

The German Shepherd Dog Club of America, Inc.
Conference Call Meeting
August 27, 2011

Officers	Present: Tish Walker, Lanalee Jorgensen Law, Laura Gilbert, Ginny Altman, and Nadine Grady.
Class of 2011 Directors	Present: Zoe Backman, Bill Burggraaf, Ken Downing, Dorothy Linn, Gary Szymczak, Dean Wylie. Absent: Carmen Battaglia
Class of 2012 Directors	Present: Bart Bartley, Frank Fasano, Fred Migliore, Carol Moore, Nancy Harper-Mulvaney. Pam O'Dell arrived at 11:35am. Absent: James Moses
Conference Call	Tish called the meeting to order at 11:02 am, CDT.
Roll Call	All Officers and Board members were present except for Carmen Battaglia, and Jim Moses who were absent.
Agenda	Notice of the Conference Call meeting was sent on August 18 and the announced subject of the conference call was the recently adopted motion to go to a bimonthly GSD Review beginning in January of 2012.
Motion	Lanalee Jorgensen-Law moved and Fred Migliore seconded that the motion be rescinded.
Discussion	Bart opened discussion and said he favored a smaller format and black and white advertising. Bill Burggraaf expressed the opinion that the magazine format and frequency should remain as it is. He also noted that the Review did not operate at a loss in 2010. Gary stated that the club needs to realize some cost savings. Nancy expressed the opinion that we need to examine the club operations and that marketing the Review and proper reporting to the Board should be an objective and additionally she said that she supported a smaller format. Lana expressed concern regarding the decision making process that we as a board have engaged in and that important decisions seem not to be well thought out. Laura noted that there is a method of polling membership behind the membership wall and we might consider that. She expressed the opinion that members, especially those without email access, look forward to the magazine. She noted, also, that the Review had \$9000 income in 2010. Ken spoke in support of strengthening the marketing effort and looking at other areas and programs in the expense budget for cost savings. He believes that there are additional areas within the Review that can represent a savings to the budget. Zoe reviewed some of the expense reporting and noted that at this time the Review seems to be operating with a profit. Ginny Altman questioned, based on the history of the smaller format change to the standard format and other sources, that going to a smaller format was going to result in cost savings. She also recounted a time when a subscription to the Review was separate from membership in the club. She stated that she was opposed to using membership money that was intended for the Review to fund other programs that were operating in the red. Fred expressed the opinion that the club needs to save money and that it is not relevant that the Review is today operating in the black.
	Dean Wylie moved to stop debate. It was seconded and all voted in favor of stopping debate.
Vote	The vote on the motion to rescind was as follows. For: Bart Bartley, Bill Burggraaf, Carol Moore, Dean Wylie, Dorothy Linn, Frank Fasano, Fred Migliore, Gary Szymczak, Nancy Harper-Mulvaney, Lanalee Jorgensen-Law, Laura Gilbert, Ken Downing, Zoe Backman, Ginny Altman. Opposed: Nadine Grady.
Motion	Frank Fasano moved that the Review continue in the current format and frequency, which is eleven issues a year. The motion was seconded and discussion followed.

Discussion	<p>Bart spoke in favor of the smaller format. Others spoke in favor of the current frequency and format. Strong support was expressed that we need a committee improve the marketing efforts being made for commercial and private advertising.</p> <p>Pam arrived at 11:35</p> <p>Gary stated that we cannot continue to spend money the way we are and that the Review represents one way to save money. Pam stated that she supports saving money but would like to continue with the current magazine and find future cost savings opportunities during this next year.</p>
Vote on Motion	<p>For: Bill Burggraaf, Carol Moore, Dean Wylie, Dorothy Linn, Frank Fasano, Nadine Grady, Nancy Harper-Mulvaney, Lanalee Jorgensen-Law, Laura Gilbert, Ken Downing, Pam O'Dell, Zoe Backman, Ginny Altman.</p> <p>Against: Bart Bartley, Fred Migliore, Gary Szymczak</p>
Motion to adjourn	Dean Wylie moved and it was seconded to adjourn.
Vote	<p>For: Bart Bartley, Bill Burggraaf, Carol Moore, Dean Wylie, Dorothy Linn, Fred Migliore, Gary Szymczak, Nadine Grady, Nancy Harper-Mulvaney.</p> <p>Opposed: Lanalee Jorgensen-Law, Laura Gilbert, Zoe Backman.</p>
	The meeting was adjourned at 11:47 am
	Ginny Altman, Recording Secretary August 27, 2011