

Regional Club Committee
March 2, 2016

Attending: Diane Rushing, David Johnson, Leslie Foxvog, Wiebe Lise, Mary Ann Page, Terie Clark, Dena Reggio.

Diane Rushing reported on a recent discussion with members of the regional club advisory group. Some of the topics and issues included: the general challenge of getting enough volunteers for shows and other club activities, communication gaps, the appeal (for some) of single-judge shows and the possibility of a meeting/workshop for regional club leaders. The prospect of having “town hall” meetings in each territory was also discussed.

There was discussion of the need to provide more information to regional clubs about using email blast services and specifics about content that can/should be featured.

Regional clubs should be encouraged to conduct non-show activities and groups that wish to organize as a club focused on programs other than shows should be encouraged to do so.

It was determined that a review of the online regional club “toolkit” should be done to update, replace or add specific items of value to regional clubs. Leslie Foxvog and Mary Ann Page will be working on possible revisions to the Exemplary Club Awards program. It was also suggested that a blog and/or Journal article be published to summarize the new show rules and their impact on regional clubs, along with information about work being done to provide additional online options for show managers and club secretaries – and other items of general interest to regional clubs.

Other ideas to explore:

- A regional club “showcase” area at the National and/or World Shows;
- A webinar for regional club leaders;
- Survey to understand where the information gaps may be;
- Development of a “preferred (affordable) vendor” list for use by regional clubs to obtain jackets, trade show displays, embroidered good, bumper stickers, etc. Also a collection of pre-made designs for banners, logos, etc.