

2021 Winter Meeting Minutes

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TICA 2021 Winter Meeting

Realignment Committee Report

Committee Members:

- Ralph Stadter (Chair)
- Elaine Weitz
- Brendo Russo

Esteemed Board of Directors,

Based on previous discussions and the current situation due to the pandemic, our recommendation is to not make any disruptive changes at this point in time.

There are two options which would like this Board to consider:

1. Move North Korea from the Asia East region to the Asia West Region.
Number of members affected: 0
Current number of members in AE: 327
Current number of members in AW: 268

Rationale: While North Korea is geographically very close to the Asia East Region and there is show activity in South Korea, travel between North Korea and the rest of the AE Region is more difficult than travel to AW.

2. Move Saskatchewan from the Great Lakes region to the North West Region.
Number of members affected: 18
Current number of members in GL: 698
Current number of members in NW: 578

Rationale: Travel to the shows in the NW region is easier for the members in Saskatchewan.

Thank you for your consideration,

Ralph Stadter
Chair of 2020 Realignment Committee



MARKETING AND BUSINESS DEVELOPMENT
WINTER BOARD MEETING JANUARY 27-28-29, 2021

Director Marketing & Business Development: Roann Fulkerson

Brief Summation of Immediate Past Marketing and Business Development Activities:

Finding a silver lining in 2020 COVID, is the 11 million **new** companion animal owners within the U.S. We do not have the statistics for new ownership outside the U.S., however indicators reflect the impact is similar.

With the spike in new companion animal ownership also brings challenges with numerous scammers, frauds, and swindles. This has kept TICA busy responding to frequent complaints, almost daily, and TICA is being proactive with implementation of notices and information to help educate the public how to avoid being scammed by fraudulent transactions.

The Summer 2020 Marketing report introduced Beth Spencer, TICA Social Media Manager. Beth continues to grow TICA’s presence on Instagram, Twitter, and Facebook with significant success. Our social media strategy is focused on increasing engagement across three primary social media platforms to expand and diversify TICA’s audience and foster an inclusive community of cat lovers around the globe. December ending, the audience totaled nearly 53,000. The next goal: hit 2K Instagram followers by next report, i.e., January ending.

Cross-channel performance	Facebook	Instagram	Twitter
Engagement	12,273	1,103	79
Net New Audience	+207	+136	+2
Posts Sent	44	31	27
Total Audience	47,876	1,864	1,996

[Social Media REPORT INCLUDED BOARD ONLY]

TICA Communications Manager, Christina Duffney Carey continues to work closely with TICA established sponsor/partners with deliverables and with new corporate relationships, i.e., currently Trupanion and Royal Canin, to provide the much requested and successful distribution of information. The November eBlast for new TICA Corporate relationship, Trupanion Pet Insurance garnered an astounding almost 300 Unique Clicks, providing Trupanion with 50 New Clients as a direct result. Trupanion was excited about the success of TICA’s first distribution of information on behalf of our new relationship. TICA would like to thank Trupanion for their significant monetary investment in TICA to help facilitate our ability to touch more individuals.

[Newsletter REPORT INCLUDED BOARD ONLY]



Many of the Tradeshows TICA participates with in past years have moved to Virtual events for 2021. One such is World Pet Association, Super Zoo and the newly launched virtual WPA365. **WPA365** gives exclusive access to the first-of-its-kind virtual pet product marketplace. Through a vibrant, on-demand marketplace, individuals can easily connect with manufacturers showcasing the latest products, set up live meetings, download product information and more. **Much appreciation goes to Christina and Beth** for creatively putting the TICA Virtual Booth together and we hope you will visit the provided link to see for yourself TICA’s displayed information presented with great talent.

Please make a point to visit the TICA Virtual Booth at [WPA365](https://wpa365.simexpo.com/page/200?contentId=49716)

Link: <https://wpa365.simexpo.com/page/200?contentId=49716>

Login: cmdctthree@gmail.com

Password: Ticacats2020

TICA's partnership with **Mars Wisdom Health** and **MyCatsDNA** brought a new revamp for their website and to deliver faster processing. This took Mars Wisdom Health longer than expected, however everything is up and running in good shape. The new TICA Member and Client 2021 Discount Codes are on your homepage after you sign into your TDS account and are as follows:

Use Wisdom Health Discount Code: **TICAmember2021** for a 15% Discount at:

- www.optimal-selection.com/optimal_selection_cats for US/Canada
- www.MyCatDNA.com for Europe/all others



TICA is a key sponsor of the upcoming [Community Cat Conference](#) virtual event, being held this upcoming weekend, January 29, 30 and 31, 2021. This is a virtual conference for anyone wanting to help community cats! This conference brings the shelter rescue communities together with their mission to provide education, information and dialogue that will create a supportive environment empowering people to help cats in their community. For TICA, the Community Cat Conference sponsorship deliveries multiple Social Media posts, logo/link exposure, a 60-second promotional piece, and a pre-recorded "interview" with Vickie Jo, or selected other individual, to be aired during the summer.

**TICA continues to build strong relationships with new corporate sponsors and revisited previous companies to directly benefit our Member/Clients and TICA's Cat Community.



After Royal Canin U.S. recent restructuring to include Canada, TICA is working directly with the Veterinarian pillar, as well as the Pro [Breeder] and Shelter pillars. Key individuals were asked and presented to Royal Canin's salesforce and upcoming Veterinarian staff, requested a presentation from Anthony Hutcherson. The 2021 budget and relationship plan are still under negotiations.



Dr. Elsey's Cat Products continue to be the "premier" TICA corporate partner/sponsor with the most significant financial support to all areas of TICA. TICA cat shows are beginning to return and several sponsorships to clubs have been awarded for 2021. The 2021 budget and relationship plan are still under negotiations.

The American Assn. Feline Practitioners [AAFP] has been a strong ally with TICA for several years and this relationship continues to be fostered with TICA's inclusion in the AAFP Feline weekly eNews. The *Feline Weekly* is sent weekly to **4,870+ subscribing feline practitioners**.

SPONSORED CONTENT

Promoted by [The International Cat Association](#)



- [TICA-Cat Breeds](#)
- [TICA Household Pets](#)
- [What Color is My Cat](#)
- [What's A Cat Show](#)
- [Follow @TICA.cats for fun feline photos, facts & news delivered daily to your feed!](#)

Moving from **Marketing to:** **Business Development,**

As mentioned, many corporations are doing their best to evaluate and plan for business in 2021, significantly influenced by the unknown of COVID. For this reason, several corporate sponsor/partner relationships are still under negotiations for 2021. All looks positive, just not yet finalized.

Current Happenings of Marketing and Business Development:

Discussions are underway with current corporate sponsors, as well as some new companies looking to TICA for a resource of exposure and marketing. As we know, 2020 left everyone with an unknown future as to what 2021 will bring. This undetermined future has slowed negotiations and planning for 2021. Typically, TICA would have corporate sponsor budgets in place, this year there is a bit of lag time in finalizations.

On a very upbeat and positive note, TICA is fast moving forward with the new design and function for the new tica.org website. The color pallet and visual design have been determined and we are in the final stages of logistics in determining the logic in placement of navigation. Starting this week, we have been promoting via Social Media the request for ***everyone to please take the brief survey*** which will assist our contracted expert company in finalizing the logical placements of items on the website.



Here is the link to the tree testing survey:

<https://cornershopcreative.optimalworkshop.com/treejack/r1u03o4u>. Feel free to distribute this amongst your TICA networks. ***This survey will only be available this week.***

As of today, January 27, we have had 42 participants complete the survey . And out of all of the participants that started the survey (89 participants total) - 71% are from the US, 12% from the UK and 2% from Sweden.

The newly developed website remains scheduled to launch in early Spring 2021, to coincide with the new business technology implementation. The new TICA website will be more inclusive and welcoming to the public and general cat community both established or newly interested in felines, with the ability to provide easier access to the vast educational knowledge and information that TICA currently possesses.

Future Projections for Marketing Business Development:

The current TICA Marketing Plan will be presented in greater detail by TICA COO, Danny Nevarez, during his presentation to the Board. This is why it has not been included with this report.

Action Items:

None at this time.

Respectfully Submitted,

Roeann Fulkerson
RoannFulkerson@tica.org



Winter 2021 Meeting

Danny Nevarez, COO

COO - Winter Meeting Updates

- Marketing Plan
- Performance Indicators
- Conversion Numbers
- Demo Salesforce





TICA -
Marketing

Improve Client Engagement

Revenue Opportunities

Increasing Web Social Med #

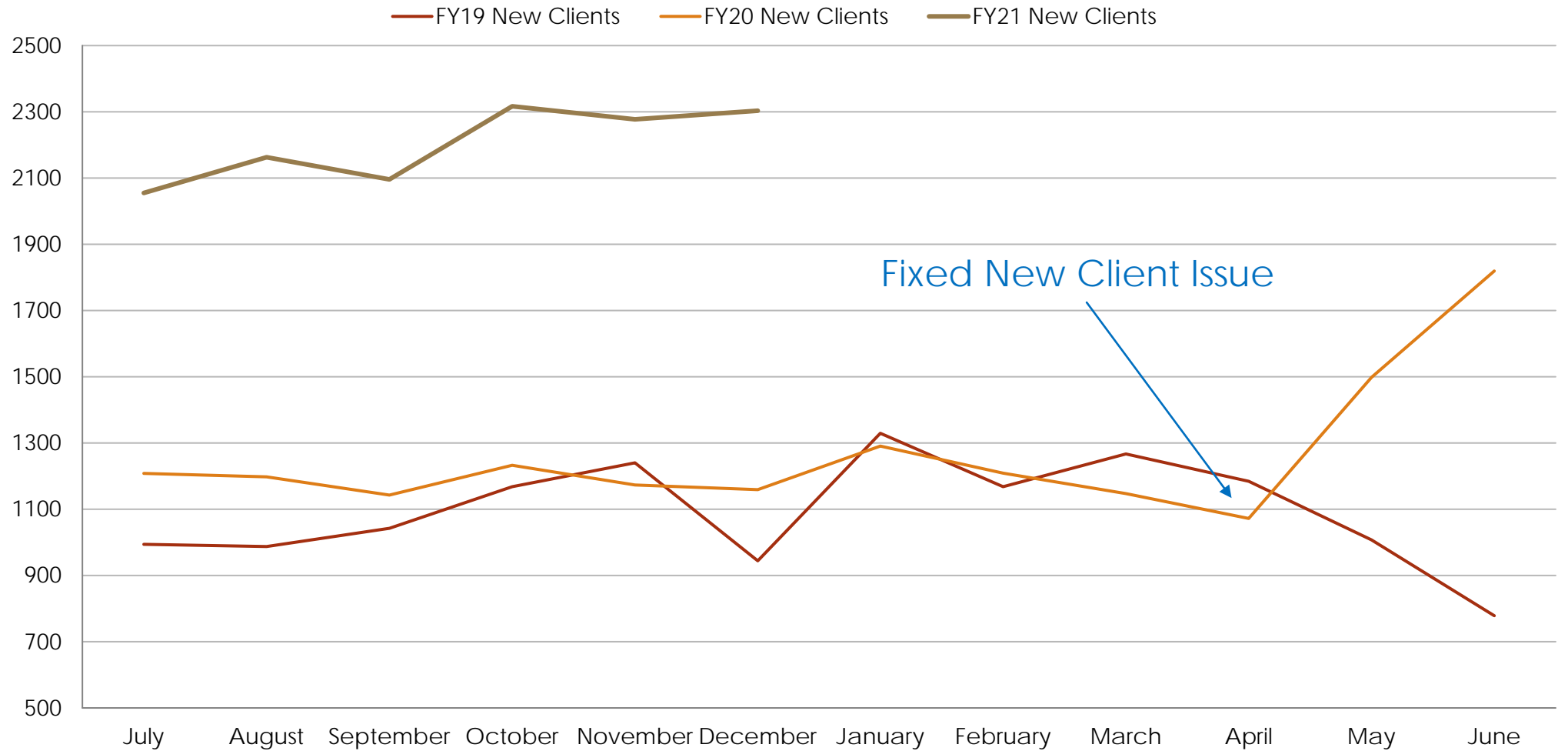
Value to Corporate Partners



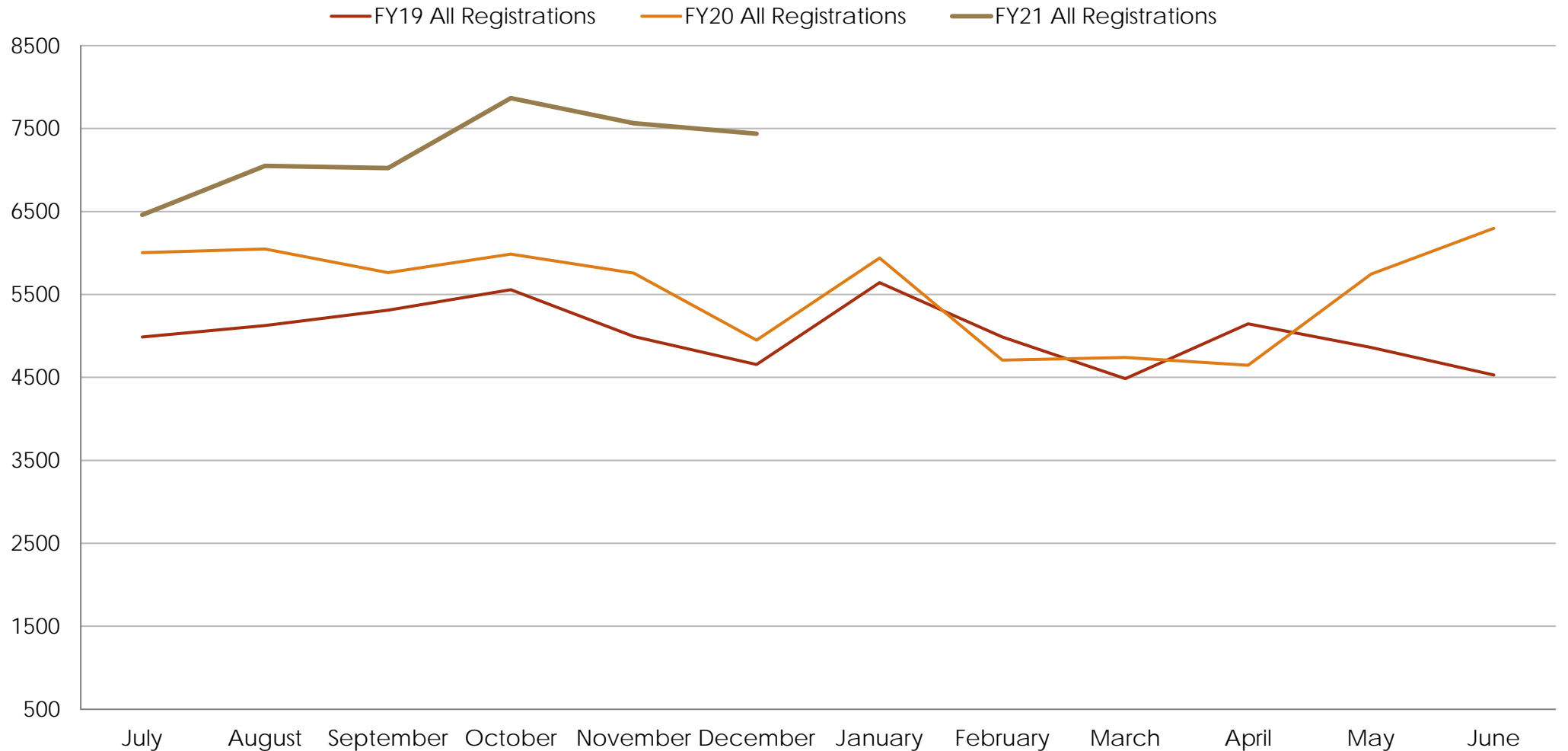
TICA Marketing Plan

- Salesforce Tools
- Manages our social media and listens for TICA
- Journeys for TICA Clients and Non-Clients (by country)
- Corporate Partners can be part of our journey
- Engagement Score
- Tracking Web Traffic – Retargeting **After they leave** our website
- In-line Marketing - corporate partners
- What opportunities do we have and how do we influence our numbers
 - Conversion Opportunities (Charts)

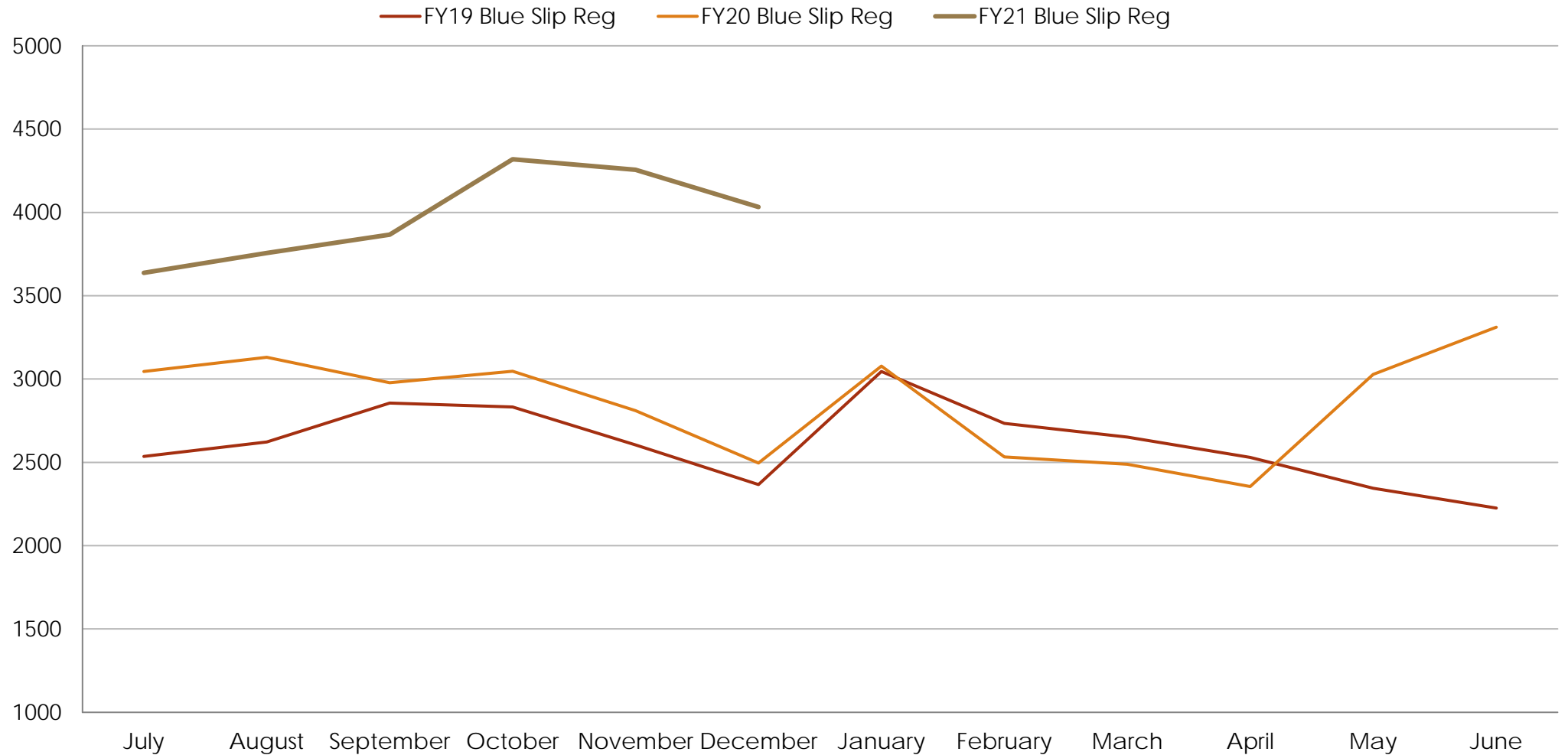
New Clients



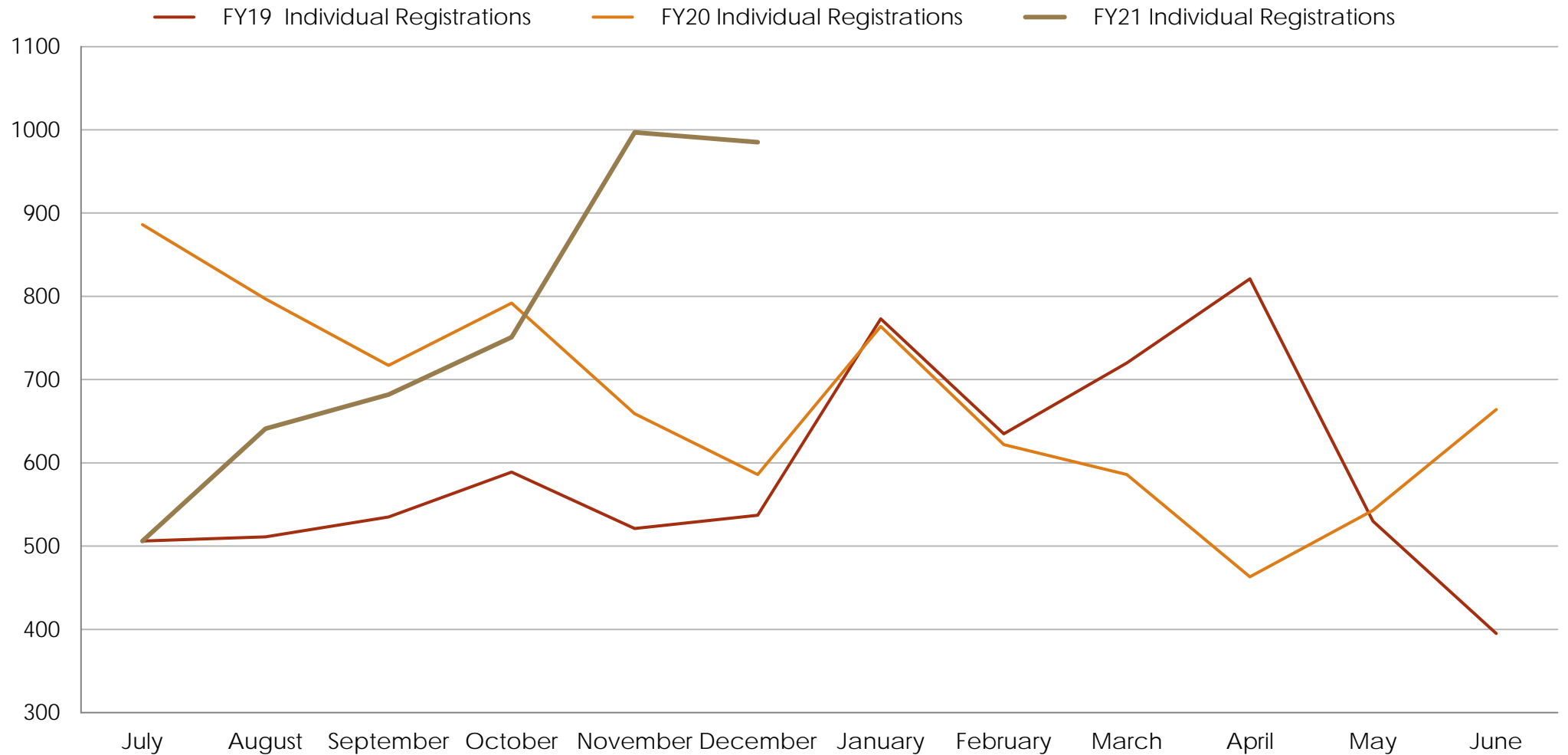
All Registration – Blue Slip, Ind, Litter



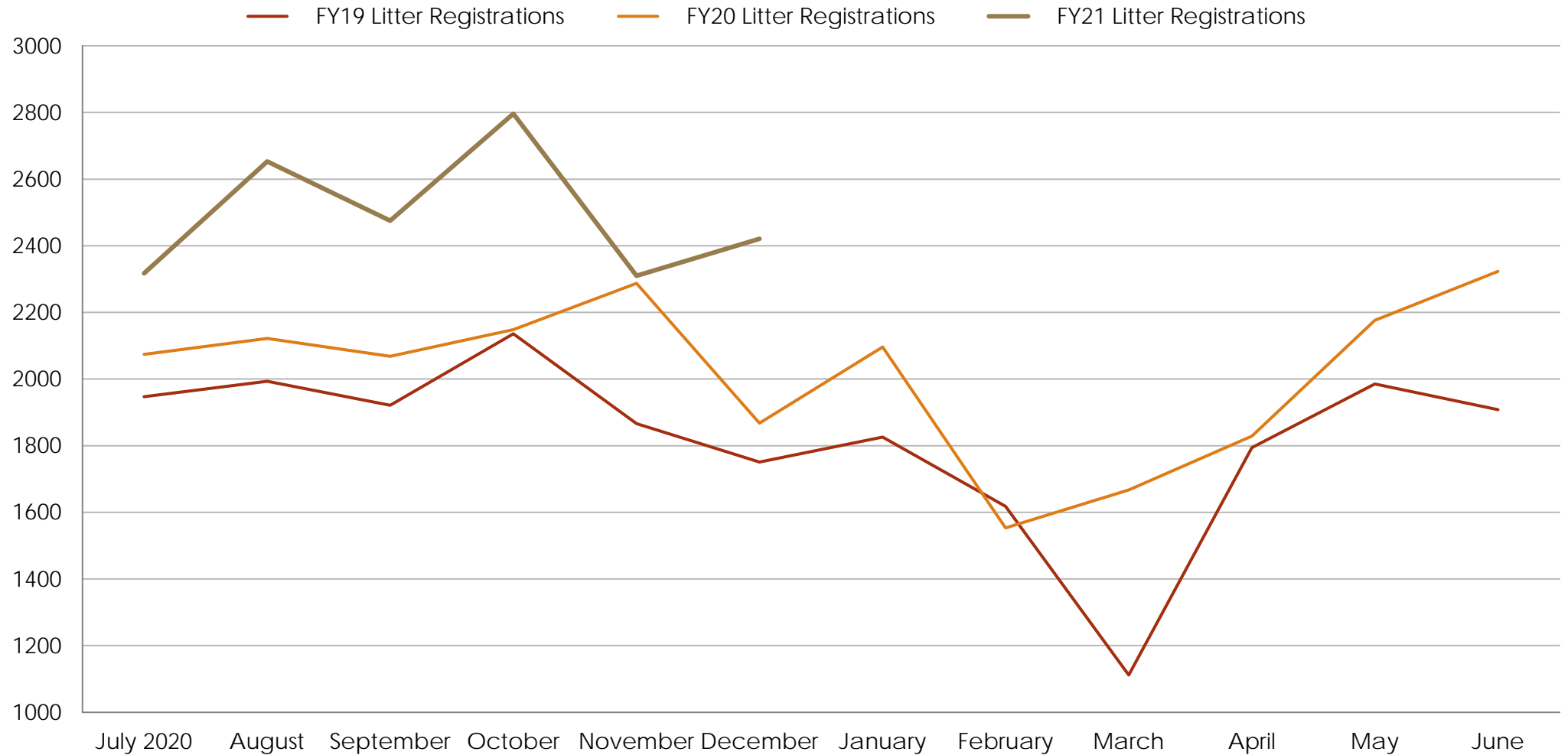
Blue Slip Registrations



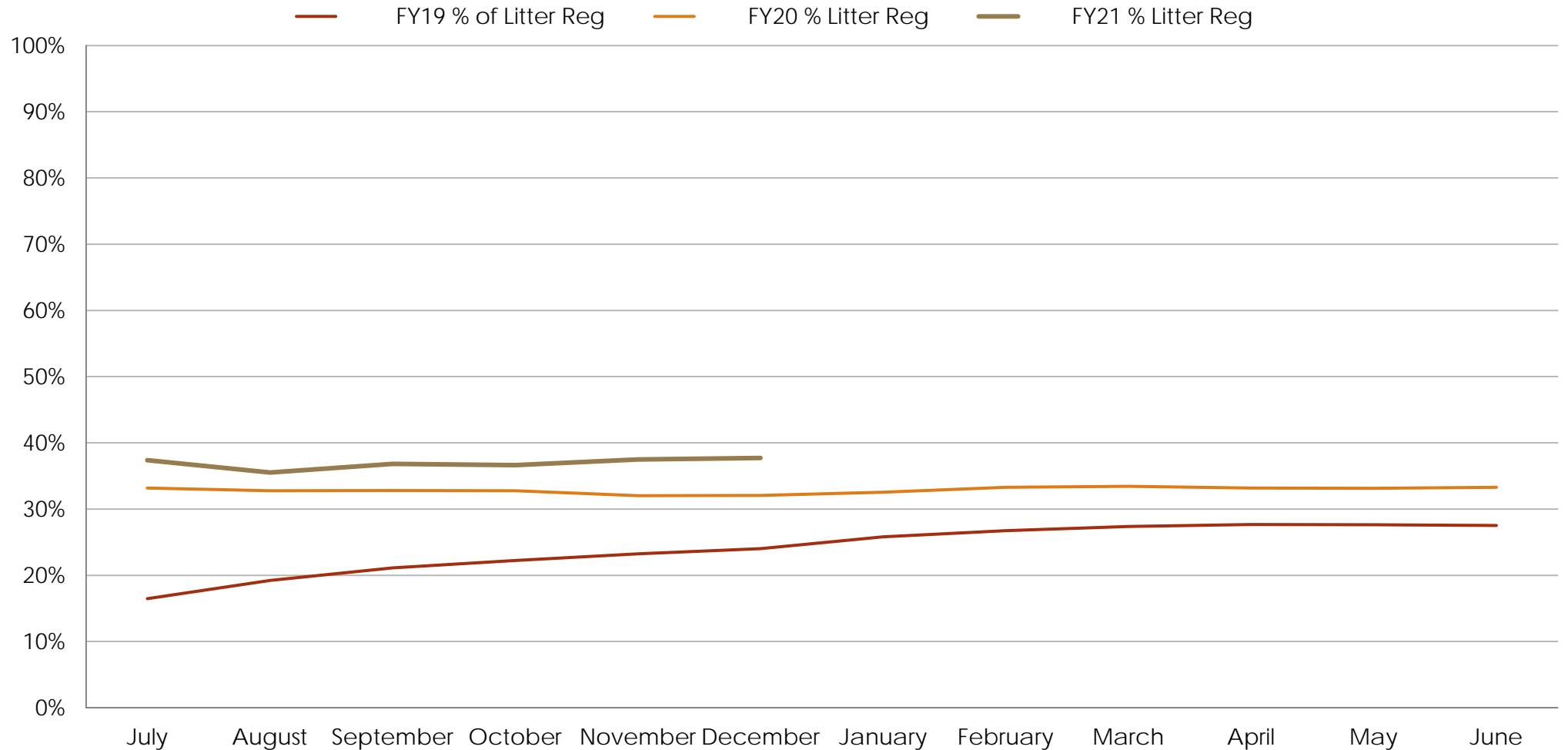
Registrations from another Registry



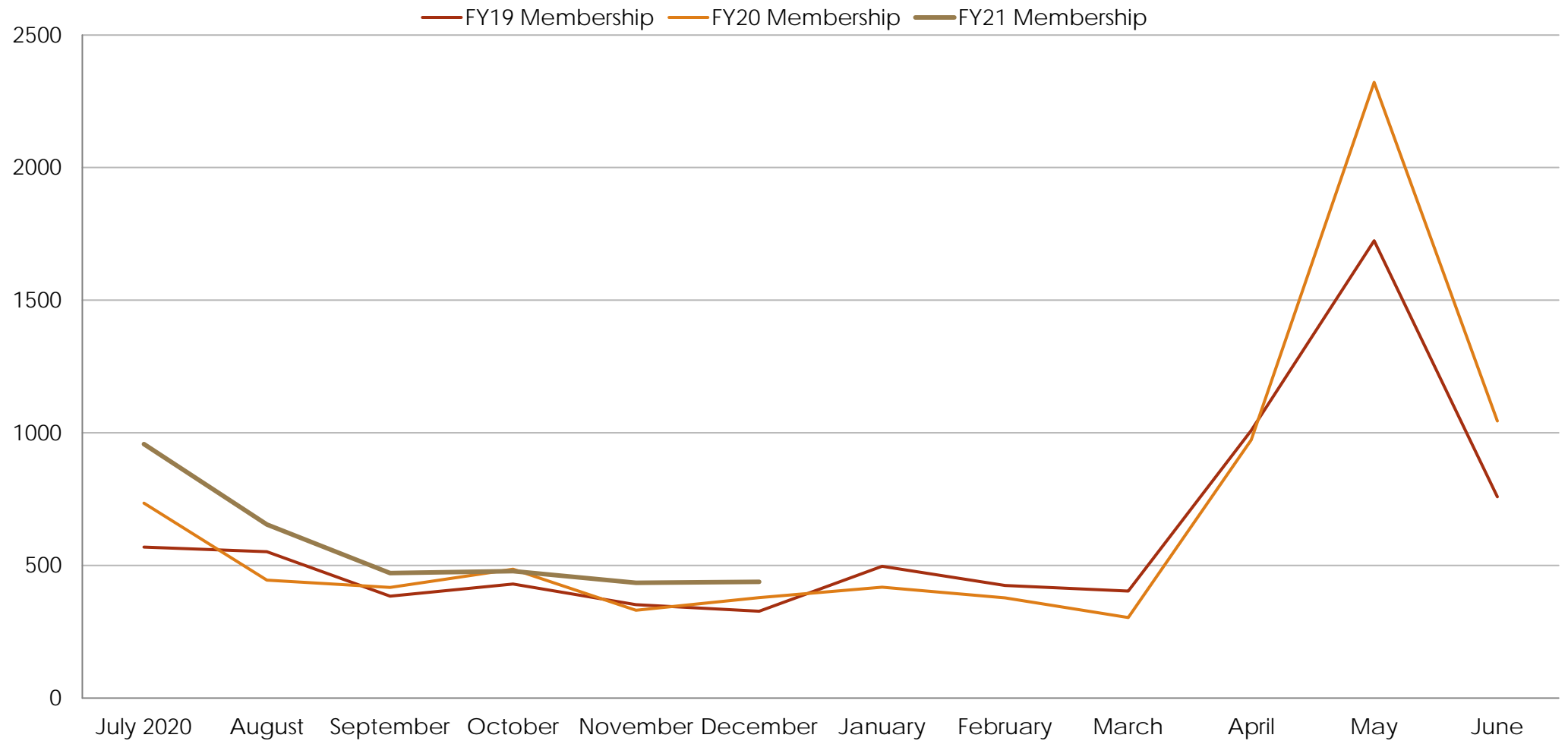
Litter Registrations



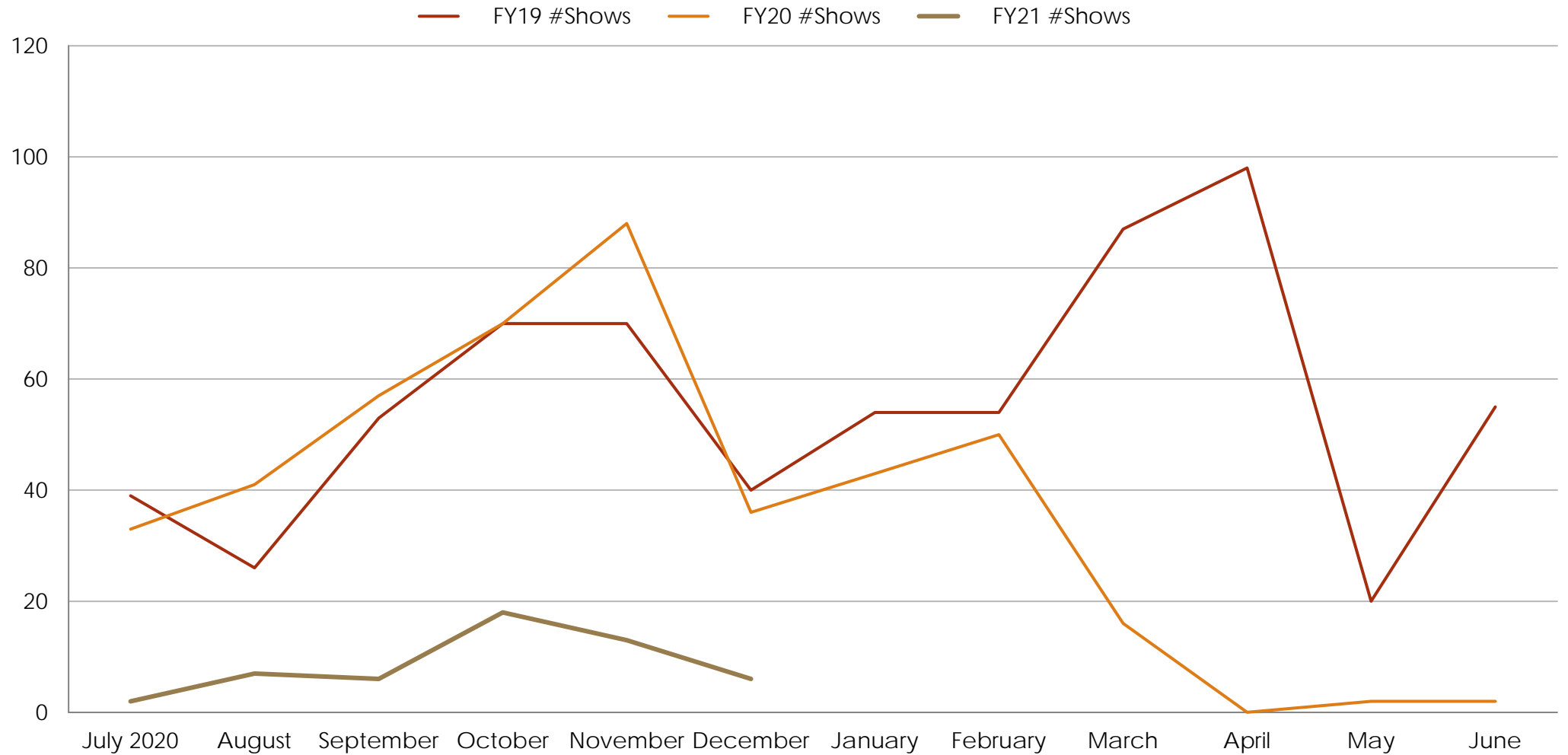
% of Cats Registered from Litters



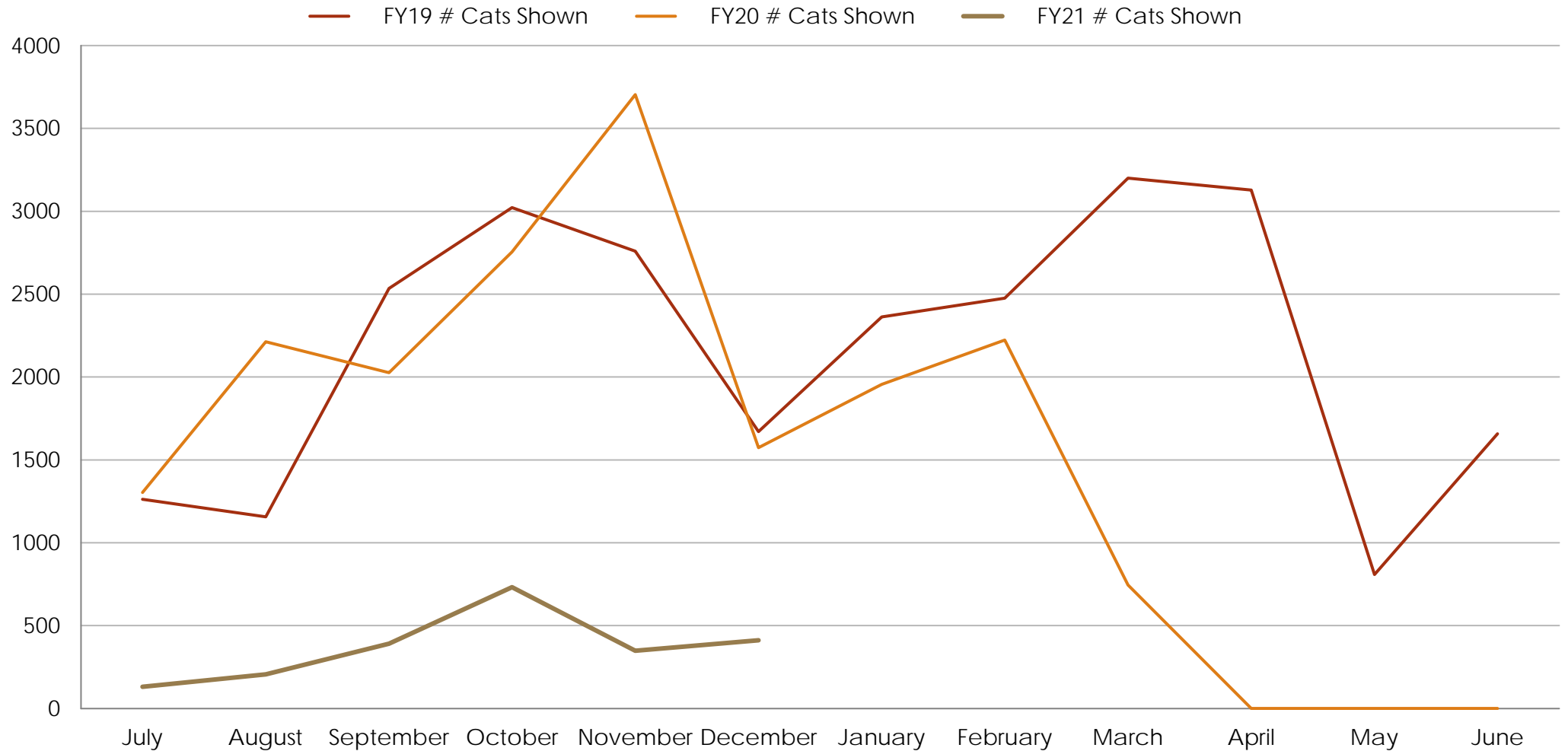
Membership



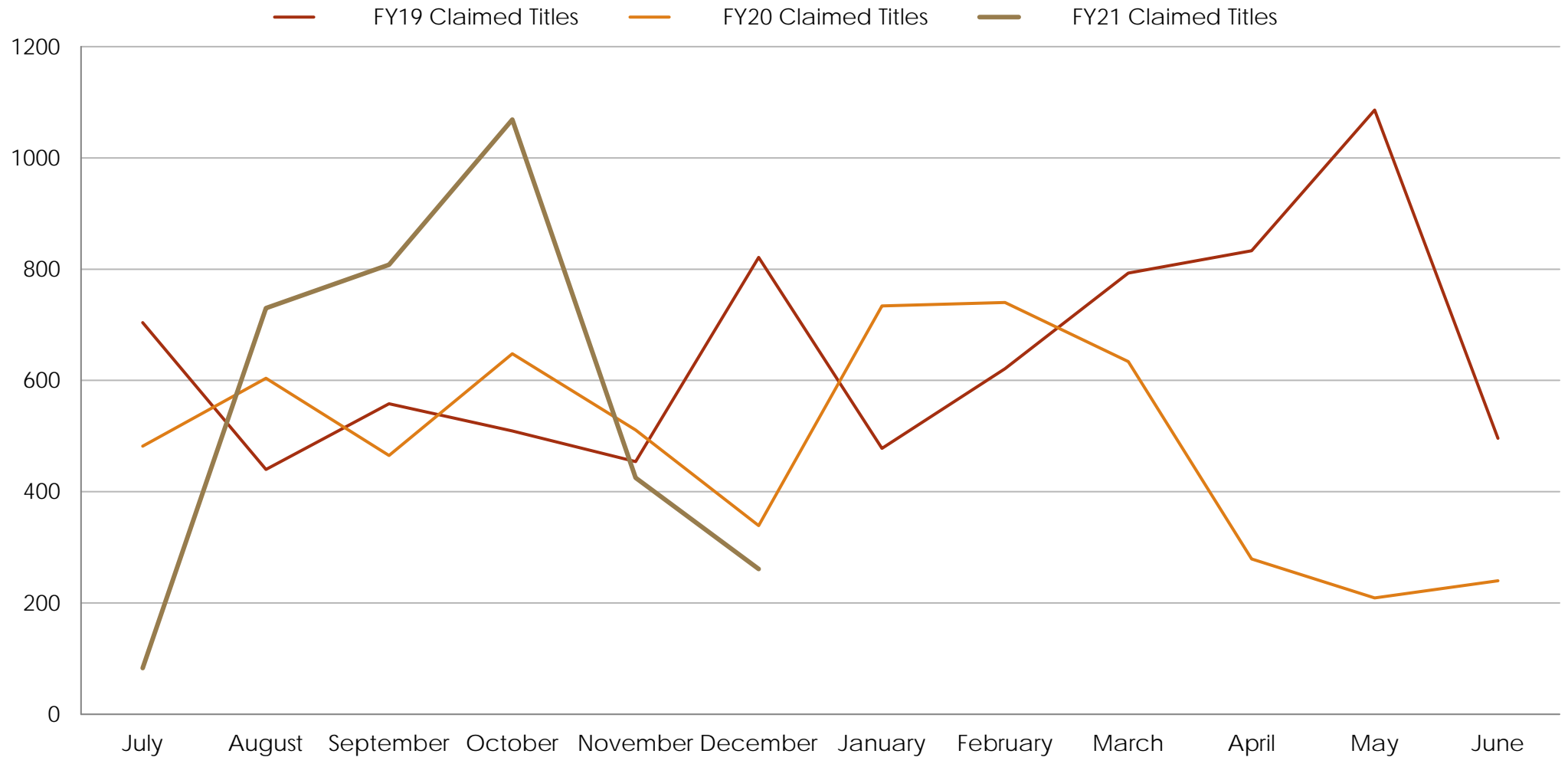
TICA - Shows



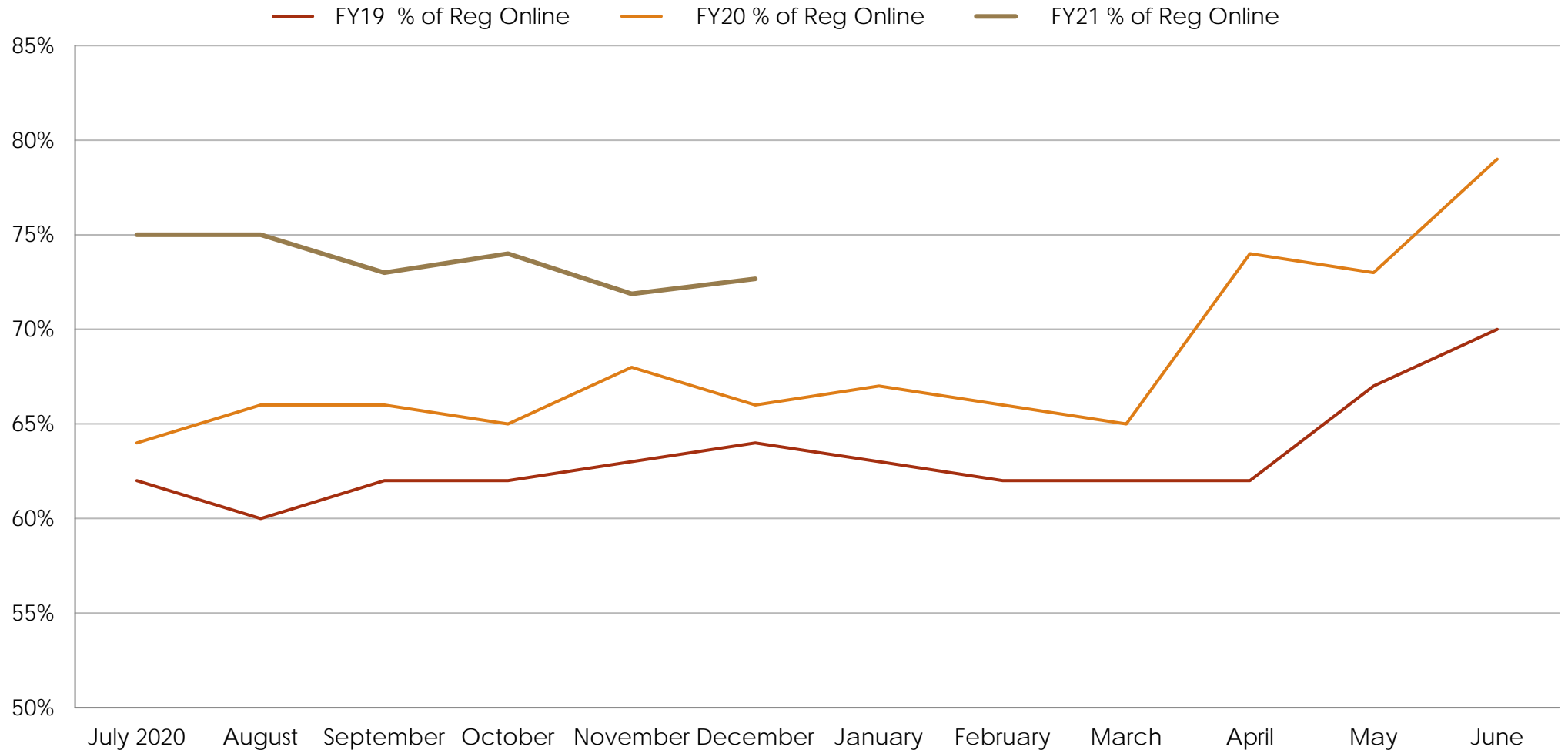
TICA - # Cats Shown



TICA - Claimed Titles



TICA - % of Registration On-Line





EO Metrics

- ▶ Service Delivery – November 45 Days - December 45 days
- ▶ Open Tickets – December 3,270
- ▶ Overtime - November 407 hrs – December 259 hrs
- ▶ Temp Employees – 3 part time temporary



Salesforce Update

- ▶ May, 2021
- ▶ Tremendous Progress
- ▶ Have a lot of work to do!
- ▶ Post go-live phases to take full advantage of the power in Salesforce
- ▶ Demo

	Dec 31, 20	Dec 31, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
PayPal Account	6,883.29	1,515.53	5,367.76	354.18%
RBC Investment Account	1,238,601.04	963,262.11	275,338.93	28.58%
TSB-General	170,491.51	317,171.65	-146,680.14	-46.25%
TSB-Payroll	6,883.19	8,090.72	-1,207.53	-14.93%
Total Checking/Savings	1,422,859.03	1,290,040.01	132,819.02	10.3%
Accounts Receivable	0.00	33,600.10	-33,600.10	-100.0%
Other Current Assets				
A/R Membership	6,883.12	2,424.00	4,459.12	183.96%
Interest Receivable	6,107.63	5,787.57	320.06	5.53%
Inventory Yearbook	3,910.00	6,155.00	-2,245.00	-36.47%
PrePaid Expenses	18,635.78	17,533.50	1,102.28	6.29%
Total Other Current Assets	35,536.53	31,900.07	3,636.46	11.4%
Total Current Assets	1,458,395.56	1,355,540.18	102,855.38	7.59%
Fixed Assets				
Capital lease improvement	104,715.10	92,992.26	11,722.84	12.61%
Equipment/Machinery	163,483.61	149,344.68	14,138.93	9.47%
Furniture/Fixtures	22,476.16	22,604.94	-128.78	-0.57%
Recorded Depreciation	-263,578.18	-248,750.79	-14,827.39	-5.96%
Total Fixed Assets	27,096.69	16,191.09	10,905.60	67.36%
Other Assets				
Intangible Assets - Website	17,577.50	17,577.50	0.00	0.0%
Amortization of Intangibles	-12,483.85	-3,695.61	-8,788.24	-237.8%
Total Other Assets	5,093.65	13,881.89	-8,788.24	-63.31%
TOTAL ASSETS	1,490,585.90	1,385,613.16	104,972.74	7.58%
LIABILITIES & EQUITY				
Current Liabilities				
Credits Payable Membership	116,205.31	102,320.22	13,885.09	13.57%
Deferred Income	84,373.10	13,500.00	70,873.10	524.99%
Payroll Liabilities	1,550.26	-2,567.24	4,117.50	160.39%
Total Current Liabilities	202,128.67	113,252.98	88,875.69	78.48%
Long Term Liabilities				
Compensated Absences	38,894.27	39,867.27	-973.00	-2.44%
Total Long Term Liabilities	38,894.27	39,867.27	-973.00	-2.44%
Total Liabilities	241,022.94	153,120.25	87,902.69	57.41%
Equity				
Unrestricted Fund Balance	744,354.31	1,076,897.03	-332,542.72	-30.88%
Temporarily Restricted Fund Balance	400,000.00	0.00	400,000.00	100.0%
Net Income	105,208.65	155,685.88	-50,477.23	-32.42%
Total Equity	1,249,562.96	1,232,582.91	16,980.05	1.38%
TOTAL LIABILITIES & EQUITY	1,490,585.90	1,385,703.16	104,882.74	7.57%

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
01 Memberships	78,640.01	57,709.95	20,930.06	36.27%
02 Family Memberships	380.00	165.00	215.00	130.3%
03 International Memberships	41,820.01	44,871.04	-3,051.03	-6.8%
04 Additional Breed Sections	1,990.00	1,040.00	950.00	91.35%
05 Cattery Registrations	112,030.00	79,586.00	32,444.00	40.77%
06 Individual Registrations	57,391.00	69,199.07	-11,808.07	-17.06%
07 Blue Slips	235,547.00	172,618.68	62,928.32	36.46%
08 Litter Registrations	195,410.00	165,959.00	29,451.00	17.75%
09 HHP Registrations	1,452.00	2,158.00	-706.00	-32.72%
10 Transfers/Leases	29,943.00	29,451.28	491.72	1.67%
11 Dup/Corr/Add or Delete Suff	12,340.00	14,247.00	-1,907.00	-13.39%
12 Title Confirmations	11,015.00	14,275.00	-3,260.00	-22.84%
13 Supreme Title Confirmations	1,910.00	2,060.00	-150.00	-7.28%
14 Cert 3-Gen Pedigrees	47,500.00	44,750.00	2,750.00	6.15%
15 Cert 5-Gen Pedigrees	84,863.00	83,700.00	1,163.00	1.39%
16 Club Charters	150.00	475.00	-325.00	-68.42%
17 Club Fees Renewals	375.00	1,760.00	-1,385.00	-78.69%
18 Judges Fees	330.00	4,750.00	-4,420.00	-93.05%
19 Show License Fees	4,140.00	21,335.00	-17,195.00	-80.6%
20 Annual Awards Fees	6,860.00	33,760.00	-26,900.00	-79.68%
21 Show Insurance Fees	3,600.00	10,315.64	-6,715.64	-65.1%
22 Publications	2.00	0.00	2.00	100.0%
23 TICA TREND	4,085.00	4,770.00	-685.00	-14.36%
24 TICA Yearbook	24,046.00	32,881.00	-8,835.00	-26.87%
25 Miscellaneous	2,726.37	2,230.09	496.28	22.25%
26 COE/OSTD Cattery	2,320.00	1,890.00	430.00	22.75%
27 Election Filing Fees	1,350.00	165.00	1,185.00	718.18%
28 Wire Transfer Fees	30.00	0.00	30.00	100.0%
29 Donations	0.00	-124.40	124.40	100.0%
30 Clerking Fees	30.00	420.00	-390.00	-92.86%
31 OS/OD/LA	300.00	595.00	-295.00	-49.58%
32 Annual Awards Dup/Frt	128.00	261.00	-133.00	-50.96%
33 Website Breeder Listings	16,935.00	16,010.00	925.00	5.78%
35 Website Classified Ads	1,260.00	2,595.00	-1,335.00	-51.45%
37 Rush	39,800.00	22,770.00	17,030.00	74.79%
39 Complaint Fees	225.00	480.00	-255.00	-53.13%
40 Shipping Fees	965.00	282.00	683.00	242.2%
41 Annual Awards Sponsorships	5,700.00	3,925.00	1,775.00	45.22%
42 Late Fees (Judges/Pstg Due/	830.00	1,150.00	-320.00	-27.83%
43 Affinity Program	53.14	324.54	-271.40	-83.63%
44 Return Check Svc/Handling	60.00	60.00	0.00	0.0%
45 Rtn'd Chks/Handling Fees	36.00	25.00	11.00	44.0%

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
46 Refunds	1,095.06	81,505.24	-80,410.18	-98.66%
49 TOES	2,025.00	8,100.00	-6,075.00	-75.0%
50 Endorsement	5,050.00	6,814.26	-1,764.26	-25.89%
51 Certified Ancestral 5 Gen	40.00	0.00	40.00	100.0%
Corporate Sponsorships	36,320.00	103,375.10	-67,055.10	-64.87%
Unallocated Deposits	39,931.08	-18,937.26	58,868.34	310.86%
Fees	0.00	-44.14	44.14	100.0%
Total Income	<u>1,113,028.67</u>	<u>1,125,708.09</u>	<u>-12,679.42</u>	<u>-1.13%</u>
Gross Profit	1,113,028.67	1,125,708.09	-12,679.42	-1.13%
Expense				
ANNUAL AWARDS PROGRAM				
Annual Awards Program - Other	16.24	10,000.00	-9,983.76	-99.84%
Banquet Expense	0.00	13,020.83	-13,020.83	-100.0%
Freight and Postage	182.82	479.46	-296.64	-61.87%
Regional Rebate	1,376.00	1,352.00	24.00	1.78%
Rosettes	5,548.68	5,409.30	139.38	2.58%
Plaques/Trophies	0.00	10,170.38	-10,170.38	-100.0%
Total ANNUAL AWARDS PROGRAM	<u>7,123.74</u>	<u>40,431.97</u>	<u>-33,308.23</u>	<u>-82.38%</u>
BANK				
Card Charges	13,835.72	12,643.19	1,192.53	9.43%
PayPal Fees	32,564.52	27,722.63	4,841.89	17.47%
Returned Checks	36.00	25.00	11.00	44.0%
Service Charges	368.66	2,740.22	-2,371.56	-86.55%
Total BANK	<u>46,804.90</u>	<u>43,131.04</u>	<u>3,673.86</u>	<u>8.52%</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-Travel	1,074.70	0.00	1,074.70	100.0%
Total Spring Meeting	<u>1,074.70</u>	<u>0.00</u>	<u>1,074.70</u>	<u>100.0%</u>
Total BOARD MEETING EXPENSE	<u>1,074.70</u>	<u>41,401.40</u>	<u>-40,326.70</u>	<u>-97.4%</u>
COMMUNICATIONS				
Telephone	9,641.41	15,648.44	-6,007.03	-38.39%

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
Total COMMUNICATIONS	9,641.41	15,648.44	-6,007.03	-38.39%
COMPUTER				
Equipment	2,370.02	9,737.26	-7,367.24	-75.66%
Programming	70,175.75	65,408.23	4,767.52	7.29%
Software	15,020.61	9,213.64	5,806.97	63.03%
Website Support	8,958.75	8,198.71	760.04	9.27%
Total COMPUTER	96,525.13	92,557.84	3,967.29	4.29%
CORPORATE SPONSORSHIP	9,184.63	56,250.81	-47,066.18	-83.67%
DEPRECIATION EXPENSE	10,429.41	7,500.00	2,929.41	39.06%
DUES/MISC/SUBS/GIFTS	4,394.56	1,178.24	3,216.32	272.98%
FREIGHT AND POSTAGE				
Freight-Customers	1,562.48	565.75	996.73	176.18%
Freight-Show Supplies	0.00	96.14	-96.14	-100.0%
Freight - Marketing	272.50	5,277.49	-5,004.99	-94.84%
Postage Meter	10,000.00	18,028.00	-8,028.00	-44.53%
Total FREIGHT AND POSTAGE	11,834.98	23,967.38	-12,132.40	-50.62%
INSURANCE				
Director's Liability Insurance	3,755.00	3,609.00	146.00	4.05%
Emp Bond	500.00	0.00	500.00	100.0%
Property	1,831.00	1,400.00	431.00	30.79%
Show Liability	13,948.28	17,546.04	-3,597.76	-20.51%
Total INSURANCE	20,034.28	22,555.04	-2,520.76	-11.18%
MARKETING				
Advertising	3,626.35	25,364.00	-21,737.65	-85.7%
Printed Materials	0.00	302.48	-302.48	-100.0%
Special Events	8,402.55	28,238.39	-19,835.84	-70.24%
Supplies	37.53	587.58	-550.05	-93.61%
Travel Expense	50.00	5,031.05	-4,981.05	-99.01%
Other	0.00	1,258.00	-1,258.00	-100.0%
Total MARKETING	12,116.43	60,781.50	-48,665.07	-80.07%
OFFICE EQUIPMENT				
Leases	3,203.94	3,216.04	-12.10	-0.38%
Maintenance	0.00	673.58	-673.58	-100.0%
Purchase	107.86	712.01	-604.15	-84.85%
Repair	75.00	0.00	75.00	100.0%
Total OFFICE EQUIPMENT	3,386.80	4,601.63	-1,214.83	-26.4%
OFFICE MAINTENANCE				
Renovation	0.00	11,850.84	-11,850.84	-100.0%
Repairs	0.00	40,000.00	-40,000.00	-100.0%
Total OFFICE MAINTENANCE	0.00	51,850.84	-51,850.84	-100.0%
OFFICE SUPPLIES				
Laminating Supplies	1,604.75	478.95	1,125.80	235.06%
Other	1,728.06	7,531.19	-5,803.13	-77.06%
Paper	289.93	798.67	-508.74	-63.7%

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
Toner	1,238.57	3,823.44	-2,584.87	-67.61%
Other	0.00	21.99	-21.99	-100.0%
Total OFFICE SUPPLIES	4,861.31	12,654.24	-7,792.93	-61.58%
PAYROLL				
Contract Labor	1,656.88	21,574.79	-19,917.91	-92.32%
Employee Benefits	8,050.77	8,262.46	-211.69	-2.56%
Salary/Wages	424,584.02	363,127.47	61,456.55	16.92%
Taxes	35,236.46	28,858.67	6,377.79	22.1%
Total PAYROLL	469,528.13	421,823.39	47,704.74	11.31%
PRINTING				
Other	1,016.26	1,856.66	-840.40	-45.26%
Total PRINTING	1,016.26	1,856.66	-840.40	-45.26%
PROFESSIONALS FEES				
Accounting and Audit	29,750.00	0.00	29,750.00	100.0%
Balloting	4,000.00	3,000.00	1,000.00	33.33%
Legal	12,000.00	13,456.00	-1,456.00	-10.82%
Payroll Preparation	1,305.92	933.42	372.50	39.91%
Total PROFESSIONALS FEES	47,055.92	17,389.42	29,666.50	170.6%
REIMBURSEMENTS				
Club Support	768.22	0.00	768.22	100.0%
Judging Committee	0.00	0.00	0.00	0.0%
Total REIMBURSEMENTS	768.22	0.00	768.22	100.0%
RENT AND UTILITIES				
Custodial	4,270.00	3,616.50	653.50	18.07%
Rent	15,852.00	13,210.00	2,642.00	20.0%
Total RENT AND UTILITIES	20,122.00	16,826.50	3,295.50	19.59%
SECURITY	259.80	1,454.88	-1,195.08	-82.14%
TAXES				
Federal	13.91	25.31	-11.40	-45.04%
Property	597.62	716.11	-118.49	-16.55%
State	175.85	0.00	175.85	100.0%
TAXES - Other	0.00	40.30	-40.30	-100.0%
Total TAXES	787.38	781.72	5.66	0.72%
TRAVEL REIMBURSEMENTS				
Employee	5,733.02	0.00	5,733.02	100.0%
Total TRAVEL REIMBURSEMENTS	5,733.02	0.00	5,733.02	100.0%
TREND EXPENSES				
Editorial Fees	9,450.00	12,600.00	-3,150.00	-25.0%
Publishing and Distribuion	44,711.98	42,402.68	2,309.30	5.45%
Total TREND EXPENSES	54,161.98	55,002.68	-840.70	-1.53%
YEARBOOK				
Editorial Fees	8,500.00	7,000.00	1,500.00	21.43%
Freight	69.63	261.54	-191.91	-73.38%

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
Reimbursed Expenses	134.05	366.25	-232.20	-63.4%
Total YEARBOOK	8,703.68	7,627.79	1,075.89	14.11%
Total Expense	845,548.67	997,273.41	-151,724.74	-15.21%
Net Ordinary Income	267,480.00	128,434.68	139,045.32	108.26%
Other Income/Expense				
Other Income				
Dividend Income	3,887.61	2,364.01	1,523.60	64.45%
Interest Income	13,459.52	10,918.34	2,541.18	23.27%
Other Income	62,038.23	14,055.85	47,982.38	341.37%
Total Other Income	79,385.36	27,338.20	52,047.16	190.38%
Net Operating Income	346,865.36	155,772.88	191,092.48	299%
SPECIAL PROJECTS				
Database	223,994.21	0.00	223,994.21	100.0%
Website	17,662.50	0.00	17,662.50	100.0%
Total Special Projects	241,656.71	0.00	241,656.71	100.0%
	105,208.65	155,772.88	-50,564.23	-32.46%

Proposed Changes from 2018 Standard – Highlighted and bold

Tennessee Rex is a natural mutation that occurred in the feral cat population. The breed has two characteristics that define a Tennessee Rex; they are a recessive curly hair coat that gives the cat a rex appearance, and a mix of shining hairs (called Satin) that gives the cat a sparkling appearance. The two traits make the Tennessee Rex unique from any other breed of cat. The Tennessee Rex occurs in both longhair and shorthair.

The Tennessee Rex is a naturally occurring recessive mutation that comes in both longhair and shorthair. Satin rex is a unique mutation to the cat fancy. This mutation always presents with satin and rexing together

HEAD: 30 40

Shape - 6 **9**

Ears - 3 **5**

Eyes - 5 **6**

Muzzle - 5 **4**

Chin/nose - 5 **Nose 3**

Chin 4

Profile - 4 **7**

Neck - 2

BODY: 30- 34

Torso - 8 **9**

Legs/Feet - 7

Legs 5

Feet 3

Tail - 6 **4**

Size/Boning - 5 7

Musculature - 4 **6**

COAT: 40 26

Length - 5 - **2**

Texture/**Curl** - 18 **10**

Pattern /color 4

Color—17

CATEGORIES: All

DIVISIONS: All.

COLORS: All.

PERMISSIBLE OUTCROSSES:

Domestic Longhair/Shorthair, not a member of a recognized breed.

Head:

~~Shape: A modified wedge with gently rounded contours with breadth across prominent cheekbones.~~

SHAPE: A modified wedge with gently rounded contours, with breadth across prominent cheekbones. The top of the head is flat to slightly round.

~~Ears: Medium to medium large size, broad at base, cupped, slightly rounded tips. May or may not have furnishings. Set slightly low and slightly upright.~~

EARS: Medium-Large, broad at base, cupped, slightly rounded tops. Set equally at sides and top of the head, forward-facing.

~~Eyes: Large rounded almond, moderately wide set. Deep color preferred.~~

EYES: Large plump almond, moderately wide set. The outside corner of the eye slanted towards the bottom of the ear. Intense color is not related to coat color except in the albino series.

~~Muzzle: Medium long with strong whisker break, medium wide with obvious whisker pads, whiskers may be curly or wavy~~

MUZZLE: Medium length and width with visible whisker break and noticeable whisker pads. Whiskers must be wavy or curly and may be fragile.

~~Chin: Rounded, shallow but not receding, gently sloped in profile~~

CHIN: The chin is round, soft, and not protruding.

~~Profile/Nose: Two planed, flat to gently rounded forehead, gentle stop, slight nose bump.~~

PROFILE: Medium length, straight nose bridge, to a defined change of direction at eyes forming a gentle ~~convex~~ concave stop. The forehead is flat to gently rounded, and the top of the skull is long and flat to slightly domed. The profile shows a stop/break between two somewhat parallel planes of the nose

bridge and top of the head.

Neck: Short and thick. Athletic

NECK: medium length, rounded, and well-muscled.

Body:

Torso: Long and substantial

TORSO: Rectangular and athletic, medium-wide chest and hips.

Legs & Feet: Medium in length, forming a rectangle with body; rounded fully rexed paws. Longer back legs makes back higher at hips.

LEGS: medium in length, forming a rectangle with the body. Medium boning. Males may be larger boned than females.

FEET: feet should be rounded

Tail: Wide at base tapering to tip full length and rexed. Bobtails, Manx, and docked tails not allowed.

TAIL: Wide at the base, full length

Boning: Substantial

SIZE/BONING: Size is variable with a preference for medium to large cats. Medium boning

Musculature: Firm, athletic.

Coat

Length: LH — Medium long with fully plumed rexed or wavy tail. SH — Medium short with rexed tail.

Texture: In both hair lengths, the coat will be curlier where shortest, falling into waves or curls where longer. Back and upper torso may be straighter. Front portion of legs very curly including shoulders, front portion of back legs are very curly then becoming wavy at britches. Hair is soft and should not mat.

Pattern: All patterns

Color: All colors accepted; hair should shine and have a rich satin appearance.

Hair sparkles in light and also intensifies the color of the coat. Satinization of the colors may darken and intensify them. Satin is very obvious in some colors, whereas hard to see in other colors such as black.

COAT:

TEXTURE/CURL: The fur is soft with moderate to wavy rexing. The coat will be curlier when the shortest and falling into waves or soft curls where longer. The back and torso may have straighter hair, sometimes falling into a natural part down the back. Curls on legs preferably down to the paws, more curly on front of neck and shoulders, the stomach will be curly. The front of the back legs is curly, then becoming wavy at the britches. Tails should have curly or wavy rexing. Coat continues to develop with age and may be affected by hormones. Whiskers are always kinked, curly, wavy, or broken. Molting between ears and eyes in the temple region is expected.

SATIN: Hair should shine (sparkle) and have a rich satin appearance. Shorter hair tends to shine more than longer hair, such as on the face and feet. The hair sparkles in a good light. Satin is very obvious in some colors (reds), whereas harder to see in other colors such as Blacks.

PATTERN/COLOR: all patterns and colors accepted. Rich, clear colors preferred.

LENGTH: the Long Hairs are medium-long with a plumed tail. Short hairs are medium- short. They should not matt and are easy to groom. Length may be variable, especially if a cat is growing hair after a molt.

General Description: The Tennessee

Rex is a naturally occurring mutation that spontaneously appeared in the Tennessee Valley in 2004. Through test breeding, both satin and rexing have consistently been inherited as simple recessive genes. It is a medium to large sized cat, which is curly coated from birth. The coat consists of all types of hair (guard, awn, down) with the guard hairs being softer than

normal. The curly hair is most prominent on the neck, shoulders, chest, legs and tail. The fur on the Tennessee Rex should shine or glisten with a rich satin appearance as well as sparkle when viewed looking across the coat under lights. The satin effect gives the cat the ability to reflect sunlight giving the cat a metallic shine and sparkle in the sunlight.

The satin mutation has thus far only manifested on the rexed hair, and is believed to be linked, while the glitter gene in Bengals is not linked to rex hair. Microscope photos of the Tennessee Rex's hair shaft compared with the Satin Syrian Hamster's hair shaft show an almost identical hair shaft structure. The hair seems to be fragile on the back feet and will appear to "molt" in that area. The whiskers can be long or short, but will always be slightly or extremely curly, as well as being fragile. As kittens, the fur will "molt" in the temple area between the ear and on the stomach which will be symmetrical. The temperament is gentle and loving.

GENERAL DESCRIPTION:

The Tennessee Rex spontaneously appeared in 2004 in the state of Tennessee in the USA. The Tennessee Rex is a medium to large cat, curly-coated, and satin from birth. The satin and rexing are always expressed linked together and inherited as a simple recessive gene. The guard hairs are

softer than a typical cat fur due to the rexing and satin. Kittens are curly or wooly with crimping at birth, but the satin rex expression can be variable as they mature. Curls can be lost in kittens but should make a full recurrence in adults, although hormones and molting affect them at times. Kittens and cats may molt and regrow hair throughout their lives.

The Tennessee Rex is gentle and very affectionate. They are a social breed that strongly desires and seeks the companionship of its human family. These cats have fantastic temperaments. They should be outgoing and friendly. They are curious, playful, and snuggly, and like to be where the action is.

When first seeing a Tennessee Rex, one is amazed by its unique coat. It has a lustrous coat falling in curls and waves that shine like satin—the fur sparkles in the sunlight. Its “barn cat,” semi-feral ancestry crafted The Tennessee Rex breed; therefore, it should always maintain an athletic, natural breed appearance.

~~LOCKETS: Allowed~~

~~ALLOWANCES: “Molting” of coat in kittens.~~

~~WITHHOLD: No satin sparkle on coat~~

~~DISQUALIFY: Bobtailed, docked tail, rumpy tail or no tail~~

ALLOWANCES:

Lockets

Molting in kittens and young adults

Lack of curl in kittens

PENALIZE:

Lack of satin in adults

Lack of curl in adults

Cobby body

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), 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.