

2019 GPCA BOARD OF DIRECTORS
CANDIDATE QUESTIONNAIRE

Name: Mel Ciociola **City/State:** Martin's Creek, PA **Member of GPCA since:** 2017

Nominated by: Sue Cole, Maria Church Davis, Sandy Dymont, Karen Reiter, Jan Waitz

Biographical Summary:

During a distinguished branding & advertising career in NYC, Chicago, Boston and Philadelphia, I've been a valued strategist, visionary and advisor to Chairmen, Presidents and Senior Marketing Executives, helping grow many of the major brands & products you know and love best. I was also one of the top worldwide creative officers for BBDO, widely regarded as one the largest and most respected advertising agencies in the world. Subsequently, I ran my own branding & ad firm in midtown Manhattan for 20+ years. My award-winning work has appeared in more than 35 countries and 8 languages around the world. Introduced to the Great Pyrenees breed by Rhonda Dalton, I purchased my first puppy from Lorraine Fennimore in 2007. Currently I have three wonderful Pyrs. My boy Sully is an RBIS BISS Am/Can GCh, HOF. He was Top 20 USA in 2017 and awarded an AOM at Westminster in 2017. Sully has been the #1 Great Pyrenees in Canada for both 2017 & 2018. My first litter was born on the 4th of July in 2018.

Why I want to serve on the Board:

I would like to help "create" a far greater sense of pride in our noble breed, unifying the club in a common cause on behalf of our dogs, and increasing membership by attracting younger owners to perpetuate and continue to enhance the Great Pyrenees breed in America. I believe the professional skills that I have to offer will broaden the appeal of the GPCA...and blend seamlessly to help optimize the strengths of our board and members who are Pyr experts.

Prior experiences- Offices/Chairmanships/Committees served on:

GPCA: While my first year as a member of the GPCA was 2017, I've been a member of the GSGPC since 2007. This gives me greater insight into NEWER Pyr owners, bringing a fresh perspective, along with unique, world-class strategic, creative & organizational skills to the GPCA. I have DECADES of experience as a board member for a variety of organizations, making me more than qualified. Two relevant examples are 501(C)3 organizations, during periods of unprecedented financial, reputational, and membership growth for both. On the board of the Bucks County SPCA from 2009 to 2012, we raised more than \$5 million to build a second state-of-the-art shelter for one of the most respected animal organizations in Pennsylvania. On the board of The NJ Colonials from 1995 to 2004, I helped grow a youth hockey club from 13 teams with less than \$500,000 in annual revenues, to 39 teams with more than \$1.5 million in annual revenues. Cited by USA Hockey for Outstanding Marketing, the club became one of the elite youth hockey organizations in the east, competing annually for both girls & boys USA Hockey National Championships. COMMITTEES I've led include OPERATIONS, PROGRAMS, MEMBERSHIP, BUDGET, COMMUNICATIONS & BYLAWS.

Regional Pyr club: Member of the Garden State Great Pyrenees Club (GSGPC) since 2007.

All - Breed: Member of Y2K9's & Suburban Dog Training clubs in suburban Philadelphia, between 2007 and 2013

I believe that the 3 areas of greatest concern to the GPCA should be:

1. Bring Pyrs & the club into the 21st century, making the breed more relevant to potential & existing owners alike.
2. This will help UNIFY all members of the GPCA, including Show, LGD, Breeders, Pet Owners and Rescue...
- 3....and create more committed owners, manpower and resources to further the betterment of the breed in all areas.

I will attend the Annual Meeting, wherever it may be held in the US (barring a personal emergency), and will support my own travel expenses. Yes No

Of the last 5 Annual Meetings, I have attended 2.

Of the last 5 National Specialties, I have attended 2.

I certify that to the best of my knowledge, the above is true and correct.

Signed: Mel Ciociola