

GENERAL INFORMATION

Conformation Judges:

Ms. Marilyn Marlow – Futurity
Ms. Barbara Kenealy - All Dog Classes & Junior Showmanship
Ms. Edna Katie Gammil – All Bitch Classes
Mr. Joseph Molloy – Breed/Intersex

Weather: Generally speaking, weather in the Greater St. Louis area in April is very pleasant. Daytime temperatures should be in the 70's + and evenings in the 60's+. There is ALWAYS no way to predict the weather so be sure to check the weekly forecast for the area prior to "packing" your clothes!

Catalog Advertising: The deadline for catalog advertising is Friday, March 11, 2011. Rates are as follows:

Full Page (4 1/2" x 7 1/4")	\$60.00
Half Page (4 1/2" x 3 5/8")	\$40.00
Quarter Page (4 1/2" x 1 13/16")	\$30.00
Business Cards	\$30.00
Photograph in ad, each	\$12.00

Ads maybe submitted either in draft form or camera-ready copy. For full guidelines on ad layout, artwork and photograph requirements, go to <http://www.mbf.com>. Send ad copy, photographs and full payment to Carolyn Ing, 493 Westford Street, Carlisle, MA 01741. For further information, email carolyning@comcast.net. ASSA reserves the right to accept or reject any advertisement requests.

Club Banners: Club banners will be displayed in the Event Center during the week. **BANNERS ARE TO BE RECEIVED NO LATER THAN APRIL 1, 2011. BANNERS WILL NOT BE DISPLAYED IF NOT RECEIVE BY APRIL 1st.** Mail banners to: Bob Piccirillo, 8706 Byrnesville Rd., Cedar Hill, MO 63016

Marked Catalogs: Catalogs with marking sheets are available for purchase for \$30. Use the Master Reservation form to order.

Master Reservation Forms: Use this form to register for the social events and marked catalogs. RV space and grooming space reservation will be handled on a separate registration form.

Payments: All payments should be made payable to ASSA by check or money order drawn on US banks only. Checks drawn on foreign banks or foreign postal money order *are not* acceptable. Please do not send cash through the mail.

RV Reservations & Space: There will be ample RV parking provided at the show site of Purina Farms. ALL spaces will have electrical hook ups, sewer hook ups, water hook ups and they will also have your own dressing room with shower and toilets located next to the parking area. This area is located just outside of the Main Exhibition Hall of the Purina Farms. Price will be \$30 per night which does include ALL of your hookups. Size of vehicle(s), number of nights and dates will need to be sent to the RV Chairman, Sheila Monks, 3340 Galway Rd., Ballston Spa, NY 12020-2024. The RV Parking Space Application will be available in the Premium List and on the ASSA and local club's web site.

Veterinary Services:

24 Hour Emergency Service
Pacific Animal Hospital
450 Filer Dr., Pacific, MO 63069
Ph: (636) 257-2100

Symposium: To be held Tuesday, April 19, 2011. Beginning at 8:30 a.m. Canine Nutrition will be discussed with a Purina Farms nutritionist. Starting at 9:30 a.m., the subject of Fresh Chilled Semen will be discussed with a panel of sheltie breeders available at the end for discussion, questions and answers. It will be a morning only symposium and will be held upstairs in the Main

Exhibit Hall of the Purina Farms facility. Price will be \$15 per person and no lunch and/or meals will be included, only refreshments. Reservations are to be placed on the Master Reservation form and mailed to the ASSA Show Treasurer, Bob Piccirillo

Judges Education Seminar & Workshop: The Judges Education Seminar and Workshop will be Thursday, April 21st at 9:30 a.m. The workshop will include classroom time to view a Slide presentation, followed by hands-on activities in the practice ring. The workshop is open to Sheltie breeders who are planning to submit an application to AKC within a year or so, and to judges who are already approved for other breeds. An application for attending the workshop is available on line for download at <http://stlshelties.com/GSLSSCnew/National-Home.html>. It will be held upstairs in the Main Exhibit Hall of the Purina Farms facility.. Attendance will be limited, and the cost will be \$35.00 Includes video, instructional pamphlets, and “hands on” experience. Then on Friday, they will sit ringside with Linda More for additional education while watching judging. An application form will be available on the ASSA website under Judges Education, or you may obtain one from Linda More. For more information contact Linda More at 112 Palace Green, Cary, NC 27518 or Lindamore@earthlink.net.

Junior Handling Clinic: All junior ages 9-18 are welcome and encouraged to participate in the annual handling clinic on Friday night, April 22, 2011. Professional handlers and breeders will be on hand to guide you through the basics and the fine points to help you show your dog to the best of your ability. Please see the schedule below for details:

- ½ hour after conformation judging, all handlers (ages 9-18, novice and open level) will gather in the main ring. Junior aged handlers (ages 9-11) will work together as one group while intermediate and open aged juniors (12-18) will work as another. Both groups will work on handling skills for one hour.
- After handling practice, we'll gather again as a whole group to enjoy a pizza party and “mentor summit.” You and your mentors can share your mentoring experiences. If someone mentors you – tell us what helps and why. If you mentor somebody else, let us know why you mentor and specifically what you're doing to help others.

There is no fee for the handling clinic or pizza party but you do need to register in advance. Send the registration form from the Bulletin Board to: Sondra Mauzy, 6225 W. Mason Rd., Deer Park, WA 99006, Ph: (509) 844-4671.

Vendors: The show ring and all of the ASSA and the Greater St. Louis Shetland Sheepdog Club, are in the Main Exhibition Hall of the Purina Farms facility and all of the vendors will be in that building. The rental fee is for a 10' x 10' space at the cost of \$450.00 1st space, 2nd space is \$400.00. Electricity is optional at a cost of \$25.00 for the week. We are limited to approximately 38 spaces so please contact the Chairman early. If you are a first-time vendor, contact Mel Cohen & provide him with your company information, items you will vend, your website & your e-mail address for show advertising. Mel Cohen is the Vendor Chairperson and can be reached in California at (951) 789-1033, Fax (951) 789-1291 or e-mail: roysroyce@aol.com There will be one space available for ASSA members on a one or two day basis Monday through Saturday at a cost of \$75.00 per day. This is on a first call basis.

Visiting Hours: The Grooming Areas (one in the Grooming Building and one in part of the Main Exhibition Hall of Purina Farms) will be the showplace for visiting hours, which will be held on Tuesday, April 19, 2011. Layouts, pedigrees, photos, business cards and displays are encouraged. Please remember, no puppies under 6 months of age and no “For Sale” signs allowed. Visiting hours will begin at 6:00 p.m.

HOTEL INFORMATION

The following hotels are the “preferred” hotels for the 2011 ASSA National Specialty.

Holiday Inn Six Flags
4901 Six Flags Rd.
Eureka, MO 63025
Ph: (636) 6661

****Special rates for ASSA have been blocked (\$109 plus tax)** - need to call them direct for rate and bookings. Rates are the same for single, double, triple or quad. This is a DOG FRIENDLY hotel. They will be providing plastic for under crates upon check in and a door sign notifying housekeeping that dogs are inside of the room.**

This is where the ASSA Awards Banquet will be held.

Travelodge Diamond Inn
2875 Highway 100
Villa Ridge, MO 63089
Ph: (636) 742-3501

****Special rates for ASSA have been blocked (\$69 plus tax)** - need to call them direct for rate and bookings. Rates are the same for single, double, triple or quad. This is a DOG FRIENDLY hotel. They will be providing plastic for under crates upon check in and a door sign notifying housekeeping that dogs are inside of the room.**

HOTEL - DOG SHOW GUIDELINES:

1. Maximum of 4 dogs per room.
2. There is a one time \$30.00 per stay fee for dogs. This fee applies to all guests and is a fixed fee regardless of how many nights you stay. The fee is non refundable.
3. Dogs left unattended in a guest room MUST be in a crate. Plastic sheeting should be placed under each crate in the guest room area. The Holiday Inn & Travelodge will be providing the plastic.
4. Hotel guest with dogs in the room need to use the special door hanger provided by the hotel. This hanger will leave instructions to the housekeeping staff. Housekeeping will not enter the room unless the door hanger is present.
5. Housekeeping must be allowed to clean a guest room (with dogs) at least every two days. Guests who have special request (i.e. a certain time of the day that room will be vacant) can discuss them with the housekeeping staff upon arrival.
6. Owner/exhibitors should bring their own toweling for bathing the dogs. A daily inventory for missing or damaged towels will be taken. Any necessary charges will be applied to the guest.
7. Bathing and/or grooming of dogs in or right outside the guest room is not allowed. The hotel will impose a \$100 penalty to anyone found grooming in this manner. The hotel has a grooming house on the grounds, which will be available for use. Grooming is not allowed on any sidewalks.
8. The individual guest will be responsible for any damages to a guest room or any hotel property. This includes, but not limited to, replacement cost for carpeting if odors or stains cannot be removed with traditional cleaning methods.
9. Dogs are to be leashed at all time when out of the guest room.
10. The hotel and the show committee will investigate any problem areas that are outlined above. Any guest not following the above guidelines will be asked to check out of the hotel without refund.
11. Dogs will not be allowed in the following public areas: The lobby, restaurant, lounge, Holiday Inn, and the respective hallways to the areas listed.
12. There will be a \$100 fee for any removal of guest room furniture. All furniture must remain in the room at all times.
13. Extension cords are not allowed to be plugged in to rooms from a vehicle, trailer, or camper in the parking lot.

AIR TRAVEL

Fly into St. Louis Airport. The show site and preferred hotels are approximately 25-30 minutes from the airport. There is no shuttle service to either so taxi or rental cars will be required.

Driving Directions:

From Lambert Field Airport (STL), go NW on Lambert Intl. Blvd towards Natural Bridge Rd. Turn Right onto Lambert Intl. Blvd/Natural Bridge Road (.5 mi). Merge onto I-70 West via the ramp on the Left (2.9 mi). Merge onto I-270 South via Exit 232B-A towards Memphis. (14.5 mi). Merge onto I-44 West/US-50 West via Exit 5B toward Tulsa (23.0 mi). Take the MO-100 exit, Exit 253 towards I-44 BL E/Gray Summit (0.2 mi). Turn Right onto MO-100 and go 0.4 mil and turn Left onto MO-MM. Go 1.2 miles to entrance on your left to Purina Farms.

If driving to show site take I-44, whether Eastbound or Westbound to to Exit 253/MO-100 Gray Summit. Go North 0.2 miles to MO-MM (gast station on corner) and turn left. Go 1.2 miles to entrance on your left to Purina Farms.

Shuttle Transportation Information:

There are various taxi cab companies as well as various other ground shuttle transportation. Go to the following web site to see companies. <http://www.lambert-stlouis.com/flystl/airport-information/ground-transportation/>

GROOMING SPACE

Grooming spaces will be allocated on a first-come, first served basis, with advance service to ASSA members first and then followed by general reservation taking.

ASSA member advance grooming reservations will be taken beginning January 3, 2011. Grooming reservations for all other exhibitors will be taken beginning January 12, 2011 and until March 26, 2011, after which time there will be NO REFUNDS for cancellations or changes accepted.

The grooming spaces this year are offered in 5' x 10' size ONLY. The cost for the 5' x 10' spaces will be \$60.00 ea. For planning purposes, the spaces are intended for exhibitors requiring space to accommodate 1 to 4 dogs, crates, grooming tables and ONE 4'x4' to 4'x8' ex-pens.

All grooming spaces are in the same building but in two separate areas. Purina has one room set aside that does have power available. "IF" you require power please check the appropriate space on the reservation form. ****THERE ARE A LIMITED NUMBER OF SPACES WITH ELECTRICITY, SPACES ARE NOT GUARANTEED****

If you wish to be assigned to spaces next to other exhibitors as a group, you may do so by sending the form, with appropriate payment for each individual's reservation request, together, in one mailing envelope. THE TOTAL NUMBER OF ADJOINING SPACES WHICH MAY BE RESERVED IN THIS GROUP REQUEST IS LIMITED TO A MAXIMUM OF 8 SPACES FOR THE GROUP. ******ONE GROUP REQUEST PER MAILING ENVELOPE******

Payment in full must accompany the reservation request. All reservation requests must be received by March 26, 2011. No cancellations or changes will be accepted after that date, and no refunds will be issued after that date. *Make checks or money orders (in U.S. funds) payable to ASSA.* Reservation request must be received at the following address:

Keith E. Kozakiewicz
ASSA Grooming Space Reservations
P. O. Box 33876
Phoenix, AZ 85067-3876

Any reservations received at other than the provided address will be not be accepted and returned to sender.

SPECIAL NOTES FOR THE GROOMING AREA:

- (1) If necessary, ASSA reserves the right to reduce any exhibitor's grooming area allocation and relocate the space assignment if the space requirements for the number of dogs indicated for the entry at the time of reservation acceptance is not consistent with the number of dogs actually entered or present at the show in order to accommodate any emergency space requirements.
- (2) Ex-pens must be arranged to conform to a reduced size 4'x4'to 4'x8' format and no more than two pens may be ganged together in any space or adjoining spaces. *All grooming spaces this year will be 5' x 10' in size.*
- (3) The grooming area will not be available until 3 p.m. on Sunday to allow for ring and vendor set up first. Please plan your arrival accordingly.
- (4) Local Boy Scout troop members may be available to help move your equipment into the facility. TIPPING to the Scouts directly is strictly prohibited; HOWEVER, a jar will be available at the sign in table for donations to the general troop fund.

- (5) Plastic sheeting, shavings, and water will be provided. ALL EX-PENS must have plastic on the floor and up the sides to contain the shavings.
- *** NO, PAPER, TOWELS, SHEETS, ETC ALLOWED... IF YOU HAVE A PROBLEM WITH SHAVINGS YOU, AT YOUR OWN EXPENSE CAN GET THE GREEN PELLET TYPE BEDDING. *** You are expected to keep your ex-pens clean. PLEASE be considerate of those next to you.
- (6) Security will be provided inside the building each night of the show. The grooming area will be locked down from 11:00 p.m. until 6:00 a.m. each day. EXCEPT IN CASE OF EMERGENCY NO ADMITANCE WILL BE ALLOWED.
- (7) DECORATIONS/REFRESHMENTS: —“REASONABLE decorations” will be allowed. Please keep the individual banners and any other decorations to 7ft tall or less. ABSOLUTELY NO CANOPIES, lights or other electrical decorations! The National is a special event and folks want to see the dogs, so please be responsible with refreshments-simple snacks, and beverages only. This is a grooming area and not a wine and cheese tasting event.
- (8) Grooming spaces are not to be used for display areas. If you want a vendors spot, please see the Vendor Chairman. Anyone found using a grooming space for such activity will forfeit the space and be responsible for any actions ASSA deems necessary.
- (9) If you are concerned about tracking your reservation to insure it's arrival, I suggest using Priority Mail with Delivery Confirmation service offered by the US Postal service or send a self address stamped post card with your reservation.

VISITING HOURS

The Grooming Areas (located in two separate areas of the Main Exhibition Hall) will be the showplace for visiting hours, which will be held on Tuesday, April 19, 2011. Layouts, pedigrees, photos, business cards and displays are encouraged. Please remember, no puppies under 6 months of age and no "For Sale" signs allowed. Visiting hours will begin at 6:00 p.m. until 9:30 p.m. Please take into consideration the dog and owner/handler and **DO NOT OPEN THE DOG'S MOUTH TO LOOK AT THE BITE.** If you wish to look at the bite of an animal, then please ask the owner/handler to do so. Be courteous to others and if the owner says the dog is too tired to be looked at and has been put away, then set up an appointment with the owner/handler for a later date and time.

FUN EVENTS

Monday – April 18, 2011 – starting at 5:00 p.m., upstairs in the Purina Farms Main Exhibit Hall, a fantastic Celebration of 100 years for the Shetland Sheepdog PARTY. There will be cake and refreshments along with an open “pay” bar hopefully offering J Patrick Hummers as well as a photographic stroll down memory lane of some old “Sheltie Greats” that are no longer with us today.

Tuesday – April 19, 2011 – 2:00 p.m. in the Ring there will be a “Freestyle Dog” demonstration. Following the demonstration, there will be a training course offered for those wanting to learn this fun and amazing sport.

Wednesday – April 20, 2011 – This will be the “Back to the 60’s” day in the ring. Dress up as if you were in 1960 and attire will be judged and a prize awarded to the “best one”.

Wednesday – April 20, 2011 - starting at 5:00 p.m., there will be an informal BBQ dinner offered for purchase presented by the local Greater St Louis Shetland Sheepdog Club. It will be at the show site.

Friday – April 22, 2011 – “Casino Night” - this evening take a bus from Gray Summit to Harrah’s Casino River Boat for a fun evening of gambling and fun. Drinks and dinner are available for purchase on the River boat. Sign up sheets will be available at the Catalog Sales Table. A minimum of 35 people will be needed for this to operate. Time of departure to be announced at the show.

NATIONAL WORKSHOPS AND EDUCATIONAL EVENTS

The following National Workshops will be held during the 2011 National Specialty Week:

Fanciers Ringside Education: This year we are pleased that our most popular program will be chaired by Bev Pollisseni. This educational program is a prime opportunity you will not want to miss. At no fee on a first come, first served basis, sit at ringside and be mentored by experienced breeders and breeder judges in the breed. Seating will be available only for adult classes except Winners and Best of Breed. No seating available during Futurity or Puppy classes. We are most grateful to these mentors in this program for giving their experienced counsel to all whom pre-register. To select your preferred class and reserve your seat in this event, sign up at the Catalog Sales table on the Sign-Up Sheets.

The Sheltie Standard” Study Group: Coordinator: Jennie Hynes. To be held Wednesday Evening, April 20th from 7:30 p.m. – 9:30 p.m. Portions of the standard to be discussed: Expression, Head, Symmetry and outline. A classroom portion to review parts of the standard that will be addressed will be followed by a hands on portion. Participants will learn how to examine a dog to evaluate and assess virtue while evaluating and comparing dogs. This portion will incorporate experienced breeders to describe and discuss the standard in detail.

This event should be a learning experience for the newcomer as well as established breeders wanting to re-examine their knowledge of the breed and to continue learning. It is limited to 70 participants with a \$25.00 fee. Mail the Registration Form with your check made to ASSA to: Bob Piccirillo, 8706 Byrnesville Rd., Cedar Hill, MO 63016, email: r.piccirillo@rapporlee.com

PARADE OF RESCUED PERFORMANCE DOGS:

This is a non-competitive exhibition open to any Shetland Sheepdog entered in any performance event at this National that was adopted from a Sheltie Rescue group. This event will be held on Saturday, April 16, 2011, immediately following the completion of Obedience/Rally. A Rosette will be awarded to each participant. There is no entry fee. To register, please use an AKC entry form and attach a short (100 words or less) history of the dog. Registration for the Parade closes on March 26, 2011. Mail your completed entry forms and history to: Dorothy Christiansen, 13520 W. Bruce Road, Homer Glen, IL 60491. Note: if sending "overnight" please indicate "signature not required".

PARADE OF VETERANS:

There is no entry fee for the Parade of Veterans, but a completed blank entry form and a short history (100 words or less) of the dog must be submitted. This event will be held on Monday, April 18, 2011, 1/2 hour after the completion of Futurity. This is a noncompetitive exhibition open to any TITLED SHETLAND SHEEPDOG over the age of 10 years and not adopted from rescue. To register, send the completed AKC entry form and attached 100 words or less history of the dog to Dorothy Christiansen, 13520 W. Bruce Road, Homer Glen, IL 60491. Note: if sending "overnight" please indicate "signature not required". Registration for the Parade closes on March 26, 2011.