

**AMERICAN KENNEL CLUB**  
**Delegates Meeting**  
**June 13, 2016**

Dennis Sprung, President in the Chair, called the meeting to order at 10:08 a.m. He asked for a moment of silence for our friends in Orlando.

The National Anthem was played.

The Chair introduced the persons seated with him on the dais: Chairman Ronald Menaker; Vice Chairman, Carl C. Ashby III; Doris Abbate, Professional Registered Parliamentarian; Jim Crowley, the Executive Secretary; and Ms. Fran Insley, the court reporter.

The Chair informed the Delegates of the passing of two Delegates. Deidre Gannon died on March 19th. She was the Delegate for the German Pinscher Club of America since February 2012.

Jerry Werk, the Delegate for the Hollywood Dog Obedience Club since July of 2012, died on May 24th.

The Executive Secretary read the names of Delegates seated since the last meeting:

Nancy-Lee Coombs, to represent Pyrenean Shepherd Club of America  
Eduardo Toshio Fugiwara, to represent Fort Lauderdale Dog Club  
Ross Jones, to represent Rio Grande Kennel Club  
Wendy Jones to represent Lake Champlain Retriever Club  
Patricia Lombardi, to represent Pasco Florida Kennel Club  
John J. Lyons, to represent Charlottesville-Albemarle Kennel Club  
Elizabeth Hugo Milam, to represent Bulldog Club of Philadelphia  
Laura A. Rockwell, to represent Anderson Kennel Club  
Barry D. Rose, to represent Chain O'Lakes Kennel Club  
Dr. Robert Tainsh, to represent Cedar Rapids Kennel Association  
Melinda L. Vogt, to represent Del-Otse-Nango Kennel Club  
Sharon K. Steckler, to represent American Boxer Club  
Bruce Voran, to represent Myrtle Beach Kennel Club  
Doreen Weintraub, to represent Kenilworth Kennel Club of Connecticut  
Kathleen B. Whitaker, to represent Greyhound Club of America

The following Delegates, who were attending their first meeting since approval, were introduced from the floor.

Nancy-Lee Coombs, to represent Pyrenean Shepherd Club of America  
Ross Jones, to represent Rio Grande Kennel Club  
Wendy Jones to represent Lake Champlain Retriever Club  
John J. Lyons, to represent Charlottesville-Albemarle Kennel Club  
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The minutes of the March 2016 Delegates meeting were published in the April 2016 *AKC Gazette* and the complete transcript was posted on the Delegate Portal own AKC's website. There were no corrections and the minutes were adopted as published.

The Heartland Dog Club of Florida was elected as a new Member Club.

The Chair called on Ronald Menaker, who gave his Chairman's report as follows:  
Good morning. It's a pleasure to see you all here in Newark for our June meeting. We come together every quarter to share information about the status of our sport and the financial health of our organization; to introduce new ideas that may shape our future; sometimes to elect our directors; and certainly for camaraderie and the pleasure of catching up with fellow dog people. The face-to-face interactions that underscore these meetings are unquestionably meaningful and valuable.

But think about all of the things we do online. We register litters and dogs online. We research pedigrees and plan breedings online. We enter dog shows online. We study our breed standards and improve our judging skills with the help of the Web. We share and post on a litany of Facebook pages and enjoy videos on our phones. And we're not alone. The fact is, the world and its dog lovers are online, spreading the joy and even the challenges that come with being a dog owner.

In our position as the leading authority on dogs in America and the preeminent publisher of content about dogs, AKC is not only poised to become – but has a duty to *assume* the role of the voice for dogs everywhere, especially on the Internet.

The shift in the public's embrace of technology makes it clear that digital growth is the lifeblood of many an organization, whether commercial or non-profit. It is for this reason that the American Kennel Club created an organization to focus on growing our revenue outside of the sport with particular emphasis on digital expansion. Our goal is to support our mission as never before and invest in our core constituency.

I would like to take some time today to introduce you to the types of activities our digital team has implemented digitally and the results we have seen so far. The digital perspective is relatively new for us, since our corporate yardstick for many years has been Registration numbers and entries in events. Today more than four million people visit our web site every month. The number of visitors is growing considerably with no sign of abating; traffic to our web site as a whole has increased more than sixty-five percent this year as compared to last year.

This wasn't luck. We have driven this growth by understanding the habits, needs and aspirations of dog lovers and creating the content that fulfills these needs with the expertise and authority that only AKC can provide.

The chance to forge relationships with millions of customers through a continual online dialogue and a multitude of digital touchpoints is perhaps our greatest opportunity for growth and, just as importantly, to position the American Kennel Club as the voice of dogs. We have increasingly found social media to be fertile ground for our mission and our message.

On May 1<sup>st</sup>, we celebrated National Purebred Dog Day, with multiple postings on Facebook and Instagram. This campaign highlighted the benefits and importance of purebred dogs through compelling images, videos and themes. We reached over a million people, collected thousands of reactions and comments and saw our videos shared thousands of times. A video about keeping dogs healthy had even greater success, proving that our educational content attracts a powerful audience of dog enthusiasts seeking guidance from the experts at AKC.

It is through digital efforts like these that we can capture mindshare and focus public attention on the purpose-bred dog. And these efforts are paying off. Our digital channels

are growing; we can now count nearly 5 million followers across all of AKC's social channels, a fan base that also drives one million people to our web site on a monthly basis.

Another arrow in our quiver is AKC's rich portfolio of e-newsletters. With a total of nine digital newsletters and a combined readership of 2.25 million, this communication channel is another key source of growth for AKC, with reader interactions that greatly exceed industry averages. Articles in our newsletters are an important tool to drive people to our web site, with some pieces driving eighty to ninety thousand visits at a time to AKC.org.

Visits to our web site from our email channel increased thirty five percent earlier this year, thanks to the creative content of our flagship e-newsletter, *Your AKC*. Our highest performing digital article to date introduced dog owners to the dangers of Zylitol. These results are another indication that the public is consistently seeking out and relying upon AKC as a source for informative content about responsible pet ownership.

While our reliable sourcebooks will always occupy a prominent space on the bookshelf (or e-reader) of the serious dog lover, the shortened attention span in today's digital age demands that we continuously innovate in order to educate. As an institution that seeks relentlessly to educate the public about the importance of purebred dogs, responsible breeding, and our sport, we have enhanced our toolkit with lighthearted, interactive quizzes. Quizzes about breeds and Groups have been among our highest performing, reaching hundreds of thousands of people across multiple channels and achieving excellent engagement rates.

One such quiz asked people to identify with one of the seven Groups; three quarters of a million people became engaged in our digital conversation about connecting ourselves to purebred dogs. Our outreach through digital channels has allowed us to make great leaps forward in reaching new audiences, engaging with the uninitiated, and educating the public about our mission in creative, new ways.

However, we cannot merely "count the visits"; we must analyze the ways in which this quickening pulse is driving our business to new heights. Digital enhancements to AKC Marketplace have spurred a forty-five percent increase in revenue over the prior year, with a steady increase of AKC-registrable litters being listed. Marketplace is being continuously monitored and upgraded to provide a full set of features for responsible breeders to place their puppies. A recent survey of potential puppy buyers showed extremely high levels of satisfaction with Marketplace in terms of its ease of use and the quality of its search results, and many indicated that they would use Marketplace to purchase a puppy in the future. This is an important result for AKC, because as we all know, for better or worse, the public is increasingly turning to the Internet as a source for pets.

AKC must continue to be a guiding force on the path to pet ownership, so it is critical that we place AKC at the forefront of the new online journey. By offering our customers the very best tool for litter listings and puppy searches, AKC reinforces our value proposition to our breeders and keeps AKC at the center of the conversation about what responsible dog ownership means and how to achieve it.

I am delighted that our Registration numbers are once again trending upward, driven by operational improvements, exceptional customer service, and innovative new breeder services. There is no doubt that the success of AKC.org has been a major contributor in increasing demand for purebred dogs and especially AKC puppies.

As we continue down this path to growth, we have a responsibility to nurture and improve our current practices so that we can foster yet more success.

We must also continue to innovate, through new products and services, which we are committed to doing. The sphere of pet ownership is growing ever broader and more

sophisticated; these targeted strategies will place the AKC brand and mission within our customers' grasp long after their dogs' Registration papers have been filed away. This will result in a lifetime relationship with pet owners and build respect for the American Kennel Club, and most importantly, purebred dogs. With a firm commitment to our traditions and our eyes trained on the future, our roadmap for growth promises a formidable future for our organization and the dogs we love.

(Applause)

Mr. Sprung gave the President's report as follows:

Recently I pieced together a team to address concerns brought forward about DQ'd dogs. While this is an uncommon occurrence, I nevertheless listened to what you had to say. As a result, procedures were swiftly enhanced which I will share with you. We implemented a two-week advance notice to event chairs by telephone and e-mail. Of course a club may agree or not.

A list of all of those dogs that were DQ'd over the last five years will be sent to superintendents and show secretaries. It will be updated on a regular basis.

A new accident insurance policy to cover judges at AKC-approved events was taken out. This policy is in addition to the existing AKC liability insurance policy for judges.

Criteria was established for proof of insurance on the part of the owner of the reinstated dog.

Also, whenever a dog is DQ'd, it must immediately leave the venue and the same is true following a reinstatement procedure.

Lastly, we are recommending to the board that in these situations the owner or handler is to be asked to use a DNA swab. If the dog is not DNA'd, it will be ineligible for reinstatement. In addition, at the time of reinstatement, the dog will again be DNA'd.

There will be a \$500 processing fee to cover the costs.

In summary, we have enhanced the reinstatement process and addressed Delegate concerns plus there is the significant benefit to every judge in terms of insurance coverage never before provided and at no cost to anyone in our judging community. Next, I would like to provide you with an up-to-the-minute report on AKC's public relations and communications efforts and our achievements in this field. However, I believe it will be more productive for us to share this time with the person responsible for our public relations and communications success. With that I am delighted to introduce to you our Vice President of Public Relations and Communications, Brandi Hunter, to provide you with facts and figures.

(Applause)

Ms. Hunter spoke as follows:

Good morning, everybody. I wanted to take a few minutes to let you know some of the things that my team does and some of the things that we are currently working on, on behalf of the AKC to let you know what our accomplishments were over the last year, where we are so far and where we are heading. A little bit about what we do. The AKC team executes media pitching to key audiences with stories and how they speak to the positive attributes of purebred dogs, breeders, owners and the organization as a whole. We continuously search out opportunities to bring our value and expertise to new audiences while we nurture our core constituency. We also handle crisis and strategic communications. We are minimal on crisis management thankfully, but we do handle it when necessary. A little bit more of what we do is we handle corporate positioning, brand enhancement, media relations, reputation and issues management, plus crisis

management and communications, club communications and public education. On the next slide you'll see a video of some of our most recent national press coverage. (Video played)

Ms. Hunter: These are some of the clips that we did, some of the national coverage and local coverage we have been garnering over the past year. While we service plenty of information, as there are plenty of press releases over the year, there are three key releases that we focus on, the National Championships, which received over 76 million impressions with a value of \$2.5 million. The AKC Meet the Breeds which starts at 27 million impressions and a value of \$63,000,000 media value and our most popular which we do 16 press releases, one national, and one for each of the top 15 cities and we do 3 billion impressions and over \$394 million in media value. These are measured by Cision and PR Newswire, so they keep us completely honest and they measure every impression that we get across the board, positive, negative or neutral. Controlling the messaging: We do our best to control the messaging, however, we are not perfect and neither is the media so sometimes we get negative stories which are normally unfactual or incorrect information that is opinion based and is written about the AKC. We take the time to assess those negative impressions, see if it's worth responding to, the best possible response for it and make sure the AKC mission is not distorted. We've done this with the Washington Post, the New Jersey Record and the Times Ledger to very good responses. Last year our media coverage was absolutely excellent as you can see. We did over 23,000, almost 24,000 clips. We are up 35 percent from 2014 and our publicity value is over 152 million which is up 77 percent from 2014. This year we were actually ahead of the game. Our total audience for 2015, including print, online, television, syndicated and matte stories is over 24 billion as a combined audience. Our targets for this year were very specific. We wanted to enhance breeder perception, broaden our messaging, focus on working dog recognition, focus on public education efforts, becoming resource for "all things dog" and building better lifestyle bridges for us to get our message out. So far in Q1 we have had over 10 thousand clips which is 2,000 over where we were this time last year and our audience has been over 7 billion. So far we have been featured on these national mediums (shown on slide) and I'm happy to report there are hundreds more. The "I Am A Breeder" series was a video series that was created to combat some of the negative messaging that our breeders are facing, animal rights messaging and stereotypes that the general public seems to be latching onto. We did a test run with four videos and since we released them on May 11, 2016, we have over 40,000 views and the comments have been phenomenal and very, very supportive. PSAs: This has been a big question I have gotten a lot of from Delegates, club members and internally. We are currently working on three PSA's with the wonderful team that shot our National Championship documentary. One is about the AKC overall, what our mission is, what we do and why we are valuable to the community, the importance of picking the right breed for your lifestyle and of course the value and importance of breeders and why you should choose a breeder. They will be created in digital and television formats. We are planning to air them on cable TV to go in the same direction as the animal rights campaigns. We are looking to launch them this fall and all of them will be available for club use on the websites and social and spread them as far as we can possibly spread them. Club Communications is another important part of our team. We are absolutely here for anything clubs need. We handle the newsletters. We handle club requests. We handle emails by request if you have a show and you want to show your dog in a specific area we are more than happy to do that if you email us. We handle press releases for new fancy related programs, Responsible Dog Ownership Day, National Championship templates, video interviews, pet disaster relief emails and

general overall club outreach when you have a show. By the way, feel free to email us any time if you need assistance or having a hard time. We are absolutely here. Public education: We have had a very large focus on public education ensuring that our materials are update to date, that they are translated also into Spanish. We focused on the girl scouts. We had a Meet The Breeds activity in this February. We have another patch activity that we are hoping to launch by the national championship. We partnered with American Cancer Society and Bark For Life. We have been connecting club volunteers for events. We have had public education tables at plenty of their events and we have seen a great response. A lot of people didn't know what we do and they have been really excited to get involved. We also did a book donation starting in February of this year. What we did was, we reached out to a lot of schools, libraries, to see if they would be interested in our *Complete Dog Book* and the materials that we had and got an overwhelming response, so we donated over a thousand books since February 2016. We've also revamped the Canine Ambassadors Program. We have over 400 active Canine Ambassadors at this time. They are going to schools. They are going to events. They are talking about the message of AKC. We are in the process of creating an online directory for events so that everybody knows who they are and how to reach them. We also are working on an email campaign at this time with our canine ambassadors. We developed the Kids corner. Our goal is to get our dog owners at their youngest age, get potential dog owners, their kids were excited about pets who want to learn more. We created a whole microsite with flash cards, articles, videos, quizzes, activities, games, videos and coloring pages. There are plenty of juniors who write for the site and create videos so kids can see somebody like them excited about the sport and excited about responsible dog ownership. We've also formed the AKC sports page. This is different from the AKC regular Facebook page. This is a page that highlights our AKC sports and shows how much fun our dogs are having, how much fun it is to get involved, how many sports are actually included in the AKC passage the confirmation show. So we have agility, rally, tracking, coursing, dock diving, herding, fast cat, field trials, obedience and any other sport that might be developed will be highlighted on AKC sports. Feel free to like our AKC sports Facebook page. So what's next? We are planning to the expand the "I Am A Breeder" series, another state of 4-6 different breeders by the end of year. We are working on a theriogenology video mini documentary, AKC Vet corner with Dr. Klein, PSA's shooting three for cable TV digital access slated to run in fall. We want the public to see who we are and how we help dog owners and future generation of K-9 breeds. We are establishing a vet corner with Dr. Klein which will be another helpful resource for people. It will get their questions answered, get good information, get solid information from the AKC about their dogs. We are starting a national op-ed campaign working, which is going to put some of our positioning in national media with the Tribune for that, so it should have very wide distribution, over about 5,000 channels. We have the Paw of Courage Program expansion. The Paw of Courage Program as well as Canine Officer program established by Doug, recognizes services dogs. It is very important to us to recognize dogs that have been injured in the line of duty and also lost their lives in the line of duty as they keep us safe everyday. So that is what the Paw of Coverage is. Feel free to email us with any nominations of any dogs in your community that are eligible. Thank you. And our Kid's corner expansion we just want to expand it as a fun place for future dog owners to learn about the AKC, to learn about pure bred dogs and to get excited about responsible dog ownership and possibly worry their parents half to death about when they can get a dog. We are also creating more social graphics. You may have seen some of them floating around Facebook at a certain point that demonstrate AKC's good works. These go over really well so we will be creating those for you to share among your club members and we are creating the online PR tool kit that will be

accessible to all Delegates in all clubs that will help logos, templates and maybe that will make your show promotion a little bit easier and if you have any questions, you can always email us. Lastly, we value your opinion. Please feel free to email us. I have had IT create an email that will go directly to me that will not get caught up in the communications emails or my daily flood of emails. This is a specific place for you to email any questions, concerns. You can send events, photos, announcements as you like promoted, recommend a breeder for AKC content, recommend your dog for AKC content, anything you would like to. Feel free to email me at any time. Thank you.  
(Applause)

The Chair called on Joe Baffuto, AKC Chief Financial Officer, who gave the financial report as follows:

Good morning Everyone! Thank you very much for joining us here today back in the New York Metro area! I am delighted to present and bring to your attention this first financial performance report of the American Kennel Club for the 2016 fiscal year. Our report includes activities through the end of May. Our total revenues of \$27 million dollars for the first 5 months of this year were \$2 million or an overall increase of 8% above 2015. We have had a tremendous year so far! Let's follow through and Drill-Down to assess this increase in revenue. Comparing our year to date core registration volumes – we have registered 92,000 Litters which reflects a +7% increase and 228,000 Dogs which reflects an 11% increase.  
(Applause)

These total volumes have both significantly increased from the prior year and have alone accounted for \$700,000 in additional revenue! Each month of this year we have steadily improved. Our distinct programs and superior customer-service focus with breeders have helped us remarkably in these core categories. We have not recognized consistent growth in both of these registration areas in nearly two decades! Now That's What I Call The 90s! It is our belief that we have only just begun "to climb the mountain" and we expect to continue this outstanding performance throughout 2016! Continuing our Drill-Down in revenue, other top areas of success year to date include Pedigree sales, which have increased by \$190,000 or 10%. Royalty income, which has increased by \$278,000 or 31%, mostly due to our successful renegotiating agreements with our licensees during 2015, our Ecommerce activities including personalized breed products, woofbox and video sales on our site, which skyrocketed by \$196,000 or 96%, and Marketplace revenue which has grown by \$117,000 or 57% since 2015. After an in depth examination of our successes in Revenue to-date, now let's transition over to the Expense side of our equation! Our total operating expenses of \$23.7 million for the first 5 months of the year were \$2.2 million or a 10% increase above last year. Let's analyze and Drill-Down where these increases have transpired. Material line items that have recognized increases so far this year consist of Payroll and benefits by the amount of \$762,000 or 7% above last year. We have a total current full time equivalent headcount of 287, which reflects a 2% increase above this same time last year. Marketing and New Revenue development costs of an additional \$604,000. Advertising and Communications costs of \$203,000. Additional travel costs in the amount of \$124,000, increased postage costs in the amount of \$84,000, and a contribution to AKC CHF of \$85,000 which is a timing difference versus 2015, as our total contributions to CHF in the 2015 year exceeded \$500,000. So what does this all mean? Our year-to-date summary reflects an operating income of \$3.5 million which is not significantly different from \$3.7 million at this time last year. As we can see from our slide here, examining back each of the past 3 years, the orange bar represents the portion of operating income during each year derived from the

first 5 months of activity as compared to the total operating income for the fiscal year. This would lead us to surmise that as immense as our operating results have been for the 1st 5 months, there are even grander results ahead in 2016 for The American Kennel Club! In addition to our results from operations, I will briefly present the highlights of our investment performance through May 31, 2016. All major market indices have experienced inconsistencies during the first 5 months of the year, so the AKC portfolio does not stand alone in that regard. Our portfolio has earned a 1.2% investment return over the first five months of the year, or unrealized gains of \$1.1 million. This is a mild outperformance of 20 basis points of the composite benchmark comparison for our portfolio of 1.0%. The Balance Sheet of the AKC at May 31, 2016 reflects \$135.9 million in Total Assets with \$68.6 million in Net Assets. The financial strength of our organization lies in these numbers, and has not only allowed us the ability to rebuild our core revenues, but it has also allowed us to examine new business opportunities to ensure future successes as well. Thank you very much for the opportunity to discuss our positive report this morning. After the meeting concludes, I will gladly be available to discuss any information in our report. Have yourself an event filled fun summer and we will be back in September to discuss AKC's financial performance through August! Safe travels home,  
(Applause)

Mr. Sprung: Thank you, Joe. As evidenced by the report, we have some broad-based increases across the corporation and in particular your applause during Joe's presentation for registration. We have each been in this together. The slide in registrations began in 1992 and turned around in 2015. As you can see, the proof is in the numbers, with the increase continuing through 2016. So congratulations to our entire staff on their diligent work. They don't stop.  
(Applause)

Mark Dunn is standing in the back. As you can see he is holding up the wall and that is what he does a lot. We appreciate every gain in registration, in pedigrees and particularly our service to dog breeders. Thank you.  
(Applause)

The Executive Secretary read the proposed amendment to Chapter 3, Sections 4, 5, 7, 17 and 19, of the *Rules Applying to Dog Shows - Dog Show Classifications* as follows: This amendment to Chapters 3, Sections 4, 5, 7, 17 and 19 of the *Rules Applying to Dog Shows - Dog Show Classifications*, would, in Section 4, change the italicized paragraph to become a part of the rule rather than a Board clarification, without changing the wording. In Section 5, it would add the statement regarding the first day of a multiple-day show being used to calculate age. In Section 7, it would change the italicized definition of professional handlers to make it part of the rule, not a Board clarification, without changing the wording. Additionally, in Sections 17 and 19, it would change the italicized definition of the professional handlers to make it part of the rule, not a Board clarification with the only change being the removal of the effective date. The amendment will be published in two issues of the AKC Gazette and will be voted on it at the September 2016 meeting..

The Executive Secretary read the proposed amendment to Chapter 6, Section 9, of the *Rules Applying to Dog Shows - Premium Lists and Closing Entries* as follows:

Mr. Crowley: This amendment to Chapter 6, Section 9, of the *Rules Applying to Dog Shows - Premium Lists and Closing Entries*, would allow entries in any form to be accepted 24 hours after the closing date and time when it falls on a postal holiday. The amendment will be published in two issues of the AKC Gazette and will be voted on at the September 2016 meeting.

The Executive Secretary read a list of vacancies for the Delegate Committees that are to be filled in September as follows:

All-Breed Clubs Committee: Four, three- year terms.

Bylaws Committee: Four, three-year terms.

Canine Health Committee: Four, three-year terms.

Companion Events Committee: Four, three-year terms.

Delegate Advocacy and Advancement Committee: Four, three-year terms.

Dog Show Rules Committee: Four, three-year terms.

Field Trial and Hunting Test Events Committee: Four, three-year terms and two, one-year terms.

Herding, Earthdog and Coursing Events Committee: Four, three-year terms.

Parent Clubs Committee: Four, three-year terms.

Perspectives Editorial Staff: Six, two-year terms and one, one-year term.

Mr. Sprung informed the Delegates that self-nomination forms will be emailed by the end of June. This self-nomination form must be returned to the Executive Secretary by Friday, July 15th. Questions on the procedures to be followed should also be directed to the Executive Secretary. Delegates may only self-nominate for one committee, except that a member of the Perspectives Editorial Staff may also serve on another standing committee. In August the Delegates will be emailed the nominees for each committee and their qualification statements. At the September meeting, following the election of committees, meeting space will be provided for each committee to elect chairs and secretaries, if they so choose.

The Chair informed the Delegates that the September 2016 Delegates meeting will be held at the Doubletree Newark Airport Hotel on Monday, September 12th. Hotel information will be emailed and posted on the Delegate Portal after it becomes available. The December Delegates meeting will be held in Orlando. The meeting will be held at the Rosen Centre on Friday, December 16, 2016. A block of rooms will be reserved for Delegates and hotel information will be posted on the Delegate Portal after AKC's block of rooms become available.

The following Delegates spoke during New Business:

Patricia Laurans, Delegate for the German Wirehaired Pointer Club of America, spoke about the AKC trailers. They have been delivered to 23 states. We have 328 clubs participating and have raised \$978,238 in donations along with the \$250,000 funded by AKC Reunite with total funds raised of \$1,228,238. Forty-seven trailers have been delivered to those 23 states. Nine more trailers are being delivered shortly and there are 16 clubs and areas that are working on additional trailers.

Barbara Mann, Delegate for the Dayton Dog Training Club, thanked Sheila Geoff and Patti Strand for their presentation at the June Forum. She indicated that those in the grass roots level can do more to change the public misperceptions about purebred dogs and breeders and the AKC in general, with help from the AKC and the NAIA.

She suggested an AKC T-shirt. Something that preferably says I am the proud owner of pure bred AKC registered dog or something to that effect and to go with it and a prepared speech would be needed. She felt the speech should come from NAIA, because it can provide the things that we need to be able to say when people ask why did you buy a pure bred dog when there are all these dogs wasting away in shelters.

Sylvia Arrowwood, Delegate for the Charleston Kennel Club, asked about the status of group realignment.

Mr. Sprung advised her that it has been on the table for a while.

Dr. Carmen Battaglia, AKC Board member and Delegate for the German Shepherd Dog Club of America, spoke about an article in the current issue of *Perspectives*, based on research that was done on 1,300 juniors in our junior scholarship program. He asked the Board and the Delegates to review the article and consider the recommendations.

Marilyn Currey, Delegate for the American Chinese Crested Club, spoke about the 9/11 memorial and thought we may have missed the chance for an exhibit recognizing the service dogs and the search and rescue dogs that participated in the tragedy there and the efforts afterwards.

Mr. Sprung responded as follows: There were discussions, but at the end of the day, we didn't make the cut.

Sue Goldberg, Delegate for the Lewiston-Auburn Kennel Club, spoke about DQ reinstatement. She was delighted to hear that the Board is addressing it. She then raised a number of questions which were addressed by the Chair. They concerned when a disqualified dog would have a DNA sample taken; the specifics on judge insurance and where the reinstatement is to take place. She did not believe it should take place at an AKC show.

Jeffrey Drogin, Delegate for the Eastern German Shorthaired Pointer Club, spoke about the County of Bergen, New Jersey, giving a Certificate of Commendation honoring the Eastern German Shorthaired Pointer Club in recognition and appreciation of its generous donations to Bergen County of an AKC Pet Disaster Relief Mobile Unit. It is dated April 17, 2016, signed by J. Tedesco III, who is the county executive.

The Chair recognized Jack McCullagh, Delegate for the Blennerhassett Kennel Club, who spoke in favor of reinstating a hard copy AKC Gazette.

Marjorie Tuff, Delegate for the American Shetland Sheepdog Club, asked who is going to be bringing the DNA kit to the show.

Mr. Sprung advised that the Field Representatives would bring it and it would be sent to the superintendent and the club as well.

Julian Prager, Delegate for the Central Florida Kennel Club, asked about when the reinstatement would take place.

Mr. Sprung advised it would be before judging.

Virginia Denninger, Delegate for the Genesee Valley Kennel Club, thanked the AKC for sending Jennifer Clark [AKC Manager, Canine Legislation] to their legislative symposium.

The Chair recognized Don James, Delegate for the Leonberger Club of America, who spoke about *Perspectives* and AKC Marketplace as follows:

Two things. First, Sherry Wallis normally stands up at this time and plugs the next issue of *Perspectives*, which will be the September issue. I'm going to take care of that today and ask if anybody has an article and I know all of you have something you want to say, to please send those articles to Sylvia Arrowwood, who is going to be the coordinator for the fall.

Secondly, in light of what Ron said about the importance of the AKC Marketplace now taking its digital footprint, I think it's important to make sure that the breeders that are listed on AKC Marketplace are, in fact, as it says, responsible. The Parent Clubs Committee yesterday was treated to a presentation by Liz Sorota [AKC Vice President, Marketing] who is now in charge of the Marketplace and one of the things that she said they were considering was requiring everybody who was going to be listed on Marketplace to do a 13 question survey that would either have to be answered by filling in or by multiple choice before they would be allowed to be listed on Marketplace. They are considering that. I would suggest it be mandatory because one way that we can ensure that the breeders listed on Marketplace are, in fact, responsible is to get those 13 questions answered. Thank you.

Peggy Wampold, Delegate for South Windsor Kennel Club, stated that her club would not have reinstatement for any reason at its show because of the fact that they had a lot of children and their parents who come just for the pleasure of seeing the show and they are not dog people.

Kenneth Mader, Delegate for the American Sealyham Terrier Club, asked for an update on the brick and mortar store that AKC is constructing in New York?

Mr. Sprung stated that it is in its infancy. The landlord turned the space over to AKC on June 1<sup>st</sup>. It is being designed at this point and down the road there will be ongoing updates But it is in the design stage now, so there has been no development as of yet.

As there was no further business the meeting concluded at 11: 23 a.m.

***The opinions expressed by the speakers may not necessarily reflect those of The American Kennel Club.***