



ALLEN TOWN DOG TRAINING CLUB, INC.
General Meeting Minutes
July 9, 2025
Macungie Park

ADTC General Meeting Minutes

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**ALLENTOWN DOG TRAINING CLUB
GENERAL MEETING MINUTES
Date: July 9, 2025**

The meeting was called to order at 7:00PM by President Gail James, who noted that there were 24 members in attendance.

Minutes:

The membership had before it for approval the minutes of the general meeting held on June 4, 2025 which are posted on the website. No corrections or additions were noted. Terry Papineau moved to accept the June 4, 2025 minutes. The motion was seconded by Joanne Stock. The motions passed by unanimous voice vote.

Treasurer's Report - Linda Eldon:

Treasurer's report read to the General Membership in attendance. No corrections or additions were noted to the Treasurer's Report. Mary Spatz moved to accept the Treasurer's Report as read. The motion was seconded by Katie Dyer and the motion passed by unanimous voice vote.

Correspondence – Kathryn Dyer:

A correspondence letter from the AKC regarding Phishing scheme warnings was forwarded via email system to the general membership.

Federation – Edie Rysdyk/Gail James:

The Federation is still soliciting advertisers for the catalog and therefore the catalog has not yet been printed.

Membership Report – Debbie Achenzie:

The following Membership information will be presented at the General Meeting on 7/9/2025

First Readings ... Please mark present or not present for the minutes.

Betsy Champagne
2406 Cross Creek Road
Macungie, PA 18062
Golden Retriever
610-737-7914
chamhall@aol.com

Absent

Sue Fernandez
6835 Lamour Street
Coopersburg, PA 18036
Dutch Shepherd
215-527-9988
ourbear@ptd.net

Present

Sandy Brinkman
6560 Crown Lane
Zionsville, PA 18092
Bernese Mountain Dog
610-216-9244
Sandybrinkman@gmail.com

Absent

Second Readings...*vote into membership*
None

Training Director's Report – Terry Papineau:

This is the first night of classes. Classes are limited to drop in's only except for the Nosework class which is an ongoing class.

COMMITTEES:

Website – Steve Markowitz.

The website is currently down. Steve will check tomorrow and if the website is still down he will take necessary measures to correct the problem.

The summer class schedule is on the website.

Publicity – Jennifer Weidman

Jennifer was asked to look into ideas to increase visibility of the club to help increase enrollment. Jennifer reports the following:

Someone had mentioned to me a while ago (it may have been Dusty, when I took over from her) about asking local veterinarians to display our pamphlets or business cards for their customers to see. If we wanted to do that, I thought I would come up with a “script” and ask members who would be willing to approach their own vets and ask on behalf of the club, to put out pamphlets. I think working through people who already have a connection with a specific vet would probably get better results than just cold-calling.

I don’t know if we have anyone who has a connection at WFMZ, but it would be great if we could be featured on the morning show. Like wise we should think about sending a press release ahead of our shows in case they could send someone. (You never know when it’s a slow news day and they want to do a local color feature.)

East Penn Press is another outlet we could approach about doing a feature article on the club. We could also send a press release before our shows, and send photos and a write-up for them to publish afterwards if they don’t send anyone to cover it.

We could leverage social media (Facebook, Instagram) by increasing activity and adding more posts on our club page, creating “events” to advertise classes and shows. Members could share those all on their own pages to broaden our reach. I don’t know if we have anyone in charge of social media? Steve, sent messages to Facebook and has not received a response. Gail asks for anyone with Facebook knowledge that would be willing to help. Members noted that if we cannot reactivate Facebook, that the club consider abandoning the page and creating a new page. Gail will forward Facebook information to Steve and Jennifer to look into ideas for fixing the page.

There’s always paid advertising, like Google business ads or placemat advertising, but there’s a cost to those. Google ads are charged on a per-click basis, so anytime anyone clicks on the ad to be directed to our website, we would have be charged. I’m not sure on the specific cost or billing method...I only know about it because my daughter was setting it up for her business. Same for the placemat advertising. You pick which of a list of restaurants you want you ad to appear at, pay for it, and then the next cycle when they reprint and supply the placemats to the restaurant, our ad would be shown on them. Macungie Diner is one of those places (like the Trivet, etc.).

I think participating in the Animal Expo at Ag Hall would give us great exposure...but we would need a solid commitment from the membership to provide staffing for the booth. I wouldn’t want to sign up for that unless we had a really good idea that we’d have enough people willing to take a shift for a couple of hours. Dusty added that in the past

the club has participated in this. They looped a video and handed out pamphlets. Dusty estimated approximately 10 people would be needed.

I'm open to any other ideas anyone has...I'm sure there are other good suggestions out there!

Thanks,

Jennifer

Newsletter – Jacqui Hartranft & Stacey Nash:

Jacqui Hartranft announced the deadline for the next newsletter is due July 25th. Jacqui requested that members send their brags and pictures to be published in the Newsletter. Also, if anyone has a story to put in the newsletter, we would love to have it. Please send information and pictures to Stacey Nash: staceyhayesnash@gmail.com or Jacqui Hartranft: japhart@ptd.net

Sunshine committee - Sherry Hanley

A welcome home card was sent to Kathy Pugh and a sympathy card was sent to Holly Huff on the loss of her Corgi.

Sherry also reports that sadly Member Liz Long passed away. The family wishes to keep everything private and requests no flowers or cards. Sherry will send a sympathy card from the club. Private contributions may be sent to the Delaware Valley Doberman Pinscher Assistance, Inc

Point Show – Gail James:

Everything is posted for the October/November trials. The premium is found on the AKC website and Gail will send the premium information to Steve to include on the ADTC website as well.

For the May show: trial will be May 16th. Berks chair is Nancy Withers. Judges Thom Igiel and Karen Schroeder for obedience. Berks will be using Sylvia Brownlee for Rally. ADTC still needs a rally judge. Gail has reached out to several but is still looking. If you know a judge name for rally, please let Gail know.

Old Business:

New Business:

New Committee – Review of the Constitution and By Laws Steve Markowitz Chair. If you have any questions or ideas, please talk to Steve.

Staples number is no longer active, and since we don't send newsletters in mail we decided not to start it again.

GENERAL BUSINESS

- The next Board meeting will be held on August 24, 2025 at 6:00PM. in Macungie Hall.
- The next General Meeting will be held on August 14, 2025, at 7:00 PM Outside at Macungie Park

Braggs:

8 Members shared brags. Congratulations to everyone that shared their achievements. In addition, Theresa Kucan shared that her Labrador Retriever, Striker, earned his OTCH! Extra congratulations for their remarkable achievement!

Adjournment:

There being no further business before the general membership Joanne Stock moved to adjourn the meeting. The motion was seconded by Katie Dyer. The motion passed by unanimous voice vote.

President, Gail James adjourned the meeting at 7:35PM.

Respectfully submitted,
Tracy Krapf, Recording Secretary