

Minutes of the TICA Board of Directors – Annual Meeting

Location & Date: Birmingham, Alabama, 30 August 2018 – 31 August 2018

The following Board Members were in attendance:

President, Vickie Fisher
Vice President, Ralph Stadter
Asia East RD, Shunichi Kuroda
Asia West & International Interim Associate RD, Lisa Dickie
Europe North Interim RD, Agata Kruszona-Zawadzka
Europe South RD, Kurt Vlach
Europe West Interim RD, Steven Meserve
Great Lakes RD, Liz Hansen
Mid Atlantic RD, Anthony Hutcherson
Mid Pacific RD, Gloria Mahan
Northeast RD, Donna Madison
Northwest RD, Ellen Crockett
South America RD, Luiz Paulo Faccioli
South Central RD, Vicki Jo Harrison
Southeast RD, Laurie Patton
Southwest Interim RD, Canie Brooks

Also in attendance: Leslie Bowers, Business Manager; Frances Cardona, Assistant Business Manager; Marylou Anderson, Judging Administrator; Susan Adler, Legal Counsel; Luka Maruyama, Translator for Mr. Kuroda

The meeting was called to order by President, Vickie Fisher, at 8:30 AM CDT.

1: Unanimous consent by Crockett to approve the consent agenda which included the minutes of the Spring Meeting, Interim Meeting 30 June 2018, and second Interim Meeting 22 August 2018. There were no corrections or additions. Without objection.

Board Governance

2: Motion by Faccioli and second by Patton to take no action to amend the Board Governance Policy Article 7 - Recording of Votes (Judge Advancements). The question was called by Vlach and carried.
Motion #2: Motion denied with Brooks, Crockett, Kruszona-Zawadzka and Stadter in favor.

Bylaws

3: Motion by Crockett and second by Vlach to amend the By-Laws 111.1.3 Directors' Expenses to read:
111.1.3 The President, Vice President and Directors shall be reimbursed reasonable travel expense to the Annual Convention and ~~may be reimbursed reasonable expenses incurred in for attending any Board of Directors or membership meeting if funds are available. Directors' travel expenses shall be reimbursed firstly from the Regions' escrow account.~~

Motion carried unanimously. The change will be included in the **2018 Fall Ballot for membership ratification.**

4: Unanimous consent by Vlach to accept the proposal to amend By-Law 113.2 (Membership Voting Period).

113.2.1 All voting of the membership shall be by secret ballot and known only by the firm counting the

ballot.

113.2.2 All membership ballots shall be sent to each member eligible to vote by either one of the following methods, or by a combination thereof:

113.2.3. First class mail postmarked at least **30** ~~45~~ days prior to the date announced for counting ballots as set forth in the Standing Rules.

113.2.3.2 The method used by an established firm whose business is to conduct electronic voting for stockholders, memberships organizations and the like, which utilizes security in such elections. At least **30** ~~45~~ days, prior to the date announced for counting the ballots, shall be allowed for return of ballots. Further specific procedures relating to such electronic voting shall be set forth in the Standing Rules.

Without objection. The change will be included in the **2018 Fall Ballot for membership ratification.**

5: Motion by Vlach and second by Stadter to amend Bylaw 114.2 - Candidate Announcements to read:

114.2 Announcement of Candidates. ~~After the initial election,~~ Any member who has been a member in good standing for 2 consecutive years immediately preceding shall be eligible to seek office and shall declare his candidacy in writing to the Executive Office not more than ~~6~~**4** months nor less than 2 months before the election month with the filing fee established by the Board of Directors. If no member in the region or no member in the Breed/Breed Group Section has been a member for the 2 years immediately preceding the election, the 2-year membership requirement shall not apply. This shall entitle the candidate to be listed as a candidate for the office sought in every issue of the newsletter including the newsletter prior to the ballot being mailed to the membership. Each candidate shall be entitled to publish a summary of his/her experience, credentials and platform in accordance with Standing Rules.

The question was called by Vlach and carried. Motion **#5:** Motion carried with Madison opposed. The change will be included in the **2018 Fall Ballot for membership ratification.**

Note - The proposal to Amend Bylaw 17.4 (Duties of the Breed Committees) was withdrawn by sponsor Hutcherson.

Show Rules

6: Motion by Crockett and second by Hansen to amend Show Rules 21.17, 22.2.3, 22.3.1.4, Combined Format Shows to read:

Add new 21.17 and renumber existing 21.17 and rest of 21.x:

21.17 Combined Format Show. A show in which cats are judged one time and both Allbreed and Specialty finals are awarded, subject to the rules set forth in the Standing Rules. Only Allbreed judges may judge a Combined Format show.

Rules Committee Note: Additionally, all cross references to 21.x within the Show Rules and Standing Rules will be updated if the rule number changes as a consequence of this addition. For brevity, these are not included here.

Add new 22.2.3

22.2.3: A Combined Format Show is a show in which the Allbreed judge judges LH and SH cats separately, hanging Specialty finals subject to the rules for number of finals by count as set forth in Show Rule 212.3. Once judging has been completed for both LH and SH cats in each class (CH, Kitten, Alter, HHPK and HHP), an Allbreed final shall be calculated and presented (no additional handling or

judging is undertaken).

Add new 22.3.1.4

22.3.1 The maximum number of entries a club may accept is limited as follows:

22.3.1.1 Alternative Format - 125 entries. (See Show Rule 21.16.)

22.3.1.2 Back-to-Back Format - 250 entries. (See Show Rule 21.14.)

22.3.1.3 Split Format (2-day Show) - 500 entries. (See Show Rule 21.15 and Show Rule 216.4)

22.3.1.4 Combined Format Show 175 entries (See Show Rule 21.17)

Motion carried with Brooks, Harrison, Kruszona-Zawadzka, Madison, Mahan, and Patton opposed. Patton was opposed because she felt this would omit all of our Specialty Judges from Judging this type of show and that there is also an unfairness to the exhibitor and the cat. The change will be included in the **2018 Fall Ballot for membership ratification**.

7: Unanimous consent by Hansen to amend Show Rules 21.70, 21.72 to read:

21.70 BREED CONGRESSES - Shows wherein cats of the same breed compete for awards. No breed congress may be held unless there are at least 20 or more cats present and competing. ~~The Top Ten format shall be used when 25 or more cats are present and competing. The Top 9 format requires a minimum of 24 cats competing. The Top 8 format requires a minimum of 23 competing. The Top 7 format requires a minimum of 22 competing. The Top 6 format requires a minimum of 21 competing. The Top Five format shall be used when 20 cats are present and competing. Finals are awarded as set out in 212.3.~~ Finals are awarded as set out in 212.3.

21.72 MULTIPLE BREED CONGRESSES - Multiple breeds of cats compete for awards, generally but not necessarily breeds of like conformation or type. No multiple breed congress may be held unless there are at least 20 or more cats present and competing. ~~The Top Ten format shall be used when 25 or more cats are present and competing. The Top 9 format requires a minimum of 24 competing. The Top 8 format requires a minimum of 23 competing. The Top 7 format requires a minimum of 22 competing. The Top 6 format requires a minimum of 21 competing. The Top 5 format requires a minimum of 20 competing. Finals are awarded as set out in 212.3.~~ Finals are awarded as set out in 212.3.

Without objection. The change will be included in the **2018 Fall Ballot for membership ratification**.

8: Motion by Stadter and second by Vlach amend Show Rule 22.2.2 (Alternative Format Shows). Motion denied with Stadter, Kuroda, Vlach, Madison, Crockett, and Brooks in favor.

9: Motion by Faccioli and second by Vlach to amend Show Rule 22.1.2.3 (Pet Expos):

22.1.2.3. The provisions and restrictions of 22.1.2.1 and 22.1.2.2 shall not apply when one or both of the scheduled shows for the same date is part of a Pet Expo in which the Pet Expo determines the date of the expo, and when the show is limited to a maximum of 125 entries ~~within a region~~.

Motion carried with Patton opposed because longtime shows with traditional weekends would be hurt by the addition of an Expo at the last minute. The change will be included in the **2018 Fall Ballot for membership ratification**.

10: Motion by Stadter and second by Faccioli to amend 22.4.2 and add new Show Rules to read:

22.4.2 A show license shall be issued upon the following requirements having been met:

22.4.2.1 A completed show application has been submitted, listing the total number of rings, type of rings (AB, SP, HHP and/or congress);

22.4.2.2 The club applying for the show license is in good standing;

22.4.2.3 The application is accompanied by the insurance fee, or that fee has been waived.

22.4.2.4 The date of the show was approved by the club's Regional Director, or proof that the request was made, and no response received within 30 days.

22.4.2.5 A show flyer has been submitted.

Add New Show Rules 22.4.3 and 22.4.4

22.4.3 A club may be denied a show license if any information on the application or on the flyer is in violation of TICA rules.

22.4.4 If a club was denied a show license pursuant to 22.4.3, the club may choose to either re-apply with corrected information and flyer or to request a refund of any fees already paid for that license.

Renumber existing Show Rules 22.4.3 and 22.4.4 as 24.4.5 and 22.4.6 respectively. Renumber Standing Rule 202.4.3 as 202.4.5

Motion carried unanimously. The change will be included in the **2018 Fall Ballot for membership ratification**.

11: Motion by Vlach and second by Harrison to amend Show Rules 23.5 (Declawed Cats):

Motion denied with Hansen, Harrison, Kuroda, Mahan, Meserve and Stadter in favor. Patton commented that while she voted no, and felt that the declawing is a horrific operation, there are members with medical issues that would not be able to show their championship cats. Kruszona-Zawadzka commented that she voted no because she is convinced that any rule forbidding showing declawed cats in championship classes shouldn't allow for exceptions.

12: Motion by Crockett and second by Hutcherson to take no action to amend Show Rules 23.1.1 and 27.7.2 (Separate HHP Classes). Motion carried unanimously.

13: Unanimous consent by Crockett to take no action to delete Show Rule 23.7.2 (Pedigreed Cat Re-Registered as HHP). Without objection.

14: Motion by Crockett and second by Hansen to accept the amendment to Show Rule 24.2 (Entry Info):

24.2 Upon entering a cat or kitten in any TICA show, the registered owner is responsible for furnishing the correct information, including, but not limited to, registered name, registration number **(if known)**, birthdate, age on the opening date of the show, **sire, dam, breeder, owner, lessee (if applicable), region of residence of owner/lessee**, and the proper competitive classification.

The question was called by Faccioli and carried. Motion **#14:** Motion carried unanimously. The change will be included in the **2018 Fall Ballot for membership ratification**.

15: Motion by Crockett and second by Faccioli to amend Show Rules 27.2, 27.3 and 27.4 (Qualifying Finals):

27.2 GRAND CHAMPION/GRAND CHAMPION ALTER/GRAND MASTER: An eligible male or female cat registered in TICA shall be entitled to the prefix "GRAND CHAMPION", an eligible neuter or spay cat registered in TICA shall be entitled to the prefix "GRAND CHAMPION ALTER", and an eligible, TICA registered household pet shall be entitled to the prefix "GRAND MASTER" when it has won a minimum of 1,000 points, and acquired a minimum of 6 finals, three of which are within the ~~Top 5 Cats~~ **top 5 cats** in a specialty ring or ~~Top 10 Cats~~ **any final** in an Allbreed ring. However, in such isolated areas as defined in Standing Rules 1012.3, cats will be entitled to Grand Champion, Grand Champion Alter or Grand Master status by being awarded no less than 500 points, and acquired a minimum of 3 final awards, one of which is within the ~~Top 5 Cats~~ **top 5 cats** in a specialty ring or ~~Top 10 cats~~ **any final** in an Allbreed ring.

27.3 DOUBLE GRAND, TRIPLE GRAND AND QUADRUPLE GRAND CHAMPIONS/ALTERS/MASTERS: An eligible male or female cat registered in TICA may qualify for the Grand Champion, an eligible neuter or spay cat registered in TICA shall be entitled to the prefix Grand Champion Alter, and an eligible, TICA registered household pet may qualify for the Grand Master categories above by winning a total of not less than 1,000 points for each additional title, with at least one additional award being within the ~~Top 5 Cats~~ **top 5 cats** in a specialty ring or ~~Top 10 Cats~~ **any final** in an Allbreed ring. However, in such isolated areas as defined in Standing Rules 1012.3, cats will be entitled to each additional title by earning 500 points with at least one additional award being within the ~~Top 5 Cats~~ **top 5 cats** in a specialty ring or ~~Top 10 Cats~~ **any final** ~~Top 5 Cats~~ **top 5 cats** in a specialty ring or ~~Top 10 Cats~~ **any final** in an Allbreed ring.

27.4 SUPREME GRAND CHAMPION/SUPREME GRAND CHAMPION ALTER/SUPREME GRAND MASTER: An eligible male or female cat registered in TICA, an eligible neuter or spay cat registered in TICA, and an eligible, TICA registered household pet, after attaining the title of Quadruple Grand Champion, Quadruple Grand Champion Alter or Quadruple Grand Master respectively, shall be entitled to the prefix "SUPREME GRAND CHAMPION", "SUPREME GRAND CHAMPION ALTER", or "SUPREME GRAND MASTER" by winning an additional 2,000 points with at least one additional award being Best Cat of either format **in any format**. However, in such isolated areas as defined in Standing Rules 1012.3, cats are entitled to the title "Supreme Grand Champion", "Supreme Grand Champion Alter", or "Supreme Grand Master" by earning 1,000 points with at least one additional award being Best Cat of either format **in any format**.

Amend Associated Standing Rules 207.1.1:

207.1.1.1

Champion	HHP	Requirements for Titles
CH CHA	MS	300 points from 4 different judges, plus one final
GRC GCA	GRM	1000 points with 6 finals, 3 in- Top top 5 SP or Top 10 any final in AB
DGC DGCA	DGM	2000 points plus 1 final in- Top top 5 SP or Top 10 any final in AB
TGC TGCA	TGM	3000 points plus 1 final in- Top top 5 SP or Top 10 any final in AB
QGC QGCA	QGM	4000 points plus 1 final in- Top top 5 SP or Top 10 any final in AB
SGC SGCA	SGM	6000 points plus 1 Best Cat as a QGC/QGCA/QGM

207.1.1.2 Isolated Areas:

Champion	HHP	Requirements for Titles
CH CHA	MS	150 points from 2 different judges, plus one final
GRC GCA	GRM	500 points with 3 finals, 1 in- Top top 5 SP or Top 10 any final in AB
DGC DGCA	DGM	1000 points plus 1 final in- Top top 5 SP or Top 10 any final in AB
TGC TGCA	TGM	1500 points plus 1 final in- Top top 5 SP or Top 10 any final in AB

QGC QGCA QGM 2000 points plus 1 final in ~~Top~~ **top 5** SP or ~~Top 10~~ **any final** in AB
SGC SGCA SGM 3000 points plus 1 Best Cat as a QGC/QGCA/QGM

Motion carried unanimously. The change will be included in the **2018 Fall Ballot for membership ratification**.

16: Motion by Hutcherson and second by Crockett to take no action to amend Show Rule 211.4.1 (HHP Catalog Entries)

Motion carried unanimously.

Standing Rules

17: Motion by Hansen and second by Hutcherson to add Standing Rule 1023.8 (Judge of the Year):

1023.8 Judges eligible to be selected as the most outstanding TICA judge for the year must meet the following qualifications.

1023.8.1 Currently licensed as an Approved or Provisional Allbreed Judge or Approved or Probationary Specialty Judge.

1023.8.2 Have not been the subject of discipline or sanction by the TICA Board of Directors within the 3 years immediately prior to the month in which the call for votes is issued.

Motion carried unanimously. The change goes **into effect immediately**.

18: Motion by Crockett and second by Harrison to amend Standing Rule 203.1.1 (Unregistered Cats):

The question was called by Vlach and failed. Motion by Crockett to table until morning.

19: Motion by Hansen and second by Mahan to amend Standing Rules 901.4.3, 907.2 (Breed Winners):

901.4.3.5 International Awards. International Awards will be presented to the 25 cats, kittens, alters, and 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 association during the applicable show year. **International Breed Awards will be presented to the cat, kitten, and alter having the highest aggregate of points in each Championship breed, provided those points aggregate at least 1,000.** All awards earned during the show year will be listed accordingly for every region or recognized area and internationally.

901.4.3.5.1 The Top 25 Cats, Kittens, Alters, Household Pets and Household Pet Kittens, **and Best of Breed Cats, Kittens and Alters**, are featured in a visual media presentation at the Annual Awards Banquet and in the TICA YEARBOOK in color, free of charge.

901.4.3.5.2 The Top 25 longhair and shorthair cats, and the Best Cat **of Breed** in each breed are honored at the Annual Awards Banquet. **All three (kitten, cat and alter) may be brought up together and presented.**

~~**901.4.3.5.3** International Best of Breed winners are pictured in the TICA YEARBOOK.~~

901.4.3.6 The Executive Office is responsible for the International Awards After Regional Directors lists are furnished, notification letters are mailed to International Award winners.

Amend Standing Rule 907.2

907.2 RW/IW. Beginning the show year 1996-97, International Winner (IW) and Regional Winner (RW) will automatically be added to the registration records of winners at 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 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.

907.2.1 BW. Beginning the show year 2018-2019, International Breed Winner (BW) will automatically be added to the registration records of winners at 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 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.

907.2.2. Any cat, kitten or alter that has achieved the official status of International Breed Winner, shall be entitled to apply for the prefix International Breed Winner (BW) to be added to its official registered title, retroactively, provided that proof of the win can be provided. Proof of the win may be evidenced by a copy of the official TICA standings for breed for the particular show season, a best of breed certificate, or photocopies of win acknowledgement from the TICA Yearbook or TICA Trend. A new Certificate of Registration with the title added to the cat's name may be requested by submission of the original certificate and the fee for a duplicate record according to the current price list.

907.2.23 An International Win (**IW**) title will take precedence over a Regional Win (**RW**) title.

Motion carried unanimously. This change goes **into effect 01 May 2019**.

20: Motion by Crockett and second by Meserve to take no action to add Standing Rule 107.3 (Fiscal Transparency)

Motion denied with Brooks voting against.

Executive

21: Motion by Crockett and second by Stadter that TICA pay up to 6 nights of hotel expense.

Motion carried unanimously.

22: Motion by Stadter and second by Crockett to pay full travel expenses (airline and travel).

Motion carried unanimously.

23: Motion by Crockett and second by Stadter to pay per diem expenses of \$44/day (deducting \$15/day for breakfast voucher). Saturday per diem is \$11 (excluding paid banquet and breakfast). Per diem for travel days is \$29.

Motion carried unanimously.

24: Unanimous consent by Stadter to recess at 4:25 PM CDT and resume on Friday, August 31 at 8:30 AM CDT.

The President called the meeting to order on Friday, August 31, 2018 at 8:33 AM CDT.

25: Unanimous consent by Crockett to untable motion **19:** Motion by Crockett and second by Harrison

to amend Standing Rule 203.1.1 (Unregistered Cats) to read:

203.1.1 In order for a cat to be shown without a registration number, that cat must be eligible for registration and competition in TICA in the class in which the cat is to be shown. **No entry shall be accepted without a TICA registration number unless documentation is provided with the entry that shows the entry is eligible for registration in TICA. Such documentation includes, but is not limited to the following:**

a. TICA litter registration;

b. TICA breeder slip;

c. Registration certificate from any association TICA recognizes;

d. Certified pedigree from any association TICA recognizes;

e. Registration certificate of both of the parents of the entry by either c or d above.

Documentation must be submitted with the entry form. Copies of that documentation shall be submitted to the Executive Office with the Master Catalog. Any documentation found to be invalid will result in entries not being counted.

Motion carried with Madison, Mahan, and Patton opposed. Patton was opposed because this rule disenfranchises any other exhibitor that enters a show in good faith. TICA has always allowed a cat to show in one show without a TICA registration number. This change goes **into effect 01 May 2019**.

26: Unanimous consent to go into a Committee of the Whole. Without objection.

Harley DeVilbiss explained the ticketing system and how it is being used in the Executive Office for judging confirmation, cloud migration, PayPal migration, etc. As of August 4, 2018, everything was moved and is working.

Stadter reported on the website update.

Fulkerson took the lead on translation of our publications into Chinese and reported that the TICA By-Laws are almost completed; next would be the Registration Rules, Show Rules and then Standing Rules.

Van den Bunder described a proposed lease of The Online Entry System (TOES) for entry clerking and all of the different places the program can take us: scoring, judge's books, show calendar, corrections to registrations, corrections for mechanicals, etc. Discussion ensued.

27: Unanimous consent to go into Executive Session for the purpose of discussing the leasing of The Online Entry System, to include Leslie Bowers, Frances Cardona, Roemann Fulkerson, Susan Adler, and Luka Maruyama. Without objection.

28: Unanimous consent to leave Executive Session. Without objection.

29: Motion by Faccioli and second by Patton to authorize the President to negotiate and execute an agreement for the lease of TOES as The Official Entry Program for TICA. Motion carried unanimously.

Roemann Fulkerson, Marketing Director, presented the 2018 Marketing Report (See Addendum).

Vickie Fisher presented the year-end financial review (pre-audit).

The board also received reports regarding TICA Trend and the TICA Yearbook.

30: Motion by Hansen and seconded by Faccioli to add Standing Rule 901.4.3.4.6 (Regional Awards). Motion failed with Hansen, Harrison and Madison in favor.

Annual 2021 Proposals

Proposals were presented by TICAcats, A. Stadter for the 2021 Annual in Mannheim, Germany and by Viking Cats, J. Vej for the 2021 Annual in Copenhagen, Denmark. The Klub Kota X-Treme club proposal was withdrawn by A. Kruszona-Zadwadzka.

31: Unanimous consent by Hutcherson to award the 2021 Annual to Copenhagen, Denmark. Without objection.

Breed Reports

The Board received the following Breed Reports: Aphrodite, Australian Mist, Highlander, Khao Manee and Lykoi Breed Reports.

Martin Wood reported that the following breed reports were missing.

PNB: Minskin

ANB: Serengeti

CH: Burmilla, Donskoy, Minuet

32: Unanimous consent by Hutcherson to appoint Cathy Shaw to the Bengal Breed Committee. Without objection.

33: Motion by Vlach and second by Harrison to amend the 2018 Budget to contribute \$10,000 to the club hosting the 2018 Annual Show and Awards Banquet.

The question was called by Vlach and carried. Motion **#33:** Motion carried with Brooks, Kruszona-Zawadzka, and Patton abstaining, and Crockett, Madison, and Stadter opposed.

34: Unanimous consent by Crockett to adjourn the meeting at 4:04 PM CDT. Without objection.

MARKETING AND BUSINESS DEVELOPMENT

Summer Meeting August 29-30-31

Director Marketing & Business Development: Roeann Fulkerson
Liaison to Board: Ellen Crockett and Vickie Fisher

Brief Summation of Immediate Past Marketing Activities:

Communication as a leadership “group” is invaluable for growth! If you don’t know what TICA is doing, where TICA will be, beyond the “show schedule”... our members, new visitors to our cat shows and our website will have no idea who we are and what we do if our leadership doesn’t share. Having positive topics to discuss should take the place of the often less than desirable discussions.

TICA leadership is not just our Board Members and officers, but it encompasses TICA judges, Committee Chairs, Show Managers, etc. Every human is inclined to follow a leader, someone sharing positive information and encouraging participation with excitement makes a huge difference. Having positive information to share makes engagement more effective.

In 2018 corporate TICA has helped significantly fund ten (10) special events/shows thru our partnership with Dr. Elsey Precious Cat. These are TNCC Portland, LondonCats pet expos and shows, Edson NJ Expo, Education Show, Maine Coonvention, (RAW) Ragdolls Around the World, Denver County Fair, Saturday-Roice-Hurst Humane, and World Pet Association-America’s Family Pet Expo-TICA’s World of Cats.

TICA’s first time attendance to the **Pet Industry’s two key, largest Tradeshows**, Global Pet in Orlando, FL and WPA-Super Zoo in Las Vegas were both positive exposure and gave TICA recognition that was invaluable.

TICA has continued to grow acceptance with “Shelter/Rescue organizations”. TICA has again been invited to sponsor/participate San Francisco SPCA Symposium in November. Additionally, TICA was specifically invited to participate with Purrington Posts, special adoption event, Meow Meet-Up in Chicago. TICA offered Rosettes to the available adoptees who visited the Agility Ring, each cat adopted was provided a Complementary TICA HHP Registration. TICA was requested to bring pedigreed cats to have in our TICA booth. Liz Hansen generated wonderful selection of volunteers who brought a variety of pedigreed breeds for two-hour segments. It’s important to note, this event stated on their “website, event prospectus” **NO BREEDERS**. However, after receiving recommendation for TICA by Pet Industry organizations, we were personally invited to attend. TICA brought education, TICA Cat Care 101 for attending children, feline agility for adoptees and *pedigreed cats in the TICA booth* for the public to the Meow Meet-Up.

(AAFP) American Association Feline Practitioners enjoys the partnership created with TICA. The TICA logo is now on AAFP promotional material as a sponsor partner.

In 2017 clubs were eligible to receive funding for two show. Due to the success of this show sponsorship program, in 2018 it was necessary to alter the distribution of funds. So, clubs only receive funds for one show during 2018, along with the Regional Show if requested.

During 2018, (83) eighty-three shows have received corporate sponsorship funding. This is up from (78) seventy-eight shows in 2017. This breaks out to (59) fifty-nine shows in the USA and Canada, (22) twenty-two shows international, and (2) two shows in Asia. Again during 2018 we have been able to fund every club who has submitted a Club Sponsorship Application.

Brief Summation of Immediate Past Marketing & Business Development:

Catster Magazine and online has offered to publish special TICA shows and events with no cost to the clubs. The lead-time is four months for print, a bit less for online deadlines.

This month Dr. Elsey reached out to TICA requesting we identify Shelters who work with TICA clubs. After identifying several shelters who were able to receive Dr. Elsey Precious Cat “cleanprotein” kibble, it was arranged for two pallets to be delivered to identified Shelters. This was a major undertaking with the end results being, distribution of over 30,000 “bags” of premium kibble, “cleanprotein”. This endeavor for Shelters is estimated around one million dollars. Thank you to Dr. Elsey and Gina Zaro for making this generosity possible.

We have reached out to members and artists guilds to submit artwork for the new Visitor Guides which will be available in 2019. The format and content is also being updated.

TICA Cat Care 101 program continues to be a terrific success. If anyone is interested in having this at their shows, reach out to Roeann for details. We must dedicate ourselves to use the word “**Knowledgeable**” breeder and **stop using** “responsible” breeder. The new patches will reflect “Knowledgeable” replacing responsible.

Current Happenings of Marketing

TICA is working towards and will likely have a Televised Cat Show during first quarter 2019.

We have told you the TICA website is being completely re-designed for a fresher, more current, better look, more user friendly. We wanted a soft launch before this Board Meeting, it didn't occur, but we are very close!

As a result of ongoing review and freshening up of current content material, if anyone would like to assist with document review, please contact me.

Current Happenings of Business Development:

Business Development is focused on building revenue in the area of China. The first step was completing translations of TICA's By-Laws and Standing Rules. The Show Rules are currently being translated.

Future Projections for Marketing & Business Development:

Future projects will be focused on targeting building TICA's Social Media platforms. 69% of millennials worldwide want businesses to facilitate their involvement in addressing social challenges.

Two billion people use Facebook every month to connect with friends and family and to discover things that matter. Marketing on Facebook should help TICA find new customers and build lasting relationships with them.

We must go the extra mile to create unique content for each channel because it is worth the effort. By catering to our readers, we position the TICA brand as one they can trust—and one that cares about what they want.

Sharing relevant content also establishes TICA as a thought leader that knows what's happening in the industry. The Pet Industry is "light" on feline presence. TICA is the only actively dedicated association focused about "all things cat." There are some niches out there, but nothing with near the broad variety that TICA delivers. TICA is actually the *#1 Feline Presence* in the seventy (70) billion, yes billion per year Pet Industry!

The social cosmos is changing at light speed—the age of the individual is already here. Brands need to make social the center of a *consistent brand experience, or risk being left in the dust.*

Developing content that is tailored for the platform it appears on. This will make sure we are using the vocabulary and norms that are expected on those different platforms.

Cause marketing is growing rapidly—and for good reason. It works. Funding from cause marketing is skyrocketing; "cause marketing" has more than doubled in the last 12 years (2003-2015) in North America. One of TICA's major causes is helping all cats who do not yet have their forever home be properly cared for until they can be adopted.

Action Items:

I would like to review potential "professional" companies and/or individuals to be hired who are highly qualified to move our Social Media forward in a professional expedited way.

Respectfully Submitted,
Roeann Fulkerson
RoeannFulkerson@tica.org
RFulkerson@tica.org
RoeannFulkerson@gmail.com