

The background of the slide is a light teal color. On the left side, there is a cluster of 3D rectangular blocks in various colors including red, orange, yellow, and teal. A small, realistic image of a ginger cat's face is positioned within one of the teal blocks. On the right side, there is a white rectangular box with a thin black border containing the meeting title and speaker information.

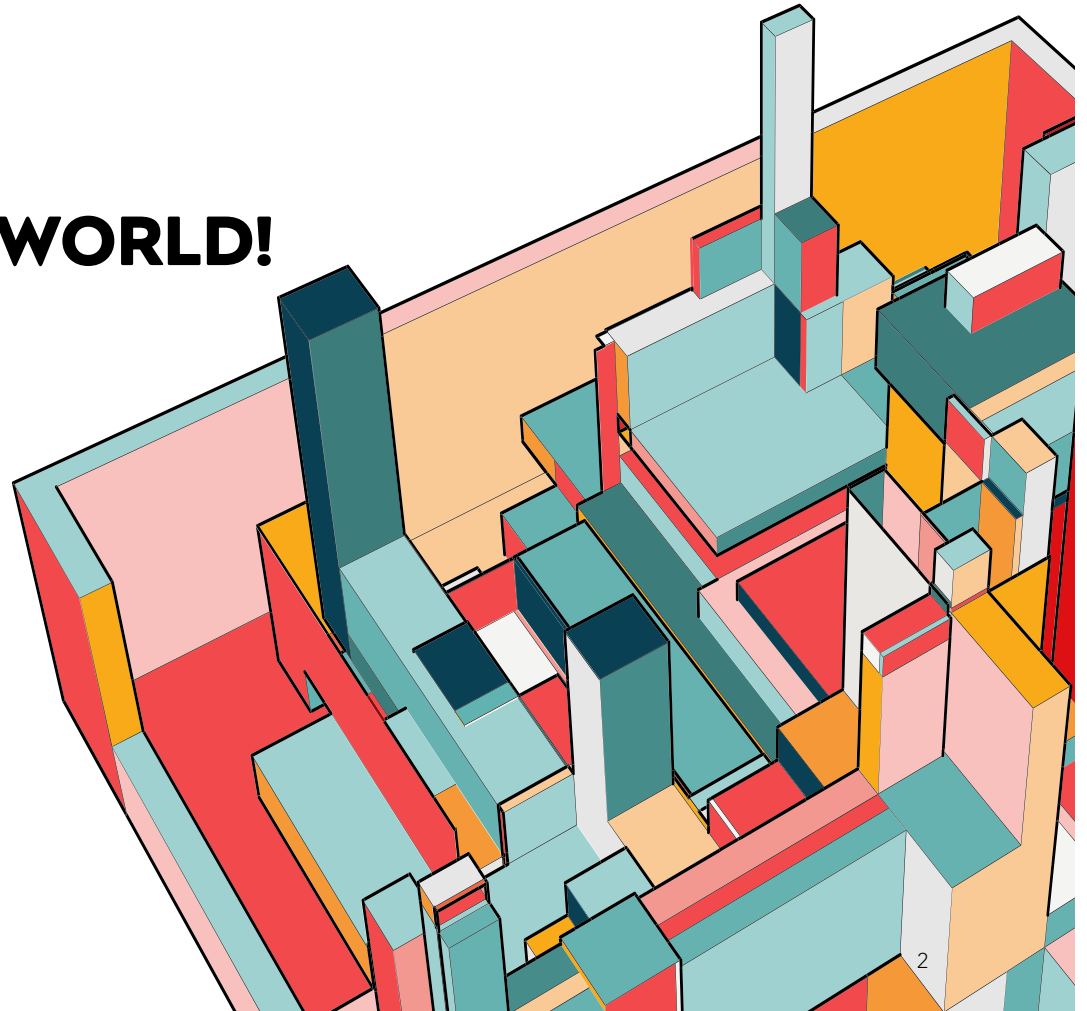
# **TICA WINTER MEETING 2023**

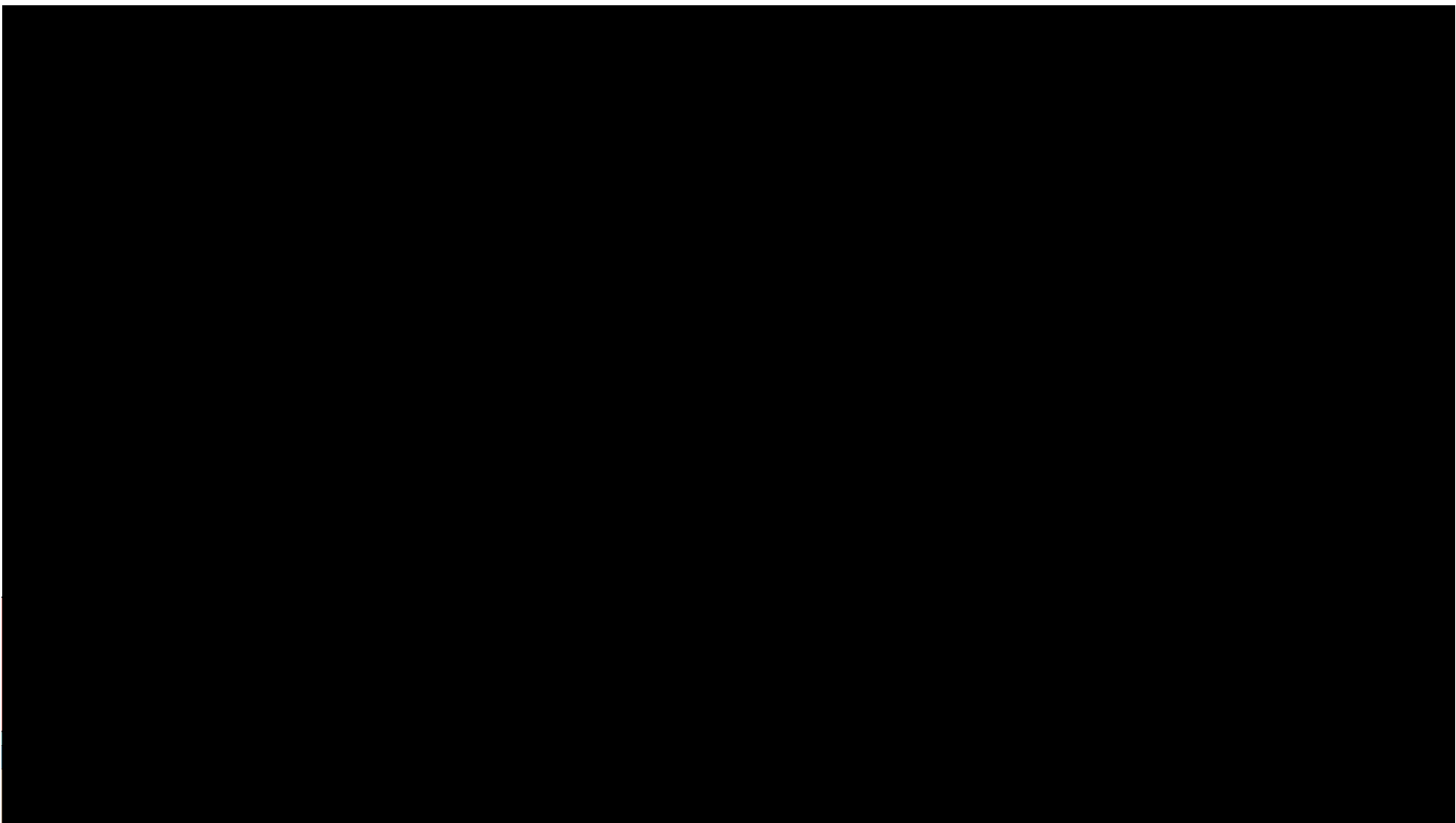
Danny Nevarez, Chief Operating Officer

# RECOGNITION!

## #1 REGISTRY IN THE WORLD!

- Frances Cardona & Roeann Fulkerson
- Vicki Jo Harrison
- Board of Directors
- TICA Team Members





# AGENDA

## CUSTOMER SERVICE

TICA is delivering service faster than ever before.

## INNOVATION

Making incremental improvements  
TOES (The future of TICA shows)  
Breeder Listings

## MARKETING

Social Media  
Publications  
Sponsorships  
New Revenue

## GROWTH

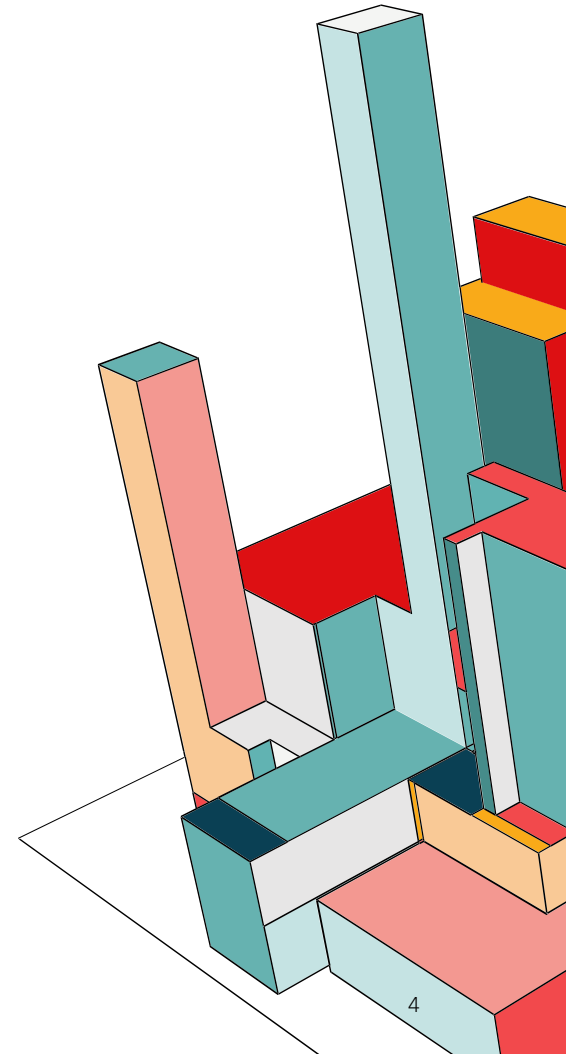
After three banner years, TICA is continuing to recognize growth!

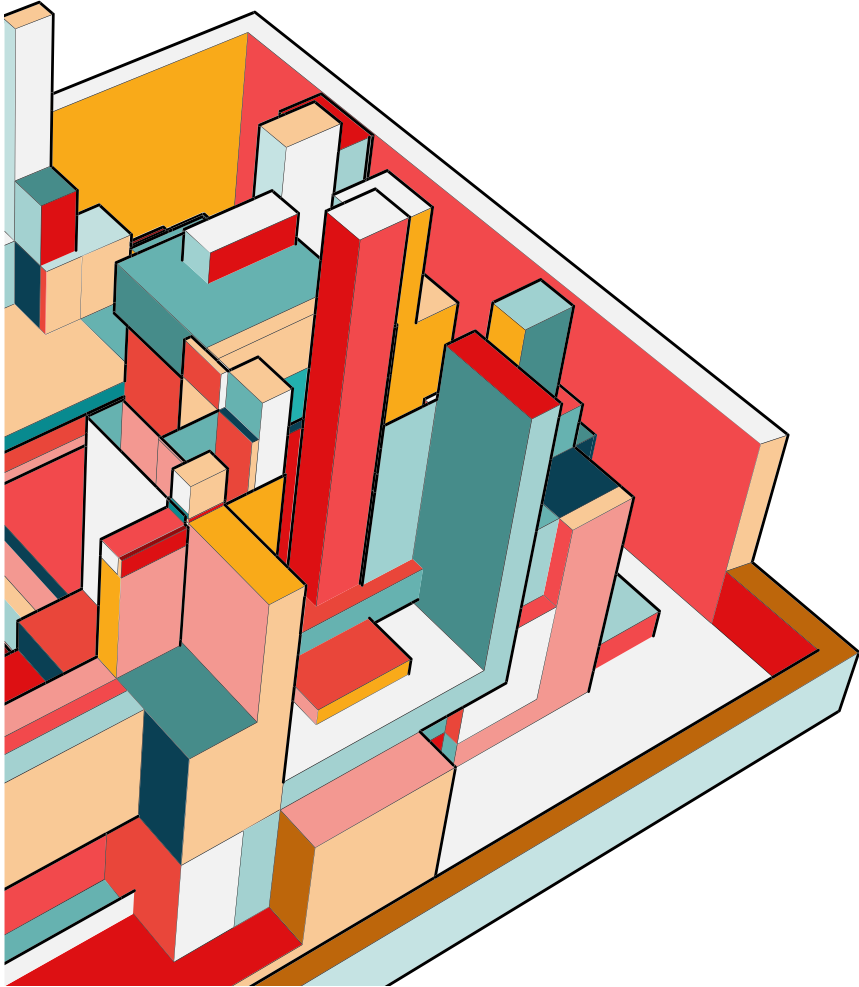
## TICA STATS

Member vs. Non-Member  
Demographics  
Tica.org

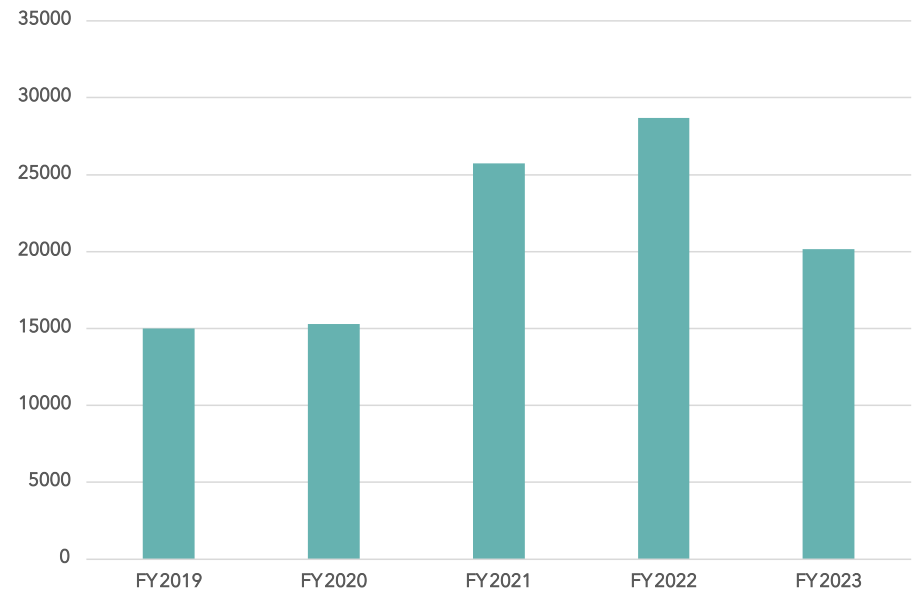
## Customer Retention

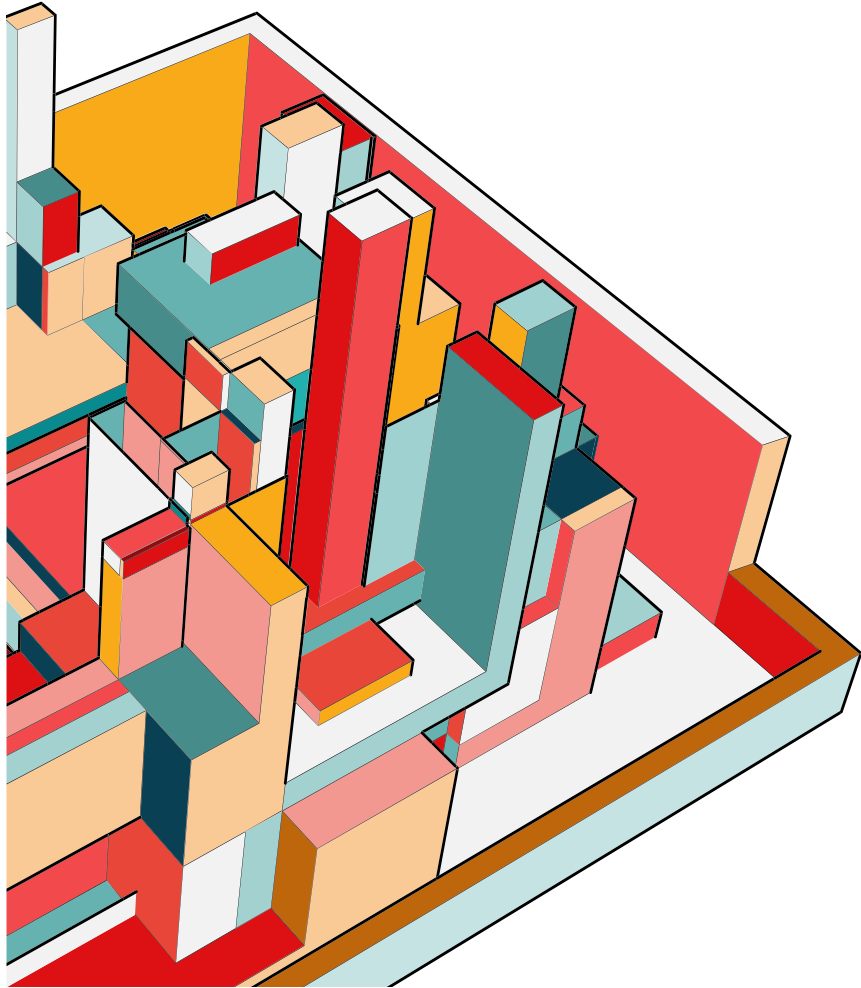
Provide Excellent Customer Service  
Create Strong Relationships  
Reward Returning Customers





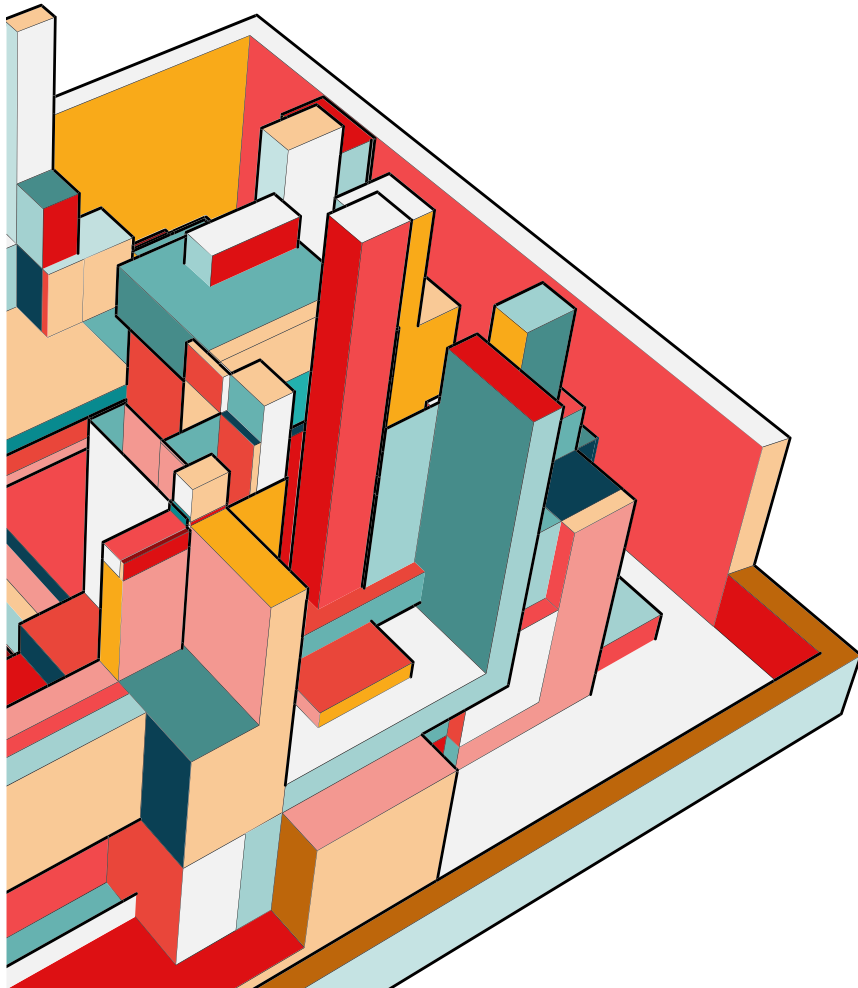
## NEW CLIENTS GROWTH 80%





# CLIENT RETENTION

- Provide Excellent Customer Service
- Create Strong Relationships
- Reward Returning Customers
- Continually Improve their experiences
- Provide frequent and relevant communication about new products and initiatives
- Make TICA the best option for their needs



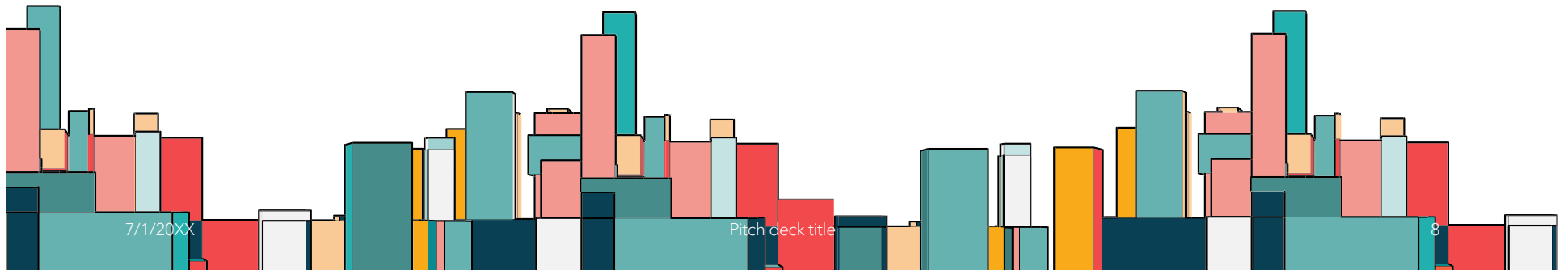
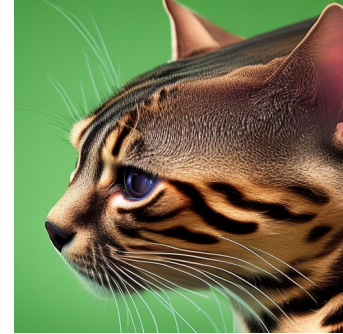
## TICA STATS



Less than 18 months ago:

- TICA could not provide an accurate account of the number of pending registrations, litters, or Pedigrees.
- Slow to respond to new customer requests to join TICA
- Most processes, while digitized, were manual and processed by hand

# SERVICE DELIVERY





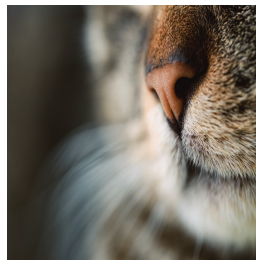
# IMMEDIATE SELF-SERVICE OVER 50K



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Catteries

4,967



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Litters

39,958

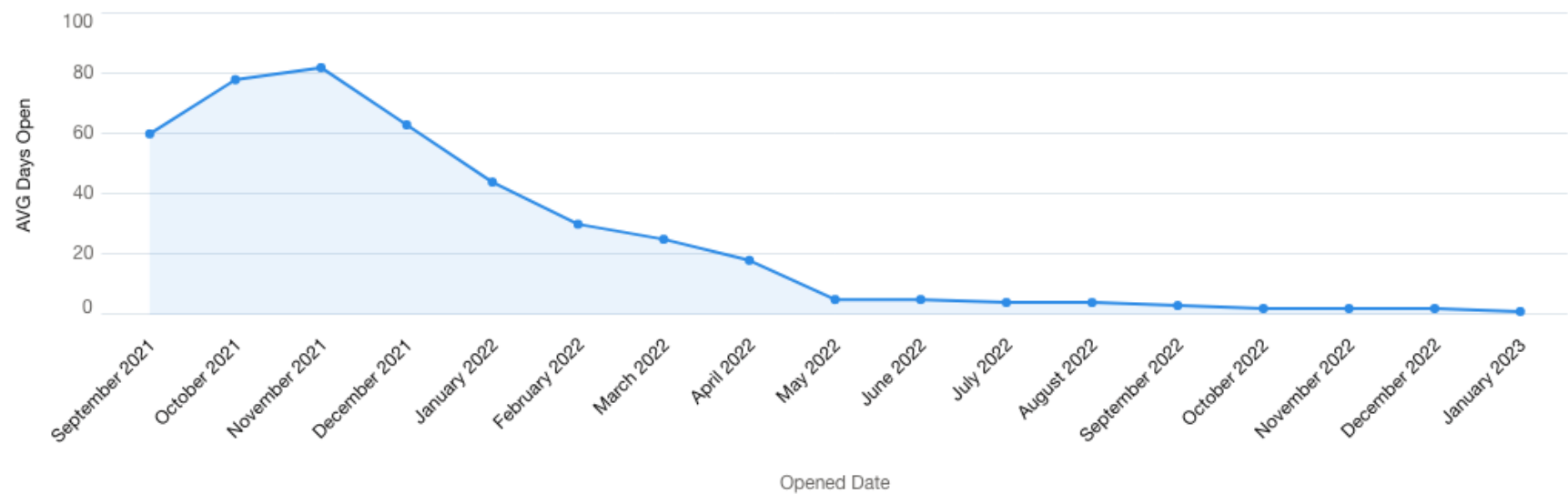


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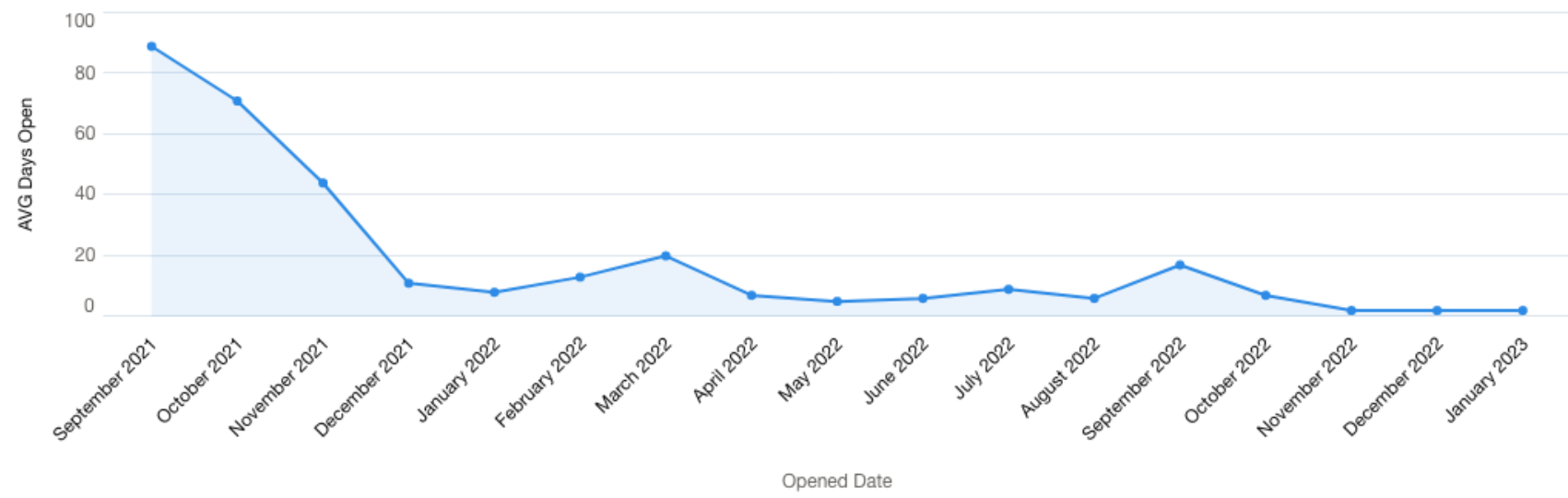
Pedigress

8,390

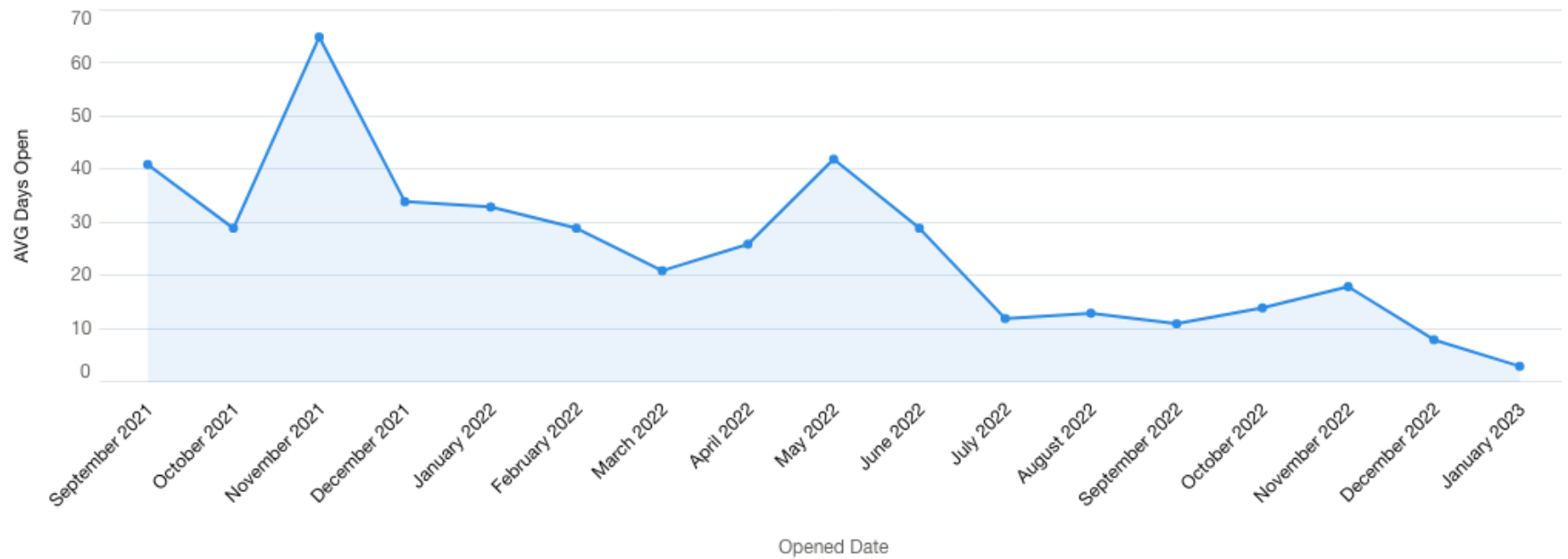
# NEW LITTER AVERAGE DAYS TO CLOSE



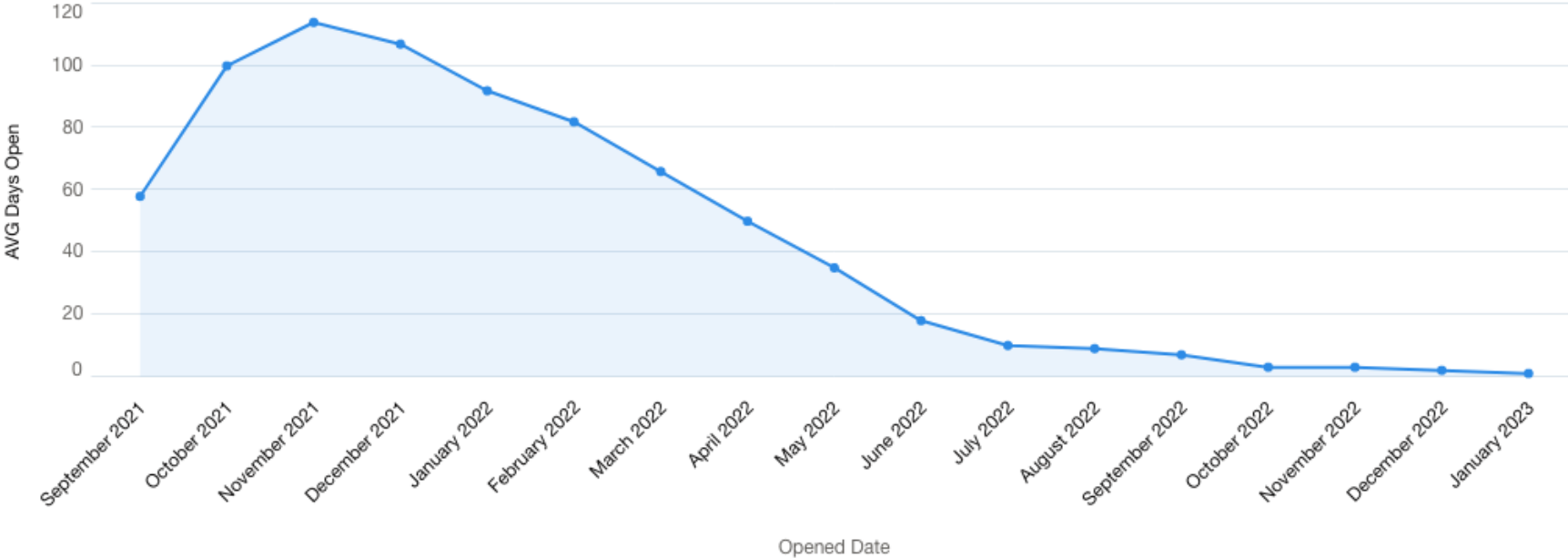
# PEDIGREE REQUIRING RESEARCH



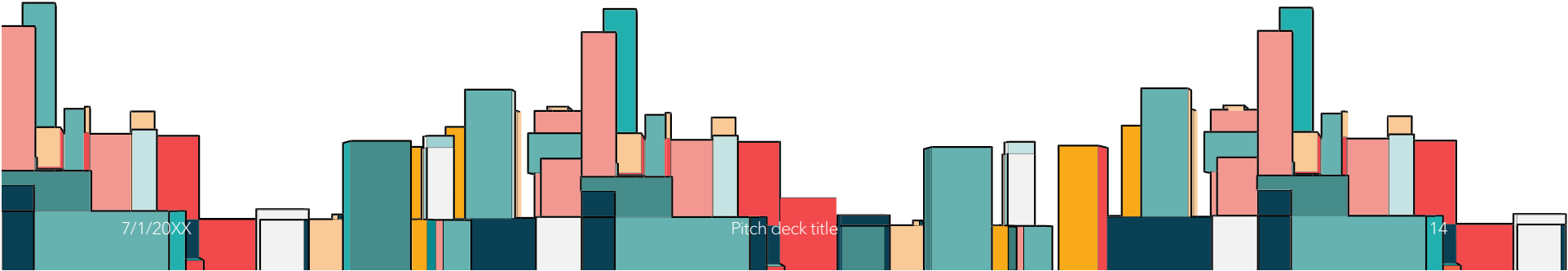
# BREEDER LISTINGS



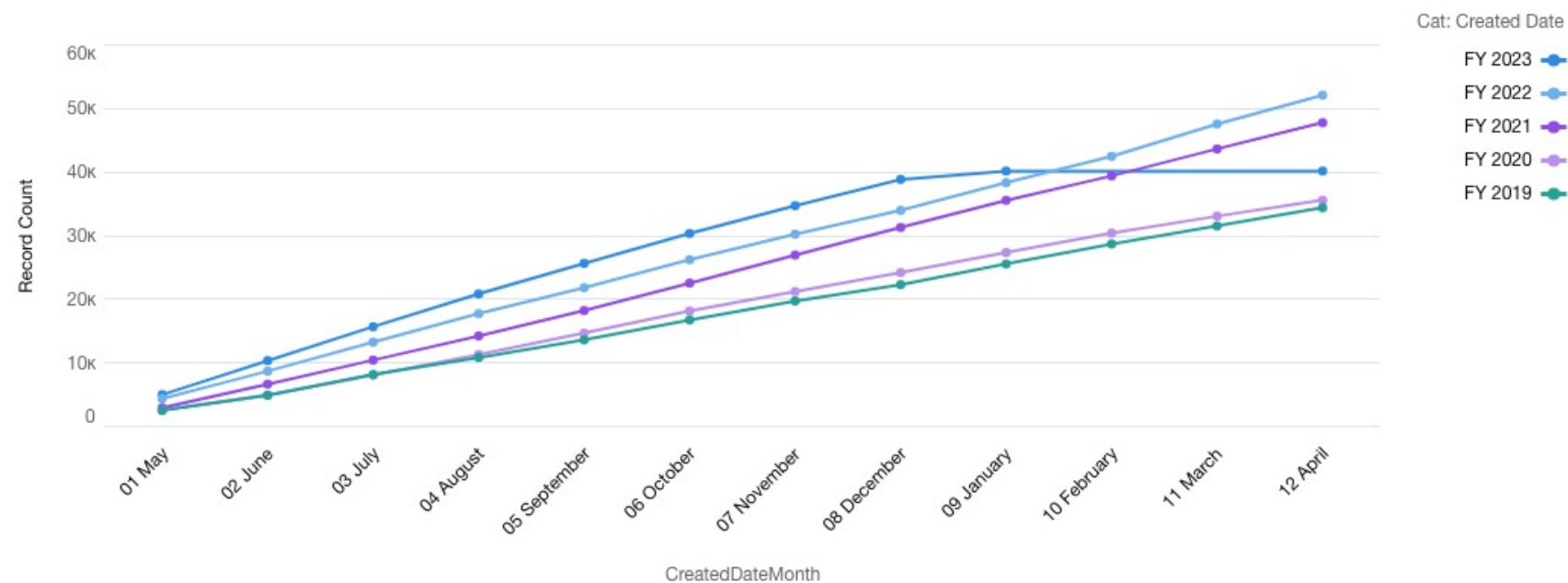
# INDIVIDUAL REGISTRATION



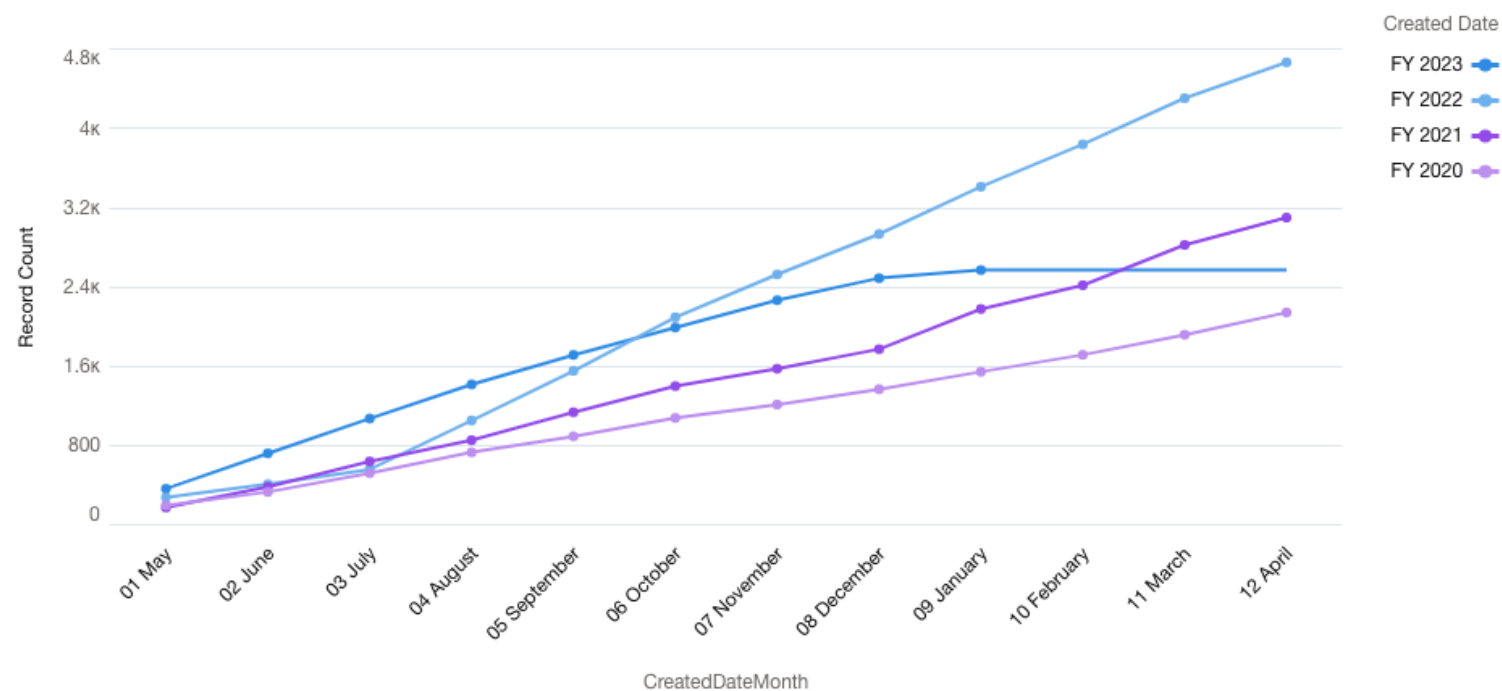
# TICA'S GROWTH



# REGISTERED CATS

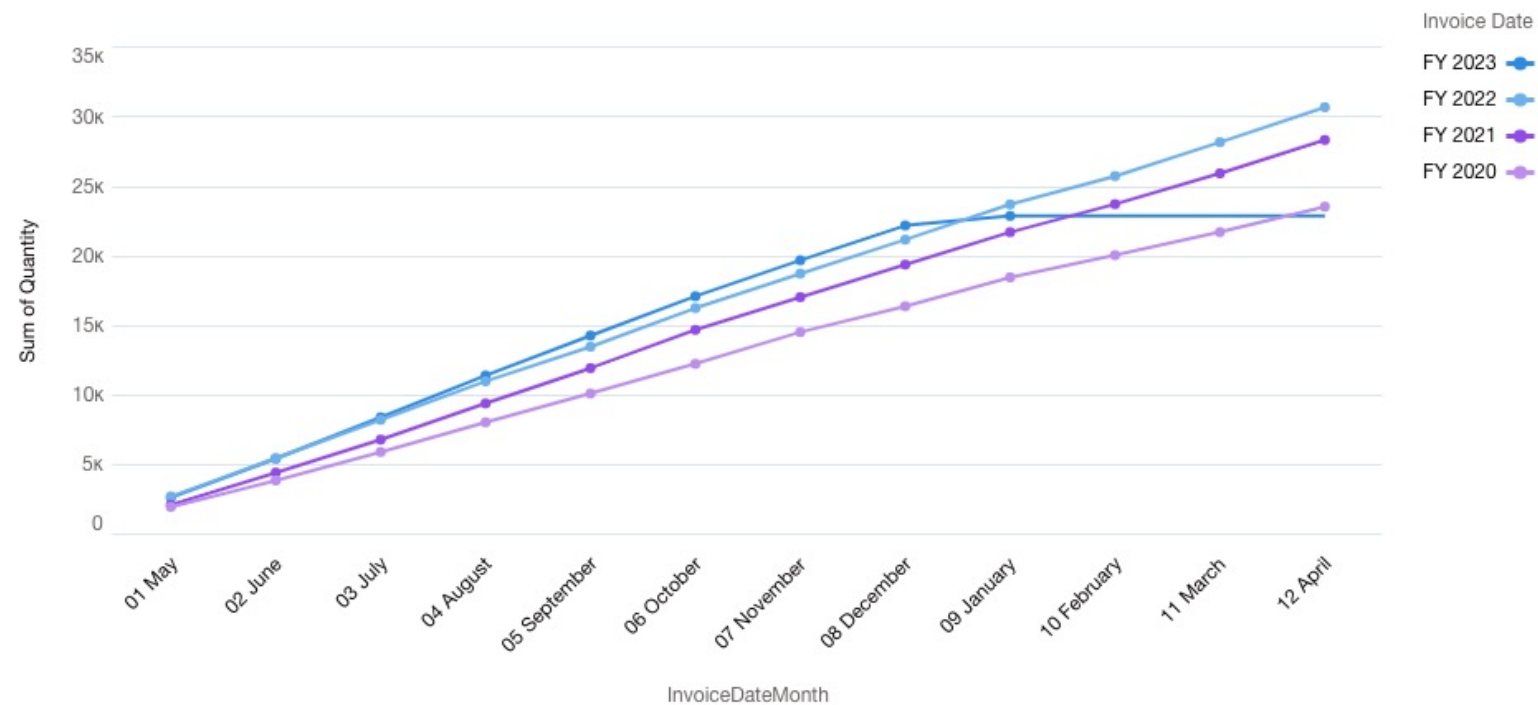


# CATTERIES

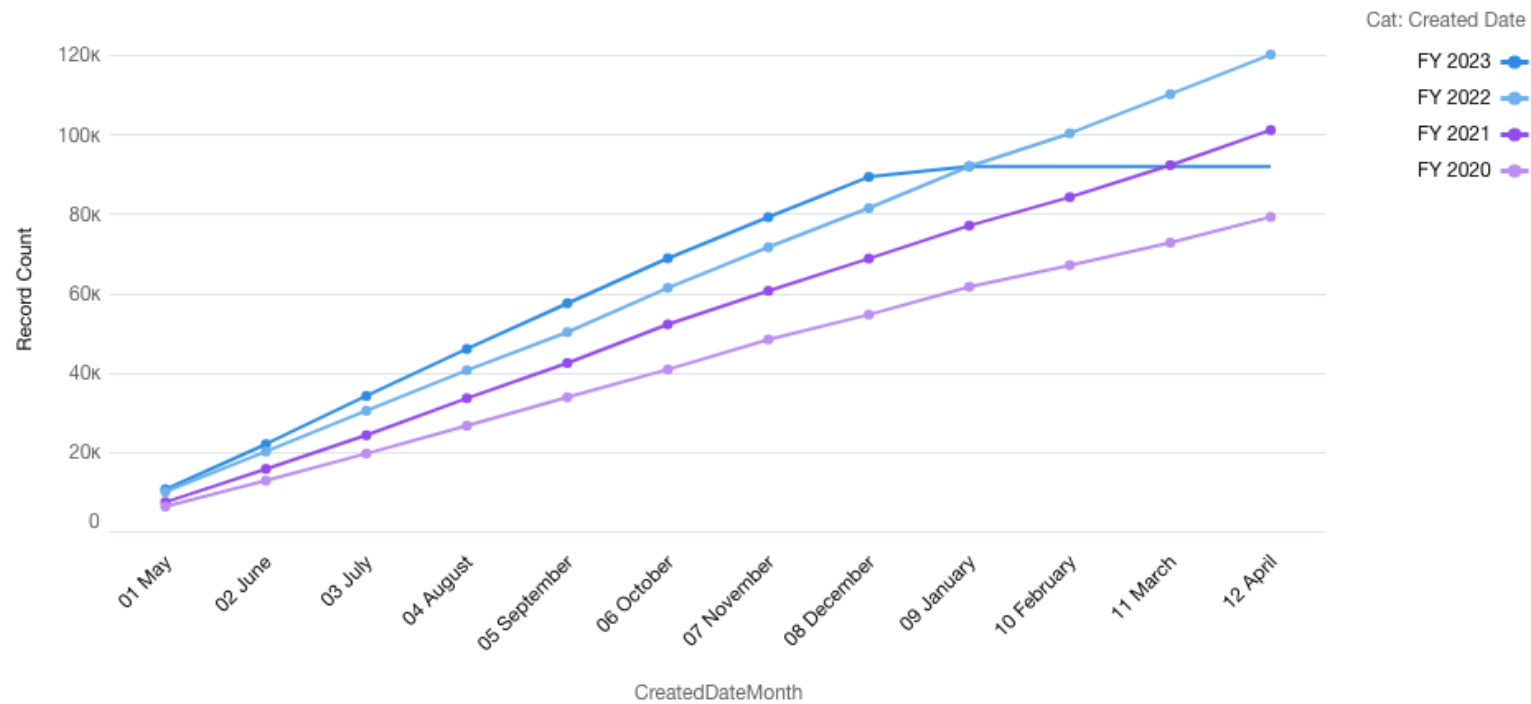




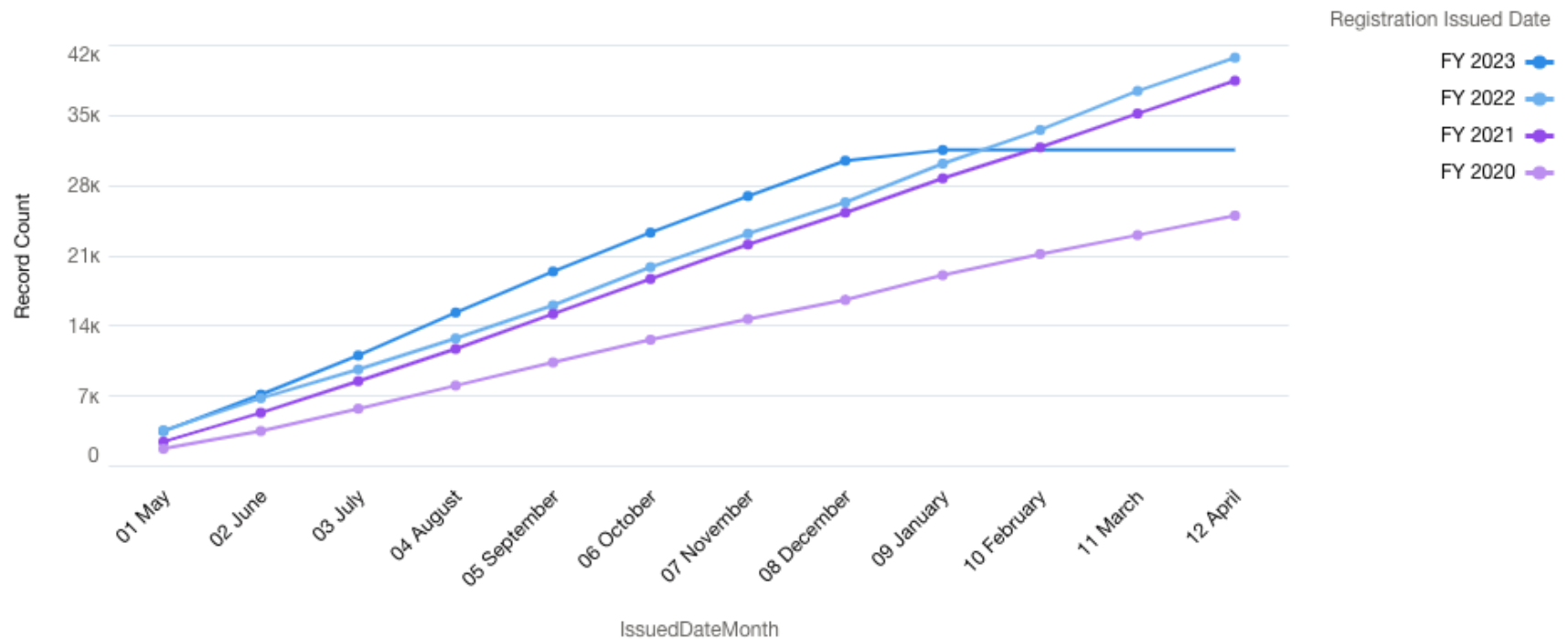
# NEW LITTERS



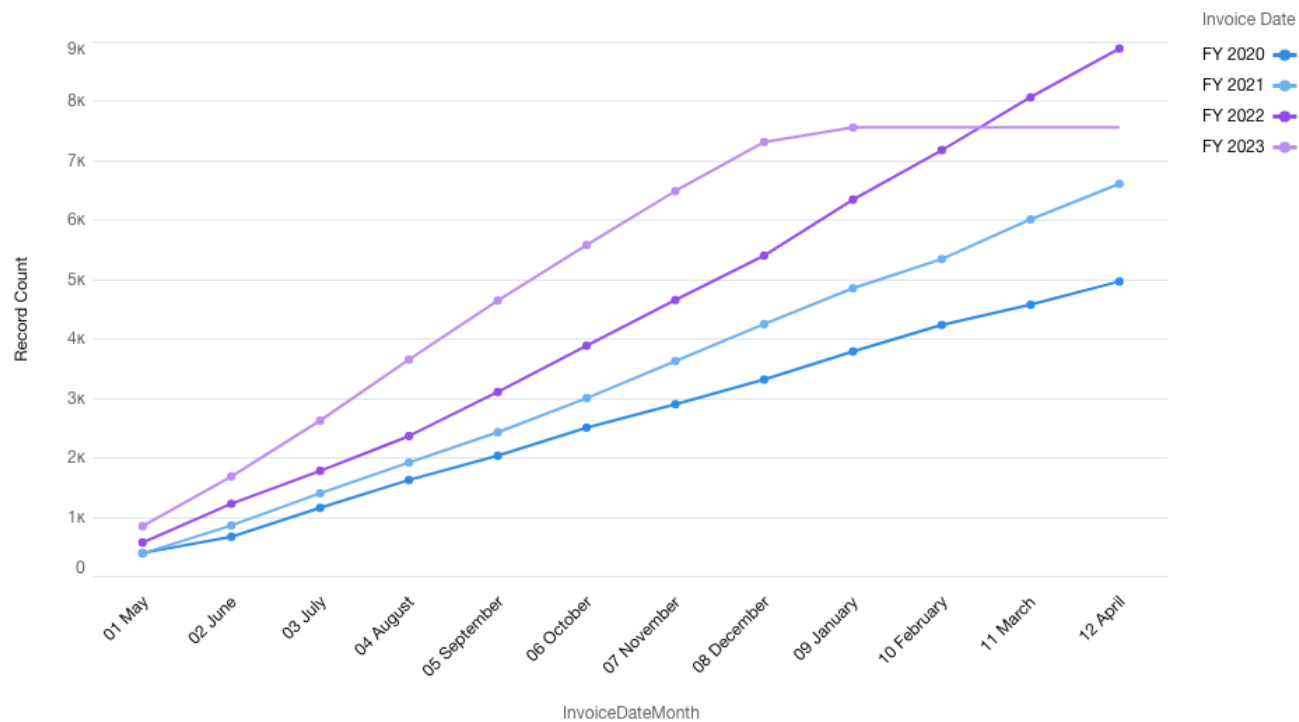
# BREEDER SLIPS



# BREEDER SLIP REGISTRATIONS

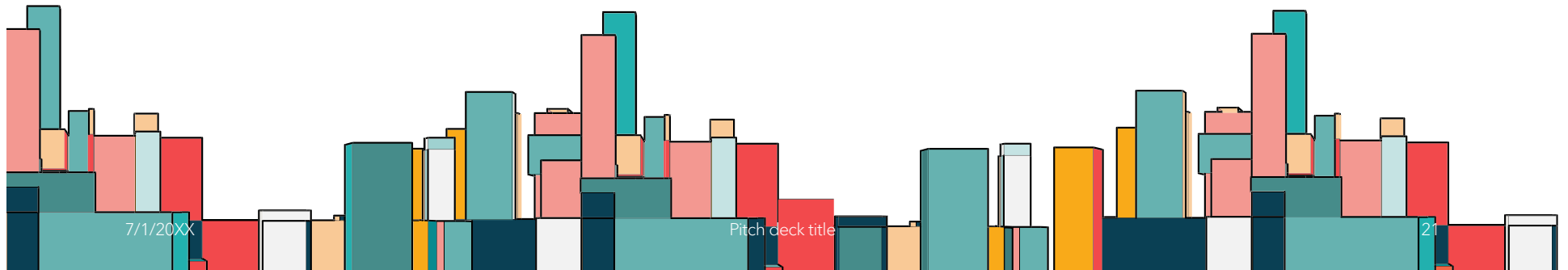
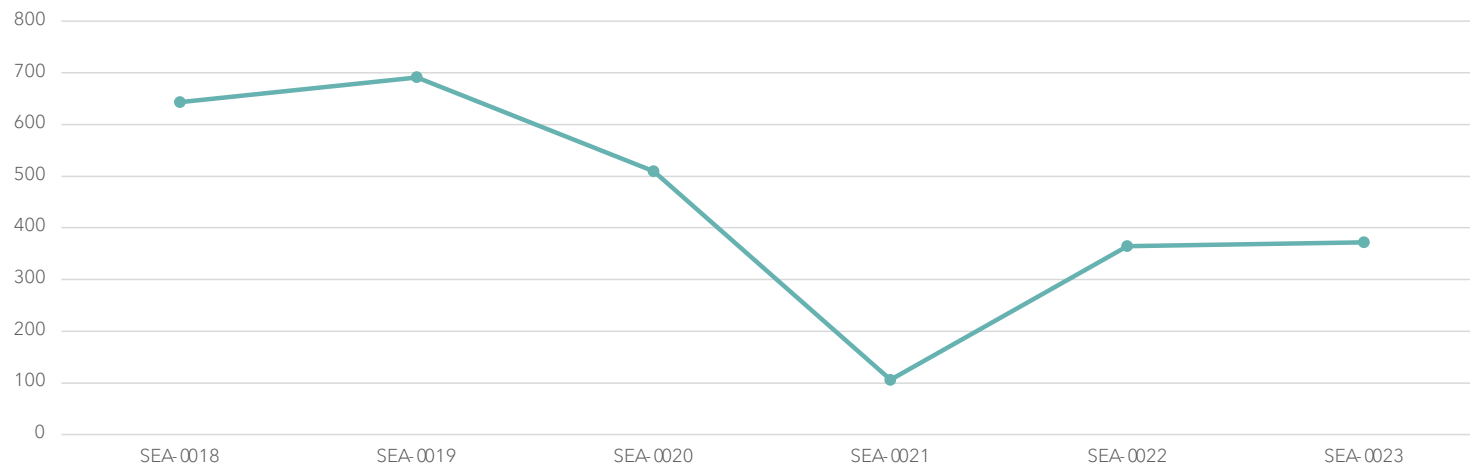


# 3 AND 5 GEN PEDIGREES

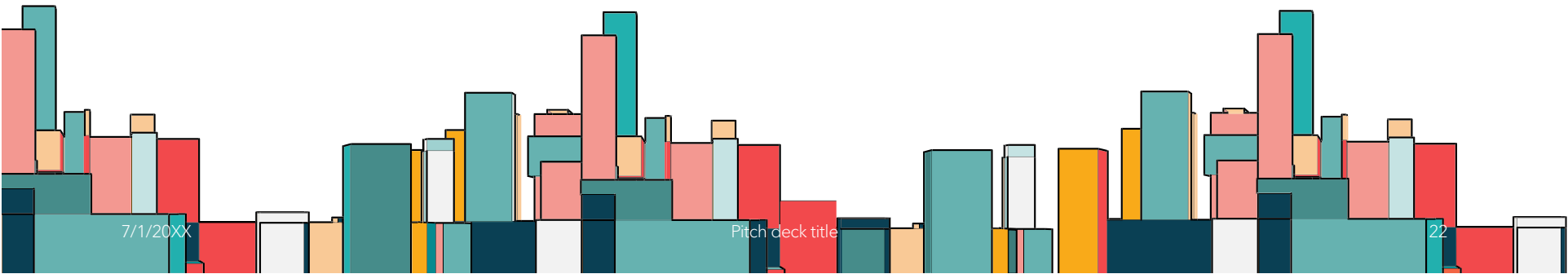


# SHOWS BY REGION

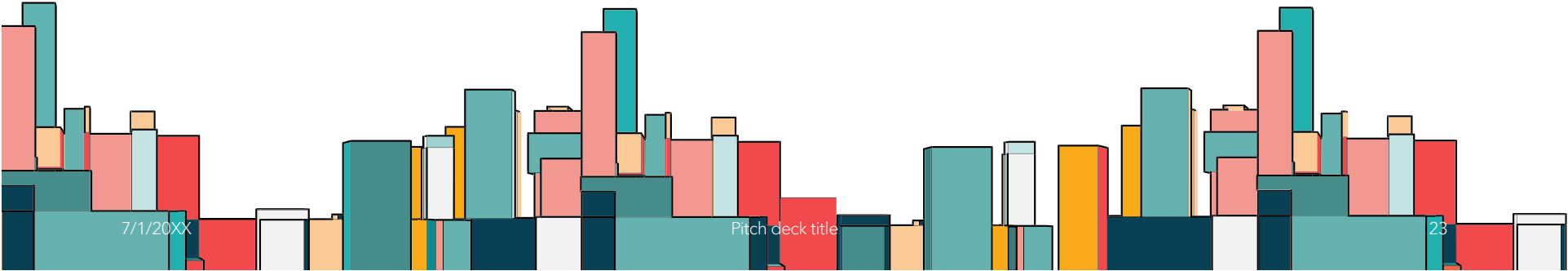
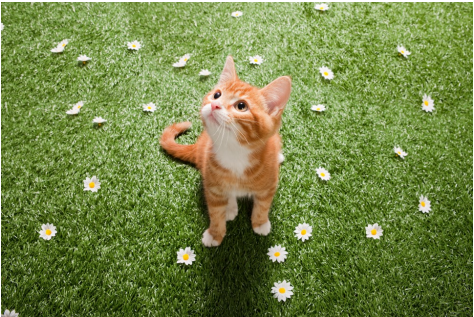
Total



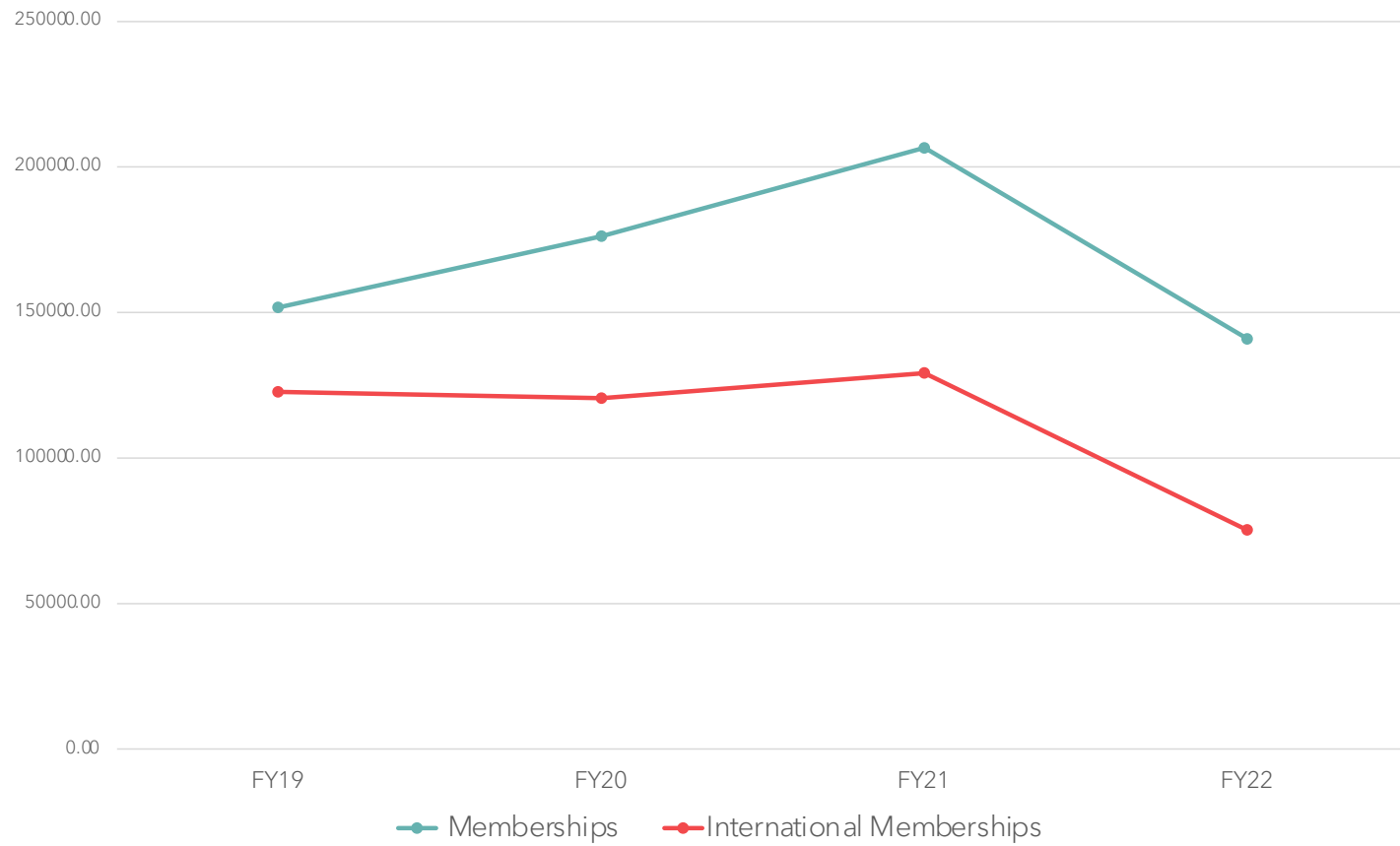
TICA SHOWS	AA	AE	AW	EN	ES	EW	GL	IN	MA	MP	NE	NW	SA	SC	SE	SW	Total
SEA-0018	110	0	0	51	79	40	22	156	34	21	33	49	51	42	36	29	753
SEA-0019	0	99	90	69	82	28	23	27	33	17	33	40	36	41	49	24	691
SEA-0020	0	57	48	50	62	27	13	20	28	18	32	37	29	34	35	19	509
SEA-0021	0	15	0	6	0	4	0	0	23	0	0	12	0	15	31	0	106
SEA-0022	0	23	0	29	36	62	17	0	38	8	32	26	11	37	41	4	364
SEA-0023	0	52	0	38	56	23	17	0	21	9	24	26	29	36	29	12	372
Total	110	246	138	243	315	184	92	203	177	73	154	190	156	205	221	88	2,795



# MEMBERSHIP

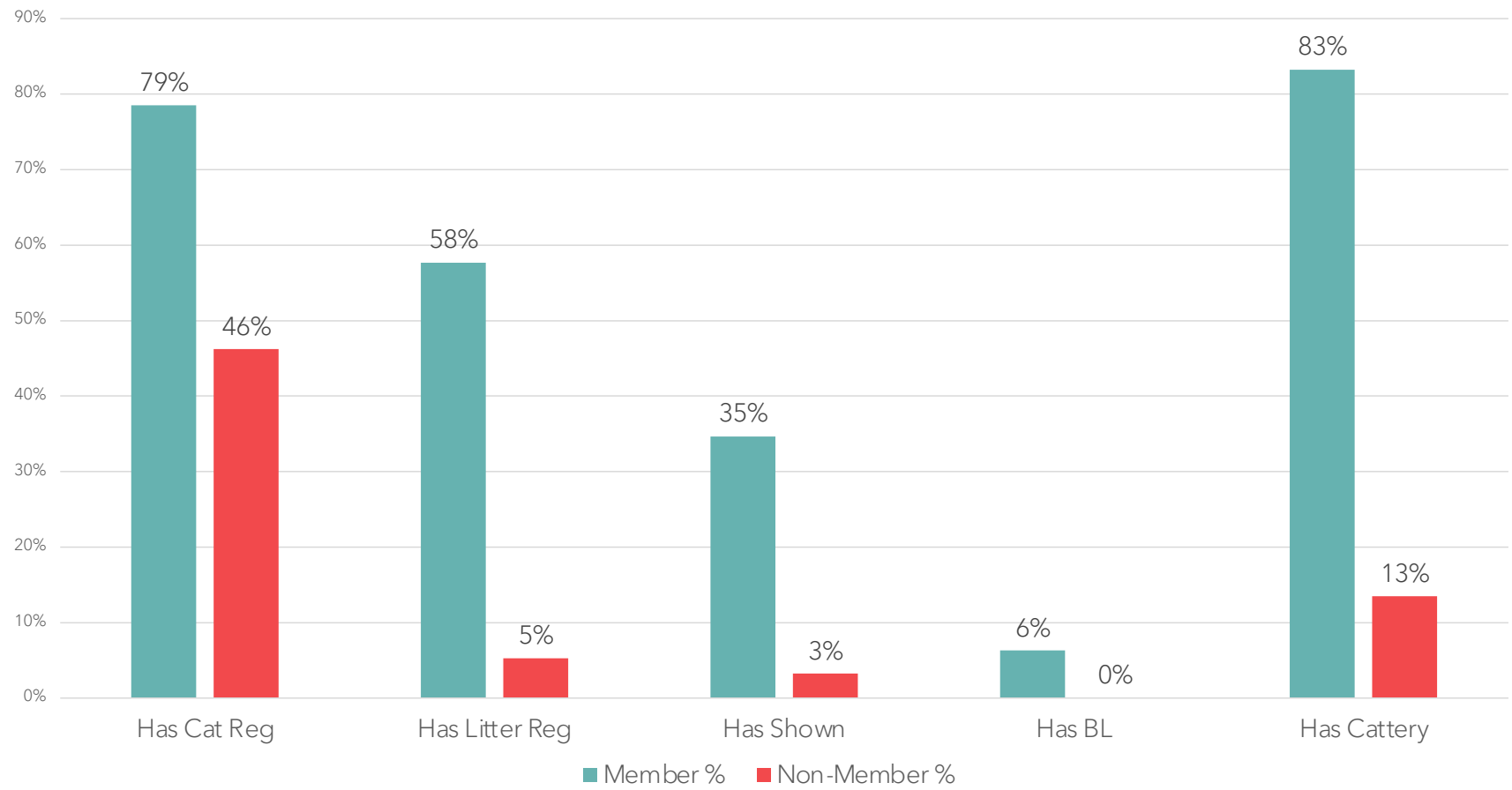


Membership Revenue

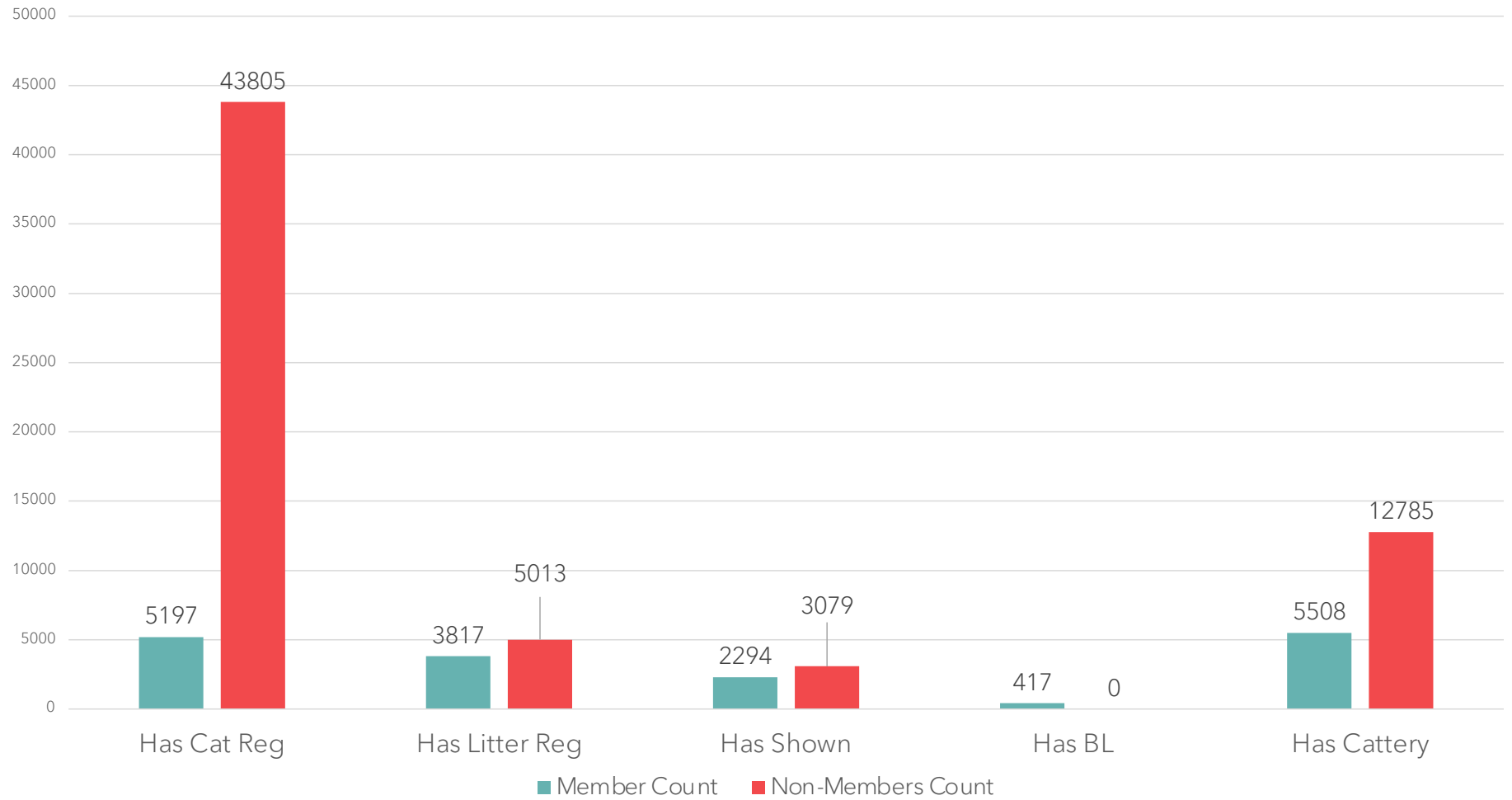




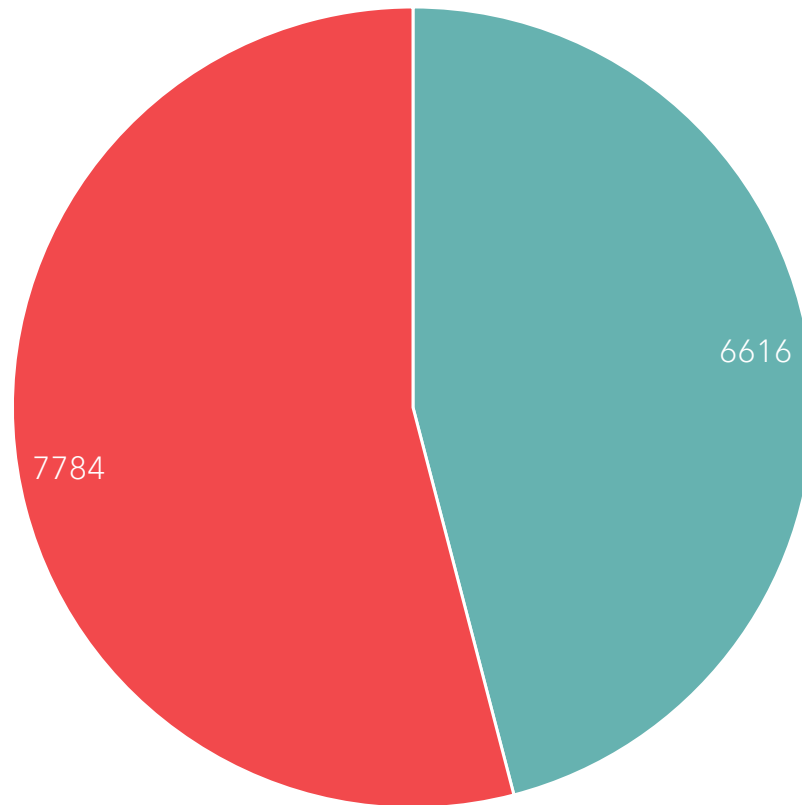
Service by Percent of Total



Service by Count



# Membership



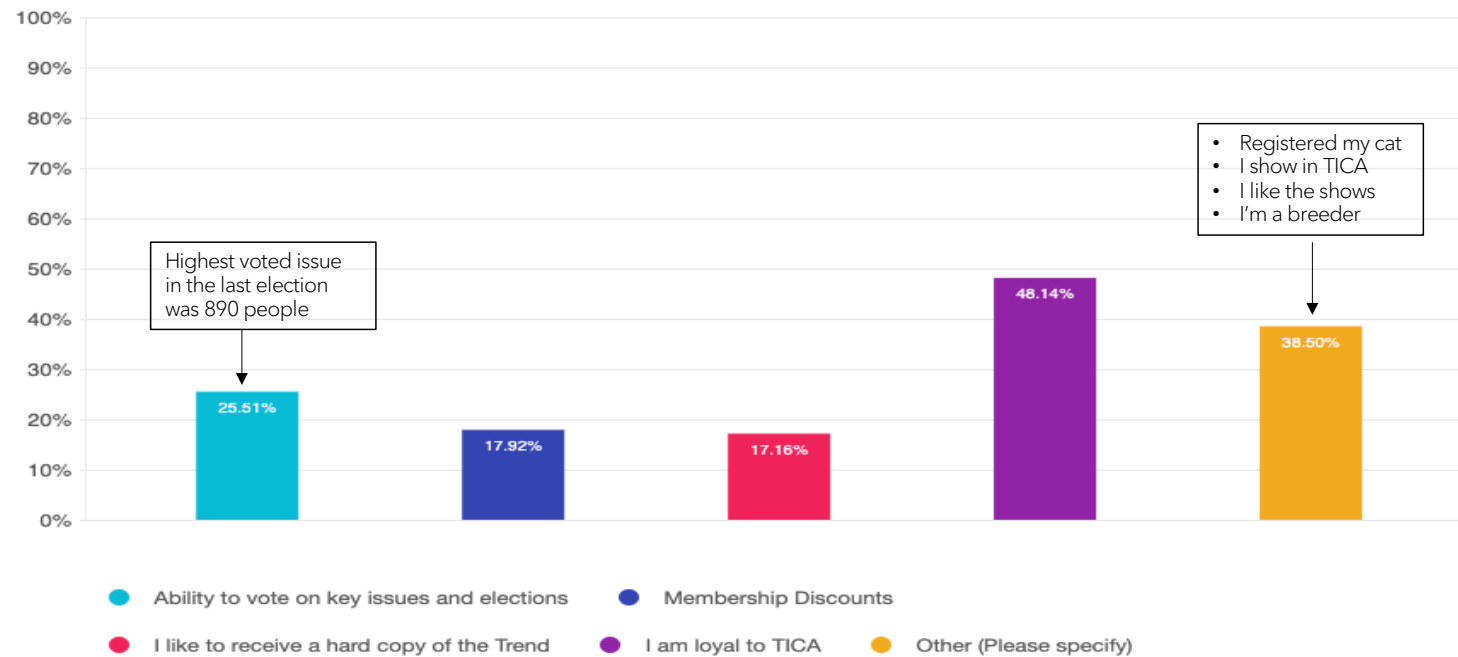
■ Current Members ■ Previous Member

# **THE NEXT THREE SLIDES ARE FROM THE MEMBERSHIP SURVEY**



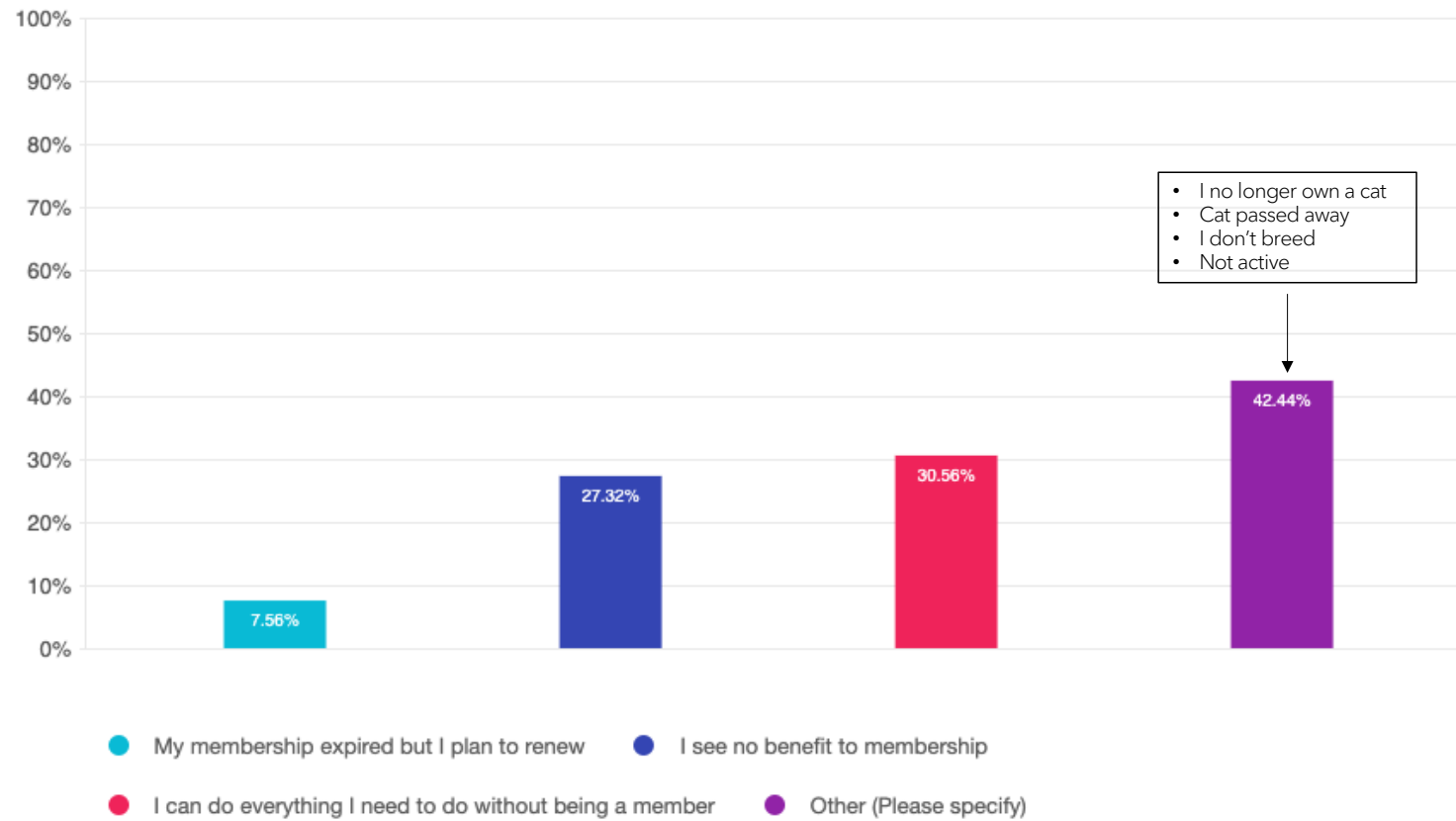
## What are the reasons for your being a TICA member? (multiple choice)

Answered: 1317 Skipped: 1017



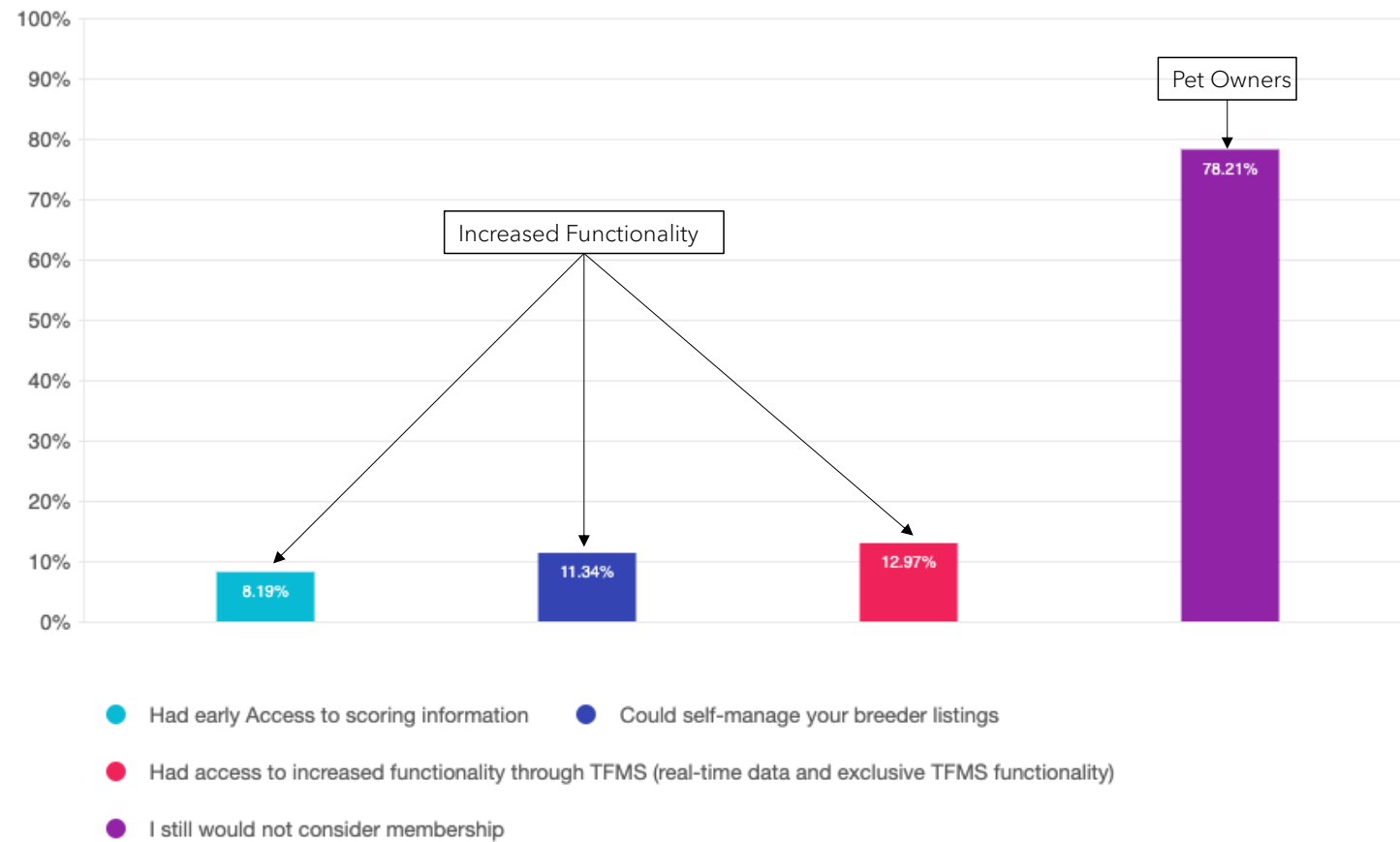
## You are not a member because: (multiple choice)

Answered: 926 Skipped: 1408

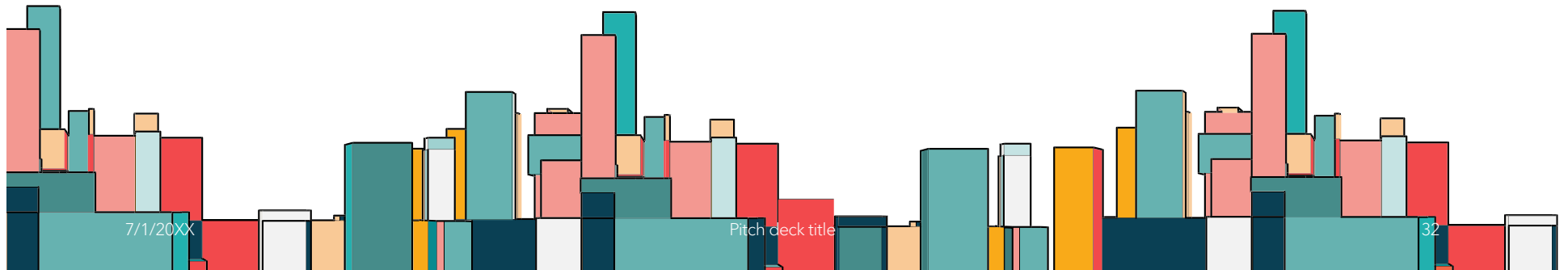


## Would you consider becoming a TICA member if you: (multiple choice)

Answered: 794 Skipped: 1540



# MARKETING





# MARKETING

## Events

- Vet Conference
- Grooming events
- Pet Expos
- Trade Shows in the pet industry
- Veterinarian Educational Events

## • Sponsorship

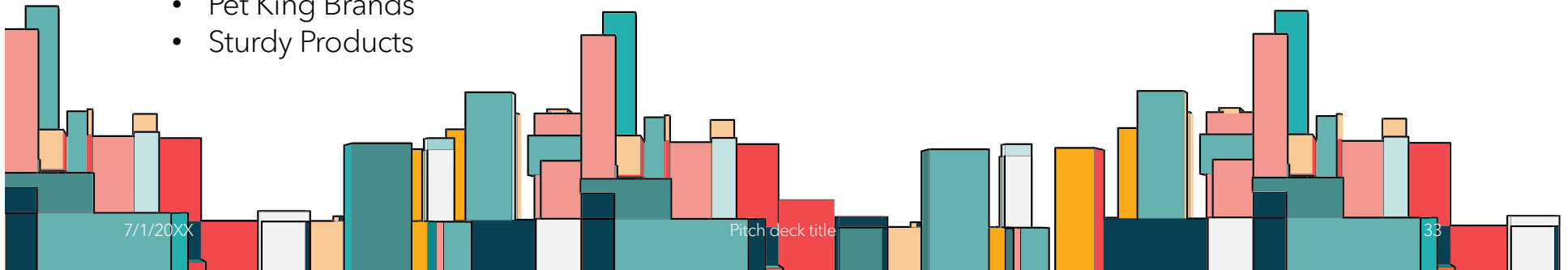
- Dr. Elsey
- Sleepypod
- Instachew (New)
- Trupanion
- Purina
- Pet King Brands
- Sturdy Products

## Publications

- Catster Magazine print/online
- Pet Age Magazine
- AAFP Newsletter
- World Pet Association
- Groomers World

## Social Media - Over 60k followers

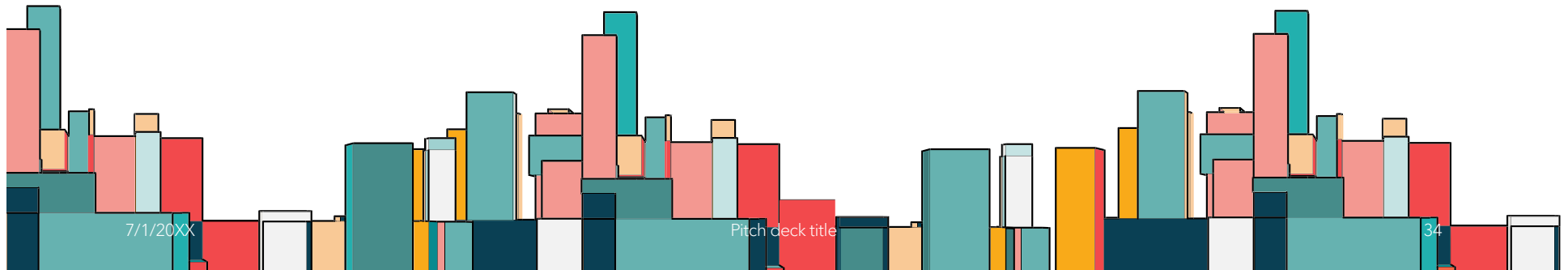
- TikTok
- Instagram
- Facebook
- YouTube



# TICA.ORG

## Website improvements since September 2022

- Judge's pages have been updated with photos, and the judge's emeritus has been added.
- The International winners on the front page have been updated, including pictures.
- Standings are updated on the website the day they are received from the EO or, at the very latest, the next day.
- Logos for partners have been updated as soon as the correct links are received.
- All TICA Publications-rules, programs, forms, etc. have been updated. Once forms are updated and received, they are uploaded onto the website.
- The upcoming events page has been updated with outdated events removed.
- Our people pages have been updated as well as all the committee pages. There are still pictures missing, but the information has been updated.
- All breeder listings have been updated with the same information, and the text has been removed from the bottom so that all listings are uniform.
- The 2022 membership ballot page is currently updated to date with election results.



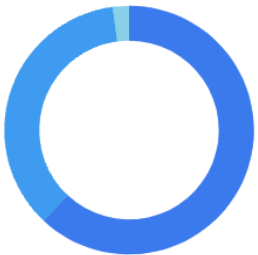
Pageviews  
4,789,092

# TICA.ORG

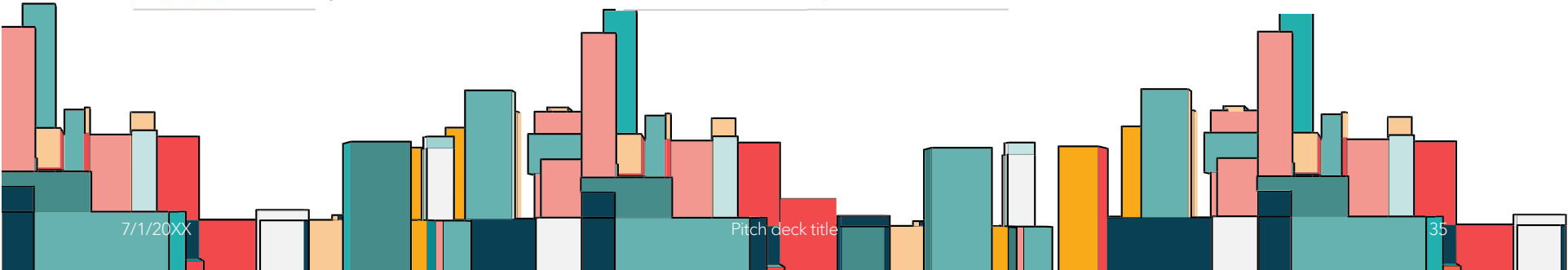
Country	% Users
1.  United States	62.52%
2.  Canada	9.29%
3.  United Kingdom	8.26%
4.  China	3.22%
5.  Germany	1.07%
6.  Japan	0.82%
7.  Australia	0.77%
8.  South Korea	0.71%
9.  France	0.67%
10.  Russia	0.64%

Operating Syst	% Users
1.  iOS	48.29%
2.  Windows	19.64%
3.  Android	17.86%
4.  Macintosh	12.29%
5.  Linux	1.10%
6.  Chrome OS	0.73%
7.  (not set)	0.09%
8.  Tizen	0.00%
9.  BlackBerry	0.00%
10.  OS/2	0.00%

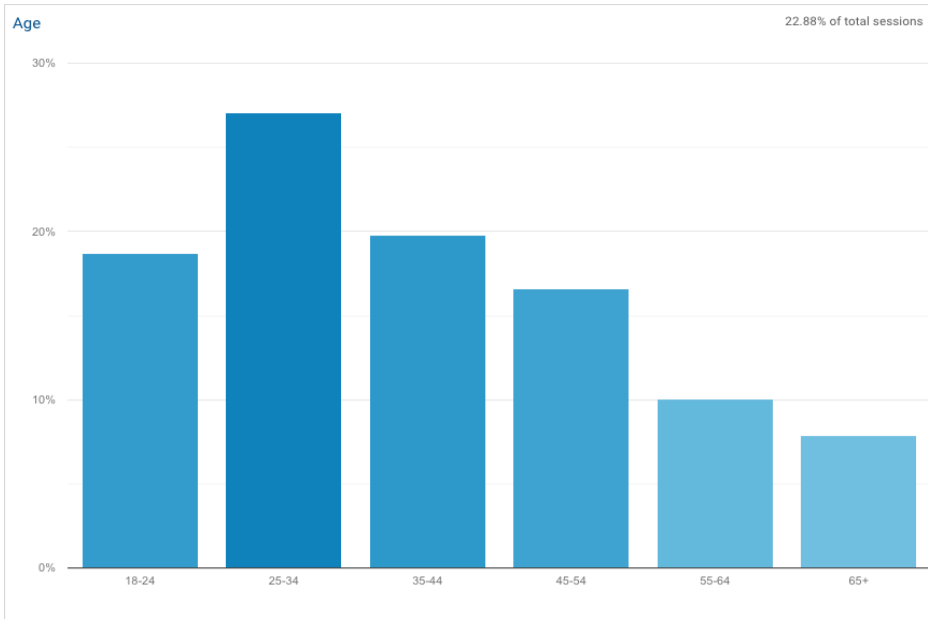
Sessions by device



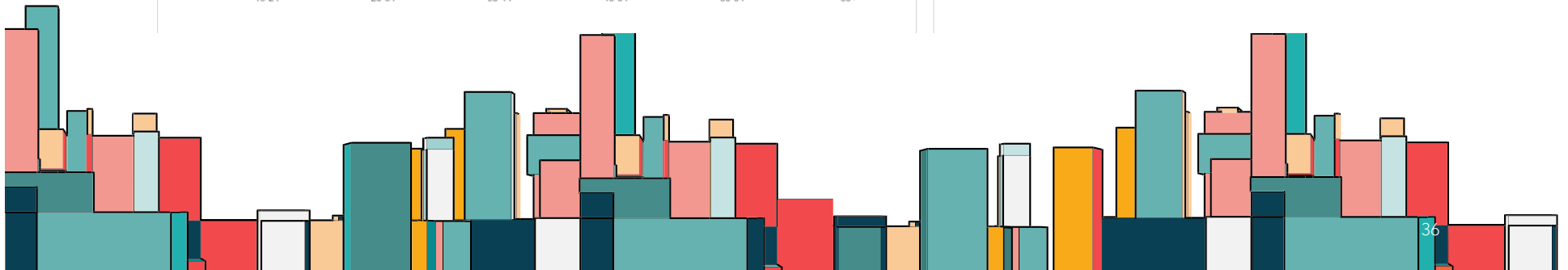
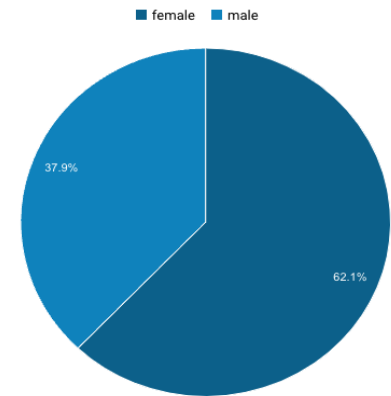
Mobile	Desktop	Tablet
62.0%	35.9%	2.1%
↑7.3%	↑15.7%	↑13.0%



# TICA.ORG

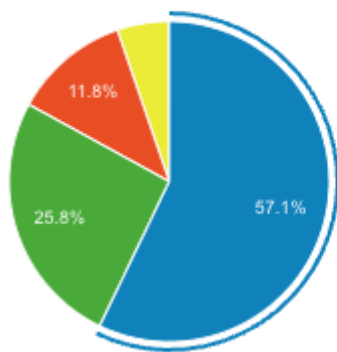


Gender



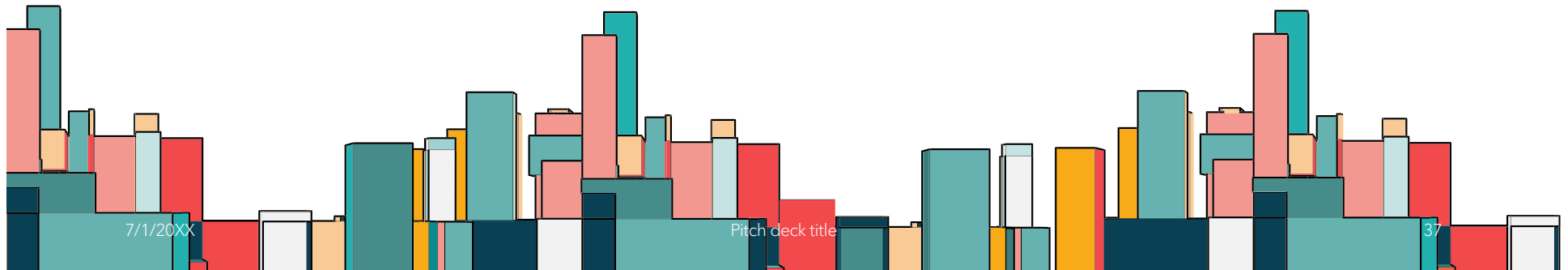
# TICA.ORG

Top Channels













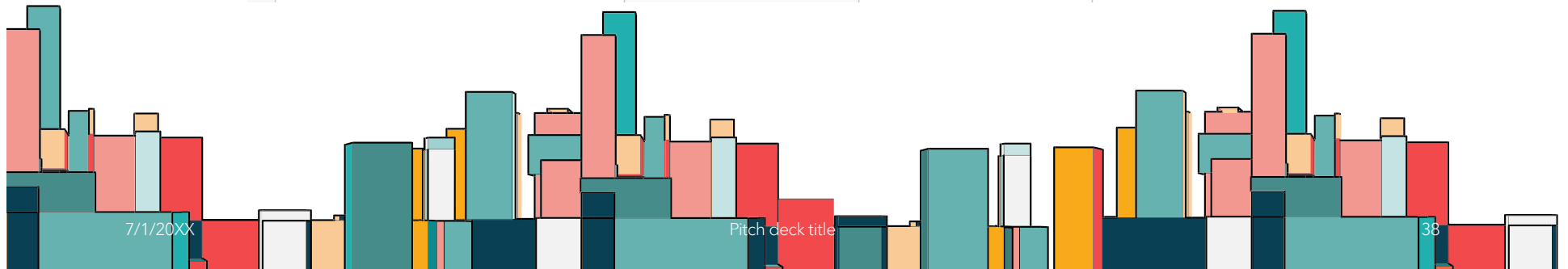
■ Organic Search  
■ Direct  
■ Referral  
■ Social  
■ (Other)

- Organic - Search Engine "TICA"
- Direct - Typing in the URL
- Referral -
  - ticamembers.org
  - rover.com
  - excitedcats.com
  - thesprucepets.com
  - en.wikipedia.org
- Social Media
  - Facebook
  - Reddit
  - Instagram
  - Naver
  - Youtube



# TICA.ORG

<input type="checkbox"/>	Page ?		Pageviews ?	↓	Unique Pageviews ?		Avg. Time on Page ?
			4,789,092		3,087,870		00:01:09
			% of Total: 100.00% (4,789,092)		% of Total: 100.00% (3,087,870)		Avg for View: 00:01:09 (0.00%)
<input type="checkbox"/>	1. /		541,986 (11.32%)		404,543 (13.10%)		00:01:09
<input type="checkbox"/>	2. /breeds/find-a-cat/breeder-listings		300,821 (6.28%)		153,412 (4.97%)		00:00:46
<input type="checkbox"/>	3. /maine-coon-breeders		268,464 (5.61%)		72,509 (2.35%)		00:00:31
<input type="checkbox"/>	4. /tica-login		260,074 (5.43%)		162,652 (5.27%)		00:02:31
<input type="checkbox"/>	5. /ragdoll-breeders		194,568 (4.06%)		50,217 (1.63%)		00:00:33
<input type="checkbox"/>	6. /british-shorthair-breeders		145,333 (3.03%)		39,864 (1.29%)		00:00:28
<input type="checkbox"/>	7. /bengal-breeders		83,290 (1.74%)		24,668 (0.80%)		00:00:38
<input type="checkbox"/>	8. /breeds/browse-all-breeds		83,264 (1.74%)		48,605 (1.57%)		00:01:28
<input type="checkbox"/>	9. /siberian-breeders		81,028 (1.69%)		25,102 (0.81%)		00:00:32
<input type="checkbox"/>	10. /russian-blue-breeders		62,450 (1.30%)		25,593 (0.83%)		00:00:35



## Cattery: BIGTEXCOONS

Details Category: Published: November 12, 2019 Hits: 20405

[Like 2](#) [Share](#) [Tweet](#) [Share](#) [Save](#)

**Name:** Kimberly Johnson

**City:** Marlin

**State:** Texas, Louisiana, Alabama, California, New Mexico, Florida

**Country:** USA

**Phone:** +1 (254) 275 1006

**Email:** [cattleprods@hotmail.com](mailto:cattleprods@hotmail.com)

**Website:** [bigtexcoons.com](http://bigtexcoons.com)



## TICA's Endorsement Of Excellence!

**INSTACHEW**  
PET CARE MADE EASY

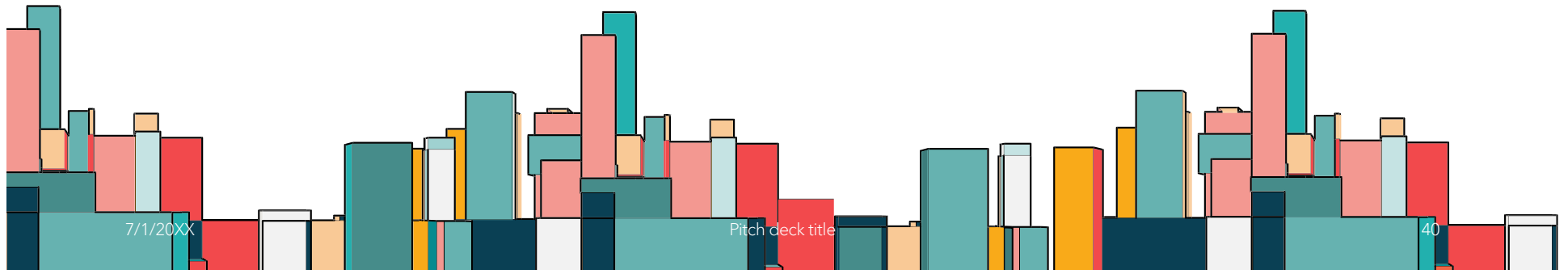
Are you looking for innovative pet products?

TICA has awarded **INSTACHEW** with our Endorsement of Excellence for bringing innovative products to all pet owners. Check out these fabulous cat products!

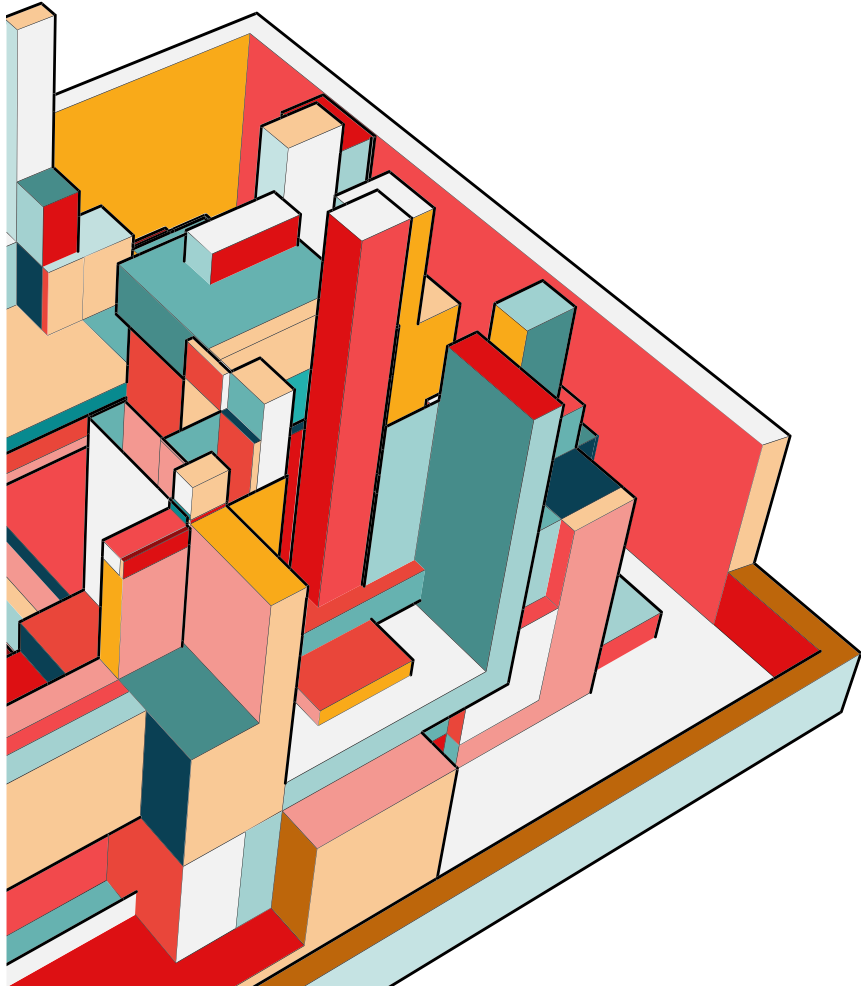


# TICA.ORG MOVE TO NEW PLATFROM

JULY 1, 2023







# CLIENT RETENTION

- Provide Excellent Customer Service
- Create Strong Relationships
- Reward Returning Customers
- Continually Improve their experiences
- Provide frequent and relevant communication about new products and initiatives
- Make TICA the best option for their needs



# TICA'S ONLINE ENTRY SYSTEM

**90% complete up and running for the next show season**

## **Cat:**

- Helps prevent manual entry errors by automating field population; registered cat information will be auto-populated in TOES from TFMS

## **Show Catalogs:**

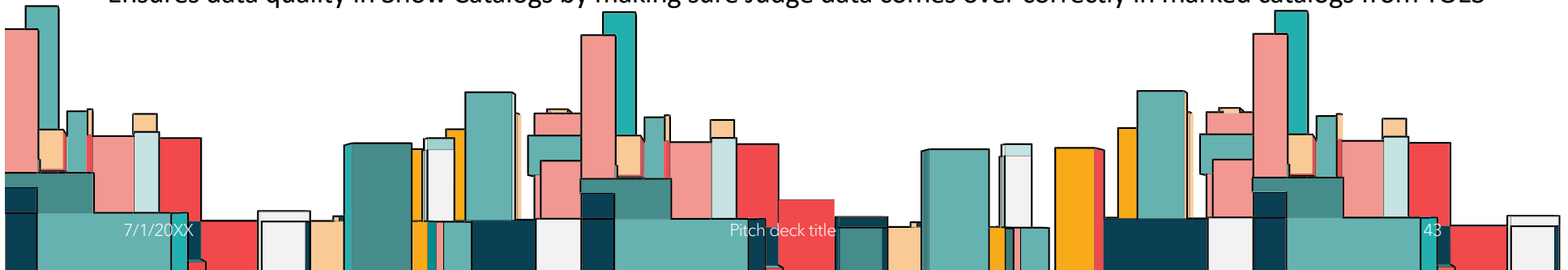
- Time saved by not needing to create Show Catalogs and Show records in TFMS manually

## **Shows:**

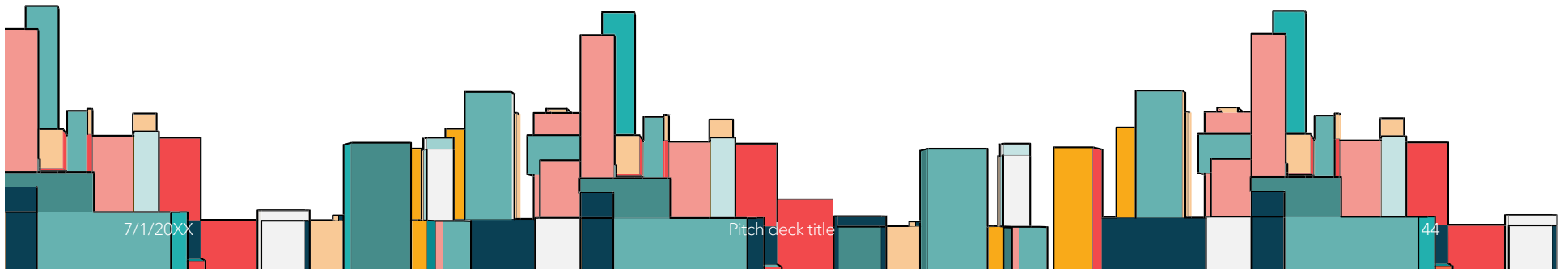
- Huge time saved by not needing to create Show Rings, Scores, Finals, and Entries Manually

## **Judges:**

- Ensures data quality in Show Catalogs by making sure Judge data comes over correctly in marked catalogs from TOES



# REWARD RETURNING CUSTOMERS





## SHOWING APPRECIATION TO OUR LOYAL MEMBERS

- Adding value to membership (\$3500)
- Self-managed breeder listings (\$4500)
- Adding Value through communication –  
(FY24 Proposal for PARDOT)
- Social Media Manager (FY24 Proposal)



## **PROVIDE FREQUENT AND RELEVANT COMMUNICATION ABOUT NEW PRODUCTS AND INITIATIVES**

The primary benefit of using Pardot in Salesforce is that it helps companies to streamline their marketing and sales processes.

- Pardot allows businesses to capture leads from multiple sources, track customer behavior across digital channels, segment customers and generate insights to build more personalized campaigns.
- It also provides a powerful automation engine to allow for triggered interactions, automated scoring and routing for personalized follow-ups.
- TICA can integrate Pardot with Salesforce to create a single view of customer engagement and provide insights that support a closing process.



# **SOCIAL MEDIA**

- TICA is behind on the social media scene
- Proposal coming for FY24 to hire Social Media Manager

An abstract 3D bar chart graphic composed of numerous rectangular blocks of varying heights and colors (red, orange, teal, white, and blue). The blocks are arranged in a complex, overlapping structure that resembles a city skyline or a data visualization. The perspective is from an isometric view, looking down at the structure from the side.

# CUSTOMER RETENTION

- Provide Excellent Customer Service - TFMS - service delivery
- Create Strong Relationships - leadership/technology
- Reward Returning Customers - Adding Value Membership, development of a loyalty program
- Continually Improve their experiences - TFMS/TOES/TICA.org
- Provide Frequent and relevant communication about new products and initiatives - PARDOT / Social Media
- Make TICA the best option for their needs!





# BOARD INITIATIVES

- TOES - Phase 1 near completion
- Junior Exhibitor Improvements
- Club Management Portal
- Regional Stats RDs
- Board priorities - Dr. Chelle Stringer

**THANK YOU**

7/1/20XX

Pitch deck title

50

