



GREATER DENVER SOFT COATED WHEATEN TERRIER CLUB, INC

Letter from the President, August 2017

Hello Club Members,

My last letter to the membership was sent to you last May. That letter talked about a new strategy and direction for GDSCWTC. I think some of our new ideas and approaches have gotten some attention as we now boast almost 125 members.

Our vision is to create a club that is more inclusive and mindful to serve all member's needs at a broad level. Last time I mentioned our strategy to accomplish our vision is built on four major pillars as a foundation, they are; **Communication; Membership interaction and inclusiveness; Broader events of interest for all and Foster member involvement.**

This letter will focus on the first of our four pillars – Communications. Without great communications and the mechanisms to deliver them, the other three pillars become difficult if not impossible to achieve.

The dictionary defines it this way;

com-mu-ni-ca-tion, noun - 1. the imparting or exchanging of information or news. "direct communication between two entities will produce greater understanding" Synonyms:

transmission, conveyance, divulgence, disclosure;
dissemination, promulgation, broadcasting
"the communication of news"

Mechanisms for assuring output and feedback is critical to assure understanding among our members. To this end we have:

Developed a **Face Book page** for timely and easy messaging amongst members. This sort of like putting family messages on the frig with a magnet. We currently have about 45 of our members that find this venue of value. Richard Rongve, a club member of many years brought us into the new age by creating and constantly posting and maintaining our face Book page.

We have totally redone our **Web Site** for the club. This went live about a month ago. If you haven't visited our site lately you should see the new look. With the new site, we have a fresh and more modern look and feel. We also have brought control of the site back home as the new design allows us to make our own changes and additions from within the club at a lightning pace. Terry Hock, one of our "Head Start" members of a year ago sits in the pilot's seat for our web site.

Sue Benso, who is a long-time member, is not only our VP but handles the very demanding job of **Corresponding Secretary**. She is the glue that holds all aspects of our communications together. When we send out a "Member Blast" or a new membership roster, Sue is the one making it happen! This

separate position was added about two years ago to provide a specific focus on improving our communications with members.

We have a team of very experienced Wheaten fanciers in Sandra and Glenn Amorosia who are our ***“Breeder Liaisons”*** and are in constant communications with our 16 members that are active breeders. This group within our club has special needs that other non-breeder members are not tuned into. This works so well because Sandra and Glenn are long-time breeders themselves.

Nancy Burton, our newest board member has taken the lead as our ***“Head Start Liaison”***. This group represents our newest members and new puppy owners. Nancy who is a “not so long-ago puppy owner” understands and feels their pain. They struggle with making sure they are doing right by their puppy and learning our club jargon. They now have a club representative as a sounding board for questions. Nancy can translate a lot of what the club is doing and saying into plain English.

With this well-rounded bag of communications tools and focused programs, we feel we are providing great support to our members as well as our Board as we go forward in reaching our vision and goals.

August is the month with two of our largest events of the year. We held our two-day agility trial on 8/5 and 8/6 at the Apex Field House, in Arvada as well as our annual Specialty held in Greeley on Friday, 8/18 with festivities continuing through the weekend. We actually offered two Specialties on Friday.

With the disaster in Texas regarding hurricane Harvey, the board is working to scope out an appropriate donation to the AKC Reunite effort in support of many hundreds of displaced and needy dogs in the area.

Next 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.

Robert Bergman, GDSCWTC President