



RE-ELECT

GEORGE EIGENHAUSER

CFA DIRECTOR AT LARGE

I have had the pleasure of serving you on the CFA Board for nearly 10 years. I am a member of the CFA Legislative Committee and CFA Legislative Coordinator. I am a member of the Winn Board and the Winn Feline Foundation Secretary.

I am a self-employed attorney (but a nice person anyhow) practicing law for the past 28 years. I became involved in feline legislative issues in 1981 when I was appointed to a citizen's advisory board to oversee the county department of animal control. In 1990 I began going to CFA shows with some breeder friends and enjoyed the "family" atmosphere among fellow cat lovers. I started showing Household Pets and became hooked. I have had a CFA cattery and have been showing Maine Coons since 1992 producing several Regional wins. I am active in CFA clubs, show production and, of course, breeding and exhibiting. At the CFA Board table I have tried to be the voice of the typical breeder and exhibitor and try to speak out for "the little guy."

- We must stop the Animal Rights activists. I am a lawyer with nearly 27 years' experience with animal legislative issues on the national, state and local levels. As your representative I will continue to work hard to fight the Animal Rights agenda.
- CFA needs to modernize Central Office operations to improve efficiency and control expenses. This should not be done by cutting back essential services. Instead we must reduce costs by updating our operations. We can no longer compete in the world using 1970's technology. We must move to an Internet-based operation and join the 21st Century information culture. We must consider decentralization of operations to save money while preserving essential programs.
- CFA must be more responsive to you, our customers, in North America, in the Japan Region, and the International Division. CFA Board activities must be more transparent and the Board should be held accountable for both its actions and its failures to act. This can only happen through good communication with the electorate so we can all work together.
- We need to make it easier to access our services online and become more "user friendly." But good customer service means recognizing that not all people are the same. In addition to online access we still need a hard-copy alternative/supplement to the Almanac. We must adapt our services to our market, not the other way around.
- CFA must work harder to bring new people into the fancy. Agility, Junior Showmanship, Veterans Class, Household Pets, the Mentor and the Ambassador Programs are critical to CFA. We must open doors to new people while keeping those people already part of the fancy. I began exhibiting with HHP and know there are many doors into CFA. International Division growth remains one of our greatest, underdeveloped resources. As we grow CFA in the U.S. and internationally we must learn to accept and embrace new ideas and new customs.
- All of us need to remember why we became part of the fancy. It isn't enough to just bring in new people; we need to change our culture to be friendlier and more helpful to retain people who are already a part of our CFA family. We must value good sportsmanship above all else and show others that winning isn't the only thing.
- We should focus our attention on breed recognition and local honors programs. I applaud anyone who achieves a National Award. But I also applaud the thousands of people exhibiting CFA show after show who have yet to grand their first cat. We need to treat everyone in the fancy as if they are important to CFA, *because they are*.
- CFA needs a focused public relations effort to "brand" CFA in the minds and hearts of the public. We need to make CFA into a household name to draw sponsorships and corporate partnerships and to diversify our sources of income.
- CFA can be open to accepting new breeds and colors while still preserving the integrity of the existing breeds. We need to maintain our history and our heritage while bringing in the new.

These are some of my goals and ideas to move CFA forward. I would also like to hear your thoughts. Those of you who know me understand that I seem quiet, but I listen. Let me listen to your concerns about CFA. If you have any questions, or have input to share, please contact me at: geigenhauser@allmail.net, or phone: (530) 742-6153. Thank you for your support.