

NCA Board of Directors
Face-to-Face Meeting
Minutes of November 19 – 21, 2010
Sheraton Gateway O'Hare
Chicago, Illinois
(Approved January 21, 2011)

Mary Lou Cuddy, Presiding Officer, called the meeting to order at 8:10 p.m. Central time. The following directors were present: Lynne Anderson-Powell (LA), John Cornell (JC), Mary Lou Cuddy (MLC), Sue Marino (SM), Mary L. Price (MLP), Meredith Reggie (MR), Pam Rubio (PR), Pam Saunders (PS) and Donna Thibault (DT). Roger Frey (RF), Jacqueline K. Brellochs (JB) and Kathy McIver (KM) attended the meeting via teleconference. Mary W. Price, AKC Delegate, *ex-officio* was absent. Steve Britton and David Kledzik were present as member guests.

Approval of Minutes

Pam Rubio moved and John Cornell seconded that the minutes of the October 21, 2010 teleconference be approved as amended. The motion passed unanimously.

Report of the President

Roger Frey, President, reported that he has forwarded an email from Purina regarding their Purina Dog Breed Library and Selector Tool program to Lynne Anderson-Powell, Corresponding Secretary.

Report of the 1st Vice President

Jacqueline Brellochs, First Vice President, reported on the meeting of the Charitable Trust Management Board (CTMB) held in early November to discuss and approve revision to the *Policy Manual* regarding the Newfoundland Health Challenge Committee. Clyde Dunphy, CTMB Chair, will have a detailed report when he addresses the Board later in the meeting.

Report of the 2nd Vice President

Kathy McIver, 2nd Vice President, will provide her report under the committee reports.

Report of the Recording Secretary

Mary Lou Cuddy, Recording Secretary, reported that she had prepared the October 21, 2010 minutes and the November 19-21, 2010 face-to-face agenda packet.

Mary Lou reviewed the *NCA Policy Manual*, which states that use of a post office box for receiving election ballots is at the option of the Recording Secretary. Since Mary Lou Cuddy is not a candidate in the election and according to the *NCA Constitution and*

Bylaws, she has requested that the Board approve the return of election ballots to her home address as opposed to a post office box for this election.

John Cornell moved and Pam Saunders seconded that the Board direct the Recording Secretary to prepare the upcoming election materials using her home address for return mailing and that the counting of the 2011 ballots be conducted by Board-appointed counters and the Recording Secretary rather than an outside firm. The motion passed unanimously.

Report of the Corresponding Secretary

Lynne Anderson-Powell, Corresponding Secretary, presented items for the Board's review.

A concerned dog owner emailed the NCA regarding the recent death of Rosie, the Newfoundland, in Des Moines, Washington. It was decided that Lynne would acknowledge receiving the email, and thank the writer for his input.

Lynne presented correspondence from the AKC regarding a discount program to clubs and rescue organizations that want to run microchip clinics as part of the AKC Companion Animal Recovery Program. Pam Saunders mentioned that there are other microchip providers who offer less expensive microchips and scanners. Sue Marino reported that there was an announcement at the AKC Parent Club Conference that scanners would be provided free of charge to rescue groups, and perhaps our regional rescue groups could take advantage of this offer. Lynne will forward the AKC Companion Animal Recovery information to the regional clubs, and will also provide links to the other companies for the clubs and rescue organizations.

Lynne received a request from the Westminster Kennel Club (WKC) for an update of the Newfoundland information provided on their website and commentary done during the televised portion of the show. The WKC also requested that the *NCA Website* include a link to the Westminster Kennel Club website. The Board suggested that the verbal commentary for the Newfoundland narrative begin with the statement, "Sweetness of temperament is the hallmark of the Newfoundland" to emphasize the importance of temperament in the breed. Lynne will convey this to David Frei, Director of Communications for WKC.

Lynne received an email with a photo of a piece of artwork depicting a Newfoundland. The author is seeking information about the piece. Lynne will respond, suggesting the writer contact Janice Hight and Di Sellers, who have extensive experience with Newfoundland artwork.

Lynne received the AKC Registration Division Clubs E-packet. The AKC is promoting a program for breeders to register all dogs. There is a discount for registering all puppies in a litter at one time. The Rescue Awareness and Education Committee (REACT) is using registrations to steer new owners to our website for information. It was suggested

that Lynne put an announcement in *NCA e-notes* and send the information to the Breeders Education Committee and the *Breeders List*.

Lynne responded to a request by the Doberman Pinscher Club of America for a copy of the *NCA Ethics Guide* as they prepare a code of ethics for their club. Lynne asked the Doberman club to share any information they collect from other clubs during their survey. Meredith Reggie suggested sending the *Best Breeding Practices* document as well.

The Board considered a letter received from a club member concerned about judging at dog shows. Lynne will acknowledge receipt of the letter, which will be forwarded to the Judges Education Committee as well.

Report of the Treasurer

Mary L. Price, Treasurer reported the following balances as of November 19, 2010: checking account: \$51,563.75; National Specialty 2011 checking account: \$1,048.51; savings account: \$65,271.12; invested in CD's: \$102,338.01; and the NCA operations balance total of \$220,221.39, with \$4,310.08 in reserve for "Distinguished Member" expenses. The Uniform Trophy Fund balance is \$4,275.00 for a total of \$224,496.39.

The status of the dues renewals was reported. The membership attrition rate from 2009 to 2010 is only one percent, with 15 additional renewals received but not processed at this time. There has been a reduction in the foreign postage levy collected, indicating that international members may not be renewing. REACT donations may not be understood as they are consistently low. REACT is preparing an article to explain their role in the NCA.

Mary reported that the 2010 National Specialty financial report has been finalized. Sandee Lovett will be available on Saturday evening to go over the report with the Board.

Mary has closed the books and presented the financial statements for fiscal year 2010.

Mary presented the comparison of the AKC Registrations and Stud Book Entries for the nine months ending September 30, years 2006 through 2010.

Report of the AKC Delegate

There was no report as AKC Delegate Mary W. Price was absent.

Committee Reports

***Breeders List* Committee**

The *Breeders List* Committee has had problems with breeders on the list renewing late or not at all. The *Breeders List* Committee requested that the fee be reinstated for list members who are already on the list. The committee proposed continuing the fees for new applicants. After discussion, the Board decided not to reinstate the fee for renewals. The Chair was asked to consider acknowledging receipt of *Breeders List* renewals or applications by email.

Electronic Publications Policy Committee

The Electronic Publications Policy Committee (EPPC) would like to utilize "article marketing" as a way to improve the *NCA Website* rank in search engines. Mary Lou Zimmerman, Electronic Publications Policy Committee Chair, will call in later in the meeting to explain.

ad hoc NCA Governing Documents Review Committee

Pat Randall, *ad hoc* NCA Governing Documents Review Committee Chair, will discuss the committee's work later in the meeting.

Judges Education Committee

The Judges Education Committee (JEC) sent a response to the Board's request from the August 19, 2010 meeting concerning possible conflicts of interest in having professional handlers serve as breed mentors and other concerns about the JEC presentations. The committee believed that there was no viable concerns and asked the Board for specific examples.

Pam Saunders moved and John Cornell seconded that the Board thank the Judges Education Committee for their response to the Board's concerns. The motion passed. 10 Yes (LA, JC, MLC, SM, KM, MLP, MR, PR, PS, DT); 2 No (JB, RF)

At 9:30 p.m., Clyde Dunphy, CTMB Chair, joined the meeting.

Obedience Committee

Joyce Arivella, Obedience Committee Chair, provided information about the various new obedience titles offered by the AKC. The Board has been considering whether or not these new titles should be recognized with letters, medallions, pins or inclusion in the *Annual of Titlists*, etc. and how and if these titles will affect the counting for the Register of Merit (ROM) awards. Currently, the only AKC title that qualifies for a ROM point is the AKC Companion Dog. Rally and agility titles do not qualify.

Pam Rubio moved and Sue Marino seconded that the Board approve the recommendation that either an AKC Companion Dog (CD) title or the new AKC Versatility (VER) obedience title will count toward calculating ROM points. The motion passed unanimously.

Mary L. Price questioned which titles will be included in the *Annual of Titlists*. Current criteria for inclusion in the *Annual of Titlists* will be any Newfoundland who earns an AKC or NCA title. Canadian Kennel Club titles can be included if the dog has earned an AKC title as well.

Meredith Reggie moved and Sue Marino seconded that the Board approve that the NCA award obedience pins for the following AKC obedience titles: Companion Dog (CD), Companion Dog Excellent (CDX), Utility (UD), Versatility (VER) and Obedience Trial Championship (OTCH). The motion passed unanimously.

Specialty Show Coordinating Committee

Kathy McIver moved and Pam Saunders seconded that the Board accept the recommendation of the Specialty Show Coordinating Committee to award an annual plaque to the winner of the Stud Dog and Brood Bitch classes at the National Specialty, in memory of Mrs. Elizabeth Loring Powers, effective with the 2011 National Specialty. The motion passed unanimously.

Kathy McIver moved and Pam Rubio seconded that the Board approve the recommendation from the Specialty Show Coordinating Committee of using the Lenox china Eternal pattern for the National Specialty uniform trophies. The motion passed unanimously.

Kathy McIver moved and John Cornell seconded that the Board accept the Specialty Show Coordinating Committee's recommendation not to automatically include international NCA members licensed to judge Newfoundlands in their countries on the approved list of conformation judges. The motion passed. 10 Yes (LA, JC, MLC, SM, KM, MLP, MR, PR, PS, DT); 2 No (JB, RF)

The Board discussed the procedures for judges to award NCA Awards of Merit at regional specialties versus the awarding of AKC Selects at regional specialties. There has been some confusion at shows since the AKC Select award was introduced. There was also a review of the current procedure for awarding AKC Select Dogs and Select Bitches, and the awarding of NCA Selects, at the National Specialty. The Board will review the recommendation from the Specialty Show Coordinating Committee (SSCC) later in the meeting.

There was discussion regarding the procedure used to update the approved judges list. The SSCC provided a recommendation for Board review. Member guest Steve Britton delivered a minority report that asked that the total number of votes received by each judge on the ballot be made public and the number of NCA members voting. His report also stated that, in his opinion, the voting process was not compliant with our Bylaws and the AKC Parent Club governing documents.

Pam Saunders moved and Pam Rubio seconded that the Board approve the recommendation of the Specialty Show Coordinating Committee that the Specialty Show Coordinator, charged with updating an approved judges list every two years, shall enlist the assistance of one additional NCA member to conduct the count. Upon completion of the tabulation of those AKC judges in the top 15 percent, the coordinator will promptly share the following information with the committee and the NCA Board and it will be published in the next issue of *Newf Tide*: the names of the judges in the top 15 percent and the number of NCA members voting. The number of votes judges needed to qualify and the number of votes each judge received will not be included. The ballots shall be retained by the Specialty Coordinator for one year. The tabulations are kept and become part of the official records of the Specialty Show Coordinating Committee. The motion passed unanimously.

At 11:10 p.m., the meeting was recessed.

At 10:15 a.m., the meeting reconvened.

Cissy Sullivan, North Central Newfoundland Club (NCNC) President, welcomed the Board to Chicago and thanked them for their work. She presented gift baskets from NCNC to the Board members.

Steering Committee Report

Steering Committee members Mary Lou Roberts and Chris Plum (via teleconference) and Clyde Dunphy were present to address the reports provided earlier to the Board. Their committee's revised goal to increase membership was considered. The Steering Committee is looking for the Board's approval to proactively investigate various means to achieve this goal.

Pam Saunders moved and Meredith Reggie seconded that the Board approve the Steering Committee's proposal of the concept of increasing NCA membership. Individual methods to accomplish increasing NCA membership will be brought before the Board for approval. The motion passed. 10 Yes (LA, JC, MLC, RF, SM, MLP, MR, PR, PS, DT); 1 No (KM); 1 Absent (JB)

The Steering Committee's recommendation to reinstate the Finance Committee was considered. The rationale is that a Finance Committee should be in place to look at future financial trends, develop recommendations and to advise the Board. Mary L. Price mentioned that the Finance Committee has been in place in the past and it resulted in twice the work for the Treasurer. Discussion centered on the possibility of expanding the scope of the proposed committee to oversee long term NCA projects. The Board referred this proposal back to the Steering Committee to expand the job description and scope of responsibility. It could be developed as an Oversight Committee as opposed to Finance Committee.

The Steering Committee requested approval of the statement of purpose for the Newf Ambassador Program before proceeding with the program specifics. This will be an additional resource to assist Newfoundland owners and potential owners and will not take the place of any existing NCA programs.

Sue Marino moved and Lynne Anderson-Powell seconded to approve the goals and purpose of the proposed Newf Ambassador Program. The Newf Ambassador Committee will provide the Board with details of specific programs. The motion passed. 10 Yes (LA, JB, MLC, RF, SM, MLP, MR, PR, PS, DT); 2 No (JC, KM)

At 11:00 a.m., Jacqueline Brellochs joined the meeting.

Executive Session

At 11:15 a.m., Pam Saunders moved and John Cornell seconded that the Board go into executive session. The motion passed unanimously.

At 12:54 p.m., Sue Marino moved and John Cornell seconded that the Board come out of executive session. The motion passed unanimously.

While in executive session, the Board approved the Applicant List of October 21, 2010.

While in executive session, the Board selected the recipients for the 2011 Heroic Newfoundland, Good Sportsmanship and Isabel Kurth awards.

While in executive session, the Board appointed Kelli LePore as the International Liaison.

***ad hoc* NCA Governing Documents Review Committee**

Pat Randall, *ad hoc* NCA Governing Documents Review Committee Chair, joined the meeting via teleconference to provide an interim report.

The committee has been reviewing the documents related to the governance of the NCA. The line of precedence of the various governing documents was explained. The NCA is bound in the following order: Connecticut statutes, the Certificate of Incorporation; the Bylaws; parliamentary law; and the standing rules / policy. The AKC can enter into anything we do at any level below the Connecticut Statutes.

Parliamentary procedure versus a higher authority was discussed. The committee recommended that the Board adopt a parliamentary authority (two possibilities are Robert's Rules of Order and Sturgis) in order to maintain consistency in operating procedures.

Roger Frey mentioned that it would be helpful to the Board to have a few specifics of how Robert's Rules of Order might help circumvent some of the impositions placed upon us by the Connecticut Statutes. A few examples were discussed.

The committee needs to have a current *NCA Policy Manual*, or develop a document with only the current policies, in addition to the current manual, which includes the history of policies. Someone has volunteered to update the manual, but it needs to be done more quickly in order for the committee to proceed to the next phase of their work. The Board will discuss the *NCA Policy Manual* update later in the meeting.

By unanimous consent, the Board extended its thanks to the *ad hoc* NCA Governing Documents Review Committee for their hard work and the thorough report, and looks forward to further information.

Pat Randall left the meeting.

Unfinished Business

Newf and You

Meredith Reggie provided a copy of the recently-approved *Newf and You*, in print layout with photos, to the Board for review. The Board discussed whether to print the *Newf and You* or have it available only on the *NCA Website*. The Board was reminded that regional clubs are entitled to 75 copies per year. It was suggested that black and white copies be printed, with a printable PDF in color available on the web. There are funds reserved in the 2012 budget for printing. Quotes for printing both black and white and in color will be obtained and brought to the Board at a later meeting.

Sue Marino moved and Pam Saunders seconded that Board members submit final editing corrections to the *Newf and You* content to Meredith Reggie by the December 16, 2010 Board teleconference. The motion passed unanimously.

AKC Grand Champion Title Recognition

There was discussion of how the new AKC Grand Champion title would be recognized.

Sue Marino moved and Pam Saunders seconded that Newfoundlands earning the new AKC Grand Champion title may submit this accomplishment, per established policy, for publication in *Newf Tide* and the *Annual of Titlists*. The motion passed unanimously.

Guidelines for Awarding AKC Selects

The Board returned to the matter of developing guidelines for the awarding of AKC Select Dog and Bitch and NCA Awards of Merit at regional specialties.

John Cornell moved and Kathy McIver seconded that the Board approve the policy for awarding AKC Selects, NCA Selects, and NCA Award of Merits, as amended to include the same procedure at regional specialties as well as National specialties. Under this procedure, judges will be asked to first award the AKC Selects and then award the NCA Awards of Merit or NCA Selects irrespective of the AKC Selects. The motion passed unanimously.

Award of Merit Medallions

The Specialty Show Coordinating Committee reported that the Award of Merit medallions are out of stock. The SSCC requested permission to order 150 medallions. The last order for 175 was placed in June of 2006. Because of the estimated high cost, the Board asked the committee to provide the Board with other options and quotes for the long term.

Sue Marino moved and Pam Rubio seconded that the Board approve the purchase of a one-year supply of Award of Merit medallions and directed that other suppliers be contacted for estimates. By unanimous consent, the motion passed.

At 2:58 p.m., Diane Lavin, Specialty Show Coordinating Committee member, joined the meeting via teleconference.

Diane answered questions related to the medallions and the new order. Diane will request the medallion artwork from J. Jenkins, the current vendor, and will see if they have a different medium that can be used for the medallions. Diane will also check with Woodbury Pewter for a quote by the December 16, 2010 Board meeting.

At 3:22 p.m., Diane Lavin left the meeting.

Meeting of the NCA Charitable Trust

There were a few items discussed from the earlier NCA Charitable Trust meeting. The Board clarified that action items submitted to the Charitable Trust Management Board (CTMB) by NCA committees for consideration must first have approval of the NCA Board. The clarification passed by unanimous consent.

It was decided that NCA, Inc., as the Trustee, needs to approve the appointment of a CTMB member as the AKC Canine Health Foundation Liaison. By unanimous consent, the Board approved the recommendation of the NCA Charitable Trust that the CTMB Chair be appointed as the AKC/CHF Liaison.

New Business

Newf Tide Submissions

The Board considered the policies related to the submission of articles and committee reports to *Newf Tide*.

Pam Rubio moved and Kathy McIver seconded that committee articles be administered in accordance to the *Newf Tide* Policy Committee's general policy on article submission, and not as a committee report. The motion passed. 11 Yes (LA, JB, JC, MLC, RF, SM, KM, MLP, PR, PS, DT); 1 Abstain (MR)

Working Dog Committee

The Board considered a request concerning the requalifications of Water Rescue Dogs.

Pam Saunders moved and Lynne Anderson-Powell seconded to refer a proposal for WRD requalifications to the Working Dog Committee with a response back to the Board by the February 17, 2011 meeting. The motion passed unanimously.

The Board considered a request that the Working Dog Committee review the requirements for a passing performance in water tests.

Meredith Reggie moved and Pam Saunders seconded that the request for the Working Dog Committee to review the requirements for passing performances in water test exercises be referred to the Working Dog Committee, with a response back to the Board by the February 17, 2011 meeting. The motion passed unanimously.

The Board considered a request to review evaluation and observation procedures for working test judges.

Pam Saunders moved and Pam Rubio seconded that a request to review the evaluation procedures pertaining to the observation experience of potential working test judges be referred to the Working Dog Committee with a response back to the Board by the February 17, 2011 meeting. The motion passed unanimously.

AKC Registrations

The Board discussed the AKC changing limited registrations to full registrations. It has been reported that a puppy sold on an AKC limited registration, but never individually registered with the AKC, could be registered with the United Kennel Club or other registry, and then be re-registered with AKC on a full registration. Lynne Anderson-Powell will contact the AKC for an official statement on this subject and report back to the Board at the December 16, 2010 meeting.

Awards Presentations at Annual Membership Meetings

The Board discussed ways to speed up the presentation of awards at the Annual Meeting.

Pam Saunders moved and Meredith Reggie seconded that the Board appoint Donna Thibault as Master of Ceremonies for the awards presentation portion of the Annual Meeting. The motion passed unanimously.

NCA Policy Manual

The Board returned to the discussion of the revision of the *NCA Policy Manual*. It was reported that member Sue Putt was to have begun work on an update of the manual. In light of the urgency to have an updated document for the *ad hoc* NCA Governing Documents Review Committee to continue with their work, Pam Saunders offered to provide a proposal to provide a current policy document for the committee's use.

Pam Rubio moved and Kathy McIver seconded that the Board accept Pam Saunders' offer to prepare a proposal regarding the updating of current policies to the *NCA Policy and Procedure Manual* for use by the *ad hoc* Governing Documents Review Committee by the December 16, 2010 teleconference. The motion passed unanimously.

Executive Session

At 4:21 p.m., Sue Marino moved and Kathy McIver seconded that the Board go into executive session. The motion passed unanimously.

At 5:05 p.m., Sue Marino moved and Pam Saunders seconded that the Board come out of executive session. The motion passed unanimously.

While in executive session, the Board approved the proposed updating of the *NCA Policy and Procedure Manual* as a two-phase project - the archival history of the NCA and the current policies and procedures for use by the *ad hoc* NCA Governing Documents Review Committee.

At 5:06 p.m., the meeting was recessed.

At 8:03 p.m., the meeting reconvened.

2010 National Specialty

At 8:03 p.m., Sandee Lovett, 2010 National Specialty Chair, and Robin Seaman, Specialty Show Coordinating Committee Chair, joined the meeting via teleconference.

Mary L. Price, Treasurer, reported that the fund balance of the Uniform Trophy Fund stands at \$4,275.00 as of November 18, 2010. Mary reported that the books have been closed for the 2010 National Specialty. There was a net income of \$5,158.10 for 2010.

A financial summary report for specialties held from 2004 to 2010 was reviewed. Mary provided a detailed report of the 2010 specialty, compared to the 2009 show. Sandee provided information to the Board regarding some specific line item expenses. For

example, feedback from the 2009 specialty indicated dissatisfaction with the catalogs printed by the superintendent for that year. The 2010 Committee chose to improve the quality of the catalog, the printing of photos and the binding by going to an independent printer. Another area with increased expenses pertained to renting bleachers for inside the pavilion, and an upgrade of electrical service so the grooming area would have adequate power supply. The upgrade will be utilized for the 2011 show as well.

Robin reported that the 2011 specialty store for logo items is now online, and has some NCA items from last year. The specialty packet will be up on the *NCA Website* soon. Sue Marino inquired about the tentative schedule provided to the Board for review. Sandee is looking into a request to tape health and other educational forums for replay on the hotel television feed for people who cannot make it to the seminar in person.

Robin reported on the status of the 2013 National Specialty. The Bear Mountain Newfoundland Club is trying to get commitments from the location being considered. The hotel has made promises but has not followed through and seems difficult to work with. The SSCC may consider other options for 2013.

Robin reported that Tom Broderick has taken over as Chair for the 2012 National.

Sandee stated that there are approximately 50 registration bags left from 2010. She is trying to sell them at cost with proceeds to go into the 2011 specialty. It was suggested to put a note in *NCA e-notes* of their availability.

Mary L. Price continued with some of the line items. Most were comparable to last year with an increase in vendor registrations. Identifiable costs were transferred to specific NCA committees where possible, i.e., Health & Longevity, Breeders Education forum, Juniors expenses and trophies, Annual Membership Meeting, Judges Education, VN/ROM/Working Achievement rosettes, of which some charges have already been incurred for 2011.

Robin and Sandee reported that the 2011 Specialty is coming along very well. It was asked if either Chair Amy Lane, Sandee or Robin would be able to join the monthly Board teleconferences leading up to the National Specialty to keep the Board updated. Robin mentioned that on-site help is needed with registration and with logo sales.

The Board thanked Robin and Sandee for their information and hard work over the past few years.

At 9:07 p.m., Robin and Sandee left the meeting.

Purina Dog Breed Library and Breed Selector Tool

Roger Frey received a request for the NCA to participate and update information in the Purina Dog Breed Library and Breed Selector Tool.

Pam Rubio moved and Pam Saunders seconded that the NCA participate in the Purina Dog Breed Library and Selector Tool. The motion passed unanimously.

Lynne Anderson-Powell will respond to the request as Corresponding Secretary, and provide some of our publications (the revised *Newf and You*, etc).

Committee Communications

The Board discussed the reported confusion of committees regarding the Board's policy about communications between NCA committees.

Sue Marino moved and Pam Rubio seconded that the Board place the Inter-Committee Communication policy, approved at the August 19, 2010 meeting, on the December 16, 2010 agenda for review and possible clarification. The motion passed. 11 Yes (LA, JB, JC, MLC, RF, SM, MLP, MR, PR, PS, DT); 1 No (KM)

Educational Materials for Westminster

Naomi Young Meyer had requested the Board's direction regarding what printed material she should bring to the Westminster Kennel Club information booth in February. It was decided that copies of the flyer "Isn't She Cute" should be made available and Naomi may use her discretion as to what other materials from the *NCA Website* she would like to distribute.

Rescue Education and Awareness Committee

The Rescue Education and Awareness Committee (REACt) has requested the Board's permission to post an advertisement in *NCA e-notes* for volunteers for creative writing, website content development, etc.

Pam Saunders moved and John Cornell seconded that the Rescue Education and Awareness Committee be allowed to post an advertisement on *NCA e-notes* for volunteers. The motion passed unanimously.

Legislative Committee

The Legislative Committee provided an informative report of their last meeting to the Board summarizing the committee's activities.

Membership Committee

Mary Lou Cuddy, Membership Committee Chair, has requested Board approval to replenish the supply of the NCA decals given to new members and that are available for sale to all members. She is currently researching style and vendor options.

Executive Session

At 9:45 p.m., Meredith Reggie moved and Sue Marino seconded that the Board go into executive session. The motion passed unanimously.

At 9:54 p.m., Pam Rubio moved and Pam Saunders seconded that the Board come out of executive session. The motion passed unanimously.

While in executive session, the Board approved the following as ballot counters: Kathy Cohen, Caren Feinberg, Jim Pospisil with alternates Dan Cohen, Lori Eldridge and Barbara Yerks.

At 10:00 p.m., the meeting was recessed.

NCA Face-to-Face Meeting, Continued November 21, 2010

At 9:02 a.m., the meeting reconvened. Roger Frey (RF) was absent.

The Board thanked the North Central Newfoundland Club for their warm welcome and wonderful baskets. Their hospitality is appreciated.

Executive Session

At 9:06 a.m., Pam Saunders moved and Lynne Anderson-Powell seconded that the Board go into executive session. The motion passed unanimously. 1 Absent (RF)

At 9:15 a.m., Pam Saunders moved and Sue Marino seconded that the Board come out of executive session. The motion passed unanimously. 1 Absent (RF)

While in executive session, the Board considered a concern regarding the procedure for awarding the Good Sportsmanship Award. Kathy McIver will respond on behalf of the Board.

By unanimous consent, the Board agreed to send the Inter-Committee Communications Policy issue to the *ad hoc* NCA Governing Documents Review Committee for their review and input, and asking the committee to report back to the Board as soon as possible.

The Board considered a discussion item concerning where the breed is headed and what the NCA can do to help keep the breed on track. Many ideas were discussed, including how to increase entries at regional specialties, how to encourage newcomers and how NCA committees could be beneficial in these regards.

Electronic Publications Policy Committee

At 10:00 a.m. Marylou Zimmerman, Electronic Publications Policy Committee Chair, joined the meeting to discuss the article marketing proposal.

She explained to the Board that the proposed articles and ads are not on the *NCA Website*. A Google search would bring a searcher to an article that will link back to the NCA article. Ads would be placed within our articles. Squidoo places the ads that are located in a sidebar. There are no imbedded Google ads. We link back to our information within the content of an article. For example, an article that recommends a book would have a link that goes to Amazon.com to locate the book. There is income for the club when people click on the sidebar ads. Within the article, there is a 6-8 percent profit to the club depending on the product at Amazon.

Sue Marino moved and John Cornell seconded that the Board approve the recommendation of the Electronic Publications Policy Committee to post the *Newf Know How* and other informational articles on Squidoo.com. The motion passed unanimously. 1 Absent (RF)

At 10:30 a.m., Marylou Zimmerman left the meeting.

Adjournment

At 11:35 a.m., John Cornell moved and Sue Marino seconded that the meeting be adjourned. The motion passed unanimously. 1 Absent (RF)

Submitted by,

Donna Thibault
Acting Recording Secretary