The vital work of K-9 search-and-rescue teams is just one of the many aspects of life with dogs supported by the AKC and its clubs.

In 2011, the American Kennel Club rolled out a new campaign exploring the theme “The Good Things We Do.” Conceived by the AKC Marketing department with the help of The Hungry Dog agency, of Pleasantville, New York, the campaign reminds dog lovers of the considerable resources and expertise we have devoted to canine welfare since 1884. This report will spotlight some of those “good things,” the many ways your registration dollars make life better for all dogs. The idea driving this commitment was put succinctly decades ago, when longtime AKC President William Buckley gathered his staff to remind them, “Remember, the dogs are not here for us; we are here for the dogs.”
GOOD THINGS WE DO.

CLASS OF 2012

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(Vice Chairman)

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Ronald H. Menaker
(Chairman)

CLASS OF 2013

Lee Arnold

Carl C. Ashby, III

Alan Kalter

Dr. Robert D. Smith
2011 American Kennel Club
Board of Directors

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EX OFFICIO

Dennis B. Sprung
WE’VE GOT A GOOD THING GOING

A symbol of unconditional fidelity nearly everywhere, the dog has long been feted for his devotion and talents in helping mankind. Indeed, we owe our dogs a great deal for all they do for us. With more than 78 million dogs in American households today, the American Kennel Club proudly assumes the challenge of serving the best interests of dogs and their owners throughout the nation. Having completed our 127th year, we reflect upon “the good things we do” and see a bright future ahead of us.

Education is at the heart of our mission. Helping dog lovers to become responsible owners is at the root of our programming for the public. In 2011, AKC Meet the Breeds welcomed over 40,000 dog lovers, from the veteran to the curious, into the halls of the Jacob Javits Convention Center for a third year. There, our parent clubs, staff, breeders and trainers gathered together to share the wonders of purebred dogs with children and adults.

The American Kennel Club pioneered the concept of organized activities for dogs and their owners, and our events have grown to new heights. In 2011, we recorded one million AKC Agility entries, and dogs and handlers enjoyed more than 22,000 AKC conformation, companion, and performance events. Every week, AKC provides opportunities to enjoy an active lifestyle with dogs and strengthen the human-canine bond. For tens of thousands, AKC events provide community, exercise, fun, and sportsmanship. From the youngest juniors to the most senior handlers, dog owners at all ages and levels of experience can find ways to challenge themselves and enjoy life with their dogs.

Because we believe that responsible care begins in the

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 leading not-for-profit organization devoted to the study, breeding, exhibiting, and advancement of purebred dogs. The AKC approves, sanctions, and regulates the events of its 619 member clubs. In addition, 4,469 licensed and sanctioned clubs hold events under AKC Rules and Regulations.

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 financially 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. The President/CEO directs all company functions, with the objective of fulfilling the AKC mission statement as adopted by the Board of Directors. The AKC Operations Center, in Raleigh, North Carolina, is under the direct supervision of the Chief Operating Officer. Reporting to the COO are the vice presidents of Dog Show Judges, Event Operations, Registration/Customer Service, Marketing & Communications, and Information Services, and the assistant vice presidents of Companion Events, Performance Events, Customer Service, Software Development, and Registration Development.
Whelping box, AKC takes pride in being the only registry with a kennel-inspections program (see page 19).

A tireless advocate for dog owners, AKC Government Relations recorded another successful year ensuring that laws governing dog ownership and breeding are reasonable, enforceable and nondiscriminatory (see page 23). Health, safety, rescue and companionship are important areas that AKC supports through unsurpassed philanthropic efforts. With unwavering commitment to the welfare of all dogs, the American Kennel Club continued to support the AKC Canine Health Foundation (AKC CHF) with financial grants that now total over $20 million. AKC’s ongoing contributions to AKC CHF fund scientific research to prevent, treat, and cure canine disease. Through our joint efforts, we support research into the causes and origins of disease, earlier, more accurate diagnoses, more effective treatments, and educational programs so breeders, veterinarians, and owners alike can have the most up-to-date canine-health information available.

Now in its 16th year, AKC Companion Animal Recovery (AKC CAR) has offered around-the-clock recovery services and reunited over 400,000 lost dogs with their families. Resulting from the AKC DOGNY project, the AKC CAR Canine Support and Relief Fund has donated over $3 million to Canine Search and Rescue and pet-related disaster relief and preparedness efforts. Founded after 9/11 to honor and support the K-9 search-and-rescue (SAR) teams that worked at the World Trade Center and Pentagon sites, the AKC Canine Support and Relief Fund has grown to support SAR teams across the country. Grants totaling more than $340,000 in 2011 brought AKC CAR’s cumulative support to over $3 million since inception of the Fund.

The AKC Humane Fund highlights the importance of responsible dog ownership through education, outreach and grants. The Fund’s educational programming highlights the important role dogs play in our lives. The Fund also underwrites educational expenses associated with events like AKC Meet the Breeds, so that the public can interact with and learn about responsible dog ownership and purebred dogs.

The AKC Humane Fund offers a focused grant program which at this time concentrates on two areas. Parent Club Breed Rescue grants provide financial assistance to AKC clubs or their designees that take on significant rescue-related expenses. AKC clubs take their responsibility for their breeds very seriously and often stretch their volunteers and reserves to their limits. The Fund assists these clubs with grants to help cover the costs of veterinary care, spaying and neutering, supplies, and more.

AKC Humane Fund grants to women’s shelters are another key way in which we demonstrate our commitment to organizations that value the human-animal bond. The Fund supports domestic-abuse shelters that provide safe havens to victims of domestic abuse along with their pets. Too often, fear for the fate of a beloved pet is enough to keep a victim of domestic violence from leaving a dangerous environment at home. The AKC Humane Fund is doing its part to help such pet owners find peace and safety and transform their lives.

Education, events, and philanthropy are key ingredients to a formula to ensure that America’s dogs and owners live healthy, happy lives together. In 2011, the AKC worked harder than ever to promote responsible ownership in new and creative ways. As we look toward the future, we are driven by a growing community of dog lovers to inspire with the good things we do.

Ron Menaker
Chairman of the Board

Dennis B. Sprung
President/CEO
GOOD THINGS WE DO.
More than 40,000 pet fans flocked to New York City’s Jacob Javits Center on November 19 and 20 for a chance to rub noses, shake paws, and scratch ears at the third annual AKC Meet the Breeds, the nation’s largest gathering of dog and cat stars.

Hosted by the American Kennel Club and The International Cat Association (TICA), the event brought more than 200 breeds under one roof, offering something for everyone. There was the strange and wonderful, like hairless Chinese Cresteds and Sphynx cats, and the exotic, like the Saluki club’s award-winning “Arabian Nights” display. And, of course, there were also familiar favorites like Labrador Retrievers, German Shepherds, and good old Felis domesticus (the house cat). Dog-sport exhibitions ran throughout the day, and visitors crowded around the ring to honor hero dogs and to watch some of world’s best K-9 workers and service dogs in action. More than 100 vendors and sponsors displayed their wares.

Among the honorary chairs for the event were U.S. Senator Frank R. Lautenberg, of New Jersey, and U.S. Senator Charles E. Schumer, U.S. Congressman Michael G. Grimm, and U.S. Congresswoman Carolyn B. Maloney, of New York.

Thanks to corporate sponsors Pet Partners, Inc.; The Hartford Financial Services Group, Inc.; P&G Pet Care; Iams; Pet Brands, Inc.; Motel 6; Emergency Assistance Plus (EA+); Hill’s Science Diet Small & Toy Breed dog food; LG Electronics USA; Paramount Chemical Specialties, Inc.; American Pet Products Association; Canine Companies, Inc.; Toyota’s Pet Safety Initiative; a.m. New York; Baker Institute for Animal Health at Cornell University; and ShowSight magazine. And special thanks to the hardworking volunteers from AKC parent clubs and TICA, for making this extravaganza possible.
**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 619 AKC member clubs. Minutes of Board and Delegate meetings are posted at [akc.org](http://akc.org). The December 2011 Delegate meeting was held in Orlando, Florida; the June meeting was held in Raleigh, North Carolina; and the March and September meetings were held in the New York City area.

The Lifetime Achievement Awards, Breeder of the Year Award, and the Outstanding Sportsmanship Awards are administered by the Executive Secretary’s office.

The Club Relations department maintains files on 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 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.

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

**HUMAN RESOURCES**

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

One key to an employee’s success on the job is access to needed training. In 2011, the division continued its “World of AKC” presentations, which taught employees about different AKC departments and breed groups. At “Lunch-n-Learn” sessions, employees had the opportunity to learn about personal finance, investments, computer skills, and health.

**REGISTRATION DEVELOPMENT**

The Registration Development Division is tasked with driving AKC registrations and listings through third party, business-to-business relationships. The division is also responsible for the management and continued development of the AKC Canine Partners program.

In 2011, Registration Development continued to work with AKC departments to prepare registration data trends and analysis reports, and manage outreach programs for breeders and dog owners. Division staff assisted the Companion Events department in the completion of the Companion Events Business Plan for 2012–2016 and provided research and business analysis on several potential registration-growth and alternative-revenue projects. Most importantly, Registration Development continued to expand third-party, business-to-business relationships, creating a broader audience for AKC communications and product sales.

AKC Canine Partners enables all dogs, including mixed-breeds and dogs otherwise ineligible for registration, to compete in AKC events. A Canine Partners listing allows enrollees to compete in agility, obedience, and rally, and earn Therapy Dog and Coursing Ability titles. Other benefits include lifetime enrollment in AKC CAR and a subscription to *AKC Family Dog*.

Canine Partner enrollments in 2011 increased by more than 275 percent over the same period in 2010, bringing the total to nearly 100,000 new AKC dogs and almost as many new AKC households.

Thanks to Canine Partners, 3,000 additional 4-H kids can now compete in AKC events with their family pets, and dozens of animal shelters and rescues around the country now send their new adoptees home as AKC...
Administration

listed and competition eligible.

Dogs listed with Canine Partners earn AKC titles in obedience, agility, and rally, as well as in the Coursing Ability and Therapy Dog programs. Canine Partners are earning some of the highest honors, including one MACH2, eight MACHs, one OTCH, four UD, and five RAEs. A Canine Partner took second place in the 8-inch jump-height division at the 2011 AKC National Agility Championship. Six dogs listed with Canine Partners participated in the 2011 National Agility and Obedience Invitational. Nine Canine Partners were entered in the first-ever AKC National Juniors Competitions in obedience and agility.

BUSINESS DEVELOPMENT

The Business Development department oversees AKC affinity programs, sponsorships and licensing. The department identifies opportunities to offer dog owners products and services that will enhance their relationships with their pets and promote responsible ownership.

A key function of the department in 2011 was to organize corporate underwriting for AKC Meet the Breeds. Over 100 sponsors and vendors participated and helped us meet our goal to educate more than 40,000 visitors about responsible dog ownership.

The department is also the steward of the AKC brand for licensed merchandise. In 2011, over 200 different types of AKC products were offered in more than 7,000 retail locations in North America. The AKC logo, images, and messaging adorned lifestyle products enjoyed by passionate enthusiasts who share a special bond with the dogs in their lives. The AKC’s continued success as a licensor is a testament to consumer confidence in our evergreen brand.

Outside publications about purebred dogs for the mass market are also facilitated by the department. In 2011, the AKC and BowTie press developed consumer books with DVDs about AKC and popular breeds. The success of the series brought about plans for new titles and eBooks in 2012.

The department oversees affinity programs developed for AKC dog lovers. In 2011, the AKC presented travel-assistance programs, discount hotel rates, and home and auto insurance offers expressly for AKC constituents, in addition to our popular AKC Chase Visa card.

AKC HUMANE FUND

2011 was a year of expansion for the AKC Humane Fund, Inc. The Fund welcomed to its roster of programs the Awards for Canine Excellence (ACE), a public-outreach program that raises the profile of the human-canine bond and dogs’ contributions to society in five categories: companionship, law enforcement, search and rescue, service, and therapy. The recipient in each category receives an engraved silver collar medalion and $1,000, bestowed during an annual presentation ceremony at the AKC/Eukanuba National Championship.

Newly created by the Fund in 2011 was the Empire State Dog Award, honoring a dog making significant contributions to the community in service to New York State. The inaugural Empire State Award was sponsored in 2011 by the Baker Institute of Animal Health at Cornell University College of Veterinary Science. The first recipient of the award was Tery, a Belgian Malinois police K-9.

A series of popular fund-raising events took place throughout the year, including the annual Barkfest at Bonhams, the AKC Humane Fund Theater Benefit, and a raffle of sought-after items at AKC Meet the Breeds.

In addition to these events, generous donations came from numerous individuals, clubs, and organizations as well as the AKC Canine Partners program. Under the administration of the AKC Humane Fund, the George Ward Scholarship Fund continued to grow. The Fund made seven grants in 2011 to support parent-club breed rescue, responsible dog-ownership programs, and domestic-violence shelters that provide safe havens for abuse victims and their pets. The Fund’s shelter-project grant program was featured in the Pepsi Refresh Challenge for the month of December, where it was ranked 16 out of nearly 200 entries.

AUDIT AND CONTROL

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 the AKC Pet Healthcare Plan.

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. Internal Audit also acts as a liaison between the external auditors and AKC depart-
ments by assisting in gathering, testing, and explaining the requested backup and policy documentation. In 2011, Internal Audit completed five large audits and four special projects and audit follow-ups.

Support Services fulfills printing, shipping, purchasing, facility management, and other functions. In 2011, the department processed 100,000 orders; printed, inserted, and mailed 2,000,000 pieces; processed over 575,000 pieces incoming; and scanned 1,000,000 documents.

For the third straight year, PetPartners was the lead sponsor for AKC Meet the Breeds in New York. Steve Popovich, CEO of PetPartners, commented:

“PetPartners closed out 2011 with two additional positive AKC-related activities. Effective December 1, we were very pleased to move our office of 35 employees into available space within AKC’s Raleigh Operations building, which will be mutually advantageous from a cost standpoint as well as help us work more efficiently with the AKC on various logistics of providing superior pet-insurance products.

“Also in December, PetPartners again presented our portfolio of insurance plans at the AKC/Eukanuba National Championship show.”

The AKC Pet Healthcare Plan continues to be one of the richest benefit plans in the pet-insurance industry.

A GOOD THING: BREEDER OF MERIT

The AKC Breeder of Merit program, launched in October 2010, has garnered great enthusiasm and support from eligible breeders in every AKC event realm.

Breeder of Merit honors core AKC breeder-exhibitors, recognizing their years of dedication and commitment to their breeding programs and their success in AKC events.

Benefits to enrollees include free Online Breeder Classified advertisements, access to the AKC Direct toll-free number, a Breeder of Merit designation on registration applications and certificates, a special certificate of distinction, and online records support and complimentary access to online reports. Additionally, Breeders of Merit are acknowledged publicly at akc.org and with a silver lapel pin to wear at events. Breed-specific web banners participants can use to proudly promote their involvement in the program have been great assets for the personal websites of Breeders of Merit.

Breeders of Merit, in their own words

**Damara Bolté (Reveille Basenjis)**

The AKC Breeder of Merit Program designation has given me added recognition from the AKC. … I have always been a believer of registering every single one of my puppies. If you have them, you might as well make sure they are AKC registered. I am proud of what I raise, and want my name on it, no matter if the puppy ends up in a pet home or competing. Always register 100 percent of your puppies.

**Cathy Dugan (Aviator Dalmatians and Portuguese Water Dogs)**

“I appreciate the AKC’s emphasis on responsible breeders. I think it gives the public another way to evaluate the quality of breeders in their community. The Breeder of Merit designation provides me with an acknowledgment from the AKC that is very gratifying.”

**Bill Shelton (Coventry Pembroke Welsh Corgis)**

We are, as breeders, AKC brand recognition. We are their biggest advertisement. AKC could never spend the amount of resources collectively, or in many cases individually, that we dedicate to promoting our stock and thus the American Kennel Club brand. AKC is simply the best because we are. AKC is our “club of clubs” and we should be very proud of ourselves and them collectively. With this partnership, we will continue to make a huge difference in the canine world.
EVENT OPERATIONS

The Event Operations department processes plans and maintains records for all AKC dog shows and companion events. In 2011, the AKC sanctioned and regulated 1,589 all-breed dog shows, with 1,455,971 all-breed entries, 2,344 specialty dog shows, with 141,589 specialty show entries, and issued 19,649 conformation championships and 6,767 conformation Grand Championships. There were 2,177 Bronze, 824 Silver, 168 Gold, and 7 Platinum Grand Championship levels earned.

There were 225 Dual Championships and 11 triple Championships earned in 2011, as well as 31,557 Canine Good Citizen certifications and 6,816 S.T.A.R. Puppy certifications.

(For 2011 Obedience, Rally, Agility, and Tracking event statistics, see the Companion Events section on page 14.)

Event Operations staff assisted in developing new initiatives to increase dog show entries. The Four-to-Six-Month Beginner Puppy & Open Show competitions were extremely popular during the pilot programs in 2011. Staff also assisted in developing the AKC Owner Handler Series.

Event Operations, in cooperation with the AKC Judging Operations department and the AKC-licensed Dog Show Superintendents’ Association, matched new exhibitors with experienced, seasoned show veterans to share their experience.

The AKC continues to provide contract services to the National General Kennel Club in China. These services capitalize on 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 processes applications, schedules interviews for approval to judge, responds to inquiries and correspondence regarding the judging-application process. In 2011, the department processed approvals for 79 new judges of 135 breeds, and 257 approved judges’ applications for 1,627 additional breeds. Overall, 443 applications were processed which includes new, additional, visiting judges, adjunct and junior showmanship applications.

All conformation judges’ files 3,218 and 813 visiting judges are scanned, and 98 percent of communication to judges is sent electronically.

Judging Operations is responsible for printing and maintaining the Judges Directory and the Rules, Policies and Guidelines for Conformation Judges.

The Judges Education department promotes the ongoing education of conformation judges through institutes, seminars, and the distribution of educational materials, while assisting parent clubs with information related to their breed on the AKC website.

In 2011, the department presented eight Basic Judges Institutes, which included the “Judging Juniors” seminar, in the following locations: Denver, Colorado; Louisville, Kentucky; Valley Center, California; Ridgefield, Washington; Fitchburg, Massachusetts; and Concord, North Carolina.

Three Advanced Judges Institutes were presented: The Herding Group, conducted in Houston, Texas; the Hound Group, conducted in Harrisburg, Pennsylvania; and the Toy Group and Low Entry/FSS Breeds, conducted in Orlando, Florida. Planning began for the Basic and Advanced institutes scheduled for 2012.

Judges Education publishes a quarterly e-newsletter, “The Standard,” providing information from parent clubs and other important issues relating to the judging community. “The Standard” is archived at akc.org. The newsletter “E-News for JECs” is e-mailed twice a year to all parent clubs. Judges Breed Study Guides are continuously posted at akc.org and judges’ mentor lists are regularly updated on the website.

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 123 fully accredited AKC Registered Han-
Registered Handlers nationwide.

With help from the executive field representatives, Registered Handlers staged free handling clinics for juniors and adults at 17 shows for more than 600 attendees. Purina Pro Plan is the program’s official sponsor.

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. Five 2011 Ward scholarships of $1,500 each were awarded.

Twelve conformation field representatives covered 1,201 (83.2 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

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

In 2011, the 75th anniversary year for the sport of AKC Obedience, 87 Obedience Trial Champion (OTCH) titles were earned. There were 2,573 AKC Obedience events and 135,620 entries, an 8.3 percent increase in entries over 2010.

The AKC Canine Partners program expands AKC interest and support of all dogs in competition and in the community. In 2011, the program yielded 3,070 titles in obedience, rally, and agility.

In conjunction with the AKC/Eukanuba National Championship, the 17th annual AKC National Obedience Invitational was held in Orlando, Florida, with an entry of 146, America’s top OTCH-pointed and Regional Qualifying dogs representing 54 breeds from 33 states and Canada. Eukanuba and J and J Dog Supplies sponsored the event.

The AKC Tracking Invitational was held September 16 to 18 at the Bernheim Arboretum & Research Forest in Clermont, Kentucky. AKC Tracking held 178 Tracking Dog tests with 823 entries, 172 Tracking Dog Excellent tests with 733 entries, and 89 Variable Surface Tracking Tests with 469 entries. During 2011, 46 dogs earned the Champion Tracker title.

The AKC Agility program reports another year of growth, with 2,629 events and 1,040,071 entries.

In 2011, 871 Master Agility Champion (MACH) titles were earned.

The AKC National Agility Championship was held in April at the Virginia Horse Center in Lexington, Virginia. The event drew 1,136 of the top agility dogs from across the nation.

In October, the AKC/World Agility Team competed at the Annual FCI World Agility Championship in Liévin, France. Out of a field of 82 competitors from 36
countries, AKC/USA team members Ashley Deacon and Pyrenean Shepherd Luka took an individual gold medal (Medium Dog). They also placed first in the Individual Agility Round. Tori Self and her Border Collie, Rev, won the Large Dog Team Jumping class in a field of 93 teams, placing over many former world champions. Team sponsors included Agility Vision, Clean Run, and Max 200.

The sixth AKC Agility Invitational was held in December in Orlando. This event showcases the top-five ranked dogs from each breed. The event drew 592 exhibitors representing 157 breeds and 46 states.

The Versatile Companion Dog (VCD) title recognizes dogs that earn a combination of titles in obedience, agility, and tracking. In 2011, 282 Versatile Companion Dog titles were awarded, with one dog earning the Versatile Companion Champion title, bringing the total to only three dogs having earned this prestigious title in the nine years it has been in place.

AKC Rally continues as a popular titling event. In 2011, there were 2,204 events, drawing 74,417 entries.

During 2011, the Companion Events department reached out to various Juniors programs with an interest in companion events. At the AKC National Agility Championship, tours and demonstrations were given to 150 4-H juniors, their leaders, and parents, representing 4-H groups from three states.

National competitions were offered in the sports of obedience and agility at the AKC Agility Invitational in Orlando, with over 100 juniors entered between both events. One entered her dogs in all three of the events (Junior Showmanship, obedience, and agility), offered at the AKC/Eukanuba National Championship.

PERFORMANCE EVENTS

AKC Performance Events provide tests for the skills required by working breeds to perform their functions. These working functions include hunting companions, herding of livestock, or guardians of people and property.

Field trials, hunting tests, coonhound, lure coursing, herding, and earthdog events are among the 14 different event types under the management of the Performance Events department.

The AKC licenses or sanctions more Performance Events than any other registry. In 2011, the AKC approved over 4,400 licensed Performance Events with a total of 240,000 entries. Slightly more than 12,200 Performance Events titles were earned. The field staff led 85 seminars meant to educate judges and participates on the rules and regulations governing the various performance sports.

Some of 2011’s performance-event highlights—

- Therapy Dog Program: This new titling program provides recognition to dogs and owners who have given their time to help people by volunteering as a therapy dog. Dogs that have been certified or registered by AKC recognized therapy dog organizations and have performed 50 or more community visits are eligible to be awarded an AKC Therapy Dog title (THD). (Additional information can be found on the AKC website at akc.org/akctherapy/.)

- Versatile Hunting Breeds: Eleven breeds originally developed to hunt both upland game birds and waterfowl became eligible to enter two different hunting test programs in 2011 thus providing additional opportuni-
ties for versatile breeds to demonstrate the skills for which they were bred.

- Herding “Master” titles approved: After a dog earns a Herding title at a given level, much additional training can be involved to prepare for a higher level.

The new Master title provides an incentive for an owner to remain involved with the sport by continuing to compete at the same time as the dog prepares for a more advanced testing level. It also allows dogs that have earned a title at the Advanced level to continue to compete in order to earn an Advanced Master title. The Master title became effective January 1, 2012. (Additional information can be found at akc.org/pdfs/events/herding/master_title_application.pdf.)

- The Parent Club Performance Events program: The program acknowledges titles earned in approved parent club–sponsored, breed-specific Performance Events. These working tests, while small in size, are important to the breeds involved. Two new Parent Club Performance Events were approved in 2011: the Dalmatian Club Road Dog test and carting. Carting tests sponsored by the following breeds are approved for titling: Bernese Mountain Dog, Greater Swiss Mountain Dog, Bouvier, Mastiff, Saint Bernard, and Rottweiler.

- Coursing Ability Test: This is a fun and healthy new activity that is a simplified version of lure coursing. Coursing Ability Tests (which have become known as the CAT) are open to all breeds including mixed breeds. Owners enjoy watching their dog’s instincts come alive as they chase the lure around the course. It is great fun to watch a wide variety of dogs, from big to small, run the course. (Upcoming CAT events can be found at akc.org/pdfs/events/coursing_ability_test/CAT_Upcoming_events.pdf.)

Six recommendations from the Retriever Hunting Test Advisory Committee were approved and implemented, further refining the regulations governing the sport.

New breeds continue to request admission to AKC Performance Events. In 2011, two new breeds were approved to participate in Lure Coursing, two for Pointing Breed Hunting Tests and one new breed was approved to participate in Herding events.

The AKC Coonhound Events program 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.

The Treeing Walker gained full breed recognition starting January 1, 2012. With this addition, all six Coonhound breeds are eligible to earn conformation Show Champion titles.

Given the increasing cost of travel, AKC clubs are now allowed to hold “double header” nite hunts, a modification that has been enthusiastically received. The annual AKC “World’s Largest Coon Hunt” Benefit for St. Jude Children’s Research Hospital in Tennessee was again a success, raising more than $180,000.

The addition of Sportmix Dog Food as a new sponsor has led to the development of a new Sportmix Showdown Hunt program. Such national sponsors as Garmin
International; Bright Eyes Lights; Valley Creek Hunting Supply; Tritronics, Inc.; Zepp’s Coon Squallers; Diamond Deluxe Dog Boxes and Sportmix all played an important part in making the Coonhound program a success in 2011.

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 long-time commitment to juniors in the conformation ring. Juniors have handled dogs to the highest possible titles in nearly every event category.

The AKC Board of Directors approved a new class for the Junior Showmanship Competition, the Masters Class, effective January 1, 2012.

Twenty-Seven students were awarded the 2011 AKC Junior Scholarships, ranging from $1,000 to $3,000. A total of $40,000 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 sixty-one juniors entered the December 2011 National Championship in Orlando, Florida.

In 2011, juniors handling their dogs in AKC Companion Events and Performance Events have handled their dogs to 400 titles, and 2,300 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. The newsletter is archived in the Juniors pages at akc.org.

A GOOD THING: THERAPY DOG TITLE

For many years the AKC has received requests from the fancy to award titles to therapy dogs as a way to recognize the “great work their dogs do.” In response, the AKC rolled out an exciting new title open to all AKC dogs, The AKC Therapy Dog title, or THD, in June 2011. It’s an official AKC suffix title that rewards dogs and owners who have provided ongoing community service to help improve the well-being of others.

It is estimated there are 50,000 certified and active therapy dogs in the United States. Volunteerism has exploded over the past decade, especially dog-and-owner teams working in schools, hospitals, and nursing homes, and at disaster sites.

Earning a THD title builds on the skills taught in the AKC S.T.A.R. Puppy and Canine Good Citizen programs, which create a sound and friendly temperament needed by a successful therapy dog.

The AKC works with therapy-dog certification organizations to recognize the work done by therapy teams. The title is open to all AKC dogs who complete the following criteria: certification or registration by an AKC-recognized therapy-dog organization; the performance of a minimum 50 therapy visits; and AKC registration or listing (that is, an AKC-registration number, a PAL number, or enrollment in AKC Canine Partners).
COMPLIANCE OPERATIONS

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

AKC Inspectors conducted thousands of inspections of kennels, pet shops, distributors, and auctions in 2011. The inspectors monitored the care and conditions of the dogs and kennel facilities, and reviewed recordkeeping and dog identification practices, and gave presentations about AKC requirements to several breed and local kennel clubs. The division also coordinated with state and local governments on cruelty and neglect cases. In 2011, inspectors placed a priority on inspecting breeders who had never been inspected before, in connection with the AKC “First Time Inspection” program.

Compliance Support handles all disciplinary matters arising from events, complaints, or alleged violations of the AKC Code of Sportsmanship. In 2011, Compliance Support processed 262 complaints and disciplinary matters.

The Compliance Operations division reports to the Legal Department.

REGISTRATION AND CUSTOMER SERVICE

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

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

The popularity of online dog-registration services continued to increase in 2011. Currently, 47 percent of all individual-dog registrations are done online; 75 percent of all litters were registered online in 2011, with a monthly high of 77 percent in November.

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

The Customer Service department fields an average of 30,000 calls and 5,400 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
- AKC Coonhound Direct
- Purebred Alternative Listing (issuing PAL numbers that qualify purebreds without pedigrees to compete in AKC companion and performance events)
- 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
- Revisions of breed standards
- The Foundation Stock Service (reviewing requests for breeds seeking FSS recording and eventual AKC recognition; in 2011, the Azawakh, Belgian Laekenois, Bergamasco, Boerboel, Dogo Argentino, Peruvian Inca Orchid, Portuguese Podengo Pequenos, Pumi, Sloughi, and Wirehaired Vizsla became eligible for the Miscellaneous class).

The Certificate of Merit point schedule was revised to include points for dogs awarded Best in the Miscellaneous class.

The Xolotl, hairless dog of the Aztecs, was one of six breeds to enter the AKC Stud Book in 2011.
Class based on the entire entry. Forty dogs earned the certificate in 2011.


LEGAL

In 2011, the Legal department was called upon by the AKC Board and staff to provide legal counsel and corporate advice; to review, draft, and negotiate contracts; to manage litigation and outside counsel handling litigation matters; to monitor compliance issues, manage and prosecute.

A GOOD THING: KENNEL INSPECTIONS

The AKC is the only purebred registry in the United States with an ongoing, routine kennel-inspection program. A dedicated team of AKC field inspectors visits kennels to educate breeders while ensuring the proper care and conditions of dogs, and to verify that breeders are maintaining accurate records.

Inspections have proven a successful tool in promoting responsible dog ownership and breeding, and market research demonstrates the public’s positive perception of AKC kennel inspections. The AKC policy regarding care and conditions, passed by the Board in 1996, and enforced by the inspections program since that time, makes clear that the AKC will not tolerate substandard treatment of dogs.

The AKC allocates over $1.5 million and employs nine inspectors who conduct thousands of inspections annually. The AKC inspection protocol applies equally to all types of breeders; the AKC does not conduct different types of inspections or apply different rules based on the number of dogs maintained or litters registered.

The AKC conducts inspections to ensure that care and conditions of the dogs and the facility in which they are housed are in compliance with the extensive AKC Care and Conditions Policy and to review records in order maintain the integrity of its registry.

An AKC Inspector reviews the care and conditions. This includes ensuring that dogs have adequate food and water, are in good physical condition, and get daily exercise. The inspector also makes certain that the facility is safe, clean, and comfortable for the dogs. The AKC Inspector also reviews the registrant’s paperwork, to ensure the registration applications received from the breeder are properly supported. Under certain circumstances, the inspector may also take DNA samples.
matters filed under the AKC’s disciplinary system. The Legal department reviewed and provided advice on numerous contracts and agreements, including licensing, sponsorship, and media agreements, particularly those in support of major events like Meet the Breeds and the AKC/Eukanuba National Championship.

The Legal department is responsible for procuring, implementing, and administering the AKC’s internal property and casualty insurance program, and for assessing and managing risk.

The department files trademark and copyright applications and aggressively acts in instances when the AKC name and trademarks are used without proper authorization. Likewise, it pursues the unauthorized use of AKC-copyrighted material.

If the inspection determines the registrant needs to make improvements to their recordkeeping and dog-identification practices, the inspector will provide information and recommendations on improvements can be made.

If an individual fails to consent to an inspection or fails to correct areas identified as needing improvement during an inspection, the AKC will suspend their ability to register dogs and compete in AKC events. Typically, a suspension includes a fine. AKC privileges will be reinstated only after an inspection confirms that the registrant is in compliance with AKC rules and policies. In addition, if AKC inspectors find unsanitary or unhealthy conditions, proper federal, state, and local agencies are notified.
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 2011, ISD put into production the first elements of a new Competition Management System for internal use. Access to these new tools by AKC showing clubs will start in 2012. A new service to send event and judge-panel notices to clubs by e-mail was put into production, leading to a reduction of over 25,000 letters sent to clubs by the AKC. ISD provided support for the AKC/Eukanuba National Championship, including the online show catalog that featured more than 2,000 photographs. The AKC website receives 1.45 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. New event-calendar features were added to the website, including a mobile-friendly format.

COMMUNICATIONS

The AKC Communications/PR department handles public relations, club communications, and public education. With the AKC mission statement in mind, outreach includes promoting responsible dog ownership and breeding, the value of the purebred dog as a family companion, and protecting the rights of all dog owners by generating traditional media coverage, utilizing paid advertising and sharing conversations with our social media fans and followers.

Each year the AKC Top 10 Dog Breeds campaign, based on annual registration statistics, kicks off the year’s publicity with a press conference. Overall public-relations outreach garnered more than 70 clips on national network and cable broadcast programs including NBC’s Today Show, ABC’s Good Morning America and World News Now, The Martha Stewart Show, and Fox News Channel’s Happening Now. Total media impressions in 2011, including coverage in many of the highest-circulation newspapers like USA Today and the New York Times, topped more than a billion.

The third annual AKC Meet the Breeds in New York City generated hundreds of stories in newspapers and online, as well as coverage on every major New York broadcast network, along with daily “Tweet the Breeds” on AKC’s Twitter page, a unique and interactive website at MeetTheBreeds.com and participation in New York City’s Veterans Day Parade to highlight dog breeds most commonly used to defend the United States at home and abroad.

Club Communications oversaw the annual AKC Responsible Dog Ownership Days, which had a record-breaking 600 clubs and dog-loving organizations, including a flagship event in Raleigh, participating. In addition, more than 40,000 club members receive publicity tools, AKC news, and other helpful resources the department’s e-newsletter “AKCommunicates!”

Facebook, Twitter, and YouTube allowed us an avenue to connect with dog owners directly with information about breeds, dog care and training, and our championship events such as the AKC National Agility Championship with pre-event exhibitor profiles and real-time results. AKC and its fans also interacted during the AKC/Eukanuba National Championship broadcast via a “Virtual Viewing Party” on Facebook.

Public Education’s primary goal, through its materials and programs, is to educate individuals of all ages about the importance of responsible dog ownership. AKC provides materials to a network of nearly 5,000 volunteers from AKC-affiliated clubs, called Public Education Coordinators and Canine Ambassadors, who visit community groups and schools, distribute AKC materials, and host responsible-dog-ownership events. Public Education resources include brochures, DVDs, teacher-activity kits, and elementary- and middle-school lesson plans.

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.

To advance this mission and the legislative priorities of responsible dog owners in 2011, GR expanded its educational outreach with new downloadable online seminars on key topics in government relations. These programs are ideal educational programs for club meetings, and succinctly explain the ins and outs of legislation and canine policy. The department also broadened its services in the area of regulatory analysis and through the expansion of the online “GR toolbox.” The GR toolbox provides a wide variety of resources, organized by topic, to assist dog owners who are facing restrictive legislation. Features range from materials on how to communicate effectively with legislators, to issue analyses, to economic impact statements, to educational materials for the public, and a wide variety of other materials.

Because success in canine-legislation requires direct involvement by those who are most affected, GR works with state federations of dog clubs throughout the country to address many issues. GR works with 37 AKC state federations and welcomed approximately 283 new legislative liaisons from AKC clubs across the country to follow canine legislation and communicate regularly on issues that could impact them.

GR tracked approximately 1,300 state and federal bills in 2011 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 250 geographically based legislative alerts/letters and over 100 online alerts for issues at all levels of government and tens of thousands of AKC constituents.

Federal legislative highlights included:

- S.707 / H.R. 835—This legislation, known as the Puppy Uniform Protection and Safety (PUPS) Act, was reintroduced from the 2010 legislative session. The bill would expand federal regulation of commercial dog dealer regulations to individuals (deemed “high volume retail breeders”) who have an ownership interest in or custody of one or more intact female dogs and offer for sale or sell 50 dogs in a one-year period. The AKC expressed a number of specific concerns about an overly broad definition of “high volume retail breeder” that does not take into account co- or joint ownerships, and the definition of “breeding female” as any intact female over 4 months of age. AKC GR and AKC’s federal advocacy team discussed these concerns with members of Congress and their professional staff, and provided information and updates to AKC clubs and breeders. No hearings were scheduled for either bill.

At the state and local level, the AKC, its member
clubs, and their allies successfully fought anti-dog legislation from coast to coast. The defeated measures that represented the full gamut of anti-dog legislation: breed-specific legislation, mandatory spay/neuter, breeding bans, ownership restrictions, and other onerous measures. Highlights of GR’s 2011 state and legislative activities include:

- **Michigan**: House Bill 4714 sought to ultimately ban “pit bulls” in the state, defined as American pit bull terriers, American Staffordshire Terriers, Staffordshire Bull Terriers or a dog displaying the majority of physical characteristics of any of these breeds. The bill specifically pinpointed dogs displaying “distinguishing characteristics” that “substantially conform to the standards established by the AKC…” The bill further required that one year after passage, sale or breeding of “pit bulls” would be outlawed. After four years, mandatory spay/neuter for “pit bulls” would be implemented, and after 10 years ownership would be banned. The AKC issued Legislative Alerts; worked with federations, breeders and clubs to oppose the measure; and sent extensive materials on the ineffectiveness of breed-specific legislation to the MI committee. The committee chairman contacted AKC GR and stated that he would hear this bill.

- **Missouri**: Senate Bill 161 eliminated a 50-dog ownership limit and made several other positive changes to provisions passed in a November 2010 ballot initiative. Among other changes, the bill removed restrictions on breeding ages (the bill now states that female dogs may not be bred more than what is recommended by a veterinarian) and created the crime of “canine cruelty” for those who repeatedly violate the state’s animal-welfare laws and pose a substantial risk to the health and welfare of animals. The AKC worked extensively with its federation and other stakeholders to make these changes, which were approved and signed into law by the governor.

- **New York**: Suffolk County Legislature Resolution 1545 contained legislative intent language that made a number of inaccurate, misleading and unsubstantiated claims that attacked the AKC and impugned the integrity of responsible dog breeders. AKC GR sent a written response to the legislation as introduced, and worked extensively with local clubs, federations and other stakeholders in opposition to the measure. The sponsor withdrew the bill.

- **Wyoming**: As introduced, SF 100 sought to define “hoarding” and “puppy mills” by the number of dogs owned, and other vague and arbitrary terms. After extensive negotiation, the Wyoming Legislature passed a bill that creates the crime of “household pet animal cruelty.” The revised bill was amended into a positive measure that instead defined “household pet animal cruelty” as anyone who keeps household pets “in a manner that results in chronic or repeated physical harm” or “confined in conditions which constitute a public health hazard.”

Throughout the year, the department presented Community Achievement Awards to clubs and individuals to honor exemplary public-education and government-relations efforts. AKC Federations and other legislatively active groups that demonstrated excellence in their policy advocacy were awarded the Walter Bebout Memorial Award for Leadership in Canine Legislation.

Staff provided educational seminars at numerous national specialties and kennel club events throughout the country and represented the department at Responsible Dog Ownership Day, Meet the Breeds, and a variety of dog-show and political events.

The department’s monthly e-newsletter, “Taking Command,” was sent to over 40,000 subscribers in 2011. The Congressional In Session newsletter is sent to all members of Congress: The state legislature version goes to all members of state legislatures. Additionally, the newsletters are available to the public online.

**CLUB EDUCATIONAL SERVICES**

AKC Information and Education Booth appearances covering over 120 days were made throughout the coun-
try, serving a large geographical area and a wide variety of events and venues. In 2011, the booth hosted more than 200,000 visitors, from the general public to seasoned dog fanciers and interested spectators of many nations, ages and walks of life. The booth supplied visitors with educational materials, informational brochures, rulebooks, crucial alerts, and access to our website via media equipment at the booth.

The AKC Booth continued outreach to pet-expo audiences, groomers, trainers, boarding kennels, high-volume breeders, sportsmen, and the trade industry, visiting select conferences for these constituents. As the face of the AKC, the booth is able to promote goods and services available from the AKC and its affiliates. The AKC Canine Partners program was the focus at multiple pet expos as we reached out to the general public to invite them to join us in our sports and in our passion for all dogs.

With juniors as the future of the AKC sports, regular efforts are made to reach future fanciers, helping juniors to locate seminars and encouraging them to attend AKC handling clinics. In conjunction with Canine Partners, the booth attended three state fairs, signing up hundreds of juniors. Promotional products available at the booth enable the AKC to donate prizes to Junior Showmanship events, instilling pride in the AKC brand. The AKC Humane Fund is promoted regularly, and efforts are made to educate the fancy and the general public as to its mission.

Club Educational Services supports AKC Public Education by promoting AKC children’s educational materials, providing feedback to Public Education staff, and recruiting Canine Ambassadors. The department has donated materials to and arranged shipments of materials for Public Education Coordinators, Canine Ambassadors, clubs, and superintendents. In the field, we support local clubs, teachers, and veterinarians with information and donations to develop and support children’s education programs.

As hot legal issues surface, booth staff promotes legislative initiatives, concentrating on national issues and zeroing in on local issues at specific shows.

Booth online services grew in 2011 as the booth regularly prints certified pedigrees, title certificates, and Certificates of Authenticity. These services were offered in addition to our popular booth events of PAL-live evaluations, DNA-collection events, and the Foreign Registration Live program.

The AKC Banner program continued to oversee the display of AKC-logo signage at dog events, raising AKC visibility with spectators and in the media. Clubs can order their AKC Banners and also their trophies and judges’ gifts through the department.

CANINE GOOD CITIZEN

AKC Canine Good Citizen® (CGC) is a noncompetitive program that actively promotes responsible dog ownership by rewarding dogs who demonstrate good manners at home and in their community. Each year, more than 13,000 approved CGC evaluators nationwide test tens of thousands of dogs.

The United States Senate and the legislatures of 42 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, many 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.

AKC S.T.A.R. Puppy, a level of CGC for puppies (S.T.A.R. stands for all the things puppies need: Socialization, Training, Activity, and Responsible owners) entered its third year in 2011. The more than 10,000 pups that have completed the required six weeks of training classes and passed the S.T.A.R. Puppy test each year are awarded an Olympics-style medallion, a certificate of achievement suitable for framing, the AKC New Puppy Handbook, and the “Your AKC” e-newsletter.

In 2011, The Hartford signed on as the sponsor of the AKC Canine Good Citizen program.

PUBLICATIONS

The Publications department produces the AKC family of periodi-
cals and such special projects as this report. The department is also responsible for ad sales and the “AKC Weekly Wins Gallery” e-mail.

In the fall of 2011, the AKC Gazette was reformatted from a print magazine to a digital publication. Embracing the trend toward more digital and mobile content helps the Gazette stay relevant in the marketplace and provides an opportunity to increase our visibility and messaging. Each new monthly issue is posted on the AKC website with free access for all. The online Gazette can also be downloaded and saved to personal computers and all or parts of it can be printed out. An archive of past issues is also available. The breed columns in the online Gazette now include links to parent club websites and also makes it easier for breed clubs to share this content with their memberships.

The AKC Events Calendar is now totally web based. Major enhancements were made to the online events look-up. The new view of event data looks like a traditional calendar, allowing you to see event listings by specific days, weeks, and months.

The bimonthly AKC Family Dog, an added value to Gold-level dog registrations and the AKC Canine Partners mixed-breed program, is the AKC lifestyle magazine created for owners of all dogs 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.

In July 2011, a digital edition of Family Dog was launched with a distribution of 600,000 to the AKC’s most active and responsive e-mail customers. It is also accessible through the AKC website, Your AKC, and the Family Dog Facebook page. The digital edition includes features such as a news ticker, video, pop-up slideshows, and additional content.

At the February 2011 Dog Writers Association of America banquet, Publications garnered five awards, including “Best All-Bred Magazine.”

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.

A GOOD THING: CANINE HEALTH RESEARCH

In 2011, AKC Companion Animal Recovery donated $110,000 to the University of Pennsylvania School of Veterinary Medicine as part of continuing funding of a health registry for search-and-rescue K-9s and other working detection dogs. This joins an initial grant of $70,000 awarded in 2010. The AKC CAR Detection Dog DNA Bank and Health Registry helps search-and-rescue organizations, law enforcement, breeders, and handlers identify factors contributing to the success of these vital dogs.

Only an estimated 30 percent of dogs entering detection-training programs are successful, leading to shortages of dogs capable of detection work. Researchers expect that data gleaned from this registry will assist in breeding selection and the creation of more successful working canines.

“We are grateful for this continued support from AKC and AKC CAR,” Dr. Cindy Otto of the Penn Vet Working Dog Center says. “The working dog community will benefit from this ground-breaking and far-sighted grant to enhance the breeding, selection, and training of detection dogs.”

Of course, this is just one aspect of the AKC commitment to canine health. Over the years, the AKC has donated over $20 million to the fight against canine genetic disease in all its many forms.

For more on this topic, see the AKC Canine Health Foundation section of this report.
AKC COMPANION ANIMAL RECOVERY

AKC Companion Animal Recovery (AKC CAR), an AKC affiliate organization, is dedicated to identifying pets and reuniting lost pets with their owners. AKC CAR sells pet microchips and readers to veterinarians, shelters, rescue groups, and breeders for complete lifetime pet-identification and recovery service.

AKC 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 January 2011, AKC CAR introduced the INDIGO Microchip, a new, easy-to-use microchip delivery system. It’s a single-use, preloaded, all-in-one device that makes microchipping pets easier and quicker for veterinarians and technicians. AKC CAR reports continued strong growth in microchip sales to vets, breeders, and clubs.

The AKC CAR Canine Support and Relief Fund made grants of more than $340,000, the majority to K-9 search-and-rescue teams. AKC CAR donated $110,000 to the University of Pennsylvania School of Veterinary Medicine as part of continuing funding of a health registry for search-and-rescue and other working detection dogs. This joins an initial grant of $70,000 awarded in 2010. Researchers expect that data gleaned from this registry will assist in breeding selection and the creation of more successful working canines.

Additionally, AKC CAR contributed $2,500 to the 2011 AKC Veterinary Scholarship program.

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

AKC CANINE HEALTH FOUNDATION

The American Kennel Club Canine Health Foundation, Inc., receives ongoing support from the AKC, corporate donors, and many breed clubs, specialty clubs, and individual dog lovers. This generosity has allowed the Foundation to fund more than $25 million in canine-health research since 1995.

In 2011, the AKC/CHF and Golden Retriever Foundation announced a joint venture to equally fund up to $1 million in canine cancer research by 2013. The foundations are partnering to solicit, review, and ultimately select one canine-cancer research project focusing on Goldens and potentially benefitting the health of all dogs.

The AKC/CHF in 2011 approved 21 OAK grants to 14 research institutions and universities to conduct research covering a wide variety of canine health issues affecting all dogs and specific breeds.

The AKC/CHF received 109 OAK grant proposals. Part of the Foundation’s two-level grant structure, the annually awarded OAK grants are one- to two-year, in-depth research projects. The AKC/CHF also funds short-term research called ACORN grants, which frequently produce preliminary data for possible future OAK proposals.

The AKC and the Foundation work together to promote their popular “Breeder’s Symposium,” a series of educational programs held at veterinary schools around the country. Information/donations: akchf.org.

AKC MUSEUM OF THE DOG

The AKC Museum of the Dog, located at historic Jarville House in West St. Louis County, is home to one of the largest collections of canine art in the country. Recent gifts include a Bloodhound portrait in gouache by the English artist Reuben Ward Binks, a Borzoi done in charcoal by the American artist Rosalind Trigg, and a bronze Irish Setter by the American artist June Harrah.

In June 2011, a special exhibition highlighting donations of art given by the Art Show at the Dog Show over the past 25 years opened in the museum’s Sally Johnson Spillane Special Exhibit Gallery.

The organization’s first-ever “Paws For Reading Fun Day” hosted by the museum in partnership with Support Dogs, Inc., was held in December. Five Support Dogs teams were at the Dog Museum to meet the public. Admission for young visitors ages 14 and under was free. This special event was made possible with funds donated by the Ann A.H. Warner estate.

The AKC Museum of the Dog receives $187,000 annually from the AKC for operating support. Information: museumofthedog.org.
Orlando, Florida: Judge Polly Smith chose standard Poodle GCh. Jaset’s Satisfaction (London) as the AKC/Eukanuba National Championship Best in Show winner on December 18 at the Orange County Convention Center. Ann Rairigh handled the black beauty to a red, white, and blue ribbon and $50,000 in prize money out of an entry of 3,938. London is owned by Beth Harris, Michel Molnar, and Jamie Danburg, and was bred by Sandra Tompkins and Chris Bailey.

Australian Shepherd GCh. Propwash Reckon also made history, becoming the first AKC/Eukanuba Best in Show (2010) to win the Eukanuba World Challenge.
Clockwise from top left: Best Bred-By-Exhibitor in Show Afghan Hound GCh. Thaon’s Mowgli and co-breeder/co-owner Jay Hafford.

In the 75th-anniversary year of AKC Obedience, the AKC National Obedience Invitational Champion was OTCH Golden Retriever Spirit’s Zim Zam Zoom, UDX6, OMD4, owned by Ward Falkner.

AKC Agility Invitational Winners— 8-inch: Mixed-breed MACH Honey Come Quick and Dana Pike; 12-inch: Poodle Ch./MACH5 Ravendune Right on Target, CDX, RAE, OF; 16-inch: Australian Cattle Dog MACH3 Carazo’s Rogue in Red, NF, and Stephen Carazo; 20-inch: Bearded Collie Ch./MACH4 Colquhoun’s No Time to Relax, RN, and Karen Bar- ratt; 24-inch: Doberman Pinscher MACH8 Thomwoods Flare, CD, MXF, TQX, and Yvonne Mancino.

In the BIS ring, Mrs. Smith gets hands-on with Chet the Harrier.
Junior handlers were front and center as never before at Orlando. In addition to the usual Junior Showmanship competition in the show ring, the 2011 AKC/Eukanuba National Championship featured the first-ever Juniors obedience and agility trials. Top left: Emma Grayson Echols, handling Yorkshire Terrier GCh. Silkiss’D Lets Rock, was named Best Junior Handler in Show by judge Kimberly Meredith-Cavanna. Top right: Anneka Mikel Dahle and Shetland Sheepdog Taufie won the inaugural Juniors Agility Competition (12-inch).
Among the sights in and around the Orange County Convention Center was the dramatic presentation of the AKC Breeder of the Year Award (top). Pluis Davern (far left), of Sundowners Sussex Spaniels, won the coveted honor. For the names of the Breeder of the Year honorees in each breed group, see “AKC Award Winners” on page 35.
Year in and year out, a crowd favorite at AKC/Eukanuba is the presentation of the AKC Humane Fund Awards for Canine Excellence (ACE) to dogs that do meaningful work in the service of individuals or entire communities. For the names of the honorees in each of the five ACE categories, see “AKC Award Winners” on page 35.

Bottom: Aside from being a world-class, multi-event dog show, the AKC/Eukanuba National Championship also serves as an international crossroads of dogdom, where fanciers have the opportunity to make new friends and renew old acquaintances.
BREEDER OF THE YEAR
- Breeder of the Year: Pluis Davern, Sundowners Sussex Spaniels
- Hound Group: Gretchen Bernardi, Berwyck Irish Wolfhounds
- Working Group: Thomas Oelschlager and Marlene DePalma, Kontoki Siberian Huskies
- Terrier Group: Elena Landa, Doubloon Soft Coated Wheaten Terriers
- Toy Group: Sharon and Raymond Stevens, Sharbelle Toy Poodles
- Non-Sporting Group: Barbara Wood, Anbara Lhasa Apsos
- Herding Group: Steve and Alice Lawrence, Fuzzy Farm Pulik

LIFETIME ACHIEVEMENT AWARD
- Conformation: Jean Fournier
- Companion: Patricia Scully
- Performance: Robert Fluery

AKC HUMANE FUND AWARDS FOR CANINE EXCELLENCE (ACE)
- Exemplary Companion: Tugg (Bull Terrier), owned by Blake and Kim Ovard of Cleburne, Texas
- Law Enforcement: Blue (German Shepherd Dog), owned by Suffolk County (New York) Police Department, handled by John Mallia
- Search and Rescue: Hunter (Border Collie), owned by Billie Monahan of Tahachapo, California
- Service: Bingo (Labrador Retriever), owned by Konrad Feldman of Liberty Township, Ohio
- Therapy: Miki (Pomeranian), owned by Tricia Baker of Plainsboro, New Jersey

COMMUNITY ACHIEVEMENT AWARD
- Borzoi Club of America
- Cindy Bundy
- Collie Club of Maine
- Concho Kennel Club
- Council Bluffs Kennel Club
- Donna Herzig
- Miniature Schnauzer Club of Northern California
- Northeastern Indiana Kennel Club
- Savannah Kennel Club
- Donald C. Stuart
- Trap Falls Kennel Club
- Barbara Wicklund

WALTER BEBOUT MEMORIAL AWARD (CANINE LEGISLATION)
- Colorado Federation of Dog Clubs
- Georgia Canine Coalition
- Dr. Al Stinson and the Michigan Association for Pure Bred Dogs
The following financial summaries have been extracted from the audited consolidated financial statements of the American Kennel Club, Inc.

2011 was especially challenging given the continued fragile state of the economy. 2011’s consolidated total revenues of $59.5 million were 3% lower than the prior year. Registration revenues were $2 million (8%) less than 2010. Total consolidated operating expenses of $59.7 million in 2011 were $2.7 million (4.3%) less than the previous year. This savings was achieved by cost reductions in various areas.

2011’s consolidated operating results yielded an operating deficit of $209,000 vs. a deficit of over $1 million in the prior year.

The consolidated loss on investments for 2011 totaled $2.3 million due to the adverse stock market conditions experienced during most of the year. The statement of activities reflects reorganization charges of $266,000 as a non-operating item in 2011.

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

A copy of the complete 2011 consolidated audited financial statements, including KPMG’s unqualified independent auditors’ report, is available upon request.

James T. Stevens  
Chief Financial Officer

Joseph V. Baffuto, Jr.  
Controller
# Financial Report

## THE AMERICAN KENNEL CLUB, INCORPORATED

### CONSOLIDATED BALANCE SHEETS

December 31, 2011 and 2010 (In thousands)

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,736</td>
<td>$1,773</td>
</tr>
<tr>
<td>Accounts receivable, net of allowance for doubtful accounts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>of $187 and $74 in 2011 and 2010, respectively</td>
<td>3,715</td>
<td>2,358</td>
</tr>
<tr>
<td>Investments</td>
<td>78,682</td>
<td>82,592</td>
</tr>
<tr>
<td>Investment receivable</td>
<td>914</td>
<td>—</td>
</tr>
<tr>
<td>Prepaid expenses and other</td>
<td>4,509</td>
<td>4,148</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>11,515</td>
<td>11,729</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$101,071</strong></td>
<td><strong>$102,600</strong></td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

#### Liabilities:

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$5,733</td>
<td>$5,953</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>1,498</td>
<td>1,184</td>
</tr>
<tr>
<td>Deferred lease liability</td>
<td>4,975</td>
<td>4,670</td>
</tr>
<tr>
<td>Capital lease obligations</td>
<td>2,371</td>
<td>3,447</td>
</tr>
<tr>
<td>Postretirement benefit obligations other than pensions</td>
<td>26,830</td>
<td>26,233</td>
</tr>
<tr>
<td>Pension benefits obligation</td>
<td>31,662</td>
<td>15,046</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$73,069</strong></td>
<td><strong>$56,533</strong></td>
</tr>
</tbody>
</table>

#### Net assets:

**Unrestricted:**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>18,244</td>
<td>18,210</td>
</tr>
<tr>
<td>Funded status of postretirement plans</td>
<td>(58,492)</td>
<td>(41,279)</td>
</tr>
<tr>
<td>Investment in property and equipment</td>
<td>9,144</td>
<td>8,282</td>
</tr>
<tr>
<td>Board-designated</td>
<td>57,600</td>
<td>59,010</td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td><strong>26,496</strong></td>
<td><strong>44,223</strong></td>
</tr>
</tbody>
</table>

**Temporarily restricted**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>28,002</strong></td>
<td><strong>46,067</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND NET ASSETS**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$101,071</strong></td>
<td><strong>$102,600</strong></td>
</tr>
</tbody>
</table>
### Changes in unrestricted net assets:

#### Operating support and revenues

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration fees</td>
<td>$22,888</td>
<td>$24,901</td>
</tr>
<tr>
<td>Recording and event fees</td>
<td>$10,912</td>
<td>$9,955</td>
</tr>
<tr>
<td>Fees and certified pedigrees</td>
<td>$6,168</td>
<td>$6,359</td>
</tr>
<tr>
<td>Royalty and sponsorship income</td>
<td>$5,971</td>
<td>$5,864</td>
</tr>
<tr>
<td>DNA and other product services</td>
<td>$3,700</td>
<td>$4,200</td>
</tr>
<tr>
<td>Enrollment fees and microchip sales</td>
<td>$4,473</td>
<td>$3,907</td>
</tr>
<tr>
<td>Publications</td>
<td>$2,612</td>
<td>$2,893</td>
</tr>
<tr>
<td>Other income</td>
<td>$1,484</td>
<td>$987</td>
</tr>
<tr>
<td>Contributed airtime and print space</td>
<td>$483</td>
<td>$1,362</td>
</tr>
<tr>
<td>Interest and dividends</td>
<td>$466</td>
<td>$416</td>
</tr>
<tr>
<td>Contributions</td>
<td>$34</td>
<td>$14</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>$338</td>
<td>$479</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING SUPPORT AND REVENUES**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$59,529</strong></td>
<td><strong>$61,397</strong></td>
<td></td>
</tr>
</tbody>
</table>

#### Operating expenses:

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll and related benefits</td>
<td>$29,209</td>
<td>$30,716</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>$6,088</td>
<td>$5,996</td>
</tr>
<tr>
<td>Professional and service fees</td>
<td>$5,410</td>
<td>$4,390</td>
</tr>
<tr>
<td>Rent</td>
<td>$3,647</td>
<td>$4,029</td>
</tr>
<tr>
<td>Communications and postage</td>
<td>$2,714</td>
<td>$2,840</td>
</tr>
<tr>
<td>Public education</td>
<td>$1,577</td>
<td>$2,515</td>
</tr>
<tr>
<td>Travel</td>
<td>$1,645</td>
<td>$2,322</td>
</tr>
<tr>
<td>Maintenance, rentals, and insurance</td>
<td>$2,182</td>
<td>$2,080</td>
</tr>
<tr>
<td>Forms and supplies</td>
<td>$2,258</td>
<td>$2,065</td>
</tr>
<tr>
<td>Printing, paper, and promotions</td>
<td>$1,355</td>
<td>$1,484</td>
</tr>
<tr>
<td>Public relations, events, and programs</td>
<td>$1,323</td>
<td>$1,422</td>
</tr>
<tr>
<td>Grants and contributions</td>
<td>$1,144</td>
<td>$1,228</td>
</tr>
<tr>
<td>Directors, delegates, and committees</td>
<td>$749</td>
<td>$737</td>
</tr>
<tr>
<td>Other</td>
<td>$437</td>
<td>$608</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING EXPENSES**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$59,738</strong></td>
<td><strong>$62,432</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Decrease in unrestricted net assets before nonoperating items**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(209)</strong></td>
<td><strong>(1,035)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Realized and unrealized (loss) gain on investments**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(2,260)</strong></td>
<td><strong>7,162</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Reorganization charges**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(266)</strong></td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>

**Pension expense**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(5,341)</strong></td>
<td><strong>(4,724)</strong></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(9,651)</strong></td>
<td><strong>(4,399)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Decrease in unrestricted net assets**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(17,727)</strong></td>
<td><strong>(2,996)</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Changes in temporarily restricted net assets:

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets released from restrictions</td>
<td>$338</td>
<td>$(479)</td>
</tr>
</tbody>
</table>

**Decrease in temporarily restricted net assets**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(338)</strong></td>
<td><strong>(479)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Decrease in net assets**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(18,065)</strong></td>
<td><strong>(3,475)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Net assets at beginning of year**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>46,067</strong></td>
<td><strong>49,542</strong></td>
<td></td>
</tr>
</tbody>
</table>

**NET ASSETS AT END OF YEAR**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$28,002</strong></td>
<td><strong>$46,067</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Officers & Staff

**BOARD OFFICERS**
- Ronald H. Menaker, Chairman of the Board
- Dr. Thomas M. Davies, Vice Chairman of the Board

**EXECUTIVE OFFICERS**
- Dennis B. Sprung, President/Chief Executive Officer
- James P. Crowley, Executive Secretary
- John J. Lyons, Chief Operating Officer
- James T. Stevens, Chief Financial Officer

**VICE PRESIDENTS**
- Lisa Gonzalez, Marketing & Communications
- Darrell L. Hayes, Dog Show Judges
- Charles L. Kneifel, Chief Information Officer
- James P. Crowley, Executive Secretary
- James T. Stevens, Chief Financial Officer

**GENERAL COUNSEL**
- Margaret H. Poindexter

**ASSISTANT VICE PRESIDENTS**
- Curt A. Curtis, Companion Events
- Doug V. Ljungren, Performance Events
- Gina M. DiNardo, Assistant Executive Secretary
- Mari-Beth E. O’Neill, Customer Service
- Mark E. Dunn, Registration Development
- Vicki L. Rees, Human Resources
- Keith L. Frazier, Audit and Control
- Daphna Straus, Business Development

**ANNUAL REPORT STAFF**
- Bud Boccone, Editor
- Russell Bianca, Creative Production Director
- Kate McCroary, Senior Designer
- William Gaither, Print Production Manager

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**VICE PRESIDENTS**
- Lisa Gonzalez, Marketing & Communications
- David W. Roberts, Registration
- Robin L. Stansell, Event Operations

**GENERAL COUNSEL**
- Margaret H. Poindexter

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