

The German Shepherd Dog Club of America, Inc.
January Board Meeting
January 28-30, 2011

Westin Airport

Los Angeles, California

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 (Saturday and Sunday) Friday to Sunday: Carmen Battaglia, Bill Burggraaf, Ken Downing, Dorothy Linn, Gary Szymczak, Dean Wylie. Absent only Friday: Zoe Backman
Committee Chairpersons	Present: Bob Moore, Products; Stormy Hope, Legislative Liaison; Dania Karloff, Membership; Carolyn Putnam, Thirteen Club.
Members	Present during various sessions Friday though Sunday: Bob Grady, Tom and Vivian Brown, Daniel Yee, Alethea Munsinger, Evan Ginsburg, Michael Gray, Joe Mapel, Laura Thomas, Jack Newton, Gale Taylor, Sam Israel, Kevin Reynolds and Sherry Kenachu.
Call to Order	Tish Walker, President, called the GSDCA Membership meeting to order at 7:34 pm on Friday, January 28, 2011. A moment of silence was observed in honor of Sam Lawrence, Jane Jeter and Cheryl Mesdag..
I. Approval of Minutes	
	Dean Wylie moved that the October 2010 and the November Conference Call minutes be approved as distributed and corrected. The minutes were approved unanimously. It was approved to submit the Annual meeting minutes and Victory Dinner minutes for publication in the GSD Review.
II. Report of Recording Secretary - Ginny Altman	
	Ginny asked the members and guests in attendance to sign the register.
III. Report of Corresponding Secretary - Laura Gilbert	
	Laura reported receipt of a petition, presented to the board at the October Board Meeting in Layton, Utah that requested to add another inclusion in the qualifications for exhibition of the Stud Dog/Brood Bitch Exhibition Class. The request was that the GSDCA permit German Shepherd Dogs who are registered therapy dogs, disability assistance dogs, working dogs (K-9 police, Military dogs, Search & Rescue dogs) have the opportunity to be exhibited in their Sire's or Dam's Brood Bitch and Stud Dog exhibition class. There were 54 verified signatures for this petition. Following discussion Ginny Altman moved that the Board adopt the request submitted by petition. Motion seconded and carried unanimously.
Nominating Committee	The following members were elected to the Nominating Committee: Laura Gilbert, chairman; Western; Tom Brown, alternate Lori Nickeson; Mid-America: Sam Colvin, alternate Patty Korsch, who withdrew and DD Ardoin was elected as alternate; Eastern: Dania Karloff, who subsequently withdrew. Rita Sandell is elected to the nominating committee from the Eastern Region. There were no nominees submitted for Heartland. It was agreed that Heartland can be accomplished at a subsequent time following the contact of willing nominees.
	Laura reported that she has received formal notice from the New York Department of State that the Corresponding Secretary is officially the receiver of service for the German Shepherd Dog Club of America, Inc. Laura reported that she had received a letter of complaint and that complaint has been resolved..

	<p>She notified the board that she has had a letter regarding the illustrated standard. This matter is the purview of the illustrated standard committee.</p> <p>A dog judges association sent a letter of request of financial support, which is referred to Budget and Finance committee.</p>
	<p>A request for a presenter for the Herding Institute was received and is referred to the Education Committee.</p>
	<p>Last year we had 98 Regional Clubs, to date 77 have renewed and 20 have yet to respond. The AKC notified Laura that the El Paso GSDC and GSDC of North Georgia are now eligible to hold AKC point shows.</p> <p>The AKC has added Email & Phone Number to the bottom of the order form on our breed Flyer.</p> <p>The new AKC titles, Grand Champion, Beginners Novice & Graduate have been added to the Performance Awards at the Certificate level, and Novice and Graduate Open has been added at the Bronze Pin level award level</p>
<p>IV. Report of the Vice-President - Lana Jorgensen Law</p>	
	<p>No report.</p>
<p>V. Report of the Executive Committee - Tish Walker</p>	
	<p>The Executive Committee met via conference call on Friday, January 7, 2011, to discuss inviting Attorney Ed Sledzik to speak to the Board at the January meeting via speakerphone regarding the possibility regarding the IRS status of the GSDCA of as a 501c7 as compared to a 501c3. Unanimous approval.</p> <p>There was an email poll of the Executive Committee to approve an extension for Membership Chair Dania Karloff to take several more days to get the updated membership list to Susan Casey for the Review, because of the situation with the online submission of membership renewals, This was approved.</p> <p>Gary Szymczak moved that the Executive Committee Report be ratified. Motion seconded and carried unanimously.</p>
<p>VI. Report of President - Tish Walker</p>	
	<p>Tish reported that she attended the GSDCA-WDA Board meeting in Atlanta earlier in January. Cindy Petersen, President of WDA and Tom Mesdag are working together to put together a team for 2013 which will include members of both organizations. Tom will be available by conference call to provide his report to the Board on Saturday of this Board Meeting.</p> <p>Tish reported that the plan is to have the proposed chairs announced early in March. There was an opportunity at an informal meeting on the 2013 World Trial for members to indicate their interests on committee sign-up sheets. WDA members were very supportive of the site we have chosen and expressed enthusiasm to working with us on the World Trial.</p> <p>The WUSV organization has mandated that the GSDCA and the USCA have a combined qualification trial to pick the members of the team to represent the United States of America at the World Union Trial in 2011. We currently send a combined team but each Club holds its own qualification trial for its members. Tish reported that she has been working with Cindy Petersen, President of WDA, Carl Smith, Vice-President of WDA, David Landau, GSDCA SV/WUSV Liaison, and Lanalee Jorgensen-Law, GSDCA Vice President, in an effort to come to an agreement with USCA regarding the rules and procedures for this combined event.</p>

	<p>Tish reported that she has received a letter from the AKC regarding the Lifetime Achievement Awards Nominations. The AKC will no longer do a mass mailing of the medallions to all Member Club Delegates. If the GSDCA chooses to award a medallion in 2011, we must notify the AKC of the person to whom the medallion should be mailed.</p> <p>There will be an AKC Advanced Herding Dog Institute for Judges to be held in Houston, TX July 21-14, 2011.</p>
	<p>The Purina Pro Plan Alliance Agreement for 2011-2012-2013 has been signed and the terms are the same terms as they have given the GSDCA, Inc. in previous years. The Sponsorship Program from Purina has not yet been received.</p> <p>The President's Report was approved unanimously upon a motion by Carmen Battaglia and seconded by Ken Downing.</p>
Motion	<p>Dean Wylie moved, Gary Szymczak seconded that the committee chairs be approved as appointed and presented on the agenda. Motion carried unanimously. Dean Wylie moved and Ken Downing seconded that Dorothy Linn be approved as the co-chair of the Herding Committee. Motion carried unanimously.</p>
Committee Chairs	<p>AKC Delegate, Carmen Battaglia; Budget and Finance, Carmen Battaglia; National Show Sites, Bill Burggraaf; Board Meeting Sites, Bill Burggraaf; National Show Chair, Bill Burggraaf with Obedience, Dalene McIntire; Agility, Dan Weiss; Herding, Theresa Royer and Dorothy Linn, co- chair, Tracking, to be named; Futurities, Carol Moore; Review Editorial, Lee Smith; Review Management, Peggy Kurz; Review Marketing, Linda Bankhead; AOE, Helen Franklin, Health and Genetics, Ginny Altman; Health Award of Merit (a sub committee of Health and Genetics) Melissa Campbell; Dual Awards, Amber Turley; ROM Dams, Cappy Pottle and Gloria Birch; ROM Sires, Doris Estabrook; Thirteen Club, Carolyn Putnam; Title Pins and Certificates, Laura Gilbert; ATAA, Nicki Hood; PAM, Lori Nickeson; Select Excellent, Patty Szymczak; Awards Committee, Pam O'Dell; Board O Gram, Ginny Altman; Breeders Code, Kathy Salvucci; Bylaws, LaMar Frederick; Education, Helen Gleason; Ethics, Dan Dwire; Insurance, Dan Smith; Internet, John Ayotte; Judges Education, Helen Gleason; Juniors, Nancy Godek McDonald; Legal Affairs, LaMar Frederick; Membership, Dania Karloff;; Obedience, Dalene McIntire; Orientation, Zoe Backman; Parent Club Office, Laura Gilbert; Policy and Procedures Manual, Zoe Backman; Products, Bob Moore; Public Relations/Meet the Breeds, Rita Sandell; Purina/Futurity, Ellie Goede Carson; Red Book, Liz Leschhorn; Regional Clubs, Dean Wylie with sub committees Regional Club Challenge, Gloria Sinclair, Regional Club Website, Betty Johnson, Regional Club Newsletter, Susan Sacco; Strategic Planning, Carmen Battaglia; Temperament, Jim York; Video, Bart Bartley.</p>
Liaisons and Ad Hoc Committee Chairs	<p>The following are Liaisons to the Board: American GSD Charitable Foundation, Debbie Hokkanen; American GSD Rescue Association, Linda Kury; Canadian Liaison, Bob Stevenson; COAPA, David Landau; Legislative Liaison to AKC, Stormy Hope; Search and Rescue, Barbara Balyeat; SV/WUSV, David Landau; Veterinary Reports Joellen Gregory and Catherine Morton (also a member of Health and Genetics); GSDCA-WDA, Tom Mesdag.</p> <p>The following are Ad-Hoc Committees: Illustrated Standard, Lanalee Jorgensen Law; Centennial Committee, Nancy Harper-Mulvaney; 2013 WUSV World Trial, Tom Mesdag and Tish Walker and Peggy Douglas Committee, Bart Bartley.</p>
Executive Committee	<p>Following nomination of board members and a motion to close nominations, the following were elected to the Executive Committee: Lana Jorgenson Law, Frank Fasano, Gary Szymczak, and Dean Wylie.</p>
VII. Report of AKC Delegate - Carmen Battaglia	

	<p>Carmen reported on the AKC Breeder of Merit, the criteria for achieving that recognition are: Earned at least 4 Conformation, Performance or Companion event titles on dogs they bred. Member of an AKC club; Certifies that applicable health screens are performed on the sire and dam as recommended by the Parent Club; ensuring 100% of the puppies produced are AKC registered enabling AKC to maintain accurate records.</p>
	<p>The applicant achieving these criteria completes the form, mails it in, receives a certificate and is permitted to use the designation as well as the designation of Breeder of Merit appearing on AKC website and in the Gazette.</p> <p>Carmen reported that the new Grand Champion title implemented by the AKC has resulted in an increase of 40,000 entries at AKC shows in 2010.</p>
Other Business --Without objection the following items were moved up on the agenda.	
Peggy Douglas Ad Hoc Committee - Bart Bartley	
	<p>Bart reported that as the Ad-Hoc Committee Chair he convened a committee meeting that determined the following criteria:</p>
Criteria	<p>Must have judged GSD for at least 10 years; must have been a member of GSDCA, Inc. for at least 10 cumulative years; breeder of at least 5 champions; breeder of at least one (1) Select Champion; breeder of one (1) ROM; breeder of at least one (1) AOE or 5 AKC champions that are OFA hips and elbows; must have judged at the GSDCA, Inc. National Specialty at least 2 times; must have judged Junior Handling at least 5 years; must have served and held office in a Regional Club.</p>
Motion	<p>No member of the award committee will be eligible for this Award for at least 10 years from its inception.</p> <p>Frank Fasano moved and it was seconded to approve this award with the criteria as corrected in the discussion. The motion carried without opposition.</p> <p>The award was determined to be a plaque award.</p>
New Business	
Motion	<p>Frank Fasano moved that the official internet communication be limited to Constant Contact messages and only after approved by the Executive Committee or through a forum conducted and governed by the GSDCA, Inc. Board or a GSDCA, Inc. monitored chat room. The motion was seconded.</p> <p>Following discussion and elaboration on the technical issues regarding chat rooms, Frank requested that the reference to chat room be stricken. There was no one opposed to his request to amend his motion to say: "Official internet communication shall be limited to Constant Contact messages approved by the Executive Committee or through a forum conducted and governed by the board." The motion was adopted by majority with some abstentions but the votes on either side were not declared in order for them to be entered in the minutes.</p>
Motion to adjourn Friday session	<p>Dean Wylie moved and it was seconded to adjourn. All in favor except Carmen Battaglia, Ginny Altman, Pam O'Dell, Carol Moore, Dorothy Linn, Nadine Grady, James Moses, and Ken Downing. The meeting was adjourned at 8:35 pm.</p>
Saturday Session was called to order by President Tish Walker at 8:08 am.	
	<p>The guests were invited to introduce themselves. Carol Moore was invited to address the assembly with her announcement that there are Futurity Plaques available for viewing during the course of the day. Comments to her were invited. She invited the assembly to place an ad in the Futurity Catalog and provided forms to do so.</p>
VII. Treasurers's Report - Nadine Grady	

	The auditor, Bill Donnelly, was introduced to address the Board. Bill compared 2010 to 2009 and estimated that in revenue Futurity was down \$11,000, contributions down \$5,000, Review revenue down \$12,000, National down \$35,000, membership down \$6,000, interest income down \$3,000 and other income down \$8,000, with an overall revenue being down \$90,000. Expenses were down \$23,000 overall, Futurity down \$5000, Review down \$15,000, Directors down \$12,000. While audit expenses were up at \$28,000 it represents two years and some additional work on obtaining a good balance sheet to obtain a reliable profit and loss accounting. The 2008 to 2009 audit required many many hours of work to achieve a proper audit. The technique he used is very reliable. The requirement was to have total documented support for the audit. The future audits should not be as difficult or time consuming.
	Bill Donnelly responded in detail to audit process for 2008 and 2009 and the associated fees for the various years 2007, 2008, 2009 and 2010, responding to questions posed by Board members. Much of the 2010 loss is attributable to past year's expenses which were paid in 2010, in addition to having paid deposits on future sites such as Topeka and Philadelphia. There was discussion of the problems encountered in the various transitions and obtaining the detail of the financials between 2007 and 2010. Nadine stated that while the information was provided to the previous audit firm, the information was not input nor detail provided for Nadine or Bill Donnelly. This contributed to the additional time it took to obtain the supporting documentation in order to provide a reliable financial statement.
Auditors Report	In summary, all expenditures that were seen were found to be appropriate. He expressed that there were no inappropriate entries.
Motion	Bank reconciliation is an internal control item that might be addressed. Frank Fasano moved that the treasurer have an individual member of the GSDCA, Inc who is qualified to assist the treasurer by assuming the responsibility for bank reconciliation. Nadine spoke in support of this. Motion carried unanimously. Bart moved that Sam Israel be appointed to this position. Nadine confirmed that he was willing to be responsible as appointed. Motion carried unanimously
	Accrual accounting is likely to be superior to cash accounting but the method has to be changed by application to the IRS.
	Frank Fasano stated that he has reviewed the financials and estimated that overall there is \$200,000 loss. For example the National was down in revenue by \$35,00 but only down \$7000 in expenses.
	Bill stated that there were also payables that were not supported by detail and while in a in a committee classification, it was difficult to explain exactly what the payment was made for. Bill Donnelly recommended that supporting documentation must be provided to Nadine from the Board members and Committee Chairs when submitting income and expenses.
Recess	The Board was in recess from 9:02 am to 9:10.
Motion	Frank Fasano moved that Mr. Bill Donnelly be approved to conduct the 2010 audit. Motion seconded and carried unanimously.
Committee Reports	
Budget and Finance - Carmen Battaglia	
	Carmen stated that the objective of Budget and Finance committee was to establish a three year budget (2011 – 2013) that identifies all sources of revenues and expenses. The purpose of the three year budget is to identify the amounts of money that are needed to support the expenses of the GSDCA committees, our administrative expenses and those that will be incurred by the Centennial and 2013 World Trial committees. There are recommendations that will be proposed by Budget and Finance committee one at a time in the form of motions.
Motion	Carmen, on behalf of the Budget and Finance Committee, moved that a position of website coordinator be established. The responsibilities would be to oversee the website sales, following up on day to day operations and sales, ads, and responding in a timely manner to questions from committees, board and members. Following discussion the motion carried without objection.
Motion	James Moses moved that Bill Pfeiffer be appointed to this position. Motion seconded and all were in favor except for abstentions.

Motion	Carmen moved that the policy to have contracts behind the board member firewall on the website be amended to assign the responsibility to the president for seeing to it that the contracts are placed on the website by the website contact for that purpose. Motion carried unanimously.
Motion	Carmen moved that before any contract is signed an attorney designated by the board must review it for risk and legality. It shall also be reviewed by the committee chair, the president, the executive committee, where appropriate, and the the Budget and Finance Chair. Motion carried unanimously.
Motion	Carmen moved that the Budget and Finance committee be assigned the responsibility to oversee the club's budget development, spending by committees, officers and board members. This oversight would be based on the board approved line item budget. Discussion followed. Carmen explained that the Budget and Finance committee would review on a quarterly basis the revenues, expense and other sources of income and report to the board quarterly. This oversight would extend to the use of reserve and restricted funds including the Purina revenues. Motion carried unanimously.
Motion	Carmen moved that an Investment Committee be authorized with the responsibility to seek outside guidance and make recommendations to the Budget and Finance committee and the board. Following discussion motion carried unanimously.
Appointment	Carmen moved that Frank Fasano be appointed to chair the Investment Committee. Motion carried unanimously.
Recess	The board was in recess from 10:50 to 11:00 to verify the availability for a phone conference call with Mr Edwin Sledzik, who is a tax attorney for the purpose of hearing information from an expert in assisting clubs with changes in an organizations tax structure.
	<p>Dean Wylie introduced Mr. Sledzik and initiated discussion with Mr. Sledzik regarding our 501 (c)7 status and understanding the distinction between that and a 501 (c) 3. We meet the requirements for income from members and non-members and pay taxes on the unrelated income for our club. There was considerable discussion between Carmen Battaglia and Mr. Sledzik in which examples of other breed clubs and the subsidiaries and trusts that they have set up for charitable purposes. Frank Fasano asked for a description of a breed club that was a 501(c)3. Mr. Sledzik described that there was one but that he did not recommend that for the GSDCA, Inc.</p> <p>Nancy Mulvaney-Harper asked Mr. Sledzik to discuss with the board the feasibility of setting up a 501(c)3 for the Centennial Event. Mr. Sledzik described setting up a subsidiary corporation with a specific purpose such as the Centennial and after the event, the organization could switch that corporation, originally set up for the Centennial, to another purpose that would also meet the charitable definition. If the charitable corporation dissolves, any money left over must be contributed to a charitable organization. The monies could be used to pay the expenses of the Centennial but there may be restrictions for use for the World Trial as the uses are restricted.</p> <p>Mr. Sledzik described various scenarios in this context in response to specific questions from board members. He continued to stress the defined charitable purpose. The discussion also went into the tax deductible contribution benefits to donors and how that is carried out for value received such as the example of booth space for vendors in which they could take a donation less the value of the booth space. The GSDCA, Inc. could invoice the subsidiary for expenses that were incurred and for services rendered. Some states require the organization to register with the state if they are soliciting donations in that state.</p>
	Mr. Sledzik also described the elements of a 501(c)4 organization. The AKC is a 501(c)4. Some dog clubs lost their 501(c)7 status because they exceeded the amount of money allowed as income for non-members at their dog shows. These clubs were reconstructed as a 501(c)4. Mr. Sledzik suggested that the only problem for the GSDCA, Inc. might be the GSD Review which would have to pay income on any profit from the magazine. The 501(c)4 cannot take tax deductible contributions.
	<p>The auditor, Bill Donnelly, also engaged in the discussion based on questions he had on having a corporation vs. a trust. Mr. Sledzik responded that a trust does not have to have annual meetings, can communicate by email and does not pay annual fees. Money can be given to a trust and a management fee charged rather than a loan and repayment of a loan.</p> <p>A trust could receive income for a 27 month period during an approval process. The day the trust is signed, by no less than three board members, it can begin to receive contributions. There was discussion regarding which state a trust would be filed.</p>

Motion	Carmen moved that the GSDCA, Inc. create a 501(c)3 Trust in the state of Virginia for a cost of \$1850. The trustees of the Trust would be the seated and elected board of director of the GSDCA, Inc. The motion seconded and carried unanimously.
Motion	Bart moved that a committee be formed to work with Mr. Sledzik to form the Trust and that the members of the committee be Pam O'Dell, Nancy Harper-Mulvaney, Dean Wylie, and Tish Walker. Motion seconded and carried unanimously.
Motion	Frank Fasano moved that an Ad-hoc committee be established to look into a 501(c)4 and report back to the board. Tish Walker appointed Frank Fasano, James Moses and Carmen Battaglia to work in consultation with our auditor, Bill Donnelly. Motion seconded and carried unanimously.
	Carmen recommended to establish a committee to look into lodging and food package with hotels for the members looking at the arrangements. Bart Bartley suggested that Tom provide a list of committees so that those arrangements can be made as well.
Motion	Carmen, on behalf of the Budget and Finance committee, moved that the 2012 National be moved from Denver to Purina Farms in St Louis to save \$14,000. Dorothy asked about the kind of sheep and the arrangements for Herding before the decision is made. Dean suggested that the decision be delayed until July. Ginny asked if the facility would accommodate the needs of the obedience inside. Bill reported that he has visited the site and some adjustments will need to be made for GSDCA, Inc. He suggested that the obedience be indoors in what is the grooming area and the stalls be tented. Ken suggested that to do this would be to have the national in basically the same area two years in a row. There was further discussion of the impact on the club and members to change the site of the National after having signed a contract. The budget needs were emphasized and the savings were considered essential. There was discussion of being able to drive to the national. Laura noted that the decision must be made in order to secure judges contracts.
Motion to postpone.	Bill Burggraaf moved to postpone the decision until after his report later in this meeting. After considerable debate regarding the motion to postpone. In favor: Nancy Harper-Mulvaney, Bill Burggraaf, Dorothy Linn, Lanalee Jorgensen Law, Ginny Altman, Ken Downing, Zoe Backman, Dean Wylie, Bart Bartley. Opposed: James Moses, Pam O'Dell, Carol Moore, Laura Gilbert, Fred Migliore, Frank Fasano, Nadine Grady, Carmen Battaglia, Gary Szymczak,. Tied vote, Tish Walker in favor. Motion carried. Tish asked Bill to present his report at this time.
	Bill Burggraaf described his current work with the Loveland, Colorado. Bill provided a handout of the financial impact of the contracts. The detail of the facility and the inability to accommodate the performance venues without adding costs to the estimate currently provided was discussed. With the additional costs Bill reported the total cost to be \$29,000. It was noted that the National in Fort Collins was very profitable in 2010 and could be again in 2012. The costs at Purina will be \$10,000. The Purina dates available are the first and second week in November. There was discussion regarding the financials. The sheep are available at Purina but it is not known if they have been worked with upright dogs. The question of the adjustments for some of the performance events that will be needed and whether they will be impacting the stated savings in expenses was debated. There was discussion of the possibility of increased entries based on the experience of exhibitors with the Purina facility and the ability to drive to the site. The weather in St. Louis and the drive-ability from the north was raised.
Vote	Following an adopted motion to stop debate, the vote on the motion to move the 2012 National was taken. Those in favor: all except those who abstained: Nancy Harper-Mulvaney, Zoe Backman, Dorothy Linn, Dean Wylie, Ginny Altman.
Motion Marketing Committee	Carmen moved, on behalf of Budget and Finance committee, to appoint a marketing committee for the GSDCA, Inc. The purpose of the committee would be to oversee all of the marketing operations of the club and coordinate marketing for all events and programs including Centennial, WUSV World Trial. The Marketing Committee would keep the board and Budget and Finance committee informed on the committee promotions, sponsorships so that the board and Budget and Finance committee are current on all marketing plans and activities. Committee approved without objection. Nominated to the Committee are Pam O'Dell, who will serve as chair, and members Frank Fasano and Nancy Harper-Mulvaney. Committee members approved without objection.

Motion	Carmen Battaglia moved that the decision to use streaming video at any event be made at the July board meeting. The project should only go forward if there are sufficient funds secured from sponsors with a business plan which includes marketing, sponsors and the method of payment to be used by the users. Lana informed the board that streaming video can be archived and there will be additional work and costs for that but that can be done as an option. Following discussion the motion carried unanimously.
Motion	Carmen moved that those committees who work with vendors and sponsors be authorized to offer a) for repeat vendors: a better booth location and a better rate be given, b) for both vendors and sponsors: a prominent listing on the website Motion carried unanimously.
	Carmen reported that Budget and Finance committee has allocated appropriate funds to fix and/or improve the application and renewal of membership process on the website.
Recess	The Board was in recess for lunch from 12:03 pm to 1:06 pm.
Budget and Finance continued	Carmen reported that there is a \$51,000 deficit in the budget and additional work must be done to resolve the issues. He proposed that the issues be introduced and that a conference call be held to approve the budget following additional action to secure needed information. There was no objection to hearing the various proposals and taking action at a later date.
GSD Review	Gary Szymczak reported on his research of other breed clubs magazine formats. He reported that he also had discussions with the printer and found Mr. Sutherland to be very responsive. Gary recommended that the GSD Review has a potential for cost savings. He suggested that there are at least three possibilities in that the GSD Review be modified by one of these three options. 1) changing the size of the format to 6x9 in color for a savings of \$18,211. 2) changing the format to 6x9 and employ black and white for a savings of \$22,764. 3) keep the same format and go to a Bi-monthly publication for a savings of \$26, 558. A fourth option would be not to make any change.
	There was considerable discussion of the pros and cons of the various options. Additional suggestions were made for consideration. It was noted that the sole purpose of the Review is not just the advertising but also have informational articles and communication.
	Frank Fasano reviewed some financials and the idea of substituting a conference call for one of the in person board meetings. There was considerable discussion of the technical issues pro and con for a meeting in this format. There was discussion regarding the cost savings for doing a conference call vs. an in-person meeting.
	Accounting fees were discussed briefly. No action was taken.
	Insurance costs have gone up. Frank suggested that we ask our insurance agent to “shop” insurance costs. No formal action was taken.
	Frank noted that elections cost a significant amount of money. B&f recommended that the elections go out for bid. Laura informed the board that she does send the elections out for bids each year. There are various responses to the RFP and some of the bids left Laura wondering if the process would be properly completed. Honest Ballot has faithfully carried out the task according to our bylaws at a competitive price. Several companies only do electronic voting which must be incorporated into the bylaws and approved by AKC before we can entertain that process.
	National show entries were mailed to each member and to each individual exhibitor. This resulted in duplicate mailing, which was an unnecessary expense. Bill was asked to explore methods of sending out entry forms that would eliminate the duplicate mailing and make a distinctive difference in the pre-national specialty entry form and the entry form for the National.

Motion	<p>Gary Szymczak moved that a committee be formed to perform an internal audit of the financial situation of the GSDCA, Inc. and the reasons for the decrease in net worth of the GSDCA, Inc. from 2006 to 2010. The committee is instructed to report to the entire Board no later than September 15, 2011. The committee members nominated are Van Dukeman, Chair, Bill Hope and Sam Israel. Nominated to the committee was Bill Pfeiffer. Following discussion, inasmuch as Bill served as treasurer for part of that period of time, it was moved to amend and subsequently approved to ask Bill Pfeiffer to serve as a reference source to the committee.</p> <p>The vote on the amendment: Dorothy Linn, Pam O'Dell, Carol Moore, Lanalee Jorgensen Law, Laura Gilbert, Ginny Altman, Nadine Grady, Ken Downing, Zoe Backman. Opposed: James Moses, Nancy Harper-Mulvaney, Bill Burggraaf, Fred Migliore, Carmen Battaglia, Frank Fasano, Gary Szymczak, Dean Wylie, Bart Bartley. Tish Walker voted in favor of the amendment to break the tied vote.</p> <p>The motion to approve the formation of the committee and the three members of the committee, Van Dukeman, Chair, Bill Hope and Sam Israel, was adopted without objection. Nadine expressed a willingness to assist the committee in obtaining the information that they will need.</p>
Motion	<p>Gary Szymczak moved to appoint a committee to research other AKC parent breed clubs as to the election process, meeting schedules, structure, and size of membership as a relative comparison to the GSDCA, Inc. The committee is instructed to report their findings to the entire Board no later than the July 2011 Board meeting. The formation of an ad-hoc committee was approved without objection. Pam O'Dell nominated Gary Szymczak to chair the committee. The nomination was approved. Gary Szymczak will come back to the Board with his recommendation for committee members.</p>
National Specialty Show - Bill Burggraaf	
	<p>Bill reported on the financial impacts of the 2009 National in that some last minute accommodations were incurred which increased costs that were not budgeted. As a result, Bill recommended that the detail of a show site be fully examined so that plans can be made ahead of time to ensure that all of the costs for all events are built into the contract.</p>
	<p>Bill distributed pamphlets from the Ontario, California Convention Center and talked about the flight accommodation for dogs to and from the area. Bill estimated a possible budget of \$9000 to \$15,000. The date would be a few years away.</p>
	<p>Bill expects that the 2011 pre-show specialty could net \$2500-\$3500. The AKC has allowed an option for entering 2-4, 4-6 month puppy classes and amateur classes at the pre-show specialty.</p>
Motion	<p>Dean Wylie moved that, for both the Pre-show Specialty and the National, 4-6 puppy, amateur, 12-15 and 15-18 month classes be added. Following debate regarding the current flow of the classes the length of the national, possible additional expenses vs. additional entry revenue the vote was taken. All in favor except Bart Bartley, Nadine Grady, and Ginny Altman, who were opposed. The motion was approved.</p>
Motion	<p>Bill recommended that the pre-national specialty be held on Wednesday and that the Futurity/Maturity finals be Thursday morning with the National conformation classes to follow the Futurity/Maturity finals. There was considerable additional discussion about the length of the national and the lack of timeliness of the classes and the conclusion of the last class of the day during our event. It was urged by several board members to have the show start promptly and the judging be completed efficiently beginning 2011. Carmen moved that Bill's recommendation be approved and the motion was adopted without objection.</p>
	<p>Bill reported that he will have the entry forms changed in identifying the pre-national Specialty by a wording change in addition to a color designation for the pre-national Specialty to prevent the errors in entry to the pre-national specialty event that are not intended. It was noted that there have been a significant number of entry errors in which members intended to enter the National but entered the pre-national specialty instead.</p>
	<p>Bill notified the Board that reservations for the Board have been made at the host hotel attached to the Expo Center, which is the Capitol Plaza in Topeka. The contract provides that reservations be guaranteed. Bill will provide information to the Board so that they can make their own guarantees.</p>
Board Meeting Sites - Bill Burggraaf	

April	Bill noted that the ordinary April Board meeting date has the conflict of being on Easter. The weekend previously contemplated has conflicts that relate as well. Other weekends have futurity conflicts, which were not noticed to the host clubs.
Motion	Carmen moved that we have the April meeting by Conference call on Saturday, April 30, 2011, beginning at 11am EDT. Motion carried all in favor except for Dean Wylie who was opposed.
Thirteen Club - Carolyn Putnam	
	Carolyn addressed the Board and informed the board that the Thirteen Club is a longevity program recognizing dogs attaining the age of 12 belonging to members or non-members of the GSDCA, Inc. She noted that the dog can be entered posthumously during the calendar year of the date of death.
	The form for submission of information regarding the care and feeding and other health comments about the dog is on the website, which is downloadable, is available for completion to be mailed in or can be submitted from the website. The AKC number is required. Each dog gets a certificate and the name is printed in the GSD Review Thirteen Club report. The statistics are printed in the Red Book each year. When the Thirteen Club is notified of the dog's death, an additional Rainbow Bridge Certificate is issued.
	Ginny moved that Carolyn be authorized to place the Thirteen Club information on the website at a cost not to exceed \$750. There was discussion of the technical issues of a searchable database. There was discussion of the database being available to the Health and Genetics Committee. Funds were not approved by the Budget and Finance Committee. No vote was taken.
	Ginny Altman moved that the Thirteen Club be aligned with and be part of the Health and Genetics Committee. Carolyn has been working with the Health and Genetics Committee the last few years and is in support of this concept. Motion seconded and carried unanimously. This shall be reflected in the p&p manual.
Legislative Liaison - Stormy Hope	
	Stormy addressed the board regarding the representation of members on legislative activities. Stormy noted that there is a need to define the duties and responsibilities of the Legislative chair, the Legislative committee members and the Legislative GSDCA, Inc. Liaison to the AKC and have the Committee activity reflected in the p&p manual. Stormy recommended points for participation in legislative activity be added and increased for the Regional Club Challenge. She recommended that Regional directors be established for the Legislative committee to carry out activities in the various regions as defined by the futurity regions.
	Stormy asked the board to support the National Animal Interest Association (NAIA) by providing a donation. She reported on the various activities carried out by the NAIA.
2013 World Trial - Tom Mesdag	
	Tom reported that he has worked with Cindy Peterson, president of the WDA and they have put together about fifteen committees and additional sub-committees to carry out the various tasks needed to have a successful WUSV 2013 World Trial in conjunction with the Centennial Event. Tom reported that he has the full commitment from the WDA Board that they support his direction and they expressed an enthusiastic willingness and confidence in working with him. Tom and WDA President, Cindy Peterson have form letters that will go out to the individual committee chairs with responsibility for the various areas of need such as transportation, hospitality, lodging and they have outlined details with an agenda for a process, beginning in 2011, of reporting every 2 months escalating as the WUSV World Trial approaches to reporting every 2 weeks.

	Tom and Cindy have individuals selected for the chair positions and the expectation is that these chairs are expected to remain in that position of responsibility until the completion of the 2013 World Trial, assisted and supported by a back up co-chair who is equally as qualified to address that area of expertise. Tom and Cindy expect that they will have their team in place by the April WDA Board meeting which is approximately two weeks ahead of the GSDCA board meeting and can provide the list of identified chairs to the Board at that time. Each chair will have responsibility to share the decision making for their area of responsibility with the 2013 WUSV Chairmen Tom Mesdag, Tish Walker and WDA President Cindy Peterson in order that there is continuity among all those with responsibility. There is an expectation that the team that begins this work together will be committed to be in place to carry out their duties until the event is completed.
	Tom explained that there will be a committee chair with responsibility for working with the Centennial Committee to be sure that solicitation for donations and sponsorship does not overlap. Dean Wylie is working with Tom and the WDA regarding solicitation in the Philadelphia area. Centennial Chair Nancy Harper Mulvaney reported that she is eager to coordinate the solicitation and invited Tom to join the committee in Philadelphia to work out some of the details. Tom plans to have his Hospitality Chair on board at this time also.
	Nancy Harper-Mulvaney requested a copy of the sponsor list Tom Mesdag stated he had for the World Trials in order to prevent duplication efforts by the Centennial Committee.
	Tom informed the board that if the board should meet in Philadelphia, he would try to be available and asked that Gail Kirkwood be invited as she lives in this area and would be available to be in attendance. Bill Burggraaf shared that he has been working with the CVB on a number of items to enhance the Centennial Event.
	Tom expects to meet with the leadership of the WUSV to report on the ongoing plans for the 2013 World Trial as he plans to travel to the Sieger Show this year. Tom stated that he wants to be sure that the SV knows that the lines of communication are open with them and between the WDA and the GSDCA and that we can carry the responsibility of the WUSV World Trial.
	Tish stated that she has been at the Sieger Show and met with President Henke in California as well to give him the reassurance that we are working successfully to put on the 2013 World Trial.
Futurity - Carol Moore	
	Carol reported that there has been considerable objection by the members to the elimination of the trophies and Carol moved to rescind the motion to eliminate 1st- 4th place trophies that was adopted in October. The motion to rescind was seconded. There was discussion of the budget impact of having trophies. There was discussion of the former practice of funding the trophies by sponsorships by the members. Carol stated that the idea of matching the trophies to the number of dogs entered in each class has been negotiated with the trophy maker as well as the return and recycling of trophies not award because of absentees. There are options for reducing the cost of 1st - 4th trophies by selecting from optional sizes and the choice of wood. There was additional discussion of the impact on the budget by increasing catalog ads. The previous method of soliciting donations from clubs and individuals for the plaques was reviewed as a option for income to support the futurity program and trophy plaques.
	Carmen reminded the board that the loss of futurity income is approximately \$15,000 because of the previous decision to use GSDCA funds received from Purina to support the National Event to pay for the Futurity trophies in addition to the loss of income from litter nomination fees and the loss of income that previously came in as a result of late fees. The nomination process is now free as offered in the Purina program.
Vote	All in favor of the motion to rescind except for Nadine Grady and Laura Gilbert who abstained.
	Carol displayed the various options for trophy plaques and proposed that she get firm pricing on them and moved to postpone the decision on the plaques to the Sunday session. Following considerable discussion on the various options there was no objection to postponing the decision to Sunday.
Centennial Committee - Nancy Harper-Mulvaney	

	<p>Nancy distributed a flow chart for the various sub-committee assignments. Nanci Nellis and Dania Karloff will be assisting with menu selection and the pricing for the banquet for the Centennial Event. The committee is exploring the logistics for the banquet options combining the Centennial Celebration and Victory Dinner. She emphasized the need to know how many visitors and guests to anticipate in order to get pricing for hotels and amenities that may be needed for everyone including the VIPs and dignitaries. Carmen is the liaison for the AKC guests. She reported that the website has been developed and is currently under-budget. Products will be available on the website. Fund-raising, chaired by Lew Bunch, is an ongoing effort. Other members of the committee are James Moses, Frank Fasano and Bob Braue. Nancy cited some historical manuscripts that have been obtained by Tom Brown and other members for use by the committee. Digital copies of some of these documents will be on the website which will continue to have items added from time to time to keep visitors coming back to the website. Some of the documents will be displayed under glass on site. The plan is also to have a presentation, to have recognition of the military branches and the war dogs, as well as historical information including 9-11. A Centennial logo has been selected which will be used on products that will be available for the 2011 Futurities.</p>
	<p>Nancy moved that the \$900 invoice for the development of the website be authorized for payment at this time. This request is under-budget and there will be no costs for maintenance of the website. Following discussion the motion was seconded and approved. All were in favor. Motion adopted.</p>
<p>2011 WUSV Universal Sieger Show - Tish Walker</p>	
	<p>Tish asked V-P Lanalee Jorgensen Law, to take the Chair so that Tish could bring an item of business to the Board.</p>
GSDCA team	<p>Tish moved that the GSDCA, Inc. approve the GSDCA-WDA to participate in the WUSV Universal Sieger Show in Austria in June. She explained that this is the first year that the SV has invited the GSDCA to participate in this event and at this time, in our working together with the WDA and the SV, it is important for the GSDCA to show participation in this world event. The GSDCA is authorized by the SV as a member club to send three team members to participate. In favor: Bill Burggraaf, Dorothy Linn, Laura Gilbert, Pam O'Dell, Carol Moore, Ginny Altman, Nadine Grady, Ken Downing, Zoe Backman, Carmen Battaglia, Frank Fasano, Gary Szymczak, Dean Wylie, Bart Bartley. Opposed: Nancy Harper-Mulvaney, Fred Migliore.</p>
Combined Qualification trial	<p>Tish reported that there is a new SV requirement for the qualification trial for the WUSV World Trial. The GSDCA, Inc. and the UScA have held their own qualification trials in the past. There has been an agreement in place since 2003 to send members from each respective club for one American team.</p>
	<p>The previous agreement while it was working is now not supported by the SV. The SV, while it has required this in a number of other countries is now requiring for the first time for the United States of America team, a combined qualifying trial of the winners of the GSDCA, Inc. and the UScA teams. The winners of this combined trial will then represent the United States of America at the WUSV World Trial. A protocol has been developed by members of the UScA, GSDCA, WDA and other liaison members. It addresses holding the trial, helpers and judges, etc. for this qualification trial. The UScA will host the qualification trial in 2011, 2013 etc. and alternate with the GSDCA-WDA which will host the qualification trial in 2012, 2014, etc. Board members are asked to approve the protocol. Ginny Altman moved that the protocol be adopted and that Tish be authorized to sign it. Following discussion and clarification of WUSV member status by the GSDCA Inc. and the UScA as the two clubs which hold this designation in America the vote was taken. The motion carried unanimously.</p>
	<p>Carmen informed the Board that a request has been submitted to the Budget and Finance Committee for the purpose of supporting the teams going to the Universal Sieger Show and the World Trial The GSDCA will only offer financial support to those individuals who represent the GSDCA as dual members of GSDCA-WDA and the GSDCA. The process of balancing the budget is not complete and the budget detail will be presented to the Board at a later time. The budget amount to approve for the support of the teams will need to be determined when the full budget is prepared.</p>
Scorebook	<p>Bart Bartley moved that the GSDCA, Inc. Logo be applied to the scorebook currently in use by the GSDCA-WDA in order that the scorebook complies as representing the WUSV member club which is the GSDCA Inc. The WUSV rules stipulate that it is the obligation of member clubs is to recognize the scorebooks of other member clubs. Motion was seconded and approved unanimously.</p>

Show and Trial Dates	The Qualification Trial will be held in Franklin, Tennessee on May 5, 6, and 7. The WDA Universal Sieger Show will be held on May 20 to 22. The winner will compete in Austria in June. The North American Sieger Show will be held in Fairfax, Virginia on October 14- 16, 2011.
Ad Hoc Committee	Tish moved for approval of an Ad-Hoc Committee consisting of Carmen Battaglia, LaMar Frederick, Pam O'Dell, and Tish Walker to formulate an agreement defining the relationship between GSDCA and WDA with four members from WDA. The motion was seconded There is an agreement in effect that has a termination date of 2012. Another agreement was circulated last year, which was not approved by the Board; yet another amended agreement, while it was signed, was not approved by the WDA Board. When the agreement is negotiated it will come back to the full Board for approval. The motion was adopted with all members voting for the motion except Frank Fasano who was opposed.
Introductions	Tish noted that a number of additional members have arrived. The members and guests were invited to introduce themselves to the Board and one another. Evan Ginsburg invited everyone to Casino Night.
Adjourned	The Saturday session was adjourned at 6:02 pm.
Call to Order	The Sunday session was called to order at 8:06am.
Futurity - Carol Moore	
	Carol showed the Board several plaques and described a fiber board with wood finish in 8x10 for 1 st to 4 th place estimate about \$5500.
	She showed a 9x12 pressed wood with vinyl finish for about \$6000 and a third option for hardwood with piano finish in 9x12 at about \$6500. The original expense estimate was \$12,000.
Motion	James Moses moved that the board approve the 9x12 pressed wood with vinyl finish. Motion seconded and carried unanimously with Laura Gilbert abstaining.
	Carol announced that she is getting bids on the rosettes and may be able to get better pricing.
Health and Genetics - Ginny Altman	
Committee approval	Ginny Altman Chairman moved approval of the following members: Lisa Marie Fortier–Health Survey, Paulette McGuirt - Health Data Collection and Analysis, Catherine Morton - Article Research Liaison; Tony Cherubini - Research, Carolyn Gerganoff - Blood draw facilitator ; Melissa Campbell - GSDCA Health Certificate. Motion seconded and carried unanimously.

Health Survey	Lisa Marie Fortier–Health Survey; The survey done last year is in the final stages of analysis and should be available for publication later this spring.
Data Collection	Paulette McGuirt - Health Data Collection and Analysis; Paulette is to receive Futurity data but we have been unable to locate the archived reports. Thirteen Club Data is beginning to come to her and when she has the data she will produce an analysis of the information.
Research and Articles	Catherine Morton - Research Liaison; as articles are written they can be published at the will of the Editor; Tony Cherubini – Article Research; Tony has an interest in splenic torsion and will be conducting medical research and writing an article on this subject and others as they come to his attention.
Health Award of Merit	Carolyn Gerganoff - National Blood draw facilitator – No plans for a National blood draw this year All previous blood draws and inquiries for blood draws predict a cost of \$2500 while test fees are waived, the personnel to do the draw and the supplies with which to collect samples must be paid by the hosting organization as well as the postage to get the samples to the testing facility Melissa Campbell - GSDCA Health Award of Merit Certificate; The criteria remain as they were when the committee was established. Those that qualify need to notify Melissa and she will issue the Certificate.
Research	A California research lab has contacted me with an interest in having 150 GSD participate in their research for early detection of Lymphoma and Hemangiosarcoma based on their having developed a blood test that will detect markers for these cancers. Cancer may be detected in an otherwise healthy dog. The Board expressed no objection to Ginny’s plan to continue to work with them and some of the regional clubs to explore the feasibility of getting dogs for blood samples. There will be no costs associated with this research to either the owners or to the club.
Grant process	Grant requests considered later in the year. Ginny informed the Board that we have about \$40,000 in restricted funds which are deposited at the AKC/CHF fund deposit. They belong to the GSDCA but can only be used for funding research studies. These funds are in Purina Restricted Funds if a grant is approved, the amount to be funded is likely to be \$10,000-15,000.
Titles pins and Certificates - Laura Gilbert	
	Laura provided a list of those pins and certificates offered.
Obedience - Dalene McIntire	
General Consent	Dalene requested approval of her committee members plus Nancy Breydon and Zoe Backman. Approved without objection. Dalene requested approval of the AKC Beginner Novice to get a certificate. Approved without objection. Dalene requested to eliminate the trophies for the five categories; Highest Scoring Dog with a Herding Title, Highest Scoring Dog with a Tracking Title, Highest Scoring Dog with Agility, Highest Scoring Dog handled by a Senior, Highest Scoring Dog handled by a Junior.
Motion	Zoe moved that we adopt the recommendation of the chair to eliminate these trophies. The motion was seconded.
Postponed	The concept was to increase the number of people getting trophies but the trophies are won by those already getting other trophies and the Junior trophy was only won one time and it has not increased participation in obedience by Juniors. Obedience trophies are not typically covered by donations. Ginny moved to postpone the decision to the conference call meeting so we can get more information from Dalene. Motion seconded and carried unanimously.
Judges	The anticipated obedience classes and entry is likely to exceed the limits for the three judges for 2011. Dalene is requesting approval for a fourth judge so the assignment of classes and schedule can be done at this time. The recommendation of the obedience chair was adopted without objection.
Contract	Dalene asked that a contract for the obedience photographer include the stipulation that the pictures of obedience be delivered to the Review by the photographer within 30 days. It was moved and seconded to adopt the recommendation. Adopted without objection. Bill will contact the photographer concerning 2010 pictures and inform him of the 30 day stipulation.
Membership - Dania Karloff	

Committee members	Dania asked for approval of Susan Casey, Dr. Zoa Rockenstein, Laura Gilbert and Patty Szymczak as her committee members. Approved without objection.
Survey	Dania requested approval from the Board to distribute a brief survey to non-renewing members to further determine what actions we can take to increase our retention rate. Dr. Zoa Rockenstein will lead the development of the survey.
Motion	Dania urged the Board to facilitate the publishing of articles with educational content and those of general interest in the GSD Review. Dania explored a number of other ideas to stimulate an increase in membership including having some of the publications previously available researched for possible availability either on the website or available for purchase. Ginny Altman moved to approve the recommendation for a survey regarding membership renewal at no cost to GSDCA, Inc. If cost will be incurred, the committee is instructed to come back to Board for approval of funds. Motion seconded and carried unanimously.
Certificates	Laura explained how she carries out the sending out of certificates and title pins. The question of how others learn of the benefits of membership and the awards was referred by Tish to the Regional Club Committee and the Membership Committee.
Information to members	There was discussion of information being disseminated on a list and the opinions were not perceived as accurate as to the information that was actually discussed. Stormy Hope, who has been in attendance during the entire meeting volunteered to share her opinion on that same site. Ginny stated that she would have the Board O Gram facilitated to get prompt information to members regarding the Board meeting. Committee chairs are instructed to include a paragraph in their reports if they want information disseminated to the membership in the Board O Gram.
Nominations	Board Nomination form for Officer and Board member Candidates was revised to include the qualifications for the various offices and board members. This allows the candidate to confirm that they meet the qualifications as outlined in the bylaws and rules when they sign the form. The form was approved without objection, as amended to have the language for the treasurer changed to reflect the qualifications as stated in the bylaws.
Recess	The Board meeting was in recess for 15 minutes.
Motion to Rescind	Bill Burggraaf stated that the visit to Philadelphia that was approved to have taken place in January did not occur because of weather. There was discussion of the April board meeting and the need for those who were scheduled to visit Philadelphia to do so. These are the individuals that need to visit the site: Tish, Bill, Nancy, Tom and Dean. They need to accomplish some tasks and meet with essential individuals regarding the site in Philadelphia. Dorothy expressed a need to get some herding information, which she can get from Ann Brogden. The visit will be rescheduled for those who had planned to go in January to go in April.
Products - Bob Moore	
Inventory	Bob asked for authority to replenish inventory that has sold when necessary without having to get three new bids and returning to the Board for approval.
Motion	Ginny Altman moved that the product chairman be permitted to replenish inventory without getting 3 bids in existing products, provided that the cost of the item has not increased in price beyond 10 to 15% and does not exceed \$500 total.. The motion was seconded. The motion was approved with all members voting for the motion except Jim Moses who was opposed and Zoe Backman who abstained.
Trial Products	Bob asked for authority to obtain new product to trial sales without having to obtain board approval as long as he stays within budget. Carmen Battaglia notified Bob that the products chair already has that authority.
	Nancy Harper-Mulvaney expressed concern about the conflict with Centennial products. Bob assured her that he would be sensitive to that and would work with her.
Depart	Bart Bartley departed 10:02 am.

Review ads	Bob asked that the product store be permitted to place ads on the back inside cover 4 issues if the inside back cover has not been sold. The board believed that permission was given last July. Ads in otherwise "white space" was approved. Bob has requested Review pages under the Budget and Finance Committee process.
National sales	At the National Bob is asking for a cash register and a credit card machine to facilitate sales. Nadine will look into the credit card machine and Bill will look into cash register. Carmen suggested coordinating all of the sales in one area with catalogs, Red Books etc. These ideas will be explored by those involved.
	Bob is asking for a link to his website from the GSDCA, Inc. website. This will be explored and considered at another time.
Regional Clubs - Dean Wylie	
	Dean moved approval of his committee members: Regional Club Challenge, Gloria Sinclair; Regional Club Website competition, Betty Johnson; Regional Club Newsletter competition, Susan Sacco. The motion was seconded and carried unanimously.
Legislation	Stormy is asking to have points attributed to those regional clubs that are active in promoting involvement with Legislation activity. The points will be awarded up to 15 points. Dean moved to accept the recommendation of the Legislative committee. Adopted without objection.
Depart	Laura Gilbert departed at 10:17
	Additional points were approved for Grand Champion and Graduate Novice for the regional club challenge.
Policy and Procedures - Zoe Backman	
	Zoe moved approval of her committee members Michel Ebertin, Ginny Altman and LaMar Frederick. Approved without objection.
Internet policy	Zoe noted that this has been distributed several times. A printed copy was distributed at this meeting. By general consent this will be brought to July board meeting.
White Shepherd - Melanie Fuellgraf	
	Melanie has asked several times for our letter permitting them to submit an application for the AKC to act upon. Without objection this was postponed to the July meeting. Carmen asked that the correspondence from the SV be sent to the new board members.
Update	Dania updated the Board that we had 347 new members last year.
Purina	Frank Fasano asked if the Purina Sponsorship Agreement had to be approved. Tish explained that the agreement has not changed from year to year but that she has not received it to date. It was agreed that as long as there are no changes, when Tish gets the agreement she should sign it.
New Business	
	Tish informed the Board that Kevin Reynolds is seeking recognition to bring new business for action to the Board. The Board was unanimously in favor of hearing Kevin.
Depart	Ken Downing departed at 10:29 am. Zoe departed at 10:36.
	Kevin addressed the board regarding what he perceived as a misunderstanding and a lack of communication regarding the vendor fee. He had contacted the event center as he had done on previous occasions and learned only after he arrived on site that it was the Club that was contracting the vendors. Kevin felt it was not fair and asked for some refund of his vendor fee.

	Discussion: Dania who has been vendor chair for five years stated that the standard vendor fee was applied in this situation. Before the National, Bill was not aware of Kevin wanting to be a vendor, nor was Dania. Bill felt that it would not be fair to the other vendors to make a reduction for one vendor. Kevin had contacted the facility and the facility contacted Bill after Bill arrived at the national. Kevin had prior vendor arrangements with this facility during all breed events.
	Tish thanked Kevin, as did others, for coming to address the board and creating awareness of the need to improve communication on this matter.
	Jimmy departed at 10:52 am.
	Board was in closed session from 10:40 to 11:06 am
	The Board meeting resumed in open session. The consideration given to Kevin was to consider that he now has previous vendor status and under a new GSDCA policy previous vendors will be given a discount.
Adjourned	The meeting was adjourned at 11:12 am.
	Ginny Altman, Recording Secretary March 1, 2011