

November 8, 2013

Included: New Members & Reinstates

Treasurer's Report
Rel-alignment Report
Bids – Zone 1 for CCA 2017
Results – Nomination for District Director
Results – previous Communique'



Vote: New Members & Reinstates

Two Treasurer Reports from Mike Esch – Sept & Oct
Gayle Kaye to join Membership Committee
CCA 2015 – Rick Lingenfelter & Susan Joslin
“Grand” to Versatility title award
2014 Herding Regional bids
\$1,000 to AKC Pet Disaster Relief - AKC REUNITE

Discussion Motion – cease publication of the Nesletter

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

Notices – Elections

Your final ballots are in the mail as of November 15th. Vote promptly.

President's Message

We have the list of members willing to run for DD's and we have a proposal from the Realignment committee.

We also have 2 bids to hold the 2017 National – California and Idaho – read them and let's get the questions rolling. Liza, I am sure will answer for Idaho.

– Melinda or Peggy – will you be the go between for any questions to California please?

DD's it is a perfect time to check on your members – just to make sure they are okay and in case there are address changes we missed before the election ballots go out.

Within less than a month – you will receive the communiqué, Newsletter, Bulletin, Election ballot and renewal notice – WOW it is a real CCA MONTH OF COMMUNICATION.

Have a great THANKSGIVING

Pati

Secretary's Message

Renewal Notices will be mailed by December 1, 2013.

Election ballots for District Director close on December 28.

Election ballots for National Officer and DAL close on January 11, 2014.

Don't forget to send your Good Sportsmanship Nominations to Joan Kirkland by February 1, 2014, Kirkhaven1@verizon.net.

Hope everyone has a Happy Thanksgiving and enjoys the fall season.

Hug your collies,

Janie

Treasurer's Report

TO: The Officers and Board of Directors
Collie Club of America

FROM: Mike Esch
Collie Club of America – Treasurer

SUBJECT: History of Club accounts

DATE: November 6, 2013

I have been reviewing the history of our spending and wanted to give you an update on my findings.

First, everyone needs to remember that most of our programs cross years with income showing in one year and the expense following in the next year. That is because we follow cash accounting versus accrual accounting. Therefore, I find it useful then to not get hung up on any one year but rather look at “programs.”

Before I looked at the programs I looked at the big picture balance sheet trends from 2000 through 2012.

Balance Sheet

For the most part, there have been three major events since 2000 that pop out to me. First was receiving the Mergard trust money in 2008, second was related to the timing of our publications and the third were two back to back highly profitable Nationals (2007 and 2008). We delayed printing two yearbooks until 2012 yet had the income in the bank in 2008 and 2009. Then in 2009 we lost over \$21,689 on the Bulletin. The 2007 National had a profit of \$23,317 and the 2008 National had a profit of \$21,275.

Excluding these major events, our net worth changes year over year about 3% or the rate of inflation. One year we could be down 1.46% and then the following year we would be up 5.38%. One year we're down 5.1%, the following year we're flat at 0.14% and the third year we're up 3.35%.

With the Mergard money and two large Nationals, in 2008 our net worth jumped 67.54%. Excluding the Mergard money, our net worth jumped 29.24%. In 2009, driven by the Bulletin issue, our net worth dropped over 5%. We dropped in 2012 and 2013 due to multiple Yearbooks being printed.

I am not terribly concerned on the overall financial health of the Club in the short term but we do need to get our arms around some key trends in the short to medium term that are listed below relating to our publications and membership drop.

For the purpose of this exercise I looked at the period from 2000 to present:

Membership Dues

I used a membership year from when dues renewals are sent out and then stop the year 12 months later. We have had a slow steady decline in annual membership dues over the years. In the period from 2001-2004 we averaged \$68,406 in dues each year. In the next 3 year period from 2006-2009, we averaged \$61,791. From 2011 to 2013, we averaged \$54,293 in income from membership dues. The decline has stopped in the last 2 years as we had \$54,208 in 2012 and \$55,189 in 2013. We last had over \$55,000 in 2009 when we had \$55,841. One opportunity would be to create a committee to interview people who don't renew and find out why they chose not to continue....kind of like doing an 'exit' interview with them.

Publications - Yearbook

We are required to publish an annual Yearbook per our Constitution and Bylaws. Since 2000, the Club has netted a loss of over \$81,000 in publishing the Yearbook. From the period of 2000-2009 the annual loss was \$8,166 per year. The period of 2010-2012 improved and showed a loss of \$6,000 per year with the bulk of that being the 2010 issue which lost \$10,770. The opportunity here is to maintain a consistent publishing schedule and a tight control on printing costs through multiple year agreements with a printing firm. This process is currently in place.

Publications - Bulletin

The Bulletin is consistently our largest publication loss each year. Since 2000 we have lost over \$236,000 on the Bulletin net of income. During the period from 2000-2009, we lost an average of \$16,339 per year. That trend continued from 2010 – 2012 with an average loss of \$19,657 per year and so far in 2013 we have lost over \$14,370. Even if I exclude 2009, which is the year we had some major issues with the Bulletin, the period from 2000-2008 had a net average loss of \$14,170 per year. I could not see a trend where we had better years before competing publications like Collie Expressions and on-line advertising became available like Collinesonline. Opportunities are as follows: 1) discontinue printing the Bulletin and move it all on-line like many print publications are doing this year, 2) move the Bulletin to a model similar to the Yearbook where we hold to a set schedule and then standardize around a printer with a negotiated set rate for multiple years.

Publications – Newsletter

The newsletter has cost the Club over \$62,315 since it was started. We spend an average of \$7,667 per year to print the Newsletter. It was started during a period when the Bulletin was struggling to find an Editor and the Club leadership and committees needed a more consist and cheaper alternative to communicate with the general membership. It has served its purpose well as it has been consistent and it has been relatively easy to find an Editor to manage it. Depending on what is done with the Bulletin, I do feel it is necessary for the Club to maintain a communication line from the committees and leadership to the general membership. The District Directors do the exact same role as the newsletter on communications with the difference being one is print and most DDs communicate these days through email. The Club website can serve this role as well.

Publications – Calendar

All in all, the Calendar has been fine from the standpoint that historically it has not been a major drain on the Club. On the other hand, I believe it should be considered an income source which has not really happened until this year. For the period from 2000-2009, the average loss on the Calendar each year was \$571. The average loss has shrunk to \$131 per year in the period from 2010-2012. For the 2013 Calendar, we had a profit of \$939. I suggest we continue on the path that has been developed over the last few years.

From an overall publication comment, we lose on average \$32,000 per year with our publications with the major culprits being the Bulletin and Newsletter in that order. That is where the focus needs to be for our publications

Nationals

I was surprised when I looked at the Nationals since 2000. During that period we averaged a gain of \$1,365 per National but there were HUGE swings. For example, we had four Nationals (2000, 2005, 2007 and 2008) that averaged a profit of \$16,469. We then had three Nationals (2001, 2010 and 2011) that averaged a loss of \$18,916. The remaining six Nationals (2002, 2003, 2004, 2006, 2009, and 2012) had an average profit of \$1,476. What has concerned me is that two of the larger losses occurred in the recent past. My experience has been that each show should be conservative on fixed costs where large sums of money are going out before the entry level is known. The early fixed costs include site and trophy costs. Later key costs should not be committed to until the entry is known. Examples of these costs include decorations and welcome events which I consider to be peripheral to the show itself. Perhaps we should reconsider a National Show Committee that has reviewed best practices in past Nationals and implements these practices each year. Right now, it is hit or miss.

Seminars

We are committed to Collie education in our Constitution and Bylaws. Since 2000, on average, we have a net profit of \$954 each year from our breeder seminars associated with the National. During that same period, we have a net loss of \$1,105 each year associated with the judges seminars. There is some variability each year which is 100% associated to room rental and AV equipment. Where we can leverage rooms at the show site and have minimal AV costs, we do fine. Where we have to pay a room fee at a hotel with a hefty AV rate, we lose. I don't think we need to change anything as the seminar leaderships have done a good job over the years.

Library

Since 2000, our net position on library sales has been a loss of \$11. Nothing should change here.

Versatility Program

This program gives out awards at the national as well as certificates to people throughout the year. Since 2000, this program has generated a net loss of \$1,471 per year primarily driven by the nice awards handed out at the National on the last day of judging. I am not too concerned about this program as it has grown each year as more people have seen the diversity that a Collie can do other than being a pretty face. This is critical to our stated goals in our Constitution and Bylaws.

CCA Loving Cups

There has been some significant discussion on what to do with loving cups. Since 2000, we lose close to \$1,868 each year on the purchase price of the cup plus shipping netted against local Club payments. The club pays \$85 per cup and we charge the local clubs \$35 per cup. Some clubs pay \$70 if they don't have enough members. The average shipping fees to send the cups to a local club is \$12 per cup. The largest cost item is the cup itself. As long as costs remain flat or grow with inflation, we can probably survive with a loss each year. BUT, it costs start to escalate we will need to come back and revisit this program.

Secretary budget

The secretary budget has significant printing and postage costs associated with it. On average, we spend \$3,145 per year all in including printing, postage, supplies, etc. While the opportunity is there to decrease this cost and the associated time spent with doing this all on-line, we need to be careful that we don't mess up anything with New York State and their guidelines for non-profits as we are incorporated in New York

Based on all of this, I suggest we focus on a membership drive and rethinking the Newsletter and Bulletin.

Sincerely,

Mike Esch

New Members and Reinstates –November 2013

(All new members after October 31, 2013 are moved to the membership date of January 2014)

USA

NC Jeremiah Partain, 176 Wilbert Rd, Star, NC, 27356, (910) 948-4213, mickey3@connectnc.com,
Sponsors: Beverly Ruskey & Peggy LeCount, joint/junior, Date of Birth 25 November 1996, AKC Jr. Show number 59030632003

NYS Doreen Ingrassia, 200 East 32nd Street Apt 250, New York, NY, 10016, (917) 439-8803, lanaterrace@yahoo.com,
Sponsors: Verna Allen & Janet DeLuca

NYS Carolyn McCullough, 505 Magnolia Blvd., Long Beach, NY, 11561, (516) 432-7498, carolynmccullough@msn.com,
Sponsors: Susan Hernquist, 203 Walnut St., Edinboro, PA, 16412, (814) 734-7329, shernquist@gmail.com, Sponsors:
Karen Anderson & Janice Grillo

OR Christina Durre, 575 Winners Ct. NW, Salem, OR, 97304, (971) 209-9894, crdurre@gmail.com,
Sponsors: Kathleen George & Barbara Cleek

Re-alignment Committee Report

The Realignment Committee has met and reviewed a couple different scenarios regarding realignment of the Board of Directors as suggested (and encouraged) by the AKC.

We are submitting the attached as our proposal and a starting point for the Board to begin its discussion.

We are hoping the BOD will keep an open mind and remember this is done under the auspices of the AKC and in an effort to create a more workable, efficient and effective leadership to facilitate the running of the CCA as a business.

We look forward to working with the Board.

Thank you -
Lori Montero
Membership Chair
Realignment Committee Chair

Recommendations:

- * NOTE: New England states should be kept together.
- * New York/New Jersey- should be kept together
- * Districts should be comprised of states in close proximity to one another
If you leave the range of 100 to 200 you are not going to have a problem of adding or subtracting
- * directors.
and most are under 150 which is very doable
- * You really don't want 2 DD's per district. It should be divided up so that you won't need that
- * Foreign DD would be NON-VOTING member of BOD

| 100 - 200= 1 DD | | | | | District 9 | WI | 60 | |
|-----------------|----|-----|-----|--|-------------|----------------------------|-----|------|
| | | | | | | MN | 30 | |
| District 1 | CT | 45 | | | | IA | 24 | |
| | ME | 15 | | | | ND | 4 | |
| | MA | 47 | | | | SD | 5 | 123 |
| | NH | 20 | | | | | | |
| | RI | 8 | | | District 10 | MI | 12 | |
| | VT | 5 | 140 | | | LA | 19 | |
| | | | | | | AK | 15 | |
| District 2 | NY | 81 | | | | MO | 30 | |
| | NJ | 65 | 146 | | | KS | 15 | |
| | | | | | | OK | 19 | |
| District 3 | PA | 96 | | | | NE | 20 | 130 |
| | WV | 4 | | | | | | |
| | KY | 22 | 122 | | District 11 | TX | 85 | |
| | | | | | | AZ | 36 | |
| District 4 | MD | 40 | | | | NM | 7 | 128 |
| | DE | 5 | | | | | | |
| | VA | 60 | 105 | | District 12 | ID | 9 | |
| | | | | | | MT | 3 | |
| District 5 | NC | 58 | | | | WY | 6 | |
| | SC | 25 | | | | CO | 36 | |
| | TN | 33 | 116 | | | UT | 6 | |
| | | | | | | NV | 13 | |
| | | | | | | WA | 59 | 132 |
| District 6 | FL | 79 | | | | | | |
| | GA | 35 | | | District 13 | CA-N | 102 | |
| | AL | 15 | 129 | | | OR | 21 | |
| | | | | | | AK | 5 | 126 |
| District 7 | OH | 72 | | | | | | |
| | MI | 72 | 144 | | District 14 | CA-S | 120 | |
| | | | | | | HI | 11 | 131 |
| District 8 | IN | 36 | | | | | | |
| | IL | 101 | 137 | | District 15 | All Foreign Members | 100 | 100 |
| | | | | | | * NON-VOTING member of BOD | | |
| | | | | | | | | |
| | | | | | | Total Members | | 1904 |

Motions

Made by Emily Berkley and both had been seconded by Alisa Pesek.

AMENDED MOTION OF 10/20/13:

I move that the CCA cease publication of the newsletter and that material considered current content as would be featured in the newsletter instead be given a dedicated page or pages in each Bulletin. The current content material would not be limited to publication in the Bulletin but could, if desired, also be shared on the CCA website or on a CCA Facebook page if one is created.

Emily D. Berkley, DD/KS

ORIGINAL MOTION OF 10/19/13:

I move that the CCA cease publication of the newsletter and utilize other means to give members the information it contains.

Emily D. Berkley, DD/KS

BALLOT - Results

This ballot must be received by the Secretary no later than **November 2, 2013.**

Total 54 voting out of 62. Not voting: John Buddie, Paula Clairday, Mary Catoir, Susan Martin, Debbie Price, Shirley Perry, Brenda Knight.

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, Robert Myers, announcer for the CCA 2016 National Specialty.

A. Approve __53__ B. Disapprove __1__ C. Abstain _____

3. The President presents for approval, Marion Johnson, to track and compile the bi-monthly Committee Reports for presentation to the Board.

A. Approve __51__ B. Disapprove __2__ C. Abstain __1__

4. The President presents for approval the bid from Jostens Printers of American Collie Champions, Volume 8 (2004-2007) - the Library of Champions. This bid is presented by LOC chair, Karen Anderson. She would like the Board to approve the pre-sales price of \$40 and \$45 for non-members. Once pre-sales are over the price would be \$50 and \$55 for non-members.

A. Approve __53__ B. Disapprove __0__ C. Abstain __1__