

GWPCA Board meeting
March 20, 2013
Minutes

Present: Ray Calkins, Liz Dixon, Erika Brown, Garnett Persinger, Chuck Casanova, Lori Sargent; Jim West, Rhonda Haukoos, Greg Dubois attended as guests; Bob Perry was absent

President Calkins called the meeting to order at 8:41 pm EST

Approval of minutes from February meeting - approval was unanimous

President's Report – Discussed article on GWP in Showsight Magazine. Stress that they're basically hunting dogs & not a breed for anyone.

Secretary's Report - none

Treasurer's Report

Accounts

General \$20,906.14

Maturity \$629.29

Emergency Rescue Fund \$4,758.24

All Star \$2,060.54

FT Trophy supplemental Fund \$1,770.00

Committee Reports:

SEAC Report

- From Judy: I haven't heard anything about trying to vote in "survey style", the ballot will go in the upcoming Wire~News and Wire~Mail. I have forwarded the 2014 voting results to Laura Reeves so that she and Laura Myles can contact and write a contract for the 2014 judge.

JEC Report

- From Judy: will be working on the format for the JE at Nationals

FEAC Report – ballot is out for National Field Trial judges

Jim West – Can we use judges within close distance to save money?

Rhonda – Can the GWPCA sponsor AKC Gun Dog Championship Best of Breed trophy?

- Need to fund raise donations

Directors' reports:

Midwest - Chuck

- Midwest Classic in the works for April

West - none

East – Garnett

- Kay Braddock came in 29th at AKC Nat'l Obedience Trial
- Garnett is getting the Fort Detroit newsletter now

Rescue –

- website is updated
- new e-mail: ngwprescue@gmail.com

Bylaws - none

Wire News Update –

- I wondered why the magazine had not gone out to bid. I spent quite a good deal of time checking with other national breed club editors and found that Johnson Press of America (JPA) – the printer that we now use was the most popular for specialty magazines and the most reasonably priced.
- My next question was why did the Wire-News need and pay for a graphic artist. Once I had spoken with our JPA representative, I understood the need for graphic support. JPA will accept files only in a program called *In Design*-- a software specifically used by the graphics industry.
- To cut costs we could go to a lesser paper weight. Currently Wire-News is printed on a 60# matte content paper and an 80# glossy cover stock. We could go to a #50 glossy paper and what is known as a “self-cover” – the cover would be the same as the inside pages. We could save between \$400-\$500 for an 80-page magazine if we went to a lesser quality paper. The disadvantage, of course, is that most members save and refer to past issues and a self-cover would not hold up as well. Adam and I would rather keep the paper content as it is, but we may need to consider going to the self-cover to save costs.
- As most of you know we sent out a survey asking members for their opinions about the magazine. About 12% of the membership replied. We asked that they respond to questions answering “extremely important, important, somewhat important or not important and extremely interesting, interesting, somewhat interesting or not interesting at all.” The following are highlights of survey responses:
 - 67% find that club and board business is Extremely Important
 - 32% find show news to be Extremely Interesting and 55% find it Interesting.
 - 53% find that information on field events is Extremely Important and 47% find it to be Important.
 - There was a slight bit more interest in AKC Hunt Tests than Field Trials and NAVHDA events –(51%-47%-44%)
 - 42% find that articles on hunting are Extremely Interesting and 44% find them Interesting.
- Of the people who like articles on hunting most were interested in Upland Hunting.
- 30% find articles and pictures about obedience, rally and agility training and events Extremely Interesting.
- 37% find articles about the rescue program Extremely Important and 35% find articles about the rescue dogs Extremely Interesting.
- 81% find articles about canine health Extremely Important.
- 42% find articles on breeding and whelping Extremely Important.
- 44% find articles about grooming Extremely Helpful.
- 40% find articles about past dogs Extremely Entertaining.
- 23% find human interest stories Extremely Interesting.
- Survey advertising highlights:
 - 60% had placed an ad in the last 2 years.
 - 51% had only placed one ad.
 - 58% said they would not be interested in advertising more than once a year.
 - 41% said they would like outside advertising and only 2% strongly objected to commercial advertising.

- Respondents felt like there should not be more than 25% of advertising per issue.
- 80% are against an “online-only” Wire-News.
- Most members did not want to pay an additional charge for the magazine.
- The Wire-News staff is coming together nicely. We have had a good response from our members and I feel certain we will have interesting articles by our columnists and staff writers and we now have a technical editor to check owners, dog names and titles.
- We anticipate that the Spring Issue of the Wire-News will be in your mailbox at the end of April.

Old Business:

2013 Nationals – Chuck

- Got wrangler confirmed for Nationals
- Sweepstakes judges are confirmed
- Laura R. working with Onofrio on catalog
- Erika - Need to start Nat'l events page on Facebook; several pages out there for GWPs now
- Garnett moved GWPCA have official Facebook page & moderator-controlled w/events section for Nat'ls so information is accurate; Chuck seconded; motion was approved unanimously; Erika will start the page & advertise for permanent moderator
- Hospitality donations needed from clubs

Central Location Committee – update from Liz

- Discussing ideas about locations

Garnett moved that the Wire News be sent to advertisers via priority mail; Liz seconded; motion was approved unanimously

2014 Nationals

Open positions:

- GWP-U Coordinator

Election of New Members

- See list from Erika; Garnett moved that we accept new members; Erika seconded; motion was approved unanimously

New Business:

Versatility Committee – Greg DuBois

- would like to discuss re-building the Versatility Committee
- looking for input from the Board on getting interested parties who have a background in multiple AKC events

Next meeting April 17, 2013

Meeting adjourned at 10:18 pm EST