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# AMERICAN KENNEL CLUB

IT ALL BEGINS WITH THE BREEDER



ANNUAL REPORT 2010









## DEDICATION

In the pages of the *AKC Gazette* some years ago a veteran dog breeder wrote, “Competitions and awards may serve as a means by which we measure our breed-improvement goals, but we should never lose sight of the fact that in those efforts we are creating lives—living, breathing, thinking, feeling, innocent lives who deserve the best we can offer them. Being a good breeder means taking responsibility for every life we have created.”

Such commitment has been the hallmark of AKC breeders for more than 125 years. Our breeders are often called the backbone of the sport of dogs, and with good reason. Without them, “pure-bred dogs” is just a pleasant thought; without them, the joy of owning a well-bred companion would be unknown; without them, the show cannot go on.

It is to these devoted friends of the canine race that this edition of the AKC Annual Report is dedicated.

The AKC/Eukanuba National Championship's Best Bred-by-Exhibitor class is America's premier showcase for breeders who take pride in showing their own dogs. (1) AKC Chairman Ron Menaker and 2010 Best Bred-by judge Polly Smith. Among the breeders competing in the 2010 class were (2) 2003 AKC Herding Group Breeder of the Year Jeré Marder, of Lambluv Old English Sheepdogs, and (3) 2010 AKC Terrier Group Breeder of the Year Margery Good, of Goodspice Sealyham Terriers.

ON THE COVER: Ch. Marienburg Sun Hawk & Ch. Marienburg Mary Hartman, oil on canvas, by Constance Payne, commemorates the Marienburg Doberman Pinschers of Mary M. Rodgers, 2003 AKC Breeder of the Year. Each year the AKC commissions a portrait of a dog or dogs important to the breeding program of the annual AKC Breeder of the Year recipient. The portraits hang at AKC headquarters in New York. The endpapers of this report feature the portraits commissioned in honor of the 2002–2009 Breeders of the Year. The complete Breeder of the Year roster appears on page 11.

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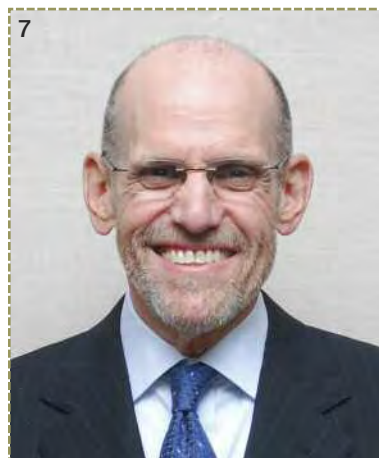
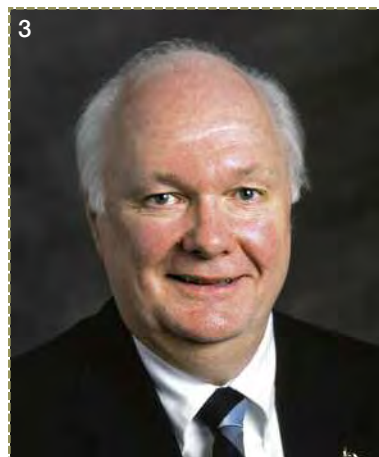
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# THE 2010 AMERICAN KENNEL CLUB BOARD OF DIRECTORS



## Class of 2011

Dr. Patricia H. Haines  
Kenneth A. Marden  
Patti L. Strand

1. Lee Arnold

2. Carl C. Ashby, III

3. Dr. Thomas M. Davies (Vice Chairman)

## Class of 2012

Dr. Thomas M. Davies  
Walter F. Goodman  
Ronald H. Menaker

4. Dr. J. Charles Garvin

5. Walter F. Goodman

6. Dr. Patricia H. Haines

## Class of 2013

Lee Arnold  
Carl C. Ashby, III  
Alan Kalter  
Dr. Robert D. Smith

7. Alan Kalter

8. Kenneth A. Marden

9. Ronald H. Menaker (Chairman)

10. Dr. William R. Newman

## Class of 2014

Dr. J. Charles Garvin  
Dr. William R. Newman  
Patricia C. Scully

11. Patricia C. Scully

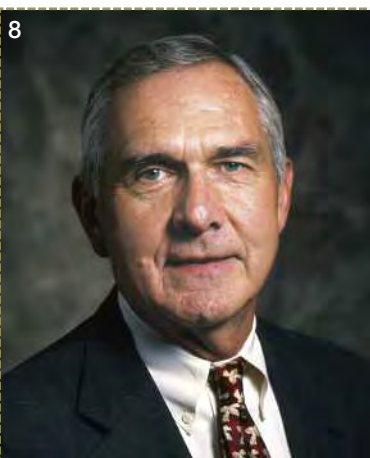
12. Dr. Robert D. Smith

## Ex Officio

Dennis B. Sprung

13. Dennis B. Sprung (President and CEO)

14. Patti L. Strand



## ANNUAL MESSAGE



### The American Kennel Club: It Begins With the Breeder

As a fervent love for dogs continues to grow in the hearts of Americans with each passing year, the American Kennel Club strives to provide more services to enhance the human-canine bond. For 126 years, we have devoted ourselves to educating the public about welcoming the right dog into every family and the wonderful ways we can enjoy our dogs together. As an organization, the AKC recognizes that a great deal has to happen before a dog and owner can begin to forge that time-tested, human-canine bond.

It all begins with the breeder.

It is the breeder who applies years of study and experience to ensure that each generation brings out the best in form, function and temperament, always striving for improvement. And it is the breeder who preserves and protects what we love most in our dogs. Since 1884, the AKC registry has recorded the breeds Americans love best, and it is the unrelenting dedication of our AKC breeders who keep our breeds true to the standards we have set for them. Blending knowledge of genetics, skills in animal husbandry and even the artist's eye, breeders devote years to ensuring that what we love most in our dogs remains within them and improving quality along the way.

To help AKC breeders achieve their goals, we offer a number of services not offered anywhere else. Our new Breeder of Merit program recognizes breeders who demonstrate a history of participation and achievements in AKC events and clubs and prove their commitment to responsible breeding through health screenings and registration. In its first three months, over 1,500 breeders were confirmed to join the ranks of this prestigious group. The Breeder of Merit program honors breeder-exhibitors' dedication and hard work as they continue to produce dogs that are healthy, capable and beautiful. The AKC provides our Breeders of Merit

special services in recognition of their efforts to do the right thing for dogs and the sport. AKC believes all dogs and owners deserve to be united by a Breeder of Merit.

Our quarterly newsletter *AKC Breeder*, sponsored by Royal Canin, is enjoyed by over 135,000 fanciers who wish to stay current about the latest developments in the science of canine reproduction, health and nutrition. Each issue includes articles by veteran breeders who share their wisdom about breeding techniques and insights about establishing, improving and maintaining a great line.

In over 126 years registering dogs and providing the infrastructure for dog shows in America, the American Kennel Club has successfully shown how technology can be used to enhance our enjoyment of our sport and make breeding dogs a more pleasurable hobby. We introduced online registration to provide a faster and more convenient method of registering dogs and litters. Over 70 percent of our breeders register their litters online.

With our free Online Record Keeping Service, the AKC offers breeders a centralized place to manage all of their ownership, breeding, and litter records, view all of their registrations, and maintain their contacts with the people to whom they have entrusted their puppies.

The AKC Online Breeder Classifieds Service offers litter registrants the opportunity to make the public aware of their AKC-registrable puppies that are available to new homes. Additionally, the service provides multiple breeder search options including parent and local club breeder referral and breed rescue group contacts. The site also offers educational content to assist the new puppy buyer in the quest for a new pet with information about selecting the right breed and guidance on how to find a responsible breeder. In 2010, the AKC Breeder Classified portal hosted over 2.8 million searches.

With our new online publication, *AKC Weekly Winners Gallery*, we offer fanciers a means to show pride in their dogs' accomplishments by including their most recent win shot in a specially designed online showcase. Featured prominently in every listing are the name of each dog's breeder, sire, and dam so that these winning specimens may be appreciated as much for their history as for their performance in the ring.

Truly the lifeblood of our sport, the breeder is owed a special debt of thanks from all who enjoy the sport—owners, handlers, judges, and spectators. So essential are they that the AKC created the prestigious Breeder of the Year Award, honoring those breeders who have dedicated their lives to improving the health, temperament, and quality of purebred dogs. At a special presentation held during the AKC/Eukanuba National Championship show, a breeder, or pair of breeders, is recognized in each of the seven breed groups. At the conclusion of the presentation, one of the seven group re-



cipients is chosen as the Breeder of the Year. The Breeder of the Year in turn is able to pay tribute to their breeding program with a portrait of one of their dogs commissioned by the American Kennel Club. Eight glorious lines are honored on canvas in a permanent collection at AKC headquarters in New York City.

To further embrace the breeder's special role in the sport of dogs, AKC counts the Bred-by-Exhibitor class among the most important competitions in the AKC/Eukanuba National Championship. This world-famous event hosts the largest Bred-by-Exhibitor competition of any dog show in the nation, with over 953 entries in the 2010 class. Winners of the Bred-by-Exhibitor class are honored each year on a plaque at the headquarters of the American Kennel Club.

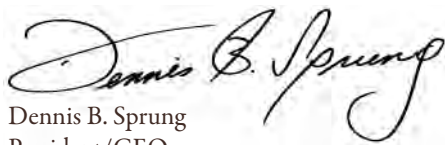
Now in its 10th year, the AKC/Eukanuba National Championship has quickly become the greatest tribute to the American breeder while also showcasing the best and brightest of AKC's Companion sports, Agility and Obedience. With an ever-increasing interest in all aspects of dogdom, the American public appreciated all that this multifaceted event had to offer on major network television. Our show enjoyed a 20 percent increase in sustained viewership over the previous year, allowing the AKC to educate even more people about the joys and benefits of responsible dog ownership.

Throughout the year, the AKC continues to honor breeders who devote attention to both whelping box and show ring by handling dogs of their own breeding to championships. The AKC awards gold and silver Bred-by-Exhibitor medallions to those who earn multiple championship titles for their dogs exclusively through points earned in the Bred-by-Exhibitor class. These accomplished breeders are recognized on the AKC website and in AKC publications.

From the new breeder eagerly working to establish a line to the mentoring veteran, all breeders play a vital role in the sport of purebred dogs and in the lives of pet owners everywhere. The American Kennel Club follows their example, in the words of the renowned breeder Leon F. Whitney, DVM, to "Remember the star, and always be guided by its light, always endeavoring to excel."



Ron Menaker  
Chairman of the Board



Dennis B. Sprung  
President/CEO

## THE AMERICAN KENNEL CLUB

The American Kennel Club was founded in 1884. It operates the world's largest registry of purebred dogs and is the nation's leading not-for-profit organization devoted to the study, breeding, exhibiting, and advancement of purebred dogs. In 2010, the AKC sanctioned and regulated 22,534 competitive dog events. The AKC approves, sanctions, and regulates the events of its 618 member clubs. In addition, 4,477 licensed and sanctioned clubs hold events under AKC Rules and Regulations.

The AKC advocates canine good health and responsible ownership, and is a leader in the international canine community. It serves the "fancy"—the dedicated breeders, exhibitors, judges, handlers, Delegates, dog owners, and other enthusiasts who make the sport of dogs a cherished institution.

As a "club of clubs," the AKC has no individual members. Each member club may be represented by one voting Delegate at quarterly meetings. Staff executes AKC policy set by a 13-member Board of Directors, elected by the Delegate Body. The Board elects a Chairman, who presides at meetings scheduled for eight times a year. The President/CEO serves as an ex officio Board Member.

The AKC provides financial and administrative support to the American Kennel Club Canine Health Foundation, which underwrites scientific research to safeguard and advance the health of purebred dogs. The American Kennel Club Museum of the Dog, also supported by the AKC, promotes knowledge and appreciation of purebred dogs through its famous collection of canine art and artifacts. American Kennel Club Companion Animal Recovery, an affiliate organization of the AKC, is dedicated to reuniting owners and lost pets.

The AKC is managed by a staff directed by the President/Chief Executive Officer. The President/CEO directs all company functions with the objective of fulfilling the AKC mission statement as adopted by the Board of Directors. The AKC Operations Center, in Raleigh, North Carolina, is under the direct supervision of the Chief Operating Officer. Reporting to the COO are the VPs of Dog Show Judges, Event Operations, Registration/Customer Service, Marketing & Communications, and Information Services, and the AVPs of Companion Events, Performance Events, Customer Service, Software Development, and Registration Development.









More than 39,000 pet lovers came out to shake paws with hundreds of dogs and cats at the second annual AKC Meet the Breeds event, held at the Jacob Javits Convention Center in October. Working with the Cat Fanciers' Association, the AKC gave the public an opportunity to learn about more than 200 dog and cat breeds, some old favorites, some so rare that most people have only ever seen them in books. Along with ample opportunity to meet and greet, there was nonstop action with demonstrations by police K-9s, flyball and Frisbee champions, service dogs, Canine Partners, and obedience and agility stars, both canine and feline. More than a hundred vendors were represented.

Meet the Breeds was made possible by presenting sponsor PetPartners, Inc. Other sponsors were Invisible Fence Brand; Pet Brands, Inc.; Iams; Motel 6; ADT Security Services, Inc.; LubriSyn CA; AOL PawNation; Hill's Science Diet Small & Toy Breed dog food; TD Bank N.A.; American Pet Products Association; Dog.com; GoPetFriendly.com; Dr.Elsey's Precious Cat Litters; Paramount Chemical Specialties, Inc.; Petmate; Pet Airways; JAKKS Pacific Inc.; Sturdi Products; and World's Best Cat Litter.

Volunteers from parent clubs and local specialty and all-breed clubs donated their time, knowledge, and commitment to their breeds. "Our clubs outdid themselves," AKC Chairman Ron Menaker says. "Without their support, this event would not even be a possibility."

VIPs in attendance included Consul General Felix Augustin, of Haiti; those tough guys with hearts of gold from Rescue Ink (pictured on opposite page with Gina DiNardo and Dennis Sprung); Rufus, America's favorite Bull Terrier; and the AKC's own Bailey the Beagle. The Pembroke Welsh Corgi booth, done in a "Queen's Corgis" theme, won the ribbon for Best Booth in Show.

The extensive media coverage Meet the Breeds received emphasizes the appeal of its hands-on, family-friendly format and focus on responsible dog ownership. Articles appeared in newspapers from New York to Los Angeles and Calgary to Orlando. Coverage was carried in national outlets like *Fox & Friends* and the *New York Times*, and on early-morning TV segments during the event itself. In all, the event reached over 700,000,000 via media with the important message of responsible pet ownership.





## Executive Secretary

The Executive Secretary is responsible for taking, maintaining, and disseminating minutes of Board of Directors meetings and quarterly Delegate meetings. On average, Delegate meetings include more than 300 attendees from the 618 AKC member clubs. Minutes of Board and Delegate meetings are published in the *AKC Gazette* and posted at [akc.org](http://akc.org). The December 2010 Delegate meeting was held in Long Beach, California; the June meeting was held in Raleigh, North Carolina; and the March and September meetings were held in the New York City area.

The Executive Secretary oversees relations with foreign registries. In 2010, the AKC established a working relationship with the national kennel clubs of the Bahamas and Paraguay.

The AKC Lifetime Achievement Awards, AKC Humane Fund Awards for Canine Excellence (ACE), Breeder of the Year Award (BoY), Community Achievement Awards, and the Outstanding Sportsmanship Awards are administered by the Executive Secretary's office. ACE and BoY recipients are honored at the AKC/Eukanuba National Championship, and ACE winners are also saluted at dog shows in their home areas.

Quarterly AKC Community Achievement Awards were given to honor outstanding public education and canine legislation efforts. The AKC donated \$1,000 to each honoree's club or federation.

The Executive Secretary's office maintains the Breeders department, which publishes the quarterly "AKC Breeder" newsletter and, in collaboration with the American Kennel Club Canine Health Foundation, presented four AKC/CHF Breeders Symposia in 2010.

The Club Relations department maintains files on member, licensed, and sanctioned clubs, and hundreds of other clubs seeking permanent AKC affiliation. Club Relations manages the accreditation of these clubs and oversees their progress from sanctioned to licensed to member club status. The department assists clubs with bylaw revisions and helps clubs in resolving bylaw-related internal disputes.

AKC Archives solicits, organizes, and preserves historically significant papers, photographs, and audio-visual materials generated by the AKC and its member clubs, and assists researchers from the fancy and general public. In 2010, the Archives expanded into a new 500-square-foot collection-preservation area.

The AKC Library collection contains more than 18,000 volumes, including bound periodicals, foreign and domestic studbooks, videos, and photographs. It is America's most comprehensive collection on the subject of domestic dogs and is considered one of New York's finest research libraries.

The library is open to the public, and the library's online catalog can be found in the "Online Services" pages at [akc.org](http://akc.org).

The Event Management department coordinates the AKC/Eukanuba National Championship and assists with the AKC's televised events; the Conference and Travel department coordinates transportation, catering, and lodging for meetings and events.

## Human Resources

The Human Resources division provides a wide range of internal services to ensure that the AKC attracts and retains capable employees.

One key to an employee's success on the job is access to needed training. In 2010, AKC University continued its popular "World of AKC," which taught employees about different AKC departments and breed groups. Other AKC-U classes included workplace skills, management, and personal development. A new series, "Lose & Win," was begun. Nineteen participants went through an eight-week course focused on proper nutrition and exercise.

In total, AKC-U held 35 classes with over 500 participants, totaling nearly 625 hours in training. Also, the AKC educational-reimbursement program saw eight employees enrolled in 15 college classes.

The Raleigh Community Events Team promotes the AKC as a good corporate citizen through civic and philanthropic initiatives.

In 2010, the team supported Guide Dogs for the Blind, St. Jude Children's Hospital, Susan G. Komen Breast Cancer Foundation, Jimmy V. Foundation, NCSU Mobile Vet Unit, Food Bank of Eastern and Central North Carolina, and Wake County Animal Shelter.

Project 7-4 was the team's successful effort to send much-needed supplies to war dogs and handlers deployed in Afghanistan and Iraq. Congressman Walter Jones visited the AKC Operations Center after hearing about the staff's efforts and expressed his admiration for the project.

The team made appearances in the Triangle area to promote responsible dog ownership and the AKC. They and their dogs marched in the Raleigh Christmas Parade, and team members spoke about basic dog training and manners at the local library and visited a nursing home. They demonstrated dog sports at the NCSU Doggie Olympics, a Carolina RailHawks professional soccer game, and five local parks events.

## Registration Development

The Internal Consulting Group and the Canine Partners department comprise the Registration Development division, tasked with driving AKC registrations and Canine Partner listings, often through third-party, business-to-business relationships.

The Internal Consulting Group provides business-consulting and project-management services to other AKC



divisions and senior staff. The department focuses on driving increased revenue, improved efficiency, and enhanced customer satisfaction while providing developmental opportunities to future leaders through business training, sport exposure, and hands-on projects within various AKC divisions.

In 2010, ICG continued to work with other AKC departments to expand the AKC Canine Partners program, prepare registration data trends and analysis reports, and continue outreach programs for breeders and dog registrants. The department has begun working with the Companion Events department to develop the Companion Events Business Plan for 2012–2016. ICG also completed research and business analysis on several potential registration-growth and alternative-revenue projects.

The Canine Partners department had great success in 2010 working with dog-adoption organizations, AKC clubs, 4-H, and non-AKC dog-sport organizations to promote the AKC.

Canine Partners enables mixed-breed dogs and dogs ineligible for AKC registration to compete in AKC rally, agility, and obedience trials.

Beginning April 1, 2010, thousands of “Canine Partners” previously ineligible for AKC events entered more than 2,900 competitions and earned more than 1,550 titles.

### Business Development

The Business Development department oversees AKC affinity programs, sponsorships and licensing. The department identifies opportunities to offer dog owners products and services that will enhance their relationships with their pets and promote responsible ownership.

Since its inception, the AKC licensing program has risen to new heights with each passing year, and 2010 was no exception. Since 2004, more than 27 licensees have developed products for the AKC brand. In 2010, over 200 different types of AKC products were offered in over 6,000 retail locations in North America. The AKC has licensed lifestyle products enjoyed by passionate enthusiasts who share a special bond with the dogs in their lives.

The AKC licensees continued to build retail programs and establish permanent placement at major retailers in North America. With the addition of Pet Brands in late 2010, AKC jerky treats, biscuits, and rawhides hit the retail shelves to great success. In 2010 Pet Brands began plans for the AKC’s plush-dog line to launch in 2011.

Also in 2010, AKC licensees introduced new product lines including Treat Makers, Treadmills for Dogs, an iPhone application, dog beds, blankets, and pillows.

The AKC’s continued success in the pet segment is a testament to consumer confidence in the brand. The addition of new licensees and the introduction of innovative product lines ensure a promising future for the program and the AKC brand.

### AKC Humane Fund

The AKC Humane Fund, Inc., is a not-for-profit organization created to present educational programs, give grants to charitable foundations, and accept tax-deductible donations.

The Fund is a 501(c)(3) charity that unites a broad spectrum of animal lovers in promoting the joy and value of responsible dog ownership through education, outreach, and grant-making.

Fund programs include support of parent clubs’ rescue activities, assisting human-services organizations that permit domestic abuse victims to enter and stay in shelters with their pets, providing resources to programs that educate adults and children about responsible dog ownership, and a future Hall of Fame for the sport of purebred dogs.

To honor major contributors to the Fund, the AKC has established an AKC Humane Fund “Founding Members Wall of Honor.” The Wall occupies a prominent place in the executive offices of AKC headquarters in New York City, situated between the offices of the Chairman of the Board and the Executive Secretary, among the AKC collection of fine canine art.

### Audit and Control

Internal Audit, Veterinary Outreach, and Support Services comprise the Audit and Control division. The division is also the liaison between the AKC and PetPartners, Inc., provider of the AKC Pet Healthcare Plan.

Internal Audit provides an independent examination and evaluation of the adequacy and effectiveness of the organization’s management and operational controls.

After performing departmental audits and process reviews, Internal Audit provides recommendations to improve operating procedures, efficiencies, financial reporting, and internal controls. Internal Audit is also a liaison between the external auditors and AKC departments, assisting in gathering and explaining the requested backup and policy documentation.

In 2010, Internal Audit completed six audits and four special projects and audit follow-ups.

AKC Veterinary Outreach is a bridge between the AKC and the veterinary community. The program promotes the AKC to veterinarians and establishes alliances with universities, researchers, practitioners, and related professional organizations. Veterinary Outreach is sponsored by Bayer K9 Advantix and Royal Canin.

The department distributed 2,700 copies of the AKC *Complete Dog Book* to all veterinary-school graduates, as well as a Bayer K9 Advantix-sponsored version of the popular “AKC Guide to Purebred Dogs” poster.

Veterinarians participating in the AKC Veterinary Network are provided materials on such topics as training, breeding, events, permanent identification, and pet insurance. Owners of newly registered puppies are offered certificates redeemable for a complimentary first office visit at one of nearly

4,000 participating veterinary practices. The program has issued over two million certificates since its inception.

Veterinary Outreach, with support from the AKC, AKC Companion Animal Recovery, the American Veterinary Medical Foundation, and Royal Canin awarded \$45,000 in scholarships to 15 students of veterinary medicine from 10 American Veterinary Medical Association–accredited schools. Awards were based on academic achievement, involvement in the sport of dogs, and financial need.

Seventeen qualifying students received a total of \$20,000 in AKC/Bayer K9 Advantix Veterinary Technician Scholarships, in cooperation with the National Association of Veterinary Technicians in America.

Support Services fulfills printing, shipping, purchasing, facility management, and other functions. In 2010, the department processed 100,751 orders; printed, inserted, and mailed 1,788,737 pieces; processed 571,166 pieces incoming; shipped 2,168,381 pieces; and scanned 940,787 documents. The department created the 114th “National Breed Club” flyer and moved it to print production.

PetPartners, the exclusive provider of the AKC Pet Healthcare Plan, played a major role as the presenting sponsor for the New York Meet the Breeds event for a second year. PetPartners also agreed to sponsor the 2011 Broadway theater benefit to support the AKC Humane Fund.

PetPartners CEO Steve Popovich said of Meet the Breeds: “We were delighted to assist the AKC and the Cat Fanciers’ Association with the event for a second year. We saw an increase in visitor’s over last year and love being a part of such a wonderful event, showcasing 160 breeds of dogs and 41 breeds of cats. Everyone involved at the AKC and CFA should be commended for a job well done.”



## BREEDER OF THE YEAR

Each year, the American Kennel Club recognizes and celebrates an outstanding purebred-dog breeder with the Breeder of the Year Award. The award honors those breeders who have dedicated their lives to improving the health, temperament, and quality of purebred dogs. At a special presentation held during the AKC/Eukanuba National Championship show, a breeder, or team of breeders, is recognized in each of the seven breed groups. At the conclusion of the presentation, one of the seven group recipients is named the Breeder of the Year.

### AKC Breeders of the Year

*2010* Debbie Butt, Sporting Fields Whippets  
*2009* Claudia Orlandi, Topsfield Basset Hounds  
*2008* Joan Savage, Stagedoor English Setters  
*2007* Barbara Miller, Max-Well Norfolk Terriers  
*2006* Douglas and Michaelanne Johnson, Bugaboo Old English Sheepdogs  
*2005* Dave and Peggy Helming, Pouch Cove Newfoundlands  
*2004* Catherine B. Nelson, Pennywise Dandie Dinmont Terriers  
*2003* Mary Rodgers, Marienburg Doberman Pinschers  
*2002* Wendell J. Sammet, Ale Kai Poodles



1. The annual Barkfest at Bonhams, a brunch and art-auction preview in New York, benefits the AKC Humane Fund.
2. Nursing-home visits are one of the many ways the Raleigh Community Events Team and their dogs establish the AKC as a good corporate neighbor in the Triangle area.





## Event Operations

The Event Operations department processes plans and maintains records for all AKC dog shows and companion events.

**Conformation:** In 2010, the AKC sanctioned and regulated 1,586 all-breed dog shows, with 1,473,751 all-breed entries, 2,282 specialty dog shows, with 140,508 specialty-show entries, and issued 18,709 conformation championships.

**Obedience:** 2,499 obedience trials with 125,223 entries, resulting in 8,253 titles earned.

**Agility:** 2,461 agility trials with 947,137 entries, resulting in 38,434 agility titles earned.

**Rally:** 2,118 rally trials with 80,530 entries, resulting in 12,883 titles earned.

**Tracking:** 433 tracking trials with 2,061 entries, resulting in 682 titles earned.

There were 193 dual championships, 8 triple championships, 30,001 Canine Good Citizen certifications, and 6,718 S.T.A.R. Puppy certifications earned in 2010.

Event Operations staff assisted in new initiatives to increase dog show entries. One is the popular Grand Championship title that provides recognition of Champions of Record in meaningful competition at local dog shows. In its first six months, the program yielded an increase of nearly 40,000 more Best of Breed entries than were forecast, and 4,212 GCh. titles were earned in that time. Event Operations, in cooperation with the Public Education department and the AKC-licensed Dog Show Superintendents' Association, matched nearly 800 new exhibitors with 400 experienced show veterans to share their experience.

The AKC continues to provide contract services to the National General Kennel Club in China. These services included dog registrations and show results for nearly 60 dog shows. These services capitalize on the AKC's experience to provide electronic services and have a positive influence on the well-being of dogs in China's developing economy.

## Dog Show Judges

Judging Operations, Judges Education, the Registered Handlers Program, and the Executive Field Staff comprise the Dog Show Judges division.

Judging Operations processes applications, schedules interviews for approval to judge, responds to inquiries, and conducts correspondence regarding the judging-application process. In 2010, the department processed approvals for 58 new judges of 95 breeds, and 265 approved judges' applications for 1,563 additional breeds. Judging Operations is responsible for the compilation of the annual *Judges Directory*. The 2011 directory was produced in a new, larger format.

The Judges Education department promotes the ongoing education of conformation judges through institutes,

seminars, and the distribution of educational materials, while assisting parent clubs with information related to their breed on the AKC website.

In 2010, the department presented eight Basic Judges Institutes, which included the "Judging Juniors" seminar, in the following locations: St. Paul, Minnesota; Portland, Oregon; Scottsdale, Arizona; Fort Worth, Texas; New Orleans, Louisiana; Harrisburg, Pennsylvania; Pleasanton, California; and Providence, Rhode Island. Two Advanced Judges Institutes were presented: the Non-Sporting Group, held in Houston, Texas, and the Working Group, held in Cleveland, Ohio. Planning began for the six Basic Institutes and two Advanced Institutes scheduled for 2011.

Judges Education publishes a quarterly e-newsletter, "The Standard," providing information from parent clubs and other important issues relating to the judging community. Judges Study Guides are continuously posted at [akc.org](http://akc.org), and judges' mentor lists are regularly updated on the website.

The Registered Handlers Program promotes the health and welfare of dogs in the care of handlers, educates consumers and the fancy in general, and recognizes handlers who meet established criteria. Purina Pro Plan is the program's official sponsor. At year-end, there were 136 fully accredited AKC Registered Handlers nationwide.

With help from the executive field representatives, Registered Handlers staged free handling clinics for juniors and adults at 17 shows for more than 500 attendees.

The George Ward Memorial Scholarship Fund is maintained by AKC Registered Handlers. The Ward Fund helps future handlers pursue a college education while apprenticed to AKC Registered Handlers. Six 2010 Ward scholarships of \$1,000 each were awarded.

Fifteen conformation field representatives covered 1,446 (94 percent) of the year's all-breed shows. The field staff helps exhibitors, show committees, and judges understand and implement AKC rules and policies. Additionally, they interview, observe, evaluate, and report on judges and prospective judges.

## Companion Events

The Obedience, Tracking, Agility, and Rally departments comprise the Companion Events division. In 2010, 76 Obedience Trial Champion (OTCH) titles were earned. There were 2,499 obedience events and 125,233 entries.

In January, the AKC Obedience program saw the implementation of a new non-regular class called Obedience Advanced Teamwork. This class introduces brand-new obedience exercises to the sport. Any dog and handler eligible for competition may try their hand in this new class. In July, the inception of the new and very popular Beginner Novice Class came into effect. This class combines elements of AKC Rally and basic obedience skills to help people new



## EVENTS



### EVENTS DIRECTORY

CONTACT AKC EVENTS DEPARTMENTS  
AT THE FOLLOWING ADDRESSES

#### Conformation

General Conformation [awards@akc.org](mailto:awards@akc.org)

Conformation Judges [JudgingOps@akc.org](mailto:JudgingOps@akc.org)

Registered Handlers [handlers@akc.org](mailto:handlers@akc.org)

#### Companion Events

Obedience [obedience@akc.org](mailto:obedience@akc.org)

Tracking [tracking@akc.org](mailto:tracking@akc.org)

Agility [agility@akc.org](mailto:agility@akc.org)

Rally [rally@akc.org](mailto:rally@akc.org)

#### Performance Events

Coonhound [coonhound@akc.org](mailto:coonhound@akc.org)

Earthdog [earthdog@akc.org](mailto:earthdog@akc.org)

Field Trials [fieldtrials@akc.org](mailto:fieldtrials@akc.org)

Herding [herding@akc.org](mailto:herding@akc.org)

Hunting Tests [huntingtest@akc.org](mailto:huntingtest@akc.org)

Lure Coursing [coursing@akc.org](mailto:coursing@akc.org)

#### Junior Showmanship

[juniors@akc.org](mailto:juniors@akc.org)

#### Canine Partners

[akccaninepartners@akc.org](mailto:akccaninepartners@akc.org)

to the sport get their feet wet in competition.

April 1 was a milestone: Mixed-breed dogs were first allowed in competitive AKC obedience, agility, and rally trials. The AKC Canine Partners program expands the AKC's interest and support of all dogs in competition and in the community.

In December, the 16th annual AKC National Obedience Invitational was held in Long Beach, California, with an entry of 117, America's top OTCH-pointed and regional-qualifying dogs representing 46 breeds from 30 states and Canada. Eukanuba, LubriSyn CA, and J and J Dog Supplies sponsored the event. Preparations began for the 75th anniversary of obedience and tracking, to be commemorated with a "walk down memory lane" display, featuring memorabilia from years past at the 2011 National Obedience Invitational.

AKC Tracking held 178 Tracking Dog tests with 937 entries, 158 Tracking Dog Excellent tests with 690 entries, and 97 Variable Surface Tracking Tests with 434 entries. The Champion Tracker title was earned by 41 dogs.

AKC Agility reports another year of growth, with 2,461 events (up 7.24 percent over 2009), 947,137 entries, and 669 Master Agility Champion (MACH) titles earned.

The AKC National Agility Championship was held in March in Tulsa, Oklahoma, at the beautiful Built Ford Tough Livestock Complex at Expo Square. The event drew 943 of America's top agility dogs.

In September, the AKC/World Agility Team competed at the FCI World Agility Championship in Rieden, Germany, coming home with an individual silver medal in the Medium Dog competition. A number of agility enthusiasts and the team sponsor, I Love Dogs, traveled to support them.

The fifth AKC Agility Invitational was held in December in Long Beach, California. Over 470 exhibitors representing 130 breeds and 40 states plus Canada and Japan enjoyed competing on the indoor grass running surface over two days.

The Versatile Companion Dog (VCD) title recognizes dogs that earn a combination of titles in obedience, agility, and tracking. In 2010, 229 Versatile Companion Dog titles were awarded, with one dog earning the Versatile Companion Champion title, bringing the total to only three dogs having earned this prestigious title in the nine years it has been in place.

AKC Rally continues as a popular titling event. In 2010, there were 2,118 rally events, drawing 80,530 entries.

Companion Events field representatives presented 27 well-attended seminars nationwide, covering the division's full spectrum of events.

### Performance Events

AKC performance events test for the skills required by breeds to perform the working functions for which they were bred. Field trials, hunting tests, lure coursing, herding, and earthdog are among the 13 event types under the management of the Performance Events department.

1. John Simonson and Eddy were part of the Crufts Obedience World Team. 2. At the FCI Agility World Championship, John Nys and Rush take the A-frame. 3. AKC Chairman Ron Menaker was among the panel of distinguished judges at Morris & Essex. 4. The Best in Specialty lineup at the Montgomery County all-terrier show.

The AKC licenses or sanctions more of these events than any other registry. In 2010, the AKC approved 4,150 licensed performance events with a total of 240,000 entries. Approximately 10,000 performance events titles were earned. The field staff led 80 seminars on the rules and regulations governing the various performance sports.

**New in 2010:**

- ~ The Parent Club Performance Events program was launched. The program acknowledges titles earned in approved parent club-sponsored, breed-specific Performance Events. These working tests, while small in size, are important to the breeds involved. Four Parent Club Performance Events were approved in 2010.
- ~ A new earthdog title—Endurance Earthdog—was awarded. Endurance Earthdog is for dogs who on five occasions pass both the Senior and Master level test at the same event.
- ~ A new Retriever Hunting Test title was approved: Master National Hunter. A dog must receive a passing score three times in the Retriever Master National to earn the title. Given that a dog must qualify each year to enter the Master National, the title is a significant accomplishment.
- ~ A new rule affecting AKC Foundation Stock Service breeds was approved. It allows FSS breeds' AKC-approved parent clubs to be licensed to hold the performance event their breed is eligible to enter. This program will allow these new clubs to more quickly become engaged in AKC events.
- ~ A new "flexible-format option" was approved for clubs holding Pointing Breed Field Trials. The provision allows clubs the flexibility to modify their trial format to accommodate a higher-than-expected number of entries, provided the club has the resources. Before this, clubs had to refuse these entries, much to the frustration of the participants.

The Delegate Field Trial and Hunting Test Committee and Performance Events staff brought together a unique combination of AKC resources to address what is perceived to be a growing health threat to dogs working in the field.

The "Mean Seeds Project" studies the types of grasses planted on conservation-reserve lands to assess if they are contributing to the increased incidence of barbed-seed infection seen in the past two decades.

The AKC Humane Fund was the recipient of donor-advised, tax-deductible contributions in this regard. Using money donated to this fund leveraged by a grant from the AKC Canine Health Foundation, Professor Bill Lauenroth, from the botany department at the University of Wyoming, was retained to lead the project.

If the study reveals that Conservation Reserve Program (CRP) plantings contribute to barbed-seed infection, the ultimate purpose of the Mean Seeds Project is to provide this evidence to government officials who can reassess the mix of





grasses recommended for CRP plantings. The study will also raise awareness of owners and veterinarians of this threat, since barbed-seed infections are often difficult to initially detect.

Twenty-one recommendations from the Herding Advisory Committee were approved and implemented, further refining the regulations governing AKC Herding.

New breeds continue to request admission to AKC Performance Events. In 2010, three new breeds entered herding events and two new breeds entered the Pointing Breed Hunting Test program.

AKC Coonhound Events offers four event types: “nite” hunts, field trials, water races, and bench shows.

The AKC launched the Coonhound U program in 2010. Coonhound U encourages youth participation in both nite hunt and Coonhound conformation shows. Juniors who win a given number of nite hunt casts or show classes earn a diploma and become qualified for several national events.

The Supreme Breeders Club got off to a successful start, with over \$25,000 distributed to the breeders and owners of successful dogs their sires.

The annual AKC World’s Largest Coon Hunt benefit for St. Jude Children’s Research Hospital in Tennessee was again a success, raising more than \$182,000.

Coonhound staff conducted two seminars for conformation judges. New clubs continue to join the AKC Coonhound program, which saw 2,100 events held and 435 titles awarded in

2010. Such national sponsors as Garmin-International; Bright Eyes Lights; Valley Creek Hunting Supply; Black Gold Premium PetFood, Inc.; Tritronics, Inc.; Wildlife Materials, Inc.; Zepp’s Coon Squallers; and Diamond Deluxe Dog Boxes played an important part in the department’s success in 2010.

## Junior Showmanship

The National Junior Organization (NJO) fosters handling skills and sportsmanship in fanciers from 9 to 18 years old. The NJO encourages performance and companion competition while maintaining its longtime commitment to juniors in the conformation ring.

Twenty-three students were awarded 2010 AKC Junior Scholarships. Awards were made based on academic achievement, financial need, and commitment to the sport. Scholarship recipients participate in the full range of dog events and activities.

The AKC/Eukanuba National Championship continues to be a premier showcase for juniors in conformation. The AKC/Eukanuba National Championship drew 134 junior entries to Long Beach in December.

Juniors in AKC Companion Events and Performance Events have handled their dogs to 399 titles in 2010.

“AKC Jr. News,” the bimonthly Junior Showmanship online newsletter, brings the latest news to the youngest members of the fancy, with stories written by and for juniors. “Jr. News” is archived in the Juniors pages at [akc.org](http://akc.org).





The AKC licenses or sanctions more performance events than any other registry. Among the 4,150 licensed performance events approved by the AKC in 2010 were (5) the AKC National Lure Coursing Championship, (6) the Northwest Pointing Dog Association Field Trial, and (7) the Collie Club of America Regional Herding Competition.



## SHOWCASING OUR BEST

One of the toughest jobs in the sport is that of breeder. It is also one of the most satisfying. Responsible breeders spend countless hours planning for, evaluating, and raising their puppies, and their devotion to these tasks are the foundation of our sport.

To celebrate the accomplishments of these dedicated fanciers, the annual AKC/Eukanuba National Championship places special emphasis on its Best Bred-by-Exhibitor competition. “The Bred-by classes and prizes at the AKC/Eukanuba National Championship provide a unique opportunity to further recognize the purebred-dog breeders who are the heart of our sport,” AKC Chairman Ron Menaker says.

By giving top breeders a venue to showcase their best, the public has an opportunity to learn of the dedication, commitment, and hard work that go into producing outstanding dogs.

At the 2010 AKC/Eukanuba, judge Polly Smith selected Kimberly Calvacca’s Miniature Pinscher GCh. Kimro’s Soldier Boy as Best Bred-by-Exhibitor in Show from a robust entry of 953 dogs competing in the Bred-by classes. Through the generosity of Eukanuba, Calvacca received a \$15,000 cash prize.









## Registration and Customer Service

The Registration, Customer Service, Special Services, and Breeder Relations departments comprise the Registration and Customer Services division.

The Registration department implements strategies designed to increase dog and litter registrations from all customer groups.

The popularity of online dog-registration services continued to increase in 2010. Currently, 40 percent of all individual dog registrations are done online; 74 percent of all litters were registered online in 2010, with a monthly high of 75 percent in November.

The year's top breeds in individual dog registrations were Labrador Retrievers, German Shepherd Dogs, Yorkshire Terriers, Golden Retrievers, and Beagles. The AKC registered 563,611 dogs and 273,240 litters in 2010.

The Unregistered Dog program, designed to increase the percentage of dogs registered from each litter, reminds breeders of the importance of registration and acquires contact information of new puppy buyers.

The program facilitates e-mails sent to litter owners soon after the litter is born, and sends e-mails and letters to new puppy owners to encourage registration. It additionally provides an opportunity for the AKC to remind breeders of the importance of registration and to continue efforts in identifying and contacting new puppy buyers who have not registered their dogs.

The Customer Service department fields an average of 34,000 calls and 6,000 e-mails a month. Customer Service representatives answer e-mail inquiries in usually 48 hours or less. Customer Service staff is at the forefront of assisting the growing number of customers who are both maintaining their records and registering their litters and dogs online.

The Special Services department oversees the following programs:

- ~ AKC Direct (handling queries and requests from Delegates, club officers, judges, and others significantly involved in the sport), AKC Breeder Direct, and AKC Coonhound Direct;
- ~ Purebred Alternative Listing (issuing PAL numbers that qualify purebreds without pedigrees to compete in AKC Companion and Performance events);
- ~ new breeds (The Cane Corso and Leonberger entered the Working Group and the Icelandic Sheepdog entered the Herding Group on June 30, 2010);
- ~ Foundation Stock Service (reviewing requests from breeds seeking FSS recording and eventual AKC recognition; the American English Coonhound and Russell Terrier became eligible for the Miscellaneous Class on January 1, 2010, and the Chinook and Rat

Terrier became eligible for the Miscellaneous Class on June 30, 2010);

- ~ registered kennel names (determining an applicant's qualifications for the requested kennel name and reporting to the Executive Secretary);
- ~ impure-breeding case inquiries;
- ~ Breeder Referral (helping potential owners to find reputable breeders);
- ~ breed rescue listings; and
- ~ revisions of breed standards.

The Breeder Relations department encourages breeders to return to and stay with the AKC, provide breeders with superior customer service, listen to the feedback of breeders, and develop programs specifically targeted to breeders. The Breeder Relations director manages a group consisting of both internal staff and breeder field representatives.

## Compliance Operations

Compliance Operations safeguards the integrity of the AKC Stud Book, the world's largest purebred registry. The division includes Investigations & Inspections, DNA Operations, Case Management, and Compliance Support.

AKC Inspectors conducted thousands of inspections of kennels, pet shops, distributors and auctions in 2010. The inspectors monitor the care and conditions of dogs and kennel facilities, and review recordkeeping and dog-identification practices, and give presentations about AKC requirements to several breed and local kennel clubs. The division also coordinates with state and local governments on cruelty and neglect cases.

Case Management assists individuals in resolving registration problems, including complex issues like chain-of-registration, litter corrections, co-ownership disputes, and other cases where the Stud Book may be compromised.

Case Management produced approximately 1,330 letters and fielded 1,800 phone calls each month in 2010, on average.

DNA Operations, utilizing DNA parentage-verification technology to maintain the integrity of the Stud Book, processed over 32,000 DNA samples in 2010. This brings the total number in the DNA database to over 540,000 DNA profiles. Staff succeeded in correcting or conditionalizing 280 incorrectly registered litters, preserving those registrations, while at the same time ensuring the integrity of the Stud Book.

Compliance Support handles all disciplinary matters arising from events, complaints, or alleged violations of the *AKC Code of Sportsmanship*. In 2010, Compliance Support processed 377 complaints and disciplinary matters.

The Compliance Operations division reports to the Legal department.



## INTEGRITY

### Legal

The Legal department was called upon by the AKC Board and staff to review, draft, and negotiate contracts, manage litigation, provide legal counsel and corporate advice, monitor compliance issues, and prosecute matters filed under the AKC disciplinary system. In 2010, the Legal department reviewed and provided advice on numerous contracts and agreements, including licensing, sponsorship, and media agreements. The Legal department provided training to AKC staff on contract review and administration and copyright and trademark issues.

The Legal department is responsible for procuring, implementing, and administering AKC internal property and casualty insurance program, and the club insurance programs.

The department aggressively acts in instances when the AKC name and trademarks are used without proper authorization. Likewise, it pursues the unauthorized use of AKC copyrighted material.

1. The Long Paw of the Law: The AKC has forged excellent relationships with law-enforcement K-9 units across the country.

In 2010, AKC headquarters received a visit from New York Metropolitan Transit Authority K-9 teams, whose earthquake-relief work in Haiti was supported by a \$25,000 donation from AKC Companion Animal Recovery. 2. At Grand Central Terminal, MTA K-9s joined the AKC's Lisa Peterson and area breeders to announce the most popular breeds in the annual registration rankings. Three new breeds entered the AKC registration rolls in 2010: The Cane Corso (3), Icelandic Sheepdog (4), and Leonberger (5).





## AKC BREEDER OF MERIT

The AKC Breeder of Merit program began as a pilot program during the summer of 2010. Officially launched on October 4, the program caught on quickly, attracting approximately 1,500 members by year-end. Eligible breeders in every event realm have shown great enthusiasm and support for the program.

The program honors core breeder-exhibitors, recognizing their years of dedication and commitment to their breeding programs and success in events.

“The AKC Breeder of Merit program recognizes those with the power to influence, guide, and teach future breeders, exhibitors, and all purebred-dog owners,” Chief Operating Officer John Lyons says. “We are proud to honor their hard work in producing dogs that are beautiful, capable, and healthy with this program.”

To enroll in the program, an individual must have the following qualifications:

- ~ a history of at least five years’ involvement in AKC events;
- ~ at least four conformation, performance, or companion-event titles on dogs they have bred;
- ~ membership in an AKC club;
- ~ certification that applicable health screens are performed on sires and dams as recommended by the breed’s parent club;
- ~ and a commitment to ensuring 100 percent of their puppies are AKC registered.

Benefits to enrollees include free Online Breeder Classified advertisements, access to the AKC Direct toll-free number, a program-participation designation on registration applications and certificates, a special certificate of distinction, and online records support and complimentary access to online reports.

Additionally, program participants are acknowledged at [akc.org](http://akc.org), in the *AKC Gazette*, and with a silver lapel pin to wear at events. Breed-specific web banners used by participants to proudly promote their involvement in the AKC Breeder of Merit program have been great assets for their personal websites.







## Information Services

The Information Services Division (ISD) designs, implements, and maintains technical and information management systems in support of every realm of AKC activity.

In 2010, ISD was a key player in supporting the first Canine Partners mixed-breed dogs competing in agility, obedience, and rally. ISD provided support for the AKC/Eukanuba National Championship, including the online show catalog that featured more than 2,000 photographs. ISD began a multiyear project to update the competition-management systems used by AKC staff and clubs.

The AKC website receives over 1.6 million visitors and 10 million page views a month. Fanciers and novices alike visit [akc.org](http://akc.org) for its thousands of pages of general information, and also for breed-specific pages, breaking news, event results, legislative alerts, dog-related news items, and AKC press releases.

## Communications

The AKC Communications department handles public relations, club communications, and public education geared toward the fancy and general public. With the AKC mission statement in mind, outreach includes promoting responsible dog ownership and breeding, the value of the purebred dog as a family companion, and protecting the rights of all dog owners by generating traditional media coverage, utilizing paid advertising, and sharing conversations with our social-media fans and followers.

Each year the AKC Top 10 Dog Breeds campaign, based on annual AKC registration statistics, kicks off the year's publicity with an announcement on *NBC's Today Show* followed by a press conference at New York's Grand Central Terminal, where police K-9s helped celebrate the German Shepherd Dog becoming the second most popular breed in America. The AKC Humane Fund Awards for Canine Excellence (ACE) campaign included a press event at TD Bank and national exposure with stories in *The Wall Street Journal*, *The New York Times*, and *People* magazine.

Public-relations outreach garnered 60 clips on national network and cable broadcast programs, including *NBC's Today Show*, *CBS Early Show*, *ABC World News Now*, *CBS Evening News*, *NBC Nightly News*, *CNN's Headline News*, *The Martha Stewart Show*, *Fox & Friends*, and *Extra!* Total media impressions in 2010, including coverage in many of the highest-circulation newspapers like *USA Today* and *The Washington Post*, topped more than 4 billion.

The second annual Meet the Breeds at the Jacob Javits Center in New York City generated over 700,000,000 media impressions with a search for the best dog or cat breed to represent the New York tristate area, daily "tweet the breeds," a blog hosted by AOL's PawNation, a unique and interactive [meetthebreeds.com](http://meetthebreeds.com), and participation in New York's Colum-

bus Day parade to showcase Italian dog breeds.

The AKC conducted an extensive multimedia ad campaign that included print and radio ads, commuter-rail and subway-platform posters, and Internet banner and Facebook ads.

Promotion of such events as the AKC/Eukanuba National Championship and AKC Agility Championship utilized social-media tools to post pre-event exhibitor profiles and real-time results, with fans cheering them on with "wall posts" and "tweets" during the competition.

Club Communications oversaw AKC Responsible Dog Ownership Days, sponsored by Invisible Fence, with more than 550 clubs and organizations participating. The department provided more than 40,000 subscribers with publicity tools and AKC news in its e-newsletter *AKCCommunicates!* The AKC Syndicate supplied thousands of club-newsletter editors and mainstream media, including the *Martha Stewart Living* website, with original stories and photos.

AKC Public Education teaches individuals of all ages about the importance of responsible dog ownership. The department provides materials to a network of nearly 5,000 volunteer Public Education Coordinators and Canine Ambassadors from AKC-affiliated clubs, who visit community groups and schools, distribute AKC materials, and host responsible dog ownership events. Public Education resources include brochures, the AKC "Best Friends" and the newly revised safety program "The Dog Listener" DVDs, teacher-activity kits, elementary- and middle-school lesson plans.

Public Education programs for the fancy include Canine Experiences, all-inclusive events held by multiple clubs to educate new dog owners about AKC events. AKC assists clubs with invitation e-mail campaigns and materials to ensure a successful event. A recent undertaking is the New Exhibitor Mentoring program, which helps match experienced fanciers with those interested in getting involved in AKC events.

## Government Relations

The AKC Government Relations department (GR) is dedicated to protecting the rights of all dog owners, promoting responsible dog ownership and ensuring that laws governing dog ownership and breeding are reasonable, enforceable, and nondiscriminatory. GR leads AKC legislative efforts and identifies its goals as "working to protect the rights of all dog owners and promote responsible dog ownership."

The department's primary mission is to educate and inform responsible dog owners and breeders about the issues that affect them and to monitor and positively influence legislation wherever possible.

To advance this mission and the legislative priorities of responsible dog owners in 2010, GR expanded its educational outreach with the establishment of an online one-stop "GR toolbox" to assist communities facing restrictive legislation. The department also expanded established a new state-



legislature version of its popular *In Session* Congressional newsletter. This new policy, education, and advocacy newsletter is delivered to each member of every state legislature.

GR works with state federations of dog clubs to address many issues. In 2010, GR welcomed four new AKC state federations. GR also welcomed approximately 375 new legislative liaisons from AKC clubs to follow canine legislation and communicate regularly on issues that could affect them.

GR tracked approximately 1,200 state and federal bills in 2010 and assisted with local canine policy issues. The department contacted hundreds of state, local, and federal representatives on behalf of responsible dog owners, and produced legislative alerts for over 250 separate issues at all levels of government for tens of thousands of AKC constituents.

Federal legislative highlights included:

- ~ S.3424/ H.R.5434—This legislation, known as the Puppy Uniform Protection and Safety (PUPS) Act, sought to expand federal regulation of dog breeders who breed and sell more than 50 puppies a year directly to consumers. The AKC expressed a number of specific concerns about an overly broad definition of “high-volume retail breeder” that does not take into account co- or joint ownerships, and the definition of “breeding female” as any intact female over 4 months of age. AKC GR and AKC’s federal advocacy team discussed these concerns with members of Congress and their professional staff, and provided information and updates to AKC clubs and breeders. The

AKC also sent a letter of concern to all members of Congress. Congressmen Dan Boren (D-Okla.) and Paul Broun (R-Ga.), drafted a “dear colleague” letter citing AKC’s concerns with this legislation. No hearings were scheduled for either bill.

- ~ H.R. 5422—This bill sought to provide federal grants to states that ban debarking. This bill was assigned to the House Committee on Agriculture, but no hearings were scheduled.
- ~ House Concurrent Resolution 160/Senate Resolution 393—In late February, the U.S. Senate passed Senate Resolution 393 unanimously by a voice vote. This measure honored the AKC on its 125th anniversary and recognized the AKC’s many years of good works and contributions to responsible dog ownership and breeding.

At the state and local level, the AKC, its member clubs, and their allies successfully fought anti-dog legislation from coast to coast. The defeated measures that represented the full gamut of anti-dog legislation: breed- specific legislation, mandatory spay/neuter, breeding bans, ownership restrictions, and other onerous measures.

Highlights of GR’s 2010 state legislative agenda include:

- ~ California Senate Bill 250 sought to mandate sterilization of animals on a second animal-control violation in a
- AKC Director of Case Management Glenn Lycan, AVP Mari-Beth O’Neill, and COO John Lyons at the AKC booth.



## THE WELL-INFORMED BREEDER

For more than 125 years, the AKC has been dedicated to responsible breeding of purebred dogs. To that end, the AKC offers serious breeders the resources that can help them make informed choices in the pursuit of the elusive ideals set forth in their breed standards.

The quarterly “AKC Breeder” newsletter, sponsored by Royal Canin, covers a wide range of topics—nutrition, breeding techniques, health concerns, genetics, and much more—of concern to the breeder. Each issue features stories by master breeders (including AKC Breeder of the Year honorees), interviews with leaders in the field, news from AKC departments and programs, and the latest in medical and scientific research from Royal Canin’s experts.

The AKC and AKC Canine Health Foundation have hosted Breeders Symposia since 2004. These popular presentations, held at veterinary colleges and other locations across the nation, generally cover basic and applied genetics, anatomy and physiology, breeding techniques, and updates from the AKC and the AKC/CHF presented by the experts.

A series of Internet podcasts feature leading scientists and researchers who have spoken at Breeders Symposia, as well as CHF grant recipients. A new podcast is released every two weeks and can be downloaded free of charge at [akc.org](http://akc.org), [akcchf.org](http://akcchf.org), and Apple’s iTunes.

lifetime and potentially prevent the owner from ever owning an intact animal again. GR sent numerous letters to key legislators and alerts to California constituents, posted many legislative alerts, and worked closely with numerous local clubs to defeat this legislation. The bill failed in the General Assembly by a vote of 28–40.

- ~ Florida Senate Bill 122 sought to require those defined as “pet dealers” (selling 20 or more dogs a year) to provide a written disclosure to dog buyers that impugns the genetic health of purebred dogs. It also attempted to excessively increase penalties for violations of Florida’s consumer protection law up to \$10,000. The bill passed the Senate Agriculture Committee, but died in the Senate Judiciary Committee. AKC GR posted Legislative Alerts and worked closely with the Florida federation in an effort to defeat this proposal.
- ~ New York Assembly Bill 5507, known as “Charlemagne’s Law,” sought to amend the state’s existing definition of “pet dealer” to include those who sell or offer to sell more than five (reduced from nine) dogs or cats a year at wholesale or retail. It also would have reduced the current breeder-retailer exception from fewer than 25 dogs or cats a year to 10 dogs or cats a year and imposed new restrictions on “pet dealers.” The AKC sent a notification to New York residents and clubs, contacted legislators to oppose the bill, and posted online legislative alerts. A.5507 died in the Assembly Agriculture Committee.
- ~ The Toledo, Ohio City Council unanimously repealed the city’s long-standing ban on “pit bulls.” The law had allowed any dog deemed to be a “pit bull” to be seized and potentially euthanized, resulting in the destruction of dozens of innocent dogs.
- ~ After a two-year legislative battle, North Carolina Senate Bill 460 was finally defeated when it was pulled from consideration by the House Finance Committee. SB 460 sought to place unreasonable, costly, and confusing restric-

tions on dog breeding in North Carolina. GR worked closely with the AKC’s state federation and coalition partners inactively opposing the bill in a variety of ways. Educational materials were distributed at many public events, numerous communications were sent to legislators and AKC clubs, breeders, and registrants; and AKC legislative alerts provided constituents with the latest updates, talking points and advocacy assistance. (A state-by-state rundown of many more 2010 legislative victories is available at the “Government Relations” section of [akc.org](http://akc.org).)

In March, GR presented the James S. Holt Memorial Award to Texas Representative Edmund Keumpel; in August, the department named the North Carolina Federation of Dog Clubs the inaugural winner of the Walter Bebout Memorial Award for Leadership in Canine Legislation.

The department’s monthly e-newsletter, “Taking Command,” is sent to over 40,000 subscribers, up 3,000 from 2010. Staff provided educational seminars at a number of national specialties and kennel-club events and represented the department at Responsible Dog Ownership Day, Meet the Breeds, and a variety of dog-show events.

## Club Educational Services

AKC Information and Education Booth appearances covering over 135 days were made throughout the country, serving a large geographical area and a wide variety of events and venues. In 2010, the booth hosted more than 175,000 visitors, from the general public to seasoned dog fanciers and interested spectators of many nations. The booth supplied visitors with educational materials, informational brochures, rulebooks, crucial alerts, and access to [akc.org](http://akc.org) via media equipment at the booth.

We have continued our outreach to pet-expo audiences, groomers, trainers, boarding kennels, high-volume breeders, sportsmen, and the trade industry visiting select conferences





for these constituents. As the face of the AKC we are able to promote goods and services available from the AKC and its affiliates. AKC Canine Partner program was a strong new promotion for the AKC Booth at all of these events.

With juniors as the future of the AKC sports, regular efforts are made to reach future fanciers, helping juniors to locate seminars and encouraging them to attend AKC handling clinics. With our promotional products we are able to donate prizes to Junior Showmanship events instilling pride in the AKC brand. The AKC Humane Fund is promoted regularly and efforts are made to educate the fancy and the general public as to its mission.

Club Education supports the Public Education program by promoting our children's educational materials, providing feedback to Public Education staff, and recruiting Canine Ambassadors. We have donated materials to and arranged shipments of materials for Public Education Coordinators, Canine Ambassadors, clubs, and superintendents. In the field we support local clubs, teachers, and veterinarians with

information and donations to develop and support children's education programs.

As hot legal issues surface, booth staff promotes legislative initiatives, concentrating on national issues and zeroing in on local issues at specific shows.

Booth online services grew in 2010 as the booth now offers print services including pedigrees, title certificates, and Certificates of Authenticity. These services were offered in addition to our popular booth events of PAL live evaluations, DNA-collection events, and the Foreign Registration Live program.

The AKC Banner program continued to oversee the display of AKC-logo signage at dog events, raising AKC visibility with spectators and in the media.

## Canine Good Citizen

AKC Canine Good Citizen® (CGC) is a noncompetitive certification program that actively promotes responsible dog ownership by rewarding dogs who demonstrate good manners at home and in their community. Each year, more than 10,000 approved CGC evaluators nationwide test approximately 40,000 dogs.

The United States Senate and the legislatures of 42 states have passed resolutions formally endorsing CGC. Most recently, Governor C.L. "Butch" Otter of Idaho endorsed the Canine Good Citizen program when he declared a CGC Day in his state.

Many countries have developed CGC programs based on the AKC model. A CGC neighborhood model has been established, police and animal-control agencies use CGC for dealing with dog problems in communities, some therapy-dog groups use CGC as a partial screening tool, and 4-H groups have been using CGC as a beginning dog-training program for children. Many AKC parent clubs offer CGC testing at their nationals.

AKC S.T.A.R. Puppy®, a level of CGC for puppies (S.T.A.R. stands for all the things puppies need: Socialization, Training, Activity, and Responsible owners) entered its second year in 2010. The more than 12,000 pups that have completed the required six weeks of training classes and passed the S.T.A.R. Puppy test were awarded an Olympics-style medalion, a certificate of achievement suitable for framing, the *AKC New Puppy Handbook*, discount enrollment in AKC CAR, and the "Your AKC" e-newsletter.

## Publications

The Publications department produces the AKC family of periodicals and such special projects as this report. The department is also responsible for ad sales, production for the AKC web site and e-mail newsletters, and the AKC Weekly Wins Gallery e-mail.

The monthly *AKC Gazette* is the official journal for the sport of purebred dogs. Published continuously since 1889, the *Gazette* presents authoritative coverage of issues that matter to the fancy.

During 2010 Readex Research conducted a new study of *Gazette*-subscriber demographics. Highlights of the findings include the fact that the average reader has subscribed to *Gazette* for 14 years and spends more than two hours with each monthly issue. They have 4.6 dogs per household and are active in dog sports, with 63 percent in conformation, 25 percent in obedience, 23 percent in rally, and 19 percent in agility.

At the February 2010 Dog Writers Association of Amer-



ica banquet, the *Gazette* won the Maxwell Medallion for Best All-breed Magazine.

Additional DWAA honors went to the *Gazette's* "On the Scent of a Killer," by Magda Omansky (Best Feature, All-breed Magazine); AKC Publications fiction-contest winner "Healing Water," by Kirsten Marek, DVM (Best Short Fiction), and Bud Boccone's "Dog People" caricatures (Best Illustration Series). Also in February, the Alliance of Purebred Dog Writers presented illustrator Chet Jezierski its Arthur Frederick Jones Award for his July 2009 *Gazette* cover art, welcoming the Dogue de Bordeaux to the AKC Stud Book.

A digital edition of the *Gazette*, a page-for-page replica of the print magazine, is downloadable at [akc.org](http://akc.org) each month and is also attached to the "Your AKC" e-mail broadcast.

*AKC Family Dog*, an added value to Gold-level dog registrations and the AKC Canine Partners mixed-breed program, is the AKC lifestyle magazine conceived for owners of all dogs and is a valuable tool for AKC public outreach. In addition to paid subscriptions, the magazine has "public place" readership in veterinary waiting rooms, grooming parlors, and boarding kennels. The 2010 Readex survey revealed that *Family Dog* averages 2.3 readers per subscription. That, combined with the public-place exposure, gives *Family Dog* a total audience of over a half-million an issue.

In 2010, *Family Dog* began its "All-American Dogs" column in recognition of its mixed-breed-owning readers; a press release based on Kathy Santo's training column in the

November/December issue generated more than two million media impressions.

The DWAA recognized *Family Dog's* "The ACE Files" as Best Magazine Column for the second time in three years and Kimberly Sisak's story "One Special Girl" as Best Magazine Opinion, Editorial, or Essay.

The *AKC New Puppy Handbook*, a pocket-sized guide to puppy care and training, is sent to all new AKC registrants as an incentive to register and is also part of the AKC S.T.A.R. Puppy package. The colorful, practical reference guide is entirely supported by advertising.

Distribution of the monthly "Your AKC" e-mail newsletter surpassed 1,400,000 recipients in 2010. The AKC program for special-interest e-newsletters delivered just over 35 million e-mails to subscribers in 2010, a 25 percent increase over 2009. Over 99 percent of all e-mails sent were successfully delivered into subscriber inboxes.

The *AKC Weekly Winners Gallery* is an e-mail bulletin sent to more than 100,000 judges, handlers, and exhibitors every Wednesday. It also is posted at [akc.org](http://akc.org). In its first year *Weekly Winners Gallery* grew into a highly successful medium for show-dog advertising, with net proceeds helping to support vital AKC programs and services.

Opposite: The *AKC Gazette* received a makeover in 2010, as it has several times since its founding in 1889. Above: Congressman Walter Jones tours AKC Operations. Jones praised the Community Events Team's efforts to send supplies to military K-9 handlers overseas.





## Supported & Affiliate Organizations

### AKC COMPANION ANIMAL RECOVERY

AKC Companion Animal Recovery (AKC CAR), an AKC affiliate organization, is dedicated to identifying pets and reuniting lost pets with their owners. AKC CAR sells pet microchips and readers to veterinarians, shelters, rescue programs, and breeders for complete lifetime pet-identification and recovery service.

AKC CAR, the nation's largest nonprofit recovery service, maintains a state-of-the-art international database of microchipped, tattooed, and collar-tagged pets. Recovery coordinators use it to provide lifetime recovery services 24 hours a day, 365 days a year, for dogs, cats, and 33 other species. At year-end 2010, AKC CAR had 4.4 million animals enrolled in its database and had reunited almost 400,000 lost pets with their owners.

In January 2010, AKC CAR launched a new international standard (ISO) microchip. It is the accepted microchip for pets traveling to and from the European Union and Canada, especially important for veterinarians with clients in Canada or near the border, and owners who travel throughout North America and Europe with their pets. Also that month, AKC CAR launched two new microchip incentive programs: free Microchip or Prepaid Enrollment, giving veterinarians more flexibility in providing permanent identification services for their clients' pets. AKC CAR reports continued strong growth in microchip sales to veterinarians, breeders, and clubs, and in 2010 the organization became the microchip supplier to several major American cities.

In 2010, the AKC CAR Canine Support and Relief Fund made grants of almost \$500,000 to nonprofit K-9 search-and-rescue teams and for pet-related disaster relief and preparedness efforts, including significant donations to the North Carolina State Animal Response Team and the University of Pennsylvania.

Another significant donation was made in recognition of the efforts New York Task Force One, sponsored by the NYC Office of Emergency Management and staffed by NYPD and FDNY personnel, which deployed to Haiti with K-9 teams in early January to assist with earthquake recovery and relief efforts.

AKC CAR contributed \$5,000 to the 2010 AKC Veterinary Scholarship program and co-sponsored the AKC Parent Club Conference.

Information: [akccar.org](http://akccar.org); 800-252-7894

### AKC CANINE HEALTH FOUNDATION

The American Kennel Club Canine Health Foundation, Inc., was founded in 1995 by the American Kennel Club as a 501(c)(3) charitable corporation with the mission of helping all dogs and their owners live longer, healthier lives.

In 2010, the AKC/CHF celebrated its 15th anniversary. During these 15 years, the Foundation has received ongoing support from the AKC, Nestlé Purina, recently Pfizer Animal Health and from many breed clubs, specialty clubs and individual dog lovers. This generous outpouring of support has given the Foundation the opportunity to fund more than \$25 million in canine-health research.

The AKC and the AKC/CHF work together to promote their popular "Breeders' Symposia," a series of educational programs held at veterinary schools around the country to promote best practices in health and management of our canine companions.

### AKC MUSEUM OF THE DOG

The AKC Museum of the Dog located in Queeny Park in West St. Louis County is home to the largest collection of canine art in the country. Special events held this past year included the 25th Annual Theatre Benefit Fund-raiser featuring *A Little Night Music*, starring Catherine Zeta-Jones and Angela Lansbury.

A permanent new exhibit on the St. Louis County Police K-9 Unit opened at the Museum in May with a grand reception honoring St. Louis County Police Officers and police dogs. VIPs attending this special celebration included St. Louis County Police Chief Colonel Timothy E. Fitch; Captain Jon Belmar, Commander Bureau of Patrol Support; and Lieutenant Colonel Kenneth Gregory, Commanding Officer Division of Special Operations.

The *Artists' Registry Exhibition* featuring paintings by Angela Alexander, Rosalind Trigg, and Bennette Rowan opened in the Sally Johnson Spillane Special Exhibit Gallery in May and was available to visitors through September.

An exhibit on the Bulldog highlighting works of art from the Museum's collection followed the *Artists' Registry Exhibition*.

New acquisitions include a gift of a Commemorative Centenary First Edition Airway Chart of the historic South Pole Expedition presented to the Museum by USAF Major General Susan Y. Desjardins on behalf of Air Mobility Command. The aeronautical chart designed by Colonel Ronald J. Smith, showing 338 waypoints, pays tribute to the Amundsen (December 1911) Scott (January 1912) expeditions. The commemorative chart was printed by the National Geospatial Intelligence Agency and presented to the Dog Museum by the Major General in a special presentation ceremony held in The Constellation Room in November.

A new exhibit on sled dogs that will include the commemorative airway chart, two dog sleds used in sled-racing events, and artwork on dogs of the north is planned to open at the Museum in St. Louis in 2011.

Founded in 1982, the Museum is open year-round and receives \$187,000 annually in support from the AKC.



## AKC/EUKANUBA



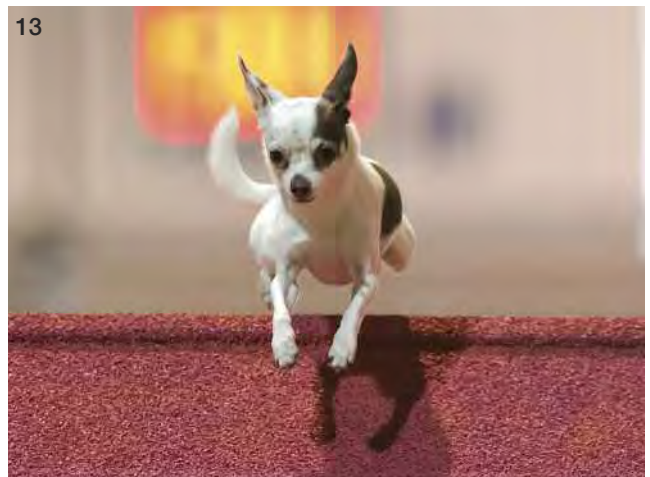
1. AKC/Eukanuba National Championship 2010 Best in Show Australian Shepherd Ch. Propwash Reckon and owner-handler Judy Harrington with, left to right, Long Beach mayor Bob Foster, Kennel Club of Hungary President Andras Korozs, AKC President/CEO Dennis B. Sprung, AKC Chairman Ronald H. Menaker, judge Jean Fournier, TV host Todd Grisham, P&G Senior VP Dan Rajczak, and Eukanuba representatives Jason Taylor and Vicki Seiler. 2. Harrington and Reckon. 3. The World Challenge ring. 4. Eukanuba World Challenge winner Doberman Pinscher Ch. Alex De Akido San, of Argentina with, left to right, Ron Menaker, judge Carla Molinari, FCI President Hans Müller, handler Miguel Vera, Dennis Sprung, and Eukanuba's Richard Learwood.





5. AKC Breeder of the Year group winners. 6. AKC Agility Invitational winners, front row: Weimaraner Ch. MACH2 Regen's Rocket Launcher VCD3 JH XF and Jeff Blake; Border Collie MACH17 Hillcrest's Vixen FTC1 TQX and Robin Kletke; Labrador Retriever MACH2 Hirsch's Gone With the Wind CD RN XF and Kate Moureaux; back row: Pomeranian MACH 6 Cheris Popeye the Zailor and Gena Zgliniski; Poodle MACH4 Lilly MXF and Alicia Bismore; and judge Katherine Leggett. 7. AKC National Obedience Invitational winner NOC OTCH High Times Ris'n Above the Tide UDX7 OM9 RE and owner-handler Kathleen Raisinowich-Platt. 8. Best Bred-by-Exhibitor in Show Miniature Pinscher GCh. Kimro's Soldier Boy and breeder-owner-handler Kimberly Calvacca, with left to right, Vicki Seiler, Ron Menaker, Dennis Sprung, judge Polly Smith, Phillipine Canine Club President Augusto Benedicto Santos II, P&G VP Maria Beatriz, and Jason Taylor.





9. Juniors Finals judge Bonnie Threlfall appraises the work of Best Junior Handler Katie Mazurowski. 10. Meet the Breeds: the Elvis-themed Bloodhound booth. 11. A Maltese competitor in the Eukanuba Breeder's Stakes Championship. 12. Best in Show judge Jean Fournier signs the judge's book as Ron Menaker looks on. 13. At the Agility Invitational, a fearless Chihuahua storms the A-frame. Agility and obedience were sponsored by Eukanuba, LubriSyn, and J and J Dog Supplies.



14



15



16



17



14. The singing of the national anthem. 15. World Challenge section judge Jaime Ganoza, of Peru. 16. Action in the obedience ring. 17. AKC Humane Fund Awards for Canine Excellence (ACE) winners: Janice Wolfe and Rhodesian Ridgeback Wyatt (Service Dog), Judy Fridono and Golden Retriever Ricochet (Exemplary Companion), Barbara Bishop and Bull Terrier Rufus (Therapy Dog), Mark Tobin and German Shepherd Dog Nike (Law Enforcement), and Peter Taft and German Shepherd Dog Cassius (Search and Rescue).





18. The Junior Showmanship preliminaries ring. 19. The Ronald H. Menaker Perpetual Trophy for Best Bred-by-Exhibitor in Show. 20. The Best in Miscellaneous Class winner was Treeing Walker Coonhound CSG Stackem Ups Best Kept Secret. 21. The Herding Group lineup. 22. Dock diving was one of several demonstrations at Long Beach. 23. Volunteers from the AKC Delegate body—such as Karen Mays and Connie Vanacore, seen here at the Parent Club Medallion table—were crucial to the event's success.

**BREEDER OF THE YEAR**

Breeder of the Year (representing the Hound Group):

Debbie Butt,

Sporting Fields Whippets

~ **SPORTING GROUP:** Gregory Siner,

Pooles Ide Irish Water Spaniels

~ **WORKING GROUP:** Michelle Santana,

Foxfire Doberman Pinschers

~ **TERRIER GROUP:** Margery Good,

Goodspice Sealyham Terriers

~ **TOY GROUP:** Carol Harris,

Bo-Bett Italian Greyhounds

~ **NON-SPORTING GROUP:** Joanne Reed,

Windrift Keeshonden

~ **HERDING GROUP:** Leslie Frank,

Propwash Australian Shepherds

**LIFETIME ACHIEVEMENT AWARD**

~ **CONFORMATION:** Walter F. Goodman

~ **COMPANION:** James J. Ham

~ **PERFORMANCE:** Jo Ann Frier-Murza

**AWARDS FOR CANINE EXCELLENCE (ACE)**

~ **EXEMPLARY COMPANION DOG:** Ricochet  
(Golden Retriever) owned by Judy Fridono  
of Escondido, California

~ **LAW ENFORCEMENT DOG:** Nike  
(German Shepherd Dog)

owned by Senior Corporal Mark Tobin  
of New Castle, Delaware

~ **SEARCH AND RESCUE DOG:** Cassius  
(German Shepherd Dog) owned by Peter Taft  
of Brooklyn, New York

~ **SERVICE DOG:** Wyatt (Rhodesian Ridgeback)  
owned by Janice Wolfe of Wyckoff, New Jersey

~ **THERAPY DOG:** Rufus (Colored Bull Terrier)  
owned by Barbara and Thomas Bushop  
of Holmdel, New Jersey

**COMMUNITY ACHIEVEMENT AWARDS**

~ Bayou Kennel Club

~ Belle-City Kennel Club

~ Tom and Barbara Bishop, New Brunswick Kennel Club

~ Bismarck North Dakota Kennel Club

~ Black Hills Dog Training Club

~ Channel City Kennel Club

~ Lake Cumberland Kennel Club

~ Lawrenceville Kennel Club

~ Northeastern Maryland Kennel Club

~ Margaret Silverton, English Springer Spaniel  
Club of Long Island



Recipients of the 2010 AKC Lifetime Achievement Awards: James J. Ham (Companion Events), Walter F. Goodman (Conformation), and Jo Ann Frier-Murza (Performance Events)





A famous scene from *The Lady and the Tramp* is recreated at New York's AKC Meet the Breeds

# FINANCIAL REPORT

## AMERICAN KENNEL CLUB 2010

The following financial summaries have been extracted from the audited consolidated financial statements of the American Kennel Club, Inc.

The year 2010 presented a variety of financial challenges given the continued fragile state of the economy. 2010's consolidated total revenues of \$61.4 million were 5% lower than the prior year. Registration revenues were \$2.8 million less than 2009.

Total consolidated operating expenses of \$62.4 million in 2010 were approximately \$700,000 less than the previous year.

2010's consolidated operating results produced a deficit of approximately \$1 million for the year.

The consolidated gain on investments for 2010 totaled \$7.2 million.

The AKC Board's Audit Committee meets periodically with senior management and our external auditors to ensure that we fulfill our responsibility for maintaining adequate accounting controls and the accuracy of the consolidated financial statements.

A copy of the complete 2010 consolidated audited financial statements, including KPMG's unqualified independent auditors' report, is available upon request.



James T. Stevens  
Chief Financial Officer



Joseph V. Baffuto, Jr.  
Controller



# AKC INCORPORATED CONSOLIDATED BALANCE SHEETS

DECEMBER 31, 2010 & 2009 (IN THOUSANDS)

ASSETS	2010	2009
Cash and cash equivalents	\$ 1,773	\$ 1,904
Accounts receivable, net of allowance for doubtful accounts of \$74 and \$108 in 2010 and 2009, respectively	2,358	2,493
Investments	82,592	73,554
Prepaid expenses and other	4,148	4,382
Property and equipment, net	11,729	12,709
<b>TOTAL ASSETS</b>	<b>\$ 102,600</b>	<b>\$ 95,042</b>

## LIABILITIES AND NET ASSETS

### Liabilities:

Accounts payable and accrued expenses	5,953	5,459
Deferred revenue	1,184	1,355
Deferred lease liability	4,670	4,312
Capital lease obligations	3,447	4,320
Postretirement benefit obligations other than pensions	26,233	19,364
Pension benefits obligation	15,046	10,690
<b>TOTAL LIABILITIES</b>	<b>\$ 56,533</b>	<b>\$ 45,500</b>

### Net assets:

Unrestricted:		
Operating	18,210	12,074
Funded status of postretirement plans	(41,279)	(30,054)
Investment in property and equipment	8,282	8,389
Board designated	59,010	56,810
Total unrestricted	44,223	47,219
Temporarily restricted	1,844	2,323
<b>TOTAL NET ASSETS</b>	<b>46,067</b>	<b>49,542</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 102,600</b>	<b>\$ 95,042</b>

# AKC INCORPORATED CONSOLIDATED STATEMENTS OF ACTIVITIES

YEARS ENDED DECEMBER 31, 2010 & 2009 (IN THOUSANDS)

	2010	2009
Changes in unrestricted net assets:		
Operating support and revenues		
Registration fees	\$ 24,901	\$ 27,743
Recording and event fees	9,955	10,256
Fees and certified pedigrees	6,359	6,849
Royalty and sponsorship income	5,864	6,258
DNA and other product services	4,260	4,586
Enrollment fees and microchip sales	3,907	3,931
Publications	2,893	2,915
Contributed airtime and print space	1,362	864
Other income	987	966
Interest and dividends	416	224
Contributions	14	5
Net assets released from restrictions	479	316
<b>TOTAL OPERATING SUPPORT AND REVENUES</b>	<b>\$ 61,397</b>	<b>\$ 64,913</b>
Operating expenses:		
Payroll and related benefits	30,716	30,602
Depreciation and amortization	5,996	5,501
Professional and service fees	4,390	4,296
Rent	4,029	3,742
Communications and postage	2,840	3,063
Public education	2,515	1,959
Travel	2,322	2,266
Maintenance, rentals and insurance	2,080	2,255
Forms and supplies	2,065	2,134
Printing, paper and promotions	1,484	1,819
Public relations, events and programs	1,422	2,695
Grants and contributions	1,228	1,559
Directors, delegates and committees	737	833
Other	608	388
<b>TOTAL OPERATING COSTS</b>	<b>\$ 62,432</b>	<b>\$ 63,112</b>
Increase (decrease) in unrestricted net assets before non-operating items	(1,035)	1,801
Realized and unrealized gain on investments	7,162	12,524
Pension expense	(4,724)	(6,821)
Net amount not yet recognized as a component of net periodic benefit cost	(4,399)	10,255
Increase (decrease) in unrestricted net assets	(2,996)	17,759
Changes in temporarily restricted net assets:		
Net assets released from restrictions	(479)	(316)
Decrease in temporarily restricted net assets	(479)	(316)
Increase (decrease) in net assets	(3,475)	(17,443)
Net assets at beginning of year	\$ 49,542	\$ 32,099
<b>NET ASSETS AT END OF YEAR</b>	<b>46,067</b>	<b>49,542</b>



JANUARY 2011

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DR. THOMAS M. DAVIES  
Vice Chairman of the Board

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Executive Secretary

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