

To: the Executive Board of the Collie Club of America

Re: Annual Report-2014-2015, Shining Star Committee, Leslie Rappaport-Chair

I'm happy to bring you news of the Shining Star Committee's plans for the new year. Some improvements are afoot that will make the Shining Star program stronger and keep it growing, viable and vibrant!

More than any other venue of collie activities, the work of the Shining Star committee, like the Shining Star dogs themselves, is work of the people (and dogs), by the people (and dogs), for the people (and dogs). The Shining Star committee highlights the collie breed as no other aspect of Collie Club of America activities do. The mission of this committee and the Shining Star program is to celebrate the collie's positive influence in the real lives of people and in real communities throughout the world. Our current working goal is to enhance the program by making it more inclusive and less competitive. For this reason, we recommend a change to the structure and function of the committee.

With the Board's approval, we have several ideas of ways to implement our efforts. We plan to create a Facebook page for the Shining Star program. This page will feature the stories of past Shining Star recipients in all the different categories that we honor: Education Dogs, Therapy Dogs, Service Dogs, Law Enforcement/SAR Dogs, Trauma Response Dogs, and Hero Dogs. These stories will be inspiring examples to readers and will keep the FB page an exciting place to visit and revisit online.

We also want this FB page to be a resource for all collie owners who work with their dogs in these fields. We will feature an ever increasing national list of facilities that have welcomed Shining Star dogs in the past, thus making it easier for newcomers to the program to make first contact with friendly and experienced management teams in tried and proven locations. We will also feature a list of groups that have been active in therapy visitation, trauma response, SAR training, etc. In any and every way possible, we want to highlight these activities with collies and encourage collie people to engage in them with their dogs.

In another effort to reach out and spread the word about the Shining Star program, we look forward to publishing the first of several volumes of stories, featuring the Shining Star Dogs. We hope that these books will be treasured by all collie lovers as precious true stories of dedication, devotion and heroism.

Further, we feel that any collie who once meets the criteria and becomes a Shining Star recipient is forever after a Shining Star dog. In other words, the recognition may be given once but the designation lasts a lifetime. We wish to honor ALL Shining Star dogs by welcoming them to attend CCA National Specialty shows whenever they are able to. We encourage them to circulate among our attendees and introduce their dogs as Shining Star representatives, whether they are Ambassador Dogs or not.

Owners of Ambassador Dogs accept more responsibility to spread the word about the program and about their area of expertise specifically, but ALL Shining Star dogs deserve celebration and visibility. That is one simple but realistic outreach that puts the human/animal bond in the spotlight and combats the efforts of animal rights organizations to dissuade the public from purebred dogs.

To make public recognition easier, the Shining Star committee proposes to contact several outstanding artists in our collie community to request designs for a pin representing the Shining Star program and status. This pin will be given to every owner of a Shining Star dog. In this way, these hard-working volunteers and Shining Star award winners will be readily identifiable to everyone within the dog world, their home communities, and the greater world.

Our committee further wishes to welcome the help of those who want to support our efforts in whatever way they feel capable and whenever they have the time. Through the Shining Star FB page, we will provide contact information for volunteers to reach committee members. As always, the committee will continue to have a core of hard-working, experienced people who will steer the course of the committee's work and guide the efforts of volunteers. At this time, I would like to formally welcome long-time collie enthusiast and breeder Theresa

Uzelac* (from Northern California), who has agreed to join as a core committee member. Theresa, along with committee member Leslie Rugg, will work with me to ensure our success in implementing these new outreach plans. I wish to thank original committee members Ann Boles and Susie DeLorenzo for their hard work in the past and for their continuing willingness to work on the committee in two new capacities. They will team up for special projects and events in their area as well as on their new assignment as Shining Star joint liaisons to collie rescue and therapy groups around the country.

As our plans develop, we are confident that our outreach will draw many more collie owners and enthusiasts to our program and all the others offered and sponsored by the CCA. (Our FB page will include a link to the CCA website.)