

# BREEDERS BEST CAT

At the 2008 CCCA Judges' Conference, held in Melbourne, Victoria, a trial was run of a presentation style for the World Cat Congress Conference day, to be held on Friday, 30th April 2010.

This presentation 'BREEDERS BEST CAT' was enjoyed by all those present, who agreed that it was something 'different', a great showcase for individual breeders, and that it offered a rare insight into the trials, tribulations, pleasures and joys of being a breeder, other than that of winning at shows.

This presentation consisted of two parts:

1. A breeder, accompanied in purrson, by their Best Cat giving a 5 minutes talk on why they considered this cat to be their best...
2. Preparation of a page for a booklet to contain the essence of this presentation, a picture of the cat, themselves, and a 'business' card ... with the pedigree of the cat on the opposite page....

The resulting booklet was provided to all participants, and all the Judges, sample of the text is attached.

Please note that these pages are copyright FCCV 2008, they are intended simply to give you some ideas about the possible ways you might present your best cat.

## WORLD CAT CONGRESS 2010

A presentation of Breeders Best cat is to be made to the International delegates, and members of the Cat Fancy from all over Australia as part of the seminar program on Friday 30th April 2010. All attendees will be provided with a copy of the accompanying booklet to take home with them, so this is your opportunity to speak directly to this audience, to have your face, your cats and your information carried to far flung corners of the world.

As a Judge, I find it difficult to attach the lovely cat I judged, to the names and faces of all the enthusiastic breeders I speak to when

I travel interstate. In discussing this with other Judges, I hear that the problem is even greater when they travel overseas - this booklet should serve as an *'aide memoire'* to our visitors, and who knows, some of our excellent, world standard cats may as a result wing their way to overseas buyers some day ..... and there is no harm in advertising to breeders around Australia either!

## HOW TO BECOME INVOLVED

FIRST: Think about your own breeding, which cat has contributed, or meant the most to you? (And it MUST be about more than show success - this presentation is a BREEDER'S EYE VIEW ) How would you sum up this contribution? Jot down your ideas - this will provide the 'seed' from which your talk and text will grow.

SECOND: Decide whether you would like to actually make a personal presentation to the seminar, can you/are you intending to bring the cat in question? If you are not (because it is now too old, or you are travelling a long way) it would be acceptable to bring one of its direct progeny as an 'in the fur' example, while providing a good photograph of the Best Cat itself for inclusion in the booklet.

THIRD: Be prompt about collecting together all the material requested below, and sending it to me. First in, best dressed, particularly if you wish to actually speak time is limited, only a dozen or so may speak !

## WHAT YOU NEED TO PROVIDE

ON A CD: A very good quality colour picture of your Best Cat, a good quality passport sized photograph of yourself. ( .jpg files)

The text of your Business Card, as .doc file OR You may include a .jpg file of your business card if you wish it to appear the same as the ones you hand out.

A catchy title line for your page. Your story about why this is your Best Cat in 250-350 words, or less words (no less than 200!!) and another smaller picture of perhaps a particular offspring, or a parent -- as .jpg files.

ON PAPER: A photocopy of your Best Cat's Pedigree; one of your Business cards to guide me in its layout, including your email address and phone number.

### POST TO:

Dr Truda M Straede, 15 South Bank Road, BUNYIP Vic 3815  
accompanied by payment made out to the ACCOUNT NAME, or copy of a direct deposit to them which you have made to cover the cost. The Bank Account into which money should be deposited, and cheques made out is: FCCV / CCCA National Show A/c CBA 063 840 10236362

### COSTS:

Attendance at the Seminar

: The Seminar day, including all the papers, lunch and afternoon tea will cost \$55/head. : A reduced attendance fee of \$25 is offered only to those who actually make a personal presentation of their Breeders Best Cat.

: If you only attend the seminar to make your Breeders Best Cat presentation, there will be no charge, and you will receive a complimentary copy of the Breeders Best Cat booklet.

### Advertising in the booklet:

: **\$25 for a Breeders Best Cat Page. (same format as above)**

: **\$20 for a full page ad**

: **\$15 for a half page ad**

: **\$5 for quarter page ad**

### Provide text, rough layout and pictures (high quality) on CD

PLEASE DO NOT EMAIL **PICTURES** TO ME. I ONLY HAVE DIAL UP - IF THEY DOWNLOAD QUICKLY THEY WILL NOT BE OF GOOD ENOUGH QUALITY TO PRINT, AND I DELETE ANYTHING LARGER THAN 1.5 MB WITHOUT DOWNLOADING.

**You may however email me\_with any questions I'm happy to help you with preparing your text, and I will email a .pdf of your page for your approval before including it in the booklet.**

**Truda M Straede, WCC Seminar Program organiser.  
ausmist@dcsi.net.au**

CLOSING DATE FOR ALL ENTRIES 30 NOVEMBER 2009