

BOARD OF DIRECTORS
SPECIAL MEETING

January 13-14, 2014

This Special Meeting was called specifically to discuss the creation of a strategic framework for AKC and a vision within which to plan future initiatives in several areas.

The meeting convened at 8:30 a.m. on Monday January 13, 2014. All Board members were present, except for Dr. Newman and Mr. Arnold. Mr. Arnold did participate by telephone conference. Also present were the President, Chief Operating Officer, Chief Financial Officer, Executive Secretary, and the Assistant Executive Secretary.

There was a discussion on the current state of AKC's business and revenue. The organization's strengths, weaknesses, opportunities and threats were analyzed.

A number of potential initiatives in the different areas were discussed. They included:

- Registration
- The Sport and Events
- Business to Business
- Business to Consumer

As the proposed initiatives involved details on tactics and strategy and a number had limited windows of opportunity, it was agreed that they should not be made public until they were ready to be rolled out over the next two years.

Dr. Battaglia gave a presentation on the current state of the registry with an historical review of how it evolved over recent years. He tied his presentation to the initiatives previously discussed in the area of Registration.

Meeting adjourned on Monday January 13, at 5:40 p.m.

Meeting reconvened at 9:00 a.m. on Tuesday, January 14, 2014.

All Board members were present, except for Dr. Newman and Mr. Arnold. Mr. Arnold did participate by telephone conference. Also present were the President, Chief Operating Officer, Chief Financial Officer, Executive Secretary, and the Assistant Executive Secretary. Christopher Walker, Assistant Vice President -- Social Media Outreach/Communication was present for a portion of the meeting.

The Board reviewed all of the initiatives discussed the previous day. Some were eliminated and there was agreement that others should go forward within the next one to two years. Staff was directed to recommend how they should prioritize them, as many will involve financial and personnel commitments as well as significant potential revenue rewards.

Meeting adjourned at 12:00 p.m.