

QUESTIONS FOR NEW DAL CANDIDATES
Answers from Karen Helmhold

1. What do you think CFA's core business is?

CFA is a registry business.

2. Do you think that CFA has fulfilled its stated mission to promote pedigree cats? If not, why, and what reasons do you think have contributed to this? How would you rectify this?

I think CFA has tried to promote pedigreed cats by high visibility show production. They have not been financially successful in their endeavors. And the loss of money has been financially detrimental to our association. Our central office and board have not shown the management skills to produce a break even show/media event. I would seek out clubs who have shown they understand show production and ask them to meet the challenge of producing a show pointed towards getting media attention. If this is the direction our board wishes to pursue.

I personally would like to see the sponsorship money go to support individual club shows in different parts of the USA.

We have in place the Ambassador Program, which is part of the Mentor Program, and has been funded by the Hartz Mountain people in the past. I am a core member of this committee. Hartz Mountain has withdrawn their financial support of this program and CFA does not have the funds to support this program which brings the CFA story directly to the spectators at cat shows. This program needs to survive somehow.

Years ago I proposed that we hire a high visibility spokes person for CFA. I suggested a number of people who have regular programming on television to carry the message of purebred cat ownership. Our association wanted to produce the MSG show rather than investigate other avenues available at that time.

3. Do you believe in:
- a. A phenotypic registry
 - b. A genotypic registry
 - c. A combination of a and b

CFA is a genotypic registry. I support CFA. In the case of needing out-crosses for health reasons or to increase the quality of a breed, I would support a combination of a & b.

4. What can CFA do to increase revenues via our core business?

This is a difficult question. I believe we need to be willing to accept some new breeds without infringing on the breeds that are already part of the CFA family. Your breed has been prostituted by so many other breeds and this has been a problem in the past. New

breeds need to keep the promises made when coming to the board asking for championship status. The addition of new colors and out-crosses needs to be addressed by all breed councils concerned.

There is no question that we need to find sources of revenue for the future. Or we need to downsize our expenses to fit our income. Right now we have a “one size fits all” registry. This may not be the future of CFA. There is great growth potential in Asia and Europe. The future may hold creating a different registry program for these areas different from CFA-USA. We can keep what we all hold near and dear but create additional business outside our country. This may seem like a radical thought but we need to intellectually explore all possibilities.

I belong to Cat Club of the Palm Beaches. Our club has continued to bring new ideas to the Annual meeting with the hopes of getting people to increase the number of kittens they register and show by allowing kittens to be shown for their four months even if it means spanning the show season as we know it.

The average breeder in CFA breeds for five years and then disappears. Either they stop breeding altogether or they go to another association. Our club is hopeful that our association will be willing to accept new and innovative, for CFA, show formats and special awards for breeders to keep them in the CFA family for a longer period of time. It might be time to re-evaluate the national/regional award program that is presently in place.

There are lots of ideas with a look to increase the number of breeders which equals an increase in registrations.

5. What do you believe constitutes a “breed”?

<http://www.cfa.org/breeds/breed-definition.html>

The above link is to the CFA definition of a breed. This is the policy our association subscribes to and I support CFA policy until enough breed council members decide to petition the board for a change. In reality, I think breed councils should be in charge of their breed's destiny.

Thank you for taking the time to write and learn about the people who are asking for your vote. Please feel free to contact me anytime.

Karen Helmold