



DRAFT Minutes
The Scottish Terrier Club of America, Inc.
Meeting of the Officers and Directors
Holiday Inn Six Flags, Eureka, MO
Thursday, March 1, 2018
8:30 a.m. – 5:35 p.m.

PRESENT: President, Lori Kelly; Vice President, Pam Williams, Corresponding Secretary, Theresa Thomas, Recording Secretary, Kathleen Ferris, Treasurer, Steve Russell; AKC Delegate, Helen Prince, Directors: Class of 2018: Jerry Burge, Ron McConnell, Sonya Neve, Pat Wooster. Class of 2019: Kelli Edell, Michael Krolewski, Janet Tomlinson, Pam Wilson

Call to Order L.Kelly called to order 8:30 a.m.

Welcome L.Kelly offered welcome words and offered comments on awards that were presented in FL and NY.

Motion to amend the order of the agenda. Edell/Prince. Passed unanimously.

Approval of Minutes the January 17, 2018 minutes are approved as submitted

Report of the Secretaries

Recording – see report online

Discussion on the possible move of the roster to electronic media from an excel spreadsheet. Proposal to be made to board by April.

Corresponding – Rotating 2020 - see report online

Lloyd plaque was found to be in error as presented on recent years. A picture image is to be featured. T.Thomas to research best vendor. Goal is to have 10 plaques prepared from this point moving forward. Two bids are in for Rotating 2020. Dayton presented a bid and California indicated they would like to host at Great Western without further details. Discussion followed. History of current rotating bids was reviewed. **Motion to accept the Scottish Terrier Club of Greater Dayton's proposal to host rotating in 2020. Prince/Edell. Passed unanimously.** Discussion then followed to ask STCCalifornia to resubmit a firm bid with details for 2021. T. Thomas will send a letter to the STCC first and then a second letter to all regional clubs if they are not interested.

Report of the President – see report online

L.Kelly shared a letter from Kim Siegfried expressing appreciation that the Club accepted her trophy proposal. A thank you note from Bergit Cody Kabel was received by C.Gann. Because of recent events L.Kelly asked Board to consider estate planning/legacy giving for the future when involving the STCA.

Report of the Vice President/Show Chair – see report online

Rotating 2018 Updates

P.Williams shared some highlights. Superintendent Foy Trent was pleasant but there was an issue working with the all-breed club. The local host club needs to be more responsive to working with an all-breed club and/or show secretary when hosting rotating. Helen will create a checklist to add to the SOP

to help with this in the future. Discussion of other regionals going in with all breed clubs. Otherwise everything for this weekend is on target. Last minute details discussed.

Montgomery Week 2018 Updates

Applications are in process. Rally and obedience will have some new AKC rules. The coordinator is looking to add some other activities. **Motion to approve Carol Vaseleski's request for trophy funds of \$325 for obedience and rally for MCKC 2018. Edell/Burge. Passed unanimously.** Other possible events discussed.

Discussion of Montgomery Week 2019, including the Independent Parent Specialty was included in above discussion.

Rotating 2019/Top 20

Discussion held on the Denver show. Judges are pending and the Top 20 to be determined.

Report of the Treasurer - Financial Statements – see reports online

Steve gave a summary. Full report to follow agenda adjustment. Statement of financial position was published in Bagpiper Issue 1.

Break at 10:26 am for 5 min

Agenda amended to following topics:

Motion to go into executive session to discuss Nominating Committee at 10:36 a.m. William/Prince. Passed unanimously.

Motion to leave executive session at 11:16 a.m. Edell/Neve. Passed unanimously.

Motion to enter executive session for Specialty judge selection at 11:16 a.m. Williams/Prince. Passed unanimously.

Motion to leave executive session at 11:47 a.m. William/Tomlinson. Passed unanimously.

Motion to enter executive session for STCA Annual Awards selection at 11:47 a.m. Prince/Edell. Passed unanimously.

Motion to leave executive session at 12:04 p.m. Edell/Wooster. Passed unanimously.

Adjournment for lunch. Return for a working lunch 12:05 – 12:15

Planning - see report at end of minutes

L.Kelly presented an overview of objectives of the club and a report with plans, action steps with short and long term goals was presented. She prepared a report of where we as a club can do outreach. We need to be able to track participants in our events. Who and how. We also need to look at events to consider, press releases, additional communications, the committees, membership, and legislation. In addition, we need to look at protecting our databases, DNA, research etc. Workshops should be held at Rotatings. The Health trust needs to offer input on updates and what databases are available. The STCA also needs to publicize this work. We must continue to work with the regional clubs and see to improving our membership base. Longer term goals were also presented and how we might convey this action plan to our members. Discussion of the plan and implementation followed.

Membership

The net increase/decrease is stable, trending to increase numbers. We need to see about getting regional club involvement turned into STCA memberships. L.Kelly also explained that the AKC is willing to help with a pilot email program to direct new registrants to our website. The goal is to have 40 new members in the next year as replacement for lost membership. There will be the creation of an Ad Hoc Membership Committee to be chaired by K.Edell who will select committee members. H.Prince and J.Burge volunteered to help. S.Russell presented the membership financials.

L.Kelly explained that in 2013 there was an ad hoc committee on membership and regional clubs were surveyed and asked that we look at where we are today. Changes since were discussed as well as what clubs doing to engage members. How do we get them engaged at a national level? Refer to K.Brown's report on educational programs and how can they be implemented. Maybe allow each regional club to pick one event for the year. Need to expand the use of social media to reach members. Also what is the viability of sending out information more frequently?

Motion to enter executive session for Membership vote at 1:29 p.m. Neve/Thomas. Passed unanimously.

Motion to leave executive session at 1:33 p.m. Williams/McConnell. Passed unanimously.

Website/Communications – Guest Karen Prokopetz

L.Kelly invited K.Prokopetz to attend the meeting to explain how we can help with getting the word out and doing it better. Karen offered her prospective and the current image of the Scottish Terrier. She gave a summary of her background including her love and devotion to the breed. She is also committed to helping the clubs. She asked for feedback from the board. Each member was asked what they see the issues are. She then offered her observations on what was discussed. One item is to make website more user friendly and enticing and to drive more Scottie lovers to the website in addition to members. She also recommended Board education on use of social media.

Break 3:12

Report of Delegate to AKC – see report online.

H.Prince highlighted help from AKC on legislation issues. She will be speaking at the AKC educational seminar about our strategic planning. L.Kelly is also planning to attend.

Committee Reports**

L. Kelly added a few notes on the various committee reports. Video sales will need to reorder. Tally Committee will be giving input to the Bagpiper. The Historian is way ahead of from where we have been. K Brown's report will need to be revisited for implementation. Web committee initiative to be implemented for breeder referral. Photo implementation of the pedigree database was held up. This will be resolved with a sample to be shared with the board in the April meeting. K.Edell will be working on tweaks to the Membership application info and fillable online forms. A few questions were asked about these reports. Additional discussion on how to encourage greater participation from the regional clubs. S.Neve was asked to draft a memo.

Motion to accept the committee reports as submitted with the above noted. Prince/Neve. Passed unanimously.

Historian

J.Tomlinson explained her involvement with AKC as well as her research and expanding of the preservation of material such as letters to the club etc.

Old Business

STCA Printed Materials – Printing estimates are needed. P.Williams offered numbers of inventory on hand. She will get an estimate for 1000. Trifold revision is still in progress.

Handbook – see report online

H.Prince discussed what she see as important to the handbook. She offered a proposal outline for discussion to be formalized at a later date. S.Russell asked for clarification on how it will be distributed? Sales? Advertising? Income generation? It was suggested that there should be only one copy complementary to each household. Budgeting for printing to come. Extend deadline for questionnaire to May 1st. We will sell advertising to help offset the cost of production rather than sell the Handbooks to the Membership.

Bagpiper- Publishing/Editor

L.Kelly suggested we go to M.Feldges with a club member who will be a coordinator as opposed to a full scale editor. Need to go to membership to find someone who is willing to step up. P.Williams will work with training the new person.

New Business

Cook/Berry Sponsored – New STCA Award - Proposal at end of minutes.

Discussion of new trophy was discussed regarding proposed methods of tallying and reporting. Clarification needed on terms.

New STCA Award – Lifetime Achievement- Postponed until MCKC meeting

SOPs – Revisions & New - See report online.

H.Prince is collecting all information for target date of April 1st to report at the April board meeting.

Databases

L.Kelly noted that the STCA pedigree database contains certain info, but members are asking if we can activate additional information that we might have access to, i.e. health. Discussion held on other calculations, specifically breeding coefficient (COI). M. Krolewski was asked what the website software can handle. He said we do not have software for COI. If this cannot be programmed, can we look into a program that would support using the COI calculator. Also asked by members is if we can include health data. From a legal standpoint, do we need permission from members to be able to display additional health info? An educational article in the Bagpiper may help members understand use of databases.

Budget Review/Approval – see report online

S.Russell offered highlights, presented the proposed budget and explained the activity based costing budget. **Motion to approve amended 2018 budget. Edell/Neve Passed unanimously.**

Email from William Berry – see at end of minutes

He is asking all Scottish Terrier specialty judges to donate their fees to support the regional clubs raising funds to acquire a disaster trailer and said regional clubs to match the donation. Discussion was held and H.Prince will respond.

L Kelly thanked board for all their work today and over the previous months.

Motion to adjourn at 5:35 p.m. Edell/Neve. Passed Unanimously.

Respectfully Submitted – Kathleen Ferris, Recording Secretary



**Scottish Terrier Club of America
Strategic Planning – March 1, 2018
Short & Long-Term Goals for Board Review
Prepared by Lori Kelly, President**

Below are short and long-term goals that harken back to the club's core objectives and Code of Ethics (see appendix), keeping in mind the work of and recommendations from the Strategic Planning Committee.

**The purebred Scottie is at the forefront of everything we do. Make it FUN to own a Scottie!
Plan for the future. Be proud to be a member of the STCA, THE place for all things Scottie!**

Short-term Goals

OUTREACH

Date	Task	By who?	✓
Ongoing	Personal and expanded club outreach	L.Kelly/P.Williams	
Conclusion of Rotating & MCKC events	Track members, attendees at STCA events	L.Kelly/P.Williams/S.Russell	
	Invite previous attendees to future STCA events	L.Kelly/P.Williams/C.O'Brien	

Outreach. Details and Additional Information:

- Personal and expanded club outreach – be present, welcoming & inclusive – demonstrate good sportsmanship! This falls upon leadership across the board.
- Finish production of personalized, printed materials, events, coordinate with Breeders
- Track members, attendees to STCA events, regional club specialties and continue personalized and club contact.
- Reach back to participants and invite to all future events. Next – MCKC '18.

EDUCATION

Completion Date	Task	By who?	✓
May 1	Offer and fund positive experiences for ALL aspects of the breed specific workshops.	STCA /coordination with K.Brown	
	Educate new breeders on importance of registrations	Members, mentors, breeders	
2018	Host at least one educational event at Rotating.	Completed for '18.	
Plan by May 1	Plan workshop for MCKC '18 (Note: CGC/Dog tricks scheduled for Sat.) Thursday night program?	P.Williams, L.Kelly, C.Vaseleski, K.Brown, M.Dawson	
Plan by July 1	STCA presence at Meet the Breeds.	President coordinate with Tampa Bay & STCGNY. West coast?	
Ongoing	STCA presence at Specialty Shows.	Board	
Start Spring '18	Join and promote Girl Scout Patch Program.	P.Wooster to investigate	✓

Start Spring '18	Join and promote AKC Canine Ambassador Program	R.McConnell/P.Wilson	
Recs from committee due June 1, 2018	Expand Juniors' Program, beyond fundraising for grants and scholarships.	S.Maniscalco/J.Burge/S.Neve	
April 1	Evaluate possibility of Futurities events.	Board, membership input	
Ongoing	Promote and attend ALL activities of our versatile breed.	Board & Membership	
Start Spring '18	Work with regional clubs or other breed related organizations to sponsor educational programming sponsored by or with help from the STCA	Board	
	Board presence at non-STCA events where Scottish Terrier enthusiasts congregate.	Board	

Education. Details and Additional Information:

- Offer positive experiences for ALL aspects of the breed specific workshops with regional clubs, hosted and funded by STCA
- Educate new breeders on importance of registrations (also falls under mentorship)
- Increased involvement from Regional Club Delegate. Host at least one educational event at Rotating and Montgomery.
- Be present! Meet the Breeds, specialty shows. Make it FUN to own a Scottie!
- Work with AKC (i.e. Girl Scout Patch Program, connect with AKC Canine Ambassador Program) – Start Spring '18. Assign Board member March 1, 2018
- Expand Juniors' Program, beyond fundraising for grants and scholarships. Recommendations from committee due June 1, 2018.
- STCA Programming – evaluate Top 20 and possibility of a Futurities event.
- Work with regional clubs or other breed related organizations to sponsor educational programming sponsored by or with help from the STCA. Start spring '18. Need regional club delegate chair involvement for regional clubs. Board representation.
- Plan educational workshop at Montgomery '18 and coordinate with each rotating hosting club (next – West/Denver '19).

VISIBILITY - COMMUNICATIONS -WEBSITE & SOCIAL MEDIA

May 30	Content review, re-write, delete duplications/clutter	Committee/Committee chairs	✓
June 30, 2018	Create user pathways for: breeders, judges, new members, the Shoppe, health info, regional clubs, mentorship, dog shows, agility, earthdog, barnhunt, specialty info, club awards,		
June 30, 2018	Optimize site for mobile and iPad use		
Mid-June 2018	Soft Launch for board members.		
By June 30, 2018	Official launch with MCKC 2018 information		
October 3, 2018	Workshop for board members on positive use of social media and how to effectively use it.		
Ongoing	Consistent branding/design for all print and	P.Williams, L.Kelly	

	media.	M.Melucci	
Ongoing	Distribute press releases for all STCA activities and accomplishments to trade publications (i.e. Canine Chronicle, Dog News, Show Sight, AKC Club Operations AND local papers where STCA events take place).	K.Prokopetz & Committee	
March 15	2nd printing of Illustrated Guide	Ready for printing Brown/Williams	
March 31	Revised Tri-fold	P.Williams, L.Kelly	
IMMEDIATELY	Bagpiper – Editor – Engage external editor	Board	

Visibility. Details and Additional Information:

Tell the story of the breed's exceptional versatility and its die-hard spirit!

- Website – Begin March 15 with completion by June 30, 2018 – This is the priority for 2018
Engage a professional organization to set up web template using familiar platform to improve customer/member experience. Organization to be recommended by K.Prokopetz. Budget. Set up so we maintain existing web “team” to manage and maintain “Launch” new look by June 30 in time for Montgomery week information.
- Expand Communications Committee for a coordinated effort: Facebook, Twitter, Instagram. Social and printed media
- Distribute press releases for all STCA activities and accomplishments to trade publications (i.e. Canine Chronicle, Dog News, Show Sight, AKC Club Operations AND local papers where our breed events take place).
- Educate Board Officers and Directors on positive use of social media and HOW to effectively use it. Workshop Oct. 18.

MENTORING

Completion Date	Task	By who?	v
June 1	Expand one-on-one breed mentoring (launched Jan 18) by adding ten additional mentors.	Coordinator – Susan Finn	
	Provide print and online resources for mentors.		
MCKC '18	Offer mentoring workshops.	Board/Committee	

Mentoring. Details and Additional Information:

- Breeders – work with their companion and show families. Provide print materials or other information as requested. Get Puppy/Litter Listing up and running asap.
- Offer Mentoring workshops for membership – what does it take to be a great mentor!
- Through a strong mentoring program, increase registrations by 10% by Sept. 2018.

STCA COMMITTEE WORK

Completion Date	Task	By who?	v
March 15, 2018	Expand Membership Committee.	Board/K.Edell	
June 30, 2018	Develop retention and recruitment strategies.	Ad Hoc Committee	
June 1	Expand legislation committee.	C.Gann	
June 1, 2018	Investigate DNA banks	M.Bishop/HTF	
May 1, 2018	Review (edit?) all content for website renewal.	Committee chairs	

Plans in place May 1, 2018	Workshop in Oct. in conjunction with MCKC week - with updates on all HTF activity.	Coordination: P.Williams, K.Brown, M.Dawson	
Plans in place Dec. 2018	Workshop at 2019 Rotating.	P.Williams, S.Neve, K.Brown	
Ongoing	Maintain and update CA and Longevity databases and others as created.	HTF Committee	
For Bagpiper #2	HTF advances: Update on TCC, cramp and other 2017-18 initiatives.	M.Dawson	
For Bagpiper #2	Legislation: Increase awareness among members with an article in each Bagpiper.	C.Gann	
For Bagpiper #3	Value of an STCA membership prior to membership renewal process.	Board member	
For Bagpiper #4	Databases: Why they are important, how to find them, and how to add information.	M.Dawson/HTF Committee	

STCA Committee Work. Details and Additional Information:

- Membership – expand committee to assist with process. Goal of 40 new members in '18.
Revise SOP/process and expand committee by June 1, 2018
Retention and Recruitment (combined effort of members and breeders)
- Article in Bagpiper #3 –value of an STCA membership prior to membership renewal process.

Legislation

- Expand committee by June 1.
- Increase awareness among members with an article in each Bagpiper.
First article to be written – Issue #2 BP.

Health & Research

- Presence at Rotating and Montgomery. Host seminar(s) workshop at MCKC with updates on all HTF activity. Inform the membership in person. Expand workshops to regional clubs.
- Databases. Article in Bagpiper and simplified instructions at website
- Investigate DNA banks – Board authorized HTF in Nov. 17. Due – June 1, 2018
- Article in Bagpiper with each issue on HTF advances
Begin with issue #2 - Inform members – update on TCC, cramp and other 2017-18 initiatives.
What is status of information members provided on their dogs?

Completion Date	Task	By who?	✓
June 1, 2018	Review regional club mapping.	Board	
June 1, 2018	Develop standard for supporting regional clubs with performance events and specialty shows.	L.Kelly, P.Williams, C.O'Brien, B.Gibson	
March 15, 2018	Establish a new Ad Hoc Membership Committee.	Board	
Report due Sept. 1, 2018	Ad Hoc Membership Committee evaluates membership opportunities and process as outlined in	Board	

	C&BL: junior, associate, and foreign.		
Ongoing	Increase diversity/talent of Board members. Include at least one member who has experience with interests other than conformation. Experience with social/digital media who can provide support and training for members.	Board	

Long term Goals. Details and Additional Information:

- Increase registrations – strong mentorship program required.
- Increase membership – look at regional club memberships and build STCA
- Create value for belonging to the STCA. Perception vs reality?
- Bagpiper – Continue to include articles of diverse interest and relevant mat'l.
- Review regional club mapping – Look at regional clubs' locations, specifically where there are declining numbers of members, i.e. Scottish Terrier Club of Western Virginia.
- Work with regional clubs on events, specifically specialty shows (independent vs clusters)
- Board Governance & Education –
 - work to increase diversity of Board members. Include at least one member who has experience with interests other than conformation.
 - Experience with digital/social media
 - Training to maximize talents

Appendix

Scottish Terrier Club of America Objectives

The **objectives** of the club:

- a) **To encourage and promote the quality breeding of purebred Scottish Terriers** and to do all possible to bring their natural qualities to perfection: (Amendment approved by the American Kennel Club on Sept. 27, 1991).
- b) **To encourage the organization of independent local Scottish Terrier Specialty Clubs** in those localities where there are sufficient fanciers of the breed to meet the requirements of The American Kennel Club;
- c) **To urge members and breeders to accept the Standard of the Breed as approved by The American Kennel Club as the only standard of excellence by which Scottish Terriers shall be judged.**
- d) **To do all in its power to protect and advance the interests of the Breed** and to **encourage sportsmanlike conduct** at dog shows;
- e) To conduct sanctioned matches and specialty shows under the rules of The American Kennel Club.

Scottish Terrier Club of America Code of Ethics

The Scottish Terrier Club of America was formed and exists **to encourage and promote the responsible breeding and ownership** of Scottish Terriers and **to protect and advance** the interest of these dogs.

Buffy Stamm Owner-Handler Trophy Proposal

Bill Berry and I would like to donate the following trophy to the STCA:

- a. The name of the trophy is the Buffy Stamm Memorial Owner-Handler Trophy
- b. The trophy consists of a sterling silver Tiffany vase. The vase was originally the Shieling's Signature Trophy retired by Buffy and her husband, Anthony Stamm. The names of other winners of that trophy, all of them icons of the breed, are engraved on the vase. The vase will be mounted on two graduated Nechamkin Silver Studio's custom sterling silver bases similar to the first two bases added originally to the Lloyd trophy. It will stand about eighteen inches tall.
- c. The donors of the trophy are Cindy Cooke and William Berry.
- d. If possible, we would like the trophy to be tallied this year and awarded to the first winner at the 2019 Montgomery banquet. Since the Lloyd is already being tallied, there will be no additional tally work required for this trophy.
- e. The name of each year's winner will be engraved on the trophy
- f. Each year, I will provide a plaque to the winner of a leg on the trophy. The trophy will be displayed and stored exactly as the club displays and stores the Lloyd Trophy.
- g. The estimated value of the trophy is \$7500.
- h. The proposed rules for earning legs on and retiring the trophy are attached.

Points are awarded to the owner-handler of a Scottish Terrier Best of Breed winner in any AKC show and shall be equal to the number of Lloyd points awarded to the dog.

- If a dog has more than one owner, only the owner who actually handled the dog in a competition is eligible to earn points for this award.
- In the case of co-owned dogs where more than one co-owner handles the dog, the co-owners are responsible for tallying the number of Lloyd points earned by the dog when handled by each owner. These tallies must be reported to the Chair of the STCA Awards Tally Committee not later than 30 days after the end of the award year. Co-owners' points will be tallied separately.
- One leg toward permanent possession of this trophy is awarded annually to the owner of the owner-handled Scottish Terrier with the highest number of points at the end of the award year.
- Only members of STCA in good standing are eligible to earn points toward this trophy.
- No person who has ever been a professional handler as defined by the American Kennel Club is eligible for this award.
- Permanent possession of the trophy is awarded to the first owner to accumulate three legs, not necessarily with the same dog nor in consecutive years.
- It is the hope of the donors of this trophy that a person who retires it will donate it back to STCA in honor of another worthy owner-handler of Scottish Terriers.

Please feel free to contact me with any questions.

Cindy Cooke

Anstamm Scottish Terriers

<http://www.anstamm.com>

<http://webpages.charter.net/anstamm/index.htm>

Make up your mind that happiness depends on being free, and freedom depends on being courageous.
Pericles

William J. Berry Email on Trailer donation

From: W BERRY <motherwl@optonline.net>

Subject: FW: STCA & Regonal Specialty Fees

Date: January 8, 2018 at 7:04:10 PM CST

To: theresakaythomas@me.com

Cc: lpkel@aol.com

I wish to restate all the details contained in the attached message. Three more months have passed and I have received no response to this message. When will I have a detailed response from the Officers and Board? Is it contained in any place in the minutes I might have missed?

----- Begin forwarded message -----

Subject: STCA & Regonal Specialty Fees

Date: 10/03/17 12:44:51 PM

From: "W BERRY" <motherwl@optonline.net>

To: theresakaythomas@me.com

Cc: lpkel@aol.com

Previously, I have suggested that the STCA and Regional Clubs ask that their judges be asked to contribute their fees to assist in funding a pressing need for our breed. I was told in a letter from the STCA on April 16, 2015 that my suggestion was not a workable option at the time but that the BoD would keep it in mind for the future. As 2 1/2 years have passed with this not receiving further consideration, I would encourage the BoD to revive this idea with the following modifications.

1- That the STCA declare the year 2019 as a year dedicated to a National Campaign to assist in the acquisition of AKC's Emergency Trailers for those areas in a proximate location to our Regional Clubs.

2- That funding be raised by requesting all Specialty judges donate their judging fees in 2019 to support this program during this calendar year.

3- That each Regional club donate a like amount for the fund through the establishment of a special giving scheme by their membership.

4- That the STCA donate the sum of \$1000 to the AKC for placement of a trailer in every Regional club's area for those areas not presently covered.

5- Publicize the program through the BAGPIPER.

Please give this serious consideration to help our Scotties!

Best Regards,

William J. Berry
Motherwell Scottish Terriers
Member since 1982
AKC Breeder of Merit