

**CFA BUSINESS DEVELOPMENT COMMITTEE REPORT**  
**JUNE 25-27, 2010**

**Date report prepared: June 2, 2010**

**Board Liaison: Pam DelaBar**

**Chair: Kitty Angell**

**Committee Members: Roeann Fulkerson, CFA Director of Marketing and Public Relations; Bob Johnston, Clubs Liaison, Donna Jean Thompson**

When Pam DelaBar became President of CFA in 2004, she created the Business Development Committee and appointed me to chair this program along with our new Director of Marketing and Public Relations, Roeann Fulkerson. Roeann and I did not know each other before this committee was formed, but upon sharing our ideas to enrich the future of CFA, we found that we were, indeed, kindred spirits. From the beginning, we were able to show strengths in the area in which the other one had weaknesses. So, between the two of us, I think we've come a long way in the last six years.

Donna Jean Thompson has been with us since the beginning and has served well as our fearless editor. Bob Johnston came on a little later, and has done a wonderful job representing the interests of the CFA Clubs.

This is a complete history of our Committee for you to take home to your clubs. When Roeann and I first met, we decided on a 5-year plan. We feel we've completed that plan successfully and now are looking forward to the next 5-year plan.

**Chronological History of Business Development Committee**  
**Since Inception October 2004**

**October 2004**

Roeann and I meet for the first time and begin to lay out our plans for a 5-year plan to benefit CFA financially. We are also striving for added name recognition and beneficial programs. We both agree with President, Pam DelaBar that CFA needs to be structured towards a DNA-based registry. We also agree that CFA should have a viable healthcare plan.

We originate the idea of Alter-Protect-Insure (API) in hopes that we can find funding for the project.

Pam and Roeann travel to New York City to meet with 4-Kinds Entertainment to obtain information about licensing and branding CFA products to be sold to the public.

**February 2005**

The CFA Board of Directors officially ratified the following programs:

4-Kids Entertainment license and branding company for CFA Trademarked Products. Initial contract with first manufacturer was Jakks Pacific (JPI) that represented 40 SKU items (products) ranging from cat toys to cat snacks \$500,000 guarantees whereas CFA received 65%

Paramount Chemical Specialties, Inc manufacturer contract for twenty-four months \$30,000 guarantee whereas CFA received 65%

Designed new CFA logo

Updated expired CFA original Trademarks and Trademarked new CFA logos and marks

New CFA "100 Year Centennial" logo designed by Fredrick & Froberg, presented and approved at the October 2005 Board meeting

100 yr logo incorporated into the CFA Web site effective January 1<sup>st</sup> 2006.

Developed CFA Style Guide for marketing

Developed and executed contract for custom policy program for CFA with Pet Partners Insurance  
CFA CatBank.org for DNA Testing  
Companion Animal Recovery (CAR) for Microchipping  
Ratification of the API Feline Package (Alter, Protect, Insure)  
Reported contracted revenue and sponsorship funds to CFA from May 2004 through December 2005 in the amount of \$796,750 (payment schedule reflects some of the funds to be received during the following thirty-six months)  
Donor Recognition Program

### **June 2005**

Roeann and I gave a detailed power point presentation to the Annual Delegates outlining the programs established by our committee. James Watson, a committee member at this point, was instrumental in helping us create the power point and Donna Jean Thompson served as a strict, but wise editor.

### **October 2005**

Work continues with 4-Kids Entertainment. A style guide is established and CFA is launched as a property on their Corporate Web Site with a link to our own home page.  
<http://4Kids.homeunix.com/properties/catfanciers.html>.

A detailed list is developed including Individual registrations, Breed Councils, Show Packets, and Judge's Dues to include the CFA Pet Healthcare Brochure.

The Management Committee, James Watson, Chair, assisted by Kitty Angell, Fred Jacobberger (CFA Attorney), and Kathy Calhoun (Treasurer) is ratified by the Board to prepare a contract for Roeann Fulkerson as Director of Marketing and Public Relations. This contract will be written to promote and protect the best interests of both CFA and Ms. Fulkerson.

### **February 2006**

The Board of Directors officially ratified the following action item brought by the Business Development Committee:

Creation of an e-messaging service for CFA breeders, to be called "CFA-NEWS"

### **June 2006**

National corporate partner sponsorship for CFA Shows that includes:

CFA/IAMS Cat Championships sponsorship of \$160,000

CFA International Show sponsorship of \$70,000

Clubs Show Sponsorship \$60,500

Sold advertising support for CFA Publications \$31,792

300 SurgiVet Animal Oxygen Masks Mask Distribution to Fire Stations throughout USA in cooperation with the Disaster Relief Fund and H.E.L.P. Animals of Daytona, FL

### **October 2006**

Three new manufacturers were contracted for CFA licensed and/or endorsed products.

Danbury Mint twelve months \$2,400 guarantee CFA received 65%

Commonwealth Toys \$15,000 guarantee CFA received 65%

CFA branded products are regularly appearing in:

PetCo	Zellers	Concord Pet
PetSmart	Cherrybrook	Ocean State
Wal-Mart	Northpoint Trading Co	
K-Mart	Central Garden & Pet	

**Ringing of the New York Stock Exchange Closing Bell.** 4-Kids Entertainment is listed on the NYSE, CFA and Iams were both honored to be on the stage for the ringing of the closing bell of the NYSE on Oct.5, 2006. Pam DelaBar and Kitty Angell, holding two beautiful pedigreed cats, represented CFA on the platform, televised.

**CFA was honored for 100 years of business!**

### **February 2007**

CFA launches a new Kitten line of products manufactured by Jakks Pacific (JPI). Branded CFA products grow: 33,000 cat toy pieces sold in the two weeks before Christmas. Sales of CFA toys exceeded \$800,000 from the launch in late August 2006 to December 2006.

Two additional manufactures were contracted for CFA licensed products.

Paramount Chemical \$55,000 guarantee CFA received 65%

Eternal Image Urns \$5,000 guarantee CFA received 65%

National corporate partner sponsorship for CFA Events and programs that includes:

Royal Canin \$51,700.00

Dr. Elsey's Precious Cat Litter \$86,950 (including \$35,000 for a educational Video/DVD; this project has not been completed as of this report, April 12, 2010)

Greenies Feline Treats \$30,000.00

The Editor of Fanc-e-News was encouraged to promote selling Online Banner Ads and Classified and track them. Sold separate by BDC \$4,700

Brought in proposal for consideration of re-design and expanded **CFA website**. Mindtouch's CEO Ken Liu made a proposal presentation to the Board. The matter was tabled.

### **June 2007**

Proctor and Gamble, P&G Pet Care (Iams) agrees to fund the CFA/Iams Cat Championships in Madison Square Garden, New York, NY in 2007. \$220,000 exceeded the goal set by the Board for the Business Development Committee in February!

Royal Canin increases their sponsorship to \$130,000

### **October 2007**

CFA Sponsorship Events and Funded Programs

Proctor & Gamble Pet Care; Iams \$245,000 for CICC Show at Madison Square Garden, New York, NY (\$220,000 cash \$25,000 for "Trained Cats" show to increase gate)

Royal Canin purchased advertising for CFA Publications \$31,792

PetSmart \$7,500 sponsorship for Adopt-A-Cat and show

Sturdi Products sponsorship Annual

World's Best \$2,500 sponsorship CICC

A 30 second video spot is created to air on the Marquee at 7<sup>th</sup> Avenue in front of Madison Square Garden featuring CFA's Pedigreed Cats. This ran on 7<sup>th</sup> Avenue for several weeks prior and during the event.

Simon & Schuster Publishing Company partners with CFA to launch their new children's book, 'Hello Calico' at the CFA-Iams Cat Championship show.

### **February 2008**

4-Sight expands CFA branded product, adding Toys R Us and Sam's Club to list of distributors.

New Licensing Contract:

Aspen Pet and Grooming Products \$25,000 guarantee whereas CFA receives 65%

CFA International shipment during 2<sup>nd</sup> QT 2008 (\$420,000 wholesale order of plush toys)

Cynful Inc. a producer of high quality CFA Trademarked products; CFA receives \$1.00 on every sale

CFA Window cling decals sponsored by Royal Canin and available through Midwest Region.

CFA is recognized by Royaltie\$ Magazine, making both the front and back cover, including an article on the **success of CFA branded products** in the body of the magazine.

NBC partners with CFA \$2,500 annual payment from Universal Television Studio to provide content on CFA pedigreed cats to [www.Petside.com](http://www.Petside.com) (Promoted weekly on the Today show)

### **June 2008**

Revenue Central Office received from CFA's Trademarked branded products from 4Kids/4-Sight from August 2006 until December 2007: **\$203,364.79**.

CFA Nominated for Prestigious Branding Award- for best products of the year. There are only 6 nominated for this award each year through The International Licensing Agency Merchandisers Association (LIMA). Previous winners have included Disney, Jeep, & Fischer-Price Inc.

New Licensing Contracts:

Motel 6: Revenue to CFA in the amount of 5% of the standard guest room Motel 6/Studio 6, customers using CFA Corporate # receive 10% discounted room rate. Promotional material will be provided for CFA both electronically and hard copy distribution when guests check in.

Messy Pet \$55,000 guarantee whereas CFA receives 65%

Aspen Products \$25,000 guarantee whereas CFA receives 65%

CFA and **Web-Vet, LLC** [www.webvet.com](http://www.webvet.com) became strategic partners to "help you and your vet provide the best possible care for your cats." The companies will share content, resources, marketing and promotional opportunities.

Proctor and Gamble, P&G Pet Care (Iams) renews their sponsorship funding of the CFA/Iams Cat Championships in Madison Square Garden, New York, NY at the same \$220,000 funding.

Royal Canin \$85,400 (with \$48,000 going to show producing clubs)

Dr. Elsey's Precious Cat \$77,200 (with \$15,400 going to show producing clubs and \$10,000 to World Cat Congress as CFA was the host)

Sturdi Pet Products \$12,550 (with \$3,500 going to World Cat Congress as CFA was the host)

World's Best Litter \$7,500

Eukanuba \$3,500

Requested the Board (through an action item) to approve a company to expand and redesign the **CFA website**.

### **October 2008**

Business Development Committee again requested the Board to approve a company that would expand and redesign the CFA website. Business Development stressed the **importance of a redesign need for the CFA web site** so BDC can move forward with ability to sell advertising as well as its own products. Seven (7) full business proposals were made from 7 different companies and turned down by the IT Committee.

Renewed licensing contract agreements:

Jakks Pacific Inc. \$400,000 guarantee whereas CFA receives 65%

Paramount Chemical adjustment increase % royalty from 7% to 10% net sales

New Licensing Contracts

FotoGraFixUSA \$5,000 guarantee whereas CFA receives 65%

CFA applied and was awarded the "SHOW COLORS" Lighting of the Empire State Building. Purple bottom, Orange middle, and White top for the CFA-Iams Cat Championship Show.

### **February 2009**

Revenue Central Office received to date for CFA's Trademark branded products from 4Kids/4-Sight is **\$649,606.12**

CFA joins AKC in partnership for “Meet the Breeds™” event October 17<sup>th</sup> and 18<sup>th</sup> 2009 at Jacob Javits Center, NYC. This replaces the CFA-Iams Cat Championship (due to renovations at MSG, CICC show space is not available)

National corporate partner sponsorship for CFA Events and programs that includes:

Royal Canin \$50,196 (including \$15,896 to CFA Publications)

Dr. Elsey’s Precious Cat Litter \$77,100 (including \$20,000 for Breed Councils to off-set breed booth at MTB, \$5,000 for Amyloidosis Research, \$19,500 to show producing clubs)

Sturdi Products \$14,050

Iams \$220,000 disbursed to Meet the Breeds™, International and sponsorship of Ambassador program.

Eukanuba \$6,500 for Meet the Breeds and International

World’s Best Litter \$10,000 for Meet the Breeds™ but withdrew \$7,500 sponsorship four weeks prior to International

CFA has agreement with Martha Stewart Pet to provide <http://marthastewart.com/pets> with access to CFA breed profiles.

<http://PawNation> ,in conjunction with Meet the Breeds™, AOL’s newly launched animal website is giving CFA good links back and forth providing a chance for us to promote our pedigreed cats.

<http://www.petside.com> has renewed its agreement with CFA to feature our 40 breeds of cat.

<http://www.webvet> continues to partner with CFA to share information and promote CFA.

Animal Planet “Cats 101” filmed in 2008 at the CICC show in New York has become a significant presence of reference to pedigreed cats on television Animal Planet. Several CFA breeds have been filmed in the breeder’s home and highlighted on “Cats 101”

## **October 2009**

New Licensing Contracts

Sherpa \$25,000 guarantee whereas CFA receives 65%, CFA pet carrier and partnership with American Airlines for the “Guaranteed on Board” program

red82 pays CFA 15% of every \$1.99 app sold. red82 development of iPhone applications promoting the CFA breeds with four photos of each breed, a description of breeds and a link back to the CFA web site on every page.

Hybrid T’s \$5,000 guarantee: Whereas CFA receives 65%. Additional 20% net sales donated back to CFA Feline Education from one distributor. Company manufactures designer T’s with CFA pedigreed breeds. CatsCenterStage.com, CFA’s new program targeted to reach the 95% non-pedigreed cats, will receive this money.

Eagle Eye Marketing Group is first manufacturer to partner together with CFA and AKC. Each receive 2.5% (5% total) revenue net sales

## **February 2010**

Business Development Committee proposed the following action items :

Deadline for a finished product on the Dr. Elsey’s Video Stream- product must be finished by May 1,2010,  
Carried by Board

Deadline for updated and expanded website. Contract to be executed by March 1, 2010.  
Carried by Board. Chairman of IT Committee voting no.

Vote to establish a plan to co-op advertising branded/endorsed CFA products in order to advertise and sell them on an expanded market. Also to ratify John Clark and Roemann Fulkerson to establish a committee to carry out this plan. Carried by the Board.

Vote to establish, where appropriate, new CFA logo formats with stacked lettering.  
Carried by Board.

Jakks Pacific Inc. (JPI) continues to be our largest producer/manufacturer of CFA branded products. They ended the year with just over \$2 million in sales for CFA with about 150k in close-outs.

### **New Licensing Contracts and Future Promotions:**

La Quinta Hotel National chain has partnered with CFA to offer a corporate number whereas CFA will benefit by receiving 5% of all rooms booked using CFA's number and the cat fancy will receive a 10% off their room rate.

Avis Rental Car now has a partnership with CFA by issuing a Corporate number that allows a 25% reduction in rental car rates.

Pet Airways agreement issues CFA a Corporate number which will entitle the cat fancy to a significantly reduced pet travel rate. They also are partnered with CFA for promotions, corporate booking number 5% booked revenue return to CFA, They have given promotional gift certificates to our Annual and [www.CatsCenterstage.org](http://www.CatsCenterstage.org)

National corporate partner sponsorship for CFA Events and programs that includes:

Royal Canin has increased their show sponsorship and once again supports CFA's growth in programs.

Dr. Elsey's Precious Cat Litter increased their annual partnership dollar by 38% in 2010

Sturdi Products has once again supported our Annual and will again participate at Meet The Breeds.

P&G Pet Care/Iams and Eukanuba increased their partnership by 35% in 2010, which makes a growth of **380%** increase from five years ago when the Business Development Committee was established. This year CFA can thank P&G Pet Care Meet the Breeds™, Expanded Sponsorship of Ambassador program, new breed tri-fold brochures, funding for the new [www.CatsCenterstage.org](http://www.CatsCenterstage.org) site, Online Individual registration, the Annual Delegate brunch, Outreach and Education and the Publications department with Yearbook advertising.

CFA **web site** and advertising –Allene Tartaglia, Karen Lawrence and Roeann Fulkerson had a meeting in Canada with Computan; the company awarded the contract for the new CFA web site redesign. The newly designed web site will allow Business Development to provide professional tracking, click through(s), and presentations which will open the door to several more major companies partnering with CFA.

Funding for the completion of **On-line individual registration** was obtained by bringing on Eukanuba as a CFA annual partner. We owe gratitude to both Eukanuba's new partnering and Dr. Elsey's Precious Cat litter company for providing the needed funds to launch the online registration for CFA and the cat fancy.

4Kids has secured another manufacturer for CFA brands. The company is Coveroo, Inc.

<http://www.coveroo.com/>

Coveroo engraves your design on a new faceplate, just like the one that came with your phone, and sends it to you in the mail. Coveroo supports all major phone brands like Blackberry, iPhone, Motorola, Samsung and many more. Unlike other customization products, Coveroo uses laser engraving technology and a High-Color process to give personal electronic devices a high-quality design that will not ever fade, peel or rub off.

4Kids/4Sight meet with the Wal-Mart "As Seen on TV" Buyer at the House-wares Show

The Petzzz Pad (CFA and AKC) is a unique warming/heating pad that is very popular. It was previously sold only via TV and info commercials. Wal-Mart has redesigned their floor plans and is rolling out a new section, "As Seen on TV" CFA/AKC will have this summer the co-branded Petzzz Pad on sale in this section of Wal-Mart.

PetCo continues to offer many CFA branded items, included as an addition to their inventory are a wide selection of designer, safety release collars. The House Mouse remains the number one selling cat toy in all locations nation wide. PetCo will be placing in their inventory the Petzzz Pad for Fall 2010.

New branded Products being discussed:

We are working on \$19.99 Water Fountain for Cats and rolling out offering a Cat Treats market.

**CFA Healthcare Plan** is pleased to announce at this June 2010 Annual, the availability to our Breeders and the Cat Fancy, a **Complementary 60-day Trial coverage** for kittens/cats that. That means **Free 60-day Healthcare Insurance** coverage for kittens and cats placed into new homes. All that is necessary is to activate the policy. Please be sure to look at the new CFA Pet Healthcare Tri-Fold Brochure placed into your delegate bags.

### **The CFA is now connected through Twitter**

Manasquan, NJ -- March 23, 2010 - The Cat Fanciers' Association announced today that it has taken the initiative to keep in touch with cat lovers worldwide through the creation of an account on Twitter. As social networking grows in popularity by leaps and bounds, what better way for owners of millions of felines to stay connected with a reliable source of information about cats and their care. The new twitter account -- @CFAcatlover - will be a venue for tweets that will allow followers to keep up-to-date with CFA and its vast number of activities and programs.

With over 93.6 million owned cats in the United States alone, this new Twitter account will bring information to the owner's fingertips through a web browser, Blackberry, iPhone or SmartPhone. CFA has determined that a Twitter account will be a dynamic new way to keep in touch with those cat lovers. Followers of @CFAcatlover will receive tweet tidbits about cat care, feline health issues, educational programs, legislative alerts, sponsor offers, press releases and much more, with links provided for additional details.

The @CFAcatlover Twitter account can be found at

<http://www.twitter.com/CFAcatlover>.

For additional information please

contact Allene Tartaglia, 732-528-9797 or email [CFA@CFA.org](mailto:CFA@CFA.org).

**Respectfully Submitted,**

**Kitty Angell, Chair**

**Roeann Fulkerson, CFA Director of Marketing and Public Relations**