

December 10, 2013

Included: New Members & Reinstates
New DVD – Collie Skulls
Library of Champions – Pre-Sale
Revised AKC Chairman’s Report
Results – previous Communique’

Vote: New Members & Reinstates
Selection of Bid for CCA 2017

Discussion Motion – cease publication of the Newsletter
Discussion ways of doing business
Volunteer to work with Mary Kummer
Proposal from Re-alignment Committee



Collie Club of America, Inc.
2014 National Specialty
“A Collie For All Seasons”
April 5-12, 2014
Eastern States Exposition, Big E, W. Springfield MA

Dues Renewals

Your renewal letters were put in the mail and should have arrived by now. If you have not received your notice please contact Membership Chair, Lori Montero at CCofAMembership@gmail.com. Please note that PayPal is available for your use.

President’s Message

*I talked to Emily (who made the motion and asked her to talk with Alisa) - I feel the Newsletter is needed until we have a way to direct members to the website.

The November Newsletter and the December Bulletin did not contain information needed for reservations etc in Springfield - I asked the chairs of the committees to have that information in the January Newsletter.

Four Bulletins a year will not cover the information we need to get out to the members. We can't drop the Newsletter without a plan to get the information out.

I did ask that she and Alisa might want to figure a way to decrease the number of Newsletters -- maybe 5 next year instead of 6.

To save money ---Don't give free coffee, free welcome for 300 etc and save enough for nearly 2 years of Newsletters for nearly 2000 - Don't give \$5-7 worth of loving cups to 100 people who don't have to be members.

Communique December 2013

Membership – finally we see that membership is leveling. When the economy first took a dive, so did membership. We fell from nearly 2100 members in 2008 to 1700.

Today thanks to the efforts of our volunteers the membership is above 1900 and climbing – thank you all for caring about the CCA and the Collie.

Zones not wanting to bid? – it has been great for lots of years as we finally got back on schedule and zones are notified a full 4 years ahead and asked for a bid shortly afterwards.

While there may be a push to reduce zones or have central nationals – I don't see the need to rush as we have nationals scheduled through 2016 and will approve one of the 2 bids for 2017.

Email for board meetings – after much debate with the board wanting to use email and the constitution committee and others saying we could not; a NY lawyer was hired to make sure we could use email. Well dern, at this time we cannot. We could continue to use email and hope it isn't a problem, but once we have been legally shown it is not something we can do – (by the way, it would take every member of the board agreeing to do business by email and they would have to agree every time we have a ballot) We can hope the state of NY will amend the laws for not for profits as today – way too restrictive, especially for a board of 62.

E-balloting – at this time, NY does not allow e-balloting (different from vote by board – this is member vote, as for election) There are laws being passed and perhaps by late summer the CCA can make plans to use e-balloting for the next election in 2 years.

Have a very Merry and a HAPPY NEW YEAR
(PS – didn't get a bill from the lawyer – he said it wasn't much)
Pati

Secretary's Message

It is with great sadness to report the passing of Helen Denton, who was what one would call “a worker bee” among us. Helen quietly without fanfare continued to just get the job done. Her history as a person has been recorded and honored, and those that knew her in listening to her story as touched, by all her experiences in her life.

Don't forget to contact your members and have the nominations for Good Sportsmanship Award sent to Joan Kirkland at kirkhaven1@verizon.net or to Carrie Lenhart at marnuscollies@gmail.com. The nomination should include a paragraph or two, up to 100 words explaining why the nominee should be considered. There should be 3 or 4 additional letters of support from other people as well.

Nominations for the Shining Star are being taken presently. This award is open to ANY COLLIE who works as a Service Dog, Therapy Dog, Education/Library Assistance Dog or has done any good deed(s) for his family or the community. The owner does not need to be a CCA member, nor does the dog need to be bred by a CCA member. There are many dogs who would qualify for these broad criteria and we would love to hear their stories. Application for the award is simple. Send the dog's story to us with a photo via e-mail to leslie@kingsvalleycollies.com.

“Thank you” to all committee chairs and members who have worked hard for the CCA this year. Please know that we all appreciate your efforts on our behalf.

Don't forget to make your reservations for CCA 2014 as the deadlines which will soon be upon us.

Hope all of you have a Merry Christmas season and a Happy New Year.
As ever,

Janie

Remember the submission deadline for anything for the Communique' is the same date as the closing of the ballot, so please mark your calendars if you have anything to submit.

The Treasurer's report was not available at the time of printing.

No additional reports were received.

NEW ARRIVAL! C.C.A. Film Library

COLLIE SKULLS

Presented by Brenda Miramon

**Brought to you by C.C.A. Breed Education Committee
filmed in Oaks, PA. 2012
American Standard Format DVD-R**

\$20 including postage within the United States (Canada postage, inquire)

Checks Payable to: The Collie Club of America

Mail to: C.C.A. Film Library
Kathy Peters
821 N. Union St.
Rockland, Mass. 02370
inquiries:
email kathpete@verizon.net

New Members and Reinstates –December 2013

All members on this list will be moved to the January 2014 membership list

USA

AK Sharon Lilja, 15306 W. Loon Dr., Wasilla, AK, 99623, (907) 892-5071, slilja@mtaonline.net, Sponsors: Leslie Jeszewski & Shirley Rensich

MO Deborah Kenady, 8 State Trail, Windyville MO 65783, (417) 345-6775, dkenady54@gmail.com, Sponsors: Helen Cornio & Julie Hinrichsen

TN Terrell Jones, H460 County Way Dr., Cordova, TN, 38018, (901) 756-9528, terrell@theclaridgepetresort.com, Sponsors: Ann Kocsis & Nancy Lawrence

Library of Champion Book - New Addition on Pre-Sale NOW!

Library of Champions Vol 8 is now on pre-sale. Price is \$45 for members and \$50 for non-members. Additional shipping charges for foreign addresses.

We are taking orders for the new books until Jan 5, 2014. At that time we will cut off pre-sales. Only a few over-run books will be printed and the price will go up to \$55 for members and \$60 for non-members.

Karen L. Anderson
Editor Library of Champions Vol 5, 6, 7, & 8
13908 Taradale Ct.
Bakersfield, CA 93314-9147
661-589-1650
NordicKLA@att.net

Revised AKC Chairman's Report Submitted by AKC Delegate Hal Sundstrom

From: Jim Crowley <JXC@akc.org>
Sent: Tue, Nov 26, 2013 11:02 am

The third and seventh bullet were amended to reflect that they are under consideration rather than already implemented, as was indicated in the prior version.

CHAIRMAN'S REPORT

-- Advancing Our Sport --

New York, NY - This year we celebrate the 129th anniversary of the American Kennel Club. Today, as it has been throughout those years, our beliefs and traditions continue to guide us in our sport, while innovation continues to advance us. We began the year with the spirit of relentless positive action in search of new ideas to advance our sport - a spirit shared by the Board, Staff, Delegate Committees, and the Delegate Body. Working together, we have evaluated scores of new programs and implemented dozens across Conformation, Companion, and Performance events in our quest to continuously increase participation and assist clubs. The following is a sampling of those innovations impacting our sport - some already in place, some coming before the end of the year, some starting next year:

- * Scheduled the inaugural AKC National Owner-Handled Series Finals in Orlando in December
- * Expanded the AKC National Owner-Handled Series to specialty and group shows
- * Evaluating testing all-breed and group clubs meeting certain criteria to hold two shows in one day
- * Added to both the number of Executive Field Representatives as well as staff in the Event Department to better serve exhibitors, clubs and judges
- * Offered the option for clubs to award a three-point major to the Reserve Winners at National Specialties
- * Created levels of the Certificate of Merit to encourage dogs to continue to compete
- * Evaluating adding the Bred-by-Exhibitor Class to Miscellaneous
- * Added CGC as a title program
- * Launched advanced CGC Community Canine program
- * Added new "Pre" classes for Obedience (Pre-Novice, Pre-Open, and Pre-Utility)
- * Approved AKC Rally National Championship launching in Pennsylvania in April 2014
- * Removed restrictions on Rally to allow any club to hold Rally whenever they desired
- * Permitted clubs to hold Rally events without also having to offer Obedience
- * Approved the offering of two Agility Trials in a day by Specialty clubs
- * Modified mileage restrictions to allow Agility events within 100 miles of each other with the agreement of both clubs
- * Upgraded Online Entries system to better serve Agility competitors and Trial Secretaries
- * Held Agility Advisory Committee - first recommendations for administrative improvements will be effective 1/1/14 with others to follow
- * Approved allowing Canine Partners to participate in Tracking at the club's option effective 1/1/14
- * Added new Tracking test (Tracking Dog Urban) to Tracking program effective 1/1/14
- * Implemented Online Plans and Results tool for clubs offering Coursing Ability Tests
- * Added Retriever Hunting Test Lifetime Achievement title effective 1/1/14
- * Added new Grand Field Champion titles earned in Pointing Breed field trials starting 1/1/14
- * Added three new breeds participating in Performance events
- * Increased the number of titles AKC displays on a dog's record and on printed documents (extended Dog Title Name)
- * Recognized Barn Hunt titles
- * Implemented program to recognize Wilderness Search & Rescue dogs
- * Expanded number of clubs holding My Dog Can Do That
- * Changed all sport Rules/Regulations to allow clubs to offer lower entry fees for Junior Handlers at the club's discretion

- * Approved allowing premium lists and judging programs to be delivered solely by email
- * Modified policy on combined catalogs to support national specialties and clusters
- * Implemented Standing Board approval of common special attractions
- * Added asterisk to designate Delegate Judges in the Online Judges Directory
- * Expanded the type of clubs eligible to participate in the Club Outreach program
- * Welcomed Agility clubs to apply to become member clubs

Of all the innovations we have reviewed and implemented, the one that has the greatest potential for the future of our events is marketing. The issues impacting our events today have been clearly identified and discussed. They can be collected into three categories - societal, economic, and legislative. While the apparent reasons are simple to discover, the solutions are significantly more complex. It will take very sophisticated marketing to achieve our goal of bringing more participants to our events and more members to our clubs. We are not only up for addressing it, we are capable of delivering it.

Our headroom for growth is significantly larger than anyone might have imagined. Currently, there are about 350,000 people living in households with some active involvement with the AKC. What is our headroom for growth? Amazingly, there are about 100 million people with at least one dog in their home, roughly half with a purebred dog. Our research indicates the majority shares our beliefs and know and respect our brand - but really do not know we have something for them and their dog to participate in, learn from, or just enjoy together.

The AKC Board and Staff are taking a number of steps to address this opportunity. We continue to grow our communications web with almost one million fans on Facebook and two million unique visitors per month to our website. Obviously, we are already reaching significantly beyond our 350,000 constituents to people who share our beliefs. Since people read, share, and engage more with information when it is presented by people they know and trust, we have the opportunity to introduce them to our sport. Staff is currently creating marketing programs to stimulate event participation utilizing a variety of communication assets. Although we already possess significant consumer research, we continue to conduct studies to learn from participants and potential participants. In addition, the Board is developing a new strategic plan to specifically address the next three years.

Peter Drucker, the father of modern management once wrote, "The purpose of a business is to generate new customers, and only two functions do that - innovation and marketing. All other business functions are expenses." I believe strongly in that thought. I also believe that innovation and marketing are too important to be the province of a few. The McDonald's Happy Meal, invented by a franchisee, is just one famous example of brilliant innovation and marketing coming from outside the corporate office. I encourage all of you to share your thoughts about ways to improve our events. Please send your comments to me at atk@akc.org, Doug Ljungren at dvl@akc.org, and Chris Walker at cxw2@akc.org.

Thank you.
Sincerely,
Alan Kalter
Chairman

Ballot Results - Ballot closed Dec. 3, 2013

Members voting 54

Not voting: Susan Kaelin, Mary Catoir, Susan Martin, Katie DelGrosso, Judie Evans, Debbie Price, Shirley Perry, John Geddes

For Vote:

1. **The President presents for approval the New Members and Reinstates from Lori Montero, Membership Chair.**

A. Approve ___52___ B. Disapprove ___1___ C. (I) approve all except _____ D. Abstain ___1___

2. The President presents for approval the Treasurer's Report presented for September 2013 by Mike Esch.

A. Approve __53__ B. Disapprove _____ C. Abstain _____ D. NO Vote submitted _1_

3. The President presents for approval Richard "Rick" Lingenfelter as Co-Host Show Chair and Susan Joslin, Trophy Chair for CCA 2015.

A. Approve __54__ B. Disapprove _____ C. Abstain _____

4. The President presents for approval the proposal presented by Jim and Judy Smotrel to add "Grand" to the Versatility title.

A. Approve __49__ B. Disapprove __1__ C. Abstain __4__

5. The President presents for approval the three bids provided by WCC chair, Jeanine Blaner for the 2014 Herding Regionals.

A. Approve __51__ B. Disapprove _____ C. Abstain __3__

6. The President presents for approval the motion made by Vicki Loucks and seconded by Jane Clymer that the CCA donate \$1000.00 to AKC Pet Disaster Relief , per Hal Sundstrom's request.

A. Approve __47__ B. Disapprove __4__ C. Abstain __3__

7. The President presents for approval the name of Gayle Kaye to join the Membership Committee to help facilitate information between the Board and the Membership Chair.

A. Approve __52__ B. Disapprove _____ C. Abstain __2__

8. The President presents for approval the Treasurer's Report for October presented by Mike Esch.

A. Approve __54__ B. Disapprove _____ C. Abstain _____