

## ANNIVERSARY

*The Kennel Spotlight* is starting into our fifth year of publication with this issue. We have been extremely successful in our acceptance by our readers. Our egos and our hat size have increased every year since we started this publication. The magazine you now hold in your hand is of the finest quality as can be found anywhere in the world. The editorial content has been very well accepted and the articles from contributing authors are always right on the point. In short, for a 'wanna-be' magazine editor with absolutely no journalism education or experience, I am very pleased with what you are now receiving. I hope you are too!

We love our advertisers very much, as they are the ones that make us able to furnish you this valuable information publication FREE of charge. These companies want to give you something in return for the business that you've given them. They are interested in your future and are willing to invest their advertising dollars to bring you this magazine. Please use these companies when you do any kennel business.

We had originally promised you 12 issues and 80 pages per issue after the first year. In order to keep this promise, we must have a commitment from at least 6 national companies to support us for these 12 issues. The biggest companies are the national dog food companies, the pharmaceutical and the grooming supply companies. You, the readers of this magazine, feed **2 million dollars in dog food every day of the year!** I have not calculated the amount of veterinarian products or grooming supplies you use but you know what percentage you use compared to your dog food bill and know that it is a substantial amount.

Sure, we have supply companies that advertise their company and the products they sell because they are interested in your future, and in doing so, they are insuring their own future. However, I must wonder why the major companies just take you for granted and I wonder why you would support companies that do not care about your future?

Some of our advertisers feel that they want you to receive this magazine as a special gift from them. Call it a love offering. Southwest Auction makes some money by doing your auctions, but the magazine is their gift to you in appreciation for your business. I made my money at DO-BO-TRI Kennels before I retired. I am doing this magazine as my way of giving back to the industry that has been so good to me. The magazine stays in the black, but barely. If we lose an advertiser, we feel disaster has struck, but miraculously, a new one appears and we keep going. Believe me, after 4 years and all of Kathy's hard work trying to sell ads, Bob and I do not make a dime. That is not the way we planned it, but that is the way it has worked out.

Can you help? The most direct way would be to buy a subscription, but we want you to have this magazine even if you don't. We will not cancel you out. Another way is to promote this magazine to the people you buy your supplies from. If you buy a national brand of dog food from your local feed store, we do not expect that small feed store to advertise in a national magazine. But you can tell them that you will not buy that brand of

dog food or vaccine or clipper head again until you see their advertisement in **The Kennel Spotlight**. Then switch to a brand or company that does advertise with us. Be vocal and militant about it. Make sure they get the message!

Another way is to use our Classified Ads when you need to buy or sell something. Take a look at Dog World magazine. They have ten to twenty times the amount of classified advertising that we do. Why? I have been told that you do not use the classified for fear of attracting attention from the AR's. Folk's, they know exactly where you are!

We also need more letters to the Editor and multi-page articles to publish. If you have something to say, get it off your chest. When we meet you at a breeder seminar, you always tell us of some problem you want us to look into. I am just an amateur journalist, I am sure you could write the article just as good or even better than I. So do it. We will most likely publish it. You can then brag to your friends at church that your name is in a national magazine.

Love you all, Jim Hughes