



NEW ZEALAND CAT REGISTRY
In Pursuit Of Excellence
Friendship ~ Innovation ~ Integrity

Director of Marketing and Promotions Report

I think all will agree that the 2017 year has been a good one for Catz Inc.

As promised we have endeavoured to Introduce Judges from other than New Zealand and Australia, I am sure that all show exhibitors have enjoyed these Judges with their wealth of knowledge on all aspects of the Cat world. These people do not come cheap and we have had to entertain them for up to a week in between their assignments so there is a cost to Catz Inc. These costs have had to be included in the entry to show but with the advantage of sharing with other registries the cost of their travel has been kept to a minimum.

Once again I have to thank Hannah and TITAN Containers, for the use of the container and getting the container to where it has to be for each show, this has reduced the amount of handling of our assets.

I have plugged away at the marketing of Catz Inc. mainly around the Cat Shows making sure where possible that the name of Catz Inc. is the place where general public may come and see the breeders and discuss the various breeds that our members breed with a result that sales can be made. As a plus, we get people through the door to help with the expense of running the shows.

Sponsorship this year, we have been very lucky to have continued sponsorship from Jimbo's and Orivet. Another sponsor, Petware . have come on board and have to be thanked for their extremely generous amounts of Nutrience food for prizes. Please be good to these people as at any time their budgets may run out and they may not be able to continue as they have. We also have to include Quality Presentations whom, while you don't see it, donate ribbons to us for special occasions.

Another expense we reluctantly have had to add on to the entry fees is the sea cadets whom we have employed to help with set up and pack down as exhibitors are becoming more and more reluctant to help with the shows.

Thank you all for your continued support.

Irene Brooks, B.B.S

Director of Marketing and Promotions

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Web Site: www.catzinc.org