



**BUTLER
COUNTY
KENNEL CLUB**

**APRIL 2009
NEWSLETTER**



It's a Date

Apr. 7, 2009 Meeting
7:00 PM
Butler YMCA

2009 Shows

Saturday September 19, 2009
Sunday, September 20, 2009

Due Dates

Trophy Information due to Show
Chairman Friday, May 1, 2009

Catalog Advertising Information
due to MB-F Inc. Friday, August
7, 2009

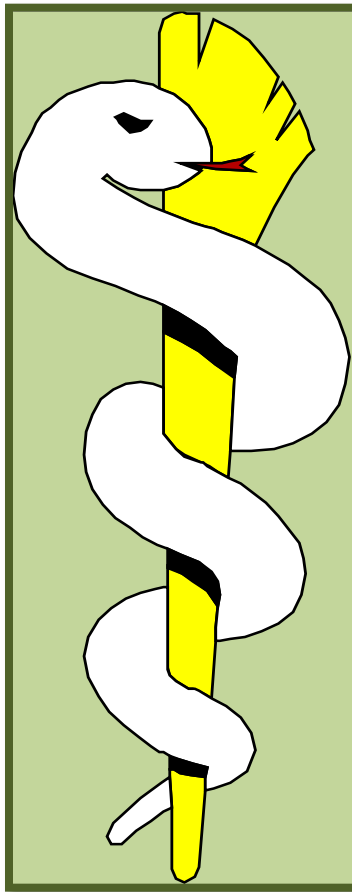
Interim Editor:

Kathie McCormick
412 Crisswell Road
Butler, PA 16002

(724) 285-1466

taigaken@aol.com

This newsletter needs a full time permanent editor. If you're interested or just feeling guilty, contact Kathie or Mick.



This may have already become the new logo of the Butler County Kennel Club. Below, in alphabetical order, find the reasons why.

KATHIE MCCORMICK

Having cast off her wheel chair, her crutches, and her walker was last seen searching for her cane at our home where she had put it in a safe, easy to remember PLACE.

Speaking of places I will soon be able to resume second chair.

**PEPI
MEIXNER**

Pepi's current digs are at the Butler Memorial Hospital where her nurses training has combined with her natural managerial ability to Get That Place In Shape.

Kathie and I had a chance to visit with Pepi this week. She sounds good, she looks great and she's just as formidable as ever. You can drop Pepi a card at her home at:

103 Tower View Drive
Butler, PA 16002

MICKI SOBOTA

Had you been at the last meeting you would already know that Micki is doing well.

JOHN TOWNS

Kathie and I caught up with John rehabbing at the Concordia Home in Cabot, PA. John will enjoy receiving your cards and letters at:

208 Camelot Drive
Butler, PA 16001

Or a visit in Room 2311 Lund Care Center, Concordia Lutheran Ministries, Cabot, PA. Thanks to Karla and Billie Jo for the great detective work on this.

Everett "Slim" Cunningham Big Butler Fairgrounds Manager

Slim is not a member of the club but over the years he has become a part of the team. Slim has helped us deliver a long string of excellent shows. Slim's last known whereabouts were St. John's Lutheran home in Mars, PA. But you can send him a card at:

Slim Cunningham
c/o Big Butler Fair
P.O. Box 517
Butler, PA 16052

Conformation Class

We finally completed a six week session of conformation classes in six weeks. Hoorah! The scheduled nights for the next session are:

April 1, 8, 15, 22, 29 and May 6th.

The Western Pennsylvania Humane Society

Is hosting a recycling event to raise money for their shelters.

March 28 – April 11, 2009
10am – 7pm weekdays
10am – 5pm weekends

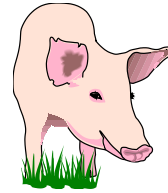
Locations convenient to our members will be in the park swimming pools at North Park and Boyce Park. In addition, Kathie and I will be making a run to the North Park location. Any members with articles to recycle can either bring them to the April meeting or deliver them yourselves. If you have a lot please notify us in advance of the meeting.

Items to be collected are:

Computers, Stereos, Copiers, Camcorders, Circuit Boards, electric pianos, video cameras, printers, monitors, CD Players, Projectors, cameras, radios, Game consoles, telephones, PDAs, typewriters, cell phones, VCRs, DVD players, all batteries, Generators, speakers, microwaves, radios, Fax machines, CB Radios, plotters, cables/wiring, electric lawnmowers, electric wheelchairs, calculators.

NO TELEVISIONS PLEASE

More Bull



Less Bore

Many of the club members are interested in more socializing at the monthly meetings. To facilitate that end I spoke to Brenda Negley at the YMCA. Their rules are.

- ✓ **Food is permitted in the meeting room.**
- ✓ **No alcohol.**
- ✓ **No red drinks.**

So, to kick things off, Kathie will bring refreshments to the next meeting and we can discuss next steps over goodies.

Trophies

Micki Sobota proposed that we offer cash in lieu of prizes. It was approved by the membership. For both shows, BIS will be \$100, and Group 1 will be \$50. Individual Breed trophy prizes will be embroidered Bath Towels

\$10.00, Hand towels \$8.00.
Contact Micki.

Name Calling Contest

Hey! Don't forget the contests to name the newsletter and the new cluster. We have several entries now and will chose one for each in March. Get yours in.

NL
YOU ARE ENCOURAGED TO
SUBMIT ARTICLES, STORIES,
ANNOUNCEMENTS ETC. IF
YOU ARE SUBMITTING
SOMETHING FROM

ANOTHER PUBLICATION
GET PERMISSION TO
REPRINT.

SEND A PICTURE
(ELECTRONIC OR PRINTED)
WITH OR WITHOUT YOUR
BAG AND WE'LL PUT YOUR
DOG IN THE NEWS.

Catalog Advertising

The prices we will charge for
catalog advertising are:

Full page	\$50.00
Half Page	\$25.00

¼ Page	\$12.50
Photos	\$10.00

The measurements for ad size
are:

4 1/2" x 7 3/16" full page,
4 1/2" x 3 9/16" half page,
4 1/2" x 1 3/4" quarter
page.

Process and submission
information will be available at
the back of this newsletter and
at future meetings.

Guidelines for Submitting Catalog Advertising Material to MB-F, Inc.

I. A BRIEF WORD ABOUT OUR CATALOG PROCESS — We publish our catalogs electronically without the use of a traditional camera using *Adobe® Illustrator® 10.0*, *Adobe® PageMaker® 7.0*, & *Adobe® Photoshop® 7.0* for the PC. All advertising, Premium Lists; Judging Programs; and the final catalogs, along with the covers, are produced using the same programs. All print and graphics are then sent to an imagesetter where plates are made. Those plates then go onto our presses, and, finally, the printed pages are folded, collated, bound, and trimmed into the finished catalog.

II. PRODUCTION PROCESS — Once advertising has been received for a particular catalog, the ads are then arranged into packs according to the specifications given to us on the accompanying control sheet per the advertising chairman's request. Then all copy is hand typed or put through an OCR program (Omnipage) that automatically converts information into a text file. That file is given a specific name for the club. When a pack is completed it is then typeset and layed out in relation to the ad copy given. After setting, all photos and logos for the ads are scanned on a flatbed scanner and balanced for best results on our image setter. All ads are then proofread and checked for correctness.

PLEASE NOTE: — We are the printer of the material you are sending us. Because we use PC related hardware and software, any electronic files submitted from a Mac must be saved using the 3-letter extension associated with each program (see **COMPUTER—File Formats** below). Any converting of materials for our use will be the responsibility of the customer, not ours.

III. REQUIREMENTS FOR MATERIAL SENT IN FOR REPRODUCTION

- A. Original photographs (Ex. show photographs, other professional photographs, snapshots, etc.) *ALWAYS* reproduce the best. Previously printed photographs & inkjet photographs reproduce the poorest.
- B. All submitted material on disk *MUST BE* accompanied by a printed copy along with the exact file name of the file to be used. This assures that the information submitted is correct (layout, copy, and any artwork including photos) as to what is to be expected in catalog reproduction. *Note: Do not send images placed in a Word document as the only image to be used. Please send the original photograph or include a disk with the photo in one of the formats listed below.*
- C. If the fonts that you choose to set your ad in are not available to us, the fonts *WILL BE* changed to the closest match available. *DO NOT* send us your fonts; we cannot accept outside fonts.
- D. Please provide contact phone number (daytime & evening), e-mail address, and home address. This is in case the disk(s) do not reach us in operating order, are not usable, or are missing information.
- E. The measurements for ad size is $4\frac{1}{2}" \times 7\frac{3}{16}"$ for a full page, $4\frac{1}{2}" \times 3\frac{9}{16}"$ for a half page, and $4\frac{1}{2}" \times 1\frac{3}{4}"$ for a quarter page. Please do not exceed these measurements as reductions may affect final ad size.

IV. COMPUTER

A. Accepted Media

- 1. $3\frac{1}{2}"$ PC formatted diskettes (no ZIP disks, please)
- 2. PC readable CD-ROM or CD-R (no CD-RWs, please)
- 3. E-mail with or without attached documents (see **IV. C. E-mail Guidelines**)

B. File Formats

- 1. Adobe® Illustrator® 7.0 or higher — *filename.ai*
 - 2. Adobe® PageMaker® 6.5 — *filename.p65*
 - 3. Adobe® PageMaker® 7.0 — *filename.pmd*
 - 4. Adobe® Photoshop® (for best results; sizes are after cropping)
 - a. color or grayscale TIFFs — *filename.tif*, $4\frac{1}{2}"$ wide @ 200 dpi
 - b. black & white TIFFs — *filename.tif*, $4\frac{1}{2}"$ wide @ 400 dpi
 - c. color or grayscale JPEGs — *filename.jpg*, 3x actual size @ 72 dpi @ maximum quality
 - d. black & white JPEGs — *filename.jpg*, 6x actual size at 72 dpi @ maximum quality
 - 5. Portable Document Format (PDF) — *filename.pdf* (fonts used *MUST* match exactly to our own)
-

Please number each ad.

Show # _____

Date Received _____

AD NO. _____

Club Name _____ Show Date _____

Full Page ☐
(4½ x 7¾)

Half Page ☐
(4½ x 3¾)

Quarter Page ☐
(4½ x 1¾)

★ ADS ★
MUST BE RECEIVED BY
SUPT. 6 WEEKS BEFORE
SHOWDATE. (9 WEEKS FOR
NATIONAL SPECIALTY
SHOWS)

Signed _____ I Enclose \$ _____

Address _____ ☐ Bill Me Later

IMPORTANT!

PRINT PLAINLY OR TYPEWRITE ALL AD COPY TO AVOID TYPOGRAPHICAL ERRORS, GIVING SPECIAL EMPHASIS TO THE DOG AND OWNER'S NAME.

All Photographs and Artwork will be returned to the Advertising or Show Chairman on the day of the show by the Superintendent.

PHOTOGRAPHS ARE SCANNED FOR AD PLACEMENT. FOR BEST RESULTS PLEASE SEND ORIGINAL PHOTOGRAPH. NO SCREENED PHOTOS. NO NEGATIVES.

Any ad less than one quarter page will be made and billed as a quarter page.

If sending an ad from a previous MB-F show catalog, indicate the name & date of the show.

Reproductions of pictures from show catalogs, telephone books, business cards, screen photos, faxed logos or artwork, etc. results in POOR QUALITY and are not guaranteed. Copy and Logos on dark colored backgrounds cannot be guaranteed separation.

For any additional artwork or outside work, an additional charge will be made.

LATE ADS MAY BE REFUSED AND/OR SUBJECT TO AN ADDITIONAL CHARGE.

Be sure ALL PHOTOGRAPHS, ARTWORK, etc. are labeled. DO NOT BEND, FOLD, TAPE OR STAPLE PICTURES. PLEASE ATTACH WITH PAPER CLIP.

There will be a charge for each photograph.

UNLESS OTHERWISE INDICATED.
ALL PHOTOS MAY BE CROPPED TO
PUT EMPHASIS ON THE DOG.

If you have any questions, call or Fax
MB-F Ad. Dept. at
(336) 379-9352 Ext. 207 FAX (336) 272-0864

(Revised 5/2001)

*If you desire special placement of your ad, specify here _____