

You Should Know



Susan Casey
Editor

Perhaps you've noticed in the last couple of months that there have been a few changes to your *Review*, and maybe you're a bit confused. We couldn't blame you at all if you are. Even our printer got confused.

Here's what is happening. At its regular meeting at the end of April, your Board

of Directors voted to make a few changes that would result in some significant cost savings to the GSDCA. One was to change the coating on the cover. Many never even noticed this change, some commented that they liked the new look better than the glossy look. Another change reduced the weight of the paper inside the magazine; we had no comments on that.

The most obvious change was the elimination of the plastic wrapping, otherwise known as a poly bag. We did not implement that change until after the mailing of the June *Review* so that if there was a problem, the issue with the club roster would not be affected.

So the July issue was mailed without the poly bag. Some members asked where it went, most said nothing. Five people contacted us to replace their magazine that had been damaged in transit. So far so good. Then in late July one of the production staff at the printer forgot that we were not using poly bags anymore and sent the August issue out in bags. Ooops! Of course the printer gave us a credit on our invoice so it did not cost the club anything. All of this undoubtedly caused some confusion so we thought it would be a good idea to clear that up. This issue and those in the foreseeable future should not be bagged.

After the July issue arrived sans bag, I did receive a few calls. One of the callers suggested that she understood the need for reducing expenses, but that she would be willing to pay an extra amount to have her *Review* arrive in a poly bag and she thought that there might be others who would feel the same. So we talked to the printer about what that would entail and then we presented the option to the BOD at the July meeting. The board agreed that if there is enough interest, we could offer individual poly bagging for \$5 a year.

The way that would work is that we would modify the membership renewal form to include an option for bagging. If you choose to add the poly bag to your membership you would indicate that on your renewal form and add \$5 to your membership check or credit card charge if completing it online.

Of course this will cause some additional work, mostly for our hard-working Membership Chair Dania Karloff. So we'd like to get a feel for how many of you would be interested in paying an additional \$5 a year in order to have your *Review* delivered in a poly bag. Please take a minute or two and email either Dania (GSDCA Members@aol.com) or the *Review* (GSDReview@aol.com) and let us know if you would like to participate. At the end of September we will tally the responses and decide if we should implement this or not.

Another significant change adopted by the board is to combine the November and December issues into one. Even in good times those two issues are pretty slim. The peak of the show season is over and many people are concentrating on things other than advertising. So this year you will receive a November/December issue that should arrive right around Thanksgiving. So whether you'd like to place a dog-related ad, a holiday ad or a simple holiday greeting, that will be the issue to be in. We'll even push the deadline a bit to accommodate those ads. For more information on the holiday issue and advertising opportunities, see page XX of this issue.

Have you taken advantage of the opportunity to have your name read at the National, and have it appear on the streaming video as well? It could be your name, your dog's name, your friend's name or even your organization's name! Just donate a National trophy and let the committee know whose name should be read when the trophy donors are announced at the beginning of each class. For more information contact National Trophy Chair Pam O'Dell, 206-778-3170 or Norberge@aol.com. She will be delighted to help you.

We will try again this year to bring along some *Reviews* from previous years to sell at the National. Magazines from 2007 and earlier will be just \$1 each. Now is the time to fill in the holes in your collections. Look for us at one of the Parent Club tables in Salt Lake City. If there is a particular issue from any year in which you might be interested, let us know before October 4 - GSDReview@aol.com or 303-660-0535. ■



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