

**Border Terrier Club of America  
Policies and Procedures Manual**

**General and Public Education Committee**

**General and Public Education Committee - Job Description**

**General Education Committee:**

To provide prospective buyers and current owners with educational and informative resources on the Border Terrier.

To maintain and send the Border Terrier in Brief Information Packet.

To prepare an annual report for the BTCA Board, General Meeting and the Borderline.

Main responsibility:

**The BTCA information packet.**

The packet for prospective owner inquiries consists of nine items, which are assembled in the following order

- (a) The Border Terrier in Brief (BTIB)
- (b) Greeting letter from the GEC -inserted inside front cover, face out, with top towards binding of BTIB- can be reproduced in bulk
- (c) AKC Pamphlet, Choosing the Right Breeder - can be reproduced in bulk
- (d) AKC Pamphlet, Thinking of Buying a Dog - can be reproduced in bulk
- (e) BTCA Information Leaflet - content changes, reproduce in smaller quantities
- (f) BTCA Grooming Guide- can be reproduced in bulk
- (g) BTCA Ethical Standard- can be reproduced in bulk
- (h) Border Terrier Breed Standard -can be reproduced in bulk

Items (c) thru (h) are assembled together in the above order, and inserted, right side up, into the middle of the BTIB. In the Greeting letter from the GEC we want to encourage the reader to read all the information BEFORE going to the breeders' directory on the website.

The GEC Coordinator will maintain the GEC greeting letter and BTCA Info sheet originals and will make changes/revisions as needed.

**NO ORDER IS EVER SHIPPED WITHOUT PAYMENT FIRST!**

The collated packet is then inserted into a 6 x 9 envelope. The envelope has the GEC return address label and appropriate postage.

The receiver's address is clearly printed on the envelope.

If an order is placed with a ##10 SASE, return the SASE inside the BTIB envelope.

**For bulk quantity orders:**

All of the above information is included in the same order and prepared in the same manner inside the BTIB, omitting the Breeders' Directory, and use of an individual envelope for each BTIB. All bulk orders received thus far have been from breeders for their prospective puppy buyers and they have no interest in offering the Breeder's Directory. Assemble each BTIB before sending to the breeder because we want to be sure the buyer receives all the information and the best way to insure that is to assemble it all before the breeder receives it. Depending upon the size of the order, BTIBs should be mailed in a sturdy envelope (Tyvek) or box, and mailed USPS BOOK rate.

Bulk orders will also be requested by the membership coordinator, for the new member packets. These orders should be preassembled as well. In the case of split orders, send an assembled "model" in the order for the coordinator to refer to when she puts the new member packets together.

**Individual Orders – Written Request:**

If a written request is sent in the mail without payment, a postcard is sent to the person who mailed the request. The postcard has the GEC return address label on the sending side, and on the message side the postcard says:

**The Border Terrier Club of America**

Due to increasing costs of publication and postage, the BTCA has been forced to charge  
\$5.00 for the Border Terrier Information packet. Please send \$5.00 cash, or a check,

In US Funds Only made out to BTCA, to the address below.

Thank you and we apologize for the inconvenience.

Name of GEC Chairperson

Address

Phone Number

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### **Individual Orders – E-mail Request:**

In the case of email inquiries the following should be considered the minimum response, but the GEC may elaborate on the packet with a post/letter approved by the BTCA Board

*"Dear*

*We encourage you to order the Border Terrier Club of America information package.*

*Everything in the packet has been carefully selected to help you decide if the Border Terrier is the right breed for you and to assist you in selecting a reputable breeder. It includes:*

*The Border Terrier in Brief (BTIB) a factual description of the breed.*

*AKC Pamphlet, Choosing the Right Breeder*

*AKC Pamphlet, Thinking of Buying a Dog*

*BTCA Information Leaflet including Regional Club and Border Terrier Publications information*

*BTCA Grooming Guide*

*BTCA Ethical Standard*

*Border Terrier Breed Standard*

*This is package is available for \$5.00 (US Funds Only) from me at:*

*(GEC's name and address)*

*Please make checks out to BTCA.*

*Good luck. Best Regards,"*

The GEC Coordinator will maintain a BTCA bank account and immediately deposit checks received. Upon clearance of these checks, materials will be sent to the people requesting them. The GEC Coordinator will work with the BTCA treasurer to transfer these funds to the general bank account.

### **Permanent Record File:**

A "permanent" record file is maintained by the GEC of the names, status (member or non-member) addresses, date mailed, quantity of BTIB and amount of money sent. This enables a quarterly total to be maintained, and a yearly report. Because this takes a lot of computer memory, the file is entered in Excel, printed, and the printout is stored in a three-ring binder.

### **Grooming Guides:**

Grooming Guides are available if requested with a #10 SASE with appropriate postage. People are encouraged to make their own copies from the one sent to them if they want additional copies.

### **Breeders' Directories:**

The GEC may direct people to the online directory at the BTCA web site.

### **GEC Business Cards:**

Business cards are maintained by the GEC, for the convenience of others. These cards state the GEC contact information, can be requested by sending a #10 SASE, and are also made available by the GEC at Specialties and other events (Montgomery County, Westminster).

### **Reimbursement of Expenses:**

Application for reimbursement of expenses should be made to the Treasurer of the BTCA on forms provided by the Treasurer. Two copies of receipts should be prepared, a copy for the Treasurer and a copy for the GEC files. Expenses should be broken down into categories, i.e.: postage, copies, office supplies, and then totaled. A pending reimbursement file is maintained. Once the reimbursement comes in, the pending reimbursement file should be moved to the paid expenses file. .

### **Integrity policy:**

Part of the GEC's job is to guide prospective owners to appropriate resources. People should be informed immediately that the GEC is not allowed to recommend breeders. If the GEC is a breeder, he/she should not breed more than one litter per year. It is preferable that the GEC not be an active breeder.

Recommend that the buyer screens their breeder well and that they talk to several breeders so that they get a feel for the kind of person they want to deal with. Point out that this also helps the buyer, because every breeder can lend a little more knowledge and insight into the breed. The more people the buyer talks with, the more they will learn about the breed. They are encouraged to read the BTCA Ethical Standard and the AKC pamphlet, "Choosing the Right Breeder" and use them as tools with which to screen their

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breeder.

Recommendations as to training, behavior modification, diet, grooming, classes, reproduction, general health issues may be asked of the GEC. In this case, the GEC should again strive to direct the owners to the appropriate resources.

If contacted by individuals regarding a problem they may have with a breeder, then the GEC should encourage open communication between the parties but should not attempt to mediate or become involved in any way. Often times the GEC may know who the breeder is from the conversation or the area in which the individual resides, but complete diplomacy, objectivity and confidentiality must be maintained. In the case of written correspondence or email communication regarding a problem, the GEC must forward the communication and proposed response to the President for review.

### **Public Education Committee:**

To maintain a link with the American Kennel Club, and disseminate pertinent information as necessary and relevant. Thus far, there hasn't been too much to pass along. Litter registration information, changes in AKC regulations, that sort of thing would be passed on to the membership.

### **Additional Information**

When having copies made estimates should be obtained from more than one printer. Most companies charge less per sheet price for 1000 copies.

Have sheets prefolded by printer. It will cost about \$0.01 per sheet but the time savings to GEC will offset other activities. Answer emails twice daily when possible.