

**Driven.
Proven.
Passionate.**

**Heidi Murphy,
Candidate for Northwest
Regional Director**



**THE CAT FANCIERS'
ASSOCIATION**

WE CAN REBUILD THE REGION . . . AND CFA, TOO. . .

Counts aren't going down because there are fewer exhibitors. They're going down because we aren't encouraging the ones we have. . . or reaching out to new ones! Shows are the engine of CFA's growth. I've demonstrated my commitment to fueling that engine by reviving shows in northern California and supporting shows throughout the entire region. I've also located and educated new breeders, helping to turn them into dedicated club members and exhibitors! With belief and determination, we can bring renewed strength to our region and our organization.

BY GIVING EXHIBITORS MORE FOR THEIR MONEY!

What can we do to capture an exhibitor's heart and hold on to it? Give them feedback on their cats!! Our top-ten finals-formatted shows may be on the decline, but "traditional" shows, which provide written evaluations of cats, continue to thrive. We can learn from other associations and innovate to provide the kind of support our exhibitors are asking us for! But most importantly, we need them to feel welcome, right from Day 1. I will work to build that welcome and ensure that no one feels left out.

THE CONFIDENCE AND COMMITMENT TO MOVE CFA FORWARD

With years of experience as a business owner, property manager and city committee member, I've never turned away from a challenge. And with over 30 years of breeding and showing experience plus numerous National wins, I offer recognition and visibility throughout CFA. As your Regional Director, I'll provide full transparency by holding monthly Zoom meetings, publishing treasury reports, and enabling people to form stronger connections across the region. Take advantage of my commitment and my determination to go to work immediately on YOUR behalf!

Please reach out with any questions or concerns! tufftons1@yahoo.com 510-853-2707