

# **2020 Special Meeting Minutes**

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## TICA

### Profit & Loss Prev Year Comparison

July 2019 through June 2020

INCOME	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change
Membership Income	301,991.05	279,240.09	22,750.96
Registrations	1,030,303.31	981,875.00	48,428.31
Pedigrees	229,300.00	244,300.00	-15,000.00
Title Confirmations	31,790.00	41,945.00	-10,155.00
Clubs and Shows	112,313.84	141,968.00	-29,654.16
Publications, website, other	271,999.10	123,758.58	148,240.52
Endorsement, Affinity, Sponsorship	169,347.00	188,732.95	-19,385.95
<b>Total Income</b>	<b>2,147,044.30</b>	<b>2,001,819.62</b>	<b>145,224.68</b>
<b>OPERATING EXPENSE</b>			
Annual Awards Program	61,665.97	55,174.48	6,491.49
Bank Charges and Fees	89,044.88	85,553.87	3,491.01
Board Meeting Expense	42,030.89	63,706.32	-21,675.43
Communications/Telephone	26,159.29	18,740.44	7,418.85
Computer programming/website	218,955.27	237,391.31	-18,436.04
Club Sponsorship/suggport	81,300.81	126,857.72	-45,556.91
Depreciation/Amortization	20,858.83	15,642.78	5,216.05
Dues/Misc.	4,789.42	6,387.70	-1,598.28
Freight and Postage	35,070.95	54,926.93	-19,855.98
Insurance	41,415.24	23,843.72	17,571.52
Marketing	122,678.12	68,933.33	53,744.79
Office Equipment	11,443.42	11,208.44	234.98
Office Renovation/Repairs	51,850.84	0.00	51,850.84
Office Supplies	16,568.45	18,646.71	-2,078.26
Payroll	949,138.72	905,741.74	43,396.98
Professional Fees	46,300.36	67,939.19	-21,638.83
Publications	205,777.34	200,648.11	5,129.23
Rent and Utilities	35,615.00	39,113.50	-3,498.50
Other Expenses	23,884.45	13,595.39	10,289.06
	<b>2,084,548.25</b>	<b>2,014,051.68</b>	<b>70,496.57</b>
<b>Net Income Before Investment Income</b>	<b>62,496.05</b>	<b>-12,232.06</b>	<b>74,728.11</b>
Investment Income Realized	32,473.73	21,593.76	10,879.97
<b>Net Realized Income</b>	<b>94,969.78</b>	<b>9,361.70</b>	<b>85,608.08</b>
Unrealized loss - market adjustment	-58,678.43	11,002.92	-69,681.35
<b>Net Income</b>	<b>36,291.35</b>	<b>20,364.62</b>	<b>15,926.73</b>

**TICA**  
**Profit & Loss Prev Year Comparison**  
July 2019 through June 2020

INCOME	% Change
Membership Income	8.15%
Registrations	4.93%
Pedigrees	-6.14%
Title Confirmations	-24.21%
Clubs and Shows	-20.89%
Publications, website, other	119.78%
Endorsement, Affinity, Sponsorship	-10.27%
<b>Total Income</b>	<b>7.26%</b>

OPERATING EXPENSE	
Annual Awards Program	11.77%
Bank Charges and Fees	4.08%
Board Meeting Expense	-34.02%
Communications/Telephone	39.59%
Computer programming/website	-7.77%
Club Sponsorship/suggport	-35.91%
Depreciation/Amortization	33.35%
Dues/Misc.	-25.02%
Freight and Postage	-36.15%
Insurance	73.7%
Marketing	77.97%
Office Equipment	2.1%
Office Renovation/Repairs	100.0%
Office Supplies	-11.15%
Payroll	4.79%
Professional Fees	-31.85%
Publications	2.56%
Rent and Utilities	-8.94%
Other Expenses	75.68%
	<b>3.5%</b>

<b>Net Income Before Investment Income</b>	
Investment Income Realized	50.39%
<b>Net Realized Income</b>	
Unrealized loss - market adjustment	
<b>Net Income</b>	<b>78.21%</b>

**TICA**  
**Balance Sheet Prev Year Comparison**  
**As of June 30, 2020**

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking	225,805.49	322,492.38	-96,686.89	-29.98%
Investment/Cash Mgt	1,157,804.97	936,592.08	221,212.89	23.62%
Accounts Receivable	23,029.84	10,524.85	12,504.99	118.81%
Other Current Assets	39,544.06	57,234.54	-17,690.48	-30.91%
<b>Total Current Assets</b>	<b>1,446,184.36</b>	<b>1,326,843.85</b>	<b>119,340.51</b>	<b>8.99%</b>
<b>Fixed Assets</b>				
Capital lease improvement	92,992.26	92,992.26	0.00	0.0%
Equipment/Machinery	149,344.68	149,344.68	0.00	0.0%
Furniture/Fixtures	22,604.94	22,604.94	0.00	0.0%
Recorded Depreciation	-256,250.79	-241,250.79	-15,000.00	-6.22%
<b>Total Fixed Assets</b>	<b>8,691.09</b>	<b>23,691.09</b>	<b>-15,000.00</b>	<b>-63.32%</b>
Other Assets	8,023.06	13,881.89	-5,858.83	-42.21%
<b>TOTAL ASSETS</b>	<b><u>1,462,898.51</u></b>	<b><u>1,364,416.83</u></b>	<b><u>98,481.68</u></b>	<b><u>7.22%</u></b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable	53,608.24	63,831.03	-10,222.79	-16.02%
Payroll Liabilities	1,803.24	5,595.91	-3,792.67	-67.78%
Payroll Payable	30,426.00	14,372.77	16,053.23	111.69%
Deferred Income	111,193.10	61,622.60	49,570.50	80.44%
Deferred Credits	112,902.28	102,320.22	10,582.06	10.34%
<b>Total Current Liabilities</b>	<b><u>309,932.86</u></b>	<b><u>247,742.53</u></b>	<b><u>62,190.33</u></b>	<b><u>25.1%</u></b>
<b>Long Term Liabilities</b>				
Compensated Absences	39,867.27	39,867.27	0.00	0.0%
<b>Total Liabilities</b>	<b>349,800.13</b>	<b>287,609.80</b>	<b>62,190.33</b>	<b>21.62%</b>
<b>Equity</b>				
Unrestricted Fund Balance	1,113,098.38	1,076,807.03	36,291.35	3.37%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>1,462,898.51</u></b>	<b><u>1,364,416.83</u></b>	<b><u>98,481.68</u></b>	<b><u>7.22%</u></b>



# Goals & Objectives

Danny Nevarez, Chief Operating Officer

# Digital Transformation of TICA!

- New Website that targets cat lovers, incorporates best practices and provides a more intuitive navigation.
- A new enterprise system that provides a complete work order system and puts TICA in the best position to quickly handle requests from members and clients.



# Executive Office, Marketing and IT

## Great Job!

- SBT/SBV Litter Registration Process
- Membership Renewal
- Go Green with the Trend
- GDPR compliance
- Social Media
- New Client Process







TICA's overarching goals are to be the world authority on cats, to promote proper care for cats and to encourage the cat fancy lifestyle, while enhancing our customer and staff experience and increasing revenue and overall business strength.



Search tica.org

Search

Contact Us

Join TICA



Login

Cat Lovers

Breeds

Owners & Breeders

Clubs



Resources

Events

Online Services

My TICA

Telephone Service is limited until August 1, 2020, due to COVID-19. The Executive Office is currently processing requests received during the week of June 12, 2020.

- FAQs
- Our Publications >
- Our Services >
- Classifieds
- Advertise With TICA >
- Promoting TICA >
- Step-by-Step Instructions
- Our Association >
- Our Cats >
- Our Forms
- Our Newsroom >
- Our People >



Find A Kitten

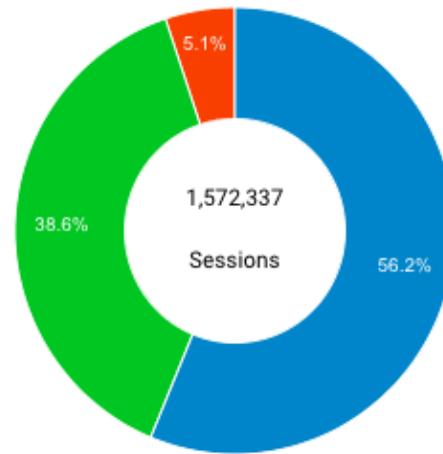
Find A Breeder

Breed of the Month: Minuet

# How do people access our site?

Sessions by Device Type

■ mobile ■ desktop ■ tablet



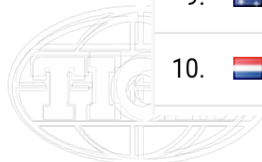
Engagement by Device Type

Device Category	Pages / Session	Goal Conversion Rate
desktop	5.46	0.00%
tablet	3.97	0.00%
mobile	3.59	0.00%



# TICA.org is Accessed Around the World

Country ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	<b>884,373</b> % of Total: 100.00% (884,373)	<b>866,878</b> % of Total: 100.19% (865,252)	<b>1,576,075</b> % of Total: 100.00% (1,576,075)	<b>42.86%</b> Avg for View: 42.86% (0.00%)	<b>4.33</b> Avg for View: 4.33 (0.00%)	<b>00:04:16</b> Avg for View: 00:04:16 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1.  United States	<b>603,481</b> (68.51%)	598,898 (69.09%)	1,014,029 (64.34%)	41.69%	4.67	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.  Canada	<b>72,824</b> (8.27%)	71,030 (8.19%)	125,268 (7.95%)	39.62%	4.07	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.  United Kingdom	<b>52,172</b> (5.92%)	50,578 (5.83%)	109,637 (6.96%)	43.23%	3.77	00:03:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.  China	<b>14,812</b> (1.68%)	14,223 (1.64%)	29,630 (1.88%)	49.41%	3.64	00:05:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.  Japan	<b>9,092</b> (1.03%)	8,585 (0.99%)	24,345 (1.54%)	45.45%	3.76	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.  Russia	<b>7,059</b> (0.80%)	6,681 (0.77%)	21,961 (1.39%)	45.00%	3.79	00:04:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.  Germany	<b>6,559</b> (0.74%)	6,285 (0.73%)	17,155 (1.09%)	42.52%	4.01	00:04:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.  Hong Kong	<b>6,367</b> (0.72%)	6,129 (0.71%)	10,195 (0.65%)	60.26%	3.13	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.  Australia	<b>6,000</b> (0.68%)	5,959 (0.69%)	7,733 (0.49%)	61.35%	2.52	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.  Netherlands	<b>5,358</b> (0.61%)	5,124 (0.59%)	13,107 (0.83%)	48.29%	3.31	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)



# Content Audit of TICA.org

- The design is dated and does not express the excitement of a cat show, the thrill of adopting a new kitten, nor the joy of finding the right home for the purebred cat you've carefully bred.
- There are very few photos on the site, which makes it seem dated and boring. On interior pages, paid advertisements grossly outshine TICA content, because they're the most interesting, colorful, eye-catching thing on the page.
- The site header does not do a good job of emphasizing the things you want site visitors to do: join, find a breeder, attend a cat show.
- The text is very small and difficult to read. Headings are not hierarchical in many places, so they blend in with the body text, which defeats the purpose of a heading.



# TICA.org – Performance



## Latest Performance Report for:

<http://tica.org/>

Report generated: Fri, Jun 5, 2020 3:45 AM -0700

Test Server Region:  Vancouver, Canada

Using:  Chrome (Desktop) 75.0.3770.100,  
PageSpeed 1.15-gt1.3, YSlow 3.1.8



Looks like you might not be using a CDN  
[Why should I use a CDN? »](#)

### Performance Scores

PageSpeed Score

**F (15%)** ▾

YSlow Score

**C (70%)** ▾

### Page Details

Fully Loaded Time

**9.6s** ▾

Total Page Size

**5.87MB** ▾

Requests

**127** ▾

# TICA Markets to itself

- Our website does not have a clear call to action, it is a repository of some great information, but we do not really direct anyone to take the next step.
- TICA's website is built for people who already know and understand the cat fancy.
- Dual Purpose website
  - Serves to promote the cat fancy and educates cat lovers
  - Serves to streamline requests coming to the EO



# New approach to TICA.org

- Interviewing stakeholders, including both customers and your own employees, to determine the most vexing pain points and most needed improvements according to them
- Analyzing your competitors in the cat and dog registry industry to discover how they handle their dual-purpose websites
- Analyzing your existing Google Analytics data to determine how your site is currently being used, and to discover ways we can unbury popular content.
- Developing audience personas so we fully understand both the customers your website is courting, and the members you've already recruited, and how to create a website that will serve them both.





# New approach to TICA.org

- Performing a content audit to catalogue our content, identify orphaned, weak, and unnecessary content and make suggestions for strengthening and improving it.
- Meeting with your executive leadership and/or board to review our findings and make specific recommendations for improvements going forward.
- Performing card sorting exercise to get your customers' help with reorganizing the site in a way that makes sense to them.





TICA's overarching goals are to be the world authority on cats, to promote proper care for cats and to encourage the cat fancy lifestyle, while enhancing our customer and staff experience and increasing revenue and overall business strength.



# Digital Transformation

- Modern work order, accounting, payment systems
- Full enterprise system that allows you as members and clients to have more self service
- Allows the Executive Office the ability to have a 360-degree view of our clients and their needs.
- Faster more real-time service

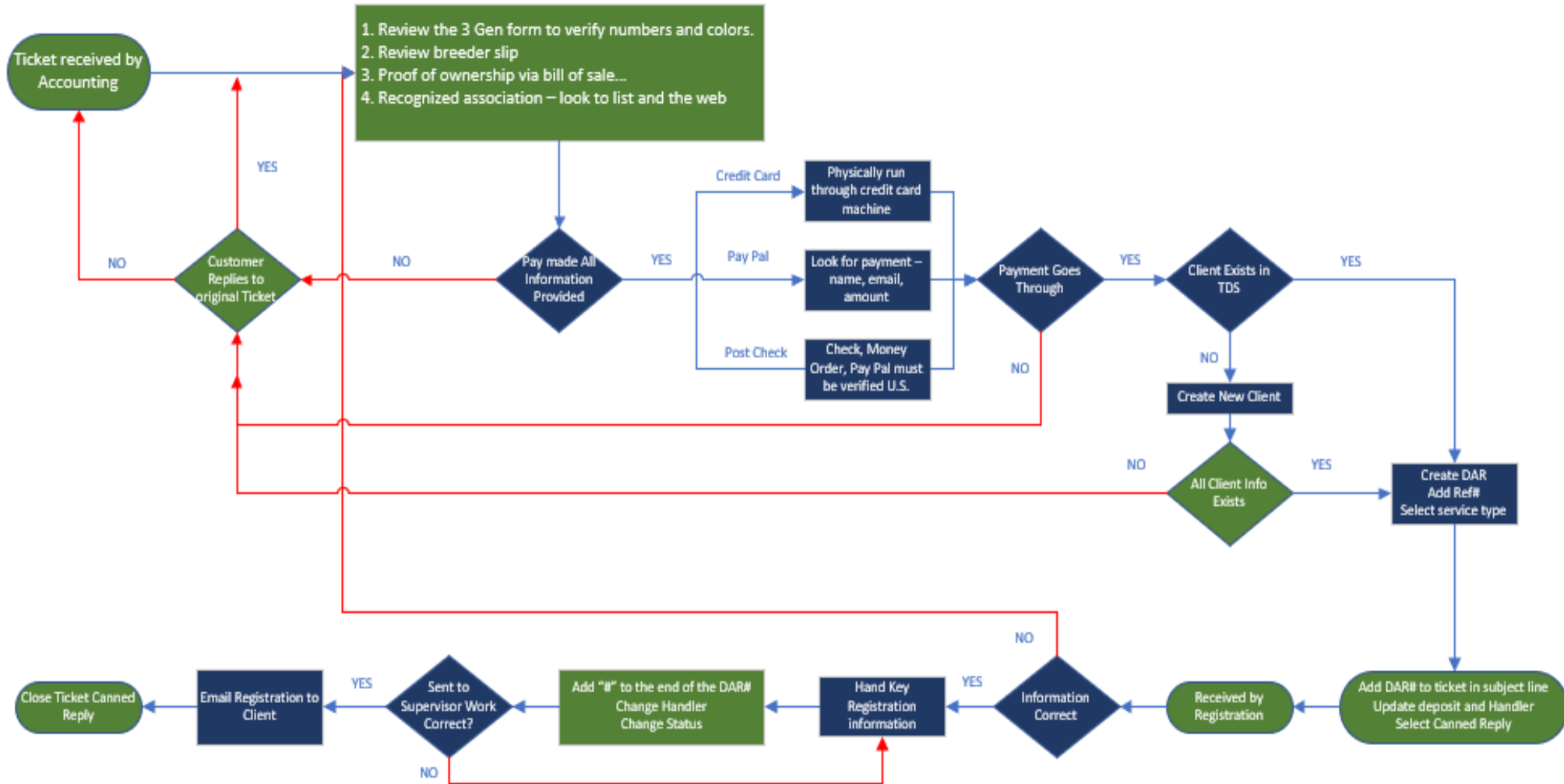


# Why Do We Need a Digital Transformation?

- We are utilizing processes that worked well when snail mail and fax machines were the primary modes of receiving new work.
- Our technology has not kept up with a changing marketplace at pace that allows for modern business practice.
- As a result, we have triage team that must manually tie and/or create payments and connects payments to service requests.
- Payments can be sent in with no service request or explanation
- Service Requests can be sent in with no payment
- Making changes / implementing new ideas is slow



# INDIVIDUAL REGISTRATION



# Single Enterprise System

- We currently have Logiforms, PDF's, TDS online, snail mail, fax, ticketing, and email as ways to create a service request
- While this sounds comprehensive and appears to provide convenience to many, it creates a processing challenge in the executive office and requires clients to have multiple logins
- EO is jumping from system to system to close out a single ticket.
- ~10% of tickets must be sent back to the client





TICA's overarching goals are to be the world authority on cats, to promote proper care for cats and to encourage the cat fancy lifestyle, while enhancing our customer and staff experience and increasing revenue and overall business strength.



*“TICA is as much a software development company as it is a registry company”*





# In the last 60 days:

- Tica.org website has gone down
- Ticketing system had failures – merging tickets
- TOES Stopped working
- Had problems with the website banners
- Logiforms not working on mobile devices
- Emails from submit.work not working properly
- TICA.org website showing error messages where content should be
- Project boards: Bug Fix, Bug Fix, Bug Fix
- Backlog is at an all time high



TICA's brand is as strong as ever  
and getting stronger.

# TICA's Improvements

- **SBT/SBV - April**

- Registering cats to new owner during litter registration
- Requires new owner to get a Client ID

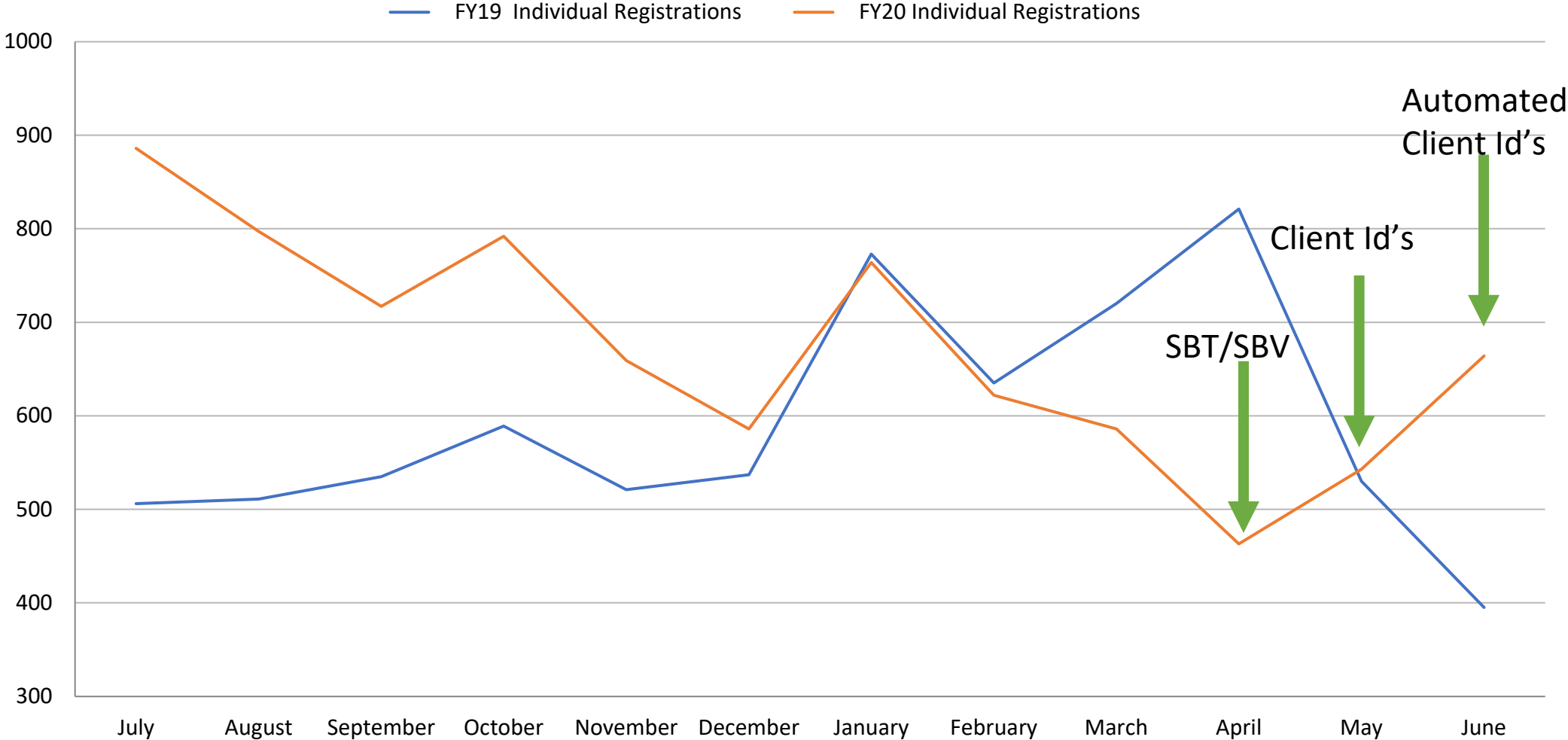
- **Client Id's - May**

- Multi-step process – verify email, wait for client to complain
- Created a ticket for client id's – backlog shot up

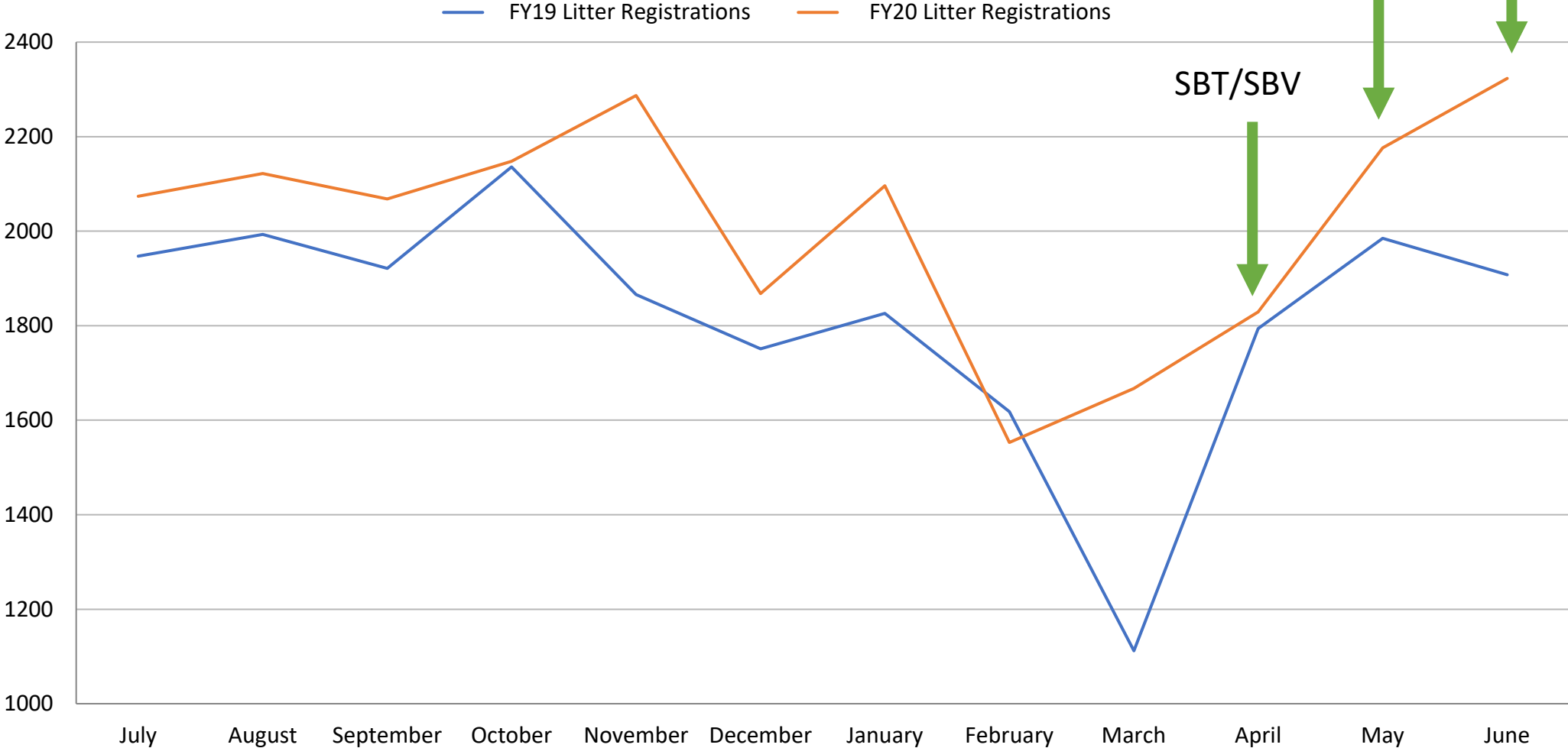
- **Automated client id creation - June**



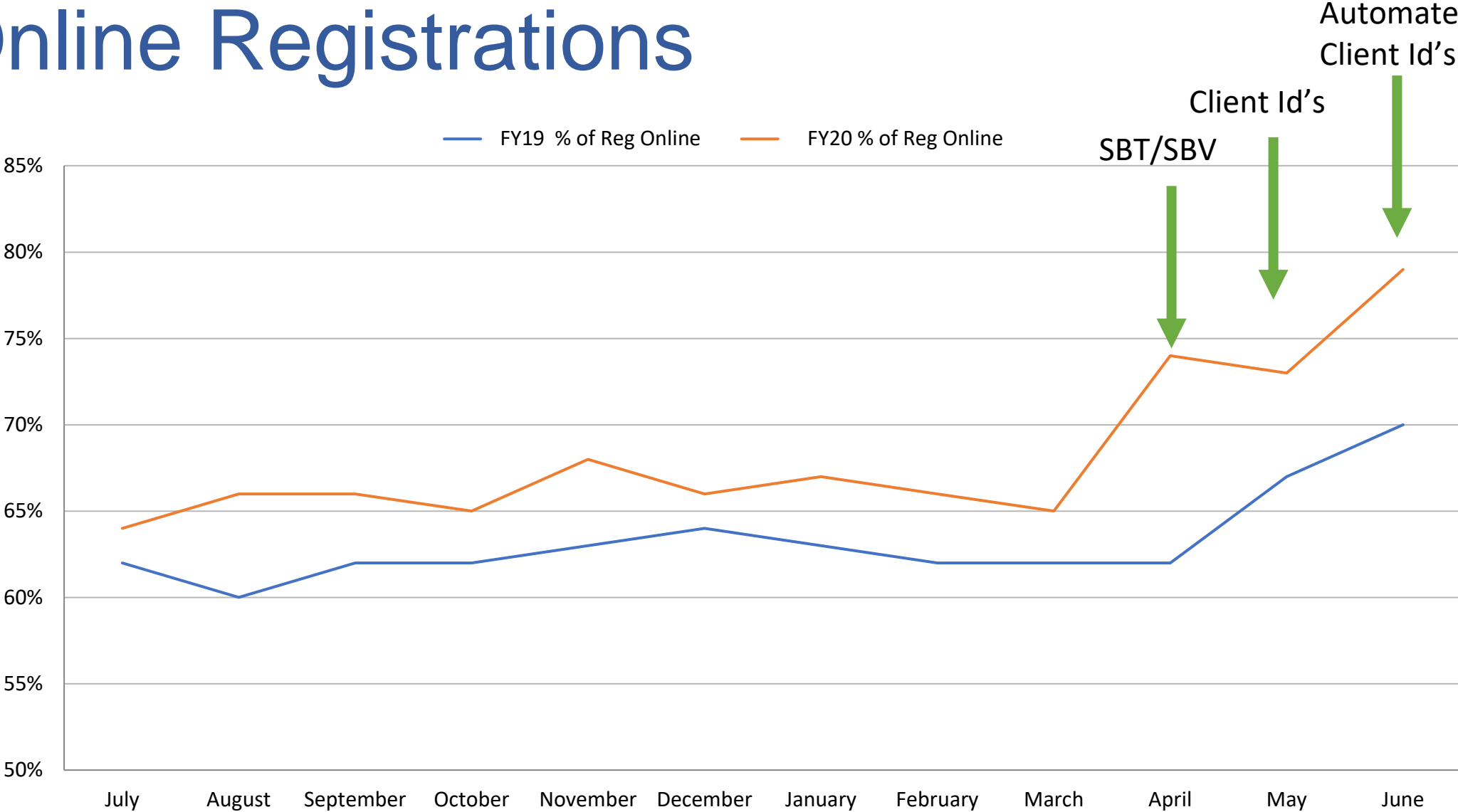
# Individual Registrations



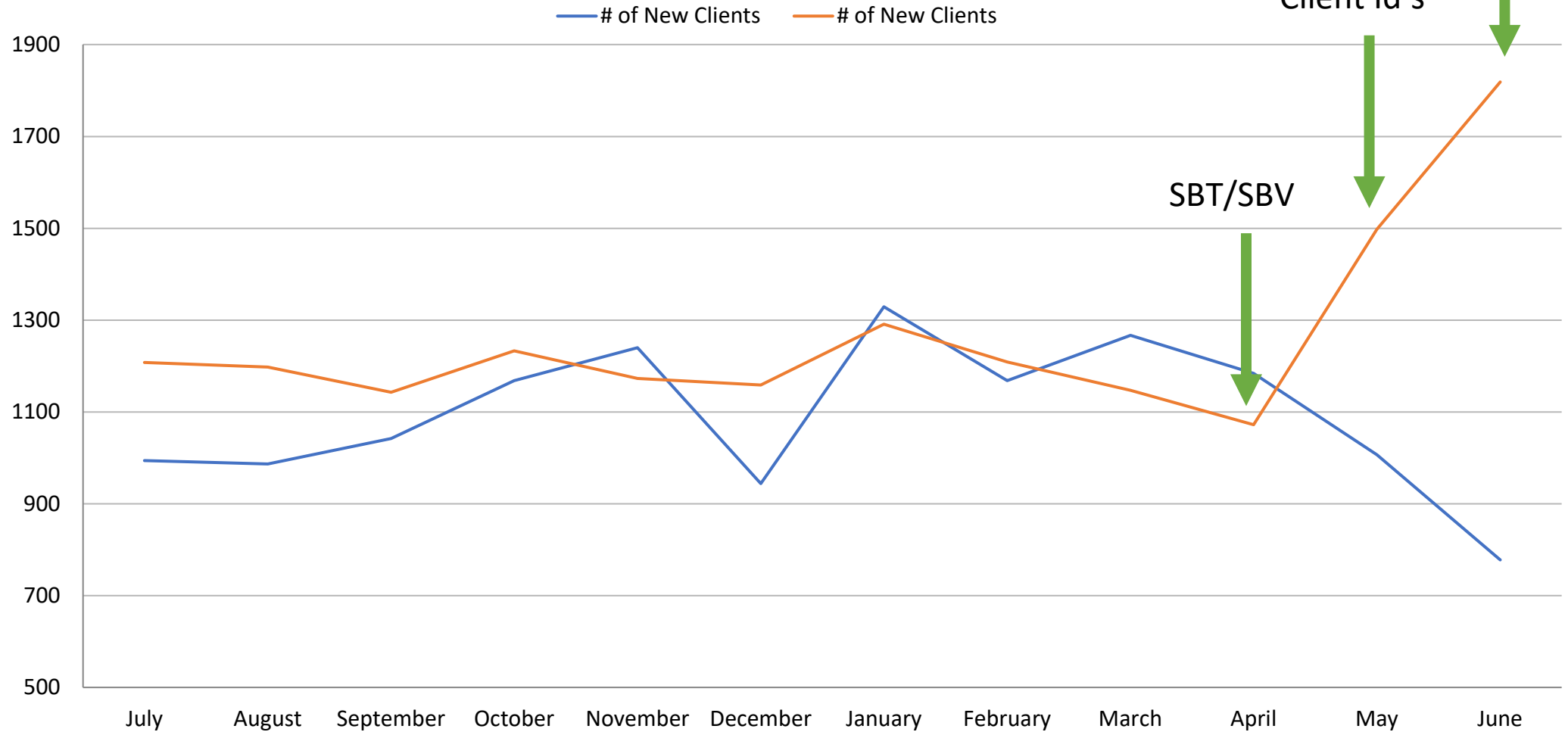
# Litter Registrations



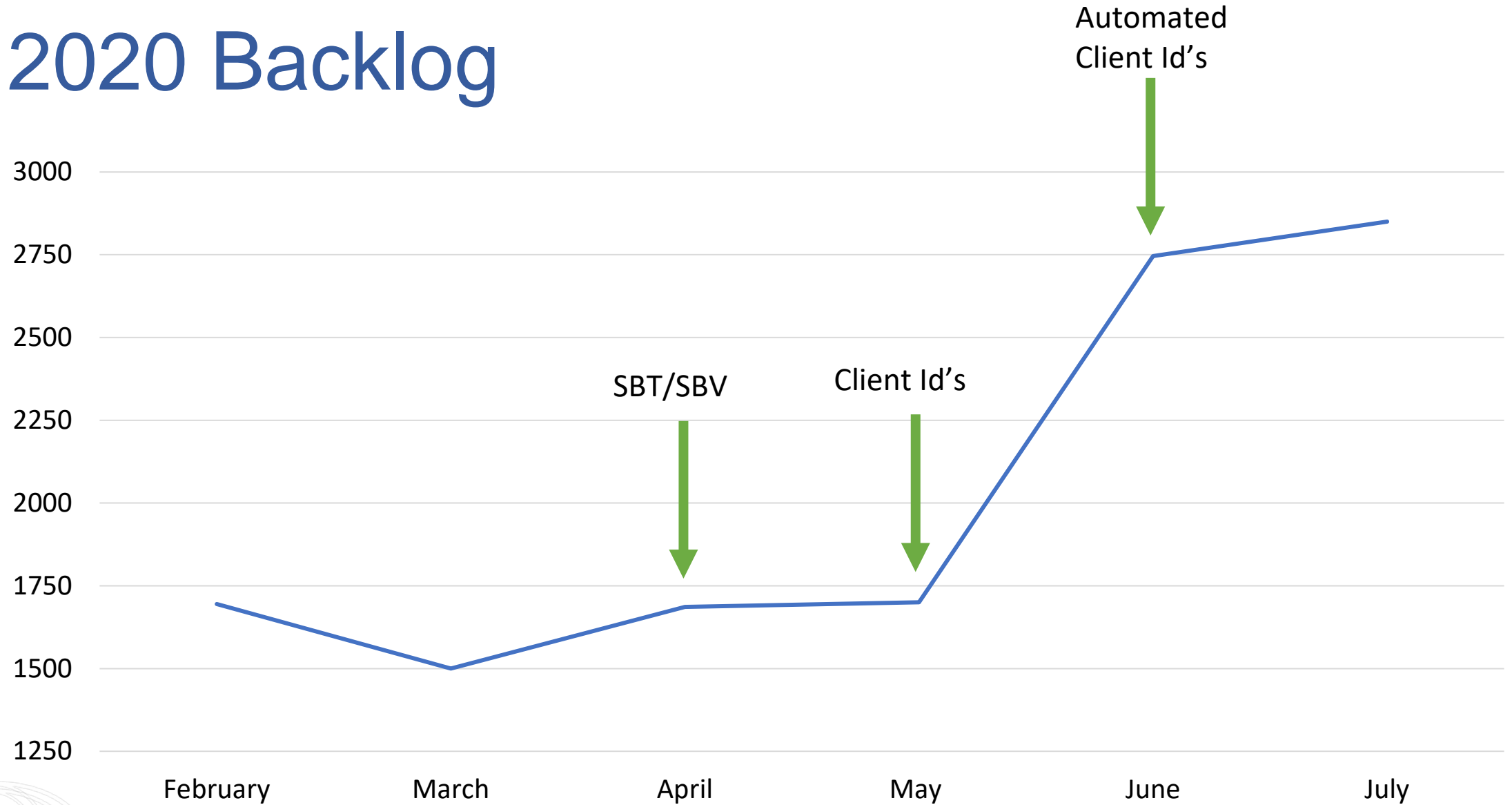
# Online Registrations



# # of New Clients



# 2020 Backlog





# What's the Impact?

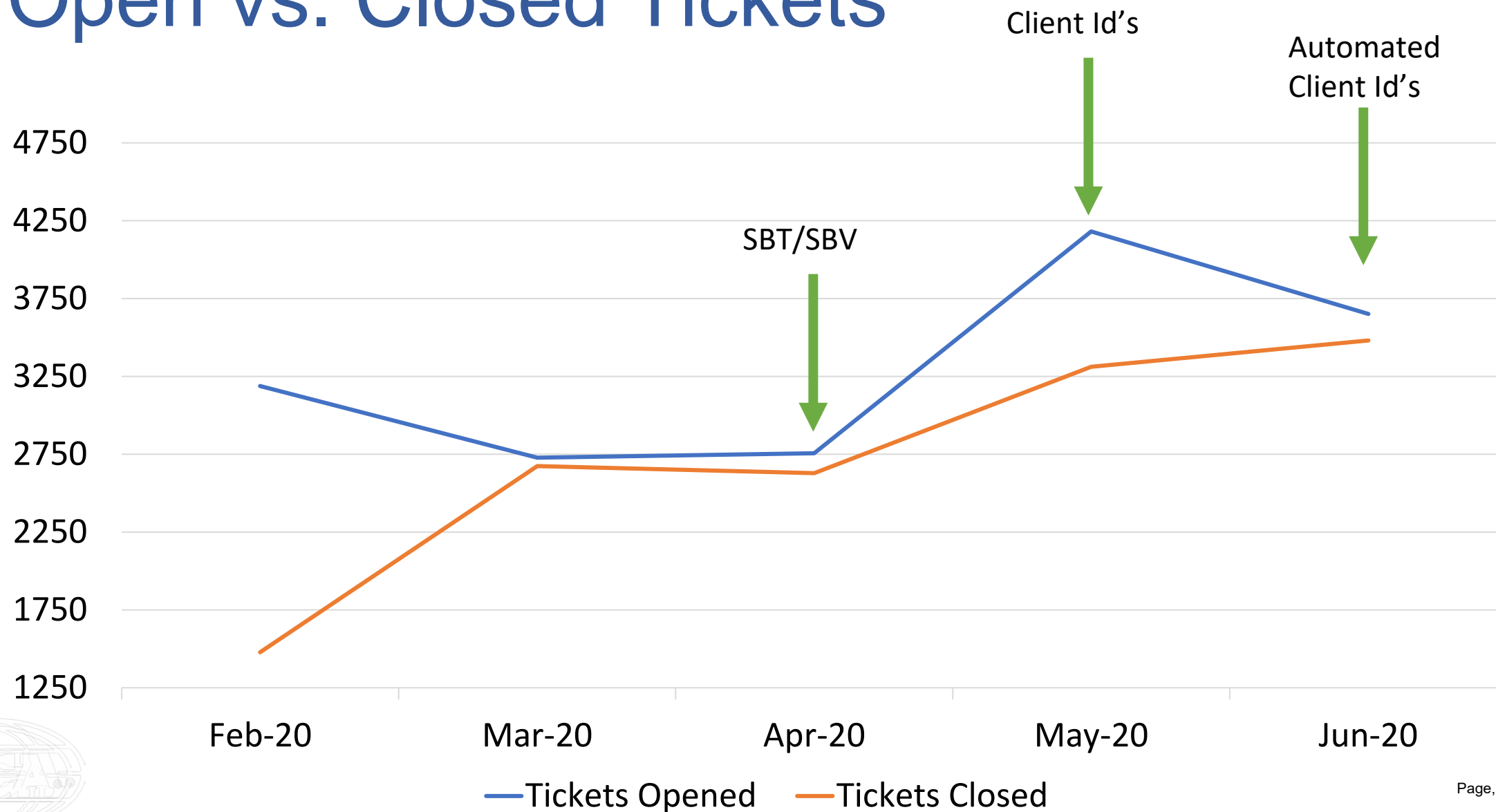
“Why is it so difficult and your breed registration for litters is a hard mess. Why don't you fix it?”

“Any way to make this process easier for buyers? “

“I have had a ticket for over 2 months now and 3 weeks ago, I received an email saying it had been sent to registration for processing.”

“I’m not in a rush but the delay makes me wonder if I did something incorrectly.”

# Open vs. Closed Tickets



# Strategy to Bridge the Gap



# Digital Transformation

- The better we do the more impact it has on our ability to keep up
- Digital Transformation
  - to Save Costs, Drive Efficiencies, and Improve
  - Cat Lover, Member, and Staff Experiences
- We have been on the same system for decades





# Customers Expect Amazing Digital Experiences

## Always On

On-demand, real-time, and mobile

## Personalized

Predictive, intelligent, and targeted

## Connected

Data-driven, integrated, and up-to-date



**63%**  
of consumers will switch brands if they receive inconsistent experiences

# Self-Service

## Build Completely Connected Portals and Communities

### Easily Embed Any Business Process

Give customers direct access to critical business data and process from Salesforce and any other system

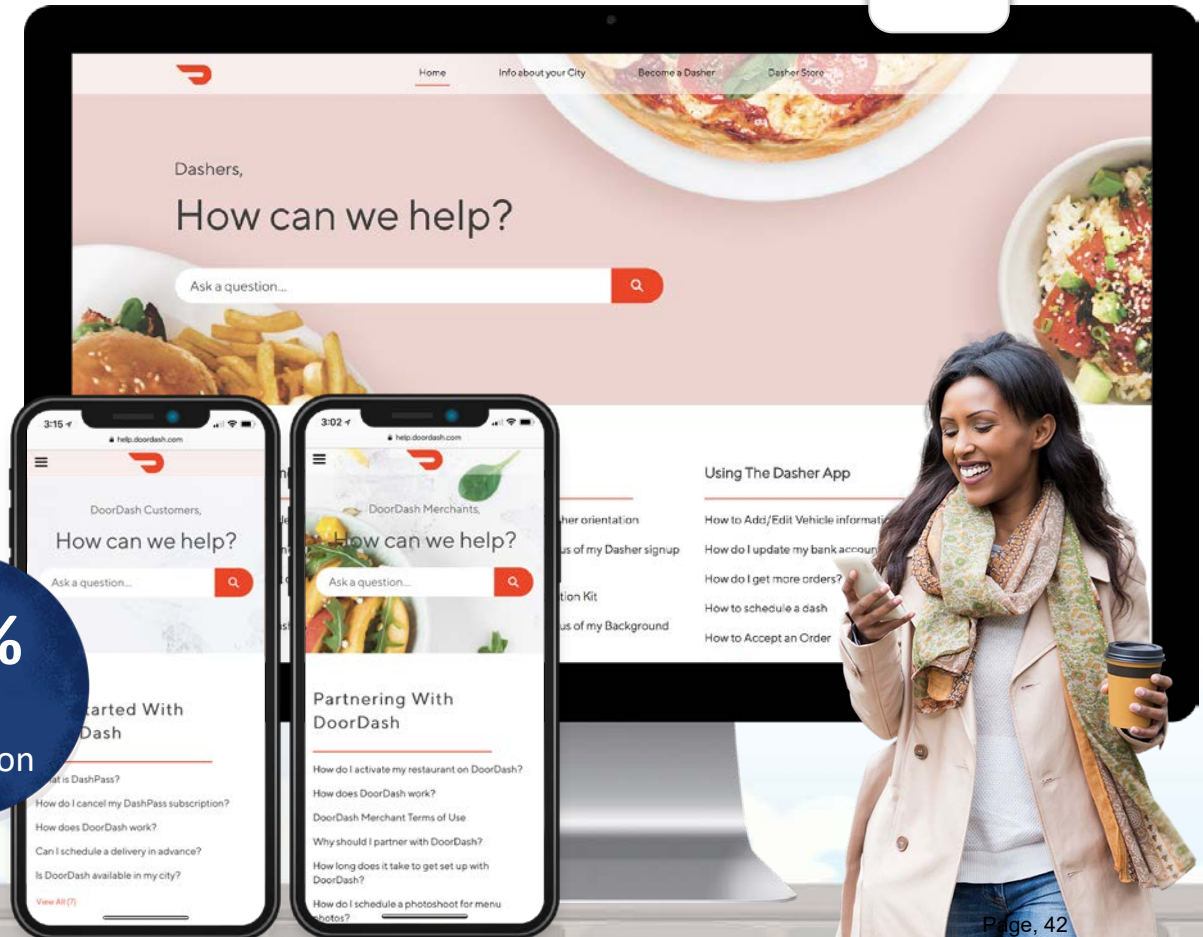
### Accelerate Self-Service with Intelligence

Weave intelligence and AI-powered chatbots and messaging throughout to ensure customers quickly access to what they need

### Quickly Build Engaging Experiences

Create beautiful, engaging, mobile-optimized portals and communities in no time

Customer Help Center



**50%**  
Case  
Deflection



# Empower Agents to Personalize Service at Scale

Accelerate agent productivity with the right tools, knowledge, and training

## Take Action from a Single Workspace

Give TICA staff relevant information at the right time to serve customers across any channel

## Automate Routine Tasks

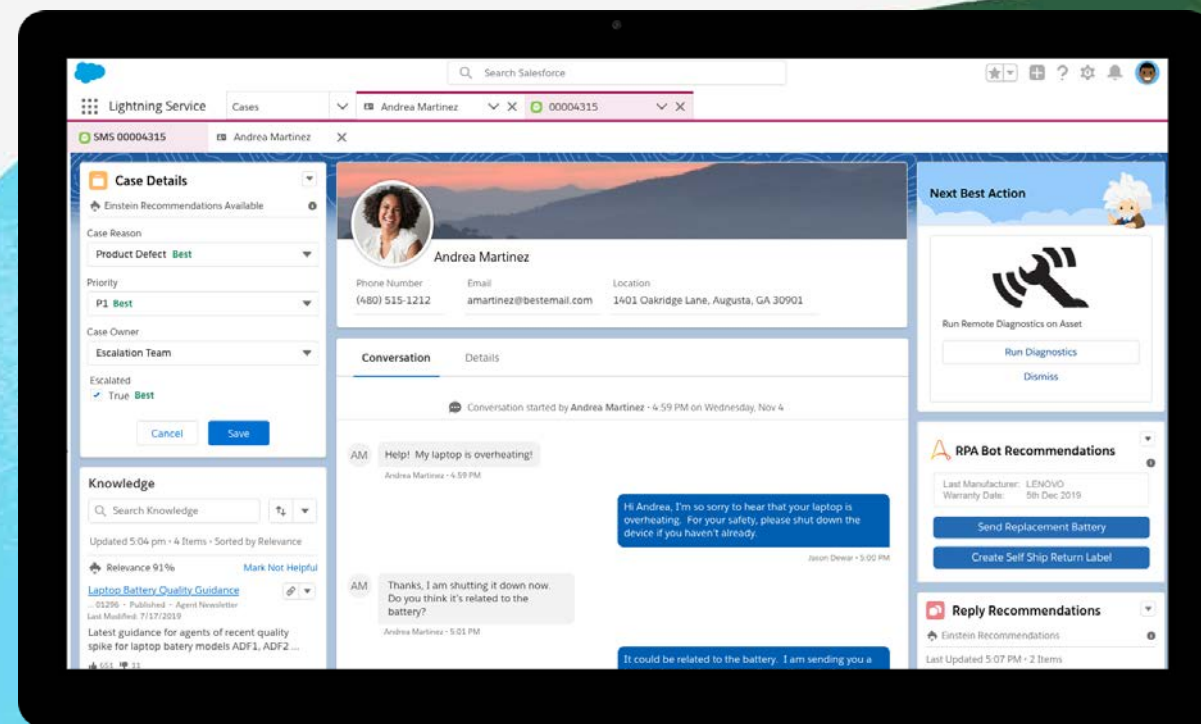
Equip teams with built-in productivity tools and artificial intelligence

## Activate Knowledge Across Teams

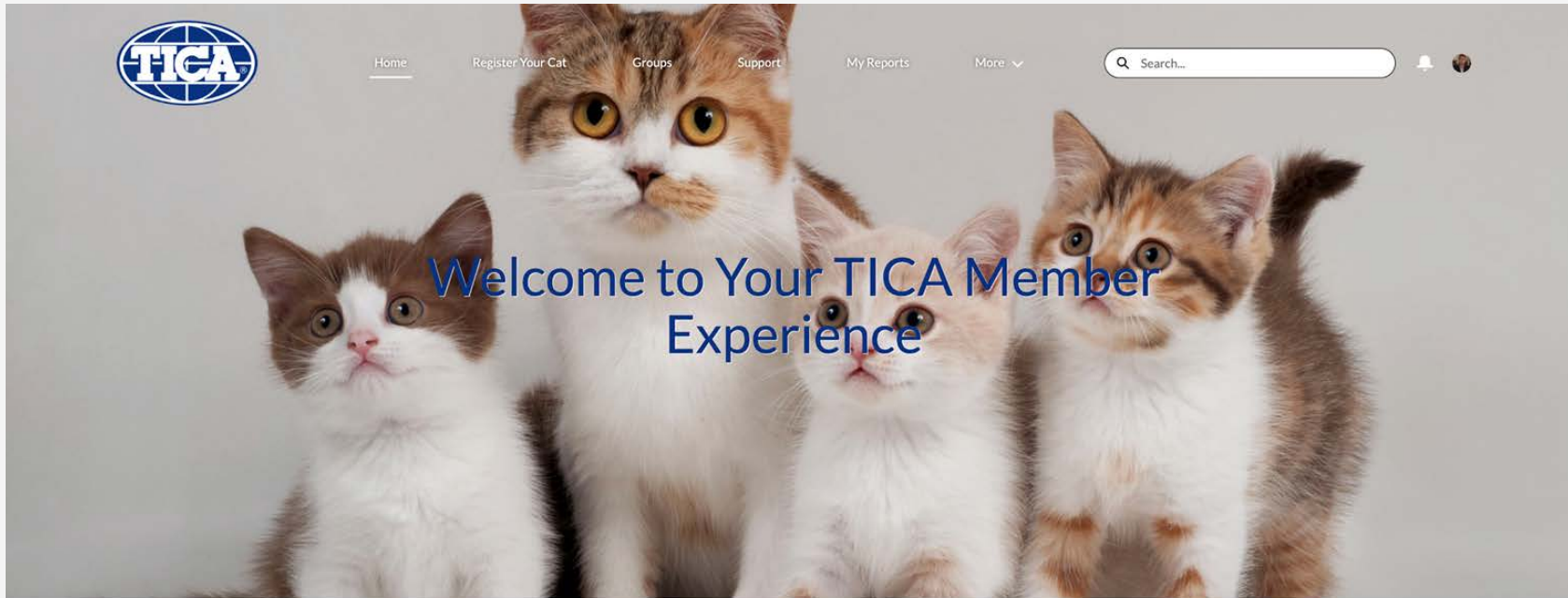
Centralize and share knowledge, enable case swarming, and unlock online learning

## Optimize Service Operations

Arm managers with real-time operational insights and analytics across channels



# TICA Member Hub



Fully Branded TICA Experience

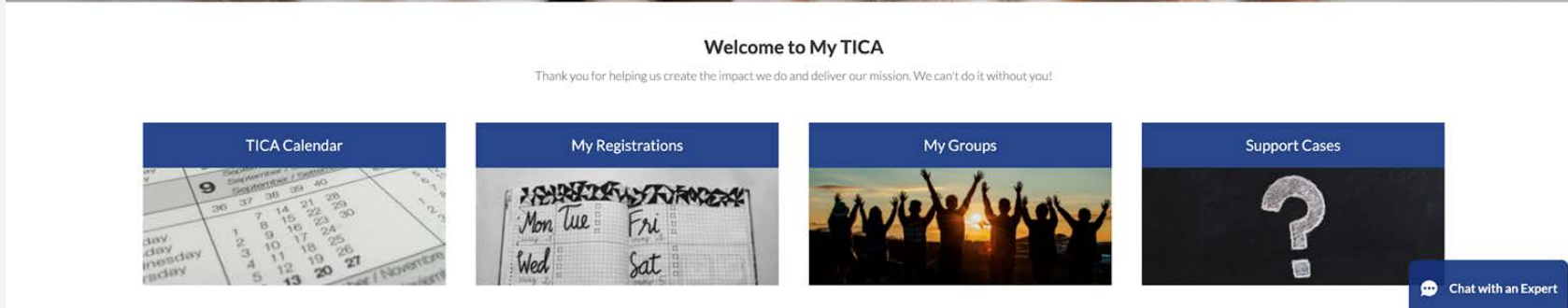
Create Single Community w/ Dynamic Content for Multiple Audience Segments

Native Multilingual Capabilities

Bidirectional Instant Communication CRM to Community

Integrated Customer Service

Full Self-Service with Business Process Automation



# World's #1 CRM

Manage All TICA Stakeholders and Business Process

The screenshot displays the Salesforce CRM interface for a contact named Rachel Morris. The top navigation bar includes the TICA logo, a search bar, and various menu items like Home, Chatter, Accounts, Contacts, Leads, Donations, Campaigns, Cases, Reports, Dashboards, Engagement Plans, Levels, Gift Entry, Pardot, and More. The contact's profile is shown with a header containing the name and a 'Contact' icon. Below this, there are buttons for '+ Follow', 'Edit', 'Clone', 'New Donation', 'New Recurring Donation', and 'New Gift'. A table of key information is visible, including TICA Membership (Regular Member), TICA Cat Club Name (Cats Ahoy Cat Club), Lifetime Donor Level (Major Donor), Volunteer Level (Ally), Membership Join Date (6/1/2019), and Membership End Date (6/1/2021). The main content area is divided into sections: 'Details' (with sub-sections for TICA Membership, Cat Registrations, Litter Registrations, Cattery Registrations, and More), 'Contact Information', and 'Supporter Contact Details'. The 'Contact Information' section lists fields such as Name (Rachel Morris), Gender (Female), Account Name (Rachel and John Morris Household), Primary Affiliation (JP Morgan Chase Foundation), Days Since Last Activity (-1), Volunteer Level (Ally), and NCOA Verified (checked). The 'Supporter Contact Details' section lists email and phone information. On the right side, there is a profile card for Rachel Morris, Westport, CT, showing her status as a Major Donor (Donor Level) and Ally (Volunteer Level), along with a 'Predicted Propensity to Give' of 75% and a note that she is highly active and engaged. Below the profile card, there are tabs for 'Activity', 'Community', and 'Chatter', with an email composition window open.

Search Salesforce

TICA Home Chatter Accounts Contacts Leads Donations Campaigns Cases Reports Dashboards Engagement Plans Levels Gift Entry Pardot More

Contact Rachel Morris

+ Follow Edit Clone New Donation New Recurring Donation New Gift

TICA Membership	TICA Cat Club Name	Lifetime Donor Level	Volunteer Level	Membership Join Date	Membership End Date
Regular Member	Cats Ahoy Cat Club	Major Donor	Ally	6/1/2019	6/1/2021

Details TICA Membership Cat Registrations Litter Registrations Cattery Registrations More

Contact Information

Name	Gender
Rachel Morris	Female
Account Name	Birthdate
Rachel and John Morris Household	5/30/1975
Primary Affiliation	Private
JP Morgan Chase Foundation	<input type="checkbox"/>
Days Since Last Activity	Deceased
-1	<input type="checkbox"/>
Volunteer Level	Lifetime Donor Level
Ally	Major Donor
NCOA Verified	
<input checked="" type="checkbox"/>	

Supporter Contact Details

Email	Phone
rmorris@example.org	(415) 986-9651
Preferred Email	Preferred Phone
Personal	Mobile
Personal Email	Mobile
rmorris@example.org	(415) 986-9651
Alternate Email	Home Phone
	(555) 987-5689

Rachel Morris  
Westport, CT

Major Donor  
Donor Level

Ally  
Volunteer Level

Lifetime Value

Volunteer Hours

Predicted Propensity to Give 75%

They are highly active and engaged with your organization and are more likely to give.

Activity Community Chatter

Email Log a Call New Task New Event

Write an email... Compose

Filters: All time · All activities · All types



# Customize Community for Specific User Groups

External User Groups

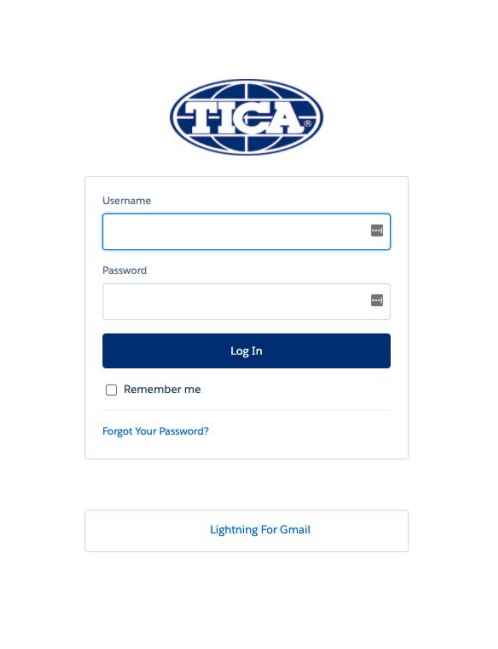
Community Login

Unique Experience Based on Role

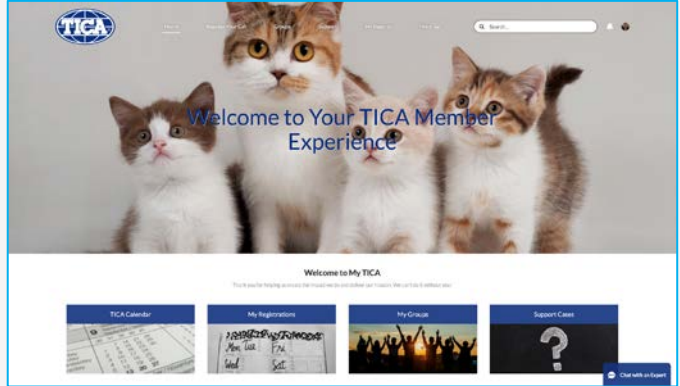
TICA Members

Cat Show Organizers

Partner Organizations



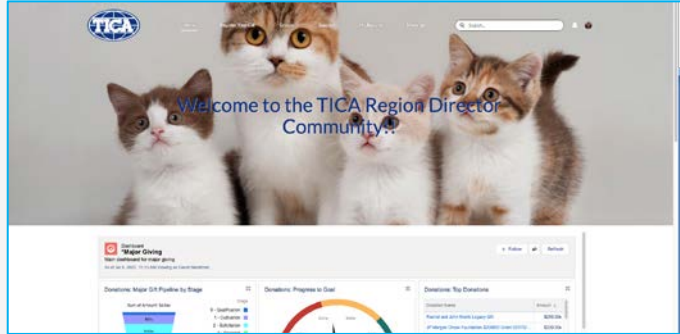
The login form features the TICA logo at the top. It includes fields for Username and Password, a Log In button, a Remember me checkbox, and a Forgot Your Password? link. A Lightning For Gmail button is located at the bottom.



Welcome to Your TICA Member Experience

Welcome to My TICA

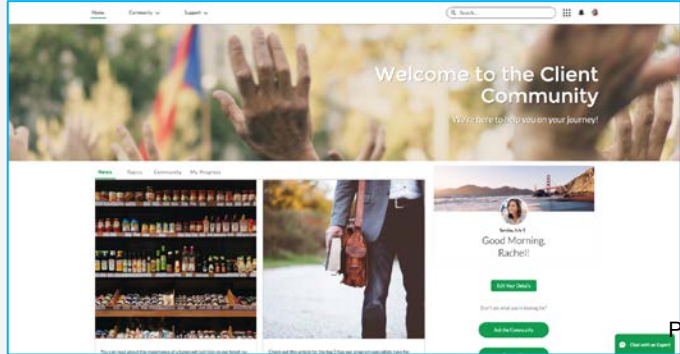
TICA Calendar | My Registrations | My Groups | Support Cases



Welcome to the TICA Region Director Community

Donation Manager Dashboard for Major gifts

Donations Major Gift Pipeline by Stage | Donations Progress to Goal | Donations Top Donations



Welcome to the Client Community

We're here to do you on your journey!

News | Events | Community | My Profile

Good Morning, Rachel!



# Mobile Publisher for Community Cloud

Turn your Lightning Community into a pixel-perfect mobile app

## Custom Branding

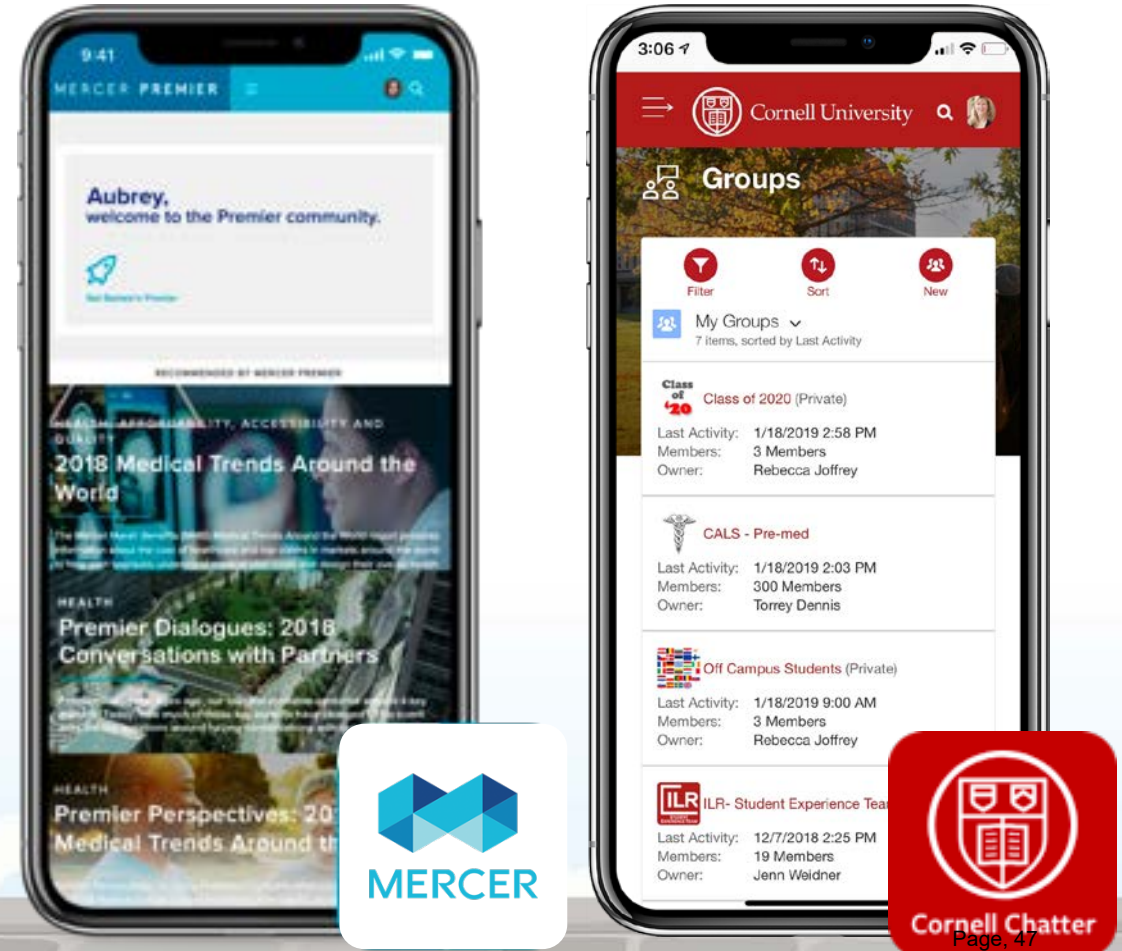
Use your brand imagery for app icon, splash screen and user interface.

## Easy publishing

Salesforce will publish your app to the Apple App Store and Google Play.

## Automatic updates

Changes to your Community are instantly pushed to the mobile app.



# Reporting and Dashboards

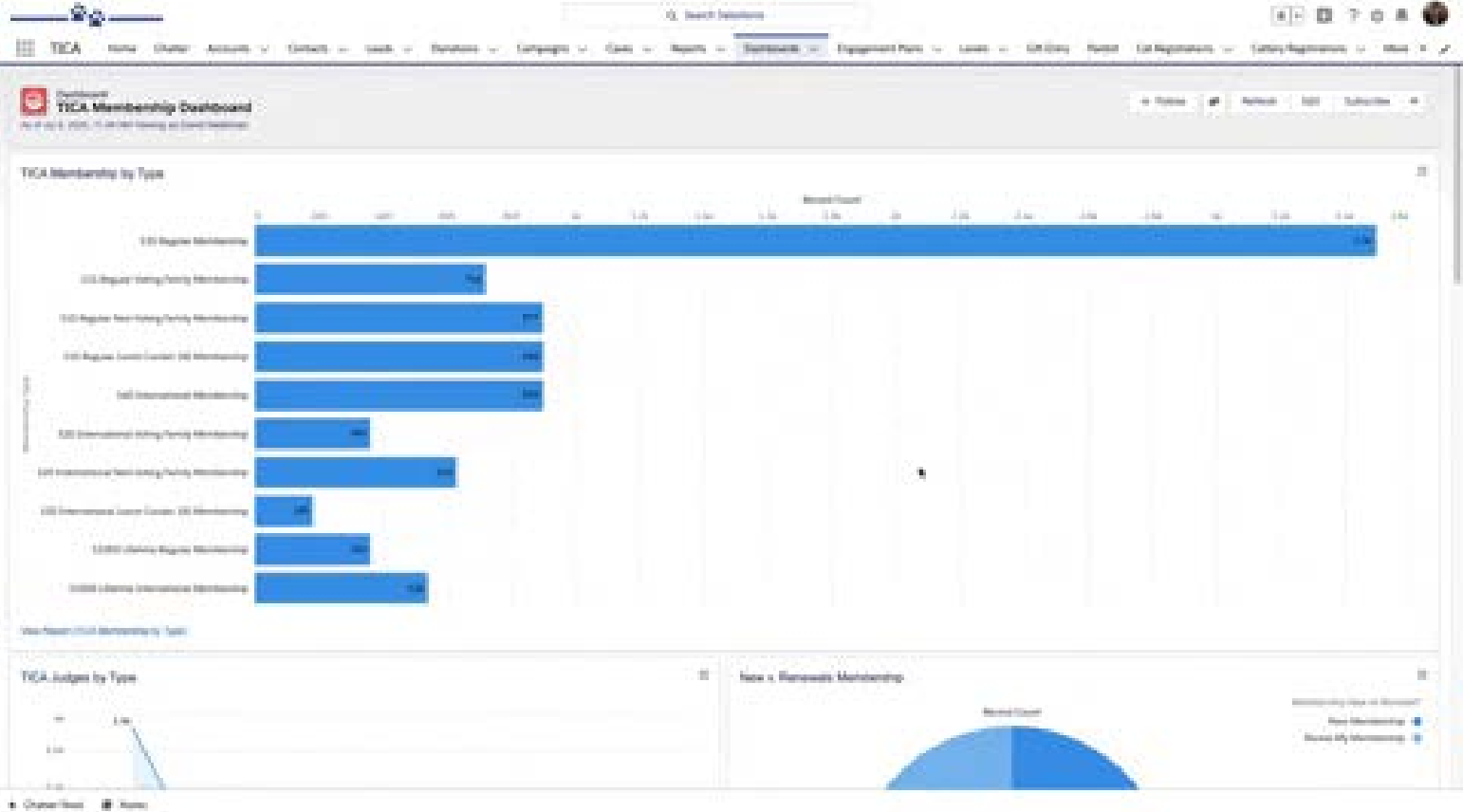
Easily Report on Any Data Your Track in the CRM

Drag and Drop User Interface

Visualize Your Data in Customizable Dashboards

Subscribe and Share to Dashboards and Reports

Dashboards Are Dynamic, New Data (Registrations, Payments, etc) Appear w/o Manual Report Pulling





# Digital Transformation

- Members Able to Self-Service Time-Consuming Activities
- 360 Degree View of All Relationships
- Automate Business Processes
- Single Source of Truth Powering Analytics
- Happier Customers and TICA Staff
- Save money by reduce programming costs
- More agile – needs and changes no programming



Thank you!

