

CKCS United Meeting Minutes

Date: September 5, 2024

Time: 7:00 PM PST

Location: Virtual Meeting (Zoom)

Attendees:

- President: Charlie Ebeling (CE)
- Vice President: Ana White (AW)
- Secretary: Bev New Laird (BL)
- Treasurer: Misty Little (ML)
- Members: A.D., B.W., C.T., P.P, E.M., C.C., K.H., R.S.,

Agenda

Application to UKC Club for Membership

Treasury Discussion

Update on New Members

UKC Show Success vs IABCA

Marketing Plan for Showing at IABCA vs UKC

1. Application to UKC Club for Membership

The discussion centered around submitting an official application for CKCS United to become a recognized UKC club. The group reviewed the requirements and agreed on moving forward with the submission. AW volunteered to oversee the finalization and submission of the application. The expected timeline for approval was discussed, and members agreed to follow up by the next meeting.

2. Discussion on Treasury

An update was given regarding the treasury status. ML provided a breakdown of current finances and discussed projected costs for club activities and events, including show advertising and membership growth. The importance of recruiting a volunteer accountant was highlighted to manage funds more efficiently as the club grows.

3. Update on New Members

The club has gained 19 new members since the last meeting. These members are spread across several regions, which increases our reach and influence. A welcome package will be sent to each new member, including information on upcoming events, educational materials, and guidelines for participation in club activities.

4. UKC Show Success vs IABCA

The club reviewed the success of members showing in UKC versus IABCA. A discussion was held about the different challenges and benefits of each organization. While the UKC provides a prestigious platform, the IABCA offers broader international exposure. Members who recently showed in the UKC shared their experiences, noting the competition's rigor. Comparisons were

made regarding the standards and the types of dogs competing, leading to valuable insights into where CKCS United should prioritize its future show presence.

5. Marketing Plan for IABCA vs UKC Showing

A marketing plan was proposed to advertise CKCS United's participation and success at both IABCA and UKC shows. The group discussed strategies such as targeted social media posts, email newsletters, and potentially a featured article on the CKCS United website. The goal is to leverage both platforms to showcase the versatility of Cavaliers and increase the club's visibility in different conformation circuits. It was suggested that members share their personal stories and success photos for marketing materials.

6. Adjournment

Meeting adjourned at 8:28 PM.

Action Items:

- AW to finalize and submit the UKC club membership application.
- ML to continue managing the treasury with updated reports for the next meeting.
- Marketing materials for IABCA and UKC shows to be developed, with members providing content.
- Follow up on accountant recruitment for treasury support.

Next Meeting:

The next meeting is scheduled for 1/5/24, 7:00 PM PST via Zoom.