



Dear Readers,

In my presentation before the election, I briefly explained to the National Assembly what I thought needed to happen in order to lead the Association towards a good future:

1. The Board needs to work together constructively as a team.
2. We have to significantly increase our members' satisfaction and their identification with the association. We have to be proud of our association again. That's why we first have to look after those who are already members. Only if we develop positive charisma in everything we do, will we be able to attract new members.
3. Our members' tolerance has clearly been put to the test too often in the past by constant new regulations. We have to do some decluttering. In this context, I would like to point out that you cannot run an association using legal means and methods – after all, we are in the leisure and hobby sector.
4. We need reward systems to increase motivation across the board.
5. The association's staff policy is often a disaster – you sometimes get the feeling that good people are regarded as unpleasant competitors. It is our job to discover talented people, not leave them out in the cold.
6. Our Statutes urgently need to be revised, among other things to give the special committees more responsibilities.
7. Breeding is the basis for all activities – without a broad breeding pool a pedigree breed club will collapse. The proposal of our Stud Book Supervisor, Hartmut Setecki, to facilitate the conditions to begin breeding has been referred by the National Assembly for further treatment in a working group established by the Board. This could be an expedient measure, if it is ensured that there is no loss of quality for the breed.
8. All three subpopulations of our breed must be subject to intensive care when it comes to breeding.
9. VDH has a scientific advisory board – SV needs one too. It must be ensured that expensive scientific work in the various fields is coordinated for the overall good of the breed.
10. In addition to the work that members do in their various positions and at different levels, SV needs what is called a 'think tank'. In all areas of public life, especially in politics, the expertise of professionals used, whatever their provenance. Especially in the infinitely important field of public relations, it is indispensable to use all of the resources available to us.
11. I also think it important to set up a youth advisory board – a body made up of youths and young adults who bring a new perspective to the discussion. After all, young people are the ones who will have to take over in the foreseeable future. They should be crucially involved in a renewal process where the future of the association is decided.

Together, we have to ask the question: do we want to break new ground? 'Association' comes from the word 'associate'. The big question is whether the necessary openness and willingness to deal with each other fairly can be found. If the answer is yes, in my opinion, we can make our Verein für Deutsche Schäferhunde (SV) e.V. ready for the future! However, everyone has to do their part – it's not just a challenge for an elected Board! Obama's slogan in his first election victory was: 'Change!' We can achieve this change too – in well-considered, meaningful steps. For the benefit of our German Shepherds, that so many people love all around the world for their many talents.

Yours truly,

Helmut Buß, Vice President of SV