

2027 NCA National Specialty
Executive Committee Meeting Summary – 7/23/26

IronNewf – discussed issued with copyright of S'Mores mascot and plan for new mascot design to be made. Discussed Draft workshop scheduled for October and other fundraising plans.

Grounds: Eric summarized site visit from 7/21. Many outstanding concerns were addressed. Tenting Co. was onsite and met with GM and Event Coordinator. Parking areas were measured to plan for reserved parking, reserved handler/grooming vehicle parking/reserved parking at Performance Zone, clarified tenting options there and porta-potty placement. Golf Cart bid being redone to include more 4-seat carts, discussed offering golf carts for VIP unload/load



Budget/Finance: \$3,984.14 Printify and Stripe connected to new account and working well. Discussed some of the impacts of the 501c4 to c3 transition and how it will impact fundraising, etc.

Trophies: Decided on Pendleton blankets and leash racks for Regional trophies, MLZ will build all the trophy sponsorships in the online store and have them ready for testing by Monday 7/27. Slated to open 8/1

Monthly Newsletter: Next raffle item live, 3rd package will be added before August issue. Iron Newf judges bios to run in August.

NewfTide: Developed 1-page introduction launch for 3Q Newf Tide and sent to Julie Siefert

2026 Follow-Up: Shared 2026 survey results and Analysis of 24-26 surveys for trends

Committee Coordination: Meeting Summaries:

Banquet – Jennie looking at mixed grill buffet option. Sent her excerpts from packet from last year, Shauna forwarded banquet section from National Specialty Guide. Will connect Jennie with Karen Hansen (centerpieces) Leah (auction) Kirsten (Brown Bag).

Performance Events – see attached summary

Marketing – see attached Advertising Package proposal from Ashley Gaer

Registration – see attached summary

CHIC Showcase: CTMB would like to have an RSVP or other tracking for numbers for food for the Trust reception.

Rosettes: Discussed providers and need for second bid, discussed including some of the rosette coat in trophy sponsorships

Next Meeting Tuesday 7/27 7 PM