

Maremma Sheepdog Club of America



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Board

of

Please return this application to the above address.

Directors Candidate Biography

Date: 10/14/2021

Position(s) running for: Recording Secretary

Name: Alison R. Charter-Smith
First MI Last

Residence

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Phone: 209-728-8757 Email: alisoncs@fastmail.com

Please share a brief biography: _____

My husband and I have a small farm in the Western Sierra Foothills of Northern California and we own two Maremma male siblings. I was introduced to the Maremma breed in 2010 when I quit my career in Marketing in Silicon Valley after 25 years, and decided on a lifestyle change - by starting a livestock farm and selling value-added products at our local community farmers markets. With the addition of livestock on the farm, it also attracted predators, including Bears and Mountain Lions. I did significant LGD research on the different breed choices, and I specifically chose Maremma's for their close guarding style, and even temperament. Even though I'm a

livestock breeder of several species, my interest in Maremma's is solely as my equal partner in the essential job of protecting my herd. I understand the immense responsibilities of being an excellent breeder, and therefore, I value and admire the Maremma breeders who focus on breeding healthy dogs, and animals that will be successful in their future careers.

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page 1

Experience you have that would be helpful in this Board position?

I'm currently serving as your interim MSCA Recording Secretary, a position that I've held since 2016, which I enjoy helping the board in this role. In addition to these responsibilities, for the past 7 years, I am also presently serving on 4 other Livestock 501©3 Boards as an Officer - as President and Treasurer. I enjoy being a part of a board that works cohesively together, is excited about helping the association, and helping its members becoming better educated about the breed.

Why do you want to hold this position on the Maremma Sheepdog Club of America Board of Directors?

I was elected in 2016 for the role as Recording Secretary, and I would like to continue to serve the MSCA in this capacity. I believe with the addition of new members to the MSCA Board, it will bring diversity, enthusiasm and ideas for the future direction of the MSCA. There are so many more possibilities for enhancing the understanding of this breed to the general public and supporting the breeders and owners of these of these wonderful dogs.

Any further information you would like the Membership to know about you?

In addition to running a farm full time, selling at weekly farmers markets, and working as a marketing consultant for high-technology companies, I am most proud of my other responsibly of operating my local community Food Bank – distributing food twice per month – as I really enjoy the ability to helping others be more successful in their lives with healthy food choices.

What is your vision for the future of the MSCA?

I'm excited about the interest in this election for the MSCA board, as the addition of new board members will bring new energy and involvement of more diverse members of our association. From past experience on other boards, clubs who continue to grow and become more successful, it's always due to a direct correlation to the involvement of its membership. I believe that the board of the MSCA will need to have members who are willing to "roll up their sleeves" and be a part of the solution to ensuring that this breed and its breeders will continue to be successful through its programs, support and education.

What are your top 3 priorities for the MSCA in the next three years?

1) To create a "learn from a mentor" for new breeders and Maremma puppy owners program – a "buddy system" of pairing of experienced breeders with new owners

2) To educate the general public/farming community through traditional and newer social media marketing channels on the benefits of Maremma's and how they are better situated compared to other LGD breeds, with successes with poultry, children, non-LGD dog breeds, and mixed livestock farms . This education will increase the awareness and understanding of Maremma's, and the assist the MSCA Breeders with better educated Maremma buyers.

3) To expand upon the Code of Ethics program and provide training to MSCA Breeders to become identified as exceptional "best practices" leaders.

I ask for your vote as your 2022 MSCA Recording Secretary. Thank you for your consideration and vote. Alison Charter-Smith

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