



GREATER DENVER SOFT COATED WHEATEN TERRIER CLUB, INC.

Letter from the President, May 2017

Hello Club Members

For most of our many years as a club, we have had a very diverse membership regarding our various interests around one common thread, our love of Soft Coated Wheaten Terriers. I also think it is safe to say our past focus has been on breeding and showing dogs in conformation. This club's foundation and leadership came out of that focus and has created a strong base to build on.

As time passed the AKC started to add events and activities that focused more on the one-on-one relationship between owner and dog. These events include Agility; Obedience; Rally; Barn Hunt, Lure Coursing, Canine Good Citizenship title and Tracking, these activities require a team effort from the dog and owner. These events allowed people and their dogs to compete at their own pace. These activities give the more interactive owners an opportunity to have fun with their dogs, and another segment of dog club members were served.

I think there is a third faction within our club, and that is the pet owner. These people want to buy healthy puppies, locally, from responsible breeders and learn how to care for their dog's health and well-being. They want to have a dog that is happy and well-adjusted within the family, and is a canine good citizen when interacting with the community.

When I first became the GDSCWTC President one of the first things I did was to look at our club's roster of members and several things were apparent to me immediately.

- Most of our members were not involved with, or interested in breeding, or in conformation shows (about 16 show focused of some 114 members).
- Most of our members have been members for many years, yet we have little communications or contact with them as a club.
- Most members pay dues once a year as a way of supporting their beloved breed and not for what they might get from the club personally.

I had a vision that this club should be more inclusive and serve all of our member's needs at a broader level. This vision cannot be achieved by one. Our Board has set about to develop a strategy to accomplish this goal and it consists of four major pillars as a foundation, and they are;

- Communication
- Membership Interaction and inclusiveness
- Broader events of Interest for all
- Foster more member involvement

We are fortunate to have a Board of Directors that is diverse, open, creative and energized. During this past month Kayce Healy has retired from our Board and Nancy Burton, who most strongly represents pet owners has joined us as a Board Member at Large.

In future letters, I will spend some time sharing our detailed approach for developing our tools and actions as we build each of the four pillars. I hope you all see value in this new club vision and I hope you will support your board as we move forward.

Robert Bergman, President