

THE INTERNATIONAL CAT ASSOCIATION, INC.

2016 Annual Board Meeting
Town and Country Resort and Convention Center
San Diego, California
August 31 - September 2, 2016
(Open Session)

The meeting was called to order at 8:30AM, August 31, 2016 at the Town and Country Resort and Convention Center in San Diego, California, by President, Fate Mays. The following members were present:

President, Fate Mays
Vice President, Bobbie Tullo

Directors:

Asia, Motoko Oizumi	South Central, Wendy Klamm
Great Lakes, Mike Vasquez	Southeast, Laurie Patton
Mid Atlantic, Susan Adler	Southwest, Alex Chisholm
Mid Pacific, Gloria Mahan	Western Europe, Phil Cornwell
Northeast, Donna Madison	South America, Luiz Paulo Faccioli
Northern Europe, Ralph Stadter	Southern Europe, Damien Bourreau
Northwest, Ellen Crockett	International Associate, Lisa Dickie

Alex Chisholm, Southwest Regional Director, was absent at this time.

Also present were:

Leslie Bowers, Business Manager
Frances Cardona, Administrative Assistant
Lesley Jones, Webmaster
Roeann Fulkerson, Marketing Director
Luka Maruyama, Asia Translator
Marylou Anderson, Judging Administrator

1. Unanimous consent by Crockett for correction of the 2016 Spring Meeting Minutes to read: The International Region shall receive their regional rebate for show year 2015-2016.

Without objection.

2. Unanimous consent by Stadter to approve the minutes as corrected.

Without objection.

3. Unanimous consent by Stadter to go into Executive Session with Bowers, Anderson, Cardona, Maruyama, translator for Ms. Oizumi present.

Without objection.

4. Motion was made by Stadter and seconded by Bourreau to allow Fulkerson in Executive Session.

Motion denied with Bourreau in favor.

5. Motion was made by Stadter and seconded by Klamm to include Jones in Executive Session.

Motion denied unanimously.

(Executive Session)

Phillipa Holmes and Jane Allen from the Western Europe region joined the meeting to make a statement on the complaint of Useckaite v Cornwell.

6. Motion was made by Faccioli and seconded by Madison to take no action on the complaint of Useckaite v Cornwell because there was no violation quoted.

Motion carried with Adler, Bourreau, Crockett, and Stadter opposed and Oizumi abstaining.

7. Motion was made by Faccioli and seconded by Tullo to accept Johary Gomez for LH/SH Trainee.

Motion carried.

8. Motion was made by Stadter and seconded by Madison to accept Liesbeth van Mullem for LH/SH Trainee.

Motion carried.

9. Motion was made by Faccioli and seconded by Patton to accept Ana Ferreyra for Probationary Specialty Judge in South America ONLY.

Motion carried.

10. Motion was made by Klamm and seconded by Patton to accept Charlotte Shea for Probationary Specialty Judge.

Motion carried.

11. Motion was made by Crockett and seconded by Tullo to accept Susanna Shon for Probationary Specialty Judge.

Motion carried.

12. Motion was made by Adler and seconded by Stadter to accept David Nudleman for Provisional Allbreed Judge. Later in the meeting the motion was reconsidered. (See motion 41 and 42.)

Motion was denied, subsequently, the motion carried.

13. Motion was made by Tullo and seconded by Faccioli to accept Sharon Kalani for Approved Allbreed Judge.

Motion carried.

14. Motion was made by Adler and seconded by Stadter to accept Brenda Russo for Approved Allbreed Judge.

Motion carried.

15. Motion was made by Patton and seconded by Stadter to accept Stephanie Smith for Approved Allbreed Judge.

Motion carried.

16. Motion was made by Bourreau and seconded by Stadter to accept Francoise Dubois for Licensed International Guest Judge.

Motion carried.

17. Motion was made by Klamm and seconded by Faccioli, that subsequent to the hearing requested by Jimmy Reardon, the Board would let the previously made decision stand.

FROM THE 2016 Winter Meeting: *“Motion was made by Madison and seconded by Faccioli not to relicense Jimmy Reardon; he can reapply in 1 year.”*

Motion carried.

18. Motion was made by Patton and seconded by Stadter that based on the facts presented on the Dickie v Price complaint, the Board will impose a 6-month probationary period from September 1, 2016 through February 28, 2017. During the probationary period, all of Hugh Price's TICA membership privileges will remain in effect. Upon expiration of this probationary period, if no further documented incidents occur, the complaint will be dismissed. **Comments from the Board:** *“The Board does not condone any behavior that could possibly harm a cat.”*

Motion carried with Madison opposed.

19. Motion was made by Adler and seconded by Tullo that Jean Mill, as the founder of the Bengal breed, be awarded the Hall of Fame plaque at the awards banquet this year.

Motion carried unanimously.

20. Motion was made by Stadter and seconded by Faccioli to take no action on the complaint of Nicki Fenwick-Raven v Krenn, Dany, Van den Bunder. Comment by Adler, and Bourreau, and Stadter: Judges are reminded that they sign a code of ethics. They are also reminded that when exhibiting, they should behave courteously to exhibitors and other judges. They should be respectful of the decision of fellow judges. Judges are ambassadors of TICA and should remember that they are also representatives of TICA. The Judging Administrator should remind them of this in the Judges' Newsletter.

Motion carried unanimously.

Alex Chisholm arrived at 2:30PM.

The President announced that the contract for Christina Unangst, Yearbook Editor had been signed.

21. Motion was made by Patton and seconded by Vasquez that the President be instructed to sign the 3-year contract for Judith Milling.

Motion carried unanimously.

22. Unanimous consent by Crockett to go into Executive Session without Bowers and Cardona.

Without objection.

(Open Session)

The meeting was called to order by the President at 8:30AM on Thursday, September 1, 2016.

Future meetings were updated:

Winter 2017	January 25-27 - Portland, OR
Spring 2017	May 19-21 - Harlingen, TX
Annual 2017	August 30-September 1- Corpus Christi, TX
Annual 2018	August 29-31, Birmingham, AL

The Financial Reports were received from the Treasurer, Vickie Fisher.

23. Motion was made by Tullo and seconded by Stadter that maturing investments be reinvested.

Motion carried unanimously.

24. Motion was made Crockett and seconded by Bourreau that the per diem rate of \$64 for San Diego, CA be accepted with an additional \$35 for Saturday for up to 7 days. Hotel is to be covered for 6 days.

Motion carried unanimously.

25. Motion was made by Crockett and seconded by Bourreau to reimburse Anderson for Judging Administrator expenses.

Motion carried unanimously.

26. Motion was made by Chisholm and seconded by Stadter to reimburse domestic Regional Directors up to \$600 for their airfares.

Motion carried unanimously.

27. Motion was made by Chisholm and seconded by Stadter to reimburse international Regional Directors up to \$1,600 for their airfares.

Motion carried unanimously.

The Board received the Marketing Report from Fulkerson. (See Addendum.)

28. Unanimous consent by Crockett to go into Executive Session to include Cardona, Bowers, Anderson, Fisher, Fulkerson, and Maruyama, translator for Ms. Oizumi, for the Marketing Report.

Without objection.

(Executive Session)

29. Motion was made by Patton and seconded by Vasquez that we move the decision on the Communications Coordinator to the Winter Meeting to get more information.

Motion was tied with Adler, Bourreau, Chisholm, Crockett, Faccioli, Stadter and Tullo against and the President breaking the tie by voting no.

30. Motion was made by Stadter and seconded by Crockett to go into Executive Session with only the Board members (to include translator) and Sean Corfield present.

Motion carried with Cornwell, Klamm, Madison, Patton and Vasquez opposed and Oizumi abstaining.

31. Unanimous consent by Stadter to bring Bowers and Cardona back into Executive Session.

Without objection.

32. Unanimous consent by Stadter to go out of Executive Session.

Without objection.

(Open Session)

33. Unanimous consent by Bourreau to have the IT Project Manager on board by the end of September with the contract signed.

Without objection.

34. Motion was made by Crockett and seconded by Stadter to take no action on the amendment to Board Governance, ARTICLE TWO, Ethics.

Motion denied with Bourreau and Crockett in favor.

35. Motion was made by Stadter and seconded by Vasquez to accept the amendment to the Board Governance, ARTICLE TWO, Ethics to read: "**Confidentiality**. Members of the Board of Directors shall use information belonging to or obtained through their affiliation with TICA solely for the purpose of performing services as a Board member for TICA. ~~All such information is confidential.~~ Members of the Board may not disclose, divulge, or make accessible confidential information to any person, including relatives, friends and business and professional associates, other than to persons who have a legitimate need for such information and to whom TICA has authorized disclosure. ~~Members of the Board of Directors are reminded that Standing Rule 109.2.8 specifically prohibits the dissemination of information related to any matter discussed in Executive Sessions of the Board.~~ Members of the Board must exercise good judgment and care at all times to avoid unauthorized or improper disclosures of confidential information."

Motion carried with Bourreau and Crockett opposed.

36. Motion was made by Faccioli and seconded by Stadter to accept the changes to Board Governance, **Reporting Executive Sessions**. It is expected that the published minutes of the General Board Meeting record that the Board went into Executive Session, the purpose of the session and the outcome of the discussion. For example, the general minutes of the meeting may record that, "the Board went into Executive Session to consider advancement and relicensing of judges." The general minutes would then record the outcome of that consideration, including the name of the maker and second of the motion. ~~The outcome of voting on motions will either be noted as "carried" or "denied". The use of "carried unanimously" shall be used only if requested by the Chair and agreed to by the Board.~~ **The general minutes will include the individual vote of each board member by name.** Exempt from reporting in the general minutes would be the outcome of charges, complaints or protests which were found to be groundless. In accordance with Standing Rules 109.2.7, the Board will maintain separate minutes of the Executive Session Meeting, in the form of a confidential addendum if discussions and actions are taken on matters prohibited from dissemination to Members under By-Law 19.2.7.

Motion carried with Bourreau, Crockett, Stadter and Tullo opposed.

Tullo: If Article 7 did not include judges or personalities I would be able to support it.

37. Motion was made by Vasquez and seconded by Stadter to adopt the changes to BY-LAWS 19.2.4 to read: "All meetings shall be open to the public unless the matter under discussion concerns personnel matters or contract negotiations, or is of a sensitive business nature related to business strategy for the organization, or is of such a nature that it may be embarrassing, derogatory or humiliating to ~~a member~~ **an individual**, in which case the Board of Directors may go into Executive Session."

Motion carried unanimously.

38. Motion was made by Vasquez and seconded by Klamm to adopt the changes to By-Laws 19.2.7 to read: "The full minutes, ~~except any minutes relating to charges, complaints, or protests which have been found to be groundless,~~ **excluding specific information that may be discussed under Article 19.2.4,** of the meetings of the Board of Directors shall be provided to any member upon the request of that member and payment by the member of the cost of reproducing and mailing those minutes.

Motion carried unanimously.

MEMBERSHIP BALLOT

39. Motion was made by Vasquez and seconded by Stadter to delete Standing Rule 109.2.7: "~~Restrictions. All matters restricted under ARTICLE NINE, 19.2.8 will be printed in a confidential addendum to the minutes with the admonition that information contained therein is prohibited from dissemination to any persons. All members and officials of the Board in Executive Session are admonished that all matters discussed in Executive Session may NOT be disseminated orally or electronically or in any other manner.~~"

Motion carried unanimously.

40. Unanimous consent by Adler to go into Executive Session to include the translator, Anderson, Bowers, and Cardona.

Without objection.

(Executive Session)

41. Motion was made by Klamm and seconded by Adler to reconsider David Nudleman for Provisional Allbreed.

Motion carried with Bourreau, Madison and Vasquez opposed.

42. Motion was made by Klamm and seconded by Faccioli to advance David Nudleman to Provisional Allbreed.

Motion carried.

43. Unanimous consent to go out of Executive Session.

Without objection.

(Open Session)

44. Motion was made by Tullo and seconded by Crockett to amend Registration Rule 33.8.3 to read: "List of at least 35 shows licensed by WCC organizations of which at least 10 must be TICA shows where cats have been exhibited **while the breed is at ANB status,** including regions/countries and judges. A show shall be defined as a "show catalog" for this purpose."

Motion carried unanimously.

MEMBERSHIP BALLOT

45. Motion was made by Tullo and seconded by Crockett to amend Show Rules 212.3, add new 212.4.2 and amend existing 212.4.2 and 212.4.3 to read:

212.3 If there are FEWER THAN 10 cats, **or** kittens, ~~alters~~ competing, judges in either allbreed or specialty rings shall present the top five. However, if there are fewer than five entries in any class, the club is required to provide rosettes for the number of entries competing.

212.4 Number of Rosettes Awarded

212.4.1 Household Pet Adults and Household Pet Kittens - The number of rosettes awarded in the HHP adult class and Household Pet kitten class shall be equal to the number of cats competing up to a maximum of 10.

212.4.2 Alters - The number of rosettes awarded in the Alter allbreed rings shall be equal to the number of cats competing up to a maximum of 10. If there are FEWER THAN 10 alters competing in specialty rings, judges shall present the top five.

212.4.23 Top 5 Format - 20 or Fewer Cats Present: When 20 or fewer cats, **or** kittens, ~~alters~~ are present, the judge shall award Best through Fifth Best final awards.

212.4.34 Top 6 to 9 Format - 21 to 24 Cats Present: When 21 to 24 cats, kittens, alters or household pets or household pet kittens are present, the judge shall award final awards as follows:

When 21 cats are present, Best through 6th Best, except **Alters**, HHP Adults and HHP Kittens, See 212.4.1 **and 212.4.2**. When 22 cats are present, Best through 7th Best, except **Alters**, HHP Adults and HHP Kittens, See 212.4.1 **and 212.4.2**. When 23 cats are present, Best through 8th Best, except **Alters**, HHP Adults and HHP Kittens, See 212.4.1 **and 212.4.2**.

When 24 cats are present, Best through 9th Best, except **Alters**, HHP Adults and HHP Kittens, See 212.4.1 **and 212.4.2**.

Motion carried with Bourreau, Cornwell, Klamm, Patton and Vasquez opposed.

Adler and Stadter voted yes although they were against it, feeling that the membership should decide. **Vasquez and Patton** felt it was the consensus of the minority that changing alter finals up to top ten is only going to continue 'altering' our award value. There will always be reasons to change how we award participants but we need to remember that competition is not a bad thing. The bottom line is cat shows are supposed to be a competition. Yes, there are beautiful alters out there. There are also many beautiful Kittens, Cats, and HHP's. We continue to 'alter' our awards in an effort to increase participation. We used this logic in changing the HHP's finals up to top ten. Did this increase HHP participation? No. We used this logic to go to top 25 Regional Winners. Did this increase participation? No, it only now made it possible to get an RW in one/two show(s). The only thing we seem to be doing by lessening our requirements to awards is lessening the value of our awards.

MEMBERSHIP BALLOT

46. Motion was made by Stadter and seconded by Faccioli to amend Standing Rule 901.4.3.4 to read: Regional Awards. Regional Awards will be presented to the 25 cats, kittens, alters, household pets, household pet kittens and 25 longhair cats and 25 shorthair cats having the highest aggregate points of all cats, kittens, alters, household pets and household pet kittens, as applicable in the region. ***In order to receive a Regional Award, the owner of the cat, kitten, alter, household pet and household pet kitten must have exhibited the cat, kitten, alter, household pet or household pet kitten, as applicable, in at least one TICA sanctioned cat show in the regions presenting the award during the show year for which the regional award was earned. All awards earned during the show year will be listed accordingly for every region or recognized area and internationally.***

Motion carried unanimously.

47. Motion was made by Stadter and seconded by Faccioli to amend Standing Rule 907.2 to read: RW/IW. Beginning the show year 1996-97, International Winner (IW) and Regional Winner (RW) will automatically be added to the ~~TOP 20 CAT, LH/SH CAT, KITTEN, ALTER, HOUSEHOLD PET or HOUSEHOLD PET KITTEN winners in the records~~ **registration records of winners** at the Executive Office. A new Certificate of Registration with the title added to the cats name may be requested by submission of the original certificate ~~and a \$7 fee~~ **and the fee for a duplicate record according to the current price list. Alternatively, the owner can use TICA's online services to reprint their registration certificate.**

Motion carried unanimously.

48. Motion was made by Stadter and seconded by Faccioli to delete Standing Rule 907.2.1. **Rule deleted Effective 05/01/97, a cat or kitten that has achieved the official status of International Winner or Regional Winner as Top 20 CAT, LH/SH CAT, KITTEN, ALTER, HOUSEHOLD PET, or HOUSEHOLD PET KITTEN shall be entitled to apply for the prefix International Winner (IW) or Regional Winner (RW) to be added to its official registered title regardless of the year in which the title was won. In order to have the title added to the cat's record, previous years' winners must submit a copy of their award certificate (TOP 20 only) to the Executive Office. A new Certificate of Registration with the title added to the cat's name may be requested by submission of the original certificate and a \$7 fee.**

Motion carried unanimously.

49. Motion was made by Faccioli and seconded by Stadter to amend Judging Program 410.1.1 to read: International Guest Judge. A club may apply to the International Judging Committee for approval for a licensed Allbreed judge from another cat association to judge a TICA show. Application shall be made on the official TICA Application for Invitation of International Guest Judge. **The application should be submitted at least 2 months prior to the date of the show.**

Motion carried with Madison opposed.

50. Motion was made by Faccioli and seconded by Vasquez to add new Standing Rule 202.4.4.2 to read: **Applications to invite a Guest Judge to judge a TICA show should be submitted to the Judging Administrator at least 2 months prior to the date of the show. For the process and requirements see Judging Program.**

Motion carried with Madison opposed.

51. Motion was made by Crockett and seconded by Adler to amend the Clerking Manual 51.2.5.1 to read: 51.2.5.1 Payment of TICA membership dues ~~and a \$5 annual recertification fee on or before May 1 of each year.~~

Motion denied with Adler, Bourreau, Chisholm, Cornwell, Crockett and Stadter in favor.

52. Motion was made by Stadter and seconded by Tullo to accept the amendment to the Clerking Manual 51.2.5.3 to read: The re-certification exam must be returned to the Clerking Administrator within 60 days of the date when the exam was mailed **or emailed**. Failure to comply with this deadline will result in the Trainee or Clerk ~~being dropped from the Clerking Program~~ **being assessed a penalty of \$10 and being given an additional 2 weeks to complete and return the test.**

Motion carried with Madison, Oizumi and Patton opposed.

53. Motion was made by Stadter and seconded by Faccioli to accept the following amendment to the Clerking Manual to read: 58.4.1: Payment of TICA membership dues ~~and a \$5.00 annual relicensing fee on or before May 1 of each year.~~

Motion denied with Adler, Bourreau, Cornwell, Crockett, and Stadter in favor.

54. Motion was made by Stadter and seconded by Faccioli to accept the amendment to the Clerking Manual 58.4.3 to read: The relicensing examination must be completed and returned to the Entry Clerking Administrator within 60 days of the date when the exam was mailed or emailed. Failure to comply with this deadline will result in the Trainee or Licensed Entry Clerk ~~being dropped from the Entry Clerking Program~~ **being assessed a penalty of \$10 and being given an additional two weeks to complete and return the test.**

Motion carried with Madison and Oizumi opposed.

55. Motion was made by Tullo and seconded by Faccioli to have the President sign the ENFI agreement as written and the Executive Office will register their cats and use their pedigrees.

Motion carried unanimously.

56. Motion was made by Stadter and seconded by Klamm for the Executive Office to add Pet Partners on the list of approved organizations for the Therapy Cat Titles 907.4.5.1.

Motion carried unanimously.

57. Unanimous consent by Stadter to recess.

Without objection.

The President called the meeting to order at 8:30AM on September 2, 2016.

Breed reports for the Chausie, Australian Mist, Burmilla were received. Khao Manee must provide breed report for the 2017 Winter Meeting. Heather Lorimer spoke on the Highlander traits. Although the Donskoy will be required to submit a report next year, Madison gave an update.

58. Unanimous consent by Dickie to go into a Committee of the Whole to introduce Ryk and Lynn Sadie from Taiwan and for Steven Savant to present the Judge's Guild.

Without objection.

Steven Savant gave a presentation on the Judge's Guild.

59. Motion was made by Crockett and seconded by Klamm to allow the 2018 Annual club an exception to the rules: to have 14 rings instead of 12 rings.

Motion carried with Stadter opposed.

Stadter: I agree that the limit should be changed. However, I feel that the rule should be changed through the established process for changing rules. This would make an exception superfluous.

On behalf of the Board, the President thanked Jamie Christian for the sponsorship and the gifts from Royal Canin.

The 2019 Annual presentation was given by Gloria Mahan of Jazzy Cats to be held in Las Vegas, NV. The show will be produced and scored in the MP region and Alex Chisholm noted that the SW region had agreed.

60. Motion was made by Tullo and seconded by Chisholm to allow Jazzy Cats to hold the 2019 Annual in Las Vegas, NV for the Mid Pacific Region to be scored as a Mid Pacific show.

Motion carried with Crockett opposed.

Margot Hill from Connecticut and Giselle Guerriero from New York presented the Toybob breed.

61. Motion was made by Stadter and seconded by Crockett to take no action on the Toybob application because it is out of order as Notice of Intent was not published 120 days prior to the 2016 Annual Board Meeting.

Motion carried with Chisholm, Faccioli, Madison, Patton, and Tullo opposed.

Brittany and Johnny Gobble, Cheryl Kerr, Marion Yates Schiff, Laurie Schiff and Jaynie Harrower presented the Lykoi.

62. Motion was made by Patton and seconded by Crockett to advance the Lykoi from ANB to Championship effective May 1, 2017.

Motion carried unanimously.

63. Unanimous consent by Crockett to go out of a Committee of the Whole.

Without objection.

64. Motion was made by Bourreau and seconded by Klamm to authorize the Serbian club to use the TICA Logo on their newsletter.

Motion carried unanimously.

(Executive Session)

65. Unanimous consent by Madison to go into Executive Session with Bowers, Cardona and Maruyama present for the Marketing Report.

Without objection.

The Marketing Report was presented by Fulkerson.

66. Motion was made by Stadter and seconded by Faccioli to authorize the Executive Office to hire a Communications Coordinator.

Motion carried unanimously.

67. Motion was made by Crockett and seconded by Klamm to extend the contract of Leslie Bowers to June 30, 2017.

Motion carried unanimously.

68. Unanimous consent by Stadter to go out of Executive Session.

Without objection.

69. Unanimous consent by Stadter to adjourn.

Without objection.

The BYLAWS state:

117.1.4 Effective Date. Amendments to Registration Rules shall take effect immediately unless the proposal itself provides another effective date. Any changes in the Registration Rules which will affect the way a cat may be shown shall take effect May 1 of the ensuing year. Amendments to Show Rules shall take effect May 1 of the ensuing year, unless the proposal itself provides another effective date. The May 1 restrictions do not apply to breeds advancing to PNB or ANB status.

124.1.3 Effective Date. Amendments to the By-Laws shall take effect immediately unless the proposal itself provides another effective date.

A D D E N D U M



June 30, 2016

To the Board of Directors
The International Cat Association, Inc.

Marketing Strategic Plan

TICA's Marketing and Outreach Committee offers their analysis, thoughts and recommendations for a short and long term marketing plan. Initial discussion and analysis was conducted with approximately 25 TICA members (judges, applicants and trainees) at the Albuquerque CEU Fiesta on June 12 and continued with discussion and planning the following day among members of the Committee and guests. Finally, a draft document was circulated among all those who had participated in discussions and all members of the Marketing Committee.

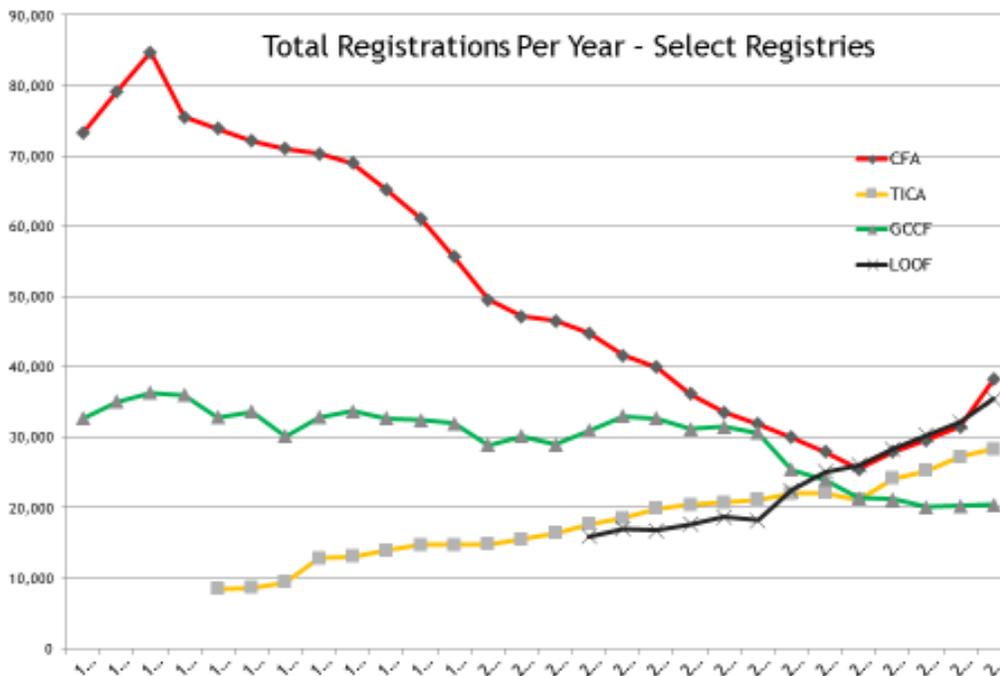
We welcome discussion.

TICA is a Business

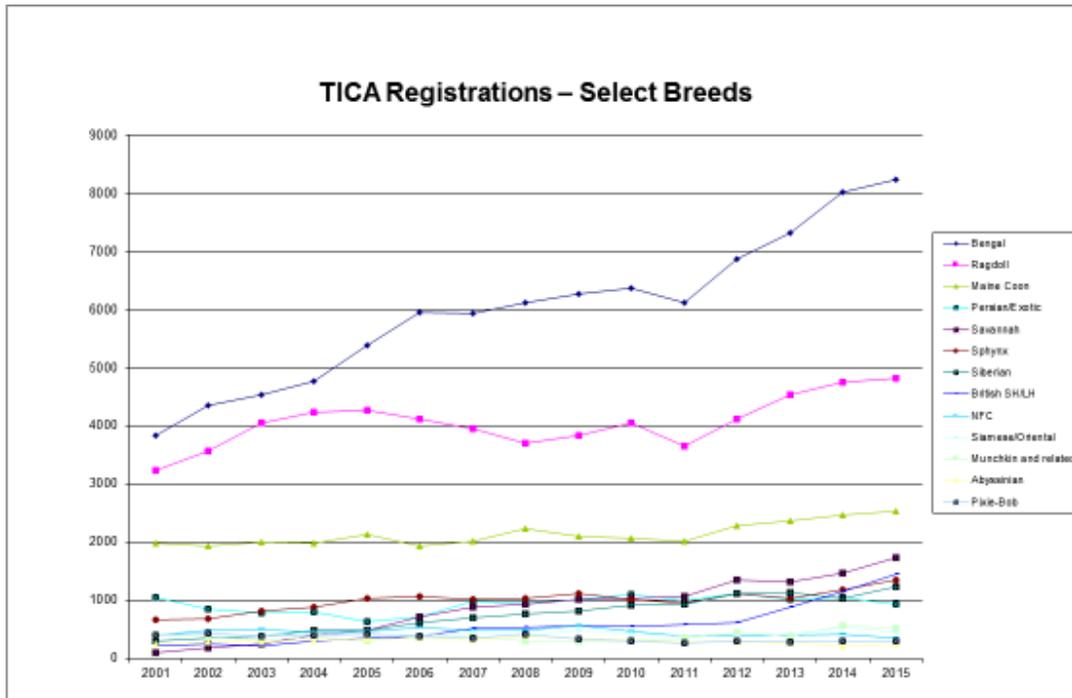
Though historically operating as a not for profit organization, TICA has only recently been given nonprofit status by the U.S. Internal Revenue Service. TICA is, and always has been, a corporation, subject to the limits and laws governing this type of business structure and including the fiduciary responsibility of its elected officials and officers to put the welfare and best interests of the corporation above their own personal or other business interests and to use appropriate care and diligence when acting on behalf of the corporation, including the personal acquisition of knowledge and skills needed to understand and execute responsibilities. They are expected to exercise reasonable prudence in carrying out their duties to achieve the best interests of the corporation.

TICA's "business" is a **Registry of Cats**. In accordance with TICA's prior business planning, TICA's success and health is partly measured by its registration activity.

The following graphic depicts registrations by year among select registries.



The following tracks the registration of selected TICA breeds.



An important set of data not available to the Committee is a breakdown between registrations originating within North America and those outside North America. Intuitively, the Committee feels that a decline in North American registrations is masked by growth outside North America – for both U.S. based registries.

What Does TICA Have to Market?

Fabulous felines, fun and friendship, of course! In a nutshell, TICA must market Cats, the Cat Fancy, and TICA, itself.

While cats currently enjoy an increased popularity, they are yet to enjoy the same perceived value as dogs. Much marketing, research and information focuses on dogs, with a noticeable lack of the presence of things “feline.” TICA is in a unique position to supply information and expertise regarding cat behavior and care to cat lovers and enthusiasts all over the world.

TICA’s basic business centers on the preservation of our unique cat breeds. While we embrace “ALL CATS” and cherish the non-pedigreed cat, a primary mission is to preserve the breeds and support the breeding and showing of healthy cat breeds. TICA’s cat shows, title and award programs recognize this effort.

Finally, it is important to market TICA, our organization. By striving to be the “go to” for all things “cat”, TICA becomes preeminent in the pet industry world and will attract additional corporate partners to support the advancement of the organization and the value of the cat as a companion animal. Clearly by our participation at pet expos and vet conferences, we have already attracted new corporate business partners.

Where Are The World's Cat Lovers?



Country	Top 20 Countries for Cat Ownership	
USA	74,059,000	85,800,000
China	53,100,000	
Russia	17,800,000	
Brazil	12,466,000	
France	11,480,000	
Germany	8,200,000	
UK	8,000,000	
Italy	7,400,000	
Ukraine	7,350,000	
Japan	7,300,000	
Poland	5,550,000	
Romania	3,891,000	
Spain	3,385,000	
Argentina	3,000,000	
Netherlands	2,877,000	
Hungary	2,240,000	
Australia	2,200,000	
South Africa	2,000,000	
Belgium	1,884,100	
Czech Republic	1,750,000	

Information on the size of populations of domestic cats from 42 countries allow us to estimate the total number of cats in the world: **400 millions.**

Data pulled from: PubMed.gov
<http://www.ncbi.nlm.nih.gov/pubmed/3101986>

Data Top 20 Countries for Cat Ownership pulled from: Pet Secure
<http://www.petsecure.com.au/pet-care/a-guide-to-worldwide-pet-ownership/>

Where Do People Get Their Cats in the U.S.?

FACT	2012 AVMA SOURCEBOOK	2015-2016 APPA SURVEY
Households that own at least one cat	36.1 million (30.4%)	42.9 million (35%)
Estimated number of pet cats	74.1 million (year-end 2011)	85.8 million
Average number of pet cats owned per household	2.1	2.0
Dogs adopted from a shelter or rescue	84.7%	37% (up from 35% in 2012/2013)
Cats adopted from a shelter or rescue		46% (up from 43% in 2012/2013)
Dogs taken in as strays	10.1%	6%
Cats taken in as strays		27%
Dogs acquired from friends or relatives	15.1%	20%
Cats acquired from friends or relatives		28%
Dogs purchased from a pet store	4.2%	4% (down from 5% in 2012/2013)
Cats purchased from a pet store		2%
Dogs purchased from a breeder	19.1%	34% (up from 32% in 2012/2013)
Cats purchased from a breeder		3%

Analysis Time

Considerable brainstorming time was spent focusing on scanning the environment for political, economic, social and technological factors that could affect TICA either positively or negatively and present opportunities. In addition, TICA was discussed as a business to identify strengths, weaknesses, and threats that could affect our association and its success.

Following reflect brainstorming data in those areas:

PEST Analysis

Political - Mandatory spay/neuter Pet Limits Breeder licensing No advocates except AR Decentralized legislative bodies	Economic Cost of pedigreed cats Cost of care Cost to produce cat shows Cost of travel Market to more affluent?
Social Many options for entertainment Rise of social media Adopt Not Shop Movement Rise of cats in social media/advertising	Technology YouTube Social Media - Cat Wars/Kitten Wars Technology partners possible Customers except more service Possible TICA Apps

SWOT Analysis

Strengths Genetic base Judges well educated Friendly - not elitest Provide best opp/outlet to educate Science integrated with cats Expos contract - Corporate sponsors Loyal exhibitor base	Weaknesses Inconsistent message re Fab F,F,F Low brand awareness Limited presence in growth areas Show/Judge appearance Lack of show signage to promote brand Difficult for folks to register from outside U.S.
Opportunities Take advantage of cat "mania" - look for opportunities to give TICA Registration to Celebs, Celeb Cats, World Leaders New mottos: Shop or Adopt, TICA is For You, Orange Tabby Is the New Black Message continuity Brand development	Threats We are our own worst enemy - not good at putting out information and not good at timely implementation Caution to stick with healthy breeds in creating/accepting

With apologies, the Committee recognizes that their analysis is U.S.-centric, but still very important to TICA's future. Many observations apply all across TICA's world. Following are the primary environmental changes that influenced the Committee's discussion and recommendations.

Political Change

There is a noticeable lack of animal advocates except for the animal rights advocates (at both a local and national level.) More and more local governments in the U.S. are passing pet limits, mandatory spay/neuter and breeder licensing. With the lobbying for such legislation, animal rights activists are probably responsible for a cultural shift to "Adopt Not Shop" – causing the purchase of a pedigreed cat to be considered less socially acceptable than "rescue-ing."

Social Change



The Millennials: At the same time, a new generation is growing, with different views and perceptions of the world. The "Baby Boomers," who had been our cat fancy base, are rapidly taking second – and third place – to an upcoming group called the Millennials.

The U.S. Census Bureau reports that Millennials, or America's youth born between 1982 and 2000 (approximately 16-35), number 83.1 million, exceeding the 75.4 million baby boomers. This tech- and text-savvy group comprises 27 percent of the U.S. adult population, and, by 2018, their spending power will reach \$3.39 trillion. Market researchers note that there are currently 43 million pet owners in the 18- to 34-year-old-age group—which is 31 percent of all pet owners. "About 74 percent of millennial pet owners own a dog, nearly half own a cat," said Bob Vetere, President and CEO of the American Pet Products Association.

The following quotes are taken from pet industry readings.

- ***"Quite simply, not understanding them, not finding ways to be relevant or engaging to them, and not adapting to their new expectations are the easiest ways for a brand to fail."*** Kerry Sutherland, owner of K. Sutherland PR
- ***"Millennials learn of pet products through the Internet more than any other generation, but they use pet product company websites less than any other group. They tend to spend more on their pets than previous groups, and products that previous generations may have found as discretionary, the millennials are finding as necessary."*** Bob Vetere, President and CEO of the American Pet Products Association.

While the Millennials are devoted and discriminating pet owners, they also are presented with many, many ways to spend their leisure/entertainment time, are very tech savvy, and devotees of social media.

Cats Rule: Somewhat unexplained is the current social fascination with cats. There are more cat themed videos and photos on the web and social media than any other subject. We see cat cafes, cat video festivals, cats used in commercials, cat apps and even a CatCon.



Technology Change

Technology has advanced to the point that people are literally able to hold it in their hands. Technology is a necessity in allowing TICA to communicate with and service our customers and potential customers.

Technology will play an even more important role in the life of "The Millennial." "**Many of these millennials grew up leashed to the Internet. As a result, the 18- to 34-year-olds generally prefer a convenient, mobile shopping experience,**" according to a generational-spending study from The NPD Group Inc. in Port Washington, N.Y., and the University of Pennsylvania in Philadelphia.

TICA – The Good, the Bad, and the Ugly

TICA definitely has a lot going for it. It is genetics based (science integrated with cats), has a knowledgeable and expert judging panel, recognizes and honors both pedigreed and non-pedigreed cats, has strong corporate sponsors, and enjoys exposition opportunities that give it public presence and club support.

On the other hand, we still have low brand awareness – in part due to the fact that the cat fancy, in general, doesn't have the visibility of the dog fancy. We are lacking in our ability to communicate current information – especially to our clubs.

TICA's good fortune has always included a cadre of dedicated enthusiasts, accessing their personal resources of skills, abilities and finances. The reliance on the donations of time and talent from volunteers should be appreciated not overused. Evaluations of the tasks needed may be necessary to determine a distinction between utilization of volunteer organizational talent and taking advantage of good will. In other organizations this frequently results in "burn out" and the loss of the person's skills and pivotal organizational knowledge when they depart to other avocations.

TICA finds itself poorly staffed to implement new ideas and technology quickly. And, in reviewing the data on where the “cat lovers” are around the world, TICA has limited presence in some important developing areas. (These issues are not addressed in this plan as the Committee feels these are more within the purview of the TICA Board of Directors.)

Marketing – To Whom and Why

The Committee listed the following as potential market targets and purposes:

Market Group	Purpose
<ul style="list-style-type: none"> • Cat lovers, their friends and contacts • Children and families • People who are likely to stereotype cats negatively • Communities of color • Influencers – veterinarians, other pet industry businesses, lawmakers • Shelter and “rescue” people • Writers and media • Exhibitors, breeders and TICA clients 	<ul style="list-style-type: none"> • Appreciation of the cat as a companion animal and its proper care • Advocate for the right to shop or adopt • Potential purchasers, breeders and/or exhibitors • Accessibility to breeders • Brand awareness – position as “cat authority” • Registry of choice • Member/breeder loyalty • Corporate partners

Where There’s a Will, There’s a Way

The Committee feels that TICA’s most important ways of reaching the target groups are through cat shows, pet expos, pet industry conventions and activities, social media/technology and educational outlets. Additionally, the Committee agrees that, given the huge diversity of our target populations, many different ways and means must be utilized to reach them. The Committee agrees that TICA’s #1 marketing tool is “The Cat Show”.

Pet Expos: TICA currently has a partnership agreement for booth space or show space with Amazing Pet Expos, partners with WPA’s America’s Family Pet Expo and participates in several other pet expos around the U.S. TICA has also supported presence at other pet expos outside the U.S. and should continue to evaluate



America’s Family Pet Expo – Cost Mesa - 2016

opportunities as they arise. While the pet expo presents a challenging show environment, it is an important educational outlet for cats, the cat fancy and TICA.

Industry Conventions: The pet industry continues to grow and is planning for the influence of the Millennials. TICA is the only feline registry member of both PIJAC (Pet Industry Joint Advisory Council) and WPA (World Pet Association). Our memberships give us access to industry research and insight. With the printing of the full color breed poster, TICA created a perfect opportunity to participate in various veterinary conferences, including the American Association of Feline Practitioners. Additionally, TICA was in attendance at Texas Unites for Animals. These have all been excellent exposure for TICA and have resulted in tremendous educational opportunities, corporate sponsorships, and dialog.

Companion animal-related scientific conferences merge as an important and strategically significant opportunity to positively market TICA, its breeds and members. The “genetic registry” characterization of TICA provides unparalleled ethos in scientific communities and among registries of any species. Feline breeds and genetic conditions are frequently discussed and TICA should be aware and potentially active in those conversations. The opportunity to establish greater collaboration between enthusiasts and researchers is mutually beneficial.



Western Veterinary Conference – Las Vegas - 2016

The Committee believes that other convention/conference opportunities exist for TICA to attend where a “cat presence” would be useful. We find that many conferences and conventions are VERY dog, rather than feline, oriented. We want to “Blow the Stereotype!”

Social Media/Technology: Even within the current demographic and not considering the considerable influence the Millennials are expected to have, TICA makes marginal use of technology to reach our potential markets. TICA is fortunate to have a dedicated group of volunteers who keep the Facebook Page fresh and fun, but other means of reaching our demographic (or desired demographic) are pretty limited – Twitter, Instagram, Pinterest, primarily. Twitter and Instagram could be used during events such as expos and conferences when there is already a social media push going with the event organizers. We should be able to piggyback on other social media networks. Instagram could be used to educate people on what cat shows look like and share the fun. A social media guide could be useful to



explain the use of hashtags, and which ones to use at shows, such as #TICA, #catshow, #catsofinstagram.



LinkedIn is also a valuable social media resource that lends TICA professional credibility, and is useful in branding TICA as the expert on "all things cat." Those who work to put on shows could be encouraged

to list TICA activities under volunteer experience.

A coordinated and active social media presence which includes generating information about TICA to be published and posted is extremely important and desirable. Unfortunately, the ability to reliably pursue this task is limited due to staffing.

Education: There is much that TICA has to offer about cats, from our judges and their interaction with breeders and public at shows to TICA University (TICA U). Other resources include our judges and members in scientific/research areas who could be used to insert TICA into serious feline study areas and enforcing the idea that TICA is a serious, professional organization, and the "go to" place for all things "cat."

Recent attempts have been made to revitalize TICA U, but the effort suffers from the lack of a coordinated plan and staffing to concentrate on updates, refreshes, and actual input of content. The Committee recommends dedicated staff to making TICA U a more effective educational tool.

A proposal was made for a more formalized Education Committee. The Education Committee would be responsible for the oversight of cat related educational offerings through an expanded role of TICA U. The Education Committee would be comprised of a Chairman, and Program Coordinators to coordinate, develop, and maintain the activities of TICA U. TICA U's audience would be the following groups:

General Public	TICA Exhibitors
Veterinary Community	Cat Breeders (Cat Enthusiasts)
Pet Products Industry	Breed Committees
Judges	

TICA U's role would be expanded to include not only educating the general public as to the care, health and love of cats, but could also develop and offer curriculum for

- Beginning breeders – e.g., Cats 101, similar to that which is required by LOOF to become a breeder in France.
- Possibly extended to offer a professional educational program for cat breeders that would be developed and accredited by a respected university.
- A depository of continuing education resources for the various groups identified above, such as reference materials from breed seminars, CEU events, educational symposiums, webinars, and online courses.

The Education Committee would work in tandem with the Marketing and Genetics Committees, to provide for the dissemination and development of continuing education opportunities on the TICA U website.

The Committee recommends using TICA U as an educational platform, along with the TICA website but recommends a commitment of staff resources to be successful and effective.

The Best for Last – Cat Shows: As mentioned before, cat shows are TICA’s best and foremost way of marketing cats, the cat fancy and TICA. In order to attract the attention of potential breeders, exhibitors, and influencers, to the extent possible, TICA shows need to be an “event.” They need to define and market to target audiences.

- TICA should have a Club Portal on the tica.org website for the communication of and distribution of resources available for clubs. This should include the information on how to put on a show, logos, sponsorship possibilities and general ideas and resources, supported by TICA.
- Shows should try to reach and be relevant to a multitude of audiences – Baby Boomers to Millennials
- Shows should include interaction of cats and spectators – cat ambassadors, kissing booth, games involving breeds, narrative about breeds
- TICA signage should be prominent; the Marketing and Outreach Committee will develop uniform signage
- Large shows should consider a dedicated TICA booth – a one stop shop – for information and distribution of TICA literature and materials
- Onsite HHP registrations might be possible at larger shows
- “Selfie” opportunities
- Increase awareness of local shows
- TICA “apps” to alert visitors when their favorite breed is in a ring, connect to catalog, and connect to catalog and breed descriptions.
- Encourage judges, as time allows during the day, to present and talk about the cats in their ring to spectators and exhibitors alike. This discussion can range from what the judges are looking for when they judge a cat against a standard to Household pets to scoring and any variety of topics.



Denver County Fair - 2015

How About In Reach?

We’ve talked a lot about outreach activities, but how about activities aimed at recognizing and supporting our current members, exhibitors and breeders? Certainly, providing more information on breeding and health issues on TICA U is a plus for our breeders, along with providing access to the

breeds and breeders through the outreach activities. Judges should be encouraged to be more vocal during judging in stating what they are and are not looking for in breeds. If we want to encourage healthy breeds, we have to discuss in the rings what we want to see and what we don't want to see.

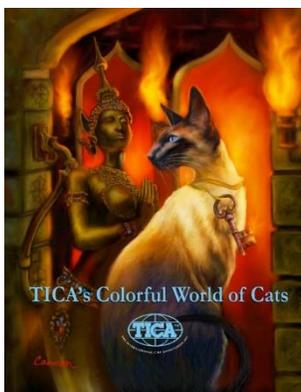
As we fancy ourselves as being the "friendly" organization, the Committee was interested in supporting a regional proposal to provide a "hospitality" bag to new exhibitors. The Committee will look into how to support this effort at the corporate level.

The Committee believes polling TICA members would be useful for further marketing planning. The poll would attempt to gather their thoughts on issues like: Why do you show? What would you like to see at shows? Etc.

The Committee also feels that the monthly TICA e newsletter could be a more effective communications tool with a dedicated resource.

The Committee also discussed the development of a "loyalty program" and may make a recommendation at a later date.

Finally, the Committee felt that the current lack of resources will stymie efforts to implement marketing and communications efforts. It is recommended that resources be allocated to hire a person to be responsible for supporting TICA communication, education, publications and outreach efforts.



TICA Resources

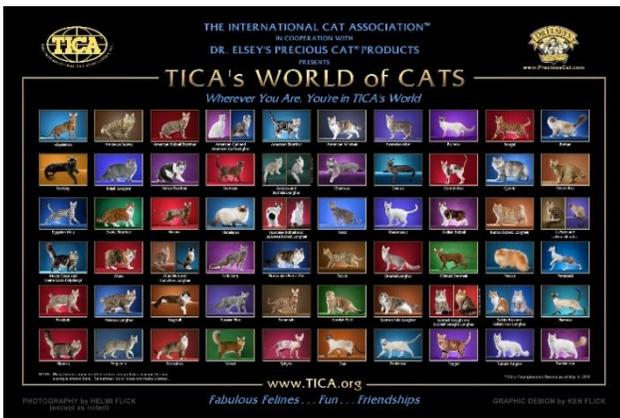
TICA is rich in the number of and variety of outlets and materials it has at its disposal for marketing purposes. TICA is now publishing two coloring books, one just now available in Spanish. These books are directed to children, but with the current adult coloring craze, they are also appealing to adults. Many of the books are being used in classrooms and veterinarian waiting rooms, along with primary distribution at pet expos, cat shows and events. The term, TICA's Colorful World of Cats, has been trademarked.



TICA's visitor guide, TICA's World of Cats (also trademarked) has been an important publication for all outreach events. The publication includes much of the same information available in current brochures, but also includes pictures and descriptions of all of TICA's currently recognized cat breeds. The publication is currently in production with a new cover, fresh content, and updated breed



information. The guide provides an advertising outlet to both TICA breeders, corporate partners and corporate advertisers.



The full color breed poster has been a huge success within the veterinarian, vet school, shelter, and grooming areas. It has been an important calling card for TICA at animal veterinary events. The Committee feels distribution has lagged and a way to continue distribution outside of the currently planned conference events needs to be developed.

TICA U and the main TICA website have been discussed previously. Both have great potential

as educational outlets for both TICA's clients and potential clients.

A special TICA logo has been developed for use in outreach events. Sporting a stylized cat, it immediately identifies TICA's name with all things "cat."



Summary of Recommendations

1. The Committee recommends finding additional conference and event opportunities for TICA to attend where a "cat presence" would be useful. We find that many conferences and conventions are VERY dog, rather than feline, oriented. We want to "Blow the Stereotype!"
2. Recent attempts have been made to revitalize TICA U, but the effort suffers from the lack of a coordinated plan and staffing to concentrate on updates, refreshes, and actual input of content. The Committee feels that TICA U is a valuable educational tool for all members of our target groups. A proposal was made for a more formalized Education Committee. The Education Committee would be responsible for the oversight of cat related educational offerings through an expanded role of TICA U. Whether through a formal Education Committee or not, The Committee recommends dedicated staff to making TICA U a more effective educational tool.
3. TICA should have a Club Portal on the tica.org website for the communication of and distribution of resources available for clubs. It would include information on how to put on a show, logos, sponsorship possibilities and general ideas and resources, supported by TICA. A social media guide would be a useful addition.
4. TICA signage should be prominent and uniform.
5. The Committee recommends creating a "tool chest" of ideas to be available to clubs in order to make the shows "interactive." This could include supplies distributed at the TICA corporate level.
6. The Committee recommends it pursue corporate level support for a new exhibitor welcome bag and possible "swag."
7. The Committee recommends polling TICA members to gather their thoughts on issues like: Why do you show? What would you like to see at shows? Etc. This input would be useful for further planning by the Marketing Committee.
8. The Committee recommends have a dedicated resource for the monthly TICA e-newsletter in order to make it a more timely and effective communication and educational tool.
9. The Committee would like to pursue the idea of a "loyalty program" for TICA members.
10. It is recommended that resources be allocated to hire a person to be responsible for supporting TICA communication, education, publications and outreach efforts. TICA should have clear and consistent delivery systems for information, rules, and materials. A communications person who takes the lead on getting information out to everyone, without a duplication of efforts, would be key in TICA providing a clear and consistent message.
11. A plan to further push the distribution of the breed poster needs to be developed.
12. The Marketing Manager should continue efforts to recruit corporate partner support in order to implement or offset the cost of implementation of marketing projects as possible.