



Secretary's Report

At the end of the 2019 AGM and start of the new financial year for STCV, we certainly weren't expecting the unprecedented year that stood ahead of us with the very rapidly evolving and ongoing global pandemic, COVID-19. As our committee and membership are aware, this put a rapid halt on all our regular club activities such as hosting dog shows, our regular social walks and public appearance of our club at events throughout the year to promote this wonderful breed. However, your committee did not let the pandemic stop them from making progress and instead redirected their energy to new projects that could be achieved within the confinements of isolation, social distancing and lockdown. So, let us now reflect on all the good things that took place over the past financial year of our club despite the pandemic.

The pandemic did not stop our membership from increasing and in fact we saw a rise in the total number of applications. We received and approved a total of **35 new memberships**, which was nearly a 2-fold increase compared to the previous reporting period. This was not all together surprising, since most of the time many of our new membership applications arise based on the recommendations from Scottie breeders, our members and also in many cases our current committee. This brought our total numbers to **~170 financial STCV members** at the end of this reporting period. In my opinion, this is a great reflection that our club continued to move in a positive direction despite the downtime enforced due to COVID-19.

The pandemic also did not stop the STCV committee from working on new projects or taking the opportunity to make some aspects of club more accessible through virtual platforms. COVID-19 presented us with the opportunity to develop our online grooming resources and host our very first virtual grooming demonstrations via Zoom. This came at a perfect time for some of our members and their Scotties. A special thank-you to our committee members and expert groomers, Dorothy Mitchell and Eva Karlik for their grooming demonstrations and one-on-one virtual mentoring of the participants. Our new committee member, Pasty Scales also introduced our membership to a new, user friendly and easily accessible version of our newsletter, A Drop of Scotch, which has been a huge success and very well received by our membership. We also used the opportunity to increase our social media platforms, and thanks to the work of our committee member, Melinda Bryant we now once again have an active Instagram account enabling us to reach out and engage with a broader audience. Thanks to our Committee Member, Lisa Thomson, we also saw the launch of our official club mascot, Trevor the Scottie during this time. Trevor has been a big hit and a great marketing tool for our club.

The pandemic also did not stop STCV from continuing with our fundraising activities. Again we saw the rise in popularity and success of our 2020 STCV calendar competition. Not only did we have a record number of entries, but also sales, selling out very quickly during the first and second release of the printed copies. A special mention to Lisa for organizing the calendar competition and Eva for taking care of the dispatch of all orders which is a mammoth job. We also saw the development of other fundraising projects during this COVID-19 period which consisted of the development of Trevor the Scottie Christmas cards, the very generous donation and development of special Valeria Moldovan Christmas cards and the launch of custom designed collars and leads for our club. Again, the pandemic did not stop our committee from redirecting their efforts to these other projects.

In closing, as you can see, even though we could not physically engage with our members and attend our usual events to increase public awareness and appreciation of this wonderful breed, the pandemic did not stop us from moving forward and continuing to better our club. In fact, it has introduced us to a new platform of communication (i.e. Zoom) that has not only already

benefited the committee, but moving forward will provide us with the opportunity to better engage and interact with our out-of-state and country members. I would like to thank each committee member of all their hard work and contributions in making our club what it is today. Finally, I would like to thank our membership for their support, encouragement, and any feedback they have provided over the past year to the committee. Looking forward to another great year for our club including hopefully resuming some of our regular club activities that was previously impacted by the pandemic.

Tomris Mustafa (Secretary)

