

The German Shepherd Dog Club of America, Inc.
July Board Meeting
July 30-31, 2011

Ramada Philadelphia Airport

Philadelphia, Pennsylvania

Officers	Present: Tish Walker, Lanalee Jorgensen Law, Laura Gilbert, Ginny Altman, and Nadine Grady.
Class of 2012 Directors	Present: Bart Bartley, Frank Fasano, Fred Migliore, Carol Moore, James Moses, Nancy Harper-Mulvaney, Pam O'Dell.
Class of 2011 Directors	Present: Zoe Backman, Carmen Battaglia, Bill Burggraaf, Dorothy Linn, Gary Szymczak, Dean Wylie. Absent: Ken Downing
Committee Chairpersons	Present: Dan Dwier, Ethics Committee; Gloria Sinclair, Regional Club Challenge; Joy Schultz, GSDCA-WDA office.
Members	Present: Ted Beckhardt, Joe and Charlene Mazepink, Susan Fontaine, Phyllis Kraft, Lauren Gerloff, Melanie Fuellgraf, Beverly A. Melcher, Bob Grady, Karin E. Wagner, Bill Sinclair, Donna Beadle, Rose Ingram.
Call to Order	The GSDCA Membership meeting was called to order at 8:13 am on Saturday, July 30, 2011 by Tish Walker, President.

I. Approval of Minutes

	Ginny Altman moved that the April Board meeting minutes, April 30, 2011, April Board Meeting adjourned Conference Call minutes, May 4, 2011 and the June 22, 2011 Conference Call minutes be approved as distributed. Nadine Grady seconded the motion. The reading of the minutes was waived and minutes were approved unanimously.
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II. Report of Recording Secretary - Ginny Altman

	Guests were requested to sign in. The approved minutes will be distributed to the GSD Review for publication and to the website to be placed behind the membership wall.
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III. Report of Corresponding Secretary - Laura Gilbert

	<p>Laura informed the Board that a notice from the AKCCHF was sent to the GSDCA that a Health Information letter is available from them. Members can subscribe to the newsletter by going to the website, akcchf.org and following the prompts to sign up to get the newsletter delivered to them by email. This notice will also be sent out in the Board O Gram.</p> <p>Laura distributed the bids for the election. She explained the elements of the bid for the printing as quoted by Professional Printing Center and for the counting process by Honest Ballot, which includes an audit process which complies with the bylaws.</p> <p>Laura moved that the Board eliminate the inclusion of the privacy sleeve and eliminate the BRE. The motion was seconded. Following discussion and clarification by Laura that the intent is that the Business Reply Envelope (BRE) not have return postage but is printed with the agent and the member from which it came along with the signature line, Ginny moved to amend the motion to strike BRE and insert return postage. The amendment was seconded and carried.</p> <p>The motion to approve the bid for printing from Professional Printing Center and Honest Ballot for the counting process was adopted unanimously.</p>
	Laura reported that members can purchase duplicate pins and certificates that are awarded for AKC titles for co-owners. Members are also welcome to purchase replacement pins for those that have been lost. The most current information has been updated on the GSDCA website.

	<p>Laura reported that the Office is receiving approximately 15 public inquiries per week asking for information on the German Shepherd Dog, asking for listings of Regional Clubs and information on the GSDCA. Once monthly, an email is sent to Regional Club Secretaries of individuals who have requested Regional Club information, so that Regional Clubs can reach out to these individuals. New GSDCA Applicant information is also sent to Regional Clubs. It is up to the Regional Clubs to determine if these individuals are in their territory and invite them to club events and activities.</p>
	<p>Laura reported that, effective June 30, 2011, we have 95 Regional Clubs in good standing. She reported that the annual meeting notice was mailed out on July 1, 2011. A copy of the Annual Meeting Notice has been placed behind the Members Wall on the GSDCA website. Results of the Board of Directors election will be announced at the Annual Meeting to be held September 29, 2011. The results of the Judges elections will be announced at the Victory Dinner, Saturday, October 1, 2011.</p>
IV. Report of the Vice-President - Lana Jorgensen Law	
	No Report
V. Report of the Executive Committee - Tish Walker	
	<p>The Executive Committee met on May 23, 2011 to discuss the eligibility of Psychiatric Service Dogs in the Parade of Greats. Frank Fasano agreed to review the requirements for the Parade of Greats with Sam Colvin and report back to the Board.</p> <p>On June 29, 2011, the Executive Committee voted to award a silver medallion and certificate to Erin O'Shea who won the WUSV Universal Sieger title in Austria.</p>
VI. Report of President - Tish Walker	
Universal Sieger	<p>President Tish Walker reported on the WUSV Universal Sieger show, which was held in Austria at the end of June. GSDCA member and GSDCA-WDA member Erin O'Shea with her dog Zambo vom Riedschlurgi took first place in the competition. She has been awarded a GSDCA Silver Medal and a Certificate recognizing her and her dog for that Honor. The Board rose to a standing ovation to honor that announcement.</p> <p>Tish informed the Board that she has received a letter from Erin O'Shea with an expression of appreciation of the recognition and awards that she received from the GSDCA.</p>
ROM Sire	Chris Carter is the current ROM Sire Chair and has received the e-ROM program from Barry Bouchard. Chris has started to work on the ROM Stud Dog tabulations.
Meet the Breed	There will be a GSDCA Meet the Breeds booth at the 2011 AKC/Eukanuba National Championship in Orlando, Florida in December. Diane Roberts has agreed to handle this Meet the Breeds booth this year. Treasure Coast Club members will be supporting that effort.
Sieger Show	Tish reported that she will be attending the Sieger Show this September. She is working on a color announcement flyer to take to the Sieger Show so that the 2013 World Trial location can be announced and promoted there. The flyer in its draft form was available for viewing and comment at the Board meeting and will feature both the GSDCA, Inc. and the GSDCA-WDA, Inc. logos.
2013 WUSV	Tish reported that Dan Yee is Chair of the 2013 WUSV World Trial and has been in contact with Mr. Henke, President of the SV. He has informed him that the Philadelphia Stadium has been secured for the World Trial and Dream Park is reserved for the National. SV President Wolfgang Henke has informed the GSDCA and GSDCA-WDA that the SV World Agility Trial will be offered for the first time at our Centennial.

9/11 Tribute	Tish reported that she has received communication from the Finding One Another 10 th Anniversary 9/11 Tribute to SAR Community of 9/11. The Tails of Hope Foundation will have a Tribute Ceremony honoring the men, women and dogs serving at Ground Zero in New York on September 11, 2011. Various supporting groups will send more information. They are requesting donations to support this recognition ceremony.
VII. Report of the Treasurer - Nadine Grady	
	Nadine reported that copies of all financial statements were distributed to the Board for their review. The 2010 Audit is complete. The audit was delivered during the Board meeting and was distributed to the Board members.
VIII. AKC Delegate Report - Carmen Battaglia	
	Carmen requested direction in casting his vote regarding a proposal for a rule change to implement a Reserve Best in Show.
Motion	Following discussion, Dean Wylie moved that we ask Carmen Battaglia to vote in favor of this proposal. Bart seconded the motion and it carried unanimously.
Bylaws amendment	Carmen Battaglia announced his proposal to amend the GSDCA bylaws as follows: No person may become or remain a member of the GSDCA if convicted of a misdemeanor or felony involving the theft, embezzlement or misappropriation of funds or property from any AKC regional club affiliated organization or subsidiary in a civil court action within the previous ten (10) years. The same would apply to a person found liable for the theft, embezzlement, or misappropriation of funds or property from the GSDCA, any AKC or GSDCA subsidiary or affiliated organization or an AKC sanctioned, licensed or regional club in a civil court action within the previous ten years. Ginny Altman moved to refer this proposed bylaws change to the Bylaws Committee. Motion was seconded and failed adoption. For: Nadine Grady, Ginny Altman, Zoe Backman, Dorothy Linn. Opposed: Fred Migliore, Carmen Battaglia, Nancy Harper-Mulvaney, Bill Burggraaf, Pam O'Dell, Carol Moore, Laura Gilbert, Lanalee Jorgensen Law, James Moses, Frank Fasano, Gary Szymczak, Dean Wylie, Bart Bartley. The motion to approve the proposed bylaw amendment for the GSDCA, Inc. was adopted. All voted for the motion with the exception of Ginny Altman who was opposed.
	Carmen informed the Board that Lisa Gonzales of the AKC has launched a campaign entitled "Good Things We Do" on behalf of the AKC. The purpose is to build awareness of the not-for-profit status of the AKC and to encourage dog owners to register their dogs. The AKC website has a new look and it features a GSD puppy. The website gets a million hits a week.
	Carmen noted that the "Finding One Another" 9/11 SAR tribute has partnered with the Doberman Pinscher Club of America, the US War Dog Association and others to use this event to work to change military policy that any dog serving out of the country in the Military cannot retire until the dog is back home in U.S. and to eliminate breed specific policies in all military base housing.
Recess	The Board was in recess from 9:30 to 9:50am.
	At the conclusion of the recess, members were asked to view a hand-made quilt, which will be taken to the National as a raffle to benefit. Laura noted that raffle tickets will be sold at the National and are available at this board meeting as well.
National Specialty - Bill Burggraaf	
Performance	Bill reported that the hotel reservations are exceeding expectations and that the preliminary assessment based on hotel reservations is that we will have a very successful National in Topeka. The premium list is going out shortly. Tracking and Herding start on Saturday 24 th & 25 th . Agility All Breed is Monday the 26 th , followed by Agility Fun match. The German Shepherd Agility is Tuesday and Wednesday, with the Agility Invitational Wednesday Evening.

Show Chair Assistant	Bill noted that each chair is taking a lot of responsibility for the various venues at the National. The responsibility they are sharing with him is making the show run very well. Bill is looking for someone who is interested in assuming the responsibilities of show chair, assisting him in 2011, 2012 and 2013 and preparing to assume future responsibility. Bill provided some examples of assistance that he has had.
Trophies	Bill announced that he has gotten word from the Trophy Chair, Judy Bendt, that all of the Trophies have been sponsored. Many expressions of gratitude to Judy were expressed. Board members and Guests acknowledged this wonderful accomplishment.
Welcome	The “ Welcome Evening” is Tuesday at the Capitol Plaza. Bill introduced a video display that will be available on “ Welcome Evening”.
Education Seminar	The Education Seminar will be held in the Host Hotel on Wednesday evening with Dr. Beverly Brimacomb speaking on Breeding, Reproductive issues and Frozen Semen. Conformation Puppy Classes, 4-6 months, will be starting at 10:00 am. Wednesday, followed by the Pre-National Specialty. Futurity/Maturity follows opening ceremonies on Thursday.
Herding	In her written report, Herding Chair, Theresa Royer announced the details of this years Herding Event. The Herding Premium List will be included in the 2011 GSDCA National Premium List this year, which will be distributed to all of our members. Theresa has also reached out to the local Kansas herding Clubs to communicate our weekend trials and she is very pleased to share that we have German Shepherds scheduling time at the facility and working the livestock in preparation for the National. There will be ‘practice runs’ on all three courses on Friday September 23 rd at Kansaquest Farms in Linwood, KS. Practice runs will be limited to 20 runs; exhibitors may contact Theresa for additional details. theresaroyer@hotmail.com The Herding Committee feels fortunate to be able to offer all three AKC Courses this year. The Trial and Test National Herding event will begin at 9am on Saturday at Kansaquest Farms with Judges Lori and Kent Herbel from Oklahoma. Instinct Testing will be offered with Sandy Moore and Sheryl Evans on Tuesday, September 27 th at Kansaquest Farms. Our 2011 Herding Committee includes Debbi Humble, Sharon White, Virginia Bailey, Sandy Moore and Dorothy Linn (liaison to the Board of Directors). The Herding Committee always welcomes volunteers to come out and assist with various tasks, no experience necessary! Dorothy Linn noted that all of the Herding Trophies have been sponsored and this is a noteworthy accomplishment. Hearty Congratulations were offered to the Herding Committee Trophy Chair.
Obedience	In her written report, Dalene asked if one of the board members attending the July board meeting would take pictures of the area which is slated for the 2013 National obedience trial and then send them on to her as well as someone to take photos of the site in Topeka, Kansas, between now and the first part of September. She noted that it is vital for the obedience chair to be familiar with the site.
Video	Bill reported that Pfizer Drug Company has expressed interest and is considering sponsor advertising on the streaming video. They are interested in exploring other options for exposure as well.
CVB	Bill reported that he works closely with the CVB in each of the locations in which we hold our Nationals. He has been able to achieve considerable discounting advantageous to members. It provides support for our being able to afford the facility.
Motion for Closed Session	Frank Fasano moved that the Board go in to Closed Session. Those in favor: Bart Bartley, Dean Wylie, Gary Szymczak, James Moses, Laura Gilbert, Carol Moore, Dorothy Linn, Pam O’Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Carmen Battaglia, Fred Migliore. Opposed: Zoe Backman, Nadine Grady, Ginny Altman.
	The Board was in closed session from 10:17 to 10:52 am
Open session	President Tish Walker announced that in closed session the Board discussed National Expenses and Income sources.

Streaming video	Lanalee Jorgensen Law reported that plans are underway to provide streaming video which will be a short delay from “real time”. This year the cameras will be in Agility and Obedience as well as 5 cameras covering various angles in Conformation. There will an archived video as well which will allow an additional week of viewing. Individual advertising and banner advertising is available on the streaming video. Regional Clubs will have an option for banner advertising their show for a rate as well. The fee for pay per view was discussed. Lana suggested a “week fee” vs a “day fee” with or without archived video. Lana recommended the following fees: \$40 for the week for non-members; \$30 for the week for members. For the week, with archived access, she suggested \$60 for members and \$70 for non-members.
	Gary Szymczak reminded the Board that we had previously agreed that if the sponsors were not in place by this meeting that streaming video would not be offered. The estimate of income at this time is approximately \$9000. Lana expects the costs to approach \$10,000.
	Lana proposed to conduct additional advertising. Carmen reminded the Board that we need to achieve income for streaming video and questioned how many would subscribe. James Moses expressed the opinion that it would be important to go forward with streaming video to prepare for that in 2013.
Motion to Rescind	Dean Wylie moved that the motion made in January regarding streaming video funding restriction be rescinded. The motion was seconded and carried. Those in Favor: Dean Wylie, Frank Fasano, James Moses, Zoe Backman, Nadine Grady, Ginny Altman, Laura Gilbert, Carol Moore, Dorothy Linn, Pam O’Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Carmen Battaglia, Fred Migliore. Opposed: Gary Szymczak. Lanalee Jorgensen-Law, as the chair of streaming video, abstained.
Motion	Ginny Altman moved that we adopt the recommendations proposed by Lana for pricing to members and non-members for the streaming video. Nadine Grady seconded.
Vote	Those in favor: Bart Bartley, Dean Wylie, Frank Fasano, James Moses, Zoe Backman, Nadine Grady, Ginny Altman, Laura Gilbert, Carol Moore, Dorothy Linn, Pam O’Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Carmen Battaglia, Fred Migliore. Opposed: Gary Szymczak The motion was adopted.
National Show Sites - Bill Burggraaf	
2012	Bill reported that the plans are underway for the Loveland, Colorado National.
2014	Bill asked Lana to describe a facility in Del Mar, California to the Board. Lana reported on her visit to the area and suggested that the facility held considerable promise for the GSDCA. Bill reported that the Purina site is also a facility that should be visited as a possibility for a GSDCA National.
Board meeting Sites - Bill Burggraaf	
	Bill asked for suggestions for sites that would be economically feasible for the Board meeting in January of 2012. It was noted that weather can pose a problem and the suggestions offered to Bill to be considered were Dallas, Atlanta, Phoenix and California.
Futurity - Carol Moore	
Judges	Carol distributed the regional club requests for judges. SW- GSDC San Antonio, Sunday, April 22, 2012 Judge: Bud Drew; Alt: Fran Rood SP -GSD San Diego, Sun, March 25, 2012 Judge Charlie Mardecz; Alt: Randy Darnell GL -GDDC Cent Indiana, Fri, April 6, 2012 Judge: John Bemont; Alt: Barbara Amidon MW - GSDC Wisc., Sunday, June 3, 2012 Judge: Cyndi Flautt; Alt: Lanalee Jorgensen Law MA - GSDC E Virginia, Monday May 28, 2012 Judge: Jack Kilgour; Alt: Terry Hower

Judges cont.	NW - GSDC Pacific NW, Sunday June 17, 2012 Judge: Sheree Moses; Alt: Randy Darnell MP - GSDC Reno, Fri, March 30, 2012 Judge: Ken Cunningham; Alt: Delaine Thompson NE - GSDC Rochester, Sunday, May 13, 2012 Judge: Jimmy Moses; Alt: Tedi Ginsburg SE - Greater Memphis, Sunday, May 6, 2012 Judge: Dan Dwier; Alt: John Vaught Carol moved that her recommendations, pending verification of eligibility, be approved. It was seconded and adopted unanimously.
Motion	Carol moved that the entry fee for the Futurity Maturity and Amateur Futurity be raised to \$28.00 Motion was seconded and adopted unanimously.
Motion Vote	Carol moved that: a dog out of a nominated litter, not previously entered in the Futurity, be permitted to enter the Maturity by paying a late fee of \$250 plus the entry fee, if the owner contacted the Futurity chair to enter into the Maturity. Following a second and discussion the vote was taken. For: Bart Bartley, Frank Fasano, James Moses, Zoe Backman, Nadine Grady, Ginny Altman, Lanalee Jorgensen Law , Laura Gilbert, Dorothy Linn, Pam O'Dell, Bill Burggraaf, Fred Migliore., Opposed: Dean Wylie, Gary Szymczak, Nancy Harper-Mulvaney.
Motion	Carol moved that Regional Futurity Trophies be paid for from the Purina Specialty Sponsorship Agreement. There was considerable discussion supporting the need of the Regional Clubs to have Parent Club support so that smaller clubs would be able to afford to bid to hold Futurities. There was discussion regarding trophy solicitation providing a financial incentive to Regional Clubs to increase their profits for those that do raise funds to cover trophies. Jim Moses noted that some clubs hosting futurities collected over \$1400.00 in trophy donations while others collected no contributions. There was additional discussion of the history of the use of the funds received from Purina. Bill stated that the funds were also intended to enhance exhibitor experience. He noted that the funds have, in the past, been used for various purposes at the national for which we still need funds. Jim suggested that budget and finance needed to study this before just allocating money in advance.
Vote	Roll call verification of each members final vote was taken on the motion to determine the accuracy of the members final votes prior to closing the voting process on this motion. Those in Favor: Bart Bartley, Dean Wylie, Gary Szymczak, Frank Fasano, Lanalee Jorgensen Law, Carol Moore, Laura Gilbert, Dorothy Linn, Fred Migliore. Opposed: James Moses, Zoe Backman, Ginny Altman, Pam O'Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Carmen Battaglia, Nadine Grady. Tish Walker voted with the opposed which tied the vote. As a tied vote, the motion is defeated.
Referred to Committee	By General Consent, President Tish Walker referred the subject of the allocation of Purina Sponsorship Funds to the Budget and Finance Committee for their recommendation as to how those funds would best be used with instructions to the Budget and Finance Committee to bring it back to the Board at a future time.
Motion	Carol moved to offer a Baby Puppy Class at the Futurity for an entry fee of \$15.00 or a litter fee of \$50 as a pilot program only at the San Antonio Futurity in 2012. The motion was seconded. For: Frank Fasano, James Moses, Zoe Backman, Nadine Grady, Gary Szymczak, Lanalee Jorgensen Law, Laura Gilbert, Carol Moore, Dorothy Linn, Pam O'Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Fred Migliore. Opposed: Carmen Battaglia.
Observer Discussion Vote	Carol recommended that the designated observer, the person who had been designated to attend the Futurity for the purpose of observing the judge for proper protocol for the loose lead Temperament evaluation, be eliminated at the Futurities. Frank Fasano moved that the recommendation be adopted. The motion was seconded. Laura suggested that a better solution would be to train observers in the proper protocol for informing the judge that they were the observer and what the role of the observer was. There was discussion on the experience and qualifications of the observer and the impact of not having an observer on the overall program of temperament evaluation in our breed. For: Dean Wylie, Gary Szymczak, Frank Fasano, James Moses, Zoe Backman, Nadine Grady, Lanalee Jorgensen Law, Pam O'Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Carmen Battaglia, Fred Migliore. Opposed: Laura Gilbert, Ginny Altman. Motion carried.

	<p>Carol reported on the Amateur Futurity program. Carol stated that it is not losing money. It was noted that there is a motion previously adopted in 2010 that the program will be continuing for those clubs that opted to do so through 2012, would be mandatory in 2013 with subsequent re-evaluation of the program.</p>
	<p>Carol asked the Board to approve the purchase of a plaque to honor the Lackland Dog Training Facility Hospital, which provides care for service animals. Dorothy Linn moved that the Board approve the recommendation for the plaque. It was seconded and adopted unanimously.</p>
<p>Budget and Finance committee - Carmen Battaglia</p>	
	<p>Carmen advised the Board that from the projections looked at by the Budget and Finance Committee; there is an expected deficit of \$30,000 for this year's budget. This may be offset somewhat if the early projections for reservation are a true indication of success and if we achieve the anticipated additional \$20,000 for the National in Topeka.</p>
	<p>The committee reviewed the Futurity losses and found that as a result of free litter nominations to promote compliance with Purina's demands to register litters before whelp, the Futurity program has lost at least \$8-9,000 in litter nomination revenue. The committee recommends that the Board discontinue free litter nominations beginning with those litters eligible for the 2013 Futurity.</p>
Motion	<p>Carmen Battaglia moved that we discontinue free litter nominations. Seconded and adopted unanimously.</p> <p>Carol moved that the fee be a \$15.00 charge for litters nominated before whelping which is in time to qualify for the \$10.00 from Purina nominations prior to the birth of the litter and that nominations after the birth of the litter be \$30 with the various late fees after 90 days to remain the same. Motion was seconded and carried unanimously.</p>
	<p>Carmen distributed a document that outlined some of the financial aspects of the club that is reviewed by the Budget and Finance Committee. Some of the membership information was reviewed and it was noted that we have fewer new members and some non-renewing members which nets a smaller total membership income.</p>
Recess	<p>There was an opportunity for members and guests to view the Video display for the National in a preview showing which was playing during recess from 1:40 to 2pm.</p>
	<p>Carmen presented a summary of the work being done by the Budget and Finance committee in which they conducted an analysis to assess the health of the club and included a study of the expense and revenue detail year-to-date. Expenses exceeded revenue in 2008 by \$64,790, in 2009 by \$26,960 and 2010 by \$51,971. The goal of the Budget and Finance Committee is to produce a three-year budget to create a plan to achieve net income including and beyond 2013. Carmen reviewed the sources of revenue. Dues, National Specialty, Products, Website, and Futurity. The National revenue was summarized and Carmen expects the National to net \$20,000 this year and Carmen believes that we will be able to have an overall budget break-even in 2011.</p>
	<p>Carmen outlined some detail on the GSD Review income and expenses and Membership allocation in comparison to previous years. One example is that in 2008 we had 3281 members vs. the 2715 members we have in 2011. Carmen asked Gary to present his findings.</p>
Review	<p>Gary Szymczak reviewed the various options that were reviewed in January including a 6x9 format in color or black and white as another option, another option was a bi-monthly Review in the current format, the last option was to do nothing. Gary stated that the Budget and Finance Committee was in agreement that it is time to move to one of these options and outlined the savings for the various options, emphasizing that the committee was in agreement to recommend a change not be implemented until January 1, 2012.</p>

	<p>The smaller size conversion is estimated to cost \$650 to make the change. Gary stated that the maximum savings of \$3,600 annually as an additional postage savings based on the "letter rate" and " flats rate" of the USPS would be achieved by going to a bimonthly publication. Gary surveyed other breed clubs and distributed a report that showed the clubs that were surveyed. Gary found in this survey, that the GSDCA and the Gordon Setter Club are the two clubs that have a monthly publication.</p>
Discussion	<p>Nadine stated that she receives a breed magazine that is bi-monthly and it is more pages and a quality production. She noted that if bi-monthly does not work it would be much easier to go back to the monthly magazine using the current format. Fred noted that after January he heard from members and they are opposed to the bi-monthly Review option. Carol expressed opposition to the smaller format. Laura noted that there are some 600 members that are not on the internet and look forward to getting the monthly magazine. Gary showed that the current advertising rates are comparable to what other clubs are offering but that the club needs to balance the budget and a bi-monthly option would make a difference in the budget. Bart suggested that the economy has a significant impact on advertising. James Moses said that the principle reason that individuals advertise is not as much to advertise stud dogs as to inform the fancy about their dog's wins. Nancy asked about rates and if advertising could be stimulated and additional revenue made by combining it with some web advertising. Frank noted that the AKC has stopped publishing the Gazette.</p>
Motion	<p>Frank Fasano moved that the GSD Review become a bimonthly magazine on January 1, 2012. The motion was seconded. There was additional discussion. It was moved, seconded and approved by unanimous vote to stop debate.</p>
Vote	<p>Those in favor of the Motion: Gary Szymczak, Frank Fasano, Jim Moses, Zoe Backman, Nadine Grady, Lanalee Jorgensen-Law, Carol Moore, Dorothy Linn, Pam O'Dell, Bill Burggraaf, Nancy Harper-Mulvaney, Carmen Battaglia. Those opposed: Laura Gilbert, Bart Bartley, Dean Wylie, and Fred Migliore.</p>
Motion	<p>Frank Fasano moved that we send out a request for proposal for the GSD Review Editor position based on the changes adopted. Zoe Backman seconded. Following discussion the vote was taken.</p>
Vote	<p>For: Gary Szymczak, Frank Fasano, James Moses, Zoe Backman, Nadine Grady, Lanalee Jorgensen-Law, Pam O'Dell, Nancy Harper-Mulvaney, Carmen Battaglia, Ginny Altman. Opposed: Laura Gilbert, Carol Moore, Dorothy Linn.</p>
Motion	<p>Ginny Altman recounted the previous search process and offered to make contact with the individual who lead the process if authorized. Nadine Grady moved that Ginny Altman be authorized to explore options for an individual to lead the RFP process and get back to the Board with this information. Gary Szymczak was authorized by the board to extend the courtesy of notifying the current editor at this time of the action taken by the board.</p>
	<p>Nancy Harper-Mulvaney suggested that the description of the Review Marketing should be reviewed. Zoe reviewed the description from the p&p manual. There was discussion of the marketing efforts that should be undertaken by the club.</p>
Recess	<p>The Board was in recess from 2:55 to 3:12 pm.</p>
Announcements	<p>Gary Szymczak notified the Board that Susan has been contacted and notified of the action.</p>
	<p>Tish Walker announced that long time member Janice Staley has passed on. Ginny Altman asked for a moment of silence to honor her memory.</p>
	<p>Dorothy Linn announced that the Herding Trophies have now all been funded with donations and there are no additional trophies in herding that need to be covered with a donation.</p>
<p>Review Management - Peggy Kurz</p>	

	In the report of the Budget and Finance Committee, the Review Marketing Chair is credited with recommending special advertising rates. It was noted that this still gives us some net income and would encourage additional advertising.
Motion	Nadine Grady moved that we adopt the recommendation for special advertising rates for Oct and Nov and Dec, 2011 issues \$99.50 black and white and \$395.50 color and 20% discount on multiple page advertising. Motion seconded and adopted unanimously.
Award of Excellence - Helen Franklin	
Motion	Helen Franklin asks that the Board approve her recommendation to designate the November/December issue as the AOE issue. Ginny Altman moved that we approve the recommendation of the AOE chair. The motion was seconded and adopted unanimously.
Performance Award of Merit - Lori Nickeson	
	In her written report, Lori Nickeson, Performance Award of Merit Chair reports that the PAM program continues to be very popular with our members and quite a few people have told her that they joined the GSDCA because of the awards programs that we have for all of the different venues. There are seven PAM's for 2011 already confirmed and one pending if they can get a last leg on a title before the cut off date which is now August 1st. Julia Priest's Sontausen Kennel still leads the list as producing the most PAM's. There are three "von Sontausen" dogs out of seven total for this year. Helen Gleason has two again this year with her Ch Navigator being the only Champion. Many of our PAM's are breeder/owner trained and handled.
	Zoe Backman moved that the PAM committee be authorized to move the deadline for submission of this award to Aug 1 deadline. Motion seconded and carried unanimously.
Investment - Frank Fasano	
	Frank informed the Board about New York Life MainStay bond funds in which it is possible to invest GSDCA, Inc. investment funds. Pam O'Dell expressed that these funds were too volatile. Tish passed the gavel to Lanalee Jorgensen-Law in order to express her assessment that this fund was not suitable for our club and showed a graph, which compared it on S&P and to other funds. Frank acknowledged that this is a front load fund and does carry risk. Frank does not recommend it for short-term investment at this time.
Ethics - Danny Dwier	
	Danny reported that "everything is wonderful" and commented that he handles any complaints without names being divulged. The complaints are handled privately and confidentially and he has not had to bring any complaints to the board.
Video - Bart Bartley	
	Bart reported that Bob Lindsay has agreed to an adjustment in his contract for the video CD.
2013	Mike Andrel brought his dog Yago, who greeting many members, and introduced Officer Vanelli, with whom he was working today. Mike addressed the Board enthusiastically regarding the World Trial in 2013
	Nancy Harper-Mulvaney provided an overview of the Centennial activities to the Board and to the members present.

	Nancy explained the various venues that are part of the Centennial event. She noted that there are dignitaries coming to this show from Germany, Europe and various countries all over the world, to participate in the World Trial. Local dignitaries will be present. The GSDCA will be honoring service dogs, police dogs, SAR dogs and there will be recognition of military dogs. The performance venues of Herding, Agility, Rally and Obedience are likely to outnumber the Conformation venue. There is a Celebration Dinner being planned.
Futurity	Carol Moore informed the Board that she has heard from a member of the SouthEast Region and that the GSDC of Memphis has submitted a bid to host the SE Regional Futurity in 2012. She moved that this club be approved to host the Futurity. Their first choice Judge is Dan Dwier. The motion was seconded and adopted unanimously.
Adjourned	Without objection the meeting was adjourned at 5:12pm to meet again on Sunday morning beginning with a closed session.
	The meeting was called to order at 8:14am on Sunday July 31, 2011.
Closed session	Following the Call to Order and brief greetings to the guest members the Board entered into closed session.
	The session was opened to the membership following a brief recess.
	Tish announced that in closed session that there was a brief update on the lawsuit., a membership question was addressed by the board and the annual awards that will be given at the National were considered.
	Tish informed the Board that Diane Mehra had agreed to lead the RFP process and would report back to the Board.
Health and Genetics - Ginny Altman	
	Ginny Altman reported that she will be attending the AKC Parent Club Health Conference in August.
	She informed the Board that professional research analyst, Lisa Marie Fortier has analyzed the Health Survey, which was completed by GSDCA members. The analysis will be sent to the board and submitted to the GSD Review for publication.
Juniors - Nancy Godek-McDonald	
Motion	In her written report, Nancy Godek-McDonald, Juniors Chair reports that this past year has been great for our Junior Program. She urges Juniors to be at the National to attend a great Junior Program that will held on Friday evening. Nancy reported that the mold for the trophy previously awarded is no longer available and that the trophy can no longer be made. She requested that a plaque be offered. Dean moved we authorize a plaque it was seconded and adopted without objection.
Policy and Procedures - Zoe Backman	
Motion	Zoe Backman requested approval to print and distribute the Policy and Procedure Manual to any member who wishes to purchase a copy. Ginny Altman moved to authorize the distribution of the p&p manual to individuals who request a copy at the price of \$30 as recommended. Motion seconded and carried unanimously. The manual is available by contacting Zoe at panp@gsdca.org or mail a check in the amount of \$30.00 to Policy and Procedures Manual c/o Dr Z M Backman, BOX 51, Germansville PA 18053-0051.
Motion	Zoe moved that the award recipients be listed in the p&p to make it readily available to members. Motion seconded and carried. All in favor except Dean Wylie, Gary Szymczak, Frank Fasano who were opposed.
Regional Clubs - Dean Wylie	

	<p>Dean reported that he, James Moses, and Carmen are working with Regional Clubs, which are in need of help. Some of them are having considerable financial difficulty as well as serious challenges in putting on their shows.</p> <p>Laura was asked about club information obtained and she noted that she does request information from clubs when she sends a renewal notice. She will ask them to include a club roster in her request. There was discussion regarding the information that other parent clubs require of their affiliated regional clubs. Laura has survey information that she will distribute to the board.</p>
Regional Club Challenge - Gloria Sinclair	
	<p>Gloria, in her written report noted that due to the early National, all clubs' completed reports should be sent to Gloria no later than August 21, 2011. The point schedule, as noted, was requested to be sent in the Board O Gram and is in the Regional Club Challenge Form on gsdca.org web site. This point schedule is new for Legislative Activity within your club this year.</p>
Point Schedule Legislative Activity	<p>Club Activities</p> <p>Legislative table at specialty shows 5 points</p> <p>Legislative table in public activities 10 points</p> <p>Club letterhead letter in response to bill 15 points</p> <p>Individual letters to politicians re: legislation 5 points</p> <p>Individual participation/presentation re: legislation at Community organization meetings 10 points</p> <p>Other Individual legislative activity 5 points</p> <p>Public testimony at legislation hearings 15 points</p>
Temperament Committee - Jim York	
	<p>Carmen Battaglia moved that we respond to the Temperament Chair with a letter informing him that the Board does not want a policy as restrictive as to disallow evaluators from doing temperament tests in their own regions. Motion seconded and carried unanimously. Laura Gilbert abstained.</p>
	<p>Carol Moore moved that the Regional Clubs be authorized to establish the entry fee for the Temperament Test held in their area as long as the GSDCA, Inc. does get \$5 for each dog evaluated. Motion seconded and carried unanimously.</p>
	<p>Carol Moore moved that a Regional Club be authorized to select any GSDCA, Inc. Temperament Evaluator of their choice. Motion seconded and carried unanimously.</p>
Liaisons to the Board	
WDA	Mary Gattone
	<p>Mary Gattone submitted the following written report from the GSDCA-WDA Board meeting which was held mid-July. That meeting was adjourned to several follow-up conference call meetings.</p> <ol style="list-style-type: none"> 1. National Championship Competition : Host Club: Riverfront Working Dog Club (Saint Charles, MO) Event Date: April 13-15, 2012 2. North American Sieger Show (NASS) 2011 will be held in the same location as last year, Reston, Virginia Event Date: October 21-23, 2011 3. North American Sieger Show (NASS) 2012 will be held in Region 1. Event Date: 1st choice-Oct. 19-21, 2012 , 2nd choice- Oct. 26-28, 2012. This is dependent upon the availability of the judges. 4. North American Sieger Show (NASS) 2013 Event Date: November 8-10th, 2013 Taken into consideration were dates of the GSDCA Centennial Celebration and the WUSV World Competition. 5. WUSV 2011 GSDCA-WDA Team Captain: Mrs. Nelli Racsco 6. National Universal Sieger Show Competition 2012 (NUSC) Event Date: May 18-20, 2012 7. National Universal Sieger Show Competition 2013 (NUSC) Event Date: April 5-7, 2013 <p>WDA asks that the WUSV Liaison Committee request the WUSV to grant an exemption from requiring us to hold a joint qualification event (GSDCA & USCA). The reasoning for this request is that we have been sending a team to represent America every year. That team has been comprised of members of GSDCA-WDA and USCA. In past years the number of participants representing each club has alternated. This has worked well and did not put any additional expenses on either organization (GSDCA-WDA or USCA).</p>

Legislative Liaison - Stormy Hope	
	<p>Tish announced that Stormy is looking for someone to help her with this committee. In her written report, Stormy noted that almost every state has had anti-dog legislation, whether mandatory sterilization, breed specific, or breeding limits so far this year, and it appears that this is not diminishing. She urged the Board to establish a Legislative Chair and Committee.</p> <p>Stormy reported that the AKC has become very active in statewide and local issues this year. Their Alerts have become much more timely and they have involved themselves directly in various political legislation issues. She urged GSDCA members to visit the AKC Government Relations website and explore the many tools available. AKC will be hosting the inaugural AKC Legislative Conference in Raleigh, NC, on 8/27,28. She hoped tht Regional Clubs would encourage attendance.</p>
	<p>Stormy noted that the Board approved a donation to the National Animal Interest Alliance (NAIA) to be designated for education from the Purina Restricted Education Fund.</p> <p>There will be a NAIA Conference on November 12-13, 2011 in Harrisburg, PA. Stormy noted that it would be well worth attending for the presentations on dog legislation. Included are presentations on breeding, behavior and breed development. Visit the NAIA website to learn more.</p> <p>NAIA continues to be the main National organization that encompasses all animals and has dedicated their organization among other programs, to research and complete several animal population studies.</p>
American GSD Rescue Association - Linda Kury	
	<p>Joanna Rand provided a reminder that Rescue will be holding a CGC test at the national on Wednesday, 9/28. All participants and volunteers are welcome. Also: Rescue is once again holding a photography contest for the calendar. Please submit your photos to Joannarand@aol.com</p>
Search and Rescue - Barbie Balyeat	
	<p>In her written report to the Board, Barbie Balyeat, SAR Liaison, shared this amazing story: My team, Gulf Coast Search and Rescue, was asked to assist in the search for a missing Colombian University president. He was bird-watching at a New Orleans National Park. He was missing for 5 days and 4 nights. On the fifth day, we were asked to assist in the search.</p>
	<p>With our dogs wearing their GPS tracking collars, we were able to give the command post the GPS coordinates where our dogs expressed interest. A foot team decided to check out the areas nearby our coordinates and the professor was located in a swamp, leaning up against a tree, waiting for help. We were excited to see that our GPS coordinates were very close to where the man was, about 200 yards from where our dogs showed interest. One of our team members, Harrison County Mississippi Fire Marshall, Pat Sullivan, jumped into a snake infested swamp to rescue the president. The man spent one night in the hospital for dehydration.</p> <p>Barbie requests that anyone who is interested in search and rescue work to please contact her at vdanhoffer@aol.com</p> <p>Barbie explains that Search and Rescue is a natural for a German Shepherd. The dog wants to keep the herd together. Whenever I am on a search, or a training exercise and have a non-dog person as a back up, they always ask, "Why does your dog keep coming back to me?" My response is, "He wants to make sure the "herd" stays together!" Then I proceed to explain about herding and the fact that when someone is missing, the dog wants to bring that person back to the herd. Barbie says "Folks!!! This is what it's all about. Please think about encouraging a new puppy buyer to see if this dedication is right for him/her".</p>
Ad Hoc Committee Reports	
Centennial - Nancy Harper-Mulvaney	
Country Club deposit	<p>Nancy reported that on Friday some Board members toured the Springfield Country Club where a dinner event can be accommodated. Nancy informed the Board that to hold the facility for the event requires a \$1000 deposit at this time. Without objection, the deposit was approved.</p>
	<p>Nancy is exploring various social events as well as those presentations at a cocktail event in a theater style event. The SV has some historical film that could be shown.</p>

Activities	<p>Nancy outlined the various activities and time lines for the 2013 Centennial. She noted that members will want to be making plans to spend more than the usual amount of time that they spend at a regular National as this will be a very noteworthy historical occasion of the Centennial National. She presented some ideas as to how the National events could be scheduled to enhance the attendance at the various recognition events and at the Centennial Dinner.</p> <p>Among the activities planned are an Invitation VIP Cocktail Party for State Dignitaries, Local Dignitaries, Major Sponsors, AKC, and SV, a Historical DVD presentation which would include information about the post Von Stephaniz era, early importers, founders of GSDCA, influential lines in the US, and a tribute to Working and Service Dogs. There would be a Ceremony to honor Military Dog Handlers from previous conflicts, SAR Dogs, Assistance Dogs, and Law Enforcement Dogs.</p>
Banquet	<p>The Centennial Banquet will be at the Springfield Country Club. This facility is capable of seating over 850 people. It also offers an adjacent room with built in dance floor so that we could have a dance following the banquet. The Club is located approximately 20 minutes from Dream Park. Nancy suggested that we have a Keynote speaker to address participants at ceremony or banquet. There are plans to have a Historical Display of Memorabilia spanning years 1913 – 2013.</p>
	<p>Nancy suggested that we consider authorizing two specials judges. One to do Bitches on Saturday and the other to do Dogs on Sunday. This will allow us to program events on Saturday and Sunday. She also suggested a platform presentation in the ring for the Grand Victor and Grand Victrix.</p>
	<p>Lana departed at 9:57 am</p>
	<p>Nancy suggested that we get authorization from Dream Park to have hors d'oeuvres and cocktails, beer and wine in the arena following the presentations. This would allow exhibitors to celebrate and then take care of dogs before the Centennial Dinner on Sunday night.</p>
	<p>There was discussion of the schedule of events and the various venues that will be having their events. Nancy emphasized that the schedule needs to be planned so that members can plan ahead to be able to attend. This Centennial National is a much bigger event than our usual National.</p>
Recess	<p>The Board was in recess from 10:20 to 10:40 am.</p>
Trust	<p>501 c 3 Trust is now established. Pam O'Dell will be making deposits on behalf of the Centennial Committee and the GSDCA.</p>
Motion	<p>Carmen Battaglia moved that the Board authorize the movement of the \$20,955 and any remaining balance from the National Pennsylvania - Boyerstown account to the Bank of America Account #2460. Motion seconded and carried unanimously.</p>
Unfinished Business	
Internal Audit	<p>Without objection, Van Dukeman will be invited to the January Board meeting.</p>
Parent Club survey	<p>Gary Szymczak informed the Board of the results of the survey he conducted in conversations with members of other Breed Parent Clubs. He distributed a spread sheet that displayed the findings of the eleven clubs that were surveyed. The information compared the number of board members, the number of club members, the board meeting description, the club publication and the term of the president. Gary offered some suggestions which were briefly discussed.</p>
Parade of Greats	<p>Frank Fasano moved that psychiatric service and therapy dogs that are not certified shall be considered as not meeting the criteria to qualify to be included in the parade of greats. The motion was seconded. For: All except Ginny Altman who was opposed.</p>
Motion	<p>Carol Moore noted that there was once a fee and moved that the Parade of Great fee be re-established at \$75 to begin in 2012 and include a rosette and a full page in the National Catalog with a picture. There was discussion of an exhibition class with a certificate. Ginny Altman recalled that the Parade of Greats had always required a fee until 2006 or 2007 when the fee was covered by someone and the fee was not put back when the gift was exhausted. It was noted that an ad in the National Catalog was \$85 to \$100.</p>
Vote	<p>In favor: Frank Fasano, James Moses, Zoe Backman, Laura Gilbert, Pam O'Dell, Dorothy Linn, Fred Migliore, Bill Burggraaf, Carol Moore, Carmen Battaglia. Opposed: Bart Bartley, Dean Wylie, Nadine Grady, Nancy Harper-Mulvaney, Gary Szymczak. Motion was adopted.</p>

	Jim Moses, Gary Szymczak and Carol Moore departed at 11:25 am.
White GSD	Members of the White German Shepherd Dog Club of America (WGSDCA) and a member of the American White Shepherd Association were in attendance at the Board meeting.
	Bart Bartley, Frank Fasano, departed at 11:28am
	The WGSDCA members have expressed their objective to continue to be considered within the GSD standard. The American White Shepherd Association (AWSA) has asked to apply to the AKC to ascertain if they qualify to enter the Foundation Stock Service Program. The members of the two clubs present were invited to address the Board.
	The AWSA representative asked the Board to authorize written communication to the AKC that the GSDCA, Inc. would not protest the efforts of the American White Shepherd Club to seek entry into the Foundation Stock Service Program. It was explained that this does not force or guarantee that the application process would succeed but would only allow the application process to the AKC.
	Members of the WGSDCA addressed the Board. They addressed the fact that they are opposed to breed separation based on color. There are many White German Shepherd Dog owners who want to continue to be recognized as German Shepherd Dogs. They cited other color and coat factors and that this action might set a precedent.
	It was determined that there was a quorum present. Nadine Grady moved that GSDCA, Inc. send a letter to the AKC that we do not object to the American White Shepherd Club application for entry into the FSS Program. Seconded by Dean Wylie. For: Dean Wylie, Zoe Backman, Nadine Grady, Ginny Altman, Opposed: Carmen Battaglia, Laura Gilbert, Fred Migliore. Abstain:, Pam O'Dell, Nancy Harper-Mulvaney, and Dorothy Linn abstained.
	Fred Migliore departed at 11:49. Bill Burggraaf was out of the room for the vote on the motion.
Internet Policy	Zoe Backman moved that the policy be sent back to committee with instructions to change the language or more clearly define the paragraph that states "inflammatory or defamatory messages". The motion was seconded and adopted without objection.
Puppy Book	Laura informed the Board that there has been a Puppy Book publication donated to and handled by WDA by Barbara Lopez. This puppy book was sent to Dania by Barbara Lopez to see if there was interest in it by the GSDCA as WDA was no longer interested in it. Barbara indicated to Dania that she was willing to donate it to the GSDCA, Inc. Laura Gilbert will contact Joy Schultz, Marty Lou Plinski, Barbara Lopez and LaMar Frederick to see if it is feasible to obtain permission to enable the GSDCA, Inc. to reprint the book. She will report back to the Board in October.
Adjourn	Without objection the meeting was adjourned at 11:59am.
	Ginny Altman, Recording Secretary August 27, 2011