


# All-Breed Clubs Committee Recommended Best Practices


## Club Events



All-Breed Delegate Committee - Best Practices Sub Committee



(Cathy Rubens, Chair; Margaret DiCorleto; Nancy Fisk; John Ronald; Ann Wallin,  
Peggy Wampold)


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- ▶ The All Breed Clubs committee has set a goal to establish recommended best practices for all breed clubs. In the Fall of 2014, a subcommittee consisting of Margaret DiCorleto, Nancy Fisk, John Ronald, Ann Wallin, Peggy Wampold, and Cathy Rubens, chair, began work on the first phase of the project which dealt with club membership. The 2015 survey which was sent to licensed and member all breed club presidents, secretaries and delegates addressed club events and resulted in 188 pages of input.
  - ▶ Complete survey results and the entire *Best Practices: Club Events* document can be found at the [All Breed Clubs Resource](#) site located on the AKC website. The document can be revised, updated and amended as needed in the future. The committee welcomes suggestions from other delegates.



After carefully reviewing all of the data, the committee offers the following:


1. All clubs should manage their events in a business like manner. All clubs should develop a business plan which incorporates financial oversight and includes a software program to track expenses and income related to their events.
- The Best Practices Sub-Committee recommends that clubs use some form of software for recording the financial data for your clubs and shows. Depending on the size and complexity of different clubs, different tools are used ranging from manual ledgers, spreadsheets like Excel or specific business applications like Quicken.

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- ▶ Using Quicken has advantages because it is a basic software which can process transactions, produce income statements, balance sheets and analytical reports for whatever period of time the user wants. For instance, when posting a transaction, one goes to the directory of commonly used categories and selects the appropriate one and then posts the transaction. If the directory lacks an appropriate category common to most businesses (such as Judges Expense or Trophy Donations) one simply creates that category and then posts the entry. Later, when reporting on a club's year-end results or its show results, the treasurer uses the reporting tools to generate income statements, balance sheets or other reports to help the club understand their club's finances. Quicken is just one of a number of similar software packages. QuickBooks is another example. Quicken is a simple, basic application and is affordable at around \$100. QuickBooks is more robust and involved. However, depending how involved your show is, you may need something more complex than Quicken. Using Excel is fine too. However, it requires a knowledge of Excel to get the same summarized information built into the other business accounting software.
  - ▶ The point is, these tools provide continuity in reporting, an easily retrievable record and ease of operation and transfer to a new treasurer. These tools add an element of financial control and oversight that protect the users.




2. Club treasurers and Cluster treasurers should be bonded and insured. Each club that is part of the cluster should get a full financial accounting after each event and should review it carefully.

3. An audit of the event financials should be completed each year by an appointed audit committee to review all financials related to events. A written report should be provided to all participating clubs.




4. Clubs should review and negotiate all contracts they enter into for each event, such as with their venue, judges, superintendents, hotel, catering, etc. Contracts should be in writing, reviewed each year and ideally by a competent professional. Every effort should be made to negotiate the best possible financial agreement with all parties.

5. Clubs should have a clear written contract with all judges that includes fees, expenses that will be reimbursed by the club, cancellation policy, and assignment to Owner Handled Series as well as other special events. This contract should specify any restrictions related to time between assignments or distance or breed restrictions that may apply.



6. Clubs should provide a detailed hospitality letter to their judges to include transportation arrangements, hotel accommodations, meals provided by the club, airline or other travel arrangements. It is important to include the name of the club contact person and the name of the club representative to whom receipts should be given.


7. The person writing reimbursement checks should have a copy of all contracts.




8. Clubs should review and keep a copy of the Delegate Sub-Committee Report on Show Cancellations (click on this hyperlink: [Delegate Sub-Committee Report on Show Cancellations](#)) and all contracts should specify what happens if a show(s) is cancelled in the event of a disaster. The report contains specific language that clubs should consider when negotiating their show related contracts.

9. All clubs in a cluster should have a written cluster contract that clearly details each of the clubs' responsibilities and how expenses and profits are handled for all aspects of the event.






10. Clusters should have a cluster committee that meets on a regular basis. A representative from each club in the cluster should be on this committee and a cluster chair should be appointed by this committee. This committee should have a “set up” meeting prior to the start of the event and a “take-out” meeting after the event with the superintendent and field rep present if possible to discuss how the event went and to discuss suggestions for any needed changes to future events.



11. Judges selection is known to be a top reason why exhibitors choose a show to enter. Clubs should have a judge's selection committee that meets regularly to select judges for their events. Clubs should establish criteria for the judges they select that will maximize the success of the club's event. Criteria might include how frequently a judge has been on the club's judging panel, fees, proximity of other judging assignments within a certain time period or location of your event, provisional status and member input.




12. Clubs are encouraged to share judges and judges' expenses whenever possible to help reduce club costs. This is especially important for cluster shows.

13. Clubs should work with specialty clubs and promote independent, concurrent or national specialties in conjunction with their event. Many clubs consider adding a full day of specialties in conjunction with their events as well as Group Shows whenever possible. Incentives for these specialty clubs to join with your event should be considered such as reduced rental space, designated grooming space, affordable rental or free use of other areas of the venue for their club dinners or meetings.





14. It is important to specialty clubs that they have input into selection of judges.


15. All clubs should work with the specialty clubs in the hiring of judges that could be shared and encourage specialty clubs to use judges on the All-Breed Clubs' panels that would be good judges for the specialty breed judging. Monetary incentives such as a dollar figure per dog entered in the specialty show could be offered if a specialty club uses judges on your panels.



16. Clubs should consider a variety of ways to generate additional income at their shows such as:

- Rental of vendor and preferred grooming space
- RV parking fees
- General admission and parking fees for spectators
- Matches
- Health clinics
- CAT trials
- Barn hunt
- Earth dog
- Agility trials
- Raffles, silent auction
- CGC testing
- Obedience
- Rally
- 4-6 mo Puppy
- NOHS
- Food concessions and/or bake sale
- Evening dinner for exhibitors and spectators
- Club Yard Sale

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17. Clubs should consider offering the National Owner Handled Series and offering this each day of All-Breed shows on a weekend and especially each day of All-Breed Clubs in cluster shows.
18. Clubs should offer a variety of ways to promote Junior Showmanship such as:
- No entry fee or reduced entry fee
  - Offer educational or handling classes
  - Juniors social event
  - Regional invitational events which offer special incentives such as jackets for top winners
  - Presenting Best Junior before Best in Show
  - Top Junior for a cluster to be judged by three experienced junior judges with a special award such as airline ticket to AKC invitational or Westminster.
  - Assistance with expenses for juniors who are a member of your club who qualify for AKC Invitational and Westminster.
  - Pee wee class
  - Post your event for juniors on their AKC Juniors FB page. 2000+ members. <https://www.facebook.com/groups/188199447905978/>



19. Clubs should work with local 4-H clubs and other youth groups to attract juniors to their events.

20. Clubs should offer a variety of ways to attract spectators to their shows such as:

- Club's website
- Use of social media (Facebook, twitter, Instagram)
- Meet the Breeds
- Show tours
- Invite local school groups for a tour of the show
- My Dog Can do That
- Educational booth
- Flyers in pet food retail stores,
- T.V. and radio spots, local newspapers
- Local media of community calendars, public service announcements




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Clubs should offer a variety of ways to promote their shows to exhibitors such as:

- Club's website
- Superintendent website
- AKC website
- Social media (Facebook, twitter, etc.)
- Print advertising in dog publications
- Offer health clinics and advertise (OFFA database, contact other clubs to post on their newsletters/website, and elsewhere)
- Microchip clinic






22. Clubs should prepare for a Bench Show hearing in advance of their event by appointing a committee, prior to the show, to read and review the proper procedure. A mock hearing should be conducted- this could be a part of the Clubs educational program at a club meeting. The bench show committee should always consult with their field rep, if available, prior to conducting a bench show hearing. Following the procedural check list is one of the most important components in conducting a Bench Show Hearing.



23. Ideally clubs should have a veterinarian on site each day of their shows during show hours. Name and directions to Veterinarian On Call and to 24 Hour Emergency Service should be readily available.

(AKC requires vet info for the premium list.)




24. Clubs should have a certified EMT on site each day of their shows during show hours. Consider having EMT offer blood pressure screenings during the day.

Show committee members should know how to locate and contact the EMT. EMT must locate and have access to a defibrillator which must be available on site as required by AKC.

25. Clubs should try to make their events as exhibitor friendly as possible such as:

- Morning and group refreshments, RV hospitality
- Practice ring
- Arm band drawings
- Vendor bucks in catalogs, use of vendor bucks for prizes.
- Written show map and event schedule with listing of local restaurants
- Courteous and helpful club members available to help with crisis management during the event.
- Adequate grooming space
- Management of ring sizes for various breeds
- Pee Wee class
- 4-6 mo. puppy
- NOHS
- Educational Seminars
- Specialty clubs
- Good RV sites
- Convenient day parking



26. Clubs should try to make their events as vendor attractive as possible such as:

- vendor dinner/hospitality dinner
- vendor incentives
- use of vendor bucks for prizes
- assistance for unloading and loading