

QUESTIONS FOR NEW DAL CANDIDATES
Responses from Roger Brown

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

CFA is a registry of pedigreed cats. CFA provides something of value- a CFA pedigree backed by one hundred years of meticulous record keeping.

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

Yes, but our growth in the U.S. is diminishing. We have reached a plateau and we may even be losing ground as old breeders are leaving the fancy for one reason or another and are not being replaced.

I would rectify this by opening the door to our International Divisions as wide as possible. The Asian division is in its infancy and interest is growing exponentially. Our European brethren also need additional perks, since other registries are trying to woo them over to their side. However, if cats are to be imported to the United States, all Breed Councils that have an eight generation policy should have this honored without question by the CFA registry.

Even though CFA's core business is the registry of pedigreed cats, it is important to remember that elected Directors will be passing judgment on show rules, new clubs, new breeds, breed standards, protests, constitutional by-laws, animal welfare, fund raising, publications, and CFA's two major shows. The list goes on and on. Each individual director needs to be multi-faceted, and willing to spend the time necessary to do the job properly. This long list of responsibilities will help CFA to promote pedigreed cats.

We must work harder to bring in new people. One way to do this is to recruit more exhibitors into our Mentor and Ambassador programs. We must also breathe new life into Junior Showmanship, Agility, and Veterans Classes. An increased Household Pet program could be the doorway through which many new exhibitors could enter the world of pedigreed cats.

These are just a few things that could and should be done to create new exhibitors and promote pedigreed cats.

3. Do you believe in:

- a. A phenotypic registry
- b. A genotypic registry
- c. A combination of a and b

I believe in a genotypic registry only. Like many of you, I have serious concerns with regard to WIAB and how it is applied. However, I also recognize that CFA is a registry first, and that requires that we operate in the best manner possible-which means that perfection is not always attainable. There are some old breeds with a long genetic history, and other very recent breeds. I do not believe that look-alike breeds should be shown as the breed they look like. This would mean revisiting the WIAB policy.

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

- a. Create new software to make certified pedigrees less expensive, and push them harder. As a registry the certified pedigree is the most important thing we have to offer and it should be a source of income that could help to moderate our loss of registration income.
- b. Pet health insurance programs
- c. CFA Logo toys, and other items such as jackets, hats, etc.
- d. Increased corporate sponsorship
- e. Increased attention to registering cats in the International division
- f. Increased volunteerism to reduce the cost of salaried workers.

5. What do you believe constitutes a breed.

A breed is exactly what the Breed Council says it is. The Siamese breed comes in four colors only. Only a Siamese bred to a Siamese can produce a Siamese.