



American Beauceron Club &lt;beauceorg@gmail.com&gt;

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**Fwd: Previous Breeder List**

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**Robyn Marshall** <rmmarshall1121@gmail.com>  
To: Beauceorg@gmail.com

Mon, Feb 12, 2018 at 3:40 PM

----- Forwarded message -----

From: **Robyn Marshall** <rmmarshall1121@gmail.com>  
Date: Tue, Feb 6, 2018 at 3:28 PM  
Subject: Re: Previous Breeder List  
To: Marion Karhatsu <president@beauce.org>, abcbod@beauce.org

We'll be happy to clarify whatever parameters you wish to express for the description - NOT 'sales pitch' - of a kennel. If the listing is to be of any utility to site visitors, it is important that they be able to distinguish between, for example, a breeder of high-drive dogs who sells primarily to police departments.

As for the last question - that appears to be in conflict with the instructions we received to make all aspects of the site MORE attractive, MORE modern, and MORE functional. Perhaps the than debating every task that comes across our desks, the board would like to clarify which parts of the site it would like us NOT to improve, so that we are clear on what our instructions are.

We were asked to deploy accurate, up to date information. We were doing so in line with our project plan and goals. An urgent request to rearrange our schedule prompted a scramble on our behalves. Getting a table configured in a page would have taken longer than using the templates we already had developed for that specific purpose. We welcome clarification. We do not welcome micromanagement when an issue on the dreaded social media suddenly meant an emergency for us.

On Tue, Feb 6, 2018 at 3:03 PM, Marion Karhatsu <president@beauce.org> wrote:

Robyn, Di, Christina,

breeder listings are a customary service offered by clubs, including ours. They are up there because the board voted many years ago to do so, making it a club policy (ads and club endorsement were ruled out). Until the board revisits this, it stands. We are a breed club; its purpose is to be a resource on the breed, including to people who are interested in the breed. Part of that includes providing information on where to find a breeder rather than sending them off into the wild. Ideally, all our breeders are sterling and one can hope someday they are. Personally, I would like to wait to list breeders until we have a revised COE in place, but we don't and until then we work with what we have.

Bringing the website's aesthetics and functionally into the 21st century is not the same as asking breeders to compose a short sales pitch with layout. Yes, they are prettier, attractive, eye-catching - which is exactly what makes them ads. Lists are devoid of messaging, it makes them boring - yes. It also moves the sales pitch to the breeder's website. Why not simply put them in a boring, but visually organized table?

Marion

On Tue, Feb 6, 2018 at 12:48 PM, Robyn Marshall <rmmarshall1121@gmail.com> wrote:  
Dear Marion

The "Free ads for all" comments were complaints from members about the practice of having breeders listed at all. (see [here](#), [here](#), and [here](#)). Plus my initial stance regarding the matter ([here](#)). A breeders list is free advertising, regardless of whether it's a list or a set of pretty posts.

The web site committee merely made the listings attractive - as our mandate was to update the appearance of the site and make it more appealing and modernized. When requested to turn this around on a dime, we used an infrastructure we were in process of building in order to get something quick and pretty up fast. If aesthetics are not part of our mandate, then our purpose of our committee needs to be re-evaluated.

Regards,  
Website Committee

On Tue, Feb 6, 2018 at 11:31 AM, Marion Karhatsu <[president@beauce.org](mailto:president@beauce.org)> wrote:

Just to reiterate, as the current website (breeder listing) content doesn't reflect what has been said:

Breeders (name & kennel) are listed by name and contact info - ONLY. As was on the old site. This is not to evolve into ads (as the mock up and the request for ad content I have seen noted on the FB group). The club has not run ads on the website, ads are a policy and policy is set by the board. An ad policy for the website is not on the immediate horizon for the board.

Getting input is one thing, converting comments to policy without review is another. The website is the public face of the club and what goes on it (or not) needs review before implementation. I don't know where the "free ads for all" disguised as a breeder referral list is coming from, but it did not come as an approved practice or layout from the board. This needs walking back.

Thank you,

Marion

On Mon, Feb 5, 2018 at 10:43 PM, Region4 <[region4@beauce.org](mailto:region4@beauce.org)> wrote:

In the short term, just the same info (but updated, per Amelia's email) that was posted before, with the updated verbiage Marion noted at the top.

----- Original message -----

From: Robyn Marshall <[rmarshall1121@gmail.com](mailto:rmarshall1121@gmail.com)>

Date: 2/5/18 18:09 (GMT-07:00)

To: [region4@beauce.org](mailto:region4@beauce.org)

Cc: [president@beauce.org](mailto:president@beauce.org), American Beauceron Club- Secretary <[secretary@beauce.org](mailto:secretary@beauce.org)>

Subject: Re: Previous Breeder List

How would the board like to proceed? This is our mock up.

Inline image 2

On Mon, Feb 5, 2018 at 6:38 PM, <[region4@beauce.org](mailto:region4@beauce.org)> wrote:

Copying Marion and Amelia. See notes, below.

Note: I only have the current membership list that has been scrubbed of "contact info" that members requested be kept private, so I couldn't validate a few people's contact info.

Only 2 people don't seem to be current members.

Jacqueline Adams

\*\*CURRENT MEMBER

\*\*The URL on the page is a working website: [www.arcbeaucerons.com](http://www.arcbeaucerons.com)

\*\*I don't have her contact info, so I cannot verify if correct.

Debbie Baker

\*\*CURRENT MEMBER

\*\*The URL on the page is NOT a working website: [beauceronsleboulanger.weebly.com](http://beauceronsleboulanger.weebly.com)

\*\*Contact info matches membership list.

Susan Bass

\*\*CURRENT MEMBER

\*\*The URL on the page is a working website: [www.usabeaucerons.com](http://www.usabeaucerons.com)

\*\*Contact info matches membership list.

Carol Cossey

\*\*CURRENT MEMBER

\*\*No website listed.

\*\*Contact info matches membership list.

Karla Davis

\*\*CURRENT MEMBER

\*\*One URL on the page is a working website: [www.Beaucerons.us](http://www.Beaucerons.us)

\*\*One URL on the page is NOT a working website: [www.pageweb.com/beauce](http://www.pageweb.com/beauce)

\*\*Contact info matches membership list.

Amelia Foreman

\*\*CURRENT MEMBER

\*\*The URL on the page is a working website: [www.facebook.com/highridgeherders](http://www.facebook.com/highridgeherders)

\*\*Contact info matches membership list; however, the email address differs---in case it should be updated?

Elaine Giannelli

\*\*CURRENT MEMBER

\*\*The URL on the page is a working website: [www.aboutbeaucerons.com](http://www.aboutbeaucerons.com)

\*\*Contact info matches membership list.

Amy Gibbs

\*\*She is NOT listed on the current membership list.

Cindy Hartwell

\*\*CURRENT MEMBER

\*\*The URL on the page is a working website: [www.mybeauce.com](http://www.mybeauce.com)

\*\*Contact info matches membership list; however, the email address differs---in case it should be updated?

Jo Law

\*\*CURRENT MEMBER

\*\*No website listed.

\*\*Contact info matches membership list; however, it is only an address.

Claire Poissonniez

\*\*CURRENT MEMBER

\*\*The URL on the page is NOT a working website: [valleeduciel.com](http://valleeduciel.com)

\*\*Contact info matches membership list.

Lynne Porter

\*\*She is NOT listed on the current membership list.

Angie Robertson

\*\*CURRENT MEMBER

\*\*The URL on the page is a working website: [www.joiedeviebeaucerons.com](http://www.joiedeviebeaucerons.com)

\*\*I don't have her contact info, so I cannot verify if correct.

Janis Rosenthal

\*\*CURRENT MEMBER

\*\*No website listed.

\*\*Contact info matches membership list.

Thank you,  
Christina

Quoting Robyn Marshall <[webmaster@beauce.org](mailto:webmaster@beauce.org)>:

----- Forwarded message -----

From: "Robyn Marshall" <[webmaster@beauce.org](mailto:webmaster@beauce.org)>  
Date: Feb 5, 2018 5:25 PM  
Subject: Previous Breeder List  
To: <[president@beauce.org](mailto:president@beauce.org)>  
Cc:

This is taken directly from the previous site.

" \*Breeder Listing\*

The listed ABC members have signed the ABC Code of Ethics. The ABC does not endorse or recommend any breeders, this list is for reference only, and is alphabetical by last name. It is ABC policy that the sale of Beauceron puppies is a private matter between the purchaser and the breeder. As such the ABC can not offer specific warranties or guarantees. We do suggest that all terms and/or conditions of sale are discussed thoroughly by you, as the potential purchaser, and the Beauceron breeder. It is recommended all agreements are in writing.

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