

July 1, 2014

Included: New Members & Reinstates
AKC Delegates nomination by President
AKC Delegates Report
AKC Letter – Orlando FL – Meet the Breeds
AKC Letter – Juding Presentation – Orlando FL
Committee Reports – BOY, WCC, SR change in wording
Letter – Showsight Magazine and Information on Advertising to accompany the articles
Results previous Communique'



Vote: New Members & Reinstates
Co-Chairs 2017 National Specialty
From SR – change to SR (Non-reg Herding Titled Classes)
New Challenge Trophy – S. Lingenfelter
Communication Committee
Motion – cease publication of the Newsletter
-- keep the publication of the Newsletter
Wish List from Marge Tuff, Jr. Showmanship Committee
Presentation of the New Committee Chairs, Members, and Committee

Discussion: Volunteer to work with Mary Kummer – Darci Brown
Nomination for a new AKC Delegate
Bid proposal for 2014 Calendar
To continue the Calendar after 2014?
Tom Coen, presenter to represent the Collie in Orlando FL-budget \$500
Participate Meet the Breeds Orlando FL...chair Paula Clairday & electricity
Medallions in Orlando FL
Clarification of wording on host show chairs upon submission of bids
Article Showsite Magazine

Collie Club of America, Inc.
2015 National Specialty
“Follow That Dream”
March 11 – March 14, 2015
Cox Convention Center Exhibit Hall, Oklahoma City OK

President’s Message...

Last month I presented my recommendations for Committee Chair and their Committees; I am hoping that you will support me in my selections for Chairmen and in turn the Committee Chairs in their selection of their Committee members. We have many issues that need to be addressed and the sooner these committees are approved the sooner we can get to work.

As you know Hal Sundstrom has resigned as our delegate to the AKC. The constitution states “Filling of the vacant position shall be done by the President naming a successor, after which the Board of Directors will ask for additional nomination of candidates, with a subsequent Board of Directors preliminary vote”. My selection for the CCA’s Delegate to the AKC is John Buddie. He has been in the CCA for 50+years and is currently serving our club as a Director at Large. He has written a short explanation of why he wants this position and what he has to offer the Club. So now you as board members have the opportunity to nominate any other candidates for this position. With your nominations please keep in mind this person needs to be able to attend the meetings and represent our Club and serve in this position for a number of years. AKC would like us to nominate individuals that can and will serve for multiple years.

Note from John Buddie with his inquiry to serve the CCA as the new AKC Delegate.

Dear Mike-


With the retirement of Hal Sundstrom as our AKC delegate, I would like to be considered as a possible replacement.

I believe that it is extremely important that our club be kept up to date with all of the latest information that becomes available from the delegates meetings, and since I am retired and have the time, I would willingly attend these meetings. The fact that the majority of them are held in Newark, N.J. make them an easy drive for me as well.

Representing our club, our clubs needs, and our clubs thoughts would be my main interest in pursuing this. Having the opportunity to meet with delegates from other specialty and all breed clubs, would, hopefully offer up additional insights in to club polices, ideas for shows, etc., that I could likewise share with our own club.

I hope that you will consider me for this position.

Sincerely,

 John Buddie

As I stated in the last communiqué, Mikki Dorsey is unable to continue producing the CCA Calendar. This is a big project for any individual or committee. I propose we look at outside sources to produce our Calendar. I have been in contact with Nancy McDonald; she stepped in this year and finished the Calendar for us. Following is the proposal she has sent us:

This is what is included in our bid ...

Assemble and process photos from 2013 top 12 Hawkins ranked Collies & High In Trial winners at the 2013 national for print

Design and create digital layout of calendar following similar template as 2014 calendar

Submit digital files to printer

Coordinate production and payment with printer to print 300 full color calendars

32 Pages on gloss cover #2 stock 8 1/2" x 11"

Drill hole for hanging

In addition to what we did for the 2014 calendar, we will ...

Accept payments and ship to customers

Market the calendar via Facebook

Set up dedicated PayPal account for the exclusive use of calendar accounting

Provide accounting of all receipts to CCA treasurer

Price for 300 calendars - \$2,550 + shipping (\$8.50 each)

An envelope is about 25cents and media mail shipping is \$2.69, for a total cost of about \$11.44/calendar. Accepting PayPal would cost about 2.7% or 54c per \$20 but well pays for itself in its ability to generate sales.

So, bottom line is we can produce and mail the calendars for about \$12 each.

I'd propose selling the calendars for \$20 each, which would give the club an \$8/calendar profit on 300. We can print an additional 100 for \$200 more if you thought we could sell them, which would bring your cost down to \$10.36/calendar.

If files can be ready for submission to the printer by 7/15, we would plan to have the calendar at Sunnybank. Meeting deadlines is dependent on owners delivering photos in acceptable formats and all efforts will be made to facilitate that. If photos are not delivered in time Collie Expressions reserves the right to substitute black and white photos from the top 20 catalog or appropriate theme art, but will make every effort to solicit high quality color photos from qualified participants.

Thank you for offering us the opportunity to bid on this project for CCA - we would be delighted to see it make a profit and believe we can make that happen for you.

My next question to the Board is, do we want a calendar?? We sell between 200 to 275 on a good year, it would be great if we make money but that is not the most important thing. I would like to break even if possible; it seems to me there is only a small percentage of our members that are taking advantage of the hard work Mikki has done for many years. She always had a wonderful calendar and very nicely done. But this is a lot of work for so little participation. Please let me know your thoughts on continuing the Calendar, I would like to see it continue if at all possible.

Darci Brown has volunteered to work with Mary Kummer to get the CCA logo listed with her on the copyright.

As many of you know there has been a rescue situation in Alabama in the last few weeks. A number of dogs are dead and a number have been taken by animal control and are in a shelter being taken care of at this time. The owner is on the run and as of this writing he has not been found, charges have been filled for animal cruelty and one is a felony count. Here is the story from the local newspaper: Named Alexcity Outlook.com online: in Alexandria City, AL.

Police seek animal abuse suspect

Published 7:46pm Friday, June 27, 2014

By Mitch Sneed
Outlook Editor

Alexander City Police Department investigators are looking for a man they say is responsible for the neglect and abuse of 20 dogs that officials say was so severe that seven of the animals starved to death.

Alexander City Police Department Animal Control Officer Kelly Cotney said that arrest warrants have been signed for Nicholas Lynn Patterson of the Pearson Chapel Road area. Earlier this month, Cotney said officers found 14 living, but malnourished dogs in outdoor pens on property on Pearson Chapel Road. They also found the remains of six other collies on the property, Cotney said.



Patterson

The following day, investigators returned and took custody of 11 dogs – 10 purebred collies and a sheltie – that were still on the property.

Cotney said there wasn't a doghouse found on the property and only dirty, stagnant water that appeared to be from recent rains. Authorities received information that regular daily feedings for the dogs had stopped in late February, Cotney said.

"In terms of the number of dogs and the conditions we found, this is the worst I have ever seen," Cotney said. "The sad part is that these dogs were AKC registered, some from champion bloodlines, that simply had been neglected to the point that they were dead or nothing but fur and bones.



Alexis Wilson pets Mercy, one of 10 surviving dogs from an owner who is now facing 21 counts relating to the alleged neglect of collies that left seven animals dead. | Mitch Sneed

“We were told that they hadn’t been fed properly every day since February and even then it was maybe once a week at best.”

As a result of the findings, Cotney said warrants were secured Thursday for Patterson’s arrest and officers are now searching for him to take him into custody.

He has been charged with one felony count of animal cruelty, 14 misdemeanor counts of cruelty to dogs and six counts of failure to burn or bury animal remains.

Officials took custody of the 11 dogs that were still alive on June 7. Cotney said one of the animals died shortly after it was seized because it was so severely emaciated. That death of that dog resulted in the felony charge.

“The other dogs have been treated and checked out and are working their way back to health,” Cotney said. “One of the dogs has been placed in a secure foster situation, while the others are being cared for in a secure shelter environment in the area.

“I know we will get calls about possible adoption, but because the dogs are still considered evidence in the case, we have to retain custody at this time. But for those who want to help or make donations, they can call here at the police department and we will get them information on how they can do that. “

Residents can call 256-234-3421 with information or to see how they can help.

At the time that abuse was discovered, Cotney said Patterson claimed that his health had kept him from caring for the animals properly.

“He said he had injured his foot and wasn’t able to get out and around to feed them, but there were plenty of people willing to help,” Cotney said. “We haven’t been able to locate him since the warrants were signed. So, we are seeking the public’s help in finding him. If anyone knows anything about his whereabouts, they can call the Alexander City Police Department and anyone here can assist them.

Please continue to counsel your members to investigate potential buyers, find out as much as you can before selling any puppy or dog to anyone, and find out as much as you can about who you are selling to. If you can help in any way with this investigation please contact the police, I have been in contact with both the shelter and police. I am awaiting a call from animal control at this time. There are a lot of emotions in the Collie World at this time, a lot of finger pointing and name calling, please let the police do their job and the CCA will act on any matters they are involved with at the proper time and through the proper channels.

Mike Van Tassell, President, CCA

Secretary's Message....

Only a few reminders this month....

Please remember that the nominations for the Good Sportsmanship Award will begin again at the end of the summer so please think about candidates for nomination. The GSA committee will be adding information on content and deadlines by September.

Another award to remember is the Shining Star award is taking nominations and the information is available on the CCA website. Please read the stories from all the wonderful nominees for the past few years.

Don't forget to call your senior members. A nice visit by a collie owner even if by phone is often much appreciated to warm their hearts.

Everyone should have received their new National issue of the Bulletin and it is wonderful...with great pictures and lots of memories. Thanks for putting it all together, Bulletin Staff.

Have a great summer and enjoy loving your collies.....remember they give us more than we can ever return....their love is encompassing.

Yours in collies,

Janie

AKC Delegates's Report.....

June 14, 2014

To the Board of Directors:

The June 8-9, 2014 quarterly Delegates meeting in Newark, NJ again preserved member clubs' prerogative to assert their exclusive right to preserve or amend the American Kennel Club Bylaws.

Delegates defeated another attempt to "remove restrictions on Delegate eligibility for certain classes of persons previously excluded from serving as Delegates." More than two-thirds of Delegates opposed the proposals. Proponents are indeed persistent if not misguided; the measure has been introduced at least four times over several decades with always the same result. The proposed amendment would make "judges who charge in excess of expenses, professional handlers or trainers, persons who engage in the manufacture of or retail sale of dog food, or dog supplies, publishers or others who publish or promote show dogs/kennels through solicitation or acceptance of advertisements in commercial dog publications, and dog show superintendents, all eligible to become and remain Delegates."

The AKC Parent Clubs Committee reported exceptional progress for the Trailer Task Force Project. In only six months since its inception there are one hundred and four clubs that are participating and are donors. The Collie Club of America was an early contributor with a \$1,000.00 donation. More than \$500,000 has been raised from sixty-seven parent clubs, foundations and regional clubs and thirty-five all-breed or group clubs.

Respectfully,

Harold W. "Hal" Sundstrom
AKC DELEGATE

Letter AKC invite to the AKC/Eukanuba National Championship, AKC Obedience Classic and AKC Agility Invitational Event to be included in the “Meet the Breeds” as part of the AKC Parent Clubs.

June 20, 2014

Dear Parent Club Secretary,

We are delighted to invite your club to participate in the *AKC/Eukanuba National Championship* by hosting an **AKC Meet the Breeds®** booth on December 13 & 14, 2014, at the Orange County Convention Center in Orlando, FL.

The AKC Meet the Breeds® event is an extremely important and entertaining element of the National Championship. This showcase provides Parent Clubs with the opportunity to meet and greet the public while educating them about the special characteristics of each AKC registered breed. There will be sufficient space at each booth for a few club members and dogs and puppies over six months of age.

This year we will offer Parent Clubs a complimentary booth space with all the necessary amenities: draped tables, chairs, lunch and complimentary daytime passes for four, and individual signage custom made with your club's logo and breed name. Electricity will be available for an additional fee of \$110 for the weekend.

Last year was a great success, with the participation of over 150 Parent Clubs. It is our hope that with ample time to make appropriate arrangements, all AKC Parent Clubs will be able to arrange representation. You may wish to coordinate this educational outreach with a local breed club or through other means.

We would like the club to provide us with a liaison to AKC on this project. Upon receipt of their contact information, AKC will forward to this individual all the necessary booth set-up and booth competition information, as well as the event and lunch tickets as the event nears. Please complete the enclosed form and return it to AKC at your earliest convenience. If we receive confirmation of participation prior to September 1, 2014, we will be proud to list your club's name in the premium list.

If you have any questions, please contact Gina DiNardo at 212-696-8350 or Michael Liosis at 212-696-8237. On behalf of the Event Committee, thank you in advance for working towards our common goal of educating the public about the unique and wonderful qualities of your breed.

Gina DiNardo
Vice President

Michael Liosis
Director, Club Relations

cc: Club President

Letter with details... medallions

June 14, 2014

Dear Parent Club Secretary,

Sunny Orlando, Florida will be the host city of this year's AKC Obedience Classic, the AKC Agility Invitational and the AKC/Eukanuba National Championship. These events will be held on December 13 & 14, 2014 at the Orange County Convention Center in Orlando, FL.

Conformation

AKC Parent Clubs are offered the opportunity to award five special conformation medallions that will be presented in the club's name. Medallions will be offered for the Best of Breed, Best of Opposite Sex, Best Bred-by-Exhibitor, Select Dog and Select Bitch in each breed. Parent Club medallions will only be offered if your parent club chooses to sponsor them. The medallions will be priced at \$25.00 per medallion. A set of five commemorative 3" medallions is \$125. Those clubs with varieties will be offered a rate of \$100 per set.

Obedience and Agility

In addition to the above opportunity, medallions are being offered for the AKC Obedience Classic and the AKC Agility Invitational. AKC Parent Clubs are presented the opportunity to award special medallions that will be presented in the club's name to the top scoring dog in their breed for each of these two events. These beautiful medallions will only be offered if your parent club chooses to sponsor them and should be ordered by **August 15, 2014**. These commemorative medallions will include a neck ribbon imprinted with the breed, event, location, and year, for \$45.00 each. **Any pledges received after this date will be honored however the neck ribbons will not be imprinted with your breed. Any medallions sponsored after November 30, 2014 incur a \$10 fee and will be shipped after the event to the recipient.**

If your club would like to participate in this program, please send the club's pledge to Gina DiNardo, The American Kennel Club, 260 Madison Avenue, NY, NY 10016. **Deadline for Obedience and Agility medallion pledges is August 15, 2014. Deadline for Conformation Medallions is August 1, 2014 for inclusion in the premium list and November 15, 2014 for inclusion in the show catalog.** If you need further information, please do not hesitate to contact me directly at 212-696-8350 or E-mail gml@akc.org.

There are many special events and presentations in conjunction with the AKC/Eukanuba National Championship. Each one celebrates some aspect of our sport and its dedicated breeders and owners. The medallion program is one of those unique opportunities to be a part of the celebration.

Committee Reports.....

NEW BOY CRITERIA EXPLAINED – Part 1

This is Part 1 of the Breeder of the Year Committee progress report to update the Board and our membership. We expect to present the finished system to the Board and the membership in the August communiqué. We plan to include hypothetical breeders to illustrate how the system will work.

Last year our committee was tasked with creating a new approach to CCA rough & smooth BOY awards. In 2011 the Board voted to abolish the original system that counted only the number of champions produced by breeders for the year. However, new criteria were discussed after the vote rather than before. Therefore, we gave no BOY awards over the past three years. In 2013 a new BOY committee took up a research based attempt to fashion new yearly awards.

To begin we did two membership surveys to help us determine what the majority of those interested in these awards preferred. The results of both indicated a desire for a yearly award in each variety based primarily on conformation champions a breeder produced but with at least some consideration given to health, performance and service for the breeder's collies.

An overwhelming majority asked for a percentage based approach for champions produced so that breeders with small, yet successful, breeding programs would be on a more level footing with breeders who produce large numbers of puppies yearly. A desire for a separate primarily performance based award was another of our goals. We have been working in conjunction with CCA WCC chair Jeanine Blaner to make this part happen.

While a percentage approach sounds simple, it is not. Many variables combine and must be considered to make a percentage system work, which explains why past efforts have not succeeded. We decided to create objective criteria rather than a “popularity contest” approach using quantifiable information whenever possible. My committee members have exhibited creative thinking and tenacity to produce a system that we feel is objective and fair.

Important Items:

- 1. Separate awards will be given to one breeder in each variety per year.**
- 2. Percentage of champions for the year will be based on average number of puppies produced in a given period compared to number finished that year.**
- 3. Conformation champions will comprise at least 75% of the award with health testing projected at 10% and combined performance/service projected at 15%.**
- 4. Weighted average calculations will likely be used to figure total data.**
- 5. Health will include mandatory eye checks as per the CCA Code of Ethics, with additional testing earning bonus points. Only proof of testing or clearance by parentage will count. Specific results will NOT be required.**
- 6. Performance/Service will include all AKC & CCA titles, and only AKC & CCA titles. Low level titles such as CGC, BN, etc. count for bonus points for the conformation award as well as intermediate and high level. These titles do not have to be earned by the breeder’s personal collies; instead, any collie bred by the breeder counts regardless of ownership.**
- 7. The proposed Performance BOY will likely not consider titles such as CGC, BN for the award but will be weighted in favor of high levels of achievement in collies bred.**
- 8. The Performance BOY will reward achievements in conformation at some level just as the conformation BOY’s will reward performance/service at some level and will be designed by the WCC.**
- 9. We have a proposal for how members would apply and what they would receive for winning.**

Report Submitted by Kathy V. Moll, DAL & BOY Committee Chair

Committee members:

Emily Berkley, DD KS

Jeanine Blaner, WCC Chair & Advisor WY

Isabel Ososki, DD IL

Leslie Rappaport, Shining Star Chair

Ellen Russell, DE

Committee Report from Jeanine Blaner, WCC chair

The Working Collie Committee has remained busy with a number of projects since the beginning of the year. At the national, members of the WCC collected performance results and arranged for them to be posted on the CCA website in a timely manner. Members of the WCC, led by Charlotte Holzman, also coordinated the performance awards coverage for the Bulletin.

The WCC sent a proposal to the Show Rules Committee (which is now up for consideration by the Board) to expand the placements in the Herding Titled class at the nationals. Currently, the WCC is assisting the Breeder of the Year committee in incorporating performance titles into the BOY proposal.

The WCC has several ongoing projects concerning the CCA Herding Regionals. It is assisting the 2014 trial committees with any questions or issues that arise as they prepare for the Regionals this September. It is also currently reviewing bid proposals for the 2015 Regionals. A Herding Primer, which has been in development for some time, is close to publication.

Several other projects are ongoing and will be reported upon in future communiques.

Jeanine Blaner, Working Collie Committee Chair

Changes presented for clarification by the Show Rules Committee from Nancy McCue, Chair

The SR committee was asked to review the following section: **5 Host Selection, #4 Bids, point 3 (3) A brief biography of the proposed show chair, secretary and treasurer will accompany the bid.** The consideration was asked to see if there was a simple way we could approve the National Host Show Chairs at the same time as the bid was voted for approval. The following has come from Nancy McCue, Show Rules Chair: The addition in National Show Rules Section 5. 4. (3) of the words "The names and" This simply insures that the chairs are voted on at the same time of the bid thus saving approximately two months time for the host cub/group. This is really a clarification, not a true addition... The vote by the SR committee was for unanimously approval.

Thanks,

Nancy H.McCue

National Show Rules Chair

Letter from Showsight Magazine

The CCA has received the below letter from Showsight Magazine requesting articles specific to the Club and the Collie He has asked for articles to come from Judges Education Committee, Breed Education Committee, and the Working Collie Committee to highlight the activities of the collie in our daily lives. Please pass to your members the information from Showsight which they have provided regarding supporting with ads.

COLLIE CLUB OF AMERICA

President Mike Van Tassell

1st Vice-President Gayle Kaye

2nd Vice-President Martha Ramer

Secretary Jane Clymer

Hi Mike, Gayle, Martha & Jane,

Hope that you are having a wonderful day! Finally, Summer is here. :)

Here I will try to be as clear as I can be so that way you understand all details. As you know ,sometimes things in writing sometimes are harder to understand than when talking on phone or person. That?s why please when you read this bellow call me or I can call you when is best time for you.

FIRST EVER, ONE-OF-A-KIND COLLIE BREED SHOWCASE!

We are currently working on one of the biggest and most meaningful projects ever attempted in purebred dogs -- a special publication for every AKC breed.

Our goal is to have available to fanciers worldwide an informative breed showcase. Judges will use it as reference, exhibitors will share their news and newcomers will come to us to find their next show prospect or companion. We are looking to have educational articles on the breed history, judging, companionship, performance, health concerns, amusing stories, all aspects of the breed to educate everyone interested. I always turn to the parent club for input in this respect. Often the club president, vice president or secretary will delegate to those he or she trusts to get the job done right. As always, I'm happy to do anything I can on my end to help. I hope that you will help by providing a really great breed feature to the fancy. Would like to have you/your board decide who writes articles and talk about topics. We do have a few topics in mind that were carefully chosen. We are going to make this a truly important, permanent collection. One of the main reasons this is being done is because we need to have a place where every single person on this earth can find correct information on your breed at any single second of the day at all times. One of our first projects is THE COLLIE MAGAZINE. We welcome your participation in what we think is the place to be for anyone active in purebred dogs.

HERE IS WHERE AND HOW WILL THIS BE SHOWCASED FOR A LONG TIME!

THE COLLIE SHOWCASE will be distributed Worldwide ? seen at few different places: 1. COLLIE Specific Digital Magazine ,2. Showsight Magazine Printed and Digital Publication and 3. Facebook

1 COLLIE DIGITAL PUBLICATION

Every single AKC breed will have its own digital publication under one website (of course it will take me another 2 years to finish all breeds). There is no place anywhere in the world that has something that is same or similar. I mean every AKC breed to have its own publication. With the promoting that we will do digitally and around shows we are thinking that this will be one of top 2 visited websites in dog sport . This project for the breeds has been long time planned with a lot of our long time Group Best in Show judges. This digital publication will be out there permanently .First edition will be out between 14 and 24 months. Reason for that length of time is because we want to keep sharing it Worldwide to over couple hundred thousand dog people until everyone sees it. After this first edition all articles that were published will stay unless the club wants to revise. It will become a place for everyone to get info on the breed,news,educate themselves and look at people that are part of that breed and their dogs. COLLIE Digital Publication will look exactly same way as our regular Showsight digital publication looks but of course it will only be COLLIE articles and advertisements in it.. Here is the link to check out Showsight digital : <http://www.showsightmagazine.com/#!current-issue/cywc>

2. SHOWSIGHT HARD COPY PRINTED MAGAZINE

Distributed at over 90% of shows all around the country starting mid-AUGUST until SEPTEMBER-- however, our best audience is the judges and breeders who read ShowSight in the comfort of their home, where they have the time to relax and read in comfort. Every single AKC Judge receives Showsight for free.

3. FACEBOOK

We also publish the showcase on FaceBook for 4 weeks where it is always a very popular draw. Estimates tell us our breed features reach thousands of interested readers.

Help us with this showcase, represent your breed and strive to give all the positive exposure to the breed in the world as we celebrate the breed you love so much. Does not matter where someone is located in the States or any other Continent this will be seen by many all over. As you probably might be familiar with Showsight you know we featured breeds including yours in our hard copy magazine but never with this type of exposure and designing a separate digital publication for the breed only. If you helped us out last time with featuring the breed this will be very easy process. We definitely could have contacted long time breeders and judges? non board members to write but we didn't because we feel that the club should make the decision on writers. With all this being said we are on a deadline ?JULY 20TH to have articles ready to be published. We will help with everything. Please do call me in the next 48 hrs if any way possible confirming that you have received this email and that you are interested in helping out. I look forward to speaking with you soon.

Yours truly,

AJ ARAPOVIC
SHOWSIGHT MAGAZINE
863 640 8848 or AJ@DMCG.COM

Please pass this information to your members:

Advertising: Yes, we will contact Collie Breeders and Owners. There are two main reasons that we are doing this for :

1. to educate everyone around the World that we can get to on this breed. (expected readership over next 12 months –over 200,000 dog people)
2. Showcase some long time breeders, their accomplishments, bloodlines ,kennels , past dogs, current dogs and promising pups

Before I go on. COLLIE CLUB OF AMERICA gets a one full page color ad at no charge! This ad will be the first page of Collie Magazine. Club may advertise whatever club would like. If design help needed we will get you our best designer to make it shine. Please update me on this. If not sure what to advertise I can give you many examples-scenarios.

Breeder and Owner advertising: I will be giving the best value! Something that no one ever offered. One full page color ad will be \$475,two full pages \$750.

May include as many dogs, as many photos and wording on each page. Our award winning graphic artists will design everything and send a proof. We won't print until a client says they love it. Photoshopping and all that is included as well. Basically giving \$800 value 1 page ad for \$475. Reason to lower price than usual : because we want to have as many great breeders and owners in here that have amazing dogs but don't campaign heavily and advertise much. I wanted to make sure that almost everyone can afford it not just few . Yes, we could have charged regular rates and we would have gotten 5 to 10 people that I already worked with over years but NO..I want almost everyone to be able to do it financially if they chose too.

Distribution on this: Well you read it bellow in the first email I sent. **HERE IS THE VALUE.**

This will be printed in Showsight Magazine –handed out at all shows Nationwide starting mid August and go all the way into October.

Mailed to every single AKC Judge and all Herding Clubs.

Then it will be on Showsight digital that will be emailed once to everyone that we have in our system . Which is over 100,000 people –all dog people!

Then we will create a specific COLLIE DIGITAL PUBLICATION that will be out there permanently on showsight magazine website.

This digital will look exact same way as Showsight, Chronicle,Dog News digital magazines do. If you haven't seen those please go look. This digital magazine will be set up for 6 months to be emailed bi weekly to over one hundred thousand dog people...and people will be sharing it with others. Your club can link it with its own website. Mainly this will be used by Judges, all of our exhibitors to educate themselves on your breed and it can even share as education to puppy people. Everyone's AD will be on this magazine for 14 to 24 months at no extra charge. All articles that club does will stay on the magazine and your club will be able to keep adding stories, news and articles on this .This can literally become clubs Worldwide Classy Newsletter or a place to post educational articles.

That's where the value is at: pay once, be advertised for 14 to 24 months is huge ! No one ever gave that. Plus being distributed to this many people is unreal.

Ladies and Gentleman our goal is to create one of these for every single AKC breed. Help the breeds . Educate everyone out there in dogs about Collies and other breeds.

We would greatly appreciate if the club would post this email to all Collie breeders and owners . I am not asking you to solicit for me but just let people know. I have just done this for French Bulldog breed—club was hesitant to send out an email or post it on chat list and when the thing came out. I have received unbelievable amount of emails and few phone calls people telling me how come we didn't hear about it .Well my two answers were I really am sorry I can't know everyone in each breed or have their contact info and then 90% of them were confused that club didn't share with them.

Of course I don't know how does your club work. That is up to you.

All I know is that we will send a personalized email to every single Collie breeder and Owner that we found out about. If the club wants to let everyone know first please do by Thursday.

Advertising placements are first come first serve. We are not placing by who is advertising what or who is who. When it comes to this book everyone gets everything the same.

Looking forward to creating amazing Collie Magazine!

Thank you
AJ

Letter from AKC regarding us sending a presenter for the Collie at the Judges Education program offered in conjunction with the AKC/Eukanuba Invitational. This information taken from the AKC E-News for JEC's May 2014. (In discussion, the President was suggested via CCA Judges Education committee the name of Tom Coen to attend and budget to be \$500 for expenses.)



**AMERICAN
KENNEL CLUB®**

IT' S FINALLY HERE THE PRESENTERS SYMPOSIUM

The judgeted@akc.org with the new information or any updates We will update our records and send you a Judges Education Coordinator's packet. Please remember there are times when we need to inform you of important information concerning your breed, therefore keeping us updated on your contact information is very important.

WE NEED HOUND AND HERDING PRESENTERS

The Judging Operations Department hosted its Advanced Judging Institute in-conjunction with the AKC/Eukanuba National Championship and the Florida Classic shows in Orlando, FL December 11-14, 2013. For the second consecutive year, this event was co-hosted by the Dog Judges Association of America (DJAA).

This past year, individual breed seminars and hands-on workshops were offered for each breed in the Working and Non-Sporting groups. It was the first time that two complete groups were offered at the same AKC Advanced Judging Institute. Considering the tremendous facilities and availability of presenters and dogs due to the week's events, we determined the ambitious decision to offer two groups was worthwhile to try.

In the end, the response was tremendous. A total of 176 judges attended seminars over the week taking advantage 50 breeds to choose from. Of course there were challenges due to the sheer numbers which we do recognize. However, for the most part comments from those who attended were overwhelmingly positive and loved the two group offering.

We do thank all of our Judges Education Coordinators and presenters. The success of this Institute is not feasible without their efforts and dedication. We also thank the volunteers from the DJAA who were responsible for monitoring the seminar and hands-on rooms: Joe Purkhiser, Murrel Purkhiser, Sam McDonald, Nancy Simmons, Ann Bolus, David Bolus, Francine Schwartz and Bernie Schwartz.

Therefore for 2014 we are doing it again, offering two groups once again, Hound and Herding Groups. It was thrilling to witness the enthusiasm of everyone. We are all striving for the same goal - quality judges and judging at AKC events.

LAST YEAR'S JEC SYMPOSIUM

Another huge success! Our second Judges Education Symposium was held on December 13, 2013 in conjunction with the AKC/DJAA Advanced Judges Institute for Working & Non-Sporting Breeds in Orlando, Florida.

The presentation was led by Executive Field Representative Sue Vroom and Mr. Sam McDonald, AKC Judge and JEC for the Irish Setter Club of America.

Topics covered: *The role of the JEC and what makes up an effective Judges Education Committee

*Developing a strong mentor program

*Designing a good PowerPoint Presentation

*Organizing and running a Hands-On Workshop

*Reviewing the AKC forms needed, as per policy

An informative discussion followed led by Mrs. Donnelle Richards (Pug Dog Club of America), Ms. Donna Beckman (Siberian Husky Club of America) and Ms. Kathi Brown (Scottish Terrier Club of America). Some really great questions, experiences and tips were contributed by the over 50 Judges Education Committee members that were in attendance.

The next JEC Symposium is tentatively scheduled for 2015. Many thanks to all who attended and contributed, we are all striving to educate and provide the tools necessary to create the best Dog Show Judges in the world!

Education is not the filling of a pail, but the lighting of a fire ~ William Butler Yeats

MENTOR LIST

Reminder, this list is created by the Parent Club using whatever qualifications your club deems appropriate. Also, remember that individuals may also use a mentor that meets the following qualifications as set forth by the Judging Operations Department:

“Individuals with a minimum of 12 years of experience breeding and exhibiting. Approved judges with regular status in the breed for 12 years may also mentor ringside.”

When was the last time you looked at your mentor list? Is correct? Is there one for your club? Take a look at the Judging Resource Page

If you find that your breed’s mentor list is not correct, please email any changes to Katie Rudolph at kxr@akc.org or fax to 919-816-4225. Please send the following information: Name, City, State, Phone and Email. This information helps judges to find mentors in their area. If you have any questions about mentoring please email or call and we will be happy to assist you. By the way do you know where the Judging Resource Center Page is located?

Go to page 5 and find out.

IMPORTANT INFORMATION FOR PRESENTERS

For breeds with height and/or weigh as a disqualification or condition of class, we recommend to include as part of your seminar presentation information on proper measuring and/or weighing procedure.

We have the tools to assist in this area and will upon request provide articles and/or information to be added to your power point presentation. In addition we have also posted on the Judges Study Guides page a measuring and weighing tutorial.

New Members and Reinstates – June 2014

USA

CO Cynthia Cornelius, 416 Pleasant St., Boulder, CO, 80302, 303.818.0798, cindynrama@yahoo.com, Sponsors: Haydee Kuner & Michelle Bergstraser

MO Katie and Joshua Finley, 402 Magdalena St. Concordia, MO, 64020, 660.441.0045, kcolliedogs189@gmail.com, Sponsors: Mary Hunter & Emily Berkley

OH Leigh and Neal Bates, 13933 Boyd Rd., Mount Orab, OH, 45154, 513.702.3145, labates@frontier.com, Sponsors: Katherine Harker & Judie Evans

UT Victoria Tennis, 12024 N 10000 W, Bothwell, UT, 84337, 801.388.0886, victoriaLT7@msn.com, Sponsors: Adria Weiner & Mike Van Tassell

WA Judy Byrd, PO Box 2373, Snohamish, WA, 98291, 425.420.5959, jcbyrd1@hotmail.com, Sponsors: Rein Laik & Mary Griffith-Russell

Ballot Results from May 2014 Communique’ closing on June 14, 2014.

Total Board members: 55; Total votes received: 47

Not voting: John Buddie, Randy Smith, Joann Romero, Paula Clairday, EnHarriet Chang, Andrea Nelson, Linda Langham-Sotoodeh, Jim Holliday

1. The President presents for approval the New Members and Reinstates (out longer than one year) from Membership.

A. Approve __44__ B. Disapprove __1__ C. _1_ (I) approve all except __Mary Surdynski__ C. Abstain __1__

2. The President presents for approval the Treasurer’s Report presented for March and April 2014 by Mike Esch.

A. Approve __47__ B. Disapprove __0__ C. Abstain __0__

3. The President presents for approval the ratification of the Executive Committee to approve the printing and mailing expenses to complete the publication of the CCA calendar.

A. Approve __46__ B. Disapprove __0__ C. Abstain __1__