

California Airedale Terrier Club, Inc.

Board Meeting – November 15, 2014

Home of Nancy Dirgo

Board Members in attendance: Kristi Burrus, Devon Allen, Carol Kubiak, Nancy Dirgo, Christine Hyde, Angie Shear, Nancy Strohmaier, Virginia Latham Smith, and Nancy Bougher

President Devon Allen called the meeting to order at 11:58 am.

Report of the Secretary: Kristi Burrus submitted minutes of the October 11, May 17, and January 11 meetings. Kristi moved that the October minutes be approved with changes and Nancy Bougher seconded. Chris Hyde moved that the May and January minutes be approved as amended and Virginia Latham Smith seconded. Correspondence: No correspondence.

Report of the Treasurer: Nancy Bougher submitted a written report. The trophy fund will be depleted when new replicas for Best of Breed are ordered next year. Discussed that the ceramic plates are no longer available for Best Bred By and need to be removed from the catalog list. Kristi made a motion to approve the report of the Treasurer and was seconded by Angie Shear. The motion passed.

Report of the President: Devon announced that it was the last board meeting for Kristi and Nancy B. as secretary and treasurer. Devon requested that both assist the new officers to facilitate a smooth transition.

Committee Reports:

2015 Specialty, Conformation – Kristi reported that our Designated Specialty application was pended and the sweepstake was approved. Deirdre Dawson will coordinate with the host hotel for banquet arrangements. Kristi will compile a list of volunteers and send to Virginia for the next general meeting.

2015 Specialty, Obedience – Discussed new rules regarding refund of entry fees for bitches in season. Our policy needs to be spelled out in the premium. Virginia moved that we follow the policy of ATCA regarding refunds and Carol Kubiak seconded the motion. The motion passed. Policy as follows:

“Bitches in season are not allowed in the obedience building. Any exhibitor with a bitch entered which comes into season after the close of entries will be refunded 75% of the entry fee for each entry for that bitch, upon written certification by a veterinarian. Request for refund of entry fees, including veterinary certification, must be submitted to the Trial Secretary in writing not less than 30 minutes before the start of the trial.”

Nancy B. moved that no transfers be allowed and Chris seconded. The motion passed.

AKC Delegate – Devon reported that April Clyde had agreed to continue serving as our delegate and will submit reports that will be published in the newsletter.

CATC Communications – Nancy will continue to serve in her current capacity.

Education – Virginia agreed to continue to serve as chair.

Fun Day – Sarah Roberts will chair again in 2015 with Carol K. as co-chair.

Historian – No report.

Judges Selection – Devon reported he would send out the request for 2017 nominations soon.

Membership/subscriptions - No report.

Newsletter – No report.

Rescue – No report.

Sanctioned Match – Nancy Strohmaier has agreed to serve as chair for 2015.

Trim & Train – Devon reported that Dogtopia is now Dog Dynasty. The schedule is Feb. 7 & 21, March 7 & 21, and April 4. Devon would like someone to co-chair. Fees will be the same, which works out to about \$50/session.

Unfinished Business

Newsletter Ad policy: Discussed advertising guidelines and policy that Nancy B. prepared. Chris Hyde moved that we approve the policy attached and Virginia seconded the motion. The motion passed.

Archived storage: Tabled

Pre-calendar: The next board meeting is scheduled for Jan. 10th.

NAIA donation: Discussed amount to be donated. Nancy B. moved that we donate \$250 and Virginia seconded the motion.

New Business:

AKC Territory: Devon will request our delegate keep us apprised of the issue.

AKC & CATC member emails: Will be handled on a case-by-case basis.

Designated Obedience Specialties: Discussed logistics to make a proposal to the AKC.

Membership application: We need to revise the current application to include the junior membership. Nancy B. moved that the fee for the Jr membership be set at \$15 and Virginia seconded the motion. The motion passed.

Pet First Aid class: We need to gather information regarding fees and minimum enrollment requirement and bring to the general meeting to determine club interest.

AKC changes to judge's application process: Discussed.

With no further business, the meeting was adjourned at 1:51 p.m.

Respectfully submitted,

Kristi Burrus, Secretary

Aireing the News
CATC NEWSLETTER ADVERTISING GUIDELINES

GENERAL STATEMENT

Airing the News is the official newsletter of the California Airedale Terrier Club. It is published by the CATC under the guidance of the Board of Directors. The purpose of *Aireing the News* is to provide information about CATC activities, its members and Airedale Terriers.

POLICY STATEMENT FOR ADVERTISING

Aireing the News welcomes paid advertising so long as the total number of advertising pages in an issue does not exceed a ratio of 25% advertising to 75% editorial content. Pro bono advertising as described below is exempt from the 25%/75% ratio.

Advertisements cannot promote live-animal sales or purchases.

Advertising space cannot be used for political purposes.

Advertising of dog events is permitted if the event is supported by CATC, ATCA, the AKC, a registry with a reciprocal agreement with the AKC or if the event is included in the AKC Title Recognition Program. Workshops, matches, seminars, training programs and other dog-related activities which are hosted by AKC member or licensed clubs are included in this category. Advertised events may not, in theory or spirit, compete with similar CATC or AKC events or activities. This category of advertising is not included when calculating the 25%/75% ratio.

All advertising must be in "print ready" or electronic format.

Pro Bono Advertising

Regional Airedale terrier clubs, terrier group clubs & associations, and ATCA may place advertising promoting their specialties or ATCA floating specialties or other club activities at no charge.

AKC member and licensed clubs and clubs holding events which are included in the AKC Title Recognition Program may place advertising promoting club activities, provided that the activities do not, in spirit or in practice, compete with CATC or ATCA events or activities. Workshops, matches, seminars, training programs and other dog-related activities which are hosted by AKC member or licensed clubs are included in this category.

Paid Advertising

Advertising of dog-related products and/or services is accepted from CATC members, non-members, dog clubs and organizations, businesses (profit and not-for-profit) in the following priority.

1. Members advertising their dogs' achievements (brags) or other achievements provided they are dog-related.
2. Non-members advertising their Airedale(s) achievements or other achievements provided they are dog-related.
3. Classified advertising for equipment, Airedale memorabilia etc.
4. Businesses may advertise their dog-related products and services provided the ratio of 25% advertising to 75% editorial content has not been met. Businesses are limited to one page per issue.

Advertising Rates

Rate for classified advertising is \$5 per ad – no photo. Limited to 150 characters.

1 page ad with one photo --\$20

Each additional photo -- \$5

½ page ad with one photo - \$15

Each additional photo - \$5

¼ page ad with photo - \$10

Business Card - \$45 annually (5 issues)

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