

Letter from the President, March 2018

Hello Club Members,

My last letter to the membership was sent to you in August. That letter talked about communications, the first of our four pillars for growth. This time I will go into some detail regarding Membership interaction and inclusiveness, the second pillar in our strategy, and as always, cover a few current updates as well.

For many years this club was managed by its Board members who provided leadership, decision making and performing the work that got everything done. It soon became apparent that the work effort of these seven people was limiting how we could grow and expand. Our new approach is to have a broader focus of **Membership Interaction & Inclusiveness**.

Membership Interaction is an approach for constant communication and feedback to and from our membership using tools like Facebook, our club's website and "membership blasts" that communicate club news. Generally making our membership and board more integrated.

Our MOP program (*Membership Outreach Program*) is a program that invites members that are randomly selected to join us at our monthly meetings as our guests for dinner. This allows members to meet the Board members and to hear firsthand the many topics we discuss and activities we are planning. We invite 2 to 3 members per month.

Our *Breeder Liaison* and *Head Start* programs are two more examples of how we support and interact with two very important and unique member groups within our club.

Inclusiveness is addressed in one way through the types of events and activities we plan throughout the year. Our plans include our Specialty dog show held in Greeley which supports our breeders and conformation members. Our agility trials that support our performance enthusiasts. Grooming seminars that transfer knowledge from our "long timers" to our newcomers. In addition, we offer educational seminars and events that test our dog's aptitude and give members a chance to try things they might like to take to the next level.

We use our Membership Application to allow new members to give us feedback as to what activities they are interested in attending, and where they might see themselves assisting with events and shows. We capture this data and share with our Board as a resource list we can use for planning and execution of our events.

These initiatives, coupled with our communication tools, have enabled us to accomplish our **Membership Interaction & Inclusiveness**.

We continue to bring the membership new and innovative events for member participation and education. In January we held an educational event, "Can You Hear

Me Now?” learning about how to read your dog’s body language and the many ways he tries to communicate with us. This was attended by almost 30 members. In February we held an Introduction to “Barn Hunt” and to test our dog’s instinct for the sport. This generated about 25 participants. We also hosted a “Dog Shows for Dummies” event to coincide with the Denver dog shows in February. These events were aimed at both veteran and newcomer alike.

We are now moving into our annual membership renewal period, and Sue Benso will be mailing your renewals later this month. Our current Associate members will receive a separate mailing offering them the opportunity to upgrade to a Regular membership. Regular members will be able to remit payment via check or via a new online renewal form (PayPal) which will be available on our website. Please note that Renewals are due by May 31, 2018.

Our dedicated Board is enormously grateful for our enthusiastic Club Members!

Warm regards,
Robert Bergman
President
GDSCWTC, Inc.