Newfoundland Club of America, Inc.

Regular Board of Directors Teleconference Meeting
8:00 p.m. (All Times EDT)
April 21, 2016

Face-to-Face Meeting, Crowne Plaza Providence – Warwick, Warwick Rhode Island 02886
May 1, 2016, 10 a.m.; May 2 and May 3 – times as arranged.

US toll number: (530) 881-1212
US toll-free number: (855) 212-0212
Meeting ID: 860-250-452#
Meeting wall & Meeting PIN: 1859
https://www.startmeeting.com/wall/860-250-452

Using the (530) 881-1212 telephone number saves the NCA on teleconference expense; please verify your unlimited long distance status.

Agenda

1. AKC Delegate’s Report (David Helming).
2. Approval of minutes:
   2.1. Regular meeting of March 17, 2016, pp. 6 – 9.
3. President’s Report (Pam Saunders):
   3.1. Response to inquiry to the President of the Newfoundland Club of Canada regarding Newf Ambassador program.
4. First Vice President’s Report (John Cornell).
5. Second Vice President’s Report (Lynne Anderson Powell)
   (See committee reports).
6. Recording Secretary’s Report (Steve Britton):
   6.1. Prepared bulletin board and drafted meeting minutes for March 2016 regular board meeting;
   6.2. Compiled agenda and meeting packet for April/F2F meeting;
   6.3. Reports his appreciation to all officers and most committee chairs for their timely meeting submissions;
   6.4. Prepared agenda for 2016 Annual NCA Membership Meeting;
   6.5. Drafted minutes for NCA Charitable Trustees Meeting;
   6.6. Question concerning using a rationale in proposed amendment to NCA Ethics Guide;
6.7. Question as whether rationale should be written from the board instead of the motion’s maker;

6.8. Proposed documents for publication of Ethics Guide Amendments, pp. 92 - 95;

6.9. Aura Dean, chair of the Newf tide Policy Committee has asked that the final amendment document be print ready by May 15, 2016;

6.10. Was elected President of the Michigan Unit of Registered Parliamentarians (MURP).

7. **Corresponding Secretary’s Report (Pam Rubio):**

   7.1. Updated letter soliciting funds from Dog Judges Educational Foundation (from Dr. Gerald Penta), p. 10;

   7.2. Championship Breeders (two items), pp. 11 - 13;

   7.3. ACA Announcement and form (two items), pp. 14 – 17.

8. **Treasurer’s Report (Mary L. Price):**

   8.1. Periodic Receipts & Disbursements Report – March 4 – April 7, 2016, p.18;


9. **Standing/Special Committee Reports:**

   9.1 **Rescue Prevention Committee (RPC), Donna Zink, chair:**

      - Online Tutorial Article Approval
        File: ONLINE TUTORIAL NEXT TWO SETS (6th 7th of 20).txt, p. 20;

      - Request From Ireland
        File: RPC REQUEST FROM IRELAND.txt, p. 21

      - Question on content ownership and article change notification
        File: RPC CONTENT AUTHORSHIP.txt, p. 22;

      - Request for funds for custom code for online tutorial SharePoint app
        (TRAC recommendation below), p. 62;

      - Discussion of Board Review of current set of Online Tutorials (#6 & #7) – if any.

   9.2 **Technical Resources Advisory Committee (TRAC), Bill Matlock, chair:**

      - Update on membership app

      - NCA Information Technology Policies and Procedures Manual
        Files: NCA IT PoliciesV2.docx, pp. 23 – 56;
        Request For Proposal.docx, pp. 57 – 60;
        Requirements Document.docx, p. 61;

      - Recommendation on request for custom code for *SharePoint app from RPC.*
        File: TRAC response to RPC request for custom code.docx, p. 62.

   9.3 **Digital Documents Committee (DDC), Marylou Zimmerman, chair:**

      - Periodic Online Informational Activity Reports – no action necessary, pp. 63 – 90.
10. **Executive Session; pp. 91 - 95:**

10.1 **Pending Membership Applications** Mary Lou Cuddy, membership chair; Mary Lou Cuddy reports she will bring copies of pending membership applications to Warwick, Rhode Island. <<Note:>> It is requested that board members bring their laptops or tablets with them to Warwick for wiggio balloting.

11. **Unfinished Business and General Orders**

11.1. Curry and Drury Memorial Award Medallions.

11.2. Breeder’s Education/CTMB Survey.

11.3. Policy Manual Update – Pam Saunders will furnish copies at the F2F;
- Corresponding Secretary – postponed from March 17, 2016 meeting.

11.4. Referral of Question about custom computer code writing for RPC committee On-line Tutorial Project to Technical Resources Committee. (January 21, 2016) – postponed to April 21, 2016 meeting

11.5. NCA, Inc. Foundation - feasibility study to develop a new 501(c)3 and to determine methods to accept large donations to support NCA, Inc. activities – pended March 17, 2016.


11.8. Newf Ambassador, Joan Fenwick, Chair – Newf Ambassadors in Canada; pended March 17, 2016 – see president’s report.

11.9. Discussion of inactive NCA recognized regional clubs. (Sue Marino – 3.17.16)

12. **New Business:**

12.1. Approval of 2018 Specialty Show Superintendent.

12.2. To amend the **NCA Policy Manual**, p. 28 – Board of Directors Meetings – by adding the following Special Rule of Order:

The motion to reconsider may be applied to any action(s) of the board of directors at the same or next meeting where it is/ was adopted with one exception; the exception is when a contract was agreed to, reconsideration is not in order at the next meeting.

Rationale: While recently considering adding members to a standing committee, the committee chair suggested that the board may have acted hastily when some names were considered, but were not elected. If this motion is adopted, it would help the board insure that it hasn’t acted in haste. (Steve Britton)

12.3. Discussion Item: As a prerequisite for continued affiliation with the NCA, should regional clubs be required to mail copies of newsletters and/or meeting notices when a member of the regional club has specifically requested it? In instances where the club is in conflict with its own bylaws and applicable state laws, should the NCA withhold the particular regional club’s abilities to host NCA sanctioned (NCA Working Dog and AKC) events be withheld? (Steve Britton).
12.4.

2015 – 2016 NCA Board Member Directory

President: Pam Saunders
26825 NW West Union Rd
Hillsboro, OR 97124-8182
Home: 503/647-2472
Cell: 503/705-7181
Email: pssaunders@live.com

First Vice President: John Cornell
964 Williams Hill Rd
Richmond, VT 05477-9623
Home: 802/434-6393
Cell: 802/363-9333
Email: longship@gmavt.net

Second Vice President: Lynne Anderson-Powell
358 Swart Hill Rd
Amsterdam, NY 12010-7081
Home: 518/843-9892
Cell: 518/598-3746
Email: ncabod2ndvp@live.com

Recording Secretary: Steve Britton
P.O. Box 554
Montrose, MI 48457-0554
Home: 810/639-6898
Cell: 810/247-3458
Email: stevebritton.ncaboard55@yahoo.com

Corresponding Secretary: Pam Rubio
8955 Burchell Rd
Gilroy, CA 95020-9404
Home: 408/847-1641
Cell: 408/218-3577
Fax: 408/847-2661
Email: pamelaq@qarlic.com

Treasurer: Mary L. Price
1004 STH 78
Mount Horeb, WI 53572-3044
Home: 608/437-4553
Cell: 608/520-6929
Fax: 608/437-4553
Email: mlprice@mhtc.net

AKC Delegate: David Helming
150 Old Clinton Rd
Flemington, NJ 08822-5536
Home: 908/788-4053
Email: davidhelming@aol.com

Director: Mary Lou Cuddy
1155 Raymond Rd.
Ballston Spa, NY 12020
Home: 518/885-5030
Cell: 518/496-7377
Email: cuddyBOD@nycap.rr.com

Director: Roger Frey
11120 Broadway St.
Alden, NY 14004-9515
Home: 716/683-1578
Business: 716/685-2685
Fax: 716/685-2685
Cell: 716/481-8095
Email: jollyroger.jollyroger1@verizon.net

Director: Sue Marino
5 Idlewood Dr
Auburn, MA 01501-2133
Home: 508/832-4585
Email: Vnnewf97@charter.net

Director: Steve McAdams
PO Box 370
Green Valley, IL 61534-0370
Home: 309/352-2244
Email: shadrack@grics.net

Director: Pat Randall
7238 Hwy 162
Hollywood, SC 29449-5606
Home: 843/889-5444
Cell: 843/697-1113
Email: pkrboard2011@comcast.net

Director: Donna Thibault
PO Box 102
Ashford, CT 06278-0102
Cell: 860/465-7743
Email: donnatbo@live.com

Revised: 5/26/2015
Dear Parent Club Officer,

Hello again. This is a followup to my March 14 email in which I asked for your Club’s support for the Dog Judges Educational Foundation, Inc. I would like to make two brief points:

The heading on the Donor Form you received was, “American Dog Show Judges, Inc.” This was sent in error. It should have read, “Dog Judges Educational Foundation, Inc.” Consequently, donation checks have been arriving made payable to the ADSJ rather than the DJEF. Because of the close association between these two organizations this is not a serious problem. These checks will be deposited by the ADSJ and the funds transferred to the DJEF. However, if your Club is going to make a donation, but has not yet sent a check, please make your check payable to the “Dog Judges Educational Foundation” or “DJEF”. The correct Parent Club Donor Form is attached. I apologize for the oversight.

Some have asked, “How are the Parent Club donations used?” These funds have been used to provide lunches for our parent club presenters. Included in the “Welcome Envelope” is lunch money with a listing of the contributing parent clubs. In addition, the Foundation uses parent club donations to help keep the tuition affordable for Institute registrants by applying these funds to such program costs as the audio and video rentals, clipboards, duplication of AKC forms, preparation of educational materials, the course booklet, certificates, etc. Our National Parent Club Donors are recognized with a page in the course booklet. All donations received after the March 2016 Institute will be recognized in the 2017 course booklet.

Thank you again for considering our request and for your help over the past twenty years.

Best regards,
Dr. Gerard C. Penta
President
Dog Judges Educational Foundation

attached: Parent Club Donation Form

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Dog Judges Educational Foundation, Inc.
200 Lakeside Way, Greensburg, PA 15601

Parent Club Donation Form

The ____________________________ would like to
(Parent Club name)

become a Parent Club Contributor to the ADSJ Advanced Institute at the following level:

(check one)

_____ Bronze ($50.00 to $99.99)       _____ Gold ($250.00 to $499.99)

_____ Silver ($100.00 to $249.99)     _____ Platinum ($500.00 and above)
From: Mary Albee <championshipbreeders@gmail.com>
Date: March 23, 2016 at 1:49:07 PM PDT
To: pamelar@garlic.com, pssaunders@LIVE.COM, Mlprice@mhtc.net, ncanewf@comcast.net, newfun@earthlink.net, CASTANEWP@SHAW.CA
Subject: Newfoundland Club of America and Breed Event Promotion

Dear Board Members,

We met Deborah at AKC Eukanuba in Florida during Meet the Breeds while we were hosting our Norwegian Elkhound booth.

We are launching Championship Breeders, a new website to promote purebred dogs, dog sports, and breed preservation. We have been building the site since October with a professional firm that has over 700 educational and resource websites. Our public launch is late spring 2016, and we hope to have a majority of the Parent Clubs on board for the grand opening.

Championship Breeders is a huge undertaking for us, both in time and cost, and is a project from the heart.

We have Norwegian Elkhounds which are not a breed that most people recognize, and our numbers are dwindling. Many of our mentors and experienced breeders are of a senior generation, and their knowledge and history should be preserved for future generations. We understand the challenges facing breed clubs. Championship Breeders will help promote Parent Clubs such as yours to the public, and try to raise interest in our purebred breeds.

Championship Breeders is not a replacement for club websites, but strategically attracts and drives traffic to club websites and events. Promotion is free to all Parent and Regional Clubs.

Below and attached is an explanation letter of how Championship Breeders works.

Please call or email me for any questions, explanations or references from judges, breeders and other clubs.

Thanks,

Mary Albee

championshipbreeders@gmail.com

(310) 261-6391
Dear Parent Breed Club - Board and Members

ChampionshipBreeders.com is an education and resource website dedicated to the promotion of purebred dogs, dog sports, and the preservation of our breeds. Similar to WebMD.com where you might look for authoritative medical resources written by medical professionals, we are building Championship Breeders to be a top site for quality information on purebred dogs authored by purebred dog authorities.

We believe that the Parent/Regional Breed Clubs and their members should be THE breed specific resource. We feel so strongly about the importance of club participation that we require Parent or Regional Club membership as a qualification to be included in our Championship Breeder Directory.

Championship Breeders has the expertise and resources to be a high ranking, respected authority on Google. Our technical capabilities enable us to attract a large audience of those interested in purebred dogs and their future. Respected breeders, vets, competitors, judges, artists and breed club members provide the original content that Google rewards.

While experienced breeders, breed clubs and their memberships should be the authorities on our dogs, in reality, less reputable voices, opinions and sites are more prominent on the internet. Most of our breed clubs do not have the technology, time or resources to competitively promote themselves. Many club websites are outdated or nonexistent. When Championship Breeders, with our strong audience capabilities, promotes Parent/Regional Breed Clubs, all the clubs from small to large, will mutually benefit in popularity and credibility. Together, we will get our voices heard for the future and preservation of our breeds.

Championship Breeders would like to offer promotion and publicity for your club that features:

- National and Regional Specialties - Pre and Post Publicity.
- Promotion of your Club's website - to improve your ranking and refer traffic.
- Social Media Links - Facebook pages or groups.
- Event Promotion - Education, Breed Seminars, Matches, Picnics.
- Calendar of Events.
- Photos to attract interest to your breed.
- Original articles, judge interviews or creative content opportunities from club members to motivate ongoing public interest.
Benefits to your Parent and Regional Clubs:

- Publicity for club events.
- Increase of Club membership from Championship Breeder Directory.
- Attract potential new owners, new members and competitors.
- Increase inquiries or recognition for your breed.
- Higher participation and attendance for training and events.

There is NO CHARGE to Parent/Regional Breed Clubs.

ChampionshipBreeders.com was started as a grassroots answer to questions from a well-known and respected AKC judge of, “How do we bring back the dying sport of dogs”? Our response in today’s world is, "If you are not on Page One of Google, you do not exist". While many of our experienced breeder generation may not wish to admit or comprehend this, our future generations and the future of our breeds may depend upon this internet truth.

We only have a few months left until our public launch. Please join the other AKC breed clubs in promoting Parent Clubs as the highest standards of breed excellence.

Please let us know to reserve your club’s space. We understand that many are unfamiliar or uncomfortable with the complexities and algorithms of Google, so we are more than happy to provide further information or answer any questions.

Look forward to a great future for our breeds.

Mary Albee
Leslie Trapnell
championshipbreeders@gmail.com
310.261.6391

Also in ChampionshipBreeders.com
Championship Breeder Directory - The Championship Breeder Directory is limited to qualified breeders who are either AKC Breeders of Merit OR Breeders of 4 or more AKC Champions, AND Members of Parent or Regional Breed Club.

Education Core -

- Tutorials for the novice exhibitor/competitor or purebred owner.
- Our Education Core provides the basics to understanding conformation, competition, performance, training, structure, movement, showmanship, health, breed standards, pedigrees, and breed-trait selection.
- Simple, easy-to-follow guides define clear steps to learning and practice, a footprint to follow to achieve success over the lifetime of the dog.

Pedigree Database - Comprehensive, searchable pedigree database with breeder notes and photos. Rollout scheduled end of 2016.......... and more.

LAUNCH - SPRING 2016
Over the past year, the OFA has been working with a steering committee established by the American College of Veterinary Internal Medicine (ACVIM) to make improvements to the OFA’s existing Congenital Cardiac Database. The primary purposes of the enhancements are to 1) develop an appropriate screening protocol for adult onset cardiac diseases, and 2) begin collecting better data on cardiac disease prevalence and progression in the purebred dog.

The OFA’s existing cardiac database only provides clearances for congenital cardiac disease, with a minimum exam age of 12 months, and where exams can be performed by general practitioners, specialists or boarded veterinary cardiologists (ACVIM/Cardiology Diplomates). Since many canine cardiac diseases develop after 12 months age, the current congenital cardiac database does NOT clear dogs for these adult onset diseases.

Since the OFA Cardiac application forms are used primarily by breeders and owners to clear their dogs for congenital cardiac disease, very few applications with abnormal exam results are ever submitted. As a result, the congenital cardiac database statistics are almost completely skewed towards normal dogs, and in no way represent an accurate incidence of cardiac disease in dogs.

There will be a transition period (length to be determined) where the current OFA Congenital Cardiac Database will continue to be available with no changes to the forms, submission procedures or exam protocols. However, effective April 1, 2016, we will be offering the Advanced Cardiac Database (ACA), which will become the new standard for cardiac exams and will eventually replace the existing Congenital Cardiac Database. Please note, exams for the new Advanced Cardiac Database are limited to boarded veterinary cardiologists with Diplomate status in either the ACVIM (American College of Veterinary Internal Medicine/Cardiology subspecialty) or the ECVIM (European College of Veterinary Internal Medicine/Cardiology subspecialty). General practitioners and other specialists may not perform Advanced Cardiac Database exams.

Modeled after the OFA’s eye screening program, the new ACA exam form is a triplicate form, and is therefore not available as a .pdf download from the OFA website. All the participating cardiologists have been sent forms, and ACA forms will be available at the time of the exam. Regardless of whether or not the owner submits their copy of the form to the OFA for official certification, the examining cardiologist will submit one copy of the form to the OFA. The results contained on the cardiologist-submitted copy will remain confidential. No official OFA clearances will be issued from this copy. The cardiologist-submitted copy will only be used to record results.
at an aggregate level to begin collecting better cardiac disease prevalence and progression data by breed in the purebred dog, one of the major purposes of the enhancements. Should an echocardiogram be warranted as a result of the basic auscultation, the echo section of the new form is also far more detailed so that better statistics regarding flow rates, velocities, etc., can be collected. From an owner perspective, there is NO CHANGE once receiving the completed signed form following the exam. For official OFA certification, owners should submit their copy of the completed signed form to the OFA along with the required fee, and an OFA number for all passing dogs will be issued.

Under the existing Congenital Cardiac Database, certification numbers begin with “CA” to indicate a cardiac clearance. Exams submitted using the new Advanced Cardiac Database forms will result in certification numbers beginning with “ACA” for Advanced Cardiac. If the breed is participating in the CHIC program and the breed’s CHIC criteria include a cardiac exam requirement, the new ACA clearances WILL QUALIFY.

Only normal results submitted by the owner for official OFA certification will automatically be placed in the open database, released to the public domain and viewable on the OFA website. For dogs with abnormal exam results, owners can “opt-in” for full disclosure by initialing the abnormal release block on the exam form. For abnormal results, ONLY those authorized for release by the owner will appear on the OFA website. As with most other OFA databases, the registration fee is waived for owners willing to place abnormal results in the public domain or open database.

Since the second major enhancement of the Advanced Cardiac Database addresses adult onset diseases, the new ACA has a two-tiered clearance for normal dogs. In other words, the resulting OFA certificate will indicate, “This dog has been found to be free of congenital cardiac disease,” “This dog has been found to be free of adult onset cardiac disease,” or “This dog has been found to be free of congenital and adult onset cardiac disease.” The clearance type will also be indicated on the OFA website. The minimum age for either clearance type is 12 months. While the congenital clearance remains valid for the life of the dog, owners should be aware that the adult onset clearance will only remain valid for one year from the time of the exam. If owners wish for the adult onset clearance to remain current, repeat exams will be necessary. This is the only way to address cardiac diseases which can develop throughout the life of the dog. The one year validity period and subsequent expiration for adult onset clearances is viewed as a critical component by the ACVIM/Cardiology group in order to even consider diagnosing dogs as normal when many cardiac diseases of concern to breeders can develop at any time in the dog’s life.

The ACVIM/Cardiology group has also determined that because of the specific cardiomyopathy concerns in the Boxer and Doberman Pinscher breeds, an adult onset clearance for these two breeds will ALSO REQUIRE a Holter test to be performed within 90 days of the regular cardiac exam. The examining cardiologists will also have Holter exam forms available. Interpretation of the Holter test is limited to boarded veterinary cardiologists with Diplomate status in either the ACVIM or the ECVIM.
AC* I M
American College of Veterinary Medicine
I hereby authorize the OFA to release equivocal or abnormal results to the public.

If results are normal, the database will be released to the public unless the initials of a registered owner or authorized agent appear in the authorization box below which permits the OFA to release non-passing results to the public.

I understand that the results of this exam will be submitted by the examining cardiologist and the database for statistical gathering purposes. I understand that only passing results will be released to the public.

Fees and credit card information on back of WHITE sheet.
Payments can be made by check, money order (U.S. funds drawn on a U.S. bank), cash, Visa, or Mastercard, payable to the Orthopedic Foundation for Animals. To pay by credit card, fill out the following information.

Cardholder name: ______________________________________________________

Credit Card Payment Information

OFA Advanced Cardiac Clearance Database

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<th>Fees</th>
<th>Animals over 12 months of age</th>
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<td>Litter of 3 or more submitted together</td>
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<td>Kennel Rate—Minimum of 5 individuals submitted as a group, owned/co-owned by same person</td>
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<td>Submission of non-passing results in the open database</td>
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Visa/Master Card Number (1 digit per cell, no dashes)

Exp. (MM|YY)

CVV

Purpose of cardiac health screening in dogs

1. Auscultation examination with a stethoscope

Methods of heart testing

- Auscultatory border palpation and further investigation if indicated
- To address the canine’s Breed and do a thorough examination to investigate a possible general basis for specific heart problems in a given breed
- To collect data for investigation of a possible generalized problem by further investigation of general anomalies
- To examine the prevalence of heart murmurs and abnormal rhythms or specific heart defects in specific breeds

Credit Card Payment Information

OFA Advanced Cardiac Clearance Database

$15.00

Signatures

April 21, 2016 & May 2021 -

For Distribution

Page 17 of 95
### INCOME

**Breeders List**
- 2/25/2016 DEP Rakyta $75.00

**Dues - Applicants**
- 2/17/2016 DEP Trakas $125.00
- 2/17/2016 EFT Holtzen $125.00

**Dues - Renewals**
- 2/17/2016 DEP Johnson; Sondgroth $210.00

**Newf Tide back issues**
- 2/8/2016 DEP Boring, Brown, Masters $48.00
- 2/25/2016 DEP CTMB R. Lerman $84.00

**Newf Tide subscriptions**
- 2/25/2016 EFT Walsh; Gjersem $180.00
- 2/25/2016 DEP Vari $780.00

**Titlist**
- 2/25/2016 DEP Vari $720.00

**OVERALL TOTAL**
- $2,347.00

### EXPENSES

**Breeders Referral**
- 2/16/2016 7648 N Young Meyer $100.97

**Grants**
- 2/18/2016 7650 Colonial NC 501(c)3 incorporation $1,000.00

**Membership**
- 2/8/2016 EFT S.c. - Credit Cards cr. c. s.c. $70.52

**Newf Tide: back issues expense**
- 2/7/2016 7646 J Siefert postage $13.40

**Newf Tide: subscription expense**
- 2/8/2016 EFT S.c. - Credit Cards cr. c. s.c. $3.00

**Regl Spec. Coord**
- 2/18/2016 7649 U P S SENC $37.70

**Rescue Prevention**
- 2/7/2016 7647 A K C 2015 Registration inserts = 2,587 $77.61

**Versatility**
- 2/25/2016 DEP Kursner pin, patch, cert. $12.00

**OVERALL TOTAL**
- $1,055.80

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Newfoundland Club of America, Inc.
Receipts and Disbursements
February 5 - March 3, 2016

-prepared by Mary L. Price, Treasurer
Newfoundland Club of America, Inc.  
Balance Sheet  
as of April 7, 2016

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<th>BMO Harris</th>
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From: Greg and Donna [mailto:nitewater@joplin.com]
Sent: Sunday, March 20, 2016 6:12 PM
To: 'Pam Saunders' <pssaunders@live.com>; 'Lynne Anderson NCA 2nd VP'
<NCABoD2ndVP@live.com>; longship@gmavt.net; 'Steve Britton' <stevebritton.ncaboard55@yahoo.com>; pamelar@garlic.com;
'Mary L. Price' <mlprice@mhtc.net>; jollyroger.jollyroger1@verizon.net;
'Mary Lou Cuddy' <bearscape@gmail.com>; vnnewf97@charter.net; 'Shadrack'
<shadrack@grics.net>; pkrrboard2011@comcast.net; donnatbo@cox.net
Cc: furballacres@nctv.com
Subject: ONLINE TUTORIAL: NEXT TWO SETS (6th & 7th of 20)

Status:
   Topic Group 1, Source (Getting a Puppy) – Approved 11/20/15
   Topic Groups 2 & 3, General and Cost – Approved 1/21/16
   Topic Groups 4 & 5, What is a Newf and Diet – Approved 2/18/16
   Topic Groups 6 & 7, Health and Growth, Development & Longevity –
   Approved 3/17/16

Next two topic groups for review:

    Health topics:

http://online.ncarescue.info/rpc/answers/Tutorial%20%20For%20Review/HowDoI_health.htm

    Growth, Development & Longevity:

http://online.ncarescue.info/rpc/answers/Tutorial%20%20For%20Review/HowDoI_GrowthDev.htm

Thanks again for your reviews – almost halfway through! The committee
appreciates the support
expressed by the Board for this project.

Donna
Hello Lynne.

RPC has had a request from Ireland for some of the information cards, and the requester has offered to pay for the shipment. We also have subscribers from Ireland and other UK countries, and I’ve talked with members of The Newfoundland Club (UK) about some of the RPC programs. So far, all have had positive comments and do not see our activities as encroachment. The card, as you know, directs users to the NCA Answers! page (http://www.ncanewfs.org/answers.html). Still, I would be more comfortable with a formal response from the UK club regarding this activity in particular, and with providing some background regarding RPC educational activities for novice buyers.

My first request is for the Board’s input on how best to respond in this situation, whether it would be acceptable to send a small set of cards, or whether we should communicate with the UK Newfoundland Club first. (Some NCA members are in the UK.) Also, could we obtain the Board’s consent to communicate with other international Newfoundland clubs regarding some of our present activities, to allow them to be aware of the online resources that are developed for novice buyers, and to get their feedback. Some clubs may be interested in doing something similar that is designed to engage people in a more familiar cultural setting, and some may want to simply use what we have done. Members of the UK and Australian clubs have shown interest in both. In my experience (primarily Europe and Australia), cultural differences are not barriers but opportunities, and RPC may also benefit from the collaboration. Perhaps we could work through the International Liaison to accomplish this.

Would it be possible to have this question addressed at the next Board meeting, so the requester is not waiting an additional 30 days for an answer.

Donna
Hello Lynne.

A question came up recently with regard to articles published on the NCA web pages, and I need to ask for input from the Board about content authorship.

When the LifeStages project was initiated, we had run into a few obstacles, where the content was outdated and updates were needed. RPC interacted with the Board and arrived at an outcome that we would approach authors for updates first, and if we could not obtain updates, we would write a replacement article.

Another issue occurred, where some of those articles, originally published in Newf Tide, were posted on Hubpages in a way that obscured the message of the content. I brought this issue to the Board, and it was agreed that we would either write an article or use the original PDF of the existing article to ensure that our objectives were met. This issue was an attempt by the webmaster to increase promotion of the NCA pages, but within RPC, it looked more like the focus of the article was diluted by the interspersed ads, in a way that could be interpreted as offensive.

So, my question for the Board at this point is this: As the committee assigned the responsibility for public education develops content, for an existing Gen Ed or RPC web page, for LifeStages or the tutorial, and another purpose arises for the use of this content, will RPC be contacted as the “author” of the content before any change is implemented?

Donna
Appendix: .................................................................................................................................32
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  Purchase Requisition ............................................................................................................. 33
1. Introduction

The purpose of the IT Policies and Procedures Manual is to guide the Newfoundland Club of America (NCA) in using technologies to its best advantage to pursue its goals and mission and conduct its activities. It will be the goal of these policies and procedures to describe the environments that will be used by the club and the process to update these policies as they require modification or become obsolete. These policies will be maintained and administered by the Technical Resources Advisory Committee with input from the Webmaster/Web Developer and Database Committee.

All policies will take effect only after approval by the NCA Board of Directors.

Policy revisions shall be listed in standard typeface. Previous versions will be retained in an appendix at the end of the manual to allow easy review of the evolution of each policy.

Scope

Who is covered:

1. All members, including appointed committee members, elected officers and members of the board of directors of the NCA when using the technologies provided by the NCA.
2. All staff and volunteers of the NCA.
3. All contractors, suppliers and other people working on behalf of the NCA.
4. Any others who may access the information and services provided by the NCA.

What is covered:

1. Services and technology items that are provided and/or utilized by the NCA to be used to further club goals and/or support club activities. Such as:
   (a) computer systems,
   (b) computer files and data created for the club or in support of club activities,
   (c) e-mail systems,
   (d) Internet websites and
   (e) software including software products, software as a service, freeware and shareware.
2. Data that is collected and how it may be used by the NCA to include data pertaining to:
   (a) members and membership activities,
   (b) Newfoundland dogs, their pedigrees, health, awards, etc.,
   (c) other data collected via the website necessary to satisfy requests, improve visitor experiences, and effectively manage the operation of the website.
2. Bring Your Own Device Policy

Policy Date: {insert date of policy}

Responsible Committee: Technical Resources Advisory Committee

The NCA acknowledges the value and recognizes the importance of the members who volunteer to assist the club in achieving its mission and goals and supporting its activities. The club depends upon those volunteers to provide their own computing resources including hardware and software for the majority of their needs.

**Purpose of the Policy**

This policy provides guidelines for the use of personally owned notebooks, smart phones, and tablets for club purposes. The NCA does have a vested interest in ensuring that the data, application code or computer services created or acquired by volunteers and/or contractors in supporting club activities is maintained and stored in a manner that would allow access and/or recovery by the club.

**Procedures**

**Data Security**

Committee chairs will be responsible to ensure that committee members and/or contractors under their supervision will abide by the Information Technology Security Policies while using their own devices.

It is highly recommended that all technology that has internet access have anti-virus software installed. It is the responsibility of owners to install all anti-virus software and ensure that this software remains up to date.

All information used within the club is to adhere to the privacy laws and the club’s confidentiality requirements. Any member or contractor breaching this will be subject to dismissal or loss of membership.

**Exemptions**

This policy is mandatory unless the Board of Directors grants an exemption. Any requests for exemptions from any of these directives, should be referred to the TRAC.

**Indemnity**

The NCA bears no responsibility whatsoever for any legal action threatened or started due to conduct and activities of members or contractors in accessing or using these resources or facilities. All members and contractors indemnify the NCA against any and all damages, costs and expenses suffered by the NCA arising out of any unlawful or improper conduct and activity, and in respect of any action, settlement or compromise, or any statutory infringement.
3. Information Technology Administration Policy

Policy Date: {insert date of policy}
Responsible Committee: Technical Resources Advisory Committee

Purpose of the Policy
This policy provides identifies the overall direction for the use of technology by the NCA and provide guidelines for the administration of information technology assets and resources within the club.

Procedures
The Technical Resource Advisory Committee (TRAC) in conjunction with the Electronic Publication Policy Committee and the Database Committee will develop and maintain an Information Architecture for use in evaluating new technologies and making recommendations to the Board of Directors for requests for the acquisition or use of technology resources by the membership and committees.

Architecture
The NCA will design, develop and implement all of its Information Technology solutions to operate in an Internet based, shared environment. The club will provide a common web and database hosting environment that provides web serving, access to club databases, email, newsletter distribution, and interfaces to selected cloud services and other capabilities as needed to support the goals and mission of the club.

As new capabilities are required, members or committees will request the NCA provide these capabilities in the common environment. **Existing club systems, services and tools should be upgraded or migrated to the shared platform and approved cloud services as time and money permits.** This will enable the club to provide outstanding access to information and services to the membership and the public at the least cost. It will also reduce the risk associated with data maintained on personal devices and the club being exposed to the loss of that data due to unforeseen events.

The Technical Resource Advisory Committee (TRAC) will maintain an inventory list of:

- all software, to include open source, freeware, shareware installed and the license information,
- hardware acquired,
- commercial and/or free Internet, Web and/or Cloud software and services utilized by the club.
- software development services utilized by the club.

It is the responsibility of TRAC Committee to ensure that this registry is maintained. The registry must record the following information:

- What hardware, software and technology services have been rented, leased, purchased, subscribed to or otherwise acquired for use by the NCA.
- Who is the responsible committee or person for each item
• Where software is installed

• What license agreements are in place for each software package, internet hosting and software services, or any other technology products and/or services approved by the Board of Directors.

• Expiration and/or renewal dates if applicable.

The TRAC committee is responsible for the maintenance and management of all service agreements for the club’s technology. Any service requirements must first be approved by Board of Directors.

A technology audit is to be conducted annually by TRAC to ensure that all information technology policies are being adhered to and results will be included in the annual report to the Board of Directors.

An abbreviated inventory list of information technology resources and software will be published to the members to include:

1. The name of the software or services
2. The capabilities and or services available for use to support the club
3. Anticipated lead time to add additional users, services, or capabilities to the software/service.

Any unspecified technology administration requirements should be directed to the TRAC Committee.
4. Acquisition of Technology: Hardware, Software and Services

Policy Date: {insert date of policy}
Responsible Committee: Technical Resources Advisory Committee

Introduction
The NCA depends upon its volunteers and contractors using their own or existing club computer resources to complete their activities. In some cases, an individual may be assigned a project or activity that may not be completed with that person’s computer equipment. In rare cases, the NCA may elect to purchase, lease or rent hardware, software and/or services to allow them to more easily complete their work.

While use of the computer, e-mail and/or the Internet services as provided by the club are intended for club-related activities, incidental and occasional brief personal use is permitted within reasonable limits, so long as it does not interfere with the club's goals and activities.

Purpose of the Policy
This policy provides guidelines for the acquisition of hardware, software and technology services for the club. The objective of this policy is to ensure that all hardware and software technology for the club is appropriate, utilizes existing resources, provides good value for money and where applicable integrates with other technology for the club.

Hardware Acquisition:
Guidance: For the purposes of this policy, hardware includes all computers, computer peripherals and mobile devices such as tablets and phablets (a smartphone having a screen which is intermediate in size between that of a typical smartphone and a tablet computer).

Software Acquisition:
Guidance: For the purposes of this policy regarding software provided by the NCA, software includes software licenses and/or subscriptions for software hosted on the Internet, and other types of non-commercial software such as open source, freeware, shareware, etc., as well as software products for personal and mobile computers, tablets and phones including those provided with hardware purchases,. All software must be approved by the Board of Directors prior to the use or download of such software.

I.T. Services Acquisition:
Guidance: It will be the responsibility of the various committees to the best of their abilities to forecast their needs for IT Services and include the costs in their annual budgets submitted to the Board of Directors. The following IT service agreements can be entered into on behalf of the club:

- Provision of general IT services
- Provision of network hardware and software
- Repairs and maintenance of IT equipment
• Provision and maintenance of club software
• Website design, maintenance etc.

Procedures:
The procedure to acquire technology resources is a multi-phase process. First, a project must be approved by the Board of Directors, second, at least three quotes must be obtained for evaluation and finally the project with the quotes will be reviewed as described below and passed to the BOD for approval. No commitments may be made to suppliers without all phases of the process being completed and prior approval of the costs by the BOD. The phases are detailed in the following steps:

1. A Requirements for Technology Resource Project document (Requirements) will be submitted to the Board of Directors (BOD) before any suppliers are engaged. It is highly recommended that committees develop their Requirements documents and submit them in conjunction with the budgeting process.

   A. The Requirements document will identify:
      i. A project name, contact information and a projected start time and end time for the project.
      ii. The current system or process, the proposed use of technology and its anticipated benefits.
      iii. Requirements: List in order of importance, what the system/service must do, how the system must process, any restrictions on processing. The more detailed the requirements, the better the responses will be from the suppliers.

         a. Here are an example set of requirements for a fictitious business software package:

            (1) Integrated inventory, order processing, shipping and accounting system
            (2) Optional payroll and costing system
            (3) Inventory part number must be a minimum of 18 characters
            (4) Customer notes must be available for the order level and for individual order lines
            (5) Price overrides must be approved by a supervisor
            (6) Ability to print bar codes for detailed inventory tracking
            (7) Inventory transaction history must be available online for a minimum of five years

2. A. The BOD will
   i. Review the Requirements document. It may request comments/recommendations from other committees.
   ii. After reviewing, if the project is Not Approved, the BOD will notify the submitter.
   iii. If the project is Approved to proceed, the submitter will develop a Request for Proposal which will be used as the basis for requesting quotes from suppliers. This Approval is not authorization to initiate contracts or agreements with any suppliers.

3. The Request for Proposal (RFP):
A. Will be prepared based upon the NCA Request for Proposal Template Document. Assistance in completing this document will be provided by the Technical Resources Advisory Committee.

i. The name of the project will be copied to the front of the RFP Template.

ii. Contact information for two people will be updated in the RFP Template.

iii. The **Summary** description from the Requirements document will be inserted into the Executive Summary section.

iv. The **Requirements** will be copied from the Requirements document into the requirements section of the template. These may be expanded with diagrams or pictures to better illustrate what is being requested.

B. The completed Request for Proposal will be submitted to a minimum of three suppliers.

C. A copy of the Request for Proposal will be provided to the Technical Resources Advisory Committee.

D. Upon receipt of the required RFP responses from the suppliers, the submitter will complete a Purchase Requisition form and forward it to the Technical Resources Advisory Committee

4. The Purchase Requisition document:

A. Will be the cover document for the responses from the suppliers.

B. Each completed Requisition will include a recommendation for the selection of a supplier and be accompanied by the following:

i. At least three (3) quotes identifying the items being requested and the associated costs. If three quotes are not submitted include an explanation of why.

ii. Identification of any ongoing subscription, licensing or maintenance costs associated with the acquisition.

iii. Copies of all agreements, contracts and other documentation that are required to complete the transaction.

C. All IT Purchase requests, agreements, obligations and renewals must be recorded by the TRAC along with their recommendations.

5. All Purchase requests for Technology will be reviewed by TRAC. TRAC will present the requests to the Board of Directors with a recommendation.

A. TRAC will consider at a minimum, the following criteria to include in their review:

i. Is this technology or service currently provided by the NCA and if so, can the new request be satisfied by the current offering at a lower cost to that in the proposal?

ii. Does this technology or service conform with the stated architecture of the NCA?

iii. Will this technology or service be viable for at least three years?
iv. Does the supplier of this technology or provider of this service have a history of maintaining, enhancing and/or supporting their products?

v. Is the supplier or provider financially stable?

vi. Is this an emergency request that justifies circumventing the above recommendations for supplier evaluation?

6. In addition to the above procedure, all New IT service agreements must also be approved by the designated legal authority prior to presentation to the Board of Directors.

A. TRAC will review, and present the proposed agreement to the legal authority with a technical recommendation.

B. Following the review by TRAC, the agreement will be reviewed by the legal authority who:
   i. may suggest modifications to the contracts and/or agreements in which case,
      a. the submitter may work with the supplier to resolve any issues OR
      b. the submitter may request the Board of Directors to approve the use of the legal authority or other person(s) to negotiate with the supplier
      c. At the conclusion of negotiations, the legal authority will provide a recommendation to the Board of Directors
   ii. The Board of Directors will approve or disapprove the request.

7. Where an IT service agreement renewal is required, in the event that the agreement has not substantially changed from the previous agreement, then this agreement renewal will be submitted to and authorized by the Board of Directors unless authorization has been specifically granted in writing to another party.

8. Where an IT service agreement renewal is required, in the event that the agreement has substantially changed from the previous agreement, the renewal will follow the procedure for a New IT service agreement outlined above in 3.
5. Information Technology Security Policy

Policy Date: {insert date of policy}

Responsible Committees:

1. Technical Resource Advisory Committee
2. Electronic Publication Policy Committee
3. Database Committee

Purpose of the Policy

This policy provides guidelines for the protection and use of information technology assets and resources within the club to ensure integrity, confidentiality and availability of data and assets.

Procedures

Information Security

Data Security

All club data relevant to the operation of the NCA, its Committees and Club Activities is to be backed-up.

It is the responsibility of the following positions to ensure that timely, accurate and complete data back-ups are accomplished for their area of responsibilities:

<table>
<thead>
<tr>
<th>Position Responsible</th>
<th>Area of Responsibility</th>
<th>Where backups will reside</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Recording Secretary, BOD</td>
<td>BOD Minutes, reports, document artifacts, etc</td>
<td>Wiggio File Folders</td>
</tr>
<tr>
<td>2. Treasurer</td>
<td>Financial and Tax records, reports, document artifacts, etc</td>
<td>Wiggio File Folders</td>
</tr>
<tr>
<td>3. Individual Officers or Board Members</td>
<td>Formal correspondence, reports, document artifacts, etc</td>
<td>Wiggio File Folders</td>
</tr>
<tr>
<td>4. Committee Chair</td>
<td>Committee Minutes, Reports, document artifacts, etc</td>
<td>Wiggio File Folders</td>
</tr>
<tr>
<td>5. Internet Webmaster</td>
<td>All content including text, images, links, etc</td>
<td>As determined by the webmaster/web developer and approved by the TRAC</td>
</tr>
<tr>
<td>6. Database Committee Chair</td>
<td>Database schemas, views, reports, and data</td>
<td>As determined by the Database Committee and approved by the TRAC</td>
</tr>
<tr>
<td>Position Responsible</td>
<td>Area of Responsibility</td>
<td>Where backups will reside</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Individual Activity Chair</td>
<td>Budgets, schedules, reports</td>
<td>Wiggio File Folders</td>
</tr>
</tbody>
</table>
6. Electronic Publication Policy

Effective Date: 11/6/2009

Responsible Committee: Electronic Publication Policy Committee

Introduction

I. General Policy Statement
Each policy will take effect only after approval by the NCA Board of Directors (BOD).

Each approved policy will be identified with the date of approval by the BOD. Each policy submitted to the Board for consideration will contain the line: Effective Date: _______ for completion by the BOD.

Policy revisions shall be listed in standard typeface. Previous versions will be retained in an appendix at the end of the manual to allow easy review of the evolution of each policy.

The committee shall define a mission and scope for all electronic publications to present a cohesive public image that reflects the goals and objectives of the NCA.

II. Mission Statement
The Electronic Publications Policy Committee shall develop policies with a basic philosophy that addresses the electronic communication age. Policies will be developed and modified with recognition of the need for fresh-changing, image-dense content in order to drive web traffic, the importance of linkage and the way linkage and traffic affect search ratings.

The policy committee shall also serve as the arbiter between various committees when content conflicts arise within the scope of the approved policies. Final authority rests with the NCA Board of Directors (BOD).

III. Scope of Influence
   A) All website URL’s owned by the NCA including, but not limited to, ncanewsfs, ncarescue, ncacharities, newfpuppy, Newfoundlandpuppy, newfbooks, ncanationalspecialty, ncadatabase.
   B) All electronic newsletters produced by the NCA including, but not limited to, e-Notes, Puppy LifeStages.
   C) All electronic mailing lists operated by the NCA including, but not limited to, ncabreeders-l.
   D) All email through NCA accounts or on behalf of the NCA.
   E) All electronic advertising on and for NCA sites.
   F) All online, email and other electronic surveys conducted via NCA sites.
   G) Utilization and/or approval of all affiliate programs including but not limited to PetFinder™, MissionFish™, Amazon.com™, Guidestar™.
   H) NCA presence on social media sites including but not limited to FaceBook™.

IV. Areas of Activity:
A. Responsibility for defining public vs. private areas/information for all NCA websites, and establishing levels of security required to access.

B. Responsibility for defining editorial oversight for various sections of the NCA website, and for recommending to the BOD the persons/positions responsible for such editorial oversight.

C. Responsibility for developing email/electronic document transmission and retention policies with regard to:
   1. issues related to viewing or sending messages intended to harass, intimidate, threaten, embarrass, humiliate or degrade another member or committee;
   2. issues related to illegal activity including gambling;
   3. issues related to the use of electronic communications resources for commercial uses not intended to benefit the NCA;
   4. issues related to the copying, destroying, deleting, distorting, removing, concealing, modifying or encrypting messages or files or other data on any NCA computer, network or other communications system; and,
   5. issues related to electronic communications in the name of the NCA or releasing protected NCA information without the written consent of the Board of Directors.

D. Recommending to the BOD forms of electronic communication (such as forums, social media sites, electronic newsletter services, news and web aggregators, RSS feeds, podcasts, and web servers) and responsibility for:
   1. defining content providers;
   2. defining access parameters, for example, members only vs public; and,
   3. defining and prioritizing scope of content development.

E. Responsibility for defining ownership and copyright status of all electronic communications of the NCA.

F. Responsibility for refining and expanding the existing web style guide to include cohesive presentation for all electronic communications

G. Responsibility for creating policies to address:
   1. back-ups of all NCA electronic publications;
   2. security measures for all NCA electronic publications; and,
   3. archiving all NCA electronic publications.

H. Responsibility for refining privacy policies to address increased information collection (newsletter subscriptions, online payments and donations, etc.)
I. Shared responsibility with Newf Tide Policy Committee for recommending to the BOD criteria for establishing the relationship between NCA’s electronic and print publications and recommendations to the BOD concerning the scope and content for each.

Content Management Policy for NCA Electronic Publications

Effective date: 11-6-2009

Responsible Committees: Electronic Publication Policy Committee

Purpose of Policy

The Newfoundland Club of America, Inc. herein establishes this policy for Board, Committees, and members seeking authoring access to the Club’s electronic publications.

The purpose of this policy is to establish guidelines, procedures and restrictions with respect to content and updates to Newfoundland Club of America's official electronic publications.

The production of NCA electronic publications are ultimately the responsibility of the Electronic Publications Policy Committee.

The Web Developer shall generate web space for each NCA committee and office.

This policy contains specific terms you may find unfamiliar. Please refer to the Definitions at the end of this document to clarify the meaning of these terms.

Style Guidelines

The purpose of style guidelines is to establish common characteristics across the NCA’s electronic publications. They are also necessary to maintain a professional and identifiable Internet presence. The Web Developer is responsible for implementing the guidelines. The NCA Style Guide is available online at: http://www.ncanewfs.org/committees/pages/techresources.html

Committee Chairs are granted flexibility in their presentation, but are expected to follow the approved style guidelines at every opportunity.

Accessibility. The Americans with Disabilities Act makes many recommendations to assure that pages are accessible to users with visual impairments. The Web Developer will assist committees by adding the necessary ALT tags for links and images.

Exceptions. The occasional need for some committees to be able to establish their own rules for style is recognized and therefore exceptions in style guidelines may be made with the approval of The Electronic Publications Policy Committee (EPPC). The NCA Web Developer acts in an advisory role to the chair of the EPPC.

Procedure for Official Electronic Publication Updates

Content assignment is the responsibility of the Web Developer, subject to approval by the Board. A listing of page/section assignments can be found at:

All electronic content is subject to continuing review by the Technical resources Committee and the committee(s) assigned with content control over specific pages. The NCA Web Developer will notify involved parties of any problems. All parties should cooperate to resolve outstanding issues.

Those groups submitting content are responsible for performing due diligence in assuring that the NCA has a clear right to use the information, that all authors have given written reprint permission and that all photographers have provided written permission to use their work online.

Articles containing reprints from websites without adequate citation or “author unknown” material will not be posted. Information containing links to sites outside of NCA domains will include an offsite link icon. All images posted to the NCA site are watermarked and identified using DigiMark™ Technology with the I.D. 458996. All content posted from Newf Tide will include a reprint tagline including the volume, number, year of publication and page number and will credit the original authors.

The NCA Board has approved the posting of any previously published official publication of the Club (Newf Tide, educational brochures, flyers, Illustrated Guide, etc.).

All contributing groups should review their online content regularly for quality, accuracy and timeliness. Valid link checking is also the responsibility of the contributing group.

The Web Developer will work with committees and the Board to establish temporary draft pages that are posted in a password protected section to allow for entire committees/board to review and approve pages before they are made public. Committee Chairs should contact the Web Developer to coordinate this process.

Editing Content

I. Removal of Content:

A. A document may be removed from a website for many different reasons, including:

   a) The information or publication no longer reflects the Club's current policy or has been superseded

   b) The retention requirements of the publication have been met

   c) The publication is perceived as no longer having value

B. When considering removing a document from a website bear in mind that:

   1. Older documents may be valuable to others for continuing reference, research or may be of historical interest even though they may no longer be needed for club business

   2. Official copies of documents that have not met their retention requirements should be stored in an electronic records management system or in a preservation format such as paper or microfilm

   3. Links to documents may exist in other documents as well as in catalogues and indexes

   4. Broken links to documents on a site reduce the site’s credibility
C. If content is removed from the NCA Websites, every effort should be made to replace the content with more current information at the same URL or to provide a redirect page to more current information.

II. Board changes to website Content:

Content approved by the NCA Board of Directors should be forwarded to the Web Developer for posting. All Board posting should be pushed within 7 days of receipt unless other arrangements have been made. The Board may make changes to all section of the website, but have primary content control over the homepage of each site.

III. Committee Changes to Website Content:

Content approved by a Committee that is contained on pages where the committee has content control should be forwarded to the Web Developer in a format that conforms to the Style Guidelines. All Committee approved content should be pushed within 7 days of receipt unless other arrangements have been made.

IV. Requested changes to overlapping content.

A committee wishing to change content on pages not assigned to it, should first contact the committee responsible for those pages. If a consensus cannot be reached the content will be sent to the EPPC for review. The EPPC will make a recommendation to the committees involved and mediate a solution. If a solution cannot be mediated, the matter will be referred to the NCA Board for a final determination.

Definitions

**Content Management.** Content Management is a process that gives the NCA control of its many electronic publications, and thus produces a unified message displaying accurate information with a consistent appearance.

**NCA Electronic Publications**

Official Newf Club of America electronic publications include:

I. Websites which fall under the domains of:

- www.newfdogclub.org
- www.ncanewfs.org
- www.ncadogs.org
- www.ncacharities.org
- www.ncarescue.org
II. Electronic newsletters:

- e-Notes
- Lifestages

III. NCA pages on social networking sites:

- Facebook™
- MySpace™
- Squidoo™
- MissionFish™
- Guidestar

**NCA Web Developer.** The NCA Web Developer is a member of the Electronic Publications Policy Committee (EPPC), tasked with design and maintenance of the NCA websites. The Web Developer’s responsibilities include resolving user interface issues, recommendation of technologies, and establishing rules and guidelines for the NCA websites. He or she also serves as a resource for any committee wishing to submit/edit its content to the websites.

**Website - Public vs Private Areas**

*Policies addressing section IV. A. Responsibility for defining public vs. private areas/information for all NCA websites, and establishing levels of security required to access.*

**Effective date: 12/17/09 Amended 2/18/10**

**Limited Access Information Policy**

Where personal information is required for use of the website (i.e., applying for membership, registering for an event, purchasing materials, etc.) or in interacting with the website (i.e., access to member’s only sections, etc.) it is our policy that your information is private and confidential. The personal information you provide is stored in a secure location, is accessible only by appropriate staff or appropriate third party suppliers, and is used for the purposes for which you provide the information, such as to reply to your request or to send you requested materials.
Cookies

Cookies are files that contain information created by a web server that can be stored on a user’s hard disk for use either during a particular session or for future use. We use cookies to facilitate automated activity, store and track passwords, determine appropriate solicitations, and review navigation patterns. Users may instruct their Internet browsers to opt out of accepting a cookie or to prompt you before accepting a cookie. Please note that if the user declines the attachment of any cookie, the user may not have access to the full benefits of the website.

Access to Member Services

In order to obtain access to the member only sections of the website, you must be a current member of the Newfoundland Club of America, Inc. and use your user name and password. You agree that you will be responsible for maintaining the information contained in those areas of the website. You further agree that you will not allow another person or entity to use your account information.

Public vs. Private Information

The following types of information should be maintained on secure pages within the NCA websites:

1. Private Contact Information:

All personal data will be maintained on secure web pages. As per NCA policy the default display of personal information on any NCA website will be name and email address except where the individual has included additional information by request (i.e., Breeder’s List).

2. Financial Transactions:

All financial transactions will be maintained in a secure encrypted fashion either within the NCA web system or a commercial merchant payment portal (i.e., PayPal™).

3. Value Added Member Benefits:

Member discounts, volume pricing, members-only purchase opportunities, etc. will be hosted in a secure members-only section.

4. Information of value only to NCA members:

Board of Directors Nominating information including candidate statements/forums, ballot request, nominating petitions, etc.; audio files of NCA teleconferences, etc.

All educational material should be posted on publicly accessible web pages, articles containing images of a graphic nature (veterinary procedures, rescue stories featuring abuse or neglect, etc) should contain a disclaimer with the introductory link explaining that images of a graphic nature are displayed within the article and viewers should use discretion when viewing.

Amended: 2/18/10: If a committee wishes to post content on password protected pages, the content should be sent to the EPPC with that notation. The EPPC will make a recommendation to the BOD for a final determination.

----------------------------
Website Submission Style Guide

Purpose: The user experience of reading on a website is vastly different from that of reading the written word in printed format. This is defined in part by user expectations for a web experience, and in part by the parameters of the medium. In many ways this allows for more freedom in sharing information (i.e. no up charge for color graphics, etc.) In other ways it limits how information is presented. This style guide has been designed to help define the parameters for submissions to the Newfoundland Club of America Website.

Basic Structure:

Text files may be submitted in the following formats:

- Microsoft Word
- Adobe InDesign
- AppleWorks
- Adobe PDF

Graphic files may be submitted in the following formats:

- JPEG
- GIF

Naming files: all file names should be kept as short as possible, and contain clearly identifying information, and not contain any spaces

Example: 06DTpremNCNC.pdf (good)

The final version of the 2006 draft test premium for our club.pdf (not good)

Defining Characteristics:

Fonts: Arial, Verdana, Times, Times New Roman

Font Sizes:  
- Paragraph (body) 12 point
- Headlines (top line only) 18-20 point
- Sub Headings (between subject breaks) 14 point

Please use only plain text – conventions such as bold, italics, etc. do not translate well from word processing to html files. Headline and subheadings will be made bold or bold/italic online.

Left justify all submissions

Do not use colored text.

Writing Conventions:

- Keep in mind that material posted on the NCA website is available to a worldwide audience. Every effort should be made to minimize the use of acronyms, or to define the acronym during the first usage in articles. (WRD, NCNE, BOD, etc.)
Most web users are not expecting an in-depth text experience on a website. Any article longer than 2 pages (8 1/2 x 11) should be submitted as a printable stand-alone article, along with a short, 1 paragraph summary for linkage.

Any article that will be posted in its entirety should be broken down into 1-2 paragraph subsections, with clearly defined headings.

The web lends itself to the use of lists. Take advantage of this in submissions by utilizing lists whenever possible to convey information. This is especially important when using outside links, it is preferable to have a list of links than to imbed a number of links within a paragraph.

DO NOT SUBMIT TEXT IN ALL CAPS

Do not use carriage returns in typing the body of text

Web visitors are used to the convention that underlined text is a link, therefore; titles, etc. should be identified through quotation marks or italics (exception to above note on characteristics).

Photo/Graphic Submissions:

Please send .jpg files, with a resolution of 72 dpi. If you have photos that need to be modified and you need assistance, please contact the Internet Committee for instructions.

It is preferable to have photos too large that we edit down, than to have images too small to be useful.

Please include the following information:

Photographer first name:

Photographer last name:

Caption: Dog's name and a little information about the dog and activity. (A short paragraph is preferable. Two or three sentences are perfect.) This information may appear in a caption and may be edited as needed; it may be used to determine an appropriate placement for the photo.

Please insert this phrase:

I certify that I am the author or sole owner of the material I am submitting to the NCA Website. The NCA may reproduce, display, edit, modify, create derivative works and otherwise use the material on the NCA website. I agree to indemnify the NCA for all damages and expenses that may be incurred in connection with the material.

** Please note- if you are submitting a picture of your dog taken by someone else- you need the permission of the photographer.

Privacy and Copyright Policies:
In order to protect the privacy of those members listed on the NCA website, the default listing of any individual will be email addresses only. Those members who wish to have additional contact information listed will need to request an expanded posting in writing to the Internet Committee (email is acceptable)."
Links to non-NCA websites do not imply endorsement of any particular product, service, organization, company, information provider, or content.

All information displayed on the website will be copyright clear. Submissions should all include the following statement: I certify that I am the author or sole owner of the material I am submitting to the NCA Website. The NCA may reproduce, display, edit, modify, create derivative works and otherwise use the material on the NCA website.

I agree to indemnify the NCA for all damages and expenses that may be incurred in connection with the material.

**Privacy Policy – Newfoundland Club of America Websites**

**Policy Date:** 3/18/2010

**Responsible Committee:** Electronic Publication Policy Committee

**What information do we publish?**

In order to protect the privacy of those members listed on the NCA website, the default listing of any individual will be email addresses only. Those members who wish to have additional contact information listed will need to request an expanded posting in writing to the Web Developer. Members of the Breeders List, Breeder Education Mentors and Judges Education Mentors consent as part of their application process to have additional information published online.

**What information do we collect?**

We collect information from you when you subscribe to our newsletters, respond to a survey or fill out a form.

When subscribing to our newsletter, responding to a survey or filling out a form, as appropriate, you may be asked to enter your: name or e-mail address. You may, however, visit our site anonymously.

**What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

• To personalize your experience (your information helps us to better respond to your individual needs)

• To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)

• To administer a contest, promotion, survey or other site feature

• To send periodic emails

The email address you provide for email newsletter subscription will be used to send you information and updates.

If you decide to opt-in to our mailing list, you will receive emails that may include club news, updates, educational information, etc.
Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you access your personal information.

We offer the use of a secure server for financial transactions. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database to be accessible only by those authorized with special access rights to such systems, and are required to keep the information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers.

Do we use cookies?

Yes (Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety.

Third party links

Occasionally, at our discretion, we may include or offer third party products or services on our website.

These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Childrens Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

Online Privacy Policy Only
This online privacy policy applies only to information collected through our website and not to information collected offline.

Terms and Conditions

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website at http://www.ncanewfs.org/pages/legal.htm.

Your Consent

By using our site, you consent to our privacy policy.

Changes to our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

This policy was last modified on January 25, 2010

Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

Newfoundland Club of America, Inc
7238 Hwy 162
Hollywood, SC 29449
webmaster@newfdogclub.org
Privacy Policy Created by Free Privacy Policy
Electronic Mail Discussion Lists

pursuant to: Part III, section C. of the EPPC Policy Manual

Policy Date: approved 4/10, amended 2/12

Responsible Committee: Electronic Publications Policy Committee

Purpose:

To meet the communication needs of officially recognized groups within the NCA E-mail discussion lists may be set up with the approval of the BOD. Each list should define its purpose, intended audience and qualifications for joining the list on the list homepage.

Lists may be set up for

• specific groups such as: Working Judges, BEC Mentors, JEC Mentors, Breeders Lists Members
• specific discussion areas such as: Water Training, Draft Training, etc.
• Committees, Task Forces, Work Groups, etc.

Lists may have open or closed membership depending on the target audience of the group, and this should be defined in the homepage of the group.

Organization/Procedure for setting up a list:

Groups interested in having a discussion list formed should send a completed list application to the EPPC, who will forward the request to the Board.

Each email list will have a Technical Liaison assigned from the EPPC who will set up the list, oversee subscriptions, maintenance, and administration.

Each email list will have at least one moderator assigned. If the discussion list is generated by a committee the moderator by default will be the committee chair, in cases where there is not an oversight committee the moderator will be assigned by the BOD.

Guidelines:

Each mail list will prominently post guidelines on its homepage that provide a list of acceptable/unacceptable list behaviors.

• Membership in an NCA sponsored email discussion list is a privilege extended by the NCA and can be revoked at any time.

• NCA Mailing Lists are unmoderated in the sense that posts are not screened by a moderator prior to posting on the list. Lists are moderated with regard to membership approval, and adherence to posting guidelines. Posts that are in violation of the list guidelines can result in the subscriber being put on “hold” and forwarding of the posts to the EPPC for mediation. If the issue is not resolved it will be forwarded to the NCA BOD for final determination.
• Do not post any personal information, including names, addresses or phone numbers. If you want to include your own personal information in a post, that is acceptable, however you do so at your own risk.

• Do not "flame". "Flaming" includes the making of derogatory comments, ridicule, excessive sarcasm, and innuendo. It is important to recognize that respectful disagreement is not flaming. Every subscriber must be respected; no subscriber should be ridiculed or belittled.

• The content of posts to the list are the property of the author of the post. Do not forward private posts, or send private posts to the list without permission of the original author. If you are sending an announcement that you wish to pre-approve forwarding of, please include the statement “Permission to crosspost” in your message.

• Language used in posts to the lists should be rated PG-13 or better.

• NCA Emails lists are not an appropriate venue for sales of any kind. Announcements of NCA and NCA Regional Club fundraisers are permitted.

• Attachments should be shared as a link to a web page or files can be uploaded to the List's webspace to allow list users to download and view attachments at their convenience.

• Anonymous emails are not permitted on NCA email lists, all emails should be signed with the author's name, initials or other individual identifier. Signatures lines should be limited 3 lines of text.

These minimum guidelines will apply to all NCA email discussion lists. Additional conventions may be created by each list to meet the needs of the specific audience.

Electronic Newsletter Policy

Policies addressing section III. B.

Policy Date: 2/18/2010

Responsible Committees: Electronic Publications Policy Committees

The purpose of the electronic newsletter policy is to foster consistency of message and prevent redundancy. The formatting and distribution of all NCA electronic newsletters will be completed by the Electronic Publications Policy Committees (EPPC). Each electronic newsletter will have an assigned technical editor from the EPPC who will be responsible for receiving content, designing layout and monitoring distribution and contact information for subscribers. Each newsletter will also have a content editor from the responsible committee/BOD who will coordinate the creation of content for each issue.

Each electronic newsletter should have

• a defined audience,

• purpose,

• and goal.
All NCA electronic newsletters should adhere to the following parameters:

- Option of receiving in HTML or Plain Text versions,
- opt-in/opt-out subscription,
- standard NCA Privacy Policy.*

Each electronic newsletter will have defined content providers and publication schedule. Publication schedules should allow for a minimum of 4 days for layout and design and 4 days for draft review prior to publication. Content providers and the NCA BOD should be included in the distribution for draft review.
7. Emergency Management of Information Technology

Policy Date: {insert date of policy}
Responsible Committees/Individuals:

- Technical Resource Advisory Committee
- Database Committee
- Webmaster/Web Developer

**Purpose of the Policy**

This policy provides guidelines for emergency management of all information technology within the club.

**Procedures**

**Dog Database Disruption or Data loss**

In the event that an unplanned loss of access to the database or the loss data contained in the database, the following actions must be immediately undertaken:

- The chair of the Database Committee must be notified,
- If the disruption is due to loss of access via the website, the Webmaster/Web Developer must be notified.

After remediation, the Chair, Database Committee and/or the Webmaster/Web Developer will submit a joint or separate written report(s) to the Board of Directors to include

1. the time and length of the disruption,
2. the cause of the disruption,
3. measures taken to correct the situation, and
4. measures to be implemented to prevent future occurrences of the same or similar disruptions.

**Website Disruption**

In the event that club website is disrupted, the following actions must be immediately undertaken:

1. Webmaster/Web Developer must be notified immediately
2. Website host to be notified

After remediation, the Webmaster/Web Developer will submit a written report to the Board of Directors to include

1. the time and length of the disruption,
2. the cause of the disruption,
3. measures taken to correct the situation, and
4. measures to be implemented to prevent future occurrences of the same or similar disruptions.
Virus or other security breach

In the event that any of the club’s information technology other than the website or database is compromised by software virus or disruption such breaches are to be reported to the Chair, Technical Resources Advisory Committee (TRAC) immediately.

The TRAC is responsible for ensuring that any security breach is dealt with within 72 hours to minimize disruption to club operations.

After remediation, TRAC will submit a written report to the Board of Directors to include:

1. the time and length of the disruption,
2. the cause of the disruption,
3. measures taken to correct the situation, and
4. measures to be implemented to prevent future occurrences of the same or similar disruptions.

Purpose
These guidelines are intended to ensure that the manual is consistent in format to enable easy reference and simplify the maintenance efforts. By employing a common layout, they can be easily integrated into an overall Club Policy Manual.

Definitions:
Policy: A policy is a deliberate system of principles to guide decisions and achieve rational outcomes. A policy is a statement of intent, and is implemented as a procedure.

Procedure: a series of actions conducted in a certain order or manner. For this manual every procedure must be in support of a policy and will be listed with the applicable policy.

Addition of Policy and/or Procedures.
I. Policies and/or Procedures related to Information Technologies and their use may be added to the sections managed by the Technical Resources Advisory Committee.

A. All policies will have a unique name to reference them by and will begin with I.T.

B. All Policies will have an effective date of “Proposed” until approved by the NCA Board of Directors at which time the word “Proposed” will be replaced with the date identified by the Board.

C. All policies will follow the outline below and will include all mandatory entries:

<table>
<thead>
<tr>
<th>Word Format</th>
<th>Title</th>
<th>Description</th>
<th>Mandatory/Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heading 1</td>
<td>Title</td>
<td>Name of Policy - will begin with the letters I.T.</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Text</td>
<td>Policy Date</td>
<td>Effective Date from Board of Directors or word “Proposed”</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Text</td>
<td>Responsible Committee(s) or Individual(s)</td>
<td>List of those who will maintain policy/procedures</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Heading 2</td>
<td>Introduction</td>
<td>A brief paragraph explaining background information</td>
<td>Optional</td>
</tr>
<tr>
<td>Heading 3</td>
<td>Scope</td>
<td>Who and/or what the policy covers</td>
<td>Optional</td>
</tr>
<tr>
<td>Heading 3</td>
<td>Purpose</td>
<td>Identifies the goals and rationale for this policy</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Heading 2</td>
<td>Procedures</td>
<td>Precedes the list of procedures that support the policy</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Heading 3</td>
<td>Procedure Titles</td>
<td>Name of Procedure to differentiate from other procedures. All procedures must support a policy and will be included in the manual with that policy. If the procedure was amended, a replacement, include the effective date identified by the Board of Directors</td>
<td>Optional</td>
</tr>
<tr>
<td>Text</td>
<td>List of actions</td>
<td>List of actions or steps required to complete the procedure to include approvals, who will approve, etc</td>
<td>Optional</td>
</tr>
</tbody>
</table>
D. Procedures will only be added in support of an existing policy
   i. Procedures should have a unique title if they do not apply to an existing procedure
   ii. Procedures will be approved by the Board of Directors in conjunction with a proposed policy or individually.
   iii. Procedures submitted to the board individually must include a copy of the applicable policy and any other procedures for that policy. If approved, the Board of Directors will provide an effective date.

Removal of Policies and Procedures
I. Policies and/or Procedures may be removed by the Board of Directors (BOD)
   A. The Board of Directors will identify an effective date for the removal.
   B. The TRAC committee will inform all known parties affected by the removal citing the BOD meeting minutes where the decision was made.
   C. The TRAC committee will update the manual by moving the Policy and/or Procedures to the Appendix entry for Obsolete and Superseded Policies and Procedures with the effective date noted.

Amending Policies and Procedures
I. Policies and/or Procedures may be amended only by the Board of Directors (BOD)
   A. Changes may be submitted by any committee or individual to the TRAC committee (recommended) or directly to the Board of Directors.
      i. Changes submitted to TRAC
         a) TRAC will inform all known parties affected by the changes prior to submitting the changes to the BOD
         b) will be reviewed at their next meeting and forwarded to the BOD with a recommendation.
   B. The Board of Directors will
      i. approve the changes as submitted and identify an effective date for the proposed changes.
      ii. suggest modification of the changes and may
         a) approve the modified submission and identify an effective date, or
         b) return the submission with their recommendations for further discussions
      iii. disapprove the submitted proposal.
C. The TRAC committee will update the manual by moving the original policy/procedure to the Appendix entry for Obsolete and Superseded Policies and Procedures with the effective date noted and insert the amended policy and procedures into the manual.

D. The TRAC committee will inform all known parties affected by the removal citing the BOD meeting minutes where the decision was made.
Appendix:

Superceded and Obsolete Policies and Procedures
Attachments:

Requirements Document
Request for Proposal
Purchase Requisition
Newfoundland Club of America

...project name...

Request for Proposals
November 18, 2009

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Supplier’s Bid Response (Contents and format): ........................................................... 4

Executive Summary

Insert summary description from the Requirements Document
Contact Information:

The contacts for the Newfoundland Club of America for this project will be:

Primary Contact:
Name: [Insert Contact information here]
Email:
Contact Phone No:

Secondary Contact:
Name: [Insert Contact information here]
Email:
Contact Phone No:

In the event that you are unable to contact either of the people listed above, you may contact the Chairperson, Technical Resources Advisory Committee: techresources@ncadogs.org or the 2nd VP (Committee Liaison): ncabod2ndvp@live.com

About the Newfoundland Club of America

The NCA is the sanctioned parent breed club for the Newfoundland and is a member of the American Kennel Club (AKC). The NCA has approximately 2000 members from the United States and several foreign countries.

In addition the NCA has 23 Regional Clubs that operate under the overall umbrella of the national club. Individuals may be members of the NCA, or a member of a regional club, or both. Members include breeders, owners and fanciers who are committed to protecting the Newfoundland. Regional clubs offer meetings, matches, Draft and Water Tests, NCA Regional Specialties, and educational programs. The NCA and Regional Clubs actively support canine health research and provide rescue adoption assistance for Newfoundlands.

The NCA establishes committees to carry out its work. Some examples of NCA committees are: Breeders List, Financial, General Education, Health and Longevity, Historical, Judges Education, Nominating, Obedience, Regional Clubs, Technical Resources Advisory, and Working Dog.

Products and Services Currently Provided

The NCA has invested much time and effort into establishing an Internet presence (www.ncanewfs.org and other URLs) for the presentation of information regarding the Newfoundland breed of dog, its history, care and health plus information and contacts regarding current activities. The club uses features such as calendaring, email newsletters and has built a database application containing dog pedigrees, and other information pertaining to the dog and has implemented a mobile app that provides access to the membership directory. A cloud-based service is being implemented to manage membership and electronic payments. All of the features and information have been designed to provide a central point of interaction for information regarding the breed, club activities and club contacts.
Project Requirements

... Insert Requirements from the Requirements Document. These may be expanded to include diagrams or images to better describe the project.

Process used to obtain new services, software and technology

The NCA has a three step process to purchase any new technology items, software and/or services.

1. Projects will be submitted to the NCA Board of Directors for approval by members of the club prior to any contact with suppliers other than requesting product information.
2. Once the project is approved by the Board of Directors to proceed, the committee/individual will prepare a Request for Proposal identifying to the best of their ability, the requirements for the project. These requirements may be as simple as purchasing a laptop computer or as complex as replacing the current manual system with a cloud based service. The responsible committee will solicit responses from a minimum of three suppliers.
3. Upon receipt of the required number of responses to the Request for Proposal, the committee will identify their supplier of choice and submit a Purchase Requisition to the Technical Resources Advisory Committee (TRAC). TRAC will review the submission and make a technical recommendation to the Board of Directors. If there are service agreements, contracts or other legal binding documents required, those will be reviewed by the appropriate legal authority prior to the purchase being reviewed by the Board of Directors. There will be no commitment on behalf of the Newfoundland Club of America to proceed with any acquisition until the Board of Directors has approved the final Purchase Requisition.

Supplier Obligations:

1. The supplier will provide a complete and accurate quote to include any ongoing requirements for services that will be necessary to ensure the product, software and/or services will function in accordance with its documentation.
2. It will be the responsibility of the supplier to ensure to the best of their ability that the purchasing process outlined above is followed.
3. It will be the responsibility of the supplier to ensure to the best of their ability that the Newfoundland Club of America is informed of known legal implications regarding the use of their product, software and/or services.

Supplier’s Bid Response (Contents and format):

This project should be bid in its entirety. If the firm or software development company intends to subcontract work on any of the below-mentioned deliverables, this information should be referenced in the bid proposal. The subcontracting parties will be held to the same contract and confidentiality terms as the principal company. The proposal shall include an executive summary that states how the proposal meets the project objectives as well as the following components in the following order:
1. **Company/Consultant Information.** History of the organization and principals. Profile of the company today – including number of employees, indication of financial stability and any other relevant information.

2. **Background information on staff** who will be assigned to this project, including their credentials and relevant accomplishments.

3. **Description and references of similar products** your company has developed.

4. **Reference information.** Contact information for other companies for which you have completed projects. Any reference of work completed for a dog club would be a plus.

5. **If this project involves software or internet service development, describe your strategic approach** to the project and all of its individual elements (research and discovery, software application platform/programming language recommendations, design, testing, implementation, training, etc.)

6. **If this proposal is for other than an outright purchase of established products, describe how the project would be organized and executed.**

7. **Include a timeline for all deliverables.**

8. **Pricing.** In order to compare the value of various proposals, we require that the following information be specifically included in the budgeting section of the proposal. The more detailed the information provided, the better assessment that can be made as to the overall merit of the proposal.

   a. Name and title of all staff people assigned to this project with corresponding hourly rates, and the approximate number of hours each person will spend on the project’s account (e.g. documentation review, coordination, writing, technical consultation, etc.).

   b. Provide detailed pricing information on all aspects of the project, including itemized costs for any additional functionality features.

   c. Administrative costs specific to the scope of work outlined in this BRD, including estimated expenses for telephone, fax, courier, etc. that will be necessary to coordinate work in all activities involved.

   d. Travel costs for meetings with client, as appropriate.

   e. A listing and explanation of any other costs that your firm feels should be incorporated into the final fee.

   f. Provide suggestions on how the NCA can maximize its financial resources in connection with the project. The supplier shall also offer suggestions on ways in which the NCA can save money with regards to actual technology solutions.
Newfoundland Club of America

REQUIREMENTS FOR TECHNOLOGY RESOURCE PROJECT
(Appplies to ALL COMPUTING SYSTEMS/DEVICES, PERIPHERALS, SOFTWARE and SERVICES ACQUISITIONS)

TO: NCA Board of Directors: DATE: ___/___/_____

PROJECT NAME: __________________________________________

FROM: __________________________________ CONTACT Email: _____________________________________
(Committee/Individual)

PROJECTED START DATE: ____/________ END DATE: _______/_____________
(mo) (year) (mo) (year)

PROJECT SUMMARY:
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

(INCLUDE WHAT YOU WANT THE SOLUTION TO DO, THE REASONS FOR ACQUIRING AND BENEFITS. ATTACH ADDITIONAL SHEETS IF NECESSARY):

PROJECT REQUIREMENTS: LIST IN ORDER OF IMPORTANCE

1. _______________________________________________________________________________________

2. _______________________________________________________________________________________

3. _______________________________________________________________________________________

4. _______________________________________________________________________________________

5. _______________________________________________________________________________________

( EXPLAIN WHAT IT MUST DO & HOW, MEASURES THAT MUST BE MET, ETC., ATTACH ADDITIONAL SHEETS IF NECESSARY)

OTHER COMMENTS TO BE CONSIDERED: __________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

Board of Directors

Approved Disapproved Name Date

Comments:
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

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TRAC response to RPC request for custom code for SharePoint app

It is the opinion of the TRAC committee that the NCA should “design, develop and implement all of its Information Technology solutions to operate in an Internet based, shared environment. The club will provide a common web and database hosting environment that provides web serving, access to club databases, email, newsletter distribution, and interfaces to selected cloud services and other capabilities as needed to support the goals and mission of the club.”\(^1\)

As new capabilities are required, members or committees need “to request the NCA to provide these capabilities in the common environment. Existing club systems, services and tools should be upgraded or migrated to the shared platform and approved cloud services as time and money permits. This will enable the club to provide outstanding access to information and services to the membership and the public at the least cost. It will also reduce the risk associated with data maintained on personal devices and the club being exposed to the loss of that data due to unforeseen events.”\(^2\)

So it is our recommendation that before any additional funds are allocated or spent for any enhancement to any existing NCA application, in this case the RPC SharePoint applications, that a technical review of the applications with the above goal in mind needs to be completed.

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1: from proposed *NCA Information Technology Policies and Procedures Manual*, Section 3. Information Technology Administration Policy, Architecture, paragraph 1

2: from proposed *NCA Information Technology Policies and Procedures Manual*, Section 3. Information Technology Administration Policy, Architecture, paragraph 2
Website Report December 2015

Current Status:

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

In the November 93 visitors to newfdogclub.org were redirected to ncanewfs.org.

NCANewfs.org –

Statistics for NCANewfs.org

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Top 5 Pages continue to be:  Homepage, Calendar, Breeders List, All About Newfs, Regional Clubs
These pages got between 1,000-10,000 hits in December

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Top Downloads- FAQ Brochure – 761
    Wt Regs – 232
    GOLPP – 223
    DT Regs – 193
    Newf & You - 192

Referrals from External Sites December 2015

April 21, 2016 & May F2F -
For Distribution
Page 63 of 95
NCA Currently manages 67 email accounts and 68 email forwarders

Recent Action Items have included:

- Updated pages as content received – committees, minutes, summaries, agendas, contacts, etc.
- Updated index page – posted e-Notes articles, Info from AKC Delegate,
- Updated ambassadors section with Committee input

Add This Analytics December 2015

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Continued weekly social share of VN with link to DB page. (Started 11/15)

**NCACarities.org –**

Statistics for NCACarities.org

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**Action Items -**
- updated pages as needed- minutes, etc.
- promoted Mobile Optimized Site
- managed Crowdrise Account
- promoted year end giving

Downloads of Annual Report- 38
EBay - PayPal Giving Fund –

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Newfbooks.org – aStore through Amazon.com

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Amazon.com Referral Fees
### Earnings Report Totals
**December 1, 2015 to December 31, 2015**

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**NCARescue.org**

Statistics for NCARescue.org

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*Action Items:* • Updated contacts and info as needed

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**NewfPuppy.com**

Statistics for Newfpuppy.com

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- Newf and You downloads for December 2015 were 901

**Google AdWords™ Information: December 2015**

Running 2 ads- 1 directed to newfpuppy.com and 1 directed to ambassadors entry page

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<tr>
<td>March 2015</td>
<td>2628</td>
<td>6619</td>
<td>46689</td>
<td>93198</td>
</tr>
<tr>
<td>April 2015</td>
<td>2962</td>
<td>6855</td>
<td>38455</td>
<td>76782</td>
</tr>
<tr>
<td>May 2015</td>
<td>4676</td>
<td>10132</td>
<td>82103</td>
<td>211154</td>
</tr>
<tr>
<td>June 2015</td>
<td>2098</td>
<td>4784</td>
<td>17759</td>
<td>34405</td>
</tr>
<tr>
<td>July 2015</td>
<td>1924</td>
<td>4611</td>
<td>23111</td>
<td>36032</td>
</tr>
<tr>
<td>August 2015</td>
<td>1569</td>
<td>3416</td>
<td>15996</td>
<td>29925</td>
</tr>
<tr>
<td>Sept 2015</td>
<td>1344</td>
<td>2142</td>
<td>12513</td>
<td>24394</td>
</tr>
<tr>
<td>Oct 2015</td>
<td>1413</td>
<td>3430</td>
<td>12135</td>
<td>22284</td>
</tr>
<tr>
<td>Nov 2015</td>
<td>1688</td>
<td>4234</td>
<td>10235</td>
<td>17620</td>
</tr>
<tr>
<td>Dec 2015</td>
<td>1819</td>
<td>4219</td>
<td>20607</td>
<td>50550</td>
</tr>
</tbody>
</table>

Action Items:
- transferred access to NCNE for 2015/2016 Specialty as of August 2014
- Installed WordPress subdomain at the request of 2017 National Committee
## Electronic Newsletter Report 2015

<table>
<thead>
<tr>
<th>Date Sent</th>
<th>Email Name</th>
<th>Sent</th>
<th>Bounces</th>
<th>SpamReports</th>
<th>Opt-outs</th>
<th>Opens</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/22/15 Final 1.15</td>
<td>3088</td>
<td>1.8% (55)</td>
<td>1</td>
<td>0.2% (6)</td>
<td>43.2% (1311)</td>
<td>15.2% (199)</td>
<td>0.4% (5)</td>
</tr>
<tr>
<td>3/7/15 Final 2-3.15</td>
<td>3098</td>
<td>1.6% (50)</td>
<td>0</td>
<td>0.1% (4)</td>
<td>44.5% (1357)</td>
<td>25.6% (348)</td>
<td>0</td>
</tr>
<tr>
<td>4/26/15 Final 4.15</td>
<td>3201</td>
<td>2.3% (73)</td>
<td>3</td>
<td>0.2% (6)</td>
<td>44.5% (1392)</td>
<td>37.1% (517)</td>
<td>0.1% (1)</td>
</tr>
<tr>
<td>6/4/15 Final 5.15</td>
<td>3148</td>
<td>1.3% (41)</td>
<td>1</td>
<td>0.0% (1)</td>
<td>38.4% (1192)</td>
<td>25.1% (299)</td>
<td>0.1% (1)</td>
</tr>
<tr>
<td>7/1/15 Final 6.15</td>
<td>3152</td>
<td>40</td>
<td>0</td>
<td>4</td>
<td>40.1% (1249)</td>
<td>17.4% (217)</td>
<td>0.1% (1)</td>
</tr>
<tr>
<td>7/30/15 Final 7.15</td>
<td>3154</td>
<td>51</td>
<td>3</td>
<td>5</td>
<td>41.8% (1297)</td>
<td>31.3% (406)</td>
<td>0</td>
</tr>
<tr>
<td>9/1/15 Final 8.15</td>
<td>3142</td>
<td>43</td>
<td>0</td>
<td>0</td>
<td>38.2% (1183)</td>
<td>23.8% (282)</td>
<td>0.3% (3)</td>
</tr>
<tr>
<td>10/6/15 Final 9.15</td>
<td>3144</td>
<td>47</td>
<td>0</td>
<td>2</td>
<td>43% (9 (1318)</td>
<td>28% (366)</td>
<td>0</td>
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<tr>
<td>10/28/15 Final 10.15</td>
<td>3141</td>
<td>41</td>
<td>1</td>
<td>1</td>
<td>41.5% (1285)</td>
<td>35.2% (452)</td>
<td>0</td>
</tr>
<tr>
<td>12/4/15 Final 11.15</td>
<td>3147</td>
<td>49</td>
<td>0</td>
<td>1</td>
<td>39% (1198)</td>
<td>26% (315)</td>
<td>0</td>
</tr>
<tr>
<td>12/31/15 EOY Blast</td>
<td>3288</td>
<td>61 (1.9%)</td>
<td>1</td>
<td>7 (0.6%)</td>
<td>35.9% (1159)</td>
<td>26.5% (308)</td>
<td>0</td>
</tr>
</tbody>
</table>

Mobile open rate - 49.8%

### Contact List:

Total 3288 Contacts

### Surveys:

Newf Ambassador feedback forms being run through Constant Contact to facilitate reporting to committee
Social Media Report December 2015

Facebook™:

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

Newfoundland Club of America – 14381 (12/31) fans – This page contains postings of general NCA info – links to Agendas/Minutes, AKC Registration Pledge, DNA Submission, Photo Contest, etc. Postings of excerpts from Newfpuppy.com are highlighted on a weekly basis. Posting schedule includes Shared Instagram posts Tip of the Week, Spotlight on Versatility. Top Posts in December:
Although beautiful, the hazards of holiday decorations are numerous. Be a responsible pet owner and take certain precautions to prevent unnecessary holiday mishaps.

Many holiday plants are poisonous. Holly, mistletoe, poinsettias, many forms of lilies...these are just a few of the more common poisonous plants. Some plants may cause vomiting and diarrhea, while others can cause organ failure and death. Ask your veterinarian if you have specific questions, but a good rule of thumb, is keep pets away from all holiday plants or opt for imitation plants!

Is a new puppy part of your life? You may enjoy getting Littlesages - the free puppy owners' electronic newsletter from the Newfoundland Club of America - subscribe online - –

http://www.ncanews.org/littlesages.html#.UbnrWZVeaAs
Newfoundland Club of America Charitable Trust – 1911 (12/31) fans - Postings include – health and promoted Precious Newfoundland Fundraiser

Top posts in December –

1. Newfoundland Club of America Charitable Trust
   - Post: Precious is finally able to look at you! Her reconstructive surgery yesterday will help expand her vision thanks to YOUR support of the Precious Newfoundland campaign! It is GivingTuesday share Precious’ story on your timeline today and GIVE to help Every Precious Newfoundland! https://www.crowdrise.com/PreciousNeeds
   - Reach: 4,399
   - Likes: 372
   - Comments: 46
   - Shares: 44
   - Post Clicks: 1,070

2. Newfoundland Club of America Charitable Trust
   - Post: Thank you! Your support of NCA Charities is humbling and heartwarming. It is because of such a supportive community that we have one of the most respected rescue networks in the country. Thank you to everyone who donated, shared posts, and helped to spread the word that every Newfoundland is Precious. Go and give your Nela a hug—right now, and then raise a glass knowing that thanks to you, if there are hands in need, Nela will have a home or food or care. Presents that are neglected or abused that the NCA National Rescue Network will be there, with veterinary care, a warm bed, good food and all the affection. https://www.crowdrise.com/PreciousNeeds
   - Reach: 2,276
   - Likes: 154
   - Comments: 20
   - Shares: 23
   - Post Clicks: 248

April 21, 2016 & May F2F -
For Distribution
Page 73 of 95
Newfoundland Club of America Juniors – 975 (12/31) fans – administered by the NCA Juniors Committee - highlights juniors news and info.

**Pinterest™:**

Currently 20 Boards with 517 images pinned. 1418 followers
Impressions from December 2015:
the views Pins from your website get on Pinterest

<table>
<thead>
<tr>
<th>Avg. daily impressions</th>
<th>Avg. daily viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>280</td>
<td>161</td>
</tr>
</tbody>
</table>

Twitter™:
The main NCA Facebook was configured to auto share all posts to Twitter. 617 tweets to date.
Currently 93 followers

Instagram™:
Currently 650 followers (12/31)

Samples of recent Instagram Posts:
Earnings setting have been configured on Hubpages to maintain earnings previously obtained through Squidoo. Total earning in December 2015 - $1.88
Website Report January 2016

Current Status:

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

In the November 91 visitors to newfdogclub.org were redirected to ncanewfs.org.

**NCANewfs.org** –

Statistics for NCANewfs.org

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
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</thead>
<tbody>
<tr>
<td>Jan 2015</td>
<td>13199</td>
<td>20861</td>
<td>68413</td>
<td>378992</td>
<td>27.53 GB</td>
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<tr>
<td>Jan 2016</td>
<td>11873</td>
<td>19276</td>
<td>64565</td>
<td>307424</td>
<td>22.14 GB</td>
</tr>
</tbody>
</table>

*Top 5 Pages continue to be:  Homepage, Calendar, Breeders List, All About Newfs, Regional Clubs

*These pages got between 1,000-10,000 hits in January

<table>
<thead>
<tr>
<th>Tracking Page Hits</th>
<th>January 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers</td>
<td>8</td>
</tr>
<tr>
<td>Lifestages</td>
<td>310</td>
</tr>
<tr>
<td>Amazon redirect</td>
<td>33</td>
</tr>
<tr>
<td>Ambassadors</td>
<td>1286</td>
</tr>
</tbody>
</table>

*Top Downloads- FAQ Brochure – 760

  GOLPP – 324
  Newf & You – 187
  NCA Info - 176
  DT Regs – 134

<table>
<thead>
<tr>
<th>Referrals from External Sites</th>
<th>January 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>941</td>
</tr>
<tr>
<td>AKC</td>
<td>236</td>
</tr>
<tr>
<td>Lifestages</td>
<td>41</td>
</tr>
<tr>
<td>HubPages</td>
<td>79</td>
</tr>
<tr>
<td>Pinterest</td>
<td>40</td>
</tr>
</tbody>
</table>

NCA Currently manages 67 email accounts and 68 email forwarders

Recent Action Items have included:
April 21, 2016 & May F2F -
For Distribution
Page 78 of 95
- Updated pages as content received – committees, minutes, summaries, agendas, contacts, etc.
- Updated index page – posted e-Notes articles, Info from AKC Delegate,
- Updated Working Dog Page Content, membership page

Add This Analytics January 2016

NCADatabase.org –

Statistics for NCADatabase.org

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2015</td>
<td>709</td>
<td>1052</td>
<td>10630</td>
<td>16073</td>
<td>107.16 MB</td>
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<tr>
<td>Jan 2016</td>
<td>574</td>
<td>862</td>
<td>8227</td>
<td>11297</td>
<td>55.74 MB</td>
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</tbody>
</table>

Continued weely social share of VN with link to DB page. (Started 11/15)

NCACharities.org –

Statistics for NCACharities.org

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2015</td>
<td>881</td>
<td>1443</td>
<td>3229</td>
<td>11868</td>
<td>255.22 MB</td>
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</tbody>
</table>
Jan 2016  693  962  1940  10661  345.87 MB

*Action Items* –
- updated pages as needed; minutes, etc.
- promoted Mobile Optimized Site
- managed Crowdrise Account

Downloads of Annual Report - 76

*Ebay – PayPal Giving Fund –*

<table>
<thead>
<tr>
<th></th>
<th>30 Days</th>
<th>One Year</th>
<th>Since Registering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Selling</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$1,095.59</td>
</tr>
<tr>
<td>Direct Selling</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Donate Now Donations</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$146.25</td>
</tr>
<tr>
<td>Donate with PayPal Donations</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Give at Checkout Donations</td>
<td>$0.00</td>
<td>$26.00</td>
<td>$409.75</td>
</tr>
<tr>
<td>Total Funds Raised</td>
<td>$0.00</td>
<td>$26.00</td>
<td>$1,651.59</td>
</tr>
</tbody>
</table>

**Newfbooks.org** – aStore through Amazon.com

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
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</thead>
<tbody>
<tr>
<td>Jan 2015</td>
<td>427</td>
<td>469</td>
<td>625</td>
<td>1463</td>
<td>10.95 MB</td>
</tr>
<tr>
<td>Jan 2016</td>
<td>309</td>
<td>399</td>
<td>671</td>
<td>1184</td>
<td>8.54 MB</td>
</tr>
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</table>

Amazon.com Referral Fees
Fees Summary

<table>
<thead>
<tr>
<th></th>
<th>Clicks</th>
<th>Ordered</th>
<th>Shipped</th>
<th>Conversion</th>
<th>Earnings</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>100</td>
<td>37</td>
<td>35</td>
<td>37.00%</td>
<td>$46.90</td>
</tr>
</tbody>
</table>

NCARescue.org –

Statistics for NCARescue.org

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2015</td>
<td>4454</td>
<td>5452</td>
<td>9184</td>
<td>155027</td>
<td>6.53 GB</td>
</tr>
<tr>
<td>Jan 2016</td>
<td>2443</td>
<td>3023</td>
<td>6944</td>
<td>55912</td>
<td>3.01 GB</td>
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</tbody>
</table>

Action Items: • Updated contacts and info as needed

NewfPuppy.com –

Statistics for Newfpuppy.com

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
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<td>7180</td>
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<td>Jan 2016</td>
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<td>3038</td>
<td>5299</td>
<td>45558</td>
<td>1.06 GB</td>
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</table>

Statistics for Newfoundlandpuppy.org

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
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</thead>
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<td>2287</td>
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<tr>
<td>Jan 2016</td>
<td>296</td>
<td>535</td>
<td>1240</td>
<td>3846</td>
<td>99.85 MB</td>
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</table>

• Newf and You downloads for January 2016 were 956

Google AdWords™ Information: January 2016

Running 2 ads- 1 directed to newfpuppy.com and 1 directed to ambassadors entry page
<table>
<thead>
<tr>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>255</td>
<td>19190</td>
<td>1.33%</td>
<td>$0.17</td>
<td>$42.90</td>
</tr>
<tr>
<td>238</td>
<td>167056</td>
<td>0.14%</td>
<td>$0.22</td>
<td>$52.66</td>
</tr>
</tbody>
</table>

NCANationalSpecialty.org –

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2015</td>
<td>2865</td>
<td>4079</td>
<td>36027</td>
<td>91618</td>
<td>10.64 GB</td>
</tr>
<tr>
<td>Jan 2016</td>
<td>2039</td>
<td>4603</td>
<td>21053</td>
<td>62899</td>
<td>1.93 GB</td>
</tr>
</tbody>
</table>

Action Items:
- transferred access to NCNE for 2015/2016 Specialty as of August 2014
- Installed WordPress subdomain at the request of 2017 National Committee
Electronic Newsletter Report 2016

<table>
<thead>
<tr>
<th>Date Sent</th>
<th>Email Name</th>
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<th>Bounces</th>
<th>Spams</th>
<th>Opt-outs</th>
<th>Opens</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/22/15</td>
<td>Final 1.15</td>
<td>3088</td>
<td>1.8% (55)</td>
<td>1</td>
<td>0.2% (6)</td>
<td>43.2% (1311)</td>
<td>15.2% (199)</td>
</tr>
<tr>
<td>1/27/16</td>
<td>Final 1.16</td>
<td>3293</td>
<td>1.7% (55)</td>
<td>1</td>
<td>0.2% (3)</td>
<td>42.7% (1384)</td>
<td>36.4% (504)</td>
</tr>
</tbody>
</table>

Mobile open rate - 49.8% (1/15) 50.1% (1.16)

Contact List:

Total 3293 Contacts

Surveys:

Newf Ambassador feedback forms being run through Constant Contact to facilitate reporting to committee
Social Media Report January 2016

Facebook™:

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

Newfoundland Club of America – 14715 (1/31) fans – This page contains postings of general NCA info – links to Agendas/Minutes, AKC Registration Pledge, DNA Submission, Photo Contest, etc. Postings of excerpts from Newfpuppy.com are highlighted on a weekly basis. Posting schedule includes- Shared Instagram posts Tip of the Week, Spotlight on Versatility

Top Posts in January:

![Heroic Newf saves cold stunned sea turtle](image1)

- **45,240 People Reached**
- **1,135 Reactions, Comments & Shares**
- **816 Likes**
- **1 Love**
- **23 Comments**
- **293 Shares**
- **2,228 Post Clicks**
- **1,489 Link Clicks**
- **736 Other Clicks**

![Alert Newfie saves hypothermic sea turtle](image2)

- **23,210 People Reached**
- **1,528 Reactions, Comments & Shares**
- **630 Likes**
- **2 Love**
- **64 Comments**
- **206 Shares**
- **472 Photo Views**
- **945 Other Clicks**

![Advice from Newfie: Looking presentable is sometimes overrated](image3)

- **25,210 People Reached**
- **1,807 Reactions, Comments & Shares**
- **630 Likes**
- **2 Love**
- **64 Comments**
- **206 Shares**
- **472 Photo Views**
- **945 Other Clicks**
Goldie Hawn and Kurt Russell make a very big new puppy pal. Their more than 30 year union has been a source of wonder for the rocky relationship breeding ground of Tinsel Town.

They certainly accept us. A newfoundland Adogsofinstagram #newfoundland Adogsofinstagram #newfoundland Adogsofinstagram
Newfoundland Club of America Charitable Trust – 2008 (1/31) fans - Postings include – health and promoted Precious Newfoundland Fundraiser

Top posts in January –

Newfoundland Club of America Juniors – 1003 (1/31) fans – administered by the NCA Juniors Committee - highlights juniors news and info.
**Pinterest™:**

Currently 20 Boards with 523 images pinned. 1517 followers

**Twitter™:**

The main NCA Facebook was configured to auto share all posts to Twitter. 652 tweets to date.

Currently 99 followers
Instagram™:

Currently 728 followers (1/31)

Samples of recent Instagram Posts:
Earnings setting have been configured on Hubpages to maintain earnings previously obtained through Squidoo. Total earning in January 2016 - $4.55