

The CFA Marketing Team

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CFA Embraces All Cat Lovers at Popular Cat Culture Event in the Windy City



Desiree Bobby and Kathy Black of the Marketing Committee attended Meow Meetup, a pop culture cat event in Chicago, on July 20-21, 2019. We viewed this as a soft launch of the Companion Cat World (CCW) program. With an audience of nearly 4000 Chicago Cat Lovers, we were very pleased with the feedback and enthusiasm for the program. We captured names, contact information and cat info of many excited pet owners who are looking forward to being the first group of CCW members

Our booth was beautifully decorated with three banners describing the program, a tablecloth with our logo, two high cocktail tables for the cats to be displayed, black Sturdi shelters, color brochures about the CCW program, both versions of the coloring books, the educational breed brochure, and specific tri-folds. We were positioned next to the Winn Foundation, which we referred to often about the long history between CFA and Winn.

Although our main goal for this event is to promote CCW with the pet community and record new cats, we had five of our glamorous pedigree breeds in attendance. Our "Meet the Breeds" was very popular with the attendees. We were the only booth with cats to pet and meet.

The cats drew the people to our booth where we educated them about the CCW program. We mentioned how their cat could be part of the CFA family, that they would receive a membership card with their cat's picture on it and that they could join in the fun and participate in CFA shows, costume contests, agility competitions and even volunteer with the Ambassador program.

In visiting with interested individuals we learned several things. First, most were very surprised to learn that their cat can be part of CFA. Almost everyone made the comment "but my cat is not purebred or pedigreed" and their eyes lit up when we explained how CFA celebrates ALL cats. Having Smudge there as a Grand Household Pet and a Regional Winner was the perfect example that their cat too can be a fancy cat and part of the CFA family. They all liked the idea of the membership card and even wanted additional items such as t-shirts, keychains or luggage tags. They also liked the idea of building a legacy with their cat. Their cat is part of their family, and to have it recorded forever with CFA appealed to them.

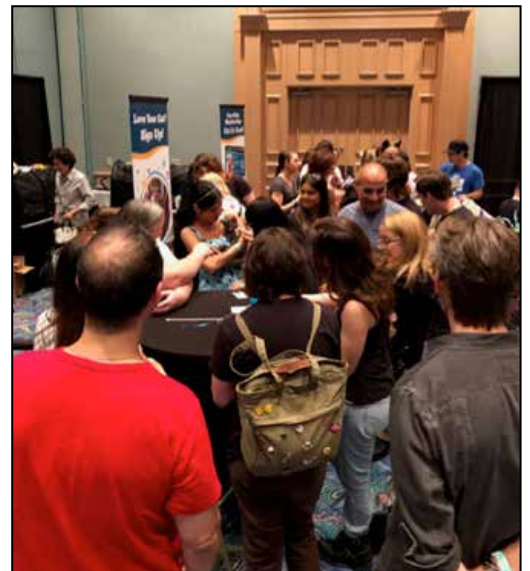
We also connected with a large population of admirers who like to dress in cat-themed attire. Many in the younger crowd were wearing cat costumes or clothing of which some were beautifully hand-made. We spoke to many of these young ladies and learned that they would be interested in walking a catwalk to show off their outfits or even compete in a cat-themed fashion show. With seeing first hand of how popular this is we are looking to integrate such an activity at the 2019 International Show in Cleveland.

We are excited to see that the CCW program resonates with many people and are looking forward to the next phase of our rollout when the eCat application is in place and we can begin promoting it with our "influencers." We have commitments from Social Media famous cats to promote our program to their followers and expect to have this rolled out before the fall.

CCW's goals are to promote CFA to the general cat loving population and to let them know they too can be part of CFA. The more we educate about who we are, the greater we will increase awareness of our shows, our breeds and what we stand for. CCW is also an additional revenue stream for CFA and it's success will positively impact the future of CFA.



Dr. Connie Hurley, Dawn Strosko, Lauren Underwood, Winn Representative, Desiree Bobby, Jane Keroson, CFA Fan, Mary Reiss, Lana Keroson Oksnee, Kathy Black



Crowd enjoys holding the Lykoi kittens and meeting Peyton, the Ragdoll



*Mary Reiss, Peyton, Lana Osknee and
Lostwoods BurkBurnett*



*Lucy Drury shares Mikey Jr.'s floof with a
crowd of admirers*



*Prim & proper wolves, Faolyn Etta
and Faolyn Gladys*



*Loki the Sphynx enjoying attention
from the younger fans*

Thank you to Mary Auth who helped the committee round up some fantastic cats and their humans. A very grateful thank you to those who came out to educate about their breeds and put smiles on the spectators faces:

- Mary Reiss and her charming Ragdoll, GP RW Keepurrdolls Just Living the Dream aka Peyton
- Lucy Drury and mesmerizing Siberians, GPD NW Slava Charisma of Cyberkoshi aka Mikey Jr. and PR Cyberkoshi Moonlite Imaginations aka Snowball
- Lana Oksnee and her majestic Norwegian Forest Cats; GP AngelForest Gabriella and PR Lostwoods BurkBurnett Dr. Connie
- Hurley with her silly Lykoi, Faolyn Etta and Faolyn Gladys and
- Lauren Underwood with her friendly Sphynx, Loki.

And a very special thank you to GH HRW Smudge of Lotzacatz and her owner Dawn Stosko, who attended from open to close on both days. Smudge allowed everyone to pet her as she showed off her many talents and Dawn joyfully encouraged the crowd to join CFA to experience the excitement of exhibiting.

The Marketing team is very excited about this program and we hope you too will help spread the word about the CCW program.