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**READ ALL
ABOUT IT!**



Time to start thinking about any possible donations you may wish to make for the raffle & auction to be held at our August specialty luncheon. Please contact Kara about your intended donations. Also see page 4 for a description of the grand prize for this year.

2014 Board of Directors, etc.

President: Kara Maytag-Kaszas
Vice President: Kelli Mullett
Secretary: Marjana Callery
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Director: Kris Gagner
Director: Matt Longtin
Newsletter Editor: Roger Eriksen
Web Graphics: Julia Marie Hoffa Longtin

Visit our Website: www.heartlandstandardschnauzer.org

HSSC Business



SSCA 2014 National Specialty Week
Alameda County Fairgrounds
Pleasanton, CA
October 15 - 19, 2014

HSSC Specialty

August, 22, 2014 in conjunction with the SCVKC Cluster Show
Washington County Fairgrounds, Lake Elmo, MN

The Heartland Standard Schnauzer Club will be hosting a complimentary lunch after the completion of judging. Look for details the day of the show. A Silent Auction and Raffle will be held in conjunction with the lunch. Contact Kara with any donations.

AKC CHAIRMAN'S REPORT **-- AKC's True Fans --**

New York, NY – If you're anything like my wife and I, it all started the day you brought that one dog into your life. For us, it was Caesar - our first Bullmastiff. Since there was no Internet back then, we found him through the classifieds in our local paper. He was a great dog, just not a great Bullmastiff. But that didn't matter to us. We loved him - and lost him much too early. But in that short time, he made us fall in love with the Bullmastiff breed. We researched the breed and breeders, learned about conformation events, attended dog shows, and began to collect that array of breed paraphernalia that somehow invades every corner of your home. I imagine many of you are wearing your breed on you somewhere right now – pins or jewelry or clothing or even, I would wager, some have a

tattoo. In short, we, like you, became fans of a breed and fans of our sports.

I like being called a fan, don't you? I like what it stands for, even though some people believe the idea of "fans" came from "fanatics" - a usually pejorative word. Actually, *The Dickson Baseball Dictionary* cites William Henry Nugent's work asserting that "fan" was derived from "the fancy," a term from England referring to the enthusiasts of a specific hobby or sport – like dog shows. The word came into common usage in America in 1889, just five years after the launch of the American Kennel Club. Coincidence? I think not.

It is an accepted fact in sports that your fans can have a demonstrable impact on performance. In

football, which allows 11 players on the field, the assemblage of fans in the stadium is collectively referred to as the “12th man.” A researcher from Harvard University discovered that the home team achieved a tenth of a point advantage for every 10,000 fans in the stadium. Imagine the advantage we could have for purebred dogs, for breeders, and for our sport with a much larger active fan base. We have already begun to do just that with Facebook.

There are lots of numbers associated with Facebook, but the most important are those that identify your true fan base. There is a simple equation that does that: the number of “people talking about this” divided by the total number of “likes” which is called “engagement.” According to experts, an acceptable engagement rate, or true fans, is in the range of one to two percent.

Two baseball teams with very strong fan bases are the New York Yankees and the New York Mets. The Yankees have an engagement rate of 4% and the Mets have 6%. Both are doing better than acceptable in growing their fan base.

Apple, one of the world’s strongest and best-liked brands, is at 1.4%. HSUS is at 1.6% and ASPCA is at 4%.

The AKC’s engagement rate – the measurement of true fans – is an astounding 30%! The actual number of true fans is 535,000 – higher than any of those I just mentioned by a multiple. In fact, we have 16 times more true fans than HSUS.

Sincerely,



Alan Kalter
Chairman

You cannot manufacture a fan base. You cannot buy a fan base. You create it by telling stories about the many things that happen in our world, throughout the day, throughout the years. Sometimes it is about winning, but mostly it is about unique, emotional experiences that can only happen when dogs and people come together. Those stories are best when told by fans - people like you. As Napoleon said, “Ten people who speak make more noise than ten thousand who are silent.”

At the Delegates Meeting on Monday, Chris Walker presented an informative guide to utilizing social media to help your clubs. It will be posted on AKC.org. I’ll reiterate the conclusion of the presentation: We need you to talk - promote yourselves, promote your dogs and promote the sport of purebred dogs. And educate people about responsible dog ownership. Be proud of the love and service you have given the sport over the years and nurture new people into the sport. In short, spread the truth.

There are people and organizations that don’t want the truth about the AKC to be known. Hate may attack it and ignorance may ridicule it, but in the end, the truth is irrefutable. While yawns, laughter, and germs are infectious, the most powerful infectious thing is spreading the truth.

As true fans, we will stay strong, stand up for dogs, and speak out for our values. And we won’t stop until every critic becomes a fan.





Heartland Standard Schnauzer Club of the Greater Twin Cities

Regional Specialty

At St. Croix Valley Kennel Club Cluster
Washington County Fairgrounds

Lake Elmo, MN

Friday, August 22, 2014

Grand Prize: Handmade Standard Schnauzer Afghan!



Chances:

1 for \$1

7 for \$5

15 for \$10

Afghan measures 43" x 59"

(100% acrylic. worsted weight)

You do NOT have to be a member or be present to win! Chances will be available at the Show site and at the Saturday afternoon Luncheon and Auction. (Everyone is welcome to come!)

Or.....you can purchase tickets in advance. Just mail a [check made out to HSSC](#) for the number of tickets that you want to have the Club put into the raffle for you, for this beautiful **ONE-OF-A-KIND** afghan made by one of our members.

Send your check to the Club Secretary before August 18:
Marjana Callery, 2510 Queensport Road, Woodbury, MN 55125.

Waggin' & Braggin' Rights

Sully Fogarty poses for his big BOB moment with Dan after completing Sully's Canadian Championship in early May.



Stone received his Therapy Dog International certification in late April and in May got his official gear! He's also enjoying his agility training! He got his Canine Good Citizen in March as well! This boy has come a long way since August! – Shantel Julius. What a handsome dude!!

*Ed. – We had the opportunity to meet **Stone** at the CPE Nationals. He has quite a history to tell, but he 'ain't' talking. Such a sweet guy with a great, calm, friendly disposition and as is typical of our favorite breed; soft, expressive eyes. He is pictured here enjoying a beautiful day spectating as his 'sister' Pyper competed.*



Paul Anderson & Team **Otis** ran a couple days at the CPE Nationals. Paul wrote, "We had one qualifying run on Friday, and a 3rd Place qualifying run on Saturday in Wildcard. I didn't think that we would have a chance in placing but as mentioned, the conditions were pretty tough and so were the course designs."

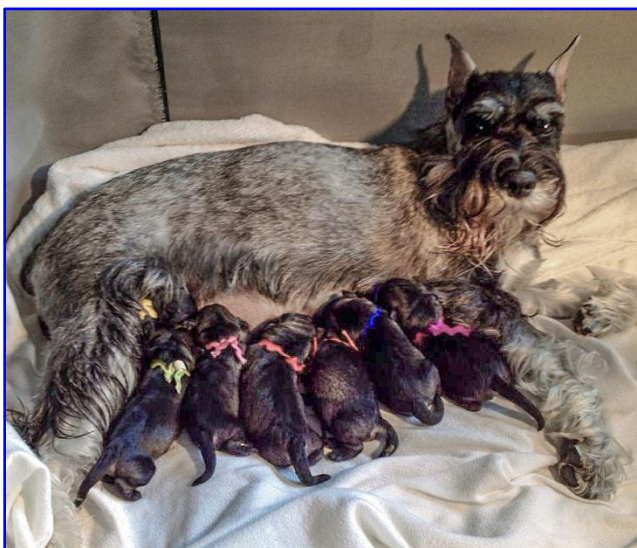
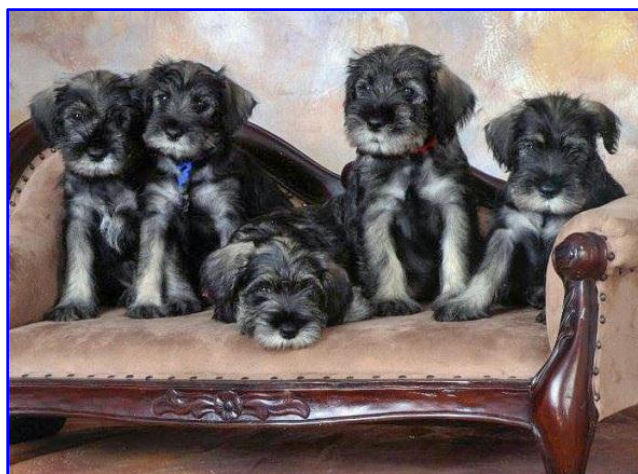




Gable & Henry went on a road trip and stopped at Brighton Beach Park in Duluth to stretch their legs. What great fun to have 'parents' like that, huh?

*"Where does the time go?!?! **Baylee's** pups are turning 5 years old today!" (June 16th) "On the sofa, we have from L to R: Higgins, Harper, Hayden, Otis and Hans.*

What a wonderful group of pups that have succeeded in the show ring, in agility, on the farm and as wonderful companions! Happy Birthday!!!" as posted by Kara Maytag Kaszas.



Kris Gagner proudly announces, "Introducing (Jordan Janis Joplin of Windtree) **JJ's** new puppies born Sat. June 14! We have 5 boys and 2 girls, all healthy and beautiful. The proud dad is Jordan **Keillor** of Windtree and he's thinking he's pretty big stuff these days. JJ finished her Championship at the Eau Claire dog show on May 11, just in the nick of time to switch roles and become a mom."

Kara Maytag Kaszas took Addy for a visit and sez, "Addy got to visit some 2 week old standard schnauzer puppies. There are 7 of them and she had to hold each one of them at least once and was so gentle and sweet to them! Thanks Kris Gagner for letting us stop by!" Kris added, "She gave them kisses and soft little pats, and held all 7 of them! Of course she wanted to use all the different colors of puppy blankets too! A really fun visit!"





Here is a more recent photo of two of JJ's daughters. They are continuing with their socialization lessons by a visit from the Longtins. Thanks for posting the picture Matt!

*"I am proud to say that **Gable** and I earned Best of Breed at the Cambridge Minnesota Kennel Club for what I believe is a 3 point major judged by Mr. David Bolus. I am also honored to say that Gable earned his Bronze Grand Championship. This is a goal that I set for myself when we welcomed Gable into our home last year. This is a very proud day! And a great accomplishment for Jordan Standard Schnauzers as Gable is the first Jordan Standard Schnauzer to earn this title," submitted by Julia Hoffa Longtin.*



Julie and Dan Fogarty welcomed a new addition to their pack. Julie says, *"**Bria** is 14 weeks old and is a 'full of fun happy' puppy. She is working on getting Dan & I trained and doing quite well. Her registered name is Sketchbook Diamond Briolette - her call name is Bria! (the exclamation mark is for attitude). She will be ready to start showing in September and will be busy with obedience and agility also."*

Ms. **Luna** continues her socialization with the Longtins along with her brothers **Henry** & **Gable**. *"She is enjoying the yard with us and her brothers. And she got to visit the neighbor and one of his dogs too!"*, offers Julia.



Bob & Cheryl Smith also did a road trip recently to an Iowa show with their pup, **Nick** & brother **Jake**. Bob offers, "Attended the AKC show (6-28 & 29) in Waterloo Iowa at the National Cattle Congress Grounds. We had 11 SSs that were entered for the show. But! Liz Hanson had 3 little puppy girls and we had Nickholas for a total of 14 SSs that were at this one. Jon and Suzanne did very well with Nickholas's brother **Spirit**." Spirit won the working group. Bob provided some photos of the familiar faces and we think we recognize some of the humans as well! ;-)



Photos © Alain Zarinelli

As reported in the previous issue of *Heartbeat*, **Jester** put on his frowny face while being groomed at the Purina show. Well, the lil dude has something to smile about now as Michele Zarinelli reports, "At the Purina show, Jester got Reserve two of the three days. I received a letter a while back stating that the dog that won was disallowed - no details on that - and they had 45 days to appeal. I called AKC today and they said at this point it was unlikely to be overturned. It could possibly still happen, but unlikely - so Jester has TWO majors and seven points - all earned in those two days!"



Yay Jester!!!



"Benson is figuring out he had a working nose. Happy 6 months birthday to Benson!" - Gretchen Tusler Castle. He seems to have had a fun time celebrating his B-Day by eliminating the barn of any 'strange' odors he encountered. He is a lucky guy to be able to 'barn hunt' whenever he wants to do so. He is also growing up to be a very handsome SS.



Maddie now has her novice barn hunt title! – Gretchen Tusler Castle

Ellie BOB



*"In Bloomington, Mama **Ellie** went BOB the Thursday of the Specialty and BOS on Sunday. **Phantom** took a Major on that same Thursday, but the big news for him was on Saturday, the day of the Regional Specialty. First in Sweeps, he went best of Sweeps. Then in the regular classes where he was shown in the Bred By class he won his class; went Winners Dog and Best of Winners and then Best of Opposite*

sex over some very good specials. He also went Best Bred By and finished his championship. He went home with a load of plaques and ribbons and his name on a challenge trophy."



Ellie BOS



"That weekend the show also had a 4 to 6 month exhibition competition, so we entered little **Spirit** (Phantom's little brother from the repeat breeding of Zorro to Ellie). He showed very well and went on to win the working group and showed great in the Best competition," wrote Jon Rosenberg.

← Phantom

Now for Waterloo on Saturday, Phantom was really on and went BOB (beating another top winning Standard that was in the top 10 last year). He was also eligible for the Owner Handler competition in which he took a group 2. Ellie went BOS. This show was also the first show for Spirit as he turned six months. Also there was **Rain**, another sister to Phantom, Spirit and Nick. Spirit won his class (Bred By) that day and so did Rain also she went Reserve and best puppy. Later Rain took a Group 2 in the puppy competition.

On Sunday, Ellie was again BOS. Rain again went Reserve Winners and looked very nice. Spirit won his Bred By class and was best Bred By. And to back that up he went on to win the Bred By Working group. So to say the least Team Von Rose has had an exciting couple months in the show ring.

"Both **Baylee** and **Harper** Triple Qd today (7-13-14) so we ended up 13 for 14 this weekend! One dropped bar in the FAST send for Baylee kept us from perfect...but that is perfect enough for me! Love my girls!!" per Kara.



Love must have been in the air this spring as several club members have welcomed new litters. George Huddle shares, "CH Centara Anchors Aweigh & CH Von Limpert Darling Belle. July 9, 2014 **Belle** gave birth to 6 males and 2 female puppies. All are doing well, the puppies are calm and mellow, very nice litter. Mom is a very caring and protective of her pups."

John and Linda Limpert have showed **Challenge** (CH MACH Von Limpert Challenge Within Me CD BN RE MXB MJB VS) to a top five finish in agility to qualify for the AKC National Agility Invitational. Congratulations & a huge hug to Challenge!!



Photo from Wakan Standard Schnauzer



Grady Zarinelli is nice enough to model the soft cone and all Jester does is smile & photobomb the fashion show. What a brat!!

Minnesota Responsible Dog Ownership Day

The sixth annual Minnesota Responsible Dog Ownership Day will be held on Saturday **September 6th, 2014** at the Washington County Fairgrounds in Lake Elmo, MN from 9:00 to 3:00. The event will be hosted by a statewide group of AKC All-breed, Group, Specialty dog clubs and the Washington County 4-H Dog Project. This event is an educational opportunity for the public to meet different breeds of dogs and learn about their unique characteristics, proper grooming, obedience training, canine good citizen behavior, and therapy dog training.

Join us for a chance to watch or participate in obedience, rally, conformation, agility, earth dog, weight pull, carting, and tracking with experienced exhibitors, trainers, and judges. We will offer a limited number of free AKC Canine Good Citizen (CGC) and AKC Canine

Community (CGCA) at the event. Dogs taking the CGCA test will need to meet the AKC requirements for prior listed CGC and registration/listing number. Therapy Dog International testing will be conducted at the event with a fee set by the tester.

A microchip clinic with AKC chips is available for \$25.00 including registration, with \$5.00 from each chip being donated to the "3 Day Breast Cancer Walk".

Food service on grounds with all proceeds donated to the Animal Inn Junior Scholarship Fund.

A free AKC sanctioned B O/B match will be conducted starting at noon for everyone to practice their new found skills.

All well behaved dogs on leash with proof of vaccinations are welcome at this event. NO charge for admission or parking at this event.



Club Member Profiles



Kristin Moy, Thomas Chan & Dex

Having grown up with a Miniature Schnauzer, Kristin has always had a soft spot for the Schnauzer beard. When she and Thomas decided to add to their family, Kristin advocated getting a Standard but Thomas was not quite sold, as he was smitten with Wheaten Terriers. As part of our research, on a cold Saturday in January, we decided to check out the Land O'Lakes dog show at the RiverCentre and made it a point to watch the Wheatens in the ring and meet some of the breeders in the grooming area. While they were undeniably adorable, the health problems and energy level of the breed didn't seem appropriate for our lifestyle so we kept wandering the grooming area.

Eventually we happened upon Kara, Sunny and MaryAnn grooming their Standards. Like a moth to a flame, Kristin gravitated to the Schnauzer beards and started chatting with Sunny and Kara. Thomas, adamant about NOT getting a Schnauzer, hung back but could not resist Kara's Harper. Harper kept watching Thomas, tilting



her head to the side and wagging her nub whenever he spoke to her. Thomas was hooked. Sunny mentioned Enya was going to have a litter in a couple weeks and invited us to visit the puppies once they opened their eyes.



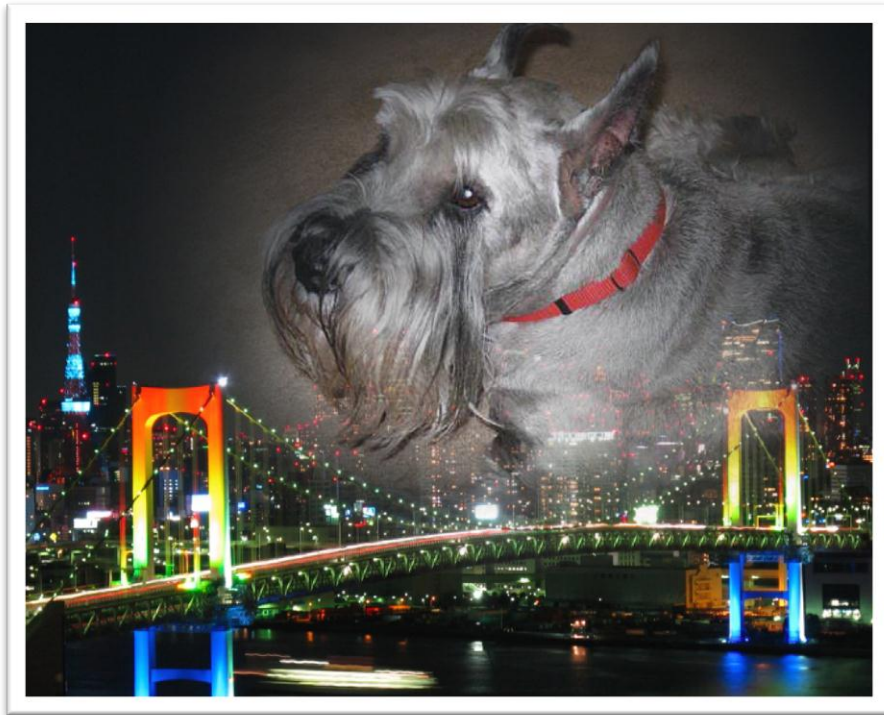
Thinking we were not quite ready to add a puppy to our family just yet, we filed Sunny's card and kept reading about different breeds. Little did Kristin know, on her birthday that year, Thomas had arranged with Sunny to visit Enya's litter (the "I" litter). He did make it clear that it was JUST a visit and we were NOT getting a puppy! The puppies were just 2.5 weeks old at the time and oh-so tiny and adorable. After that visit, we continued to visit Sunny and the puppies almost every week to learn more about the breed and help socialize the puppies (we told ourselves we were NOT getting one of these puppies!). We really had not planned to get a puppy so soon but fell in love with Idgy, Izzy and Dex (Iyn). Needless to say, Dex joined our family in April that year and we have never regretted it.

Dexter (Jordan Iyn of Windtree) is now 3 years old and the joy of our lives. He has such "dog-anality" (Thomas' term) and makes us laugh every day. Dex is a gentle soul who loves his humans and is happiest when the three of us are together. Try to cuddle with him, however, and

you are likely to get head-butted or punched in the face with a paw! Dex enjoys obedience and agility - jumps and tunnels are the epitome of FUN as far as Dex is concerned. Since moving to the DC-area at the end of 2011, we have become participating members of the Potomac Valley Standard Schnauzer Club (PVSSC), which has been a wonderful source of advice, playtime, and grooming meet-ups. In many ways, we still consider HSSC our "home" club (and why we maintain our membership) since the club was such a huge help to us when we first brought Dex home, from giving us training advice to introducing us to the world of agility. The move was a challenge for Dexter, having to go from quiet Woodbury, MN to the busy, crowded streets of Rockville, MD, but with 1-2 enrichment classes a week in obedience and focus, Dexter can trot happily around our neighborhood soaking up all the "What a beautiful dog!" compliments that come his way. And Thomas and Kristin couldn't be prouder.



*A/C CH. SKETCHBOOK RED CORVETTE
STREAK*



Crossed over the Rainbow Bridge June 19, 2014.

“So sad to lose my best friend - in our hearts forever”, Julie Fogarty

'Bone' Appetit

Recipe courtesy of Bullwrinkle.com



Beef & Rice Moochies

Ingredients:

- 1 jar baby food dinner, vegetables and beef, strained
- 2 1/2 cups flour, all-purpose
- 1 cup whole wheat flour
- 1 cup rice
- 1 package unflavored gelatin
- 1 whole egg
- 2 tablespoons vegetable oil
- 1 cup powdered milk
- 1 package yeast
- 1/4 cup warm water
- 1 beef bouillon cube

Instructions:

Dissolve yeast in warm water. Mix dry ingredients in large bowl. Add yeast, egg, oil, baby food and dissolved beef bouillon. Mix well. Mixture will be very dry, knead with hands until it forms a ball. Roll out on floured surface to 1/4 inch thickness, cut in 1 or 2 inch circles. Bake on un-greased cookie sheet 30 minutes at 300 degrees.

Please submit contributions for publication in the Heartbeat by the 10th of January, March, May, July, September and November for inclusion in the issue for those months. Thank you!

*Each issue of the **Heartbeat** newsletter is a means for the club to communicate, inform and hopefully, entertain the readership. All readers are invited to submit articles, photos, editorials or simply your comments on the dog related news items and happenings that you wish to share.*

"Letters to the editor" and op-ed pieces are also appreciated which are your 'take' on what is important to you that you feel the club members might like to be aware.