Newfoundland Club of America, Inc.
Regular Board of Directors Teleconference Meeting
Thursday June 15, 2017 - 8 p.m. (EDT)

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.

Committee chairperson call in and times:
• None at the publication time of this agenda.

Agenda

1. Roll Call
2. Motion to Adopt Agenda
3. AKC Delegate’s Report (David Helming)
   3.1.
4. Approval of Minutes:
   4.1. Sunday - Monday, April 9 – 10, 2017 - Board of Directors Face – to - Face Meeting, pp. 6 - 8;
   3.2. Tuesday, April 11, 2017 – Annual Board of Directors Meeting, p. 9;
   3.3. Thursday, May 18, 2017 – Regular Teleconference Board of Directors meeting, pp. 10 – 11.
4. President’s Report (Pam Saunders)
   4.1. 
5. First Vice President’s Report (John Cornell):
   5.1. 
6. Second Vice President’s Report (Lynne Anderson Powell):
   6.1. 
7. Recording Secretary’s Report (Steve Britton):
   7.1. Prepared bulletin board from April 9 - 11, 2017 board of directors meeting;
   7.2. Prepared Minutes of F2F, Annual and May Teleconference meeting’
   7.3. Compiled agenda and meeting packet for June 15, 2017 Teleconference Meeting;
   7.4. Need to request new password to AKC Marketplace Parent Club Tool.
8. Corresponding Secretary’s Report (Pam Rubio):

9. Treasurer’s Report (Mary L. Price):

10. Standing/Special Committee Reports:
   10.1. Membership, Mary Lou Cuddy, chair; Dues Renewal Report and Clarification about placing Judges Education Committee video in new member welcome packets;
   10.2. 2018 National Specialty Show Report, Steve Britton, chair;
   10.3. Technical Resource Advisory Committee, Bill Matlock, chair,
   - Request for Board to prioritize TRAC projects:
     TRAC currently has multiple assignments from the Board, TRAC will still be consumed mostly by the Membership portal for at least another month. We are concurrently working on the Committee File Sharing Collaboration tools. We need to have the Board’s direction on what order to attack the remaining projects:
     1) Digital Membership eBook (target would be by Oct 2017 to avoid printing and shipping paper copies);
     2) Digital Newf Tide;
     3) Database update and reporting improvements;
     4) AKC Data into Dog Database;
     5) WDC Online Entry tool.
   10.4. Steering Committee, John O’Neill, DVM, Chair – NCA Strategic Planning Survey
          See attached file - Steering Committee 2017 NCA Survey 5.18.17, pp. 18 – 23.
   10.5. Breeders List Committee, Johanna Masuda, Chair, (via Committee Liaison),
   - Question on Late fees for New Applications.
   10.6. Digital Distribution Committee Report – No Action needed, Marylou Zimmerman, chair;
   - April and May Online Activity Reports
   - Link: https://1drv.ms/f/s!Agwz3G4ityBAqagSESBozWWDcrBIT4A

11. Special Committee
   11.1. Policy Manual Updates; Pam Saunders, committee chair; ongoing;

12. Executive Session; pp. 26 – 28:
   12.1 Letter from Jo Nussle; pp. 27 - 28;
   12.2 Pending Membership Application(s) - Mary Lou Cuddy – separate cover;
   12.3 Follow – up to resignation of member;
   12.4 Response from member re: non-pending committee chair resignation;
   12.5 Transfer of RPC media to TRAC (by December 1, 2016).
13. **Unfinished Business and General Orders:**

13.1. Replacement of Curry and Drury Memorial Award Medallions;
13.2. Breeders Education/CTMB Survey;
13.3. Redefine EPPC Job Description;
13.4. Policy Manual Updates; Pam Saunders, committee chair; ongoing;
13.5. Referral of motion to Technical Resources Advisory Committee:

   That the Technical Resources Advisory Committee research, make recommendations and provide technical guidance to the *Newf Tide* Policy Committee relative to existing software available to produce *Newf Tide* as an on-line (digital) magazine. Said investigation and recommendations to include: initial cost investment required; projected live and compatibility with existing programs utilized for the production of the print version, estimate of time involved in moving from one platform to the other. Based upon the Technical Resources Advisory Committee’s on-going commitments, receipt of the report would be targeted for mid-Fall 2016 (Mid October to late November);

13.6. Collaborative Digital *Newf Tide* Production Survey (Authorized, August 18, 2016);
13.7. Appoint Advertising and Promotions Committee (Adopted, August 18, 2016);
13.9. Ongoing progress reports about the Working Dog Committee / Technological Resources Advisory Committee collaboration about the on-line working events entry system. Referred to Technical Resources Advisory Committee / Working Dog Committee (January 19, 2017);
13.10. Referred to AKC Delegate - question re: owner’s name - "M. N. Found Land.” p. 24;
13.11. Recommendation for Distribution of Breeders List Agreement Waiver;
13.12. Letter Referred to Editor of Annual Titleist;
13.13. Referral to Steering Committee – Comprehensive Strategic Plan (referred 4.10.2017);
13.14. Referral of Database updating and reporting process concerns to Technical Resource Advisory Committee (referred 4.10.2017);
13.15. National Specialty Uniform Trophies pricing review – Financial Review Committee (referred 4.10.2017);
13.16. Registration Item referred to AKC Delegate;
13.17. Process for CTMB Educational Grant Applications (Lynne Anderson Powell);
13.19. Additional referral to AKC Delegate; two owners’ names shown in the May 2017 - AKC Stud Book should be reviewed by AKC, p. 25;
13.20. Review of Annual Meeting Notice Solicitation process. (Steve Britton);
13.21. Nominating Committee solicitation published in *Newf Tide*;
14. **New Business:**

14.1. Cyber Security Liability Insurance (Mary L. Price);

14.2. Discussion Item: Developing a quarterly report in Newf Tide regarding the relative small percentage of registered Newfoundlands litters bred by NCA member breeders (Mary Lou Cuddy).

15. **Adjournment**
2016 – 2017 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: 408/218-3458
Fax: 408/847-2661
Email: pamelar@garlic.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
1660 Burch Rd
Granville, NY 12832
Home: 518/496-7377
Cell: 518/496-7377
Email: bearscamp@gmail.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: 03/12/2017
Our upcoming breed feature is getting LOTS of attention and I hope we can count on your help. Current judges, prospective judges and breed fanciers need your expertise in understanding this breed. Please say you can be a part of this important printed event.

Dear fellow Newfoundland lover:

As I hope you’ve heard, ShowSight Magazine plans to spotlight the breed in an upcoming issue. These sections of the magazine are more than just a celebration of the breed; they are a vitally important link between you and the people out there searching for more information about the dogs you love the most. I cannot tell you how many requests we get on a weekly basis, mostly from judges, for more education and clarification on the breed. This is our main goal when we spotlight your dogs.

We always turn first to the parent club; it is our intention to help you reach even more people than ever before and through this effort help the judges understand your main concerns for the future of your breed. You are your dog’s first line of defense; we’re here to help in any way we can.

In our breed feature we like to feature an educational article about the breed, with a little bit of history, a little about the dogs themselves (temperament, charms) and some suggestions for new judges. We’d also like you to discuss anything particularly affecting your breed at the current time and to which you’d like to bring attention.

Many clubs have such an article ready to go which is great. If not, we try to provide as much lead-in time as you need and will provide any help on this end that we can. UP to six pieces of artwork and photos are welcome; we only ask that you not use pictures of dogs currently being campaigned (for obvious reasons).

We realize that in some cases this might prove to be an impossible task; some organizations just don’t have the manpower available. In this case many clubs have opted for a different setup, in which you submit a short list of questions to your select group of breeders and/or judges and then share that information with the fancy. We recommend the following, general questions and hope that you will add four or five of your own, breed-specific inquiries:

1. Where do you live? What do you do “outside of dogs”?
2) Your opinion of the current quality of purebred dogs in general, and your breed in particular.

3) The biggest concern you have about your breed, be it medical, structural, temperament-wise, or what.

4) The biggest problem facing you as a breeder.

8) Advice to a new breeder? Advice to a new judge of your breed?

9) Anything else you'd like to share—something you’ve learned as a breeder, exhibitor or judge or a particular point you’d like to make

10) And for a bit of humor, what’s the funniest thing that you ever experienced at a dog show?

None of these questions will be very difficult to answer, given the level of expertise of your chosen club members. All you need to do is compile them and send them in, and we’ll put together a greatly popular breed feature. Either way, your breed will be getting a huge amount of publicity.

ShowSight believes so strongly in the importance of this effort that we gladly cover the high cost of publishing the editorial content not only in our many thousands of bound copies (sent to all judges), we also publish it also as the Breed’s own digital magazine in our permanent archive. This is our contribution and our thanks to your club for your fine work.

As I mentioned earlier, we turn first to the parent club when it comes time to create these incredibly important breed showcases. Should you be unable to help us, we’ll exhaustively research the breeders and judges who seem to have done great work for your breed and we’ll turn to them for help. Hopefully, though, you’ll already have in mind the people whose opinion you’d most like to see in print.

We also welcome advertising from the fancy so if you can share the news, we’d appreciate it. We love to provide an extremely impressive breed showcase which will remain in our permanent archive for fanciers and judges around the world to use for reference, entertainment, and education.

We look forward to working with you on your breed feature. Any questions or concerns, feel free to email me and I’ll respond asap.

Here’s wishing you continued success with your Breed Club and your Dogs!
Newfoundland Club of America, Inc.
Receipts and Disbursements
May 5 - June 1, 2017

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Total INCOME: 14,528.00
# Newfoundland Club of America, Inc.

Receipts and Disbursements

May 5 - June 1, 2017

### Membership

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# Newfoundland Club of America, Inc.
## Balance Sheet
### as of June 1, 2017

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Prepared by
Mary L. Price
Treasurer
2017 NCA Survey- DRAFT

Questions 1-5 are demographics collected to sort data, the same used in the 2012 member survey
Questions 6-7, 21-22 are strategic planning questions, also based on questions in the 2012 survey so we can compare responses.
Questions 8-15 deal with Digital Distribution of Newf Tide
Questions 16- 20 are included at the request of the Working Dog Committee

1. Are you an NCA Member?

Yes –

   When did you join the NCA?
   Are you a single or dual member?

No –

   Skip to # 2

2. How old are you?
Junior Member
21-30
31-40
41-50
51-60
61-70
71 and older

3. Are you a member of a Regional Newfoundland Club?

4. Are you a member of a local all-breed Club?

5 A. How many Newfs currently live with you that you own or co-own (excluding puppies you plan to sell)?
   Choices: 0, 1, 2, 3-5, 6-10, 10 or more
5 B. Did you own any Newfoundlands ten years ago? (Y/N)
If yes, how many? (repeat the choices from #4 above)

5 C. How many Newfoundland litters have you bred?
Choices: 0; 1-5; 6-10; 11-15; 16-20; 21-30; 31-40; 41-50; 51-60; over 60

The Newfoundland Club of America (NCA) was founded in 1930 for the advancement of the Newfoundland Dog. The objectives of the club are:

- to encourage and promote the quality of pure-bred Newfoundland dogs and to do all possible to bring their natural qualities to perfection;
- to encourage the organization of independent regional and local Newfoundland Specialty Clubs in those locations where there are sufficient fanciers of the breed to meet the requirements of the American Kennel Club and the Newfoundland Club of America, Inc.;
- to urge members and breeders to accept the standard for the breed as approved by the American Kennel Club as the only standard for excellence by which Newfoundland dogs shall be judged;
- to do all in its power to protect and advance the interests of the breed and to encourage sportsmanlike conduct at dog shows, obedience trials, and other events under the rules of the American Kennel Club;
- to conduct sanctioned matches, specialty shows, obedience trials, and other events under the rules of the American Kennel Club;
- to promote the special qualities of the breed by sponsoring working dog activities under the rules of the Newfoundland Club of America;
- to urge all members to abide by the Newfoundland Club of America Ethics Guide as a guideline for responsible Newfoundland ownership.
- To bring fanciers of the breed together in friendly counsel.

6 A. Do you feel these objectives are still relevant to the club’s mission?

6 B. Are there other areas where the club should focus? (text box)

6 C. Based on your understanding of these objective, Please rate the following activities:

Critically Important for the NCA
Very Important
Useful
Neutral
Low Priority
Not Important for the NCA to do

- Bring together Newfoundland owners for social events
- Create and maintain a database of Newfoundland Dogs and Pedigrees
- Provide Awards and Recognition to Dogs and Members for Achievements
- Provide Education (public, judges, membership, breeders)
- Maintain the AKC breed standard for the Newfoundland
- Maintain Regulations for Newfoundland working events
- Manage the National Specialty
- Provide Newfoundland Dog Rescue Services
- Preserve Historical Information about the Newfoundland Breed
- Publish *Newf Tide*
- Work to improve the Health of Newfoundland Dogs

7. Comment on the annual allocation of funds for expenses of the NCA (percentages displayed reflect the average of actual spending over the last 3 years).

*Newf Tide* – 26%
Administrative – 21% - processing applications/renewals, mailing election materials, Annual Meeting costs
Communication – 11% - member and public communication outside of *Newf Tide* – website, e-Notes, social media
Education – 9.5% - Judges education, Breeder education, Member education, Public education
Board - 9.2% - teleconferences, Face to Face Fall Meeting expense
Grants - 8.8% - AKC CAR, AKC Museum of the Dog, NCA Charitable Trust
Events – 7.4% - National Specialty, Working Events
Recognition – 5.4% - Awards, ROM, VN, WA, Working Titles

8. What resources do you use to obtain information about the Newfoundland Dog? (rank)

- AKC Website
- AKC Gazette
- Social Media
- *Newf Tide*
- e-Notes
9. What resources do you use to obtain information about the NCA? (rank)

Newf Tide
e-Notes
NCA Website
Social Media
Other:______________________

9. A. Of the sources above, which one do you prefer most?

If prefer digital source go to 9B
If prefer print source go to 9C

9 B. Why do you choose online over print?

It is free
I can easily access it through my mobile device or my computer
I find information to be more current and up to date
I can access more types of media (videos, music, photos, etc.)
It is more convenient

9 C. Why do you prefer print media over digital?

I enjoy having something physical to read
I trust printed sources more for news and information
I think it is more structured and cohesive
I prefer the content in the printed sources more
Other (please specify)

10. If NewfTide were available electronically at no additional cost would you read it online?

Yes, in addition to the printed version.
Yes, instead of the printed version.
No, I prefer the printed version

11. What are your favorite sections of *Newf Tide*? (List sections, regular features- multi select multiple choice)

12. Are there any sections of *Newf Tide* that you feel you could access more easily online?

13. If Newf Tide Advertising included online promotion and clickable links would you be more or less likely to advertise in *Newf Tide*?

14. Are there any features that you would like to see added to *Newf Tide*?

15. *Newf Tide* costs about $45 per year to publish and print; would you rather raise membership dues as needed to keep printing it, or would you prefer to maintain dues at the current level with an option to pay $45/year for a printed copy of *NT* (if an electronic were included in membership dues)?

16. How often do you participate in NCA working events?
--- every year  -- occasionally  --- hardly ever  ----doesn't interest me
If you answered yes to the first part of this question, when you participate in working events, do you return your evaluation?
-- Yes --- No  If not, why? (please describe)

17. What would encourage you to participate more in draft work? (check all that apply)
--- beginner level for a certificate (no title)  ---- beginner level for a title  ----"preferred" level for senior handlers/dogs  --- seminars in my region to enhance my skills  --- more online training tips  --- other (please describe)

18. What would encourage you to participate more in water work? (check all that apply)
--- beginner level for a certificate (no title)  ---- beginner level for a title  ----"preferred" level for senior handlers/dogs  --- seminars in my region to enhance my skills  --- more online training tips  --- other (please describe)
19. How can the NCA best support you as an individual as you work toward earning draft and water titles with your Newfoundlands?
--- more training options     ---- more levels to participate in    ---encouraging more tests across the country so there are more options for entering events -- training opportunities at Nationals -- more titling events at Nationals   --- Other (please describe)

20. What can the Working Dog Committee of the NCA do to better support our NCA working events?
---online training tips   ---online entry for events   ----other (please describe)

21. Name one thing you think the NCA should work on for the future of the Club

22. Name one thing you think the NCA should work on for the future of the Breed
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<tr>
<th>Name</th>
<th>Breed</th>
<th>Color</th>
<th>Gender</th>
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<th>Father</th>
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<td>GCH CH AVALON BEY'S LITTLE BIT OF THUNDER THD GGC</td>
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