



STANDARD OPERATING PROCEDURE BAGPIPER EDITOR

The mechanics of getting the Bagpiper published and into the hands of members, subscribers, requesting judges and terrier club newsletter/publication exchange can be divided into four functions:

- A. Preparation
- B. Execution
- C. Mailing
- D. Wind-up

A. PREPARATION

The STCA is currently using a designer/publisher, which it hopes to retain even though Bagpiper Editors change. The designer/publisher is to be familiar with the general layout of the magazine. The Editor should make contact with the designer/publisher and agree upon the most expedient methods available to transfer information back and forth, pre-proof and blue-line approval, computer file formatting and mailings. The designer/publisher deals with the printer in uploading the final proof except in cases where there is a problem, when they may refer a decision to the Editor. The Editor will provide final approval to go to print. The Editor will provide the final counts and mailing lists (compiled by the Circulation Manager and Recording Secretary) for each issue which indicates first class, bulk and international postage requirements to the printer along with the amount of extra copies to print.

B. EXECUTION

1. Encourage submission of articles by members. Review articles that have been submitted. Solicit any additional articles you may need. When reprinting articles from other publications, written permission is needed from the author and from the publication. It is helpful to retain several articles that may be used to fill in for whatever issue necessary. Soliciting artwork, graphics and photographs for fillers or for illustrating articles is worthwhile.

2. Remind columnists of deadlines for submission. Current columnists include a health columnist, judges' Rotating and Montgomery Specialties. Rotating will be covered in issue #2 or #3 depending on the schedule date, and issue #4 is the post-Montgomery issue.
3. The Editor will notify the judges for Sweepstakes and Regular Classes for Rotating and Montgomery before the scheduled show date, so the judges may make necessary notes to send in a judges' critique and be aware of the deadline for submission to the magazine.
4. The Editor may appoint a staff which should consist of:
 - a. Marketing Director to help solicit ads, to send deadline reminders, etc.
 - b. Advertising Manager to receive ads, proof ads, collect payments, etc.
 - c. Regional News/Clan Connection Editor to coordinate submissions from the regional clubs
 - d. Obedience and Performance Editor
 - e. Circulation Manager to facilitate the work to be done with mailing, subscription reminders, etc.
 - f. Additional staff such as needed to help proof, etc.
5. The Board will appoint a Liaison between the Board and Editor (unless the Editor is a Board Member).
6. The Recording Secretary will:
 - a. Inform the Editor of special items the Board wishes to be included in the next issue.
 - b. Furnish the summary of the minutes of each Board meeting
 - c. Send change of addresses, deceased, etc. of current members
 - d. Maintain the roster and provide up to date listings sorted by first class, bulk, foreign members
7. The Treasurer will:
 - a. Provide quarterly and annual financial reports for publication.
8. The Membership Chairman will furnish the Editor with:
 - a. The names, addresses and sponsors of current applicants for membership.
 - b. The names address and phone numbers of approved applicants for membership.
9. The Tally chairman will furnish the Editor with:
 - a. Current quarterly tally reports
 - b. The reports of new champions and title holders owned by STCA members

10. The following information is to be included in each issue or as indicated:

Every Issue:

- a. Title block information - Bagpiper staff, Deadlines, Website, Publisher, List of officers and directors editorial and club policy. Editorial and Club policy states that the opinions expressed in the articles contained herein are those of the authors and not necessarily those of the Editor or the Officers and Directors of STCA. The Editor, Officers and Directors of STCA are not responsible for the accuracy of photographs or advertising. The Editor reserves the right to edit all material submitted for publication. The Editor welcomes comments, suggestions and expressions of opinions from readers. No part of the Bagpiper may be reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, without the express written permission of the Contributor, Editor and STCA Bagpiper Editorial Advisory Board. Artwork published in the Bagpiper is the property of the artist and may not be reproduced without permission.
- b. Cover story – 1/2 page complimentary b/w ad; the advertiser may purchase the other half if they desire to run a full b/w page ad, or they may put \$50 towards a color ad.
- c. President's message
- d. Schedule of items for sale by the STCA (provided by the Corres Sec)
- e. Special announcements and information (Bagpiper's Bag of Bits) - optional
- f. Summary of the Minutes of the Board Meeting (usually 3 issues per year and the post Montgomery issue contains 3 sets of minutes.)
- g. Report of current quarterly tally reports (also known as report of standings for the Annual Awards).
- h. Report of new champions and titleholders
 - . Names, addresses, phone numbers and sponsors of applicants for membership
- j. Names, addresses and phone numbers of those accepted to membership.
- k. Changes of address, etc. of current members, deceased members.
- l. Each Regional Club may run a complimentary half page b/w ad to advertise their upcoming specialty. The suggested calendar is attached.
- m. In the issue preceding the Rotating issue (this will vary) - A Complimentary full-page b/w ad or color ad (if we have a color page open after paid ads are accounted for) for the Rotating. The Host Club of the Rotating can put together the applicable information and send it to the Bagpiper for publication at no cost to the host club.

- n. Clan Connection - Each Regional club may submit a photo with their report. (See Clan Connection Guidelines)
- o. Business card ads (8 cards per page) - currently \$100 for 4 issues or \$40 for any one month. (Melanie Fledges has developed this page and is currently updating it at no charge except that we send her a complimentary issue of the Bagpiper. Regardless, our goal is to keep changes to a minimum- so we encourage buying 4 ads at once.)

Issue 1: Stud Dog Issue

- a. Issue #1 should contain a reminder for nominating for Anstamm Achievement Award, Silver Service Medallions, Good Sportsmanship Award, etc.
- b. Issue #1 should contain a reminder for nominations to serve as Officer or Director and a form for suggestions of National Specialty and Sweepstakes judges.
- c. Issue #1 should include the Annual Awards description document. It should also include a reminder for those who qualify for performance awards.
- d. The STCA Treasurer's Annual Report and the HTF's Annual Treasurer Report will be submitted in written form for publication in the Issue #1 of the Bagpiper.
 - e. Stud dog ads Issue #1 (January 30 deadline) each year. Ads are currently \$40.00 each for one-quarter page and may include a 3-generation pedigree (to be submitted typed only), date of birth, a picture of the dog and a short narrative of 75 words or less. No other ads in the Stud Dog Issue may carry pedigrees.

Issue 2 (Rotating Issue – could be either issue 2 or 3):

- a. The annual report on Registry of Merit titles received for the prior year (this is compiled by the Pedigree Database owner – currently Mary O'Neal).
- b. Any other compilation of titles earned in the prior year (Mary O'Neal had compiled this detail.)
- c. Reminder on Bagpiper cover drawing deadline of September 15th.

Issue 3 (Pre-Montgomery Issue):

- a. Annual specialty reminders – deadlines, annual meeting notice, Ways & Means information.
- b. Reminder on Bagpiper cover drawing deadline of September 15th.

Issue 4 (Montgomery Issue):

- a. Results from National and Rotating Specialties prepared from your own marked catalog or from the marked catalog or tear sheet supplied by the Vice President/Show Chairman.
- b. Critiques of Sweepstakes and Regular Class judges of the National and Rotating.
- c. Specialty show photo collage.
- d. The President's Message and Report, and any Committee Reports given at the Annual Meeting shall be submitted in written form.
- e. Minutes of the Annual Meeting, After Dinner Meeting and Annual Awards
- f. Deadline reminder for the Stud Dog Information along with the Deadline Date

Advertising – Ads may be received by Editor or by an assigned Advertising Manager.

1. The Bagpiper cover headline is not changed except to choose a color to coordinate with the cover ad. Cover ads may be submitted as a photo only and the Editor/ Designer will design the background. Or, the advertiser may submit a full-page ad with space for the headline to be inserted. The cover ad is subject to the Editor's approval. Only the name of the dog may appear on the cover. No people may be included except for the Rotating and National Specialty win photos. If the advertiser chooses to use their win photo, then that photo may be used on the cover.
2. Assign numbers to ads as they come in and use these numbers in transmitting them to the designer / publisher. The numbers are used for ad placement in the magazine with the earlier ads having preference.
3. Make sure checks accompanying ads are in the correct amount and then process them per Treasurer's direction and/or forward them to the treasurer on the appropriate form, being sure to note the date, check number and amount.
4. Check ads for accuracy of spelling, judges' names and anything else appearing in the ad. Discuss any needed changes with the advertiser. Determine whether the ad is clearly presented for the designer / publisher to interpret, that it conforms to the size requirements and meets STCA guidelines.
5. At least one of the advertisers must be a member of the STCA and his or her name included in the ad. No address or phone numbers of non-members may appear in an ad. The Board has approved the exception to this rule in that any winner from a National specialty may advertise in the Rotating and Montgomery issues whether members or not. All Checks and PayPal payments for

the ads must be submitted by STCA members. Advertisers who have submitted checks being returned "insufficient funds" will be subject to paying for further ads via secured checks, i.e. money order.

6. If the ad is handwritten and is not legible, type it or write it over. The publisher will not be familiar with the names of members and/or dogs. Be very careful that they are clearly legible. Pedigrees should be printed or typed. If an advertiser wants more than three generations, the pedigree should be sent typeset or on disc to ensure accuracy. Make sure that pictures are clearly marked with owner's name (and designated which is which if there is more than one per ad) so that the publisher and printer can differentiate easily. Also, where it applies, be sure photos and ads are clearly marked for color runs.

7. No advertiser will be allowed to use an Annual Award in advertising in the Bagpiper, until the trophy is actually awarded at the Annual Meeting.

8. Advertisers will be notified if there is a delay in publication. They will be given the opportunity to cancel their ad if necessary.

9. The Bagpiper does not accept ads for the purpose of selling or buying any product designed for profit or mass appeal, unless submitted to the editor by a STCA committee or on behalf of a STCA recognized club or function. All profits must be used for the betterment of the Scottish Terrier (i.e.: Rescue, Health Trust Fund, Health and Education, etc.). The STCA Editorial Advisory Board will resolve any disputes or complaints regarding the purpose and interpretation of an ad submitted to the Bagpiper Editor.

10. The Bagpiper does not accept ads that are publicizing a non-STCA product or person that is not bound by the STCA Code of Ethics.

11. For basic handwritten ads the designer/publisher will typeset the ads for the advertiser. All ad design and correspondence by the person placing the ad should accompany each ad packet setup to the designer/publisher. The designer/publisher will have a specific standard for how they want the ads to be sent to them, i.e., overnight with no signature waiver for hard copy materials.

Editorials

1. Text material is sent via email as .doc attachments for proofing to proofreaders. Have proofreader make corrections and revise file and return to Editor. The earlier this is done the better. The Editor will upload or send these files to the designer/publisher in the agreed to format. The President will provide the final proofing before release to publisher/printer.

2. The Editor will determine rough layout based upon number of pages needed for both color and black and white. The number of ads will indicate the number of pages for color and that will drive the color signatures required. Signatures run in 4, 8- and 16-page sections. The Editor will work with designer/publisher to discuss the layout of the magazine, including placement of certain articles, graphics, photos, etc. This is the time to make decisions regarding number of pages and add or eliminate some material. Generally, printing is done in increments of 16 pages. More or fewer pages can cost more. The Editor will make every attempt to layout each issue in the most economical manner; placing black/white and color pages where they should be to minimize cost and based upon the printer's page layout guidelines.

3. The Designer/Publisher will email copies of the completed magazine to the Editor for pre-proof. This is the time to review and make necessary changes for typos, balance and style. Method of reporting changes at this time will be determined by the Editor and the Designer/Publisher, i.e., phone call, email, etc. The Designer will send up to three proofs at which time additional charges may apply for further changes. The final approved proof is uploaded to the publisher for final approval. At this time, it is expected that no changes should be made. If a change should be made contact design company or designer immediately in order to keep the timing on track. It is extremely important that the appropriate checks are made to ensure that the number of pages for each signature are correct, that the color page layout has each page in its proper location. Once the final copy is uploaded to publisher and they have received final approval the cost for changes is prohibitive. At this time, it may be cheaper to let it go at the price to print it vs. making changes to correct it.

With electronic transmissions we no longer use blue-lines with the current process, but it still stands that after the pre-proofs have been sent, the blue-lines (uploaded version) will be presented for final review. At this time, no major changes should be made. Blue-lines are to re-verify photos being correctly placed (frontward - pictures in correct ads - pictures straight, layout is correct, etc.), and no dropouts, etc. If changes do need to be made at this time, contact the Designer/Publisher immediately.

C. MAILING

1. The Bagpiper is mailed to STCA members, to Scottish Terrier Judges, to the AKC Library and AKC Directors and Officers and complimentary copies as determined by the Editor and/or Board.

2. The Bagpiper is mailed 3rd Class Bulk. Third class is not forwarded if address changed and not returned to sender, or if lost, or if the magazine arrived damaged. Request for replacement of the Bagpiper lost in delivery of bulk mail must be made to Circulation Manager accompanied by a check for \$13.00 payable to STCA. First Class mailing is available for an additional charge of \$20.00. First Class is forwarded if address change or returned if not delivered and damaged copies are replaced one time. If the STCA member or subscriber relocates without notifying the Editor or Circulation Manager before the deadline, The Bagpiper will be replaced, if possible, at their request if accompanied by payment for the extra postage. Single issues and back issues are available from the Circulation Manager at a cost of \$13.00 each or four for \$40.00 (plus appropriate postage).
3. Subscriber Mailing lists need to be kept updated by the Circulation Manager with respect to address changes, first class, bulk, subscribers (with date of expiration) and judges' names.
4. Check to see that all new members have been added to the mailing list submitted by the Recording Secretary. A Bagpiper will be sent to new members whose membership becomes effective after a Bagpiper mailing deadline at the expense of the Scottish Terrier Club of America.
5. Circulation Manager will send out renewal reminders where necessary, process payments received and forward checks and required documentation to Treasurer on a timely basis.
7. Mailing for the Bagpiper will be coordinated between the Printer / Publisher, Editor and/or Circulation Manager. It is important to receive notice from the Treasurer / Recording Secretary as to members who have renewed or dropped their membership to the STCA. Report address changes to the Recording Secretary and to the Treasurer from STCA members.
8. Scottish Terrier Judges will be sent a letter asking them if they wish to receive the Bagpiper. They will not be sent one until a response is received back. It is the responsibility of the Editor to update the Judges List every year.
9. In case of a divorce and both are still members, the STCA will send a copy of the Bagpiper to each person until the end of the year only if a Family Membership has been paid.

C. WIND-UP

1. After the magazine is mailed, the Circulation Manager and or Editor will receive the excess copies from the publisher. The Circulation Manager/Editor will retain a minimum of twenty copies (25) copies. This will be at the Editor's discretion.

2. The materials will be returned from the publisher and after the magazine has been mailed and received, usually about one or two weeks after mailing date, photos and other materials (logos, etc.) are returned to their owners. Retain original copies of articles and any other material where questions may arise.
3. Advise the Membership Chair of each issue's mail date for them to coordinate the printing of Applicant Names and voting of New Members by the Board.

GENERAL

1. Check to see that the Treasurer has sent the agreed postage prepayment to get the magazine started by the designated startup date. This has usually done by the deadline date. That is, if the deadline is Jan. 30, then the money for startup is to be at the publishers. This is usually an estimated amount based upon the number of pages and number of copies to be printed.
2. When the magazine is completed, review the bill from the designer and/or publisher and forward to Treasurer to make final payment. The designer and/or publisher is to send a copy of the bill to the Treasurer and the Editor. If adjustments are to be made to the bill, so notify the treasurer. It is imperative that the Treasurer be reminded to pay the bill as soon after receipt as possible.
3. For each National Specialty, the BOB is entitled to purchase the front cover, BOS - the outside back cover, BOW - the inside front cover and Best in Sweepstakes - the inside back cover. It is the Advertising Manager or Editor's job to notify the winners and determine whether they will want to advertise. If anyone declines, first offer the placement to either WD or WB (based upon who took BOW). After that, the placements would be utilized at the Editor's discretion. All ads must be placed and paid for by a member of STCA in good standing, and that member's name must appear in the ad.
4. Front covers: To participate in the lottery for two remaining covers for the next year, each voting STCA member may submit their name in writing to the Corresponding Secretary by September 15 of the current year. At the Annual Meeting held in conjunction with Montgomery County National Specialty in October, two names and two alternates will be drawn for the two covers available in the following year. Reservation is to be for a specific Owner, one reservation per Owner. In the case of multiple ownership, there is to be one nomination- not one per owner. The first name drawn will get first choice of the two covers available and the second name drawn will get the other. In the event that either name drawn does not follow through with their ad, then the first and/or second alternate will be invited to take their cover place. The only covers available for non-specialty winners each year are the January 30 deadline (Issue #1) and the July 15 deadline issue (Issue #3), unless #3 is

the Rotating issue, in which case issue #2 cover would be available. The winners will need to provide their ad for their cover by the ad deadline (whichever applies). The dog's name does not need to be provided in advance, but the cover format should consist of the dog only. All other covers in these two issues will be offered first come, first serve by reserving with the Advertising Manager and/or Editor.

5. The Editor will devise a cover cost structure and present to the STCA Board of Directors for approval.
6. Past Bagpiper Health Articles may be reprinted on the Scottish Terrier Club of America Website where space allows contingent on author's approval where necessary.
7. A biographical sketch of each new Scottish Terrier Club of America Honorary Member will be printed in the Bagpiper. The sponsors of the Honorary Member will be asked to submit the article.
8. The Editor will review annually the subscription rates. It will be set commensurate with the actual cost of the publication and mailing rates. Currently annual subscriptions (4 issues) are ALSO available to non-STCA members from the Circulation Manager at a cost of \$40.00. There is a \$15.00 surcharge for Canadian subscriptions and a \$35.00 surcharge for all other foreign subscriptions. Single issues and back issues are available from the Editor at a cost of \$13.00 each or four for \$40.00 (plus applicable postage).
9. Dealing with a controversial issue will be handled in the following matter:
 - a. The editor will contact the Editorial Adviser if problem cannot be resolved
 - b. Notify the Chairperson of the Editorial Advisory Board, if problem cannot be resolved
 - c. Contact the all committee members, discuss the issue, and make a recommendation. If problem cannot be resolved, present the issue to the STCA Board and Directors.
10. Reprinting of any content of the Bagpiper:

No part of the Bagpiper may be reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, without the express written permission of the Contributor, Editor and STCA Bagpiper Editorial Advisory Board. Artwork published in the Bagpiper is the property of the artist and may not be reproduced without permission.

EDITORIAL ADVISOR

The Immediate past Editor will become the Editorial Advisor for the new incoming Editor. He/she will also be part of the Editorial Advisory Board.

EDITORIAL ADVISORY COMMITTEE AND EDITORIAL GUIDELINES:

The committee will be comprised of the STCA President and the Directors in the second year of their two-year term and Editorial Adviser. The President will be chairman of the committee. Each Director will serve one year. Other Board members or external experts who are specialists in the field(s) referenced in the article/item may be added to the committee when considering an article or item submitted. The decision to add such temporary members to the committee should be decided by a majority of the STCA Board members.

EDITORIAL GUIDELINES

Intent of the Publication:

The intent of the publication is to provide the members and non-members with information on club activities, educate them about issues relative to the health, well-being and promotion of the Scottish Terrier, and provide a forum for discussion of problems relating to the Scottish Terrier.

Guidelines:

1. The Editor will review all articles and the material submitted for correctness of grammar and format.
2. The Editor will consider the accuracy of the article. The editor is not considered an expert on all matters, but he/she is expected to exercise good judgment when considering the content of the article. Any article on which he/she has a question may be referred to the Editorial Advisory Committee.
3. Any articles or material submitted which is derogatory or controversial about a person or a dog should be returned to the author(s) with a letter indicating that it is not editorial policy to print such material.
4. Any article or material submitted which is controversial about a subject in general may be submitted to the Editorial Advisory Committee for a decision concerning printing.
5. Any letter or articles referencing actions of the STCA Board, regional clubs or individuals should be returned to the author with a recommendation that the matter be taken directly with the organization or individual in person. If the material is resubmitted, it must be referred to the Editorial Advisory Board for a decision on printing. Any decision to print must also permit an editorial comment and/or rebuttal by the organization or individual referenced.

6. The Editor reserves the right to edit all material submitted for publication. Should a situation arise where a member becomes demanding or abusive to work with, such incident can be reported to the Editorial Advisory Committee for a decision.

Clan Connection GUIDELINES for REGIONAL CLUB - SEE ATTACHED

These guidelines are a part of the SOP but available separately so they may be sent to the Regional Club Editor and to each of the Bagpiper Regional Correspondents.

Regional News Guidelines

Deadlines:

The deadlines are one week prior to each issue's deadline (i.e. Jan. 30, April 15, July 15 and Oct. 15). This will enable the Regional Club's Editor of the Clan Connection to proof and make any necessary adjustments to the reports.

See Regional Club Clan Connection Guidelines

The Notice

Provide anything you can that might catch their eye to remember the deadline and get the best response.

Items to include in the notice:

Inform the correspondents of all the ways/modes you will accept their reports: i. e., snail mail address, email with what formats you can handle, fax number, etc. On your first notice as Regional Club Editor encourage the Club to start sending you their Club's newsletter. They come in very handy when you are checking spellings of peoples' names, dates or event.

Deadline to have their report back to you.

Follow up

It is recommended approximately 7 days before the return deadline you place a phone call to all tardy correspondents, even if it was just a phone message left on their answering machine, reminding them of the deadline. It is important to make contact.

Mailing the Notice

Mailing the notice 5 days before the first of the month seemed to be enough time to get the notice to the correspondents. You may use USPS or email. Send a notice to the inactive Clubs as well as active. This is a courtesy plus keeps them informed. Also, send a notice to the Editor.

Financial

The Regional editor pays for the postage incurred in all mailings and phone calls.

STANDARD EDITING CONVENTIONS

Report Format

The following formatting options are used for the Regional column.

- Regional reports will be submitted by email to the Editor by the Regional Club Representative after proofing and compilation.
- If you and the editor have email compatibles you may send as an attachment if you both agree
- Use format that you and the editor agree to use
- The font is True type Times New Roman
- Font size is 12 point
- All margins are 1"
- Margin - left align
- Double space between paragraphs and The Header
- Single Space between sentences
- Do not underline, bold, italicize or indent

Contents of the Regional Column

This information will be supplied to each of the Bagpiper Correspondents as a guideline for them to follow. 400 words or less.

- Header should include Title of Newsletter, Name of Regional Club, Correspondent's name, address and email.
- Correspondents must write their own report. We are unable to accept a club newsletter and do the report for them.

- AKC Event- All events must be AKC approved (date, site, judges) before they can be listed in the column. Both the Regional Club and Parent Club can be fined if mentioned before approval.
- Use abbreviations such as CH for champion, BOB for Best in Breed, etc. This reduces length.
- Reporting their Specialty Results, correspondents may include BOB, BOW, BOS, WD, WB, Reserve Winners, Selects and AOMs. Include owners of the winners but not breeders or handlers. VERIFY SPELLING OF NAMES.
- Each column may include one photo of a special event or activity or person.
- Items that appear to be advertisements for people or businesses are deleted.
- Topics that seem to involve "Club politics" or personal agenda are deleted.
- Correct grammar and spelling and sentence content.
- Lengthy information considering club events may be edited to reserved space.
- Information that is better suited for the individual Club's newsletter is deleted.

The Regional Editor and the Bagpiper Editor have the right to edit all information that is sent to them.

Revised and Updated December 2013 (Pam Williams, Editor)

Board approved April 24, 2014

SOP BAGPIPER MARKETING DIRECTOR REVISED 2014

The Bagpiper Marketing Director is appointed for a one-year term by the Board at the Annual STCA Board Meeting following the annual dinner meeting. The Bagpiper Marketing Director consists of one member of the STCA.

DUTIES

1. Promote the Bagpiper publication and actively encourage STCA members to advertise. Ads may be black and white full or half page, color full or half page, business card ads, stud dog ads in first issue of the year (start soliciting in the fall). Reach out to clubs for regional specialty club ads.
2. This committee person is free to solicit by means of the internet or by post. They may also contact the newsletter committee persons to place an advert in the STCA newsletter. The use of yahoo groups or chat lists that are not sponsored by the STCA should be used sparingly and only without any reference that it is official "STCA correspondence"
3. No less than 10 days and preferably 14-20 days prior to the deadline date of the Bagpiper, contact members for the first time. Friendly reminders are also welcomed 5 days before the

deadline. Two weeks is a nice time to first contact members, and it is not too early that they don't forget and close enough that it gives members ample time.

4. Design the STCA News! email distribution for the STCA membership with reminders, deadlines and/or extensions, the contact person where ads should be sent with payment with also a mention that details can be found on the STCA website www.stca.biz. Send the request to the website committee at least 5 days prior to when the blast is to be sent specifying when the blast should be sent. Two but preferably three emails should be sent to the membership before the deadline as a courtesy reminder to them.

5. Contact conformation members who have show wins and also performance members who do agility, earthdog, obedience/rally or any sport or function within our breed.

6. Search out members with any wins by means of the show dog lists, AKC wins, or performance list wins.

7. Cultivate positive relationships. Stay pleasant with members and always thank them if they take an ad or not.