

Friends of the Master National,

On behalf of the Board of Directors, we want to thank you for your efforts to make the 25th Master National a success. Without your support, we could not accomplish our mission to make the Master National the premier retriever hunting test in the country. The local committee, our sponsors and partners, our volunteers and participants...all worked many long hours for many months to ensure this success. While all events of this magnitude will experience a few disruptions, those were completely overwhelmed by the efforts of this amazing group.

We have made a number of changes in our approach to organizing and conducting the event, all for the purpose of accommodating the growth resulting from our success and to foster our path to the future. Change can be uncomfortable, but in order to ensure our continued success, we have to confront these challenges. We will continue to introduce new ideas, plans, and actions as we strive to meet the needs of what we expect to be an even larger event in the future.

Your ideas and concerns are important to us as we continue to address these matters. I encourage you to reach out to your region VP/director to discuss matters for consideration.

Thank you again to those who continue to contribute to our success. We are proud to be part of a group of people who work so hard to make our event the largest retriever event in the country.

Board of Directors and Officers

Master National Retriever Club

Financials

2016 Summary

	Event	Administrative	Total
Revenues	\$373,842	\$9,274	\$383,116
Expenses	329,862	32,684	362,546
Surplus (deficit)	\$43,980	\$(23,410)	\$20,570
Cash in bank			\$167,509

The annual financial plan is designed to cover the costs to conduct the event and support the administrative functions of the club. In 2016, we met our goal of generating a small surplus after considering all event and administrative activities for the year.

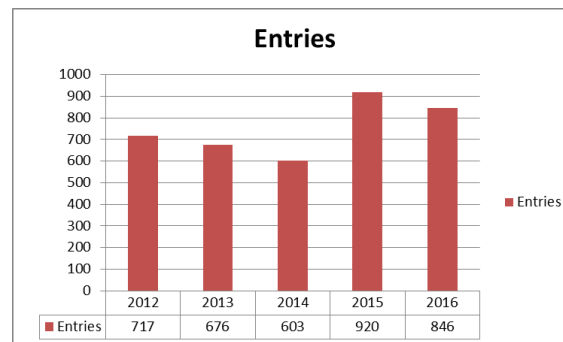
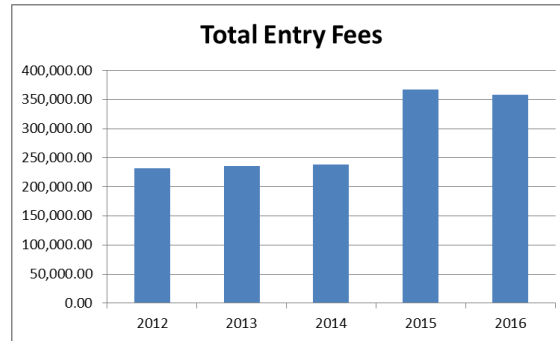
The goal for cash balances is to maintain enough reserve to: a) fund the significant upfront expenses required each year for the event, b) provide the financial wherewithal to withstand any significant and unexpected financial requirements, and c) provide reasonable capital flexibility that may be required to fund future club initiatives for the benefit of the event and the hunting retriever community.

Revenue Details

	Event	Administrative	Total
Member club dues		\$9,050	\$9,050
Event entry fees (net of scratches)	\$338,050		338,050
Event auction (net of expenses)	8,654		8,654
Merchandise sales (net of costs)	17,238		17,238
Contributions from sponsors	9,200		9,200
Contributions, other	600		600
Interest income and other	100	224	324
Total revenues	\$373,842	\$9,274	\$383,116

Event entry fees comprise over 88% of all funds available to the club in the year. Member club dues have remained relatively consistent for some time, as has the amount of funds from the event auction and the MNRC store. Cash contributions from sponsors has diminished significantly over the past few years. That said, we still get great support via in-kind merchandise and services which will be described later.

The table below shows total entry fees over the last few years.



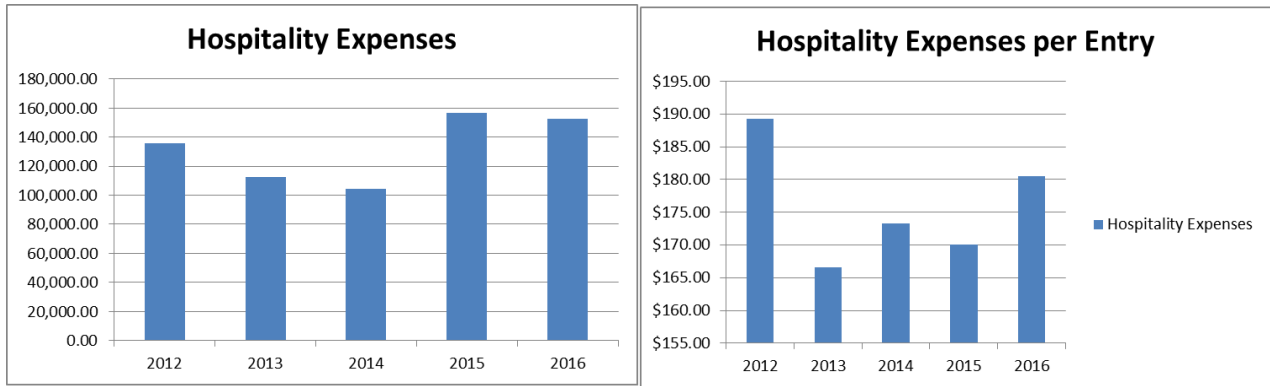
Expense Details

	2016	2015	Difference
Administrative	\$48,780	\$40,070	\$8,710
Event – Hospitality and travel	152,733	156,408	(3,675)
Event – Judges expenses	41,754	31,499	10,255
Chairman expenses – event	14,556	37,755	(23,199)
Chairman expenses – supplies	34,520	45,417	(10,897)
Bird expenses	57,186	47,316	9,870
Grounds expenses	13,017	16,030	(3,013)
Total revenues	\$362,546	\$374,496	\$(11,950)

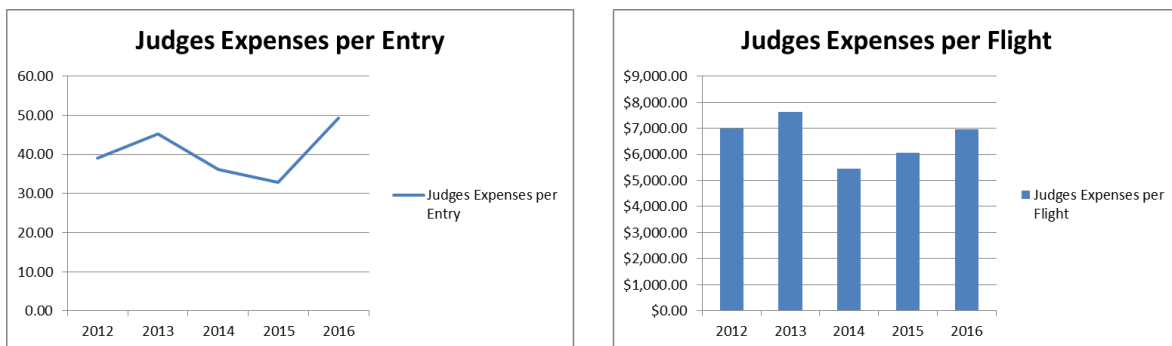
Event Expense Discussion

Administrative expenses include such things as credit card processing fees, winter board meeting expenses, insurance, AKC fees, and other such items required to support the operation of the club. In 2016, administrative expenses also include a one-time donation of \$5,000 to the M. Barnett Lawley Forever Wild Field Trial Area in Greensboro, AL. This was an obligation from the 2012 event that had not been fulfilled due to an oversight.

Hospitality expense, which includes all handler events and parties, worker lunches, board travel, catalogs, and other has grown slightly over the last few years to reflect the growth in the number of entries. Hospitality expense per dog has been consistent over the past 5 years, with a high of \$189 in 2012 and a low of \$167 in 2013.

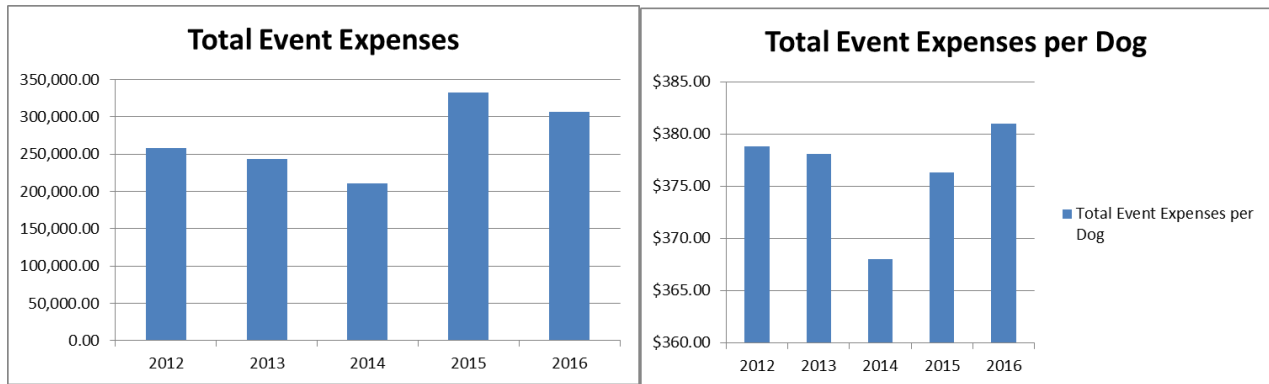


Judges expenses in 2016 were increased as we expanded the event to 6 flights. The increased number of flights allows us to accommodate a larger event, keeps the number of dogs in each flight manageable, and improves the quality of the experience for all participants. The tables below show that as we have reduced the number of dogs per flight, the judges' expenses per entry has risen slightly. At the same time we have managed to keep the judges expenses per flight reasonably consistent.



Chairman expense is broken into two categories for discussion. Event expenses include live rounds, poppers/cannons, and paid workers. In 2016, we used existing stock of live rounds and poppers and only had to purchase approximately \$1,100 in additional supplies. Hired worker expense in 2016 was ~\$15,000 less than in the prior year. Supplies expense includes plates, ribbons, and other items supporting the administration of the event. The reduction in 2016 resulted primarily from the termination of the relationship with Retriever News as the tracking of qualifiers and the publishing of the event blog was brought in house.

Total event expenses have closely tracked the number of entered dogs, as most of our expenses are driven by the number of participating dogs and handlers. In the last 5 years the total event expenses per dog have ranged from a low of \$368 in 2014 (with 4 flights) to a high of \$381 in 2016 (with six flights).



Sponsors

Sponsors are critical to the success of our event. In addition to funds, sponsors provide in-kind support for most of the handler amenities that are available to our participants such as the handler banquet, worker party and raffle, gift bags, and refreshments. Our sponsors also provide equipment and supplies that are used in the field during the event. In total, these in-kind contributions are estimated at more than \$75,000. Please be sure to thank these valuable contributors to our event.

In 2016 our top level sponsors included:

Diamond	<ul style="list-style-type: none"> Nestle Purina Pet Care Avery Sporting Dog (Banded)
Platinum	<ul style="list-style-type: none"> Garmin (Tritronics)
Gold	<ul style="list-style-type: none"> Dogtra Duck Dog Company

Community

The Master National Retriever Club is keenly aware of the demands that the event places on the local community. We require a lot of local resources from the local retriever community where we hold the event and our goal is to try to leave it better than it was when we arrived. Over the last five years we have committed funds to improve grounds and facilities that will be available to the local retriever community long after we are gone. A summary of these is in the table below.

Property	Year	Amount	Description
State Cattle Ranch, Greensboro, AL	2012	\$5,000	Roads and pond improvement
Clear Creek, Corning, CA	2014	\$3,000	Bird cooler and storage
H. Cooper Black, Cheraw, SC	2015	\$10,000	Pond improvement
Busch Memorial Conservation Area, St. Charles, MO	2016	\$7,500	Pond Improvement

The Master National recognizes that the quality of our event and the weekend tests that our member clubs host are dependent upon the availability of knowledgeable and experienced judges. In 2013 the

MNRC launched its sponsorship of the AKC Advanced Judges Seminar. This program provides funding to pay and/or offset the AKC fee for these seminars with the goal of one sponsorship per region per year. All member club are encouraged to apply for these grants. We continue to try to work with AKC to make this process easier than it has been in the past.

Member Clubs

In 2016, we had a total of 178 member clubs distributed as follows:

Region 1	51
Region 2	50
Region 3	45
Region 4	32

Looking Forward to 2017

On behalf of the Master National Retriever Club Board of Directors, I would like to invite you to the 2017 Master National as it "Returns to the BigWoods". This was the site of the 2005 Master National. The "BigWoods on the Trinity" is a hunting preserve awards for its conservation efforts is restoring the hardwood savanna. The 8,000 acres and 40 plus pieces of water make for the nicest collection of hunt test sites as one has seen in one continuous property. These sites are where ducks, deer, and hogs are hunted.

We are grateful to our host, Dr. Robert McFarlane, for the invitation to the BigWoods. Also, the East Texas Black Gumbo Retriever Club and it's co-chairs of Jay Herrington and Shawn Servin.

The Master National Board looks forward to seeing you there in October and congratulating you with a pewter plate and ribbon.

Larry Kimble
MNRC President 2017