

## **APRIL 2015 GSDCA BOARD MEETING held in Philadelphia, PA – April 24 and 25**

Meeting commenced with a closed session to discuss the WDA lawsuit. Vice President Lanalee Jorgensen Law was absent. All other Board members and Officers were present. Guests: Diane Roberts and Gail Stiefferman.

Lew motioned to accept the January meeting minutes as sent in digital form. Voted unanimously.

Conformation judges nominated by the Board: Motion made by Dean Wylie, seconded by Lew Bunch:

- Herman Stiefferman
- Philip Miller
- Susan Godek
- Kathy Potter
- William Petterson
- Daniel Smith

**Corresponding Secretary:** Joy Schultz reported the deadlines for the upcoming elections. The nominating committee will submit their proposed slate to the Corresponding Secretary no later than June 17. Those running for Office by petition must submit their paperwork no later than August 16. Ballots will be out no later than September 15.

Joy reported that nine (9) regional clubs have not renewed their GSDCA membership. Dean Wylie will call these clubs to remind them of their lapsed membership. Jim Moses wants us to see what we can do for struggling clubs. Dean reported that AKC now allows regional clubs to host four shows per year.

El Dorado County GSD Rescue asked the GSDCA to allow them to apply for an AKC grant. Joy reported Linda Kurry endorsed this request. Approved.

**B & F Report:** Pam O'Dell gave a detailed report of the work of the B&F Committee focusing on the top four revenue generating committees: Futurities, GSD Review, Membership and National.

Futurities: Kathy Potter and Joan Intersimone were on line via phone. B&F reported a decrease in revenue between 2014 and 2015. Continued decline of entries is a concern and Pam recommended that we restructure the Futurity system so that it will allow us to financially continue to offer the program and still keep the spirit of our Futurity/Maturity system.

Kathy Potter stated she had been contacting members and the membership wanted regional shows rather than a National Futurity. Joan Intersimone suggested a survey to assess members' opinions. Frank Fasano is concerned that the low entries coupled with the significant absenteeism create a financial burden to the system. Jim Moses stated that it may be best to lower the number of regions but he'd rather phase it than moving from nine regions to one show. Jim also suggested we look where our membership is located. Lew Bunch brought up the 1986 FREE report and suggested we review past recommendations. Dorothy Linn wanted us to consider reducing the number of Futurities to 6 and split the regions by focusing where our members reside. It was noted that Purina has terminated the Purina Alliance program. Still in place are the Purina Parent Club Partnership program and the Purina Weight Circle program.

After much discussion and exchange of ideas, Pam asked the Futurity Chairs to come back and provide the Board with recommendations to address these concerns.

Review/Membership: The GSD Review incurred losses in 2014 and the B&F committee has adjusted the projected losses in 2015 by anticipating that the Review will transfer cost for advertising pages from other committees and seek ad pages from the SV/WUSV Programs Committee. The recent increase in membership has also given a positive boost to the Review income.

Pam O'Dell recommended that we offer a discounted membership with the Review magazine On-Line. Pam proposed two types of memberships: a Single type membership with an on-line Review (\$40.00) and another Single type for members who want the printed version of the magazine (\$70.00). The On-Line Review would be on our website behind the Members' wall and it will be accessible by all members including Juniors who do not currently get the magazine. There was a lengthy discussion of the technical aspects of offering an On-Line Review. Frank appointed a committee chaired by Pam O'Dell with Susan Casey, Pam Stoesser and Dania Karloff to come back with recommendations at the July meeting.

National: Gail Stiefferman reported that we will be charging for parking to cover the cost of a couple of security personnel to help and direct parking at Purina. Gail expects it to be \$5.00 to \$10.00 for the week per vehicle.

B&F anticipates an initial loss for the newly formed SV/WUSV Programs committee in 2015 with a break even in 2016 and profitability in 2017. Pam also reported that we need to insure that we have contracts in place with our current contractors and review these periodically.

Pam O'Dell asked for approval of the proposed budget. Jim motioned – passed unanimously.

Auditors: Tim DeVries, representative for the auditing firm of Ryun, Givens & Company, gave a report detailing the financial status of the club for fiscal years 2012 and 2013. He indicated that 2012 records were incomplete and bank accounts were not reconciled. Tim praised Bill Pfeiffer's dedication to complete the 2012 financial audit. Frank requested that details of these auditing reports be published on our website behind the membership wall.

Two letters were provided to the GSDCA Board of Directors noting some deficiency in internal controls. GSDCA responded to these concerns by making some changes and providing documentation of internal controls. A recommendation to reduce the number of ledger accounts has been implemented.

Lew Bunch moved that we accept the 2012 and 2013 audits. Helen Gleason seconded. The motion passed unanimously.

Larry Rock motioned to engage Ryun, Givens & Company to audit the 2014 records. Helen seconded. Motion passed unanimously. Via phone, Bill Hope highly endorsed this decision.

**Treasurer:** Larry Rock reported that out-of-town guests are normally paid for board and travel if they are asked to attend the meeting. At the last meeting the AKC Delegate travel was paid by AKC.

Larry also noted that we have insurance at or above what is delineated in the P&P. Helen asked clarification for Working Dog Sport clubs noting that the GSDCA is also covered by their insurance. Lew Bunch moved that all regional clubs name the GSDCA as covered under their insurance and to send proof at renewal time. Helen seconded. Passed unanimously.

**National:** Chair Gail Stiefferman, following directions from the Board, checked 2017 potential national sites in AZ and found no options for our preferred scheduled time in October: charges were too expensive; there were no RV hookups; tracking sites were not available and herding was problematic. Most facilities do not have generators, portable bathrooms, etc. Pam O'Dell suggested that we look at Northern CA, Albany, OR or Salt Lake City, UT.

Everything is going smoothly for 2015 but Gail is still concerned with parking. She will be at the site this weekend and will again look at the facility. Gail reported she has no one to chair the Barn Hunt event. There was a suggestion that she contact Tonya Haney.

**2016 Sieger Show:** (September or October). We are still trying to decide whether the 2016 Sieger Show will be held in Philadelphia – Gail is looking at the Wyndham Hotel – great grassy area and other good facilities. Going to Purina is still an option but two national events are taxing our volunteers. There is a possibility that we do a combined Sieger event with USCA. Gail said the show sites (park) are free. Frank said we should have two assistants for Gail – one on the AKC side and one for SV/WUSV Programs side. Lew Bunch motioned that we have the 2016 Sieger show in Philadelphia the last week of September/first week in October. Pam seconded. Motion passed unanimously. If USCA wants to join the GSDCA for this show, we will have a combined event.

**National Trophies:** Gail decided to go back to silver bowls and already has some volunteers working on obedience and on agility trophies. Gail received a letter from Dorothy Linn regarding the Obedience Victor/Victrix award and its eligibility confirming that the trophy criteria goes back to its original wording as voted by the Board. Lew Bunch motioned that our Obedience Victor comes from our one day designated as the official National obedience Trial day (2015-Friday, October 16). Zoe Backman seconded. Motion passed with Dania abstaining. Gail will talk to Julia Priest about a combined High in Trial award.

Lew moved that Gail take the National storage trailer and have shelves and storage bins built in. Seconded by Dorothy. Passed unanimously.

### **Old Business:**

Helen Gleason brought the judges' National and Futurity requirement recommendations approved at the last meeting. Helen stated that the original committee was composed of herself, Dean and Jim and she did not know when Lew was added. Discussion ensued regarding what goes on to be voted by the membership and what goes on the P&P. There was no action taken.

GSDCA Facebook Pages: There seems to be a proliferation of GSDCA Facebook pages which appear to be official with the GSDCA acronym and logo. Pam O'Dell suggested that Pam Stoesser develop a policy that anything developed in public media displaying the GSDCA acronym and logo conforms to a certain standard and has a link to our website. This was tabled.

P&P: Lew Bunch made a motion to remove all reference of the partnership with GSDCA-WDA. Seconded by Pam. Passed unanimously.

Code of Ethics: Chair Marita Patterson requested removal of "Other Mandatory Signatories" from the P&P Manual which says that "GSDCA committee chairs must be signers of the Breeder's Code of Ethics before they are eligible to serve in that capacity". There was a discussion but no action was taken.

Deceased Members Policy: Lew Bunch motioned that we remove the allocation of monies from this policy. Larry seconded. Passed with Dania abstaining.

Award of Excellence: Helen Franklin wants to add Canadian performance titles for AOE. Lew moved and Jim seconded. Passed unanimously.

Membership: Dania Karloff reported 267 new members since the beginning of the year.

Red Book: Chair Kim McNamara requested approval for Red Book Committee Members: Lori Nickeson, Cynthia VanDenBerge and Cyndy Davis. Approved.

GSDCA Legislative Committee: Request approval for Jen Proud to become the Committee Chair. Approved. It will be up to Jen to form a committee representing nine regions.

Marketing: Chair Lew Bunch requested to purchase the Obedience, Agility, Rally and Herding competition reports from AKC – cost \$420.00. Motion by Helen and seconded by Dorothy. Motion passed unanimously. Lew talked to the head of the AKC Performance events about the high cost of adding IPO titles to pedigrees – they explained it is because of the cost of programming this change.

Temperament Test Committee: Laura Gilbert requested the use of the "agitation whip" as an alternate to the starter pistol when a gun is not allowed or available. Lew spoke about a "starter box" as a substitute to the starter pistol but it was not loud enough. Motion made by Dorothy Linn and seconded by Zoe Backman. Motion passed. Opposed by Morton Goldfarb, Helen Gleason and Dania Karloff. Zoe abstained.

### **New Business:**

July Board Meeting: Suggestions: St Louis, Denver and Kansas. If our attorney agrees to a meeting, next meeting will be in Denver. If not, we'll go Kansas City or St Louis depending on the cost.