



## GERMAN SHEPHERD DOG CLUB OF THE PACIFIC NORTHWEST

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Mrs. Nancy Harper, GSDCA Futurity Chairperson  
10245 Shallowford Road  
Roswell, GA 30075

On behalf of the members of the GSDC of the Pacific Northwest, Inc., I'd like to extend our congratulations on your recent appointment as GSDCA Futurity Chairperson. Our membership feels that the Futurity/Maturity System is an important facet of the GSDCA mandate to encourage, promote and further the breeding of quality German Shepherd Dogs.

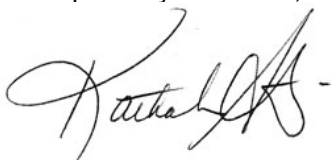
At our two most recently held membership meetings, the 2005 Futurity/Maturity (which was hosted by our club), was a hot topic. As we went through the review of the event and then the financial records we received with our portion of the proceeds from the endeavor, we began discussing a few ideas and suggestions that we feel should be closely looked at and hopefully implemented for the benefit of other clubs and the system as a whole.

- 1) **Futurity/Maturity shows to be held on Saturday's:** I know this may sound radical, but when we were in the initial planning stages of our weekend event, it was decided to place the futurity/maturity between our two specialties. From our membership's longtime experience as exhibitors and also event co-coordinators it was felt that this approach would give the show a higher importance without compromising the adjoining specialties ability to attract entries. We also were extremely careful to choose a slate that would give us 3 judges who we thought would be complimentary in the style of dog they would like. Based upon our specialties strong 5 point entries both days we feel this arrangement was very noteworthy and beneficial to our club's ability to have a financially successful event. One other benefit of this arrangement was that those people who decided to leave early on Sunday, did not affect our clubs income and the major still held --- but our tired members got to go home early too because the show was over earlier all without a loss to our show's bottom line because we already had their entry fees. There are some clubs who may complain that they would have to change their dates with the AKC. This is true, but we have found with the new online system and very helpful staff at AKC, that this has not proven to be a problem.
- 2) **Income and Expenses:** We feel very strongly that the reimbursement to the clubs needs to be addressed immediately and reevaluated to give a fairer representation of the work that clubs put into these events for the amount they get out of it. In our case, we sold 15 pages of advertising (\$1,145.00) and had sponsors for all our trophies (1,180.00). Our entry was slightly larger than the Northwest has had in previous years and we sold 70 catalogs. Our total recorded income for this one day show was \$6,995.00.
  - a. Trophy cost: \$1,193.54 We feel this is too pricey, especially since we sold sponsorships on every class and the trophies were more expensive than what we brought in. Additionally, we had to ship 7 trophies back to the tune of nearly \$80.00 just for shipping (we paid and were not reimbursed for). These trophies weigh an awful lot, and some of our members feel strongly that if the trophies were cut down to a plaque for BIF/BOF/BIM/BOM and first in each class, and nice but not expensive rosettes for 2<sup>nd</sup> -4<sup>th</sup>, it would not only cut down on the cost of the trophies, but it will cut down on the cost of getting them to each region.
  - b. Judge Reimbursement based upon entries: This is not an equitable method for regional clubs where entries are not traditionally enough to cover the cost of ever increasing expenses. Our recent judge's cost for airfare alone was right around \$450.00 and we were reimbursed only \$242.00. With the continual price increase of fuel, airfare and other necessary judge expenses, we feel the reimbursement amount needs to be addressed.
- 3) **Purina:** This is a particular issue that our members feel could be handled in a more corporate business-like manner.
  - a. For the past few years, Purina has paid the Parent club an average of \$10,000.00 per year. It is our understanding that Purina has the sole ownership of the sponsoring of the 9 regional events and the finals for only \$10,000.00. When I negotiated a sponsorship with Royal Canin, they gladly sponsored our 2 adjoining specialties for \$1,500.00. Considering the amount of corporate advertising the GSDCA gives for the futurity sponsorship and the size of an organization like Purina, they should be readily willing to sponsor these events for far more than they are. Additionally, if they are only sponsoring the Futurity/Maturity Finals, why do their placards, banners, etc., appear during the remainder of the National event, including pictures that have nothing to do with the Futurity/Maturity.

- b. We feel the Parent Club could be a little more diligent when it comes to corporate sponsorship opportunities, by pointing out to these companies, that the sponsorships are not donations, it is advertising --- a different pot for companies to pull from. In my experience working with a trade association where one of our primary event fund-raising methods was gaining multi-level corporate sponsorships, it seems rather odd to me that the scale and breadth of the Futurity/Maturity system has only one sponsor with the sponsorship amount being dependent upon the membership's participation in the system. I would suggest that the Parent Club and the Futurity Committee spend time looking and soliciting for additional multi-level corporate sponsorships for these and other primary events.
  - c. Of these funds given to the Parent Club, based upon the Income/Expense report, our region received \$200.00. To potentially increase excitement in the Futurity/Maturity Sweepstakes what we would like the Parent Club to strongly consider is to reinstate appropriate prize money to be given to the owners and breeders of the animals who are placed and win at the regional event. Additionally, more prize money to be awarded to the eventual National winning animals. We feel that these "cash" prizes made out to the appropriate person gave the Futurity/Maturity an additional perk.
  - d. *Breeder of the Year*: While our members applaud the GSDCA and Purina's attempt to recognize those breeders of winning animals, it seems somewhat strange that "Breeder of the Year" is based only upon winning Best in Futurity at the National Specialty. It would appear that this title would be better to recognize breeders who have bred a low number of puppies with a high success rate or some other equitable method of determining this type of prestigious award, rather than base it solely on luck of being chosen BIF at the National.
- 4) **Jim Rau Expenses**: Based upon the Income/Expense report for our region's event, Jim Rau was paid a substantial amount of money. Of particular interest, the \$900.00 base fee for 100 entries and \$3.50 for each additional entry over 100. This amount means that the first 100 entries cost \$9.00 each. There was an additional \$0.75 per entry to receive and process them. What's the \$9.00 for? It seems that a very large chunk of money was expended to Rau, to just to do the paperwork of a show we administered. In this age of technology, surely these costs could be reduced. We feel it is time that a prospectus is completed and request for bids are submitted to other show superintendents to be sure that we are getting the best possible service for these 9 shows. Of note, Delaine mentioned in her 30 years experience of hosting Futurities, she felt these expenses were quite high, especially since the futurities used to be managed at the regional level with far less cost.
- 5) **60/40 Split**: The GSDCA is a non-profit organization whose assets are several hundred thousand strong. More and more regional clubs are struggling to stay fiscally solvent. Our membership feels that after review of the income and expense report combined with our memories of the effort our small membership put into this affair to insure that it was a profitable and fun event, we feel that this split needs to be readdressed. Of course we are pleased that we were able to make a profit and have this money reflected in our bank account; however, from this \$2,115.31, we had to take off the \$80 for shipping the trophies back, the difference of the airfare for the judge, hospitality of a rental car (cheaper than a shuttle – when our membership was taxed by already having a show in progress), etc. So in essence this profit was reduced by approximately \$300.00 – 400.00. These expenses are necessary for holding the show, but are not included in the income and expense report, so our small club had to cover these expenses, while the Parent Club, who's funds are dramatically larger, did not. Further, having to take \$362.00 off the income for Review insertions of approximately 1-20<sup>th</sup> of a page --- most of which were late anyway, is a little bit hard to take – especially since we put our own \$125.00 towards an advertisement in the Review designed specifically to target potential entries to our NW Futurity Weekend events --- which was ALSO late coming out.

In closing I would like to clarify that the GSDC of the Pacific Northwest, Inc., is very happy to have the opportunity to host the Northwest Futurity when it is our turn to host it. We enjoy the occasion to bring an additional event for our local german shepherd fanciers to congregate and appreciate our great breed, but we feel that in light of the struggle that all regional clubs have with less and less manpower with more expense and risk, that the Parent Club should be more a little more forthcoming. It would be appreciated that the GSDCA recognizes the plight of the regional clubs who put these events on and reciprocate in assisting them more financially by being sure to split all of the expenses fairly and taking less of a cut of the end proceeds.

Respectfully submitted,



Kathaleen Strong  
President



Delaine Thomson  
Vice President & 2005 NW Futurity Chairperson