AKC decision to rescind registration for four imported ECTL.

V31.3 5/2/00 - Archive: Selected items sent to AKC Archival Program for posterity.

V31.3 5/2/00 - ECTL: Letter signed by each Board member and faxed to James Crowley, AKC Secretary reaffirming Board's position on ECTL.

V31.1 10/05/99 (Teleconference) – ECTL: Letter received from AKC reflecting the AKC's Board's decision to rescind the five (5) AKC registrations of ECTL's. Issue considered resolved.

V30.4 06/22/99 (Teleconference) – ECTL First VP reported that the ECTL issue with the AKC was scheduled to be addressed at the July AKC Board Meeting. Due to the concern that the AKC Directors may not be close enough to the subject to make an informed decision, the Board moved to attempt to have the item removed from the agenda in order to allow the NCA direct contact with AKC Board Directors for educational purposes.

V30.3 05/04/99 (Teleconference) – ECTL Letter from the Canadian Kennel Club (CKC)

- forwarded by the Newfoundland Dog Club of Canada indicating that to the best of their knowledge they are not aware of registering ETC Landseers as Newfoundlands. Board approved sending a second letter (see V30.1 10/31/98 - ECTL) to the AKC on ECTL registration since no response to first letter had been received.
- V30.1 10/31/98 – ECTL Board concludes (after extensive research) that ECTL is NOT a Newfoundland and is not entitled to be registered by AKC as a Newfoundland. AKC to be advised of position and to revoke registrations on four dogs imported as ECTLs and registered by AKC as Newfoundlands. Article to be prepared by First Vice President for *Newf Tide* on research conducted and plan of action taken.
- V30.1 08/25/98 (Teleconference) – ECTL Newfoundland Club of America submits letter to NCA supporting its plan of action on ECTL; also requested that Canadian Kennel Club (CKC) institute a moratorium on the registration of ECTL's.
- V29.4 06/16/98 (Teleconference) – ECTL Plan of action approved by Board that a letter be sent to the AKC requesting that they place an immediate moratorium on any pending or future ECTL registrations while the NCA further investigates the matter. Letter also to be sent to the Canadian Kennel Club regarding the matter.
- V29.3 04/09/98 – ECTL First Vice President assigned to pursue AKC registration of European Continental Type Landseer (ECTL) dogs as Newfoundlands; considered separate breed in Europe but apparently have been imported and registered as Landseer Newfoundlands by the AKC
- V29.2 02/24/98 (Teleconference) \$500 increase in First Vice President's budget approved (next fiscal year) for participating in AKC Archival of Records Project.
- V29.1 11/23/97 NCA to advise AKC of decision to be included in DNA collection study.
- V28.4 06/25/97 (Mail Meeting) Board elected to advise AKC of desire to preserve the breed's history by sorting through NCA records for eventual migration of historical records into the AKC's records.
- V28.3 03/25/97 (Mail Meeting) First Vice President leading NCA's response to AKC Archival of Records Project.
- V28.2 02/21/97 (Mail Meeting) [Reconfirmed V28.4 08/04/97 (Mail Meeting)]: Board voted to notify AKC (and Show Superintendents) of its preference for divided open classes to be listed as "Open, Black" and "Open, Other Than Black".
- V24.4 08/93 (Mail Meeting): Ch. Shipshape's Sybil UDT ROM selected as representative for *AKC Gazette's "Most Influential Brood Bitches"* special issue.
- V24.4 07/93: NCA will continue to participate in the AKC's 900 Breeder Referral Program as it is currently operating with the Corresponding Secretary receiving referrals. The Corresponding Secretary will respond to these referrals with a copy of the NCA Breeder/Stud Dog List and cover letter indicating where general and membership information is available. The general education packet, for which a \$5 fee is charged, will continue to be handled, collected, etc. through the General Education Committee exclusively.
- V24.2 02/17/93 (Mail Meeting): The NCA withdraws from the AKC 900 Breeder Referral System. The system will not accept our NCA Breeder/Stud Dog List and will only refer the public to a representative with a phone number as opposed to an address, which the NCA desires. It is the feeling of the NCA that AKC should adapt this system to the preference of the parent club(s). In this view, NCA will have its (magazine) advertising reworded to include a line that a free copy of the NCA Breeder/Stud Dog List can be obtained by writing the General Education Committee Chair. The ad will continue to offer a complete education packet for \$5.00.
- V23.2 05/03/92: Due to a request received from the AKC for the NCA to update the colors now listed as "alternate" on the AKC registration slip, discussion ensued on what colors, and how many, should be included. In accordance with the Board's decision at the fall face-to-face meeting, the color "Bronze" will be changed to "Brown" in the standard colors to

bring this into agreement with the Standard.

V23.2 05/03/92: Concerning the AKC 900 Number Breeder Referral program, in addition to providing the AKC with the NCA Breeders List, contacts could be made with Regional clubs to provide listings for those states not covered by the Breeders list. The Board clarified its position regarding its willingness to participate in the AKC 900 Number Breeder Referral program, but reiterated its position that participation should be limited to providing a copy of the NCA Breeders List to anyone requesting a referral for Newfoundlands.

V23.2 04/30/92: AKC rule change, approved in December 1991 which became effective in March 1992, allowing the competition of neutered and spayed veterans in the regular classes at independent specialty shows and at all-breed events that do not offer competition beyond Best of Breed. She also noted the additional rule change which allows all-breed clubs the option of a 12-18 month class.

V23.1 02/26/92 to 03/18/92 (Mail Meeting): Selected new photograph for the AKC's *The Complete Dog Book*.

V23.1 12/16/91 to 01/08/92 (Mail Meeting): The Newfoundland pictured in the AKC's *The Complete Dog Book* will be changed.

V22.4 11/10/91: Corresponding Secretary to direct the AKC that, in accordance with our Standard, Brown should be listed on registration forms for Newfoundlands, instead of Bronze, as a color option; and, that a space be added under color for "Other."

V15.3 08/31/84 (Mail Meeting): Request AKC to change the color designation for the Landseer on the AKC registration from "black and white" to "white and black."

AMERICAN KENNEL CLUB NEWFOUNDLAND VIDEO

History

- V19.4 11/12/88: AKC video of Newfoundland completed. Available from AKC for \$35. The NCA will fund a copy of the video to be sent to the Historian, at least three (3) video tapes to be sent to the Audio-Visual Committee, five (5) video tapes to the Education Committee for loan to judges at no cost. An additional three (3) tapes may be ordered, if necessary.
- V9.4 10/05/78: AKC Newfoundland video completed and available from AKC. NCA will fund a copy of the video to be sent to the Historian, at least three (3) video tapes to the Audio Visual Committee and five (5) tapes to the Education Committee for loan to judges at no cost. An additional three (3) tapes may be ordered if necessary.
- V14.1 11/11/82 (Mail Meeting): AKC plans for producing breed slide show in a major effort to assure better education and evaluation of judges
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AMERICAN KENNEL CLUB DELEGATE

Duties and Responsibilities

NCA's AKC Delegate, who is elected for a two-year term, is expected to represent the Newfoundland Club of America at the quarterly meetings of the Delegates of the American Kennel Club. ~~Currently, all of these meetings are held in New York City.~~

The Delegate is charged with the responsibility of advising the NCA Board of Directors of proposed amendments to the Rules Applying to Registration and Dog Shows, of elections and appointments to the AKC Board of Directors, of actions and decisions taken by the AKC Board of Directors, and of other matters pertaining to the world of purebred dogs. When the AKC agenda calls for a delegate vote on policy changes, the Delegate seeks voting instruction from the NCA Board of Directors.

The Delegate is expected to report to the NCA Board of Directors after each quarterly meeting of Delegates. In addition, copies of the official minutes of the meetings are forwarded to each NCA Board member.

History

V35.3 4/19/04: AKC delegate instructed to vote in favor of the amendment to Rules Applying to Dog Shows that would, under certain circumstances, permit points to be awarded to Reserve Winners at one National Specialty each year.

V35.2 2/19/04: NCA board directed the delegate to vote against passage of the proposed amendment that would permit, under limited conditions, a change in the name of a registered dog whelped in the United States.

V35.2 2/19/04: NCA to pay the transportation costs of delegates to the AKC Parent Club Conference.

V33.1 11/30/01: Directed AKC delegate to support proposed amendment to move responsibility for determining amount of stipend for AKC Board from the AKC Board to the Delegates.

V31.1 10/30/99: Delegate directed to contact the AKC regarding producing a new breed video for the Newfoundland. Existing video produced prior to present standard (approved 1990).

V15.4 01/10/85 (Mail Meeting): The delegate is to inform the Board of the topics to be discussed prior to AKC meetings and solicit comments from the Board on these topics. The delegate is also to submit a summary of AKC meetings minutes to Board members.

V15.2 05/24/84: Expense money allotted for each delegates' meeting attended.

Recognition Committee Proposal

Submitted by Joan Locker-Thuring

For the Champion and VN medallions / pins there has been procedure in place should the owner want another medallion / pin for a co-owner or to replace a lost medallion / pin. I would like to make this a uniform policy to cover the other pins issued through the Recognition committee. These prices include the mailing.

Champion Medallions: We charge for each additional pin, \$15.00. The cost per medallion is approximately \$2.80 per pin plus \$3.00 for the engraving.

VN Pins: Per the congratulatory letter sent to new VNs:

If you would like to purchase an additional patch or pin, you may do so for \$5.00 each. For \$12.00, you can receive an additional patch, pin, and certificate. Since the certificates are only printed immediately prior to the Annual Meeting, the \$12.00 set would be available only after they are printed.

I don't have price points for the VN pins or patches. Bethany did not have the info and I don't know how long it has been since they were ordered. But have to believe they are in the same price range as the others. Which is \$2.50 to \$3.00 range; there is no engraving on this pin.

The pin cost for the TOD/TODD was \$2.69 a pin and for the obedience pin is \$2.79 (I am pricing them now to order more). This being the case and to stay in line with the VN pin replacement price, I think we charge \$5.00 to replace or for an extra obedience or TOD/TODD pin.

RPC - Lifestages: Launch Statistics

Lynne Anderson NCA 2nd VP

From: Greg or Donna <countrymouse@joplin.com>
Sent: Friday, June 28, 2013 5:51 PM
To: NCABoD2ndVP@live.com
Subject: LIFESTAGES: LAUNCH STATISTICS for BOARD REPORT

Information on the first month following launch is below:

Subscribers: 140

Login page accessed: 318* (211 times from NCA LifeStages page)

Issue 1: 164 times (individual topics 15 – 30)

Issue 2: 54 times (individual topics 1 – 8)

Issue 3: 17 times (individual topics 1 – 4)

Issue 4: 13

Issue 5: 3

Issue 6: 3

Issue 7: 3

Issue 8: 3

*Estimated admin access 30 – 40.

People joined with puppies of different ages, and not all wanted to receive earlier issues. Many people subscribed who do not presently have a puppy. 11 users reported difficulty accessing site; some were able to resolve by accessing from a different system, and some were entered by email. [Site requires login for security; internet security settings blocked some & those were entered based on information provided by email.] There were three cases of multiple logins, so a "Thank You for Subscribing" page was added to confirm receipt of subscription requests. Also, the puppy date of birth was changed to a "date chooser" tool.

International subscribers were from Australia, Scotland, New Zealand, Italy, Portugal, Mexico and Canada.

At launch, many NCA members subscribed. Some subscribers appeared to be non-member breeders. Hopefully, the content will appeal to those and they will circulate the subscription information to buyers. Beyond the launch, we anticipate that subscribers will more typically be new Newf owners.