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building for the future
The new American Kennel Club Operations Center in the Brier Creek section of Raleigh, North Carolina, was introduced to the public with an open house in October 2008. It was the culmination of long months of searching, negotiating, planning, design, and construction. Our state-of-the-art “building for the future” features 75,000 square feet of custom-outfitted Class A office space, cutting-edge communications and data-management systems, art-lined corridors and conference rooms, and even a specially designated dog-walking area for AKC employees and guests.
Board of Directors

The 2008 AKC Board of Directors. From left to right: Patricia C. Scully, Steven D. Gladstone, Ronald H. Menaker (Chairman), Walter F. Goodman, Hon. David C. Merriam (Vice Chairman), Patti L. Strand, Kenneth A. Marden, Nina Schaefer, Dr. J. Charles Garvin, Dennis B. Sprung (President and CEO), Dr. Patricia H. Haines, Dr. Thomas M. Davies, Dr. William R. Newman, Dr. Carmen L. Battaglia.
CLASS OF 2009
Dr. J. Charles Garvin
Steven D. Gladstone
Hon. David C. Merriam
Patricia C. Scully

CLASS OF 2010
Dr. Carmen L. Battaglia
Dr. William R. Newman
Nina Schaefer

CLASS OF 2011
Dr. Patricia H. Haines
Kenneth A. Marden
Patti L. Strand

CLASS OF 2012
Dr. Thomas M. Davies
Walter F. Goodman
Ronald H. Menaker

EX OFFICIO
Dennis B. Sprung
As the American Kennel Club moves into its 125th year, our organization remains dedicated to serving AKC registrants, fanciers, and dog lovers.

The AKC has taken many great steps to uphold the study, breeding, exhibition, and advancement of purebred dogs while evolving to remain competitive in a changing world. In 2008, we developed several new programs and initiatives while furthering historic AKC mission and goals.

The AKC is constantly developing as a company. After 20 years at 5580 Centerview Drive, the AKC moved its Raleigh Operations Center to 8051 Arco Corporate Drive. This completely modern building has quickly enhanced productivity and improved data management. Through better temperature control, networking, and support of servers, and other technical advances, the new building has made managing change highly efficient.

The key to growing a successful business is building relationships. The AKC continues to build relationships with corporate entities for the benefit of its core constituents. In 2008 the new AKC Global Services program was launched to provide recordkeeping and registration processing to international organizations. Through this initiative, the AKC created a pilot relationship with China’s National General Kennel Club and is pursuing more opportunities to leverage our professional and technological expertise.

The AKC has remained focused on building relationships with sponsors who support our efforts to educate dog owners at all levels. In 2008, we welcomed Royal Canin as sponsor of the “AKC Breeder” newsletter, AKC Veterinary Outreach, and AKC Veterinary Network. Nestlé Purina Petcare joined us in providing services and support as sponsor of the AKC Registered Handlers Program, and we welcomed Invisible Fence for another year as national sponsor of AKC Responsible Dog Ownership Day.

Maintaining our dedication to our member clubs, we worked to help them extend their reach while spreading the word about the AKC, registration, and responsible dog ownership. With “Demand AKC Papers,” a local classified-advertising initiative, we guide clubs to place educational ads in their local media. This grassroots outreach has helped clubs strengthen relationships with current and potential dog owners while promoting the AKC message.

It was also a peak year in publicity for the AKC and purebred dogs thanks to our growing participation in major-studio releases, including 101 Dalmatians 2, Beverly Hills Chihuahua, and the holiday sensation, Marley & Me.

In a comprehensive campaign to promote responsible dog ownership in relation to the film, we launched a series of public service announcements hosted by Marley & Me author John Grogan, and the film’s star, Jennifer Aniston, graced the cover of AKC Family Dog magazine. The result has been a fourfold increase in impressions the AKC has generated through communications initiatives and programs.

We have concentrated marketing efforts on building brand awareness through merchandising and consumer products. The AKC and its licensees have introduced successful new product lines, including the AKC Agility and Junior series and the
AKC/Marley & Me line, while expanding retail distribution.

The placement of these high-quality AKC-branded products in stores across the country has allowed us to reach untold numbers of consumers eager to learn about the AKC and our commitment to responsible dog ownership.

Even with 124 years of excellence behind us, the AKC is still inspired to find ways to ensure a better future for man’s best friend. The AKC S.T.A.R. Puppy program was launched to get puppies and owners off to a good start together. The program stresses communication between owners and puppies, and teaches puppies interactive skills. Fundamental to the course are basic behavioral solutions, responsible dog ownership and the human-canine bond.

The 2008 AKC/Eukanuba National Championship saw tremendous growth in the Bred-by-Exhibitor class, with 43 percent of entries exhibited by breeder-owner-handlers. The World Challenge continues to bring attention to the Championship, making it a true international event. The 2008 edition drew entries from 53 countries. Next year’s National Championship will be a special show open to all, in celebration of the AKC’s 125th anniversary.

The launch of the AKC Humane Fund, Inc., is an initiative to improve the quality of life for all dogs and bring services to their owners. With its focus on education and grant-making, the Fund plans to promote and extend the message of responsible dog ownership to an even broader audience.

2008 was marked by many positive changes in our infrastructure, enhancements of our programs, and significant growth in our brand equity. Yet, there is always more work to be done in the name of the dogs we love. We look forward to creating even more value for our constituencies and the growing pet-owning population in our 125th year.

Ron Menaker
Chairman of the Board

Dennis B. Sprung
President/CEO
Building FOR THE Future
A new chapter in American Kennel Club history began in the spring of 2008, when staff started a phased-in move of the Raleigh, North Carolina, AKC Operations Center from Centerview Drive to a newly built, custom-designed facility at the Brier Creek Corporate Center.

With an expiring lease on a building in need of costly repairs and renovations, the AKC Board of Directors approved opening lease negotiations for a new building in February 2007. After a painstaking search and careful market analysis, the AKC selected the Brier Creek property as the new home for its Operations Center.

The new location, nestled at the edge of Raleigh’s famous Research Triangle Park, holds several advantages over the old site for staff and visitors alike. These include a much closer proximity to Raleigh-Durham International Airport, as well as a full-service shopping center and several restaurants within walking distance.

And at an efficient 75,000 square feet of Class A office space, as opposed to Centerview Drive’s less efficient 89,000 square feet of Class B space, Brier Creek reflects AKC Operations’ commitment to a streamlined approach to doing business.

Choosing a building still under construction enabled the customization of the space to the AKC’s exact requirements, implemented after extensive study, design, and planning. The interior features several cutting-edge innovations. The audio-visual system was upgraded, with state-of-the-art video-conferencing and projection equipment. The indirect pendant lighting is easier on the eyes and more energy efficient. Flat-screen LCD panels are mounted throughout the building, displaying messages and metric packages customized for individual departments.

Entering its 125th year, the AKC is as committed as ever to building for the future. And now, thanks to the efforts of the Board and staff, the organization actually has a building for the future.

1. The Best in Show Conference Room features state-of-the-art communications equipment. 2. Welcome to Brier Creek: The new building is branded with signage visible from the airport and Interstate. 3. Behind the scenes is sophisticated circuitry that helps the AKC move and store vast amounts of data. 4. Ribbon-cutting ceremony: COO John Lyons wields the scissors as Ron Menaker, Dennis Sprung, and AKC Board and staff look on. 5. A bronze DOGNY statue stands vigil at the entrance of the new Operations Center. 6. The offices are decorated with originals and reproductions from the AKC art collection. 7. The installation of indirect lighting, which is easy on the eyes and energy efficient.
EVENT OPERATIONS

The Event Operations department processes plans and maintains records for all AKC dog shows and companion events. In 2008, the AKC sanctioned and regulated 1,534 all-breed dog shows, with 1,641,004 all-breed entries; and 2,258 specialty dog shows, with 156,770 specialty show entries. There were 19,986 conformation championships, 220 dual championships, and three triple championships earned.

Event Operations staff presented three show-chairman seminars that educate show committees on the application process, judges’ contracts, rule and regulation updates, and a review of event hearing procedures. One of these seminars was presented jointly with the Dog Judges Association of America. Seminars were attended by nearly 70 show committee members.

Event Operations, in cooperation with the AKC Public Education department and the AKC Licensed Dog Show Superintendents’ Association, developed activities designed to increase participation in AKC events. These initiatives include the AKC Canine Experience, the New Exhibitor Mentoring program for conformation dog shows, and other proposals to encourage outreach by show-giving clubs.

Other business initiatives include a system to provide online entry service for AKC Agility events, and improved security and ability of clubs to manage their events online through the Club Management Tool at akc.org.

AKC Global Services signed a contractual agreement with a kennel club in China to provide electronic registration services and event-results processing. These services provide an opportunity to use the AKC’s experience to provide electronic services and have a positive influence on the well-being of dogs in China’s developing economy.

DOG SHOW JUDGES

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

Judging Operations schedules interviews and processes applications for approval to judge. The department processed approvals for 85 new judges of 133 breeds, and 308 approved judges’ applications for 1,986 additional breeds.

In 2008, Judging Operations proposed the approved requirement for new-breed judge applicants to attend a Basic Institute, and proposed the approved streamlining of the Basic Institute from a two-day event to a one-day event.

Judging Operations is responsible for the compilation of the annual Judges Directory.

The Judges Education department promotes the ongoing education of conformation judges through institutes, seminars, and the distribution of educational materials.

In 2008, the department presented two Basic Judges Institutes (held in California and Missouri) and two Advanced Judges Institutes (the Herding Group, held in Chicago; and the Toy Group, held in Houston). Two Basic Institutes and two Advanced Institutes were scheduled for 2009.

The Judges Education department publishes The Standard, a quarterly newsletter for judges. The Registered Handlers Program promotes the health and welfare of dogs in the care of handlers, educates consumers and the fancy in general, and recognizes handlers who meet established criteria. At year-end, there were 136 fully accredited AKC Registered Handlers.

Nestlé Purina has signed on as a program sponsor, beginning in January 2009.

With help from the Executive Field Representatives, AKC Registered Handlers staged Junior Showmanship clinics at 20 shows for approximately 671 young fanciers.

In 2008, AKC Registered Handlers began a program of

In 2008, the AKC sanctioned and regulated 1,534 all-breed dog shows and 2,258 specialty dog shows.
 handling clinics for adults.

The George Ward Memorial Scholarship Fund is maintained by AKC Registered Handlers. The Ward Fund helps future handlers pursue a college education while apprenticed to AKC Registered Handlers. Three 2008 George Ward Memorial scholarships of $1,000 were awarded.

Our executive field representatives covered 1,418 (97 percent) of the year’s all-breed shows.

The field staff helps exhibitors, show committees, and judges understand and implement AKC rules and policies. Additionally, they interview, observe, evaluate, and report on judges and prospective judges.

The director of Field Services is responsible for inspecting proposed and existing show sites for general suitability and with a special regard to the welfare and safety of dogs and exhibitors. Findings are coordinated with the Event Plans department to determine future site approvals.

**COMPANION EVENTS**

The Obedience, Tracking, Agility, and Rally departments comprise the Companion Events division.

One hundred and one Obedience Trial Champion (OTCH) titles were earned in 2008. There were 2,480 AKC Obedience events and 122,076 entries.

The AKC Obedience program saw the passage and implementation of the 2006–2012 AKC Obedience Business Plan. The plan established new non-regular classes and several new optional titling classes (both became effective in January 2009).

New regional obedience competitions were approved in July to allow a greater number of exhibitors to qualify for the National Obedience Invitational.

Changes suggested from the 2007 Obedience Advisory committee were approved by the AKC Board of Directors, and many were implemented on January 1, 2009.

The 14th annual AKC National Obedience Invitational was run as part of the AKC/Eukanuba National Championship in Long Beach, California. Over 100 top OTCH-pointed dogs, representing 42 breeds from 30 states and Canada, were invited to participate.

Companion events enthusiasts warmly welcomed AKC Rally when it became a titling event in 2005, and its popularity continued in 2008. There were 2,060 events and 91,117 entries.

AKC Tracking held 174 Tracking Dog tests (859 entries), 171 Tracking Dog Excellent tests (731 entries), and 75 Variable Surface Tracking Tests (340 entries) held. The Champion Tracker title was earned by 22 dogs.

The AKC Agility program reports another year of growth with 2,147 events (up 6.6 percent over 2007) and 838,392 entries. In 2008, there were 574 Master Agility Champion
The AKC National Agility Championship was held in March in Tulsa, Oklahoma at the beautiful Expo Square. The event drew over 700 top agility dogs.

The AKC/USA World Agility Team went to Helsinki, Finland, in September to compete in the annual FCI World Agility Championship, where Marcus Topps and his Border Collie, Juice (large-dog division), and Marcy Mantell and her Shetland Sheepdog, Wave (small-dog division), won individual gold medals. I Love Dogs sponsored the team, and company representatives traveled with the squad to Finland.

The third AKC Agility Invitational was held in December at Long Beach, California, in conjunction with the AKC/Eukanuba National Championship and the AKC National Obedience Invitational. Sponsored by Eukanuba and J&J Dog Supplies, the Invitational drew top-performing agility dogs of 134 breeds, representing 41 states, Canada, Japan, and Sweden.

The Versatile Companion Dog (VCD) title recognizes dogs that earn a combination of titles in obedience, agility, and tracking. In 2008, 135 VCD-1 titles were awarded. Companion Events field representatives presented 39 well-attended seminars nationwide, covering the division’s full spectrum of events.

**PERFORMANCE EVENTS**

Most breeds were developed to perform a practical function. They work as valuable hunting companions, assist in the herding of livestock on the farm, or serve as guardians of people and property.

AKC performance events test for the skills required by dogs.

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*In 2008, the AKC sanctioned and regulated 22,630 competitive events. Conformation dog shows are breeding-stock exhibitions, where judges reward dogs that best conform to their breed’s written standard. Performance events test a dog’s ability to do the tasks for which its breed was created. In companion events, dogs of all breeds and their owners master exercises that promote the human-canine bond and the value of proper training. Kate Eldridge (top, on the agility course) and Jocelyn Brody (bottom, in a lure coursing practice session) are among the many juniors who compete in multiple events.*
these breeds to perform their functions. They serve as a valuable tool to the serious breeder by identifying individuals and families that possess the characteristics required to maintain and enhance the breed’s inherent skills.

Along the way, the interaction between dog and owner that is required to train and participate creates a significant bond, adding to the enjoyment far beyond the utilitarian aspect of the sport.

AKC performance events include field trials, hunting tests, lure coursing, herding, earthdog events, and the working dog sport. In total, there are 14 different event types under the management of the Performance Events department. The AKC licenses or sanctions more of these events than any other registry. In 2008, the AKC approved 3,940 licensed performance events with 239,000 entries. There were 9,950 titles earned.

The department’s field representatives, each with a minimum of 20 years’ experience in the sport, provide valuable services to host clubs and participants. Most weekends they attend events, answering questions and providing guidance to host clubs. Sometimes they are assigned to mentor new clubs during their first event.

The field staff leads seminars for judges and participants. The seminars are meant to improve the quality of judging and to ensure the consistency across the country. Due to a desire to maintain high quality judging at Beagle field trials, an Advanced Beagle Seminar was initiated in 2008.

Across all event types, the field staff led 112 seminars with over 2,400 attendees.

Performance event rules and regulations are periodically reviewed and improved. The largest of these efforts in 2008 was in lure coursing. Untouched for many years, these regulations were reorganized and several significant changes were made.

Starting with recommendations from the Lure Coursing Advisory Committee, new ideas were added and areas of concern were addressed. AKC Lure Coursing has shown steady long-term growth, and the new regulations will ensure the continued success of this sport.

Record-high fuel prices made 2008 a difficult year for event travel. With the advantage of discussions and observations from around the country, the department sent letters to clubs, suggesting ways their events might be organized in order to increase activities for participants, thus potentially getting more benefit out of every trip.

Despite fuel prices, AKC Performance Events held their own or grew. Growth in the Lure Coursing and Pointing Breed Hunting Test programs was particularly notable. The AKC Pointing Breed Gun Dog Championship, held in Reno, Nevada, had the highest entry in its 15-year history. The Beagle Small Pack Option National Championship ran a record number of hounds, and the Retriever National Field Trial entry was a near record.

Performance event coverage, photographs, and announcements can be found in the “Events” pages at akc.org.

COONHOUND EVENTS
Guided by a mission to provide “fun, fair, and feasible events,” Coonhound Events staff managed 2,400 events in 2008, an increase of 39 percent over 2007.

Major projects included the introduction of the AKC Supreme Breeders Club, an incentive program for breeder-participants in AKC coonhound events. The department’s first electronic newsletter was published in November, reaching 4,000 coonhound enthusiasts.

Nearly 100 major events were held during 2008, including the AKC World Coonhound Championship in Newberry, South Carolina; the AKC National Championship “Hunt for the Remington Truck” in Greensburg, Indiana; the annual AKC World’s Largest Coon Hunt Benefit for St. Jude Children’s Research Hospital, held in Parsons, Tennessee, which raised $185,000; the AKC Black Gold—Gold Medal Championship in Eufaula, Alabama; the AKC Southern Heritage Hunt, also in Eufaula, Alabama; the AKC X-treme Spring Championship in Norwalk, Ohio; the AKC Heartland Classic in Nashua, Iowa; and the AKC Fall Classic in Salisbury, North Carolina.

The department assisted volunteers and sponsors in conducting the 4-States Cystic Fibrosis Benefit in Texas, the Hannah’s Helping Hands Juvenile Diabetes Research Foundation Benefit in North Carolina, and the Hunt for the Cure Benefit for the American Cancer Society in Tennessee.

In its second year, the Black Gold Dog Food–sponsored Bench Show Spectacular program provided an exciting incentive for coonhound enthusiasts to enter AKC-licensed coonhound bench shows.

Nine thousand dollars in awards were provided by Black Gold to the top dogs in each of the six coonhound breeds as well as a $1,000 scholarship to the top junior coonhound handler in the annual competition.

Sponsorship from other national companies played an important part in the department’s success in 2008. Products from Remington Arms Company; Garmin International;
Kelley’s K-Lights; Valley Creek Hunting Supply; Tri-tronics, Inc.; Wildlife Materials, Inc.; Brite Eyes Lights; Diamond Deluxe; Heritage Dog Boxes; Nite Lite Company; and SunBurst Light Company were provided to the winners of major AKC coonhound events.

The department scheduled 37 youth events, with 15 state-level youth championships in 2008. The AKC Youth World Coonhound Championship was held in July in Decatur, Tennessee.

Field staff traveled to nearly 100 coonhound events, including 33 state championships. Several seminars were conducted, including Plott seminars for AKC judges, hosted by the Dog Judge’s Association of America.

**JUNIOR SHOWMANSHIP**

The National Junior Organization (NJO) fosters handling skills and sportsmanship in fanciers from 9 to 18 years old. The NJO encourages performance and companion competition, while maintaining its longtime commitment to juniors in the conformation ring. Juniors have handled dogs to the highest possible titles in nearly every event category.

Thirty students were awarded 2008 AKC Junior Scholarships, ranging from $1,000 to $5,000. A total of $50,000 was provided to students from high school, college, and graduate school.

Awards were made based on academic achievement, financial need, and commitment to the sport. Scholarship recipients participate in the full range of dog events and activities.

The AKC/Eukanuba National Championship continues to be a premier showcase for juniors in conformation. One hundred fifty-seven juniors entered the December 2008 National Championship at Long Beach.

Juniors handling their dogs in AKC companion events and performance events have handled their dogs to 446 titles in 2008. During the year, 2,269 new juniors enrolled in the NJO.

“AKC Jr. News,” the bimonthly Junior Showmanship online newsletter, continued to bring the latest news to the youngest members of the fancy, with stories written by and for juniors.

“AKC Jr. News” reported approximately 21,000 active subscribers in 2008. The newsletter is archived in the Juniors pages at akc.org.

**AKC Coast to Coast—1. Crosswicks, New Jersey: the Post-Montgomery Earthdog Test, sponsored by the Scottish Terrier Club of America. 2. Long Beach, California: 2008 was a big year for Donna Rock, whose Doberman Pinscher, Annie, won an AKC Award for Canine Excellence and earned a berth at the National Obedience Invitational. 3. Sanford, North Carolina: the Collie Club of America herding trial; 4. Sacramento, California: the Mastiff ring at the Sacramento Kennel Club show.**
**EXECUTIVE SECRETARY**

The Executive Secretary is responsible for taking, maintaining, and disseminating minutes of Board of Directors meetings and quarterly Delegate meetings. On average, Delegate meetings include more than 300 attendees from the 609 AKC member clubs. Minutes of Board and Delegate meetings are published in the *AKC Gazette* and posted at [akc.org](http://akc.org).

The December 2008 Delegate meeting was held in Long Beach, California; the June meeting was held in Quincy, Massachusetts; and the March and September meetings were held in the New York City area.

The Executive Secretary oversees relations with foreign registries. In 2008, the AKC established a working relationship with the national kennel club of Malta.

The AKC Lifetime Achievement Awards, Awards for Canine Excellence (ACE), Breeder of the Year Award (BoY), Community Achievement Awards, and the Outstanding Sportsmanship Awards are administered by the Executive Secretary’s office. ACE and BoY recipients are honored at the AKC/Eukanuba National Championship, and ACE winners are saluted at dog shows in their home areas. Quarterly AKC Community Achievement Awards honored outstanding public-education and canine-legislation efforts. The AKC donated $1,000 to each honoree’s club or federation.

The Secretary’s Office maintains the Breeders department, which publishes the quarterly “AKC Breeder” newsletter and, in collaboration with the AKC Canine Health Foundation, presented five Breeders Symposia in 2008.

The Club Relations department maintains files on approximately 5,000 member, licensed, and sanctioned clubs, and hundreds of others seeking permanent AKC affiliation. Club Relations manages the accreditation of these clubs and oversees their progress from sanctioned- to licensed- to member-club status. The department assists clubs with bylaw revisions and helps them resolve bylaw-related internal disputes.

AKC Archives solicits, organizes, and preserves historically significant papers, photographs, and audio-visual materials generated by the AKC and its member clubs, and assists researchers from the fancy and general public. In 2008, AKC Archives began an ambitious oral-history project.

The AKC Library collection contains more than 18,000 volumes, including bound periodicals, foreign and domestic studbooks, videos, and photographs. The AKC Library is America’s most comprehensive collection on the subject of domestic dogs and is considered one of New York City’s finest research libraries. The library is open to the public five days a week (212-696-8245; library@akc.org); the library’s online catalog can be found in the “Online Services” pages at [akc.org](http://akc.org).

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

**HUMAN RESOURCES**

The Human Resources division provides internal services to ensure that the AKC attracts and retains capable employees. A key to employee success is access to needed training.

In 2008, AKC University continued its popular “World of AKC,” which taught employees about AKC departments and the “Beginner’s Guide to Dog Shows.” Other AKC-U classes included workplace skills, computer training, and personal development. AKC-U held over 45 classes with more than 1,000 participants. The AKC tuition-reimbursement program saw 12 employees enrolled in 17 college classes.

The Raleigh Community Events Team promotes the AKC as a good corporate citizen through civic and philanthropic initiatives. In 2008, the team raised funds and donated time in support of St. Jude Children’s Hospital, Susan G. Komen Breast Cancer Foundation, Ronald McDonald House, the Jimmy V. Foundation, KidsPeace, NCSU Mobile Vet Unit, and “Bark around the Park.” A donation was made to the Guide 

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New to the AKC collection is this painting (c. 1887) by Alban Jasper Conant, donated to the AKC Humane Fund by Elizabeth Sanfilippo.
Dogs for the Blind organization to sponsor two local puppies. Team members presented “The Right Breed for You” at a Raleigh public library.

The Summer Internship program welcomed four participants to the New York and Raleigh offices. This was the eighth year for the program that provides student fanciers “real life” work experience. Interns came from universities across the country and assisted on projects in Communications, Publications, Archiving, and Customer Service. Seven interns have been hired as regular AKC employees over the life of the program.

MARKETING AND LICENSING

The AKC cultivates the value of its brand through licensing programs that result in products bearing AKC trademarks. 4sight Licensing Solutions, Inc., represents AKC properties in most merchandise categories. 4sight creates lifestyle licensing programs that uphold AKC standards of quality and style.

In 2008, the AKC licensing program added five new licensees, expanding the licensee roster to 31 and taking the AKC brand into new categories including breed-specific calendars, postage stamps, and stationery. These join existing licensed products available in over 9,000 retail locations at home and abroad.

In 2008, the International Licensing Industry Merchandisers’ Association (LIMA) named AKC’s largest licensee, JAKKS Pets, a division of JAKKS Pacific, Inc., as the “Best Corporate Brand Licensee” for their line of AKC licensed products. This was the first LIMA award ever given for a pet property.

The LIMA International Excellence Awards were presented in seven categories that recognized the world’s most successful licensing programs from the past year. 2008 winners were selected from more than 180 nominations.

JAKKS successfully launched a co-branded line of AKC/Marley & Me pet products based on the motion picture from Twentieth Century Fox. The line of premium plush pet toys for large dogs was sold exclusively at Wal-Mart stores nationwide in conjunction with the film’s release.

The launch of the Aspen Pet Products line of AKC branded collars, leashes, and harnesses at Target stores were especially popular in 2008.

The AKC announced a new discount program with Motel 6 and Studio 6 hotels for AKC registrants. Using special discount codes, AKC registrants receive a 10 percent discount off their stay.

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1. 2008 AKC Lifetime Achievement Award recipients: Mary Jo Trimble (Performance), Kenneth A. Buxton (Companion), and Wendell J. Sammet (Conformation). 2. 2008 summer intern and Pomeranian fancier Lindsey Kamrath is now a full-time editor for AKC Publications. 3. A Guide Dog for the Blind pup sponsored by AKC employees. 4. AKC staff making a “Right Breed for You” presentation.
In 2008, the AKC created a new vision for its online store, which includes a full range of dog supplies and products from dog.com. In addition to being the AKC’s new online-store provider, dog.com resumed its popular AKC registration e-certificate program, which provides special values for new AKC dog and litter registrants.

Marketing and Licensing oversees corporate sponsorship of AKC programs and events. New in 2008: the AKC welcomed Royal Canin as sponsor of the AKC Breeder newsletter and the AKC Veterinary Outreach/AKC Veterinary Network program; Nestlé Purina PetCare became the sponsor of the AKC Registered Handlers program; AKC Responsible Dog Ownership Day in New York and Raleigh welcomed local sponsors: Peter Cooper Village–Stuyvesant Town and Best Friends PetCare, Inc., respectively. Invisible Fence returned as RDO Day’s national sponsor.

Bayer K9 Advantix continued its support of AKC Veterinary Outreach and AKC VetNet, as well as an educational campaign for new AKC puppy owners.

Ongoing in 2008 was the Chase AKC Rewards Visa credit-card program, in which cardholders earn points redeemable at pet-supply stores and other merchants.

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

Veterinary Outreach promotes the AKC to veterinarians and establishes alliances with universities, researchers, practitioners, and related professional organizations. New in 2008: Royal Canin joined Bayer K9 Advantix as program sponsors. Together with Royal Canin, the AKC distributes the “Practical Guide to Dog Breeding” to first-year veterinary students and Breed Identification cards and CDs to second-year students.

Veterinarians in the AKC Veterinary Network are provided AKC materials on such topics as training, breeding, events, permanent identification, and pet insurance. Owners of newly registered puppies are offered certificates redeemable for a complimentary first office visit at one of 3,462 participating practices. The program has issued more than 1.2 million certificates since its inception.

Veterinary Outreach, with support from the AKC, AKC Companion Animal Recovery, the AKC Canine Health Foundation, and Royal Canin, awarded $145,000 in scholarships to 23 students of veterinary medicine from AVMA-accredited schools. Twenty-five students received $1,000 AKC/Bayer K9 Advantix Veterinary Technician Scholarships, in cooperation with the National Association of Veterinary Technicians in America. The Internal Audit department provides independent examination and evaluation of the adequacy and effectiveness of the organization’s management and operational controls.

Recent data from PetPartners, Inc., the dedicated provider of the AKC Pet Healthcare Plan, shows that sales of pet insurance policies are holding up and that, significantly, owners who have the plan are retaining it in consistently high numbers. This strongly suggests that those who have pet health insurance value it as a way to manage health-care costs.

Support Services fulfills printing, shipping, purchasing, facility management, and other functions. In 2008, the department processed 117,236 orders; printed, inserted, and sent 4,915,474 mail pieces; and processed 817,083 pieces incoming.

INTERNAL CONSULTING
The Internal Consulting Group is an employee team that provides business-consulting services to AKC divisions; identifies opportunities to improve efficiency, increase customer service and increase revenue; and develops future leaders through business training, sport exposure, and hands-on projects within various divisions.

In 2008, ICG collaborated with other departments on several of the new initiatives described in detail elsewhere in this report. ICG contributed to the launch of AKC Global Services, and played a key role in the development of back-end registration and event-processing services for the first international client. ICG also was instrumental in making enhancements to the Purebred Alternative Listing (PAL) program, launching the Coonhounds Supreme Breeder Club, creating a comprehensive “economic impact of the AKC” study, and providing assistance for the launch of Online Entries for Agility.

5. Some of the LIMA Award–winning AKC-licensed pet products.
6. A gathering of 2008’s ACE-winning dogs and owners.
REGISTRATION AND CUSTOMER SERVICE

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

Thanks to an enhanced and streamlined process introduced in 2005, the popularity of online dog-registration services increased significantly in 2008.

Currently, 32 percent of all individual dog registrations are done online. Registration staff reports that an average of 69 percent of all litters in 2008 were registered online, with a high of 73 percent of litters being completed online in the month of November.

The year’s top breeds in individual dog registrations were Labrador Retrievers, Yorkshire Terriers, German Shepherd Dogs, Golden Retrievers, and Beagles.


The Customer Service department fields an average of 42,000 calls and 8,400 e-mails a month. Customer Service representatives answer e-mail inquiries in usually 48 hours or less.

Customer Service staff is at the forefront of assisting the growing number of customers who are both maintaining their records and registering their litters and dogs online.

The Special Services department oversees the following programs:

- AKC Direct (handling queries and requests from Delegates, club officers, judges, and others significantly involved in the sport), AKC Breeder Direct, and AKC Coonhound Direct;
- Purebred Alternative Listing (issuing PAL numbers that qualify purebreds without pedigrees to compete in AKC Companion and Performance Events). In 2008, staff developed packets to work directly with Parent Club Rescue programs to encourage enrollment of dogs placed by the breed club rescue. The new enrollment certificate and benefits of dog registration were implemented in 2008 when applicable.
- Foundation Stock Service (reviewing requests from breeds seeking FSS recording and eventual AKC recognition). In 2008, the Boykin Spaniel, Bluetick Coonhound, Cane Corso, Cesky Terrier, Icelandic Sheepdog, Leonberger, and Norwegian Lundehund became eligible for the Miscellaneous Class. The revised eligibility criteria for FSS breeds to compete in Companion Events became effective January 1, 2008, allowing owners of these breeds to compete in these events.
- The Xoloitzcuintli, Entlebucher Mountain Dog, and Treeing Walker Coonhound became eligible for the Miscellaneous Class, effective January 1, 2009. The Irish Red and White Setter, Pyrenean Shepherd, and Norwegian Buhund became AKC-recognized breeds on January 1, 2009;
- Registered Kennel Names (determining an applicant’s qualifications for the requested kennel name and reporting to the Executive Secretary);
- Impure-breeding case inquiries;
- The Breeder Referral program (helping potential owners to find reputable breeders);
- Breed Rescue Listings
- Breed Standard Revisions

COMPLIANCE OPERATIONS

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

Fourteen inspectors conducted 5,209 inspections of kennels, pet shops, distributors, and auctions in 2008. The inspectors monitor the care and conditions of the dogs and kennel facilities, and review recordkeeping and dog identification practices.

The division also coordinated with state and local
governmentson 100 cruelty and neglect cases, and inspectors provide assistance during several natural disasters, including, in 2008, tornadoses and flooding in the Midwest, and hurricanes Gustav and Ike.

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

Case Management produced approximately 1,650 letters and, on average, fielded 2,100 telephone calls each month in 2008. DNA Operations, utilizing DNA parentage-verification technology to maintain the integrity of the AKC Stud Book, processed 41,406 DNA samples in 2008. This brings the total number in the DNA database to over 475,000 DNA profiles.

As a part of the Compliance Audit program, inspectors collected 6,527 random DNA samples during kennel inspections. Staff succeeded in correcting or conditionalizing 693 incorrectly registered litters, preserving those registrations, while at the same time ensuring the integrity of the AKC Stud Book.

Compliance Support handles all disciplinary matters arising from events, complaints, or alleged violations of the AKC Code of Sportsmanship. In 2008, Compliance Support processed 271 complaints and disciplinary matters.

The Compliance Operations division reports to the Legal Department.

LEGAL

The three attorneys in the AKC Legal Department were called upon by the AKC Board and staff to review, draft, and negotiate contracts, manage litigation, provide legal counsel and corporate advice, monitor compliance issues, and prosecute matters filed under the AKC’s disciplinary system.

In 2008, the Legal Department reviewed and provided advice on approximately 543 contracts and agreements, including licensing, sponsorship, media, confidentiality, and nondisclosure agreements.

Press and purebreds in New York for the announcement of the annual breed-registration rankings. The Bulldog broke into the top 10, the Yorkshire Terrier moved up to number two, and the Labrador Retriever was first. Previous spread: the Bluetick Coonhound was one of seven breeds in 2008 to become eligible for the AKC Miscellaneous Class.
INFORMATION SERVICES

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

In 2008, Information Services was a key player in preparing and executing the AKC’s move into the new Brier Creek Operations Center.

The division was charged with the transfer of the vast storehouse of AKC information, which makes the sport of dogs possible, into the new data center at Brier Creek. ISD was also responsible for the acquisition and installation of the new facility’s computers, video conferencing equipment, telephones, and other communications systems.

Also in 2008, the division facilitated the launch of the Online Entry System for agility competitors, making the entry process quicker, simpler, and less expensive. Technical support was also provided for the significant updates to obedience, which include the new classes that went into effect January 1, 2009, and the introduction of regional qualifying events for the National Obedience Invitational. These initiatives were in addition to ongoing enhancements for support of all competition types.

ISD made it technically possible for the Registration department to implement the rule change allowing an owner to rename AKC-registered dogs meeting certain requirements, and for the launch of AKC Canine Good Citizen’s popular new S.T.A.R. Puppy program.

The AKC web site receives over 1.6 million unique visitors a month and averages a half million page views a day.

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COMMUNICATIONS

The AKC Communications department establishes and promotes a positive relationship with various audiences, chiefly pet owners and dog fanciers, utilizing the news media, the Internet, and other resources to communicate AKC objectives, positions, and programs. The location of AKC headquarters in New York City gives spokespersons many opportunities to appear on national TV, often at short notice, and provides Communications staff immediate access to journalists and producers in the world’s largest media market.

Taking advantage of current events and trends can help AKC communicate its messages. In July, a campaign was launched in reaction to Barack Obama’s promise to acquire a dog for his daughters. The AKC sought to use this platform to educate potential dog owners about how to match a breed to a family’s lifestyle and position the AKC as an information resource.

The AKC website at presidentialpup.com invited the public to vote for one of five hypoallergenic breeds best suited for the Obamas. After seven weeks and more than 42,000 votes, the Poodle was chosen. By year-end, the campaign reached an audience of nearly a billion, with media coverage in outlets such as Good Morning America, the Washington Post, and National Public Radio.

An ongoing public-service announcement (PSA) program ensures that AKC education messages are available to print and electronic media for use in their remnant advertising space.

In 2008 the AKC collaborated with Twentieth Century Fox, maker of the film adaptation of John Grogan’s best-seller Marley & Me. The author was featured in a TV and print PSA campaign stressing responsible dog ownership and directing dog lovers to akc.org. The campaign was in its early stages at the date of this printing but had already reached an audience of over 130 million.

The annual announcement of AKC registration rankings continues to be a successful outreach effort, with over 500 media clips and 409 million impressions received in 2008, including coverage from the Today Show, Live with Regis & Kelly, and People magazine. A press conference and customized

Marley & Me author John Grogan appears in AKC print and video public-service announcements promoting responsible dog ownership.
“top 10 dogs” data for the 50 largest U.S. markets helped jump-start the extensive coverage the campaign received year-round.

AKC Responsible Dog Ownership Day allows AKC clubs and other organizations to host local events with AKC support. Flagship events in New York City and Raleigh drew a combined 23,500 attendees and considerable press attention. Over 600 AKC clubs and other dog-related organizations hosted AKC RDO Day events. Media coverage of all RDO events reached more than 60 million people.

AKC Communications helps AKC-member and -licensed clubs reach the public. The “P.R. Tips & Tools” resource kit is available to every club, and the “AKCommunicates!” e-newsletter keeps clubs apprised of new AKC initiatives, and offers tools and tips for pursuing media coverage.

The AKC Syndicate’s more than 1,550 subscribers receive editorial content for newspapers and club newsletters.

Doner Advertising, working pro bono, and the AKC initiated an online campaign including both banner ads on sites frequented by dog lovers and search-engine optimization, resulting in AKC links appearing during Yahoo! and Google searches on dog-related topics.

Traditional media exposure was achieved by ads in Parade magazine, highlighting various programs that demonstrate the AKC position as the “dog’s champion.” Video ads ran during televised dog shows on NBC, ESPN, and Animal Planet, among other outlets.

AKC Communications oversees disaster preparedness. Together with AKC Companion Animal Recovery, the department responded to hurricanes Gustav and Ike with donations of supplies and money.

GOVERNMENT RELATIONS

A major victory for the dog fancy was won in August when, after 18 months, California saw the final demise of AB 1634, a bill that would have required the mandatory spay/neuter of purebred dogs unless the owner qualified for and purchased a special permit.

Although California continues to be a battleground for the rights of responsible dog owners and breeders, mandatory spay/neuter measures were defeated in the city of Huntington Beach as well as Santa Barbara and Kern counties. Staff met with some of the most active Southern California fanciers for a legislative seminar and discussion in late September.

The AKC Government Relations department continues to work to find new venues in which to meet with interested
fanciers and equip them to fight for the rights of responsible owners and breeders. 2008 marked the first year that Government Relations staff presented special legislative-empowerment seminars at three national specialties. The department works to find new venues in which to meet with fanciers and equip them to fight for the rights of responsible owners and breeders.

Georgia Governor Sonny Purdue signed into law tough new anti-dogfighting legislation that was supported by the AKC and the Georgia Canine Coalition.

The new law made it a felony to own a dog for fighting, to bet on a dogfight, or to allow a dogfight on one’s premises. It also made it a misdemeanor on the first offense and a felony on subsequent offenses to be a spectator at a dogfight.

Government Relations positively influenced Pennsylvania House Bill 2525 in September by contacting each state senator and asking them to communicate with the commercial breeding community to address many of the unreasonable engineering provisions in the original bill.

In conjunction with the Pennsylvania Federation of Dog Clubs and AKC breeder groups, the AKC was successful in obtaining most of the desired changes.

In response to local and state legislative challenges, Government Relations held “lobby days” in Harrisburg, Pennsylvania, and Dallas, Texas, providing AKC club members and breeders with information and tools concerning effective lobbying techniques. In each case, the participant’s efforts helped bring about positive changes.

The department worked with the AKC Massachusetts federation and contacted over 50,000 state residents in successful opposition to a bill that included anti-dog, anti–responsible breeder, and anti–responsible owner proposals, including mandatory spay/neuter, breeding limits, allowing towns and cities to impose BSL, instituting state-mandated vaccination schedules, and establishing unreasonable nuisance laws.

Other areas where the department assisted responsible dog owners include Tennessee, Arizona, Ohio, Michigan, Minnesota, Virginia, and the District of Columbia.

Staff attended the annual Pet Night reception on Capitol Hill and networked with legislators at the National Conference of State Legislatures.

The AKC Political Action Committee marked its first full year in 2008. The AKC PAC enables the AKC to collect donations from AKC club members and distribute them to the election campaigns of key legislators who assist the AKC in advocating for the rights of responsible dog owners in the legislative arena.

5. AKC’s Stephanie Smith at RDO Day, New York. 6. The people’s choice: Voters chose the Poodle as the breed for the first family. 7. AKC staff at the Marley & Me film premiere. 8. An AKC S.T.A.R. Puppy.
In April, the AKC and the fancy mourned the death of longtime fancier and AKC federal legislative advocate Dr. James Holt, after 15 years’ service to the AKC. The team of Greenberg Traurig has been selected to advocate on behalf of the AKC for the rights of responsible dog owners and breeders at the federal level.

**PUBLIC EDUCATION**

Public Education promotes a positive image of the AKC, purebred dogs, and responsible dog ownership through a variety of educational programs.

A primary goal of the department is to educate individuals of all ages about the importance of responsible dog ownership. In advocating for responsible dog ownership, the department presents the public with an alternative to undesirable restrictive canine legislation.

The department supports a network of over 4,000 volunteer educators from AKC-affiliated clubs. These Public Education Coordinators and Canine Ambassadors visit community groups and schools, distribute AKC materials and host responsible dog ownership events.

In 2008, the department took ownership of two new major educational initiatives: the Canine Experience events (formerly AKC Educational Matches) and the New Exhibitor Mentoring program.

In 2008, there were seven highly successful daylong, multiclip, multi-event Canine Experience events in Kansas City, Missouri; Scottsdale, Arizona; Stillwater, Oklahoma; Lancaster, California; New Orleans, Louisiana; and two venues on Long Island, New York.

In conjunction with the Dog Show Superintendents Association, the AKC established the New Exhibitor Mentoring Program in 2008. New Exhibitor Mentoring recognizes the important role mentors play in teaching new exhibitors about the sport of dogs, and helps match interested new exhibitors with experienced fanciers. There were approximately 100 pairings of mentors and mentees in the first two months of the program.

Public Education resources include more than 30 publications, the AKC “Best Friends” and “Safety Around Dogs” DVDs, teacher activity kits, elementary and middle school lesson plans, and an electronic newsletter.

Public Education designs and develops proactive responsible dog ownership materials. When the Government Relations department contests legislation in a locale, Public Education material may be used to show citizens and legislators the positive things the AKC does for dogs and communities.

**CLUB EDUCATIONAL SERVICES**

AKC Information and Education Booth appearances covering 121 days were made throughout the country, serving a large geographical area and a wide variety of events and venues.

In 2008, the booth hosted more than 160,000 visitors, from the general public in the United States and the United Kingdom to seasoned dog fanciers and interested spectators of many nations.

The Booth carries brochures, rulebooks, crucial alerts, and educational materials. In addition, Booth staff in 2008

- Made AKC Certified Three and Four Generation pedigrees immediately available in a collectible blue folder with a silver-foil AKC seal.
- Expanded outreach to pet-expo audiences, groomers, trainers, boarding kennels, high-volume breeders, sportsmen, and the trade industry, and visited select conferences for these constituents.
- Promoted the AKC/Eukanuba National Championship show at the booth’s fifth appearance at Crufts.
- Promoted goods and services available from the AKC and its affiliates.
- Supported Junior Showmanship by recruiting future juniors, helping juniors locate seminars and encouraging them to attend AKC handling clinics, and donating prizes to Junior Showmanship events.
- Collected donations for the AKC Humane Fund and educated the fancy as to its mission.
- Promoted children’s educational materials, provided feedback to Public Education staff, and recruited Canine Ambassadors.
- Supported local clubs, teachers, and veterinarians with information and donations to support their children’s education programs.
- Promoted legislative initiatives, concentrating on national issues and zeroing in on local issues at specific shows.

Continuing in 2008 were the Booth’s PAL Live evaluations, DNA-collection events, and the Foreign Registration Live program.

The AKC Banner Program coordinates the display of AKC-logo signage at dog events, raising AKC visibility with spectators and in the media.

**CANINE GOOD CITIZEN**

AKC Canine Good Citizen® (CGC) is a noncompetitive certification program that actively promotes responsible dog ownership by rewarding dogs who demonstrate good manners at home and in their community.

Each year, more than 8,000 approved CGC evaluators nationwide test approximately 40,000 dogs. CGC classes and testing are offered in more than 900 PetSmart stores.
2008 CGC high point was the introduction of a new level of CGC for puppies, called the AKC S.T.A.R. Puppy program. (S.T.A.R. stands for all the things puppies need: Socialization, Training, Activity, and Responsible owners.)

The legislature of California passed a resolution in 2008 in support of CGC. In all, 35 states have formally endorsed CGC.

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

Many AKC parent clubs offer CGC testing at their national specialties.

PUBLICATIONS

The Publications division produces the AKC family of periodicals and such special projects as this report. The division is also responsible for AKC web site and e-mail newsletter ad sales and production.

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

At the February 2008 Dog Writers Association of America banquet, the Gazette won the most awards among all-breed magazines in competition. They were:

- Best Feature Article, “Brain Storms: Anatomy of a Seizure,” by Matthew Schenker, which also won a $1,000 Morris Animal Foundation prize;
- Best Short Fiction, “Divine Intervention,” by Gina Mireault, which also won a special award sponsored by Pet Sitters International;
- Best Black and White Photography, Diane Lewis;
- and the DWAA Junior Writer Award, won by 11-year-old junior handler Jocelyn Brody.

Also in February, the Alliance of Purebred Dog Writers presented Gazette Features Editor Mara Bovsun its Arthur Frederick Jones Award for her story “Dog Years,” and Gazette “Behavior and Training” writer Tracy Libby took the APDW Best Column award.

A digital edition of the Gazette was launched in 2008. This page-for-page replica of the print magazine is downloadable from akc.org each month and is also attached to the “Your AKC” e-mail broadcast. Gazette advertising revenue increased 8 percent over 2007.

AKC Family Dog, an added value to Gold Level dog registrations, is the AKC lifestyle magazine conceived for owners of pet purebreds and is a valuable tool for AKC public outreach.

In February, the bimonthly publication was named America’s Best All-Breed Magazine by the DWAA for a second straight year. The DWAA also named Family Dog’s “The ACE Files” Best Column/Series. Family Dog ad revenue increased 16 percent over the previous year. The magazine is sent free to veterinary offices, professional groomers, and boarding kennels.

The AKC New Puppy Handbook, a pocket-sized guide to puppy care and training, is sent to all new AKC registrants as an incentive to register. The colorful, practical reference guide is entirely supported by advertising.

Distribution of the “Your AKC” e-mail newsletter surpassed 1,200,000 monthly recipients in 2008. The AKC program for special-interest e-newsletters delivered almost 18,000,000 e-mails to subscribers in 2008.

Advertising revenues for the AKC web site and e-mail newsletters increased by 32 percent over 2007.
AKC COMpanION ANIMAL RECOVERY

AKC Companion Animal Recovery (CAR), an AKC affiliate organization, is dedicated to reuniting lost pets with their owners.

CAR, the nation’s largest nonprofit recovery service, maintains a state-of-the-art international database of microchipped, tattooed, and collar-tagged pets. Skilled recovery coordinators utilize the database to provide lifetime recovery services 24 hours a day, 365 days a year, for dogs, cats, and 33 other species.

There are approximately 4 million animals enrolled in the program, which has recovered more than 340,000 animals since its inception in 1995. CAR historically recovers a lost pet every seven minutes. CAR sells the CAR ID System microchips and readers to veterinarians, shelters, and breeders for a complete lifetime pet identification and recovery service.

The AKC CAR Canine Support and Relief Fund works with state emergency-response units, local shelters, rescue organizations, and dog clubs to provide immediate assistance for pets affected by natural disasters. The Fund provides food, water, crates, collars, leashes, and other essential supplies. In 2008 the Fund made grants of $282,000 to nonprofit search-and-rescue teams, and CAR contributed $100,000 to the 2008 AKC Veterinary Scholarship program.

For more information visit akccar.org, or call 800-5-784 to speak with a CAR representative.

AKC MUSEUM OF THE DOG

The American Kennel Club Museum of the Dog, located in historic Jarville House in West St. Louis County, houses the country’s largest collection of canine art.

2008 new acquisitions include porcelain and bronzes of Great Danes as well as a Maud Earl painting of a Great Dane and a superb blue leather chair with hand-carved armrests in a Dachshund motif given by the Nancy- Carroll Draper estate. Other 2008 gifts include a bronze of an Otterhound by James Gion, a 19th-century bronze of a Mastiff, two German Shepherd photographs by Michael Eastman, and an oil-on-canvas of a West Highland White Terrier by Christine Merrill. The Museum’s holdings of art and artifacts, as well as the Hope A. Levy Memorial Library’s collection of books on dogs, has doubled in the last decade.

Exhibits and events held at the Museum in 2008 included the 23rd annual theater-benefit fund-raiser featuring the Broadway musical Xanadu with an after-theatre supper at the “21” Club.

A showing of pastels and paintings of dogs of Tibet by Constance D. Coleman opened in the Special Exhibit Gallery in March, followed by the Sixth Artists’ Registry Exhibition of paintings by Judith Jarcho, Sally M. Berner, and Jennifer Leong. The Museum maintains an Artists’ Registry of more than 200 listings of artists available by commission for pet portraits.

A successful dinner benefit was held at the Museum in September to honor late board member Donald Danforth Jr.

The AKC Museum of the Dog, a 501 (c)(3) tax-exempt organization founded in 1982, is funded mainly by corporate and private gift donations. The Museum receives $187,000 annually from the AKC for operating support. It is open year-round (closed Mondays and holidays) to approximately 12,000 visitors a year.

More information can be found at museumofthedog.org.

AKC CANINE HEALTH FOUNDATION

The AKC Canine Health Foundation (CHF) is a charitable organization that raises funds to support canine health research and education. The CHF’s three-pronged approach focuses its research dollars on prevention, treatment, and cure of canine diseases. Research supported by the CHF will benefit all dogs, and has positive implications for human research, as well.

In 2008, the AKC contributed $1 million in support of canine-health research programs and $260,000 for operating expenses. Also, the AKC provided in-kind administrative support to the CHF valued at nearly $166,000.

In addition to the jointly produced Breeders’ Symposia, the CHF partnered with the AKC in developing biweekly podcasts. The Genome Barks program feature speakers from the AKC and CHF Breeders’ Symposia as well as researchers funded by the CHF and various programs offered by the AKC. To hear archived podcasts, visit genomebarks.com.

To make a secure online contribution to the AKC Canine Health Foundation or for additional information about CHF programs and research, visit akcchf.org.

New to the AKC Museum in 2008: West Highland White Terrier in a Landscape, oil on canvas, 26 by 22 inches, by Christine Merrill.
1. 2008 AKC/Eukanuba National Championship Best in Show Pointer Ch. Cookieland Seasyde Hollyberry and handler Michael Scott with, l to r, Israel Kennel Club President Amnon Mader, AKC President/CEO Dennis B. Sprung, AKC Chairman Ronald H. Menaker, BIS judge Dr. Robert D. Smith, P&G Pet Care’s Dan Rajczak, Animal Planet’s Leanza Cornett, Eukanuba representatives Jason Taylor and Vicki Seiler. 2. Co-owner Helyne Medeiros with Holly and Scott. 3. Best Bred-by-Exhibitor in Show English Setter Ch. Chebaco Blames It on Trabeiz (Ross) and owner-handler Eileen Hackett.
5. Eukanuba World Challenge winner Saluki Dakira Sawahin, of Germany, and handler Dagmar Mintzenberg-Freisleben with, l to r, Ron Menaker, Barbara Muller, judge Hans Muller, Eukanuba Global Marketing Director Richard Learwood, Dennis Sprung, and Anne van Merkensteijn of Eukanuba International Operations. 
6. Dakira’s victory lap. 
7. Hackett and Ross with, l to r, Ron Menaker, judge Dr. Harry Smith, Dennis Sprung, and Canadian Kennel Club Chairman Dwain McLean.
BREEDER OF THE YEAR

The Breeder of the Year program honors breeders who have dedicated their lives to improving the health, temperament, and quality of purebred dogs.

- Breeder of the Year (representing the Sporting Group): Joan Savage, Stagedoor English Setters
- Hound Group: Kathy and Julie Jones (Jasiri-Sukari Basenjis)
- Working Group: Lilian Ostermiller (De-Li Bernese Mountain Dogs)
- Terrier Group: Miriam Stamm (Anstamm Scottish Terriers)
- Toy Group: Luke and Diane Ehrich (Hallmark Jolei Shih Tzu)
- Non-Sporting Group: Eleanor and Bob Candland (El-Bo Boston Terriers)
- Herding Group: James and Sheree Moses (Kalex German Shepherd Dogs)

LIFETIME ACHIEVEMENT AWARDS

Lifetime Achievement Awards honor longtime fanciers of national repute who have made lasting contributions to the sport of purebred dogs.

- Conformation: Wendell J. Sammet
- Companion Events: Kenneth A. Buxton
- Performance: Mary Jo Trimble

AWARDS FOR CANINE EXCELLENCE (ACE)

Awards for Canine Excellence salute AKC-registrable dogs that enrich, inspire, or contribute to the lives of individuals or communities.

- Therapy: Zadok (Akita), owned by Julie Burk, of Damascus, Oregon
- Law Enforcement: Lex (German Shepherd Dog), owned by Rachel and Jerome Lee, of Quitman, Mississippi
- Exemplary Companion: Annie (Doberman Pinscher), owned by Donna Rock, of Lacombe, Louisiana
- Service: Cary (Labrador Retriever), owned by Sara Elizabeth Solomon, of Nashville, Tennessee
- Search and Rescue: Taffy (Bloodhound), owned by Douglas Williams, of Laguna Niguel, California

COMMUNITY ACHIEVEMENT AWARDS

Community Achievement Awards recognize exemplary efforts in public education and canine legislation.

- Suzanne Benchoff, Chambersburg Area Kennel Club
- Delaware County Kennel Club
- Greenville Kennel Club
- Illini Great Dane Club
- Lexington Kennel Club
- Lyons Township Dog Training Club
- Ann McGloon, Sussex Spaniel Club of America
- Salisbury Maryland Kennel Club
- Elaine Shoe-Ezell, Garden State Golden Retriever Club
- Trap Falls Kennel Club
- Upper Potomac Valley Kennel Club
- Linda D. Witouski, Myrtle Beach Kennel Club
AKC/Eukanuba National Championship
December 13 & 14, 2008 • Long Beach, California
The following summaries represent data extracted from the audited consolidated financial statements of the American Kennel Club, Inc. (AKC), AKC Companion Animal Recovery Corporation (CAR), The AKC Humane Fund, and the AKC Political Action Committee.

2008 was an especially challenging year for the AKC from a financial perspective. The organization felt the effects of the economic recession in 2008 just like the rest of corporate America. Although 2008’s total consolidated revenues of $73 million were slightly higher than the previous year, a number of our core revenues were lower. Total expenses of $71.2 million increased 4% from 2007. The increase in unrestricted net assets in 2008 prior to the inclusion of non-operating items was $1.7 million vs. $4.4 million in the previous year.

However, non-operating items had a significant impact in decreasing the balance of 2008’s unrestricted net assets. The abysmal performance of the stock market significantly penalized our financial results for the year. Investment losses in 2008 totaled $23.0 million due to the depreciated market value of our portfolio. In addition, the new accounting treatment of pensions and other postretirement benefit plans (pursuant to FASB Statement 158) resulted in a decrease to net assets of $26.8 million in 2008. Consequently, the consolidated net asset balance at the end of 2008 was reduced to approximately $32.0 million.

Management has remained focused on cost containment, while also continuously searching for revenue enhancement opportunities.

During 2008, $68.7 million was spent on various program services. This represented 96% of consolidated total operating expenses for the year.

As the stewards of the financial data presented in this report, we are responsible for its integrity and objectivity. The AKC Board’s Audit Committee meets periodically with senior management and our external auditors to ensure we fulfill our responsibility for accounting controls and accuracy of the consolidated financial statements and related data.

A copy of the complete 2008 consolidated audited financial statements, including KPMG’s unqualified independent auditors’ report, is available upon request.

Joseph V. Baffuto, Jr.
Controller

James T. Stevens
Chief Financial Officer
## The American Kennel Club, Incorporated

### Consolidated Balance Sheets

**December 31, 2008 and 2007**

**IN THOUSANDS**

### Assets

<table>
<thead>
<tr>
<th>Item</th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
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<td>Receivable on sale of investments</td>
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<td>4,300</td>
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<tr>
<td>Accounts receivable, net of allowance for doubtful accounts</td>
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<td>1,031</td>
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<td>of $61 and $72 in 2008 and 2007, respectively</td>
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<tr>
<td>Investments</td>
<td>57,316</td>
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<td>Prepaid expenses and other</td>
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<td>Prepaid pension cost</td>
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<td>Property and equipment, net</td>
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<td>Collections</td>
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<td><strong>TOTAL ASSETS</strong></td>
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### Liabilities and Net Assets

#### Liabilities:

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<tr>
<th>Item</th>
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<th>2007</th>
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<tr>
<td>Accounts payable and accrued expenses</td>
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</tr>
<tr>
<td>Deferred lease liability</td>
<td>3,353</td>
<td>2,258</td>
</tr>
<tr>
<td>Capital lease obligations</td>
<td>5,586</td>
<td>153</td>
</tr>
<tr>
<td>Postretirement benefits other than pensions</td>
<td>17,962</td>
<td>18,698</td>
</tr>
<tr>
<td>Pension benefits obligation</td>
<td>13,918</td>
<td>—</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$47,059</td>
<td>$27,953</td>
</tr>
</tbody>
</table>

#### Contingencies

Net assets:

#### Unrestricted:

<table>
<thead>
<tr>
<th>Item</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>6,259</td>
<td>12,914</td>
</tr>
<tr>
<td>Funded status of postretirement plans</td>
<td>(31,880)</td>
<td>(3,058)</td>
</tr>
<tr>
<td>Investment in property and equipment</td>
<td>8,219</td>
<td>8,392</td>
</tr>
<tr>
<td>Board designated</td>
<td>46,862</td>
<td>59,280</td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td>29,460</td>
<td>77,528</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>2,639</td>
<td>2,666</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>32,099</td>
<td>80,194</td>
</tr>
</tbody>
</table>

#### TOTAL LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$79,158</td>
<td>$108,147</td>
</tr>
</tbody>
</table>
THE AMERICAN KENNEL CLUB, INCORPORATED
CONSOLIDATED STATEMENTS OF ACTIVITIES
YEAR ENDED DECEMBER 31, 2008 AND 2007
(IN THOUSANDS)

<table>
<thead>
<tr>
<th>Changes in unrestricted net assets:</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating support, revenues and reclassifications:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration fees</td>
<td>31,933</td>
<td>34,032</td>
</tr>
<tr>
<td>Recording and event fees</td>
<td>10,162</td>
<td>6,584</td>
</tr>
<tr>
<td>Fees and certified pedigrees</td>
<td>7,951</td>
<td>8,912</td>
</tr>
<tr>
<td>Royalty and sponsorship income</td>
<td>6,815</td>
<td>7,644</td>
</tr>
<tr>
<td>Videos, DNA and other product services</td>
<td>4,912</td>
<td>5,175</td>
</tr>
<tr>
<td>Enrollment fees and microchip sales</td>
<td>3,992</td>
<td>4,284</td>
</tr>
<tr>
<td>Publications</td>
<td>3,345</td>
<td>3,577</td>
</tr>
<tr>
<td>Contributed air time and print space</td>
<td>2,776</td>
<td>1,663</td>
</tr>
<tr>
<td>Other income</td>
<td>581</td>
<td>364</td>
</tr>
<tr>
<td>Contributions</td>
<td>252</td>
<td>40</td>
</tr>
<tr>
<td>Interest and dividends</td>
<td>245</td>
<td>354</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>27</td>
<td>195</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING SUPPORT AND REVENUES</strong></td>
<td>72,991</td>
<td>72,824</td>
</tr>
<tr>
<td>Operating costs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payroll and related benefits</td>
<td>34,024</td>
<td>32,948</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>5,216</td>
<td>5,172</td>
</tr>
<tr>
<td>Public education, books and videos</td>
<td>4,732</td>
<td>3,502</td>
</tr>
<tr>
<td>Rent</td>
<td>3,760</td>
<td>2,957</td>
</tr>
<tr>
<td>Professional and service fees</td>
<td>3,667</td>
<td>3,000</td>
</tr>
<tr>
<td>Communications and postage</td>
<td>3,556</td>
<td>3,547</td>
</tr>
<tr>
<td>Public relations, events and programs</td>
<td>3,249</td>
<td>3,365</td>
</tr>
<tr>
<td>Travel</td>
<td>2,880</td>
<td>2,993</td>
</tr>
<tr>
<td>Forms and supplies</td>
<td>2,384</td>
<td>2,254</td>
</tr>
<tr>
<td>Printing, paper and promotions</td>
<td>2,302</td>
<td>2,769</td>
</tr>
<tr>
<td>Maintenance, rentals and insurance</td>
<td>2,254</td>
<td>2,257</td>
</tr>
<tr>
<td>Grants and contributions</td>
<td>1,774</td>
<td>2,195</td>
</tr>
<tr>
<td>Directors, delegates and committees</td>
<td>971</td>
<td>1,037</td>
</tr>
<tr>
<td>Other</td>
<td>478</td>
<td>391</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING COSTS</strong></td>
<td>71,247</td>
<td>68,387</td>
</tr>
<tr>
<td>Increase in unrestricted net assets before non-operating items</td>
<td>1,744</td>
<td>4,437</td>
</tr>
<tr>
<td>Realized and unrealized (loss) gain on investments</td>
<td>(23,043)</td>
<td>5,939</td>
</tr>
<tr>
<td>Amount not yet recognized as a component of net periodic benefit cost</td>
<td>(26,769)</td>
<td>—</td>
</tr>
<tr>
<td>(Decrease) increase in unrestricted net assets before effect of adoption of FASB Statement No. 158</td>
<td>(48,068)</td>
<td>10,376</td>
</tr>
<tr>
<td>Effect of adoption of recognition provisions of FASB Statement No. 158</td>
<td>—</td>
<td>(16,766)</td>
</tr>
<tr>
<td>Decrease in unrestricted net assets</td>
<td>(48,068)</td>
<td>(6,390)</td>
</tr>
<tr>
<td>Changes in temporarily restricted net assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>(27)</td>
<td>(195)</td>
</tr>
<tr>
<td>Decrease in temporarily restricted net assets</td>
<td>(27)</td>
<td>(195)</td>
</tr>
<tr>
<td>Decrease in net assets</td>
<td>(48,095)</td>
<td>(6,585)</td>
</tr>
<tr>
<td>Net assets at beginning of year</td>
<td>80,194</td>
<td>86,779</td>
</tr>
<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td><strong>$ 32,099</strong></td>
<td><strong>$ 80,194</strong></td>
</tr>
</tbody>
</table>
## AKC Officers & Staff

### January 2009

### BOARD OFFICERS
- **RONALD H. MENAKER**
  - Chairman of the Board
- **HON. DAVID C. MERRIAM**
  - Vice Chairman of the Board

### EXECUTIVE OFFICERS
- **DENNIS B. SPRUNG**
  - President/Chief Executive Officer
- **JOHN J. LYONS**
  - Chief Operating Officer
- **JAMES T. STEVENS**
  - Chief Financial Officer
- **JAMES P. CROWLEY**
  - Executive Secretary

### VICE PRESIDENTS
- **NOREEN E. BAXTER**
  - Communications
- **CHARLES L. KNEIFEL**
  - Chief Information Officer
- **DARRELL L. HAYES**
  - Dog Show Judges
- **ROBIN L. STANSELL**
  - Event Operations

### GENERAL COUNSEL
- **MARGARET H. POINDEXTER**

### ASSISTANT VICE PRESIDENTS
- **CURT A. CURTIS**
  - Companion Events
- **GINA DiNARDO**
  - Assistant Executive Secretary
- **KEITH L. FraZIER**
  - Audit and Control
- **DOUG V. LJUNGREN**
  - Performance Events
- **KRISTI M. MARTINEZ**
  - Internal Consulting Group
- **DAISY L. OKAS**
  - Communications
- **MARIBETH E. O’NEILL**
  - Customer Service
- **VICKI L. REES**
  - Human Resources
- **DAVID W. ROBERTS**
  - Registration
- **DAPHNA STRAUS**
  - Business Development
- **TRACEY L. TESSIER**
  - Software Development

### ANNUAL REPORT STAFF
- **RON RELLA**
  - Project Coordinator
- **SANDRA SCHMEL**
  - Art Director
- **JENNIFER FREEMAN**
  - Print Production Manager
- **BUD BOCCONE**
  - Editor
- **RUSSELL BIANCA**
  - Creative Production Director
- **KIRA SEXTON**
  - Photo Coordinator
- **JOSEPH V. BAFFUTO JR.**
  - Controller
- **MEGHAN LYONS**
  - Photo Editor

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