

CATALOG SALES CHAIR

Responsible for overseeing the on-site sale and distribution of the official show catalog. Also coordinates “marked” catalogs unless duties assigned to separate chair. May accept pre-orders and payments if there is not a centralized registration process in place.

Qualifications

- Outgoing, energetic and detail-oriented individual.
- Ability to apply the following basic management skills: (e.g. setting priorities, making decisions, being resourceful and solving problems quickly and efficiently, meeting deadlines, dealing effectively with people, and compiling records).

Time Commitment

This is a short assignment with a moderate level of activity at the Specialty and for two-weeks following the Specialty when marked catalogs are prepared and mailed. Letters of appreciation and timely reports should also be sent within two weeks after the Specialty.

Time Line

Upon Accepting the Assignment

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance, Catalog Sales, noting all details of the position description, relevant deadlines and BMDCA Policies (bold and underlined text).

At least One Year Prior to the Specialty

- Plan on attending current year’s specialty if possible to learn from current Chair and make contacts for your event. If unable to attend, contact past Chair to gain knowledge of what worked well, what didn’t, etc.
- Confirm with Show Chair whether individual chairs or centralized Registration Chair will process orders for catalog requests.

Six Months prior to the Specialty

- Confirm prices for pre-ordered/marked catalogs with the Show Chair. Prepare and submit ad copy for the planning book to advertise advanced catalog sales.

Four-Two Months before the Specialty (if collecting planning book payments)

- Submit payments in accordance with BMDCA policies to Specialty Treasurer on the prescribed form. (See Chapter 6 Attachment A-3).

At Least Three Months Prior to the Specialty

- Begin recruiting volunteers to work shifts at catalog sales table.
- Confirm signage for the Catalog Sales table with Grounds Chair or other chair as assigned.

Three Weeks prior to the Specialty

- Work out specifics with Catalog Advertising Chair of how original ad returns will be managed at the catalog table at the Specialty.
- Obtain list of pre-ordered and marked catalog orders from Registration Chair.

Week of the Specialty**Set-up Day**

- Be sure to confirm that the Superintendent delivered the correct number of catalogs and reserve catalogs to be held for club business (i.e. complimentary*, prepaid and marked catalogs) and pull them from your catalog supply immediately.
*Complimentary catalogs should be provided to the following:
 1. Show Chair
 2. Each Event Secretary
 3. Each Ring for use by Steward(s)
 4. Catalog Advertising Chair - 3 for proof of publication
 5. Photographer
 6. Videographer
 7. Judges Hospitality - one for each judge (to be presented *after* judges' assignments with thank you gift).
- Be sure catalog table is set-up appropriately
- Secure cash box from the Show Chair.

Management Throughout the Week

- Ensure catalog sales do not begin until one hour prior to the start of the official AKC events.
- Meet with volunteers briefly each morning to confirm schedules and breaks.
- Train staff to carefully check off names when individuals pick-up pre-paid catalogs. Signatures only required when recipients pick up prepaid catalogs for others.
- Obtain event results daily, reviewing judge's tear sheets whenever possible. Suggest coordinating with Newsletter Editor who may be able to provide computer file of results.
- Turn in cash/checks daily (as arranged with the Show Chair and/or Specialty Treasurer. Use Cash/Check Submittal Form - see Chapter 6 Attachment A-3). You should receive a receipt for each daily deposit and report the number of on-site sales to the Show Chair.
- Estimate the number of catalogs left over at the end of the show.
- Assist Catalog Advertising Chair with return of ads originals back to the advertisers.

Within Two Weeks of the Specialty

- Complete marking and mailing of "marked" catalogs. Complimentary marked catalogs should also be prepared and sent to the following individuals:
 1. BMDCA Records Chair
 2. BMDCA Specialty Coordinator
 3. BMDCA Historian
 4. Alpenhorn editor
- Send thank you notes to all volunteers.
- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).

Key Statistics for Historical Data:

1. Prices offered for catalogs (pre-ordered, on-site, marked)
2. Quantity of each type of catalog ordered (pre-ordered, marked)
3. Quantity of catalogs sold on-site
4. Estimated quantity of catalogs leftover