

NOTE: There was an excellent “Think Tank” session held on Friday night with Pam Stoesser, Susan Casey, Carol Moore and Gail Stiefferman heading their respective committee areas (Website, Review, Futurity and National). Board members/Officers rotated in small groups to each area. Participants brought up and discussed a myriad of ideas. Many of these suggestions were addressed over the next two days during the Board meeting. After this program, Dania Karloff spoke about the membership gains we attained this year and made some recommendations to increase and retain membership.

GSDCA BOARD MEETING MINUTES – JANUARY 26 AND JANUARY 27, 2013

These are the minutes of the GSDCA Board of Directors meeting held in Atlanta, GA on January 26 and January 27, 2013. Present were Board members: Morton Goldfarb, Dorothy Linn, Carol Moore, Pam O’Dell, Zoe Backman, Dean Wylie, Ardin Bartley, Lew Bunch, Gary Szymczak, Patty Korsch, Bill Burggraaf, Jim Moses and Fred Migliore; Officers: Laura Gilbert, Lanalee Jorgensen-Law, Bill Pfeiffer and President Frank Fasano. Absent: Carmen Battaglia and Ginny Altman. Taking minutes for Ginny Altman is Dania Karloff.

Visitors: Julie Degen, Susan Casey, Pam Stoesser and Gail Stiefferman – committee chairs.

Motion to approve the minutes of the October meeting were presented by Dorothy Linn and seconded by Fred Migliore. Gary opposed and Zoe abstained. Motion passed.

Correspondence Secretary:

Laura Gilbert noted a letter received from the 2012 Tracking Judge with some very positive remarks regarding the event.

Laura updated the Board of her on-going conversation with Barbara Woelfel and Sam Israel regarding the pamphlet created by Barbara Woelfel and her intent to donate its rights to the GSDCA. Laura presented to the board a list of current Board members’ eligibility to run again. All members of the 2013 class are eligible with the exception of Carmen Battaglia. Laura reported a series of upcoming deadlines: the Annual meeting notices will be out by July 12; petition nominations will close August 11; ballots will go out no later than September 10; and the Annual meeting date is October 10.

Executive Committee Report:

- A motion was made to ratify the November 7 vote to use the ladder method to replace Charlotte LaRosa for 2013 National judge. This is being done at her request. Motion

passed unanimously. Laura noted that only the first three 2013 National judges are required to follow National judges' restrictions.

- A motion was made to ratify the November 7 vote appointing Gail Stiefferman as National Chair. Motion passed unanimously.
- A motion was made to ratify the November 7 vote to approve the Pinnacle program requested by the Marketing Committee. The Pinnacle program would invite top National Conformation and Performance winners to put their pictures on the wine labels for a specific monetary donation to the club. Motion passed unanimously.
A motion was made requesting approval for Gail Stiefferman to visit the 2013 show site. Motion passed unanimously.
- A motion was made to ratify the January 14 vote to leave Futurity dates as set earlier after receiving a letter from a regional club which had a date conflict. Motion approved with recognition that the Board needs to be more mindful of conflicting Futurity/regional clubs' dates. Motion passed with Lanalee Jorgensen-Law abstaining.
- A motion was made to approve Ginny Altman's request for Dania Karloff to take the minutes of the January Board meeting. Motion passed unanimously.

President's Report:

Frank Fasano expressed his satisfaction with Friday night Think Tank results. Frank requested the four Committee Chairs involved in Friday night's "Think Tank" review the top recommendations and consider them for implementation.

2013 Committee Chairs Selection: Zoe made a motion that committee chair votes be taken by secret ballot. For the motion: Dorothy Linn, Carol Moore, Zoe Backman, Bill Burggraaf, Bill Pfeiffer, Dean Wylie and Pam O'Dell – Motion failed. Zoe made a motion to vote for committee chairs in closed session. Motion passed unanimously.

Meeting went into closed session.

The following changing committee chairs and co-chairs were approved:

ROM Dams – Add Cheryl Olson as Co-Chair with Gloria Birch and Cappy Pottle

Health and Genetic. Current co-chairs Barbara Williams and Dr. Jean Dodd. Barbara Williams asked to be replaced. 2013 co-chairs: Dr. Jean Dodd and Carolyn Gerganoff.

Ethics – Current Dan Dwyer. Dan has agreed to stay for another year and will be co-chair with Mike Cressman.

Breeders Code of Ethics. Current Chair is Kathy Salvucci. 2013 Chair: Marita Patterson.

Temperament Test: Current co-chairs Jim York and Gene Gray. 2013 Chair Gene Gray.

Obedience: Current: Dawn Van Dyken and Dalene McIntire. 2013 co-chairs Dawn Van Dyken and Julia Priest.

Education and Judges' Education: Current co-chairs Dr. Goldfarb and Helen Gleason. 2013 co-chairs: Dr. Goldfarb and Sheree Moses.

Futurity Chair: Current Chair Carol Moore. Carol resigned because of health issues. 2013 co-chairs: Joan Intersimone and Kathy Potter.

Product Chair: Current: Bob Moore resigned. 2013 Chair: Herman (Butch) Stiefferman.

The meeting returned to open session.

Frank requested approval for these and the reminder of the committee chairs. Request passed unanimously.

It was noted that Carol Moore resigned because of health issues and Bob Moore made the decision to resign. Frank asked that letters be sent to all past chairs to thank them for their service to the GSDCA.

Treasurer's Report:

Bill Pfeiffer thanked Nadine Grady for being very cooperative and helping make the transition easier. She has shipped all of the financial records to Bill with the exception of the 2012 records which she has shipped directly to the Auditor. Bill said that he is keeping all the old financial records because of current IRS practice to audit AKC clubs. Bill did a comparative report between 2011 and 2012. Bill went through some specific issues he is reviewing and he requested assistance to keep accurate records from the many chairs that deal with monies. He will work with the bank to bring up-to-date information regarding the club's accounts.

Motion by Bill Pfeiffer: "Move/resolve that William G. Pfeiffer, Treasurer GSDCA and Frank Fasano, President GSDCA, be named as principals for administering and managing the Merchant account for purpose of administering the credit card services of the GSDC of America with First Data Independent Sales, Merchant Support/DBA. Further resolve that Kenneth Downing be removed in any and all capacities on this or any related accounts. Motion approved unanimously.

Motion by Bill Pfeiffer: “Move that dual signatures be required for all disbursements over \$700 except tax matters. The chairperson of the Budget & Finance Committee and/or the President are designated to provide the second signature. The Treasurer, the head of the Budget & Finance Committee and/or the President are designated the two authorized signatures on all of the GSDCA bank accounts. Disbursements in amounts over \$700 are to be approved in person or via electronic means using the GSDCA Expense Voucher form as attached to this motion. Signed and countersigned Expense Vouchers are to be permanently filed with the clubs financial records and are to be available to the club’s auditor(s) on demand. Motion approved unanimously.

Motion by Bill Pfeiffer: Move that a permanent internal auditing committee of the board be appointed. Motion passed unanimously. Recommended members of this committee were Bill Hope, Sam Israel and Van Dukeman.

Bill passed a Conflict of Interest form for all Board members and Officers to sign.

There was a brief conversation about the 2013 audit firm selected after a bid - the firm selected was Ryan and Givens.

AKC Report:

Carmen Battaglia requested from AKC that they consider alternative methods of election voting such as electronic balloting.

Carmen requested a motion to appoint a committee for the Top 20 GSDs. Motion Approved. Carmen was proposed as the Chair with committee members: Bill Burggraaf, Dean Wylie and Gail Stiefferman. Committee will report at the April meeting. Motion passed unanimously.

Carmen proposed that the Board consider offering the “Long Coat” conformation class at future nationals and at specialty shows. There was a discussion as to whether there should be a change to the GSD Standard or whether the GSD Standard should be left as is. A motion was made to create a committee to study this matter and make recommendations. Motion approved.

Proposed Chair Bart Bartley with Morton Goldfarb, Jim Moses and Carol Moore as committee members. Jim suggested to include white German Shepherd Dogs in this discussion. Added to the committee were: Lanalee Jorgensen-Law, Bill Pfeiffer, Zoe Backman, Gail Stiefferman, Peggy Kurz and Susan Casey.

Futurity:

Carol Moore passed around a copy of her Futurity report. Carol addressed the Friday night “Think Tank” discussion. Top recommendations were: (1) Eliminate the Amateur Futurity; (2) Offer a litter entry fee for any one region (\$50); (3) Offer an advertisement package for \$250 including National and Futurity catalog ads plus some months on the webpage; (4) Increased Futurity ads to reduce cost; (5) Encourage double entries but limit showing to one show. Frank indicated that we should pursue only a couple of suggestions rather than try to accomplish it all at once. Bart Bartley asked for these suggestions to be typed and passed around to all members to be further discussed.

National:

National Site: Gail Stiefferman visited the site last weekend. Gail reported that the building is only 150’ X 300’ – this space will need to encompass rings, vendors, seating and visitors. It was noted that last year’s facilities were significantly larger. The Centennial memorabilia will be located in the annex. The stalls are forty feet from the building and are open but covered. The sides of the stalling areas are open with canvas that can be dropped to guard from rain and wind. There is concern about walking from the stalls to the arena building in rain or snow but we are considering a tented connecting walkway. There is no decision yet as to where to locate vendors. This year the National will start on Wednesday. Since we will not be holding a pre-show specialty, this arrangement will allow us to spread out our National through an extra day. There was a lively discussion regarding locations of events and facilities.

Lunch Break

National: (continuation)

Gail Stiefferman, National Show chair, continued her presentation talking about the show site and the National show schedule. All breed Agility is scheduled for Monday, GSD only Agility will be offered on Tuesday and Wednesday. A discussion followed about holding one, two, or three ring trials on Monday. Obedience and Rally will be on hard packed dirt in the practice arena. There will be two obedience trials and two rally trials. Obedience and Rally are both scheduled for Thursday & Friday and will run concurrently.

Gail requested that one of the “comped” rooms be given to the National Photographer. Motion made by Bart Bartley. Motion passed unanimously.

Gail Steifferman requested approval for her National Committee as follows:
Assistants Dean Wylie and Patti Korsch

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Performance Chairperson: Julie Degan

Show Secretary: Phyllis Kraft

Chief Ring Steward: Dick Jones

Photographer: Val Harrington

Membership/Judges Hospitality: Kris Fasano

Announcers: Bob Drescher

Advertising/Catalog: Patty Szymczak

Gold Page Luncheon: Joyce & Jack Ebert and Erin Nellis

Decorations: Sheryl Brockett

Educational: Morton Goldfarb

Trophies: Peggy Kurz

Vendors: Lisa Correia

Motion to approve the members of this committee passed unanimously.

Budget and Finance:

Gary Szymczak reported that the committee met and worked hard on many issues. It was the decision of the committee not to present a final budget at this meeting because of incomplete National figures and other needed information. A final budget will be offered at the April meeting. .

Recommendations from the B and F Committee:

Reduce the size of the GSD Review magazine. Gary reported that by changing to a smaller size GSD Review magazine (6" x 9") the club will realize a savings of approximately \$18,000 per year. Bart Bartley made a motion to change the Review magazine to the 6" X 9" size. There was a discussion regarding the cost of printing a color page using the smaller size vs printing it in a larger size (8.5" x 11"). Susan Casey, Review Editor, presented information noting that the editorial pages will have to be increased by 40% if moving the magazine to a smaller size – a smaller page will result in more printed pages. Susan also mentioned that the smaller size could potentially result in advertising revenue losses. Some Board members were concerned that the projected saving costs of the smaller version were not addressing all the variables and thus the

change to the smaller size would not result in the anticipated savings. Frank emphasized the need to have accurate information before making a decision. For the motion: Fred Migliore, Bart Bartley, Gary Szymczak, and Dean Wylie. Against the motion: Bill Pfeiffer, Laura Gilbert, Lanalee Jorgensen, Carol Moore, Morton Goldfarb, Lew Bunch, Bill Burggraaf, Dorothy Linn and Patty Korsch. Abstaining: Pam O'Dell and Zoe Backman. Motion failed.

The B&F Committee recommended to increase the cost of National entries (\$5 for conformation classes and \$10 for BOB). Motion passed with Lew Bunch and Morton Goldfarb opposed.

Review:

Susan Casey spoke briefly about the recommendations made last night during the Think Tank session. She reported that the number one suggestion coming from the Think Tank was to publish a larger number of articles to add content appealing to our audience of new members, novice members, as well as long standing members.

The second suggestion of the Think Tank was to secure an individual to sell ads in the Review.

There was a suggestion that we consider a combined offering of a Review ad and a web ad.

There was a discussion about combining two different issues of the GSD Review magazine going from 11 issues to 10 issues.

National (Continuation)

Performance:

Julie Degen requested approval for her committee chairs and co-chairs: Agility Dan Weiss, Obedience: Dawn Van Dyken and Julia Priest; Rally: Laticia Alamaia; Tracking: Marita Patterson; Herding Theresa Royer. Request approved

Future Plans: Julie requested permission to add Nosework to the GSDCA performance sport offerings - Julie is working on the points that could be awarded for the various levels of recognition. Request approved. Julie is looking into having a two ring trial for the all-breed agility day at the National and thus increase entries and income. She is also projecting to add two obedience trials and two rally trails beginning at the 2013 National. In 2014, she would like to add obedience and rally matches, a CGC, and a Nosework trial. There may be the possibility of offering coursing at the Purina site and maybe VST tracking at a future national.

ATAA:

Chair Nicky Hood requested approval for an alternate method of qualifying progeny for ATAA awards. Currently progeny must have either a conformation placement ribbon or a judges' certificate that the dog does not have a disqualifying fault. However, there is a problem because AKC superintendents are denying access to judges since the dogs are not entered at shows. Nicky is proposing that owners fill in a form stating the dog has no disqualifying faults and submit it, together with two photographs, to the ATAA Chair. Either method will be acceptable to qualify progeny for ATAA awards. Motion approved.

Centennial:

Chair Nancy Harper Mulvaney requested that the President and the Treasurer sign and be approved by the Board to sign the contract to go to the Renaissance Hotel for the Victory Centennial dinner on Saturday night. This will also require Board approval. Request approved unanimously. Nancy is strongly recommending that we have a committee to ensure that hotels grounds are kept cleaned. Nancy is requesting the judges complete their assignments early enough on Friday in order to allow members to attend the 7:00pm reception. During this reception we will have military dogs, SAR dogs and prominent personnel – David Frie will act as master of ceremony. Nancy asked the board to read her forwarded mail from Allen Schaeffer with the subject line "Communications Line." Nancy requested approval for a press release to be done during Westminster. Request approved unanimously. Nancy expressed some disappointment with the lack of Purina cooperation. Nancy is also asking regional clubs to publicize and promote the Centennial events.

Education and Judges Education:

Morton Goldfarb proposed the production of an educational program in a DVD format based on the seminar that was held at the 2012 National. Goldfarb showed samples of the video. Goldfarb and Pam Stoesser will work together to present to the Board a more finished version of this video with estimated production costs at a future meeting.

Marketing

Lew Bunch spoke about increasing membership and strongly emphasized that we should market membership. He identified two possible market sources. First, Lew pointed out that we have many regional club members who are not GSDCA members but potentially could become members. A second identified market is the many AKC registered German Shepherd Dogs. Lew noted that AKC registers 40,000 German Shepherd Dogs every year who could be potential GSDCA members. Lew commented that we should add more value to GSDCA membership and proposed that we give a 10% discount to all GSDCA members for all GSDCA

products/services offered at the National – there was a discussion about ensuring we cover costs. Lew made a motion to sell this year's McCarthy calendar for \$10 each or \$15 if shipped. Motion approved unanimously.

There was a motion to adjourn for the day. Meeting adjourned and a joint informal gathering of the GSDCA and GSDCA/WDA Board members ensued.

GSDA BOARD MEETING – SUNDAY, JANUARY 27, 2012

Nominating Committee:

Dorothy Linn made a motion to nominate Patti Korsch as Chair of the Nominating Committee. Gary seconded and motion passed unanimously. The following were nominated and elected to the nominating committee:

North East Region: Donna Radich with Gene Workman as alternate.

Heartland Region: Cindy Bartley with Terra Fairburn as alternate.

Mid America Region: Joyce Ebert with Candy Zumwalt as alternate.

Western Region: Jack Newton with Erin Nellis as alternate.

OLD BUSINESS

There was a discussion regarding extending the Board's per diem to cover airplane luggage fees. Several board members expressed reluctance to increase board paid expenses. There was a motion to keep per diem as it is currently. Motion passed unanimously.

There was a request by the GSDC of No Ohio for a GSDCA recommendation for Joe Beccia judges' license to be fast tracked. There was a motion by Dean Wylie and seconded by Bart Bartley. Motion passed unanimously.

We received a letter from the American GSD Charitable Foundation indicating that the Foundation is a different organization and not as is purported in the distributed AKC flyer. Gary Szymczak made a motion to remove any reference to this organization from the AKC flyer. Motion passed unanimously.

We received a letter from Mary Beth O'Neill from the American White Shepherd Association requesting that the Berger Blanc Suisse be accepted into the FSS program for those dogs that currently hold an FCI registration certificate as an imported Berger Blanc Suisse. AKC will not proceed with this request without the GSDCA acceptance. There was a discussion.

Melanie Fullgraff, a member of the Berger Blanc Suisse Club, spoke in favor of this action. Zoe made a motion to study the DNA before making a decision. Motion failed. The Board agreed to not revisit this subject.

Frank suggested the Board consider utilizing Kyle Robinson of Jack's Travel as a means to reduce travel for Board members. Carmen will look into it as the AKC is currently using that agency. The next two board meetings will be held the last weekend in April and the last weekend in July – both of these meetings will be held in St Louis.

AOE Report

Chair Helen Franklin requested that the engraving on the AOE plaques reflect other awards earned by the dog. Helen also recommended that we celebrate the lives and accomplishments of AOE dogs and remove the death memorial in the pages of the Review. Dorothy made a motion to follow the recommendations of the Chair. Pam seconded the motion. Motion passed unanimously.

Legislative Liaison

Chair Stormy Hope requested implementation of the previously approved Legislative Committee and appoint a chair. Stormy requested donation of \$500 to NAIA. Bill Pfeiffer addressed the need of becoming more aggressive regarding anti-breeder legislation. Dorothy again referred to Stormy Hope's request. Carol Moore talked about a legislation that was offered in Texas two years ago – they hired an attorney and filed a suit against the constitutionality of this law and they won. Dorothy made a motion to follow the recommendations of the Chair and make a \$500 donation to NAIA to assist them in their ongoing legislative battles. Motion passed unanimously.

Junior Committee

Chair Nancy Godek McDonald requested approval of the 2013 budget; approval of a Pizza Party following the hands on portion of the Junior seminar on Friday outside of main ring at the completion of judging; and presentation of the Junior participants and award winners in the Opening ceremony Saturday. Jim Moses made a motion to approve the Chair's request. Dorothy seconded the motion. Motion passed unanimously.

Policy and Procedure

The P and P Chair, Zoe Backman, requested that the definition of the referral person listed in the AKC website be changed to the Corresponding Secretary. Request passed unanimously.

NEW BUSINESS:

There is a GSD regional club that is not compliant with GSDCA rules. Frank Fasano will investigate what can be done to get this resolved.

Morton Goldfarb and Pam Stoesser brought back the video of the proposed educational program to give Board members a better sense of the format. Morton requested approval to proceed. Motion passed unanimously. Pam mentioned that the GSDCA website also has a copy of Dr. Coates (geneticist) program which is part of the Education Committee.

Frank requested the Board allow him to come back in April with an action plan to increase membership. There was considerable discussion concerning how to disseminate to the membership matters which will be discussed at upcoming meetings. Frank stated that we will continue to use Constant Contacts as the best means to inform the membership. Bart suggested we also use Facebook to distribute the information published in Constant Contact.

Jim Moses made a motion to allow Bill Burggraaf to seek corporate funding for the World Trials. Dean seconded the motion. Motion passed unanimously.

Motion to adjourn. GSDCA Board Meeting adjourned.

German Shepherd Dog Club of America Charitable Trust meeting.

Executive Committee – Requested ratification for decision that Gary Szymczak be issued a debit card to pay for mailing products. Motion passed unanimously. Pam O'Dell requested to have Bill Pfeiffer get bids for credit card services for the Trust in conjunction with his work for the GSDCA. Request approved.

Pam presented the Trust financial statement. The statement had no current inventory figures. Bill Pfeiffer showed \$26,075 in commitments and \$12,895 deposited. There was a discussion regarding the various accounts. Morton Goldfarb expressed his concern that while there were several accounts but there is not one person who oversees all areas of this project. There was a motion for Bill to be part of the GSDA Trust as part of the Financial committee. Motion passed. There was a motion by Morton Goldfarb, seconded by Lew Bunch to have Bill Pfeiffer as the Treasurer of the GSDCA Trust fund. Motion failed. Meeting adjourned.