

THE INTERNATIONAL CAT ASSOCIATION, INC.

2016 Winter Board Meeting

January 22-24, 2016

Harlingen, Texas

President, Fate Mays, opened the meeting on Friday, January 22, 2015 at 8:00AM at the Courtyard by Marriott in Harlingen, Texas. The following Board members were present:

President, Fate Mays

Vice President, Bobbie Tullo

Directors:

Great Lakes, Mike Vasquez

Mid Atlantic, Susan Adler (by Skype)

Mid Pacific, Gloria Mahan

Northeast, Donna Madison (by Skype)

Northern Europe, Ralph Stadter

Northwest, Ellen Crockett

South America, Luiz Paulo Faccioli

South Central, Wendy Klamm

Southern Europe, Damien Bourreau

Southeast, Laurie Patton

Southwest, Alex Chisholm

Western Europe, Phil Cornwell

Lisa Dickie, Associate International Area Director (by Skype). Motoko Oizumi, Asia, was unable to attend. Treasurer, Vickie Fisher was present. Marketing Director, Roemann Fulkerson joined the meeting later.

The President welcomed the new members of the Board, Gloria Mahan, Mid Pacific Regional Director and Donna Madison, Northeast Regional Director.

Susan Adler, Legal Counsel to the Board, reminded the Board of their fiduciary duty. The fiduciary duty is the highest of responsibility to the association, extending beyond regional and personal interests. Decisions must be made for the benefit of the association.

The 2016 Spring Meeting will be May 20, 21, 22, 2016. The meeting will be electronic and Stadter will make recommendations on the times. The President will let the Board know the times at a later date.

1. Unanimous consent by Tullo to amend 2015 Annual Meeting Minutes as follows:
 - a) Add prior to Motion 38: Presentation by Pam Barrett to hold the 2017 Winter Meeting in conjunction with The New Culture show.
 - b) FOLLOWUP Report (5, 6, and 8): IN is listed as a region and should be listed as an International area. Without objection.

2. Unanimous consent by Crockett to move to a Committee of the Whole to hear a presentation by Larry and Lesley Hart. Without objection.

Lesley Hart presented the latest IT report which detailed the current programming projects, upgraded equipment at the Executive Office, and new scanning solutions.

3. Unanimous consent by Crockett to go into Executive Session with Fisher, Cardona, Anderson, and Bowers remaining in the meeting. Without objection.

As a result of an audit comment, the Board noted the President's approval of salary payment to Leslie Bowers, Business Manager, during her illness.

The President explained that he had approved and signed a new agreement for Legal Counsel, Susan Adler, as there had been no changes to the document.

4. Unanimous consent by Patton that the Yearbook Contract be amended to read: a minimum of two articles are "recommended" to be included in the Yearbook and "the editor will not be penalized" if the articles are not in the Yearbook. Without objection.

The meeting dates for the 2017 Winter Meeting are January 25, 26, and 27, 2017.

Roeann Fulkerson presented her Marketing Report. (See Addendum.)

5. Motion was made by Klamm and seconded by Patton to nominate an individual to be awarded as the TICA Treasure at the 2016 Annual Banquet. Motion carried.

6. Motion was made by Bourreau and seconded by Klamm to nominate an individual to be awarded to the Hall of Fame at the 2016 Annual Banquet. Motion carried.

7. Motion was made by Stadter and seconded by Tullo to approve Hanne Cuyle for LH/SH Trainee. Motion carried.

8. Motion was made by Mahan and seconded by Tullo to approve Ann-Charlotte Joseph for LH/SO Trainee. Motion carried.

9. Motion was made by Adler and seconded by Stadter to promote Christina Baumer to Probationary Specialty. Motion carried.

10. Motion was made by Vasquez and seconded by Faccioli to promote Jamie Christian to Provisional Allbreed. Motion carried.

11. Motion was made by Klamm and seconded by Stadter to promote John Creech to Provisional Allbreed. Motion denied.

12. Motion was made by Chisholm and seconded by Tullo to promote Lorraine Shelton to Provisional Allbreed. Motion carried.

13. Motion was made by Chisholm and seconded by Crockett to promote Marion Yates-Schiff to Provisional Allbreed. Motion carried.

14. Motion was made by Patton and seconded by Tullo to promote Theresa Kempton to Approved Allbreed. Motion carried.

15. Motion was made by Patton and seconded by Crockett to promote Rene Knapp to Approved Allbreed. Motion carried.

16. Motion was made by Vasquez and seconded by Klamm accept Rick Hoskinson as a Transfer Judge Approved Specialty. Motion Carried.

17. Unanimous consent by Crockett to go out of Executive Session. Without objection.

18. Unanimous consent by Crockett to go into a Committee of the Whole to allow Jennifer Effendi to give a presentation on Red Roof Inn (later, Ms Effendi took the Board to lunch).

19. Unanimous consent by Crockett to go out of a Committee of the Whole. Without objection.

20. Unanimous consent by Tullo to recess for lunch. Without objection.

21. Unanimous consent by Crockett to go back into Executive Session to include Anderson, Cardona and Bowers. Without objection.

22. Motion was made by Crockett and seconded by Stadter to relicense all of our judges with the exception of Jimmy Reardon, Bill/Susan Lee, Richard Bailey, Eduardo Borrás, Hiromi Osada, and Marie France Dendauw. Motion carried.

23. Unanimous consent to relicense judges Bill/Susan Lee, Richard Bailey, Eduardo Borrás, Hiromi Osada, and Marie France Dendauw when they have fulfilled their requirements. Without objection.

24. Motion was made by Madison and seconded by Faccioli not to relicense Jimmy Reardon; he can reapply in 1 year. Motion carried.

25. Unanimous consent by Crockett to approve Pat Harding and Sue Becknell as Judge Emeritus. Without objection.

26. Unanimous consent by Patton to take no action on the Jessica Perry complaints as she made restitution on both complaints. Without objection.

27. Unanimous consent by Tullo to leave Executive Session. Without objection.

28. Motion was made by Crockett and seconded by Patton for TICA to pay up to 5 nights in the hotel and up to \$33 per day for 2 days or \$40 per day for up to 4 days per diem. Motion carried unanimously.

29. Motion was made by Chisholm and seconded by Klamm to increase airfare compensation for this meeting to fully cover international fares and to pay for up to \$475 for domestic fares. Motion carried unanimously.

30. Motion was made by Madison and seconded by Stadter to delete Judging Program 49.4.6.5: "Must resign their current Judge's License prior to applying, if applying from an association within North America." and

amend Judging Program 49.6 to read: “All applicants must meet the basic requirements of 49.4; however, as the individual circumstances in each case are different, ~~in considering applicants from regions/countries other than North America~~, it is recommended that each applicant be considered separately for any additional requirements. The Board may approve the applicant at an appropriate level, require additional work, or deny the applicant. With the approval of the Board, the Judging Administrator may designate someone residing in a particular country/region to act as an assistant in that country/region.” Motion carried with Adler, Crockett, Klamm, and Patton opposed and Bourreau and Cornwell abstaining.

31. Motion was made by Tullo and seconded by Faccioli to amend the Judging Program as follows:

Add new rule 418.1.4: “Penalties shall include, but not be limited to, being dropped from the Judging Program, being denied advancement within the program, or being demoted following a hearing, if requested. (see 418.16)”

Amend 418.7: “In the event that **an Approved Specialty or Provisional Allbreed** Judge’s license is not renewed, and there are extenuating circumstances of which the Board is unaware, the Judge may ~~ask the Board for a hearing. However, the Board is under no obligation to grant the hearing.~~ **request a hearing within 45 days of the denial date by notifying the EO and copying the JA.**”

Delete 418.14 and 418.15: ~~418.14 An Approved Specialty Judge is on probation in the Judging Program. S/he may be dropped from the Judging Program, or denied advancement within the Judging Program, at any time upon demonstration of just cause. A hearing is not necessary.~~

~~418.15 A Provisional Allbreed Judge is on a trial basis in the Judging Program. S/he may be dropped from the Judging Program, or denied advancement within the Judging Program, or demoted, at any time upon demonstration of just cause. A hearing is recommended.~~

Amend 418.16: “No action may be taken against **any Approved Specialty Judge, Provisional Allbreed Judge, Approved Allbreed Judge** or an Instructor without full documentation of charges against that Judge and a hearing before the Board of Directors except as provided in Article 418.3.

Motion carried with Bourreau opposed because the Provisional Specialty Judges are not included in this amended rule.

32. Motion was made by Stadter and seconded by Crockett to amend Standing Rule 2017.1 to read:

“Judges Books. Judges must forward the COVER and the ORIGINAL (white copy) of all pages of the judge’s book to the Executive Office of TICA within 48 hours after the close of the show. Alternately, judges may forward a scanned document containing the cover and all white pages to the Executive Office within **48 72** hours after the close of the show.

Motion carried with Patton opposed.

33. Motion was made by Patton and seconded by Chisholm to **amend Standing Rule 901.4.3.2:** “In order for a cat/kitten to be eligible for a regional award, it must **earn at least 1,000 IW/RW points, and** be shown at least once in that region. An exception will be made in the case of kittens and household pet kittens in that a show as an adult will fill the requirement that they be shown one time in the region. Unanimous consent by Klamm to table until speaking with Jay Bangle. Without objection. Later, a unanimous consent by Klamm to untable. Without objection. Motion was made by Klamm and seconded by Patton to amend Standing Rule 901.4.3.2 as above. Motion denied with Cornwell, Klamm, Patton, Stadter and Vasquez in favor.

34. Unanimous consent by Stadter to recess the meeting at 5:20PM. Without objection.

35. Unanimous consent by Tullo to go into a Committee of the Whole for the presentations of the Minuet, the Donskoy and the Aphrodite. Without objection.

36. Motion was made by Tullo and seconded by Stadter to accept the new Minuet standard and add under PENALTY: "Dome, snub nose" and under DISQUALIFY: "Long legs" being non-standard. Motion carried unanimously. (See Addendum.)

Samantha McConnell and Lynn Helke gave a presentation on the Minuet Breed Group to the Board.

37. Motion was made by Tullo and seconded by Faccioli to accept the Minuet Breed Group for championship effective May 1, 2016. Motion carried unanimously.

38. Motion was made by Madison and seconded by Tullo to accept the Donskoy for championship. Unanimous consent by Crockett to table the motion pending more information from Madison. Without objection. Later, unanimous consent by Crockett to untable the Donskoy. Without objection. Then unanimous consent by Madison to go into a Committee of the Whole to let pertinent people speak on the matter of the Donskoy. Without objection. Motion was made by Madison and seconded by Stadter to advance the Donskoy to championship status. Motion carried with Crockett, Faccioli, and Vasquez opposed.

39. Unanimous consent by Crockett to deny advancement to Preliminary New Breed on the Aphrodite because the requirements have not been met. Without objection.

40. Motion was made by Tullo and seconded by Crockett to accept the audit report prepared by Long Chilton, LLP, for the period ending June 30, 2015. Motion carried unanimously.

Vickie Fisher, Treasurer, presented the Financial Report to the Board. (See Addendum.)

41. Motion was made by Tullo and seconded by Faccioli to accept the Financial Report. Motion carried unanimously.

42. Unanimous consent by Crockett to go out of the Committee of a Whole. Without objection.

43. Motion was made by Crockett and seconded by Stadter to take no action on the proposal to add Top 15 finals to the shows at this time for financial reasons. Motion carried with Borreau and Madison opposed. Comment by Stadter: There are very few shows which would qualify for Top 15 finals. However, the impact on the scoring process and programming would create a lot of effort. There are other issues which need to be resolved by programming first.

44. Unanimous consent by Klamm that the Cat Therapy Program be addressed at the Spring Meeting. Without objection.

45. Unanimous consent by Crockett to refer to the Rules Committee, Show Rule 210.13: Owners may request PO status for their cats in Congresses. Without objection.

46. Unanimous consent by Crockett to send to the Rules Committee: Remove the annual fee for both the clerking and entry clerking programs. If the test is submitted on a timely basis-no fee. If the test is late charge a \$10 late fee. Without objection.

A presentation was given by Vice President, Bobbie Tullo, on the updating and revitalization of the TICA U (TICA University) website. A committee has been formed with people responsible for maintaining each school. Future plans to make it more interactive, refresh regularly and use social media to promote the site were discussed.

47. Unanimous consent by Southern Europe Regional Director, Damien Borreau to accept the new LOOF Agreement between TICA and LOOF. The President signed the agreement to be taken to LOOF for their signature. Without objection.

48. Unanimous consent by Tullo to refer to the Rules Committee that the Registration Rules 33.8.3 for Championship Advancement: should state "10 shows while in ANB". Without objection.

President Mays asked that the Regional Directors remind their membership that the status of work at the Executive Office is better placed in an email to the Executive Office than on facebook.

49. Unanimous consent by Adler to refer the rules on show dates given by directors to the Rules Committee. Without objection.

50. Motion was made by Klamm and seconded by Adler to abolish the Outstanding Cattery designation effective on the expiration of the members' current certificate due to the inability of TICA to enforce any rules with these catteries. Motion carried.

51. Unanimous consent by Crockett to leave the Committee of the Whole to go into Executive Session with Bowers, Cardona and Unangst remaining. Without objection.

52. Motion was made by Vasquez and seconded by Klamm to extend Chris Unangst's Professional Services Contract for 3 years under the current terms with a "recommendation" of two articles instead of a "requirement" for two articles, to be in the yearbook. Motion carried.

53. Motion was made by Klamm and seconded by Madison to go out of Executive Session and recess for the day. Motion carried.

On Sunday, January 24, 2016, the meeting was called to order by President Mays at 8:30AM.

BOURREAU LEFT THE MEETING AT 09:15 AM.

Stadter presented the report for Computer Committee.

54. Motion was made by Crockett and seconded by Faccioli to recommend that the Computer Committee along with the IT staff proceed with the implementation of a Ticketing System. Motion carried with

Cornwell, Klamm, Mahan, Patton, and Vasquez opposed. Comment by Klamm: While I am in favor of a ticketing system, I voted NO because I thought we should have had Lesley Hart's input prior to voting on this. Comment by Patton: I voted no because there was no input from the webmaster.

55. Unanimous consent by Klamm to go into Executive Session to include Cardona. Without objection.

56. Unanimous consent by Crockett for the Computer Committee be tasked to write a job description, within 60 days, for a Project Manager or other job title to assist the Executive Office in moving programming forward. Without objection.

57. Unanimous consent to go out of Executive Session. Without objection.

THE MEETING WAS ADJOURNED AT 11:40AM.

FOLLOWUP

No.	Item	Lead	Status
1	Refer proposal back to Rules and then Legal on 23.6.7.1 Transfer Traditional Entries to TICA show on opening day of show; Rules should look at 23.6.6 and 23.6.7.	Rules	S2016
2	Refer back to Rules for clarification of the Therapy Cat Title program requirements.	Patton/Rules	S2016
3	Research and submit the rule changes needed to implement Top 15 finals if 75 or more cats are competing in the class and set timeline.	Rules	W2016
4	Research registration rule 33.1.2 needs clarification	Rules	W2016
5	Research and make sure that regional awards for the International Region is not in conflict in any rule. For example; Standing Rule 1012.1	Rules	W2016
6	Lisa Dickie can be associate director and she will remain non-voting because she does not live in the region. IN is a region. Just non-voting. The IN region does not have a country or group of countries with enough people to have a regional director therefore it is non-voting.	Bowers – Approve	W2016
7	TICA Executive Office will prepare an IT report every month and send to the Board.	EO	W2016
8	Find out if the IN region receives a rebate	EO	W2016
9	Develop email notification for owner of the sire that a litter has been registered using that sire.	EO	W2016
10	Review the future meeting schedule. (To be done at every meeting from now on)	Board	W2016
11	Cat Therapy Program	Patton/Rules	W2016
12	Judging Program 418.7	Mays/Rules	W2016
13	Design a watermarked Pedigree to be emailed as PDF.	EO	W2016
14	Investigate problems with current Outstanding Cattery Qualifications	Adler/Klam m	W2016
15	Trial procedure (60 days) email DAR to PDF to clients.	EO	W2016
16	Reword the reciprocity agreement	Adler	W2016

FOLLOWUP

02/03/2016

No.	Item	Lead	Status
1	Rules and then Legal on 23.6.7.1 Transfer Traditional Entries to TICA show on opening day of show; Rules should look at 23.6.6 and 23.6.7.	Rules	S2016
2	Clarification of the Therapy Cat Title program requirements and approval of Therapy Cat Program	Patton/Rules	S2016
3	Develop email notification for owner of the sire that a litter has been registered using that sire.	EO	S2016
4	Review the future meeting schedule. (To be done at every meeting from now on)	Board	S2016
5	Design a watermarked Pedigree to be emailed as PDF.	EO	S2016
6	Trial procedure (60 days) email DAR to PDF to clients.	EO	S2016
7	Show Rule 210.13: Owners may request PO status for their cats in Congresses.	Rules	S2016
8	Remove the annual fee for both the clerking and entry clerking programs if the test is submitted on a timely basis. If the test is late there will be a \$10 late fee.	Rules	S2016
9	Computer Committee and IT staff proceed with the implementation of a Ticketing System.	Computer Committee	S2016
10	Write a job description for a Project Manager or other job title to assist the Executive Office in moving programming forward.	Computer Committee	S2016

ADDENDUM

MINUET BREED GROUP (MNT/MNL)

The Minuet and the Minuet Longhair are short-legged, medium to substantially boned cats. They are distinguished only by the appearance of the coat with the shorthair having a plush all-weather coat and the longhair a long silky coat with britches and a plumed tail.

HEAD	40
points	
Shape.....	10
Eyes.....	10
Ears.....	8
Chin/Nose/Muzzle.....	7
Profile.....	4
Neck.....	1
BODY.....	40
points	
Legs.....	10
Torso.....	8
Tail.....	7
Boning.....	7
Musculature.....	8
Feet.....	2
COAT.....	20
points	
Length.....	10
Texture.....	10

CATEGORY: All.

DIVISIONS: All.

COLORS: All.

PERMISSIBLE OUTCROSSES: Persian Breed Group, Munchkin Breed Group.

HEAD:

Shape: Round, broad, with well-rounded contours when viewed from any angle. Cheeks moderately full, top head rounded but not domed.

Ears: Medium with preference given to slightly smaller ears but not extreme. Rounded tips. Set wide apart.

Eyes: Large and round, wide open but not protruding. No brow ridge. Deep brilliant eye color is preferred which conforms to coat color.

Chin: Rounded and moderate

Muzzle: Moderately short and broad with well-rounded whisker pads.

Nose: Moderately short, broad and with an obvious stop, but no break; not snub. Top of the nose leather should not come above the lower edge of the eye.

Profile: Gentle curve to a moderate stop

Neck: Head should blend into moderately short neck.

BODY:

Torso: Semi-cobby, well rounded. Straight top-line preferred, slight rise from the shoulders to tail is acceptable.

Legs: Short, well developed, firm musculature. Outer upper thigh boning and musculature may be thick

and pronounced due to short legs. Inner leg straight with little to no bowing though slight bowing is acceptable.

Feet: Rounded and neat, tufts on longhairs.

Tail: In proportion to body length or longer, not short. Long hairs should be plumed and flowing

Boning: Medium to substantial. In front, legs should be short and straight from the breadth of the chest adding to sturdy appearance.

Musculature: Substantial, firm and noticeable on front legs.

COAT/COLOR/PATTERN:

Length (MNT): Short. Dense but slightly longer than other shorthairs; standing away from body.

Length (MNL): Dense, full, allowing for seasonal variations.

Texture (MNT): Plush, double coat preferred, all weather, not lying flat.

Texture (MNL): Soft, slight undercoat gives the coat body but coat still falls smoothly. Not cottony. Possible curls on underbody.

GENERAL DESCRIPTION: The Minuet is a hybrid of the Persian Breed Group and the Munchkin Breed Group. The desired result is a cat that should be medium in size and strong, with noticeable boning and musculature. This cat should have a very open and round face with a sweet expression and large eyes that do not tear. The ideal Minuet is an active yet laid-back cat with a playful attitude.

ALLOWANCES: Locketts, nose bump.

PENALIZE: Brow ridge, dome, snub nose.

WITHHOLD ALL AWARDS (WW): Excessive tearing.

DISQUALIFY (DQ): Nose break, crooked nose, excessive bowing, long legs.



Temperament must be unchallenging; any sign of definite challenge shall disqualify. The cat may exhibit fear, seek to flee, or generally complain aloud but may not threaten to harm. In accordance with Show Rules, ARTICLE SIXTEEN, the following shall be considered mandatory disqualifications: a cat that bites (216.9), a cat showing evidence of intent to deceive (216.10), adult whole male cats not having two descended testicles (216.11), cats with all or part of the tail missing, except as authorized by a board approved standard (216.12.1), cats with more than five toes on each front foot and four toes on each back foot, unless proved the result of an injury or as authorized by a Board approved standard (216.12.2), visible or invisible tail faults if Board approved standard requires disqualification (216.12.4), crossed eyes if Board approved standard requires disqualification (216.12.5), total blindness (216.12.6), markedly smaller size, not in keeping with the breed (216.12.9), and depression of the sternum or unusually small diameter of the rib cage itself (216.12.11.1). See Show Rules, ARTICLE SIXTEEN for more comprehensive rules governing penalties and disqualifications.

TICA Financial Report

As of December 31, 2015

TICA's annual audit was completed with a "clean" opinion and is on the Winter Agenda for the Board's acceptance. It has already been published in the TREND for Membership review.

The Winter meeting reports reflect TICA's financial position and activity for the first six months of its fiscal year which ends June 30, 2016. Referencing TICA's Balance Sheet, the Association is in a very solid cash position. We continue to carry a solid bank balance and our investment account with RBC Wealth Management is performing as expected. As earnings are received into the account, they are held in a money market account. We will need to consider – probably at the May meeting – authorizing the investment of these earnings into additional investments in order to maximize return. I will have a recommendation for that meeting that is in line with the conservative investment policy followed by the Board and Association.

As to the profit and loss position for the first six months of the fiscal year, TICA is in a very positive position relative to the budget. The reports that are supplied include both the actual activity to date versus the budget to date and also activity to date compared to annual budget. As a reminder, the budget to date is created on my "best guess" of the pattern of our business activity. While some of our business activity is "predictable, other elements are less so. Also, much of the designated corporate sponsorship income and expense is not predictable and may not be budgeted. Again, the budgeting philosophy is very conservative and does not rely on this type of revenue for normal, operating expense, but as an opportunity to "invest" in activities that contribute to TICA's mission and growth.

The reports show that TICA's revenue is performing very well to budget with the exception of Yearbook revenue which is about \$10,000 (22%) less than income received for this period last year.

Looking past revenue performance to budget, the even better news is that TICA's revenue has increased year over year in the following key registration and pedigree revenue categories– for the same period – as follows:

Cattery registration – increased 12.7%

Individual Registrations – increased 12.3%

Blue Slip Registrations – increased 8.1%

Litter Registrations – increased 10%

Pedigrees – 3 generation – increased 11.2%

Pedigrees – 5 generation – increased 15.4%

Let us hope that the second half of the fiscal year continues to support this activity!

As a reminder, as last year was the first year to really have much of a national sponsorship program, most pass through and project revenue and expense were not budgeted. In addition, sponsorship revenue is recorded in income as it is "earned." To that end, sponsorship placement on the website and in the TREND are allocated throughout the year.

Some comments on certain profit/loss categories:

Annual Awards Program

Board Meeting Expense Annual – The EO continues to work on breaking out the proper classifications of expenditures of this meeting. In total, the Annual expenses appear to exceed the budget of \$53,780 by approximately \$10,000.

Freight and Postage - Includes the purchase of additional postage prior to year end. The financial report does not include an adjustment for prepaid postage available for future use.

Computer – Programming time was less than budgeted due to less use of outside resources.

Marketing - Special events includes prepayment of events for which sponsorship income is anticipated and billed for.

Professional Fees - reflects increase in annual audit cost and semi annual payment to Treasurer

MARKETING AND BUSINESS DEVELOPMENT

Winter Meeting January 22-23-24, 2016

Director Marketing & Business Development: **Roeann Fulkerson**
Liaison to Board: **Ellen Crockett and Fate Mays**

Brief Summation of Immediate Past Business Development Activities:

TICA experienced many new “firsts” in 2015, all positive and each took TICA to a new public awareness. With the distribution of the new Breed Posters TICA is gaining a foothold within the Veterinarian communities at many levels. During 2015, we worked with Vet Tech schools, Veterinarian teaching schools and established Vet offices and clinics across the U.S. and abroad.

Our president Fate Mays created a Marketing and Outreach Committee shortly after taking office. The Marketing and Outreach committee is a Yahoo Group of seven people who communicate and share ideas. Currently, members of the Committee are coordinating the TICA presence at vet conferences and pet expos, involved in TICA’s social media, and directing the drawing of a new TICA coloring book. I can’t stress enough that I, as the Director of Marketing, can bring in opportunities for TICA, but must rely on the knowledge and experience of our officers and Regional Directors to assist with providing valuable information, then helping to facilitate and complete specific tasks that may be held in their regions. Due to some crossover, this may, on occasion, be an event out of their region but it is no less important to TICA as a whole. To grow TICA we must all work proactively together.

In 2015, TICA participated at three large Veterinarian Conferences located in Denver, CO; Fort Worth, TX; and San Diego, CA. Hundreds of our new TICA World of Cats Breeds poster were distributed from the booth(s) along with the TICA Visitor Guides and 1st Edition Coloring books. These were very well received and appreciated with many follow-up orders for the items coming into the EO after the conferences. Inserted below is the 10’ TICA booth at the (AAFP) American Association of Feline Practitioners conference in San Diego.



Figure 1 AAFP TICA Booth

Vickie Fisher arranged for TICA Breed Posters, visitor guides and coloring books to be at the American Veterinary Chiropractic Association Conference held near Albuquerque, NM. Numerous breed posters were distributed. The 2016 conference will be held in Orlando, FL.

Another major undertaking in 2015 for TICA was participation in Pet Expos. This is where TICA can make a huge impression with the public who needs to learn who TICA is and what we do! TICA partnered with the national company, Amazing Pet Expos and TICA now represents the “Feline Portion” for this national Pet Expo Company. TICA participated in the Phoenix, AZ and Atlanta, GA, Amazing Pet Expos in 2015. We had wonderful TICA Volunteers who staffed the booths and brought their “bomb proof” cats to interact with the public. The welcome was overwhelmingly positive with so many people showing their appreciation and wanting to learn more about pedigreed cats, household pet cats, and TICA’s feline welfare proactive concerns. The positive impact TICA gave and received by participation at these events cannot be stressed enough. Both the Phoenix Expo and the Atlanta Expo had about 7,000 visitors each.

We have four TICA volunteers who oversee our company FaceBook page. They set a goal for themselves to build the LIKES on our page to exceed 10,000 by 2015 year ending. Well, they outdid themselves by exceeding this goal even before December arrived. One graphic post in November received over 1.7 million hits; on December 2, another post reached 95,123 Shares and reached 3,403,591 individuals. It is important to note all the growth is “organic” and no posts have had paid promotions or advertising. As of this writing, our TICA FaceBook page currently has 12,975 Likes. FaceBook is running a test where they have removed filters and are allowing people to like, love, laugh and have other reactions to Page posts. This has benefited our corporate FaceBook page in a very positive way. I want to openly thank those who have worked so diligently on this page. We need to call out a big thank you to Gloria Brennan, Lynn Helke, Shari Nolan, and Andres Munt, for their dedication and work on the TICA corporate FaceBook page. Social Media continues to be a key interaction for all businesses and TICA continues to in this area.

In mid April, each Regional Director received a letter with explanation for accepting a \$1,000 sponsorship check from Dr. Elsey Precious Cat. **There were two requirements:** Place the Precious Cat logo on the top half of the Regional website and send a brief summary of how the funds were used in the region to benefit TICA and promote the sponsor. Unfortunately, as I entered negotiations, it was noted that logo placement was perfect on some regional sites and it was nonexistent or placed at the bottom of the page on others. While the sponsorship package for 2016 does not include a similar distribution, if all Directors will send me a brief report on how the money was used, I can see if the opportunity arises to address Regional needs or request reinstatement of funding in subsequent years.

Current Happenings of Business Development:

TICA has already registered to attend four Veterinarian Conferences in 2016 with plans to attend an additional two to three more depending on size and locations. The Western Vet Conference will have 15,000 veterinarians in attendance. We will be distributing the TICA Breed Posters.

As TICA is now the official feline presence for the Amazing Pet Expos, we secured three cities where clubs expressed interest in hosting TICA cat shows in conjunction with the Expos. These will be modified mini-shows with four rings however; they should be a terrific opportunity to promote TICA and our cats via the huge publicity associated with Amazing Pet Expos.

Phoenix, AZ- April 16-17, Amazing Pet Expo and Cat Show, <http://www.phoenixpetexpo.com/>
Capital Expo, MD- May 7, Amazing Pet Expo and Cat Show, <http://www.capitolpetexpo.com>
Dallas, TX- May 21-22, Amazing Pet Expo and Cat Show, <http://www.dallaspetexpo.com/>

TICA will have a booth positioned at the front entrance/exit at each of the following nationwide 12 Amazing Pet Expos in 2016. The booth has now been standardized to include a TICA 10' pop-up banner with photo of a pedigreed cat, TICA logo and our QR code. A dark blue TICA logo table cloth, the TICA World of Cats breed poster displayed on an easel, and a 3' x 4' TICA logo hanging banner with the Dr. Elsey Precious Cat logo as well. TICA members volunteer to staff the booths with their cat(s) so the public can ask questions, pet the cats, and learn about TICA. The volunteers give TICA World of Cats visitor guides, oversized postcards of the breed poster, and the TICA World of Cats coloring books. This expanded participation at all these Pet Expos is a direct result of Dr. Elsey Precious Cat partner sponsor funding to TICA.

Cheryl Hogan and Vickie Fisher have worked diligently to put the booths together and develop the creatives for distribution and the booths standard look.

Pomona, Ca, 19,000 attendees
San Diego, CA, 14,000 attendees
Tampa, 13,000 attendees □
Santa Clara, CA, 20,000 attendees
Houston, 11,000 attendees □
Tucson, 9,000 attendees

Austin, 13,000 attendees
Denver, 13,000 attendees
Richmond, VA, 7,000 attendees
Virginia Beach, 10,000 attendees
Atlanta, 9,000 attendees
Oklahoma City, 10,000 attendees

- With each Amazing Pet Expo TICA will receive the following promotions. Half page ad included in: 5-7,000 fully colored programs handed out at the entrance
- Bag inserts: provide up to 2,500-3,000 flyers, brochures, or samples
- Sign at entrance: custom, 2'x3' for all attendees to see
- Clickable ad: custom, on each page on the event website the month leading up to the show: 18-21,000 unique hits to the website
- Custom designed slide on the homepage of the local website clickable to the TICA and Dr. Elsey Precious Cat webpage(s) from the Pet Expo site
- Logo(s) on the right column side of each page of the website (31,000 unique hits the month leading up to the Pet Expo)
- Logo(s)/name(s) mentioned on all media, including radio, broadcast TV, and cable TV stations like Animal Planet, TLC, NatGeo, Discovery. Weekly impressions equal or exceed 300,000.
- Dedicated press release for Dr. Elsey and TICA
- FaceBook ad campaign for Dr. Elsey and TICA
- E-blast campaign for Dr. Elsey and TICA
- Logo(s) on the front and back of the Amazing Pet Expo show program

TICA along with Precious Cat will again sponsor the Kitten Pavilion at the Denver County Fair in conjunction with the Yellow Rose Cat Club show. This was a huge success in 2015 with the independent survey results showing why people attended. The top draws:

29% = Craziest County Fair in America

21% = Kitten Pavilion sponsored by TICA and Dr. Elsey Precious Cat and Lil BUB present

17% = Carnival

15% = Food

TICA, through corporate sponsorship with Precious Cat, also sponsored Pet Lovers Pet Expo in Abbotsford, BC, Canada, with the cat show hosted by CanAm Cat Club, and Maple Ridge Pet Expo in BC, Canada with cat show hosted by Cat Fanciers of British Columbia.

In 2016, we have added Family Pet Shows Expo and will have a hosted cat show by Central New Jersey Cat Club in November 2016.

TICA will again be the Gold Sponsor of the World Pet Association, America's Family Pet Expo (WPA-AFPE) in Orange County, Southern California, April 22-23-24. This will be TICA's third year with Precious Cat hosting a huge cat show and premier educational event. Again, TICA represents the feline presence at this huge top class expo with massive media exposure.

TICA continues to receive Affiliate Revenue from Red Roof Inns, Motel 6, Embrace Pet Insurance, Young Again Foods, and in 2016, we are working to develop additional Affiliate programs with other major companies.

We continue to have TICA branded Seal of Approval on Nekochan Inc cat products. As a special note, I am in current negotiations with two additional worldwide companies who have requested purchase of TICA's Seal of Approval for their products. It should be noted that not all companies who apply for TICA Seal of Approval are awarded this honor. To date, we have declined two companies request.

At this writing, I am working with other companies to finalize their 2016-partnered sponsorship with TICA. Hopefully these agreements will be in place by time of Board meeting and I can provide an update of these details.

Future Projections for Business Development:

At this writing, we have secured the 2016-partnered sponsorship from Dr. Elsey Precious Cat with a significant 38% increase in funds over the 2015 agreement. The 2016 agreement will continue to cover costs to:

- Clubs for show sponsorships
- Our Annual Event and Show
- Attend and host shows at Pet Expos
- Attend Veterinarian Conferences for distribution of our Breed Posters
- Advertise in the TICA TREND

The 2016 agreement will also be covering:

- Reprinting of a 2016 version of TICA's World of Cats Visitor Guide
- Advertising money for the TICA website

And most exciting is:

A second brand new coloring book-the TICA Colorful World of Cats entitled: "All Kinds of Purrfect." The coloring books have been a tremendous asset at the both pet expos and the veterinarian conferences.

Respectfully Submitted,
Roeann Fulkerson
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