

## **NEWFOUNDLAND CLUB OF AMERICA, INC.**

### **Newfoundland Club of America Board of Directors Teleconference Meeting December 19, 2013 (Approved January 16, 2014)**

Pam Saunders, President, called the meeting to order at 8:08 p.m. Eastern time. The following directors were present: Lynne Anderson-Powell (LA), John Cornell (JC), Mary Lou Cuddy (MLC), Roger Frey (RF), Sandy Gabel (SG), Steve McAdams (SM), Mary L. Price (MLP), Pat Randall (PKR), Meredith Reggie (MR), Pam Rubio (PR), Pam Saunders (PS) and Donna Thibault (DT). David Helming, AKC delegate, *ex-officio* was present.

### **Report of the AKC Delegate**

David Helming, AKC Delegate, reported that he attended the December 13, 2013 Delegates Meeting in Orlando, Florida. He brought the following items to the Board's attention:

- The AKC/Eukanuba National Championship Show was very successful. Thirty-eight prospective judges attended the NCA Judges Education Committee's presentation.
- Prior to the Delegate meeting, at the Delegate's Forum, a question/answer session for Board of Director candidates (Ron Meneker, Pat Scully, Charles Garvin and James Dok) was held. These candidates will be elected to the AKC Board at the March 2014 Delegate's meeting. Their full statements can be found on the AKC web site in the Delegate Meeting minutes.
- The lack of television coverage of the AKC/Eukanuba National Championship show is being discussed.
- The AKC Judges approval system is considered to be controversial.
- Alan Kalter, AKC Board Chairman, reported that operating revenue was up \$5.8 million and that operating profit was up \$7 million over 2012. He stated there were approximately 3.2 million entries at AKC events making this the highest year ever –driven by agility entries. He also highlighted there are now 5090 licensed AKC clubs and 10,000 Breeders of Merit. Mr. Kalter indicated that in 2014 they will be improving the registration process and promoting the AKC and pure bred dogs to the estimated 99 million dog owners who are unaware of the AKC and proactively continuing the fight against the animal rights groups.
- Dennis Sprung, AKC President & CEO, reported the 'AKC Breeder of the Year' recognition program is being expanded to include performance events. He also reviewed a new award program, "The Bailey Award", which will be awarded for: Best Promotion of a National Specialty, Best Club Spokesperson, Best Breeder Spokesperson, Best Club Public Relations effort, Best New Public Relations/Outreach Idea (awarded in 2013 to the AKC Pet Disaster Relief Task Force) and Best Outreach to the General Public.

- Peter Farnsworth, AKC Chief Financial Officer, reported that AKC net operating income and investment income were up \$9.5 million over 2012. He felt the AKC's current financial status was positive and continuing to move in the right direction. He commented that 2013 was an exceptionally good year for AKC investments based on the positive stock market results but cautioned not to expect this to continue every year.
- A presentation was made highlighting the marketing efforts that will be made in 2014 to educate the public and dog owners on the AKC and the benefits of obtaining dogs from reputable breeders. This will include videos marketing the sport and breeders. There will be a major AKC social media push in 2014 and greater use of Facebook™.
- The Delegate Body approved an amendment to Chapter 3, Section 22, of the Rules Applying to Dog Shows-Classifications which provides for a Bred-by-Exhibitor Class for each sex in the Miscellaneous Class consistent with the requirements as defined in Section 8.
- The successful Canine Good Citizen (CGC) program now has three components: AKC STAR Puppy, AKC CGC and a new title, "AKC Community Canine", to be launched in 2014 which is an advanced CGC award. It was reported that this program will be aggressively promoted in 2014 and that AKC STAR Puppy and CGC testing will now also be conducted in PETCO™ stores by trainers who have completed the same application process as other approved CGC Evaluators. The AKC partnership with PETCO™ was questioned by some Delegates and it was pointed out that only 15 % of clubs offer CGC and the partnership will help to promote and publicize the AKC and its programs to the public.
- Carl Ashby, Chairman of the AKC Political Action Committee (PAC) reported that the PAC has raised \$14,000 in 2013 and, during 2013, has given a total of approximately \$22,000 to 300 candidates running for political office who are "dog friendly and supportive". He indicated that the success rate of AKC PAC supported candidates has been nearly 90%. Carl announced that the second Club's President's Challenge will be kicked off in March. The first successful challenge was held in 2012 and \$44,000 was raised.
- Pat Laurens updated the Delegate Body on the joint effort between AKC Reunite and the Delegate committee working on AKC Disaster Relief Trailers. She indicated that over \$200,000 has been pledged by clubs to the program and that six trailers are already in use.
- The next Delegate Meeting will be March 11, 2014 in Newark, New Jersey.

The Board addressed correspondence received concerning the medallions for the top winners at the AKC/Eukanuba National Championship Show. It was discovered the AKC had not contacted the NCA in regards to ordering the medallions for the Newfoundland entry.

Pam Rubio moved and John Cornell seconded that the Board ask David Helming, AKC Delegate, to pursue the availability of AKC/Eukanuba National Championship Show

medallions for Best of Breed and Best of Opposite and possibly for AKC Select Dog and Bitch. Without objection, the motion passed.

The Board addressed correspondence that had been received concerning the theft of some items belonging to Newfoundland Club of Florida members who participated in the Newfoundland Meet the Breeds booth. There was discussion about insurance coverage and AKC or Eukanuba possibly stepping up to cover the losses.

It was the consensus of the Board that a letter be written to those members asking them to contact the NCA again if reimbursements are not forthcoming from other sources.

It was the consensus of the Board that the minutes reflect the NCA's appreciation of the efforts of the Newfoundland Club of Florida in developing and manning the Meet the Breed booth.

### **Approval of Minutes**

The Board reviewed the minutes of the November 1-3, 2013 face-to-face meeting.

Pam Rubio moved and Meredith Reggie seconded that the Board approve the minutes of the November 1-3, 2013 face-to-face meeting as amended. Without objection, the motion passed.

### **Report of the President**

Pam Saunders, President, had no report at this time.

### **Report of the 1<sup>st</sup> Vice President**

Pat Randall, 1<sup>st</sup> Vice President, reported that the Charitable Trust Management Board (CTMB) met the week previously. The CTMB voted to fund two lymphoma studies. One study was in the amount of \$15,000.00 over 3 years plus \$5,000.00. The second study was a one-time sum of \$20,000.00.

### **Report of the 2<sup>nd</sup> Vice President**

Lynne Anderson-Powell, 2<sup>nd</sup> Vice President, reported that all committee appointments have accepted their appointments and Brian Hodges has resigned from the Recognition Committee. She reported that two volunteers have stepped forward to fill that position and she requested the Recognition Committee Chair send each of them the full job description for review.

At 9:03 p.m., Robin Seaman joined the meeting.

### **Specialty Show Coordinating Committee**

Robin Seaman, Specialty Show Coordinating Committee Chair, reported the committee's progress regarding the uniform trophies and limited edition plates.

### **Executive Session**

Pam Rubio moved and John Cornell seconded that the Board go into executive session. Without objection, the motion passed.

Pam Rubio moved and John Cornell seconded that the Board come out of executive session. Without objection, the motion passed.

While in executive session, the Board considered trophy vendor information.

Robin informed the Board that the committee has recommended that the Lenox uniform trophies be used for the 2014 and 2015 National Specialties. They are continuing to research alternatives to the Lenox trophies.

Discussion turned to the limited edition plates. Robin reported that the committee agreed with the Board's decision to end the limited edition plate sales in 2014. The committee has obtained permission from Alana Shirley to use the artwork used on the first plate.

Robin reported that the committee was not in favor of offering pre-sales for the 2014 plate. It was said that some members like to collect specific numbers and this process would not be fair to them and that there was not enough time to set up the logistics before the National Specialty packet was distributed. The committee also recommended that 200 plates be ordered with the possibility of a second production run if sales were brisk. The availability of a second edition would be advertised.

Uniform trophy fundraising was discussed. It was stated that members have only so many dollars available. It was agreed that soliciting donations for the trophies would eliminate the need for fundraising. It was reported that the costs for the 2013 trophies were completely covered by donations and the surplus will be used to partially finance the 2014 trophies. The committee's recommendation is that the Board consider using donations to fund the uniform trophies.

At 9:28 p.m., Robin Seaman left the meeting and Cissy Sullivan joined the meeting.

### **Juniors Committee**

Cissy Sullivan, Juniors Committee, presented the proposed Juniors logo to the Board and explained the need to obtain the services of a graphic artist to prepare the logo for various uses. There was discussion about the logo and the additional funding.

## **Report of the Recording Secretary**

Mary Lou Cuddy, NCA Recording Secretary, reported that she had prepared the minutes of the November 1-3, 2013 face-to-face meeting and the agenda packet for the December 19, 2013 meeting. She also reported the results of the last applicants' vote.

## **Report of the Corresponding Secretary**

Pam Rubio, Corresponding Secretary, reported that all correspondence had been forwarded to the appropriate committees.

Pam informed the Board of a letter received regarding the lack of NCA working test certificates for other breeds entered and qualifying at the NCA working tests. It was reported that at times certificates from other clubs can be used to earn awards/titles from that breed's club.

Pam Rubio moved and Lynne Anderson-Powell seconded that Board refer the question of awarding NCA working test certificates to other breeds entered and qualifying at NCA working tests to the Working Dog Committee. Without objection, the motion passed.

Pam requested the Board's permission to forward the new OFA eye registry reports to the Health & Longevity and Breeders Education Committees.

Lynne Anderson-Powell moved and Roger Frey seconded that the Corresponding Secretary send the new OFA eye registry reports to the Health & Longevity and Breeders Education Committees. Without objection, the motion passed.

## **Report of the Treasurer**

Mary L. Price, Treasurer, reported the following balances: checking account: \$24,283.73; savings account: \$86,227.86 and invested in CDs: \$108,514.83. The Juniors Fund account balance is \$2,680.64. The Uniform Trophy Fund account balance is \$10,987.04 for a total of \$232,694.10 for NCA operations.

Mary informed the Board that, per the motion approved at the November 1-3, 2013 meeting, she had invested the NCA National Specialty stipend in a CD in the amount of \$11,971.81. The Charitable Trust Health Challenge was sent \$5,988.40 as was the Charitable Trust Newfoundland Rescue.

## **Executive Session**

Pam Rubio moved and Roger Frey seconded that the Board go into executive session. Without objection, the motion passed.

Pam Rubio moved and Pat Randall seconded that the Board come out of executive session. Without objection, the motion passed.

While in executive session, the Board:

- Considered the December 19, 2013 Applicants List
- Approved the entertainment of jurisdiction of a grievance

Pat Randall moved and Pam Rubio seconded that the Board appoint an *ad hoc* committee to consider the NCA's positive involvement on social media. Without objection, the motion passed.

Pam Rubio moved and Lynne Anderson-Powell seconded that the Board go into executive session. Without objection, the motion passed.

Pam Rubio moved and Sandy Gabel seconded that the Board come out of executive session. Without objection, the motion passed.

While in executive session, the Board appointed the following members to the ad hoc Social Media Committee: Andrea Jung, chair, Christine Brigham, Denise Hatakeyama, Marjorie Odle, Vu Nguyen, Pat Randall, Marylou Zimmerman.

### **Specialty Show Coordinating Committee**

The Board returned to its discussion of the limited edition plates. Discussion points were the number of plates to be produced, the concerns and logistics of transporting plates and the logistics of offering plates by pre-sale order.

Pam Rubio moved and John Cornell seconded that the Board accept the recommendation from the Specialty Show Coordinating Committee that 200 limited edition plates be sold at \$50.00 each with the option of a second production run if demand warrants and that no pre-sale of the plates be offered for the 2014 NCA National Specialty. Without objection, the motion passed.

### **Juniors Committee**

The Board again considered the proposed Juniors logo and the request for the digital design by a graphic artist.

Pam Rubio moved and John Cornell seconded that the Board approve the Juniors Committee's request for the services of a graphic artist and also approve the Juniors logo as presented. The motion passed. 11 Yes (LA, JC, MLC, SG, SM, MLP, PKR, MR, PSR, PS, DT); 1 No (RF)

### **NCA Governing Documents Review Committee**

Pat Randall, NCA Governing Documents Review Committee Chair, informed the Board that due to time constraints, he can no longer serve as chair of this committee. It was agreed that the committee will develop recommendations for the Board.

### **Newfoundland Ambassador Committee**

The Board considered the report from the Newfoundland Ambassador Committee and thanked the committee for their clarification of members in good standing criteria to serve as Newfoundland Ambassadors.

### **NCA Breeders List Committee**

The Board considered the application/renewal form from the *NCA Breeders List* committee. Discussion centered on the question of what changes, if any, had been made to the document and the questioning of the phrase “NCA documentation”.

By consensus, the Board agreed to return the proposed *Breeders List* application/renewal form to the *Breeders List* committee for clarification of the stated NCA documentation and to identify any changes.

### **Steering Committee**

The Board accepted the update from the committee on the different projects they are developing.

### **Breeder Education Committee**

The Board accepted the update from the committee on the different projects they are developing.

### **NCA Policy Manual**

The Board considered the proposed Nominating Committee chapter of the *NCA Policy Manual*.

Pam Rubio moved and Lynne Anderson-Powell seconded that the Board approve the Nominating Committee chapter of the *NCA Policy Manual* as amended. Without objection, the motion passed.

### **Exhibitors' Addresses in Show Catalogs**

The Board considered a letter received from a member which expressed concern with exhibitors' addresses being included in show catalogs. Concern was expressed that the addresses could be used by animal rights extremists to target breeders and exhibitors.

Lynne Anderson-Powell moved and Meredith Reggie seconded that the Board refer the question of continuing to include exhibitors' addresses in show catalogs to the AKC Delegate to present to the AKC. Without objection, the motion passed.

### **Rescue Prevention Committee**

After some preliminary discussion, the Board determined that additional information was needed on the *Newf Tide* coupon program and the committee be asked for a summary of the program's results.

### **Westminster Kennel Club Ad**

The Board considered a request from the Westminster Kennel Club that the NCA place an ad in the Westminster show catalog. It was stated that the NCA had not placed an ad in the catalog since 2009 due to the catalog not receiving much attention from the public. It was agreed not to place the ad.

### **Adjournment**

At 12:12 a.m., Pam Rubio moved and Sandy Gabel seconded that the meeting be adjourned. Without objection, the motion passed.

Submitted by,

Mary Lou Cuddy  
NCA Recording Secretary