



GERMAN SHEPHERD DOG CLUB OF AMERICA, INC.

BOARD MEETING MINUTES
JULY 30-31, 2017
Hyatt Place Atlanta Airport – North
East Point, Georgia

Saturday July 30, 2017

Call to order 8:02 AM

Present: President Carmen Battaglia, Vice President Helen Gleason, Recording Secretary Joy Schultz, Corresponding Secretary Gail Stiefferman, Directors Linda Bankhead, John Bemont, Gloria Birch, Lew Bunch, Ken Cunningham, Mary Gattone, Deborah Stern, and Ken Tank

Motion by Lew Bunch, second by Ken Cunningham to approve the minutes of the April 2017 BOD meeting. Motion passed unanimous.

Report of the Recording Secretary – Joy Schultz

no report

Report of the Corresponding Secretary – Gail Stiefferman

1. Request for approval of Honest Ballot to tally and report the election results, and the printing company we have been using to print and mail the ballots. Motion by Lew Bunch, second by Ken Tank to approve Honest Ballot and the printing company. Motion passed unanimous.
2. Request approval to remove the two judges that are on the ballot that are not eligible to judge this year's National. Motion by Ken Cunningham, second by Lew Bunch to remove both candidates from the ballot per the P&P: "Judges that are elected to judge the conformation competition at the National Specialty Show agree to the following restrictions: refrain from judging German Shepherd Dogs at any event in the United States and Canada and Mexico for at least 180 days prior to the National judging assignment starting in the year 2014 and further. All judges may not accept an assignment to judge the GSDCA National within a 3-year period if one has judged specials at the Canadian National." Motion passed unanimous.

Motion by Gloria Birch, second by John Bemont to add the P&P wording to the Conformation Judges Contract. Motion passed unanimous.

Report of the Executive Committee – Carmen Battaglia

1. The Review Editors contract was signed July 5th.

2. We are still in limbo with Royal Canin. Their computer system crashed two weeks ago, the whole company came down. They are now up and running but need time to get caught up. They would like to talk about our agreement next week.

We have a table at the National where people come to find out more about the National and find out things about the German Shepherd Dog or the Club. We have no board members there. A sign-up sheet was circulated for each board member to pick a time to be at the table. Members of the board will be issued name tags to wear at this year's National.

Report of the Vice President – Helen Gleason

1. Asked, as of today, who are the authorized users of the GSDCA credit cards? They are Carmen Battaglia, Bill Pfeifer, Gail Stiefferman and Joy Schultz
2. Asked about late fees on an old credit card, and why did Larry Rock have a credit card? Larry Rock had a credit card because he was the GSDCA Treasurer. Regarding late charges, it was a bank error
3. Asked for Vice President to have credit card in case of emergency. No Action.
4. Permission to send one copy of the Review free to advertisers if they are not already a member of GSDCA. Helen to give permission to the Review editor.
5. Motion by Helen Gleason, second by John Bemont that the \$5,000 check from the estate of Ted Beckhardt go into the Educational Trust. Motion passed unanimous.
6. Helen asked about the \$10,000 check that was accidentally returned to Purina. The check was returned to Purina because it had been incorrectly addressed. It has been deposited into the Parent Club treasury. Motion by Carmen Battaglia, second by Helen Gleason to transfer to the Trust for Health and Education. Motion passed unanimous
7. Helen asked about the by-laws change as written by Dorothy Linn that was sent to the Board in June requesting to add to SECTION 2. Dues: "The Treasurer shall send "by postal service and/or electronic means" to each member a statement of his/her dues for the upcoming year." And, to remove from item a. CURRENT BY-LAWS, "and the names of the two endorsers". Motion by Helen Gleason, second by Lew Bunch that per Dania's request as former membership chair the following revision to our bylaws to remove "and the names of the two endorsers". Motion passed unanimous.
8. Gloria Birch moved, second by John Bemont to approve the Winifred Strickland Challenge Award providing that it is funded. Motion passed unanimous. The winner must compete in Open B and Utility B on both days of National Specialty trials offered. At least one Open B score and one Utility B score must be 190 or higher, not necessarily on the same day. Winner must qualify in at least 3 of these 4 classes. At least one owner must be a GSDCA member in good standing.
9. Request to add the name of Lothar Quoll to the judge selection for the 2018 GSDCA Sieger Show. Referred to the SV program committee.
10. Motion by Helen Gleason, second by Lew Bunch to resend the Executive Committee vote on 3/28/17 "an entered dog that qualified at a prior year's GSDCA National IPO3 Championship and made that team to represent USA at WUSV World Trial, will be automatically included as one of the 10 qualifiers to compete at the following year's Combined Qualification Trial. Motion passed unanimous.

11. Request for final report on the IPO3 National Championship and Universal Sieger Show. This is part of Pam O'Dell's report, it is her responsibility. Helen is questioning \$750 that was billed to the website committee. Helen is requesting that the \$750 be recharged to the National Championship and Universal Sieger Show as an Event Superintendent fee. It was Pam O'Dell's decision to charge the fee to the website. It has since been corrected and has been charged to the events.

Report of the AKC Delegate – Carmen Battaglia

There are 11 colors of our breed kept in the AKC section.

Motion by Ken Tank, second by Ken Cunningham to not accept USCA's proposal to allow USCA to handle all SV programs in America at the National level. Motion passed unanimous. Carmen to write the letter, copy to the board.

Morton Goldfarb spoke briefly about the SV's new "character assessment" program, ZAP. The examination was brought out in May of 2014 and in 2017 the general meeting voted all German Shepherd Dogs bred within the SV, born after 7/1/17 must have proof of passing the ZAP before they can be placed in the breeding program.

Morton urged all GSDCA board members to join the SV and receive their magazine.

Committee Reports

Budget and Finance – Pam O'Dell

Teleconference Call 10:19 AM

We are well into the audit process. It appears that we will show approximately a \$38,000 profit for 2016; \$5,000 from Operations and \$33,000 from Donations and placed in Restricted Funds. As we showed a \$19,644 loss in 2015, realizing a \$25,000 positive swing in Operations we should be proud of.

2016:

Futurity will show a small profit, we are still working on some of the adjustments.

Review should be a loss of about \$15,000.

National will probably show close to a \$40,000 profit as we are still making adjustments between the National event and the Sieger Show.

SV Program will still show a close to \$18,000 which is a significant improvement over 2015 where we incurred a \$44,000 loss with our SV program. Our Sieger Show had a profit of \$35,500.

Membership \$97,515 (Regional Clubs up \$3,244 from 2015. Membership up \$17,870 from 2015.

Per the advice of our Auditor(CPA), we moved our bookkeeping service from our CPA to another servicer; the Accounting Services Group (ASG) has proven to be working very well for us.

Bill Pfeiffer took over effective 7/1/17. Pam is still involved as needed.

The June 30, 2017 Draft P&L shows we have no need to transfer \$50,000-100,000 from our savings to checking to cover the expenses of the first half of the year for the first time in many years.

With years of losses and knowing that we were not going to survive doing business as usual, our membership and BOD challenged the Budget & Finance Committee to take a deep dive several years ago into each committee, specifically our major revenue producing committees: membership, Review, Futurity, National, SV Program. 2017 is the year that we have seen the results of those decisions and it is showing a significant impact to the financial viability of our club for today and the future.

We currently have almost \$200,00 in our 2 checking accounts.

Teleconference call with Bill Pfeiffer

Bill will be making some accounting changes he feels will provide better knowledge to the committee chairs and to the Board in making business-type decisions.

Morton Goldfarb – GSDCA/SV Liaison

There will be a WUSV Breed Region Championship where dogs, teams if you will, competitors will enter from all countries. All continents of the world will come together on different continents each year to show their dogs and vie for the team from which country is theirs. It will be open to dogs in the 12-24 month without the IPO title class and the 24 months and older with the IPO title class. This might be interesting to consider in the future. They would like for us to host an event in this country. This is a proposal that may or may not come to fruition.

Futurity Report – Cyndi Flautt

1. The current rules to judge a Futurity require a non-licensed judge to have “ring stewarded (a GSD specialty, supported entry at an all-breed show, or a futurity/maturity) a minimum of two shows with verifying documentation.” The Futurity committee would like to change this wording to require the non-licensed judge to have “four ring experiences, which would include any combination of ring stewarding and/or judging a match at a GSD specialty, all breed show, or futurity/maturity show.” Motion by Linda Bankhead, second by Lew Bunch to approve. Motion passed unanimous.
2. Motion to approve the following judges and alternates for the 2018 Futurity/Maturities submitted by the host clubs:
 - Northeast-Judge Candee Foss, 1st Alternate Mary Ann Imhoff, 2nd Alternate Karen Hynek
 - Mid Atlantic-Jerry Graham, 1st Alternate Evan Ginsburg, 2nd Alternate Tiffany Bartley
 - Southeast-Judge George Berstler, 1st Alternate Bill Basu, 2nd Alternate Brenda Newby
 - Great Lakes-Judge Steve Bloom, 1st Alternate Bill Basu, 2nd Alternate Vicki Roye
 - Midwest-Judge Kathy Potter, 1st Alternate Christine Carter, 2nd alternate Roberta Kindy

- Southwest-Judge Robert Slay, 1st Alternate Lorry Bellah, 2nd Alternate Donna Calabrese
- South Pacific-Judge Scott Yergin, 1st Alternate Linda Bankhead, 2nd Alternate Joanna Rand
- Mid-Pacific-Judge Nancy Harper, 1st Alternate Debra Ann Hokkanen, 2nd Alternate Pamela O'Dell
- Northwest-Judge Gary Szymczak, 1st Alternate Steve Dobbins, 2nd Alternate Samuel Israel

Motion by John Bemont, second by Gloria Birch to approve. Motion passed unanimous.

3. The Futurity Committee asked for approval to announce to the membership that if a dog's ownership and or titles change after the original entry is made in the Regional Futurity, it may be updated for the National catalog. It would be the responsibility of the new owner to inform the Futurity Committee of the change. This information would be included in the Futurity premium list. Also, if a dog's ownership changes after the original regional Futurity entry and before the results are published on the GSDCA website, it may be updated and would be the responsibility of the new owner to inform the Futurity Committee of the change.

At the request of the Futurity Chair, this item was taken off the agenda for approval. The Board discussed the issue, the Board's decision was that we follow AKC rules.

4. The Futurity Committee would like to provide information in the premium list regarding prize money checks will be written and to whom they will be mailed. Some exhibitors have had questions about this process and we would request that it be recorded in the Board minutes. The committee will continue to provide the GSDCA Treasurer with the names and address of the owners from the entry form information provided by Foy Trent Dog Shows. Motion by Linda Bankhead, second by Gloria Birch that the check be made payable to the first person on the entry form and mailed to the first address on the entry form. Motion passed. Lew Bunch opposed.

Redbook Report – Kim McNamara

The Redbook is about living ROM sires and dams. There is a huge performance section, every PAM gets a page. The Redbook is available electronically and can be ordered through the GSDCA store. The digital issues are in color. Kim will prepare a Constant Contact to be sent out to the membership. 2014 and 2015 issues have been sold out. There are four copies of 2013 left. Our printer in California was charging about \$14 per book. Kim's printer charges about \$8.50 per book. After all expenses, we make approximately \$21 profit per book.

Health & Genetics – Carolyn Gerganoff

Request for approval to get the following requests for research subjects out to the members and have these added to the Health and Genetics site on GSDCA.org: Dog Genome Project and Survey about Pituitary Dwarfism in German Shepherd Dogs. Motion to approve by Linda Bankhead, second by Joy Schultz. Motion passed unanimous.

Webmaster RFP – John Bemont

John Bemont gave a brief report on the GSDCA Website RFP. We have 24 applicants, 3 look promising. Aiden Colley with AKC will review. Pam Stoesser, Christine Mandela and Stacy Certner with DC Web Designers.

Juniors Report – Action Items – Elizabeth Stiefferman

No action was taken.

GSDCA Review – Linda Bankhead

Linda Bankhead presented a quarterly GSD Review Comparison May-August 2016 vs May–August 2017. Total increase in color advertisements: 103.13%

Total increase in black and white advertisements: 62.96%

Total overall increase in advertisements: 84.75%

Total overall increase in articles: 38.46%

GSDCA Review – Kathleen Riley

Motion by Lew Bunch, second by John Bemont to charge \$125 for black and white ads and \$295 for color ads. Motion passed unanimous.

Motion by Linda Bankhead, second by Mary Gattone to charge \$325 for outside back cover. Motion passed unanimous.

Inside front cover and first page will remain the same at \$450.

Motion by Ken Tank, second by Lew Bunch to add the member pricing in the GSDCA store. Motion passed unanimous.

Motion by Lew Bunch, second by John Bemont to approve placing the September 2017 edition of the Review outside the membership wall. Articles and ads only, no GSDCA business or anything personal. Motion passed unanimous.

Motion by Mary Gattone, second by Deborah Stern to ask Gary Szymczak to get RFQ printing bids. Amendment to the motion Gary and Kathleen to work together. Vote on amendment Mary Gattone, Helen Gleason and Deborah Stern against. Linda Bankhead abstain. Gail Stiefferman was not present for the vote. Motion on the amendment passed. All in favor of the amendment Lew Bunch, Ken Cunningham, Ken Tank, Gloria Birch, John Bemont and Joy Schultz. Motion passed.

Motion by Lew Bunch, second by Linda Bankhead to approve GSDCA.org/Review as the GSDCA website page for Review related information. Motion passed unanimous.

Marketing Committee – Jeff Pyle

1. Request approval of Commercial Rate sheet. No Action.
2. Approval for GSDCA Webmaster to create a page behind wall for member discounts. Motion by Lew Bunch, second by Gloria Birch to approve. Motion passed unanimous.

3. Approve Marketing Committee sponsor one page in September Review to promote Chili cookoff. Motion by Lew Bunch, second by Joy Schultz to approve. Motion passed unanimous.
4. Consideration and approval for researching in more detail the idea for the Royal Canin event, keeping in mind that funds will be needed to make happen. Motion Tabled.
5. Consideration & approval for a National Top 20 People's Choice Award/Fundraiser. The Board recommends going to Bill Pettersen and Elizabeth Stiefferman for their approval. Carmen Battaglia to contact Marketing Committee with recommendations of what they need to do.

National Specialty – Gail Stiefferman

There is an AKC show manual available on line that can be downloaded and printed. Gail requested permission to download and take to Office Max, Office Depot, etc. for printing. Motion by Gloria Birch, second by Linda Bankhead to approve. Motion passed unanimous.

Gail Stiefferman will work out something with Bill Pfeifer and Larry Rock to get the GSDCA purchased cash registers from Larry and get them programmed for this year's National.

The Agility premiums are out, we are already maxed out on the All-Breed, we have a waiting list. There are still openings in Shepherds. We have our two tracking judges. RV reservations are maxed out up on top, they've already started moving in to down below. Purina will not allow us to charge for the down below so we are asking for a donation. The donations will go to the Junior fund. Candee Foss is working on a Color Guard Wednesday morning.

The video guy, Irv, is upset about the Futurities outside in the pit. Wi-Fi will be available but service will cut off the guest wireless access to the Event Center during the time of the Futurities. The cost to run cable down there will be about \$300. We will have an expense of about \$800 to \$1000 to have the futurity live streamed in the pit. Lew Bunch suggested delayed broadcast. Lew will talk to Irv. Gail to ask Irv what he will charge to video educational seminars.

There will be no Dock Diving or Barn Hunt this year.

The Chili Cook-Off will be in the red barn if weather is bad.

Gail thanked Lew Bunch, Joan Fox and Linda Bankhead for getting information on West Coast sites and volunteering to help her. Purina has asked what we want to do for 2022. If we fall back to what we had started four or five years ago, the National would be two in the middle of the country, one in the West, then back to two in middle, then one in the East. If we get back on that routine, we will be West Coast in 2019, St. Louis in 2020 and 2021, East Coast in 2022. Motion by Lew Bunch, second by Gloria Birch that we go West in 2019; 2020 and 2021 we go to Purina; 2022 we go East; 2023 and 2024 we go to Purina; 2025 we go West. Motion passed unanimous.

Lew Bunch provided the Board with brochures on The Ranch Events Complex in Loveland, Colorado as a potential site for 2019. Other sites were presented for consideration: Salt Lake City, Utah; Bakersfield, California; Eugene, Oregon and Albany Oregon. Motion by Lew Bunch, second by Gloria Birch to go to Colorado. Motion passed unanimous. Lew will get the contract for LaMar Frederick to review and if ok, Carmen was given authorization to sign.

There is a new herding certification being offered for herding dogs called "Farm Dog". AKC has a video that they will be releasing. Natasha Sullivan and Julie Degen are both certified judges. Both will be attending and donating their time. It will be on Wednesday in conjunction with the CAT. Entries are \$50/each. All proceeds will go to GSDCA.

Parent club Office – Laura Gilbert

We have dogs that have been awarded multiple medals and pins for doing the same thing over and over. Laura proposes that we no longer award the pins and silver medallions for repeating a title. Pins and Silver Medallions should be awarded the first time the dog obtains the title. Each subsequent title would be recognized by a Certificate only. No action.

Regional Club – Lew Bunch

Currently working to expand the Regional Club Challenge, the Website Contest and the Newsletter Contest to all GSDCA Regional Clubs which include the SV clubs. It appears these have outlived their life. Every year there is less and less participation. This may be the last year.

ROM Sires – Lew Bunch

The 2016 ROM Sires Report Cover Page was a Job Description for the ROM Program and an ROM Dam Chair is needed. Anyone who is interested should contact Chris Carter for additional information. The current software for the ROM System needs to be updated, an item for the 2018 Budget that must be addressed now so this update can be completed before the 2018 ROM tabulation.

ROM Dams – Linda Bankhead

Linda Bankhead reported that the ROM Dam Chairperson is resigning. A Constant Contact was sent out requesting a volunteer replacement, two applications were received. Motion by Linda Bankhead, second by Gloria Birch to approve Candee Foss. Motion passed unanimous.

WUSV Agility Report – Lew Bunch

We have Junior Handler, Destiny Lytle who competed in the AKC European Open Junior Agility Trial. She would like to go to the WUSV Agility Trial. Destiny has a parent that is a member and the training director for our new SV Programs club in Alaska, Hundesport Alaska. Lew will investigate sending a Junior. Mary noted we do have a budget for this.

Temperament – Laura Gilbert

We have not paid clubs that have hosted the Temperament Test at the National since 2012. We pay the hosting club \$5 per dog evaluated at the National. Without the clubs sponsoring

these tests, we would be unable to hold a Temperament Test at the National. Laura is requesting that we pay the following:

2013 – Delaware Valley GSDC for 39 dogs evaluated \$195

2014 – GSDC of Saint Louis for 38 dogs evaluated \$190

2015 – GSDC of Saint Louis for 58 dogs evaluated \$290

2016 – GSDC of Saint Louis for 59 dogs evaluated \$295

2017 – GSDC of Saint Louis will be hosting once again.

Gail Stiefferman is to instruct the Treasurer to pay the fees.

Motion to adjourn 5:30 PM

Sunday, July 30

Call to order 8:32

Helen Gleason presented requests from Rescue:

1. They would be allowed to advertise in the Review at the cost (\$125) per page. Motion by Helen that at a cost of \$125 they can advertise in the Review. Second by Lew Bunch. Motion passed unanimous.
2. They would have two pages at cost in the National Show Catalog. Motion by Helen, second by Lew Bunch. Motion passed unanimous.
3. At the parent club's cost, the rescue dog that will be presented at the National will have the center page spread in the National Show catalog.
4. They would like their table at the National be placed next to the GSDCA table.
5. They will have a rescue dog at the National. There is no cost to the Parent club, it is an exhibition. They would like it to be in the catalog at GSDCA's expense.
6. They would like permission from the board to put something about rescue on the website.

Motion by John Bemont, second by Gloria Birch to amend the P&P to allow guests at our Annual Meeting. Motion passed unanimous

Carmen Battaglia asked the Board for permission to send Mary Gattone to Roberts Center to check out tracking, etc. Royal Canin will give \$4,000 if we use the site for IPO events but there are questions about whether the site meets all our needs. Motion to approve by Gloria Birch, second by Ken Tank. Motion passed unanimous.

Stud Dog Presentation Class – Gail Stiefferman

We are starting to get entries. We currently have two stud dogs and we have others inquiring about it. It appears it may be a pretty huge class.

Motion by John Bemont, second by Lew Bunch that all salary positions be evaluated and an RFP go out every 36 months or sooner. Motion passed. Linda Bankhead and Gail Stiefferman abstained, Gloria Birch was not present.

The SV Programs Office RFP will go out Constant Contact ASAP. The current job description will be used. Lew Bunch will request the RFP. Mary Gattone, Helen Gleason and Ken Tank will look at the applications and come back to the Board with recommendations. Constant Contact will say send it to Helen. Deadline to respond September 1, 2017.

Carmen will call a teleconference Board meeting either before his trip to Germany or when he returns.

Motion to adjourn 9:38 AM

Minutes approved

October 14, 2017

Joy Schultz

Recording Secretary