July 2, 2012

Dear AKC Parent Club Presidents, Delegates and Corresponding Secretaries,

I am pleased to inform you that AKC and BowTie Publications will be publishing the 21st edition of The AKC Complete Dog Book, a book that has been affectionately known as “the Bible” of dog books in America. This definitive resource about purebred dogs is slated to be available in bookstores, online and in e-book format in August of 2014.

The 21st edition of The AKC Complete Dog Book will have a new format and will incorporate new content while retaining important elements such as breed standards, the importance of registering a puppy and education about AKC events and programs. Some content from previous editions may be updated or removed.

The American Kennel Club would like to invite your national breed club to work with us to make the next AKC Complete Dog Book our very best edition to date. The Book is an iconic source of our organization’s body of knowledge about purebred dogs, and no entity knows AKC breeds better than our AKC Parent Clubs.

Your Club’s participation in this project ensures our success. To get started, AKC advises that each club appoint a contact person who can communicate with AKC’s Editor by e-mail and/or telephone to provide breed-related content on behalf of your Club.

By participating in this project, you and your Club expressly acknowledge and agree that neither you nor the club have or shall have any right, title or interest in the Book or any copyright therein. AKC shall solely own all right, title and interest in and to the Book.

Each club is asked to supply the following content to our Editor:

Approximately 500 to 600 words about your breed for a section to be entitled Meet the Breed. This text should include:
(a) A history of the breed (not more than approximately 200 words) covering your breed’s origin, establishment in the United States, and some contemporary information.
(b) An explanation of your breed’s form and function, and/or a statement about why the breed was created and how its structure serves its original function.
(c) A note about selecting a puppy, and the Parent Club’s recommendations for the ideal owner.
(d) Explanation of ownership requirements and special needs of the breed (e.g. exercise, grooming, training).
(e) Health and genetic screening considerations specific to the breed.
(f) Reference to the AKC events in which the breed may participate.

PLEASE CONSIDER THE FOLLOWING SPECIFICATIONS REGARDING TEXT:
-- Clubs must provide written agreements signed by the authors of all content that your club submits. The agreement is attached as Exhibit A.
1. **A minimum of five images** of the Parent Club’s choosing (e.g. digital photographs or illustrations) depicting excellent specimens and the most important characteristics of your breed.

**PLEASE CONSIDER THE FOLLOWING SPECIFICATIONS REGARDING IMAGES:**
- Photos should be **full color**, digital, .jpg or .tiff images approximately 4 to 5 MB or larger, at least 5” x 7” in size, and at least 300 dpi.
- PDF files are less desirable but may be accepted.
- Color prints or slides may be acceptable. Color print-outs of digital images are less desirable but may be accepted.
- One photo should be a profile image of a standing or stacked adult dog.
- One photo should illustrate a different color or coat type from the one above, if applicable to your breed.
- Additional photos should depict puppies at various stages, e.g. eight to ten weeks, four or five months, and adolescent dogs.
- At least one photo of a dog participating in a Performance event for which your breed is eligible, e.g. Hunt, Field, Herding, Lure Coursing, Earthdog. If no AKC Performance event is applicable, please provide an image of your breed participating in an AKC Companion event such as Obedience, Agility or Rally.
- Images (such as line drawings) from your Club’s Illustrated Breed Standard may be provided, if your Club owns the rights in and to the pictures.
- **Clubs must provide written permission in the form of a release from dog owners** (the agreement is attached as Exhibit B) and **written assignment from photographers** (the agreement is attached as Exhibit C) **for all images that your Club submits**.
- Please do not submit photos that include people.

**NEXT STEPS:**
- The Corresponding Secretary of your Parent Club should email Gina DiNardo at gml@akc.org to indicate your Club’s interest in participating in the 21st Edition of The AKC Complete Dog Book. Please be advised that if your Club does not wish to participate in this project, AKC will supply content and images about your breed at AKC’s sole discretion. If your Club intends to work with us:
  - Please appoint a Club Representative for this project. We ask that you email the name, title, email address and telephone number of your Club’s representative to Mara Bovsun at mbb@akc.org by August 1, 2012.
  - Please submit all images, text, releases and assignments to Mara Bovsun at mbb@akc.org by November 16, 2012. You may submit items as they become available, but please have all images, text, releases and assignment provided by this date.

To keep our project on track, we will send multiple reminders to your Club’s representative and officers as appropriate. In the meantime, if you have general questions about the project, please contact me at gml@akc.org or 212-696-8350. We look forward to collaborating with all AKC Parent Clubs to create the most comprehensive and beautifully presented edition of this important resource for all dog lovers. Thank you in advance for taking part in this important project.

Sincerely,

Gina DiNardo