Newfoundland Club of America, Inc.
Regular Board of Directors Teleconference Meeting
Thursday, October 17, 2020, 8 p.m.

All times Eastern Standard Time

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

Committee chairperson call in and times:
Per arrangements with Lynne Anderson-Powell, NCA Second Vice-president:

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

Videoconference instructions – pp. 5-8

**Agenda**

1. **Opening Ceremony:**
   1.1. Roll Call
   1.2. Motion to adopt agenda

2. **Special Order: AKC Delegate’s Report (David Helming)**
   2.1. 2021 AKC Lifetime Achievement Nominations pp. 9-10

3. **Approval of Minutes:**
   3.1. Regular Board teleconference meeting September 17, 2020;
   3.2. Special Board teleconference meeting September 28, 2020;

4. **President’s Report (John Cornell):**
   4.1. Contracts
   4.2. Annual Non-profit Annual Report

5. **First Vice President’s Report (Mary Lou Cuddy):**
   5.1. See officer report in packet – p.17

6. **Second Vice President’s Report (Lynne Anderson-Powell):**
   6.1. See committee reports

7. **Recording Secretary’s Report (Donna Thibault):**
   7.1. The mailing of notices of the Nominating Committee report was completed on September 23, 2020.
   7.2. Prepared minutes of September 17 and September 28, 2020 meetings;
   7.3. Compiled agenda and meeting packet for this meeting.
8. **Corresponding Secretary’s Report (Pam Rubio):**
   8.1. Showsight magazine request; p.18

9. **Treasurer’s Report (Mary L. Price) –**
   9.2. Periodic Balance Sheet: September 30, 2020

10. **Immediate Past President’s Report (Pam Saunders)**

11. **Standing Committee Reports – starting on p.**
    11.1 Membership Committee – Mary Lou Cuddy;
    11.2 Regional Club Liaison – Sue Marino;
    11.3 H&L Committee – Shauna Bryant; Recommendation re: testing –
    11.5 General Education Committee – Brooke Moore –

12. **Special Committees –**
    12.1. Strategic Plan Focus Groups – updates
         a. Finance – Sue Marino, Chair – recommendations,
         b. Education – Pat Randall, Chair – survey request with link on
         c. Member Engagement – Mary Lou Cuddy, Chair

13. **Executive Session –**

14. **Unfinished Business and General Orders**

14.1 **Breeders Education Committee:** A request to prepare a *Newf Tide* article about the *AKC Stud Book*, and the percentage of Newfoundland litters bred by NCA members. (due January 2, 2019 agenda deadline).

14.2. Appoint Advertising and Promotions Committee (Adopted, August 18, 2016; repost position per approved action at October 9, 2019 BOD meeting; referred to the Finance Focus Group September 2020).

14.3. **National Specialty Show Coordinating Committee:** That the Specialty Show Committee thoroughly review the Specialty Show Guide and include all previous updates for NCA-hosted shows. In addition, a separate volume should be updated and created for the Regional Specialty Guide. Deadline: 2019 Fall F2F Meeting. (March 19, 2020 - 2nd Vice-president to follow-up; update due June 2020 meeting)

14.4. The following was referred to the **National Specialty Show Committee:** (update due October 2020 meeting)

   Motion: Request the National Specialty committee to consider guidelines for dedicating an NCA national to specific persons.

   Whereas,
   1. sometimes it is appropriate to dedicate a specialty to a particular person, but there are no guidelines on any criterion to be used, and
   2. It would be better to consider this problem in advance rather than on the spur of the moment,

   Therefore, I move that
1. The problem be referred to the National Specialty committee for their input on guidelines, and they report back to the board at the February meeting with some rough guidelines on such policy or the statement that they do not think any policy is feasible at this time.

14.5. **General Order:** Jack Dean move, and Lynne Anderson-Powell seconded that:

"Whereas it appears that:

1. The status of the NCA seal as a copyright or trademark item is uncertain and board members having different impressions of what the law is and how we enforce our rights. 
2. The NCA seal has never been registered with federal authorities. 
3. There should be some type of competitive bidding on having someone properly register the NCA Seal. Now, therefore, I move that the board should come up with a plan to find qualified people and determine what they would charge for doing this as well as other associated costs. The motion passed unanimously. (The action was amended on October 17, 2019 by assigning a reporting date of December 5, 2019 - for the December 19, 2019 meeting. A partial report was received on March 26, 2020; update due for June 2020 meeting.)

14.6. **General Order:** Retired Kennel Name Prefixes. (Lynne Anderson Powell, chair of a Special Committee)

14.7. Referral to H&L Committee regarding the letter from Arbitration Committee for comment and report back by the September 2020 board meeting. (from July 16, 2020 meeting)

14.8. Arbitration Committee member's legal review about question put forward by NCA Arbitration Committee about their personal liability indemnification through the club insurance carrier. (President John Cornell to follow up on this item.)

14.9. Motion from the Strategic Plan Finance Focus Group to accept advertising and sponsorships from members and non-members on all NCA media, including *Newf Tide*, e-Notes and NCA’s social media. The motion was tabled to a future meeting. (September 17, 2020)
2020 – 2021 NCA Board Member Directory

**President:**
John Cornell
964 Williams Hill Rd
Richmond, VT 05477-9623
Cell: 802/363-9333
Email: jecornellboard@gmavt.net

**First Vice President:**
Mary Lou Cuddy
1660 Burch Rd
Granville, NY 12832
Home: 518/496-7377
Cell: 518/496-7377
Email: bearscamp@gmail.com

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

**Recording Secretary:**
Donna Thibault
514 Bassetts Bridge Rd.
Mansfield Center, CT 06250
Cell: 860/465-7743
Email: donnatbo@live.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: 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

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

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

**Director:**
Steve Britton
P.O. Box 554
Montrose, MI 48457-0554
Home: 810/639-6898
Cell: 810/247-3458
Email: stevebritton.ncaboard55@yahoo.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:**
Pat Randall
3091 Smyrna Church Rd
Chatsworth, GA 30709-6072
Cell: 843/697-1113
Email: pkrboard2011@comcast.net

**Director:**
Stacy Roderick
4309 179th Ave NW
Vaughn, WA 98394-9700
Cell: 360/620-0466
Email: stacyroderick1@gmail.com

**Director:**
Katie Sidesinger
27927 Alabraska Lane
Evergreen, CO 80439-6549
Home: 303/999-7862
Email: katiesidesinger@gmail.com

Revised: 05/13/2020
StartMeeting Video Conferencing

You will need to download a StartMeeting application to the device you plan to use for our video conference. The link to the various apps available is:

https://www.startmeeting.com/downloads#download_application

Once you have installed the StartMeeting application you can start that StartMeeting app and it will bring you to the initial StartMeeting screen.

At this screen you can either Join or Host as meeting. Select Join
This will bring up the sign in screen for a meeting

Fill in your name, email and the Meeting ID which is **Board43**

Click the green JOIN button

(Hint – you can also click the remember me check box and it will save this info for the next meeting)
You will now see the following screen:

![Meeting Lobby Screen](image)

Just click the “I will decide later” (see red box) under the boxes and above the tool bar.
That will take you to a screen like this:

To turn on your video you will click the video camera icon on the left of the bottom tool bar. You will then see the video image.

With Video conferencing Startmeeting displays the current speaker and up to five of those who speak most frequently. You can also display the list of attendees by clicking the Attendees icon on the bottom tool bar.
Hi Donna - pls share with the Board and suggest it be discussed at the next Board meeting - Thanks, Dave

David A. Helming  
Chief of Staff  
Co- Show Chairman  
The Westminster Kennel Club  
111 Broadway Suite 805  
New York NY 10006  
212-213-2542  
d.helming@westminsterkennelclub.org

Begin forwarded message:

From: American Kennel Club <amy.hamernick@akc.org>  
Date: October 2, 2020 at 12:31:37 PM EDT  
To: "Mr. David Helming" <davidhelming@aol.com>  
Subject: 2021 AKC Lifetime Achievement Awards Nominations  
Reply-To: amy.hamernick@akc.org

Dear AKC Member Clubs,

I am pleased to invite your club to participate in the selection of recipients for the annual American Kennel Club Lifetime Achievement Awards. Three awards, in the categories of Conformation, Companion Events and Performance, will be presented in recognition of exceptional participation in the fancy. Nominations are being solicited from AKC Member Clubs for individuals who have contributed significantly to our sport for many years on a national level.

Each AKC Member Club may nominate one candidate in either one, two, or all three categories.
To enter your nominations, please send an email with the club name, event category and candidate selections to amy.hamernick@akc.org by November 20, 2020. Current AKC Staff are not eligible, nor are past recipients. Click here to view the list of past winners.

When the AKC has received the responses and computed the results, Member Clubs will receive a second email with the top three nominees in each category for your final selection. The nominee receiving the most votes in each of the categories will comprise the 2021 winners. Presentation of the awards will be made in conjunction with the March 2021 Delegate Meeting.

As this award celebrates the distinction, integrity and commitment of the recipients, we encourage club members to seriously consider the nominations. Thank you for helping the American Kennel Club honor outstanding members of our fancy!

Kind Regards,
Amy Hamernick
Office of the Executive Secretary
The Charitable Trust Management Board (CTMB) met on Wednesday, October 7, 2020.

During the meeting:

- Clyde Dunphy, Chair, reported:
  - That the Morris Animal Foundation’s Request for Proposals for the CTMB’s Donor-Inspired SAS study was sent to CTMB members for review.
  - That the invoice from Dr Booth (Yale) for the NFLA lab fees had been received and submitted to Mary L Price for payment.

- Mary L Price, Treasurer, reported the following:
  - Updates on the balances and the Morgan Stanley accounts.
  - Updates on CD interest rates

- NCA Rescue: Mary L reported the following:
  - Rescue numbers are going up, probably due to people going back to work and not having time for the dog.
  - South Central recently took in 13 rescues, including two pregnant bitches from a producer in southern Indiana. Both bitches have now whelped.
  - South Central has taken in 59 Newfs to date in 2020.
  - A thank you letter was received from Cathy Derench who assisted with a double cruciate case that received a Barrister grant.

- NewfCare: Research and Rescue newsletter:
  - There was discussion about content for the next few issues.

- Charitable Trust Annual Report:
  - Following the discussion of content for the NewfCare newsletter, there was additional discussion of the Annual Report which will ride with 1st Quarter 2021 Newf Tide.

- NFLA Committee:
  - Clyde reminded the CTMB that he had forwarded an email from the NFLA committee regarding the proposal that Vilma Yuzbasiyan-Gurkan, PhD (Michigan State) will be submitting to Morris Animal Foundation for the $10,000 grant they are offering. This study will be reviewed by MAF in early November and the Charitable Trust and members of the NFLA committee are invited to call into the review call.
  - The Booth study is reported to be close to finishing and should be headed towards peer-review and publication.

- The next meeting will be Wednesday, November 4, 2020 at 8:00 pm.
8.1 CORRESPONDING SECRETARY

From: Samantha Adkins <samantha@showsightmagazine.com>
Sent: Friday, October 2, 2020 12:55 PM
To: Samantha Adkins <samantha@showsightmagazine.com>
Subject: Breed Education : Help us showcase your breed

Dear National Parent Club,

Is your breed getting the exposure it deserves? Are your members easily accessible to the dog-loving public? Would your breed and club benefit from increased visibility?

In today's digital world, breeding happy and healthy purebred dogs does little for the sport if puppy buyers are unaware that a breed even exists. Now and in the future, breed preservation depends on the ability to reach as many prospective homes as possible. Thanks to social media platforms and searchable websites, finding a canine companion has never been easier. Unfortunately, many established breeds are losing converts to designer mix dogs and rescue organizations with a greater online presence.

As Showsight prepares to launch our new, interactive content-driven website, we would like to assist your organization in its mission to promote breed awareness. To this end, we would be honored to publish content about your breed that might include articles related to choosing a breeder, raising and socializing puppies, placing older dogs, training tips and tricks, show preparation and grooming, finding a mentor, nutritional needs and veterinary care, the importance of health testing, and anything else that could prove invaluable to someone interested in your breed as a companion.

Showsight is committed to helping preservation breeders connect with potential puppy buyers by raising breed awareness through education. The articles you send us will become integral parts to breed links on our dynamic website. Each article we post connects to the AKC Group, the Breed, and broader topics such as training or nutrition. Our website will have tens of thousands of visitors per day, and multiple chances to learn about your breed! No other website can provide such a comprehensive and interconnected way to showcase breed education.

We hope that you will help us to introduce your breed to the more than 36,000 Showsight subscribers and nearly 100,000 Facebook, Instagram, and Twitter followers who turn to us for information about purebred dogs and the sport we all enjoy.

If your club's objective is to promote your breed's very best qualities, please let us help you achieve your goal.

Thank you

Showsight “ The Dog Show Magazine’ Since 1992
512.541.8128
hello@showsightmagazine.com
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# Receipts and Disbursements - Operations
## September 1 - 30, 2020

### Newf Tide back issues
- **9/20/2020** DEP Vari 48.00
- **9/28/2020** DEP Vari 1,485.00
- **9/28/2020** DEP Vari 1,800.00

### Expenses
#### Breeders Education
- **9/25/2020** 8319 Elan teleconf. 8/6 -5.07

#### Breeders Referral
- **9/25/2020** 8319 Elan tel. line -12.49

#### Legal
- **9/28/2020** 8328 State Of Michigan corporate annual report -20.00

#### Membership
- **9/1/2020** EFT Stripe -5.92
- **9/2/2020** EFT Stripe s.c. -9.98
- **9/2/2020** EFT Affinipay s.c. -10.72
- **9/3/2020** EFT Stripe s.c. -5.10
- **9/3/2020** EFT Stripe s.c. -4.96
- **9/4/2020** EFT Stripe s.c. -7.58
- **9/10/2020** EFT Stripe s.c. -2.48
- **9/11/2020** EFT Stripe s.c. -8.00
- **9/16/2020** EFT Stripe s.c. -9.60
- **9/20/2020** 8317 M L Cuddy postage -184.28
- **9/21/2020** EFT Stripe s.c. -2.62
- **9/24/2020** EFT Stripe s.c. -7.44
- **9/25/2020** 8319 Elan Welcome packet postage -131.75
- **9/30/2020** EFT Stripe s.c. -40.43

#### Miscellaneous
- **9/11/2020** EFT Affinipay NHC donation - T Lewin 15.00
- **9/29/2020** EFT Affinipay donation - E Rodgers 50.00
- **9/30/2020** 8329 NHC donation via Affinipay -15.00

#### Newf Ambassador
- **9/25/2020** 8319 Elan teleconf. 8/5 -1.27

#### Newf Tide: administrative
- **9/23/2020** EFT Stripe s.c. -18.00
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Newfoundland Club of America, Inc.
Balance Sheet
as of September 30, 2020

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<tr>
<td>National Specialty stipend CD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CD 12 months - due 7/26/21 .70%</td>
<td>12,737.40</td>
<td>12,737.40</td>
</tr>
<tr>
<td>Total Operations</td>
<td>195,429.62</td>
<td></td>
</tr>
</tbody>
</table>

Juniors Fund
Checking | 1,682.70 | 1,682.70 |
CD 6 months - due 2/28/21 .65% | 5,284.91 | 5,284.91 |
6,967.61 |

Uniform Trophy Fund
Checking | 2,036.97 | 2,036.97 |
CD 6 months - due 2/28/21 .65% | 8,475.36 | 8,475.36 |
10,512.33 |           |

NCA, Inc. | 212,909.56 | 74,913.77 | 12,013.78 | 125,982.01 |

prepared by
Mary L. Price
Treasurer
Section 11 – Standing Committees:

11.1 MEMBERSHIP COMMITTEE:

During discussion with TRAC and the Membership Committee, it was agreed that the primary member of a double membership will be the default when determining the opt-outs for the club notices and the Membership Directory. If the primary member chooses to opt out of one or both options, the secondary member will automatically be marked the same. Any issues that arise from this will be handled on a case by case basis.

Mary Lou Cuddy

11.3 H&L COMMITTEE

From: Shauna Bryant <newfies23@gmail.com>
Sent: Wednesday, September 16, 2020 4:37 PM
To: NCA BOD 2nd VP
Subject: Re: Referral to H&L

Hello,

H&L recommends that the board adopt the following policy; Only NCA recommended tests be included in NCA publications with CHIC tests being listed first. In saying that, we realize that some clarifications need to be made regarding NCA recommended tests. If this policy is adopted, only heart clearances by a board certified cardiologist would be published. The CERF eye exams would only be listed if they are current.

Thank you,

Shauna Bryant

11.4 NCA General Education Committee

October, 5 report

We had our first meeting and are getting to know each other and formulate goals and ambitions for the coming year. Everyone has been asked to come up with priorities for topics for exploration in Podcasts or Interviews.

Our regular meeting time will be the second Tuesday of the month at 7pm Eastern Time.

At this point I feel we will have a better amount of information to convey after our October meeting and after everyone has had a chance to look over the lists and come to some conclusions. The group is motivated and has a good diversity of experience to bring to the task.

One topic that we will be addressing this month is to consider creating a Newsletter for our Committee like others have done in the last few months. These are so well received that I think
we will for sure want to do so but more likely around the first of the year to give us some time to sort out format and topics and responsibilities.

There are 2 potential members pending and I have not had time to focus on them but will do so in the next few weeks.
Sales & Marketing Manager Job Description

Recommendation – approved and submitted by the Strategic Plan Finance Focus Group – 10/6/2020:

To establish a Sales and Marketing Manager position to provide prospective vendors with opportunities within the NCA community to market their products, with a goal of generating additional revenue for the NCA. This position answers directly to the Board of Directors of the Newfoundland Club of America.

Responsibilities:

- Promote the opportunity to vendors to have their products presented to the Newfoundland community by introducing them to the benefits of advertising/sponsoring with the NCA.
- Review the budgets of the NCA and monitor the clubs outside revenue streams.
- Research additional products/sponsorships to help to meet the club’s revenue goals.
- Gathering, investigating, and summarizing market data and sponsorship trends.
- Implement new sales and marketing plans.
- Develop, maintain and grow relationships with vendors and advertisers.
- Establish ongoing communication with decision-makers of entities to understand their needs and anticipate marketing opportunities for the future.
- Stay current in the sport of dogs to speak with depth of knowledge to vendors and advertisers.
- Develop a budget to support the functions and responsibilities of this position.
- Provide leadership to a team to support these activities.
- Other related duties as needed.
- Format sponsorship levels with descriptions.

The successful Sales and Marketing Manager will have strong interpersonal, leadership and communication skills, an in-depth knowledge of the sport of purebred dogs, and sales and marketing fundamentals.
12.1.b Strategic Plan – Education Focus Group

Request to send the survey found at this link to the NCA membership:

https://docs.google.com/forms/d/e/1FAIpQLSdmExWQZBV-0n3Qms518Q-bV8fPCv1BgvTixJe6eDMXspLMMA/viewform?gxids=7757
From: Pamela Rubio <pamelar@garlic.com>
Sent: Sunday, October 11, 2020 5:46 PM
To: Donna Thibault
Subject: Fwd: Has the NCA considered this?

Sent from my iPad

Begin forwarded message:

From: Marylou Zimmerman <marylouz@icloud.com>
Date: October 11, 2020 at 8:36:18 AM PDT
To: John Cornell <longship@gmavt.net>, Mary Lou Cuddy <bearsCamp@Gmail.com>, Lynne Anderson <Threeponds_Newfs@msn.com>, Pam Rubio <pamelar@garlic.com>
Subject: Has the NCA considered this?

They provide a lot of good educational resources
If you're interested in learning more about the program, fill out this interest form: https://docs.google.com/forms/d/e/1FAIpQLSdmExWQZBV-0n3Qms518Q-bV8fPCv1BgvTixJe6eDMXspLMMA/viewform?gxids=7757

You Spoke, We listened.

After receiving an overwhelming amount of interest from Clubs around the country and requests from many Club boards to extend our deadline, we decided to move our priority application period to November 30, 2020.

About Good Dog's Club Partnership Program

We offer Club Partners, including Parent, Specialty, Regional, Local, All-Breed, Performance and other clubs, exclusive benefits, such as club support and promotion (including an annual grant of up to $2,000 to support the Club and annual contributions to breed-specific health research), assistance promoting and protecting the Club’s breed standard and health testing requirements, if applicable, free legal and tech/website support, and much more!
EXECUTIVE SESSION
Proposal for Web Design and Maintenance Services
Newfoundland Club of America, Inc
April 29, 2010

Current Status of NCA Online Presence -

7 HTML based sites totaling 986 pages
1 Mail Server Site (ncadogs.org) with 53 email accounts and 27 forwarders

Current sites average 35,000 unique visitors/month
Sites routinely rank in the top 3-4 sites on Google™ search results – Newfoundland Dog, Newfoundland Puppy, Newfoundland Breeder

Inputs -

Information is received from the NCA BOD, Newf Tide editor, 39 Committees and member suggestions. Content is provided via electronic file (doc, odt), pdf, hard copy or content suggestion.

Updates include straight text posting, scanning/OCR and formatting, page design and layout, graphic creation and content research.

Regular consultation with committee chairs regarding site posting and technical information is required.

Current Market Rate fees -

Website Maintenance (Edit Text, Edit Photos, Data Entry) $45 per hour
Custom Web Design (Graphic Design, HTML, JavaScript) $65 per hour
SEO (Search Engine Optimization – keyword placement, GoogleAdWords™, Article Marketing) $50 per hour

Proposal for services -

4 hours/week updates, maintenance, design and SEO @ $40/hour yearly contract at $8320.00

This proposal would not include major site revisions, creation of new CSS or reworked site navigation.