



## **Annual report of the Communication and Marketing Portfolio on the Rottweiler Breed Council of KUSA for the year 2013/14.**

It is for me an honour to present to you the first communications and marketing report that I know of for the RBC. I must admit it was a year filled with positives and negatives. We jumped in the fire and very shortly after the RBC meeting last year I got the RBC Facebook page going. Overall I think it was a success. There were a few incidences where it was misused by people that advertised their dogs that are for sale, but I tried to act as soon as possible and removed the post and contacted the person and explained the purpose of the page and all went well. The main purpose of the page is quick information to the Rottweiler and other people regarding shows, workshops, events and interesting information worth sharing.

The website is up and running, <http://www.kusa.co.za/rottweiler/index.html>. A huge word of thanks to Liliane Dannatt that did a lot of hard the work. She is keeping it running and although there is still a lot that needs to be addressed and changed, at least it is up and running, crucial information is available and we are in the process of developing it even further. Patience please, we are doing our best !! The website is still the best way of sharing breed specific information, rules and regulations to all concerned and interested.

My biggest disappointment was the non- cooperation that I received regarding the Rottweiler Journal. Numerous e-mails were sent out and the reaction was very practical zero. I received a newsletter from WPRC, a report and photos from PRC but for the rest, I am sorry to say nothing. We will have to make a decision on this if we want to endeavour on this road any further. I did get some quotations regarding a printed copies as well as an electronic publication. For any of these options to be successful we will need the full commitment and co-operation of the clubs. (Please see attached documents)

On a more positive note, we placed an advert in the August 2014 issue of the Animal Talk, that is breed specific to the Rottweiler. I think the advert looks great and it is portraying the objectives of the RBC as well as advertising all the Specialist Rottweiler Clubs. In the process we had to redraw the RBC logo in a high resolution so it can be used for printing.

I want to appeal to all the clubs for better communication to your members. The other very urgent matter that we need to address regarding information is the publishing of the RBC minutes on the RBC website. The RBC is a public organisation and under the constitution of

the country we have an obligation to the public to have free access to the minutes of the meetings. Knowledge is power!!

The other quotation is for the designing of a logo for the RBD that will be reproducible in any format, for example embroidery, printing as well as screen printing. The designing of a master logo is fundamental for future use in any format. We are all sitting here as representatives of our clubs, but we are also representing the Rottweiler Breed Council. To the rest of the Dog world, we are the mouth piece of the Rottweilers in SA. Isn't it time for us to realize that we are a team of people, with the one thing that binds us together and that is our passion and love for the Rottweiler. Look at the word TEAM:

T - Together

E - Everyone

A - Achieves

M – More

I am tempted to ask you after we had the logo done in a format that can be embroidered, let us have some golf shirts made with the logo of the RBC and next year when we get together (DV) for the RBC meeting wear them and let us be the Rottweiler Breed Council of the KUSA.

Let us remember that the RBC is about the Rottweiler – for the Rottweiler.

I thank you

Letsie Fischer

Communication and marketing