ACKCSC Board Minutes
Monday, December 18, 2023

President Tina Sterling called the meeting to order at 7:42 pm EST

Attendees:
Several electronic issues caused delays in board member attendance, but ultimately the attendance was:

Tina Sterling
John Ioia
Kim Baillie
Sue Robinson
Kim Cain
Charlie Fippin
Leslie Slusher
Stephanie Abraham
Lamont Yoder
Rick Alexander
Sandi Harrison - left early

Claire Parker - AKC Delegate
Sylvia Arrowood - Paliamentarian

President's Report - Tina Sterling

The ACKCSC and the CKCSC had a meeting in November to discuss strategies and gathering data to refute the allegations made in Europe and Norway. Another meeting is planned for January.

Web presentation by Blue Ridge Graphics who presented a proposal to remodel our website.

At the AKC delegates meeting in Orlando last month, Claire Parker was introduced by John Ioia as our new delegate.

A huge thank-you to the Mid-Florida club for two wonderful specialties sponsored in during the week of the Royal Canin shows last week

Recording Secretary - Sue Robinson

Three motions approved by online voting were approved unanimously.
A pdf of these motions is attached
The minutes from the last BOD meeting were approved unanimously

Treasurer Report - Kim Cain

Account Balances

Savings	$35,171.29
Checking	$24,530.47
(Over $16,000 outstanding checks for RT and CT payments)	
National	$55,350.29
CD's	$61,279.52
Morgan Stanley INV Account	$68,008.24
Total	**$244,339.81**

AKC Delegate - Claire Parker

She attended her first meeting as a delegate in Orlando last week

Six members of our club as well as Sylvia Arrowood, the parliamentarian, are AKC delegates

John Ioia led the By-Laws committee in a roundtable discussion about exotic colors popping up in breeds. Five breeds are currently significantly impacted by the registration of exotic colors - Cavaliers being one of them. It's likely that a subcommittee will be formed to further look into this issue. John did a stellar job of leading a discussion with AKC and the registration processes and what some of the huge hurdles are that need to be addressed.

AKC DNA Plus Health - allow us to submit DNA for health research. Huge benefit for many reasons which Claire will discuss later. Information currently available at dna.akc.org. The advantage of the AKC data base is that it is a way to keep our data private.

Rule change - Any specialty club can offer a 3-point major to reserve winners - if the entry is at least two times the requirement for a 5-point major. Previously this was an option only for national specialties and the parent club had to opt in. This new rule is automatically in place - unless a club opts out.

Zoom meeting with Cindy Stansel, to talk about government liaisons and what happened with the Norway decision. AKC has a department called Government Liaison - actively works with states and individual clubs on laws.

Claire also announced that her goal is to get monthly communication via Constant Contact regarding issues being discussed by the AKC delegates.

REPORT OF COMMITTEES

Annual - M McCormick - No Report

AKC Gazette - John Ioia - No Report

Awards and Statistics - Mary Hanus

The committee will be meeting after the holidays and will have a report for the next meeting

Breeder Education - Charlie Fippin - No Report

Bylaws - John Ioia - No Report

Policies and Procedures - John Ioia

Discussion to be moved to old business

Calendars and Publications - Stephanie Abraham

220 calendars sold to date

Charitable Trust - Patty Kanan

Next CT meeting will be held the week after Christmas

Electronic Communications - Kim Baillie

Joni Marquardt and Stephanie Hart have joined the website team

October 2022 - budget of $5,000 to update the website. To date we spent $750 to update the National website and $2,100 so far to update the main website, which is more complicated

National Website

Automatic push process to send sales directly into Quickbooks

Name of the website is changed from 2023 to just National - so we won't have to redo the links every year

Plan to launch the store for the National in early January - as soon as all of the prices have been confirmed

Working a new plug-in which will automate the process of distributing the orders to the person working on that area. In the past Elaine Challacombe handled over 600 orders manually - forwarding each email to the appropriate committee

Main Website

The data has been ported to Word Press - with the hope of launching this website in early February - after the membership renewals have closed for 2024

Futurity - Sandy Harrison

No new nominations for 2024
Two more dam nominations and one puppy nomination for 2025

Health - Tina Sterling

Report attached
She recently updated the canine health statement on our breed site at AKC

Judge Education - Cindy Huggins

Report attached

Judge Selection - Claire Parker

Claire announced the addition of Chris Meager to the Judge Selection Committee.
The committee is compiling data and completing initial research

Junior Showmanship - S Sterling - No Report

Legislative Liaison - M Pogorzelski - No Report

Claire Parker reported that Sheila Goffe - AKC Vice President Government Relations - has expressed an interest in presenting a program at the national specialty. She requested feedback from members as to any possible interest.

John Ioia announced that clubs cannot donate to the AKC PAC (Political Action Committee) and urged members to google AKC PAC and consider a personal donation.

Membership - Lu Dunham - No Report

National Specialty - Rick Alexander

Rick is at the 2024 site in Texas meeting with facilities people as well as some of the specialty events committees. Scent Work will be new this year -already - and the committee is working on the necessary arrangements.

New event approval - 2025 - Scent Work
One complication involves the videographer. Rick is still working on this.
Premium list is almost complete
Rick needs a Chief Ring Steward

2025 - Cape Cod
2026 - site to be determined
2027 - Virginia Beach

Nominating Committee

We need a chair, two members, two alternates
Eligible chairs - Lamont Yoder, Sandi Harrison, Leslie Slusher
John Ioia nominated Lamont Yoder
Nominations for Nominating Committee:

Karin Ostmann
Bev Hofschute
Claudia Jones
Gayle Reardon
Cheryl Barnes
Jason Maret
Barbara Pepper
Ted Eubanks
Penny Freberg
Renee Wise

Conny Hansen

Leslie Slusher made a motion that nominations be closed. Seconded by John Ioia. Motion passed unanimously.

A lengthy discussion regarding the term of our current AKC delegate to determine if she would be eligible to serve on the nominating committee ensued.

The discussion on the appointments to the nominating committee will be moved to the executive session at the completion of the regular meeting.

Performance Committee - No Report
Regional Clubs - Kim Maret - No Report
Rescue - Sue Robinson/Renee Bruns

No new massive intakes. Many of the dogs have been adopted or about to be listed on the available list.

Unfinished Business

Membership Policies and Procedures - new revision presented by John Ioia

There was a lengthy discussion about the revisions.

Kim Baillie made a motion that the membership be instructed to move forward with the current list of new applicants using the previous version of the Membership P&P.

John Ioia made a motion that we move the discussion and decision to executive session.

AKC Delegate - there was further discussion concerning the status of the term of our AKC Delegate. According to Sylvia, our delegate is not elected by the membership but by the board. Further discussion was postponed to executive session. Kim Baillie asked that we get input from the membership as to how they would like AKC delegate to be chosen. John Ioia also prefers that before we make changes to the bylaws to clarify this, that we get input from the general membership.

Website

Proposal from Blue Ridge Graphics to rebuild our website - $11,000-12,000

After lengthy discussion, we agreed to take continue the discussion in executive session.

New Business

No new business

Tina adjourned the meeting at 9:44 EST

The meeting continued in executive session.

After executive session, the following business was completed:

Leslie Slusher made a motion to nominate Lamont Yoder as chair of the Nominating Committee. Stephanie seconded. Lamont - abstained. All else voted yes.

Charlie Fippin made a motion to present the following nominees for an Opavote.

Karin Ostmann
Bev Hofschute
Gayle Reardon
Claudia Jones
Cheryl Barnes
Jason Maret
Barbara Pepper
Ted Eubanks

Penny Freeberg Conny Hansen
Renee Wise

Lamont seconded. Passed unanimously.

Further discussion on the website proposal was tabled.

John will present the Membership Policies and Procedures as amended tonight to the board via email for a vote.

ATTACHMENTS:

1. Online motions approved at this meeting
2. Treasurer's Report
3. Health Committee Report
4. Membership Policies and Procedures - as amended 12/18/2023
5. Judge Education Committee Report
6. Blue Ridge Graphics website proposal

2023.52	that we send checks to the Charitable Trust and Rescue Trust in the amount of $5,726.75 for calendar sales and $1,061.52 for the Purina Label Program	Made By Kim Cain Seconded Kim Baillie
Passed		

2023.53	That we honor Carol Rose by dedicating the 2024 National Specialty Sweepstakes to her memory and her dedication to the Cavalier King Charles Spaniel	Made By Rick Alexander Seconded Leslie Slusher
Passed		

2023.54	that the ACKCSC sponsor AKC medallions for events that we have entries at the AKC National Championship - total cost $215	Made By Kim Baillie Seconded Tina Sterling
Passed		

ACKSCS Club Report Dec 11, 2023

As of Dec 9 The Club has $35171.29 Savings, $24530.47 in the Operating account (please note there is over 16000 in outstanding checks including the calendar and purina checks paid out), $55350.29 in the National Account,

$61279.52 in CD's, and $68008.24 (realized and unrealized) in the Morgan Stanley INV account for a total of $244339.81

Kim Baillie has all the invoices from the National account automatically downloading to QuickBooks!!!

HEALTH COMMITTEE REPORT

12/18/23

The following are the subjects/activities that the Health Committee are currently working on:

HEALTH SURVEY

- Spoke with CHF/Dr. Wiley at the Royal Canin Invitational last week.
- I will speak with her again over the next few weeks about the procedure and criteria for beginning the survey.
- AKC/CHF DNA Database – swabs with genetic material will be facilitated by Neogen labs and we will look at the possibility of integrating this in with the Health Survey.
- AKC/CHF has expanded their DNA database and are doing double the amount of breed specific tests than before.
- Club members have asked me about the MCADD gene testing for Cavaliers. I inquired if the AKC/CHF DNA database will be supporting this test and Dr. Wiley believes it will but will double check to make sure. I will caution breeders to be careful how you use this test in your breeding program. When you test for this fault remember that this is a new test, and we do not have enough professional scientific statistical data regarding the percentage of Cavaliers affected. As always, we need to be mindful not to narrow our gene pool.

  What is MCADD: It is caused by a fault in the gene that provides the instructions to make an enzyme called medium-chain acyl-CoA dehydrogenase (MCAD). This genetic fault causes the enzyme to either not work properly or be missing entirely, which means the body cannot fully breakdown fat to release energy. It can cause a severe reaction if the dog ingests MCT oil.

GRANTS

The Health Committee has received new grants from CHF and Morris Animal Foundation. We will be reviewing them in the next few weeks to determine which grants our Charitable Trust should sponsor.

SEMINARS AND PRESENTATIONS

- Cindy Stansel, Concepts in Europe, Norway Ban-Part 1- Hope everyone found this to be educational and informative. We will be sponsoring several more of Cindy's presentations in 2024.
- Tina Sterling, I gave a presentation to the Blue Ridge CKCSC, Inc. regarding what the CT and Health Committee is doing and a report on Rejuvenate Bio and current grants we are funding.
- The Health Committee is currently discussing presentations for 2024.

OUTREACH – It is so important that Cavalier Clubs globally work together for the benefit of our Breed**.**

Both the ACKCSC and CKCSC, USA will be working together on compiling data and statistics so that we have information to refute the allegations that Cavaliers are an unhealthy breed and the only way to correct this is to have a mixed breeding program. Both clubs will also be looking at events and activities we can do together, as well as grants that we can fund together.

Respectively Submitted,
Bettina Sterling, ACKCSC President and Health Chairman

Membership Policies & Procedures

(Approved by BOD December 2023 with dates of approval, if possible)

The Committee:

The Membership Committee Chair will be charged with receiving and evaluating all applications, will prepare a list of each group of applicants, will track the records and compliance with the procedures, and will finalize reports and submit them to the Liaison with copies of all submissions.

There will be at least two additional members of the Committee, charged with researching the information on applications, sponsorship forms, and any comments received. The Committee members will be appointed by the Board of Directors with approval of the Chair. The Committee's role is to compile, verify and facilitate presentation of the application and sponsorships to the Board.

The membership committee will review all applications and research any questions/concerns that arise by contacting the sponsors or others including the applicant, if they deem appropriate, including but not limited to ~~other~~ club members. (6/22)

The Board Liaison will be a member of the Board of Directors of the ACKCSC charged with coordinating the flow of work and information between the Committee and the Board.

General:

Individuals who are admitted as new members after September 1, shall be considered to have paid their dues through the following year. (2017)

Should an applicant be denied membership, the ACKCSC is under no obligation to make known the reasons. (11/03)

The Application:

Applicants will complete the membership applications from the web site **www.ackcsc.org**

This appears on the application forms:

> Have you read and do you understand the Ethical Guidelines? Yes No
>
> By answering yes, the applicant agrees to abide by the By Laws, Ethical Guidelines and the Rules of the American Cavalier King Charles Spaniel Club and the American Kennel Club, acting always in the best interest of the Club and purebred dogs. Furthermore, the applicant agrees to update any information required by the American Cavalier King Charles Spaniel Club, Inc. upon request. This application is subject to the approval of the Board of Directors of the American Cavalier King Charles Spaniel Club, Inc. The applicant and sponsors understand that their names will be published for members to submit comments to the Membership Committee. Should the application be denied, the ACKCSC Inc. is under no obligation to make known the reasons. Yes / No

The applicant is responsible to ensure the completeness of all forms including signatures, dates and initials.

Applicants are responsible for getting their forms completed by their sponsors.

The Committee Chair and the Board Liaison will periodically review the Applications and related material to assure that it provides accurate information to potential applicants and solicits relevant information for the work of the Committee and the Board.

Applicants and sponsors will submit applications and sponsor forms from the web site. In special cases the applicant and/or sponsor forms may request hard copy forms to submit via mail or email.

The Membership Committee and the Board will avoid contacting the Applicant about the application. The exceptions will be when an application is not complete and must be corrected or returned with an explanation of the deficiency or when information needs to be clarified.

As a result of the time needed for the processing procedures, an applicant should expect the application process may take up to four (4) months, but the Membership Committee is under no obligation to meet a specific deadline.

The Sponsors:

Per the Bylaws Regular members may sponsor two (2) Associate Members and two (2) Regular Member upgrades in a calendar year. If it is determined that a Regular member has exceeded their limit for sponsorships, the sponsor will be notified by the chair and the application will be returned to the applicant. (6/22)

Per the Bylaws Sponsors may not be related to the applicant nor reside in the same household with each other or the applicant.

> Under U.S. Laws: A household can be defined as those who dwell under the same residential roof and compose a family. A household is distinct and should be distinguished from a family because a household does not need to have the same financial, emotional, and social interconnection.
>
> Under the U.S. Census Bureau definition, family households consist of two or more individuals who are related by birth, marriage, or adoption, although they also may include other unrelated people. Nonfamily households consist of people who live alone or who share their residence with unrelated individuals.

The Procedure/Process:

The Committee Chair will prepare a report of the names of new Applicants, with their addresses and sponsors, and forward it to the Board liaison. It will then be published to the membership for comment. The comment period in which Members of the Club may submit comments about the Applicant's suitability for membership to the Committee will be 2 weeks from date of publication. All comments, letters and information received will be treated as confidential and will not be discussed with anyone outside the scope of the committee and the Board of Directors. In the case of negative

letters to the Committee, these shall be reviewed by the Chairman, the Liaison and President only. After review for authenticity by the Chairman, Liaison and President, the names shall be redacted before forwarding to the Committee Members and the Board. Anonymous letters or information will not be considered. Any communication with the applicant regarding comments made at Board discussions must be approved by the Board.

After the comment period expires, the Membership Committee will meet to discuss all applications and research any questions that arise by contacting the sponsors or others they deem appropriate, including but not limited to; other club members, sponsors, specialty clubs, all breed clubs and the AKC.

The committee will prepare a written report of their findings and recommendations and submit it to the Board Liaison for presentation to the Board. (6/22) The committee will vote to either "recommend" or "not recommend" for membership, each candidate

The Board Liaison will have no vote on the Committee and will typically offer no input either positively or negatively regarding any of the applicants. The Board Liaison will not have responsibility for investigating or reporting unless the Committee decides that the workload is such that they require additional assistance.

When the Committee sends its report to the Board Liaison, the Liaison will forward copies of the report, along with all applications, sponsor forms and member letters and comments to every board member. The Liaison's function is to ensure that the Committee is completing its work in a timely manner and that the Applications, related material, and Committee Report are forwarded to ACKCSC Board for review and/or discussion at its next meeting.

Once the group of applicants are presented to the BOD, the BOD will review and discuss all applicants at their next BOD meeting.

<u>The Membership Committee suggests that the</u> Board may consider the following criteria when reviewing membership applications

Activities that may be recommended for Associate Membership:

- Membership in a Cavalier Regional Club if possible or an AKC All Breed, Companion or Performance Club
- Attending an ACKCSC National
- Working on committees for ACKCSC or regional club
- Volunteering for Rescue Trust or Health Trust

Activities that may be recommended for advancement from associate to Regular Member:

- Attending an ACKCSC Breed or Judges Seminar
- Attending the AKC CKCS Canine College
- Passing a test on the Standard
- Working on a Regional Club or National Committee (Conformation, Companion or Performance)
- Holding office in a regional club
- Champions and Grand Champions they have bred

The corresponding secretary will then prepare an electronic ballot to be sent to each board member. Each applicant must be approved by a 2/3 majority of the entire board.

> *Article I, Section 3:*
>
> *Applicants shall be elected by secret ballot at any meeting of the Board of Directors or by secret vote of the Directors by mail. Affirmative votes of 2/3 of the directors present at a meeting of the board or of 2/3 of the entire board voting by mail shall be required to elect an applicant.*

The Corresponding Secretary will notify the Membership Chair and the Board of the results and details of results of the Board Membership Vote before notification of the Applicant and not later than 48 hours of that vote.

The applicant will be informed by the Corresponding Secretary. The election result shall identify the approved or disapproved only. Under no circumstance is it appropriate for the Chairman of Committee, the Corresponding Secretary or Board to publish or communicate specifics about any individual candidate.

The corresponding secretary will then send a letter and a membership pin to each new Junior or Associate approved applicant notifying them of the date of their membership (or status change in the case of an associate member going to regular membership). The Corresponding Secretary will also inform new members of their log-in information for the members' area of the club website.

Applicants who have not been approved will be sent a letter by the Corresponding Secretary informing them that their application for membership was not approved. An applicant that has been denied will be offered a Club approved Mentor. (added 12/23)

The Corresponding Secretary will ensure that the accepted applicants and the change of status applicants are published in the next newsletter.

P&P Committee:

D. John V. Ioia

Lu Dunham

Tina Sterling

ACKCSC.ORG website – judges education tab:

The ACKCSC has an 'Approved Breed Seminar' that meets the requirements as one (1) component towards Judge's Education. This seminar provides information related to history, as well as form and function of the breed, an in-depth consideration of our Breed Standard. Our presentation is 90 minutes in length with additional time allowed for questions and answers. We always try to have at least one example of each of the four colors of Cavaliers present for illustration and examination. We request that the group size be limited to 40 participants per session.

Our Approved Breed Seminar is conducted by one or more Approved Presenters. Requests to sponsor a Cavalier Breed Seminar should be directed to the Breed Education Chair, Cindy Huggins. These requests may come from Regional Cavalier Clubs, All Breed Clubs or Judge's groups. We attempt to accommodate all requests if possible (see the schedule of Upcoming Breed Education Events). An individual attending an ACKCSC Approved Breed Seminar should expect to receive a copy of our Illustrated Breed Guidesr and an ACKCSC, Inc. certificate of attendance at an Approved Breed Seminar.

The ACKCSC has created an Approved Hands-On Workshop that will meet AKC requirements as one (1) component towards Judge's Education. This workshop will be restricted to licensed Judges only. If you are a Cavalier breeder that is actively working on becoming licensed you will be allowed to attend on a 'space available' basis. Per the AKC requirements, this Workshop will be a clinical extension of our Approved Breed Seminar. The content will be directed towards developing the knowledge and skills to appropriately evaluate the Cavalier in conformation competition. The Workshop will include:

- A 60 minute presentation that includes instructions on how to properly conduct a breed specific examination and better understand the prioritization of breed characteristics.
- Cavaliers will be present for the participants to examine and rank. The participant will be expected to explain their placements to the Presenter / Mentor.
- Presenter (Mentor) / Participant ratio will NOT exceed 1:10.

Should be:

Education. Should be "application requirement"

Our presentation is 90 minutes in length with additional time allowed for questions and answers. Should be: "60 minutes"

Guidesr Should be guide

Education Should be "application requirement"

This workshop will be restricted to licensed Judges only. Should be "This workshop will be restricted to prospective judges only.

60 Should be 30

/ Mentor. Delete

Blue ridge graphics



Response to the American Cavalier King Charles Spaniel Club RFP

December 15, 2023

Joan Brown
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Boonville, NC 27011
336.467.1087
joan@blueridgegraphics.com
https://blueridgegraphics.com/

About Blue Ridge Graphics

Blue Ridge Graphics has 20+ years of experience creating websites for, but not limited to, AKC breed, all-breed, parent clubs, rescues and foundations. We specialize in all areas of web design and development from simple public information sites, to highly interactive membership-driven sites with extensive social media integration and e-commerce to print design.

Our goal is to help you communicate about the Cavalier King Charles Spaniel more efficiently with your members, judges, the general public, breeders and prospective new members. We will work with you throughout the process and offer creative solutions to implement your requirements.

Our detailed analytical and creative approach allows our innovative and accomplished graphic and web design professionals to develop an online presence and the supporting back-end functionality customized to meet your current and future needs. With a down-to-earth style, we have developed long term relationships with our clients that is rewarding to everyone.

We build your web presence around the well known and very popular WordPress Content Management System, used by over 43% of all web sites on the internet, the industry leading Avada Theme and Design Toolkit, and a rich suite of commercially available and supported modular plug-ins. By leveraging this modular architecture, we avoid costly and difficult to maintain custom code development while being able to deploy a wide variety of advanced functionality as needed. Your web presence can grow and change over time with the club's needs and be expanded from a basic web site to a complete membership management, event management and communication platform.

A modern web presence is much more than simply creating a website. Modern web infrastructure requires not only a managed frontend web presence and hosting, but also a comprehensive suite of back-end services, including security services, database hosting, data protection and redundancy, and a rich suite of add-on functionality to meet current and future needs. We partner with the top companies in the industry to deliver best-in-class services including Google, SiteGround, MembershipWorks and WordFence.

Safety, security and reliability are of utmost importance to us. We realize that you are trusting us to protect your information, reputation and personal data. The security of your data is always a primary concern. Through our trusted partners we maintain best-in-class security services and compliance with North American and European information privacy requirements.

Beyond being professional designers and web developers, we are also dog people. We are active participants in a multitude of AKC events, serving as officers, chairs and committee members in breed and all-breed clubs. We have experience organizing shows and events.

We breed, we show, we judge... we get it!

We understand your needs as a breed club because we have the hands on experience of doing it ourselves.

Scope & Pricing

Proposed Scope of Work

Discovery

We will start by asking you to have a conversation to discuss goals & vision, available assets, visual design, and navigational structure to manage time and budget. Along with your on-going input we can plan the build that makes the most sense. Ongoing discussion and communication throughout the design and development process will allow us to further tune these requirements to deploy a comprehensive suite of services to meet your current and future needs.

Design & Development / Features - Cost: $11,000 - $12,000

- Setup in WordPress and designed using customized Avada framework to incorporate your branding.
- Apply ADA Website Accessibility.
- Ensure compliance with data privacy requirements
- Integrate MembershipWorks with custom capabilities for membership management and automated renewals, protected member-only pages, member directories and committee pages and directories, event calendars and member communications services.
- Setup e-commerce capabilities and storefront for merchandise, donations and other required financial transactions via the web site.
- Implement basic SEO and integration with Google Analytics and Search Console.
- Testing the site before it goes live
- Training your admins along with simple PDF instruction sheets & videos.

Recurring Costs

We prefer that core hosting, data management and security services are contracted and paid for directly by the client. This ensures that you own and have full access and control of these essential services. This is YOUR web presence and we want to ensure that you have direct access to any and all services and support required now, and in the future.

Hosting - Siteground.com paid directly by the client - includes the web servers, databases, cloud storage & Internet access, Wordpress CMS Stack, SSL certificates, daily backups, and basic firewall. (See Essentials Page) We recommended you share hosting with https://ackcscharitabletrust.org/ and split the cost - with the parent club being primary.

Membership Management - Membershipworks.com owned and paid by the client - includes 6 months free. (See Essentials Page)

Wordfence Premium Security $119.00 per year (See Essentials Page)

Website Maintenance - $200 per year. This includes all software updates and security patches for WordPress, plug-ins and all other other critical components, real-time security monitoring, threat assessment and response and resolving any issues resulting from software updates.

OUR TEAM for YOUR PROJECT



Joan Brown, *Owner, Designer, Developer*

Experience: 38 years of branding, print, presentation and web design. Experience with hosting, Dreamweaver, Wordpress, responsive design, CSS, Adobe Suite and more.

30 years of obedience, herding, breeding, and conformation. My kennel has earned top placements at nationals including Best of Breed. Active member of Piedmont Collie Club, Collie Club of America, Collie Health Foundation and Collie Rescue Foundation.

Eric Christensen, *Developer*

37 years of IT Infrastructure Engineering experience with a focus on network, storage, web and application hosting. 26 years of web application development with over 12 years of WordPress site development and hosting experience

Lifelong involvement in dogs. Active competitor in Conformation, Obedience, Agility, Field and Dock Diving. NADD Senior dock diving judge. Owner / handler of one of the top Flat-Coated Retrievers in history. Active with several all-breed and parent clubs.





Michelle Aspelin, *MembershipWorks Expert*

Experience: Michelle has been creating websites since 2010 for nonprofits, like the Rottweiler Health Foundation, and small businesses. She focuses on WordPress, implementing SEO strategies, email marketing, and membership management using MembershipWorks. She enjoys providing training and keeping her clients organized.

She and her family had 12 fabulous years with their loving dog Oliver, a Cavalier King Charles Spaniel.

Previous and ongoing work

Having worked with several AKC parent, specialty and all-breed clubs, including the Kennel Club of Beverly Hills, Flat-Coated Retriever Society of America and the US Lakeland Terrier Club, just to name a few, we integrated their requirements into beautiful, usable and functional digital experiences, making them a forerunner for both breed education and design.







Some recent client parent club sites:

- Border Terrier Club of America (btcoa.org)
- Welsh Terrier Club of America (welshterrier.org)
- Pekingese Club of America (pekingeseclubofamerica.com)
- Puli Club of America (puliclub.org)
- Great Pyrenees Club of America (greatpyrenees.club)
- Schipperke Club of America (schipperkeclubofamerica.org)
- American Whippet Club (americanwhippetclub.org)
- Japanese Chin Club of America (japanesechinclubofamerica.org)
- American Bloodhound Club (americanbloodhoundclub.org)

Current & upcoming website projects:

American Boxer Club
American Boxer Club Top Twenty
American Boxer Club Charitable Foundation
English Springer Spaniel Field Trial Association







References

Anna Marzolino
Soft Coated Wheaten Terrier Club of America
Webmaster | marzolinoam@icloud.com | 714-470-6818

Mary Lou Olszewski
American Bloodhound Club
Colonial Bloodhound Club
Northeastern Maryland Kennel Club
Responsible Dog Owners of Maryland
AKC Delegate | olbay101@aol.com | 410-692-0429

Joan Ziehl
Great Pyrenees Club of America
Liaison | joan@jmdist.com | 540-731-8692

Karen Dewey
Woodstock Dog Club
Secretary WDC | pkdewey@comcast.net | 603-504-2813

Elizabeth Fulghum
Akita Club of America
Past Vice President ACA | efulghum@paradigm-eng.com

Elizabeth Tilley
Pekingese Club of America
Treasurer & Web Master | betty@pleikupekingese.net | 401-255-4643

Ellen Hardin
Northern Flyway Golden Retriever Club
AKC Delegate | ariell@wi-net.com | 715-498-4610

Essential Elements

Hosting - Siteground

You will need to open up a new account with Siteground.com for hosting. We require their "GrowBig"account which allows both automatic daily and manual backup and recovery, and can scale to easily support the heavy traffic levels during membership renewal periods, elections, and specialties.

Siteground's servers are US based and they have the most wonderful support ever! They can handle our big websites easily - and provide highly reliable services and backups. SiteGround web and database servers and hosted in Google Cloud datacenters located throughout North America. This provides redundancy of the entire web server, database and storage environment to provide highly available services with over 99.997% reliability.

In addition to automatic daily backups of web servers, content and databases, the ability to perform on-demand manual backups is critical functionality to have when performing core software and plug-in updates.

(A plug-in is a piece of software that acts as an add-on to a web server and gives the server additional functionality. Plug-ins allow a web server to provide additional content and functionality beyond it's core capabilities, and integrate with additional third-party services. A typical site will require 10-15 plug-ins which we will maintain and update as part of the basic maintenance package.)

Through our ongoing partnership with SiteGround you will receive a substantial discount for your first year and pay only $60. After the first year SiteGround Grow Big hosting is $360 per year. (If you share hosting with the Charitable Trust you can split this cost.)

Please use this link when you set up your SiteGround hosting account to receive the first year discount:
https://www.siteground.com/recommended?referrer_id=7075840

Security - WordFence

We can not stress security enough! All of our clubs leverage WordFence for security on their sites. There are many bad actors trying to steal personal information, disrupt commerce and damage businesses in the US including our dog sites. Each site gets new hack attempts at least 50 times a day - from different IP addresses!

WordFence not only automatically blocks these threats in real time, but allows us to manually block access from individual IP addresses all the way up to entire countries. We often block traffic from high-risk countries where clubs have no members or presence to substantially reduce risk of hacking and information theft. WordFence Premium is $119 per year.

https://www.wordfence.com/products/wordfence-premium/

Membership Management - MembershipWorks

We partner with MembershipWorks to provide secure membership management services including on-line membership renewals with automatic renewal notices to your members, a storefront for trophy sponsorships, fundraising, donations etc..., manage your financial reports, populate member & breeder directories automatically, & email members and membership sub-groups all at once. Your members are in full control of their profiles, phone numbers, and addresses, and can directly control what information about them is accessible. They can also add additional information to their member profile, such, as photos of their dogs and tell us about their kennels.

https://membershipworks.com/pricing/
Up to 300 members is 35.00 per month and up to 600 members is 59.00 per month.

We recommend Stripe or PayPal Checkout as the best payment gateways for MembershipWorks.

As we move toward production, we will work with you and your treasurer and accountants to set up appropriate payment services and ensure seamless integration with all web based transaction processes.

Staging/Design Website Steps

We will setup a staging site in Siteground, with a temporary domain and copy the content.

Your current site will stay in place while we work in on staging site.

We will install WordPress and the AVADA theme - keeping all the content pages. Reorder the menu and design (with new photos) and elements built in AVADA.

While the design process is taking place, we will also be working with your treasurer and membership chair on the membership management software MembershipWorks.

Slide photos are a minimum of 1700 pixels wide at 72dpi. These are the large photos on the home page and throughout the site.

Activities/Blog photos are 1200 x 800 at 72 dpi.

Carousal photos are 500 x 500 at 72 dpi.

Add a Members Only Section for Minutes, Treasurer's Reports, Board Business, Member publications, Policy & Procedures...etc..

Create Shop in MembershipWorks - it keeps all the financials in the same place, making a download for the treasurer's reports.

Once the staging site is complete we will switch over to your current domain name.

SEO will be applied and sent to the search engines.