

2021 Annual Meeting Minutes

Appendix

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Breeder Listing Sub-Committee

Members: Ralph, Liz, Frances, Danny, Susan and Roemann

Meeting Dates: July 15 & August 26, 2021

Summary

1. Unanimous interest in continuing the breeder listings.
2. Listing fees; \$75 member/\$125 nonmember
3. Renewal will occur based on the month applied and not a May - April listing.
4. Renewal reminders will be sent via the new system.
5. Criteria for posting:
 - Agreement by breeder to certain info being made publicly available by posting a listing.
 - Last litter registration date.
 - At least one registered litter within the last 24 months.
 - Code of Ethics (although this needs to be revamped)
6. Details included with posting:
 - Name
 - Cattery Name
 - Contact Info (Phone, Email, Website)
 - Social Media (FB, IG, YT, Twitter)
 - Breed(s)
 - Colors Breeder Works With
 - Location (State & Country)
 - Photo(s)
 - Health Testing (*still in discussion*)
 - Guarantees (*still in discussion*)
 - Written Contract (*still in discussion*)
 - Spay/Neuter Policy
 - Cattery Lines (titles of parents)
 - Membership(s) in Breed Committee, Breed Section, BOD, etc...
 - Member Since XX
7. Disclaimers - *still in discussion*
8. Breeder Reviews - *still in discussion*
9. Criteria for Removal - *still in discussion*
 - a. Not be engaged in the purposeful breeding of mixed-breed, and therefore unregistrable cats (does not include allowable outcrosses or cats eligible for registration). This would include experimental breeds.
 - b. Permanently suspended or have members of the household who have been permanently suspended from any major animal association.

- c. Not have been permanently suspended or have members who have been permanently suspended from any major animal association.
- d. Never have had any member of the household convicted of any crime related to animals (this includes misdemeanors where the crime was in any way animal related, not just cruelty to animals or animal endangerment).

10. Number of listings (breeds) - *still in discussion*.

Future work of the committee: complaint process, Outstanding Cattery criteria, Code of Ethics rework



Update for the 2022 Winter Board Meeting and 2020-21 Awards Presentation
Marriott Houston South
Houston Texas
January 26-29, 2022

1. Addendum to the original contract has been signed moving the dates for the meeting to January 26-28 and the presentation date to January 29, 2022. The \$2,500 deposit will be rolled over. (\$2,500 was donated from the 2020 international virtual show)
2. The hotel room rates will remain the same at \$89 per night.
3. All the details for the Board meeting room and banquet room have arranged.
4. I have gathered a team together to create a flyer and banquet form and organize everything for the awards presentation. Information will be available later in September.
5. I have created a committee of Board members and TICA members to come up with an efficient way to recognize all the award winners at the awards presentation.
6. The balance of \$5,000 from the international virtual show will be donated to cover some of the award presentation expenses-banquet favors, decorations-etc.

SHOWCATS PRESENTS

CHICAGO: FELINE INFURNO

41ST ANNUAL

JUDGES

- ◆ Yvonne Patrick (NW) AB
- ◆ Hisako Yamada (SW) AB
- ◆ Edith-Mary Smith (GL) AB
- ◆ Aline Garel (NE) AB
- ◆ Fate Mays (SC) AB
- ◆ Adriana Kajon (SW) AB
- ◆ Robby Whyte (SE) AB
- ◆ Toni Jones (SC) AB
- ◆ Harley DeVilbiss (SC) AB
- ◆ Steven Corneille (ES) AB
- ◆ Nikki Crandall-Seibert (GL) AB
- ◆ Nicki Fenwick-Raven (EW) AB
- ◆ Johary Gomez (SA) SP
- ◆ Amy Stadter (EN) SP

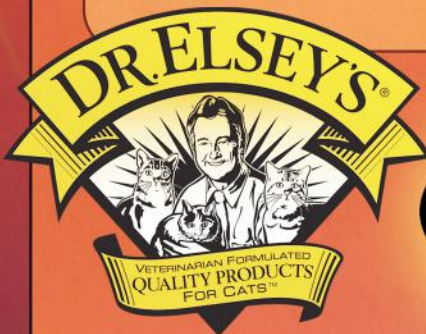
FRIDAY CONGRESSES - September 2

- ◆ **Bengals:** Kim Chenault, Steven Corneille
- ◆ **Ragdolls:** Debbie Lopeman, Chris Unangst
- ◆ **Forest Cats (MC,NF,SB):**
Lynne Sherer, Edith-Mary Smith

September 3-4

2022

Hilton Chicago
Hotel & Showhall in One



www.ticaannual.com

To: TICA Board of Directors

From Susan Adler

Date: September 2, 2021

Re: Legislative budget proposal (non confidential)

Purpose of working group:

The following is a proposal to assemble a compensated working legislative group. The primary duties of this group will be to oppose anti breeding legislation, limit law legislation, specific breed/color legislation and to provide educational material about specific breeds when requested to do so by fanciers opposing such legislation. Because of the last minute nature of many of the legislative alerts and intense work necessary, it is advisable that the working members be financially compensated. .

TICA has members and clients throughout the world. It will obviously not be feasible to have paid representatives in every area of the world but we can focus on areas where we can make the most difference and provide the most assistance. For example, in the U.S., we can oppose anti-breeding legislation and legislation which defines hobby breeding as a commercial enterprise. In Europe, we can oppose anti-breeding legislation as well as breed/color specific bans. (i.e. no whites, no munchkins etc). In areas of the world which are heavily infiltrated by PETA and similar groups, we could also provide information necessary to combat the fallacies perpetrated by such groups.

Necessary Motions:

Motion to budget 30,000 for the year for the legislative working group which will be comprised of 5 or 6 members

Motion to pay each member of the working group a maximum of \$2000 per each 6 month period. Members shall be required to document time for each 6 month period and will be required to provide services at least 40 hours for each 6 month period.

Motion to allocate the remaining funds for expenses incurred by the committee members which may include (but are not limited to) travel expenses, consulting fees, research and copying expenses. (Budget will be overseen and expenditures approved by either President or Chief Operating Officer)

TICA TREND YEARLY REPORT FROM AUGUST-SEPT 2020 THRU JUN-JULY 2021 (6 ISSUES)

ITEMS	AUG/SEP 2020 VOL 40, NO. 5	OCT/NOV 2020 VOL 40, NO. 6	DEC 2020/JAN 2021 VOL 42, NO. 1	FEB/MAR 2021 VOL 42, NO. 2	APR/MAY 2021 VOL 42, NO. 3	JUN/JULY 2021 VOL 42, NO. 4		TOTAL YEAR 6 ISSUES
PAGE COUNT	60	52	36	36	36	44		264
TOTAL PRINT QUANTITIES	4,712	4,798	5,536	5,894	6,171	3,546		30,657
PRINTING COST	\$8,334.30	\$7,649.65	\$6,080.73	\$ 6,186.37	\$6,330.60	\$5,557.27		\$40,138.92
AVERAGE PRINTING COST	\$1.77	\$1.49	\$1.10	\$1.05	\$ 1.03	\$1.57		\$8.01
TOTA PRINTING CHARGES WITH US/OVERSEAS SHIPPING	\$20,312.72	\$19,242.81	\$16,897.94	\$ 16,838.06	\$ 17,453.23	\$13,353.14		\$104,097.90
COST PER ISSUE WITH PRINTING/ MAIL PREP/POLY SHIPPING-US/OVERSEAS	\$4.31	\$3.75	\$ 3.05	\$ 2.85	\$ 2.83	\$ 3.77		
ADVERTISING FROM EDITOR	\$ 1,460.00	\$ 1,031.50	\$ 851.50	\$ 761.50	\$ 736.50	\$ 701.60		\$ 5,542.60
ADVERTISING MARKETING	\$5,400.00	\$5,400.00	\$5,400.00	\$5,900.00	\$5,900.00	\$5,900.00		\$33,900.00
TOTAL ADVERTISING	\$6,860.00	\$ 6,431.50	\$ 6,251.50	\$ 6,661.50	\$6,601.50	\$ 6,601.60		\$39,407.60
EDITOR SALARY	\$3,150.00	\$3,150.00	\$3,150.00	\$3,150.00	\$3,150.00	\$3,150.00		\$18,900.00
TREND MEMBERS \$15.00** 6 ISSUES AVE								\$13,815.00
TOTAL COST MINUS ADS	\$13,452.72	\$13,311.31	\$10,646.44	\$10,176.36	\$10,851.73	\$6,751.54		
TOTAL COST WITH EDITOR SALARY	\$16,602.72	\$16,461.31	\$13,796.44	\$13,326.46	\$14,001.73	\$9,901.54		
COST PER ISSUE WITH ADVERTISING/EDITOR	\$3.52	\$3.21	\$2.49	\$2.26	\$2.27	\$2.79		
TREND ONLINE ACCESS	1,408	1,657	1,799	1,922	2,062	2,098		
ESTIMATED % OF MEMBERS ONLINE	23.00%	25.67%	24.52%	24.59%	25.05%	37.17%		
INKJET MAILING PREP	2,212	2,396	2,584	2,729	2,843	1,675		
INKJET MAILING PREP	\$ 398.12	\$ 389.47	\$ 398.11	\$ 403.36	\$ 408.36	\$ 356.80		\$ 2,354.22
INTERNATIONAL, CANADIAN	2,208	2,402	2,587	2,755	2,892	1,622		
INTERNATIONAL, CANADIAN	\$ 10,320.78	\$ 12,385.11	\$ 8,953.44	\$ 9,510.41	\$ 9,964.58	\$ 6,753.01		\$ 57,887.33
INTERNATIONAL, CANADIAN, FIRST CLASS	216	256	299	335	361	174		
INTERNATIONAL, CANADIAN, FIRST CLASS	\$ 1,050.62	\$ 1,117.71	\$ 1,338.73	\$ 612.22	\$ 619.22	\$ 568.49		\$ 5,306.99
EO (75), TREND EDITOR (5), ETC	\$ 153.32	\$ 76.55	\$ 78.67	\$ 78.80	\$ 80.75	\$ 79.08		
PLASTIC \$.15 PER ISSUE NOT DOMESTIC	2,424	2,658	2,886	3,090	3,253	1,622		13,509
PLASTIC \$.15 PER ISSUE NOT DOMESTIC	\$363.60	\$398.70	\$432.90	\$463.50	\$487.95	\$243.30		\$2,389.95

*** On average, US mailing costs run about \$1,500 and Overseas to include Canada costs run about \$6,000-\$8,000 per issue

****MARKETING ADVERTISING CHARGES ARE AVERAGED FOR EACH ADVERTISEMENT****

**MEMBERSHIP \$15.00 MEMBERSHIP INCOME PER ISSUE DEPENDS ON ONE, TWO, THREE, OR LIFETIME PAYMENTS (ESTIMATE)

TOTAL PRINT QUANTITIES DOES NOT TAKE INTO ACCOUNT COPIES SENT TO OFFICE (75), EDITOR (5), ADVERTISERS (5) = 83

ESTIMATED % BASED ON EACH ISSUE QUANTITIES

NUMBERS BASED ON SOME DOMESTIC MAILINGS WITHOUT PLASTIC

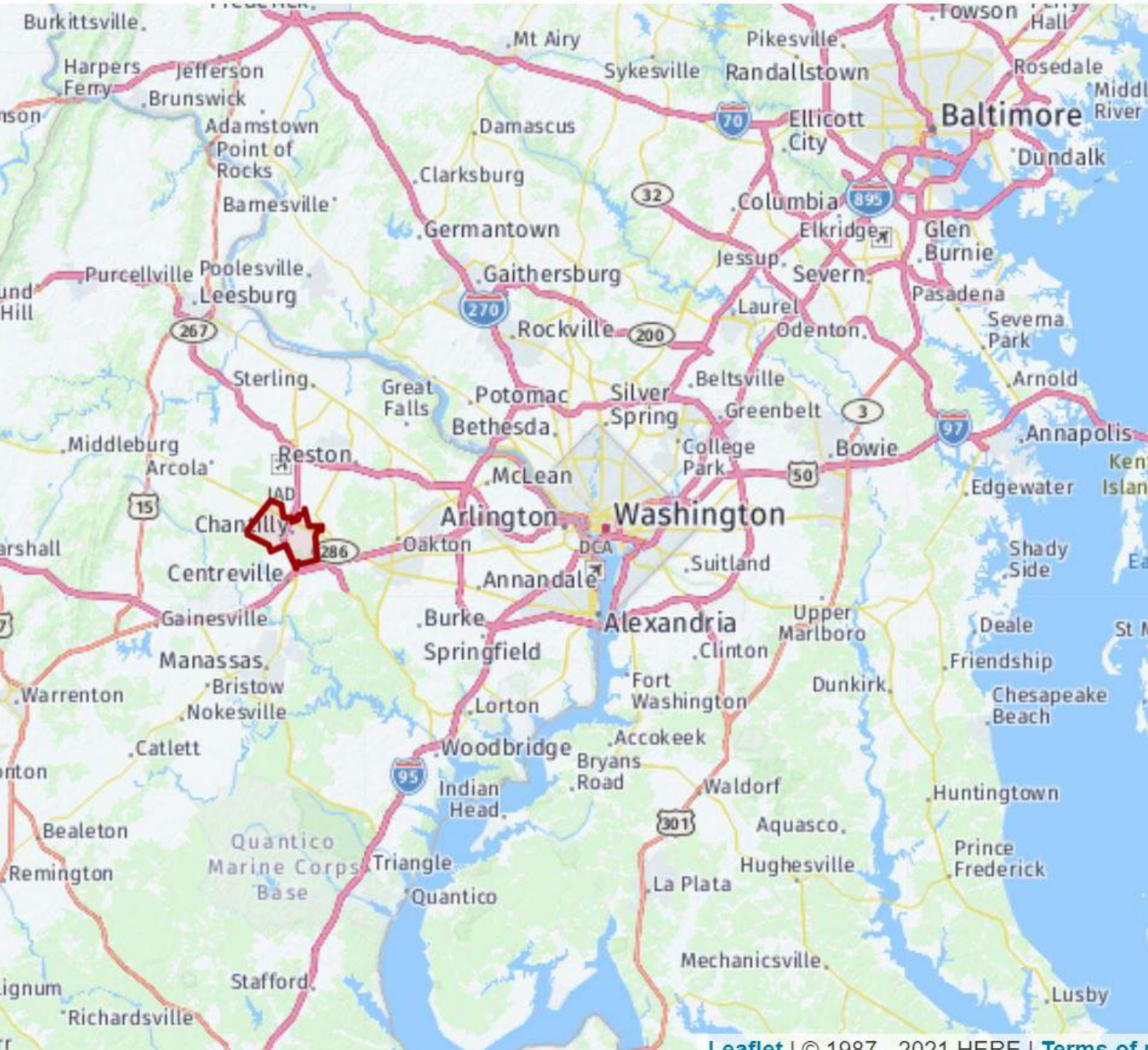


WELCOME
2024 TICA ANNUAL PRESENTATION
CHANTILLY, VIRGINIA

HOSTED BY CENTRAL JERSEY CAT CLUB

GENERAL INFORMATION

- **City:** Chantilly, Virginia – located in the National Capital Area includes: Northern Virginia, Washington D.C., and Baltimore, Maryland
- **Show Hall:** Dulles Expo Center
- **Show Hotel:** Westfields Marriott
- **Airports:** Dulles International Airport (IAD) Services ALL Major Airlines including International Carriers, Reagan National (DCA) 34 miles, and Baltimore-Washington (BWI) 60 miles



CHANTILLY, VA

- Distance to central Washington D.C. approx. 30 miles
- Transportation: Private vehicle, Taxi, Uber, METRO rail
- Closest airport: Dulles International Airport (IAD)
- Northern Virginia Technology Corridor
- Median Income: \$126,000

SHOW HALL DULLES EXPO

- 50,000 Sq. Ft. Exhibit Space
- Free Parking
- Snack Bar



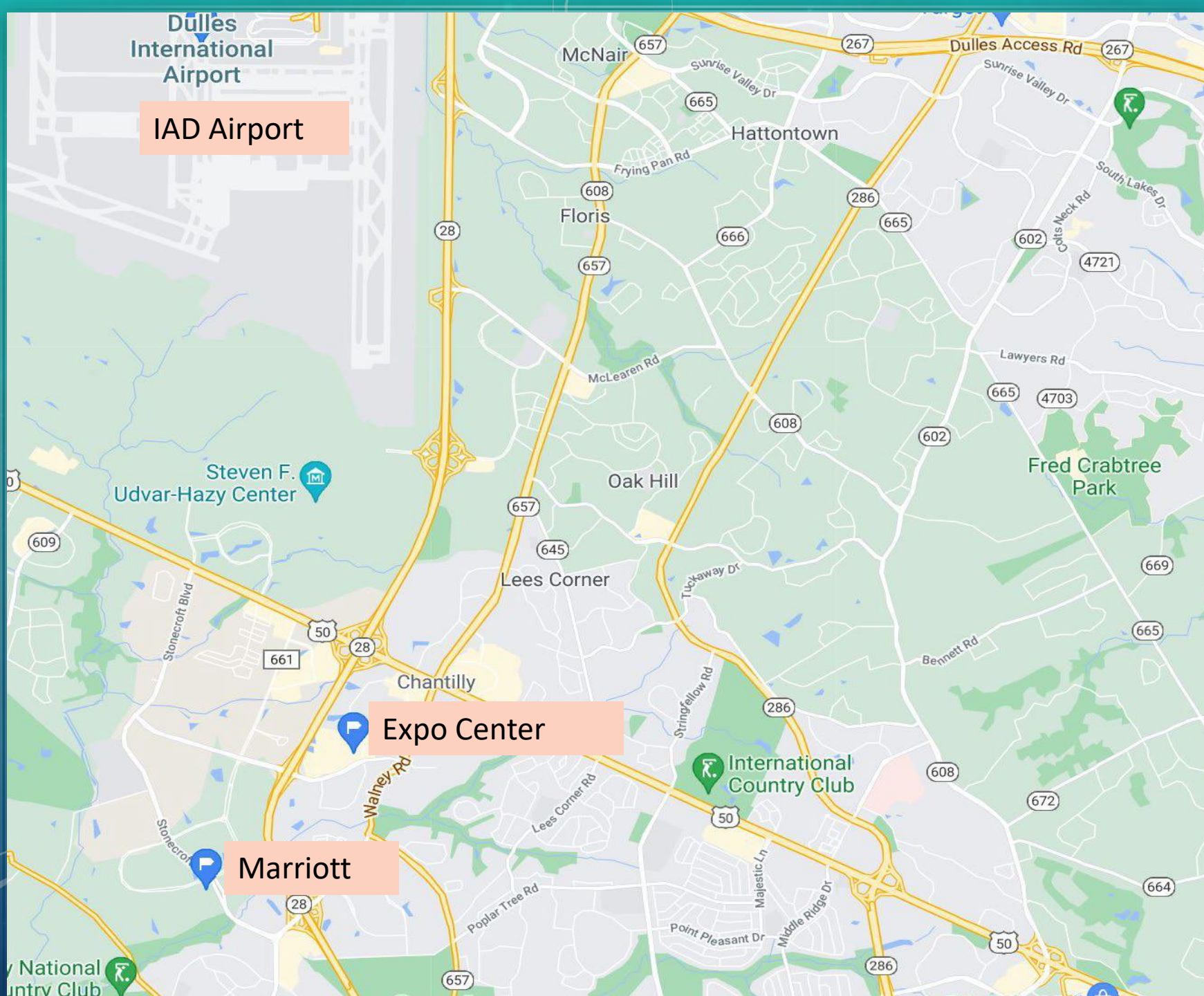
Show Hotel Westfields Marriott

- Free Parking
- Banquet Hall (500 attendees)
- Board Meeting Room
 - Complimentary WiFi for meeting
- Full Service Restaurant
- Room Service
- Indoor/Outdoor Pool
- 326 Guest Rooms
- Local area Shuttle

Room Rate \$109 plus taxes

*Refundable Pet Fee \$65





DISTANCES FROM DULLES AIRPORT:

- Dulles Expo Center-5 miles (15 minutes)
- Marriott Hotel-8 miles (20 minutes)
- Washington D.C.-30 miles (30 minutes by car; 20 minutes METRO rail)



Area Places To Visit

- **Tour Washington DC** (30 miles, 30 mins by car; 25 mins by METRO rail)
- **National Air & Space Museum Hazy Udvar Center** (5 miles, 8 mins by car)
- **Manassas Civil War Battle Field** (10 miles, 20 mins by car)



MARKETING AND BUSINESS DEVELOPMENT

Summer Board Meeting September 1-3 , 2021

Director Marketing & Business Development: Roeann Fulkerson

Brief Summation of Immediate Past Marketing and Business Development Activities:

TICA is a segment of the “Pet Industry” and this industry is noted by most economist as “recession proof” ... 40% of the 11.7 million new companion animals adopted throughout the past 16 months during COVID, are felines! That’s huge and this is reflected in TICA’s growth numbers. TICA COO, Danny Nevarez will touch on the growth numbers for TICA, which are significant.

TICA logos it has recently come to light that some Trophy/Rosette Companies are not using the current TICA logos put in place in 2017. Notice the Registration Mark placement, the font style, and verbiage.



TICA Marketing Team would like to remind and request everyone to try and use the following two words when discussing our cat fancy. Words do have an impact on interpretation applied to laws, attitudes, and behaviors.

Knowledgeable best used in place of “**responsible.**” As previously shared in earlier Board Reports, Animal Rights organizations are turning the words “responsible breeder” against Animal Welfare. TICA is a Genetic Registry, based in science, so this validates and justifies the use of “Knowledgeable Breeder” and not the word responsible which has a far broader/undefined definition and/or interpretation.

Visitors should always be used when referring to individuals who visit our cat shows and events, and please try **not** to use the word “**spectator.**” The difference is significant and implies positive welcoming to Visitors [friendly] vs. Spectators [outsiders]. We want to welcome attendees to our shows and events to engage them to become participants.

Definition/Synonyms for **Visitor**: someone as a guest · caller · company · visitant · tourist · traveler · day-tripper · sightseer · explorer

Definition/Synonyms for **Spectator**: onlooker · bystander · nonparticipant · watcher · looker-on · fly on the wall · viewer · observer

Newsweek Articles: TICA Marketing Team worked with *Newsweek* to create series of Feline-Friendly Slideshows. Last month Christina Duffney, TICA Communication Manager worked on four feline-focused slideshows with *Newsweek* magazine. We sincerely appreciate Helmi Flick allowing the use of

her photos for these article/slideshows. If you haven't already, check out the articles in *Newsweek's* [20-Cat Breeds That Get Along With Other Cats](#), [25 Most Loyal Cat Breeds](#), and [20 Cat Breeds That Shed the Least](#).

Legislative information/stories highlighted in TICA's newsletters and social media receive huge click rates. Our members are definitely interested in legislative issues. Legislative stories even get a higher click rate than scientific stories.

Meet the Breeds update: TICA discussed participation at MTB's for 2021/2022 however, plans did not come together. A bit of the backstory; AKC hired an event company, and they were slow on the uptake. It was also considered to work together with CFA to staff cats for events scheduled in different city location, eight events total. Unfortunately, the short timing, the costs, and lack of a clear AKC planning resulted in non-participation from both TICA and CFA. Notification from AKC has now been distributed that **MTB events have all been cancelled** until further notice.

World Pet Association owns the Pet Expo at the Orange County Fair, Costa Mesa. The WPA has undergone a completely new management team and the theme of the Costa Mesa event was cancelled in 2020, but not before WPA's attempt to "rebrand" the event into a Tradeshow much more like Super Zoo than a Pet Expo. Word at this time is the 2022 event in Costa Mesa, CA, **will not move forward**.

WPA Atlanta Pet Expo and Grooming Event; TICA participated in the June 2021 WPA Atlanta Pet Expo and Grooming Event which introduced TICA to an entirely new audience that most had not previously even known about TICA. TICA purchased a single booth and WPA "gifted" TICA a second large booth with a corner placement. We had cats in the booth, and it was a huge success. TICA and Dr. Elsey's Cat Products sponsored and brought in Linda Easton, President and Founder of the International Groomers Association to be in the TICA booth. TICA sponsored five speaking presentations delivered two dailies [one on Friday], by Linda Easton with TICA cats, all were well attended and a great success. A big thank you goes out to Meg Ridgeway for staffing the booth and bringing her lovely cats.

Currently, WPA plans for Costa Mesa in 2022, have not been decided. WPA just took a huge negative hit on attendance at Super Zoo starting Tuesday, August 16-19, in Las Vegas due to surge of COVID/DELTA virus. The CDC announced two weeks prior to the event that people should not visit Las Vegas. Chewy, Amazon, Blue Buffalo and numerous other big and small corporations withdrew and did not attend. TICA was scheduled to be in the Dr. Elsey's Cat Product booth as we have done each year since 2014. Due to the increased health risks and Dr. Elsey's staff attending but wanting to keep a low profile, bringing the cats and being in the booth was cancelled. TICA continues to be an affiliate Member of WPA and work closely with their team.

Roice-Hurst Humane Society Caterday super adoption and fun cat show was a live event held the July 31, 2021 and completely planned and staffed by TICA Member Jackie Rose. Jackie has been the point person in developing the working relationship with Roice-Hurst Humane for the past four years. It was exciting to have the "live" event back this year. Thanks Jackie for making sure TICA helped to "A Day to Celebrate all things CAT!"

Photos collected for use by TICA: TICA Marketing Team receives repeated request for “Lifestyle” cat photos so Beth Spenser, TICA Social Media Manager, focused on generating interest via social media to have cat lovers submit photos of their cats in natural, lifestyle settings. Once received, photos were reviewed to verify no outside shots unless cats were harnessed or collar/leash, or strollers. Beth then sent Photo Release forms, so TICA owns the pictures and has permission for use. Many of these photos will be used on the new tica.org website along with other areas and deliverable to request. This will remain an ongoing process to continue to build TICA’s available cat Lifestyle photos.

Current Happenings of Marketing and Business Development:

Notification for TFMS launch. TICA Marketing Team is working closely with the Executive Team to distribute as much information in as many places possible about the new TICA Feline Management System upcoming launch. Notification letters with links to videos, and Q&A page, and President message have been distributed directly to Regional Directors with the request they distribute to all avenues within their Regions. The information and messages were included in the TICA eNewsletter and posted on the homepage of tica.org. Every social media channel has received numerous posts drawing attention and promoting where to find information about TFMS. An eBlast went out on August 30, 2021, to every list which includes Opted-In subscribers to newsletter, current TICA clubs, and to the current membership. These messages will continue to be sent out through the launch date and likely following the launch. Please share this information in everyway you have access to do so.

TICA Club Sponsorships funded by Dr. Elsey Cat Products to date 39 U.S. shows=\$17,500, 4 Europe shows=\$2,000, -0- Asia, 2 Clubs first show=\$2,000. This program is very time intensive and requires a great deal of oversight to deliver properly to clubs and the funding sponsor. This program would not be as effective if not for **Jean Wagner!** Jean spends time daily facilitating this program for TICA Clubs.

AAFP-American Assn Feline Practitioners, TICA will again be attending the September 30-October 3, 2021, in Phoenix, AZ. As always, all costs associated with attending this event are funded by Dr. Elsey’s Cat Products. This is a very important TICA relationship with the Feline Veterinarian community.

Wyndham’s Global Access rate program at over 9,000+ hotels across 20 brands in 80+ countries as follows: Now an Affiliate with TICA and offering a 15% Discount on bookings, any requests for groups of 10 or more guest rooms per night should be directed to TICA’s representative at Wyndham;

<p>Michelle Kreikemeier Specialist, Small Business Wyndham Hotels & Resorts, Inc O (469) 988-5006 michelle.kreikemeier@wyndham.com</p>

<p>Keesla Blay-Miezah Specialist, Small Business Wyndham Hotels & Resorts, Inc O (469) 988-5003 keesla.blay-miezah@wyndham.com</p>

These preferred rates will be offered through Wyndham’s central reservations voice channel **1-877-999-3223** and brand website www.wyndhamhotels.com when using the TICA Corporate Code **1000056913**

****TICA may not release corporate discount codes on a public internet site without Wyndham Hotels expressed consent.**

Travelers’ may be eligible to receive Wyndham Rewards® points pursuant to the Wyndham Rewards loyalty program terms and conditions which are available here: <https://www.wyndhamhotels.com/wyndham-rewards/terms>

Pet Age magazine 2022 WALL CALENDAR (to be polybagged and distributed with our November/December 2021 Issue). TICA will again feature TICA on the month of April page. This publication is distributed via tradeshow, direct mail, and electronically.

ModernCat Magazine TICA's full page print ad will also be displayed with ad hyperlinked in the Digital Editions. Distribution will be two quarters starting in the Fall 2021.

Catster Magazine TICA was offered a remnant buy, [reduced price] for a full-page preferred placement ad in the next issue of Catster magazine. For both print and digital promotion of events, clubs should submit details, photos are great, for promotion in the online digital events for Catster.

Future Projections for Marketing Business Development:

TICA Marketing Team continues daily involvement with EO to facilitate the launch of TICA's new business platform, TFMS. Just days away, the new platform will finally allow TICA to have a strong, marketable product which serves our clients, members, and worldwide cat fancy.

New tica.org new website is coming together wonderfully. Many segments of the new TFMS interacts with and supports the new business platform. The professional company hired by TICA to create and design the structured, is ongoing with the purpose to have a new friendly, public facing professional design that is informative and easy to navigate.

Action Items:

Requesting everyone to share the TFMS information in all possible avenues of distribution.

Roeann Fulkerson

Respectfully Submitted,

Roeann Fulkerson

RoeannFulkerson@gmail.com

Discover 20 iconic brands by Wyndham



Simply Comfortable. Located in popular business and vacation destinations, Wyndham features smartly designed guest rooms and thoughtful amenities that make for a comfortable stay.



Approachable by Design. With attentive service, relaxing surroundings, and unique touches, Wyndham Grand creates authentic, one-of-a-kind experiences in exceptional destinations around the world.



Inspire Discovery. Creating inspiring environments that bring people together, Dolce Hotels and Resorts offer incredible locations and state-of-the-art meeting spaces for guests to connect and discover.



Powered by the City. Tucked in the heart of the world's greatest cities, TRYP by Wyndham is on the pulse of the best local hotspots and must-see sites—putting everything you need right at your fingertips.



Independence Redefined. A collection of distinctive hotels, Trademark celebrates the individuality of each of its properties and enables guests to experience every destination on their own terms.



Thinking Like You. Centrally located in some of Latin America's most vibrant neighborhoods, Dazzler offers the most simple, modern, relevant and convenient solutions for its guests.



Be the Protagonist. Esplendor blends art and design while offering careful service all about the details. In tune with guests needs, Esplendor allows you to experience the city life of each location.



Wake Up on the Bright Side. With free daily breakfast, signature pillow-top mattresses, and contemporary rooms, La Quinta and LQ Hotel locations are the bright spots in your travel journey.



Sample the World. Boasting hundreds of locations worldwide, Ramada features a range of globally diverse properties for travelers looking for both full-service stays and quick stopovers.



Hotel Next Door. Offering great value and friendly service, Baymont Inn & Suites by Wyndham brings the comforts of home to its guests with inviting rooms, useful amenities, and free breakfast.



AmericInn's Welcoming Neighbor. Built on genuine hospitality, AmericInn treats its guests like neighbors with comfortable guest rooms, cozy lobbies, and homestyle breakfast served every morning.



Modern Life in Balance. Featuring oversized guest rooms and essential amenities, Wingate by Wyndham creates a relaxed environment that keeps guests connected, productive, and on schedule while traveling.



Travel at Ease. Conveniently situated in key airport and suburban locations, Wyndham Garden offers thoughtful guest rooms, cozy lounges, and flexible meeting spaces to make your travels a bit easier.



Refreshingly Different. Located in urban locations throughout Europe and Latin America, Ramada Encore provides contemporary rooms and social environments for the connected business traveler.



An American Road Original. With thousands of convenient locations across North America, Super 8 is a companion on the road that leaves travelers refueled for their journey ahead.



Make Every Day Brighter. A bright take on travel, Days Inn focuses on the little things that surprise and delight guests to help them enjoy their stay.



Brilliantly Efficient. With modern rooms and award-winning service, Microtel Inn & Suites by Wyndham provides a consistent, seamless stay designed to give guests an affordable hotel experience.



A Smile in Every Town. For families looking for dependable accommodations, Howard Johnson delivers a warm, friendly experience every visit—just like they've been doing for decades.



Your Basecamp for Adventure. From hiking trips to beach vacations, Travelodge offers an ideal stay for travelers looking to start great adventures with an even better night's sleep.



Stay Longer, Stay Better. Featuring spacious suites with fully equipped kitchens, free WiFi, and free hot breakfast, Hawthorn Suites by Wyndham offers a welcoming atmosphere that's perfect for extended stays.

WYNDHAM
REWARDS

You've earned this.

Wyndham Rewards is more rewarding than ever. Less points to go. More places to stay. Visit wyndhamrewards.com today to learn more!

TICA 2021 ANNUAL MEETING



The International *Cat* Association



FOLLOW TICA
on INSTAGRAM



LIKE TICA
on FACEBOOK



FOLLOW TICA
on TWITTER

FOLLOW TICA
on social media

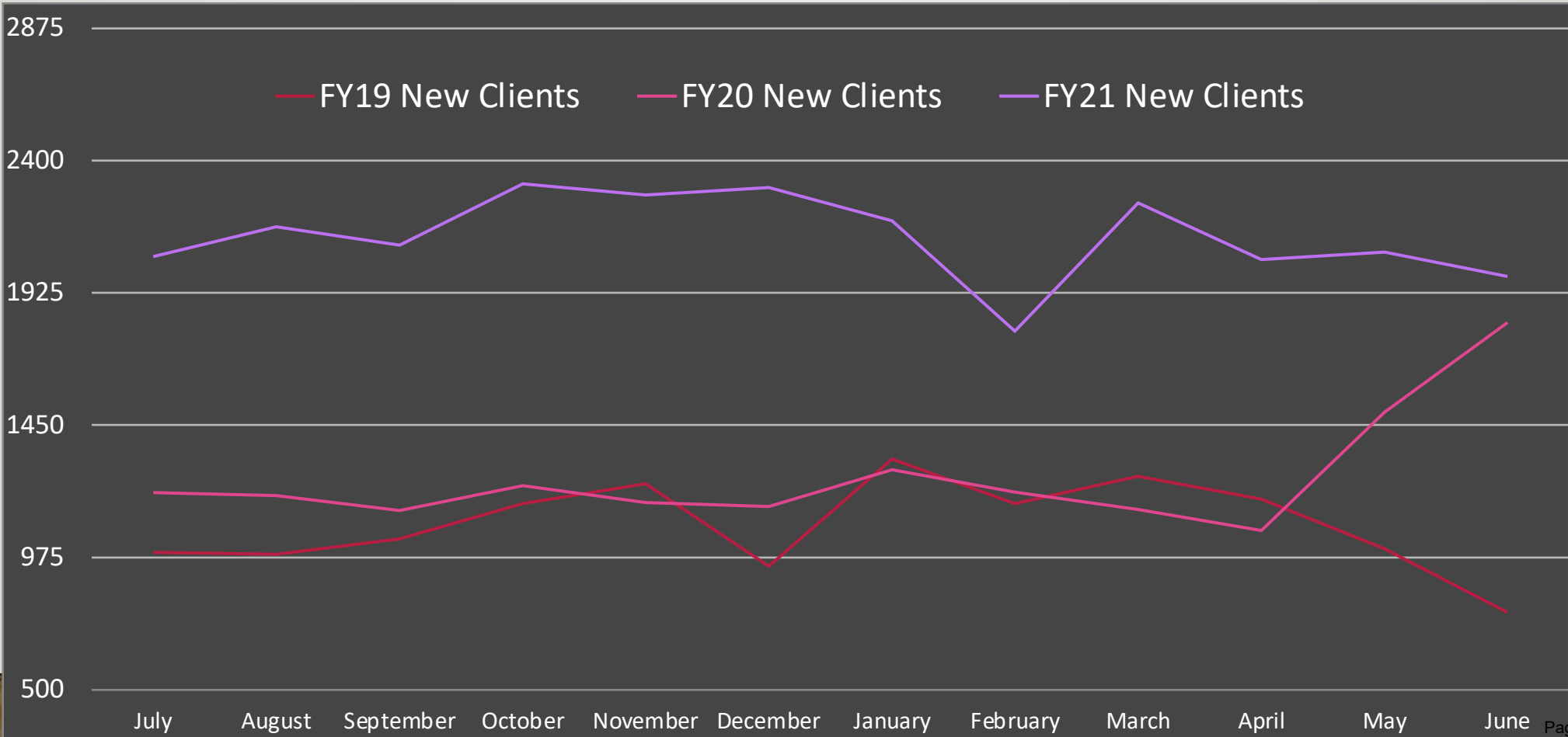
AGENDA

- Performance Measures
- Marketing
- TFMS
- New Website

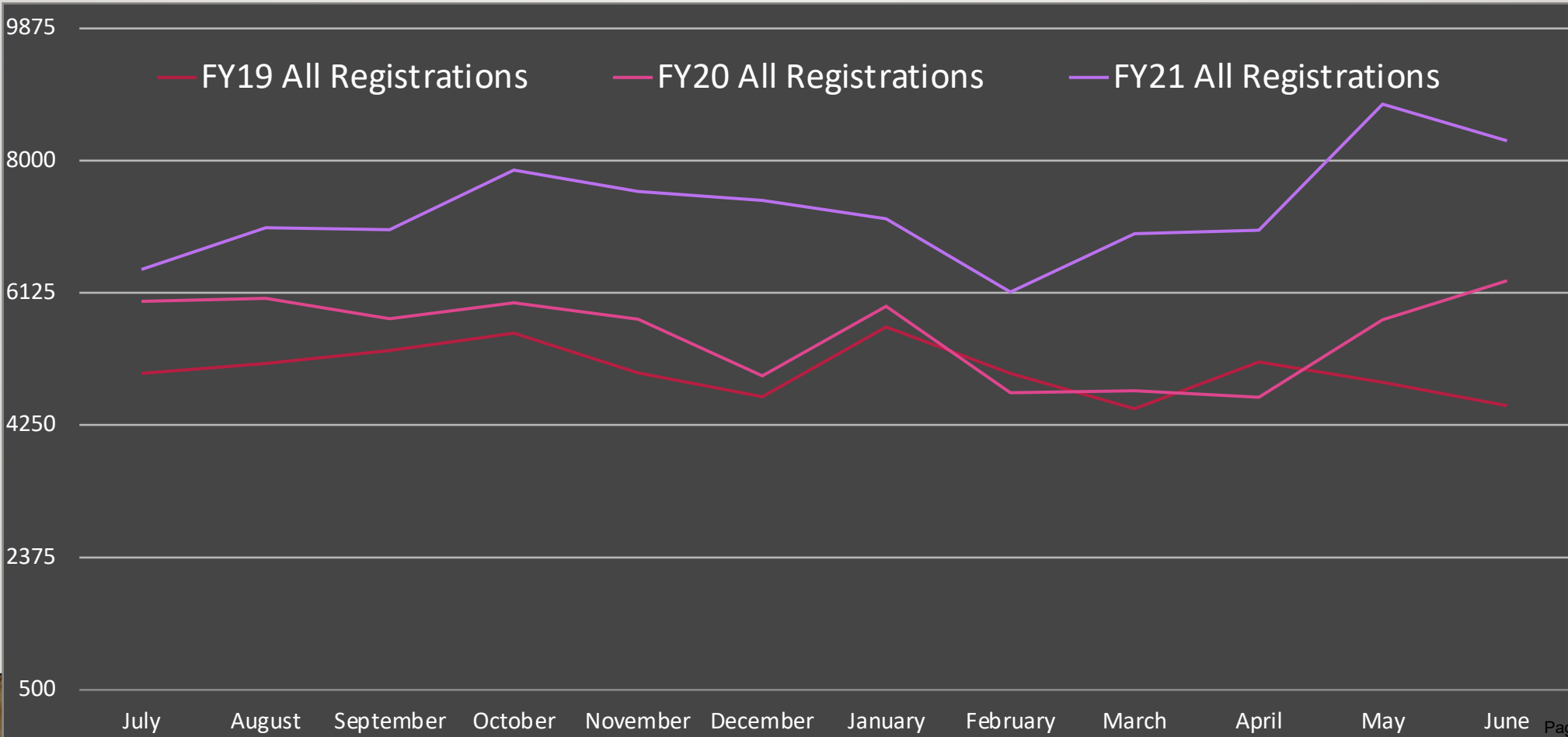
Find A Breeder



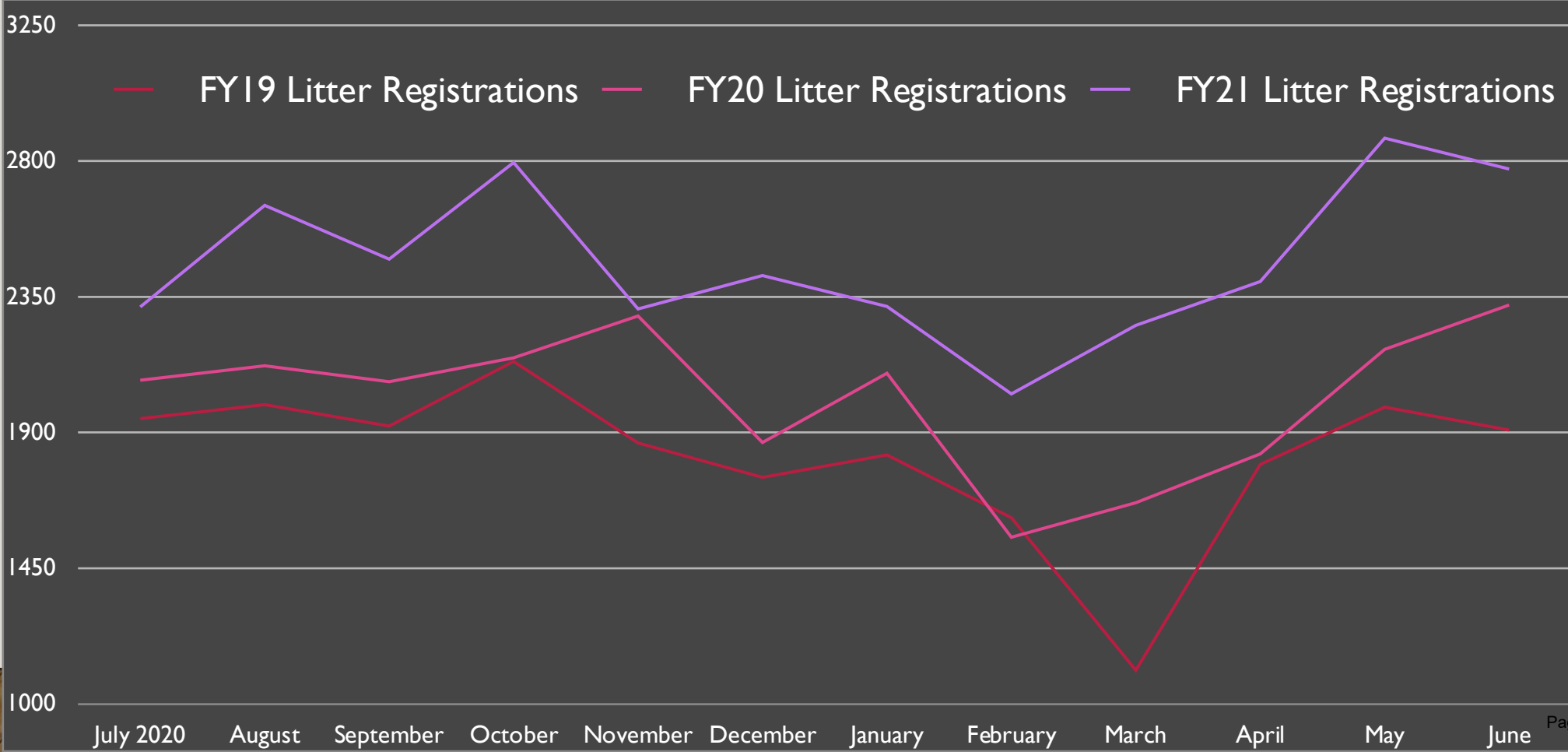
NEW CLIENTS



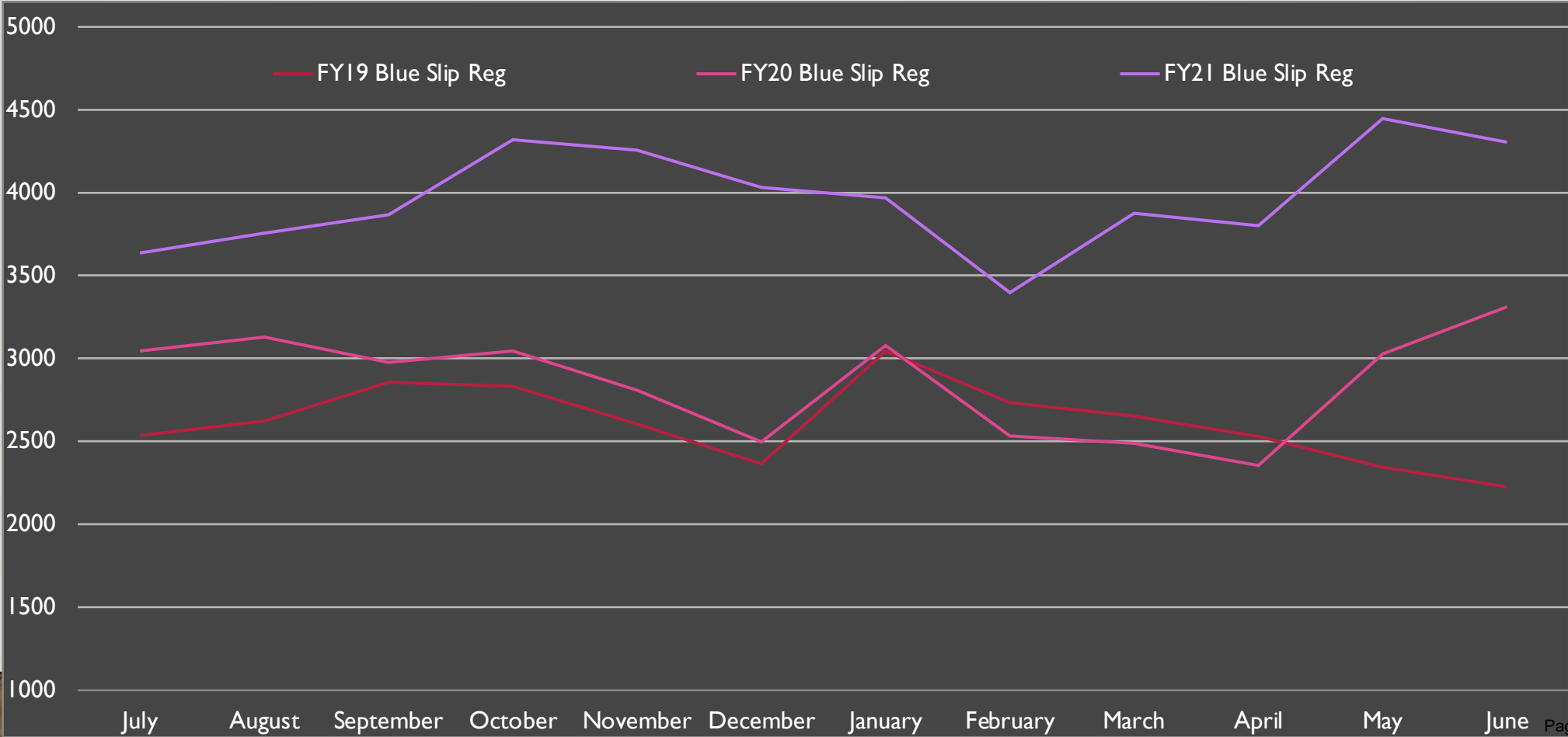
ALL REGISTRATIONS



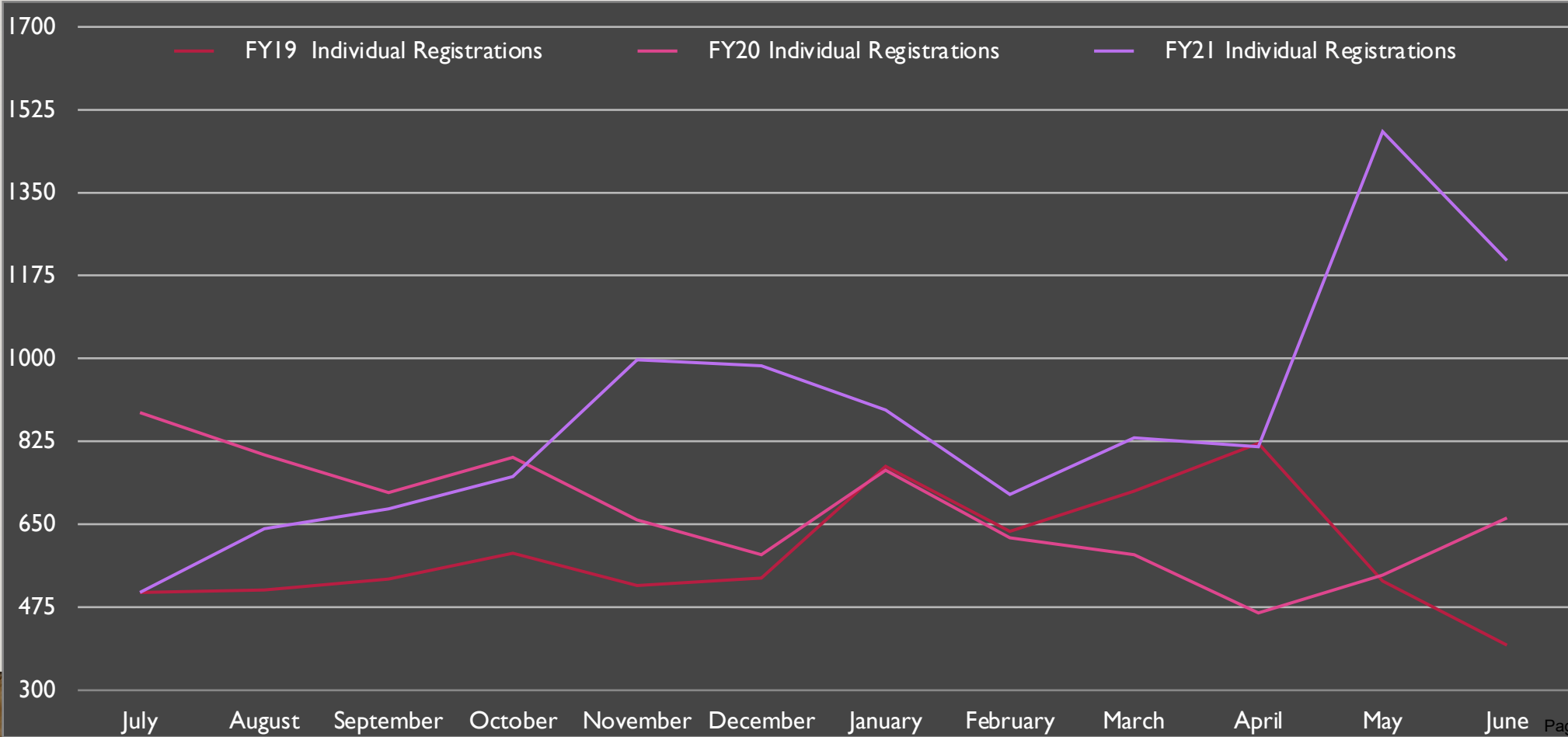
LITTER REGISTRATION



BLUE SLIP REGISTRATIONS



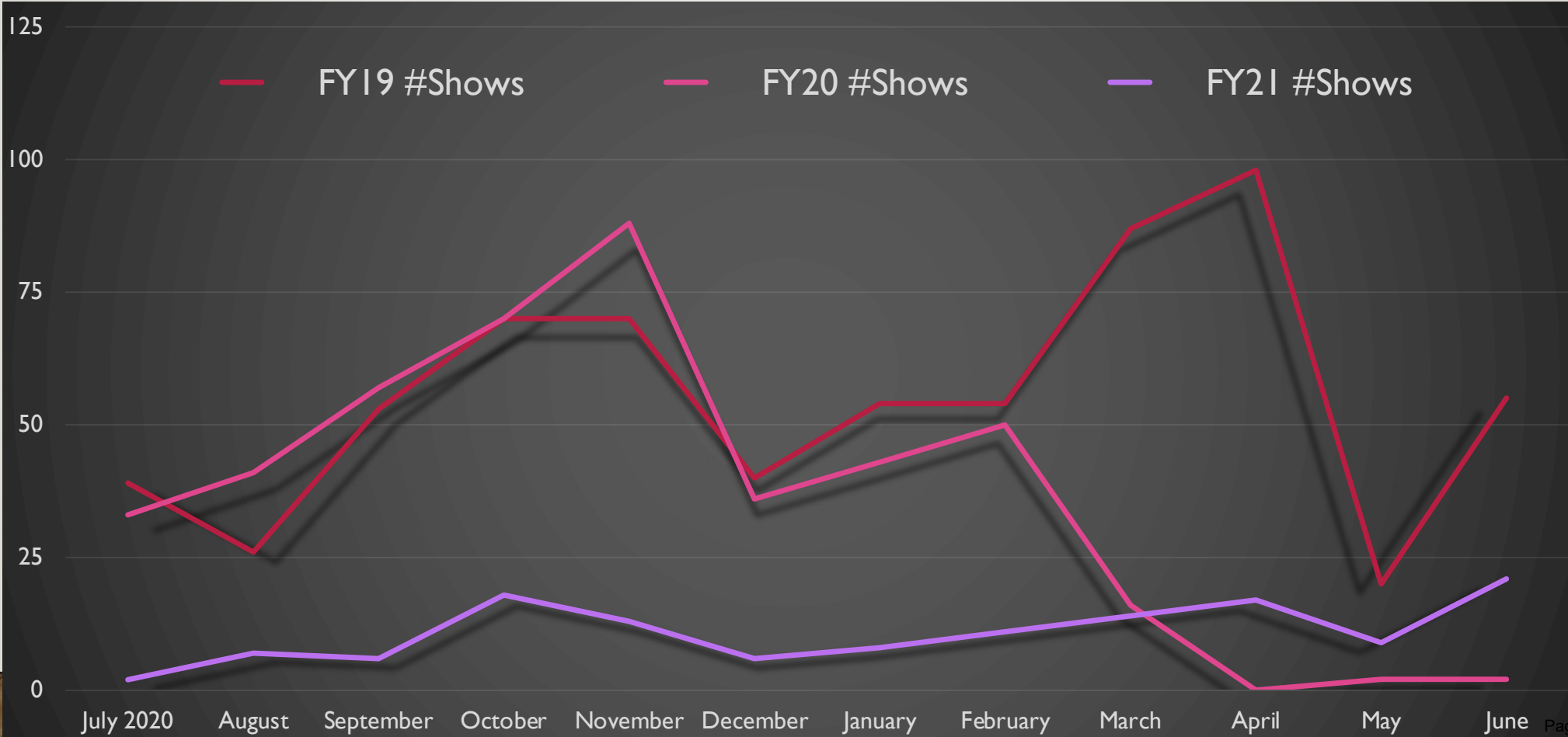
INDIVIDUAL REGISTRATIONS



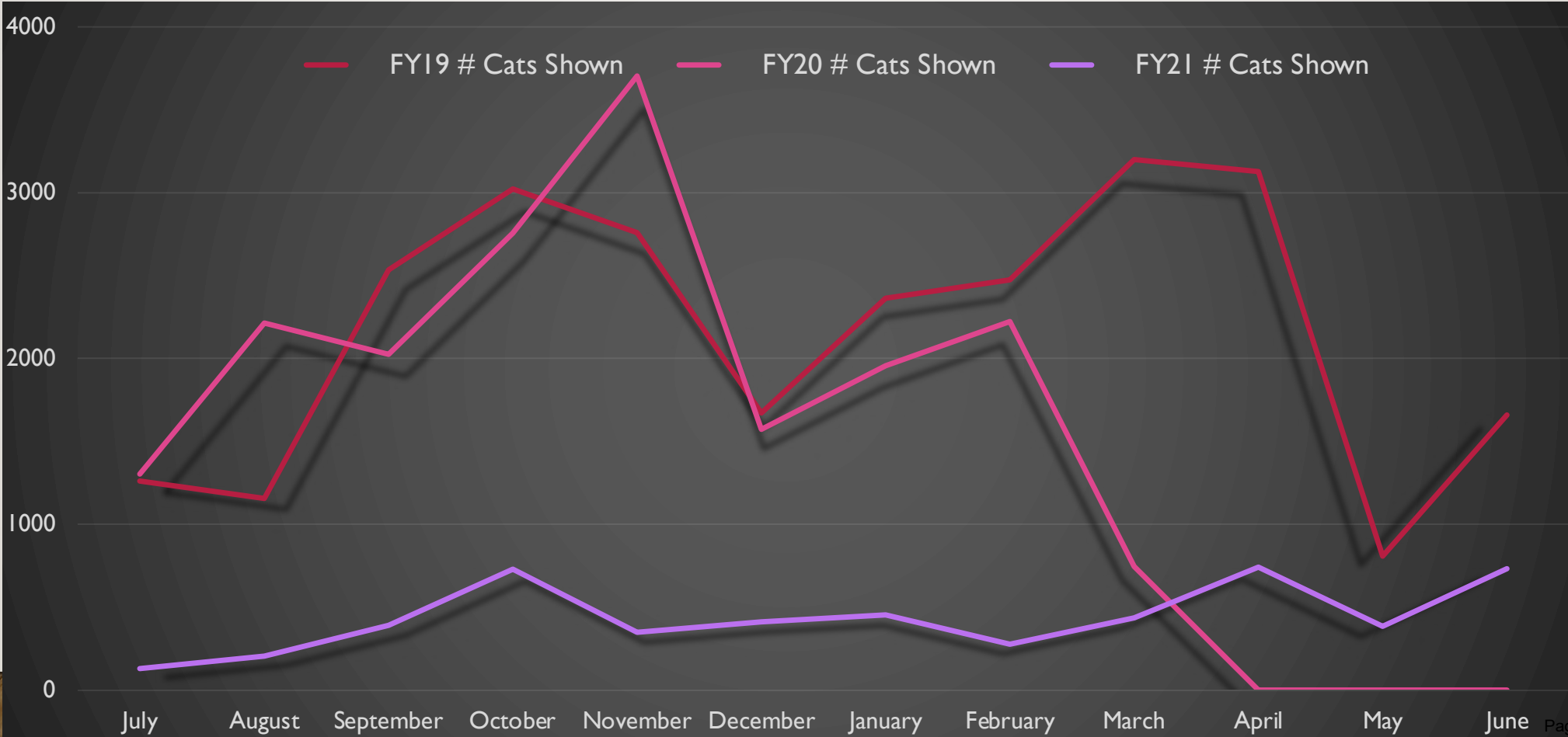
PERCENT REGISTRATION ON-LINE (TDS)



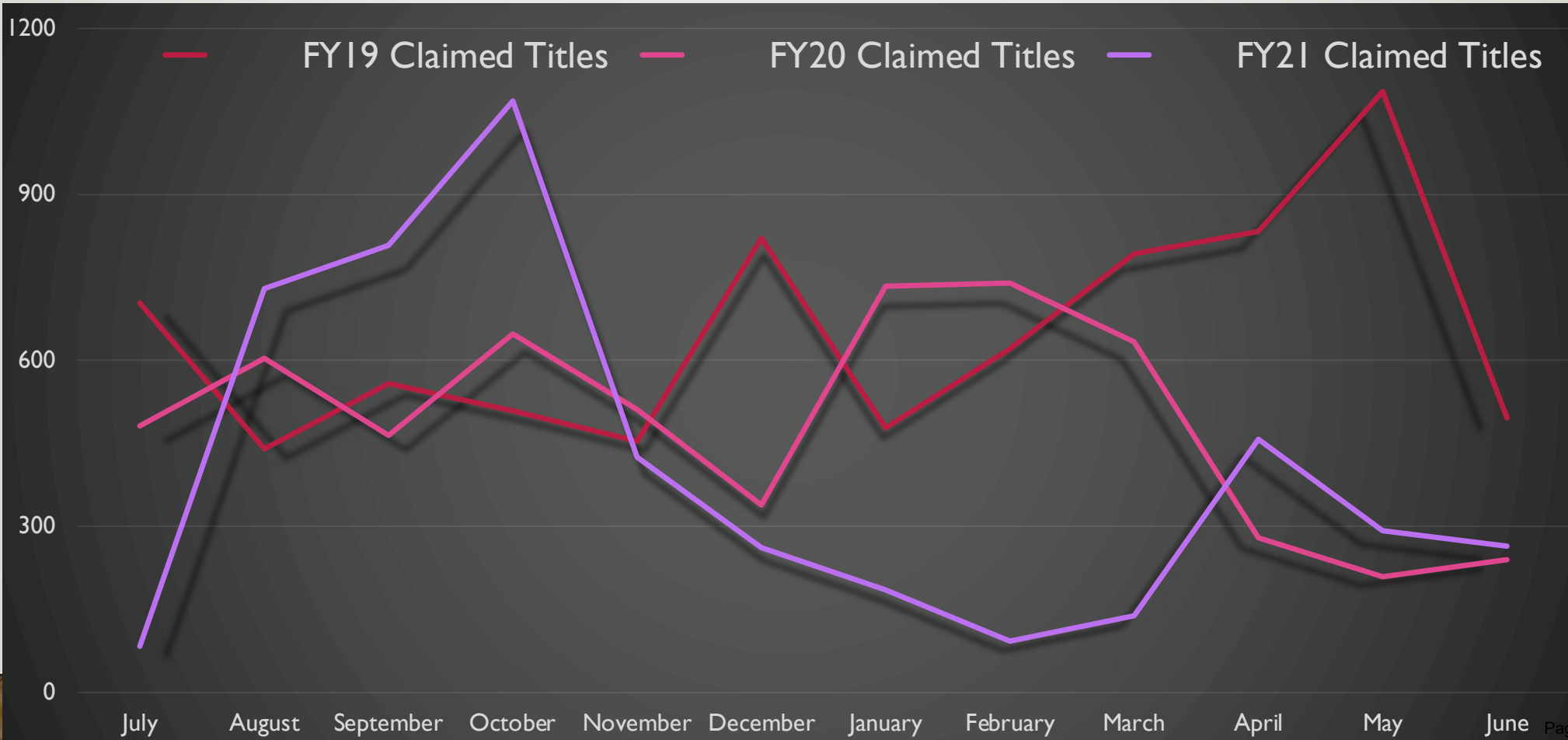
SHOWS



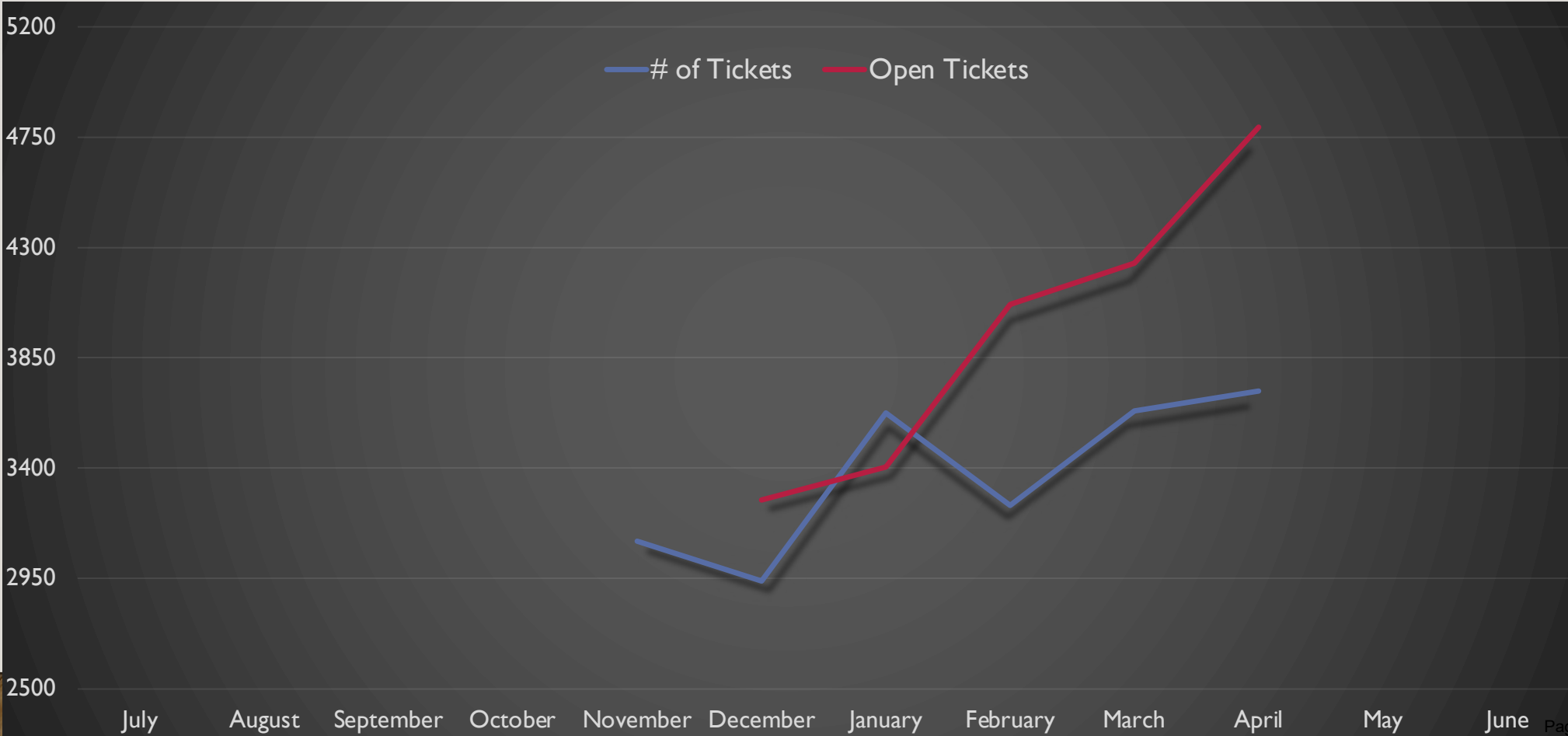
CATS SHOWN



CLAIMED TITLES



BACKLOG



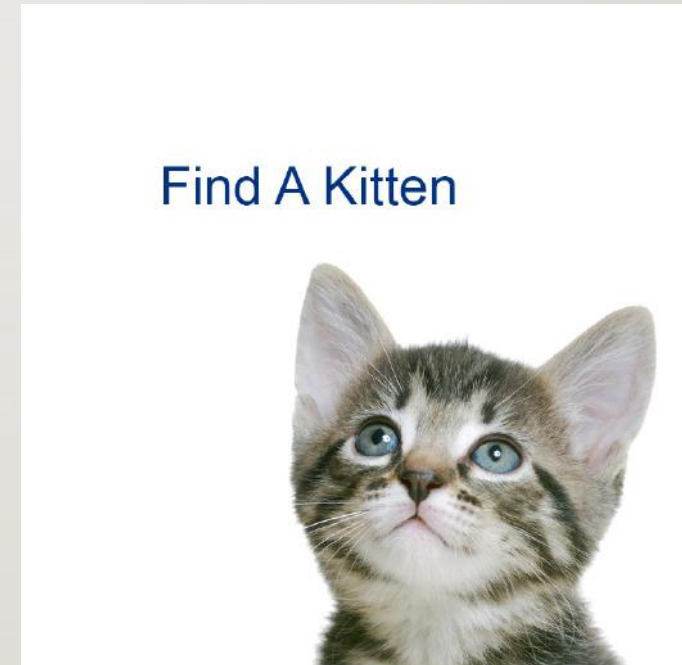
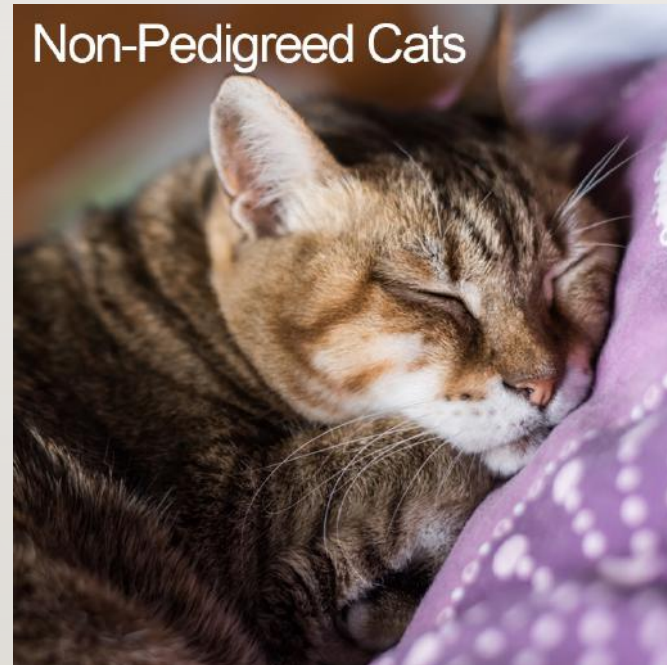
MARKETING



-
- The pet industry has overcome a year of COVID-related challenges and continued to flourish, reaching a milestone in 2020 by exceeding \$100B in U.S. sales. This has been supported by a September 2020 study from the American Pet Products Association (APPA)
 - While people were stuck at home, online shopping climbed and has not stopped. Post pandemic spending is projected to grow even more.
 - With the implementation of both the new business platform and the brand new TICA website, we can service the growth more effectively, and offer our services to a broader business base who have been waiting to partner with TICA.

PUBLICATIONS

- Trend
- Newsletter



GOING WITH THE PROS!

Search | Log in | Register My Cat | Find a Cat | Show Calendar | Contact Us


TICA The International *Cat* Association


ABOUT US | FIND A CAT | SHOWS & WINNING CATS | TICA'S BREEDS | JOIN TICA | LEARN ABOUT MY CAT


Promoting the preservation of *pedigreed cats* and the health and welfare of all *domestic cats*.

EXPLORE MEMBERSHIP

All About Cats

- 

This is a post or article about cats
Sep 21, 2020
- 

Nam condimentum vitae ligula vel ornare phasellus at semper turpis
Sep 21, 2020
- 

Donec facilis tortor ut augue lacinia, at viverra est semper, sed sapien metus
Sep 21, 2020

BRANDED EMAIL MESSAGES

- Can be automated to send to new clients and members
 - Reminders for renewals
 - Updates on cases submitted
 - New titles are available
 - Payment reminders
 - Breeder listing expirations
- Messages can be developed for countries using specific languages (we will grow into this).



The International *Cat* Association

Thank you for making the decision to become a member of TICA. As a member, you have a voice in TICA and we want to make sure your voice is heard.

Here are a few resources to help get you started:

- You are in the Southeast Region and your regional Director is Steve Lawson.
 - email: regional.director.se@tica.org
 - [Find a club in your region](#) to start showing
 - [Join the Great Lakes Facebook group](#) where you will find other TICA members who can help answer questions and provide direction.
- You can find [TICA rules on-line](#) at TICA.org
- You can also [subscribe to TICA's News Letter](#)
- One of the best and fastest ways to get up-to-date information is by following us on [Instagram](#) , [Twitter](#) or [Facebook](#) . You will get the latest information on board meetings upcoming events, proposed new rules and much more!.

You may want to save this email for future reference.

If you have any questions you can contact your regional director.

Welcome to the TICA Family!

FOLLOW TICA
on social media



FOLLOW TICA
on INSTAGRAM

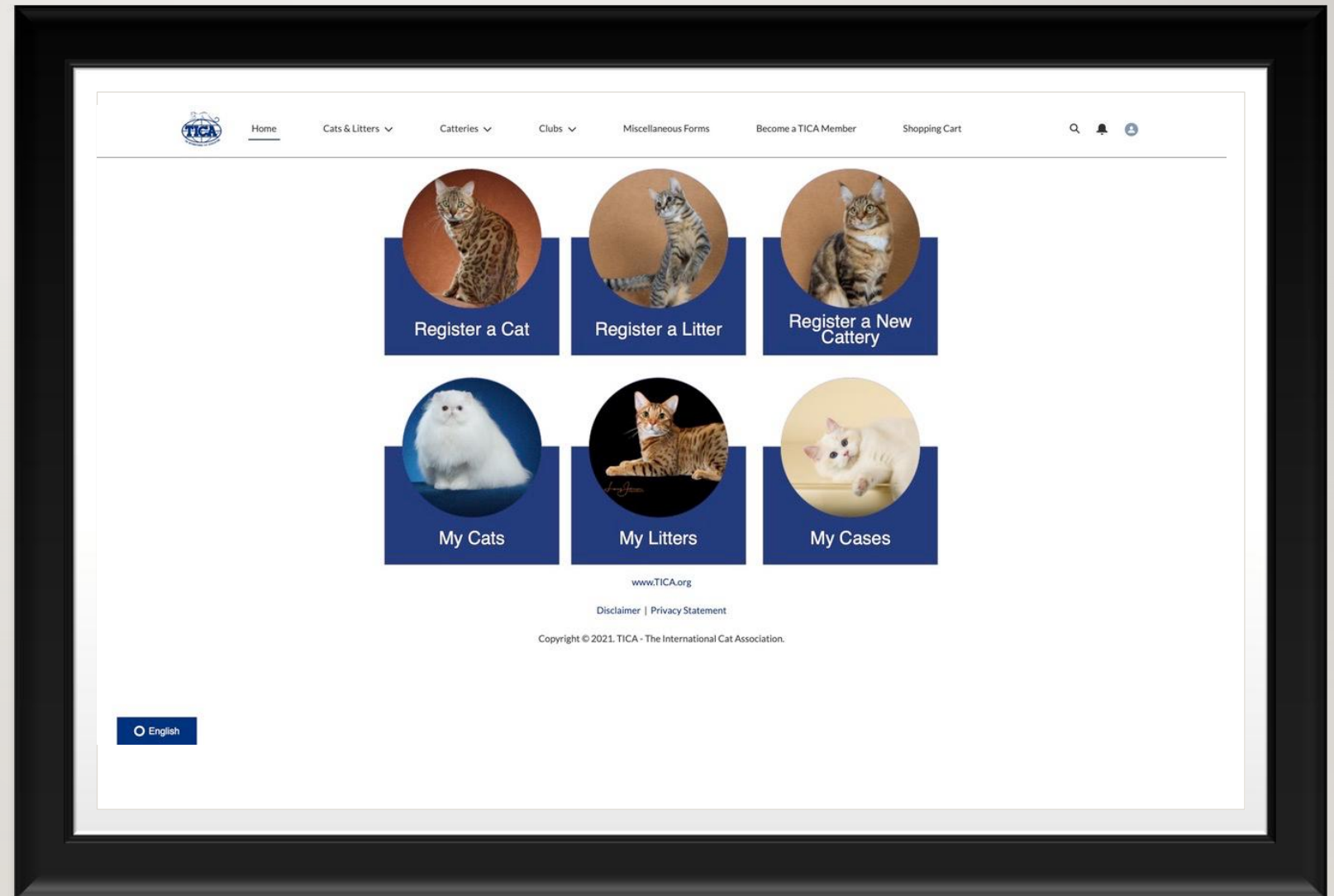


LIKE TICA
on FACEBOOK



FOLLOW TICA
on TWITTER

SALESFORCE LAUNCH



How do we grow smarter?
What's the strategy?

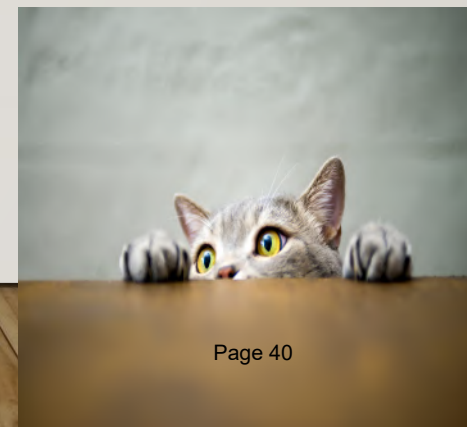
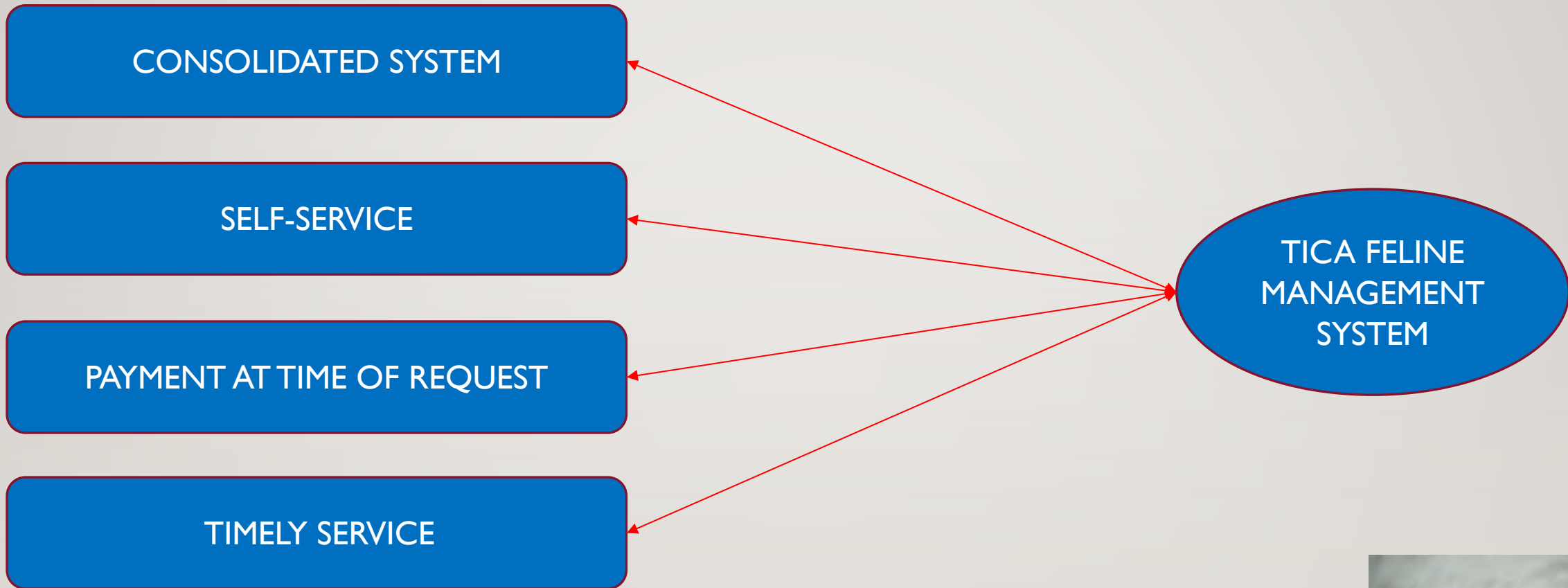


TICA FELINE
MANAGEMENT
SYSTEM

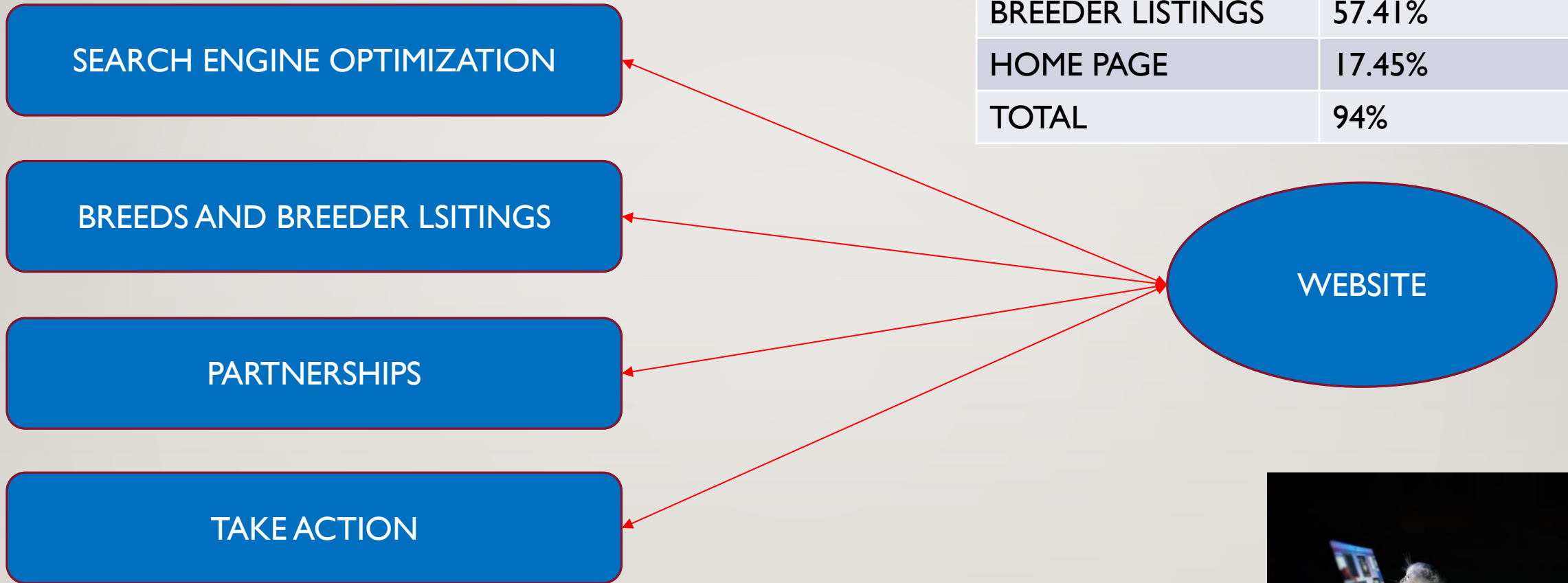
WEBSITE

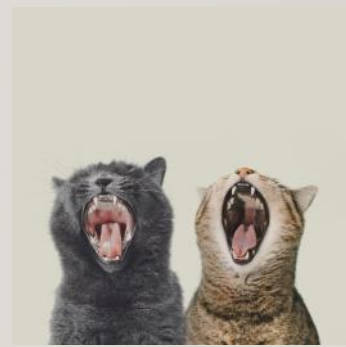
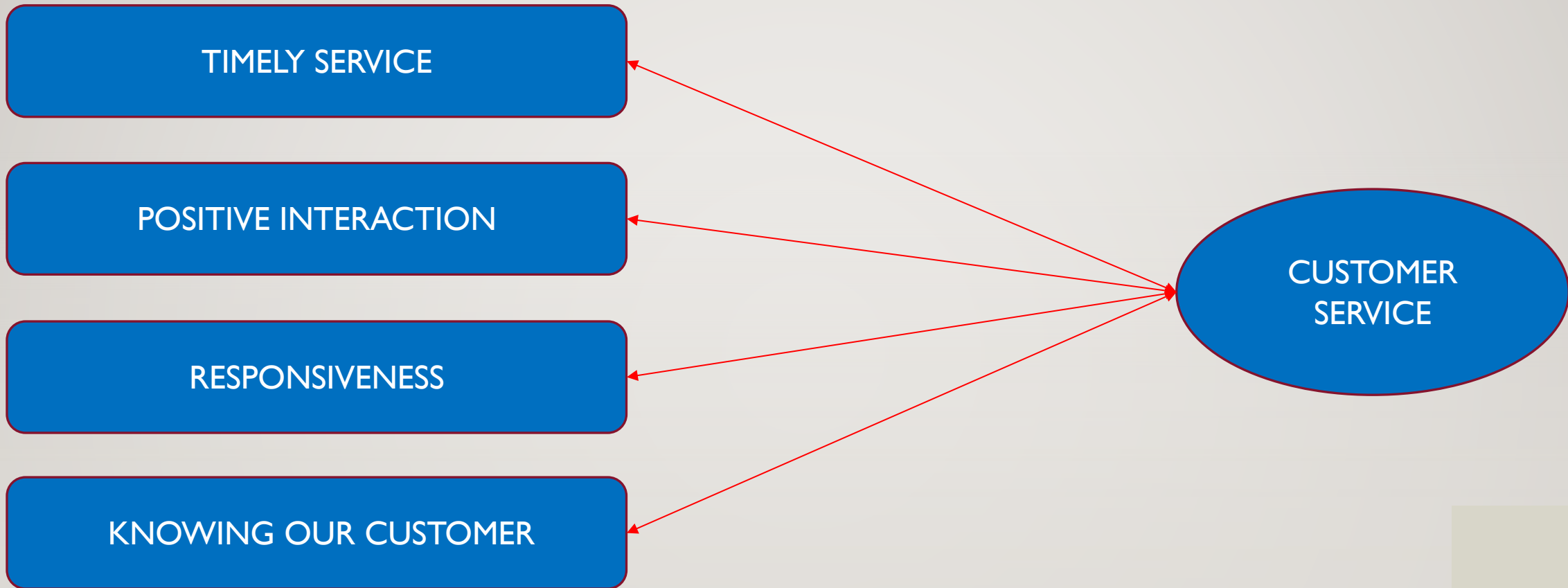
CUSTOMER
SERVICE

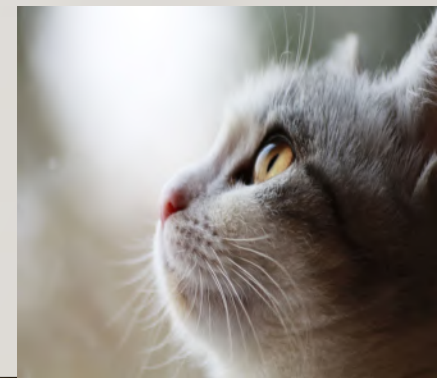
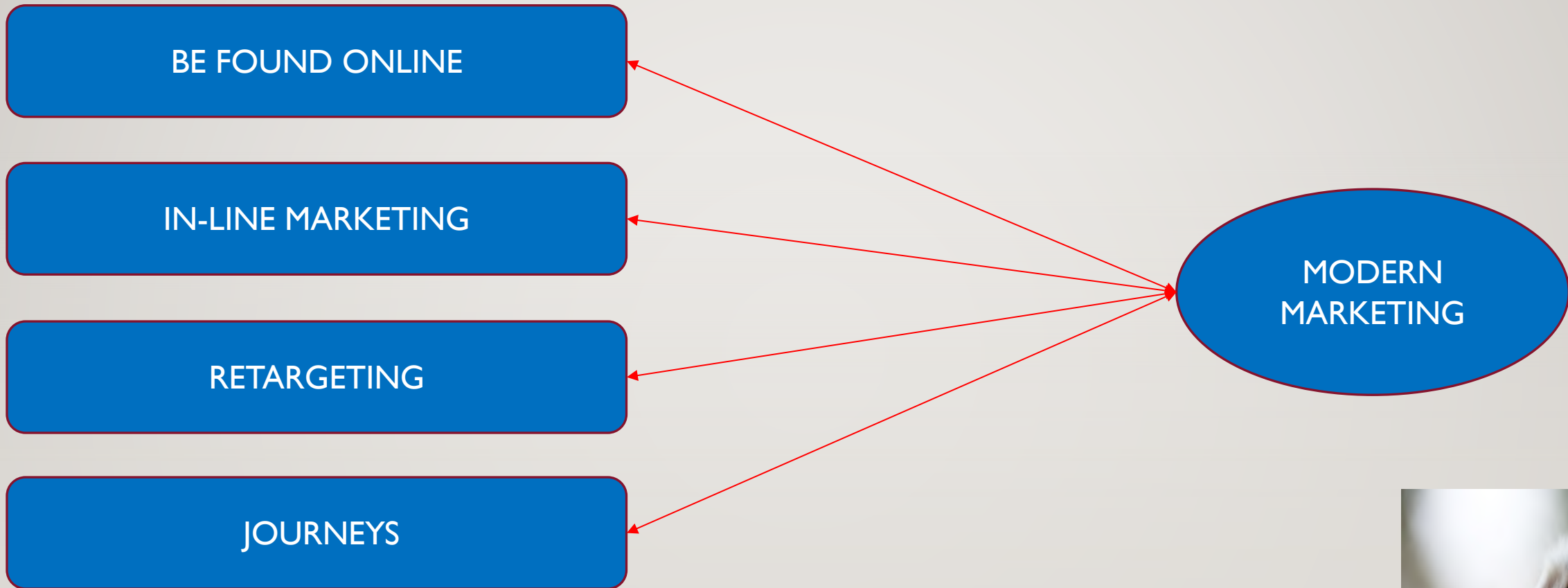
ON-LINE
MARKETING

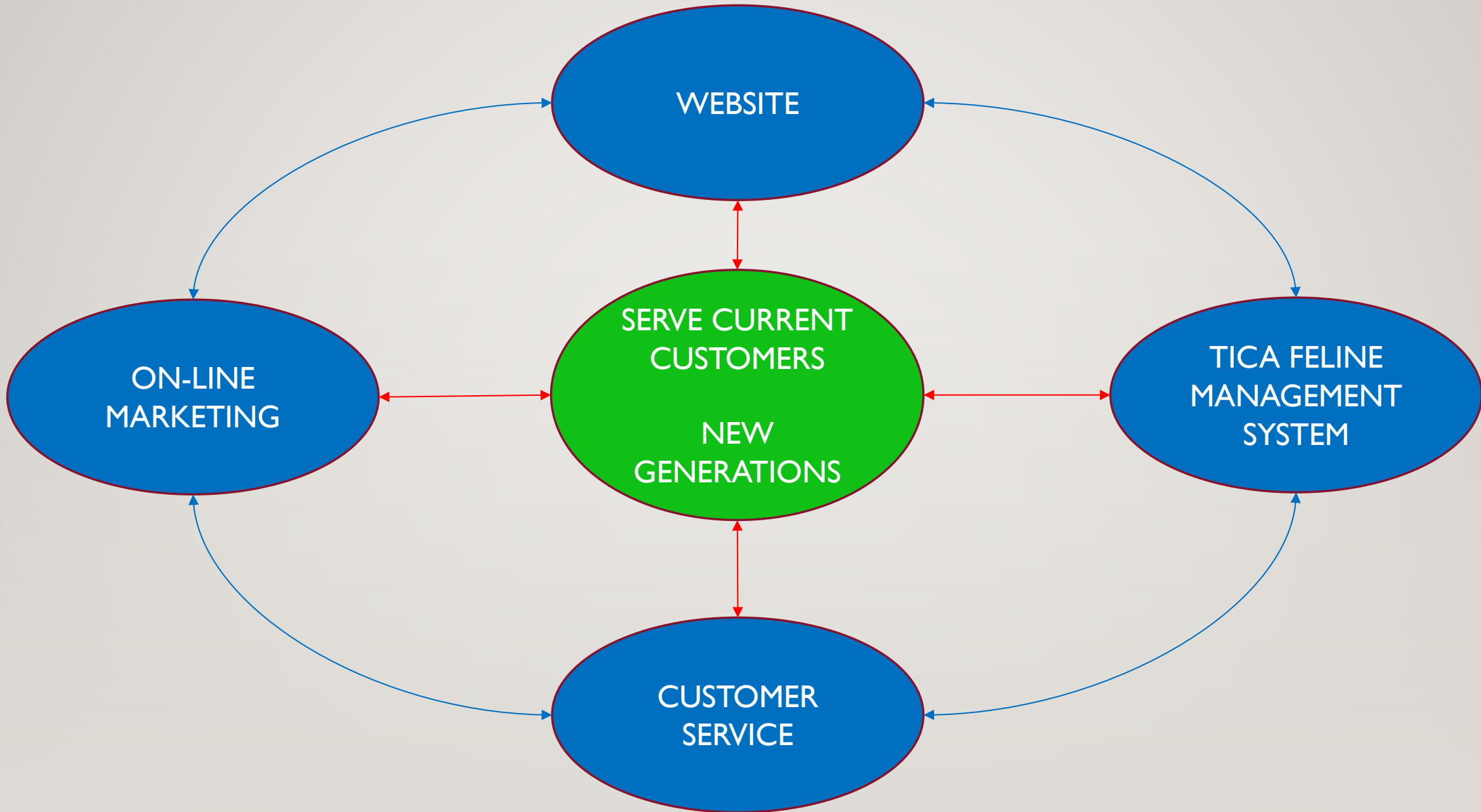


PAGE	PERCENT
TICA BREEDS	19.39%
BREEDER LISTINGS	57.41%
HOME PAGE	17.45%
TOTAL	94%









THANK YOU!

TICA
Balance Sheet Prev Year Comparison
As of June 30, 2021

	<u>Jun 30, 21</u>	<u>Jun 30, 20</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
PayPal Account	5,595.94	7,852.80	-2,256.86	-28.74%
RBC Investment Account	1,318,232.03	1,157,804.97	160,427.06	13.86%
TSB-General	419,147.08	213,612.65	205,534.43	96.22%
TSB-Payroll	4,264.65	4,767.37	-502.72	-10.55%
Total Checking/Savings	<u>1,747,239.70</u>	<u>1,384,037.79</u>	<u>363,201.91</u>	<u>26.24%</u>
Accounts Receivable				
Accounts Receivable	0.00	7,765.30	-7,765.30	-100.0%
Total Accounts Receivable	<u>0.00</u>	<u>7,765.30</u>	<u>-7,765.30</u>	<u>-100.0%</u>
Other Current Assets				
A/R Membership	12,960.44	7,696.42	5,264.02	68.4%
Interest Receivable	4,352.81	7,568.12	-3,215.31	-42.49%
Inventory Yearbook	3,770.00	3,910.00	-140.00	-3.58%
PrePaid Expenses	36,312.01	39,584.06	-3,272.05	-8.27%
Total Other Current Assets	<u>57,395.26</u>	<u>58,758.60</u>	<u>-1,363.34</u>	<u>-2.32%</u>
Total Current Assets	<u>1,804,634.96</u>	<u>1,450,561.69</u>	<u>354,073.27</u>	<u>24.41%</u>
Fixed Assets				
capital lease improvement	104,715.10	104,715.10	0.00	0.0%
Equipment/Machinery	168,121.60	163,483.61	4,637.99	2.84%
Furniture/Fixtures	22,476.16	22,476.16	0.00	0.0%
Recorded Depreciation	-265,521.22	-256,078.18	-9,443.04	-3.69%
Total Fixed Assets	<u>29,791.64</u>	<u>34,596.69</u>	<u>-4,805.05</u>	<u>-13.89%</u>
Other Assets				
Intangible Assets - Website	17,577.50	17,577.50	0.00	0.0%
Amortization of Intangibles	-15,413.77	-9,554.44	-5,859.33	-61.33%
Database Upgrade Implementation	533,643.40	0.00	533,643.40	100.0%
Total Other Assets	<u>535,807.13</u>	<u>8,023.06</u>	<u>527,784.07</u>	<u>6,578.34%</u>
TOTAL ASSETS	<u><u>2,370,233.73</u></u>	<u><u>1,493,181.44</u></u>	<u><u>877,052.29</u></u>	<u><u>58.74%</u></u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	69,495.84	53,608.24	15,887.60	29.64%
Total Accounts Payable	<u>69,495.84</u>	<u>53,608.24</u>	<u>15,887.60</u>	<u>29.64%</u>
Other Current Liabilities				
Credits Payable Membership	114,155.05	112,902.28	1,252.77	1.11%
Deferred Income	120,980.23	111,193.10	9,787.13	8.8%
Payroll Liabilities	3,861.08	1,803.24	2,057.84	114.12%
Payroll Payable	26,634.00	30,426.00	-3,792.00	-12.46%
Total Other Current Liabilities	<u>265,630.36</u>	<u>256,324.62</u>	<u>9,305.74</u>	<u>3.63%</u>
Total Current Liabilities	<u>335,126.20</u>	<u>309,932.86</u>	<u>25,193.34</u>	<u>8.13%</u>
Long Term Liabilities				

TICA
Balance Sheet Prev Year Comparison
 As of June 30, 2021

	<u>Jun 30, 21</u>	<u>Jun 30, 20</u>	<u>\$ Change</u>	<u>% Change</u>
Compensated Absences	38,894.27	38,894.27	0.00	0.0%
Total Long Term Liabilities	<u>38,894.27</u>	<u>38,894.27</u>	<u>0.00</u>	<u>0.0%</u>
Total Liabilities	374,020.47	348,827.13	25,193.34	7.22%
Equity				
Retained Earnings	679,199.07	611,651.79	67,547.28	11.04%
Unrestricted Fund Balance	465,155.24	465,155.24	0.00	0.0%
Net Income	<u>851,858.95</u>	<u>67,547.28</u>	<u>784,311.67</u>	<u>1,161.13%</u>
Total Equity	<u>1,996,213.26</u>	<u>1,144,354.31</u>	<u>851,858.95</u>	<u>74.44%</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,370,233.73</u></u>	<u><u>1,493,181.44</u></u>	<u><u>877,052.29</u></u>	<u><u>58.74%</u></u>

TICA
Profit & Loss Prev Year Comparison
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Jul '19 - Jun 20</u>	<u>\$ Change</u>	<u>% Change</u>
Income				
01 Memberships	206,632.01	176,183.97	30,448.04	17.28%
02 Family Memberships	1,260.00	810.00	450.00	55.56%
03 International Memberships	129,175.01	120,567.08	8,607.93	7.14%
04 Additional Breed Sections	5,490.00	4,430.00	1,060.00	23.93%
05 Cattery Registrations	254,942.46	172,890.02	82,052.44	47.46%
06 Individual Registrations	146,632.41	120,051.07	26,581.34	22.14%
07 Blue Slips	482,337.59	336,454.87	145,882.72	43.36%
08 Litter Registrations	390,576.00	320,101.07	70,474.93	22.02%
09 HHP Registrations	3,768.00	3,298.00	470.00	14.25%
10 Transfers/Leases	65,272.00	53,571.28	11,700.72	21.84%
11 Dup/Corr/Add or Delete Suff	25,681.00	23,937.00	1,744.00	7.29%
12 Title Confirmations	17,720.00	27,440.00	-9,720.00	-35.42%
13 Supreme Title Confirmations	2,770.00	4,350.00	-1,580.00	-36.32%
14 Cert 3-Gen Pedigrees	105,205.49	74,000.00	31,205.49	42.17%
15 Cert 5-Gen Pedigrees	202,058.00	155,300.00	46,758.00	30.11%
16 Club Charters	675.00	675.00	0.00	0.0%
17 Club Fees Renewals	3,615.00	3,965.00	-350.00	-8.83%
18 Judges Fees	520.00	5,350.00	-4,830.00	-90.28%
19 Show License Fees	11,455.00	29,500.00	-18,045.00	-61.17%
20 Annual Awards Fees	19,000.00	46,220.00	-27,220.00	-58.89%
21 Show Insurance Fees	9,000.00	15,428.84	-6,428.84	-41.67%
22 Publications	2.00	0.00	2.00	100.0%
23 TICA TREND	11,835.00	10,330.00	1,505.00	14.57%
24 TICA Yearbook	36,716.00	45,576.00	-8,860.00	-19.44%
25 Miscellaneous	3,578.39	7,019.91	-3,441.52	-49.03%
26 COE/OSTD Cattery	5,120.00	3,360.00	1,760.00	52.38%
27 Election Filing Fees	1,955.00	810.00	1,145.00	141.36%
28 Wire Transfer Fees	123.00	75.00	48.00	64.0%
29 Donations	5.00	218.60	-213.60	-97.71%
30 Clerking Fees	165.00	540.00	-375.00	-69.44%
31 OS/OD/LA	1,090.00	1,140.00	-50.00	-4.39%
32 Annual Awards Dup/Frt	593.00	261.00	332.00	127.2%
33 Website Breeder Listings	47,565.00	31,465.00	16,100.00	51.17%
34 Website Banner Ads	0.00	14,500.00	-14,500.00	-100.0%
35 Website Classified Ads	3,585.00	4,080.00	-495.00	-12.13%
37 Rush	102,720.01	43,140.00	59,580.01	138.11%
39 Complaint Fees	595.00	1,360.00	-765.00	-56.25%
40 Shipping Fees	1,933.66	1,143.00	790.66	69.17%
41 Annual Awards Sponsorships	7,800.00	4,075.00	3,725.00	91.41%
42 Late Fees (Judges/Pstg Due)	1,390.00	2,050.00	-660.00	-32.2%
43 Affinity Program	57.38	500.74	-443.36	-88.54%
44 Return Check Svc/Handling	150.00	150.00	0.00	0.0%
45 Rtn'd Chks/Handling Fees	97.00	77.00	20.00	25.97%

TICA
Profit & Loss Prev Year Comparison
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Jul '19 - Jun 20</u>	<u>\$ Change</u>	<u>% Change</u>
46 Refunds	2,563.08	81,506.68	-78,943.60	-96.86%
49 TOES	5,325.00	11,175.00	-5,850.00	-52.35%
50 Endorsement	61,550.00	13,064.26	48,485.74	371.13%
51 Certified Ancestral 5 Gen	160.93	0.00	160.93	100.0%
Corporate Sponsorships	101,112.87	136,832.00	-35,719.13	-26.1%
Unallocated	17,453.80	19,121.91	-1,668.11	-8.72%
Total Income	<u>2,499,026.09</u>	<u>2,128,094.30</u>	<u>370,931.79</u>	<u>17.43%</u>
	2,499,026.09	2,128,094.30	370,931.79	17.43%
Expense				
ANNUAL AWARDS PROGRAM				
Annual Awards Program - Other	16.24	10,000.00	-9,983.76	-99.84%
Banquet Expense	1,500.00	13,020.83	-11,520.83	-88.48%
Freight and Postage	3,638.28	479.46	3,158.82	658.83%
International/Regional Awards	8,685.88	0.00	8,685.88	100.0%
Plaques/Trophies	9,033.55	10,170.38	-1,136.83	-11.18%
Regional Rebate	13,998.00	22,586.00	-8,588.00	-38.02%
Rosettes	0.00	5,409.30	-5,409.30	-100.0%
Total ANNUAL AWARDS PROGRAM	<u>36,871.95</u>	<u>61,665.97</u>	<u>-24,794.02</u>	<u>-40.21%</u>
BANK				
Card Charges	32,582.96	26,504.00	6,078.96	22.94%
PayPal Fees	70,322.23	56,922.29	13,399.94	23.54%
Returned Checks	97.00	77.00	20.00	25.97%
Service Charges	814.05	5,556.59	-4,742.54	-85.35%
BANK - Other	0.00	-15.00	15.00	100.0%
Total BANK	<u>103,816.24</u>	<u>89,044.88</u>	<u>14,771.36</u>	<u>16.59%</u>
BOARD MEETING EXPENSE				
Annual Meeting				
Appointed Officials - Lodging	0.00	3,215.30	-3,215.30	-100.0%
Appointed Officials - Per Diem	0.00	1,732.12	-1,732.12	-100.0%
Appointed Officials - Travel				
Misc	0.00	25.00	-25.00	-100.0%
Appointed Officials - Travel - Other	0.00	3,378.30	-3,378.30	-100.0%
Total Appointed Officials - Travel	<u>0.00</u>	<u>3,403.30</u>	<u>-3,403.30</u>	<u>-100.0%</u>
Board-Lodging	0.00	11,013.82	-11,013.82	-100.0%
Board-Per Diem	0.00	6,145.00	-6,145.00	-100.0%
Board-Travel	0.00	13,665.26	-13,665.26	-100.0%
Room/Refreshments/Supplies	0.00	1,876.03	-1,876.03	-100.0%
Annual Meeting - Other	0.00	350.57	-350.57	-100.0%
Total Annual Meeting	<u>0.00</u>	<u>41,401.40</u>	<u>-41,401.40</u>	<u>-100.0%</u>
Spring Meeting				
Board-Lodging	819.92	0.00	819.92	100.0%
Board-Travel	1,157.20	629.49	527.71	83.83%

TICA
Profit & Loss Prev Year Comparison
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Jul '19 - Jun 20</u>	<u>\$ Change</u>	<u>% Change</u>
Total Spring Meeting	1,977.12	629.49	1,347.63	214.08%
Total BOARD MEETING EXPENSE	1,977.12	42,030.89	-40,053.77	-95.3%
COMMUNICATIONS				
Telephone	21,209.05	26,159.29	-4,950.24	-18.92%
Total COMMUNICATIONS	21,209.05	26,159.29	-4,950.24	-18.92%
COMPUTER				
Equipment	1,670.83	2,265.52	-594.69	-26.25%
Programming				
Erwin Van den Bunder	39,862.00	59,313.98	-19,451.98	-32.8%
Ideate, LLC	57,703.43	95,076.63	-37,373.20	-39.31%
Total Programming	97,565.43	154,390.61	-56,825.18	-36.81%
Software	32,845.87	26,959.59	5,886.28	21.83%
Website Support	22,200.00	25,489.96	-3,289.96	-12.91%
Total COMPUTER	154,282.13	209,105.68	-54,823.55	-26.22%
CORPORATE SPONSORSHIP	36,184.63	81,300.81	-45,116.18	-55.49%
DEPRECIATION EXPENSE	15,302.37	20,686.22	-5,383.85	-26.03%
DUES/MISC/SUBS/GIFTS	5,843.14	4,362.09	1,481.05	33.95%
FREIGHT AND POSTAGE				
Box Rent/Permits	322.00	254.00	68.00	26.77%
Freight-Customers	2,683.39	1,516.58	1,166.81	76.94%
Freight-Show Supplies	0.00	185.17	-185.17	-100.0%
Freight - Marketing	845.95	8,128.27	-7,282.32	-89.59%
Other Freight Charges	0.00	81.93	-81.93	-100.0%
Postage Meter	34,819.88	24,905.00	9,914.88	39.81%
Total FREIGHT AND POSTAGE	38,671.22	35,070.95	3,600.27	10.27%
INSURANCE				
Director's Liability Insurance	3,730.50	3,551.00	179.50	5.06%
Emp Bond	500.00	0.00	500.00	100.0%
General/Administrative	6,135.80	1,155.00	4,980.80	431.24%
Judge's Liability	1,185.12	1,184.63	0.49	0.04%
Property	1,615.50	1,456.50	159.00	10.92%
Show Liability	31,182.01	34,068.11	-2,886.10	-8.47%
Total INSURANCE	44,348.93	41,415.24	2,933.69	7.08%
MARKETING				
Advertising	16,058.08	15,907.00	151.08	0.95%
MEET THE BREEDS	0.00	22,704.10	-22,704.10	-100.0%
Printed Materials	0.00	6,403.16	-6,403.16	-100.0%
Special Events	17,082.89	46,088.05	-29,005.16	-62.93%
Supplies	37.53	1,401.54	-1,364.01	-97.32%
Travel Expense	170.00	6,016.27	-5,846.27	-97.17%
MARKETING - Other	0.00	1,258.00	-1,258.00	-100.0%
Total MARKETING	33,348.50	99,778.12	-66,429.62	-66.58%
OFFICE EQUIPMENT				

TICA
Profit & Loss Prev Year Comparison
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Jul '19 - Jun 20</u>	<u>\$ Change</u>	<u>% Change</u>
Leases	6,713.78	6,551.08	162.70	2.48%
Maintenance	243.50	673.58	-430.08	-63.85%
Purchase	1,485.98	987.20	498.78	50.53%
Repair	75.00	0.00	75.00	100.0%
Total OFFICE EQUIPMENT	8,518.26	8,211.86	306.40	3.73%
OFFICE MAINTENANCE				
Renovation	0.00	128.00	-128.00	-100.0%
Repairs	0.00	40,000.00	-40,000.00	-100.0%
Total OFFICE MAINTENANCE	0.00	40,128.00	-40,128.00	-100.0%
OFFICE SUPPLIES				
Laminating Supplies	3,080.91	1,194.90	1,886.01	157.84%
Other	4,929.12	9,269.40	-4,340.28	-46.82%
Paper	527.94	1,343.78	-815.84	-60.71%
Toner	3,791.94	4,738.38	-946.44	-19.97%
OFFICE SUPPLIES - Other	0.00	-907.01	907.01	100.0%
Total OFFICE SUPPLIES	12,329.91	15,639.45	-3,309.54	-21.16%
PAYROLL				
Contract Labor	8,017.36	27,649.19	-19,631.83	-71.0%
Employee Benefits	15,370.28	16,348.73	-978.45	-5.99%
IRA Contributions	2,689.52	2,671.27	18.25	0.68%
Salary/Wages				
Overtime	60,172.81	0.00	60,172.81	100.0%
Salary/Wages - Other	829,090.33	831,791.25	-2,700.92	-0.33%
Total Salary/Wages	889,263.14	831,791.25	57,471.89	6.91%
Taxes	73,556.90	69,705.28	3,851.62	5.53%
Total PAYROLL	988,897.20	948,165.72	40,731.48	4.3%
PRINTING				
Other	3,066.30	5,042.47	-1,976.17	-39.19%
Total PRINTING	3,066.30	5,042.47	-1,976.17	-39.19%
PROFESSIONALS FEES				
Accounting and Audit	30,045.00	26,875.00	3,170.00	11.8%
Balloting	4,000.00	3,000.00	1,000.00	33.33%
Legal	12,000.00	14,369.00	-2,369.00	-16.49%
Payroll Preparation	2,639.22	2,056.36	582.86	28.34%
Total PROFESSIONALS FEES	48,684.22	46,300.36	2,383.86	5.15%
REIMBURSEMENTS				
Club Support	3,033.03	7,691.27	-4,658.24	-60.57%
Judging Administrator				
Postage/Supplies	131.15	0.00	131.15	100.0%
Judging Administrator - Other	0.00	128.46	-128.46	-100.0%
Total Judging Administrator	131.15	128.46	2.69	2.09%
Judging Committee	110.00	110.00	0.00	0.0%
REIMBURSEMENTS - Other	0.00	1,397.93	-1,397.93	-100.0%

TICA
Profit & Loss Prev Year Comparison
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Jul '19 - Jun 20</u>	<u>\$ Change</u>	<u>% Change</u>
Total REIMBURSEMENTS	3,274.18	9,327.66	-6,053.48	-64.9%
RENT AND UTILITIES				
Custodial	8,753.00	6,553.00	2,200.00	33.57%
Rent	31,704.00	29,062.00	2,642.00	9.09%
Total RENT AND UTILITIES	40,457.00	35,615.00	4,842.00	13.6%
SECURITY	519.60	1,720.09	-1,200.49	-69.79%
TAXES				
Federal	176.24	118.20	58.04	49.1%
Property	597.62	1,861.67	-1,264.05	-67.9%
State	185.49	68.31	117.18	171.54%
TAXES - Other	0.00	56.32	-56.32	-100.0%
Total TAXES	959.35	2,104.50	-1,145.15	-54.41%
TRAVEL REIMBURSEMENTS				
Employee	8,140.81	0.00	8,140.81	100.0%
Officers	6,925.33	5,689.73	1,235.60	21.72%
Total TRAVEL REIMBURSEMENTS	15,066.14	5,689.73	9,376.41	164.8%
TREND EXPENSES				
Editorial Fees	18,900.00	22,050.00	-3,150.00	-14.29%
Publishing and Distributuion	114,275.80	122,060.78	-7,784.98	-6.38%
Total TREND EXPENSES	133,175.80	144,110.78	-10,934.98	-7.59%
YEARBOOK				
Editorial Fees	18,000.00	14,000.00	4,000.00	28.57%
Freight	8,188.27	11,548.09	-3,359.82	-29.09%
Publishing	31,085.06	35,488.54	-4,403.48	-12.41%
Reimbursed Expenses	559.26	629.93	-70.67	-11.22%
Total YEARBOOK	57,832.59	61,666.56	-3,833.97	-6.22%
Total Expense	1,804,635.83	2,034,342.32	-229,706.49	-11.29%
	694,390.26	93,751.98	600,638.28	640.67%
Capital Gains	0.00	146.09	-146.09	-100.0%
Dividend Income	10,235.11	6,058.48	4,176.63	68.94%
Interest Income	24,796.95	26,269.16	-1,472.21	-5.6%
Other Income	122,436.63	-58,678.43	181,115.06	308.66%
	157,468.69	-26,204.70	183,673.39	700.92%
	<u>851,858.95</u>	<u>67,547.28</u>	<u>784,311.67</u>	<u>1,161.13%</u>

TICA
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
01 Memberships	206,632.01	142,000.00	64,632.01	145.52%
02 Family Memberships	1,260.00	1,000.00	260.00	126.0%
03 International Memberships	129,175.01	118,000.00	11,175.01	109.47%
04 Additional Breed Sections	5,490.00	2,000.00	3,490.00	274.5%
05 Cattery Registrations	254,942.46	165,000.00	89,942.46	154.51%
06 Individual Registrations	146,632.41	126,000.00	20,632.41	116.38%
07 Blue Slips	482,337.59	328,000.00	154,337.59	147.05%
08 Litter Registrations	390,576.00	296,000.00	94,576.00	131.95%
09 HHP Registrations	3,768.00	4,500.00	-732.00	83.73%
10 Transfers/Leases	65,272.00	55,000.00	10,272.00	118.68%
11 Dup/Corr/Add or Delete Suff	25,681.00	25,000.00	681.00	102.72%
12 Title Confirmations	17,720.00	30,000.00	-12,280.00	59.07%
13 Supreme Title Confirmations	2,770.00	5,000.00	-2,230.00	55.4%
14 Cert 3-Gen Pedigrees	105,205.49	82,000.00	23,205.49	128.3%
15 Cert 5-Gen Pedigrees	202,058.00	160,000.00	42,058.00	126.29%
16 Club Charters	675.00	1,200.00	-525.00	56.25%
17 Club Fees Renewals	3,615.00	5,500.00	-1,885.00	65.73%
18 Judges Fees	520.00	0.00	520.00	100.0%
19 Show License Fees	11,455.00	25,000.00	-13,545.00	45.82%
20 Annual Awards Fees	19,000.00	40,000.00	-21,000.00	47.5%
21 Show Insurance Fees	9,000.00	12,000.00	-3,000.00	75.0%
22 Publications	2.00	0.00	2.00	100.0%
23 TICA TREND	11,835.00	10,000.00	1,835.00	118.35%
24 TICA Yearbook	36,716.00	40,000.00	-3,284.00	91.79%
25 Miscellaneous	3,578.39	1,000.00	2,578.39	357.84%
26 COE/OSTD Cattery	5,120.00	3,000.00	2,120.00	170.67%
27 Election Filing Fees	1,955.00	250.00	1,705.00	782.0%
28 Wire Transfer Fees	123.00	100.00	23.00	123.0%
29 Donations	5.00	0.00	5.00	100.0%
30 Clerking Fees	165.00	0.00	165.00	100.0%
31 OS/OD/LA	1,090.00	1,000.00	90.00	109.0%
32 Annual Awards Dup/Frt	593.00	500.00	93.00	118.6%
33 Website Breeder Listings	47,565.00	25,000.00	22,565.00	190.26%
34 Website Banner Ads	0.00	15,000.00	-15,000.00	0.0%
35 Website Classified Ads	3,585.00	6,000.00	-2,415.00	59.75%
37 Rush	102,720.01	30,000.00	72,720.01	342.4%
39 Complaint Fees	595.00	500.00	95.00	119.0%
40 Shipping Fees	1,933.66	500.00	1,433.66	386.73%
41 Annual Awards Sponsorships	7,800.00	3,000.00	4,800.00	260.0%
42 Late Fees (Judges/Pstg Due/	1,390.00	1,000.00	390.00	139.0%
43 Affinity Program	57.38	500.00	-442.62	11.48%
44 Return Check Svc/Handling	150.00	0.00	150.00	100.0%

TICA
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
45 Rtn'd Chks/Handling Fees	97.00	0.00	97.00	100.0%
46 Refunds	2,563.08	0.00	2,563.08	100.0%
49 TOES	5,325.00	9,000.00	-3,675.00	59.17%
50 Endorsement	61,550.00	12,000.00	49,550.00	512.92%
51 Certified Ancestral 5 Gen	160.93	0.00	160.93	100.0%
Corporate Sponsorships	101,112.87	91,000.00	10,112.87	111.11%
Unallocated	17,453.80	0.00	17,453.80	100.0%
Total Income	2,499,026.09	1,872,550.00	626,476.09	133.46%
	<u>2,499,026.09</u>	<u>1,872,550.00</u>	<u>626,476.09</u>	<u>133.46%</u>
Expense				
ANNUAL AWARDS PROGRAM				
Annual Awards Program - Other	16.24	10,000.00	-9,983.76	0.16%
Banquet Expense	1,500.00	12,000.00	-10,500.00	12.5%
Freight and Postage	3,638.28	400.00	3,238.28	909.57%
Regional Rebate	13,998.00	30,000.00	-16,002.00	46.66%
Rosettes	8,685.88	6,000.00	2,685.88	144.77%
Trophies	9,033.55	10,000.00	-966.45	90.34%
Total ANNUAL AWARDS PROGRAM	36,871.95	68,400.00	-31,528.05	53.91%
BANK				
Card Charges	32,582.96	24,000.00	8,582.96	135.76%
PayPal Fees	70,322.23	55,000.00	15,322.23	127.86%
Returned Checks	97.00	0.00	97.00	100.0%
Service Charges	814.05	6,000.00	-5,185.95	13.57%
Total BANK	103,816.24	85,000.00	18,816.24	122.14%
BOARD MEETING EXPENSE				
Annual Meeting				
Appointed Officials - Lodging	0.00	4,000.00	-4,000.00	0.0%
Appointed Officials - Per Diem	0.00	1,200.00	-1,200.00	0.0%
Appointed Officials - Travel				
Misc	0.00	0.00	0.00	0.0%
Appointed Officials - Travel - Other	0.00	2,000.00	-2,000.00	0.0%
Total Appointed Officials - Travel	0.00	2,000.00	-2,000.00	0.0%
Board-Lodging	0.00	15,700.00	-15,700.00	0.0%
Board-Per Diem	0.00	6,000.00	-6,000.00	0.0%
Board-Travel	0.00	11,400.00	-11,400.00	0.0%
Room/Refreshments/Supplies	0.00	5,000.00	-5,000.00	0.0%
Total Annual Meeting	0.00	45,300.00	-45,300.00	0.0%
Spring Meeting				
Appointed Officials-Lodging	0.00	1,300.00	-1,300.00	0.0%
Appointed Officials-Per Diem	0.00	700.00	-700.00	0.0%
Appointed Officials-Travel	0.00	590.00	-590.00	0.0%
Board-Lodging	819.92	11,500.00	-10,680.08	7.13%

TICA
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Board-Per Diem	0.00	10,700.00	-10,700.00	0.0%
Board-Travel	1,157.20	5,300.00	-4,142.80	21.83%
Room/Refreshments/Supplies	0.00	500.00	-500.00	0.0%
Total Spring Meeting	1,977.12	30,590.00	-28,612.88	6.46%
Winter Meeting				
Appointed Officials-Travel	0.00	0.00	0.00	0.0%
Room/Refreshments/Supplies	0.00	500.00	-500.00	0.0%
Total Winter Meeting	0.00	500.00	-500.00	0.0%
Total BOARD MEETING EXPENSE	1,977.12	76,390.00	-74,412.88	2.59%
COMMUNICATIONS				
Telephone				
Telephone - Other	21,209.05	23,000.00	-1,790.95	92.21%
Total Telephone	21,209.05	23,000.00	-1,790.95	92.21%
Total COMMUNICATIONS	21,209.05	23,000.00	-1,790.95	92.21%
COMPUTER				
Equipment	1,670.83	3,000.00	-1,329.17	55.69%
Programming				
Erwin Van den Bunder	39,862.00	0.00	39,862.00	100.0%
Ideate, LLC	57,703.43	0.00	57,703.43	100.0%
Programming - Other	0.00	160,000.00	-160,000.00	0.0%
Total Programming	97,565.43	160,000.00	-62,434.57	60.98%
Software	32,845.87	23,000.00	9,845.87	142.81%
Supplies/Support	0.00	4,000.00	-4,000.00	0.0%
Website Support	22,200.00	20,000.00	2,200.00	111.0%
Total COMPUTER	154,282.13	210,000.00	-55,717.87	73.47%
CORPORATE SPONSORSHIP	36,184.63	60,000.00	-23,815.37	60.31%
DEPRECIATION EXPENSE	15,302.37	15,000.00	302.37	102.02%
DUES/MISC/SUBS/GIFTS	5,843.14	5,000.00	843.14	116.86%
FREIGHT AND POSTAGE				
Box Rent/Permits	322.00	250.00	72.00	128.8%
Freight-Customers	2,683.39	1,200.00	1,483.39	223.62%
Freight-Show Supplies	0.00	800.00	-800.00	0.0%
Freight - Marketing	845.95	8,000.00	-7,154.05	10.57%
Postage Meter	34,819.88	30,000.00	4,819.88	116.07%
Total FREIGHT AND POSTAGE	38,671.22	40,250.00	-1,578.78	96.08%
INSURANCE				
Director's Liability Insurance	3,730.50	3,700.00	30.50	100.82%
Emp Bond	500.00			
General/Administrative	6,135.80	1,300.00	4,835.80	471.99%
Judge's Liability	1,185.12	1,300.00	-114.88	91.16%
Property	1,615.50	2,350.00	-734.50	68.75%
Show Liability	31,182.01	35,000.00	-3,817.99	89.09%

TICA
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total INSURANCE	44,348.93	43,650.00	698.93	101.6%
MARKETING				
Advertising	16,058.08	5,000.00	11,058.08	321.16%
MEET THE BREEDS	0.00	10,000.00	-10,000.00	0.0%
Printed Materials	0.00	16,000.00	-16,000.00	0.0%
Special Events	17,082.89	15,000.00	2,082.89	113.89%
Supplies	37.53	1,500.00	-1,462.47	2.5%
Travel Expense	170.00	5,000.00	-4,830.00	3.4%
Total MARKETING	<u>33,348.50</u>	<u>52,500.00</u>	<u>-19,151.50</u>	<u>63.52%</u>
OFFICE EQUIPMENT				
Leases	6,713.78	6,700.00	13.78	100.21%
Maintenance	243.50	900.00	-656.50	27.06%
Purchase	1,485.98	1,000.00	485.98	148.6%
Repair	75.00	0.00	75.00	100.0%
Total OFFICE EQUIPMENT	<u>8,518.26</u>	<u>8,600.00</u>	<u>-81.74</u>	<u>99.05%</u>
OFFICE MAINTENANCE				
Repairs	0.00	1,000.00	-1,000.00	0.0%
Total OFFICE MAINTENANCE	<u>0.00</u>	<u>1,000.00</u>	<u>-1,000.00</u>	<u>0.0%</u>
OFFICE SUPPLIES				
Laminating Supplies	3,080.91	1,500.00	1,580.91	205.39%
Other	4,929.12	12,000.00	-7,070.88	41.08%
Paper	527.94	3,000.00	-2,472.06	17.6%
Toner	3,791.94	6,000.00	-2,208.06	63.2%
Total OFFICE SUPPLIES	<u>12,329.91</u>	<u>22,500.00</u>	<u>-10,170.09</u>	<u>54.8%</u>
PAYROLL				
Contract Labor	8,017.36	0.00	8,017.36	100.0%
Employee Benefits	15,370.28	13,350.00	2,020.28	115.13%
IRA Contributions	2,689.52	0.00	2,689.52	100.0%
Salary/Wages				
Overtime	60,172.81			
Salary/Wages - Other	829,090.33	778,000.00	51,090.33	106.57%
Total Salary/Wages	<u>889,263.14</u>	<u>778,000.00</u>	<u>111,263.14</u>	<u>114.3%</u>
Taxes	73,556.90	69,600.00	3,956.90	105.69%
Total PAYROLL	<u>988,897.20</u>	<u>860,950.00</u>	<u>127,947.20</u>	<u>114.86%</u>
PRINTING				
Other	3,066.30	5,000.00	-1,933.70	61.33%
Total PRINTING	<u>3,066.30</u>	<u>5,000.00</u>	<u>-1,933.70</u>	<u>61.33%</u>
PROFESSIONALS FEES				
Accounting and Audit	30,045.00	30,000.00	45.00	100.15%
Balloting	4,000.00	3,000.00	1,000.00	133.33%
Legal	12,000.00	18,000.00	-6,000.00	66.67%
Payroll Preparation	2,639.22	2,200.00	439.22	119.97%
Total PROFESSIONALS FEES	<u>48,684.22</u>	<u>53,200.00</u>	<u>-4,515.78</u>	<u>91.51%</u>

TICA
Profit & Loss Budget vs. Actual
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
REIMBURSEMENTS				
Club Support	3,033.03	0.00	3,033.03	100.0%
Judging Administrator				
Postage/Supplies	131.15	0.00	131.15	100.0%
Total Judging Administrator	131.15	0.00	131.15	100.0%
Judging Committee	110.00	2,500.00	-2,390.00	4.4%
Total REIMBURSEMENTS	3,274.18	2,500.00	774.18	130.97%
RENT AND UTILITIES				
Custodial	8,753.00	7,000.00	1,753.00	125.04%
Rent	31,704.00	34,000.00	-2,296.00	93.25%
Total RENT AND UTILITIES	40,457.00	41,000.00	-543.00	98.68%
SECURITY	519.60	1,500.00	-980.40	34.64%
TAXES				
Federal	176.24	0.00	176.24	100.0%
Property	597.62	2,000.00	-1,402.38	29.88%
State	185.49	0.00	185.49	100.0%
TAXES - Other	0.00	0.00	0.00	0.0%
Total TAXES	959.35	2,000.00	-1,040.65	47.97%
TRAVEL REIMBURSEMENTS				
Employee	8,140.81	0.00	8,140.81	100.0%
Officers	6,925.33	5,000.00	1,925.33	138.51%
Total TRAVEL REIMBURSEMENTS	15,066.14	5,000.00	10,066.14	301.32%
TREND EXPENSES				
Editorial Fees	18,900.00	18,600.00	300.00	101.61%
Publishing and Distribuion	114,275.80	135,000.00	-20,724.20	84.65%
Total TREND EXPENSES	133,175.80	153,600.00	-20,424.20	86.7%
YEARBOOK				
Editorial Fees	18,000.00	16,500.00	1,500.00	109.09%
Freight	8,188.27	8,000.00	188.27	102.35%
Publishing	31,085.06	32,000.00	-914.94	97.14%
Reimbursed Expenses	559.26	500.00	59.26	111.85%
Total YEARBOOK	57,832.59	57,000.00	832.59	101.46%
Total Expense	1,804,635.83	1,893,040.00	-88,404.17	95.33%
	694,390.26	-20,490.00	714,880.26	-3,388.92%
Dividend Income	10,235.11	4,000.00	6,235.11	255.88%
Interest Income	24,796.95	23,000.00	1,796.95	107.81%
Other Income	122,436.63	0.00	122,436.63	100.0%
	157,468.69	27,000.00	130,468.69	583.22%
	851,858.95	6,510.00	845,348.95	13,085.39%

A close-up photograph of a person's hand holding a silver smartphone. The hand has bright red nail polish. The phone is held vertically, showing its back with a camera lens and flash. The background is dark and out of focus, showing the texture of a dark-colored shirt.

TOES, TICApp & The Visitor App

Erwin van den Bunder

The Agenda



TOES – web-based (SaaS) entry clerking solution, automating everything before the show

TICApp – Show app automating everything at the show

The Visitor App – The App for the visitors to cat shows, but also for any cat fancier

Opportunity

TICA back-end and front-end services

Ongoing migration from TDS to TFMS

Phase 1 nearing completion

Maintain focus on TFMS work, and acquire instant new services via the apps and TOES

TICApp

Electronic catalogs for exhibitors and clerks

Fault-free real-time show results and scoring

Real-time dashboards and advertisement

Integrated with TOES (API based)

TOES

Fully self-service

Show Calendar, Show Management, Entry Clerking

Ready to integrate with TICA's back-end (API based)

The Visitor App

Reaching our visitors directly

Breed and cat related content

Advertisement and direct contact opportunity

Integrated with TOES (API based)



2021

Way Forward

First Mover

Our product is unique and comprehensive. No other cat association has a suite that comes near this level of integration - real-time, multilingual, modern services.

Integrate with TFMS

Use the power of the existing software and exchange the data with TFMS using API integration.

Cost savings

Avoid costs – do not redesign or build from scratch.

Time to Market

TOES is live, TICApp is launching this month, The Visitor App is scheduled for December 2021

In a nutshell...

TOES

Users – Cats – Shows –
Judges – Rings – Breeds –
Colors – Show Rules – Show
Documents – APIs – TICApp
integration – Visitor App
integration...

The Visitor App

Breed and Color information
Show System Explanation
“Find my Breed” tool
Show Specific Information
Advertisements

TICApp

Shows – Rings – Entries –
Show Results – Show
Mechanics – Show Scoring –
Live Dashboards –
Advertisements

Data Integration

TOES feeds data into apps
TICApp feeds show results
into TOES
TOES can integrate to any
system using APIs





TOES

Web Based, Mobile Adaptive

Exhibitors, Clubs

Multi-lingual in Interface and Communication

Show Rules Aware

System of Record for all Data (until there is TFMS integration)

API Enabled

Ready to integrate to TFMS (phase 2, 3, ...)



TICA App

Cross-Platform (ionic)

Exhibitors, Ring Clerks, Master Clerks

Notifications

Enforced Show Mechanics

Real-time synchronization to Master Clerk

Show Dashboard

Marked Catalog and Show Scoring*



The Visitor App

Cross Platform (Flutter)

Cat Fanciers and Visitors to Cat Shows

Geofenced and Localized

Informative and Helpful

Granular Advertisement

Vouchers and Discounts

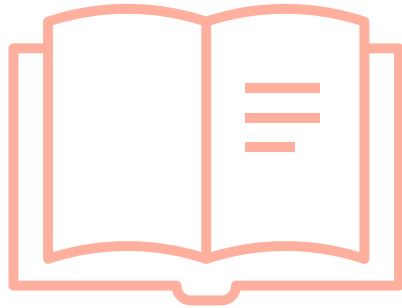
Adaptive Breeder and Club Listings



Let's get our hands dirty...

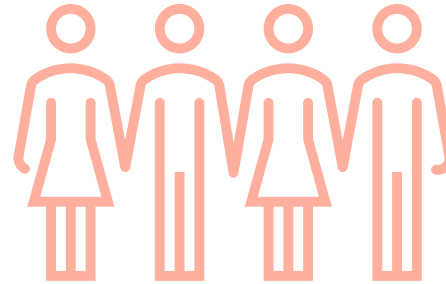
TICApp and Visitor App Demos

TICApp Demo



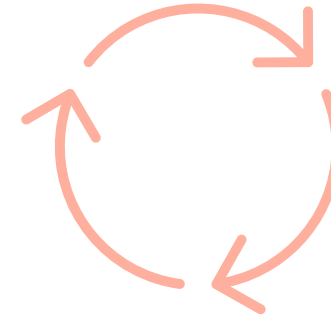
Clubs

Show Calendar
Internet Connection or not...
Dashboards and Advertisement



Exhibitors

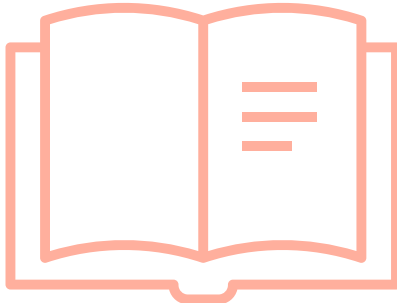
Options and Settings
Notifications
e-Catalog



Data Integration

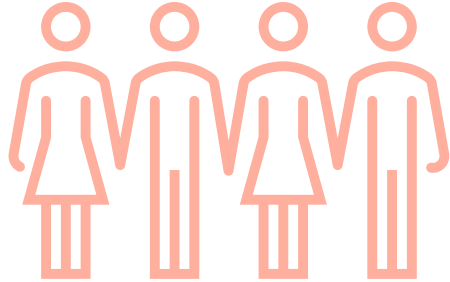
Role-Based Access Control
Ring Clerk – Master Clerk
Real-time Dashboard
Marked Catalog

Visitor App Demo



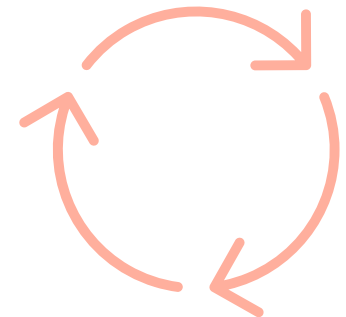
Advertisers

- Vendors
- Breeders
- Clubs



Visitors

- Information on Breeds and Colors
- “Find my Breed”-tool
- Explanation about TICA Shows
- Tailored show-specific Information
- Vouchers and Discounts



Data Integration

- Geolocation-triggered Show Information
- Tailored Advertisement
- Personalized Vouchers



Summary

Our products are tailored to TICA's needs and TICA's show system. They are the result of more than a decade of development and enhancement work. They are based on a deep understanding of the show dynamics and on the practical experience of a long-time exhibitor, clerk, and judge.

We are proud that we can offer TICA an opportunity to surpass its competitors, today, and take a leading role in the 21st century cat shows and advertisement segments.



Thank you