



**ESAA Board of Directors
Meeting – Via Teleconference
March 23, 2016**

In attendance: Colleen Bell, Julie Brimble, Lynda Chase, Kathy Cunningham-Roy, Jane Danek, John Fabelo, Janet Gray, Judi Hunter, Dave Mates, Carl Necker, John Nielsen, BJ Parsons, Anna Quigley, Julie Quirk, Coleen Raber, Bob Stevens.

The meeting called to order at 8:05 PM EST.

Janet opened the meeting with a few comments:

- * Jane Danek will not be seeking re-election as treasurer of ESAA.
- * April 1 begins the campaign for the ESAA store in offering the Rebecca Ray Design totes. 50% of our inventory has been pre-ordered. A reorder has been approved on a Mates/Chase motion.
- * Kathy Cunningham-Roy was thanked for all of her hard work on the WGS specialty shows in February.

Scholarship Recommendations: The ESAA Scholarship Committee of Lindsey Cook, Rhonda Dillman, Shaun Jordan, Wendy Johnson, Carl Sillman, and chair Julie Bremser presented the following recommendations for approval for \$1000 scholarships:

Alex Van Meter, from New Jersey
Brianna Bell, from Virginia

The committee also recommended Sherry Wuetherich be approved for a \$500 “Book Award”.

Julie Bremser reviewed a brief summary of the activities and academic qualifications of each candidate, which had been previously sent to the Board for consideration.

All recommendations were approved on a Mates/Hunter motion, with 3 abstentions due to close personal relationships with several of the Juniors. In doing so, the Board amended the Scholarship Guidelines in principal to enlarge the number of scholarships which can be awarded and adopt additional criteria for a new "Book Award". The Scholarship Committee will develop specific language amending the Guidelines to reflect these changes and submit its report to the Board for formal approval.

Appreciation was expressed toward the ESAA Board for all of the support given to our Juniors.

Top 20: The 2015 Top 20 event had a net income of 1488.39. It was requested for the Board to approve the Top 20 for the 2016 National in Portland, Oregon.

- * A question was asked if the Top 20 catalog could be incorporated into the ESAA National catalog to reduce printing expenses. It will be looked into.
- * Last year there was a “creativity” charge added to the printing fee, which the committee would make sure does not happen again.
- * A Top 20 section has been included in the Annual, thanks to Kathy Cunningham-Roy’s suggestion.
- * 2015 was not subsidized by Purina, as it was in 2014, but still did very well.
- * The Top 20 event represents about 25%+ income from the 2015 National.

- ❖ Last year the Board made it clear that the Top 20 could not be on the same evening as Veteran Sweepstakes. It would potentially be Thursday evening in 2016, if approved.

The Top 20 for 2016 was approved on a Mates/Brimble motion.

Annual Committee Report: The committee to investigate the ESAA Annual submitted a report last week for the Board members to review.

- ❖ Lynda Chase chaired a committee of Judy Mates, Colleen Bell, Kathy Cunningham-Roy, and Cathy Hill.
- ❖ The committee felt continuing to produce an Annual is important for historical purposes. Copies of it are kept in the AKC library.
- ❖ A few considerations were:
 - ❖ Continue with a bi-monthly newsletter and use the additional funds to help off-set the costs of producing the Annual.
 - ❖ Produce a soft cover issue rather than the hard cover. The savings cost would be minimal, but the quality would be significantly less.
 - ❖ Decrease the font size on some of the pages.
 - ❖ Shifting the funding of some of the sections of the Annual to other committees within ESAA.
 - ❖ Kathy Cunningham-Roy discussed the changes which occurred to the newsletter, which is very expensive to produce, particularly since the popularity of social media. She also summarized some of the discussion which occurred on the committee.

The Board received comparisons between the 2013 and 2014 issues in regard to cost, pages sold, as well as the number of volumes sold.

Concern was expressed over the small number of Annuals that are being sold each year. Is there something missing from the content that would attract more sales?

Discussion occurred as to what content is important to be maintained as part of the Annual, and what content might be able to be eliminated. It was suggested that the Annual committee take a closer look at the contents of the Annual, and report back to the Board at a future date.

A Quigley/Quirk motion was passed to allow the call of materials to continue to appear in the newsletter while the committee continues to investigate the content. The committee has also been asked to investigate any possible saving by making the Annual a glossy cover magazine.

National Field Trial: continued discussion from January.

Dave Mates was the liaison who contacted the Field Trial Committee requesting financial information and disbursement. John Nielsen, ESAA Rep to AKC, reminded the Board that, depending upon to whom and for what purpose distributions were made, there was a possible conflict with Section 3 of our Constitution which states "No part of revenue or donations to the Association shall inure to the benefit of any member or other individual."

A Chase/Mates motion was passed that ESAA needs receipts regarding all expenses and disbursements, in a formal written request to Cindy Findley by registered mail.

The meeting was adjourned at 9:38 PM EST on a Quigley/Mates motion.

Respectfully Submitted,

Coleen M. Raber

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ESAA Secretary