



The Lost Coast **H O W L E R**

Editor: Barbara Stelz

JUNE 2006

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NEXT MEETING:

TUESDAY,

JUNE 20

at

Mrs. Mendes' Home
405 Craig Street
Ferndale

Board Mtg. – 6:30 p.m.
General Mtg. – 7:00 p.m.

Directions: From Main St.
in Ferndale, turn left onto
Brown St., which dead
ends into Craig. Park here.
Join us.
Everyone is welcome!

President's Corner.....

Greetings LCKC members!

Well, our lovely weather seems to have disappeared. Hopefully the sun will come back soon and the ground will dry out! Club members are getting into the showing mode and are travelling all over for dog shows. Hopefully we'll have some brags as a result of those shows.

I am going to be on a little vacation at the time of the June meeting, so I will not be there. Vice President Jill Otto will be taking over the presidential duties of running the meeting. I will get the agenda all together, and Jill will take over from there.

The Breed/Obedience Shows and Agility Trials preparations are coming along. We are really being tested this year, especially in regards to the show grounds. Hopefully, we can get everything worked out in time.... Remember we need all the volunteer help we can get!

There is still time to gather up items for the raffles at both events. In the past, the raffle has enabled the club to come out ahead financially with our shows. Contact Irene for a copy of the letter to use for submission to local merchants (ihetrick@earthlink.net). For those of you who are unable to help out during the show days, this is a great way to make a contribution to the club.

Remember to regularly check the club's website at www.lostcoastkennelclub.org for new items. Webmaster Jim keeps adding links. If you have any good ideas or links for the site, let me know. I have gotten several email inquiries from dog people who found us through the website! It is a great tool for communicating what our club is all about.

Welcome to new club member Chris Irvin. Chris, feel free to jump in and volunteer for any and all activities. We look forward to seeing you at the monthly meetings. Current club members keep up the good work and recruit whenever you get a chance!

Hope to see everyone at the June meeting. (Actually, Jill hopes to see everyone at the meeting.)

Michelle

Following are excerpts from "**ON WITH THE SHOW!...In Your Own Hands**", written by Ron Hevener (www.ronhevener.com).

As a writer, I am always searching for information, always gathering news and observing trends in the world of dogs. This isn't limited to breeding, raising, feeding and showing. It goes much further than that. Today, the "dog community" has broadened into psychology, fashion, legislation and all manner of discoveries, coming at us in a bombardment of information like never before.

Like all of us, I find this information on TV, in magazines, papers, newsletters, radio, Internet, at seminars, conventions, lectures and in the movies. And, like many of us, I wonder why more of it isn't on the sports pages of my local newspaper.

... For an answer, I went to a place where I so often do my best thinking. I went to a dog show. I looked around at all the people. I studied the artists and vendors at their booths. I felt the sense of excitement and the pulsing murmur of voices. It was good. It was creative.

... I wondered if the local newspaper was covering this gathering of an estimated twenty-thousand people walking through the gates of that show in two days. Were reporters covering the event? I didn't see any.

So, I asked myself: Why not? I asked myself why so many people must stumble into our world of dogs by accident instead of knowing about it as well as they know about baseball, or football or golf? And, just like the magazine editor I mentioned at the beginning of this article, I knew the power to change this was in our own hands.

... If the objective is to raise the profile of our dogs in the news, it means reaching out to decision-makers who speak to the public.

Every dog show is a public event. It's news in the town, county, and state in which it happens. Events that draw thousands of people are as important as rock concerts!

Spreading this news isn't just up to the "powers that be." It's up to the players, themselves, too. If your dog wins a class, that's an accomplishment worth reporting to the general public. It doesn't hurt to type up a brief report and send it to a newspaper editor.

If enough dog lovers sent reports of their victories to their local newspapers, radio stations and TV stations, these places would report it. If not, then we must ask why.

When submitting press releases like this, do whatever you must to make your stories interesting enough -- important enough -- for news coverage. That's how public opinion is shaped. It's shaped just like a piece of clay. Only, this kind of clay is in the hands of dog lovers like you.

COMMENTS & QUESTIONS

How do you write something for the newspaper?

When a report like this is written for the paper, or radio or TV, it's called a 'press release.' There isn't really a special format for press releases, except that they include certain basic information. Be sure your press release is typewritten, that it includes the name of the organization holding the event, the person a reporter should contact for more information and a concise report of what happened (or what is going to happen). Brief and to the point is best when it comes to these things. And make sure everything is spelled correctly!

How do we know if an editor is going to run our story?

You don't. All you can be sure of, is that the editor (or someone in the newsroom) has seen your story ... they might run it or they might not. But, you can count on them noticing if you submit another story on down the line. And, eventually, they could very well start publishing your reports. Especially if other dog lovers in your area are doing the same thing. That kind of activity catches their attention.

Any other advice?

Yes. A lot of dog lovers are afraid of sending out press releases. Yet the more publicity dog lovers get, the stronger our numbers will be. This will have an impact on everything affecting dogs in our towns, our states and our whole country...

The above is some food for thought which comes at a time when LCKC is about to have some opportunity to blow its own horn regarding our upcoming shows and trials. Irene Hetrick is being interviewed by the *Times-Standard*, which plans to give front-page coverage to our upcoming show in its "Lifestyle" section. Consider keeping up the publicity and good purebred dog PR by notifying the local newspapers when you finish a new champion, get a Group win, earn a new title, place first in a class, get your dog certified as a therapy dog, etc. And may you all have a BIS or HIT to announce! ..Ed.

Thanks to Michelle Dostal for calling Hevener's article to our attention.

BRAGS & WAGS

NEW CHAMPION!

Jill Otto and Mary Myers' Spinone Italiano, "Savvy," (SUNSPOT'S SEVEN OF SEVEN) earned a 5-point major when Judge Mrs. Cherie Berger selected her for the honor of Winners Bitch/Best of Winners at the Spinone Club of America's Specialty held in Delaware, Ohio

Savvy then continued taking the Spinone world by storm back East by going Winners Bitch/Best of Winners/Best Opposite Sex for a 4-point major at Beckley WVA Kennel Club under Judge Mr. Houston Clark.

But she didn't just stop there... Savvy then was chosen by Judge Mr. Richard Hilderman as Winners Bitch/Best of Winners/Best of Breed for a 3-point major at Clemson Kennel Club, which finished her championship.

Congratulations to Jill and Mary and CH Savvy.



 **Alice Symons'** handsome young Pharaoh Hound, "Bosch," (registered as NEFER-TEMU SAMBALISTIC) is well on his way to earning his championship.

Bosch was selected by Judge Mrs. Dorothy Hutchinson as Winners Dog/Best Puppy/Best of Winners at the Mensona Kennel Club show, which earned him a 3-point major win. Bosch was proudly owner handled by Alice from the Puppy Class.

Bosch is pictured at left (top) with his dam in his younger days living up to his breeder's nickname for him of "Death Wish" and later (bottom) exhibiting extreme anxiety over his future show career.

Congratulations to Alice and Bosch.



BRAGS & WAGS *continued...*

Cathlyn Wright's Parson Russell Terrier, "Dandy," pictured at right, earned a point towards her championship at the Mensona Kennel Club show.

Dandy was awarded Winners Bitch from the Bred-by-Exhibitor class under Judge Sandra Goose Allen.

Dandy is registered as
RIVERWOODS AIN'T SHE A DANDY.

Congratulations to Cad and Dandy.



****PLEASE LET ME KNOW WHAT YOU AND YOUR DOGS HAVE BEEN DOING LATELY!****

HANDLING WORKSHOP

Last month's handling workshop with instructor Kathy Pavlich drew a total of 7 participants. They ranged in experience from total beginners to people who had shown dogs for 30 years, yet everyone seemed to gain something from the experience.

The newer folks had the opportunity to learn good techniques for stacking and gaiting their dogs. The people already familiar with the techniques gained valuable practice. It is always helpful to hear another perspective no matter how much experience you have.

Kathy made folks aware that you have to train for the conformation ring just as you would for performance events such as obedience and agility. She taught the group how to work their dogs on cavallettis, a good discipline people don't always think to use when training young show dogs.

All in all, reaction to the workshop was very positive. We hope that more people will take advantage of any future workshops sponsored by LCKC.

SOMEONE HAS SAID THAT MEMBERSHIP IN AN ORGANIZATION IS MADE OF BONES

1. There are wishbones who spend all their time wishing someone else will do all the work.
2. There are jawbones who do all the talking but very little else.
3. Next come the knuckle bones who knock everything that everyone else tries to do.
4. And finally there are the backbones who get under the hood and do the work.

WHAT KIND OF A MEMBER ARE YOU?

(submitted by Irene Hetrick)

LCKC Meeting Minutes - May 16, 2006

BOARD MEETING

Attendees: Alice Symons, Jill Otto, Nick Mendes, Michelle Dostal, Debbie Hopkins, Beverly Morgan-Lewis, Danielle Reed, Irene Hetrick

Minutes of Last Meeting: Motion to accept, MSAC

Report of Treasurer: None

Unfinished Business: Status Fair Board Letter - Letter delivered, no meeting till June 1, but they already rolled the field. IH states field still bad. Talked about having to possibly move the vendors to that field in order to put the rings on good footing. MD will call to find out if we should go to the meeting to answer questions and represent the club.

New Business: Mileage reimbursement for drivers - Motion that the club adopts the IRS mileage reimbursement rate. MSAC. Current IRS rate is 48.5 cents per mile.

Adjournment

REGULAR MEETING

Attendees: Alice Symons, Michelle Dostal, Elyse Kelly, Irene Hetrick, Beverly Morgan-Lewis, Danielle Reed, Debra St. Myers, Jill Otto, Debbie Hopkins, Nick Mendes, Rose Kessler, Danielle Silva

Minutes of Last Meeting: Motion to accept Minutes. MSAC

Report of President: Michelle out of town for June meeting. Jill will run the June meeting, but Michelle will be reachable. Michelle reports website is being used, and she has gotten a few e-mails from it. Premium list is now out. The website will soon have some dog friendly motels on it.

Report of Secretary: NONE

Report of Treasurer: NONE

New Member Applications: Chris Irvin, Belgian Tervuerens. Application received at Pet Fair. IH sponsored. Application accepted.

Reports of Committees:

Ring Practice - Small turnout. Suggested that we maybe do ring practices at pet fairs, etc.

2006 Conformation/Breed Show -

- Raffle - Going well. Let Irene know if you asked any places so we don't inadvertently ask twice.
- Food - Petrolia store can't do our food b/c of injury, but Cad talked to someone who will do tri-tip sandwiches, etc. C & C will do our judges/ring stewards, but we have to pick it up. Food for volunteers and workers... suggestion (accepted) that we use Subway in Fortuna and pick up large platters for that. Debbie is going to do breakfast stuff the night before.
- Mock Discipline Trial Board... Will be the day before the show in the afternoon.
- Shalisa will sing again and will be a volunteer when not showing her dogs.
- Vendors- Slowly rolling in.
- Lure coursing guy requested the grounds be mowed lower and be in better shape.
- Shop and Walk will be able to use the trailer to transport people and dogs.
- Advertising- Local stuff needs to be sent in three weeks before event.
- Obedience- Will be fine.

2006 Agility Trial -

- Three areas that were most concerned about are footing/ food vendors/equipment. Claire/Sharon Kennedy/Irene will do equipment. Claire and Irene will take care of food vendor. Bev is very concerned about the footing because she knows people are coming up here instead of going to Texas, and if the footing is bad, they won't come back.
- Ribbons will be ordered soon.
- Bev will provide CD/DVD of agility for media
- Bev wants an electronic copy of the trial premium put on the website. Irene will e-mail it to Jim.
- AKC has approved us to do a demo FAST (fifteen and send time) which will become a non regular class Sept 1. We will charge for this, and it will generate more money for the club.

- Bev will check with Debbie about judges lodging
- Rose will do judges transportation.

MINUTES OF REGULAR MEETING *continued...*

Unfinished Business:

Webpage Updates

Breeder Referral - Irene sent out a bunch already with the new ad that ran.

Handling Seminar - 7 people were there. It was very good, lots of positive reviews.

Farm Store Pet/Rescue Fair - Irene headed up, and the breed poster that we laminated is a big hit. The kids packets are good too. Michelle reminds the club that it would be nice if more club members will support the club by volunteering for easy things like this. We have Woofstock and Pet Fair (Sept) coming up.

New Business:

Sale T-Shirt Order - The club will order t-shirts to sell: anything other than green and grey, which are reserved for club members and volunteers.. It was decided to order 3 colors, royal blue/white ink, purple/gold ink, red/white ink:

- 2 sm
- 2 md
- 3 LG
- 3 XL
- 3XXL

Charge \$15 per shirt unless we have to order and mail them. Then it's \$20 per shirt.

Upcoming Times Standard Article - The photographer showed up at the handling seminar, and Irene will be interviewed soon. A frontpage article in the Living Styles section is expected sometime before the show.

Publicity - Michelle received e-mail from a person about how to do good press releases to get dog stories in the local news. She will e-mail it to Barb for possible submission in the newsletter.

Adjourned

Respectfully submitted,
Alice Symons, Secretary



I wonder if other dogs think poodles are members of a weird religious cult...Rita Rudner

Calling All Corgis!

Amber the Corgi has issued an invitation to all Corgis to join her at a Corgi Party being held at King Salmon Beach on Saturday, June 17, 11:00 a.m. to 1:00 p.m. RSVP to Dan or Barb at 443-2450.

EDITOR'S NOTE: I found this notice for "Humboldt Corgi Conspiracy 2006" at a local pet supplies store and include it here because our Corgi members might be interested.