DELEGATES FORUM
SYNOPSIS OF THE JUNE 13, 2011, DELEGATES FORUM

The Delegates Forum is an informal meeting of Delegates that provides an opportunity for open discussion and expression of ideas. No official business is transacted, a quorum is not required and no attendance record is kept.

There was a presentation on the work of the AKC Canine Health Foundation, given by Terry Warren, PhD, J.D., CEO and General Counsel, and Christine Haakenson, PHD, Chief Science Officer. It included an explanation of the mission and goals of the AKC Canine Health Foundation, the source of funds, and the research, totaling over $25 million, that has been funded to date.

QUARTERLY MEETING OF THE DELEGATES OF THE AMERICAN KENNEL CLUB JUNE 13, 2011

Dennis B. Sprung, President
PRESENT 254
Afghan Hound Club of America, Inc.—Ms. Constance Butherus
Airedale Terrier Club of America—Aletta L. Moore
Akita Club of America—Sherry E. Wallis
Alaskan Malamute Club of America, Inc.—Mrs. Virginia P. Greffe
American Bloodhound Club—Mary L. Olzewski
American Bouvier des Flandres Club, Inc.—Patte Klecik
American Boxer Club, Inc.—Bruce E. Voran
American Brittany Club, Inc.—Judith Tighie
American Bullmastiff Association, Inc.—Alan Kalter
American Cavalier King Charles Spaniel Club, Inc.—Carol Williams
American Foxhound Club, Inc.—Harold Miller
American Maltese Association, Inc.—Mr. Richard W. Glenn
American Pointer Club, Inc.—Mrs. Karen R. Spey
American Pomeranian Club, Inc.—Dr. Geno Sisseros
American Rottweiler Club—Mr. Peter G. Piusz
American Sealyham Terrier Club—Kenneth W. Mader
American Shetland Sheepdog Association—Marjorie Tuff
American Spaniel Club, Inc.—Julie Virosteck
American Tibetan Mastiff Association—Martha Feltenstein
American Water Spaniel Club—Beth Lagomoniere
Anderson Kennel Club—Phillip D. Sample
Anderson Obedience Training Club, Inc.—Ms. Patricia A. Sample
Antelope Valley Kennel Club, Inc.—William Daniels
Arkansas Kennel Club, Inc.—Panella J. Arwood
Asheville Kennel Club, Inc.—Jamie Mulvey
Ashatubla Kennel Club—Kathleen Kinney
Atlanta Kennel Club, Inc.—Ann Walin
Atlanta Obedience Club, Inc.—Gail A. LaBerge
Austin Kennel Club, Inc.—Bette D. Williams
Back Mountain Kennel Club, Inc.—Mrs. Nina Schaefer
Basset Hound Club of America, Inc.—Mrs. Barbara Wicklund
Battle Creek Kennel Club, Inc.—John A. Studebaker
Bearded Collie Club of America, Inc.—Kathy Coxwell
Bernese Mountain Dog Club of America, Inc.—Sara Karl
Bexar County Kennel Club, Inc.—Mr. Gerald H. Yarbrough
Border Collie Society of America—Ms. Carol Clark
Briard Club of America, Inc.—Michael Gibson
Bulldog Club of America—Robert L. Newcomb
Burlington County Kennel Club, Inc.—Daniel J. Smyth, Esq.
Cairn Terrier Club of America—Pam Davis
California Collie Clan, Inc.—Robette G. Johns
Cambridge Minnesota Kennel Club—Mr. Wayne F. Harman
Canaan Dog Club of America—Pamela S. Rosman
Capital Dog Training Club of Washington, D.C., Inc.—Dr. Joyce A. Dandridge
Carolina Dog Training Club, Inc.—Shirley Sanders
Carolina Kennel Club, Inc.—Janice Ashby
Catoctin Kennel Club—Whitney Coombs
Central Beagle Club—David Bagaley
Central Florida Kennel Club, Inc.—Julian Prager
Central Indiana Kennel Club, Inc.—Sally Allen
Charleston Kennel Club—Sylvia Arrowood
Chattanooga Kennel Club—David Gilstrap
Chiuhua Club of America, Inc.—Rey Burgos
Chinese Shar-Pei Club of America, Inc.—Marge B. Caltharp
Chow Chow Club, Inc.—Mrs. Ginny Atkinson
Clarksville Kennel Club—Robert A. Schroll
Classic Toy Dog Club of Western Massachusetts—Dr. Stephen Lawrence
Clearwater Kennel Club—Daniel T. Stolz
Clermont County Kennel Club, Inc.—Marjorie Underwood
Cleveland All-Breed Training Club, Inc.—Mrs. Maureen R. Setter
Cumber Spaniel Club of America, Inc.—Judy Hiller
Colorado Springs Kennel Club—Sidney L. Marx
Columbia Kennel Club, Inc.—Barbara Shives
Columbia Missouri Kennel Club—Robert Brown
County-Wide Dog Training Club, Inc.—John D. French
Cudahy Kennel Club—Don H. Adams
Dachshund Club of America, Inc.—Larry Sorezin
Dalhmann Club of America, Inc.—James W. Smith
Dandie Dinmont Terrier Club of America, Inc.—Karen Dorn
Dayton Dog Training Club, Inc.—Barbara L. Mann
Dayton Kennel Club, Inc.—Sandra Groeschel
Del Monte Kennel Club, Inc.—Merlyn A. Green, D.X.C.
Delaware Water Gap Kennel Club—Dr. A. D. Butheras
Devon Dog Show Association, Inc.—Meg Weitz
Doberman Pinscher Club of America—Mrs. Naomi R. Shorr
Dog Fanciers Association of Oregon, Inc.—Mrs. Patty L. Strand
Dog Owners’ Training Club of Maryland—Kathyrae Sarvinas
Durham Kennel Club Inc—Linda C. Wozniak
Eastern German Shorthaired Pointer Club, Inc.—Mrs. Joan Tabor
Elm City Kennel Club—Dr. Gregory J. Paveza
English Cocker Spaniel Club of America, Inc.—Barbara A. Penny
English Setter Association of America, Inc.—Mr. John P. Nielsen
English Springer Spaniel Field Trial Association, Inc.—Mrs. Alice E. Berd
English Springer Spaniel Field Trial Club of Illinois—David H. Hopkins
English Toy Spaniel Club of America—Vanessa N. Weber
Farmington Valley Kennel Club, Inc.—Terrie Breen
Field Spaniel Society of America—Katherine Sullivan
Finger Lakes Kennel Club, Inc.—Margaret B. Pough
Fort Lauderdale Dog Club—Charles Arnold
Fort Worth Kennel Club—Mr. Harry G. Ottmann
German Pinscher Club of America—Ms. Kimberly Schiff
German Shepherd Dog Club of America—Dr. Carmen L. Battaglia
German Shorthaired Pointer Club of America—Mr. Kenneth A. Marden
German Wirehaired Pointer Club of America, Inc.—Ms. Patricia W. Laurans
Gig Harbor Kennel Club—James R. Doh
delegates’ quarterly meeting

Glen of Imaal Terrier Club of America—Bruce H. Susman
Glen Falls Kennel Club, Inc.—Mrs. Bonnie Lapham
Golden Retriever Club of America—Ellen Hardin
Great Dane Club of America, Inc.—Thomas Sandenaw
Greater Clark County Kennel Club Inc.—Ms. aren J. Burgess
Greater Collin Kennel Club, Inc.—Barbara Shaw
Greater Hickory Kennel Club, Inc.—Dr. John L. Hyatt
Greater Murfreesboro Kennel Club, Inc.—Margaret Dicorleto
Greater Naples Dog Club—Steven D. Gladstone
Greater St. Louis Training Club, Inc.—Jane V. (Candy) Slay
Greater Swiss Mountain Dog Club of America, Inc.—Mary Jo Ramirez
Greenville Kennel Club—Linda A. Krorr
Greenwich Kennel Club—Margaret K. Curtis
Greyhound Club of America—Melanie S. Steele
Harrisburg Kennel Club—Cindy Miller
Hatboro Dog Club, Inc.—Mr. Robert D. Black
Havanese Club of America—Jane F. Ruthford
Hockamock Kennel Club, Inc.—Nancy Fisk
Hollywood Dog Obedience Club, Inc.—Jan Wolf
Houston Kennel Club, Inc.—Ms. Carol A. Williamson
Huntingdon Valley Kennel Club, Inc.—Dick Blair
Huntington Kennel Club, Inc.—Gwen McCullagh
Ibiza Hound Club of the United States—Luane V. Williams
Irish Setter Club of America, Inc.—Karylnne McAtter
James River Kennel Club, Inc.—Mallory C. Driskill
K-9 Obedience Training Club of Essex County, NJ.—Dave Morgan
Kachina Kennel Club—Marilyn R. Yinson
Keeshond Club of America, Inc.—Mr. John D. Savicki
Kenilworth Kennel Club of Connecticut, Inc.—Mrs. Gwen Wexler
Kennebec Kennel Club of Buffalo, Inc.—Carole Plesur
Kennel Club of Philadelphia, Inc.—Charles H. Schafer
Kennel Club of Riverside—Sylvia A. Thomas
Kennesaw Kennel Club—James F Gibson
Key City Kennel Club, Inc.—Dr. Fred Bock, II
Komondor Club of America, Inc.—Michael Harman
Labrador Retriever Club, Inc.—Mr. A. N. Sills
Lackawanna Kennel Club, Inc.—Ms. Virginia Van Doren
Ladies’ Dog Club, Inc.—Mrs. Kathi Brown
Lakeland Winter Haven Kennel Club—Bruce Walsh
Land O’ Lakes Kennel Club, Inc.—Jan Croft
Lawrenceville Kennel Club, Inc.—Robert N. LaBerge
Lexington Kennel Club Inc.—Anne Kemp
Los Encinos Kennel Club, Inc.—David M. Powers
Mad River Valley Kennel Club, Inc.—Mrs. Betty J. Miller
Magic Valley Kennel Club, Inc.—Dr. Sandra B. Barker
Marion Ohio Kennel Club, Inc.—Dr. J. C. Garvin
Maryland Kennel Club—John T. Ward
Mastiff Club of America, Inc.—Dr. William R. Newman
Memphis Kennel Club, Inc.—Dr. Robert D. Smith
Mensana Kennel Club, Inc.—John S. Fitzpatrick, D.V.M.
Merrimack Valley Kennel Club, Inc.—Jeannette Nieder
Middleburg Kennel Club—Shelley C. Roos
Minneapolis Kennel Club, Inc.—Ralph Hogencamp
Mispillion Kennel Club, Inc.—Mrs. Blackie H. Nygoud
Mississippi Valley Kennel Club—Mrs. Gretchen Bernardi
Mississippi Valley Retriever Club—Robert H. McKown
Mount Ogden Kennel Club, Inc.—Kathryn Taylor
Mount Vernon Dog Training Club—Mrs. Ruth W. Cramb
Mountaineer Kennel Club, Inc.—Mrs. Rebecca S. Stanevich
Mt. Baker Kennel Club, Inc.—Mrs. Judith V. Daniels
Nashville Kennel Club—James Efton
National Beagle Club—Eddie Dziak
National Shiba Club of America—Maggi Strouse
Naugatuck Valley Kennel Club—Mrs. Viola Burgos
New England Dog Training Club, Inc.—Virginia Rowland
Newfoundland Club of America, Inc.—Mrs. Mary W. Price
Newnan Kennel Club—Willie Crawford
North Shore Kennel Club—Richard F. Coletti
Northern Kentucky Kennel Club, Inc.—Michael Connery
Nova Scotia Duck Tolling Retriever Club (USA)—Marile A. Waterstraat
Obedience Training Club of Hawaii, Inc.—Ms. Patricia C. Scully
Olympic Kennel Club, Inc.—Harvey A. Mueller
Otterhound Club of America—Joellen Gregory, D.V.M.
Ozark Kennel Club, Inc.—Mark A. Chambers
Pacific Coast Bulldog Club, Inc.—Link Newcomb
Parson Russell Terrier Association of America—Gary Kopeppel
Penr Ridge Kennel Club, Inc.—Dennis J. Gallant
Petit Basset Griffon Vendeen Club of America—Anne Gallant, Ph.D.
Philadelphia Dog Training Club, Inc.—Larry Wilson
Piedmont Kennel Club, Inc.—Joachim Blutreich
Plainfield Kennel Club—John McCullagh
Plum Creek Kennel Club of Colorado—William E. Ellis
Pocono Mountain Kennel Club, Inc.—Sandra Krieger
Poodle Club of America, Inc.—Mary Ellen Fisher
Portland Dog Obedience Club, Inc.—James Primmer
Portland Kennel Club, Inc.—Mrs. Joan Savage
Portuguese Water Dog Club of America, Inc.—Mrs. Janis C. Watts
Progressive Dog Club—William H. Blair
Rhode Island Kennel Club, Inc.—Gerard Baudet
Rhodesian Ridgeback Club of the United States, Inc.—Michael J. Teeling
Richmond Dog Fanciers Club, Inc.—Jan M. Ritchie
Roanoke Kennel Club, Inc.—Jill Wright
Rockford-Freeport Illinois Kennel Club—Ronald H. Menaker
Rockingham County Kennel Club, Inc.—Janice S. Gardner
Rubber City Kennel Club—Cathy Gaidos
Sagehen’s Retriever Club—Katharine B. Simonds
Sahuaro State Kennel Club—Rita L. Mather
Salisbury Maryland Kennel Club—Mrs. Barbara Farbush
Samoyed Club of America, Inc.—Mr. John L. Ronald
San Gabriel Valley Kennel Club—Anthony Vasquez Santa Ana Valley Kennel Club, Inc.—Tom Brown
Santa Barbara Kennel Club, Inc.—Abbe R. Shaw
Santa Maria Kennel Club, Inc.—Laurence J. Libeau
Saratoga New York Kennel Club—Wanda H. Allen
Sawnee Mountain Kennel Club of Georgia—Kay Alford
Schipperke Club of America, Inc.—Betty J. Patrick
Scottish Terrier Club of America—Helen A. Prince
Scottsdale Dog Fanciers Association, Inc.—Nancy Perrell
Seattle Kennel Club, Inc.—Sandra Frei
Shenandoah Valley Kennel Club, Inc.—Sharyn V. Hutchens
Shoreline Dog Fanciers Association of Orange County—Susan L. Hamil
Siberian Husky Club of America, Inc.—Ms. Donna Beckman
Silver State Kennel Club—Daniele Ledoux-Starzyk
Skokie Valley Kennel Club, Inc.—Pat Griswold
Skye Terrier Club of America—Mr. Walter F. Goodman
Soft Coated Wheaten Terrier Club of America—John Mandeville
South Shore Kennel Club, Inc.—Linda C. Flynn
South Windsor Kennel Club—Margarette (Peggy) Wompol
Southeast Arkansas Kennel Club—Ricky Blackman
Southern Adirondack Dog Club, Inc.—Dr. John V. Ioia
Space Coast Kennel Club of Palm Bay—Glenda Stephenson
Spinone Club of America—Karen Luckey
Springfield Kennel Club, Inc.—Dr. Thomas M. Davies
St. Bernard Club of America, Inc.—Kit A. Bostrom
St. Croix Valley Kennel Club, Inc.—Deborah J. Wilkins
Staffordshire Bull Terrier Club of America—Jenny Merritt
Staffordshire Terrier Club of America—Holly S. Stump
Standard Schnauzer Club of America—Dr. Harvey Mohrenweiser
Suffolk County Kennel Club, Inc.—Mr. Robert Eisele
Sun Maid Kennel Club of Fresno, Inc.—Marcy L. Zinger
Sussex Hills Kennel Club, Inc.—Mrs. Florence Duggan
Taconic Hills Kennel Club, Inc.—Marylyn DeGregorio
Tampa Bay Kennel Club—Mary Manning-Stolz
Tennessee Valley Kennel Club—Catherine Bell
Tibetan Terrier Club of America, Inc.—Stacey La Forge
Topeka Kennel Club, Inc.—Robert E. Bostrom
Town and Country Kennel Club, Inc.—Toni Doake
Toy Dog Breeders Association of Southern California—John Shoemaker
Trap Falls Kennel Club, Inc.—Christopher L. Sweetwood
Trenton Kennel Club, Inc.—Joseph Martyn
Troy Kennel Club, Inc.—John J. Cardozo, Jr.
Tualatin Kennel Club, Inc.—James S. Corbett
Twin Brooks Kennel Club, Inc.—Patricia C. Sarles
Union County Kennel Club, Inc.—Carroll M. Denne
United States Kerry Blue Terrier Club, Inc.—Mr. Carl C. Ashley, III
Upper Potomac Valley Kennel Club—J. M. Haderer
Valley Forge Kennel Club, Inc.—Mrs. Carol Fisher
Vizsla Club of America, Inc.—Lynn Worth-Smith
Wachusett Kennel Club, Inc.—Suzanne Gray
Welsh Terrier Club of America, Inc.—Peter J. See
West Highland White Terrier Club of America—Barrie Western Fox Terrier Breeders Association—Torie Steele
Western Reserve Kennel Club, Inc.—Mr. William A. Russett
Westminster Kennel Club—Harvey M. Wooding
Whidbey Island Kennel Club Inc—Colleen McDaniel
Windward Hawaiian Dog Fanciers Association—Mrs. Karen Mays
Wisconsin Amateur Field Trial Club, Inc.—Fred T. Kampo
Woodstock Dog Club, Inc.—Rosann Sexton
Worcester County Kennel Club—Debra A. Hokkanen
Yorkshire Terrier Club of America, Inc.—Patricia D. Reynolds

AMERICAN KENNEL CLUB

Delegates Meeting

June 13, 2011

Dennis B. Sprung, President in the Chair, called the meeting to order at 10:00 a.m.

The Chair introduced the people seated with him on the dais. Chairman, Ron Menaker; Vice Chairman Dr. Thomas Davies; Doris Abbate, Professional Registered Parliamentarian; Jim Crowley, the Executive Secretary, and Lisa DeGroat, the court reporter.

The Chair reported on the passing of William H. Green, Delegate of the Rio Grande Kennel Club, on May 29, 2011. He was the Delegate for the Rio Grande Kennel Club since July 8, 2002.

The Executive Secretary to read the names of Delegates seated since the last meeting: Ranae K. Hanson, LeRoy, NY, to represent Tonawanda Valley Kennel Club
Sara Karl, Colorado Springs, CO, to represent Berneese Mountain Dog Club of America
Gary Koeppel, North Canaan, CT, to represent Parson Russell Terrier Association of America

Daniele Ledoux-Starzyk, Henderson, NV, to represent Silver State Kennel Club

Jenny Merritt, Bothell, WA, to represent Staffordshire Bull Terrier Club of America

Martha Nazak, Mineral, VA, to represent Old Dominion Kennel Club of Northern Virginia
Caulder Kipley, Waterbury, VT, to represent Green Mountain Dog Club
Barbara Shives, Blythewood, SC, to represent Columbia Kennel Club
Heather Smith, Deerfield, WI, to represent Scottish Deerhound Club of America
Jennifer Toebben, Omaha, NE, to represent Nebraska Kennel Club
Anthony Vasquez, Claremont, CA, to represent San Gabriel Valley Kennel Club

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

Pat Griswold, Wilmette, IL, to represent Skokie Valley Kennel Club
Sara Karl, Colorado Springs, CO, to represent Berneese Mountain Dog Club of America
Gary Koeppel, North Canaan, CT, to represent Parson Russell Terrier Association of America

Daniele Ledoux-Starzyk, Henderson, NV, to represent Silver State Kennel Club
Jenny Merritt, Bothell, WA, to represent Staffordshire Bull Terrier Club of America
Barbara Shives, Blythewood, SC, to represent Columbia Kennel Club
Kathryn Taylor, Ogden, UT, to represent Mount Ogden Kennel Club
Anthony Vasquez, Claremont, CA, to represent San Gabriel Valley Kennel Club
Carol Williams, Brush Prairie, WA, to represent American Cavalier King Charles Spaniel Club

The minutes of the March 2011 Delegates meeting which were published in the AKC GAZETTE, were approved as published.

Ron Menaker, AKC Board Chairman gave his report as follows:

Good morning. I am pleased to announce an exciting new title open to all AKC dogs. The AKC Therapy Dog title, or "THD," will launch June 27th as an official AKC suffix title and will reward dogs and their owners that have provided ongoing community service to help improve the well being of others. Currently it is estimated that there are 50,000 certified and active therapy dogs in the United States. Volunteerism has exploded over the past decade, especially those with dog and owner teams working in schools, hospitals, nursing homes, and natural disasters. As you know, the AKC annually recognizes an outstanding Therapy Dog as part of our annual ACE Awards. We receive so many great nominations that we know there are many more dogs out there that deserve recognition. We have also received many requests from the fancy to award titles to therapy dogs as a way to recognize the "great work their dogs do." Additionally, earning a
THD title builds on the skills taught in the AKC S.T.A.R. Puppy and Canine Good Citizenship Programs, which create a sound and a friendly temperament needed by a successful therapy dog.

The title will be open to all AKC dogs that have completed a series of criteria. To qualify, dogs must be certified by a participating therapy dog certification organization and have performed a minimum of 50 documented community service visits.

To obtain a title, an owner must complete an application, along with evidence of documented visits. Application forms are available on the AKC website. The program will accept documentation of visits going back to January 1, 2000.

If your dog qualifies, we encourage you to apply for the title. For more information you can access the AKC website, or you can give us a call at the AKC.

So we hope you’ll take advantage of this. We think it’s an excellent opportunity for us to continue to get our name out in a positive fashion. Thank you all very much.

(Applause)

AKC President and CEO, Dennis Sprung, gave his report as follows:

First I will provide you with a brief update on the direction of entries; then I will share my report by having Gina DiNardo present on our Publishing Department. Following Gina, Lisa Gonzalez will walk you through a detailed update on some of the numerous marketing and communications research and initiatives underway.

I am pleased to report that in spite of everyone’s valid concerns about the continued sluggish economy and lowering interest rates, combined with high prices for gasoline, entries are positive in a number of events, although not all. This includes increases for the first four months of 2011, ranging from 600 in Hound Tests to 4,700 in Obedience, and almost 36,000 in Agility. We also enjoyed gains of 2,000 at Specialties and 8,800 entries in All Breed events. As a result, our aggregate entries are up over 50,000 or 5.2%.

More good news: Bobby Birdsong has apprised me all indications are that the month of “May” will also have gains in entries.

Going back to the increase in Conformation entries, specifically the Grand Champion program, in 2011 it still is providing a boost to clubs. In the first year of the program (May 12, 2010 to May 11, 2011) the increase in the number of entries in Specials was nearly 58,000 from the prior year. At an average entry fee of $30.00, these Grand Champion entries provided at least $1.7 Million to our conformation clubs as well as the opportunity for many exhibitors to continue having fun with their dogs by showing their Champions.

Everyone here deserves a great deal of credit and recognition for this shared success. Each of you should be very proud of the role you played to improve the world of conformation. This idea created by Darrell Hayes and Peter Gaeta was supported by Delegate Committees and the Board of Directors; it then became a reality when approved by you, the Delegate body. The Grand Champion is truly an excellent example of staff, Board and Delegate teamwork. It has proven the Judges’ Department’s research and predictions correct of improving the sport by adding the first new show title in AKC history.

All of these gains were achieved prior to staff implementing an enhancement to this Program by adding the Grand Champion achievement levels just last month which allow for additional initiatives to further increase entries which Robin Stansell and his staff collaborated on with Charley Knefel and the IT Department along with Judging Operations.

Fortunately our Clubs are happy with this successful initiative as are we. It is indeed positive news to report overall entries in an upward trend again as they have been for most of the past decade; in fact, comparing the aggregate number of entries in 2000 to the total in 2010, the increase is 19%, almost 500,000 entries.

I don’t think any one of us could have stood up at a Delegates Meeting ten years ago and predicted such a large overall increase as has been achieved. I congratulate each of you. Thank you.

Now I invite Gina DiNardo, Assistant Vice President and Assistant Executive Secretary, to the podium.

Ms. DiNardo spoke as follows:

Good morning. Today I would like to share with you recent changes and enhancements to the format and distribution methods of AKC’s main print publications. In essence, we will shift focus and command a larger digital presence.

These changes will increase access to AKC’s Publications, deliver our important messages to a larger and more diverse audience and help us make a technological leap forward in our communications with constituents.

Our new publication strategy was necessary to address substantial financial losses in the division. While these losses in Publications have always existed, they’ve grown to a point where they could no longer be justified. This should come as no surprise, as they are presented to the Delegate body in Jim Stevens’ quarterly reports.

AKC has been able to thrive for 127 years by periodically reevaluating the way we do things and when necessary, we make changes and reinvent ourself.

Today the manner in which we communicate with each other is driven more and more by mobile devices, like tablets and smart phones, as well as relying on the Internet to receive information.

The publications industry is changing just as rapidly as the technology that drives our phones and computers. Because of this, the Board asked the Staff to study and make a recommendation, which was accomplished. The Board unanimously voted to adopt this new plan. It will allow our Publications to join the 21st century by embracing digital communications. We see this evolution as an excellent opportunity to increase our visibility and our messaging.

First I’d like to show you some changes we’ve made to the AKC Gazette. As of October 2011 the Gazette will be published on the website as a PDF, available for downloading, printing and forwarding via email. In addition, a link to the digital edition will appear in AKC’s Weekly Wins Gallery once a month. The reformatted digital Gazette will include the Secretary’s Page, the President’s Letter, the Chairman’s Report, AKC Updates, Times Past, and the Parent Club Breed Columns, which will now contain a link to the Parent Club websites. This new format will make it easier for Parent Clubs to share their breed columns with their membership or anyone else they wish.

By going digital we’ll provide current subscribers, the vast majority who have access to the Internet, this complementary content. This also enables a broader reach to new readers.

Of course, we all feel a sense of loss for the tradition of the Gazette. Personally, I grew up with a copy of it on my parents’ coffee table, and for over 40 years it’s been a part of my life as well.

But this decision was made once it was evident, despite subscription promotions, a redesign, advertisers switching more ad dollars to digital and cost cutting in all areas that these declining trends in subscriptions and advertising would only continue to accelerate.

I will share with you some facts and figures that contributed to the decision to reformat the Gazette.

The first year the Events Calendar appeared on the AKC website, at the request of our exhibitors, we lost 5,000 subscribers. It is anticipated that subscriptions will drop to below 20,000 in 2012. To put that into perspective, out of 46.3 million dog owning households nationwide, only 20,000 would read the Gazette.

In the past number of years paid subscriptions and advertising revenues have each declined by approximately 30 percent. In fact, we would need a minimum of 76,000 paid subscribers – more than three times our current base – to be financially viable today, i.e. to simply break even.

We know that some Delegates believe that this should have been discussed with the body before the decision was made. However, there were factors that did not permit this. They include personnel issues, confidentiality agreements, and contracts involving printers, ad agencies, advertisers, paper companies, etc. These had to be negotiated, renegotiated or
even terminated before anything could be
made public. Unfortunately, no amount of discussion
would have changed the bottom line, which
dictated a shift to the online version only.
Please know the decision to eliminate the
print magazine was not taken lightly. In fact,
it was made strictly from a business standpoint,
the decision would have been made years ago.
But we are pleased that the online edition still provides subscribers access to the
most vital 
Gazette 
content in a highly cost
effective way, while also making it available to
a significantly wider audience.
Now the enhancements to Family Dog maga-
zine. AKC Family Dog serves as a vital com-
communications tool to the general dog enthusi-
as - a large, ever growing segment, and a
constituency that is important to AKC’s future.
Family Dog circulated to 180,000 per issue, allows
us to have a conversation with dog
owners about our core values and mission,
while providing content that’s interesting,
thrilling and relevant to them.
Let the public know about the good works
of AKC, we distribute Family Dog to 27,000
veterinarians’ offices, 23,000 groomers’ shops,
and we’ve recently added federal and state
legislators to the Family Dog mailing list. Our
plan includes an expansion of Family Dog to
include content that fanciers found most
popular in the Gazette.
In July we will launch the inaugural digital
version of AKC Family Dog. It will have all
the same content as the printed version. In
addition, there will be a number of innovative and exciting extras - including a slideshow, video, scrolling ticker tape that links to the
AKC’s YouTube channel, the AKC Online
Breeder Classifieds and other valuable website
content. The digital version of the magazine will be available on our website, linked to Your AKC,
which as a readership of 1.4 million, and it
will be emailed to 600,000 people on a bi-
monthly basis. The addition of a digital
Family Dog to the already widely read print
version will make Family Dog the most
widely read dog magazine in the world - in
the most efficient way possible, and it allows
AKC to achieve between five and six million media impressions annually.
And finally, I would like to show you the enhancements Charley Kneifel and his team have made to the AKC Events Calendar for the
AKC website.
The new view of the event data will look
more like a traditional calendar and allows
you to look at events as they are happening on
a certain day, week, or month.
The week runs from Thursday through
Wednesday. This way the weekend events are
shown continuously, rather than having a
break like a traditional Sunday to Saturday
calendar.
Additionally, the AKC Events Calendar is
mobile friendly, meaning, if you access via a
mobile device, such as an iPhone, a smart
phone, such as a Droid based unit or a
BlackBerry, you can access a calendar that
will be formatted to your mobile device. This
is not an “app” in the sense that you would
download it from iTunes or the Droid mar-
ketplace, it’s simply a webpage that’s aware
whether it’s being accessed via a smart phone, smaller screen, or a computer.
I am pleased to say that you are the first peo-
ple to see this application. It went live a few
hours ago.
With our new plan we will gain millions of
new readers. Besides reaching a much wider audience than ever before, this publication
strategy will reduce the deficit in the publica-
tions division by over $500,000 a year
prospectively.
Now I would like to introduce Lisa
Gonzalez, Vice President of Marketing and
Communications, for our next presentation.
(Ms. Gonzalez gave an update on marketing initiatives.)
Jim Stevens, Chief Financial Officer, gave the
financial report. A summary follows:
Total revenues for the first five months of
2011 of approximately $23 million were 6.4%
lower than last year. The major sources of our
revenues continued to be adversely impacted
by a sluggish economy. Successful cost con-
tainment efforts resulted in total year-to-date
expenses remaining comparable with the
previous year.
This resulted in a year-to-date operating
deficit of $1.4 million. However, operations
had a positive cash flow due to certain
expenses being of a non-cash nature.
A better performing stock market environ-
ment in 2011 produced a year-to-date invest-
ment gain of $3.2 million. This was double
last year’s gain of $1.6 million during the
same period.

There was a vote on the proposed amend-
ment to Article VII, Section 1 of the Charter
and Bylaws of the American Kennel Club. This
amendment would make an AKC Board
member who has served two consecutive
terms ineligible for reelection for the length
of one full term of four years.
A two thirds vote in the affirmative vote was
required for adoption.
At the request of Barbara Shaw, Delegate for
the Greater Collin Kennel Club, without
objection, there was a standing counted vote.
The vote was 100 affirmative and 144
opposed. The amendment was not adopted.

The Chair called on the Executive Secretary
to read the proposed amendment to Article
VI, Section 5 of the Charter and Bylaws of the
American Kennel Club.
The amendment would apply the identical
restriction to someone who misappropriates funds from the American Kennel Club or
from an AKC subsidiary or affiliated organi-
zation as we now have for someone who
misappropriates funds from an AKC sanc-
tioned, licensed or member club. The full text
is on the blue worksheet.
The amendment is approved by the AKC
Board of Directors. It will be published in
two issues of the AKC GAZETTE, and
Delegates will be asked to vote on it at the
September 2011 meeting.

The Chair called on the Executive Secretary
to read the proposed amendment to Article
VI, Section 7 of the Charter and Bylaws of
the American Kennel Club.
This amendment would make a provision
that when the Board has determined that a
seated Delegate is ineligible to serve under
Section 5 that the Delegate’s club may appeal
to the Delegate body. Currently the Bylaws
only provide an appeal for a Delegate candi-
date and not for a seated Delegate. The full
text is on the pink worksheet.
The amendment is approved by the AKC
Board of Directors. It will be published in
two issues of the AKC GAZETTE, and
Delegates will be asked to vote on it at the
September of 2011 meeting.

The Chair called on the Executive Secretary
to read the proposed amendments to Chapter
3, Section 17 of the Rules Applying to Dog
Shows, Dog Show Classifications; Chapter 4,
Section 1 of Rules Applying to Dog Shows -
Approval of Judges’ Panels and Premium Lists;
Chapter 5, Sections 1 and 7 of Rules Applying
to Dog Shows - Prizes, Ribbons and Trophies;
Chapter 6, Section 2A of Rules Applying to
Dog Shows - Premium Lists and Closing of
Entries; and Chapter 7, Sections 13 and 19 of
Rules Applying to Dog Shows - Judges, which
would establish a Reserve Best in Show
Award. The full text is on the yellow work-
sheet.
These amendments were brought forward by
the Delegate Dog Show Rules Committee and
are approved by the AKC Board of
Directors. They will be published in two
issues of the AKC GAZETTE, and Delegates
will be asked to vote on them at the
September 2011 meeting.

The Chair recognized Aletta Moore, Delegate for
the Airedale Terrier Club of America, who
spoke as follows:
I believe there’s a typo in Chapter 3, Section 17.
Should it read, where underlined, “the
club or association?”

Mr. Crowley: That is correct. We will make
that correction in the publication.

The Chair called on the Executive Secretary
to read the proposed amendments to Chapter
1, Section 5 of the Rules Applying to Dog
Shows - Dog Shows Defined, which removes
references to the distinct “closing date” being
used to determine eligibility for the Novice
class; Chapter 1, new Section 8 of the Rules Applying to Dog Shows - Dog Shows Defined; and Chapter 2, Sections 11 through 15 of the Rules Applying to Dog Shows - Making Application to Hold a Dog Show, which would remove reference to American bred specialty show; Chapter 3, Sections 12 through 23 of the Rules Applying to Dog Shows - Dog Show Classifications, the match regulations address this issue, which will not be changed; Chapter 6, Section 8 of the Rules Applying to Dog Shows - Premium Lists and Closing of Entries, which creates consistency between this section and Chapter 5, Section 6, are all housekeeping changes. The full text is on the green worksheet. The amendments were brought forward by the Delegate Dog Show Rule Committee and are approved by the AKC Board of Directors. They will be published in two issues of the AKC GAZETTE, and Delegates will be asked to vote on them at the September of 2011 meeting.

The Chair recognized Julian Prager, Delegate for the Central Florida Kennel Club, who spoke as follows:

With respect to Chapter 6, Section 8, in a section after that, it does permit three-time win trophies. I think the fact that you have one section, which says the only thing you may offer are trophies for outright award, and then another section with three-time win trophies, is inconsistent. And it might be better to either meld those two or to mention that there is another section that is excluded from this requirement.

Mr. Crowley: We will look at that prior to publication.

The Chair called on the Executive Secretary to read a list of vacancies for the Delegate Committees that are to be filled in September. The vacancies on Delegate committees that are to be filled at the September Delegate meeting are:

- All Breed Clubs Committee: three, three year terms
- Bylaws Committee: four, three year terms and one, one year term
- Canine Health Committee: four, three year terms
- Delegate Advocacy and Advancement Committee: three, three year terms
- Dog Show Rules Committee: three, three year terms
- Field Trial and Hunting Test Events Committee: four, three year terms
- Herding, Earthdog and Coursing Events Committee: four, three year terms and one two year term
- Obedience, Tracking and Agility Committee: three, three year terms
- Parent Clubs Committee: three, three year terms and one two year term
- Perspectives editorial staff: six, two year terms and one, one year term.

All Delegates will be sent the self nomination form by the end of this month. The self nomination form must be returned to the Executive Secretary by Friday, July 22nd. Questions on any of the procedures should also be directed to the Executive Secretary. Delegates may only self nominate for one committee, except that a member of the Perspectives editorial staff may also serve on another standing committee. In August, the Delegates will be sent a list of nominees for each of the committees, their qualification statements and a sample ballot.

At the September meeting, following the election of committees, meeting space will be provided for those committees that wish to meet to elect a Chair and a Secretary.

The Chair called on John Lyons, Chief Operating Officer, to announce the Community Achievement Awards. Mr. Lyons spoke as follows: Good morning, everyone. I’m pleased to announce the second quarter of 2011 AKC Community Achievement Awards. This award is given to clubs, AKC federations and their members who have made outstanding contributions to public education or canine legislation activities.

Each honoree receives an AKC Certificate of Recognition, and the AKC donates $1,000 to each honoree’s club or federation. Details about the honorees’ accomplishments are published in the AKC GAZETTE and featured on the AKC Web site.

The second quarter honorees are:
- Donald C. Stuart of Rogue Valley Kennel Club and Miniature Schnauzer Club of Northern California.
- Please join me in recognizing these recipients.

(Appause) Now I’d like to call on Sheila Goffe, Director of Government Relations, to present the Walter Bebout Award for Leadership in Canine Legislation.

Ms. Goffe spoke as follows:

The American Kennel Club is pleased to announce that the Georgia Canine Coalition is the first quarter 2011 winner of the Walter Bebout Memorial Award for leadership in Canine Legislation.

The Bebout Award recognizes federation and owner/breeder organizations that have demonstrated leadership in canine legislation and have worked to preserve the rights of responsible owners and breeders. Winners of the Bebout Award receive a $1,000 donation to help offset the costs associated with their legislative efforts.

The Georgia Canine Coalition’s accomplishments include opposing dog limit laws and unwarranted breeder restrictions; helping pass stronger anti dog fighting laws in Georgia; working with counties and cities to oppose breed specific legislation and to create enforceable ordinances; working with the Georgia Veterinary Medical Association to oppose a fee on veterinary services; and working with kennel clubs across the state to create educational programs for children and to promote responsible dog ownership. I would like to ask Gail LaBerge, president of the Georgia Canine Coalition and Delegate from the Atlanta Obedience Club to come up and receive this award. Thank you, Gail.

(Appause)

The Chair informed the Delegates that the September 2011 Delegates meeting will be held at the Sheraton Newark Airport Hotel on Tuesday, September 13th. Delegates will be mailed and e mailed information which will also be placed Delegates Portal after July 1st, when our block of rooms will become available.

The December Delegates meeting will be held in Orlando, Florida. The meeting will be held at the Rosen Centre Hotel on Friday, December 16th. A block of rooms have been reserved for Delegates’ use. To reserve, Delegates should call the hotel using the special code sent them.

The Chair asked if there were any further business to come before the Delegate body.

The Chair recognized Dr. Thomas M. Davies, Delegate of the Springfield Kennel Club, who spoke as follows:

AKC CAR recently donated $340,000 to canine search and rescue groups around the country. This year we have involved local all-breed clubs in the grant process by sending the grant checks to the kennel clubs to have delivered to the search and rescue groups. This will help foster the building of relationships between the local kennel clubs, the search and rescue groups.

AKC CAR’s Canine Support and Relief Fund has also been busy helping out with funds and supplies for areas affected by the spring’s severe weather. Please keep the AKC CAR Canine Support and Relief Fund in mind as your club considers worthy causes to support. I’m sure Tom Sharp would be happy to accept a cash or check donation today.

Mr. Sprung: Thank you for the update on AKC CAR’s ongoing good deeds and assistance to so many.

The Chair recognized Dr. J. Charles Garvin, Delegate for the Marion Ohio Kennel Club, who spoke as follows:

Just to clarify for us, was it the intent to read the amendment on Chapter 5, Section 1, regarding fifth and sixth placements in the Group on the gray attachment?

Mr. Crowley: No. That was in the initial agenda. It was put before the Board, but the Board did not act on it, pending more input.
Delegates’ quarterly meeting

from the Dog Show Rules Committee.

Dr. Carmen Battaglia, Delegate for the German Shepherd Dog Club of America, addressed the decline in AKC registrations, and indicated the steps he believed should be taken, i.e.:
- Re-evaluate the structure of the organization as it now exists.
- Counter the distorted and inaccurate characterizations made by animal rights groups.
- Stem the loss of AKC breeders.
- Make it easier to purchase a dog from an AKC breeder.
- Re-examine Limited Registration, which removes generations of dogs from the AKC registry.

The Chair spoke as follows: As stated earlier, there is a great deal of research and marketing initiatives on registration. With any success, there of course will be residual opportunities to increase exhibitors and club members. In the area of Governance, the addition of a new PR team will address the Government Relations area, specifically rights of owners and breeders. We will continue to provide resources to clubs in numerous ways. As you will recall, Lisa Peterson and Michael Liosis did a Forum on club services about a year ago. If the delegates wish, we can repeat this at another Forum to reinforce the numerous services available to clubs.

As far as Limited, in my opinion, it should be looked at to determine if it is beneficial. We are well aware that many register their litters produced by sire or dam with a Limited Registration with other registries; only AKC honors this Limited designation.

Lastly yes – we will certainly continue to provide marketing and communication updates.

The Chair recognized Barbara Mann, Delegate for the Dayton Dog Training Club, who spoke as follows:

I want to compliment the AKC on two things. I belong to an obedience training club. We teach a lot of obedience classes for the general public. One of the efforts that we have been doing is to get all of the mixed-breed dogs that come into our club to get listed with the Canine Partners Program, and we’ve had wonderful cooperation from the AKC getting that done. And that’s a source of revenue for the AKC, and it’s also a source of revenue for us. And I think that’s just great. The second thing I’d like to compliment the AKC on is hiring Lisa Gonzales and her team. I was extremely impressed with the presentation this morning, and I have a question for Lisa. Those wonderful ads about using your $20 to make 20 million, and these sort of things, is it possible to have posters made that we can put up in our club building?

Mr. Sprung: They’re $20 each.

(Laughter and applause)

Ms. Mann: Until Lisa tells me that, I’m not going to believe a word of it.

Ms. Gonzalez: The answer is, yes. The end of game plan is to create posters of those. So they will be available.

Ms. Mann: Thank you.

Mr. Sprung: Thank you for your help with Canine Partners.

The Chair recognized Don Adams, Delegate for the Cudahy Kennel Club, who spoke as follows:

Yes. I think maybe I had an hallelujah moment too. I noticed that the publication requirements apparently are going to be met by an electronic version of the minutes in the Gazette.

As you probably know, a number of the Parent Clubs particularly are grappling with the high cost of mailing and the relative inefficiencies.

In many clubs, the cost of sending out a paper club letter far exceeds the dues. My question then is more of a point of information. Is it likely that when we seek to have our own publication requirements met by an electronic version to the membership, that it will be an approved method of informing the members?

In other words, what’s good for the American Kennel Club, we believe should be good for the members.

Mr. Crowley: You’re talking things about like meeting notices?

Mr. Adams: Yes. All of the official publication requirements that we are required to meet.

Mr. Crowley: Yes, provided it’s not contrary to the law of the state, where you are incorporated.

Mr. Adams: Okay.

Mr. Crowley: And the club’s own bylaws. It may require a bylaw amendment, and that you would have to check with the state law where you’re incorporated to make sure there’s no mailing requirement in the state law.

Mr. Adams: I fully understand. So if we were to put forward a bylaw change to allow for electronic communications, we would not have any trouble with the American Kennel Club?

Mr. Crowley: No. Again, the only caveat being that it’s not prohibited in your state law.

Mr. Adams: So stipulated. Thank you.

Mr. Sprung: There will be no problem with AKC. Thank you.

The Chair recognized Patricia Laurans, Delegate for the German Wirehaired Pointer Club of America and Chair of the Parent Clubs Committee, who spoke as follows:

I’d like to go back to the presentation regarding the Gazette. I think Jim Crowley wrote a letter and put it on the Delegate L that made a good deal of sense and was probably voicing what a number of us are feeling about the historical loss. Shortly thereafter, Jim, I believe I called you and you told me that there were several requests from members of parent clubs, and from myself, in terms of enhancements to your proposed Gazette.

And you’ve indicated that you had talked with Gina about them, and that, yes, in fact, they were in the works. I think it would be very helpful if you would tell the people here what those enhancements are. If not, I can remember some of them.

Mr. Crowley: I’ll go through it briefly. Gina can certainly augment that if I leave anything out.

Among the requests were the archiving of the Gazette, which we already have plans to do. So any of the Gazette’s that are online digitally will be archived digitally, so you can access them.

I’m not talking about retroactively going through over a hundred years, but for anything that we have online digitally, we will permanently archive there. So you can always go back and look at it.

In addition, for easy reference, we do plan to develop, and I can’t give you a timeline) the ability to have our breed columns archived by breed. So if you’re interested in a specific breed, you’ll be able to go to that breed column archive and not have to jump around issue to issue of the Gazette to find the various breed columns for that particular breed.

There was also a sense of loss for some of the feature articles that we’ve had appear in the past. We haven’t announced it so far, because we’re still working out the actual implementation and the timeline, but we hope to be able to at least put some of those feature articles back into the publication. Whether it be one or two a month, that all has to be developed, but some of those Fancy-specific articles that maybe wouldn’t be appropriate in a magazine like Family Dog, we do hope to bring some of those back and have some of them each month in the future Gazette.

Gina, can you think of any other enhancements or anything that I left out?

Ms. DiNardo: No, not unless you have anything.

Ms. Laurans: I think also the request had been that when things go out for the first few times or the first number of times that there
delegates’ quarterly meeting

be some instructions to the people who are going to be able to use them on how to use them, how to increase the fonts, how to make it user friendly.

Mr. Crowley: I’m sure Charley Kneifel has heard that, and we will be working on that.

The Chair recognized Blackie Nygood, Delegate for the Mispillion Kennel Club, who spoke as follows:

I would like to ask Carmen, please, to send his wonderful statement out on the Delegate List, because I would like permission to reprint it and read it or give it to the members of my club. Could you do that, Carmen?

Mr. Battaglia: Yes.

The Chair recognized Carol Williamson, Delegate for the Houston Kennel Club and Chair of the Perspectives editorial committee, who spoke as follows:

Two things. One, we are tickled to death to hear the number of times that Perspectives is being referred to in committee meetings and in the meetings here. That is real support for the work that we do, and it just pleases us to no end. So thank you all for that.

And, two, the next issue is coming up, July 5th is the deadline for the next issue. Barbara Wicklund will be the coordinator for the issue. We’ve been collecting articles this morning, but we always need more. If you have an item that you want to discuss in Perspectives, and you would like for somebody to work with you on writing it, we can do that also.

So, please, do not be shy. Contact us, and we will have one of the committee members contact you. Thank you.

Mr. Sprung: Thank you for the update on Perspectives.

The Chair recognized Richard Glenn, Delegate for the American Maltese Association, who spoke as follows:

I was thrilled at Lisa González’s presentation and the implications of it. I would like to respectfully suggest she change the name casual breeder to occasional breeder.

Mr. Sprung: Thank you for that suggestion.

The Chair recognized Kenneth Mader, Delegate for the American Sealyham Terrier Club who spoke as follows:

I listened with great interest to Lisa’s presentation, and I commend her for that effort. I come from a sales organization, and many years of solid experience.

And my disappointment is that the American Kennel Club is that we do a wonderful job in trying to market our product. We market vertically. We market internally. I listen and I read what the Humane Society of the United States is doing, but they’re gaining on us tremendously, as we all know, by soliciting donations from the general public.

We need to counter that and do the same thing. We have the staff, I believe, to do it. We need the initiative to do it. And if we don’t do it, I think we’re going to continue to be in trouble.

It was a wonderful presentation. The best I’ve heard in a long time. So in my opinion if we don’t sell this damn thing, we’re going to be in trouble.

Mr. Sprung: We appreciate that suggestion. Of course, there are many IRS regulations that fall within that suggestion, which we will review.

The Chair recognized Maureen Setter, Delegate for the Cleveland All Breed Dog Training Club, who spoke as follows:

And as our club is relying more and more on e mail distribution of information, the spam filters are getting more and more sophisticated. And I’m hearing that anything I send out with the word bitch in it is getting dumped. So I’m probably going to have to go in and say, instead of bitches in season, females in season, or maybe – well, I can’t say B in season, but somehow I’m going to have to go in and change some of these things so that my e mail does go through.

Mr. Sprung: Thanks for that information. We will look at what is occurring.

The Chair recognized Marilyn Vinson, Delegate for the Kachina Kennel Club, who spoke as follows:

I’d like to offer two thank you’s. The first for your Therapy Dog title. That’s been an important one, and I appreciate that the 50 hours I think is very attainable with one dog. I know one of the girls I have right now has 283 hours, and she’s almost nine. But for those of us running three and four dogs, I take one dog to a different place each week. I’ll take us a few years, but we’ll get there.

And thank you very much.

The second thank you is for the article in the Gazette on Chief Schroeder and the dogs he brought out of Afghanistan. I get real emotional about this, because I know him personally and know that working to get those dogs out, to bring them home, because they are members of his family, is what kept his sanity over there. That was the good, the bright and the positive, and thank you for writing those.

Mr. Sprung: The Therapy Dog initiative has been well received, and the article is most compelling. Thank you.

Hearing no further business, the meeting stands adjourned. It’s time for lunch.

(meeting adjourned at 11:47 A.M.)

JULY 2011 • AKC GAZETTE 87

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