

BOARD OF DIRECTORS
November 12-13, 2018

The Board convened on Monday, November 12, 2018 at 8:34 a.m. All Directors were present. Also present was the Executive Secretary.

The October 2018 Board minutes, copies of which had been provided to all Directors, were discussed. Upon a motion by Dr. Battaglia, seconded by Ms. McAteer, the October 2018 minutes were approved unanimously.

PRESIDENT'S REPORT

Board Action Items

Mr. Sprung reviewed Action Items and reported on Staff initiatives.

Real Estate Update

Mr. Sprung reported on the status of the construction of the AKC Museum of the Dog project which is relocating to 101 Park Avenue.

Legal Status Report

The Board reviewed a status report on pending litigation and other Legal activities for the months of September and October 2018.

FINANCE

AKC's unaudited financial results through October 31, 2018, were presented by Joseph Baffuto, CFO. Total revenues year to date of \$62.1 million were 1.2% below budget, but 3% greater than October 31, 2017. Dog Registrations' volume of 491,792 was 2% below budget, but 3% higher than 2017. The quantity of Total Litters processed of 208,939 was 1% below budget, but 5% above last year's level. Total operating expenses of \$59.3 million were 3.1% below budget, but 9.6% higher than 2017. YTD Operating income of \$2.8 million exceeds budget by \$1.2 million but is below 2017's operating income of \$4.9 million. Additionally, our investment portfolio YTD reflects \$939,000 in unrealized gains.

EXECUTIVE SECRETARY

Mari-Beth O'Neill, Vice President, Sport Services, participated in this portion of the meeting by videoconference.

Guidelines for Writing Breed Standards

The Board reviewed a Staff recommendation to revise the *Guidelines for Writing Breed Standards* to change all language referencing "natural tails and natural ears" to be changed to "undocked tails and uncropped ears". They also recommend the inclusion of a statement to define a time frame for the acceptance of standard revisions based upon a petition from the club membership as follows:

Proposed Revisions Submitted by Petition

The Club will submit the proposed revisions to staff to present to the AKC Board for approval prior to balloting the membership in compliance with the club's Constitution and By-laws.

Once a petition has been submitted to the board of directors of a Club and balloted, if not successful, no other petition addressing the same topic may be submitted for a minimum of 1 year(12 months), from the date of the ballot results being determined.

Following a motion by Mr. Tatro, seconded by Mr. Powers, the Board VOTED (unanimously) to approve the proposed revisions to the Guidelines for Writing Breed Standards, effective immediately.

Standard Schnauzer Proposed Breed Standard Revision

The Board reviewed the proposed revisions to the Standard Schnauzer breed standard, as submitted by the Standard Schnauzer Club of America, (SSCA). The current standard was approved February 9, 1991. Staff recommends the proposed revisions be published in the Secretary's page of the *AKC Gazette* for comment.

Following a motion by Mr. Sweetwood, seconded by Dr. Battaglia, the Board VOTED (unanimously) to approve the proposed revisions for publication in the Secretary's Page of the *AKC Gazette* for comment.

Barbet – Eligibility to Compete in Sporting Group

The Board reviewed a request, submitted by the Barbet Club of America seeking acceptance into the AKC Stud Book and for the Barbet to be eligible to compete in the Sporting Group. Staff recommends that the AKC Board of Directors approve the request for regular status in the Sporting Group effective January 1, 2020 as well as approve the submitted breed standard.

This will be discussed further at the January Board meeting.

Dogo Argentino – Eligibility to Compete in Working Group

The Board reviewed a request, submitted by the Dogo Argentino Club of America seeking acceptance into the AKC Stud Book and for the Dogo Argentino to be eligible to compete in the Working Group. Staff recommends that the AKC Board of Directors approve the request for regular status in the Working Group effective January 1, 2020 as well as approve the submitted breed standard.

This will be discussed further at the January Board meeting.

Communications and Public Relations Update Q3 2018

The Board reviewed an update from the Communications Department covering AKC Communications Department's media coverage totals and activities highlights for the third quarter.

Totals:

| | |
|--------------------------------|-----------------------|
| Clips Evaluated in Q3: | 4,674 |
| Q3 Audience Reached: | 6,025,309,398 |
| Publicity Value for Q3: | \$6,385,710.10 |

*Numbers and values provided by media monitoring platform Cision

Select Media Coverage:

| Date | Media Outlet | Subject | Audience |
|-------------|--------------------------------|--|-----------------|
| 9/25 | <i>Pittsburgh Post-Gazette</i> | AKC Reunite Disaster Relief Trailer anniversary | 4,767,127 |
| 9/24 | <i>Petcoach.co</i> | CVO expert input on Nova Scotia Duck Tolling Retriever | 320,300 |
| 8/24 | <i>WPBF News</i> | Local ACE Award winner | 177,300 |
| 8/23 | <i>The Oklahoman</i> | ACE Award winners | 3,838,017 |
| 8/15 | <i>The Buffalo News</i> | AKC Responsible Dog Ownership Day | 1,550,710 |
| 8/11 | <i>Doggies.com</i> | AKC to Host 2018 Dog Detection Conference | 70,700 |

Other activities include:

- Continued work for the AKC National Championship presented by Royal Canin.
 - Began posting content on the ANC Facebook page.
 - Completed advertising strategy and began executing.
 - Distributed “entries open” press release.
- Continued work for the AKC Museum of the Dog.
 - Created the Museum of the Dog brochure.
 - Developed donation video.
 - Serviced over 100 images to Gensler for displays.
 - Secured ad campaigns for the museum.
- Increased visibility of the CVO.
 - Syndication of articles to begin in 2019.
 - Shot two “Ask the Vet” segments for AKC.TV.
 - Reviewed 30 articles for the Marketing department.
 - Attended the AVMA conference and three speaking engagements, with two more coming up.
- Pitched ACE Award winners, securing 169 placements.
- Distributed 11 press releases to appropriate media outlets.
- Weekly “AKC Tips” articles written for McClatchy-Tribune reaching **600** newspapers, including the *Chattanooga Times Free Press*, *Dayton Daily News*, *Duluth News-Tribune*, *Fresno Bee*, *Idaho Statesman*, *Kingsport Times-News* and *Rochester Democrat and Chronicle*, among others.
- Uploaded 36 new videos to YouTube including 2018 AKC National Obedience Championship Highlights, AKC Live! Videos, Meet the Curly Coated Retriever, and interviews from AKC Rally National Championship.

Government Relations Update Q3 2018

The Board reviewed an update provided by the Government Relations Department for the third quarter of 2018 and a status update on current department activity, major projects, significant legislative issues and accomplishments.

Highlights from the third quarter include:

AKC GR Mountain/West Legislative Conference: AKC GR staff conducted a two-day legislative conference, on July 14-15 outside Denver Colorado. The goal of the

conference was to provide participants with information, insight and advocacy assistance on specific legislation and policy trends currently impacting or expected to impact the nation and western states in 2018 and beyond.

Planning for 2019 Legislative Conferences: GR staff is also working with the NY federation to plan a tri-state legislative conference in New York in early 2019. GR is also planning for a national conference in Washington DC in conjunction with National Purebred Dog Day festivities at the U.S. Capitol on May 1, 2019.

Service Dog Initiative: Sheila Goffe now serves as the AKC representative on the American Service Dog Access Coalition (ASDAC) board and is working with other stakeholders to advance AKC-based technology and behavioral standards for the program. She is also working to educate Congress and federal staff about AKC and our ability to help address the issue of fraudulent misrepresentation of pets as service dogs. Multiple meetings with other stakeholders including the Chairman of Assistance Dogs International (New York) and President and staff of NEADS (Boston area) service dog groups have broadened support for the coalition. A consultant has been retained to assist in program development. Extensive work on this project with multiple partners is ongoing.

AKC Detection Dog Conference: As a member of the AKC detection dog task force, Sheila Goffe introduced and presented Keynote Speaker Congressman Mike Roger with a Legislator of the Year Award. She conducted a panel discussion hosting Senior Congressional Homeland Security Committee Counsel Forrest McConnell and AKC's federal lobbyist Mike Williams on the topic of public policy accomplishments for detection dogs since the 2017 conference -- and new challenges ahead. GR also participated in planning sessions, meetings and legislative outreach related to the detection dog initiative.

Legislator of the Year Award: Ten lawmakers were named AKC Legislators of the Year, with official presentations to: U.S. Congressman Mike Roger (Alabama), Dan Lauwers (Michigan), Kevin Holmquist (New York) and David Knight (Georgia). More than a dozen other LOY awards are currently in the works.

Legislative Liaisons Database: In response to concerns about out-of-date LL contacts, the GR team reached out to all AKC club presidents, secretaries and delegates to confirm LL status and information and to encourage club participation in this important program.

Newsletter Editor Outreach: GR staff reached out to all AKC club secretaries and presidents to establish a database of club newsletter editor information, so that AKC GR content can be provided directly to newsletter (or social media) editors. This provides a new opportunity to educate a new sector of club members about canine legislation/policy.

Advanced Notice of Proposed Rule-Making: AKC GR provided official comments to the US Department of Transportation regarding their request for comments on an advanced notice of proposed rule-making that would adjust federal regulations regarding transportation of service animals.

Pet Night on Capitol Hill: GR Staff participated in an educational/ policy booth at the *Pet Night on Capitol Hill* event on September 7, at the U.S. Capitol. GR Staff and AKC's

lobbyist met with numerous congressional staff and industry colleagues during this AKC-sponsored event, and also held numerous one-on-one policy meetings with members and staff.

Bebout Award: Barbara Reichman of New Jersey was presented the Bebout Award for Leadership in Canine Legislation the Somerset Hills Kennel Club Dog Show.

MARKETING and MEDIA

The Board reviewed an update from the Marketing Department. Business metrics were shared covering AKC.org, AKC Marketplace, email marketing, and social media.

REGISTRATION

Mark Dunn, Executive Vice President, participated in this portion of the meeting. Doug Ljungren, Executive Vice President, Sports and Linda Duncklee, Director of Registration Services, participated in this portion of the meeting via telephone conference.

Two-Tier Limited Dog Registration

At a previous Board meeting, the Board requested that staff explore the concept of an additional level of limited registration under which a dog may be shown but not bred, thus creating a two-tiered system of limited registration. The additional tier of limited would give breeders three options from which to choose regarding the registration status of their puppies: Full, Partial Limited, or Complete Limited.

The current limited registration status restricts breeding and showing in conformation. The new second tier of limited which was explored in the discussion paper would provide breeders the ability to restrict the breeding of AKC litters, while allowing participation in AKC Conformation shows.

The Board reviewed the staff memo exploring the concept, including its possible impact and costs. Staff does not recommend going forward with an additional level of limited registration and the Board concurred.

COMPANION AND PERFORMANCE

Doug Ljungren, Executive Vice President, Sports and Events, Caroline Murphy, Director, Performance Events and Stephanie Kennerley, Sports Development Manager participated in this portion of the meeting by videoconference. Pamela Manaton, Director, Obedience, Rally & Tracking, participated in this portion of the meeting via telephone conference.

Pointing Breed & Spaniel Hunting Test – MH Lifetime Achievement Title

The Board reviewed a Staff recommendation to approve a Master Hunter Lifetime Achievement title in the Pointing Breed and Spaniel Hunting Test programs. The title for Pointing Breeds will be designated by the letters MH followed by a number documenting the number of times the dog has passed the Master Hunter test. The title for Spaniels will be designated by MHS followed by a number. This title acknowledges the accomplishments of dogs that continue to pass the MH test after they have earned the original MH title. The MH Lifetime Achievement title has already been implemented for the Retriever Hunting Test program. The Master Hunter Lifetime Achievement title will serve several purposes:

- (1) An incentive for owners to continue to enter their dogs and remain active with their clubs.

- (2) Public acknowledgement of a dog's total accomplishment in the sport documented on its pedigree.
- (3) A source of pride for the owner.

The title is awarded at the request of the owner. This would most likely occur when the dog is retired or prior to breeding. The title may be updated at the request of the owner.

Following a motion by Mr. Sweetwood, seconded by Dr. Battaglia, the Board VOTED (affirmative: Dr. Battaglia, Ms. Biddle, Mr. Carota, Dr. Davies, Ms. McAteer, Mr. Menaker, Mr. Powers, Mr. Sweetwood, Mr. Tatro, Mrs. Wallin, against: Ms. Cruz, Mr. Feeney, Mr. Wooding) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Mr. Sweetwood, seconded by Ms. Biddle, the Board VOTED (unanimously) to add a new Section 5 to Chapter 2 of the Regulations for AKC Hunting Tests for Pointing Breeds and the Regulations for AKC Hunting Tests for Spaniels to approve a Master Hunter Lifetime Achievement title in the Pointing Breed and Spaniel Hunting Test programs.

Master level test passes back to January 1, 2000 will count toward the title.

This change to the Pointing Breed and Spaniel Hunting Test Regulations will become effective March 1, 2019.

Regulations for AKC Hunting Tests for Pointing Breeds

Chapter 2. Qualifying Scores, Awarding of Titles
New Section 5. Master Hunter Lifetime Achievement Title.

A dog that has passed the Master Hunter test twelve or more times is eligible to be awarded a Master Hunter Lifetime Achievement Title. The title is designated by the letters MH followed by a number indicating the number of times the dog has passed the MH test.

The title is awarded at the request of the owner. A form provided by the Performance Events Department must be completed and submitted with a processing fee. The owner may request this title at any time and the title can be updated as often as requested. Upon verification, the title will be included on the dog's records and a title certificate will be issued. The title will appear on the dog's AKC pedigree. A MH# title will supersede a MH title or a lower numbered MH# title on the dog's record.

The Master Hunter Lifetime Achievement Title application form can be found on the AKC Pointing Breed Hunting Test website: www.akc.org/sports/pointing-breeds/hunt-tests

Regulations for AKC Hunting Tests for Spaniels

Chapter 2. Qualifying Scores, Awarding of Titles
New Section 5. Master Hunter Lifetime Achievement Title.

A dog that has passed the Spaniel Master Hunter test twelve or more times is eligible to be awarded a Spaniel Master Hunter Lifetime Achievement Title. The title is designated by the letters MHS followed by a number indicating the number of times the dog has passed the Spaniel MH test.

The title is awarded at the request of the owner. A form provided by the Performance Events Department must be completed and submitted with a processing fee. The owner may request this title at any time and the title can be updated as often as requested. Upon verification, the title will be included on the dog's records and a title certificate will be issued. The title will appear on the dog's AKC pedigree. A MHS# title will supersede a lower numbered MHS# title on the dog's record.

The Spaniel Master Hunter Lifetime Achievement Title application form can be found on the AKC Spaniel Hunting Test website: www.akc.org/sports/spaniels/hunting-tests/

Pointing Breed Hunting Tests – Allow Clubs to Hold Up to Eight Tests Per Year

The Board reviewed a Staff recommendation to allow clubs to hold up to eight Pointing Breed Hunting Tests per calendar year. Currently the limit is six per year.

This change will allow a club to hold four tests during both their spring and fall events. The change will increase the testing opportunities for local participants and help to make the events financially viable for the clubs hosting the events.

The Field Trial/Hunt Test Delegates Committee agrees that this change would be helpful in some cases.

Following a motion by Mr. Sweetwood, seconded by Dr. Battaglia, the Board VOTED (affirmative: Dr. Battaglia, Ms. Biddle, Mr. Carota, Ms. Cruz, Dr. Davies, Mr. Feeney, Ms. McAteer, Mr. Menaker, Mr. Powers, Mr. Sweetwood, Mr. Tatro, Mrs. Wallin, against: Mr. Wooding) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Dr. Battaglia, seconded by Mr. Sweetwood, the Board VOTED (unanimously) to amend Chapter 1, Section 3 of the Regulations for AKC Hunting Tests for Pointing Breeds to allow a club to hold four tests during both their spring and fall events. (changes underlined below)

This change to the Pointing Breed Regulations will become effective March 1, 2019.

Regulations for AKC Hunting Tests for Pointing Breeds

Chapter 1. General Regulations
Section 3. Making Application.

Paragraph #3.

A local club or regional association is permitted to hold up to eight (8) licensed hunting tests within a calendar year.

Fast CAT – Lure Operators

The Board reviewed a Staff recommendation to add a section to the Fast CAT Regulations clarifying operating practices that apply to lure operators.

Following a motion by Dr. Battaglia, seconded by Mr. Carota, the Board VOTED (unanimously) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Mr. Powers, seconded by Mr. Carota, the Board VOTED (unanimously) to add a new Section 15 to Chapter XVI of the FAST CAT® Regulations. Subsequent sections in this

section will be renumbered. This change is effective immediately upon communication from the Performance Events Department.

(New section) SECTION 15. LURE OPERATORS. Lure operators shall not operate the lure when a dog owned or co-owned by them or any member of their immediate family or household is running. More than one lure operator may be used during the Fast CAT event. Clubs may, but are not required to, list the name of the lure operator in the premium list.

Fast CAT – Conduct of Handlers

The Board reviewed a Staff recommendation to further clarify what handlers can and cannot do when their dogs are competing in Fast CAT.

Following a motion by Mr. Wooding, seconded by Dr. Battaglia, the Board VOTED (unanimously) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Mr. Carota, seconded by Mr. Tatro, the Board VOTED (unanimously) to amend Section 14 of Chapter XVI - FAST CAT® Regulations. Subsequent sections in this section will be renumbered. This change is effective immediately upon communication from the Performance Events Department.

The following line in – line out format shows the approved changes to Section 14 of the Regulations.

SECTION 14. CONDUCT OF HANDLERS. Handlers are not permitted to run down the 100-yard course with a dog during its an official run. If the course is fenced, this includes both inside or outside the fence. Handlers shall simply release the dog in the starting box and may not run with the dog within the starting box. Handlers may run within the catchment area as their dog is running the course but may not cross the finish line. but must remain either at the start or finish area of the course. Handlers are not to allow dogs to be enticed through the course with anything other than the lure during an official run. Cheering, clapping, calling your dog's name, whistling and waving your arms from the end of the course or the start area is allowed. Noise making devises such as whistles, duck calls, electronic calls or other items of this nature are not permitted. The use of toys, treats, flags or other items of this nature are not permitted while the dog is running the 100-yard course, however they may be used after the dog has crossed the finish line to assist in catching the dog. Should a situation arise where the application of this Regulation is open for interpretation, the event committee shall decide how it will be handled. An explanation shall be submitted to the AKC along with the event results.

Fast CAT and CAT – Number of Events

The Board requested that staff review the Rules/Regulations pertaining to the number of events a club may hold in a given sport, specifically for Fast CAT and CAT clubs, but also more broadly for each sport.

Three AKC sports have no limits to the number of events a club may hold – obedience, rally and tracking. Parent clubs have no limit on the number of events they can hold. All other sports have a limit on the number of events.

Currently clubs holding CAT Fast CAT are limited to 12 events.

Based on an analysis of number events being held across the country and the current rate of growth in the respective sports, the Staff recommendation is to lift the restriction on number of events for clubs holding Coursing Ability Tests. Effective January 1, 2019, clubs may hold an unlimited number of CAT events. The current limit of 12 Fast CAT events per year shall remain in effect.

Following a motion by Dr. Battaglia, seconded by Mr. Sweetwood, the Board VOTED (unanimously) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Dr. Battaglia, seconded by Mr. Powers, the Board VOTED (unanimously) to amend Section 6 of the Regulations for Coursing Ability Tests to lift the restriction on number of events for clubs holding Coursing Ability Tests.

Regulations for Coursing Ability Tests

Section 6. Making Event Application. Paragraph #2.

A club may hold an unlimited number of ~~up to twelve (12)~~ Coursing Ability Test per calendar year.

UpDog (disc dog organization) - A New Title Recognition Sport

The Board reviewed a recommendation from the Sports & Events department to add the Disc Dog sport to the AKC Title Recognition Program. Disc dog is a sport where handlers throw a flying disc for their dogs to catch.

Dogs must be registered or listed with AKC for a title to be issued. To have the title added to the dog's AKC record, the competitor needs to send in a title request form, proof that they have met the requirements, and a title processing fee. On a dog's pedigree, higher titles will supersede lower titles. There was no objection to this proposal and the Staff will negotiate an agreement.

Definition of Immediate Family in Obedience/Rally/Tracking/Agility

The Board reviewed a request from the Companion Events staff to amend the definition of "Immediate Family" in the Regulations for Obedience, Rally, Tracking and Agility to be consistent with the change made to the Rules Applying to Dog Shows which was approved by the Board at the October 2018 Board meeting, effective December 1, 2018.

Staff is seeking to have the same definition of immediate family in the Obedience Regulations, Rally Regulations, Tracking Regulations and Regulations for Agility Trials and Agility Course Test (ACT) to be consistent, with what is written in the Rules Applying to Dog Shows.

There was discussion that this definition should be used across each AKC sport. Following a motion by Mr. Wooding, seconded by Dr. Davies, the Board VOTED (unanimously) to have the definition of Immediately Family approved for the Rules Applying to Dog Shows apply to all AKC Sports:

Immediate Family. As used in these regulations, “immediate family” means one’s spouse, domestic partner, parents, grandparents, children, grandchildren, siblings, mother-in-law, father-in-law, brothers-in-law, sisters-in-law, daughters-in-law, and sons-in-law; adopted, half, and step members are also included in immediate family.

CONFORMATION

Doug Ljungren, Executive Vice President, Sports and Events; Tim Thomas, Vice President, Dog Show Judges; Glenn Lycan, Director, Operation Support; Alan Slay, Director, Event Programs; and Bri Tesarz, Manager, Dog Show Rules, participated in this portion of the meeting via videoconference.

Limiting Group Judges

Based on a Board recommendation staff developed recommendations which would allow events to run more efficiently and, when possible, shorten the day.

Staff recommends that the Board establish a Policy that prohibits judges assigned to regular groups from judging special attraction groups (excluding NOHS).

This will have a positive impact on the sport by decreasing the opportunity for delays in the regular group judging. It will also provide additional opportunities for perspective judges to judge.

Following a motion by Dr. Davies, seconded by Mrs. Wallin, the Board VOTED (affirmative: Ms. Biddle, Mr. Carota, Ms. Cruz, Dr. Davies, Mr. Feeney, Ms. McAteer, Mr. Menaker, Mr. Sweetwood, Mr. Tatro, Mrs. Wallin, Mr. Wooding against: Dr. Battaglia, Mr. Powers) to establish the following Board Policy:

Board Policy – Scheduling special attraction groups

To assist with the efficient progression of the dog show, judges assigned to the regular groups may not be assigned any special attraction groups (excluding NOHS). The judging of special attractions is open to all parties in good standing with the AKC. (The 4 to 6-month competition is not considered a special attraction.)

The Limiting Group Judges Policy is effective April 1, 2019.

Increasing the Final Segment of a Ring

The Board reviewed another recommendation made by Staff to allow events to run more efficiently and, when possible, shorten the day.

Rules Applying to Dog Shows, Chapter 7, Section 12 require that, the Judging schedule be broken down to blocks of approximately one hour comprised of approximately 25 entrants. When adhered to in the final segment of regular breed judging, this rule can cause the completion of the day to be delayed as the show progresses to groups. By allowing for an expanded last segment to greater than 25 dogs, a required break in judging is eliminated, allowing judges to complete their assignment more efficiently.

Staff recommends amending Rules Applying to Dog Shows, Chapter 7, Section 12 to add the following:

The program shall be based on the judging of about 25 dogs per hour by each judge. Each judge's breed and variety assignments shall be divided into periods of about one hour, except in those cases where the entry in a breed or variety exceeds 30. The final segment of a ring may be expanded to about 35 dogs but may not exceed 40 dogs unless the entry is in a single breed or variety.

The Board recommended expanding the final segment to not exceed 50 dogs, and concurred with Staff's recommendation to forward this proposal to the Dog Show Rules Committee for feedback to be discussed further at the January Board meeting.

Changes to Emergency Procedures at Dog Show Policy

The Board reviewed a recommendation from the Sports & Events staff to amend the Emergency Procedures at Dog Shows Policy to requiring that when automated external defibrillators (AED) are located on the grounds of a dog show, the location of the AED's must be listed in the catalog and posted at the superintendent/event secretaries desk.

The suggested addition to item #9 of the Emergency Procedures at Dog Shows Policy reads:

Clubs holding group and all-breed conformation events in public facilities must identify the location of all onsite automated external defibrillators (AED). When available, the location of the AED device is required to be listed in the judging program and show catalog and maps or directions must be available at the superintendents or show secretaries desk. If the event location does not have onsite AEDs, it is recommended that the club request the EMT in attendance provide an AED.

By updating this policy, the information becomes easily accessible to all participants

Following a motion by Dr. Battaglia, seconded by Mr. Menaker, the Board VOTED (unanimously) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Dr. Battaglia, seconded by Mr. Powers, the Board VOTED (unanimously) to amend item #9 Of the Emergency Procedures at Dog Shows Policy.

Puppy of Achievement (POA) Update

The Sports & Events department presented an update on the Puppy of Achievement(POA) certificate pilot program which was launched in September 2017.

To earn the POA certificate, a dog must earn 10 POA points. These points are earned by winning Best of Breed & Best of Opposite at BPUP events and first place in the Puppy, Puppy 6-9, and Puppy 9-12 classes. During the one-year pilot program, 4,801 POA certificates were issued.

A survey was done of all owners that received the POA certificate. There was strong agreement that the POA program could attract new exhibitors to the sport. Given the positive results of the Puppy of Achievement certificate pilot program, the Staff recommendation is to continue the POA program as an on-going AKC program and to devote resources to enhance the program.

Following a motion by Mr. Feeney, seconded by Dr. Battaglia, the Board VOTED (affirmative: Dr. Battaglia, Ms. Biddle, Mr. Carota, Ms. Cruz, Dr. Davies, Mr. Feeney, Ms. McAteer, Mr. Menaker, Mr. Powers, Mr. Sweetwood, Mr. Tatro, Mrs. Wallin, against: Mr. Wooding) to consider the matter at this meeting waiving its normal notice procedures.

Following a motion by Mr. Feeney, seconded by Mrs. Wallin, the Board VOTED (unanimously) to approve the Staff recommendations.

Change to Group Times at Concurrent All-Breed and Limited Breed Events

The Board reviewed a Staff recommendation to modify the Concurrent Group & All-Breed Events Board Policy to allow clubs to schedule the Group times as needed to run the event efficiently.

The current Board policy requires the limited-breed club to hold their group judging after the all-breed club's group judging. This has caused some events to have to schedule the limited-breed event later in the day. Requiring the limited-breed group judging to occur after the all-breed event's group judging can result in a longer day and more scheduling difficulties.

Below are the proposed changes to this policy.

Concurrent Group & All-Breed Events (July 2017, Board meeting, amended January 2019)

Group & All-Breed events may be held concurrently with the following limitations:

1. Permission must be obtained from the all-breed club in order to apply.
2. The events must be held on the same grounds (i.e., the same physical address).
3. Ownership of the corresponding date must be agreed upon in writing and submitted with the event applications prior to event approval.
4. The breed and group judging at either the all-breed or event ~~or the breed judging in the group event~~ may occur first but must be scheduled in order to avoid delays in group judging in the all-breed event. ~~Group judging for the all-breed event must be held prior to the group judging in the group event.~~ Group judging for the group event cannot conflict with BIS at the all-breed event.
5. Evening or concurrent specialties are permitted for breeds that are not part of the group that is holding an event concurrently with the all-breed event.
6. All-breed events must offer group and Best in Show competition. Group events must offer group competition.
7. The use of multiple group rings is encouraged.
8. Junior Showmanship competition is allowed.
9. Obedience and Rally competitions are allowed, and encouraged, but must have their own ring(s) for competition.

Requests for multiple group events on the same day and site of an all-breed event will be evaluated on a case-by-case basis.

This will be discussed further at the January meeting.

Enhanced Judges Panel Reporting

The Board requested that staff develop recommendations which would allow events to run more efficiently and, when possible, shorten the day.

A significant factor in inefficient scheduling is the improper hiring and scheduling of judges. While the hiring of judges occurs prior to AKC involvement, the assigning of judges occurs as part of the AKC approval process.

AKC has the capabilities of identifying potential scheduling issues based on previous year's entry numbers. Staff would like to implement a process that allows AKC to notify the club of the potential schedule issues prior to the premium list publication. This will allow clubs to more evenly distribute breeds among the judging panel leading to more efficient judging schedules.

Additionally, the reports provided to clubs can promote better scheduling practices such as the scheduling of groups immediately following the completion of the breeds within the group. AKC documentation will also be reviewed to promote earlier group judging when applicable.

Without objection, staff will develop a notification system that proactively provides reports to clubs and show chairs at critical times in the event approval process. There was no objection. It is anticipated this enhanced planning tool will be available by April 1, 2019.

Application and Panel Received Notices

The Board reviewed a memo which provided an overview of a recent enhancement to the event application process for Conformation shows and Obedience Trials.

Effective in early October, Event Operations implemented email notices to inform clubs their event application and/or judges panel had been received. This is similar to the order confirmation email you receive when making a purchase from an online retailer. This enhancement provides clubs a status on the processing of their documents and improves our processing workflow. The "received" notices eliminates the need for clubs to contact Event Operations to confirm that their documents were received. If a club does not receive a timely "processed" notice they often resend their documents, thinking that they were not delivered successfully. The "received" notices should eliminate these additional submissions by the clubs. This enhancement provides our clubs with a proof of receipt and will reduce requests to our representatives.

This enhancement will improve customer service to our clubs.

Bradshaw Dog Shows Free Entry Offer

Staff reported on an initiative that was tested to try to bring new exhibitors into conformation events.

Working in conjunction with Jack Bradshaw Dog Shows, the Club Development Department conducted an experiment to determine the response from individuals who have never participated in conformation when offered a free dog show entry. In January 2018 the AKC sent 100 registrants an email with a gift certificate offering from Jack Bradshaw Dog Shows good for one free entry into one of their superintended events.

The test did not prove successful. The Staff feels that this supports their theory that the best way to encourage new participants is to offer them knowledge about the sport and

access to training classes so that they can learn from experienced exhibitors. Offering the free entry did not result in entries in conformation events.

The experiment supports the “on-ramp” concept that Sports & Events/Marketing is pursuing. Dog owners will not enter, even for free, without having knowledge about the sport and a path providing the opportunity for success.

White Papers for Delegate Distribution Prior to December Vote

The Staff presented the Board with an informational update about the Sports & Events staff’s plans to email two white papers to the Delegates prior to the December meeting. One is to provide background information regarding the 1+1=1 amendment (an addition to Chapter 16, Section 1 of the *Rules Applying to Dog Shows*.) The other white paper is to explain why the staff and Board oppose the amendments to the DQ and reinstatement process (changes to Chapter 11, Section 8A). Both amendments will be voted upon at the December meeting.

JUDGING OPERATIONS

Tim Thomas, Vice President, Dog Show Judges and Doug Ljungren, Executive Vice President, Sports & Events participated in this portion of the meeting via videoconference.

Discipline Schedule for Judges: Internal Use Only

The Board reviewed recommendations related to internal procedures and guidelines used by staff when handling misconduct by judges across all disciplines. Following a motion by Ms. Biddle, seconded by Mr. Powers, the Board VOTED (unanimously) to accept the revised internal procedures and guidelines.

Misrepresentation on Judging Applications

The Board reviewed a memorandum that proposes modifications to the *Misrepresentation on Judging Applications Policy* included in the Conformation Judges Policies section of the Board Policy Manual available on the AKC website.

Misrepresentation on Judging Applications - Does not apply to clerical errors or those due to a misunderstanding of the application requirements. In those cases, the application is held and the applicant is provided the opportunity to correct.

Mitigated - Denial of application and six-month suspension of application privileges by department.

Example of mitigating circumstances would include the inadvertent submission of inaccurate educational experience.

Standard - Three-year suspension of application privileges and a \$1000 fine.

Example of a standard infraction would include the claimed educational, owner or breeder qualifications confirmed to be inaccurate and/or inclusion of numerous inaccurate educational experiences.

Aggravated - Up to Lifetime suspension of all judging privileges and up to \$5000 fine.

Example of aggravated offense would include knowingly supplying inaccurate information and/or experiences on application for judging approval.

Following a motion by Ms. Cruz, seconded by Mr. Tatro, the Board VOTED (unanimously) to accept the proposed revision to the *Application Misrepresentation Policy* to be effective immediately.

Revision to the current *Judging Approval Process* policy

The Judging Operations Department received, on October 17, 2018, a petition addressed to the Board of Directors, the Chairman of the Board, and the Judges Selection Committee of the American Kennel Club. This petition requests a revision to the current *Judging Approval Process* to allow for individuals with exceptional qualifications and extensive background to be approved to judge an entire group. It also asked for specific consideration on this request at this time for a specific individual.

The current Judging Approval Process states that applications may not exceed 12 breeds in any one submission, applying to prospective (New Breed) and current (Additional Breed) judges. The current *Judging Approval Process* does not provide any provision where an individual may apply for and be approved for one complete group, it would require a specific Board action for exception or modification to policy itself,

The Board does not desire to make change to the *Judging Approval Process* at this time.

Conformation Dog Show Judges Annual Report

The Staff presented a memo to inform the Board that the Conformation Dog Show Judges Annual Report will be included in the February 2019 Board book. It is Staff's intent to provide the annual report in the February Board book in subsequent years.

This will allow for approximately one year to pass since the January 1, 2018 implementation of the revised *Judging Approval Process*.

CLUBS

Doug Ljungren, Executive Vice President, Sports & Events and Lisa Cecin, Director of Club Relations, participated in this portion of the meeting.

The Board reviewed a report on the prospective Delegate credentials to be published in two issues of the AKC Gazette, applications for AKC Membership, a report on Member Club Bylaws approved and newly licensed clubs.

Report on Member Clubs Bylaws Approved in September and October 2018

American Pointer Club (1938)

Norwich Terrier Club of America (2009)

Petit Basset Griffon Vendeen Club of America (1992)

Vizsla Club of America (1971)

Wichita Kennel Club, Wichita, KS (1971)

Report on Newly Licensed Clubs Approved in September and October 2018

- Non-Sporting Dog Club of Alaska, greater Anchorage, AK (including communities south of Denali National Park, east to Wrangell-St. Elias National Park and Preserve, west to Lake Clark National Park), 32 total households, 27 local.
- Slate River Bird Dog Club, greater Dillwyn, VA (extended east to Richmond, south to Dinwiddie, north to Purcellville), 20 total households, 12 local.

COMPLIANCE

Jay Waks, Senior Executive Vice President and General Counsel and Heather McManus, Vice President and Deputy General Counsel, participated in this portion of the meeting. Wanda Forlines, Director of Compliance, and Marcus Bach, Director, Inspections and Investigations, participated by videoconference.

Clare and Donna Harden Suspension

The Board of Directors reconsidered its October 2018 decision.

Following a motion by Ms. Cruz, seconded by Ms. Biddle, the Board voted (affirmative: Dr. Battaglia, Ms. Biddle, Mr. Carota, Ms. Cruz, Dr. Davies, Ms. McAteer, Mr. Menaker, Mr. Sweetwood, against: Mr. Feeney, Mr. Powers, Mr. Tatro, Mrs. Wallin, Mr. Wooding) to rescind its October 2018 decision, leaving in place its original decision of an indefinite suspension of all AKC privileges.

Compliance Statistics – Third Quarter 2018

The Compliance Department and Investigations & Inspections Department reported its statistics for the Third Quarter of 2018.

The following AKC Management actions were reported:

(Final Board Disciplinary actions are reported on the Secretary's Page)

CONSENT

Following a motion by Dr. Battaglia, seconded by Dr. Davies it was VOTED (unanimously; absent Mr. Wooding); to approve the following Consent items:

- **Delegate Approvals**
- **AKC Membership Approvals**

Delegate Approvals

Richard L. Austin, Oreana, IL

To represent Sandemac Kennel Club

Alex Maranon, Griffith, IN

To represent Skokie Valley Kennel Club

Dr. Dawn Schroeder, Sun City, AZ

To represent Scottsdale Dog Fanciers Association

Dr. Robert Smith, St. Stephens Church, VA

To represent Virginia Kennel Club

Cathy Sumeracki, New River, AZ
To represent Border Collie Society of America

AKC Membership

Grand Basset Griffon Vendeen Club of America
54 Households
First Licensed Show: April 13, 2018

Lowchen Club of America

90 Households
First License Show: November 7, 1999

EXECUTIVE SESSION

There was an EXECUTIVE SESSION to discuss sensitive business matters. There was nothing reported out of this session.

New Business

Brandi Hunter, Vice President, Communications gave the Board an update on PR and Communications initiatives underway to promote the AKC Museum of the Dog move to New York City.

Initiatives include:

- Created the Membership and general interest brochures for the AKC Museum of the Dog.
- Developed donation and general interest videos that are being used on social media.
- Updated the Facebook page; consistently creating content for the page to promote the Museum's opening. The page is being promoted heavily in the Tri-State area.
- Developing time-lapse video of the Museum construction to be used on social media and with architectural publications.
- Developing art series for social media featuring Bud Boccone to generate interest in the collection.
- Connected with the Grand Central Partnership (GCP) to be added to their map, newsletters and have collateral in Grand Central Station.
- Working with the GCP to be a part of their 2019 campaign for revitalization; focuses on business and attractions in the area.
- Joined the NY Tourism Board and have been added to 9 tourism guides for 2019 and their website with a dedicated page.
- Print ads to run in Showsight, DN Magazine and Canine Chronicle in November and December; Digital ads to begin in 2019.
- Digital ad campaign to run around New York City (taxicabs, Pandora streaming ads, pre-roll ads, radio and Penn Station).
- Creating rack cards as collateral for hotels; AKC National Championship and AKC Meet The Breeds®.
- 3 press releases set for 2018-2019 (Fausel announcement, Opening Date and Open Now)
- Pending call with NYC Board of Education to get integrated into their newsletters and field trip options

- Pitching is ongoing to bring awareness and schedule walk-thrus for January 2019; we have already generated interest from Garden & Gun Magazine, Associated Press, Time Out NY, CBS News, NY Daily news and NY Times.
- A ribbon-cutting and press conference is scheduled for Feb 8, 2019.

AKC.TV Update

Ron Furman, Director of Media Sales provided an update to the Board on AKC.TV initiatives. New branding is being developed for the network which will launch in conjunction with the live coverage of the AKC National Championship events in Orlando. AKC.TV will livestream the group judging of the three all-breed shows prior to the AKC National Championship as well as the AKC/Royal Canin All-Breed Puppy/Junior Stakes.

A broadcast booth will be built on the floor of the Orange County Convention Center. It will be used to host the AKC's live show "good Dog TV on Wednesday December 12 and will serve as a broadcast booth Friday – Sunday to cover all of the activities around the event and to conduct interviews of Best of Breed winners on Saturday and Sunday.

Work continues on distribution, programming, a programming calendar and schedule, channel branding, live events, studio and episodic series, marketing, advertising, PR and social promotion.

The Board adjourned at 5:13 p.m.

The Board Meeting reconvened on Tuesday, November 13, 2018 at 9:10 a.m.

All Directors were present. Also present was the Executive Secretary.

EXECUTIVE SESSION

There was an EXECUTIVE SESSION at the beginning of the meeting to discuss sensitive business matters. There was nothing reported out of this session.

It was VOTED to adjourn Tuesday, November 13, at 11:02 a.m.

Adjourned

Attest:

Gina M. DiNardo, Executive Secretary