



**RE-ELECT  
LIZ WATSON  
candidate for  
DIRECTOR AT LARGE**

**CFA: WE ARE A FAMILY . . . . . WE ARE A BUSINESS**

Balancing the two is part of the job of the Board of Directors. When tough decisions need to be made, transparency is key. The family needs to know that the Board is working toward making the business grow. That said, the Board must have the final approval on these decisions. Through the recent actions of two committees a well loved family member's position was eliminated without the consent or input from the full Board. While cost cutting measures need to be taken in these tough economic times, the Board (outside these two committees) was blindsided by it. We need transparency with the full Board in agreement over such far reaching actions.

There seems to be an outcry for business people on the Board. What many are forgetting is that the Board is basically made up of volunteer workers. Only the officers earn a stipend and most on the Board have full time jobs. What makes more sense would be to hire a business manager with IT experience. This person would work in conjunction with the Executive Director to build business plans for the future. Where will we be in five/ten years? Can we outsource some of our clerical work? Can we partner with a current publication to produce our yearbook? Do we indeed need a building for the work of central office? Our Business Development committee along with our Marketing Director has done much to bring in additional revenue. But in these days of economic turmoil, how long will they be able to fund our joint ventures. We need to develop a solid base for CFA to stand on. Registering pedigreed cats is the reason for our existence. But, registrations have been in a steady decline -- even before the economic crisis hit. We have several good plans in the process of being developed. One being "Cats Center Stage" but this is dependent on IT skills. This program would benefit from a full time project manager to bring it to fruition. Can we utilize our family beyond the Committee? So many talented people in the CFA. You might ask where we will get the money to hire a business manager? I ask, can we afford not to find it?

Both the CFA and its regions earn money through production of cat shows. How do we keep exhibitors interested in showing? Thinking I was head of the Restructuring of National awards Committee, I wrote up an outline that would have different levels of awards and award our Breed awards on a percentage of the individual cats shown in each breed. Having found out I was not committee chair, I backed off. However, I would like to take that up again as I feel we need to give people an incentive towards titles. This would be done with input from exhibitors and Regional Directors, brought to the Board for approval, and then to the delegation for final approval. Once again, transparency.

It is my firm belief that the family will better understand the business of the CFA if we are transparent in what we are doing. We all have a commitment to see the CFA vital for the next 100 years. We are in this together; and together we will keep it the "premier" cat registry in the world.

I welcome your support and will be happy to discuss my position and ideas.

Liz Watson  
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