

February 2010

Dear Dalmatian Fancier:

The time has now arrived for the Chicagoland Dalmatian Club's 2010 Pedigree Book. We have many exciting changes in store for this upcoming edition and we enthusiastically await your dog's pedigree to enhance our latest publication.

This year's edition will feature two landscape oriented pages for every entry and the addition of a Pedigree Book DVD. One page of each entry will be devoted to the dog's four generation pedigree, while the other page will contain a 5x7 COLOR photo cropped to the dog, the traditional physical description details such as color, height, weight, etc., certification numbers and a greatly expanded comment section. In addition, each entry can be accompanied by a 45 second video or photo slide show which will be included with your entry on a DVD that will contain the entire Pedigree Book.

The Chicagoland Dalmatian Club is proud of their service which provides pedigree information for conscientious breeders to further their programs. The 2010 Chicagoland Pedigree Book is the best way to advertise the quality of your dogs. One ad in our book is more effective and less costly than catalog advertising, and now with the addition of video, a lot more interesting. This is a wonderful way to advertise your champions, title holders and future stars. We encourage you to include your dal in our 2010 edition, along with some of the other best Dalmatians in the world.

The 2010 edition includes indexes for dogs, their owners, co-owners and breeders for easy reference. The cost of including your Dalmatian's picture and four generation pedigree in our book will be \$100.00 per ad. The deadline for entries is July 1, 2010. You are invited to present more than one Dalmatian. However, each must have its own individual ad. As an extra incentive, entries received by May 1, 2010 will be \$85.00. Also, a 2010 Pedigree DVD containing a digital copy of all entries and videos/photos, along with shipping is included in the price of Early Bird and Regular entries.

For those interested in additional copies of the 2010 Pedigree DVD, the pre-publication price is \$25.00 per copy. If you still like the feel of an actual 2010 Pedigree Book, a hard covered single volume featuring the traditional ad pages with color photos and full page pedigree will be available for a pre-production price of \$75.00 for the book only (price will be higher after publication). Please note that the Pedigree book and Pedigree DVD are each sold separately.

Enclosed are copies of the four-generation pedigree form containing spaces for all needed information for the Pedigree Book. Please PRINT or TYPE each name carefully on the forms provided. Computer generated pedigrees will also be accepted. Try to keep your comments short but informative. Please edit comments to reflect precisely what you want to say about your Dalmatian. Most people include show records, production records, and/or notable achievements. A generous comment section of 858 characters is provided for including spaces/punctuation for this information.

The picture you submit is very important. Please send a picture that shows your Dalmatian to its best advantage. We recommend that you send in a side view, show-posed 5 x 7 photo. Remember - people are looking for potential studs or possible puppy purchases so they want a good idea of conformation, spotting pattern, size, etc. We will accept title-holders sitting with trophy winnings or dogs participating in actual performance events. We will crop pictures to the dog only. Please keep in mind - a dark and shadowy picture will reproduce dark and shadowy. (We will make every effort to return pictures to you when production is completed). If using a digital camera, set it at the highest quality setting possible. If scanning a photo, scan at 300 DPI and size it to a 5" by 7" image.

NOTE: We will NOT accept group photos, ads without photos, or cute little pictures of Dals curled up by the fire. Polaroid and poor quality snapshots are NOT acceptable. Video and/or photos should be submitted on CD's or via e-mail. Contact us if you need assistance creating a slide show. We will convert the first 45 seconds of your original video or photo slide show to a 640x480 Adobe Flash (SWF) movie. It will be video only, no audio. CDC will not edit your video content. Your content must not violate patents, copyrights, trade secrets, intellectual or any other property rights belonging to others. It must not be illegal, damaging, threatening, abusive, libelous, pornographic, vulgar, obscene, hateful, racist, an invasion of privacy, or reprehensible in any other way.

We are trying to produce a professional looking book, and need your cooperation. We know that you will keep in mind the book's purpose and understand our restrictions. We will only accept AKC, UKC or foreign equivalent registered Dalmatians.

We plan to provide you with the best possible experience from start to finish. If our estimates are correct, the schedule for this year will be:

- All Early Bird orders with pedigrees, photos, video and payment must be received by May 1, 2010 to qualify for the discount.
- All Regular orders with pedigrees, photo, video and payment must be received by July 1, 2010.
- Proofs of your ads will be mailed/e-mailed to you and must be returned to us by July 15, 2010 with all corrections CLEARLY MARKED IN RED!

If you'd like to make a submission via postal mail, you can download PDF forms from our website, Chicagodals.org/Pedigree2010.

For your convenience, we have attached Adobe PDF forms. Please complete an entry form for each dog being submitted and one order form. You can use Adobe Acrobat or Adobe Reader to fill in this form. However, you must use Adobe Reader Version 9. If you do not have Version 9, please download it from the web site below.

Get the free Adobe Reader 9 from:

<http://www.adobe.com/go/reader>

Click the attachment to open the form in Acrobat or Adobe Reader and enter your pedigree information. When you are finished, click Submit to return your data to CDC at pedigreebook@chicagodals.org.

We know that you will want your Dalmatian included in the 2010 Pedigree Book, and are sure you will spend many delightful hours combing through your copy and watching the DVD!

Complete the Adobe PDF forms and Email your entries now to pedigreebook@chicagodals.org [<mailto:pedigreebook@chicagodals.org>],

Avoid the rush!!

Sincerely,
the 2010 CDC Pedigree Book Committee
pedigreebook@chicagodals.org

Instructions for Filling Out The Order Form

If your order is going to REACH us by May 1, 2010, use the Early Bird Form. Otherwise, use the regular form with a FINAL DEADLINE OF July 1, 2010.

Please complete your name, address, City, State, and Country. (Otherwise we will assume USA) and Zip.

For each entry you are submitting please type out the AKC registered name of each dog.

Please note that a DVD is included in the price of each entry. Mark the number of additional DVDs or hard covered Pedigree Books you are ordering. Total the charges for your entries and additional Pedigree DVDs and/or books. Add shipping charges for the proper country per book or DVD.

Filling out the Entry Form and Abbreviations

Use the complete registration name and AKC number. For sex use: M for male, F for female, NM for neutered male and SF for spayed female.

If there are multiple owners or breeders, please list them according to their order on the AKC Registration Certificate.

For color, please use BLK for White and Black and LVR for White and Liver. For eye color use amber, light brown, brown, dark brown, black brown, blue and blue & brown.

OFA - Must have Complete OFA Number. BAER- Use Bilateral or Unilateral.

Please limit your comments to 858 characters including spaces/punctuation. Printing extra small or using a tiny font will not work.

When entering the pedigree, be sure to use the complete AKC registration names of all the dogs. If an ancestor had been entered in a previous Pedigree Book, you do not need to complete that branch of the pedigree. Do not abbreviate the names.

Please put titles in alphabetical order. (Example: AM/CAN CH Downtown CAN CD for American/Canadian Champion, Canadian Companion Dog; or INT/MEX/NORCH Uptown for International/Mexican/Norwegian Champion). If the titles are not US titles please use the country of origin with the title (Example: CAN CH My Tyme for Canadian Champion).

Thank you for your entries. We plan on producing the best possible pedigree book with your help.

The 2010 CDC Pedigree Book Committee

Checklist:

- o Completed order form
- o Completed an entry form for each dog
- o Labeled photo included of each dog.
- o Included 45 second digital video or slide show for each dog.