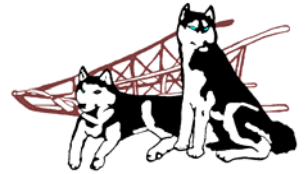


Northern California Siberian Husky Club, Inc.

Newsletter

Jan/Feb 2012



Upcoming Events

2012 Biennial Match: The 2012 No. California Siberian Husky Club Match is tentatively set for July 7, 2012 pending AKC approval. Check the Club's website or future newsletters for more information as the date draws closer.

NCSHC Club & Referral Information Network

Area Club Representative:

Helen Hamilton, nahani4@aol.com

Area Code	Representative
209	Phyllis Brayton 209/838-2251
408/831	Lynne Olds 408/831-1495
415/650	Cheri Borromeo 415/388-0329
510/650/925	Donna Beckman 510/524-9950
925	Jeni Kelley 925/516-7513
530/916	Lori Chou 530/620-2078
707	Judy Tamagni 707/942-6409
775/702	Nancy Mead 775/329-9167

Editor-in-Chief:

Kelly Collins
147 Spencer St.
Vallejo, CA 94589

The **NCSHC Newsletter** is published 6 times a year. Non-member subscriptions area available at \$10.00 per year. Make checks payable to NCSHC, Inc., and send to:
Donna Beckman, Treasurer
1030 Arlington Boulevard
El Cerrito, CA 94530
Or to the Editor at the above address.

Advertising: Commercial, 1/2 page ads for 3 months \$10.00. No dogs/puppies/stud service advertisements. All advertisement subject to acceptance, refusal, and/or editing by NCSHC, Inc. Send to Editor with full payment.

Keep up-to-date on all NCSHC, Inc., activities; visit our website:

<http://www.ncshc.com>

Northern California Siberian Husky Club, Inc. Officers & Directors:

President:
Helen Hamilton

Vice-President:
Kelly Collins

Treasurer:
Donna Beckman

Secretary:
Bonnie Wilson
4397 Silverado Tr.
Calistoga, CA 94515
707/942-6409
trailsibe@aol.com

Directors:
Cheri Borromeo
Lori Chou
Judy Tamagni

Cache Box

The next meetings of the Board of Directors and General Membership of the Northern California Siberian Husky Club, Inc. will be held on Saturday February 11, 2012 at the Round Table Pizza, 4300 Sonoma Blvd., #100 in Vallejo.

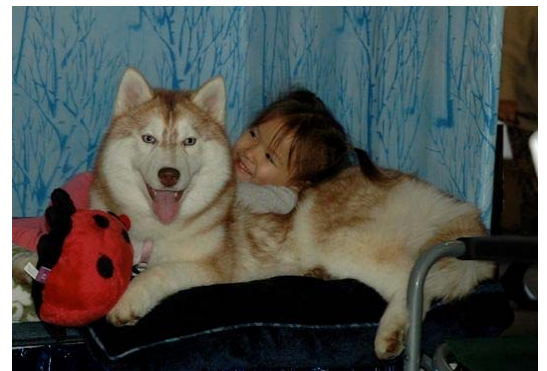
The Board meeting will begin at Noon and the General Meeting at 1:00 PM.

Directions: From Highway 37 West, take the Highway 29/Sonoma Blvd., exit and turn left at the light. At the second light turn left into the Raley's parking lot. Round Table pizza is on the right side of the parking lot. From Highway 37 East, take the Highway 29/Sonoma Blvd exit and turn right. at the first light turn left into the Raley's parking lot.

For further information check our website or contact Kelly Collins 707-557-7655
brina8283@yahoo.com

Inside . . .

Braggs	2
Upcoming Shows.....	2
Golden Gate KC Show	3
Dog Advertising Article	4
Dog Advertising Article cont.....	5
Dog Advertising Article cont	6
Show Results	7





(from the 12/10/2011 meeting)

Donna bragged that:

- 🔊 Ted's grandson, **Finn**, is now Ch. Karnovanda's Huckleberry Finn, finishing at the SHC of Greater Chicago Specialty under Delbert Thacker
- 🔊 And that although they didn't bring any dogs to the National, their many relatives, particularly grand-dogs, did quite well:
 - Simon's grandson, Kayenta's Absolute Zero, won the 9-12 Month Puppy Dog Sweepstakes Class under Karen Burnside, and he won the American-Bred Dog Class under Vern Harvey.
 - His littermate, Kayenta's Xane Grey, placed second in the 9-12 Month Puppy Dog Class also under Vern.
 - And these littermates were the second place Brace under Judge Marie Falconer.
 - Ted's grandson, Karnovanda's Tom Sawyer (Finn's Littermate), placed second in the Amateur-Owner-Handler Class under Vern.
 - Kida's grandson, Dynasty's Hosky Lucky Strike, won the Open Dog Class and went Reserve Winner's Dog.
 - It is really Helen's brag, but Kida's daughter, GCh. Karnovanda's Ceilidh, received an Award of Merit from Mickey Polimeni.
 - Finally, Ted's uncle, Ch. Karnovanda's Paddington Bear Jr., went Best Op in Veteran Sweeps under Karen, as well as placing first in in Veteran Dog class under Vern, and taking Best Veterans under Marie.
- 🔊 And, last, but not least, I want to celebrate the life of Ch. Karnovanda's Eskimo Pie. Full sister to Polar, and half-sister to Rushmore, Luna, and Sprite. Dam of Simon and Sky. Pie was bred four times, produced 8 champions, and Best-in-Show winners in other countries. She loved to eat cell phones and remote controls, didn't particularly like men, but learned to like Ric after he started carrying biscuits in his pocket. Her life lasted only ten years, but she gave us a lot.

Kelly bragged that:

- 🔊 **Achilles** was WD at the Wine Country Kennel Club show on Saturday.
- 🔊 **Piper** was Best Bred By Exhibitor at the Wine Country Kennel Club show on Sunday.
- 🔊 **Piper** went WB/BOW at the Santa Cruz Kennel Club show for 2 points.

Judy & Jessica bragged that:

- 🔊 **Venus** finished her Grand Championship at the Santa Cruz Kennel Club show.

Helen bragged that:

- 🔊 **Ceilidh** took an Award of Merit at the National!
- 🔊 **Claddagh** made the cut (but didn't finish in the ribbons) in both the Veteran Sweeps and Veteran Bitches (9-11) at the National.
- 🔊 **Annie** was 4th Veteran Bitches 13+ and 2nd in Veteran Bitch 13+ Sweeps at the National.

UPCOMING SHOWS

02/19/2012	<i>Santa Clara Valley Kennel Club in San Jose</i> Siberian Judge: Charles E. Trotter Supt/Secretary: MB-F, Inc., closes 02/01/12
02/20/2012	<i>Santa Clara Valley Kennel Club in San Jose</i> Siberian Judge: Judith Goodin Supt/Secretary: MB-F, Inc., closes 02/01/12
04/07/2012	<i>Yosemite Kennel Club in Merced</i> Siberian Judge: Barbara Dempsey Alderman Supt/Secretary: MB-F, Inc., closes 03/21/12
04/08/2012	<i>Yosemite Kennel Club in Merced</i> Siberian Judge: Charlotte Clem McGowan Supt/Secretary: MB-F, Inc., closes 03/21/12
04/14/2012	<i>Sacramento Kennel Club in Sacramento</i> Siberian Judge: Donavan Thompson Supt/Secretary: MB-F, Inc., closes 03/28/12
04/15/2012	<i>Sacramento Kennel Club in Sacramento</i> Siberian Judge: Clay Coady Supt/Secretary: MB-F, Inc., closes 03/28/12
05/19/2012	<i>Coyote Hills Kennel Club in Vallejo</i> Siberian Judge: Christie Smith Supt/Secretary: MB-F, Inc., closes 05/02/12
05/20/2012	<i>Coyote Hills Kennel Club in Vallejo</i> Siberian Judge: Joan Goldstein Supt/Secretary: MB-F, Inc., closes 05/02/12
05/26/2012	<i>Hangtown Kennel Club of Placerville CA</i> Siberian Judge: Leslie B. Roger Supt/Secretary: MB-F, Inc., closes 05/09/12
05/27/2012	<i>Hangtown Kennel Club of Placerville CA</i> Siberian Judge: Robert B. Redhead Supt/Secretary: MB-F, Inc., closes 05/09/12
05/31/2012	<i>Butte County Kennel Club in Gridley</i> Siberian Judge: Virginia Lyne Supt/Secretary: MB-F, Inc., closes 05/09/12
06/01/2012	<i>Butte County Kennel Club in Gridley</i> Siberian Judge: Dana Cline Supt/Secretary: MB-F, Inc., closes 05/09/12
06/02/2012	<i>Shasta Kennel Club</i> Siberian Judge: Jon R. Cole Supt/Secretary: MB-F, Inc., closes 05/16/12
06/32/2012	<i>Shasta Kennel Club</i> Siberian Judge: Robert Shreve Supt/Secretary: MB-F, Inc., closes 05/16/12
06/07/2012	<i>Lake Co. KC of No. California in Vallejo</i> Siberian Judge: Bonnie P. Threlfall Supt/Secretary: MB-F, Inc., closes 05/23/12
06/08/2012	<i>Lake Co. KC of No. California in Vallejo</i> Siberian Judge: Jean Fournier Supt/Secretary: MB-F, Inc., closes 05/23/12
06/09/2012	<i>Contra Costa County Kennel Club in Vallejo</i> Siberian Judge: Joyce A. Vanek Supt/Secretary: MB-F, Inc., closes 05/23/12
06/10/2012	<i>Contra Costa County Kennel Club in Vallejo</i> Siberian Judge: Marie Ann Falconer Supt/Secretary: MB-F, Inc., closes 05/23/12
07/15/2012	<i>Del Monte Kennel Club in Carmel</i> Siberian Judge: Theresa L. Hundt Supt/Secretary: MB-F, Inc., closes 06/27/12
07/16/2012	<i>Del Monte Kennel Club in Carmel</i> Siberian Judge: Yvonne Savard Supt/Secretary: MB-F, Inc., closes 06/27/12

GOLDEN GATE KENNEL CLUB DOG SHOW



Northern California Siberian Husky Club members once again attended the Golden Gate Kennel Club benched dog show on Jan. 28-29.

For those of you who might not know the difference between benched and unbenched shows, I'll explain. There are only a handful of benched shows still being held throughout the United States. Probably the best known benched show is the Westminster Kennel Club show held in New York. At an unbenched show, exhibitors are given a schedule showing ring times for your breed. Dogs and handlers can arrive just in time for the scheduled ring time and leave the show immediately following judging. At a benched show all dogs must arrive at a certain time, 10:00 AM for Golden Gate, sit on the bench for entire date (except when in the ring being judged) and cannot leave until a certain time, 5:00 PM for Golden Gate. This makes a very long and tiring day for both dogs and owners.\

This year the club was represented by 8 dogs and 5 club members. We also had 2 non club members helping out on the bench. Ashley McGee, owner of Serenades Grecian Warrior, and my mom Rae.



A few club members, and mom, arrived early on Friday to set up our bench decorations. Once again we used our snow theme. Dogs call names and registered names were printed over glittered snowflakes. Pink for the girls and blue for the boys.

Saturday started early as we began to arrive around 9 AM (if you are not in the building by 10 AM sharp they lock you out) with a big crowd already gathering to meet the dogs. The visitors were almost nonstop until we had to head over to the ring for judging at 1:30 PM. After judging as we returned to the bench, the crowd picked up where it left off, meeting the dogs and talking with the owners.



No rest for the weary as Sunday began and was just as busy with several folks lined up to see the dogs as we began getting them on the bench to begin the second day. The dogs seemed just as excited for all the attention as they were on Saturday.

The club once again set up an information table with both NCSHC and SHCA materials to hand out to anyone interested in learning more about our wonderful breed.

Judging went well for the club with our Veteran Ted taking Best of Breed on Saturday, members dogs were awarded Winners Dog both days, Reserve Winners Bitch both days, Best Breed by Exhibitor on Saturday and Selects both days.

As the show came to a close on Sunday we all headed home exhausted but content in the fact that we were able to spend the weekend talking to folks about this breed that we love so well. Letting people know the pros and cons of living with these wonderful dogs.



Logan kept stealing Salsa's bed.

Donna submitted this article before our 2011 Specialty and I was not able to get it into the newsletter at that time. With the New Year beginning and as we begin looking towards upcoming Siberian specialties and supporting catalog ads, I thought it was again timely.

Dog Advertising: *It's like trying to walk on water!*

This article has lived in my brain for quite some time, and has finally demanded an audience. I am surprised at its great timing, so I am sharing it with you.

It doesn't matter whether you are planning on spending the big bucks for a *Dog News* cover, updating your website, posting on Facebook, catching-up on scrapbooking, exchanging pictures with a potential breeding partner, or planning your ad for the NCSHC's 40th Anniversary Specialty Catalog, here are some simple considerations when creating an advertisement.

First, you have to agree with the premise: Never present your dog not looking his best. Whether or not you realize or accept it, people will be looking at your ad, and based on your dog's picture, people will be judging both your dog and YOU! If you advertise with a picture showing obvious faults (whether or not your dog actually possesses these faults), people will believe your dog is faulty. They will also question your ability to breed (if appropriate) and evaluate a good, Standard-fitting Siberian. Neither of these will enhance your or your dog's reputation. So, never advertise with a poor picture.

Learn Your Standard

As is often the case in the dog world, the best place to begin with advertising is with the Standard of the Breed. A complete and accurate knowledge of the Standard for Siberian Huskies is absolutely necessary for selecting animals, exhibiting them well, and selecting photographs for publication. What are the correct proportions called for in the Standard? What are the Standard-fitting head characteristics? How is a Siberian supposed to move? You must know the answers to these questions, as well as be able to apply them to the dogs in front of you and in pictures.

Be Brutally Honest

Kennel blindness, it is a disease that affects us all to some extent. But, it doesn't help in our breeding programs, in or selection of puppies, or in our advertising. Honestly evaluate your dog for his faults. Know if his body is long, if his legs are short, if his chest is deep, if he has straight shoulders or stifles, if his head is not his best feature. And, realize that these characteristics can change over time; that leggy puppy may not be so as an adult; that darling puppy head coarsened as he grew. Do not look at your dog through your heart; look through your mind. We all love our dogs, and see them in their best light. How many times have you heard an owner say, "I would like to see just a bit more leg" on a dog with legs that look dwarfed? It is true that no dog is perfect, but stop making excuses and accept your dogs for what they are. This will benefit you in your breeding program, too.

Learn Geometry of Photography

Where the photographer is with respect to your dog matters. An inch or two high, low, to the left or right can all affect the picture that is taken of your dog. If your dog is short on leg, a high-held camera will make his legs look even shorter. A long-backed dog, if photographed in full profile will seem much longer. A dog lacking underjaw will not look good with his head in profile. A dog with a poor earset will not appear his best if looking straight at the camera. A dog's straight front will be made all the more noticeable with a full profile shot. The placement of the dog and the photographer matter when it comes to making your dog look his best.



A short-legged, straight fronted dog should not be photographed in full profile, and especially not in long grass.)

Learn to Groom

Really, grooming does make a difference in the show ring and outside. Hair standing up weirdly along the topline will ruin a photograph. Not smoothing the fur "spoiler" on the back caused by a wagging tail will make your dog look flat-crouped. Have a comb or brush with you at picture time, and give your dog a quick touch-up - you will find that it pays off.

Accept Reality

Dog show photographers like to take good pictures of your dogs. But, sometimes it's not possible. Just like people, not all dogs are photogenic. I once had a lovely bitch who NEVER took a good picture. But, her daughter, who had a head a little reminiscent of a horse, took the most BEAUTIFUL pictures. Work with your photographer; let him know how you want your dog photographed; have a knowledgeable friend help with the setup. The sad reality is that you may not get a usable or good picture of that special win. I never even bought the finishing picture for one of my dogs because it was so bad. It was an important picture to me, and I was disappointed that it was not worth buying. Although you may think judges like to see themselves pictured in advertisements, unless the dog looks good, it might be best NOT to use the picture of the win under that breeder-judge. Unfortunately, posed pictures might not be the best for all dogs. But, usually with some effort on your part, you can learn what works best for your dog.

Puppy Pictures and Moving Shots: Let's Take A Walk In Quicksand

If posed pictures are not giving you what you want, you think that action shots are the solution. You might want to think again. Although a good moving shot is beautiful, perhaps as high as 99% of all published moving shots are awful, and make most dogs look much less sound than they are. Moving shots are where your knowledge of the Standard and gait are really tested. There are so many things to consider: topline, foot placement, head and tail carriage; and each of these areas are disasters waiting to happen. With moving shots, even more so than with show pictures, timing and geometry are critical; even a fraction of a second too early or too or being in the wrong place late will render a picture unusable.

The first rule of movement photography is to select those pictures where the "inside legs" of the dog (the legs closest to the photographer) are at full extension.



These are pictures of the same dog. Notice how in the left-hand picture, the body looks compressed due to the inside legs meeting. With the inside legs at full extension, the picture at the right is a much more appealing one.

Next, be very critical when looking at moving pictures.



This picture shows a dog "under reaching." Notice how the forefoot and hindfoot do not meet under the dog's body. The rear leg at full extension seems to be kicking up. Also, if your dog is long of body, perhaps a side movement shot is not the best for your dog, as he may appear even longer.



This picture shows pounding in the front, and not much extension in the rear. She seems to be running downhill.



This dog shows significant overreaching. Also the angle of his front extension and rear extension are dissimilar, which probably indicates an out-of-balance situation

Finally, if you want to fall back to a cute puppy picture, remember that they are fraught with peril, too. That darling puppy you remember and who grew up into that beautiful dog, probably went through some less-than-beautiful growing times.



This four-month-old actually DID grow into his ears, and his head DID broaden. He now has a lovely head, but no one should ever use this picture of him in an advertisement.

Selecting Pictures

When it comes time to select possible pictures for your ad, you might find that help from a knowledgeable and honest friend will help. Again, remember, that you are evaluating PICTURES, not necessarily your dog (although you can learn a lot about your dog by looking at his pictures). And, be brutal! Trust me on this: those who will be looking at the picture in the ad will be far more brutal than you ever would be!

Composing the Ad

With the picture selected, here are some guidelines for composing your advertisement. Consider the finished printed size when determining what to include, and remember that less is more. A tabloid-sized *Dog News* ad can comfortably fit more components than a half-size page in a show catalog. A good picture, few words, and few type fonts and sizes usually make for good ads. Think of how the ad will be printed: black and white or color, and the size at which the picture will be printed. A dark photograph will be dark in a small black and white ad. Is there enough room to see dog, handler, and judge? Or, would it be best to crop to the dog?

Thanks to the dogs (and photographers) of our picture examples. Many of the pictures were altered to make the dogs unrecognizable, because the comments are not about the dogs, themselves, but about the pictures, and are not intended to be identified or to hurt anyone's feelings. They were just selected as examples.

SHOW RESULTS

Santa Cruz Kennel Club

12/3/11 Mrs. J D Zuver

WD: Serenades Grecian Warrior A McGee

WB/BOW: Serenade's Winter Melody K Collins***,
J Tamagni***

RWB: Melrose & Noatak's Bailey's On Ice L&P Chou***,
J&L Carpenter

BOB: GCH Ch. Topaz Silver Lining C French

BOS: Ch. Couloir's No Urban Legend T Uden

SELECT: GCH Ch. Kaila's Quinn Of Umumhum R McQueen

SELECT: Ch Artika's Trailside Its All About Me J Tamagni***,
M Palmer, L Chou***

Kennel Club of Salinas

12/4/11 K Strakbein

WD: Serenades Grecian Warrior A McGee

WB/BOW: Melrose & Noatak's Bailey's On Ice L&P Chou***,
J&L Carpenter

RWB: Trailside's Hollywood Glamour J&J Tamagni***

BOB: Ch. Couloir's No Urban Legend T Uden

BOS: GCH Ch. Topaz Silver Lining C French

SELECT: GCH Ch. Kaila's Quinn Of Umumhum R McQueen

SELECT: GCH Ch. Artika's Trailside Its All About Me
J Tamagni***, M Palmer, L Chou***

Golden Gate Kennel Club

1/28/11 Ms. E. Muthard

WD: Serenade's Celtic Thunder K Collins*** & J Tamagni***

RWD: Serenades Grecian Warrior A McGee

WB/BOW: Britestars Grey Goose of Umunhum R McQueen,
L&B House

RWB: Couloir's Just Dance L&P Chou***, M Palmer

BOB: GCH Ch. Karnovanda's Your Teddy Bear D Beckman***,
J Russell

BOS: GCH Ch. Topaz Silver Lining C French

SELECT: GCH Ch. Kaila's Quinn Of Umumhum R McQueen

SELECT: Ch. Melrose And Noatak's Timrjan K Collins***,
L&J Carpenter

Golden Gate Kennel Club

1/29/11 Dr. D A Gill

WD: Serenade's Celtic Thunder K Collins*** & J Tamagni***

RWD: Serenades Grecian Warrior A McGee

WB/BOW: Britestars Grey Goose of Umunhum R McQueen,
L&B House

RWB: Serenade's Winter Melody K Collins***, J Tamagni***

BOB: GCH Ch. Topaz Silver Lining C French

BOS: Ch Brite Star's Ladies Love Outlaws B Hutchings,
B, S & L House

SELECT: GCH Ch. Karnovanda's Your Teddy Bear

D Beckman***, J Russell

SELECT: Ch. Melrose And Noatak's Timrjan K Collins***,
L&J Carpenter

More Golden Gate Kennel Club Show Photos



*** Denotes NCSHC Member