



GSDCA BOARD MEETING MINUTES

April 23-28, 2021

AGENDA

TeleConference

NOTE: Meeting begins Friday at 9:00 AM EST

Friday, April 23, 2021 – Meeting will begin at 6:00AM Pacific Standard Time (7:00AM Mountain, 8:00AM Central, 9:00 Eastern) and end at 9:00AM Pacific Standard Time, (10:00AM Mountain, 11:00AM Central, 12:00 noon Eastern.) We will reconvene for two hours at 4:30PM Pacific Standard Time (5:30 Mountain, 6:30 Central, 7:30 Eastern.) This email will also serve as notice that, in order to complete the business of our April Board Meeting, special Board Meetings will be held on Tuesday, April 27, 2021 at 4:00PM Pacific Time and Wednesday, April 28, 2021 at 4:00PM Pacific Time

Meeting brought to order by Deborah Stern at 9:05AM EST Friday April 23, 2021.

Deb Stern took Roll Call, Present: Deborah Stern, Laura Gilbert, Ann Solt, Erin Nellis, John Ayotte, Cyndi Flautt, Jeff Pyle, Lenny Brown. Candee Foss, Morton Goldfarb and Ileana Noguerras. Absent: Pamela O'Dell, Gail Stiefferman,

I. MINUTES

1/26/2021 GSDCA Minutes

2/9/2021 GSDCA Minutes

3/25/2021 GSDCA Minutes

II. REPORT OF THE RECORDING SECRETARY - Pamela O'Dell

Morton Goldfarb made the Motion to approve all (3) of the minutes presented, 2nd by Candee Foss, Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman

III. REPORT OF THE CORRESPONDING SECRETARY -Gail Stiefferman

Report was delayed and discussed at Recess meeting.

IV. REPORT OF THE EXECUTIVE COMMITTEE -Deborah Stern

Request for BOD Ratifications of the following Executive Decisions

2/21/21

No action needed- Approve the request to host the FCI World Championship qualification IGP trial for the United States, as the AKC parent club representative and world team selection. *No action needed to ratify the motion, the FCI cancelled the request. Jeff made motion second by Laura. No ratification necessary at this time.

Motion made by Laura seconded by Cyndi to allow Mike Karlov to step down from the GSDCA SV Programs Committee. Approved unanimously. Ileana Nogueras requested that this item be moved to a Closed Session. Deb noted it will be at a later date.

3/28/21

Cyndi made motion to approve, and Jeff second. Items approved by the executive committee:

Date change for 2022 Northeast Futurity. New weekend is July 8-10, 2022.

- Date change for the 2021 South Pacific Futurity. New date is September 26, 2021.
- Nonmembers who win Best/Best Opp or reserve at the 2021 South Pacific Futurity must apply for membership by September 30, 2021 to be eligible to exhibit in the National Finals.
- Motion made by Candee Foss to ratify this Executive decision, 2nd by Laura Gilbert. Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman

Ann Solt noted the majority of Budget and Finance members have approved this firm for the 2020 audit. As this is the case, I am requesting the approval by the Executive Committee to proceed with Schmersahl Treloar as our audit firm for the 2020 audit with ratification by the entire Board in April. 2nd. Passed Unanimously by Executive Committee.

Motion made by Ann Solt to ratify this executive Committee decision, 2nd by Laura Gilbert. Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman

4/11/2021

SV COMMITTEE

1. Motion to allow refunds to those entrants who choose not to show at the Sieger Show due to the change of judge. Motion by Laura, 2nd by Ann. Passed unanimously by Executive Committee.

Motion made by Laura Gilbert to ratify this Decision, 2nd Jeff Pyle, Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman

2. Motion to approve Morton Goldfarb as GSDCA Kohrmeister/Breed Master. Motion by Ann, 2nd by Laura. Approved Unanimously by Executive Committee. Motion made by Laura Gilbert to ratify this Decision, 2nd Ann Solt, Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman

3. Motion to disallow cancelation of the Breed Survey at the GSDCA Sieger Show. Motion by Ann, 2nd by Cyndi. Approved unanimously by Executive Committee. Motion made by Ann Solt to ratify this Decision, 2nd Cyndi Flutt, Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman

AWARDS COMMITTEE

Committee Chair Diane Silver-Strasser, requested due to time restraints, to restructure the Awards Committee, requesting approval of Members: Channing Sheets, Sandy Anderson and Cindy Tellefson, removing Myra Shear. Motion by Laura, 2nd by Cyndi. Approved unanimously by Executive Committee. Ileana Nogueras requested that this be moved to a Closed Session.

MARKETING COMMITTEE

Motion by Jeff, 2nd by Ann, to reduce current ad rates for the Review to:

1 page b&w \$100

2 page b&w \$175

1 page color \$150

2 page color \$250

This will apply to the May, June and July issues of the Review. Anyone who has already submitted and paid for an ad for May will receive a credit (difference between what was paid vs. new rate(s).)

Approved unanimously by Executive Committee. Motion made by Jeff Pyle to ratify this decision, 2nd by Ann Solt. Erin Nellis asked that the Executive Committee inform the BOD going forward prior to significant notices going out to the membership. With the Constant Contact going out to the Membership prior to the BOD being notified did not prepare us for questions from the members. Motion to Ratify Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman

TEMPERAMENT TEST COMMITTEE

Motion by Laura, 2nd by Ann: Allow passing results of Canadian Temperament Test to be used toward eligibility for CHIC Award. This will only apply to those tests administered in Canada during border closure due to Covid. This exception will no longer be allowed as soon as borders open. The Canadian Temperament Test still does not fulfill the eligibility requirements for the AOE. Passed unanimously by Executive Committee. Motion to ratify this decision made by Laura Gilbert, 2nd by Cyndi Flautt. Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman

V. REPORT OF THE PRESIDENT -Deborah Stern

- Permission requested from the AKC to use our GSDCA Logo for their Market Place and for banners at Meet the Breeds. Deb Stern noted that for the banners for Meet the Breed, it would be wonderful. Our concern is allowing our logo to be used on the Market Place. The AKC recommends that we police this area which could be difficult. Further discussion under AKC Delegate Report.

VI. REPORT OF THE VICE PRESIDENT -Laura Gilbert

No report

VII. REPORT OF THE TREASURER - Ann Solt

Ann Solt noted that she had shared with the BOD the 2020 YE draft prior to audit and the 3/31/21 1st Qtr. financials. Ann Solt's focus currently is on the audit.

Board of Directors:

Class of 2020

Erin Nellis, John Ayotte, Morton Goldfarb, Candee Foss

Class of 2021

Cyndi Flautt, Ileana Noguerras, Jeff Pyle, Lenny Brown

IX. COMMITTEE REPORTS

AKC Delegate - Carmen Battaglia

Carmen Battaglia was invited to join the meeting. Carmen first discussed the concern regarding using our logo on the AKC marketplace. He shared information regarding the “Panda GSD”. The AKC researched this some time ago and could not determine the DNA markers as pure GSD going back only a generation. The GSDCA BOD did receive a request to accept the “Panda” as a color of the GSD. It was denied Unanimously. Carmen recommended that we identify someone to police the AKC Marketplace for ads that do not promote the approved breed standard and ads where someone is identifying themselves as a member of the GDCA and are not. If this is reported to the AKC, the AKC will take action for these false claims. Mark Dunn is the VP and be a good person to send reports too. The AKC takes false claims seriously and the ad would be taken down immediately and the person would be blacklisted from the AKC.

Ileana Noguerras asked if other breed clubs monitor Marketplace. Carmen noted that most breed clubs do have someone designated to monitor AKC Marketplace ads. When the reports come in, the AKC acts immediately taking the ads down and a letter is sent out within days notifying the person of the false claims and if they do it again, the AKC will take legal action.

Candee Foss agreed with Carmen Battaglia that we should create a task force to monitor the Marketplace.

Carmen noted that the AKC registered 30% more puppies in 2020 than in 2019. Ileana noted that the Marketplace is a marketing page, not a breeder's page. Using our banner just to identify GSDs, should be fine. If advertisers are stating they are a member of the GSDCA, we do need to police the page and notify the AKC if they are falsifying the advertising.

Candee Foss made the motion that we create a committee or a team to coordinate with the AKC to monitor the GSD ads on the AKC Marketplace for questionable information. 2nd by John Ayotte. Passed Unanimously.

Jeff Pyle made the Motion giving approval to the AKC to use our Logo for the Banner for the Meet the Breed Seminars and the Banner for the AKC Marketplace with the disclaimer that the GSDCA does not endorse any ads. 2nd by John Ayotte. Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman NOTE: Carmen Battaglia would follow with Deborah Stern with a contact person to ensure that the disclaimer could be added.

Carmen Battaglia spoke to Parent Club Semen Reproduction Bank. Due to the aging of the sport, people are passing away while having frozen semen in a bank and its being disposed. Carmen suggested that we create an Adhoc committee to consider creating a plan to address this and per his report reach out to the AKC and work with the AKC on a loan.

Carmen also addressed the AKC’s 10-year report. We used to register 42% of puppies born and now we only registering 34%. We are registered more litters, but less puppies. He noted it will not take long for this to have a negative effort on our breed and the sport. We have been #2 breed for years, but dropped to #4 last year.

Carmen Battaglia also wanted to inform the BOD that the AKC ruled in favor of the GSDCA parent club in regards to our letter about the appeal of the Events Committee. We will receive our \$200 back and the misinformation and confusion was due to the AKC’s communication. Our request for

reconsideration of the 11/18/2020, page 4&5 has been taken up for review. The trial board voted to adopt our reconsideration from the GSDCA. If we want to pursue, Carmen will help us get to the correct parties. Deb Stern noted we do want to pursue and will draft another letter to change the rule back to the original rule.

AKC Dog Detection - Mark French, Wilhelm Lipp, Irina Suchko
Report attached

By-Laws –

Deborah Stern noted that she is still looking for someone to take this Chair position.

SV Programs – Charlie Starr/Rebecca Underwood

Deborah Stern asked Rebecca Underwood to join the meeting. Rebecca noted that they are producing a monthly newsletter for the SV members and it was receiving positive reviews.

She also noted that we have our IPG Trial and Universal Sieger Show this weekend. We have 29 competitors for the Trial. Rebecca did note that due to COVID travel restrictions, our German Judge will not be able to come and she was pleased that Morton Goldfarb will be judging the Universal Sieger show. Puppies will begin Saturday afternoon after the IPG trial and all of the adult classes will be on Sunday. Rebecca also noted that Morton Goldfarb is also a qualified Kohrmeister and can judge the Breed Survey which we will also be offering. This is a significant opportunity for our members to offer on a national level. This allows our members to compete. She has reached out to the USCA and Canadian clubs and they will accept these Breed Surveys into their events. That will help our members at the upcoming Sieger show this fall sponsored by the USCA.

The SV Committee with working with Morton Goldfarb as our WUSV Continental Director to work on the Character Assessment (Temperament Test) which is required on all dogs born after July 1 2017. We currently do not have anyone qualified to approve Character Assessments as all are in Germany. The committee is also working with the **USCA** to standardize this assessment throughout the USA.

The committee is also working on Award Programs and will bring to the BOD in July.

Rebecca noted that we currently do not have Judging Programs in place. They have completed comprehensive rules and regulations on how to become a judge. It also goes into the duties of a judge. This will be important to have completed. A Power Point has been put together for new judges and existing judges. The program will follow the outline of the WUSV program. This will help ensure that the titles awarded here will be recognized in Europe. Rebecca noted that individuals already approved to judge GSDs with the AKC can apply with the GSDCA for apprenticeship to judge a breed show within the SV program. She went through the process also for the IPG judging program.

Deborah Stern asked Rebecca if she wanted to make the motion to approve this Judges Program. Cyndi Flautt noted that the motion needs to come from a BOD Member. Morton Goldfarb made the Motion to accept the SV Judging Program presented by the Committee. 2nd by Ileana Noguerras. Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman, Lenny Brown.

Rebecca Underwood asked for approval to replace the sub-Chair of the Rules & Regulations, Jeff Lund. This request is due to the unavailability of the current Chair. Morton Goldfarb made the motion to approve the replacement of a sub-chair position. 2nd by Ileana Nogueras. Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman, Lenny Brown.

Rebecca asked to approve Dr. Ravi Iyer as the sub-chair for the Rules & Regulation position. Ann Solt made the motion to approve. 2nd by Ileana Nogueras. Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman, Lenny Brown.

Erin Nellis asked Rebecca about the 2022 Agility World Trials and if we are moving forward to send a team in the future. Rebecca noted that they are early in the process, but they are looking into it and hoping to have some events in 2022.

Marketing –Jeff Pyle

Jeff Pyle gave a recap of the Marketing Committee Report. He wanted to go through the action items noted on the report. They spent a lot of time on the Review.

He also noted the great article from Christine Grainger regarding how to process the Purina Weight Circles. Deborah Stern also spoke to this item. We have seen more than a 50% decline in our Purina Weight Circle funds since the program was changed. It is very important that our members utilize this program. It not only supports the GSDCA, but also the members with discounts. Purina also deposits in our AKC Foundation trust the same amount we receive annually. This is significant as this is how we funded a significant grant for DM research this year.

Approve addition of Troy Simpson - Troy has been with us since January, but was not approved on the original list of committee members, so this is a formality. Jeff Pyle made the motion to approve Troy Simpson to the Marketing Committee. 2nd Candee Foss. Passed Unanimously. Absent: Pamela O'Dell, Gail Stiefferman, Lenny Brown.

The Executive Committee's approval of the reduced Review Ad prices for May, June, & July was ratified, but Jeff wanted to extend the pricing through August due to July being ROM Sire issue and August being ROM Dam issue. Jeff made the Motion to expand the special rates to August to be fair to both ROM sires and dams. 2nd by John Ayotte. Candee Foss asked how this would impact the bottom line for the Review for yearend. Erin Nellis spoke up that she had gotten together with the Jeff regarding the Review budget. Jeff noted that it is important to energize the membership to start advertising again. Ann Solt spoke up that the cost of page was taken into consideration when dropping these special rates. April only had 2 ads, so any increase in advertising would be positive. Candee Foss asked that we see the impact of the 90-day special rate prior to extending it. Laura Gilbert noted that due to timeline to place an ad, she would support the extension. Ileana Nogueras noted that Aug/Sept issues are always our biggest months prior to the National and we should wait the 90 days and see the impact prior to extending. Deb Stern asked Jeff Pyle to report the number of ads purchased for May, June, and July. Motion Passed Unanimously. Absent: Absent: Pamela O'Dell, Gail Stiefferman, Lenny Brown.

Jeff Pyle noted that he shared the Commercial Rate Sheet approved by the BOD in 2018. Deb Stern asked that Jeff reach out to B&F and Ann and make sure the prices are still good. John Ayotte noted that the Commercial ad products are already set up on the store.

Jeff Pyle discussed that we should not be placing all monthly ads on the website. Instead, we should limit the Review ads and just place a teaser to promote becoming a member to see the entire Review including the ads.

Jeff made the Motion to limit the Review ads on the website and instead ad a teaser on the front page of the website to see the entire Review. The link would take the person to the Membership Application page. Erin Nellis 2nd the Motion. Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman, Lenny Brown.

Jeff Pyle noted they looked into the Review Covers. He noted that if the winner of the award that is to be presented on the cover is not a member, they should not receive the cover of the Review. He was asking that we map it out and give some direction to what should be on the covers. The P&P is specific for some of the front cover, but not the back cover. Jeff Pyle was going to bring more details to the July Meeting. Jeff Pyle made the motion for the Marketing Committee propose and outline the covers for each month throughout the year to be approved by the BOD 2nd by Cyndi Flautt. Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman, Lenny Brown.

Jeff Pyle made the Motion that the marketing Committee will work with the Review Editor and John Ayotte to come up with a monthly banner for the front page of the website as the teaser for the Review Magazine. 2nd by John Ayotte. Passed Unanimously. Absent: Pamela O’Dell, Gail Stiefferman, Lenny Brown.

Jeff Pyle stated that the committee is looking into sending the Review to all licensed GSD Judges. They are still looking into the financial impact. Deb Stern suggested that we wait and see the impact of the reduced prices as it would be nice to send this out if we have a significant number of ads. Jeff noted that if our membership knew that an issue was being sent to the 188 GSD judges that are not members, it would influence the number of ads for that month.

MEETING RECESSED AT 12:00PM EST UNTIL 7:30PM EST Friday Evening April 23, 2021

Deborah Stern brought the meeting back to order at 7:30PM EST.

Present: Deborah Stern, Laura Gilbert, Pamela O’Dell, Erin Nellis, Cyndi Flautt, John Ayotte, Ann Solt, Ileana Noguerras, Candee Foss

Absent: Jeff Pyle, Lenny Brown, Morton Goldfarb, Gail Stiefferman

Membership –Kim King

Laura Gilbert reported for Membership. Laura noted this is primarily for getting ready for the electronic balloting. Laura wanted to introduce Jen Proud, Kayla Summerville, and Patricia Rey. The resumes were sent to the BOD with the committee reports. All 3 are willing and able to help with the membership. Laura Gilbert made the motion to add Jen Proud, Kayla Summerville and Patricia Rey to the Membership Committee. 2ND By Pamela O’Dell. Passed Unanimously. Absent: Jeff Pyle, Lenny Brown, Morton Goldfarb, Gail Stiefferman

Laura noted that she is helping Gail Stiefferman and John Ayotte is getting the Opt-in and Opt -- out is up and running for the upcoming electronic ballot. Laura noted that they will also be working on membership renewals. Laura stated that renewal notices did not go out. We are adding 100 new members a month and not reaching out to our existing members to remind that that it is past time to renew. Laura made the motion to extend the membership renewal deadline to 6/30 with no loss of benefits, but no review. 2nd by Pamela O’Dell for discussion. Pamela O’Dell asked Laura Gilbert if it made a positive impact last year when we extended last year. Laura noted

that it did. Pamela Asked John Ayotte for an update to the conversation we had at the Jan BOD Meeting as he was going to look into offering auto renewals for our membership. John noted that the store has the capability, but had not had a chance to get into the details. John did ask Ann Solt is there any liability with our credit card processor to offer auto renewals to our membership. Laura Gilbert asked if the auto renewals will feed into the database. John was not sure but the membership chair would get the notice. John Ayotte noted that he is close to having the Electronic Ballot option for Opt-in/Opt-out on the website with the capability to update all contact information. Our new membership committee members will be reaching out personally to members that have not renewed their membership. Laura noted that we have about 200 members that do not have email address so we will be sending these members a letter with a postage paid envelope to return her Opt in and Opt out. Motion Passed Unanimously. Absent Jeff Pyle, Lenny Brown, Morton Goldfarb, Gail Stiefferman.

Lenny Brown joined the meeting.

Budget and Finance –Erin Nellis
Review and Approve 2021 Budget

Erin Nellis stated that she had sent out the Budget to the entire BOD for review. She noted that she worked with all of the Committee Chairs. We are looking at approximately a profit of \$16,000 for 2021. She noted that we basically broke even in 2020 and incurred a loss in 2019. The reason for the profit this year is mainly due to the National being at Purina. Purina has been a cost-effective location for us. Assuming that membership and review will remain stable. As Deb noted earlier the Purina Weight Circle program, it is important to promote our membership to participate.

Trophies: With the help of Ann Solt, we have a good handle on our trophy inventory we can use this year. We need to manage the ordering of trophies better as we ended up with \$5,500 in left over acrylic trophies from last year. We need to find a way to use them this year to manage the expenditure. Erin also noted that both herding and Agility spent 50% of their entry fees on trophies so we do need to look into this to better manage the expenses.

SV Program: this year the SV program is showing a loss. This is anticipated every odd year as we do not offer the Combined event or the USA Sieger Show. Also, we always budget for the teams which we seldom utilize. We budget \$8,000 to help support our members if they qualify for the World trials in Spain. New to the SV program is the Agility program. We did budget for a couple of Agility trails this year to do some practices runs this year to be able to move forward next year.

Jeff Pyle joined the meeting

Erin Nellis went on to discuss the Online Membership dues. In 2016 when we initially began to offer the Online Review option, it was determined at that time a cost. We have recognized for a couple of years now that the current fee was not assessed properly initially and is not covering the cost of the Review and the Print Review members are covering the cost of the review. Deborah Stern asked if we can discuss now. Pamela O'Dell noted that 2016 she led the committee to analyze offering the Online Review and the Membership fee for the Online Only. The BOD in 2016 also voted to raise the dues for all membership types for the first time in 22 years. Pamela acknowledged that the initially pricing for the Online only was not set high enough as we did not anticipate the number of members that would move to the online review. Deborah Stern noted

the review costs us \$120M a year and historically, we only have \$90M from the membership dues to cover the Review so we have to find the funds from other sources. This would be a significant difference. Ann Solt spoke up to say that if we raise the online to \$60, we would cover the Review.

Erin Nellis made the motion to raise the Online Membership due from \$45 to \$60 effective for the 2022 renewal. 2nd Ann Solt. Passed Unanimously. Absent: Morton Goldfarb, Gail Stiefferman

Deb asked that we discuss raising the dues \$10 for the Print review membership. Pamela O'Dell spoke up and noted that we raised it \$15 in 2016 and would not support an increase today and would leave at the current \$75. Ann Solt concurred to leave it at \$75 but agreed that the initial Online membership was underpriced. Deborah Stern noted that we will not bring the Review to break even if we just raise the membership dues on the Online Only Membership and suggested a \$10 increase for the Print Review membership dues. Laura Gilbert suggested that we raise the Single membership \$5 to \$80, Family Membership by \$10 to \$125, and lifetime (Review only) by \$5 to \$50. She asked if this would bring the Review closer to breakeven. Then it is across the board. Ileana Noguerras noted that she could support Laura's suggestion. Lenny Brown spoke up. He suggested that this decision be postponed and we have a special meeting regarding the review only. We need to all come up with suggestions on how to make the Review better and how to move forward. He noted that if we just keep raising the dues but do not make improvements to the Review will not be the answer. Ileana Noguerras spoke up and agreed with Lenny that the solution is multi-dimensional. Just raising the dues is not the answer. This needs to be a detailed conversation to come up with solution. Ileana suggested that we have a Special Meeting in 2 weeks to dedicate our time to the review. Cyndi Flautt spoke up and agreed that raising dues is not the solution. We need to really take a deep dive into the review and the opportunity to make changes.

Erin Nellis asked if there are any questions regarding the budget. Erin Nellis made the motion to approve the budget as presented. 2nd by Jeff Pyle. Passed Unanimously. Absent Morton Goldfarb, Gail Stiefferman.

Marketing Continued- Jeff Pyle

Deborah Stern asked Jeff Pyle if he was prepared to finish the Marketing report. Jeff took the floor.

In regards to Marketing to redesign & update AKC insert into GSD Registrations. (See attached). Jeff noted that the committee felt that this should be updated. Laura Gilbert noted not to change the contact information on the flyer. Jeff Pyle made the motion for approval for the Marketing Committee to update the AKC insert flyer and will bring to the BOD for final approval. 2nd by Ileana Noguerras. Passed Unanimously. Absent: Morton Goldfarb, Gail Stiefferman.

The P&P notes that there should be an AKC Gazette Committee to work with the AKC for the 4 annual issues. This has fallen by the wayside. Jeff wanted the BOD to consider putting this under the Marketing Committee for now unless or until the "committee" as detailed in the P&P is restored. The next issue would be Sept which we would have the information regarding our National. There is a 3-month advance timeline for submittal of the articles to the AKC Gazette.

Jeff Pyle made the Motion that duties of the AKC Gazette Committee fall under the responsibility of the Marketing Committee until the AKC Gazette Committee is restored. 2nd by Pamela O'Dell. Pamela O'Dell asked for confirmation that the articles be approved by the BOD or the Executive Committee prior to submittal. John Ayotte spoke up and noted that this task was part of the

Education Committee in the past, so Jeff may want to coordinate with Education for some of the articles. Deborah Stern asked Jeff Pyle to reach out to Education and see if they want to take it over or if we should be created a separate committee. Motion Passed Unanimously. Absent: Morton Goldfarb, Gail Stiefferman.

Jeff Pyle noted that the Marketing budget was approved. Erin Nellis spoke up and reiterated that the budget they had discussed has been approved. Ann Solt asked that products purchased are well controlled and maintained. Erin asked Jeff to review the list of inventory products with the BOD prior to purchase.

Awards Committee Diane Silver-Strasser

See Report

ATAA Committee - Cynthia Binder DVM

Cynthia Binder joined the meeting to give her report. All tabulations of the 2020 ATAA are complete.

(Annual Training Achievement Awards). Despite 2020 being a sparse show year, we still had 10 sire owners submitting a total of 12 sires, and 14 dam owners submitting a total of 23 dams. Thanks to all who participated. Certificates to the top 10's have been mailed and the plaques for the #1 sire and dam have been ordered. The top 10 sire/dam results have already been posted on the GSDCA website. All the tabulations will be announced in the October 2021 GSD Review.

R.O.M. – Dee Lauffer/Chris Carter

John Ayotte noted that he included the ROM update in his Internet Committee report. There have been additional updates to the progress of the new database and getting everything input. John noted that he has been helping Chris Carter and Dee Lauffer with the ROM program and data input. John noted that everything may not be input to the data base, but the 2020 ROM Sires and Dam tabulations will be complete for the Review. He noted the Sires are complete, and working on the Dams. John noted that they still need to review AOE's, new champions, and to double check everything.

Internet – John Ayotte

See Report. Visits, both unique and total are up 1st quarter over 4th quarter 2020. Jami Winstrom (who is also on the Marketing Committee) offered to join the Internet Committee and work with our Google Analytics account to help optimize the reach and effectiveness of our website. John Ayotte made the motion to add Jami Winstrom to the Internet Committee. 2nd by Pamela O'Dell. Passed Unanimously. Absent: Morton Goldfarb, Gail Stiefferman.

The Regional Club data base has been updated and working well.

Cloud base backup is being looked into to assure valuable documents/ information is not lost for the organization. He is currently looking at a couple of options. John also is looking at a long-range technology needs. He will be working with Michael Metz on this project. John Ayotte made the motion to add Michael Metz to the Internet Committee. 2nd by Laura Gilbert. Passed Unanimously. Absent: Morton Goldfarb, Gail Stiefferman

Futurity – Cyndi Flautt

Cyndi Flautt noted she did not have any action items. The futurity entries are in for 3 regions, 2 were slightly down, 1 higher. Catalog sales increased this year to \$6,700. 2020 was \$5,625. Our

donations also increased this year. The Live stream is also up this year. Cyndi did mention to find another vender to produce the silver plaque heads would take some time. She did note that she purchased enough last year to last about 3 years. They purchased ribbons by the roll which saves about 50%. She has had numerous requests to move the Futurity dates out to Sept. The Futurity Committee is currently looking into this.

Nominating Committee – Cyndi Flautt

Cyndi Flautt noted that the committee already met and moving forward. She did want to note that due to Candee Foss being moved up to a director, she could no longer be on this committee, so the 1st alternate, Channing Sheets has been added to the committee. They will meet in May to finalize the nominated slate.

GSDCA Office-Laura Gilbert

Laura Gilbert noted they are out of medallions for High in Trial or BOB. The cost has increased significantly. She looked at alternatives and the quality is just not there. Laura suggested that we continue with what we currently have or discontinue the program. She is reaching out to several members to get a census of the membership. Ileana Noguerras spoke up that she is curious what the response is from social media. She indicated that the membership still enjoys receiving them. They are approximately \$6.20 each so the expense is significant to purchase 1,000 of them which would last about 4 years. Cyndi Flautt suggested that Laura look into the company that is produced the heads for the Futurity Committee. Laura Gilbert wanted to reach out to the members prior to making an additional purchased.

MEETING RECESSED at 8:30PM EST UNTIL 7:00PM EST Tuesday Evening April 27, 2021

Deborah Stern brought the meeting to order at 7:03EST Tuesday April 27, 2021. Deb asked Pamela O’Dell to take Roll call. In attendance: Deborah Stern, Laura Gilbert, Pamela O’Dell, Erin Nellis, Cyndi Flautt, John Ayotte, Ann Solt, Ileana Noguerras, Jeff Pyle, Lenny Brown, Candee Foss, Gail Stiefferman, Morton Goldfarb.

Education – Bob Drescher

Deborah Stern noted that the report has some action items. Bob Drescher was not available at this time so Deb Stern went through his report.

One of his questions: June 20, 2021, 8:00am - Breed seminar, Windy City Cluster (Grayslake Summer Cluster) Presenters are Bob Drescher and Mike Metz. Should we charge participants? If so, how much? Gail Stiefferman noted that we charge \$25 at the National for Breed Seminars. Ileana Noguerras offered to reach out to Bob Drescher with the forms.

Bob Drescher also wanting to ensure that the videographer will be available for the educational day at the National. Gail Stiefferman noted that she had not been contacted yet to have the Videographer available for the educational Seminar, but would reach out to Bob.

Dec. 14-17 Orlando, FL - in conjunction with the National Dog Show - AKC/DJAA Advanced Judges Institute for Toy and Herding Groups. Bob Drescher will be there to put on the breed seminar for the German Shepherd.

Insurance -xxxxxxx

With Bob Drescher's resignation, we need to appoint someone else to this Chair position. Deborah Stern noted our current policies are in place, was going to look into this and get back to the BOD.

Juniors – -Nick Hodge/Nancy McDonald

The committee chairs were not available to join, so Deborah Stern went through the report and Action Items presented in the report. The committee is asking to use the \$1,000 reimbursement from the GSDCA Charitable Trust to reimburse Richard Milam for the expense for Westminster as he had to prepay his expenses. Deborah Stern noted that with receipts, this is already approved through the trust to cover (2) Juniors. Deb noted that she had sent Pamela O'Dell the receipts to reimburse Richard. The addendum to the Junior's states that Kaitlyn Heiman has also qualified.

The Junior's Committee is requesting approval to allow the Juniors to provide 3 Juniors licensed judges to be added to the Annual Ballot for the National. Gail Stiefferman spoke up that a couple of years ago the BOD passed that the Juniors would come to the BOD with 1 Juniors judge name to judge the Juniors at the National. This motion was rescinded Jan 2018. It was changed that the Junior judge would be either the 3rd or 4th on the slate. Gail strongly felt that the Juniors could come up with some names, the BOD could also nominate a judge. Judges could also petition to judge the Juniors on the ballot. Pamela O'Dell asked Gail if someone could run on the ballot for the Juniors judge and on the ballots to judge another venue. Morton Goldfarb asked why we need to have the added expenditure for a junior's judge if we have another judge licensed to judge Juniors on the slate. Decision tabled until we could discuss with the Chairs.

Legislation- Nancy Harper-Mulvane/Stormy Hope

ACTION NEEDED: The Board should, at this time, find at least one, preferably two, volunteers to become co-administrators on the GSDCA Legislation Awareness Facebook page. Need to appointment someone as a backup for Stormy Hope. Approve Rebecca Underwood as Stormy Hope's Backup.

MEETING RECESSED at 9.09PM EST UNTIL 7:00PM EST Wednesday Evening April 28, 2021

WED April 28, 2021

Deborah Stern brought the meeting to order at 7:04PM EST.

Present: Deborah Stern, Laura Gilbert, Pamela O'Dell, Erin Nellis, Cyndi Flautt, John Ayotte, Ann Solt, Ileana Noguerras, Jeff Pyle, Lenny Brown, Candee Foss, Morton Goldfarb, Gail Stiefferman

Deb Stern invited Bob Drescher from Education to update the BOD personally. Bob noted that we were going to be handing out the Illustrated Standard at the Meet the Breed seminars. He noted that the seminar in Grays Lake has a maximum of 25 participants. Orlando seminar will be the same. John Ayotte agreed to work with Bob to get the Illustrated Standards to him for the Judges Seminars. Bob noted he was working with Erin on the Educational budget. Pamela O'Dell asked that she be looped in as it involves the Trust. Erin agreed. Laura asked about the additional education seminars at the national. She suggested we have an SV seminar. Bob suggested if they have time and members willing to put it on, he would certainly try to make it work. The cost of the Judges Seminars is \$25.

Deb Stern asked Bob if the Educational Committee was involved with the Meet the Breeds organized with the AKC. It was his plan, but no plans have been made to date.

Pamela O'Dell asked once the schedule is set for the Meet the Breeds or the Judges Seminars, can we send out a Constant Contact to inform the members for participants and volunteers. Jeff Pyle spoke up and noted that the Marketing Committee can also help to get the information out. Cyndi Flautt asked if the Breed Seminar at these other locations would be the same as what we offer at the National. As the Futurity judges that are not AKC judges, they are required to attend the seminar to judge a Futurity. Cyndi asked if it is the same or similar, can it qualify for breed futurity judges. Cyndi was going to just confirm with Bob Drescher so it would also qualify and she would get back to the BOD. Gail Stiefferman noted that if these other GSD breed seminars are the same, we need to make the motion to allow them for Futurity Judge qualification as offered at the National and update our P&P.

Cyndi Flautt spoke up and due to the Judges Seminar in Grays Lake and Orlando being the same as the one presented at the National. Cyndi Flautt made the Motion the Judges Seminar at Grays Lake and Orlando both count as an approved qualification for judging a Futurity. Second by Jeff Pyle. Passed Unanimously.

Health & Genetics – Carolyn Gerganoff

Carolyn Gerganoff was invited to address the BOD. Carolyn noted that there is not much to update on the DM reserve, but she has worked with John Ayotte to update the submission forms on the website. She noted that she will reach out to the AKC to offer nonmembers to participate in the research. She is also working with OFA as they about approximately 20,000 in their data base that could also participate for dogs affected.

Meet the Breeds– Carolyn Gerganoff

Carolyn Gerganoff gave an update to the Meet the Breed Seminars also. A Constant Contact has already gone out. The AKC is doing 8 Meet the Breeds across the country this year and we are trying to participate in all of them. She has already lined up some volunteers for some of them. Diane Roberts wrote a great article regarding “is the GSD good for you” which they are incorporating into the seminars. Carolyn noted that the AKC is giving us \$500 per seminar to cover expenses of the volunteers. Deb Stern asked Carolyn to get together with Bob Drescher regarding the scheduled seminars.

AKC Meet The Breeds - we will select locations where we have enough volunteers.

Cities are: New York, Orlando, San Diego, Dallas, Tampa, Philadelphia, Chicago, Minneapolis, Columbus, and New Orleans. Bob is working with the local clubs in these areas to help with the Meet the Breed Seminars. The AKC will support these with \$500 to help the volunteers and they will supply lunches. Bob is looking for volunteers. Deborah noted that we also need to give the AKC permission to produce the banners.

Carolyn noted that the banners from the AKC and the booths are standardized for all breeds.

Juniors- Nancy McDonald

Deborah Stern asked Nancy to rejoin the meeting this evening for a follow up. The question was in regards to the action item for the Juniors to be allowed to add 3 judges for Juniors to be added to the ballot. The thought behind this action item was to ensure that the judges are qualified to judge Juniors and also want the assignment. Historically in the past, we have had judges nominated to judge the National that are not qualified to judge juniors, and are not wanting to judge juniors. Ileana Noguerras spoke up and thanked Nancy for clarification, but was asking about the cost for the additional judge. Ileana asked if the Juniors Committee has worked with the B&F committee to consider the additional cost. Ileana also noted that there are funds in the Trust

specifically designated for the Juniors and maybe we could use those funds if we can turn this also into an educational program for the juniors. Nancy noted that they had not yet considered the cost and concerned to require the Juniors Judge to also participate in an educational program, seminar, or workshop for the Juniors. She hesitated to make it a requirement for the judge. Deborah Stern asked if right after judging go right into a seminar or workshop for the Juniors. Nancy McDonald agreed that would be beneficial to the Juniors but the judge elected may not want to give a seminar to the Juniors. Candee Foss spoke up and noted that anyone committed to the future of our breed working with our Juniors, should welcome putting on a workshop for the juniors after judging. She noted this should be a requirement. Jeff Pyle took the floor. Jeff noted that we could include on the Juniors judges' contract that they would be required to also put on the educational program for the Juniors. Jeff also noted a previous discussion that in addition to the 3 names the Juniors Committee placed on the ballot, the BOD could also add names and anyone could run by petition. Nancy asked if she could take these suggestions back to the committee as she was not prepared to advise regarding these suggestions. Ileana took the floor, noting if the educational seminar was required, we could use the Trust to pay the judges expenses as the Juniors funds are in the Trust. She noted we could try it for a year and see how it works. Laura Gilbert spoke up and questioned why a judge would have their Juniors judging license if they are not comfortable having a discussion afterwards with the juniors. Nancy did note that the AKC rules are specific that the Judge cannot spend time with the juniors prior to judging so the seminar would need to be afterwards. Deb Stern noted that the Educational Committee would be a great resource to help put together the program for the juniors. Nancy noted that there will be an additional expense, that we should be doing more for our juniors, but hesitates to make it a requirement for the judge to put on the seminar/workshop. Nancy asked for an explanation regarding the Judges Nomination process and running by petition. Gail Stiefferman spoke up and explained it to Nancy so she could take back to her committee. Nancy asked to table so she had a chance to take back to her committee. The BOD agreed.

National Specialty – Gail Stiefferman/Lori Payne

Gail was given the floor. Purina is opening May 1st. They are currently show and go. Gail confirmed that she is on top of it daily. If she sees any indication that we will not be able to have vendors, spectators, she will be asking the BOD to move to Springfield. The deadline for Springfield is July 1, 2021. Gail has been very open with Purina that if they are not open, we will move to Springfield. Purina's limit is 1 vendor and Gail made it clear we will need vendors, typically 5-20. Schedule to events: All breed Agility, 3 full days indoors. Herding: 2 days of C & D Course will be offered. Herding Instinct on Tuesday. Tracking on Sunday. Scent work 4 days with 1 all breed day. We are adding all breed barn hunt. Specialty show outside is ready to go. Videographer does not have any issue with working outdoors. He needs to check with Purina for WiFi. Futurity/Maturity finals on Wed and afterwards the Versatility. The local clubs will be offering all breed Obedience and Rally on Wed and Thursday. Temperament Test is penciled in for Tuesday. Gail is hoping to get the Advanced Brochure out very soon. Rooms are reserved for education on Wed. Gail noted she needs to get with Erin on Hospitality. Gail indicated that she needs to get together with Ellie Carson as we started the stud dog and brood bitch presentation classes. The thoughts are that we combined this class into one.

Parade of Greats and top 20 on Friday. Gail did ask Laura Gilbert if she would manage the parent club table so we get back to offering this.

National Trophy Donations – Ellen Pfann

Pamela O'Dell asked Gail Stiefferman for an update on the trophies. Gail Stiefferman confirmed that they completed an actual count of everything in the trailer. 48 1st place trophies, 47 2nd place, 40 3rd; 20 4th place trophies. Cost of what is in inventory is \$4,149. Gail has talked to several people on how to use these trophies to save the money. There is not enough to use in Conformation, but we can use in Obedience and scent work. They will only order the difference to cover the rest of what is needed. Gail noted that going with heavy glass instead of the Lucite from last year will be less expensive. Pamela O'Dell made the Motion to use the remaining Trophy inventory from last year for performance events and allow the National Committee to move forward to purchase the Glass trophies presented for this year. 2nd by Laura Gilbert. Passed Unanimously.

Deb Stern inquired about the cost of the ribbons. She asked what is the plan for this year. Gail noted that the Membership enjoys the larger Select ribbons. She has numerous bids out currently.

Corresponding Secretary Report - Gail Stiefferman

Gail Stiefferman noted what she does as the Correspondence Secretary. One of the responsibilities is working with the regional clubs to offer a GSDCA regional show. The AKC has approved a club to offer 4 shows this year. She wants to help them out, but she is having problems getting the information late. The first thing, 4/28/2018 BOD meeting, a motion was made and passed that the regional club has to get the information to Gail 22 weeks prior to closing. The AKC rule is the application needs to be in 18 weeks prior to the show. This needs to be put into the P&P so the regional club knows the rules.

It also came to Gail's attention from Mary Tripp that we have regional Clubs where they do not have a single member of the parent club. The AKC rules spell out that there needs to be an event committee at every event. Gail noted that everyone on the event committee for the GSDCA Regional show is required to be a member of the GSDCA and the hosting club. This is an AKC rule and she will need to ensure that the event committee is a current member of the GSDCA. This needs to also be in the P&P as a requirement. We will not be able to approve future GSDCA regional shows if the 5 members of the event committee are not members of the GSDCA. Gail Stiefferman made the motion that we add the AKC rule into the P&P that the 5-member event committee of any regional club offering a GSDCA Regional Show must also be members of the GSDCA. 2nd by Morton Goldfarb. Passed Unanimously.

Gail Stiefferman noted that we have a couple of regional clubs where there is not one member of the club that is also a GSDCA member. Gail asked that the BOD to consider requiring that either their President or VP be a current member of the GSDCA. Gail noted that she talked to Carmen Battaglia in length about this issue. This would also pertain to a regional club hosting a GSDCA Futurity. Pamela O'Dell made the Motion that all regional clubs should have either the President or the VP plus 4 other members be a member of the GSDCA. 2nd by Laura Gilbert. Cyndi Flautt wanted to clarify that the 5 members also be the event committee so then they are in attendance at the events. John Ayotte spoke up and did not this was fair to require a regional club to have a minimum of 5 members also be a member of the GSDCA. It could impact just folding some of very small clubs. Gail Stiefferman spoke up and asked that we consideration to fairness for all clubs. Pamela O'Dell amended the motion: Motion that all regional clubs should have either the President or the VP be a member of the GSDCA effective 1/1/2022. 2nd by Laura Gilbert. Passed Unanimously.

Public Education Committee – Report including in Marketing Report

See GSDCA Interactive Report by Michael Banks

P&P Manual Committee

Accept resignation of Myra Shear and consideration of new Chairman. Ileana Nogueras spoke up and offered to look at the P&P manual and work on updating it. Motion made by Ann Solt to accept Ileana Nogueras as the new P&P Manual Chair. 2nd by Laura Gilbert. Motion passed Unanimously.

Though not scheduled, Deborah Stern asked the Board if we could recess the meeting until Thursday April 29th, 2021 at 4:00PM PST to try and finish the April Regular BOD Meeting. No motion was made, but all agreed.

MEETING RECESSED TO A CLOSED SESSION AT 9:15PM EST.

REGULAR MEETING RECESSED AT 9:15PM EST UNTIL 7:00PM EST Thursday Evening April 29, 2021

Thursday April 29,2021

Deborah Stern brought the Meeting to order at 4:04PM PDT Thursday April 29, 2021. Deb asked Pamela O’Dell to take Roll call. In attendance: Deborah Stern, Laura Gilbert, Pamela O’Dell, Erin Nellis, Cyndi Flautt, John Ayotte, Ann Solt, Ileana Nogueras, Jeff Pyle, Lenny Brown, Candee Foss, Gail Stiefferman, Morton Goldfarb.

GSDCA 2022 National Specialty building selection in Ocala FL

Gail Stiefferman noted that the Executive Committee asked her to look at options for our 2022 National instead of going to Ocala. She was asked to look at a site in Virginia. Gail noted that this site would not work for us, but did look at the International Horse Park in Atlanta GA that could work. She noted that the only week available in Atlanta is the first week of November. We could offer everything except herding, but the Herding National could be in MA.

Pamela O’Dell noted that our members traveling in November across country can find the weather treacherous. She also asked why we are still looking for another site for 2022 when this BOD has approved Ocala 3 times. Erin Nellis asked when did the executive committee ask Gail Stiefferman to look at an additional site for 2022. She noted we are under contract and have made the deposit. She was not aware of Gail being asked to continue to look. Jeff Pyle noted that it was at an Executive Meeting.

Erin Nellis reiterated that the Ocala facility has assured us that they will get whatever we need. The facility will accommodate us. Jeff Pyle spoke up and stated that we need to stick with our plan and go to Ocala for 2022. Deborah Stern noted that we need to tell them what building we want and we still need to address the number of hotel rooms we are currently under contract for. Gail noted that we will not make any money on the RV spots. Erin Nellis noted that she has the budget and will forward to the entire BOD and it does indicate that we will be profitable at Ocala. Cyndi Flautt noted the site is beautiful and the flooring was good. Erin Nellis noted that the facility will accommodate us, they will pack the surface and we can put sod down. Gail Stiefferman and Lenny Brown noted they were still concerned about the packed surface. Deb Stern noted that the surface will work for us for both conformation and performance. Pamela O’Dell made the motion that we commit to using the large

arena at the Ocala site. 2nd by Jeff Pyle. For: Pamela O’Dell, Erin Nellis, Jeff Pyle, Cyndi Flautt, Morton Goldfarb, John Ayotte. Abstain: Gail Stiefferman, Ileana Noguerras, Laura Gilbert, Ann Solt, Candee Foss, Lenny Brown. Tie broken by Deborah Stern. Motion Passed.

Location of July Regular BOD Meeting

Gail Stiefferman made the Motion that the July BOD Regular Meeting be in person at a location determined by the BOD beginning Saturday morning. 2nd by Candee Foss. Deb noted concern that we cannot get all the business completed by not starting the meeting Friday. Gail reiterated that we are not effective with numerous conference calls and an in-person meeting is more efficient. She also noted that in the past the BOD has been able to complete the business beginning Saturday and including Sunday until noon and our Bylaws call for “weekends” for our meeting which is Saturday and Sunday. Deborah Stern also noted that we did not approve the expense for a second in person meeting in our approved budget and concerned about the cost we will incur. Jeff Pyle suggested that we go to Ocala for the July in person BOD meeting so we could also see the 2022 National site. Gail agreed to Amend the Motion: Gail Stiefferman made the Motion that the July BOD Regular Meeting be in person in Ocala FL, beginning the meeting Friday evening and running through Sunday. 2nd by Candee Foss. Passed Unanimously ABSENT: Cyndi Flautt.

Market Committee Continuation - AKC Registration Insert

Jeff Pyle noted that the Marketing Committee has been working on an updated insert and it is ready for approval. We can print in black & White, but would rather have them printed in color in available. He asked if we print or does the AKC print them. Ann Solt spoke up and noted that the AKC prints them and bills us directly. Ann Solt was going to get Jeff the contact at the AKC to direct his questions too.

Deborah Stern noted that there would be a notice for a Special Meeting to complete the agenda for this April Regular Meeting including the GSDCA Charitable Trust Inc.

Meeting was adjourned to Closed Session at 9:15PM EST

Respectively,

Pamela O’Dell
Recording Secretary

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