Mission Statement

The American Kennel Club is dedicated to upholding the integrity of its Registry, promoting the sport of purebred dogs and breeding for type and function. Founded in 1884, the AKC and its affiliated organizations advocate for the purebred dog as a family companion, advance canine health and well-being, work to protect the rights of all dog owners and promote responsible dog ownership.
The American Kennel Club’s 125th anniversary was an occasion to reflect on how much has changed since the September day in 1884 when our organization was founded. But at its core, in its heart of hearts, our sport holds values that are ever constant. An exhibitor will always beam with pride as she stacks her dog for a big win shot. A good retrieve has always been a good retrieve, and the soulful gaze of a trusty gundog will always be the sportsman’s sweetest reward. The deep satisfaction handlers will derive from a flawless obedience routine this weekend is the same as it was in the early 1930s, when the event was new.

Of course, the point of it all—past and present—has been to produce good dogs, sound of mind and body. This will always be so.

And the AKC itself, despite many superficial changes, remains true to the core mission set forth by its founders. It was put well by an AKC president of the mid-20th century, William E. Buckley, who once assembled the staff to remind them, “Always remember: We are a service organization. The dogs are not here for us, we are here for the dogs.”

—from the September 2009 AKC Gazette

The photos that open each section of this report were taken at the “Meet the Breeds” event held in New York City’s Javits Convention Center on October 17 and 18, a joint presentation of the American Kennel Club and Cat Fanciers’ Association. Nearly 200 clubs, 100 vendors, 16 sponsors, several celebrity guests (such as TV’s Mario Lopez, top photo), and 36,000 visitors made it the biggest such event ever staged in the United States.
THE 2009 AMERICAN KENNEL CLUB BOARD OF DIRECTORS

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EX OFFICIO
Dennis B. Sprung
2009: A QUASIQUINTENNIAL YEAR

A look back to the origin of the American Kennel Club offers a glimpse into the history of America during exciting times of change and innovation. In 1884, the year AKC was founded, Susan B. Anthony argued in Washington for an amendment to the Constitution that would grant women the right to vote. The demand for an eight-hour workday was proclaimed. The year also saw the first commercially successful long-distance telephone service and the laying of the cornerstone of the Statue of Liberty.

Amid these historical moments, 12 sportsmen met in Philadelphia to share their ideas and experiences in holding bench shows and field trials, and it was this consortium that ultimately built the foundation for the treasured institution we now know as the American Kennel Club. Over the course of 125 years, the AKC has maintained an unbreakable sense of integrity and respect for tradition while embracing progress and transformative plans for the future.

This anniversary year abounded with initiatives that united our core constituency and newer audiences in celebration of the dogs we love. Our first large-scale Meet the Breeds event, sponsored by PetPartners providers of pet healthcare, at the Javits Convention Center in New York City surpassed all expectations, generating nearly 500,000,000 media impressions and hosting over 36,000 pet enthusiasts in one weekend.

Over 200 AKC parent clubs and Cat Fanciers’ Association councils joined us as we introduced the public to the unique characteristics of purebred dogs and cats in an interactive and creative format never seen before in the media capital of the world. Breed booths with veteran breeders and their friendly breed ambassadors, demonstrations of AKC events and shopping opportunities lured dog and cat enthusiasts at all levels of experience from the New York tristate area and beyond. Creating a bridge between the veteran breeder and the family researching its very first pet, Meet the Breeds was a catalyst for responsible-ownership education.

At the heart of the American Kennel Club since its inception is our passion for and commitment to purebred dogs. We saw no better way to pay tribute to 125 years of the purebred fancy than to host our annual AKC/Eukanuba National Championship in an open-entry format. This year, competition was open to breeders, owners, and handlers of all quality exhibits, from seasoned champions to canine ingénues in the classes. Once again we offered opportunities for companion events enthusiasts to compete on the national stage through the AKC National Obedience Invitational and the AKC Agility Invitational. Nearly 5,000 entries in conformation, obedience, and agility in 350,000 square feet of space made our weekend in Long Beach the nation’s largest dog show in 2009.

Building on 125 years of leadership in dog knowledge and stewardship, the AKC created the Canine Health and Welfare Advisory Panel. In establishing this coalition of revered veterinary and animal-health professionals, the AKC provides a forum for scientifically based discourse to foster greater public understanding about health concerns in dogs. This panel will inform our actions as we continue the work that has long been at the forefront of our mission to ensure the health and welfare of all dogs and preserve the human-canine bond.

Our constituencies devote themselves to a diverse set of canine activities and competitions, but common to us all is a fundamental love for our dogs—regardless of their heritage—that makes our lives and families complete.

In celebration of the evolving face of pet ownership, 2009 saw the historic move to welcome mixed-breeds into the world of the AKC through our new Canine Partners program. This program invites mixed-breed dog owners to list their dogs and offers a variety of products and services that enhance the
human-canine bond, including access to AKC companion-animal events. In April of 2010, all spayed and neutered Canine Partners will be eligible to participate in agility, obedience, and rally trials hosted by participating AKC clubs.

In its first full year, the AKC S.T.A.R. Puppy program introduced thousands of new owners to the value and rewards of basic obedience training for dogs in their first year of life. The program provides in-depth advice to new dog owners at a critical stage and offers a natural lead-in to advanced training, such as the very popular AKC Canine Good Citizen program and AKC companion events. More than 12,000 puppies got their paws wet in basic training through the S.T.A.R. program in 2009, setting the stage for a happy, healthy life with their proud owners.

Embracing new communities of dog owners through innovative programs such as Meet the Breeds, Canine Partners, and S.T.A.R. Puppy affords us many more opportunities to do what is most important—educate the public about responsible pet ownership. We utilize far-reaching communication tools to tell the world what we are doing on behalf of dogs and invite more people to join us in our cause as the dog’s champion. Through such social media channels as Facebook, My Space, and Twitter, the AKC saw record levels of public support, and the opportunities for growth are inspiring.

Rising to the challenges of the future is as important as acknowledging accomplishments of the past, so we captured the AKC’s legacy in the new hardcover book Dogs: The First 125 Years of the American Kennel Club. An update of 1984’s AKC Source Book, this new volume chronicles the history and highlights of our sport since the founding of our organization.

Our first 12 sportsmen never could have predicted how the world would change over the course of 125 years, but one phenomenon has remained constant, only enhanced by evolutions in technology and social change: The human-canine connection has remained true and our bonds with our dogs have grown stronger than ever before. We look to the future with anticipation and confidence as we unite our core and new communities of dog lovers to deepen these bonds together.

Ron Menaker
Chairman of the Board

Dennis B. Sprung
President/CEO

The American Kennel Club

The American Kennel Club was founded in 1884. It operates the world’s largest registry of purebred dogs and is the nation’s only not-for-profit organization devoted to the study, breeding, exhibiting, and advancement of purebred dogs. In 2009, the AKC sanctioned and regulated 22,821 competitive dog events. The AKC approves, sanctions, and regulates the events of its 613 member clubs. In addition, more than 4,000 licensed and sanctioned clubs hold events under AKC Rules and Regulations.

The AKC advocates canine good health and responsible ownership, and is a leader in the international canine community. It serves the “fancy”—the dedicated breeders, exhibitors, judges, handlers, Delegates, dog owners, and other enthusiasts who make the sport of dogs a cherished institution. As a “club of clubs,” the AKC has no individual members. Each member club may be represented by one voting Delegate at quarterly meetings. Staff executes AKC policy set by a 13-member Board of Directors, elected by the Delegate Body. The Board elects a Chairman, who presides at meetings scheduled for eight times a year. The President/CEO serves as an ex officio Board Member.

The AKC provides financial and administrative support to the American Kennel Club Canine Health Foundation, which underwrites scientific research to safeguard and advance the health of purebred dogs. The American Kennel Club Museum of the Dog, also supported by the AKC, promotes knowledge and appreciation of purebred dogs through its famous collection of canine art and artifacts. American Kennel Club Companion Animal Recovery, an affiliate organization of the AKC, is dedicated to reuniting owners and lost pets.

The AKC is managed by a staff directed by the President/Chief Executive Officer. AKC Operations, in Raleigh, North Carolina, is under the direct supervision of the Chief Operating Officer.

President and CEO Dennis B. Sprung (left) and Chairman Ronald H. Menaker were photographed at the Meet the Breeds event in New York.
In 1984, the American Kennel Club celebrated its first century. Among the many special projects of that festive year was the preparation of the indispensable AKC Source Book.

2009, another big anniversary year, seemed an appropriate time to fully update and revise the Source Book. The result was *Dogs: The First 125 Years of the American Kennel Club*.

*Dogs* celebrates the first century and a quarter of our organization, tracing the rise of dog shows in the United States, alongside the country’s increasing interest in purebred dogs and dog-related activities, from the rigorous field trials of the late 19th century to exciting innovations like agility and rally.

More than a historical account of the AKC’s growth, this beautifully designed volume captures indelible moments with great show dogs, legendary judges and exhibitors, and other famous figures in a lively decade-by-decade narrative. Featuring images from the AKC archives and art collection, *Dogs* presents the AKC’s rich history in 344 profusely illustrated pages.

*These images are contained in Dogs: The First 125 Years of the American Kennel Club (2009), from Kennel Club Books, a division of BowTie, Inc.*
Meet the Breeds

Presented by

American Kennel Club
Cat Fanciers' Association

PetPartners
Your Partner in Pet Health Care

October 17th - 18th

meetthebreeds.com
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 613 AKC member clubs. Minutes of Board and Delegate meetings are published in the AKC Gazette and posted at akc.org. The December 2009 Delegate meeting was held in Long Beach, California; the June meeting was held in Raleigh, North Carolina; and the March and September meetings were held in the New York City area.

The Executive Secretary oversees relations with foreign registries. In 2009, the AKC established a working relationship with the national kennel clubs of Cyprus, Gibraltar, Guatemala, and Macedonia.

The AKC Lifetime Achievement Awards, Breeder of the Year Award (BoY), Community Achievement Awards, and the Outstanding Sportsmanship Awards are administered by the Executive Secretary’s office. BoY recipients are honored at the AKC/Eukanuba National Championship. Quarterly AKC Community Achievement Awards are given to honor 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 “AKC Breeder” newsletter sponsored by Royal Canin, and in collaboration with the AKC Canine Health Foundation presented four Breeders Symposia in 2009.

The Club Relations department maintains files on approximately 5,050 member, licensed, and sanctioned clubs, and hundreds of other clubs 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 clubs in resolving bylaw-related internal disputes.

AKC Archives solicits, organizes, and preserves historical papers, photographs, and audio-visual materials generated by the AKC and its member clubs, and assists researchers from the fancy and general public.

The AKC Library collection contains more than 18,000 volumes. It is America’s most comprehensive collection on the subject of domestic dogs and is considered one of New York’s finest research libraries. The library is open to the public by appointment (212-696-8245; library@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.

The Human Resources division provides a wide range of internal services to ensure that the AKC attracts and retains capable employees.

In 2009, AKC University continued its popular “World of AKC,” which taught employees about various AKC departments, the breed groups, and the “Beginner’s Guide to Dog Shows.” Other AKC-U classes included workplace skills, management, and personal development. AKC-U held 45 classes with over 1,100 hours spent in training. In addition, the educational-reimbursement program supports employees enrolled in college classes.

The Raleigh Community Events Team promotes the AKC as a good corporate citizen through civic and philanthropic initiatives. In 2009, the team supported nine groups, including Guide Dogs for the Blind, St. Jude Children’s Hospital, Susan G. Komen Breast Cancer Foundation, Ronald McDonald House, KidsPeace, the Jimmy V. Foundation, and the NCSU Mobile Vet Unit. The team also purchased eight cooling vests for military dogs serving in the Middle East.

The team made many appearances in the Triangle area to promote responsible dog ownership and the AKC. They and their dogs greeted filmgoers at the local premiere of Hotel for Dogs, marched in the Raleigh Christmas Parade, and spoke about safety around dogs at the local library. The team demonstrated dog sports at the Brier Creek July Fourth celebration, NCSU Doggie Olympics, and at a Carolina RailHawks professional soccer game.

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

The Internal Consulting Group provides business consulting and project management services to other AKC divisions and...
senior staff. The department focuses on driving increased revenue, improved efficiency, and enhanced customer satisfaction while providing developmental opportunities to future leaders through business training, sport exposure, and hands-on projects within various AKC divisions.

In 2009, ICG collaborated with other departments on several new initiatives described elsewhere in this report. The group helped to launch the AKC Canine Partners program, enhance AKC Global Services, prepare registration data trends and analysis reports, and create outreach programs for breeders and fanciers, including the launch of the first Breeder Appreciation Day.

The department developed and managed customer and industry surveys designed to support ongoing and future operational enhancements and new revenue projects. ICG continues to manage a number of registration-improvement pilots including a revision of the dog-registration application.

**MARKETING AND LICENSING**

The American Kennel Club cultivates the value of its brand through licensing programs that result in products and merchandise bearing AKC trademarks. The AKC’s representative, 4Sight Licensing Solutions, Inc., creates and manages licensing programs that uphold AKC standards of quality and style. In 2009, the licensing program added six new licensees to its ever-expanding portfolio.


Also in 2009, Petmate launched their line of AKC Platinum Chews exclusively at Target stores. These highly digestible treats fight plaque and tartar and come in a variety of flavors.

MeadWestvaco showcased some of the AKC’s most popular breeds in a variety of breed-specific 16-month calendars for 2010.

For stamp collectors, the Inter-Governmental Philatelic Corporation launched a series of collectable postage stamps honoring some of America’s favorite dog breeds. Each stamp sheet features beautiful photos and classic illustrations of one or a variety of AKC-registered breeds. Primary Colors brought the AKC brand to a line of colorful stationery suitable for both children and adults. AKC-licensed products are available at over 9,000 retail locations nationwide and abroad.

The Marketing department obtained various corporate sponsorships for the inaugural Meet the Breeds event in New York.

1. The Bonhams auction preview benefits the AKC Humane Fund. 2. In June, the AKC’s Madison Avenue neighbor Consul General Felix Augustin, of Haiti, paid a courtesy call to our New York headquarters. After a massive earthquake devastated Haiti in early 2010, Dennis Sprung visited Augustin to offer AKC support. 3. The collection of dog-head walking sticks donated to the Humane Fund by Lawrence and Shirley Kalstone. 4. Peaches, the four-millionth animal enrolled in AKC CAR.
York City, presented by PetPartners, Inc, a leading health-care provider. Additional sponsors included Invisible Fence Brand; ADT Security Services; finestationery.com; dog.com; Hartz Mountain Corporation; Continental Airlines; WebVet; JAKKS Pets; Paramount Chemical Specialties, Inc.; GoPetFriendly.com; Petmate; Royal Canin; and YourDogsHeart.com.

Bayer K9 Advantix continued its support of AKC Veterinary Outreach, AKC Vet Net, and AKC Online Breeder Classifieds. K9 Advantix also provided special offers to breeders of AKC-registered litters. Invisible Fence Brand sponsored AKC Responsible Dog Ownership Days, in addition to expanding its presence in AKC events with sponsorship of Meet the Breeds.

In 2009, dog.com enhanced its registration program with merchandise certificates, stainless-steel puppy feeders, and luxurious blankets. Hundreds of new items and content were added to the AKC store, powered by dog.com, broadening the selection in the AKC online marketplace.

The Chase AKC Visa card continued to reward hundreds of thousands of dog lovers with points and support for the AKC with every purchase.

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.

The Veterinary Outreach program serves as a bridge between the AKC and the veterinary community. The program promotes the AKC to veterinarians and establishes alliances with universities, researchers, practitioners, and related professional organizations.

In 2009, Veterinary Outreach re-signed Bayer K9 Advantix as its sponsor. The department distributed copies of the Complete Dog Book and a Bayer-sponsored version of the “AKC Guide to Purebred Dogs” poster to all vet-school graduates.

Veterinarians participating in the AKC Veterinary Network are provided 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 3,710 participating veterinary practices. The program has issued 1,750,000 certificates since its inception.

Veterinary Outreach, with support from the AKC, AKC Companion Animal Recovery, American Veterinary Medical Foundation (AVMF), and Royal Canin, awarded $136,000 in 2009 scholarships to 25 students of veterinary medicine from 19 American Veterinary Medical Association–accredited schools. Awards were based on academic achievement, involvement in the sport of dogs, and financial need. New to the program in 2009 was a $6,000 scholarship offered by AVMF.

Seventeen qualifying students received a total $20,000 in AKC/Bayer K9 Advantix Veterinary Technician Scholarships, in cooperation with the National Association of Veterinary Technicians in America.

PetPartners, the exclusive provider of the AKC Pet Healthcare Plan, played a major role as the presenting sponsor for the Meet the Breeds event in New York. PetPartners, the exclusive provider of the AKC Pet Healthcare Plan, played a major role as the Presenting Sponsor for the Meet the Breeds event in October. Steve Popovich, CEO of PetPartners, commented: “We were delighted to assist the American Kennel Club and the Cat Fanciers’ Association in getting the event off the ground. The amazing number of visitors over the two days and extensive positive media coverage are testament to all the hard work by so many people. Everyone involved at the AKC and CFA should be commended for a job well done!”

Internal Audit provides an independent examination and evaluation of the adequacy and effectiveness of the organization’s management and operational controls. After performing departmental audits and process reviews, Internal Audit provides recommendations to improve operating procedures, efficiencies, financial reporting, and internal controls.

The department acts as a liaison between external auditors and AKC departments by assisting in gathering and explaining the requested backup and policy documentation. In 2009, Internal Audit completed six audits and three audit follow-ups.

Support Services fulfills printing, shipping, purchasing, facility management, and other functions. In 2009, the department processed 108,678 orders; printed, inserted, and mailed 1,792,797 pieces; processed 677,102 pieces incoming; shipped 2,458,659 pieces; and scanned 1,336,923 documents. The department created the 108th “National Breed Club” flyer and moved it to print production.
EVENT OPERATIONS

The Event Operations department processes plans and maintains records for all AKC dog shows and companion events.

In 2009, the AKC sanctioned and regulated 1,548 all-breed dog shows, with 1,516,098 all-breed entries, 2,288 specialty dog shows, with 144,900 specialty-show entries, and issued 19,618 conformation championships.

There were 2,487 obedience trials with 123,831 obedience entries regulated, resulting in 7,388 obedience titles; 2,101 rally trials with 85,506 rally entries, and 13,594 rally titles earned; 2,292 agility trials with 870,603 agility entries, resulting in 33,574 agility titles; and 435 tracking trials with 2,018 tracking entries, resulting in 672 tracking titles processed during the year. Additionally, there were 228 dual championships, 4 triple championships, 32,761 Canine Good Citizen certifications, and 5,747 S.T.A.R. Puppy certifications earned.

Event Operations staff developed an online newsletter, the “Event Committee Bulletin,” to assist clubs by presenting information concerning rule changes, event applications, and tips to help avoid currently noted problems.

Event Operations, in cooperation with the AKC Public Education department and the AKC-licensed Dog Show Superintendents’ Association, refined the New Exhibitor Mentoring program that assists clubs in matching new exhibitors with seasoned show veterans to share their experience. Other business initiatives include a successful first year of providing online entry service for 11,366 AKC Agility exhibitors.

The AKC completed the first year of providing contract services to China’s National General Kennel Club. This included processing dog registrations and results for many dog shows. These services create an opportunity to use the AKC’s experience and electronic services to have a positive influence on the sport and the well-being of dogs in China.

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 95 new judges of 119 breeds, and 361 approved judges’ applications for 2,185 additional breeds. 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.

Effective January 1, 2009, the Board of Directors approved a mandatory requirement for New Breed Judge applicants to attend a Basic Institute. The Basic Institute was streamlined from a two-day to one-day event.

In 2009 the department presented four Basic Judges Institutes (Virginia, Louisiana, Colorado, and Indiana), which included the Judging Juniors seminar. Two Advanced Judges Institutes were presented: the Terrier Group, held in Houston, Texas, and the Sporting Group, held in Providence, Rhode Island. Planning began for seven Basic Institutes and two Advanced Institutes to be held in 2010.

In addition to formal education programs, the AKC director of Judges Education conducted informal question-and-answer sessions for exhibitors and judges around the country. Judges Education publishes a quarterly newsletter, “The Standard,” and in 2009 launched “E-News for JECs,” transmitted twice a year. Judges Study Guides are continuously posted at akc.org.

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.

In January 2009, the program welcomed Purina Pro Plan as its official sponsor. At year-end, there were 136 fully accredited AKC Registered Handlers nationwide.

With help from the executive field representatives, Registered Handlers staged free handling clinics for juniors and adults at 20 shows for approximately 700 attendees.

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. Four 2009 Ward scholarships of $1,000 each were awarded.

Fifteen conformation field representatives covered 1,420 (95 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.
COMPANION EVENTS

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

In 2009, 103 Obedience Trial Champion (OTCH) titles were earned. There were 2,487 AKC Obedience events and 123,831 entries.

In January, the AKC Obedience program saw the implementation of three new titling classes: Graduate Novice, Graduate Open, and Versatility; and three new non-regular classes: Wild Card Novice, Wild Card Open, and Wild Card Utility.

In December, the 15th annual AKC National Obedience Invitational was held as part of the AKC/Eukanuba National Championship in Long Beach, California, with an entry of America’s 109 top OTCH-pointed and Regional Qualifying dogs representing 44 breeds from 31 states and Canada. Eukanuba and J and J Dog Supply sponsored the event.

AKC Tracking held 180 Tracking Dog tests (923 entries), 169 Tracking Dog Excellent tests (695 entries), and 86 Variable Surface Tracking Tests (400 entries). During 2009, there were 37 Champion Tracker titles earned. The Fourth National Tracking Invitational was held in September in Clermont, Kentucky, at the Bernheim Arboretum and Research Forest.

The AKC Agility program reports another year of growth with 2,292 events (up 6.7 percent over 2008) and 870,603 entries (up 3.8 percent over 2008). In 2009, there were 699 Master Agility Champion (MACH) titles earned.

The AKC National Agility Championship was held in March in Concord, North Carolina, at the beautiful Cabarrus Arena. The event drew 890 of America’s top agility dogs.

In March, Marcus Topps and his Border Collie, Juice, were in England to represent the AKC at Crufts and earned a second-place in the agility competition. In September, the AKC Agility World Team competed at the Annual FCI Agility World Championships in Austria, returning home with a silver Team medal and a silver Individual medal. A number of agility enthusiasts traveled to support them.

The fourth AKC Agility Invitational was held in December in conjunction with the AKC/Eukanuba National Championship. Eukanuba and J and J Dog Supplies sponsored the event.

The Versatile Companion Dog (VCD) title recognizes dogs that earn a combination of titles in obedience, agility, and tracking. In 2009, 150 Versatile Companion Dog titles were awarded, with two dogs earning the Versatile Companion Champion title.

AKC Rally continues as a popular titling event. In 2009, there were 2,101 events, drawing 85,506 entries.

Companion Events field representatives presented 46 well-attended seminars nationwide, covering the division’s full spectrum of events. For the year 2009, there were 7,315 companion events monitored by the department with a total 1,081,958 entries.

PERFORMANCE EVENTS

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

AKC performance events test for the skills required by
these breeds to perform their functions. These events are a valuable tool to the serious breeder: They identify 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 creates a significant bond, adding enjoyment far beyond the sport itself.

Field trials, hunting tests, lure coursing, herding, and earthdog events are among the 13 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 2009, the AKC approved 4,100 licensed performance events with 240,000 entries, and 9,950 titles were earned.

AKC 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 in order to answer questions and provide guidance to host clubs. Sometimes they are assigned to mentor new clubs during their first event. The field staff is assigned special projects where they develop new ideas or solve problems.

An important activity for the field staff is leading seminars for judges and participants. The seminars review the rules and the responsibilities of hosting clubs. Judging situations are discussed. The seminars are meant to improve the quality of judging plus ensure consistency across the country. In 2009, across all event types, the field staff led 85 seminars that attracted more than 1,500 attendees.

Despite difficult economic times, AKC Performance Events continued to grow. Growth in the earthdog and herding programs was particularly notable. Overall the number of performance events grew by 4 percent. Many people find a great deal of enjoyment either participating in or observing performance events. This dedication to their breed and to their sport was clearly shown in 2009.

2009 saw a number of firsts. Acknowledging the growth in this segment of the sport, the first Beagle Gundog Brace National Championship was held in Ohio. In recognition of their hunting heritage, Airedale Terriers were allowed into the Spaniel Hunting Test program. Several Airedales quickly earned titles.

The Master National Retriever Hunting Test, which was held in Texas, received a record high number of entries. The AKC Coonhound Events department offers four event types: “nite” hunts, field trials, water races, and bench shows, where six coonhound breeds can compete on their hunting proficiency or be judged according to their breed standard. Coonhound Events maintained and recorded the results of 2,478 coonhound events in 2009, an increase of 91 events from the previous year, which is an overall growth of over 500 percent since the program began in 2005. Since its inception the program has attracted nearly 400 newly licensed coonhound clubs.

Major projects completed in 2009 by Coonhound Events include the enhancement of the web site at akccoonhounds.org and the introduction of the AKC Supreme Breeders Club (SBC), an incentive program for breeders of accomplished AKC-registered coonhounds and participants in AKC
coonhound events. Over 600 enrollments were received during the first year.

Of the 2,478 AKC coonhound events, nearly 100 were major events, including the six-day AKC World Coonhound Championship held in Orangeburg, South Carolina, where over 400 prequalified coonhounds competed for the World Nite Hunt title.

Other major events included the annual AKC World’s Largest Coon Hunt Benefit for St. Jude Children’s Research Hospital held in Parsons, Tennessee, which raised $185,000 in 2009.

Several breed seminars were conducted throughout the country, including those for Bluetick and Redbone coonhounds, entering the AKC Hound Group in 2010.

Such national sponsors as Remington Arms Company; Garmin International; Bright Eyes Lights; Valley Creek Hunting Supply; Black Gold Premium Pet Food, Inc.; Tri-tronics, Inc.; Wildlife Materials, Inc.; Zepp’s Coon Squallers; Diamond Deluxe Dog Boxes; and Flint River Mills Feeds all played an important part in the department’s success in 2009.

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.

Twenty-six students were awarded the 2009 AKC Junior Scholarships, ranging from $1,000 to $5,000. A total of $41,000 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. The AKC/Eukanuba National Championship drew 157 junior entries to Long Beach in December.

Juniors handling their dogs in AKC Companion Events and Performance Events have handled their dogs to 369 titles in 2009.

“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. “Jr. News” is archived in the Juniors pages at akc.org.

CANINE PARTNERS

On October 1 the AKC launched Canine Partners, a program that allows mixed-breed dog owners to participate in AKC Agility, Obedience, and Rally events. The AKC has established a new department to ensure the successful development and promotion of the program.

Canine Partners is being implemented in three phases.
On October 1, owners began enrolling their dogs to receive an AKC identification number. The second phase will begin on April 1, 2010, when enrolled dogs become eligible to participate in AKC events at the option of the event-giving club. The third phase will be the launch of an interactive website featuring discussion forums, notice of local dog events, advice from experts, and canine health and welfare news.

Canine Partners provides an opportunity for owners of mixed-breed dogs to join the AKC family, enabling them to have more fun with their dogs through training and participation in AKC events and develop new friendships with likeminded dog owners.

The program has generated great enthusiasm in the companion-event community. By January 2010, more than 1,000 AKC events with mixed-breed participation were scheduled.

In 2009, the AKC sanctioned and regulated 22,821 competitive dog events. The AKC’s signature event, the conformation dog show, provides the fancy with a forum for the evaluation of breeding stock. Performance events—gundog tests and trials, lure coursing, earthdog, herding, coon hunts, among others—test the breed-specific attributes of mind and body required for dogs to do the work for which they were bred. Companion events (obedience, tracking, agility, and rally) are all-breed competitions that stress the importance of training and the human-canine bond.
REGISTRATION AND CUSTOMER SERVICE

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

The Registration department works diligently on strategies designed to increase dog and litter registrations from all customer groups.

The popularity of online dog-registration services continued to increase in 2009. Currently, 35 percent of all individual dog registrations are done online, and over 71 percent of all litters were registered online in 2009, with a monthly high of 73 percent in November.

Increases were seen also in Online Breeder Classifieds; the program generates more than three million searches annually. The year’s top breeds in individual dog registrations were Labrador Retrievers, German Shepherd Dogs, Yorkshire Terriers, Golden Retrievers, and Beagles. The AKC registered 649,677 dogs and 309,422 litters in 2009.

The Customer Service department fields an average of 40,000 calls and 8,000 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);
- Foundation Stock Service (reviewing requests from breeds seeking FSS recording and eventual AKC recognition; the Xoloitzcuintli and Entlebucher Mountain Dog became eligible for the Miscellaneous Class on January 1, 2009, and the Finnish Lapphund became eligible for the Miscellaneous Class on July 1);
- new breeds (the Irish Red and White Setter, Norwegian Buhund, and Pyrenean Shepherd became AKC-recognized breeds on January 1, 2009; the Bluetick Coonhound, Boykin Spaniel, and Redbone Coonhound became AKC-recognized breeds on December 30);
- 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; and
- revisions of breed standards.

The Breeder Relations department was created in late 2008 as part of an outreach effort to breeders. The goals of this department includes encouraging breeders to return to and stay with AKC, provide breeders with superior customer service, listen to the feedback of breeders, and develop programs specifically targeted to breeders. The Breeder Relations director manages a group consisting of both internal staff and breeder field representatives.

COMPLIANCE OPERATIONS

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

Thirteen inspectors conducted 5,334 inspections of kennels, pet shops, distributors, and auctions in 2009. Inspectors monitor the care and conditions of the dogs and kennel facilities, and review recordkeeping and dog-identification practices.

The division coordinated with state and local governments on 122 cruelty and neglect cases, and inspectors provided assistance during several natural disasters, including tornadoes and flooding in the Midwest.

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 1,393 letters and fielded 1,259 phone calls each month in 2009, on average.

DNA Operations, utilizing DNA parentage-verification technology to maintain the integrity of the Stud Book, processed 39,725 DNA samples in 2009. This brings the total number in the DNA database to over 510,000 DNA profiles.

As a part of the Compliance Audit program, inspectors collected random DNA samples during kennel inspections.

Compliance Support handles all disciplinary matters arising from events, complaints, or alleged violations of the AKC Code of Sportsmanship. In 2009, Compliance Support processed 414 complaints and disciplinary matters.

Compliance Operations division reports to the Legal department.

LEGAL

The Legal department was called upon by the AKC Board and staff to review, draft, and negotiate contracts, manage litigation, provide legal counsel and corporate advice, monitor compli-
ance issues, and prosecute matters filed under the AKC’s
disciplinary system.
In 2009, the Legal department reviewed and provided advice
on approximately 600 contracts and agreements, including li-
censing, sponsorship, and media agreements.
The Legal department is responsible for procuring,
implementing, and administering the AKC’s internal property
and casualty insurance program, and the club insurance
programs.
The department aggressively acts in instances when the
AKC name and trademarks are used without proper authoriza-
tion. Likewise, it pursues the unauthorized use of AKC
copyrighted material.

Previous spread: At Meet the Breeds, a U.S. Customs Beagle demonstrates
a contraband search. Left: On The Martha Stewart Show, the AKC’s
Lisa Peterson joined the host in a discussion of hypoallergenic breeds,
including the Portuguese Water Dog. 1. A Great Dane receives a loving
hug from a young admirer at Raleigh’s Responsible Dog Ownership Day
event. 2. A German Shepherd Dog models a cooling vest purchased for
military K-9s by the Raleigh Community Events Team. 3. A pooped pup
at the AKC 125-anniversary kick-off press conference in New York. 4. A
Mastiff and a Miniature Pinscher prove that pups of all shapes and sizes
can earn AKC S.T.A.R. Puppy medallions.
INFORMATION SERVICES

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

In 2009, ISD was a key player in the debut of the new Canine Partners mixed-breed program. The listing service and event-management systems required for AKC clubs to hold mixed-breed companion events were created and implemented in less than six months. ISD provided support for the open-entry 125th-anniversary edition of the AKC/Eukanuba National Championship, including the facilitation of an online show catalog that featured more than 2,000 photographs. Other ISD projects for the year included the implementation of a “random draw” option for clubs using online entries for agility, and support for the online sales of new title medallions offered to owners of all dogs that have earned AKC titles. These initiatives were in addition to ongoing enhancements for support of all competition types.

The AKC web site receives over a million unique visitors a month and averages a half-million page views a day. Fanciers and novices alike visit akc.org for its thousands of pages of general information, and also for breed-specific pages, breaking news, event results, legislative alerts, dog-related news, and AKC press releases.

COMMUNICATIONS

The AKC Communications department works to inform all dog lovers—average pet owners or dedicated exhibitors alike—of the AKC’s values and programs. The department reaches audiences using both paid advertisements and editorial news coverage in newspapers, magazines, radio or television, and increasingly, on the Internet.

To kick off the AKC’s 125th anniversary, the annual AKC registration-statistics press conference at AKC headquarters featured a giant Labrador Retriever cake that attracted widespread media coverage. Along with Doner Advertising, which donates its work pro bono, a special anniversary logo was developed and used in a print-ad campaign commemorating the AKC’s historical role as “the dog’s champion.” The ads appeared in Dog World, Dog Fancy, Pet Age, and Pet Business magazines.

In April, President Obama finally got the new dog he promised his daughters, a Portuguese Water Dog named Bo. Building on 2008’s efforts and new content on our presidentialpup.com web site, the AKC ultimately garnered 1.3 billion media impressions. The AKC campaign to educate dog lovers through the intense public interest in the Obama family’s quest for a pet won awards and recognition from numerous PR-industry groups, and kept the organization in the minds of pet lovers.

The New York Meet the Breeds event provided an exciting platform to promote purebred dogs and responsible ownership in the nation’s largest media market. AKC Communications generated nearly a half-billion media impressions with a “dog vs. cat poll,” virtual-breed bumper stickers, a unique and interactive web site at meetthebreeds.com, and participation in New York City’s Columbus Day Parade to salute Italian dog breeds.

In the shifting media marketplace, the AKC also moved toward a greater presence on the web through continued advertising on search engines like Yahoo!, Google, and Bing, and on social media outlets like Facebook, Twitter, and YouTube. The AKC provided substantial content to AOL’s Pet Nation.com, including the “125 Top Dogs in Pop Culture” poll, which generated more than 76,000 votes for famous dogs and more than 48 million media impressions.

The AKC had a stellar year in broadcast media. National network and cable exposure included appearances on ABC’s Good Morning America, CBS Early Show, ABC World News Tonight, CBS Evening News, CNN’s Situation Room, Martha Stewart Living, the Fox News and Fox Business channels, and multiple appearances on NBC’s Today Show. Total media impressions in 2009, including coverage in many of the highest-circulation newspapers like USA Today, The New York Times, and The Washington Post, topped more than five billion.

AKC Communications oversees AKC Responsible Dog Ownership Day, an annual public-education initiative that drew participation from more than 450 clubs in 2009; Public Education efforts included communications with 1,100 Public Education Coordinators and Canine Ambassadors; disaster preparedness and relief; public-service announcements; and Club Communications, which provides more than 37,000 club members with publicity tools, including the AKCommunicates! e-newsletter.

GOVERNMENT RELATIONS

The AKC Government Relations department (GR) is dedicated to protecting the rights of all dog owners, promoting
responsible dog ownership and ensuring that laws governing dog ownership and breeding are reasonable, enforceable, and nondiscriminatory. GR leads AKC legislative efforts and identifies its goals as “working to protect the rights of all dog owners and promote responsible dog ownership.”

The department’s primary mission is to educate and inform responsible dog owners and breeders about the issues that impact them and to monitor and positively impact legislation wherever possible.

AKC GR substantially expanded its services and outreach in 2009. A defunct monthly e-newsletter, “Taking Command,” was re-launched in the early spring. Subscribership is now approximately 38,000. GR also assisted in developing a new quarterly congressional newsletter, “In Session.”

In April, GR launched a new online tracking system that lets users track legislation by state, obtain bill text, information, summaries, and AKC alerts and overviews in one location. Throughout the year, staff conducted legislation training and lobby days in California, Connecticut, Florida, Idaho, Illinois, Indiana, Massachusetts, New Jersey, North Carolina, Pennsylvania, and Virginia.

Because success in canine-legislation efforts requires involvement by those who are directly affected, GR worked with nearly 35 federations of dog clubs throughout the country—including three new federations—to address state-level legislative issues. GR regularly communicated with over 1,300 legislative liaisons at the club and community levels.

GR addressed and monitored 902 state bills in 2009, far surpassing the department’s 2008 record of 804. Only two state bills that GR opposed were enacted; bills on which GR remained neutral or supported were enacted either in their original form or with significant amendments. GR also tracked and monitored several federal bills and assisted with numerous local canine-policy issues. The department contacted hundreds of state, local, and federal representatives on behalf of responsible dog owners, and produced over 140 legislative web alerts and tens of thousands of targeted e-mail alerts.

Staff represented the department at Responsible Dog Ownership Day, Meet the Breeds, and several dog-show events. The AKC’s presence in Washington, D.C., was expanded with representation from the Greenberg Traurig advocacy team and meetings with key Congressional staff. A concurrent resolution

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1. President Obama introduces Bo to the White House. 2. Snoopy topped the AKC-AOL “Top 125 Dogs in Pop Culture” poll. He’s seen here returning his AKC “blue slip” in a drawing Charles Schulz made for the December 1979 AKC Gazette. 3. Dog and cat fanciers joined forces on Wall Street to promote “Meet the Breeds.” 4. The giant-size Labrador Retriever cake that helped kick off the 125-anniversary festivities. Next spread: 5. The gatefold cover of the September Gazette featured every AKC breed. 6. Bailey the Beagle leads the AKC Community Events Team in Raleigh’s Christmas parade.
honoring the AKC on its 125th anniversary, passed by the U.S. House in December, also increased our political leaders’ awareness of the AKC’s good works.

Some 2009 legislative highlights:
GR worked with the Florida Association of Kennel Clubs to oppose a bill that would prohibit owning or maintaining an intact dog older than 4 months old. GR provided legislative alerts, sample letters, and e-mails to 1,046 AKC Delegates, club officers, and judges. As a result of grassroots education and opposition to the bill, the bill’s sponsor removed all mandatory spay/neuter language from it and replaced part of the civil penalty for violations of animal-control ordinances with an equal surcharge to fund low-cost spay/neuter services.

A pair of Illinois bills sought to establish strict restrictions on responsible Illinois breeders and limit ownership to 20 intact dogs over a year old. The bills also required unreasonable inspections of private property, and fingerprinting and background checks for anyone owning three or more intact females. GR worked closely with local fanciers and breeders to address concerns with these bills and provided legislative support, alerts, sample letters, and other assistance. The bills were tabled and a task force was established to further study dog breeding and sales in Illinois. The task force met throughout the fall; the GR director testified at a September task-force meeting. The task force disbanded without further negative legislation.

As introduced, an Indiana bill sought strict restrictions on breeders including numerical limits on dog ownership, inappropriate age restrictions, unreasonable inspections, and other provisions restricting dog owners’ rights. GR worked closely with legislative liaisons and provided numerous legislative alerts, sample letters, editorials, background information, legislative analysis and recommendations, and talking points to constituents in Indiana. As a result, Indiana fanciers and breeders succeeded in removing the restrictive portions of the bill, which was signed into law.

California Senate Bill 250 mandated sterilization of an unlicensed dog found at large and violating a local animal control or ordinance—even on a first offense. It also prohibited anyone who had ever had an intact-dog license revoked—even for a minor violation—from ever owning another intact dog again. GR assisted the efforts of numerous fanciers and dog clubs through strategy sessions, legislative alerts, approximately 30,000 targeted e-mail alerts, contacts with key committees and legislators, and by working with California clubs and local AKC representatives to oppose the measure. The bill sponsor put the bill on hold.

An Oklahoma bill would have required out-of-state breeders to be licensed in Oklahoma to transport animals in Oklahoma for any purpose and would have allowed for unreasonable search and seizures. GR worked closely with its Oklahoma federation, sent numerous alerts to Oklahoma breeders and fanciers, and contacted and provided information to many key legislators and committees. Although an amendment removed some of the problematic language, many concerns remained. The bill passed the House and gained preliminary approval in the Senate but died in conference.

PUBLIC EDUCATION
Public Education promotes a positive image of the AKC, purebred dogs, and responsible dog ownership though 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.

Public Education resources include 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 materials may be used to show communities and legislators the positive things the AKC does for dogs and communities.

**CLUB EDUCATIONAL SERVICES**
AKC Information and Education Booth appearances covering 100 days were made throughout the country, serving a large geographical area and a wide variety of events and venues.

In 2009, the booth hosted more than 190,000 visitors, from the general public to seasoned dog fanciers and interested spectators of many nations. The booth supplies visitors with brochures, rulebooks, crucial alerts, and educational materials.

- Continued 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 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.
- Donated materials to or arranged shipments of materials for Public Education Coordinators, Canine Ambassadors, clubs, superintendents,
- 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 2009 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 10,000 approved CGC evaluators nationwide test approximately 40,000 dogs.

The United States Senate and the legislatures of 40 states have passed resolutions formally endorsing 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 CGC as a partial screening tool, and 4-H groups have been using CGC as a beginning dog-training program for children. Many AKC parent clubs offer CGC testing at their national specialties.

2009 was the first full year of AKC S.T.A.R. Puppy, a new level of CGC for puppies (S.T.A.R. stands for all the things puppies need: Socialization, Training, Activity, and Responsible owners). The more than 12,000 pups that completed the required six weeks of training classes and passed the S.T.A.R.
At the February 2009 Dog Writers Association of America banquet, the Gazette won four of the organization's Maxwell Medallions for excellence in dog writing. Also in February the Alliance of Purebred Dog Writers presented illustrator Chet Jeziernski its Arthur Frederick Jones Award for his July Gazette cover, welcoming the Dogue de Bordeaux to the AKC Studbook.

A digital edition of the Gazette, a page-for-page replica of the print magazine, is downloadable at akc.org each month and is also attached to the “Your AKC” e-mail broadcast.

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 addition to paid subscriptions, the magazine is sent free of charge to veterinary offices, professional groomers, and boarding kennels. Family Dog advertising revenue increased 16 percent over the previous year.

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 and is also part of the AKC S.T.A.R. Puppy package. The colorful, practical reference guide is entirely supported by advertising.

Distribution of the “Your AKC” e-mail newsletter surpassed 1,300,000 monthly recipients in 2009. The AKC program for special-interest e-newsletters delivered almost 28,000,000 e-mails to subscribers in 2009, a 55 percent increase over 2008.

In the final weeks of 2009, AKC Publications launched the Weekly Wins Gallery, an e-mail advertising bulletin received by 100,000 judges, handlers, and exhibitors each week.
AKC Companion Animal Recovery (CAR), an AKC affiliate organization, is dedicated to identifying pets and reuniting lost pets with their owners. CAR sells CAR ID System microchips and readers to veterinarians, shelters, rescues, and breeders for complete lifetime pet-identification and recovery service.

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

In early 2009, CAR enrolled its four-millionth pet, a German Shepherd Dog named Peaches, and the number of pets reunited with their owners topped 370,000. CAR became a founding participant in the American Animal Hospital Association’s new Universal Pet Microchip Lookup tool, the first tool of its kind to allow shelters and vets to determine, in real time, with which national microchip registry a found pet is enrolled.

CAR introduced the Spotlight GPS Pet Locator, a tracking and recovery device for dogs, manufactured by Positioning Animals Worldwide, featuring CAR’s lifetime recovery service.

CAR Canine Support and Relief Fund made grants of $294,258 to nonprofit search-and-rescue teams, and CAR contributed $100,000 to the 2009 AKC Veterinary Scholarship program. Hundreds of microchip readers were donated to nonprofit shelters to identify animals lost during disasters.

Information: akccar.org; 800-252-7894.

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 2009, the AKC contributed $1 million in support of research programs and provided in-kind administrative support to the CHF valued at more than $150,000. The CHF continued its partnership with the AKC through the Breeders’ Symposia held around the country. The CHF acknowledges Nestlé Purina PetCare for its major contribution totaling more than $1 million and for its Purina Parent Club Partnership program. Parent and all-breed clubs continue to make a significant contribution to research sponsorship.

Information/contributions: caninehealthfoundation.org.

AKC Museum of the Dog
The AKC Museum of the Dog maintains the largest collection of canine art in the country with more than 2,000 art acquisitions donated since its inception. More than 200 Museum supporters attended the Theater Benefit featuring the Broadway musical Billy Elliot. Members of the cast joined the Museum group for an after-theatre cocktail reception and dinner at New York’s “21” Club. The Theater Benefit party is held the Friday before Westminster.

An exhibit on sled dogs opened in the Special Exhibit Gallery in February, followed by The Wonderful World of Matchcovers in June. The Museum’s Special Exhibit Gallery was named the Sally Johnson Spillane Special Exhibit Gallery in September in honor of a gift donation received by the estate of Sally Johnson Spillane. The Museum’s newsletter Sirius is published three times a year and offers information on events and activities.

Information: museumofthedog.org.

AKC Humane Fund
The AKC Humane Fund, Inc., is a not-for-profit organization with a broad but important function: to educate the public about responsible dog ownership. The Fund’s mission is to promote the joy and value of responsible pet ownership through education, outreach, and grant-making. The Fund is a 501(c)(3) organization and accepts charitable contributions that are tax deductible as allowed by law.

The Fund seeks to provide resources to programs that educate adults and children about the value of dogs as pets and the importance of responsible dog ownership, and to help support parent-club rescue activities through a formal grant program.

Additional programs the Fund aims to support include human-services organizations that permit domestic-abuse victims to enter and stay in shelters with their dogs. The Fund administers the AKC Awards for Canine Excellence (ACE). ACE winners are honored at the AKC/Eukanuba National Championship and are saluted at dog shows in their home areas.

Information: akchumanefund.org.

At Meet the Breeds, these Girl Scouts had the time of their lives: They met 160 dog breeds, 41 cat breeds, and the one and only Whoopi Goldberg, all in one memorable day.
1. AKC/Eukanuba National Championship 2009 Best in Show Scottish Terrier Ch. Roundtown Mercedes of Maryfoot (Sadie) and handler Gabriel Rangel with, left to right, Long Beach mayor Bob Foster, New Zealand Kennel Club president John Perfect, AKC President and CEO Dennis B. Sprung, AKC Chairman Ronald H. Menaker, Best in Show judge Robert J. Moore, P&G Pet Care vice president Dan Rajczak, and Eukanuba representatives Jason Taylor and Vicki Seiler.

2. Rangel and Sadie. 3. Best Bred-by-Exhibitor in Show Golden Retriever Ch. Rush Hill’s River Road Payoff (Vegas) and breeder-owner-handler Tonya Struble.
5. The 2009 Eukanuba World Challenge Champion Bracco Italiano Ch. Axel del Monte Alago, of Italy, and co-owner-handler Britte Ahrens, with, left to right, judge Frank T. Sabella, Ron Menaker, German Kennel Club president Dr. Peter Friedrich, Dennis Sprung, co-owner Salvatore Tripoli, and Eukanuba global marketing director Richard Learwood.
6. Ahrens and Axel take a victory lap.
7. Best Bred-by-Exhibitor in Show judge Helen Lee James, Ron Menaker, Tonya Struble and Vegas, Mexican Kennel Club president Dr. José Luis Pasyro, Dennis Sprung, P&G general manager Maria Beatriz Rodriguez, Jason Taylor, and Vicki Seiler.
8. Best Junior Handler Demery Paladichuk accepts the congratulations of her peers. 9. AKC Agility Invitational winners: judge Randy Reed, Yvonne Mancino and Doberman Pinscher Flare, Darlene Paul and Pembroke Welsh Corgi Bear, Michelle Permann and Cardigan Welsh Corgi Letti, Ashley Deacon and Pyrenee Shepherd Luka, Lisa Carol Ross and Border Collie Jace, and AKC Agility Director Andy Hartman. 10. A popular feature of the show weekend is AKC Meet the Breeds, where parent clubs decorate their expo booths to reflect the heritage of their breed. Here, the Pembroke Welsh Corgi booth salutes the breed’s most famous fancier. 11. Agility action: Bear hits the teeter board. 12. The 2008 National Obedience Champion, Labrador Retrievers Tyler, and owner Petra Ford defended their title at the 2009 National Obedience Invitational.
13. The flags of 40 nations surround the Eukanuba World Challenge ring. 14. Ron Menaker presents Best in Show judge Robert J. Moore a plaque commemorating Moore’s 50 years as an AKC judge. 15. Airedale Terrier Natalie soars at the Obedience Invitational. 16. Breeder of the Year presentation: 2009 AKC Breeder of the Year Claudia Orlandi (Toppsfield Basset Hounds) is flanked by presenters Walter F. Goodman and Patti Strand. The 2009 Group Winners are, left to right, David Fitzpatrick (Pequest Pekingese); Judith G. Cooper (Tip’n Chip Great Pyrenees); Leslie Russell (Avon Farm Irish Setters); Michelle Edling (Sky Acres Belgian Tervuren); Jean & Robert Hetherington (Mr. Hetherington not pictured; Hetherbull Bulldogs); and Maripi Wooldridge (Torrydale Airedale Terriers).
17. The glittering skyline of Long Beach, California, site of the AKC/Eukanuba National Championship. 18. Photographers jockey for position in the Best in Show ring. 19. Claudia Orlandi, 2009 AKC Breeder of the Year, acknowledges the applause of the crowd. 20. In the Sporting Group ring, handlers stack dogs to their best advantage. 21. The Animal Planet—Discovery Channel broadcast team: Edd Bivin, Bob Goen, and the AKC’s own Gina DiNardo. 22. Herding was one of several dog sports demonstrated during the weekend.
**BREEDER OF THE YEAR**

- Breeder of the Year (representing the Hound Group): Claudia Orlandi, Topsfield Basset Hounds
- Sporting Group: Leslie Russell, Avon Farm Irish Setters
- Working Group: Judith G. Cooper, Tip’N Chip Great Pyrenees
- Terrier Group: Maripi Wooldridge, Terrydale Airedale Terriers
- Toy Group: David Fitzpatrick, Pequest Pekingese
- Non-Sporting Group: Jean & Robert Hetherington, Hetherbull Bulldogs
- Herding Group: Michelle Edling, Sky Acres Belgian Tervuren

**LIFETIME ACHIEVEMENT AWARDS**

- Conformation: Sandra Goose Allen
- Companion: Sharon Anderson
- Performance: Jacquelyn Mertens

**AWARDS OF CANINE EXCELLENCE (ACE)**

- Exemplary Companion: Electra (Standard Poodle) owned by Mandy Willis of Valrico, Florida
- Law Enforcement: Robin (Golden Retriever) owned by Mary & Joseph MacQueen of Frewsburg, New York
- Search and Rescue: Sage (Border Collie) owned by Diane Whetsel of Hagerman, New Mexico
- Service: Benton (Labrador Retriever) owned by Margo & James Dietrich of Norcross, Georgia
- Therapy: Elliot (Border Terrier) owned by Miriam & David Couto of Woodland, Washington

**COMMUNITY ACHIEVEMENT AWARDS**

- Bakersfield Obedience Training Club
- Boca Raton Kennel Club
- Lynn Clements, Clackamas Kennel Club
- Lori Finlayson, Mid-Continent Kennel Club
- Anne Humphreys, Heart of the Plains Kennel Club
- Illinois Capitol Kennel Club
- Lake Cumberland Kennel Club
- Penn Ridge Kennel Club
- Olympic Kennel Club
- Rogue Valley Kennel Club
- Danita Slatton, Sussex Spaniel Club of America
- Western Carolina Dog Fanciers Association

Sharon Anderson (Companion Events), Jacquelyn Mertens (Performance Events), and Sandra Goose Allen (Conformation) received their AKC Lifetime Achievement Awards in Long Beach, California, at the December AKC Delegate Meeting, held in conjunction with the AKC/Eukanuba National Championship.
The following financial summaries have been extracted for the audited consolidated financial statements of the American Kennel Club, Inc. (AKC), AKC Companion Recovery Corporation (CAR), The AKC Humane Fund and the AKC Political Action Committee.

From a financial perspective 2009 was a challenging year for the AKC given the economic recession. Unfortunately, many of our major sources of revenue were lower in 2009 due to the weak economy. This was reflected in 2009’s total consolidated operating support and revenues being $4 million or 5.5% less than the prior year. On a more positive note, management’s proactive and focused cost containment efforts during the year were successful in reducing total operating expenses by $3.8 million or 5.4% from the previous year.

We were pleased to conclude the year with an operating surplus of $1.8 million.

Our nonoperating items contributed to increasing the balance of 2009’s unrestricted net assets. The rebound in the performance of the stock market significantly improved our financial position. Record investment gains in 2009 totaled $12.5 million. Also, implementation of the latest required accounting treatment for our pension and postretirement benefit plans resulted in a net $3.4 million increase to unrestricted net assets. Therefore, AKC’s consolidated net asset balance increased by $17.5 million or 55% to $49.5 million at the end of 2009.

The AKC Board’s Audit Committee meets periodically with senior management and our external auditors to ensure we fulfill our responsibility for maintaining adequate accounting controls and the accuracy of the consolidated financial statements.

A copy of the complete 2009 audited consolidated financial statements, including KPMG’s unqualified independent auditors’ report, is available upon request.
### Assets

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</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,904</td>
<td>$1,746</td>
</tr>
<tr>
<td>Accounts receivable, net of allowance for doubtful accounts</td>
<td>2,493</td>
<td>1,208</td>
</tr>
<tr>
<td>Investments</td>
<td>73,554</td>
<td>57,316</td>
</tr>
<tr>
<td>Prepaid expenses and other</td>
<td>4,382</td>
<td>5,083</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>12,709</td>
<td>13,805</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$95,042</strong></td>
<td><strong>$79,158</strong></td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

#### Liabilities:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>5,459</td>
<td>4,829</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>1,355</td>
<td>1,411</td>
</tr>
<tr>
<td>Deferred lease liability</td>
<td>4,312</td>
<td>3,353</td>
</tr>
<tr>
<td>Capital lease obligations</td>
<td>4,320</td>
<td>5,586</td>
</tr>
<tr>
<td>Postretirement benefits obligations other than pensions</td>
<td>19,364</td>
<td>17,962</td>
</tr>
<tr>
<td>Pension benefits obligation</td>
<td>10,690</td>
<td>13,918</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$45,500</strong></td>
<td><strong>$47,059</strong></td>
</tr>
</tbody>
</table>

#### Net assets:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating</td>
<td>12,074</td>
<td>6,259</td>
</tr>
<tr>
<td>Funded status of postretirement plans</td>
<td>(30,054)</td>
<td>(31,880)</td>
</tr>
<tr>
<td>Investment in property and equipment</td>
<td>8,389</td>
<td>8,219</td>
</tr>
<tr>
<td>Board designated</td>
<td>56,810</td>
<td>46,862</td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td>47,219</td>
<td>29,460</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>2,323</td>
<td>2,639</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>49,542</strong></td>
<td><strong>32,099</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND NET ASSETS**: 

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$95,042</strong></td>
<td><strong>$79,158</strong></td>
</tr>
</tbody>
</table>
## Changes in unrestricted net assets:

**Operating support and revenues**

<table>
<thead>
<tr>
<th>Description</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration fees</td>
<td>$27,743</td>
<td>$31,933</td>
</tr>
<tr>
<td>Recording and event fees</td>
<td>$10,031</td>
<td>$10,162</td>
</tr>
<tr>
<td>Fees and certified pedigrees</td>
<td>$6,990</td>
<td>$7,951</td>
</tr>
<tr>
<td>Royalty and sponsorship income</td>
<td>$6,258</td>
<td>$6,815</td>
</tr>
<tr>
<td>Contributed airtime and print space</td>
<td>$4,939</td>
<td>$2,776</td>
</tr>
<tr>
<td>DNA and other product services</td>
<td>$4,670</td>
<td>$4,912</td>
</tr>
<tr>
<td>Enrollment fees and microchip sales</td>
<td>$3,931</td>
<td>$3,992</td>
</tr>
<tr>
<td>Publications</td>
<td>$2,915</td>
<td>$3,345</td>
</tr>
<tr>
<td>Other income</td>
<td>$966</td>
<td>$581</td>
</tr>
<tr>
<td>Interest and dividends</td>
<td>$224</td>
<td>$245</td>
</tr>
<tr>
<td>Contributions</td>
<td>$5</td>
<td>$252</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>$316</td>
<td>27</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING SUPPORT AND REVENUES**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$68,988</td>
<td>$72,991</td>
</tr>
</tbody>
</table>

**Operating expenses:**

<table>
<thead>
<tr>
<th>Description</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll and related benefits</td>
<td>$30,602</td>
<td>$33,808</td>
</tr>
<tr>
<td>Public education</td>
<td>$6,034</td>
<td>$4,732</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>$5,501</td>
<td>$5,216</td>
</tr>
<tr>
<td>Professional and service fees</td>
<td>$4,296</td>
<td>$3,667</td>
</tr>
<tr>
<td>Rent</td>
<td>$3,742</td>
<td>$3,760</td>
</tr>
<tr>
<td>Communications and postage</td>
<td>$3,063</td>
<td>$3,556</td>
</tr>
<tr>
<td>Public relations, events and programs</td>
<td>$2,695</td>
<td>$3,249</td>
</tr>
<tr>
<td>Travel</td>
<td>$2,266</td>
<td>$2,880</td>
</tr>
<tr>
<td>Maintenance, rentals and insurance</td>
<td>$2,255</td>
<td>$2,254</td>
</tr>
<tr>
<td>Forms and supplies</td>
<td>$2,134</td>
<td>$2,384</td>
</tr>
<tr>
<td>Printing, paper and promotions</td>
<td>$1,819</td>
<td>$2,302</td>
</tr>
<tr>
<td>Grants and contributions</td>
<td>$1,559</td>
<td>$1,774</td>
</tr>
<tr>
<td>Directors, delegates and committees</td>
<td>$833</td>
<td>$971</td>
</tr>
<tr>
<td>Other expenses</td>
<td>$388</td>
<td>478</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING EXPENSES**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$67,187</td>
<td>$71,031</td>
</tr>
</tbody>
</table>

Increase in unrestricted net assets before nonoperating items

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,801</td>
<td>$1,960</td>
</tr>
</tbody>
</table>

Realized and unrealized (loss) gain on investments

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12,524</td>
<td>(23,043)</td>
</tr>
</tbody>
</table>

Net amount not yet recognized as a component of net periodic benefit cost

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,255</td>
<td>(26,769)</td>
</tr>
</tbody>
</table>

Pension expense

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>(6,821)</td>
<td>(216)</td>
</tr>
</tbody>
</table>

Increase/(Decrease) in unrestricted net assets

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$17,759</td>
<td>(48,068)</td>
</tr>
</tbody>
</table>

## Changes in temporarily restricted net assets:

**Net assets released from restrictions**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>(316)</td>
<td>(27)</td>
</tr>
</tbody>
</table>

**Decrease in temporarily restricted net assets**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>(316)</td>
<td>(27)</td>
</tr>
</tbody>
</table>

**Increase/(Decrease) in net assets**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$17,443</td>
<td>(48,095)</td>
</tr>
</tbody>
</table>

**Net assets at beginning of year**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$32,099</td>
<td>$80,194</td>
</tr>
</tbody>
</table>

**NET ASSETS AT END OF YEAR**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$49,542</td>
<td>32,099</td>
</tr>
</tbody>
</table>

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annual report 2009