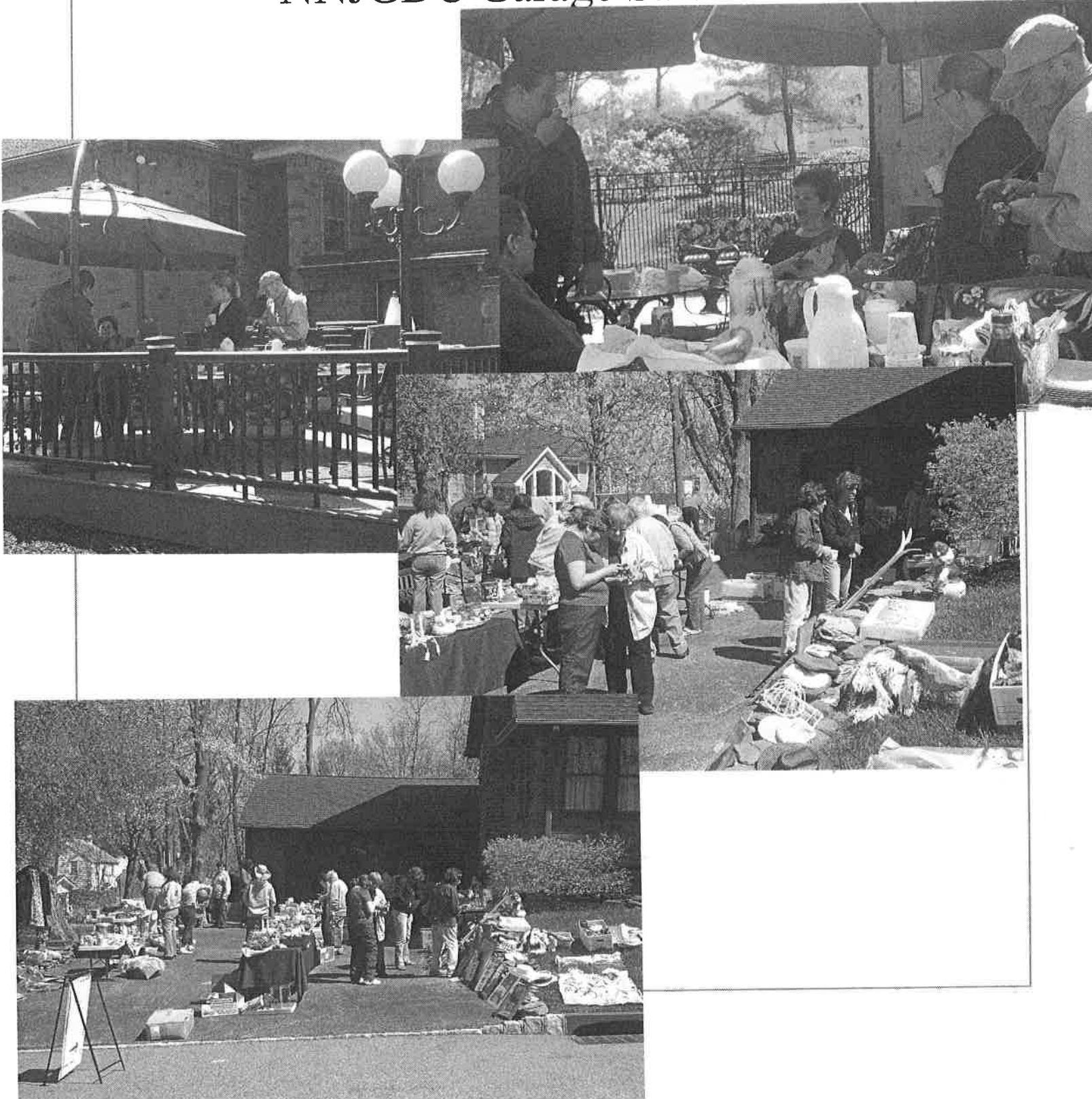


Northern New Jersey Great Dane Club

JUNE 2013

2008-2013

NNJGDC Garage Sale 2013



OTHER CLUB NEWS

My name is Wanda Golden and I'm the treasurer for the Great Dane Club of Lehigh Valley, LLC. Our club is holding a raffle for a unique queen size quilt with a Great Dane head motif. The squares were designed and made by Karen Lozenski (Thread Heads) and myself. We then took the squares to a local Mennonite family who creatively sewed them together and stippled the quilt for us. The pictures really do not convey how gorgeous the finished product is. It is truly a genuine quilt from here in the *heart* of Pennsylvania Dutch Country!

Proceeds from the raffle will benefit the programs we support. The drawing will be held December 15th, 2013. The winner will be notified by phone and the quilt will be mailed to them.

Tickets are \$10 each or 3 for \$25. If anyone wishes to purchase a ticket, please send a self-addressed stamped envelope to:

GDCLV, LLC
c/o Wanda Golden, Treasurer
1795 Brad Lane
Bethlehem, PA 18015

Include buyers NAME, ADDRESS, PH# and EMAIL. PLEASE DO NOT SEND CASH. I will fill out their ticket and return the stub to them. Please feel free to contact me if you have any questions. Hope to see you and many of your club members at our Specialty August 2nd and 3rd!

Danefully,
Wanda Golden

Northern New Jersey Great Dane Club Officers 2013

President
Jeffrey David Ball
jeffbetsyball@yahoo.com

Vice-President
Cathy Dlugosz
cathydlugosz@aol.com

Treasurer
Diane Bocian
desiree92@embarqmail.com

Corresponding Secretary
Mary Fran Cini
Danemom1111@aim.com

Recording Secretary
Kira Wright
bbtherapydogs@gmail.com

GDCA Delegate
Jeffrey David Ball
jeffbetsyball@yahoo.com

Board of Directors

2010 – 2013
Gay Ann Wayne
Teebear15@aol.com

2011 – 2014
Ken Bocian
desiree92@embarqmail.com

2012- 2015
David Litke
litked@gmail.com

Rose Ann Tucker
Roset3labs@verizon.net

Donna Stuermer
donnastuermer@aol.com



NORTHERN NEW JERSEY GREAT DANE CLUB

Website <http://NNJGDC.org>

Will be Participating in
AKC MEET THE BREED

on

Saturday and Sunday
September 28 and 29, 2013

At the Javits Convention Center
New York City

We will be representing NNJGDC and GDCA. If you are interested in assisting, please let Jeffrey Ball know so that we plan a schedule to accommodate everyone. **Mid Atlantic Great Dane Rescue League** will also be there with us. Please come join us!

For any questions or to schedule a time, please contact David Litke via the yahoo group.

Northern New Jersey Great Dane Club
Minutes from the May 15, 2013
Membership Meeting
Cielo Restaurant
168 Passaic Avenue
Fairfield, New Jersey

The meeting was called to order at 7:50 p.m. By Jeffrey D Ball.

Members in attendance (17): Mary Fran Cini, Cathy Dlugosz, Jeffrey D. Ball, Ken Bocian, Diane Bocian, Kira Wright, Diane Huser, Vernest Kazer, Carol Farro, Jack Keenan, Jean Snyder, Rose Ann Tucker, Mitch Archer, David Litke, Donna Stuermer, Deema and Zuzanna Kounin
(Please double check)

Guests in attendance (2): Nicole Bocian, Roxanne Bocian

I. Minutes- There were two amendments to the meeting minutes. Diane Bocian is assisting David with the food, not Donna

Raritan Valley National should have been called Raritan Valley Specialty

II. Corresponding Secretary – Thank you letters were read from
Humane Society of Atlantic County
SAVE
ASPCA of Monmouth County

III. Recording Secretary- No Report

IV. Treasurer- Diane B. reported an opening balance of \$6728.96 with deposits from iGive and dues (\$76.12) gives us \$6805.08

V. Committee Reports-

Memberships- There is no outstanding applications.

Sunshine- No Report

Therapy-. No Report

Match Show- Jean and Mary Fran report - The flyer for the match show appeared in the newsletter and distributed well. We are all set and permits are in place. There was a change to classes as per AKC, 12 – 18 month instead of 12 – 15 and 15 – 18. Judges are set and

NORTHERN NEW JERSEY GREAT DANE CLUB

will be arriving the night before and staying on Mary Fran's property. Jack was now available to assist with photos. Jean passed out assignment reminders to the members. David and Diane passed out cards with food reminders. Members should plan to arrive by 8:30 a.m.

Rescue- Mary Fran reported that they had two nice adoptions returned but have now gone to nice homes. Two more rescues coming in. Dr. Briggs has one in North Plainfield.

Fund Raising- T*Fund Raising- We raised \$1047.85. from the yard sale. We will have another garage sale on July 27th. Next Garage sale will be at Jeffrey's house in PA. I-give is up to \$900.

Health and Welfare- Cathy saw a holistic Pet Care vet, Jill Elliot DVM. Cathy will look in to having Jill Elliot, DVM come to talk to the club sometime in June.

VI. Unfinished Business:

Cloths drive was well received at the Raritan Show. There were many young handlers.

National Specialty- Next national meeting is August 17th.

Meet the breeds will be on September 28th and 29th at the Javits Center. Our club would like to handle it and we are waiting on a response from the GDCA

VII. New Business:

Legislate issues- The Ridgewood Responsible Pet Ownership Committee had a free Microchip Clinic before our meeting and it was well received.

Cathy made the motion to hold our next meeting at the same location. David seconded and it unanimously approved.

There being no further business, Mary Fran moved to adjourn. The motion was seconded by Vernest and unanimously approved and the meeting was adjourned at 8:45pm.

Respectfully submitted,

Kira A Wright

Recording Secretary

With assistance from Cathy Dlugosz

CHAIRMAN'S REPORT

-- Creating a New Conversation --

New York, NY - Given that I spent nearly 45 years in the advertising agency business, it shouldn't come as a surprise that one of my favorite TV programs is "Mad Men" - the quintessential show about the advertising business in the 1960s, a time I remember well. One episode involves the proposed demolition of Penn Station and the construction of Madison Square Garden, which at the time was a hotly contested action.

Don Draper, the creative director of the agency, gives a pep talk to the hesitant client from Madison Square Garden, who was battling protestors against the plans to tear down Penn Station and build the Madison Square Garden we all know. Draper's advice was simple, but powerful - "If you don't like what they're saying, change the conversation."

That is certainly timely advice for the American Kennel Club. Today, I will share important steps we have taken to create that new conversation and, in turn, a new understanding of who we are, what we do, the dedication of responsible breeders, and the unique aspects of purebred dogs.

In March, I reported we were committed to strengthening our public outreach, starting with creating an engaging and effective social media platform. Christopher Walker joined us in March to spearhead that effort. His performance has been more like a battering-ram moving us forward with lightning speed. At that time, we had about 100,000 likes on Facebook and about 4,000 engaged participants - and engaged participants is the true measure of the health of a brand.

Now, just 90 days later, we have almost 370,000 likes and 80,000 engaged people. While HSUS has many more likes, they only have 28,000 engaged participants. What does all that mean? Those that are with us are really with us. Supporting the AKC, talking about us, and passing along items from our Facebook page. In addition, we now have a blog which the AKC team created in a couple of hours on Good Friday and the blog has currently received over 130,000 visitors. The last piece of that puzzle is the AKC website. Chris' team is working to make it significantly more user-friendly and interesting, particularly for the general dog-loving public. As they say, "watch this space" for change you will like.

Concurrent with our expansion of AKC's social media presence and outreach, we began an extensive review of public relations/public affairs agencies. The goal of that search was to determine a partner possessing the resources, expertise, and passion to create a new, exciting and engaging dialogue for the AKC. The team included me, Bob Amen, Dennis Sprung, Daryl Hendricks, Lisa Peterson, and was led by Chris Walker. We are very fortunate to have had Bob Amen's guidance throughout the process. His experience, knowledge, and insightful observations were of invaluable help.

The 90-day review started with a field of 19 and included in-person visits, conference calls, interim presentations, and final presentations. The participants covered both large and mid-size companies with a common thread being their strong desire to work with us.

Throughout the process one company stood out at every step and we are pleased to announce that we have unanimously agreed - and have retained Edelman as our new public relations partner,

effective immediately.

Edelman is the world's largest public relations firm, with 4800 communication experts in 67 offices worldwide. Edelman combines the power of their size with the nimbleness and innovation we require.

They pioneered the first media tour; they were the first to apply public relations to building consumer brands; they conceived the first corporate citizenship program, and they were the first PR firm to establish a presence on the Web. Each achievement is directly linked to their entrepreneurial culture. Today they represent an impressive roster of global clients, including AstraZeneca, eBay, GE, HP, Microsoft, Shell, Starbucks, and Unilever.

They demonstrated a distinct understanding of our challenges and opportunities; unique capabilities in grassroots communication and mobilization; deep expertise in digital public affairs; effective legislator communication, and strong belief in the mission and work of the AKC. The team we will be working with consists of experts in a variety of disciplines, each with a purebred dog at home-one whose mother is a Breeder of Merit -and the leader of the team was formerly the spokesman for the NRA. The team works from the Edelman New York and Washington, DC offices.

Edelman will be assuming all the duties formerly performed by Rubenstein in addition to new responsibilities for public engagement to communicate our Good Works, promote purebred dogs, de-stigmatize responsible breeders, help achieve fair legislation, and promote AKC thought leadership.

In addition, Edelman has the experience and the expertise to anticipate, monitor, and respond to news attacks from the opposition or other threats to AKC's reputation 24/7. The key here is "anticipate" - something we will become expert at in short order. We have some other plans, but I believe HSUS and ASPCA are some of the most avid readers of our reports, including this one. So, rather than reading about our plans, they can enjoy experiencing them instead.

One final point. I always admired the writings of Harvard philosopher William James on pragmatism and truth. I was particularly inspired by one thought he had - "Act as if what you do makes a difference. It does." That is good advice for all of us to take to heart. I know you and your clubs are doing interesting and exciting things in support of our Good Works and purebred dogs. We need to know about those efforts and make them part of our new conversation with the public and our legislators. Please, send that information to Stephanie Smith at SXS2@akc.org and be a part of helping shape the destiny of the AKC and purebred dogs.

Your comments and suggestions are most welcome atk@akc.org.

Sincerely,
Alan Kalter
AKC Chairman

How to Limit Your Liability If Your Dog Bites

By Dr. Christopher J. Allen, JD

Dog bites happen to 4.7 million Americans each year. Last week was National Dog Bite Prevention Week.

It has always been a smart idea to keep proper control of your dog both indoors and outside the home, but new developments in the law now make that good habit a vital aspect of personal responsibility. In the past a minor dog (or cat) bite might have resulted in an argument with a neighbor or a small cash settlement with a stranger. Recent cases and legislation, however, mean that these sorts of bites can have serious financial consequences for a pet owner.

What's the big deal about animals biting people and other animals? Isn't it just a quick trip to the walk-in clinic along with a corresponding apology? That thinking is *sooo* outdated. In today's world of litigious folks, aggressive attorneys and new theories of recovery, there is real money available to animal bite victims and their legal counsel. And many people out there are ready and willing to take advantage of that unexpected cash. So how should you protect yourself? What is the best route to follow should your pet bite one of your guests or run off and nip an innocent bystander?

Trade Detailed Identification Information

Once your dog has bitten the person or pet of another, there is no point in trying to avoid responsibility. Instead, stepping up and demonstrating genuine compassion for the injured party is a much more effective strategy. First, it is simply the right thing to do. Second, it is the best *legal* strategy.

Bite cases frequently lead to personal injury trials and/or insurance settlements. If evidence emerges that the dog owner deliberately tried to stonewall the victim's request for his identity or that he simply walked away from the scene, his insurance company may end up having to pay even more. Should a trial ensue, such evidence looks terrible; juries get very generous when they hear proof that a dog owner tried to "leave the scene of the accident."

Contact Your Insurance Agent Immediately

Many homeowner insurance policies and some renter's insurance policies cover dog bite claims up to certain limits. If the injuries involved are minor, a policyholder may or may not decide to make an insurance claim for monies owed to a bite victim. But keep in mind that if an insured individual fails to report the incident to his agent in a timely fashion, he may later be unable to receive reimbursement or even make a belated claim.

If your dog bites someone and you notify your insurance agent right away, he can advise you of any policy-related time limitations. If the bite turns out to be very minor, (for example, costs less than your deductible) you can decide to pay money "out-of-pocket" and skip the insurance paperwork (with the possible subsequent increase in your premium).

But if you *do not* notify your insurance agent or insurance carrier of the event, you may be out of luck when a minor skin injury turns into a horrific nonhealing wound because the victim happened to be diabetic, immune-suppressed, or allergic to antibiotics.

Encourage Medical Attention

As the owner of a dog who bites an innocent person, you have a vested interest in that person recovering from the bite as quickly and as completely as possible. What you *do not* want is for a simple bite to turn into a medical catastrophe if not treated appropriately and rapidly. If the victim admits that he won't seek professional medical attention (perhaps because of a lack of health insurance), you should contact your insurance company and your lawyer immediately. They may or may not consider suggesting that you somehow contribute financially to permit quick treatment of the injury, depending on circumstances.

Consider Getting a Police Report

Though it may seem counterintuitive, calling the police to take an accident report at the scene of a dog bite can be a good idea. Realistically, an owner of a biting pet should and inevitably *will* be held legally and financially accountable for the attack. But the animal's owner should not have to pay any *more* than what is legally owed. In today's "get something for nothing" world, it is not uncommon for persons injured on the job or in an accident to try to "milk" the injury into an unjustifiably large settlement or a long period of "disability" payments.

An on-site police report can actually be helpful and keep a victim from successfully claiming injuries and complications that could not possibly have been a result of the dog bite. It also proves that the dog owner stayed around to make sure that the victim's medical needs were documented.

Maintain Available Vaccination Records

It is bad enough having your dog bite a member of the public. It's even worse to end up with your dog getting arrested and hauled off to the doggie lockup because you can't get your hands on proof of vaccination.

And heaven forbid your dog should bite somebody, say, on the Friday of a Monday holiday weekend: If you personally possess no rabies vaccination proof and your veterinarian and town clerk are closed for the long holiday, you don't even want to imagine the liability should the victim have to begin antirabies therapy as a result of your negligence.

Offer to Pay Directly for Care

In today's bad economy, not every pet owner has the up-front cash to have his pet cared for immediately after a serious attack by someone else's dog. And if the injured pet's owner takes her animal to a veterinary clinic, that office probably won't be willing to accept a vague promise by an owner that "someone else" is responsible for necessary emergency surgery.

Therefore, it is good policy to advise the owner of any animal attacked by your dog that you have a cell phone number and a credit card available to any veterinarian who agrees to perform emergency care on the victim animal. Never give out your credit card information to the pet owner; instead provide appropriate identification and the assurance that you will pay for reasonable treatment at a nearby veterinary hospital once that office calls to explain what care needs to be done.

Be Aware of New Theories of Liability

Some dog owners believe that they don't really have too much to worry about if their dog has an inclination to bite. For example, if the dog is a small breed, they may not think anybody could be injured very much by his tiny little chompers. Some owners don't worry because their dog never bites people, though she does tend to be aggressive toward other dogs and cats.

Here is a bit of important legal news for such "pet owners in denial": New legislation and court decisions have broadly expanded the liability of owners of biting dogs. Some courts also have been awarding noneconomic damages to dog bite victims, (so-called "pain and suffering" awards) which can go well beyond the payment of lost wages and medical care attributable to the bite.

More recently, some courts and legislatures are allowing legal claims by spouses of injured victims for bite-related expenses such as days taken off from work to drive a wife to doctor visits. There are even courts that are considering claims by pet owners for pain suffered *by their pets* when they are bitten by a dog belonging to someone else. Finally, some states are allowing owners of pets maimed or killed by somebody else's dog to recover for *the pet owner's sadness, angst and emotional distress* allegedly resulting from injuries or death of their beloved pet.

Remember: Limit Your Liability

Trust me, as a practicing lawyer and veterinarian for over 25 years, I can tell you that jury verdicts based on *these sorts of legal theories* have the potential to add up to much more than your homeowner's policy or your rainy-day fund can pay. Do everything you can to keep your pet from being in a situation where he could bite someone else or another pet. If the worst does happen, take all necessary steps to do the right thing as well as to limit your potential liability.

NORTHERN NEW JERSEY GREAT DANE CLUB

**Northern New Jersey Great Dane Club
Membership Application**

NAME: _____ TELEPHONE:(home) _____
 (work) _____
 ADDRESS: _____ (cell) _____
 (fax) _____

CITY, STATE, ZIP: _____ E-MAIL _____

Are you a member of the Great Dane Club of America? Yes No
 Are you 18 years of age or older? Yes No

List other All-Breed or Specialty Clubs to which you now belong or have belonged and offices held (if any): _____

If elected to Membership, are you be willing to serve on a Committee(s): Yes No

Committee(s) interested in working on: (please check ANY of interest)

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Advertising/Catalog | <input type="checkbox"/> Dinner Arrangements | <input type="checkbox"/> Membership | <input type="checkbox"/> Publicity |
| <input type="checkbox"/> Audio/Photography | <input type="checkbox"/> Obedience Classes | <input type="checkbox"/> Roster | <input type="checkbox"/> The Newsletter |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Historian | <input type="checkbox"/> Pet Therapy/Health | <input type="checkbox"/> Show Handling Classes |
| <input type="checkbox"/> Breed Trophies | <input type="checkbox"/> Match Show | <input type="checkbox"/> Point Show | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Budget / Audit | <input type="checkbox"/> Material/Property | <input type="checkbox"/> Programs | <input type="checkbox"/> Sunshine |
| <input type="checkbox"/> Community Service | <input type="checkbox"/> Meeting Hospitality | <input checked="" type="checkbox"/> Public Education | <input type="checkbox"/> Web Site |
| <input type="checkbox"/> Phone Tree | <input type="checkbox"/> Librarian | | |

If elected to Membership, I hereby agree to abide by the Constitution and By-Laws of the Great Dane Club of Northern New Jersey and the Rules and Regulations of the Great Dane Club of America and American Kennel Club.

Signature of Applicant _____

Annual Dues, check application box

ONE time Application Fee: \$10.00
 Individual Membership \$25.00
 Two Members of Immediate Family \$40.00
 Junior Membership \$10.00

Note: 1) Application fee must be included with membership application and is not refundable.
 2) Annual Dues should not be paid until membership is accepted.

Sponsorship

Name of Sponsor _____

Signature of Sponsor _____

Length of time known _____

There must be two sponsors from different families for each applicant.
 Letters of Recommendation from each Sponsor must accompany this application.
 Please forward completed application along with application fee to:

FOR CLUB USE ONLY

Received by Membership Chairperson _____

Read at meeting _____

Voted on: _____

Notice to membership _____

Accept Decline

DATES to REMEMBER

Membership meeting

JUNE 19th, 2013

7:30 p.m.

Cielo Restaurant
168 Passaic Avenue
Fairfield, New Jersey
(Same Location as last month)

We look forward to seeing you at the meeting!

**NNJGDC
11 Pershing Avenue
Ridgewood, NJ 07450**

FIRST CLASS MAIL