Newfoundland Club of America, Inc.
Board of Directors
8:00 p.m. Eastern Time
February 19, 2015

Agenda

1. AKC Delegate’s Report (David Helming)
   • Communications regarding international membership

2. Approval of minutes
   • Minutes of the January 15, 2015 meeting

3. President’s Report (Pam Saunders)
   • AKC Good Sportmanship Award
   • Board meeting schedule at National Specialty

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

5. 2nd Vice-President’s Report (Lynne Anderson-Powell)
   • Committee reports (page 16)

6. Recording Secretary’s Report (Mary Lou Cuddy)
   • Prepared the February 19, 2015 agenda packet & minutes of January, 2015
   • Report on NCA Applicant vote

7. Corresponding Secretary’s Report (Pam Rubio)
   • Distributed correspondence to appropriate committees

8. Treasurer’s Report (Mary L. Price)

9. Committee Reports
   • Juniors Committee
     o Interpretation of Application
     o Westminster stipend
   • Recognition Committee
     o Versatile Newf patches and pins reorder
   • Regional Club Committee
     o Committee recommendations regarding membership
• Regional Club Liaison  
  o North Central Newfoundland Club Constitution and Bylaws  
  o NCA promotion idea for regional club newsletters  
• Steering Committee  
  o Recommendations regarding membership  
• Technical Resources Advisory Committee  
  o “iDevice” membership directory & membership app  
  o Wiggio  
• Working Dog Committee  
  o NCA Obedience medallion engraving  
  o Review of changes to basic control for water tests  
  o Corrections to working dog certificates  
  o Suggestion for boosting NCA membership  

10. Executive Session  
• Approval of NCA Applicants  
• Rescue Prevention Committee  
  o Committee appointment  

11. Unfinished Business  
• Discussion Item: Develop criteria for the NCA Good Sportsmanship Award (from 8/21/14) (tabled until 1/15/15 meeting)  
• Committee Overlap & Job Descriptions  
• Breeders Education / Health & Longevity Committees:  
  o Refunds for cancelled seminar at 2014 National Specialty  
• Financial Oversight Committee  
  o Further consideration of recommendation to increase dues (from 11.7-9.14)  
• Technical Resources Advisory Committee (from 11.7-9.14)  
  o Investigate the development of an NCA members-only section of the NCA Website and the logistics for log-in and passwords with content to be determined later. A report will be due back to the Board by the January 6, 2015 agenda deadline.  

12. New Business  
• Approval of NCA logo being placed on the AKC ReUnite trailer for Bergen County NJ  
• Upgrading the quality of the NCA logo for high-resolution reproduction  

13. Adjournment
Dear NCA Board,

While reviewing the award applications for the NCA Jrs. an issue with interpretation has arisen. I am asking that the NCA Board read the statement and lend a clarification to me PRIOR to the final decision for these awards. I thank you all in advance.

Statement reads:

“If a Junior receives an invitation to either Westminster or to the Eukanuba Classic the Junior will earn 200 bonus points”.

The question is, 200 per event or 200 in total?

Whatever the consensus, there will be a request to change the wording within the application in order to remove any chance of misinterpretation in the future.

Thank you all for your input and help.

Cissy
VN Pins and Patches

I have contacted the company where the VN pins were made the last time an order was placed by Jacqueline Brellochs around 2006. They still have the mold from which the pins can be made.

The minimum order for the pins would be 150 pins at $8.30/each which would also have a charge of $80 tooling fee. This would cost $1,325.00. On the current usage, this number of pins would last about 8 years.

By ordering 250 pins, this cost would be $6.60/each plus the $80 tooling fee. This would come to a cost of $1,730.00 and, upon current usage, would last about 12-13 years.

Both orders would be free shipping and no tax, etc.

The company requires a minimum order of 250 pins but the dealer whom I’ve been contacting has gotten the company to agree to a minimum of 150 but the company will require us to pay a premium charge.

I investigated the possibility of the NCA actually purchasing the mold to ensure we would always have access to the pin design. But that isn’t a possibility because there are several other designs on the same mold that are currently being used. My contact did say that if we save a pin in the original plastic, we can have a new mold made from the original. However, the charge for that would be about $1,500.

There is quite a bit of lead time to get the pins made and shipped. And currently, I have no pins to distribute.

Pin Vendor (repository of mold):

Marlin Kvamme, Sun Trading 1285 Sykes Creek Rd., Rogue River, OR  97537  541-582-2207

Regarding the VN patches, 100 patches would cost $2.86 each for a charge of $286.00.

An order of 200 patches would amount to $1.99 each for a total of $398.00. As you can see, the greater the order, the less charge per patch.

The usage would be equal to that of the pins.

When Jacqueline last ordered patches in 2006, she placed the order for 200 patches.

The delivery time would be around 3 weeks.

Patch Vendor (not original, but more recent):

Chuck Packer, Prism Patches, Inc., 8940 Marilyn Dr., Frisco, TX 75034  972-987-5824
The RCC met on January 19, 2015. The order of the day concerned a business item referred from the NCA Board of Directors; about the perceived value for NCA membership; related to a proposed dues increase.

The chairman notes in reference to the referral, it was difficult for the chairman to keep the committee focused on the values, without transgressing about a dues increase.

No motions were made, and no voting took place.

The first attachment is a summation of the brainstorming that took place. The second attachment is a redacted email forward from a regional club representative - with a response (reaction) from one of his/her board members, and my response to it.

I hope you find the information helpful, if not enlightening.

Steve Britton

Committee Chairman
Some members of the RCC stated they believed a dues increase at this time - in the NCA - is counterproductive. That is, it will shrink the total overall membership numbers after the next dues renewal cycle.

In this motion to commit, the NCA Board of Directors parenthetically and vaguely mentioned other pages to partition within the proposed members’ only section of the NCA website. What particular pages does this include, or is this intentionally vague? What is the specific forethought and planning behind the statement? Some members of RCC expressed they did not believe general education content should be partitioned in a members’ only website section.

Should the NCA Board of Directors appoint a special committee to determine the content of the member’s only website area?

Should the NCA board appoint a special committee to explore how Newf Tide may be used as a revenue generator, that is be more self-sustaining and not depend on dues dollars?

If a large portion of a membership is tied to the expense of Newf Tide production; Newf Tide should charge additional fees to off-set its costs. Example, owners of Newfoundlands winning classes at regional or national specialties could pay nominal fees for pictures of class wins published in Newf Tide.

Could the high resolution pictures used in Newf Tide be included in this new website area - a member of the committee stated that often, published pictures are cropped and members don’t see the full picture. This would give members the opportunity to see the full uncropped photo.

Is there a cost benefit from publishing Newf Tide as an electronic document, and charging members an additional fee if they wish to receive a print version?

If present regional club members - who are not NCA members - are a target population for NCA membership, shouldn’t regional club columns be a higher priority? Should they be reinstated in Newf Tide?

Is there a cost benefit of moving the “businessy” stuff out of the magazine and into a blow-in or making its availability exclusively electronically?

Should subscription rates be marked up disproportionately higher than a regular membership rate?

The RCC is in agreement with providing NCA members benefits such as earlier postmarked dates for working tests, national specialty hotel rooms.

The RCC is in agreement with mentioned statement concerning patches and pins, but a committee member suggests, members aren’t working for patches.

A benefit of membership in the NCA as a club is it largest association in the world concerned with the preservation and welfare of the Newfoundland breed of dog - this should be pointed out frequently.

Other benefits include - membership gives credibility to breeders, periodic health rebates, Chic DNA rebates, Blood Draw Clinic for members at specialties, Social media referrals to the NCA breeders list.

Inclusion on the NCA Breeder’s list is a membership perk.
Body of forwarded email:

Bullets 3 & 4  NCA By-laws allow for standing committees & ad hoc committees, these proposed committees need to fall under one or the other, not a special committee

Bullet 5  My imagination can't come up with any manner in which to implement

Bullet 9  There are numbers ($$$) available from a previous study to have the Board minutes published as a 'blow in' – there are no numbers (wasn't a part of the study) to produce the minutes as a soft copy only. This would actually work!

Bullet 11  On 'earlier postmarks' – while this is a great idea, the Directory in its current form (hard copy) is not current. Nor is simply utilizing the New Member column in Newf Tide, but, can be done. Needs to add 'members of the host giving club (these are the worker bees of the event & the host club is financing should also receive this benefit, NCA member or not!

Bullet 14  These rebates are not restricted to NCA members – when I receive the paperwork to forward to Mary L. for her to issue checks – I include in the statement (list) whether or not an NCA member, 'for information only' not because the rebates are restricted. From my records 40% of the rebates go to non-members. In for this to change, the Charitable Trust would need to establish a different policy. This has the potential to negatively impact the health of the breed. Also, at least 30% of the receipts for donation to the Health Challenge come from non-members, I confirm this when I mail the 501(c)3 receipts to donors. I don't mail receipts to donations included with renewals – Mary L. says their proof is in Newf Tide.

Just the 'usual' 2 cents worth from here

My reply to our RCC member is below:

Thank you for forwarding, XXXXXXX’s remarks (his/her two cents). I don’t see where her critique is part of the committee’s summary from the RCC committee discussion which took place on January 19, other than she has an opinion as an NCA member, or as a member of your regional club.

My job in all of this is to summarize what was brought up in the meeting, then send it out to the committee for review – I don’t wish to be accused of leaving something out that another individual committee member viewed as important - and eventually send it on to the NCA second vice-president for the board of directors to consider. In application, it’s up to the board of directors whether to order it done or not; don’t shoot the messenger, he may or may not agree with a particular bullet point.

Also, particular with the remarks about the terms ad hoc and special committees; I don’t agree with the provided analysis. The particular term used in the NCA bylaws is "special committee,” and there is no reference in the bylaw article concerning the “ad hoc.” To save anyone the time of looking it up, NCA Bylaw Article V, Section 1 - is copied and pasted below; it states:
• Article V Section 1. The Board of Directors will each year appoint standing committees to advance the work of the Club. Such committees shall always be subject to the final authority of the Board. The Board may at its discretion determine the size and composition of any committee. **Special committees** may also be appointed by the Board to aid it on particular projects.

However, in substance, it really is a non-issue. Please share that no one should lose sleep or waste time over the application of the two terms. The leading parliamentary authority in the world – p. 492 (lines 3 – 9) defines the two terms in a parallel fashion; that is, technically they’re equivalent terms; it states:

“A special (select, or ad hoc) committee is a committee appointed, as the need arises, to carry out a specified task,....”

Please thank XXXXX – and anyone else – for taking the time to respond. If you don’t respond, you eques.

Regards,

Steve
DID YOU KNOW?

Many wonderful resources are available for Newfoundland owners to aid in acquiring a puppy, health, training, and enjoying your adventure with your Newf. Check them out!

**Newfoundland Club of America:**
www.ncanewfs.org

NCA is the AKC member parent club that oversees our breed. In addition to Club information, the website has educational, historic and general information available to anyone. The "All about Newfs" section will keep you busy for hours. Membership perks include a subscription to Newf Tide, eligibility to vote, be listed in the Annual of Titlists, enter the Newf Tide Photo Contest and now a 10-day advantage to enter working events.

**Newf Tide:** This award winning quarterly magazine is the newsletter of the NCA and MUCH MORE! Each issue has 80-100 glossy pages including feature articles, regional specialty & working event results, NCA reports and lots of photos! Subscriptions are available to non-NCA members. The top banner of the NCA website has a link to Newf Tide where you can find more information and a subscription form.

**newfclub.hubpages.com** (formerly "Squidoo"): This site (also linked thru the NCA website) includes an extended series of topics about Newfoundlands.

CHECK IT OUT!
To:  NCA Board
From:  NCA Steering Committee
Date:  February 8, 2015
RE:  Motions for consideration by the NCA Board

The Steering Committee met on February 8, 2015 and continued discussions on the benefits of membership as well as potential opportunities to raise revenues (other than increasing dues) and reduce expenses.

Three motions were considered by the committee and each passed unanimously and without abstentions. They were

1. The Steering Committee does not feel that it would be a good idea to raise dues at this time (that is prior to March 1, 2015 to take effect on July 1, 2015).
2. The Steering Committee recommends reviewing the NCA’s policy on advertising, particular that of NewfTide.
3. The Steering Committee would like permission to hand out a card with two questions (regarding the value of membership) at the Annual Meeting that would be collected at the meeting and tabulated by the Committee.

The following discussion is related to each of these motions:
Motion #1: While quite a few reasons were raised for not immediately raising dues, the three that we all agreed upon were: (1) Based on our survey from a year ago there is a perception among many members that the dues are too high already; (2) The family membership would become $100 for a family, which is psychologically a barrier compared to any value under 100; and (3) We suspect that the increase will catch many members by surprise because they have not seen discussion of a need for the increase, and thus may cause a backlash.

We are not opposed to a dues increase, however we feel that the expectations of the membership need to be managed, including ensuring that the value of membership is clear. The wordle here is meant to capture some of those benefits:
Motion #2: It appears that there are many reputable companies that would eagerly pay for the opportunity to reach NCA members, whether through sponsorships or advertising. These include dog food companies, pet insurance providers, veterinary pharmaceutical companies and supply companies. If the NCA could raise $10,000 a year from such sources this would cover half of the proposed dues increase. These advertisers might be as, or more, interested in gaining access to sponsorship of eNotes or the NCA Facebook page.

Motion #3: The Steering Committee received over 500 responses to our survey on membership last year. The attendees of the National Specialty who come to the Annual Meeting are obviously interested in what is going on with the NCA and presumably with the future of the club. We want to be sure that we have the input of these members. And politically we don’t think it hurts for them to know that “someone will listen to them.”

Respectfully submitted

Chris Plum (chair)
Roger Frey
William Matlock
John O’Neill
Marylou Zimmerman

(Absent from today’s meeting and therefore not voting were:
Mary Jane Spackman
Jennifer Zablotny)
At the last WDC teleconference the WDC voted to approve the following motion. It was a unanimous vote with one person absent. The reasoning behind it is that when a handler arrives at a test they must review the information that the test secretary has put on their record form when they check in. They then sign that form under a statement saying that they verify it is correct. The WDC continues to receive requests for corrections to certificates even though handlers signed stating it was correct at the test. It is time consuming and costly for the NCA.

Motion: NCA working test certificates for qualifiers will be printed as they appear on the signed record form. If there is a mistake that was not corrected by the handler on the record form at the test there will be a $15 charge (including shipping) for a corrected certificate. If a second certificate is requested because a handler lost the original or wants a copy for a co-owner the charge will be $10. There will be no charge if the mistake was made by the WDC records person or the secretary of the test.

Also, I had lost my notes from the teleconference but found them and the WDC had one more suggestion for boosting NCA membership. The most members that sign up with the same sponsor over one year wins a prize for that sponsor.

Thanks,
Sue
Newfoundland Club of America, Inc.
Financial Oversight Committee
Sandy Gabel, Chair
Mary Ann Barnhill
Mary L. Price

Recommendation: Dues and other Fees

The NCA Financial Oversight Committee met via teleconference in July, August and October, 2014 and reviewed historical data, current dues structure, recent changes due to postal increases, other organizations’ dues vs. subscription data, etc. The committee developed these recommendations for the NCA Board’s consideration.

- The Board should consider these recommendations and vote by March 1, 2015.

"By-laws. Article I, Section 2. Dues and Levies.
  b) The amount of the dues of each membership category shall be determined by a majority decision of the full membership of the Board of Directors prior to March 1 of each year in order to take effect the following July 1. In any year when the Board has not acted by March 1st to change the amount, the dues for the current year shall continue in effect for the ensuing year.
  ....During the month of May each member shall be sent a statement of dues for the ensuing year."

- Current Dues and other Fees Structure and Proposed Changes.

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<th>Single</th>
<th>Double</th>
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<th>Applicant</th>
<th>Newf Tide</th>
<th>Newf Tide</th>
<th>AKC</th>
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### Newfoundland Club of America

#### Operations

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