

Candidate for Board of Directors – Zachary A. Chernik

I would like to introduce myself to all of the NAFA Membership. My name is Zachary Chernik from the flyball team Bordering On Insanity - Midwest, located in the northwest suburbs of Chicago (Region 4).

I've been involved in flyball since 2001 and have seen the number of dogs in our household increase to 10 over the past few years and each one happens to do flyball. As for some of my dedication to our sport, I have been studying and researching the flyball box turn for over 3 years, reviewing hours of video and pictures and currently working with others to create a safer flyball box in the near future.

It's always fun to explain to people what flyball is, because when they see it in action for the first time...wow, the words to describe flyball sometimes do not do our sport justice.

I have been an IT Consultant for 25 years and a business owner for over 9 years (and was also president of our homeowners association), so I understand the type of focus and planning that is necessary to run a successful business. NAFA currently has competition in another flyball venue, and as a result, we need to communicate with our participants and judges to see what is working and what is not working for NAFA as a whole. We need to move at a quicker pace so that we are not the one left behind. I would promote getting the new EJS lights to all regions and having in place a check and balance system that holds accountable each responsible party for the care of these assets as they go from tournament to tournament.

During the past year I have been asked by the NAFA Marketing Committee Chairperson Lisa Peckham to join and help grow and market flyball for NAFA. I accepted the request to join the committee, which started at the being of 2007. The committee has been working on some great ideas including the release of the new NAFA Brochure that you might have seen during this year. I have also been working with Dale Smith, the Chairperson of the NAFA Technology Committee, on helping produce racing schedules in a very short time using a new program. It is currently being developed and tested at some of the tournament events this past year. We have produced over 14 event racing schedules though out many regions.

As a member of the Board of Directors, I would promote, with the assistance of the other BoD members and the ED and his staff, the following to grow and further the sport of Flyball:

Some of the points that I would promote include:

- Continue the current Marketing Committee efforts to reach the public while helping existing clubs get more people to play. Develop relationships with Mass Media entities; expand the current print coverage relationships to include each regions high-profile tournament of the year. This will help with NAFA branding of flyball from coast to coast.
- Promoting enhanced communication with all the participants throughout the Flyball community by listening, creating and taking regular surveys as to the

wants and needs of each region. NAFA is a delegate-run organization, and delegates need the empowerment to see these ideas and dreams become a reality. Board members are elected by the flyball community and as such need to represent the concerns of all regions. Not just those that elected them. With input from the flyball community there are still outstanding issues that are ongoing and need to be addressed.

- Creating and hosting either Super Regional Championships that combine multiple regions and/or a National Championship that would include all teams of every region no matter if they run 16 seconds or 30 seconds.
- Developing corporate sponsorships that will help in the growth and income of NAFA.

In summary, I ask for your consideration this year when you cast your vote for the Board of Directors.

Respectfully,
Zachary A. Chernik