

# THE INTERNATIONAL CAT ASSOCIATION

1998 Semi-Annual Board Meeting

February 11-13, 1998

Tokyo, JAPAN

On Wednesday, February 11, 1998, at 9:00 AM, the meeting was called to order by the President, Georgia Morgan. The following Board Members were present:

Georgia Morgan, President  
Connie Zimmerman, Vice President  
Cheiko Ohira, Director  
Asia, Dewane Barnes, Director, Great Lakes  
Edith Mary Smith, Director, Great Plains  
Louise VanDeWater, Director, Northeast  
Resa Bauer-DeMeyere, Director, Northwest  
Connie Webb - Director, Mid Atlantic  
Sue Servies, Director, Mid Pacific  
Don Caruthers, Director, South Central  
Jo Parris - Director, Southeast  
Aline Noel, Director, Southern Europe  
Bob Mullen, Director, Southwest  
Larry Paul, Legal Counsel  
Jorge Cuellar, Director, South America arrived at noon.  
Marcel Louwyck was unable to attend due to the illness of his mother.

The President welcomed the newly elected Board Members, Jo Parris and Louise VanDeWater, and re-elected Board Members, Marcel Louwyck, Bob Mullen, Sue Servies and Edith Mary Smith.

1. Motion was made by Webb and seconded by Servies to accept the minutes as corrected below. Motion carried unanimously.

Motion (7) was made by Mullen and seconded by **WEBB** to add to the By-Laws, ARTICLE XIII, Section 2.d. A specially embossed or marked envelope shall be sent with each ballot, the front cover of which shall contain marked spaces for the following: The member's name, address, membership number, region and breed section along with a marked space for the member's signature. The member shall fill in the required spaces and return the marked ballot only in the required envelope. If the identity of the member can be determined, the ballot shall be counted. RATIONALE: Having a unique envelope and requiring that the member sign the envelope can help prevent voter fraud. In this case, the ballot itself will remain unidentified and thus anonymous. This system may also help increase the percentage of members voting because it provides them with a unique envelope to return the ballot. Motion denied unanimously.

Motion (21) was made by Smith and seconded by **Servies** to add to the Standing Rules of the By-Laws, IX, B.1 and 2. If the club charter renewal fee is not received by May 31 there will be a surcharge of \$10 per month added to the charter renewal fee for a maximum of 4 months, effective immediately. Motion carried with Webb opposed.

Add to motion 35: "b. Remains the same."

Motion (46) was made by **Caruthers** and seconded by Bauer-DeMeyere that the Executive Secretary send letter of thank you on behalf of the board to Judy Kovic for serving as advertising coordinator. Unanimous consent.

## *(Executive Session)*

22. Motion was made by Bauer-DeMeyere and seconded by VanDeWater to accept the Financial Statement resulting from the audit by Long, Chilton, Payte and Hardin as received. Motion carried unanimously.

23. Unanimous consent to table the 1997-98 Budget Revision until the Board has had time to review it. (See Motion #131.)

INSTRUCTIONS: Send all uncollected checks from the state of Mississippi to Jo Parris. She has agreed to collect them for TICA.

24. Unanimous consent to change the name of the Foreign Affairs Standing Committee to the International Standing Committee.

25. Unanimous consent to set a 1-year time limit on the exemption from license fees for newly chartered clubs.

**}}}}}*Standing Rules to the By-Laws*{{{{{**

INSTRUCTIONS: The President volunteered to speak to Laurie Schiff about serving as the Chair of Feline Welfare Legislation Standing Committee.

26. Unanimous consent for the Cat Chat Club, Great Plains Region, to host the 1999 Semi-Annual Meeting in Winnipeg, CANADA on February 19, 20, and 21, 1999.

REPORT: 1999 Annual Convention and Awards Banquet: Jo Parris, Southeast Regional Director reported that the Crown Plaza Hotel in Jackson, Mississippi will be the site of the 1999 Annual Convention.

REPORT: 1998 Annual convention and awards Banquet. See Addendum.

27. Unanimous consent for Leslie Bowers and Resa Bauer-DeMeyere to submit a package for benefits for Outstanding Cattery Certificate holders at the 1998 Annual Meeting.

28. Unanimous consent to remove the "Allowable Outcrosses" section from the Pixiebob standard.

29. Unanimous consent to remove the "Miscellaneous" section from the Pixiebob standard.

30. Unanimous consent that ONLY "SBT" Pixiebobs are eligible for Championship or NBC competition.

31. Unanimous consent that the previous three motions also apply to the Pixiebob Longhair.

32. Motion was made by Zimmerman and seconded by Servies to move the Pixiebob and Pixiebob Longhair to Category II. Motion carried unanimously.

33. Unanimous consent to add to Show Rule 18.1: The following breeds are recognized for NBC status: BB-American Bobtail, BB-American Bobtail Shorthair, SP-California Spangled, LP-LaPerm, LS-LaPerm Shorthair, MK-Munchkin, ML-Munchkin Longhair, PD-Peterbald, OA-Ojos Azules.

***Emergency Powers***

34. Unanimous consent to change the Show Rule 16.11 to read: Cats, except Manx, Cymric or Japanese Bobtail, with all or part of their tail missing shall be disqualified, except in alters and household pets ***or as authorized by a Board approved standard***. Damaged ears or eyes as a result of an injury shall be considered a fault and not a disqualification. Totally blind cats shall be disqualified from championship competition.

***Emergency Powers***

35. Unanimous consent to change the Show Rule 16.16 to read: At the discretion of the judge, tail faults (visible or invisible) ***or as authorized by a Board approved standard*** and/or crossed eyes in all breeds shall be considered a disqualification. Altered cats with either of these faults shall not be disqualified. They shall be penalized accordingly, giving full consideration to the fact that these cats cannot reproduce these faults.

***Emergency Powers***

36. Unanimous consent to change Show Rule, 16.15 to read: Cats having more or less than five toes on each front foot and four on each back foot shall be disqualified from championship competition unless proved to be the result of an injury or ***as authorized by a Board approved standard***.

***Emergency Powers***

37. Unanimous consent to add Show Rule, ARTICLE 18.2 to read: If and when NBC breeds are accepted for championship, they will automatically be moved to championship and all other applicable rules will be changed accordingly to reflect this information.

***Emergency Powers***

38. Unanimous consent that motions 34 through 37 are approved by Emergency Powers as housekeeping.

INSTRUCTIONS: Zimmerman will speak with Marcel Louwyck concerning the use of the TICA name in Frank Uhrig's club. She will then be writing to Frank Uhrig about proper usage of TICA in the name his club with copies to the Board.

39. Unanimous consent to accept the Computerization Standing Committee Report. See addendum.

40. Unanimous consent to table the Business Plan.

REPORT: Pat Harding reported as Chair of this Committee and detailed the Continuing Education Programs set up by this committee. See addendum.

INSTRUCTIONS: Translations of TICA publications from other countries shall be furnished to the Executive Office from the appropriate regional director. These authorized translation may then be copied by the Executive Office for anyone who requests a particular translation and/or publication in that language.

41. Motion was made by Webb and seconded by VanDeWater to allocate a \$500 Budget to the International Standing Committee until the 1998 Annual Meeting for use in the Education Program. Motion carried unanimously.

42. Unanimous consent that the regional directors will update area codes and addresses for the Executive Office and the Executive Office will furnish Tony Cuciniello with a list of active TICA clubs and contact persons.

43. Unanimous consent that Cuciniello be given authority to contact TICA club contacts for promotion and marketing purposes.

REPORT: The Marketing/Advertising and Promotions (MAP) Standing Committee (formerly Marketing and Promotions Standing Committee) submitted a "Marketing and Promotions Plan". See addendum.

44. Unanimous consent for Cuciniello to develop his own letterhead using the TICA logo under the name of the Marketing/Advertising and Promotions (MAP) Standing Committee.

45. Motion was made by Zimmerman and seconded by Bauer-DeMeyere to approve a budget for the Marketing/Advertising and Promotions Standing Committee of \$8200. Motion carried unanimously.

INSTRUCTIONS: Advise Cuciniello not to spend money on the San Antonio Annual Convention and Awards Banquet, but on other advertising activities.

INSTRUCTIONS: Print in the TICA TREND that contacts for the Marketing/Advertising and Promotions Standing Committee are needed from every region.

46. Motion was made by Webb and seconded by Zimmerman to amend the Standing Rules to the Show Rules, 7.E.2.b. to add the Don Hairless breed to Championship in the Northern and Southern Europe and South America Regions and for Exhibition Only in all other regions. Motion denied with Webb in favor.

INSTRUCTIONS: Caruthers will write guidelines for the Website.

INSTRUCTIONS: Servies, Bauer-DeMeyere and the Business Manager will develop detailed codes for changes to the Registration Rules for the 1998 Annual Meeting.

### ***(Executive Session)***

106. Motion was made by Zimmerman and seconded by Barnes to change the 1996 moratorium to read: Effective 9/1/96 a moratorium is placed on registration of non-domestic feline species and/or cats of non-domestic ancestry where progeny of such cats have not been accepted for NBC, championship **and Registration ONLY**. Motion carried with Bauer-DeMeyere, Smith, and Zimmerman opposed and Mullen, Servies, VanDeWater, and Webb abstaining.

107. Motion was made by Barnes and seconded by Webb to table the previous motion. Motion carried unanimously. (See motion #135.)

125. Motion was made by Caruthers and seconded by Bauer-DeMeyere that the 1998 Judging Program be approved. Students, trainees, Probationary Specialty Judges, Provisional Allbreed and Approved Allbreed Judges have until the 1999 Semi-Annual Meeting to apply for advancement under the 1994 requirements. Students not completing the trainee requirements and applying at or before the 1999 Annual will be dropped. Motion carried unanimously.

126. Unanimous consent for a letter of thank you to all of the members of the committee who were the authors of the new Judging Program.

127. Motion was made by Bauer-DeMeyere and seconded by Mullen to approve a fee change for Approved Allbreed Judges to \$1 per catalog entry effective 5/1/98. Motion carried with Caruthers, and Servies opposed.

128. Motion was made by Smith and seconded by Mullen that all judging fees are to be paid in US funds. Motion carried unanimously.

129. Motion was made by Bauer-DeMeyere and seconded by Mullen to change the fees for Provisional Allbreed Judges to 75 cents and Specialty Judges to 50 cents per entry in the catalog effective 5/1/98. Motion carried with Caruthers and Servies opposed and Zimmerman abstaining.

130. Motion was made by Mullen and seconded by Noel that the Board Members be reimbursed hotel expenses only for up to 6 nights, excluding those nights paid to the judges by the club, for the 1998 Semi-Annual Meeting. Motion carried unanimously.

131. Unanimous consent to adopt the 1997-98 Budget Revision Proposal.

132. Motion was made by Caruthers and seconded by Barnes to adopt the Balinese, Oriental Longhair and Oriental Shorthair standards to be distributed effective 5/1/98. Motion carried unanimously.

133. Unanimous consent to add the following colors to the Ragdoll standard effective 5/1/98: Pointed Category, Solid Point Division, Lynx Point Division, Tortie Point Division and Particolor Division (any accepted pattern with white), all colors.

134. Unanimous consent to accept the report on the Serengeti cat.

INSTRUCTIONS: The members of the Feline Welfare Standing Committee were commended by the Board and requested to continue their excellent work.

135. Unanimous consent to untable motion #106 on the moratorium. Original motion carried.

136. Unanimous consent to add Nebelung, Pixiebob and Pixiebob Longhair to the three member breed committee list in the Standing Rules to the By-Laws.

**}}}}}}Standing Rules to the By-Laws{}}}}}**

137. Motion was made by Caruthers and seconded by Servies to amend the Standing Rules to the Show Rules, Section 9 effective immediately to read: Bad Debts. The Executive Office shall notify the Originator of the bad debt arising from obligations to the Association by certified mail, return receipt requested. The Period of Indebtedness will begin 10 days from the date of signature on the return receipt or upon receipt of the unclaimed return receipt letter. The Period of Indebtedness ends with receipt of money order, cashier's check or valid credit card number in the Executive Office. No wins and/or points acquired during the Period of Indebtedness by all cats and kittens owned by the Debtor will be counted. Motion carried unanimously.

**}}}}}}Standing Rules to the Show Rules{}}}}}**

138. Motion was made by Servies and seconded by Zimmerman that the matter pertaining to the Cunningham's and an NSF check are exempt from this effective date and all points which would have otherwise accrued are now restored. Motion carried with Barnes, Caruthers and Parris opposed.

139. Motion was made by Barnes and seconded by Zimmerman that after the receipt of two returned checks in the Executive Office, all payment for services (see Standing Rules to the By-Laws, Section 9) must be by Cashiers Check, Money Order or valid Credit Card, effective immediately. Motion carried unanimously.

**}}}}}}Standing Rules to the By-Laws{}}}}}**

140. Motion was made by Caruthers and seconded by Servies to add to Standing Rules to the Show Rules, VI.F: **Junior Exhibitor Excellence Award**. Exhibitors under the age of 18 may apply yearly to the Executive Office for a Junior Exhibitor Excellence Award. To qualify, a Junior Exhibitor must exhibit in 4 shows a year and provide a letter of endorsement from a TICA Judge. To receive the award, the junior exhibitor must forward copies of the catalog cover pages and the pages that name the junior exhibitor as the owner or agent along with the endorsement letter to the Executive Office. Motion carried with Noel opposed and Smith abstaining.

**}}}}}}Standing Rules to the Show Rules{}}}}}**

141. Motion was made by Caruthers and seconded by Webb to add to the Standing Rules to the Show Rules, VI.G: Service Awards. Judges and Employees with a minimum of 5 years service to TICA will be awarded a SERVICE AWARD in 5-year increments at the annual Awards Banquet following their fifth anniversary. The list of Employees and Judges and years of service will be printed in the TICA TREND and read at the Annual Awards Banquet. Motion carried with Noel. Smith, and VanDeWater abstaining and Servies and Zimmerman opposed.

**}}}}Standing Rules to the Show Rules{{{**

142. Unanimous consent to change Show Rule 1.28 to read: NON-CHAMPIONSHIP CLASS-KITTEN - A kitten of a breed and color recognized by this Association for championship competition, not less than 4 **months but less than** 8 calendar months of age, the opening day of the show.

**====Referred to the Annual Meeting====**

143. Unanimous consent to change Show Rule 1.32 to read: CHAMPIONSHIP CLASS - A male, female, neutered or spayed cat, **the age of 8 calendar months or over on the opening day of the show**, that is registered in TICA as a recognized breed and color in TICA.

**====Referred to the Annual Meeting====**

144. Unanimous consent to change Show Rule 1.30 to read: NON-CHAMPIONSHIP CLASS-HOUSEHOLD PET - Any domestic feline, neuter, spay or kitten, **the age of 8 calendar months or over on the opening day of the show**, not eligible for registration and/or exhibition as a recognized breed or new breed and/or color. Any domestic feline may be shown as a household pet at the option of the owner.

**====Referred to the Annual Meeting====**

145. Unanimous consent to change Show Rule 1.31 to read: NON-CHAMPIONSHIP CLASS-HOUSEHOLD PET KITTEN - Any **domestic** feline, not less than 4 **months but less than** 8 calendar months of age the opening day of the show, not eligible for registration and/or exhibition as a recognized breed or new breed and/or color. Any feline may be shown as a household pet at the option of the owner.

**====Referred to the Annual Meeting====**

146. Motion was made by Caruthers and seconded by Webb to add Show Rule 2.10 to read: No show shall permit more than 5 judgings per day. Motion failed unanimously.

147. Motion was made by Caruthers and seconded by Mullen to add Show Rule 3.15.1 to read: When a kitten under 4 months of age FOR SALE enters the show hall, it must be benched separately from other cats or from the benching area. Special benching area for kittens under 4 moths of age shall be devised away from other cats. Motion denied unanimously.

148. Motion was made by Caruthers and seconded by Mullen to add Show Rule 3.15.2 to read: The owner of kittens "FOR SALE" must submit the proof to the show management that the kitten has been provided the two proper vaccinations. Motion denied unanimously.

149. Unanimous consent to strike isolated areas from Show Rules 15.2, 15.3 and 15.4 , and strike the last sentence from Show Rule 3.4.

**====Referred to the Annual Meeting====**

150. Unanimous consent to give the Business Manager permission to license the Wisconsin-Illinois Cat Fanciers for their March and April shows.

151. Unanimous consent to exempt Edmonton Cat Fanciers from purchasing the TICA Liability Insurance in lieu of coverage by their own insurance.

152. Unanimous consent that Edmonton Cat Fanciers be allowed to distribute the TICA brochure in the Edmonton area with an appropriate addendum inviting members of the public to contact the club if additional information is desired.

159. Motion was made by Caruthers and seconded by Webb to include the show results in the TICA TREND, effective immediately. Motion carried with Mullen and Noel opposed.

160. Unanimous consent that points earned in a breed congress format (Show Rule 1.68) or a breed/multi-breed congress format (Show Rule 1.69) shall not be scored for regional or international awards.

161. Motion was made by VanDeWater and seconded by Webb to score the Hudson Valley Cat Club Household Pet Ring. Motion denied with VanDeWater and Webb in favor.

162. Unanimous consent to refer all rule changes to the 1998 Annual Meeting of the Board of Directors.

The Board received the Canadian proposal reference realignment of the regions at the 1998 Semi-Annual Meeting.

163. Motion was made by Servies and seconded by Zimmerman to remove from the Siberian standard, the sentence concerning pointed cats, effective 5/1/97. Motion carried unanimously.

164. Unanimous consent to add to the Standing Rules to the Show Rules 8.b.7. On an annual basis each Regional Director shall submit a regional fund financial statement for publication in the TICA TREND, no later than the DEC/JAN issue following the issuance of the Annual Awards Rebate. This report shall include the amount of the rebate and itemized expenses of all regional award expenditures.

**}}}}}}Standing Rules to the Show Rules{{{{{**

165. Unanimous consent to allow Bambi Jo Edwards to guest judge four shows in France.

166. Unanimous consent to hold a Traditional Ring at the show in Montreal, CANADA, September 26-27, 1998.

167. Motion was made by Zimmerman and seconded by Servies to use the Emergency Powers to amend the By-Laws, ARTICLE XIII as follows:

Section 2.b. to read: All membership ballots shall be sent to each member eligible to vote **by the CPA** firm by first class mail postmarked at least 45 days prior to the date announced for counting ballots. **Lost or misplaced ballots shall be replaced by notifying the Executive Office in writing. Duplicate ballots shall be remailed by the CPA firm. The CPA firm shall mail duplicate ballots by US Postal Service unless other arrangements are made by the requestor and paid accordingly.**

Delete Section 2.d: The member's name, address, membership number, region and breed section shall be placed on the outside of the envelop in which the ballot is returned. If the identity of the member can be determined, the ballot shall be counted.

Section 2.e. to read: All ballots must be received by the person or firm designated to count the vote through the mail **or by fax or by any other commercial delivery service.**

Section 3.d. to read: All ballots shall be retained in the CPA's office or by the appointed official for a period of at least 1 year and shall be recounted upon order of the Board of Directors.

Motion carried unanimously.

**Emergency Powers**

168. Motion was made by Zimmerman and seconded by Barnes to add the following to the Standing Rules to the By-Laws Proposed Election Procedure:

- ▶ Membership application must be received in the Executive Office by October 1.
- ▶ Finalized membership list is sent to CPA by Executive Office on diskette sorted by region within 10 working days.
- ▶ All ballots are mailed by CPA office or its designee.
- ▶ Election materials sent include an election booklet and a ballot. Rationale for pro and con for all rules and By-Laws changes are required to be in the election booklet.
- ▶ Ballot must have mailing label affixed to it which includes voter's name, address, regional member number, breed section (s) and a unique 5-digit random number generated by the CPA office. Ballots must be fan-folded and inserted into a window envelope for mailing.
- ▶ By signed written or FAX request to the Executive Office, any lost or misplaced ballot can be reissued by the CPA firm, by mail with "Duplicate" stamped on the ballot. Duplicate ballots will be counted only if the original ballot is not returned.
- ▶ No votes are counted until the close of the eligibility time for voting.
- ▶ Final results, to include invalid votes, are forwarded to the TICA Executive Office and immediately reported to the officers and regional directors.

Motion carried unanimously.

**}}}}}}Standing Rules to the By-Laws{{{{{**

169. Motion was made by Mullen and seconded by Caruthers to amend by Emergency Powers, the By-Laws, ARTICLE XIII, Section 2.a. to read: All voting of the membership shall be by secret ballot and known only by the CPA firm counting the ballot. Motion carried unanimously.

**Emergency Powers**

170. Unanimous consent to furnish the Registration Rules on disk to Gloria Stephens for the Website.

The meeting was adjourned by the President at 4:15PM on Friday, February 13, 1998.

## **PRESIDENTIAL APPOINTMENTS**

The President made the following appointments:

### Standing Committees:

- ◆ Don Caruthers as Board Liaison to the Electronics Communications Standing Committee.
- ◆ Louise VanDeWater was dropped as a member of the International Standing Committee and appointed as Board Liaison.
- ◆ Jo Parris as Board Liaison to the Legal Standing Committee.
- ◆ Larry Paul replaces Arthel Scheuermann as Chair of the Legal Standing Committee and Legal Counsel to the Board.
- ◆ Joi McNamara to the Publications Standing Committee.
- ◆ Frances Young as Chair of the Technical Terminology Standing Committee with Sue Servies as Board Liaison.
- ◆ The President combined the Advertising and the Marketing/Promotions Standing Committees to the Marketing/Advertising and Promotions (MAP) Standing Committee with two Board Liaisons of Bob Mullen and Resa Bauer-DeMeyere.
- ◆ Tony Cuciniello as Chair of the Marketing/Advertising and Promotions (MAP) Standing Committee.
- ◆ Fred Ragland to the Marketing/Advertising and Promotions (MAP) Standing Committee.
- ◆ Paul Zimmerman to the Marketing/Advertising and Promotions (MAP) Standing Committee.
- ◆ Connie Zimmerman as Board Liaison for the Publications Standing Committee .

### Breed Committees:

- ◆ Lisa Gee and Ronnie Ellen Fischler to the Persian Breed Committee.
- ◆ Dana Osborne to the Siberian Breed Committee.
- ◆ Carol Ann Brewer, Charlene Horne, and Bernida Flynn to the Pixiebob/Pixiebob Longhair Breed Committee effective 5/1/98.
- ◆ Michelle French to the American Bobtail Working Group.

### General Appointments:

- ◆ Anita Klinger to the Foundation Registry and Hybridization Review Committee.
- ◆ Dewane Barnes, Bob Mullen and Resa Bauer-DeMeyere to design a presentation for Gloria Stephens as a surprise at the 1998 Annual Convention and Awards Banquet.
- ◆ Connie Webb as the Acting Judging Administrator until such time as a permanent administrator has been selected. Connie Webb is authorized to continue with the additional people who already assist the position of Judging Administrator.
- ◆ Gloria Stephens as advisor to the new Judging Program.

The President made the following changes to committees:

Pascale Portelas was dropped from the International Standing Committee.

Patti Daily was dropped from the Feline Welfare Legislation Standing Committee.

## **COMPUTERIZATION STANDING COMMITTEE REPORT**

The TICA Computerization Committee, consisting of Leslie Bowers, Frances Green and David Thomas, with the ample assistance and encouragement of our Board Liaison, Don Caruthers, has reviewed the current state of the association's systems and software and has prepared the following report and recommendations. We particularly appreciate the assistance of Larry Hart, who has developed many of the software applications used by the Executive Office. Larry has been very helpful in describing the current state of the software and in exploring with us the possibilities for new capabilities. In this report, we will discuss four specific areas of office operations and one subject of more general nature. Recommendations are included in each section of the report.

1. Transactions: Since the previous committee report, the Daily Activity Report (DAR) program has been installed and it is now an integral part of the office operation. This program logs all transactions, produces an itemized statement for each customer and can produce daily and monthly reports showing the sources of income. The TICA Executive Office operates on a fee-for-service basis and TICA customers are not required to be members. Services are not rendered unless accompanied by payment, so there is no billing system needed and no customer account records are required. Credit balances occasionally exist; these credits are attached to the transactions and can be carried forward from one transaction to the next. The DAR program works well for the task that it was designed to perform: logging transactions and tracking office activity. However, the performance could be improved; an experienced clerk frequently can enter data faster than the program can process it. The committee makes the following recommendations for the improvement of the DAR system:

The user interface should be modified to allow the clerk to type a "column number" (which specifies the type of service) as an alternative to selecting items from a menu.

The interactive performance of the program needs to be optimized. The responsiveness of the DAR program seems to be limited by the significant amount of disk I/O that it performs.

Improve the usefulness of the report spreadsheets produced by the DAR program by adding column headings and totals.

2. Registration: Since the previous committee report, data entry of historical registration records for all TICA-registered cats has been proceeding alphabetically by breed and is now nearing completion. All new registrations are entered in the data base as a normal part of the daily operation.

Registrations are one of the largest single sources of revenue for the association and also represent the largest class of transactions handled by the Executive Office. Currently, the assignment of color codes and the assignment and recording of registration numbers is done entirely by hand. The results are then typed into the registration program and also typed onto certificates. The recording step is critical and requires careful manual checking. Given the volume of transactions and the fact that the process is still largely manual, we feel that this is the one process that has the largest potential for productivity improvement. Considering the amount of revenue that those transactions generate, we feel that it is most important to ensure customer satisfaction by providing an efficient service. The recommendations of the committee are:

The existing registration program should be extended to automate the coding and recording process.

Complete the implementation of the procedure for printing registration certificates. This capability exists in the current version of the program but needs a bit more work to be useful.

3. Scoring and Confirmation of Titles: In the current scoring process, each catalog is scored by hand. Scores for each cat in each ring are calculated manually and marked in the catalog and the points are then entered into a program which accumulates the points for each cat over the course of the show season. This is a time-consuming process and there is frequently a backlog of catalogs to be scored.

The confirmation of titles is entirely manual. Currently, it begins when an exhibitor submits an Application for Recognition of Wins. The scoring clerk must pull all the catalogs necessary to verify the awards that the owner has listed and verify that the requirements for confirmation of the title have been met. Since the requirements for titles are entirely different from the scoring for regional and international wins, the existing scoring program is of no help in identifying the cats which are eligible for titles or for verifying titles. Some exhibitors are unfamiliar with the confirmation process and neglect to secure titles for their cats as a result. We believe that more exhibitors would apply for the titles that their cats have earned and TICA revenue could be increased if the recognition process were made easier. The automation of both of these tasks, scoring catalogs and confirming titles, could be accomplished in a single program, since both tasks require the same detailed records of awards. The volume of data entry such a program would require would be minimized by the ability to make use of the catalog data that is captured by the various existing entry-clerking programs. The committee should therefore take as its first responsibility the task of drafting a specification for a standard interchange format for catalog and award information. The goal would be to define the interchange format in enough detail that independent developers of clerking software can easily create interfaces to produce files in the specified form. The committee should then turn its attention to the development of a scoring program that can automate the process of scoring catalogs and confirming titles.



4. Membership: Under current rules, TICA membership is not required to obtain registration, scoring, or confirmation of titles. Membership applications account for only a small fraction of transactions processed by the Executive Office. Even though the membership data base is the oldest computerized system in the Executive Office, it is the opinion of the committee that there is little business justification for redesigning it at this time.

5. Year 2000: The end of the century represents a serious threat to computerized systems of many businesses, large and small. Our initial assessment indicates that TICA is in a better position than most.

All of the date related fields in the Membership, DAR, Registration, and Scoring data bases store four-digit years and have done so since they were created. This is good news, since it means that expansion of fields in existing data bases will not be necessary to achieve Year 2000 readiness.

Here are the actions we recommend, to be completed within 1998: All machines need to be tested individually for proper behavior of their BIOS and real-time clock.

The FoxBase/FoxPro applications will have to be modified to support four-digit years input and output. This can be accomplished easily enough by including the 'SET CENTURY ON' command in each application. This may require minor adjustment of some screen layouts. Also, the staff are in the habit of entering two-digit years on many forms. These dates are automatically converted to four-digit years by the application, but not necessarily by the correct "windowing" method. This problem needs to be examined and corrected.

The credit card POS terminal in the Executive Office should be tested to determine if it will accept a valid credit card with an expiration date after "12/99", as soon as such a card becomes available. If it does not, the terminal will need to be replaced.

Respectfully submitted by the Computerization Committee, December 10, 1997.

David Thomas  
Committee Chair

## **MARKETING/ADVERTISING AND PROMOTIONS STANDING COMMITTEE REPORT**

It is the mission of the Marketing and Promotions Committee to support the vision, mission, and values of The International Cat Association.

**VISION:** To be the cat fancier's choice for exhibition, camaraderie, and guidance on breeding, standards and feline care.

**MISSION:**

- To encourage its members to be caring, responsible owners and breeders of cats who work together to promote the preservation of pedigreed cats and the health and welfare of all domestic cats.
- To have the most accurate and comprehensive certified pedigree registry in the world.
- To provide sanctioned cat shows which promote both pedigreed and non-pedigreed cats in a professional manner and which are both enjoyable and educational for exhibitors, judges and the general public.
- To encourage its members to take an active role in the community to foster responsible spay/neuter awareness through public education, to become active in voluntary service at local animal shelters or outreach programs for schools and/or senior or disabled citizens, and to become involved in citizen advisory groups to foster responsible legislation regarding the health and welfare of cats.
- To promote friendly relations between breeders in this country and other countries around the world.
- To disseminate information to breeders, owners, exhibitors, and the general public concerning breeding, exhibition, improvement of breeds, the care and welfare of all cats and to provide materials and information regarding feline issues of regional or international importance.
- To set up a foundation to encourage research on feline health issues and to provide readily available lists of resource materials on health issues to its members.

**VALUES:**

- We respect the welfare of cats as first priority.
- We foster good sportsmanship and camaraderie.
- We are a unique alternative.
- We provide efficient customer service.

**TICA's** customers are the individuals -- breeders and fanciers -- in the cat fancy who seek the services and support provided by the Association . Potential customers are animal lovers who are interested in and care about the welfare of cats. The Association focuses on the following customer requirements:

- Maintenance of a genetic registry of all breeds of felines.
- Maintenance of comprehensive standards of all breeds of domesticated cats.
- Licensing of shows to be held under the auspices of the Association.
- Honoring of outstanding felines, their owners and breeders for their accomplishments.
- Dissemination of information to promote knowledge and the interest of breeders, owners, exhibitors, and the general public concerning the breeding, exhibition, improvements of breeds and the care and welfare of all cats in general.

While potential markets for TICA services might be reflected in the memberships of other organizations, another potential market for TICA services might be reflected by the circulation of the two primary cats magazines, CAT FANCY and CATS Magazine.

### **1998-99 Marketing Plan:**

**DISCUSSION AND PHILOSOPHY:** Any marketing plan, to be effective, must address the needs of two distinct audiences, the internal audiences, and the external audiences. For the purposes of this plan the internal audiences are the current members and clubs of The International Cat Association (TICA). The external audiences are those who are potential members or customers of the Association. The plan is preliminary and fluid in scope. It is customer-based and directed and remains subject to the changes and needs of its customers and the directors of TICA.

The organization proposed in this plan is designed to ensure that all the audiences are impacted. The organization is flat in scope and decentralized. The chairs of the various departments of the Marketing Committee are expected to operate with the minimum of guidance and the maximum of initiative always ensuring the vision, Mission and Values of The International Cat Association are their guidelines. The department chairs will operate within the limitations put forth in this plan but must have the initiative to provide for the audiences they represent. This will enable them to provide the best customer service.

It is not the purpose of this document to provide the minutia of detail required for a committee to operate but only to provide a framework for the Board of Directors of The International Cat Association to better understand the proposed marketing plan for the next 2 years and the organization that will accomplish that plan.

There are no specific goals of this plan. Goals at this time would be too constricting on the implementors of the plan and much adjusting to the organization and plan will have to be accomplished in order to better facilitate its permanence in the future.;

It is the intent of this plan to focus primarily on retaining current members and recruiting new members through intensive liaison between this committee and the individual clubs. Local clubs better understand the needs of the populations they live within. With the assistance of this committee they can best recruit those populations. A grassroots campaign to increase the knowledge of local populations about TICA and to recruit those populations, can and will be the most effective tool TICA has in promoting our vision, mission, and values.

#### **ORGANIZATION:**

**The Chair of the Marketing and Promotions Committee** is responsible to the Board of Directors of The International Cat Association and for:

- The overall operation of the marketing and Promotions Committee.
- Providing guidance and assistance to the directors of the various departments within the committee.
- All communications with national and international media.
- Assisting the sponsoring TICA club with marketing and promoting the semi-annual and annual shows.
- Developing a TICA Booth for use by clubs at their shows.
- Submitting through the Board Liaison to the Board of Directors, application of volunteers to become members of the Marketing and Promotions Committee.

**The Director of the North American Internal Marketing and Promotion Department** will be responsible to the Chair of the Marketing and Promotions Committee and for:

- Developing a line of communications between all TICA clubs in North America and the department.
- Surveying the individual clubs to determine their marketing and promotions needs.
- Providing local clubs with direction on how to better promote their club and TICA with the local community.
- Provide local clubs with sample press releases and guidance on developing relationships with local media.
- Provide the chair of the Marketing and Promotions Committee with a report of activities to insure the Board of Directors is kept apprised of the committee's activities on a semi-annual basis.

**The Director of the International Marketing and Promotions Committee** would be responsible to the Chair of the Marketing and Promotions Committee and for:

- Developing a liaison between the committee and all clubs outside North America.
- Determining and understanding the needs of those international clubs so as to better market and promote TICA to the local community.
- Provide the Chair of the Marketing and Promotions Committee with a report of activities to insure the Board of Directors is kept apprised of the committee's activities on a semi-annual basis.

**The Director of the Promotions Department of the Marketing and Promotions Committee** is responsible to the Chair of the Marketing and Promotions Committee and for:

- Developing a line of TICA promotional items that may be sold in a TICA booth at TICA shows. (Local clubs, RD's and the Executive Office could share in the profits.)
- Exploring the opportunities of developing a catalog of cat products to both promote TICA and provide income.
- Exploring other activities that may promote TICA and its missions.
- Provide the Chair of the marketing and Promotions Committee with a report of activities to insure the Board of Directors is kept apprised of the committee's activities on a semi-annual basis.

**REQUESTS:** This plan is preliminary in nature and proposed for the 1998-99 season. The Marketing and Promotions Committee submits this plan for the Board of Directors approval. The committee also requests approval of the following:

- The enclosed budget as submitted.
- Authority to directly liaison with TICA affiliated clubs.
- The TICA Executive Office provide the committee with the addresses of TICA affiliated clubs and their current secretaries.
- Access to TICA letterhead stationery and envelopes.

**CONCLUSIONS:** This plan is only proposed and is written with the understanding that the Board of Directors may make those changes they deem necessary to improve the plan's ability to best foster the vision, mission and values of TICA. The scope of this plan is ambitious in nature but with a strong endorsement from the TICA Board of Directors and a concerted grassroots effort by the TICA affiliated clubs, it should provide a catalyst to improve the growth and prosperity of The International Cat Association.

## **INTERNATIONAL STANDING COMMITTEE REPORT**

### **Southern Europe:**

France-No problems reported. No new information on governmental control. France shows are producing some large entries which show a decided growth pattern.

Italy-Bra, Italy had another successful show. With Masami Picardello, Olga Dentico Seta and Pier Luigi Seta all working diligently for TICA, future growth will occur.

Portugal-Information not available at this time.

Spain-Information not available at this time.

### **Northern Europe:**

Marcel Louwyck has furnished a great deal of information to this committee. He has tracked shows each in their immediate area. Due to the fact that for many years, there were so many Traditional shows in each small area, people did not have to travel out of their area for competition. That, combined with the cost of travel in Europe, produced small, localized show areas. With just a few TICA shows in a country, no an area within the country, smaller entries occur. This can change as TICA grows. These first TICA clubs are like settlers in a new world. It takes time to get established before growth can occur.

Belgium-TICA is doing well here. Madame Baudoux always puts on successful TICA shows.

Germany-Experiencing growing pains. Mr. Louwyck is closely monitoring the internal situation. He is also working with Mrs. Connie Webb, Board Liaison, for the International Standing Committee and myself in this matter.

Austria-The Blue Danube Cat Club has held both a May and a September show and is working closely with other surrounding countries to encourage TICA shows.

Russia-Russia continues to enlarge their show schedule. All the people in the Russian clubs should be congratulated for all their hard work in behalf of TICA.

Holland-No information available at this time.

### **Asia:**

Japan-Japan as usual continues to grow and encourage new judges and new clubs. The first TICA Semi-Annual held in Tokyo, is a major coup for Japan and all the clubs and members in that country that work so hard for TICA.

### **South America:**

Brazil-Brazil continue at a steady growth pace.

Argentina-this country continues to produce fine TICA shows and several of their exhibitors are now showing in the USA.

Peru-This country had its first show this year. It was very successful, with great publicity and interest generated for an active cat fancy within the country.

### **North America:**

Mexico-The show in Mexico are steadily growing with more and more US exhibitors showing South of the border. The Mexican efforts in regards to the altering program are excellent with great results.

**Observations:** At this point in time, TICA needs to encourage growth by encouraging new people to enter the TICA Judging Program. Growth would occur more quickly in certain countries with the availability of local TICA judges. Prohibitive costs limit the shows that can be successfully held in a country. US judges can be used coupled with a growing list of national judges would successfully cut down on expenses for a club and in turn encourage growth.

**Recommendations:** It is recommended that the International Standing Committee actively locate, encourage and assist people interested in the Judging Program. All the necessary requirements will be required. As for all TICA judges, by enlarging the pool of judges accessible to many of TICA's new member countries, we are effectively enlarging TICA's international growth.

### **Continuing Education Program:**

Objectives: To provide continuing education to applicants, trainees, judges, members and prospective members in TICA's growing international members. The continuing education program will consist of schools, seminars, conferences and general membership meetings. This program will be pre-arranged and held either as part of a TICA show program or as a separately planned program with the dates to be determined by the international area requesting such programs. Programs available will be judging schools, clerking schools, show management seminars, judge's seminars, ethics seminars, breed seminars and general discussion of TICA's By-Laws, Show Rules, and Registration Rules. These programs will be open to all TICA members and to prospective new members. At this time, all the needed materials are being obtained, along with any necessary supplies needed such as pictures, articles and TICA forms.

## ***The International Feline Foundation Report (TIFF)***

The following report was presented by Connie Zimmerman at the 1998 Semi-Annual Meeting of the Board of Directors of TICA and reprinted by permission of Ralph C. Shelton II, Esq., President of TIFF:

From: Ralph C. Shelton II, Esq.  
Subject: Status and Duties  
Date: February 2, 1998

The International Feline Foundation has now existed for a sufficient period to have allowed for significant fund raising as well as a "fleshing out" of our Board. The purpose of this memorandum is to set forth the duties of certain individuals, and to describe our near-future plan as well as currently identified long-term goals.

**BOARD MEMBERS:** At the present time, our Board consists of Connie Zimmerman, Karen McInchak, Laura Friis, Ellen Crockett, Kay DeVilbiss, Dr. Lindsay Oaks, and me.

Dr. Oaks will primarily be concerned with grant review. In that capacity he will work with Ms. Friis. At such time as there is a necessity for additional grant review personnel, Ms. Friis will head the effort to secure sufficient assistance in that regard.

Ms. Zimmerman will be responsible for dissemination of grant review memoranda and invitations for applications. In that capacity, she will interface with Dr. Oaks and Ms. Friis.

Ms. Crockett's responsibility will continue as it is at present, she being our financial officer.

Ms. DeVilbiss will be responsible for publicity. At the present time, this will call for the preparation of communication to the TICA membership through the TICA TREND. I recommend that she contact Ms. Crockett for a complete listing of recent donations to include in each submission. I further recommend that a tri-fold brochure be developed as soon as practical suitable for distribution at shows.

Ms. McInchak will continue in her at-large capacity and as Secretary.

### ***NEAR-FUTURE PLAN:***

**Funding:** As the Foundation has amassed sufficient funds to fund small studies, it is immediately hoped that we will find a suitable subject for funding. The Winn Foundation commonly receives fall-off work from the Morris Foundation, typically efforts which are too small for Morris's effort. It is suggested that we work through Hillary Helmrich at Winn to secure information regarding such "overflow" as may be available, and look first to that source for a suitable grant candidate. By this means, we will be able to take the Foundation to its next logical step, that of funding actual feline research. The TICA Annual is in September in San Antonio, and it would be in the best interest of the Foundation to present to the assembly a report on the progress of our efforts.

**Electronic Communication:** Additionally, I feel that it is not only appropriate that we establish a presence on the World Wide Web. This medium provide an effective means of communication and a wide audience, as well as enhancing the image of the Foundation as an entity of substance. This presence should include general information and a data bank of information related to feline health as well as references to other resources. Mr. Eric Pessoa has agreed to assist us in this regard free of charge.

**Logo:** Some discussion has been had relating to the adoption of a logo for TIFF. Mr. Eric Pessoa made a submission, and I understand there was one other which was rejected early on. I have contacted Mr. Pessoa with suggestions for modifications, and will request that he forward the graphic to the board directly.

**Awards:** At the annual meeting of the Board, we ratified the adoption of the Norman Servies award to recognize the most significant donor, as determined by the Board, each year. IPICaC, a TICA club, donated last year's trophy, and it is anticipated that IPICaC will do so again. The Board also approved the notion that similar awards may be given by the Foundation from time to time. I recommend that we continue to do so in order to recognize outstanding donors, so long as the expense of such awards are born by clubs or individuals, and not drawn from TIFF funds.

**LONG-TERM GOALS:** In addition to directly funding research, I have identified two important long-term goals for the Foundation. First, the establishment of an endowment and second, sponsoring inter-foundational communication.

**Endowment:** The endowment is an obvious goal. While funds can be raised and directly applied to research. The continuing viability of the Foundation will depend upon the existence of an endowment. Through this device, we will be better enabled to ensure the existence of funding for future projects, and hedge against inflation. By maintaining a fund and applying the interest thereon earned to research, the body of funds will be available to produce interest for funding projects.

**Inter-Foundation Communication:** The second goal harkens back to my initial meeting with Hillary Helmrich of the Winn Foundation. Morris, Winn and other animal-related charities commonly overlap their efforts. While some communication is maintained, there is no real coordination of effort. As a result, the limited research dollars are not put to their best use.

It seems that these two major players would be amenable to our suggestion of periodic conferences through which the efforts of the various foundations could be coordinated. By this means, we would all be able to determine which foundation is working in what areas at what time, and thus to reduce duplication of effort as well as more effectively address the broad range of health issues.

The additional benefit to TIFF would be that, as a leader in that effort, TIFF would move to a more prominent position in the feline charitable community than would otherwise be possible at this stage of maturity, thus permitting TIFF to "piggyback" on the public image of Winn and Morris. By this means, TIFF will be able to enhance its public image, reach a larger audience, and step up fund raising efforts.

**CONCLUSION:** As always, I think each and every member of the Board for the effort and time they have invested. The process of moving the Foundation forward has been longer and more arduous than I had anticipated, but it would seem that we are now on the smoother path. I encourage each Board member to contact me frequently by any means convenient to them.

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**The International Feline Foundation**  
**Board of Directors**

**Ralph C. Shelton II, Esq.**, Chairman and President, 3 Hutton Centre Drive, Suite 620, Santa Ana, California 92707, rcsii@schiff-shelton.com. An attorney and senior partner in the firm of Schiff & Shelton, Mr. Shelton's charity and foundational background is primarily in fund raising for charities and representing professional fund raisers. He represents a number of clients in the charity community. A former professional entertainer, Mr. Shelton received his Bachelor of Science in Law in 1986 and his Juris Doctor in 1987. He serves as counsel to the TICA Southwest Region, and has also served as counsel to Northern Europe. He was appointed several years ago to the Legal Committee of TICA.

**Connie Zimmerman**, Vice-President, 3400 260th Ave. NE, Redmond, Washington 98053, (425)836-2663, conniez@nwlinc.com. Ms. Zimmerman is the Vice-President of TICA, and a long-time member, formerly the Regional Director of the Northwest Region. A Certified Public Accountant, her background is in accounting and business management. Ms. Zimmerman was the founding President and Chairman of the Foundation.

**Karen McInchak**, Secretary, 995 Paloma Road, Del Rey Oaks, California 93940, CowchSpud@aol.com.

Ms. McInchak was born and raised in San Jose, California. A TICA judge since 1984, she attended Pacific Lutheran University in Tacoma, Washington, majoring in Biology and Psychology. Ms. McInchak has 20 years experience in banking and accounting.

**Laura Friis**, #305-1270 Johnson Street, Victoria, BC, V8V 3P1, CANADA, (250)389-0672, LFRIIS@FWHDEPT.env.gov.bc.ca. Ms. Friis is a wildlife biologist with the British Columbia Wildlife Branch, Ministry of Environment, Lands and Parks. Before taking this position in 1992, she worked for many years in wildlife research, particularly on issues relating to wildlife health. She attended Simon Fraser University for her B. Sc. in Biology, and attended the University of Victoria for her M.Sc. in Zoology. Thesis topic was geographic variation and taxonomic status of the grey wolf in British Columbia and surrounding areas. Involved with the cat fancy for over 25 years, she is a TICA charter member. Although not a breeder, she currently owns two Abyssinian alters. She has first-hand experience in the grant process.

**Ellen Crockett**, Treasurer, 7723 Green Garland Drive, Springfield, Virginia 22153, (703)644-4362, vicrock@criss.com. Ms. Crockett has a Bachelor of Science in Biology from Cornell University, and attended graduate school at Syracuse University studying Forest Zoology. Her majors were Genetics, Ethology (behavior) and Taxonomy. For the last seven years, she has been working with non-profit organizations. First, with a chapter of Y-Me, the national breast cancer support group, and now with The Arlington Institute, and educational think tank. As a judge in TICA since 1985, she has been instrumental in the creation of several clubs.

**J. Lindsay Oaks** DVM, PhD, Department of Veterinary Microbiology & Pathology, Washington State University, Pullman, Washington 99164-7040, (509)335-6044, loaks@vetmed.wsu.edu. Dr. Oaks is a veterinary microbiologist currently employed by Washington State University as an instructor and diagnostic microbiologist. He obtained a B.S. degree in Biology, followed by my D.V.M. in 1986 from Colorado State University. He was in private practice for approximately 5 years, both in the United Arab Emirates and California, primarily focused on horses, birds and exotic animal species with some companion animals. He entered the academic world in 1991 at Washington State, where he completed a residency in diagnostic microbiology in 1995 and a Ph.D. in 1997. He is diplomate of the American College of Veterinary Microbiologists in the areas of bacteriology and virology. His primary research area is in virology.

**Kay DeVilbiss**, minusdtl@flash.net. Ms. DeVilbiss's degree is in Secondary Education and Nutrition, and she has significant additional study in Accounting, Tax Law and Management. Retired with 33 years from Internal Revenue Service, she served in positions including Tax Auditor, various levels of management, and Management Analyst on the Directors Staff. Edited and taught numerous Tax Law, Quality Assurance, Process Analysis and Control, and Management classes. She was elected to three terms and served 10 years as a School Board Trustee, worked to secure several grants for specific projects, and is a member of the Adopt-A-School-Board which worked to match school needs with business resources to enhance education opportunities. She has been a cat lover all her life, and after her children were grown she began actively showing.

**ANNUAL REPORT  
FOR THE SEMI-ANNUAL  
FEBRUARY 1998  
JAPAN**

- I. The TICA 1998 Annual Championship and Household Pet Cat Show & Awards Banquet will be held in San Antonio, Texas on September 5th & 6th 1998. The show will take place in the Henry B. Gonzalez Convention Center, North Exhibit Hall, San Antonio, Texas. The show managers are John & Vicki Jo Harrison, 7354 Meadow Breeze Drive, San Antonio, Texas, 78227-1629, telephone: 210-674-0751. The entry clerks are Maricia Munden & D'Ann Kovic, 4432 Avonshire Lane, Plano, Texas, 75093, telephone: 972-867-0683.
- II. The official show hotel for the Show and Banquet is the historic Menger Hotel, 204 Alamo Plaza, San Antonio, Texas 78205, 1-800-345-9285. The Plaza Ballroom has been secured for the Banquet and Awards Ceremony. The dinner menu consists of a beef, chicken, or vegetarian entree and dessert for an approximate cost of \$30.00.
- III. Leslie Bowers, TICA Executive Secretary, has been given the name of the contact person at the Menger Hotel to make arrangements for the Board Meeting.
- IV. A Friday Night function is currently being arranged.
- V. A full flyer is scheduled to be mailed out in March 1998.
- VI. American Airlines has given the host club, Mission City Cat Club, one free round-trip ticket for every 25 tickets purchased using TICA Star #0788ua, 1-800-433-1790, or contact Maricia Munden, Judith Time Travel, 972-661-8463. Valid dates of travel are from August 30, 1998- September 10, 1998.

John & Vicki Jo Harrison  
Show Managers



**TICA TREND Financial Report, July-December 1997**  
**Volume 18, Number 4-6**

Cathy Welch, TICA TREND Editor  
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Printing:	\$7,633.06
Postage & Handling:	4,560.67
Editor's Fee:	5,000.00
Production Cost:	\$17,193.73
Income:	8,289.50
Editor's Commission:	-2,502.95
	\$5,786.55
<b>Total Cost:</b>	<b>\$11,407.18</b>

Due to a savings in postage and nearly doubling the amount of income from advertising, this is a savings of \$2652.98 from the first three TICA TREND's of 1997.

The following is a printing and postage cost analysis done as part of the committee work on the possibility of returning show results to the TICA TREND and is included here for your information:

December 5, 1997

While I've been editor (6 finished TICA TREND's and one still at the printer), we have printed an average of 2,457 copies of the TICA TREND per issue (varying in actual number from 2,000 to 2,800). The postage estimates I got were based on the Oct/Nov TICA TREND: We printed 2,200 TICA TREND's and we mailed 2,038 individually (100-plus were boxed and shipped to the Executive Office). So the below estimated totals are on the low side compared to our annual average.

**Postage:**

Our standard 44 page TICA TREND weighs 3.9 ounces

12 extra pages (56 pages total) weighs 4.7 ounces

16 extra pages (60 pages total) weighs 5 ounces

20 extra pages (64 pages total) weighs 5.3 ounces

These are actual weights from the post office and that's what the postage estimates are based upon.

We mailed 313 Oct/Nov TICA TREND's 1st class at \$1.01 each for a total cost of \$316.13

56 pages would cost \$1.24 each for a total cost of \$388.12

60 pages would have cost the same as 56 pages

64 pages would have cost \$1.47 each for a total cost of \$460.11

We mailed 120 Oct/Nov TICA TREND's 1st class to Canada at \$1.13 each for a total cost of \$135.60

56 pages would have cost \$1.32 each for a total cost of \$158.40

60 pages would have cost the same as 56 pages

64 pages would have cost \$1.51 each for a total cost of \$182.40

We mailed 1154 Oct/Nov TICA TREND's bulk mail at \$0.29 each for a total cost of \$334.66

56 pages would have cost \$0.33 each for a total cost of \$380.82

60 pages would have cost \$0.34 each for a total cost of \$392.36

64 pages would have cost \$0.35 each for a total cost of \$403.90

We mailed 451 Oct/Nov TICA TREND's bulk mail (to Europe, Japan, etc) at \$1.37 each for a total cost of \$617.87

56 pages would have cost \$1.65 each for a total cost of \$744.15

60 pages would have cost \$1.75 each for a total cost of \$789.50

64 pages would have cost \$1.86 each for a total cost of \$838.86

What these prices do NOT include is airmail to countries outside of North America (USA and Canada) and we do have those too (although apparently not for this issue). We are also missing the increased cost of UPS'ing the 100-plus TICA TREND's to the EO but that is probably a negligible cost increase (maybe \$50.00-\$100.00 additional per year).

**Printing estimate:** I did not get a new estimate on printing costs. I haven't been able to get in touch with the man who does the estimates but I discovered that I had asked for and received an estimate for 64 pages when I got the other printing estimates for the Annual. These estimates were given in June so they may be a little below the current cost:

56 pages would cost an extra \$290.00 for 2200 copies of the TICA TREND

64 pages would cost an extra \$507.00

I assume 60 pages would be about midway between the two additional costs.

My estimate is that \$4,000.00 per year extra is the bare minimum cost (and that's probably undercutting it a lot since the estimates are based on a per issue printing of almost 500 copies less that the average per issue printing). I think \$7,000.00 per year would be a more comfortable estimate (since we are missing estimates on airmail, which is double, or more, the cost of US 1st class postage).

Also, I can't emphasize strongly enough that the actual annual cost will depend on the actual number of TICA TREND's printed and mailed. If our membership and subscription numbers increase, so will our costs.