



# BULLY TIN

MEMBER CLUB OF BCA DIV III

MARCH, 2016

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## President's Message ...

To all Bulldog Club of Greater San Diego members and friends,

Wow! We are already three months into the year! We had a very successful "Meet the Breed" booth at the Silver Bay Kennel Club Dog Show in Del Mar at the end of February, and I want to thank all those who participated. By way of information for our newer members, "Meet the Breed" is an opportunity for us to educate the public on the wonderful characteristics and traits of the Bulldog breed. We provide information and bring our dogs to let the public see and experience the breed for themselves. There are pictures on the website.

Our Spring Bullie Bonnet and Egg hunt activity scheduled for March was unfortunately cancelled due to rain but we will reschedule for a better date and time.

I am excited for our next big activity coming up in April. Our annual Specialty Shows will be April 7<sup>th</sup> - 10<sup>th</sup> combined with the Pacific Coast Bulldog Club. The shows will take place at the Double Tree by Hilton Hotel in San Bernardino. It's a great location and we invite all of our members to attend, especially our new members and those interested in showing their dogs. Our BCGSD shows will be on Thursday and Friday.

Following that, our next event will be at the San Diego County Fair on the 25<sup>th</sup> of June. We will have a booth and those who participate will have a free pass to the Fair for that day and will receive a special Fair pin. We always have a lot of people who come to the booth to meet the bullies. The young people especially enjoy petting and interacting with the dogs.

Derek G.S. Rasmussen  
President  
Bulldog Club of Greater San Diego

### A Bulldog's Face

Everything on a Bulldog's face  
Seems to have a proper place  
His eyelids droop, his jaws are square  
His jowls are beyond compare

His nose looks like he's had a fight  
He's got a great big under bite  
You look at him and have to hoot  
He's so ugly that he's cute



Pictures from our Meet The Breed booth, February 27-28, 2016  
Silver Bay Kennel Club-sponsored event





**Bulldog Club of Greater San Diego  
Pacific Coast Bulldog Club  
Combined Specialties April 7—10**

50's Style Casual  
Dress on Friday &  
Saturday!



**BCGSD - Thursday PM Conformation: Robert Keller (#2016187901)**  
**Thursday PM Sweepstakes: Landon Richards (#2016187901)**

**BCGSD - Friday AM Conformation: Robert Rodenski (#2016187902)**  
**Friday PM Conformation: Nancy Harrison (#2016187903)**

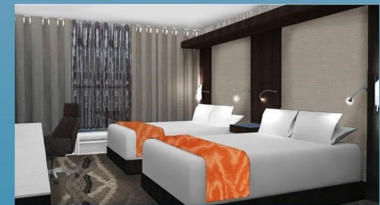
**PCBC - Saturday Conformation: Jan Lewis (#2016144801)**  
**Saturday Sweepstakes: Chris King (#2016144801)**

**PCBC - Sunday Conformation: Elizabeth Hugo-Milam (#2016144802)**  
**& Junior Showmanship**

Note: all events and judges AKC approved.



**Double Tree by Hilton Hotel**  
San Bernardino  
285 E. Hospitality Lane  
San Bernardino, CA 92408  
1-844-501-2819  
Reference Pacific Coast Bulldog Club  
Hotel Code: PCB



Renovations are complete and it's gorgeous! Huge ballroom, restaurant, bar, bistro, patio and updated rooms! Minutes from Ontario International Airport, easy freeway access, close to services/amenities.

# WHY is it so important to find a **reputable & responsible breeder??**



Most people would rather get a \$200 labrador than a \$900 labrador. The most common reason? "We don't need a show/sport dog, we just want a nice family pet!"

## **1. Good breeders breed dogs with good body structure.**

A dog with poor structure is at a much greater risk for injury, such as a torn ACL. The surgery for a torn ACL is \$2,500, minimum.



## **2. Good breeders health test.**

Healthy dogs live longer. Degenerative Myelopathy is a genetic, incurable disease that can remain dormant for generations. Dogs with DM inevitably must be euthanized.

## **3. Good breeders have dogs with OFA certified hips and elbows.**

Hip dysplasia is becoming increasingly common. Approx 70% of bulldogs and pugs have HD. 20% of golden retrievers have HD. The cost of a total canine hip replacement is about \$1,700, and your dog will have to live a life of special diets, physical therapy, and joint supplements.



## **4. Good breeders breed dogs with good temperaments.**

Contrary to popular belief, your dog's personality is not all about "how you raise him." Genetics play a huge factor as well. Exceptionally well-bred dogs will have fewer issues with things like puppy play-biting, potty training, guarding food, getting along with other dogs, and getting along with kids.

## **5. Good breeders start training early.**

Early training, socialization, and exposure can give you a puppy that is already mostly potty trained, leash trained, crate trained, and more!



**Taking the time to search for a responsible breeder will save your sanity, your wallet, AND your heart.**

©Pawsitive Transformations Dog Training

# The Scandal of Purebred Marketing



Did I get your attention? I hope so.

Because it's true. It really is a scandal. We, meaning the community of reputable breeders, have a HUGE problem with our marketing plan.

As in, ***we don't have one.***

Here's how it usually goes-does this sound familiar? Have you maybe said this yourself?

*Good breeders never have to advertise-their puppies are sold before they're born.*

*Good breeders are never found in the paper or online.*

*If you have to advertise, you're doing something wrong.*

I am sure people are bristling right now at the mere thought that I would imply that they needed a marketing plan. What are we, puppy mills?

I have one question for you: Did you sell your last litter or give it away?

Did you require a contract and a bill of sale?

Did you interview buyers and pick the best ones?

**If so, you are a producer. You made, and sold, a product.**

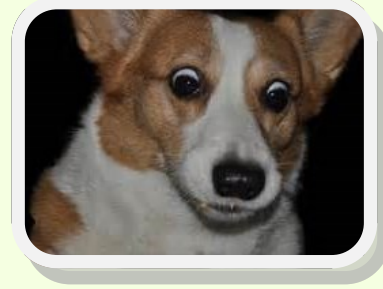
But-but-they're not products! They're our loves, our blood and sweat and tears!

YES. And that is EXACTLY why we need to market, and we need to get on the stick and do it NOW.

Because you know who is really, really good at marketing? The community of bad breeders, careless breeders, puppy mills, and the euphemistically titled "commercial breeders." And you know who else is really, really good at marketing? PeTA, and the HSUS. They're geniuses at it, in fact.

As is revealed in their fascinating and essential video given to beef producers, PeTA and the HSUS work hand-in-glove in an extraordinarily effective way. PeTA is the one that makes the outrageous statements. They're the ones asking that fish be redefined as "sea kittens"; they're the ones putting naked models on billboards. They are purposely outrageous, outré, over the top. Because coming right behind them is the HSUS. The HSUS seems so kind, so moderate, and isn't it a humane society? Those are the people that run shelters, right? So if there's one of the whole United States, that's pretty good. When governments and town councils and businesses are thoroughly freaked out by a couple hundred PeTA protestors, in comes the HSUS to say "Just give us a little bit. It's for the good of the animals. You can save so many by mandating spay/neuter at four months-your shelter populations will plummet. You can do a great thing by making sure that there are no animal hoarders in your city-nobody needs more than three dogs at once."

# The Scandal of Purebred Marketing ...



And communities and companies and individuals say wow, these people are so reasonable, so well-intentioned, so organized and supported by studies. We love animals. We need to protect them. This seems like a really good law, or a really good regulation, or a really good city bylaw.

And where are we, the careful and responsible breeders? We're driving our vans into school gymnasium parking lots where the city council meeting is scheduled, having been alerted by our newsgroups or the AKC that an important vote is taking place.

And we all come in, all of us middle-aged women with sensible hair and skirts that still have dog hair all over them, and we line up to speak.

And the city council says, "I'm sorry, who are you?"

"Bob here from the HSUS—he's the one sitting over there in a suit, talking with the mayor—has been working with us for weeks, helping us craft this policy. I'm sure you breeders are concerned about losing your livelihood, but we love animals. We have to protect them."

And THEN, only then, do we try to explain about a hundred very complex concepts involving who the HSUS is, what its agenda is, why dogs are not our livelihood, why we're not the enemy.

So far, we've gotten away with this in a lot of towns and cities. But our days are numbered. You can bet they are. And if breeders show up at a city council meeting and there isn't a very eloquent and organized argument, if there's not someone who can systematically make and refute points, we look like idiots. Idiots who make money by breeding dogs.

So that's one problem. **We have no visibility and no identity in our communities.**

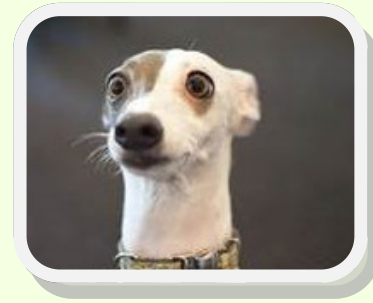
The other one is all about **selling puppies.**

And this is where I know I'm ruffling feathers. So before you yell at me via the comments, hear me out. THEN yell at me.

We – meaning the small community of reputable breeders, because we are very small compared to the community of careless breeders or commercial breeders — have done an incredibly poor job at articulating why it is a legitimate choice to purchase a well-bred purebred, but it is NOT a legitimate choice to purchase a poorly bred purebred. We have done an even worse job articulating why it is that we're not the enemies of homeless dogs everywhere. *And we're invisible.*

When Joe and Sally Smith decide it's time to get a dog, and they love their neighbor's Lab so they decide to get one, they are making a purchasing decision. The intent has been resolved. Joe and Sally are savvy consumers, so they are looking to make a good decision about where to get their dog. They have heard about puppy mills and have a vague idea of wanting a high-quality puppy. Their neighbor said that he paid \$500 for his dog, which sounds really high to Joe and Sally, but they want a healthy and nice dog. They turn first to the Internet. EVERYONE TURNS FIRST TO THE INTERNET. This is an absolutely VITAL thing to realize.

# The Scandal of Purebred Marketing ...



Joe and Sally google "Labrador retriever puppies." Well, you know what that results page looks like. When they click on the nextdaypets or puppyfind or pets4you links, they find hundreds of results, with dogs ranging from \$300 to \$2000. Some are "champion sired," some "champion lined," some "champion quality," some have a "champion pedigree." From reading through the pages, Joe and Sally get the idea that the whiter the Lab is, the higher quality it is. And the blockier the head is, the better. And it seems like people mention health a lot, and hips. But FIFTEEN HUNDRED DOLLARS for a dog? That's ridiculous!

Let's look at it from a marketing perspective.

The couple has already decided to get a dog. They do not need convincing to purchase.

They are confronted with many PRODUCERS and many PRODUCTS. There is zero clear differentiation between products. There is a huge price range. There is no authority, no CNET reviews or Consumer Reports. No external expert means that the decision is typically made based on LOCATION, CONVENIENCE, and PRICE, as long as a basic level of product quality is promised.

During this search and deliberation process, *Sally and Joe were never made aware of the differences between products.* There was no clear statement of how you distinguish between good and bad producers. There was no explanation of why prices vary so much, or what you get for your purchase price. And they had NO idea that there was a Labrador Retriever breed club that met every third Tuesday three blocks away.

**I just googled "Labrador Retriever Puppies Massachusetts." Do you know where the link for the Labrador Retriever Club of Greater Boston, which is a great club that has a ton of good information, was? NOWHERE. I went out to page 23 of the search and it never showed up.**

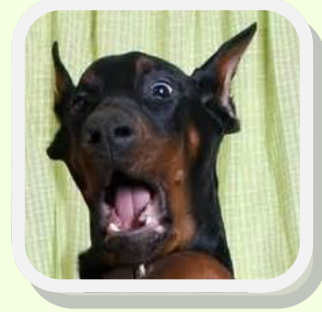
Try it for your own state, for your own breed. I did it for about ten breeds in Massachusetts, and the only one that brought up the breed club within the top one or two listings was "corgi puppies Massachusetts," because whoever runs the Mayflower site is really, really good (seriously, it's a great site and should be a model for breed club sites everywhere).

Sally and Joe spend an hour on the Internet and receive at least two dozen "touches," which is adspeak for contacts (ads or review statements) about a particular product. NONE of them have been by reputable breeders. *No, we're in our houses sitting on hair-covered couches talking about how no good breeder should ever advertise.*

The classic line of thought behind our abhorrence of advertising is that if you advertise, you must be selling to whoever responds. Only breeders who don't care about who they sell their puppies to advertise.

Think about this. We want to be more choosy about who we sell to, so we don't tell anybody we have stuff for sale.

# The Scandal of Purebred Marketing ...



How do you think Harvard got to the point that it can reject over NINETY PERCENT of applicants? By refusing to advertise? No, Harvard spends millions of dollars a year to make just two very clear statements: We are the most selective university in the world, and a degree from Harvard is a jackpot. They don't see selectivity as a liability—they brag about it. And so the very best and the very brightest fight like the dickens to present themselves as good enough to get admitted.

Or how about Sub-Zero, or Ferrari, or any one of a hundred top companies. They don't hide and think they're diluting their brand by advertising. They advertise precisely so that they can attract a huge pool of potential buyers, the vast majority of whom can't afford the product. But those people don't say "That car is too expensive; the manufacturer must be cheating." No, now they desperately want the car, or the fridge, or the ring, or the coffee.

We MUST do the same thing. We MUST make very clear, unequivocal statements. We MUST clearly articulate who we are as producers. We must be absolutely positive about what makes our product preferable to others. We must become top-of-mind when Joe and Sally decide they want a puppy, and we must be so attractive that they will change their lives (install fence, hire a dog walker, sign up for training, etc.) so they will be approved for a puppy.

If you think the AKC is going to help us, think again. Whoever the geniuses are over at AKC who are panicking about the fact that registrations are down has decided that the way to fix it is to do exactly what they SHOULD'N'T do. They're leaping to dilute the brand by courting commercial breeders and pet shops. Don't believe me? <http://viewer.zmags.com/showmag.php?mid=wqstdd&spid=-3#/page6/>

*This is a direct quote from the October AKC Gazette: "Management has been directed by the Board to aggressively pursue all dogs eligible for AKC registration. We intend to reach out, communicate and educate those in the retail sector as to why an AKC puppy is the gold standard and why they should be registered with the American Kennel Club... The AKC used to dominate the marketplace. Even places like Macy's and Gimbals sold AKC puppies. Owners who purchased their first purebred from a retail outlet... added to AKC registrations."*

mean that a white piece of paper with a seal on it means squat about the quality of the dog. Again, it all comes down to defining the producer and defining the product.

**This has the very real potential to pit reputable breeders against the AKC.** We've already been saying that AKC registration means nothing more than the paper it's printed on, and *we should now be preparing to actively fight the perception that AKC means quality.* We have to emphasize that AKC as a registering body is a filing cabinet, nothing more. It keeps track of our pedigrees and it keeps track of our show wins, and for that favor we give them a lot of money. We are happy with the AKC's support of shows and health studies and welfare, but that doesn't



# The Scandal of Purebred Marketing ...



So here are my rather controversial recommendations on how to change the current situation:

**Breed clubs (and I mean local as well as national) need to hire a consultant for search engine optimization.** It's a relatively small expense.

**Breed clubs need to have a front page oriented toward potential buyers, with market-acceptable statements (like "Labrador retrievers: the whole package") and a forward-facing (consumer-facing) series of articles.** This does NOT mean that you have to "sell" the breed. Quite the contrary. When the potential buyer clicks on the "whole package" link, he or she will be brought to a market piece that emphasizes how only the most qualified and prepared buyers should be thinking about this breed, what the huge misconceptions are about the Lab and its needs, and how to distinguish between a good and bad breeder.

**Breed clubs and individual breeders need to make very clear PRODUCER and PRODUCT statements.** We need to differentiate between good and bad breeders. We've been reluctant to do this in the past for a variety of reasons, but it's a huge mistake. We have invited the public to perceive the entire community of dog breeders as a cohesive group, when nothing could be further from the truth.

**I would say we need to become more aligned with the community of dog rescue than anything else.** Most of us are extremely involved in rescue, far more than any other group of dog professionals. We need to forge alliances (as individual breeders—I think that the clubs are already doing a really good job at this) with local rescue professionals not only for the good of the dogs but so that, when the legislation is introduced, the rescue people see us as friends and not enemies.

**We need to become very visible to the community.** I ranted a bit about this in my article on [breed-specific legislation](#), but it bears repeating. I rarely if ever see an obviously show-quality dog being walked in town or down the road. We are not the visible dog lovers in our towns and cities. Clubs can get involved too—a meet the breed booth at the local "town day" (around here they're all "festivals"—Apple Festival, Blueberry Festival, Strawberry Festival, etc.) with massive distribution of pamphlets that are rescue-friendly and that do a good job at telling interested people why you never buy from a careless breeder.

**As breed clubs, we need to address the issue of the puppy advertising websites.** I don't think it would be out of the question to have good breeders actually participate on the sites, as long as the care in placing the puppies is not compromised, but there should at least be an effort to provide an ad that's a "front" for the breed club. Make it the MOST adorable and MOST perfect, renew it once a week, and direct people to that rescue-friendly information about how to find a good breeder and why the breed isn't for everyone.

**We need to recognize the power of the lowest-common-denominator sites-craigslist is the flagship.** I would advise AGAINST advertising actual dogs on craigslist, but the breed club should have a constant presence. If the club posted two messages a day: "NEED TO FIND A NEW HOME FOR YOUR LHASA? WE'RE HERE TO HELP" and "LOOKING FOR A LHASA PUPPY? DON'T GET SCAMMED! CLICK HERE" a great deal of good information could be given out.

# The Scandal of Purebred Marketing ...



Here's what I'll be doing personally (so hold me to this, Internet!):

**I'm writing to our state Extension office about leading a dog 4-H club.** Goodness knows I am bossy enough. I was heavily involved in 4-H growing up, it's a good program, and it teaches kids personal responsibility and self-efficacy. That makes it a really good fit with dogs.

**I'm writing to my local shelters and rescues** offering three things: 1) that I will foster/get into national rescue any rare breeds and definitely any corgis. I will almost certainly get no nibbles on that, because the Northeast has the opposite of a problem with homeless rare- or small-breed dogs, but it has to be done. 2) I'll offer health-information or breed-specific help. Good breeders basically have PhDs in "Dog" - I've spent the last ten or fifteen years gathering information and doing research. If I can be of use, I'll try. 3) I'll offer free baths and grooming to dogs being surrendered. I have a boatload of expensive grooming equipment, and while I am not a great groomer I can at least get a dog clean and de-matted and do a 4f strip with the clippers.

**I'm talking to my library about offering a reading-to-dogs program.** This is the most long-term goal, because generally dogs should be certified therapy dogs before they get into this program. So the first step is to get the Cardigans' championships finished so I can get them back into training, second is to enroll them and Ginny in a TDI class, third is to get them actually certified. The great thing about this is that I'll also be able to take the dogs to hospitals and so on once I am not drowning under little kids here at the house.

**I'm going to do a pretty big re-design of my website** to conform to some of the above ideas on giving information to potential buyers. I don't get a lot of traffic there but I have to practice what I preach.

**And-yes-I'm going to get out there on the roads with the Cardigans.** I know why we don't do this, believe me. Most good breeders have enormous fenced yards and at least somewhat enormous bottoms from sitting all day in front of the whelping box. But the community needs to know that I exist, that the Cardis exist, and that the real enemy is not good breeders.

Online article/blog by Joanna Kimball  
November 16, 2015

<https://rufflyspeaking.wordpress.com/2008/11/16/the-scandal-of-marketing-purebred-dogs/>

rufflyspeaking.net  
BlacksheepCardigans.com

FOR <sup>THE</sup> Love OF  
PUREBRED  
DOGS 



PROMOTE • PROTECT • EDUCATE



**PROUD OF MY DOG'S BREEDER**

**For raising healthy, happy, well adjusted dogs that are a delight to have as part of my family.**

**PROUD OF MY DOG'S BREEDER**

**For being a helpful source of information and support for the life of my dogs!**

**PROUD OF MY DOG'S BREEDER**

**For breeding quality dogs that will never end up in the hands of shelters**

## “Canine Connection”

February marked my 60<sup>th</sup> birthday. While I celebrated with senior discounts and freebies, a good friend passed away 5 days after being diagnosed with cancer.

Linda Ruth Cooper and I had a “canine connection.” Over the years Linda and I traveled to dog shows: Dallas, Chicago, Orlando, St. Louis and most of Southern California. Linda was more than a traveling companion; she was an artist, photographer and writer. Her works appeared in *Hoflin Dog Annuals*. She was also a collector of dog memorabilia: figurines, books, artwork and magazines.



At the time of Linda’s passing she had four dogs: an aged American Staffordshire Terrier and three Dachshunds. Like most pet owners, she had left no directions or plans for the care of her dogs.

Please don’t leave the burden up to family and friends. My mother died 7 years ago and left my sister and I the responsibility for four dogs. My sister rents out our mom’s home at a reduced rate so someone will take care of the dogs. Two dogs are still alive and living large.

Here is what you can do:

- Most states will let you make a “Pet’s Trust”, which includes setting up a trust and trustee.
- Include your pet in your “Last Will and Testament”, make prior arrangements with a caregiver and consider making a financial gift to that person.
- Write a “Pet’s Letter of Wishes” which outlines what you and your pet want. Include information about your pet’s health and care.

If you love your pet, and I am sure you do, please have a discussion with family and friends and make your wishes known. Don’t wait, who knows what tomorrow will bring.

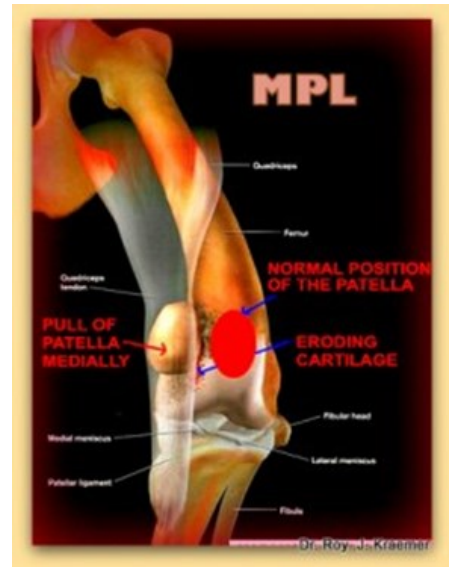
Submitted by Kathy Hairston

## Medial Patella Luxation (MPL) Problems and Bulldogs

MPL is better known to most veterinarians as a small breed orthopedic condition, one which is rarely diagnosed in the larger breeds. Bulldogs, however, are the exception to this rule, and, despite being a large breed dog, Medial Patella Luxation is as common a disorder for bulldogs as it is for small breed dogs.

The patella or knee cap, is a small bone that is buried in the tendon of the quadriceps muscles of the thigh, and attaches to the top front of the tibia, just below the knee. The patella, together with its tendon and the quadriceps muscle, form the “**extensor mechanism**” and are normally well-aligned with each other. The patella normally rides in a groove within the knee and when luxated it will ride outside the femoral groove. The luxation is further characterized as medial (inner) or lateral (outer), depending on whether the knee cap rides on the inner or outer aspect of the stifle. Normally, when the leg is flexed and extended, the patella should glide up and down in the trochlear groove at the end of the femur. This groove should ideally be deep enough for the patella to fit into it comfortably. When the tendons, muscles and bones are properly aligned, the result is a stable knee joint. However, when these structures are improperly aligned, the major muscles of the thigh pull towards the inside (medial) aspect of the leg, applying abnormal stress to the knee joint. These forces pull the patella out of place and toward the inside of the leg. As the patella is allowed to pop in and out of place, the normal gliding motion of the cartilage within the joint is interrupted. The cartilage becomes degraded, leading to rubbing of bone against bone which then leads to arthritis in Bulldogs.

MPL in Bulldogs is multi-factorial. What is typically found is a trochlear groove that is too shallow, with a weakened and stretched lateral patellar ligament, which is likely a result of the shallow groove. The third problem occurs when the lower attachment of the kneecap ligament is too far to the inner side of the shinbone or tibia. This, I believe, is due to the bully’s exceptionally short legs relative to the body. It is also possible for this lower point of attachment to shift inward – throwing off the entire joint alignment.



## MPL Problems and Bulldogs (continued) ...

Other causes include:

- Abnormal conformation of the hip joint common to Bulldogs, such as **hip dysplasia**
- Malformation of the femur, with abnormal angulation
- Malformation of the tibia
- Deviation of the tibial crest, the bony prominence onto which the patella tendon attaches below the knee
- Tightness/atrophy of the quadriceps muscles, acting as a bow-string



A patellar tendon that may be too long or too short. The severity of patella luxation has been graded on a scale of 1 to 4, based on orthopedic examination of the knee. **Surgical treatment** is typically considered in grades 2 and over.

**Grade I:** The patella can be manually luxated when the leg is extended, and the patella is pushed over but will go back into place when released.

**Grade II:** The patella sits loosely in its normal position but will luxate medially when the leg is flexed. Reduction is possible with manipulation. A “hopping” gait is generally noted in this case.

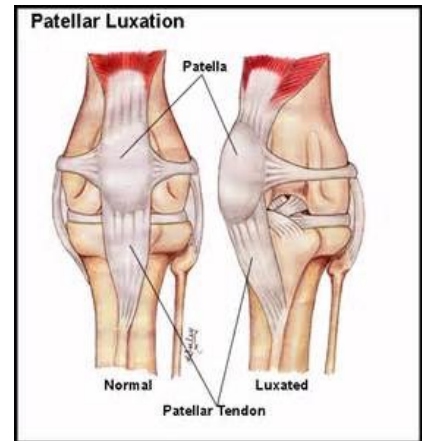
**Grade III:** The patella is displaced medially most of the time but can be reduced manually when the leg is extended.

**Grade IV:** The patella is displaced medially all of the time and cannot be manually reduced. A hunched over stance is often noted, and some dogs may even appear bowlegged.

## MPL Problems and Bulldogs (continued) ...

The course of action that needs to be taken depends on what structures in your Bully's knees are abnormal and how abnormal they are. No two cases are exactly alike. There are three surgical procedures that are used to treat patellar luxation. One, or several, of the following strategies may be required to correct patella luxation:

- Reconstruction of soft tissues surrounding the knee cap to loosen the side toward which the patella is riding and tighten the opposite side
- Deepening of the femoral groove so that the kneecap can seat deeply in its normal position



Transposing the tibial crest, the bony prominence onto which the tendon of the patella attaches below the knee. The tibial crest is moved in the opposite direction of the luxation and reattached to the bone with a pin. This will help realign the quadriceps, the patella and its tendon.

### V4B BULLDOG MAINTENANCE

Keeping your Bulldog trim will help prevent these problems. Encourage swimming and walking and try to avoid daily upstairs climbing, sofa jumping, skate boarding and frisbee fetching. Provide your Bulldog with joint supplements such as our **V4B Total Joint** and **V4B Joint Protector**. In addition, supplements containing Omega-3 fish oil like our **V4B Fish Oil Skin & Joint** are good anti-inflammatories and can be used long term with no adverse effects to help ensure your pet remains pain-free.

### V4B BULLDOG RULE OF THUMB

**Medial Patella Luxation, Anterior Cruciate Ligament injury and Hip Dysplasia** are the three orthopedic conditions most commonly diagnosed in Bulldogs. But in contrast to hip dysplasia, where surgery is recommended, surgery is only recommended for MPL's in grade 2 and above, preferably as early as a few months of age. When surgery is done early, before arthritis or other knee injury occurs, the prognosis is excellent. Your dog should regain full use of its leg.

### V4B BULLDOG TIPS & WARNINGS

**Tip:** In order for the patella not to jump out of this tract, the groove (trochlear) must be deep enough to accommodate and cradle the patella as it moves up and down in the groove contour of the bones as the pup grows.

## MPL Problems and Bulldogs (continued) ...

**Tip:** Many Bulldogs have a “bow-legged” wide stance, which results in the muscles of their thighs pulling their patella to the inside of their knees. Often this extra inner load is further aggravated due to forces generated by dysplastic hips, a condition common to the breed (see **hip dysplasia**). This abnormality is aggravated when the tibial crest, which is the point the quadriceps tendon attaches to on the lower limb, is internally rotated and the trochlear groove is shallower than normal.

**Tip:** The problem in Bulldogs might start from the **hip** with coxa vara and decreased anteversion of the femoral head and neck. In other words, there is a decreased angle of inclination between the femoral longitudinal axis and the femoral neck, combined with a lesser caudal to cranial angle of the femoral neck. This skeletal abnormality in the growing animal displaces the extensor muscles of the hind limb, chiefly the quadriceps group, medially. This muscular displacement has an effect on the distal femoral physis (growth plate), resulting in impaired growth of the medial side and accelerated growth of the lateral side of the distal extremity of the femur. **The net effect is medial bowing and rotation of the distal extremity of the femur and proximal extremity of the tibia.** The patella is simply pulled along with all the other bony and soft tissue structures. Further compounding the problem is the fact that a chronically luxated patella does not exert pressure in the trochlear groove, which is crucial in producing a groove of sufficient width and depth in the growing Bulldog.

**Tip:** Clinical signs associated with patella luxation vary greatly with the severity of the disease. It might start as just a brief few step limp and as the disease progresses in duration and severity, this lameness becomes more frequent.

**Tip:** On very rare occasions, patellar problems are the result of direct or strain-injuries to the knee cap or accidental trauma to the knee joint that tear the collateral ligaments that keep the patella moving in line.

**Tip:** Most times the diagnosis of patella luxation is based on palpation on orthopedic examination. **Radiographs** of the pelvis, knee and occasionally tibias are always recommended.

**Tip:** In contrasted with **ACL** (anterior cruciate ligament), patellar surgery is less invasive, less expensive and generally has much better outcomes. When patellar surgery is performed before arthritic changes have occurred in the knee, the surgery is usually very successful. Once arthritic changes have developed, surgery is much less likely to produce a pain-free leg.



## MPL Problems and Bulldogs (continued) ...

**Warning:** The luxation is medial (inward) in most cases and often both knees are affected.

**Warning:** Every time the knee cap rides out of its groove, cartilage, which is the lining of bones within joints, is damaged, leading to **osteoarthritis** and associated pain.

**Warning:** It is our experience that left alone the abnormal alignment of the patella may also aggravate the shallowness of the femoral groove and lead to deformation of the leg.

**Warning:** The abnormal position of the knee cap destabilizes the knee, increasing weight load on the inner part of the knee thus predisposes your bully to a rupture of his cranial cruciate ligament (**ACL Tear**), at which point they typically stop using the limb.

**Warning:** although only one knee may appear to be affected, in most cases, both knees of your pet share some degree of this problem.

**Warning:** We know that bullies that have this problem tend to pass it on to their puppies. Most dogs that develop luxating patella's appear normal at birth and as puppies. But the genes they inherited from their dame and sire make it likely the problem will occur later.

### **Dr. Kraemer's New Hospital**

Vet4Bulldog  
434 South Tustin Street  
Orange, 92866

<http://vet4Bulldog.com/>

## February Member Profile ... Janice & Marcus Hochstettler

My husband is a forensic psychologist in Orange County. I worked as a therapist for many years, but I have since retired and now I am a college consultant, helping students gain admission to universities and graduate programs. We have 5 sons and a daughter, all of whom are grown and off on their own adventures. We live in Valley Center and we have been members of the SD Bulldog club for many years. I have had the opportunity to serve in many capacities - VP, President, and Show Chair.



Marine Corp mascot  
Smedly Butler

Our journey with Bulldogs began when my 5th son fell in love with the breed. We thought it would be a passing fancy, but after 10 years of listening to him beg for a Bulldog we relented. Little did we know that the entire family would fall in love with the bully breed. We showed and bred several Bulldogs after our first, and have enjoyed every aspect of owning dogs. Two of our girls earned CGC certificates, and the obedience club was so impressed that a Bulldog could learn obedience that the girls were awarded medals along with their certificates. I wouldn't say that they exactly jumped to attention when given a command, but fortunately there is no time limit for the testing. While the border collies and cattle dogs were racing to return to their owners, the Bulldogs lumbered along, not quite seeing the point of all of this running about. But even though they aren't enthusiastic, they clearly understand what is being asked of them and they passed the first time through.

Our dogs have an agent, and we have had lots of fun filming commercials and print ads. Bulldogs are in high demand in the advertising world, but I learned that it is the dog's ability to obey commands that makes them employable. Once you are on the set, it costs the companies thousands of dollars per hour to film, so they need a dog who will be able to ignore the bright lights and cameras and perform their required tasks. It's exhausting work for dog and for the owner, but the dogs seemed to enjoy their adventures, and especially the goodies from the cast luncheon tables. Our dogs have been featured in Petco ads, Muscular Development Magazine, the Eukanuba dog show commercials and the dog food bags. Two of the girls have also posed for the Bulldog Calendars sold in Petco stores.

Our dogs enjoy the outdoor life on the ranch, chasing rabbits and warding off coyotes. Most of the coyote chasing is done by our German Shepherd, but the Bulldogs are convinced that they alone are the force that keeps predators away. They get along with the horses and our King Charles Cavaliers. Our current bulldog Treasure is now retired from breeding, but you may have seen some of her sons. Smedley Butler is the current Marine Corps Mascot in San Diego and he represents the Corps at all official functions. He is a Private First Class, has his own uniform and has learned how to salute the general. Smedley's brother is the current mascot of the Georgetown University Hoyas in Washington, DC. You can see Jack on ESPN and CBS college basketball. We taught him to skateboard at 8 weeks of age, and now he proudly wears the Hoya's colors as he skateboards across the Verizon Center for the TV cameras. We travel to DC several times a year to continue the training of the dog and his staff. Last year Georgetown made a bobble head Bulldog doll, complete with skateboard so we have a little reminder of our Jack. You can follow Jack on Twitter, Instagram or Facebook.

We have loved our bulldogs for their kind hearts, indomitable spirits and love of life. We are in contact with many of our puppy owners, and I was so pleased to see a now 12 yr old "pup" who came to visit at meet the breed. The club has been a wonderful source of information, support and friendship and we are proud to be members.

Jack, the Georgetown  
University mascot



# Inspirational ...



you know you're a  
**DOG LOVER**  
 when...

you think your dog is a good **kisser**  
 your dog has more **clothes** than you  
 you **hang out** with your dog instead of friends  
 you only go places your **dog is welcome**  
 you eat **fast food** and your dog eats **Gourmet food**  
 you have more **pictures** of your dog than your family  
 you **spend more** on your dog's **grooming** than your own  
 your dog has more **toys** than your children  
 your **dog makes** your **schedule**



Derek Rasmussen, President  
[derekrasmussent@cox.net](mailto:derekrasmussent@cox.net)

Amber Vallejo, Vice Pres.  
[ambervallejo@gmail.com](mailto:ambervallejo@gmail.com)

Gay Lewis, Treasurer  
[bgl757@gmail.com](mailto:bgl757@gmail.com)

Rosie Verdugo, Secretary  
[inarose@mindspring.com](mailto:inarose@mindspring.com)



## BREEDER DIRECTORY & LITTER ANNOUNCEMENTS

### Breeders

**Gunslinger Bulldogs**  
 Andrew and Susan Rohringer  
 Corona, CA  
[www.gunslingerbulldogs.com](http://www.gunslingerbulldogs.com)  
[silverdollarsue@hotmail.com](mailto:silverdollarsue@hotmail.com)

**Maxx Bulldogs**  
 Amber Vallejo  
 San Diego, CA  
 Email: [ambervallejo@gmail.com](mailto:ambervallejo@gmail.com)

### Litter Announcements

None



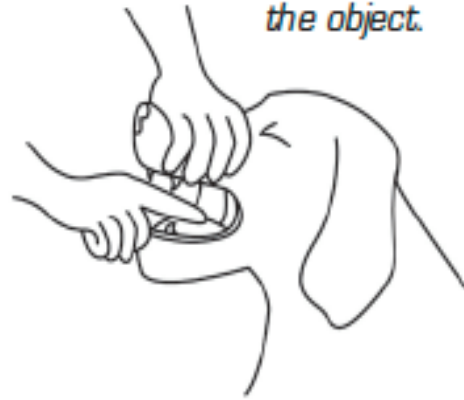
If you would like your name listed in the Breeders Directory & Litter Announcements, please send your Kennel name (if applicable), your name, city, state and phone number, you may also send your web site, and e-mail to the Bullytin Editor at [silverdollarsue@hotmail.com](mailto:silverdollarsue@hotmail.com).

# Heimlich maneuver for dogs ...

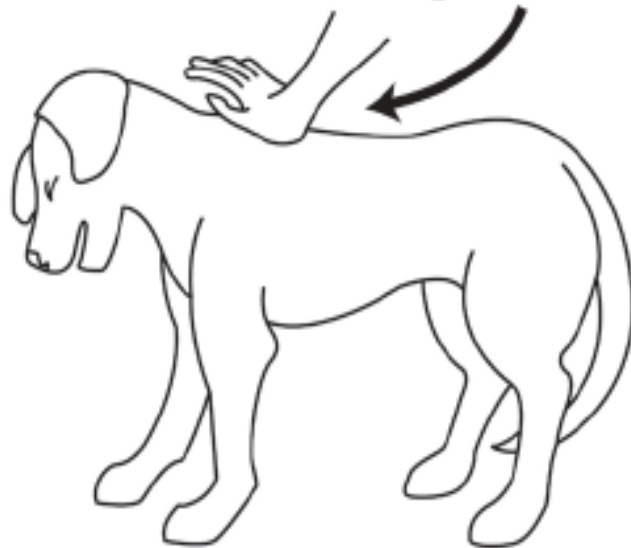
**A** Head facing down like a wheelbarrow.



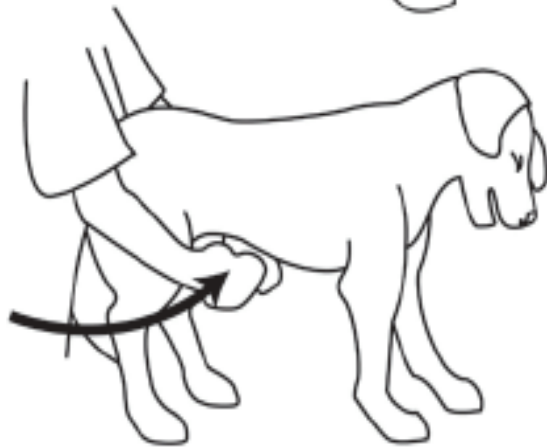
**B** Sweep from side to side to see if you can dislodge the object.



**D** A "sharp blow" between your pet's shoulder blades might do the trick.



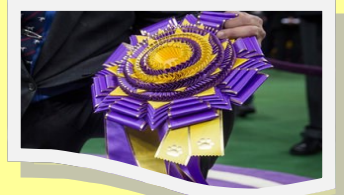
**C** Compress the abdomen by pushing up with your fist.





# 2016

## Upcoming Shows



### UPCOMING CONFORMATION SHOWS:

- 04/02-04/03 **Kern County Kennel Club**  
Sat-Sun Kern County Fairgrounds, Bakersfield, CA
- 04/09-04/10 **Apple Valley Kennel Club**  
Sat-Sun Victor Valley College, Victorville, CA
- 04/21-04/22 **Conejo Kennel Club**  
Thu-Fri Industry Hills Expo Center, Industry Hills, CA
- 04/23-04/24 **Angeles Canyon Dog Club**  
Sat-Sun Industry Hills Expo Center, Industry Hills, CA
- 04/30-05/01 **Lake Matthews Kennel Club**  
Sat-Sun Prado Regional Park, Chino, CA
- 05/07-05/08 **Rio Hondo Kennel Club**  
Sat-Sun Cal Poly University, Pomona, CA
- 05/21-05/22 **Mt Palomar Kennel Club**  
Sat-Sun Bates Nut Farm, Valley Center, CA
- 05/27 **Antelope Valley Kennel Club**  
Fri LA County Fairgrounds, Pomona, CA
- 05/28 **San Fernando Kennel Club**  
Sat LA County Fairgrounds, Pomona, CA
- 05/29 **Los Encinos Kennel Club**  
Sun LA County Fairgrounds, Pomona, CA
- 06/24 **Kennel Club of Beverly Hills**  
Fri Cal State Univ. Long Beach, Long Beach, CA
- 06/25 **Long Beach Kennel Club**  
Sat Cal State Univ. Long Beach, Long Beach, CA

### AGILITY/OBEDIENCE/RALLY CLUBS:

- Agility Club of San Diego**  
Meredith Dow, : [mdow999@gmail.com](mailto:mdow999@gmail.com)  
[www.agilityclubsd.org](http://www.agilityclubsd.org)
- Hidden Valley Obedience Club**  
[www.hvoc.org](http://www.hvoc.org)
- Obedience Club of San Diego County**  
Audrie Johnson, [fjohnson@san.rr.com](mailto:fjohnson@san.rr.com)  
[www.sandiegoobedienceclub.org](http://www.sandiegoobedienceclub.org)
- Temecula Valley Agility Club**  
Deb Carlson, [teamgolden101@aol.com](mailto:teamgolden101@aol.com)  
[www.temeculavalleyagilityclub.com](http://www.temeculavalleyagilityclub.com)

### All-BREED CLUBS OFFERING Obedience/Rally/Agility:

- Bahia Sur Kennel Club**  
Georjean Jensen,  
[www.facebook.com/BahiaSurKennelClub](http://www.facebook.com/BahiaSurKennelClub)
- Cabrillo Kennel Club**  
Robin Garcia, [torridon@att.net](mailto:torridon@att.net)
- Del Sur Kennel Club**  
Kathi Horton, [midnitesun@cox.net](mailto:midnitesun@cox.net)  
[www.delsurkc.com](http://www.delsurkc.com)
- Imperial Valley Kennel Club**  
Jennifer Ytulleralde, [mkburk1234@sbcglobal.net](mailto:mkburk1234@sbcglobal.net)
- Mt. Palomar Kennel Club**  
Kitten Rodwell, [flashkatphotos@aol.com](mailto:flashkatphotos@aol.com)
- Silver Bay Kennel Club**  
Michelle Mixon, [michoudogs@aol.com](mailto:michoudogs@aol.com)  
[www.silverbaykc.com](http://www.silverbaykc.com)

## 2015 –2016 AKC Conformation Points Schedule

*The new schedule is effective May 13, 2015.*

1 Point		2 Points		3 Points (Major)		4 Points (Major)		5 Points (Major)	
Dogs	Bitches	Dogs	Bitches	Dogs	Bitches	Dogs	Bitches	Dogs	Bitches
2	2	6	9	11	16	16	21	28	29

Visit [www.jbradshaw.com](http://www.jbradshaw.com) and [www.onofrio.com](http://www.onofrio.com) for a complete list of upcoming shows in our area.

**BCACF ENCOURAGES YOUR PARTICIPATION!**  
(BULLDOG CLUB OF AMERICA CHARITABLE FUND)

**ANASARCA STUDY (WATER PUPPY)**

THE B.C.A. IS ASKING FOR TISSUE SAMPLES  
FOR A PRELIMINARY RESEARCH PROJECT  
ON BULLDOG ANASARCA.

*THE B.C.A.C.F. ANASARCA STUDY WILL  
REIMBURSE ALL SHIPPING COSTS.*



PLEASE DIRECT ANY INQUIRIES,  
OR EMAIL ANY STUDY INFORMATION  
**MICHAEL W. HUGHES, PH. D.**  
**MWHUGHES@USC.EDU**

**CLEFT PALATE STUDY**

THE BANNASCH LABORATORY IN THE SCHOOL  
OF VETERINARY MEDICINE AT UC DAVIS IS  
CONDUCTING A STUDY TO IDENTIFY THE  
GENES RESPONSIBLE FOR CLEFT LIP AND/OR  
CLEFT PALATE IN DOGS.

FOR MORE INFORMATION CONTACT:

**ZENA WOLF**  
**ZTWOLF@UCDAVIS.EDU**

*BCACF IS OFFERING REIMBURSEMENT IN FULL FOR  
THE ANASARCA STUDY AND UP TO \$50.00 FOR  
THE CLEFT PALATE STUDY.*

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# Staying Out of the Doghouse

Bone up on how to reduce your risk of a pet liability claim

BY ROBIN JONES

**F**irst, the good news: The number of homeowners insurance claims nationwide arising from dog bites decreased 4.7 percent between 2013 and 2014, according to the Insurance Information Institute.

Now, the bad news: The cost per claim increased from \$27,862 to \$32,027, up 14.9 percent, likely due to increased medical costs and higher settlements, judgments, and jury awards. And that's not all: Claims related to dog bites and other dog-related injuries made up one-third of all homeowners liability claims in the U.S. in 2014. The total cost: \$530 million.

That means many insurers are more cautious when providing policies for households with dogs. But that doesn't mean you have to find Fido a new home to get homeowners (or renters or condo) coverage. If you have a dog, you can take these steps to reduce your risk.

**DO make sure you're informed.** Insurance policies vary when it comes to dogs. So be certain you know how much liability coverage you have (it's typically between \$100,000 to \$500,000, but you may want to consider higher limits); whether the insurer has a "one-bite" policy (in other words, may cancel your policy after a second bite); and that your policy covers damages for which you may be legally liable (usually medical bills, time off work, pain and suffering, and property damage for anyone your dog injures). In some states, insurers might cap liability related to dog bites; some may exclude coverage for certain types of dogs; or might exclude dog bite coverage altogether. Also, your insurer may view other dog-related losses, such as knocking someone to the ground, in the same way.

**DON'T hide from your insurer the fact that you have a dog.** You could be at risk if there are policy contract exclusions related to dog liability and you are unaware because you didn't reveal you had a pet. Along the same lines, don't forget to update your insurance if you get a new or an additional dog—issues could arise if your policy isn't current. Some insurers even exclude and/or limit liability coverage on all domestic pets, including dogs or certain breeds of dog.

**DO enroll your dog in an obedience course.** Some insurers require this. But even if they don't, it's a good idea. Think of it as preventive care: If your dog is well behaved and obeys your commands, it'll be less likely to bite or jump on people. Try to provide your dog with opportunities to socialize with people and other dogs; this will help it learn to be friendly, rather than aggressive, with strangers who approach.

**DON'T let your dog interact with people unsupervised.** You know your dog best. As long as you're present, you can tell a friend or stranger to stop doing that thing that annoys your dog before your dog reacts. You can also wrangle your dog and help it settle down if it's getting too aggressive. Also, if your dog spends part of the day unsupervised in your yard, secure your fence so that it can't escape.

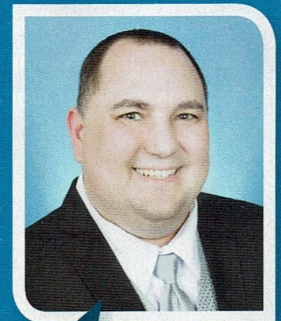
**DO keep a medical file on your dog.** In the event that your dog bites someone, producing current vaccination records is essential.

Your insurance agent can provide more information. Stop in at your local Auto Club branch, call (855) 222-5012, or go to [AAA.com/insuranceinfo](http://AAA.com/insuranceinfo).



## Ask an Agent

**Q.** If my dog injures someone beyond my property line—at a park, for instance—would my homeowners insurance cover the claim?



**A.** Yes. In most policies, liability coverage applies to accidental occurrences that result in bodily injury or property damage, on your property or off premises. It will typically pay for damages that you become legally liable for up to the limits of liability on your policy, subject to any potential exclusions. It's always a good idea to review your policy for terms, conditions, and exclusions.

—Brad Morgan  
AAA insurance agent

# UPCOMING EVENTS ...

## 2016 Annual Specialty Show

Combined show with Pacific Coast Bulldog Club

April 7 - 10, 2016

Double Tree by Hilton San Bernardino

San Bernardino, CA

See the show flyer for details.



Get Yer Motor Running,  
Head Out On the Highway,  
Lookin' for Adventure,  
In whatever Comes Our Way ...  
**BORN TO BE WILD!!!**  
Rumble on down to San Bernardino for  
a smoking' good time!

## Monthly Meeting Schedule

Our meetings are scheduled bi-monthly on even months of the year, at the Veterinary Specialty Hospital in San Diego. Members and Non-Members are welcome! If you'd like to have something on the agenda, please contact our club Secretary.

2016 Schedule:

- February 17
- April 20
- June 15
- August 17
- October - to be determined
- December - to be determined

**Veterinary Specialty Hospital**  
10435 Sorrento Valley Rd  
San Diego, CA 92121  
858-875-7500  
Meetings begin at 7:00 pm



# GOOD DOG TRAINING CORNER



## SPRINGTIME IS FOR PUPPIES! CONSIDER THE AKC "STAR PUPPY" PROGRAM

The AKC S.T.A.R. Puppy is an exciting program designed to get dog owners and their puppies off to a good start. The AKC S.T.A.R. Puppy Program rewards responsible owners who take the time to train and socialize their new puppies. The program is a natural pre-cursor to the AKC Canine Good Citizen test. "S.T.A.R. stands for Socialization, Training, Activity and a Responsible owner.

### THE BENEFITS OF TRAINING

Training classes teach you how to best communicate with your puppy. Organized training classes also provide an opportunity for your dog to socialize with other dogs. In classes aimed at earning the AKC S.T.A.R. Puppy distinction, you'll be able to get information on all of your puppy-raising questions including house-training, chewing, and the most effective way to teach practical skills such as coming when called. AKC S.T.A.R. Puppy training is a natural lead in to the AKC® Canine Good Citizen® Program.

### HOW IT WORKS

When you complete a basic training class (taught by an AKC Approved CGC Evaluator) with your puppy (up to 1 year old) your puppy is eligible to be enrolled in the AKC S.T.A.R. Puppy Program.

You'll attend any puppy or basic training class at least 6 weeks. Your instructor will administer the AKC S.T.A.R. Puppy test at the end of the course. Upon passing the test, you'll get an application to send to AKC® for enrollment in the AKC S.T.A.R. Puppy Program. All dogs are welcome to participate in the AKC S.T.A.R. Puppy Program including purebreds and mixed breeds.

Your puppy will receive the AKC S.T.A.R. Puppy Medal (for display or memento purposes; not suitable as a collar tag). You and your puppy will be listed in the AKC S.T.A.R. Puppy records. In addition, so that you can continue learning, you'll receive our AKC S.T.A.R. Puppy package that includes:

- A beautiful, frameable certificate designating your puppy is in the AKC S.T.A.R. Puppy records at AKC
- AKC Puppy Handbook, a valuable resource
- Discount to enroll in AKC Reunite, a 24-hour recovery service
- Ongoing Monthly Email Newsletter: Your AKC. This includes training tips and up-to-date information every dog owner needs to know. We want you and your puppy to continue learning beyond puppy classes.

For more information on this program, please visit the AKC website at <http://www.akc.org/press-center/press-releases/akc-announces-new-akc-star-puppy-program/>



# SOUTHERN CALIFORNIA BULLDOG RESCUE

We are a 501(c)3 non-profit organization  
Tax ID #20-8382808

[www.socalbulldogrescue.org](http://www.socalbulldogrescue.org)

How can you help Southern California Bulldog Rescue, you ask? There are several ways you can support bulldog rescue even when you don't have the time, space or are not located in the areas we need hope the most.

## Support – Ralphs Rewards Card

Don't have time to volunteer, but want to make a difference in the lives of animals? It's as easy as shopping for groceries and swiping your Ralphs Club card! *Ralphs Supermarket recently launched its new Ralphs Rewards program to support charity programs in our communities. Southern California Bulldog Rescue is signed up as a charity program for bulldog adoptions, spay/neuters, educational programs and outreach efforts to end pet overpopulation.*



If you do not have a Ralphs Reward card, it is a great time to START! Cards are available at the customer service desk at any Ralphs, or just register online at [www.ralphs.com](http://www.ralphs.com), click on community contributions, then click on participants and add Southern California Bulldog Rescue (# 84547).

ALL participants are required to register for the new term once a year and renew every September. Ralphs REWARDS CARDS can only be used at Ralphs stores. Every time you shop, the store will donate a percentage of your total receipt to rescue in your name. Doesn't cost you anything and rescue gets badly needed funds. *Southern California Bulldog Rescues Sign Up number is 84547.*

Can you think of an easier way to help the animals who cannot help themselves? We all need groceries, and by swiping your card for So Cal Bulldog Rescue, you'll do so much more than just purchase food. You'll help save a life.

## I-Give

If you are an internet shopper on a regular basis or just once in a while, doing your shopping though the I-Give site is where retailers make donations to Southern California Bulldog Rescue. You can find everything from offices supplies, clothing, flowers arrangements and many of the most popular retailers. [www.igive.com](http://www.igive.com)



## Cars for Causes

Do you have an extra car, boat, RV or motorcycle you want to donate and help support SCBR? We're happy to be part of Car for Causes, too. Call them and let them do all the work for you and tell them you want to support So Cal Bulldog Rescue. [www.cars4causes.net](http://www.cars4causes.net)



## Good Search

Surfing the internet or doing research can support bulldog rescue, too. Doing your web surfing earns SCBR a few pennies every time you start surfing the net at Good Search. In some cases, if you make purchases during your search, they, too, will generate donations to SCBR. [www.goodsearch.com](http://www.goodsearch.com)



## Amazon Smile

If you use Amazon.com regularly, you can help us while you shop! Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice. AmazonSmile is the same Amazon you know. Same products, same prices, same service. Support your charitable organization by starting your shopping at [www.smile.amazon.com](http://www.smile.amazon.com).



## BarkBox

When you sign up for BarkBox, every month you will receive a box in the mail with four or more carefully selected products and presents for your dog – anything from toys, bones and all-natural treats to hygiene products and innovative new gadgets! A portion of proceeds from each box will go to help SCBR.



Use our code SOCABBX1 to get \$5 off your order and a \$15 donation to our rescue!



### Application for Membership

Becoming a member of the Bulldog Club of Greater San Diego is easy! You can download an application from our website:

[www.sdbulldogs.org/membership.html](http://www.sdbulldogs.org/membership.html).

Once completed, bring to the next scheduled meeting. Annual dues are \$20 per person or \$30 per couple in the same household.

### New Folks Applying for Membership:

Francisco Perez

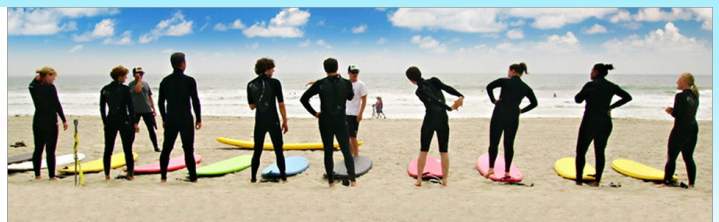
(missed posting in last newsletter, sorry!)

### Welcome New BCGSD Members!

Francisco Perez



## Bulldogs On The Go ...



Beach weather is coming! Teach your dog to 'Hang 20' with a private surfing lesson by the guys at Coronado Surfing Academy. For \$80, you and your dog will get a private lesson on one of the popular beaches in the San Diego area.



116 B Ave  
Coronado, CA, US 92118  
(619) 293-3883  
Hours: 8:00 am to 5:00 pm  
Cost: \$80.00  
[info@coronadosurfing.com](mailto:info@coronadosurfing.com)  
[www.coronadosurfing.com](http://www.coronadosurfing.com)



Rosie Verdugo, Secretary  
THE BULLDOG CLUB OF GREATER SAN DIEGO  
4950 Vvada place  
San Diego, CA 92116  
Phone: (619) 281-6277  
Email: inarose@mindspring.com

**Wednesday, February 17, 2016 MEETING**

Board Meeting, Call to Order

**CALL TO ORDER** by Derek 7:18pm

**ROLL CALL**

	Present	Call-In	Absent
Derek Rasmussen, President	<u>  X  </u>	_____ -	_____
Amber Vallejo, Vice-President	<u>  X  </u>	_____ -	_____
Susan Rohringer, Board Member	<u>  X  </u>	_____ -	_____
Gay Lewis, Treasurer	<u>  X  </u>	_____ -	_____
Laurie Nack, Board Member	_____	_____ -	<u>  X  </u>
Rosie Verdugo, Secretary	<u>  X  </u>	_____	_____

Guests present:

Janice Hochstetler  
Cindy Liebeck  
Francisco Peretz – newest member

**AGENDA**

**President's Report – Derek.** Derek reported that the club is in good shape. We are in good standing financially going into the show in April.

**Vice President's Report - Amber.** Amber deferred her report to later during discussion of the April Specialty

**Treasurer's Report – Gay.** Gay - We have \$5,395.23 in our account after the payment of \$750 for the April show site and \$875 for the medals. Amber has ordered the beautiful medals and they are a long term purchase. They will last us for several years.

Approval for Donations to the Following Clubs for Trophy and Catalog.

- Phoenix BC
- PCBC
- Mother Lode BC
- BCNC
- Las Vegas BC



Rosie Verdugo, Secretary  
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**Wednesday, February 17, 2016 MEETING**

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Motioned Derek /Rosie and all agreed to a \$50 trophy donation and a \$50 Catalog ad for the above Clubs (these are small clubs and really need support). Most have supported our club with an ad in the past.

We are going to try to advertise our show in the Phoenix flyer - see if we can split with PCBC

**Secretary's Report - Rosie.** none

**OLD BUSINESS:**

**Placement Banner for Ring – Cindy Liebeck**

Cindy will purchase banner - approximately 20 ft long x 2 ft ht with grommets. She guesses the price will be \$100-200. Need to clean up the logo - has a shadow. Then will put a large logo on each end.

Also maybe need to invest in accordion fencing like AKC??

**Supported Entry for Silver Bay Kennel Club – Gay.**

Booth Decorations - took a 4 ft table instead of using their 10 ft table - used flags for decorations. Red British phone booth. Couch covered in red tablecloth for photos with bulldogs.

**Ribbons/Medals for Specialty** - Ribbons for Specialty - Rosie embroidered the ribbons for the medals.

It was a Major in Silver Bay for bitches

**New Member Applications** - Francisco Peretz - already approved. This meeting met his attendance requirement.

Lives in Escondido. Purchased his bulldog from a breeder in Mexico City. Has a 3 year old daughter (Yay for Laurie's girls! More kids to play with at parties! ) Wants to learn more about the bulldog breed. Welcome Francisco!!

**NEW BUSINESS:**

**2016 Specialty Show – Amber.** Thursday awards will only be Medals - and generic ribbons.

The medals are coming.

We will only have coffee in the a.m.

Trophy donations are coming in

All judges are confirmed and 2 more flights need to be booked

Have tons of supplies for the Raffle table including tickets for Sea World.

Derek will administer raffle table at the show

We are giving Pens for Judges' gifts. (PCBC is doing Amazon Sticks as Judges' gifts)



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Susan is organizing Trophies - Friday morning will be framed vintage Pictures  
Friday afternoon will be really nice Crate Pads  
Exhibitor bags as prizes and trail mix in jars too (people really liked last time)  
Considering a Bulldogger Ad - as prize

**BCA Bulldog Color Dilemma – Susan – BCGSD member** Susan Rohringer is a member of the **BCA Standard Revision Committee**. Thank you to Susan for providing us with the information and discussion on this important motion to revise the Bulldog Standard. In 1992, the AKC asked all parent clubs to review the colors that were used with some frequency and designate the colors as either Standard or Alternate. BCA did this but non-Standard colors were not a problem in 1992. Colors that result from impure breeding have become a big problem. The BCA National Council approved a Standard Revision on coat color and patterns and eye color at the 2015 National Council meeting. The revision is to clarify and correct Bulldog coat colors and patterns and to make non-Standard coat colors and eye colors a Disqualification This Revision request has already been submitted to AKC, and upon their approval, the revision will be put to the BCA membership for a vote. For the Standard Revision to be implemented, they need a 2/3 majority vote of the membership respondents in favor of this revision.

**Fundraising for National Show 2019 – BCA Letter encouraging hosting a generic fundraising show** - tabled until after the Silver Bay show. BCNC is doing it this year. We have 3 years to do ours.

**Specialty 2017 Location** - There was discussion that we may not have another Combined Specialty with PCBC. PCBC will decide if they want to have another show with us after the April show. Cindy suggested we think about how we can possibly partner with a different club. There was some discussion about Vegas (Nevada has the lowest member counts), Arizona or possibly even Silver Bay. We might possibly do 2 shows in one day or 4 shows in 2 days. Amber just can't do a show out of San Diego County - too hard with a small child.

**Speakers for Meetings** – Members would really like more info on reproductive services. Amber suggested a dog trainer – maybe dogs with Dave. We might also want to get him for one of our parties to do drills as an activity.

**Del Mar Fair 2016 Booth** - Derek will get us our date for the fair booth.

MEETING ADJOURNMENT: Adjourned at 9:18 PM  
Motion to adjourn called by: - Amber/Susan